Downtown Austin Parking Strategy

PARK HERE
Pay Our Machine
PLACE RECEIPT ON DASH

DOWN
AUSTIN TOWN
ALLIANCE

NELSON NYGAARD

IN PARTNERSHIP WITH

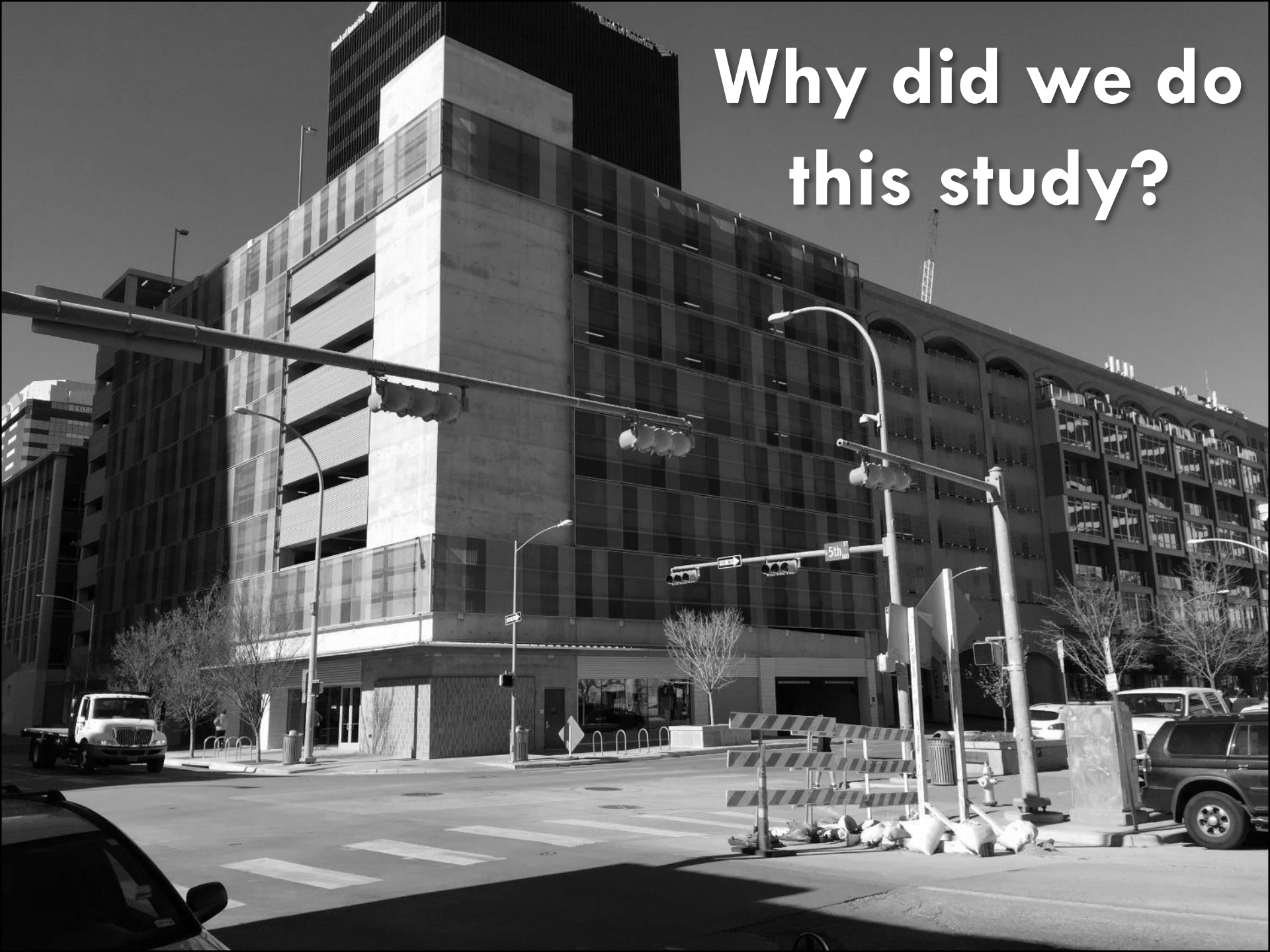asakura robinson

DIXON
RESOURCES UNLIMITED

mccann adams studio

PROJECT RECAP

- Why did we do this study?

- What did we do?

- What did we find?

- What are we recommending?

- What are the next steps?

Why did we do this study?

- Parking is central to downtown vitality
- Downtown is growing and changing
- Land is increasingly constrained
- Traffic congestion is a major threat
- Parking should support the multimodal vision
- Affordability and equity challenges
- Changing mobility trends and technology
- Many perceptions, little data
- Parking should not define the downtown "experience"

What did we do?

DOWNTOWN PARKING SHOULD BE:

Supportive, fostering broader community goals identified through ongoing and previous planning processes

Multimodal, recognizing that parking is one element of an accessible downtown

Available, managing parking to ensure a consistent parking experience

Cost-effective, maximizing existing parking and making fiscally sustainable investments

**User-friendly,** prioritizing customer convenience and ease of use

Adaptable, facilitating ongoing improvements as the downtown evolves

STAKEHOLDER DISCUSSIONS

- **Transportation Dept.**
- **Planning and Zoning Dept.**
- **Public Works Dept.**
- **Economic Development Dept.**
- **Parking Enterprise**
- **City Council Members**
- **Mayor's Office**

