

**ORDINANCE NO. 20180830-021**

**AN ORDINANCE ESTABLISHING A PARKING AND TRANSPORTATION MANAGEMENT DISTRICT IN THE COLORADO RIVER AREA.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

**PART 1. FINDINGS.**

- (A) All application conditions for a parking and transportation management district in the Colorado River Area have been met.
- (B) Traffic flow on the public streets in the Colorado River Area requires a higher level of management than commonly provided.
- (C) Paid parking will aid traffic flow goals.
- (D) A percentage of funds from paid on-street parking and off-street public parking within the Colorado River Area may be used to undertake improvement projects that assist in managing the flow or demand for travel to confer public benefits within the area.

**PART 2. THE COLORADO RIVER AREA PARKING AND TRANSPORTATION MANAGEMENT DISTRICT (PTMD).**

- (A) The Colorado River Area PTMD is hereby established.
- (B) The Colorado River Area PTMD will include at least 100 paid parking spaces.
- (C) The proposed Colorado River Area PTMD boundaries are along the farthest northwest quadrant of the Hike and Bike Trail. Beginning at the Cesar Chavez loop just east of Austin High School, the PTMD skips over the AISD meters along Stephen F. Austin Drive and picks back up along Veterans Drive as it turns in front of the tennis courts. The District continues under MoPac, with the western boundary at Hearn Street and the northern boundary at Lake Austin Boulevard. The eastern boundary is the South 1st Street Bridge with the northern boundary being south of Caesar Chavez

Street. The northern boundary changes at Lamar Blvd. to include Reserve Drive and then returns to Cesar Chavez Street. The PTMD excludes the Austin High School property. The boundaries are illustrated on the map included in the "Colorado River Area Parking and Transportation Management District Application" attached as Exhibit "A".

### **PART 3. IMPROVEMENTS TO BE FUNDED.**

Revenue from the Colorado River Area PTMD will fund proposed improvement projects that include improvements or on-going maintenance of District features that aid in the management of the flow of traffic within the District. Proposed projects are contained in the "Colorado River Area Parking and Transportation Management District Application" attached as Exhibit "A." All projects to be funded are subject to director approval.

**PART 4.** This ordinance takes effect on September 10, 2018.

### **PASSED AND APPROVED**

August 30, 2018

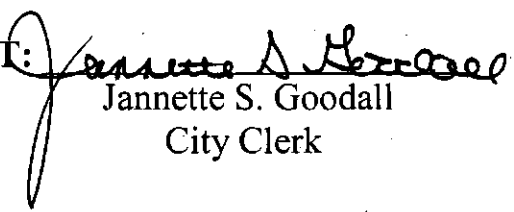
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Steve Adler  
Mayor

**APPROVED:**

  
\_\_\_\_\_  
Anne L. Morgan  
City Attorney

**ATTEST:**

  
\_\_\_\_\_  
Jannette S. Goodall  
City Clerk



## **COLORADO RIVER AREA**

# **PARKING AND TRANSPORTATION MANAGEMENT DISTRICT APPLICATION**

### **1. APPLICANT PARTIES**

<b>The Trail Foundation</b> Heidi Anderson P.O. Box 5195 Austin, Texas 78763 <a href="mailto:heidi@thetrailfoundation.org">heidi@thetrailfoundation.org</a>	<b>City of Austin Transportation Department</b> Rob Spillar 3701 Lake Austin Blvd Austin, Texas 78703 <a href="mailto:rob.spillar@austintexas.gov">rob.spillar@austintexas.gov</a>
<b>The Trail Foundation</b> Beth Carroll P.O. Box 5195 Austin, Texas 78763 <a href="mailto:beth@thetrailfoundation.org">beth@thetrailfoundation.org</a>	<b>City of Austin Parks and Recreation Department</b> Kimberly McNeeley 200 South Lamar Blvd Austin, Texas 78704 <a href="mailto:kimberly.mcneeley@austintexas.gov">kimberly.mcneeley@austintexas.gov</a>

