



**City Council Questions and Answers for  
Thursday, November 12, 2015**

These questions and answers are related to the  
Austin City Council meeting that will convene at 10:00 AM on  
Thursday, November 12, 2015 at Austin City Hall  
301 W. Second Street, Austin, TX



**Mayor Steve Adler**  
**Mayor Pro Tem Kathie Tovo, District 9**  
**Council Member Ora Houston, District 1**  
**Council Member Delia Garza, District 2**  
**Council Member Sabino Pío Renteria, District 3**  
**Council Member Gregorio Casar, District 4**  
**Council Member Ann Kitchen, District 5**  
**Council Member Don Zimmerman, District 6**  
**Council Member Leslie Pool, District 7**  
**Council Member Ellen Troxclair, District 8**  
**Council Member Sheri Gallo, District 10**

*The City Council Questions and Answers Report was derived from a need to provide City Council Members an opportunity to solicit clarifying information from City Departments as it relates to requests for council action. After a City Council Regular Meeting agenda has been published, Council Members will have the opportunity to ask questions of departments via the City Manager's Agenda Office. This process continues until 5:00 p.m. the Tuesday before the Council meeting. The final report is distributed at noon to City Council the Wednesday before the council meeting.*

## **QUESTIONS FROM COUNCIL**

1. Agenda Item # 17: Approve negotiation and execution of Amendment No. 2 to a contract with FOUNDATION COMMUNITIES Inc., for insurance enrollment educational outreach and navigation services of the Affordable Care Act Health Insurance Marketplace, to increase funding in an amount not to exceed \$100,000, for a total contract amount not to exceed \$600,000.
  - a. QUESTION: 1) How many people have we signed up using this program and how much money have we given Foundation Communities? COUNCIL MEMBER HOUSTON'S OFFICE
  - b. ANSWER: 1) During the FY 16 budget process Council added \$300k for Affordable Care Act (ACA) outreach and enrollment. Last fiscal year Foundation Communities had a contract with HHSD for \$100k. They were able to attend 62 outreach events and enrolled 5,911 people. This action is time sensitive because the open enrollment period for ACA began on November 1, 2015.
2. Agenda Item # 21: Authorize negotiation and execution of a 12-month interlocal agreement with CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY (Capital Metro) to allow City employees to use Capital Metro's transportation services in an amount not to exceed \$400,000, with four 12-month extension options in an amount not to exceed \$400,000 for each extension option for a total amount not to exceed \$2,000,000.
  - a. QUESTION: Over the past 12 quarters: 1) How many City of Austin riders through this program? 2) How much was paid to Cap Metro? 3) What was the not to exceed amount? COUNCIL MEMBER ZIMMERMAN'S OFFICE
  - b. ANSWER: 1) FY13 – 1,598 riders, FY14 – 1,893 riders, FY15 – 1,967 riders. 2) FY13 – \$188,364, FY14 – \$181,127, FY15 – \$243,542. 3) FY13 – \$200,000, FY14 – \$225,000, FY15 – \$250,000.
3. Agenda Item # 33: Approve a resolution adopting the Austin Convention Center's Long-Range Master Plan regarding Convention Center facilities.
  - a. QUESTION: 1) Did C.H. Johnson Consulting Inc create a report for a strategic plan for Austin's Convention Center Industry in 1997? 2) Did the Austin Convention Center expand between 1997 and 2014? 3) If yes, which year and how many sqft were added? 4) In the 1997 study, what was the estimated number of room nights that an expanded

Center would generate? 5) What are the estimated room nights that the Convention Center generated in 2012, 2013, 2014? 6) Under the proposed Long Range Master Plan regarding Convention Center facilities, what is the estimated total room nights for years 8-10 upon expansion?? COUNCIL MEMBER ZIMMERMAN'S OFFICE

b. ANSWER: See attachment.