- **State of Texas – TX Facility Comm., Preservation Board, DPS**
- **Travis County**
- **Property Owners / Property Managers / Employers**
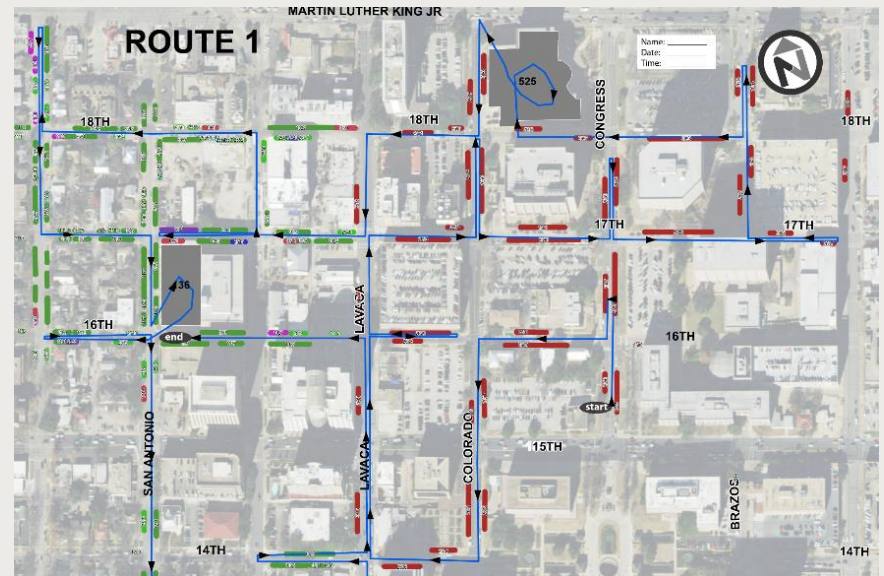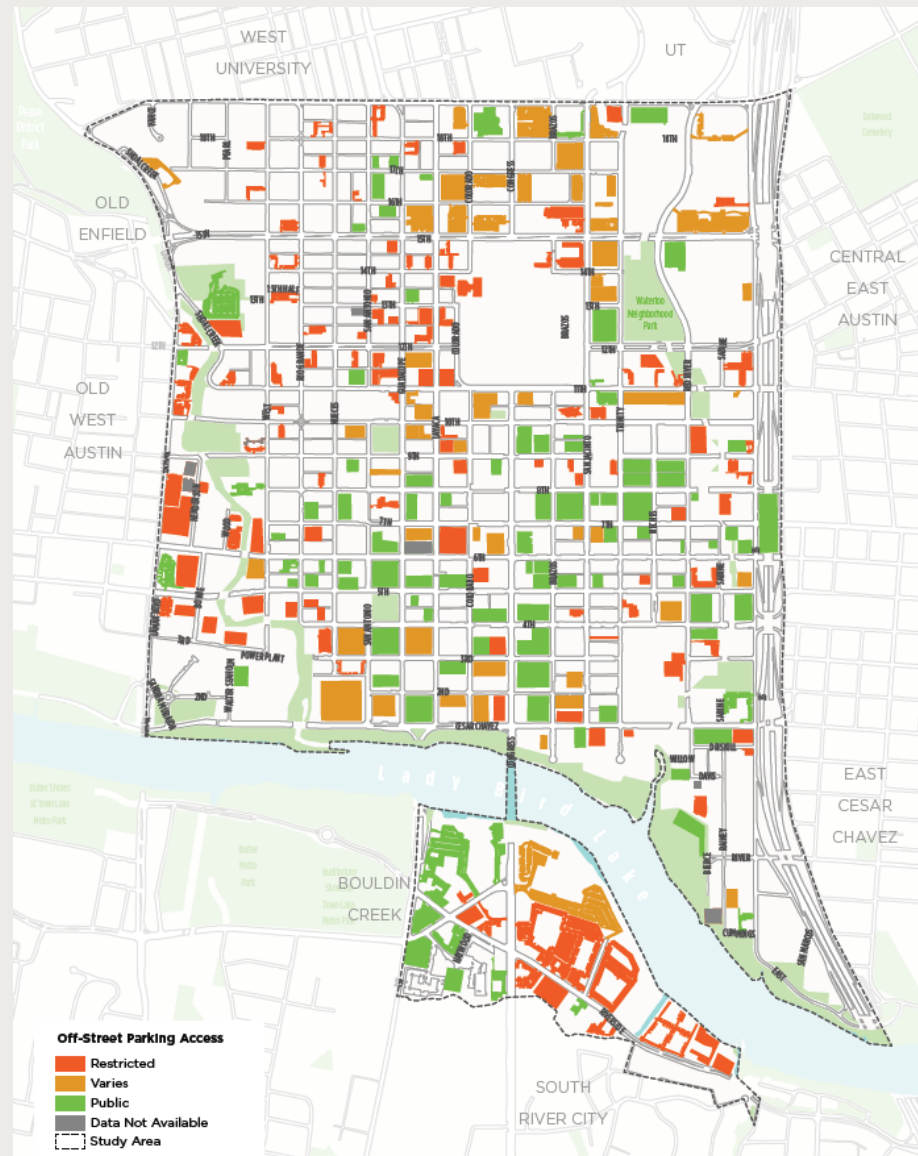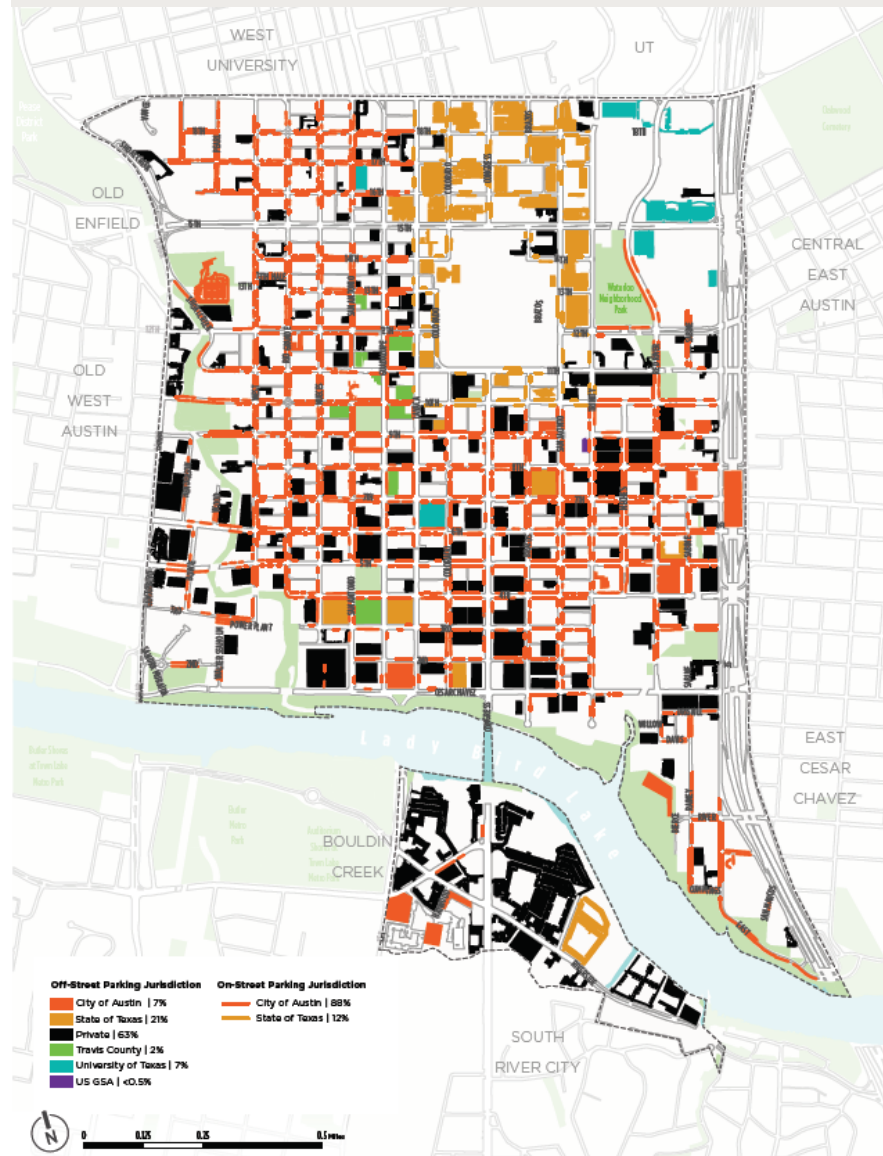- **Downtown Developers**
- **Parking Operators**
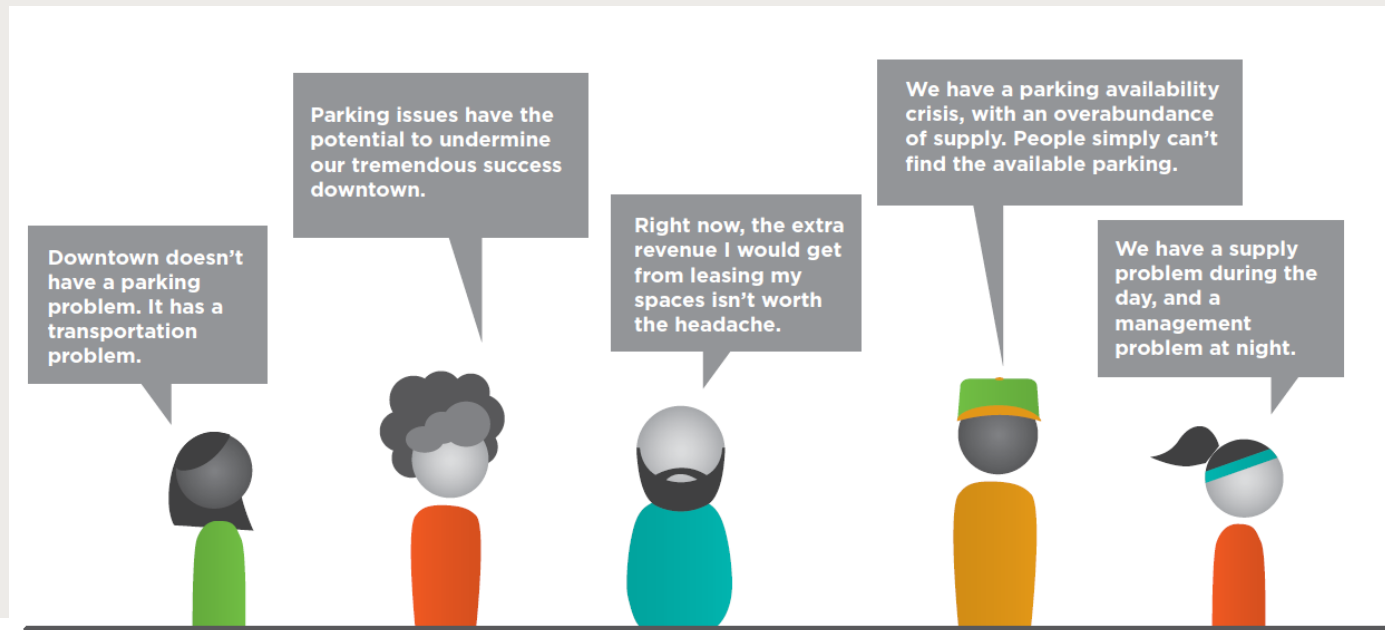
WORKSHOPS
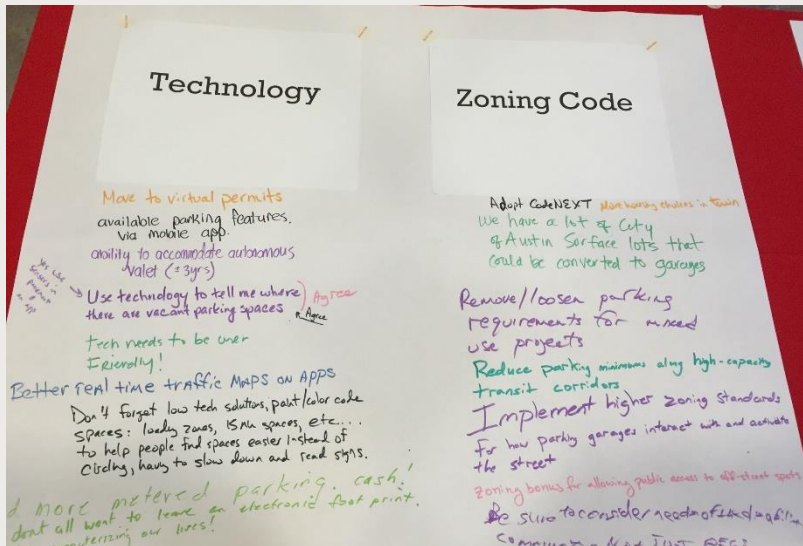
DATA, DATA, AND MORE DATA

- **Inventory**
- **Regulations**
- **Occupancy**
- **Length of Stay**
- **Land Uses**
- **Technology**
- **Signage**
- **Access**

PARKING DATABASE

Off-Street Parking Jurisdiction
- City of Austin | 7%
- State of Texas | 21%
- Private | 63%
- Travis County | 2%
- University of Texas | 7%
- US GSA | <0.5%

On-Street Parking Jurisdiction
- City of Austin | 88%
- State of Texas | 12%

Off-Street Parking Access
- Restricted
- Varies
- Public
- Data Not Available
- Study Area

What did
we find?

BRIEFING BOOK

P DOWN
AUSTIN TOWN
PARKING STRATEGY

BRIEFING BOOK

DOWN
AUSTIN TOWN
ALLIANCE

ACKNOWLEDGEMENTS

THERE ARE 71,504 SPACES IN DOWNTOWN.
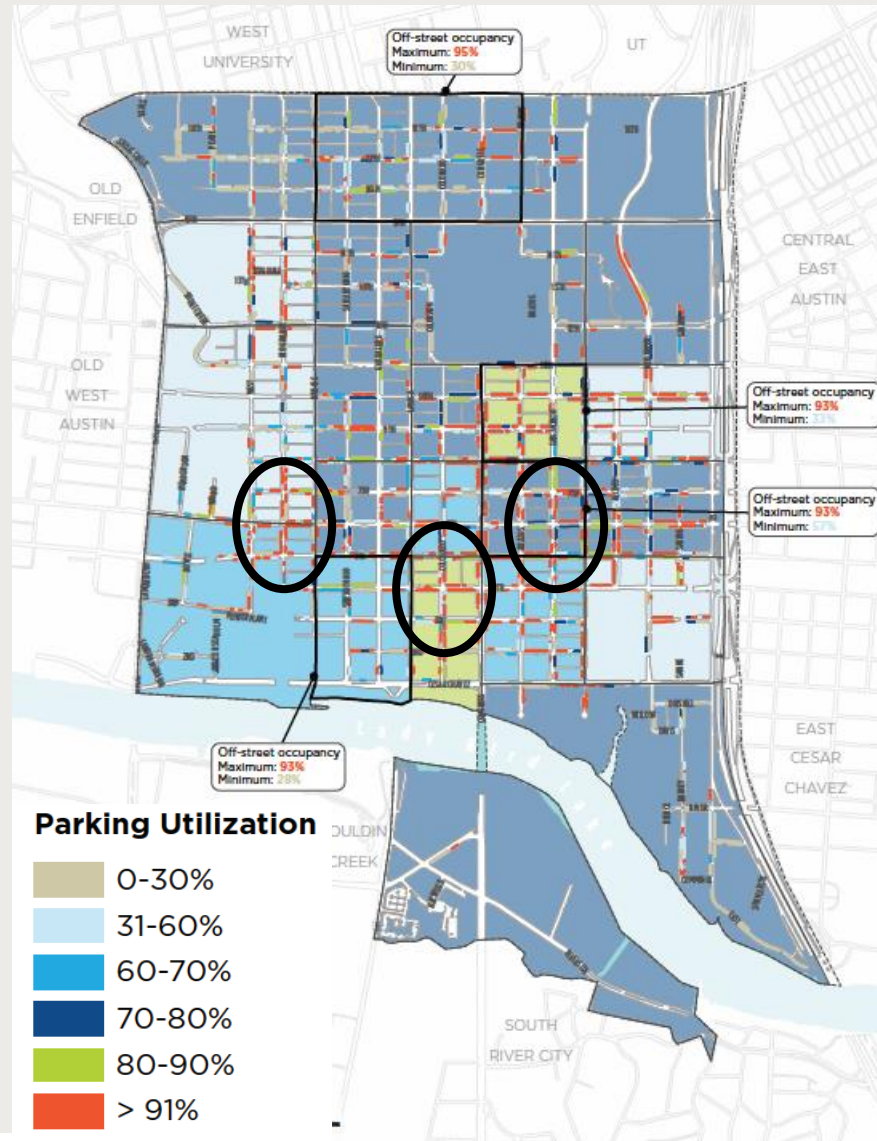
OFF-STREET SPACES