### **2. AREA PROPOSED**

#### **Colorado River Area PTMD Boundaries**

The proposed Colorado River PTMD boundaries are along the farthest northwest quadrant of the Trail. Beginning at the Cesar Chavez loop just east of Austin High School, the PTMD skips over the AISD meters along Stephen F. Austin Drive and picks back up along Veterans Drive as it turns in front of the tennis courses. The District continues under MoPac, with the western boundary at Hearn Street and the northern boundary at Lake Austin Boulevard. The eastern boundary is the South 1<sup>st</sup> Bridge with the northern boundary being south of Caesar Chavez Street. The northern boundary changes at Lamar Blvd. to include Reserve Drive and then returns to Cesar Chavez Street. The PTMD excludes the Austin High School property.

These boundaries are illustrated in the attached map.

#### **Statement of Needs**

The area south of Austin High School along Stephen F. Austin Drive is owned by AISD and is scheduled to be metered for AHS beginning spring 2018. Funds from these meters are planned to support the AHS grounds. In conjunction with this effort the surrounding area is also schedule to be metered by the City of Austin to create a cohesive and safe parking district. Traditionally this area is often used as parking for visitors to the Ann & Roy Butler Hike & Bike Trail, visitors to the Texas Rowing Center and athletes with the Tennis Association. The need for meters on the AISD property aligns with student safety and revenue for the school.

Creating a PTMD along the city owned meters in the adjacent area would allow the parking to be managed in a cohesive and predictable way while directing revenues from Trail users to be used in support of the Trail needs. Creating a cohesive parking plan for the entire area and implementing them at the same time will minimize the challenges for managing potential parking interactions—variations between when and where particular parking lots, spaces, or districts are in demand—and an opportunity for coordinated parking controls.

**Existing parking challenges:**

- Street parking is currently in demand by AHS students; trail users, rowing center patrons; tennis association athletes and more.
- Safety and availability of the students is the first priority of the area.
- Students primarily use the space for parking Monday – Friday during school hours; while trail users also use the space in the early morning, late evening and weekends.
- Creating a simultaneous parking solution is key for a smooth implementation and user experience.
- Special event parking spillover creates additional competition for the space.

### 3. PROPOSED PARKING AND TRANSPORTATION MANAGEMENT TOOLS AND RATIONALE

Parking or Transportation Management Tools	Description
<b>Paid Parking</b>	On-street paid parking may be installed in high-demand areas with little or no turnover to accommodate needed short-term parking. A PTMD would coordinate the planning, installation, and enforcement of metered on-street parking.
<b>Time-Limited Parking -</b>	Time limits can also be used to help ensure short-term stay in high-demand parking spaces. A PTMD may coordinate with the City Traffic Engineer and Parking Enterprises to install time limit signage in locations where warranted.
<b>Variable Parking Rates</b>	Varying parking rates among various parking facilities, both on- and off-street, within a District can balance the provided supply and demand. A PTMD may monitor these activities for coordination with Parking Enterprise and private parking operators in the District.
<b>Monitoring and Enforcement</b>	Monitoring and enforcement of parking regulations such as time limits, parking meters, and RPP districts ensure better parking management. Enforcement of all public parking within a PTMD is the responsibility of Parking Enterprise and Austin Police Department (APD). The PTMD may consider the use of off-duty APD officers to supplement parking enforcement within PTMD borders as funding allows.
<b>Zone Designation -</b>	A PTMD may coordinate with the City Traffic Engineer to designate zones for on-street paid parking, time-limited parking, valet, pickup and drop-off zones,