4. Agenda Item # 81: Conduct a public hearing and consider an ordinance amending City Code Chapter 25-1 and Ordinance No. 20070621-027 relating to parkland dedication requirements and associated fees imposed as a condition to development approval.


a. QUESTION: 1) How do both the new fees and land requirements in the proposed ordinance compare to peer cities? Please include peer cities with both high and low fees or land requirements for a clear picture of where the changes will put the City. 2) How does the City's total parkland (including metro and district parks) compare to those same peer cities, both in total acreage and per capita? 3) Being that parkland dedication is not the only demonstration of a City's commitment to parkland, please include a comparison of those same peer cities related to parks funding, department size, yearly expenditures, bond dollars issued, and any other appropriate measures of the City's commitment to parks. 4) How many acres of parkland does the City plan to acquire in the next 5 years with other sources of revenue (such as 2012 bond dollars)? 5) Can staff provide low-density, medium-density, and high-density examples comparing development under previous ordinance to development under the proposed ordinance? With those examples, could staff estimate how the new fees and dedication of land would affect the cost of an individual unit in each example given? 6) Is there an appeals process available to property owners who disagree with administrative decisions granted under the proposed ordinance? For example, if the Director determines a fee-in-lieu is would not be allowed for a certain property, could the property owner appeal that decision? 7) Please explain in more detail the formula for developing the Parkland Development Fee? 8) Please provide the information and data showing the direct relationship between hotel occupants and park use? 9) Was the binder intended to be responsive to the questions that CM Troxclair asked through the Council Q&A? 10) Is it typical that staff provides a talking points section in back-up materials like this? Additionally, there are some numbers and analysis in the talking points section regarding housing prices off-set, bonds for parkland acquisition etc.; can you provide the data/sources to support those points? 11) How many acres of parkland were purchased with the \$66 million in bond funds since 1998? COUNCIL MEMBER TROXCLAIR'S OFFICE

b. ANSWER: 1-9) See attachment.

c. QUESTION: 1.What is the current balance of unspent PLD funds? 2) Please provide a peer cities comparison showing a breakdown and total of all city fees assessed on residential developments in each city. 3) Please provide a peer cities comparison showing the amount of parkland dedication required for residential developments in other cities. 4) What is the estimated impact on the overall cost of housing to residents (cost per residential unit)? 5) How do these proposed PLD changes impact the CodeNext process? 6) Has the CodeNext team been involved in reviewing these proposed PLD changes? COUNCIL MEMBER GALLO'S OFFICE

d. ANSWER: 1) The balance of PLD fund is \$5.5 million dollars, \$4 million which was appropriated in October 2015. 2) This will require more time to gather this research. 3) It is difficult to compare parkland dedication requirements across cities because cities use different metrics in their Land Development Codes. Furthermore, according to national case law, parkland dedication ordinances must be based on a city's level of service not peer comparables. 4) Parkland Dedication requirements are not likely to lead to any increase in the price of a new home. If the market would bare an increased in price, then the developers would charge that amount since their goal is to maximize their profits. Therefore, the market dictates the price of a home. The PLD fee could be absorbed in one of three ways: the house size could be reduced by 5 sqft.; the cost of finishes, fittings, furnishings or landscaping maybe reduced; or the developer would pay less for the land. 5) PARD is working collaboratively with Opticos Consultant Team on items related to open space in CodeNext. The Opticos team has received a copy of the draft PLD Ordinance. PARD staff has another meeting with Optics next week to discuss open space and parkland dedication. 6) Yes, see above.

**END OF REPORT - ATTACHMENTS TO FOLLOW**

 *The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.*



### Council Question and Answer

Related To	Item #33	Meeting Date	November 12, 2015
------------	----------	--------------	-------------------

#### Additional Answer Information

**QUESTION:** 1) Did C.H. Johnson Consulting Inc create a report for a strategic plan for Austin's Convention Center Industry in 1997? 2) Did the Austin Convention Center expand between 1997 and 2014? 3) If yes, which year and how many sqft were added? 4) In the 1997 study, what was the estimated number of room nights that an expanded Center would generate? 5) What are the estimated room nights that the Convention Center generated in 2012, 2013, 2014? 6) Under the proposed Long Range Master Plan regarding Convention Center facilities, what is the estimated total room nights for years 8-10 upon expansion??  
COUNCIL MEMBER ZIMMERMAN'S OFFICE

#### ANSWER:

- 1) Did C.H. Johnson Consulting Inc create a report for a strategic plan for Austin's Convention Center Industry in 1997?

Yes

- 2) Did the Austin Convention Center expand between 1997 and 2014?

Yes, the Austin Convention Center completed an expansion on the north side of its facility in 2002.

- 3) If yes, which year and how many sq ft were added?

470,400 square feet were added in 2002, for a total of 881,400.