65,099

ON-STREET SPACES
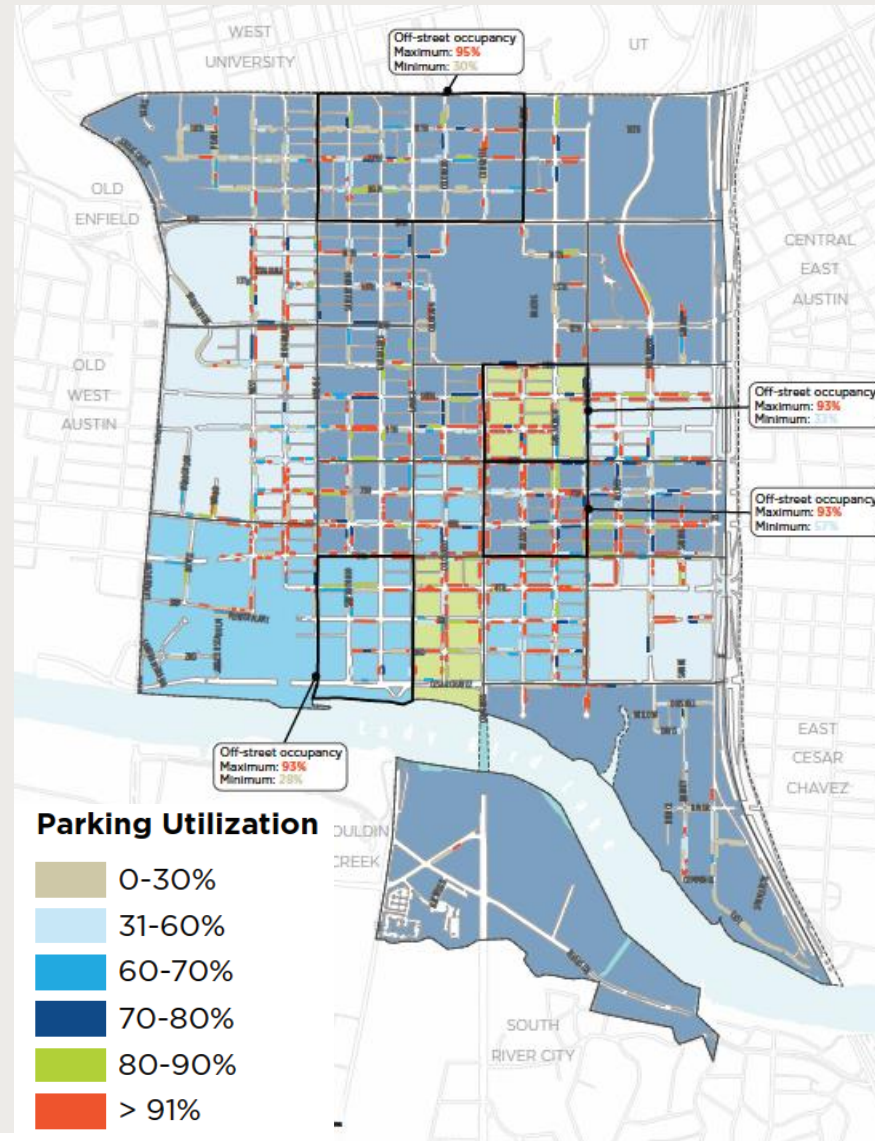
6,405

9% of parking is at the curb

Does not include driveways/garages in single family residences

PARKING CAN BE VERY DIFFICULT TO FIND, ESPECIALLY CONVENIENT, "FRONT DOOR" SPACES.

WEEKDAY MIDDAY

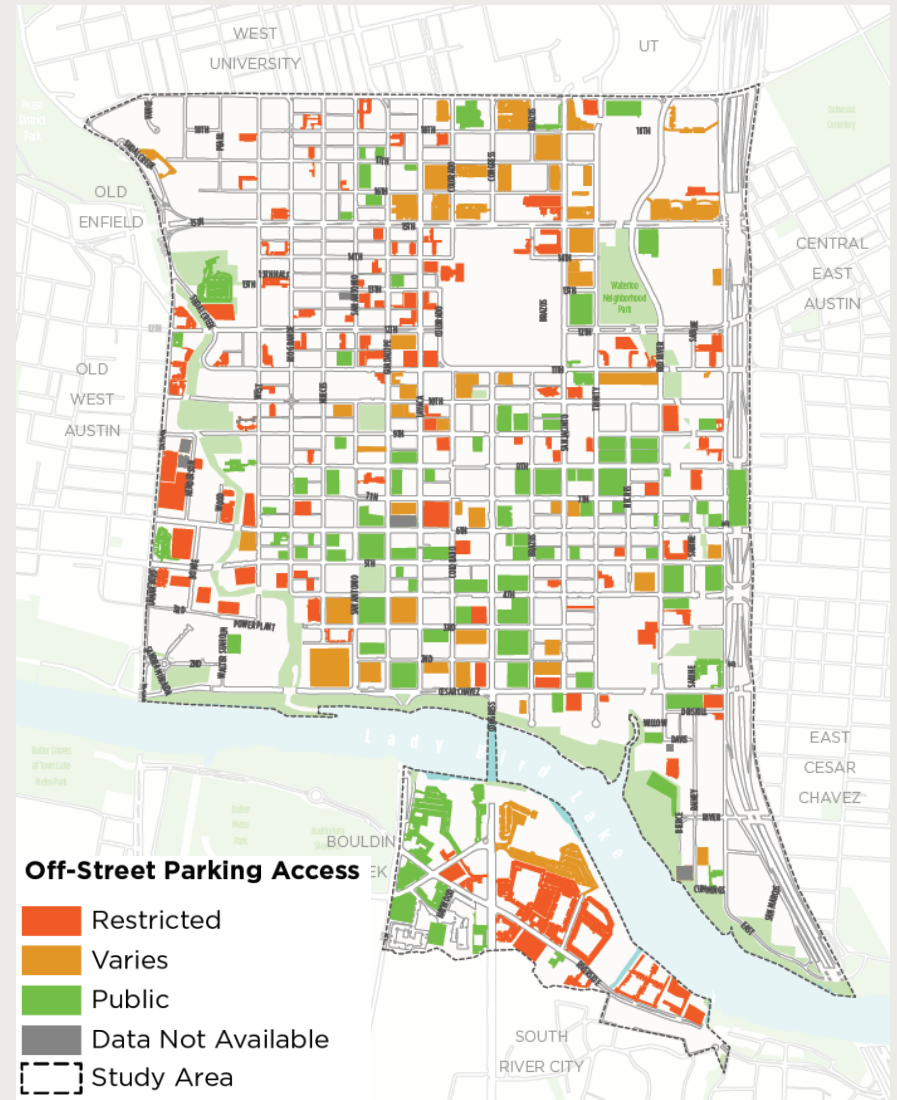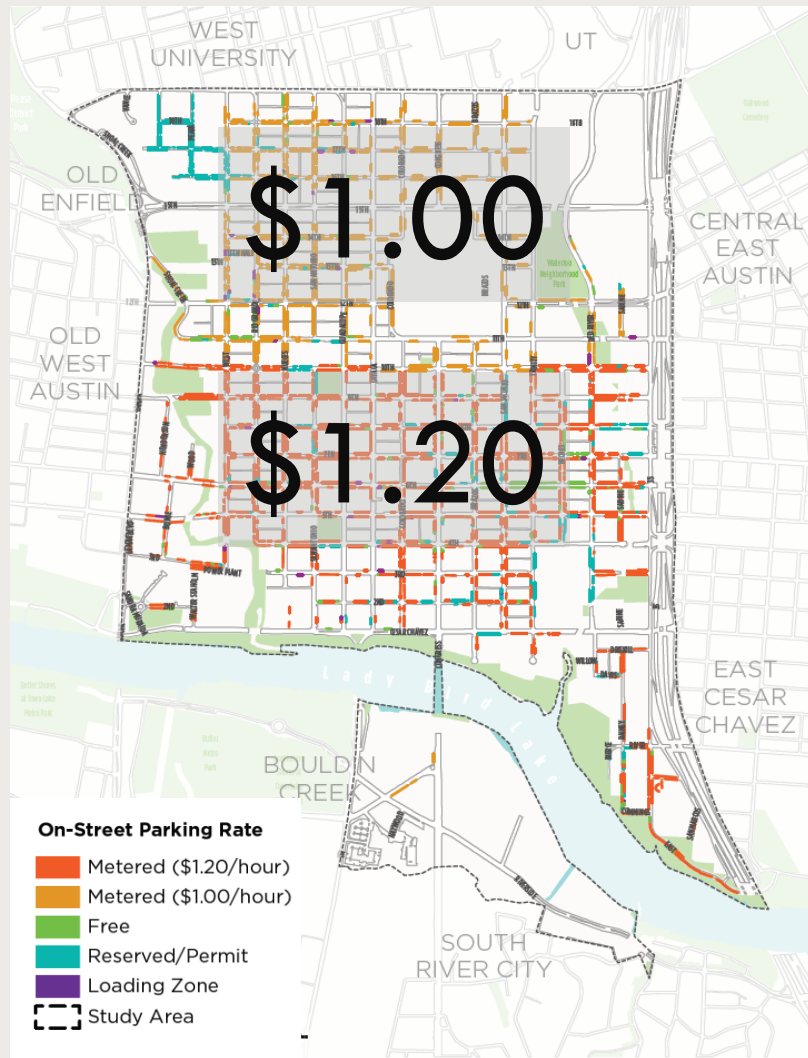# EVEN AT TYPICAL PEAK, SPACES CAN GO UNUSED. MOSTLY IN OFF-STREET GARAGES.

Parking Utilization

- 0-30%
- 31-60%
- 60-70%
- 70-80%
- 80-90%
- > 91%

WEEKDAY MIDDAY

ABOUT 1 OF 4 OFF-STREET SPACES IS NEVER OPEN TO THE GENERAL PUBLIC.

Availability	# of Spaces*	% of Off-street Spaces
Public	26,830	43%
Restricted	15,478	25%
Varied	20,497	33%
Total	**62,805**	**100%**

*Only Includes facilities with 25+ spaces.