	commercial loading, ground transportation (taxi, bus, pedicab), car sharing, and/or bus loading.
<b>Parking Management for Visibility and Safety -</b>	As a safety measure, a PTMD may coordinate with the City Traffic Engineer for the removal of on-street parking spaces in order to improve visibility for road users entering or exiting streets, alleys, and driveways and non-motorized facilities (sidewalks, bicycle lanes, etc.).
<b>Temporary Use of Right of Way Permit</b>	For clearance to temporarily block, direct, impede or reroute pedestrian and vehicular traffic within a City-maintained public right of way, a person must first obtain a Temporary Use Permit. A PTMD may support the coordination of Temporary Use activities.
<b>Interim Construction Parking</b>	Throughout new development within the PTMD, interim parking for construction workers may be coordinated at staging areas or designated on-street locations so as to minimize the impact on neighboring residential and commercial uses.
<b>Transportation Demand Management (TDM) Smart Trips Program</b>	The Smart Trips Program is designed to engage communities to try multi-modal transportation options and shift away from single-occupant vehicle travel for every trip. The program focuses on personal interactions to educate individuals on their transportation options and to overcome barriers to multi-modal travel. Multi-modal transportation incentives are hand-delivered to households. This new information and the incentives are further solidified through community-based multi-modal programs such as learn to ride classes, transit instruction and group walking activities. A PTMD can help facilitate a specific smart trips plan for the district.

#### **4. POTENTIAL IMPROVEMENT PROJECTS (SUBJECT TO CHANGE)**

##### **List of potential Improvement Projects**

The City of Austin currently spends \$543,000 annually on replacing granite on the trail after rain events. Funding this work will not only make the trail more sustainable, but relieve this budgetary item from the Parks & Recreation Department.

- Trail Expansion to the West - **\$250,000**
- Johnson Creek Trailhead & Bathroom Maintenance - **\$8,000 annually**
- Johnson Creek Trailhead Bathroom Maintenance - **\$5,000 annually**
- Johnson Creek Trailhead - Phase 2 - **\$500,000-\$750,000**
- Heron Creek Bathroom Maintenance
  - grinder pump to fix wastewater line flow - **\$10,000**
  - annual maintenance of pump - **\$2,000**
- Lamar Beach Tree Grove Irrigation Maintenance - **\$15,000 annually**

- **Lamar Beach Master Plan**
  - #7 Flume and boat ramp improvements - **\$205,000.00 – \$266,000.00**
  - #8 Butler Trail Improvements - **\$924,750.00 – \$1,202,175.00**
    - Move sections of the trail away from the shore to create more interesting trail, reduce granite deposition onto the sensitive shoreline area, and allow for a wider riparian zone.
    - Convert areas recommended for savanna restoration to wildflower meadow management to begin transition towards savanna.
    - Expand woodland throughout the area.
    - Stabilize the trail and eliminate crushed granite deposit off-trail.
    - Remove invasive species such as Chinaberry to reduce potential infestation in newly restored areas.
    - Widen the Butler Trail Bridge that crosses over Heron Creek to a minimum of 15 feet wide.
    - Widen the two bridges over the two drainage channels to a minimum of 15 feet each.
    - Relocate the steel drainage grates and stone culvert inlets that are currently located within the Butler Hike and Bike Trail trailhead.
  - #9 Heron Creek and Park Trail Improvements - **\$222,480.00 – \$289,224.00**
    - Extend Heron Creek Trail further north to reach the west end of the YMCA parking lot.
    - Create a formal connection from Heron Creek Trail to the Lance Armstrong Bikeway (LAB).
    - Widen and improve Heron Creek Trail connection to Butler Hike and Bike Trail and the segment located under Cesar Chavez Street.
  - #15 Lamar Bridge Boardwalk - **\$2,430,000.00 – \$3,159,000.00**
  - #17 Savannah Restoration - **\$1,080,000.00 – \$1,404,000.00**
  - #18 Gateway and Water Quality Features - **\$1,080,000.00 – \$1,404,000.00**

#### **West Austin Neighborhood Plan Implementation**

The proposed parking and transportation management district overlaps slightly with the West Austin Neighborhood Plan area. It supports the neighborhood plan goals listed in the plan as far encouraging walking, biking, and cycling through trail improvements and controlling on-street parking, as listed on pages 9-10 of the plan here:

<http://www.austintexas.gov/edims/document.cfm?id=142615>

## **5. OVERSIGHT COMMITTEE**

In addition to representatives of the City of Austin Parking Enterprise Division, Transportation Department, and Economic Development Department, we propose, The Trail Foundation, The Texas Rowing Center, and West Austin Neighborhood Group as members for the Colorado River Area PTMD Oversight Committee: *(once the PTMD is approved, members can be finalized)*

## **6. PUBLIC FEEDBACK PROCESS**

### **Pre-application Meetings**

Stakeholder outreach meetings (support letters attached):

- Austin High School
- Texas Rowing Center
- Capital Area Tennis Association
- West Austin Neighborhood Association

## **Colorado River Area PTMD**

### **Financials Explanation & Pro Forma**

#### **Area (Proposed)**

**North/South Boundary:** Lake Austin Blvd/Cesar Chavez Street/Reserve Rd. to Lady Bird Lake

**East/West Boundary:** Lamar Blvd to Hearn Street

#### **Assumptions**

<b>Parking Spaces:</b> 129	<b>Meter Days:</b> Monday to Friday
<b>Pay Stations:</b> 10	<b>Meter Hours:</b> 6:00 A.M. to 6:00 P.M. (260 hours per month)
<b>Single Space Meters:</b> 8	
<b>Paid Parking Rate:</b> \$1.00/hour	<b>Maximum Parking Time:</b> 3 hours

#### **Financials**

- **Sales Tax**

8.25% of monthly parking revenue before expenses

- **Credit Card Service Charge**

8% of total credit card transaction revenue per month

- **Service Other (Parking Enforcement)**

##### **Assumptions:**

1 Enforcement Officer for 65 hours per month (2.5 hour/day) at rate of (\$30.27)

(1 Officers) x (65 hours) x (\$30.27/hour) = \$1,967.55 per month

- **Service Other (Meter Shop)**

##### **Assumptions:**

1 Meter Shop Technician – Estimate 4 hours per month at rate of \$30.27/hour

1 Meter Shop Supervisor – Estimate 4 hour per month at rate of \$39.48/hour

(4 hours Meter Shop Technician) x (\$30.27) = \$121.08

(4 hour Meter Shop Supervisor) x (\$39.48) = \$157.92

Total = \$279.00 per month

- **Telephone Base Cost for Pay Stations (Network Service for Pay Stations)**

\$47.50 per pay station:  $(10 \text{ pay stations}) \times (\$47.50) = \$475.00 \text{ per month}$

- **Warranty for Pay Stations (Warranty charge for pay stations older than 5 years)**

None.

\$33.33 per pay station for 0 old pay stations:  $(0 \text{ pay stations}) \times (\$33.33) = \$0$

- **Printing/Binding/Photo/Repair (Cost for printing receipts)**

Receipt roll cost = \$30.70

**Assumptions:**

40% occupancy at \$2.00 average transaction with 3,000 transactions per receipt roll

$(129 \text{ spaces}) \times (260 \text{ hours}) \times (40\% \text{ occupancy}) / (\$2.00) = 6,708 \text{ transactions}$

$(6,708 \text{ transactions}) / (3,000 \text{ transactions per receipt roll}) = 2.24 \text{ receipt rolls}$

$(2.24 \text{ receipt rolls}) \times (\$30.70) = \$68.77 \text{ per pay station}$

$(10 \text{ Pay Stations}) \times (\$68.77) = \$687.7 \text{ per month}$

- **Meter Parts**

Estimated costs related to pay station equipment damage not covered by warranty (i.e. vandalism, vehicle related damage, etc.)