- 4) In the 1997 study, what was the estimated number of room nights that an expanded Center would generate?  
The 1997 study projected 332,600 room nights as a result of expansion. At the time of the study, the total room nights was 45,073

This projection is based on a maximum capacity of the expanded Convention Center.

It is important to note that this projection is really an apples-to-oranges comparison to today's Convention Center generated room nights. The impact on room nights that the internet and today's web-based society has had on conventions was not fully anticipated in 1997. Room night projections are approximately 20% - 40% less as a result of those related trends.

The 1997 projections also do not consider the Convention Center's current business model approach that seeks to partner with other events in a way that maximizes overall room nights but results in lost lease periods for the Convention Center itself. The Convention Center currently loses lease periods for the Circuit of the Americas (COTA) Formula 1 event, the COTA Xgames Austin event, and the second weekend of the Austin City Limits Festival. The estimated Convention Center lost room nights during those lease periods are approximately 30,000 - 50,000, which is more than offset by the room nights generated by those events.

- 5) What are the estimated room nights that the Convention Center generated in 2012, 2013, 2014?

(See note included in previous answer to provide some context to this information.)

<u>Year</u>	<u>Room Nights Generated by Convention Center for all event types (per Austin Convention and Visitors Bureau)</u>
2012	249,836
2013	242,304
2014	261,178
2015	300,932

<u>Year</u>	<u>Room Nights for Total Industry</u>
2012	7,479,000
2013	8,009,000
2014	8,240,000
2015	8,408,000

(Pg. 93 of Vol II)

- 6) Under the proposed Long Range Master Plan regarding Convention Center facilities, what is the estimated total room nights for years 8-10 upon expansion?

Incremental Room Nights from convention event type only) from proposed Convention Center expansion:

Year 8	125,420
Year 9	125,770
Year 10	126,110

(Pg. 87 of Vol II)

Overall Room Nights for convention event type only from Austin Convention Center Expansion:

Year 8	311,270
Year 9	311,620
Year 10	311,960

(Pg. 88 of Vol II, combined with pg. 87 numbers)

Total Industry Room Nights assuming Convention Center expansion:

Year 8	9,115,000
Year 9	9,218,000
Year 10	9,324,000

(Pg. 93 of Vol II)

Another comparison worth noting between the 1997 report and actual results is Hotel Tax Revenue. The 1997 report estimated the following for the Convention Center Tax Fund, which is the 4.5% portion of the Hotel Occupancy Tax:

1997 Report Estimates:

<u>Year</u>	<u>Estimated Revenue</u>
2002	\$ 7,343,000
2003	\$ 7,784,000
2004	\$ 8,251,000
2005	\$ 8,746,000

Per City's Financial System:

<u>Year</u>	<u>Actual Revenue (rounded)</u>
2002	\$ 12,374,000
2003	\$ 12,739,000
2004	\$ 12,677,000
2005	\$ 15,039,000





### Council Question and Answer

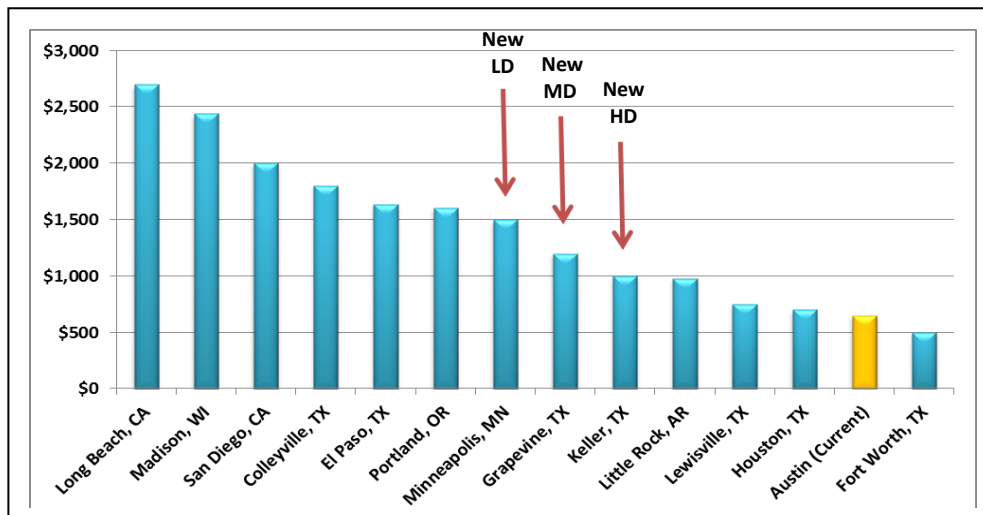
Related To	Item #81	Meeting Date	November 12, 2015
------------	----------	--------------	-------------------