Off-Street Parking Access

- Restricted
- Varies
- Public
- Data Not Available
- Study Area

PARKING RATES INCENTIVIZE CIRCLING AND BARGAIN HUNTING.

$1.00

$1.20

On-Street Parking Rate
- Metered ($1.20/hour)
- Metered ($1.00/hour)
- Free
- Reserved/Permit
- Loading Zone
- Study Area

ST. DAVID'S GARAGE
$2.50/ HALF HOUR
$20 MAX PER DAY
CREDIT & DEBIT ONLY

$5.00

$5.00

823 Congress Garage
Parking Rates

05 Minutes to 30 Minutes	$5.00
35 Minutes to 60 Minutes	$6.50
1 Hour to 1 ½ Hour	$8.00
1 ½ Hour to 2 Hour	$9.50
2 Hour to 2 ½ Hour	$11.00
2 ½ Hour to 3 Hour	$12.50
3 Hour to 3 ½ Hour	$14.00
3 ½ Hour to 4 Hour	$15.50
OVER 4 Hours	$20.00

MANY STAY PAST THE TIME LIMITS.

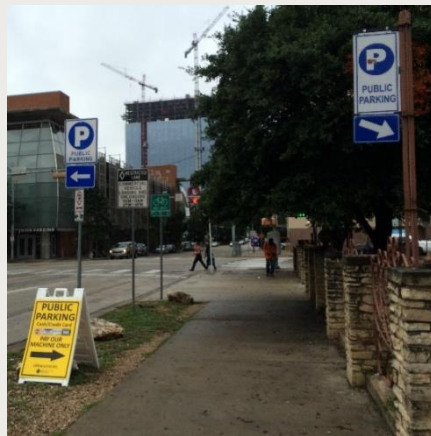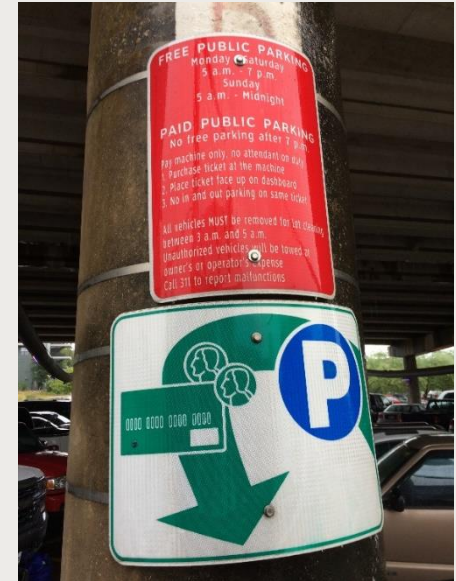## EAST 6TH STREET, TRINITY – SAN JACINTO

Wednesday 7 am to Thursday 7 am
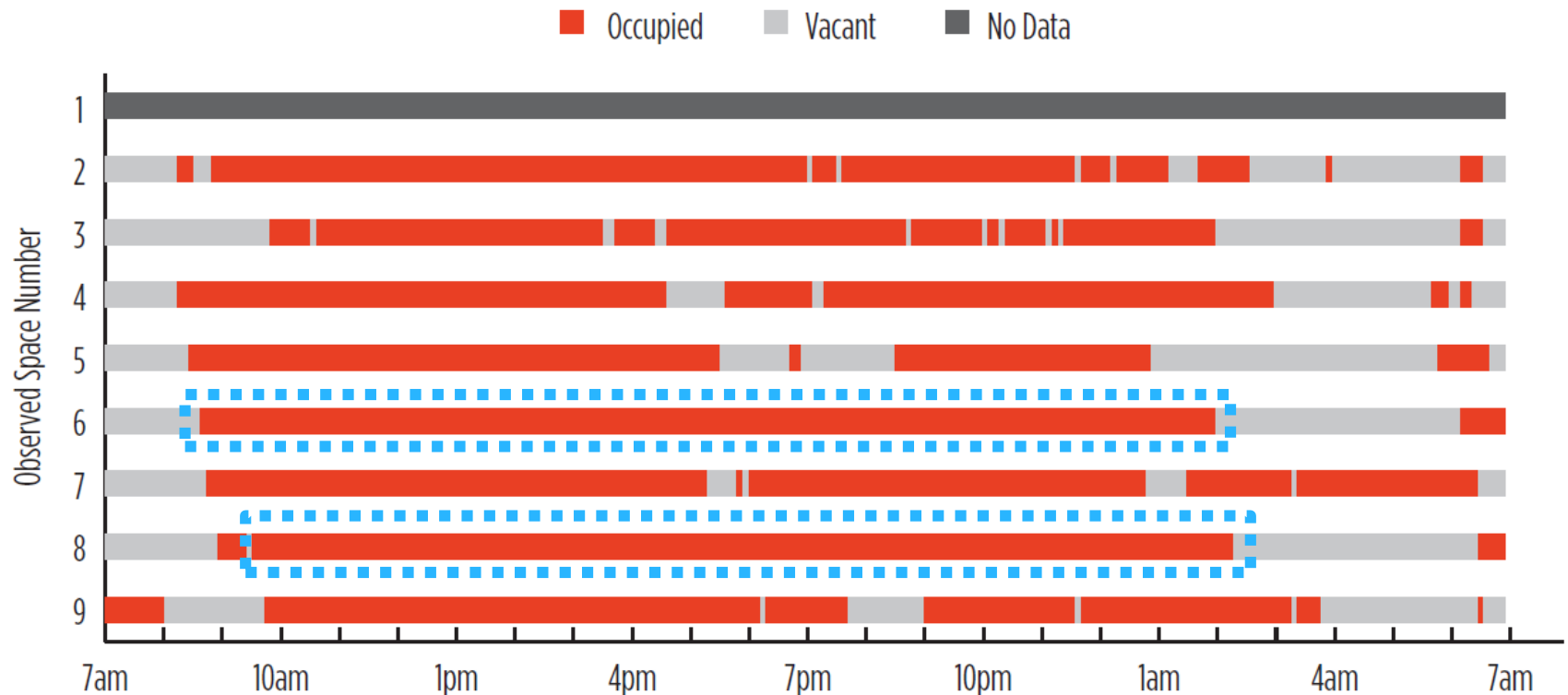
All spaces are free with 2-hour time limits between 7 am and 9 pm, all days.
Parking is prohibited from 9 pm until 3 am on Thursday, Friday and Saturday nights.

INFORMATION IS INCONSISTENT.

ONE WAY

P

PAY HERE   PAY HERE

P
PUBLIC PARKING

TOWING ENFORCED
24 HOURS / 7 DAYS A WEEK
**CUSTOMER PARKING
BY PERMIT ONLY**
PAY THE METER!
UNAUTHORIZED VEHICLES WILL BE TOWED AT THE
OWNER'S OR OPERATOR'S EXPENSE.
RELIANT TOWING 512-363-5900

TOWING ENFOR
24 HOURS / 7 DAYS
TENANT/CUS
PARKING ON
IN DESIGNATED S
UNAUTHORIZED VEHICLE
TOWED AT OWNER'S OPERA
FOR TOWED INF
ISSUED TO W

INSTRUCTIONS
1. PRESS ANY KEY TO START &
SELECT PAYMENT
2. ENTER LAST 3 CHARACTERS
OF LICENSE PLATE NUMBER
3. MAKE PAYMENT-
NO CHANGE IS GIVEN.
PAY EXACT AMOUNT
*Price Includes Tax
4. TAKE RECEIPT FROM TRAY

ParkMobile
DOWNLOAD
PREMIER PARKING APP
BRAZOS
PARKING ZONE #
6502

NOTICE
PAY MACHINE ONLY

THIS LOT IS OPERATED BY
PAY MACHINE ONLY.
VIOLATORS WILL BE TICKETED,
BOOTED AND/OR TOWED AT
OWNER'S EXPENSE.
PAYMENT TO UNAUTHORIZED
PERSONNEL WILL NOT BE
RECOGNIZED.

ATTENTION

Register your space number at the
pay station immediately upon
parking. Please use automatic Pay
Machine when lot is not staffed. This
lot can be staffed during special
events, at this time, please pay the
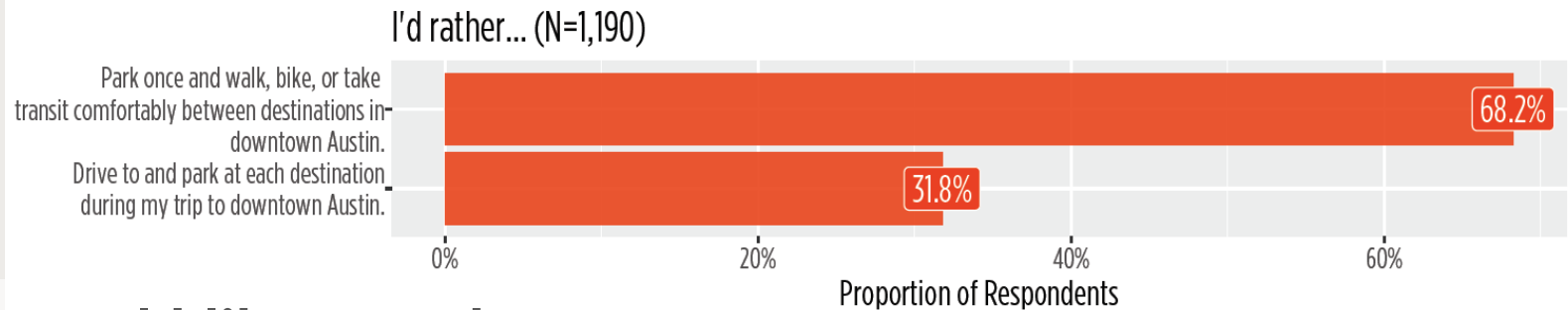uniformed attendant