\$1000 yearly estimate for meter parts:  $(\$1000) / (12 \text{ months}) = \$83.33 \text{ per month}$

\$300 yearly estimate for small equipment:  $(\$300) / (12 \text{ months}) = \$25.00 \text{ per month}$

- **IPS Single Space Service Fee**

Estimated costs related to IPS single space meter equipment damage not covered by warranty (i.e. vandalism, vehicle related damage, etc.)

\$8.00 monthly estimate per single space meter

**Assumptions:**

$(8 \text{ single space meters}) \times (\$8.00) = \$64 \text{ per month}$



- **Debt Service Construction (Cost of Pay Stations)**

\$12,000 cost of new pay station, Assume 8 year pay-off period ending in January 2026

$(\$12,000) / (96 \text{ months}) = \$125 \text{ per pay station}$

$(10 \text{ pay stations}) \times (\$125) = \$1,250.00 \text{ per month}$

**Revenue Assumptions**

- **Meter Revenue 100% Occupancy**

Revenue by Week:  $(129 \text{ Spaces}) \times (\$1.00/\text{hour}) \times (60 \text{ hours a week}) = \$7,740$

Revenue by Year:  $\$7,740 \times 52 \text{ weeks} = \$402,480$

- **Meter Revenue at:**

- 45% = \$181,116

- 40% = \$160,992

- 35% = \$140,868

- 30% = \$120,744

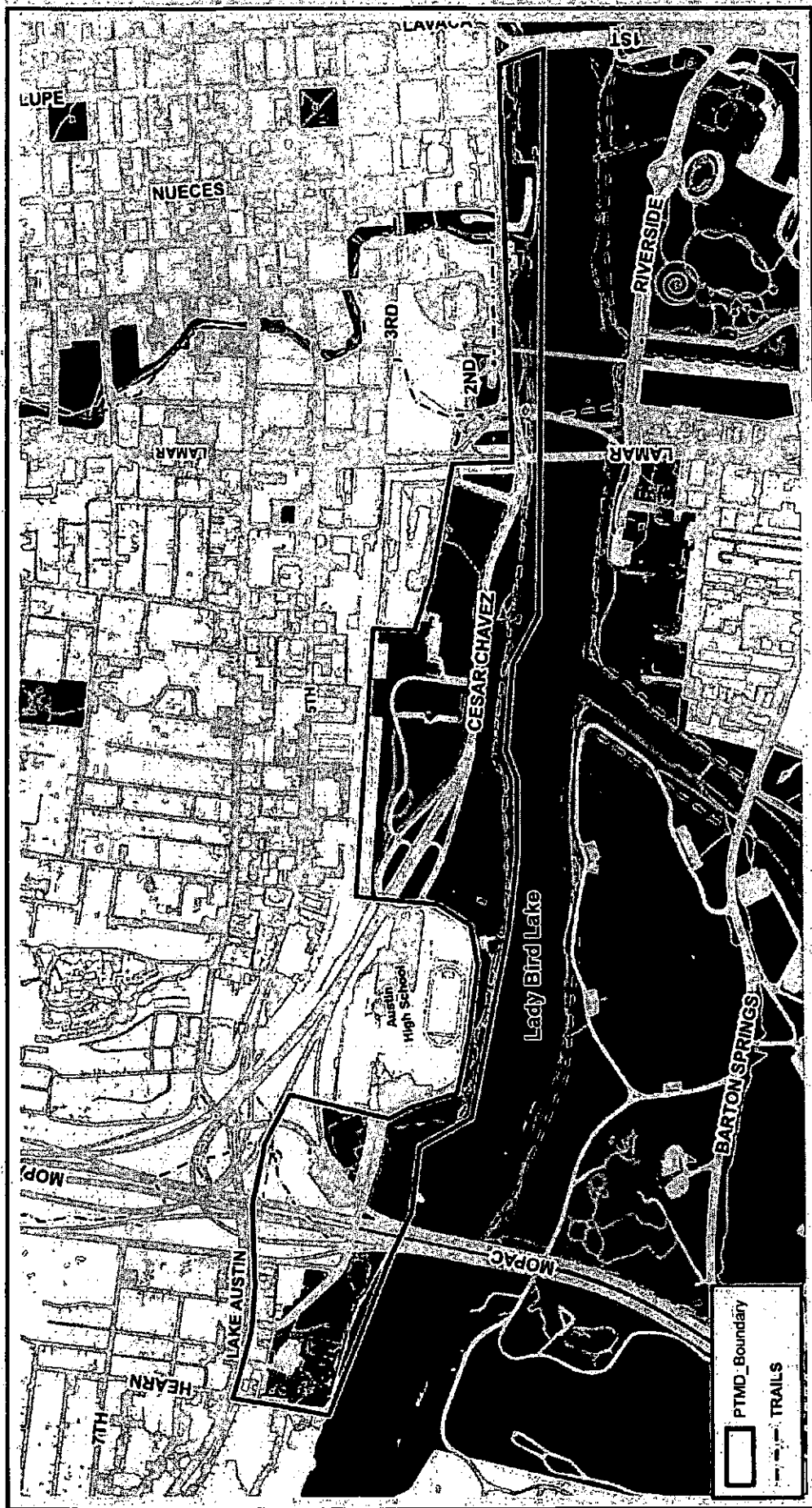
**Financial Pro Forma (full year) at 40% Occupancy**