#### Additional Answer Information

**QUESTION:** 1) How do both the new fees and land requirements in the proposed ordinance compare to peer cities? Please include peer cities with both high and low fees or land requirements for a clear picture of where the changes will put the City. 2) How does the City's total parkland (including metro and district parks) compare to those same peer cities, both in total acreage and per capita? 3) Being that parkland dedication is not the only demonstration of a City's commitment to parkland, please include a comparison of those same peer cities related to parks funding, department size, yearly expenditures, bond dollars issued, and any other appropriate measures of the City's commitment to parks. 4) How many acres of parkland does the City plan to acquire in the next 5 years with other sources of revenue (such as 2012 bond dollars)? 5) Can staff provide low-density, medium-density, and high-density examples comparing development under previous ordinance to development under the proposed ordinance? With those examples, could staff estimate how the new fees and dedication of land would affect the cost of an individual unit in each example given? 6) Is there an appeals process available to property owners who disagree with administrative decisions granted under the proposed ordinance? For example, if the Director determines a fee-in-lieu is would not be allowed for a certain property, could the property owner appeal that decision? 7) Please explain in more detail the formula for developing the Parkland Development Fee? 8) Please provide the information and data showing the direct relationship between hotel occupants and park use? 9) Was the binder intended to be responsive to the questions that CM Troxclair asked through the Council Q&A? 10) Is it typical that staff provides a talking points section in back-up materials like this? Additionally, there are some numbers and analysis in the talking points section regarding housing prices off-set, bonds for parkland acquisition etc.; can you provide the data/sources to support those points? 11) How many acres of parkland were purchased with the \$66 million in bond funds since 1998? COUNCIL MEMBER TROXCLAIR'S OFFICE

**ANSWER:**

1. How do both the new fees and land requirements in the proposed ordinance compare to peer cities? Please include peer cities with both high and low fees or land requirements for a clear picture of where the changes will put the City.



2. How does the City's total parkland (including metro and district parks) compare to those same peer cities, both in total acreage and per capita?

City	Total Acreage owned by City	Population (2014)	Park Acres per 1,000	City land acres (2014)	City land coverage in parks
Austin	17,479	843,000	20.7	175,743	10%
Portland	11,657	619,360	18.8	92,800	13%
Minneapolis	6,743	407,207	16.6	37,376	18%
Fort Worth	11,701	812,553	14.4	223,360	5%
Seattle	6,200	616,500	10.1	56,576	11%
San Diego	35,735	1,381,069	25.9	238,080	15%

3. Being that parkland dedication is not the only demonstration of a City's commitment to parkland, please include a comparison of those same peer cities related to parks funding, department size, yearly expenditures, bond dollars issued, and any other appropriate measures of the City's commitment to parks.

Staff needs extensive time to specifically research this question. Furthermore, parkland dedication funding is not a demonstration of the city's commitment to parkland. It is a reflection of development activity within the city's jurisdiction.

4. How many acres of parkland does the City plan to acquire in the next 5 years with other sources of revenue (such as 2012 bond dollars)?  
Approximately 10 acres with the remaining 2012 bond dollars.
5. Can staff provide low-density, medium-density, and high-density examples comparing development under previous ordinance to development under the proposed ordinance? With those examples, could staff estimate how the new fees and dedication of land would affect the cost of an individual unit in each example given?

**Sample Developments 100 units each**



**Current Ordinance**

	Number of residents	Acres per 1,000	Density Factor	# of Units	Acres Required	Fee in lieu
Low Density	280	5	2.8	100	1.4	\$ 65,000.00
Medium Density	220	5	2.2	100	1.1	\$ 65,000.00
High Density	170	5	1.7	100	0.9	\$ 65,000.00

**Proposed Ordinance**

	Number of residents	Acres per 1,000	Density Factor	# of Units	Acres Required	Fee in lieu
Low Density	280	9.4	2.8	100	2.6	\$ 155,100.00
Medium Density	220	9.4	2.2	100	2.1	\$ 122,000.00
High Density	170	9.4	1.7	100	1.6	\$ 94,300.00

6. Is there an appeals process available to property owners who disagree with administrative decisions granted under the proposed ordinance? For example, if the Director determines a fee-in-lieu is would not be allowed for a certain property, could the property owner appeal that decision?