P

NO CHANGE   NO REFUNDS
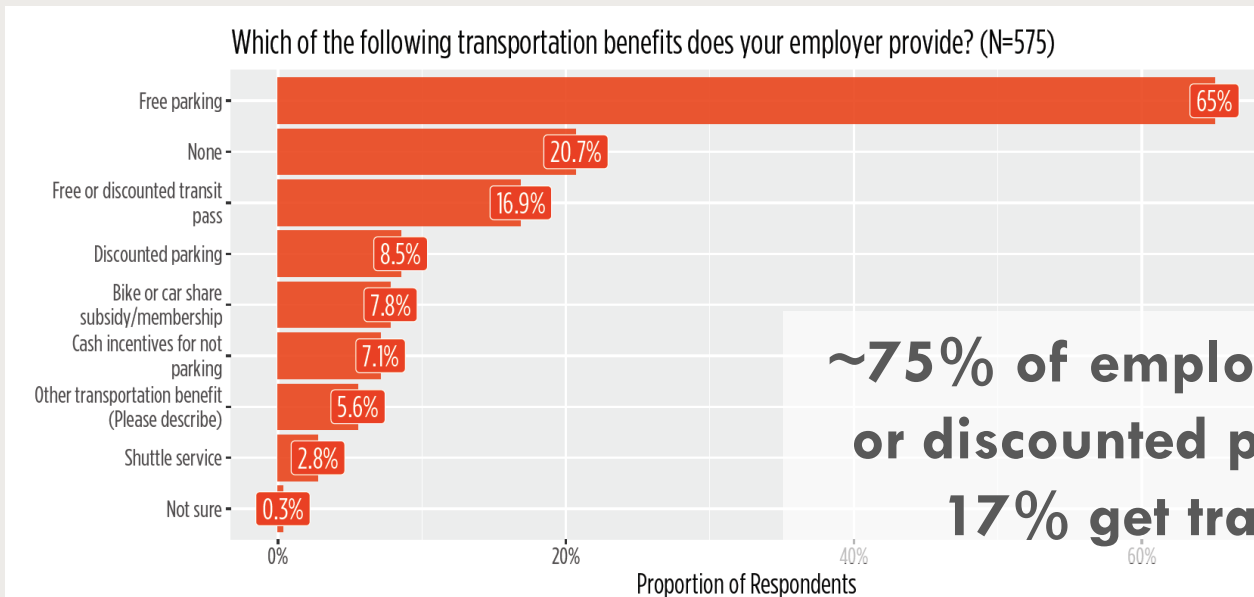NO EXCEPTION

PEDESTRIAN EXPERIENCE LIMITS USE OF SOME AVAILABLE SPACES.

"Safety. I don't feel safe and the parking lots and garages can be a scary experience."
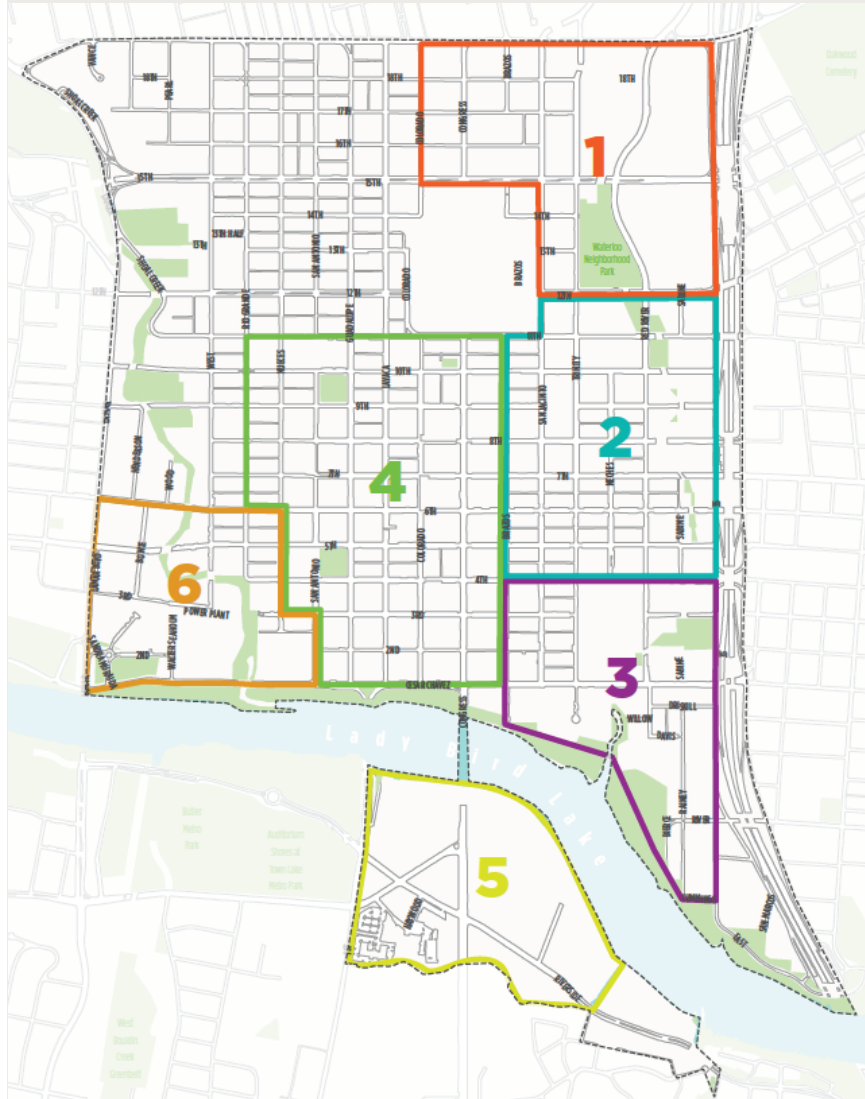
MANY WANT BETTER MOBILITY OPTIONS.

I'd rather... (N=1,190)

- Park once and walk, bike, or take transit comfortably between destinations in downtown Austin. — **68.2%**
- Drive to and park at each destination during my trip to downtown Austin. — **31.8%**

Proportion of Respondents

Most would like to park once and bike, walk, or take transit.

Which of the following transportation benefits does your employer provide? (N=575)

- Free parking — **65%**
- None — **20.7%**
- Free or discounted transit pass — **16.9%**
- Discounted parking — **8.5%**
- Bike or car share subsidy/membership — **7.8%**
- Cash incentives for not parking — **7.1%**
- Other transportation benefit (Please describe) — **5.6%**
- Shuttle service — **2.8%**
- Not sure — **0.3%**

Proportion of Respondents

~75% of employees get free or discounted parking. Only 17% get transit benefits.

MORE GROWTH IS COMING.

LAND USE ANALYSIS SUB-DISTRICTS

HOW WILL LAND USES CHANGE?

District 1

3.9m SQUARE FEET	2% 1% 28% 69%
Existing Land Use	

+5% SQUARE FEET — 2% 1% 32% 65%
Short-Term Scenario

+140% SQUARE FEET — 2% 6% 14% 49% 29%
Medium-Term Scenario

- Office Building
- Government Office Building
- Medical Office
- Museum
- Other

District 4

16.5m SQUARE FEET — 52% 15% 13% 8% 4% 4%
Existing Land Use

+10% SQUARE FEET — 51% 15% 12% 8% 7% 4% 3%
Short-Term Scenario

+30% SQUARE FEET — 47% 15% 14% 10% 8% 3% 3%
Medium-Term Scenario

- Office Building
- Government Office Building
- Hotel
- High-Rise Apartment
- Low/Mid-Rise Apartment
- Drive-in Bank
- Other

Detailed in Chapter 4

What are we recommending?

RECOMMENDATIONS FRAMEWORK

Goals and Objectives

| Maximize Use of Existing Parking Supply | Strategically Invest in IT | Improve Mobility Options to Reduce Parking Demand | Simplify and Leverage the Zoning Code | Enhance Admin and Operations | Provide Addl. Public Parking as Needed |

19 RECOMMENDATIONS

Specific Actions

Implementation

- Status?
- Cost?
- Impact?
- Difficulty?
- Priority?
- Coordination?

#1. SET AN AVAILABILITY TARGET AS PART OF PERFORMANCE-BASED MANAGEMENT PROGRAM

➢ **Summary:**

Adjust pricing/regulations based on demand so that spaces are <u>consistently available</u>. **Lowest price that achieves availability target.**

➢ **Benefits:**

– Makes it **easier to find** parking.

– Creates more **user choice**.

– **Reduces traffic** and pollution.

– **Reduces citations** and violations.

– Improves decision-making and **transparency**.

– Likely maintains or increases **revenues to be reinvested** into parking and mobility improvements.
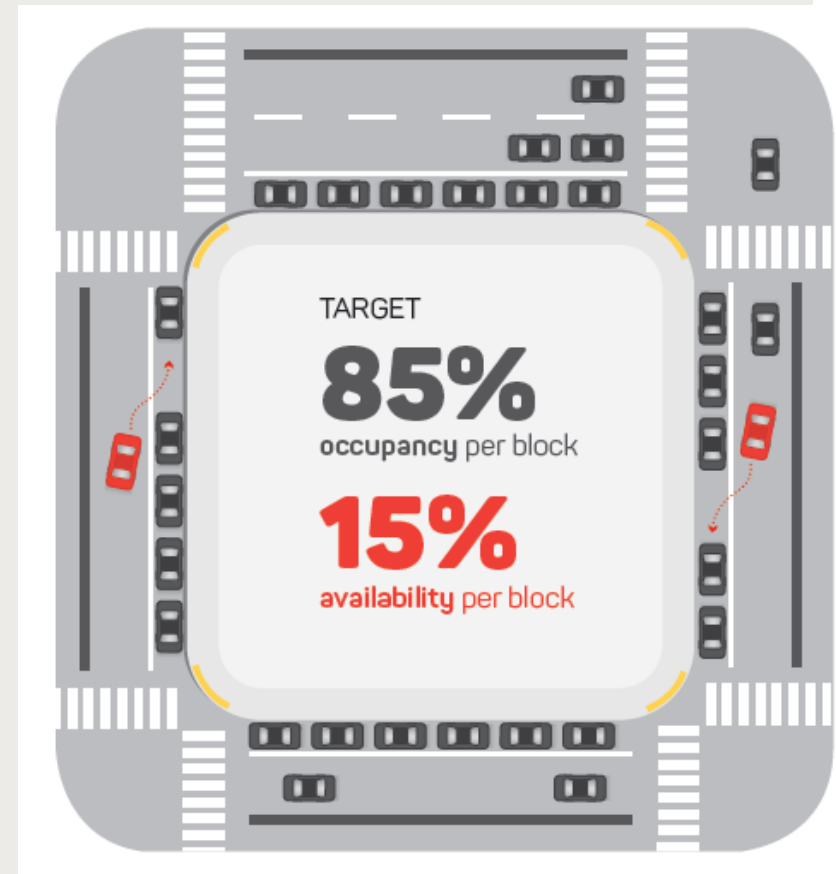
ADJUST PRICES OVER TIME TO MEET AVAILABILITY TARGET.
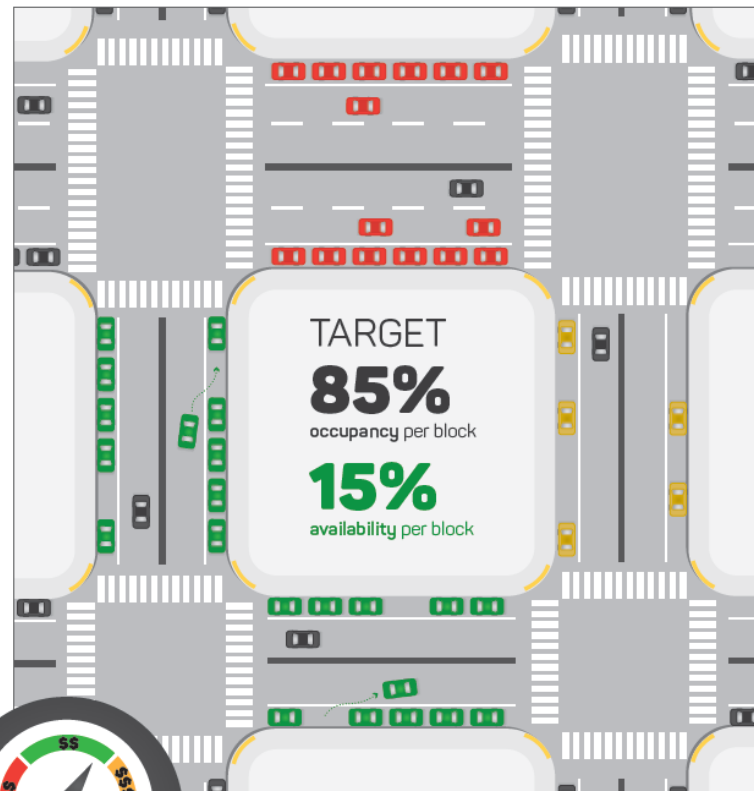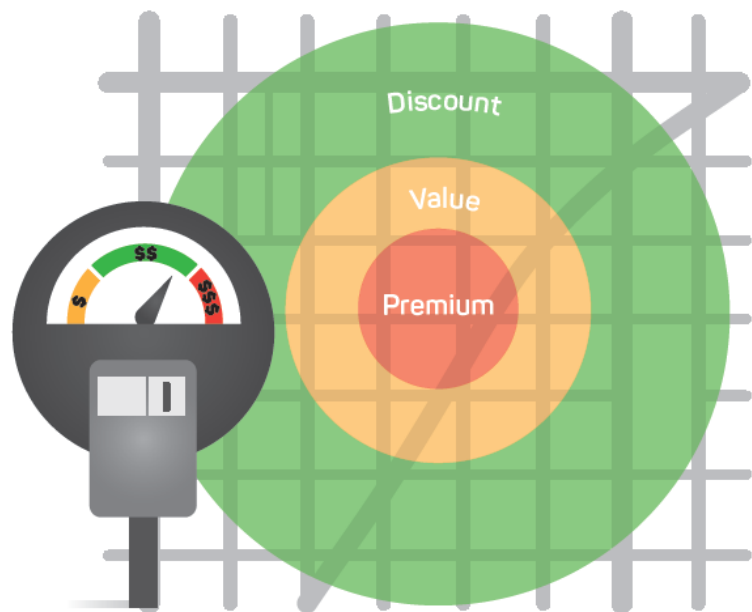
TARGET
85%
occupancy per block