**Funds**

Cash (15%)	\$ 24,149
Credit Card (85%)	\$ 136,843
<b>Revenue Generated</b>	<b>\$ 160,992</b>
Sales Tax	(\$ 12,269)
<b>Total Revenue</b>	<b>\$ 147,722</b>

**Expenditures**

Credit Card	\$ 10,303
Parking Enforcement	\$ 23,610
Meter Shop	\$ 3,348
Telephone Base Cost	\$ 5,700
Warranty – Pay Stations	\$ 0
Printing/binding/photo/repair	\$ 8,252
Meter Parts	\$ 1,000
Small Equipment	\$ 300
IPS Single Space Meters Service	\$ 768
Debit Service Pay Stations	\$ 15,000
<b>Total Expenses</b>	<b>(\$ 67,514)</b>
Funds minus Expenditures	\$ 81,207
<b>Funds at 51% after Expenses</b>	<b>\$ 41,416</b>

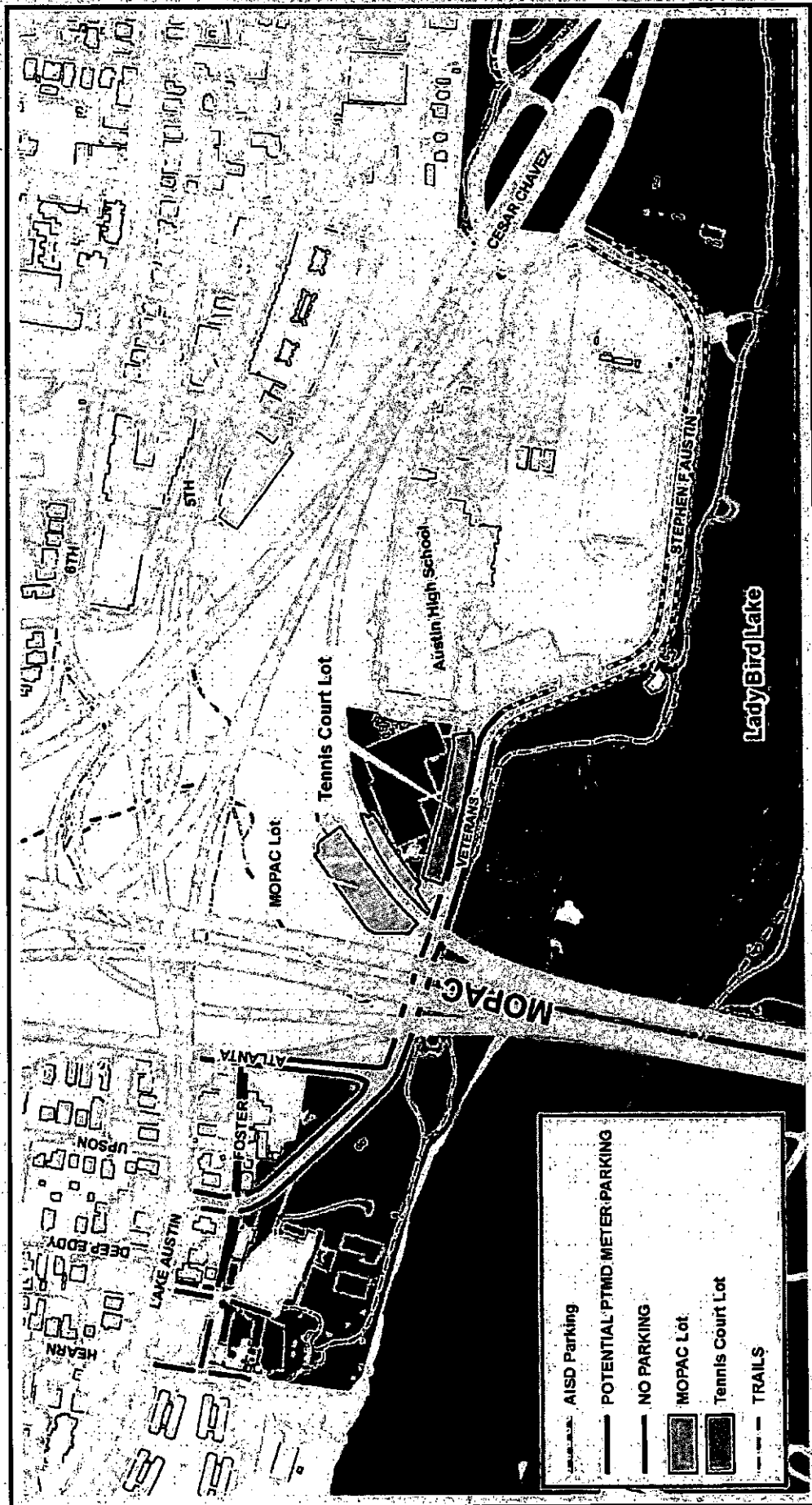


# Proposed - Colorado River Area PTMD Boundary

Austin Transportation Department

Date: 7/2/2018





# Colorado River Area - Overall Parking Management Plan

Austin Transportation Department

Date: 5/29/2018





## The Trail Foundation

October 25, 2017

Amy Taylor, Principal  
Austin High School  
1715 Cesar Chavez Street  
Austin, Texas 78703

Dear Amy,

Thank you for taking the time to meet with us regarding Austin High School's plans to install parking meters along the school-owned sections of Veteran's Dr. and Stephen F. Austin Dr. We appreciate the challenges you face with parking, safety and public use and want to fully support your efforts. We also appreciate your willingness to work toward a comprehensive solution to address the school's safety concerns and effectively generate revenue while maintaining consistent and user-friendly parking for parkland, lake and trail users.

With all of these issues in mind, we are in full support of a metering solution in accordance with the following principles:

- Meters installed by the school will be in effect Monday through Friday, 6:00am - 6:00pm.
- Meters installed by the school will adhere to the same fee schedule as adjacent meters on City of Austin streets.
- Austin High School will work with our organizations to create a "parking pass" for official members of each of our organizations and designate parking spaces for Texas Rowing Center customers so that they may continue to park in this area without meter fees.
- Funds received through these meters will be restricted to the security, maintenance and enhancement of the outdoor spaces of Austin High School.
- Austin High School will allow the City of Austin to install and maintain standard kiosks and utilize City of Austin enforcement staff, to minimize potential confusion resulting from two different, adjacent systems.
- If changes to the meter times or fees are explored in the future, we will have the opportunity to come back together as a group to discuss those changes together.