The current ordinance doesn't provide for an appeal process. There is no change to this in the proposed ordinance. Historically Council has used its authority to waive parkland dedication requirements.

7. Please explain in more detail the formula for developing the Parkland Development Fee?

Variables	Calculation Factor	Description
<b>Fee In-Lieu of Land</b>		
Land Level of Service	1 acre per 106 people or 9.4 acres per 1,000 people	Population/Park Acres
Park Acres	8,201	Park Acres (excludes Metro and District Parks)
City Population	865,504 (2014)	Current city population
Parkland Cost Factor	\$39,000 per acre	Average land cost of acres purchased over the last five years
<b>Park Development</b>		
Facilities Level of Service	1 park per 4,306 people	Population / Number of Developed Parks
Number of Developed Parks	201	Count of all developed parks
City Population	865,504 (2014)	Current city population
Park Development Cost Factor	\$800,000	Average cost of last 5 neighborhood parks
Low Density Development	2.8	Persons per Household (PPH) per City
Medium Density Development	2.2	Persons per Household (PPH) per City
High Density Development	1.7	Persons per Household (PPH) per City
Hotel/Motel Development	1.7 x 75.3%	High Density (PPH) X Occupancy Rate*

\* As reported annually by the Texas Economic Development and Tourism Office ([travel.texas.gov](http://travel.texas.gov))

**A. Fee In-lieu of Land Formula**

**STEP 1.** *Parkland Cost Factor/ Parkland Level of Service = Land Cost Per Person*

\$39,000 per acre / 106 persons per acre = \$368 per person

***STEP 2: Density X Land Cost Per Person = Fee In-Lieu of Land by Density***

Low Density Fee – 2.8 PPH X \$368 = \$1,030 per unit

Medium Density Fee – 2.2 PPH X \$368 = \$810 per unit

High Density Fee – 1.7 PPH X \$368 = \$626 per unit

Hotel/Motel Fee – 1.28 PPR X \$368 = \$471 per room

**B. Park Development Fee Formula**

***STEP 1: Parkland Cost Factor/ Parkland Level of Service = Land Cost Per Person***

\$800,000 neighborhood park cost / 4,306 people per developed park = \$186 per person

***STEP 2: Density X Park Development Cost Per Person = Parkland Development Fee by Density***

Low Density Fee – 2.8 PPH X \$186 = \$521 per unit

Medium Density Fee – 2.2 PPH X \$186 = \$410 per unit

High Density Fee – 1.7 PPH X \$186 = \$317 per unit

Hotel/Motel Fee – 1.28 PPR X \$186 = \$238 per room

**C. Total Fee-in-Lieu of Parkland and Park Development:**

**Low Density Fee – \$1,030+ \$521 = \$1,551 per unit**

**Medium Density Fee – \$810+ \$410 = \$1,220 per unit**

**High Density Fee – \$626+ \$317 = \$943 per unit**

**Hotel/Motel Fee - \$471 + \$238 = \$709 per room**

8. Please provide the information and data showing the direct relationship between hotel occupants and park use?

An intercept survey completed by PARD on the Ann and Roy Butler Hike and Bike Trail showed 10% of trail users were from out of town. This represents over 100,000 visitors annually. There are approximately 33,000 hotel rooms in the City of Austin with an occupancy rate of 75.3%. This shows a direct relationship between hotel occupancy and park use.

9. Was the binder intended to be responsive to the questions that CM Troxclair asked through the Council Q&A?  
No. The binder was put together weeks before strictly for easy access to back-up information to better assist the Council.
10. Is it typical that staff provides a talking points section in back-up materials like this? Additionally, there are some numbers and analysis in the talking points section regarding housing prices off-set, bonds for parkland acquisition etc.; can you provide the data/sources to support those points?  
The talking points were put together for stakeholder round table discussions to educate what staff was proposing in the code amendment. All those documents were to be posted as backup with the item. Unfortunately, the last page was not posted as backup when the agenda was posted. The document has now been posted as late backup to item #81.
11. How many acres of parkland were purchased with the \$66 million in bond funds since 1998?  
A total of 3,070 acres have been purchased with bond funds since 1998.