15%
availability per block
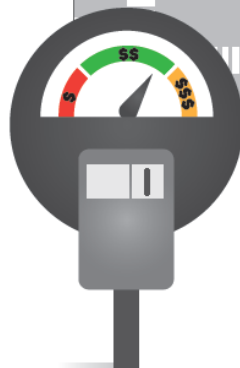
PROGRESSIVE PARKING

If block/lot is too full, **increase the price**

If block/lot is too empty, **lower the price**

If block/lot is just right, **keep the same price**

SIMPLE IS BETTER.

Parking Utilization (%)

0%   75%   90%   100%

LOWER PRICE

NO CHANGE

RAISE PRICE
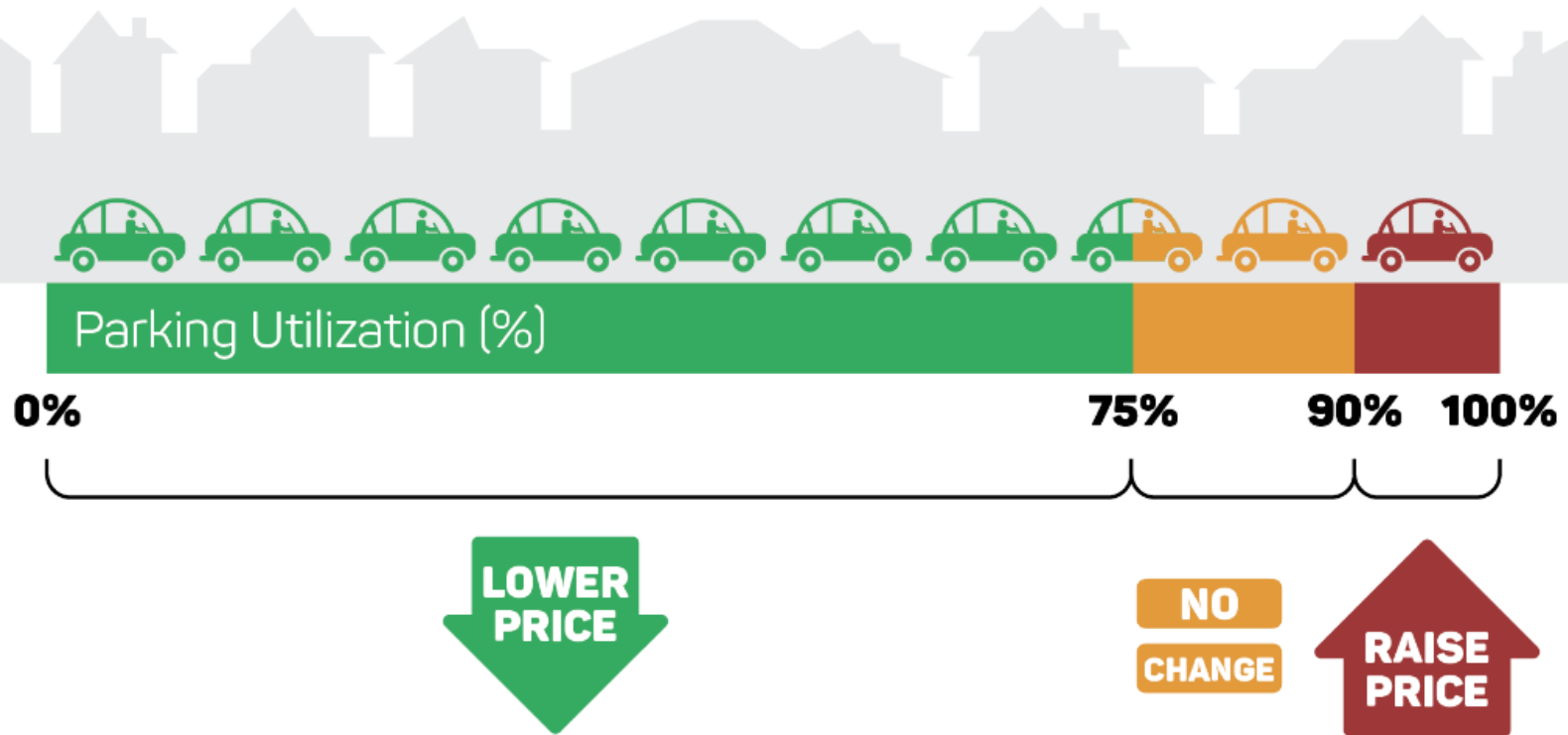
CASE STUDY: SEATTLE, WA

NEW PARKING REGULATIONS

$3.50	$4.00	$3.50
MORNING 8 AM-11 AM	AFTERNOON 11 AM-5 PM	EVENING 5 PM-8 PM

RATE PER HOUR

8AM to 8PM

PAID HOURS

2016 ACTION

2 hrs
3 HOURS AFTER 5 PM
TIME LIMIT

MORNING DECREASE RATE

AFTERNOON NO CHANGE

EVENING NO CHANGE
(2015 RATE REDUCTION TO $3.50 OCCURRED AFTER 2016 STUDY)

SEATTLE NEIGHBORHOOD NEW RATES — EVENING

SDOT ANNUAL REPORT 2016 ON-STREET PAID PARKING OCCUPANCY | 17

Rate
$4.00
$3.50
$3.00
$2.50
$2.00
$1.50
$1.00
Paid Parking ends at 6pm or earlier

GREEN LAKE
ROOSEVELT
BALLARD LOCKS
BALLARD
UNIVERSITY DISTRICT
FREMONT
Green Lake
Union Bay
Lake Union
WESTLAKE AVEN
SOUTH LAKE UNION
UPTOWN
DENNY TRIANGLE
CAPITOL HILL
BELLTOWN
PIKE/PINE
12TH AVE
COMMERCIAL CORE
FIRST HILL
CHERRY HILL
Elliott Bay
PIONEER SQUARE
CHINATOWN/ID
Lake Washington

#2. PILOT A <u>VOLUNTARY</u> SHARED PARKING PROGRAM.

➤ **Summary:**

Incentivize private supply into the "public" system. Address private owner concerns through shared parking agreements and cost/revenue sharing. Provide ongoing technical assistance.

➤ **Benefits:**

— Creates a more **seamless, user-friendly system.**

— Maximizes use of **existing** supply.

— Reduced searching**, less congestion.**

— Offers property owners peace of mind and **higher returns.**

— **Unlocks small** or constrained sites.

— More **cost-effective** than new parking construction.

PUBLIC PARKING AFTER BANK HOURS

CASE STUDY: SACRAMENTO, CA

EAST END GARAGE

- City leases private facilities
- City holds liability
- All or portion of parking
- Minimize impacts to primary use
- City manages 17,000 parking spaces (10,000 are leased)
- East End Garage: 600 of 1,400 shared spaces during evenings/weekends

#3. EXPAND EXISTING AFFORDABLE PARKING PROGRAM

➢ **Summary:**

Pilot program offers nighttime employee parking for $35 per month at the Waller Creek garage (serves Austin Water employees during the day). Expand to other facilities/times.

➢ **Benefits:**

- Include **daytime parking** to serve more employees.

- Private owners may be **more amenable** to sharing with a limited pool of drivers.

- **Efficient use of resources.**

#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.

➢ **Summary:**

Fully implement Wayfinding Plan. Coordinate with private property owners. Evaluate programs to incentivize upgrades.

➢ **Benefits:**

– Makes it **easier to find** parking.

– Supports **performance-based** management.

– Reduces confusion and improves **customer experience**.

– **Redistributes demand** to underutilized facilities.

– Helps "**brand**" downtown.