Thank you again for your willingness to collaborate with us on this issue. We are happy to have come to a seamless and comprehensive solution so that this portion of our trail functions for all users. We look forward to confirmation of Austin High School's final meter installation plan, and look forward to being good partners in this endeavor and good neighbors to the school overall.

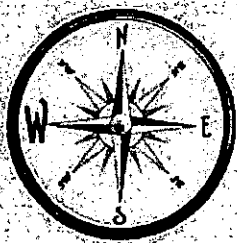
Sincerely,

Heidi Cohn  
The Trail Foundation

Matt Knifton  
Texas Rowing Center

Fernando Velasco  
Capital Area Tennis Association

cc: Kimberly McNeeley, Interim Director of Parks & Recreation Dept., City of Austin  
Jason Redfern, Parking Operations Manager, City of Austin



# WEST AUSTIN NEIGHBORHOOD

## GROUP

Organized 1973

April 18, 2018

*"To preserve our  
neighborhood  
and protect it from  
deterioration."*

### OFFICERS

Cathy Kyle  
President

August Harris  
Past President

Secretary  
Gunnar Seaquist

George Edwards  
Treasurer

### BOARD MEMBERS

Mary Arnold  
Joyce Basciano  
Joseph Bennett  
Michael Cannatti  
Haidar Khazen  
Craig Lill  
Holly Reed  
Blake Tollett

Mr. Jason Redfern  
Division Manager  
City of Austin Parking Enterprise  
505 Barton Springs Rd  
Austin TX 78704

Re: Parking and Transportation Management District (PTMD) Application

Dear Jason:

I am writing this letter to notify you that the West Austin Neighborhood Group (WANG) has been made aware of The Trail Foundation's application for a Parking and Transportation Management District (PTMD) along Veteran's Drive. We discussed the proposal at our meeting held on March 6, 2018 and have discussed the matter briefly with AISD stakeholders.

Provided that the funds that would be available from the proposed PTMD are allocated to Butler Hike and Bike Trail maintenance and improvements, WANG does not oppose the application.

We are supportive of The Trail Foundation's work and the possibility of these funds being directed towards the Butler Hike and Bike Trail to ensure that it continues to be the magnificent and beloved community resource it is today.

Thank you on behalf of the Board of WANG,

August Harris  
Past President  
West Austin Neighborhood Group

<p align="center"><b><u>APPLICANT</u></b></p> <p><b>Name:</b> Heidi Anderson  <b>Title:</b> Executive Director  <b>Company/Organization:</b>  The Trail Foundation</p> <p><b>Signature:</b> <u>Heidi Anderson</u></p> <p><b>Date:</b> <u>8/8/18</u></p>	<p align="center"><b><u>APPLICANT</u></b></p> <p><b>Name:</b> Rob Spillar  <b>Title:</b> Director  <b>Company/Organization:</b>  City of Austin – Transportation Department</p> <p><b>Signature:</b> <u>Rob Spillar</u></p> <p><b>Date:</b> <u>8/9/2018</u></p>
<p align="center"><b><u>APPLICANT</u></b></p> <p><b>Name:</b> Beth Carroll  <b>Title:</b> Project and Creative Director  <b>Company/Organization:</b>  The Trail Foundation</p> <p><b>Signature:</b> <u>Beth Carroll</u></p> <p><b>Date:</b> <u>8/8/18</u></p>	<p align="center"><b><u>APPLICANT</u></b></p> <p><b>Name:</b> Kimberly McNeeley  <b>Title:</b> Director  <b>Company/Organization:</b>  City of Austin – Parks and Recreation Department</p> <p><b>Signature:</b> <u>Kimberly McNeeley</u></p> <p><b>Date:</b> <u>8-15-18</u></p>

**Attachments:**

1. Boundary Map of Colorado River Area PTMD
2. Map of proposed initial meter parking areas
3. Financial Pro Forma
4. Letters of Support