– Improves **aesthetics** and streetscape.
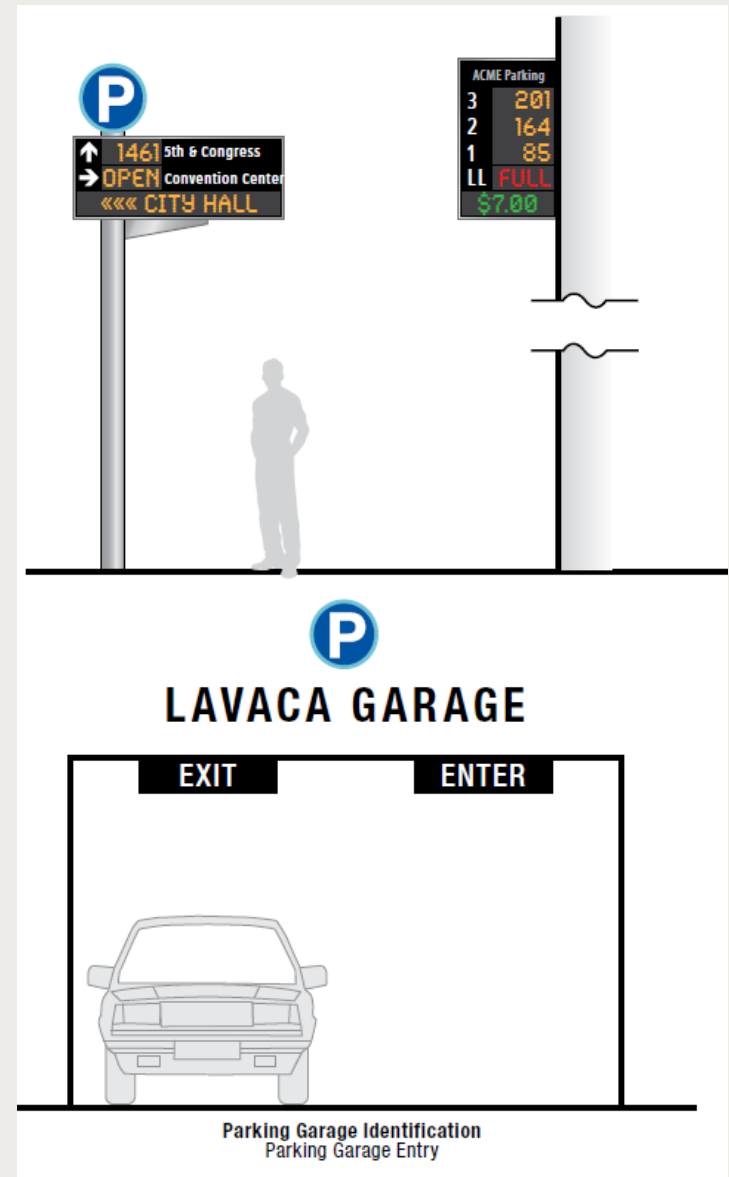
#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.

#7. TECHNOLOGY THAT SUPPORTS MANAGEMENT GOALS.

➤ **Summary:**

Prioritize investments that support performance-based management. Pilot and test advance registration for off-street parking. Coordinate IT upgrades throughout downtown.

➤ **Benefits:**

− Makes it **easier to find** parking.

− Enhanced **customer experience**.

− Facilitates **performance-based** data analysis.

− **Improved communication** of parking system.

− **Real-time data.**

− Sophisticated **event management.**

PARKEON - PATH TO PARK

#9. EVALUATE A CIRCULATOR SHUTTLE AND PARK-AND-RIDE TO IMPROVE PARKING ACCESS.

➢ **Summary:**

Leverage and **coordinate with Connections 2025** to improve local and regional transit. Evaluate a local circulator to improve access to more remote parking.

➢ **Benefits:**

- Improve access to more **remote, underutilized** parking.

- Efficient use of resources if done in **coordination** with other transit studies.

- Improve options to travel **without a vehicle.**

WEEKEND PARKING - STATE CAPITOL

DASH SHUTTLE - HARTFORD, CT

#10. COORDINATED MOBILITY SERVICES FOR EMPLOYEES.

➤ **Summary:**

Significantly expand and diversify the employee mobility programs. Allocate parking revenues to TDM programs.

➤ **Benefits:**

- **Relieves pressure** on parking supplies.

- Less employee driving = **less congestion.**

- Augments employer-provided **benefits.**

- **Employee retention** and satisfaction.

- Accommodates growth and **changing transportation trends.**
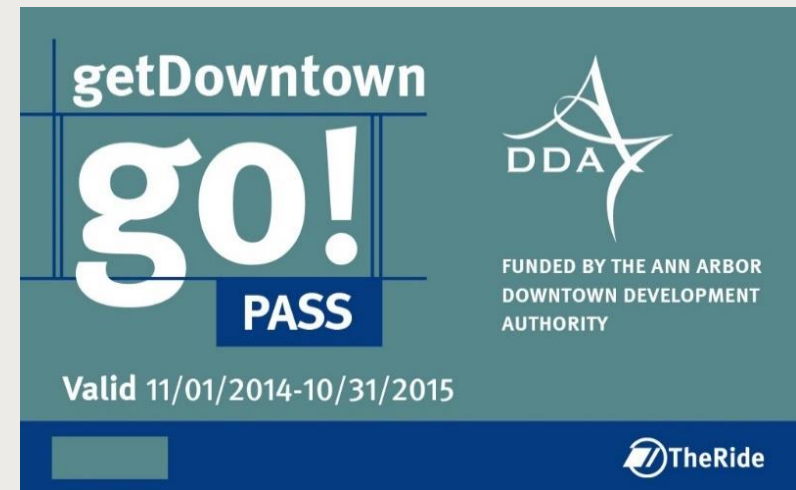
ANN ARBOR, MI – GO! PASS

CASE STUDY: COLUMBUS, OH

- Free transit pass pilot
- Transit use doubled
- Will expand to 40,000 employees at $5 million over two years
- 50% of funding from 550 property owners
- Estimated to free up 2,400 parking spaces
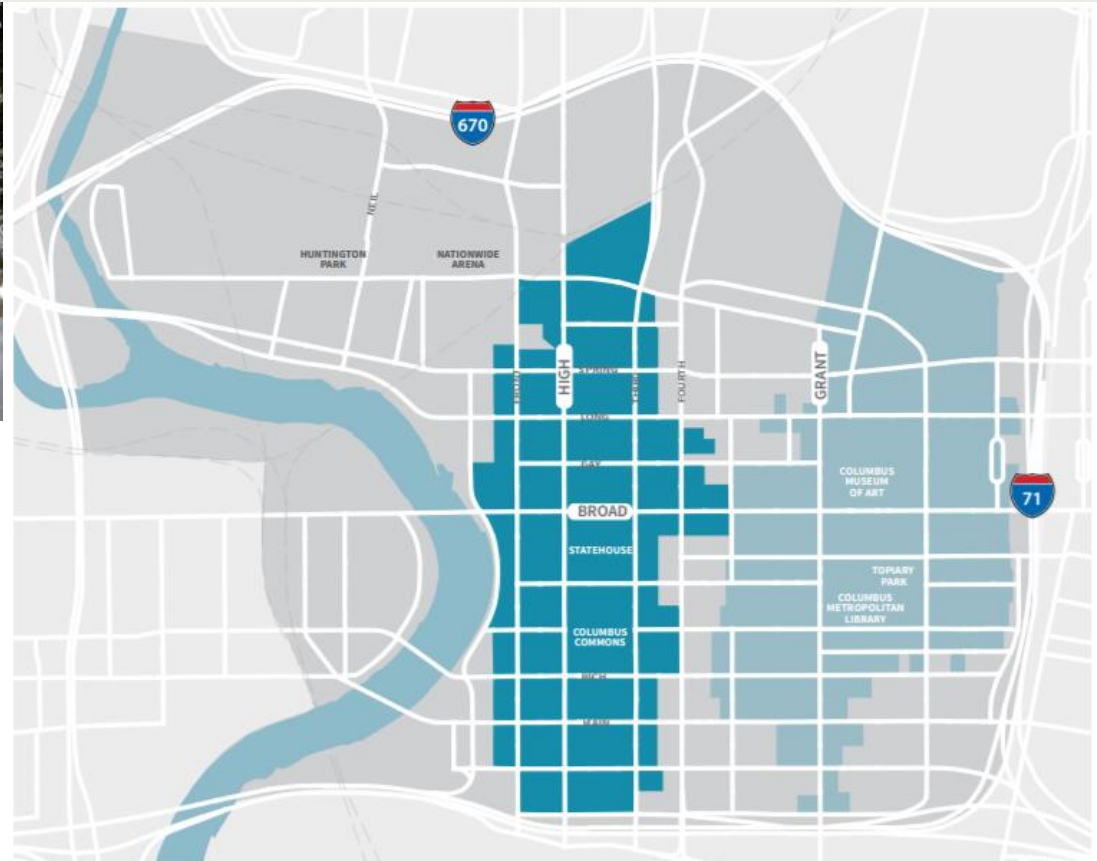
■ CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT
■ DISCOVERY SPECIAL IMPROVEMENT DISTRICT
■ DOWNTOWN DISTRICT

#12. TDM FOR NEW DEVELOPMENTS.

➤ **Summary:**
Evaluate TDM requirements for new development (above a certain size). Could be a minimum set of elements and/or "cafeteria menu" approach.

➤ **Benefits:**

− Improved **mobility options** for employees and residents.

− Supports **downtown growth** with less congestion.

− Improves **developer flexibility.**

− **Unlocks small** or constrained sites.

− Reduces family housing costs and promotes **affordable housing** choice.

HIGHER IMPACT
Unbundled parking
Parking cash out/pricing
Universal transit passes
Shuttle services

MODERATE IMPACT
On-site coordinator
TMA Membership
Pre-tax benefits
Subsidized ridesharing
Ride share matching
Monitoring and enforcement

LOWER IMPACT
Car/bike sharing
On-site amenities
Marketing/outreach
Guaranteed ride home
Bike giveaway

#15. ENFORCE STRATEGICALLY, FIRMLY, AND FRIENDLY.

➢ **Summary:**
   Revise enforcement practices to prioritize common infractions and "ambassador" approach. Ensure effective deterrents and adequate resources.

➢ **Benefits:**
   – Supports **availability** targets.
   – No one wants a ticket, but City **must enforce policies** for system to function effectively.
   – **Proactive,** not reactive.
   – Shift to **customer- and business-focused approach.**

426 MINUTES

EAST 5TH STREET – AVG. LENGTH OF STAY (WEEKEND)

#16. ESTABLISH A PARKING WORKING GROUP (PWG).

➢ **Summary:**

Create a formal partnership among key stakeholders to implement recommendations and address future parking issues.

➢ **Benefits:**

– **Guide and advise** on implementation.

– **Facilitate shared** parking assets.

– **Coordinated approach** to technology/emerging mobility.

– Consideration of **diverse needs** in parking-related decision.
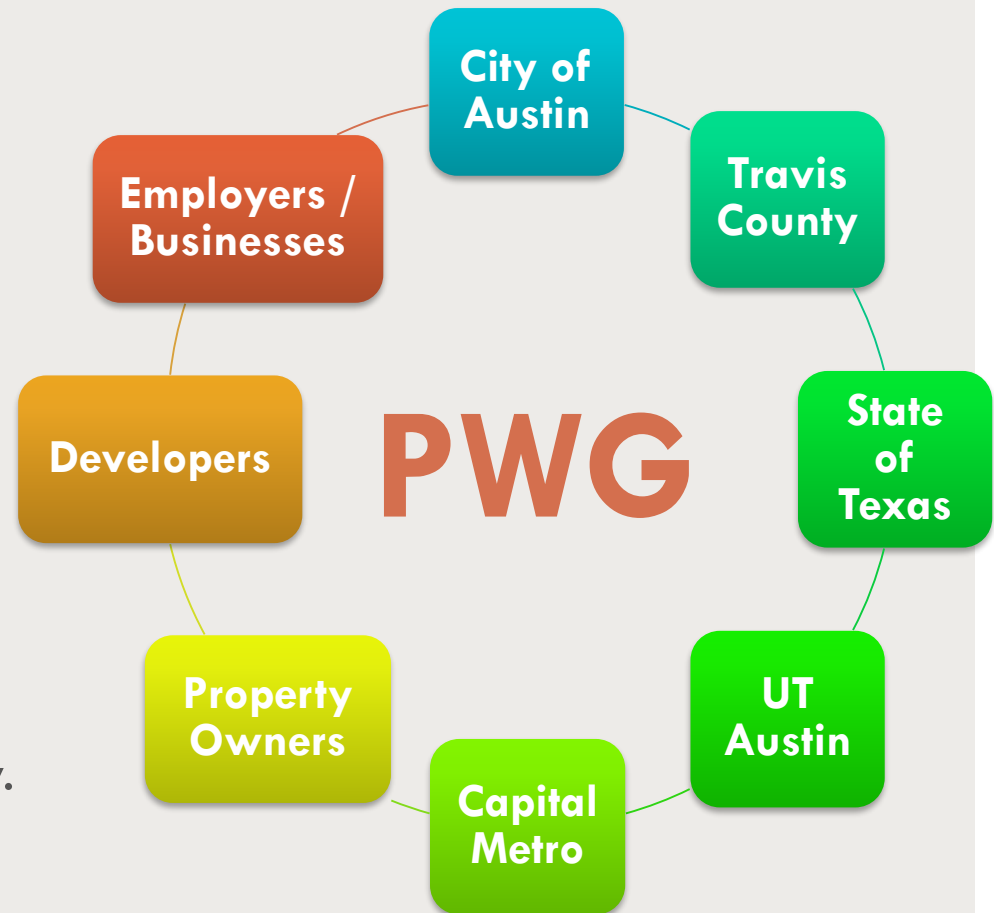
#17. ENHANCE EVENT MANAGEMENT.

➤ **Summary:**

Adjust event rates to include peak event pricing in high demand areas. Provide advanced information and purchasing for certain off-street facilities. Update asset management systems.

➤ **Benefits:**

– Adjusted prices will **create availability in key areas.**

– Advance information and/or purchasing **limits circling / congestion.**

– **Coordinated asset management** will improve event planning.

ON-STREET EVENT PRICING – PORTLAND, OR

#18. PLAN FOR THE FUTURE.

➢ **Summary:**

Provide flexible policies and guidelines for emerging technologies. Prioritize people, mobility, and safety, not the technology itself. Design adaptable parking facilities.

➢ **Benefits:**

– Ability to **adapt** as mobility changes.

– Prioritize **people** and **safety** in innovation.

– Support transportation companies that **fill mobility gaps** and meet **citywide goals.**

Car and Driver Blog

#19. STRATEGICALLY INVEST IN PUBLIC PARKING.

➢ **Summary:**

As new development occurs, evaluate strategic investments in new supply. Likely focus on Districts 1, 3, 4, and 5.

➢ **New parking should:**

– Be **leveraged** as part of new development

– **Shared and public**

– Part of the **larger system**

– Include **technology** and wayfinding

– Contribute to downtown **aesthetics**

– **Intercept** vehicle traffic before it reaches the core
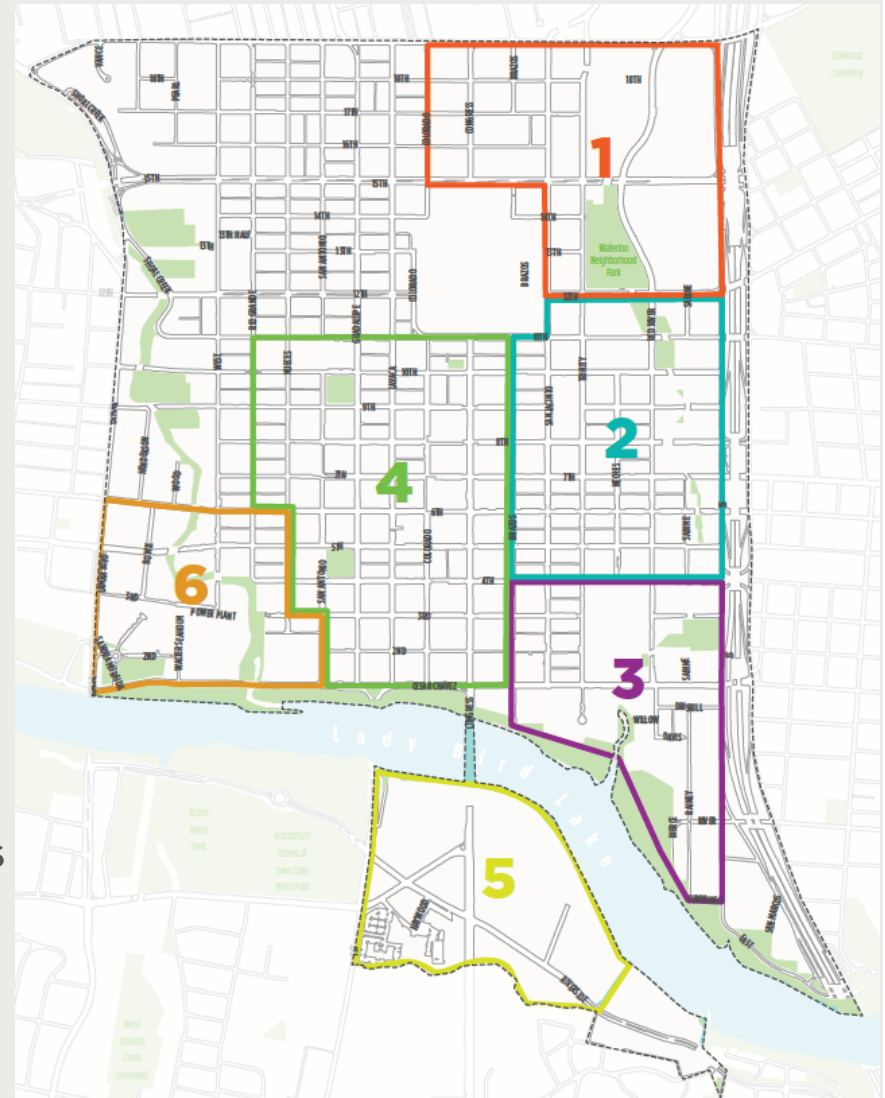
OTHER RECOMMENDATIONS

#4. Enhance **pedestrian access** to parking facilities.

#5. Explore opportunities to **expand and clarify** on-street parking.

#8. Continue to **reinvest parking revenue** into multimodal improvements.

#11. Revise zoning code to support **walkable, mixed-use development.**

#13. Revise zoning code to **incentivize sharing of parking.**

#14. Create dynamic inventory tool and maximize **curb flexibility.**

What are the next steps?

IMPLEMENTATION

- No **silver bullet**

- Will not happen **overnight**

- Final Report is a **"living roadmap"**

- **Priority Action Plan** is a <u>short-term</u> set of initiatives to build momentum and demonstrate progress

- **Detailed Implementation Plan** summarizes key action steps over a <u>phased, long-term timeline</u>

PRIORITY ACTION PLAN
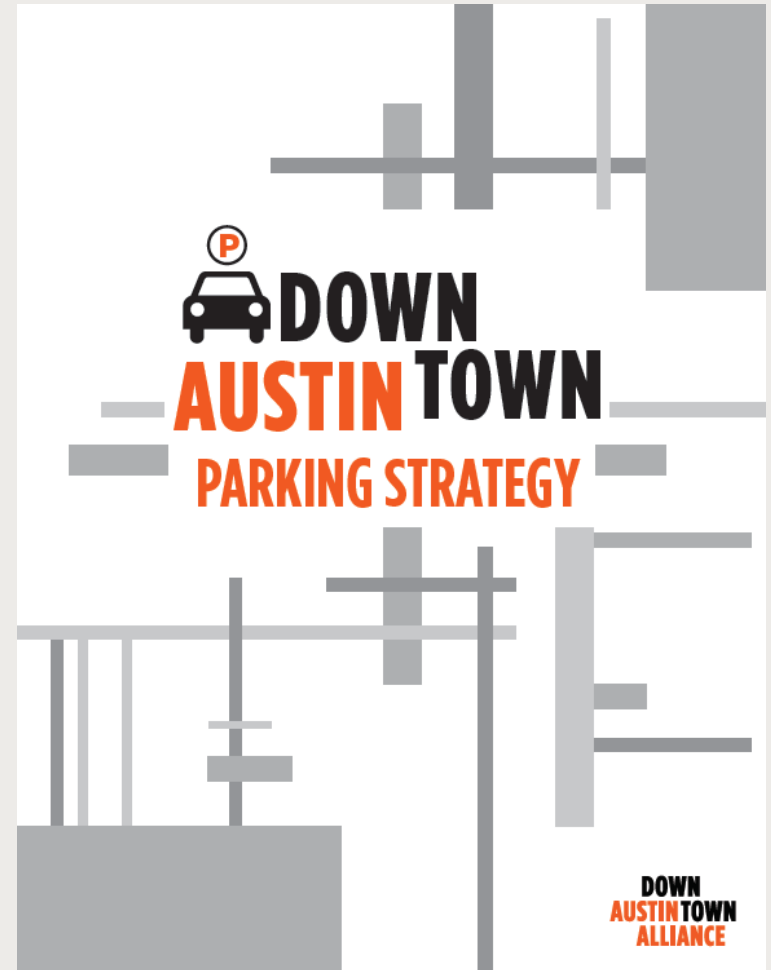
DETAILED IMPLEMENTATION PLAN

NEXT STEPS

- **Priority Action Team**
  - DAA, Movability Austin
  - ATD
  - Parking Enterprise
  - Capital Metro
  - State of Texas
  - Travis County
  - UT-Austin
- **Team will be back on:**
  - Initial steps on performance-based management
  - Shared parking
  - Code changes with CodeNEXT

DOWNTOWN AUSTIN ALLIANCE