

# Austin Transportation Department

## Parking Enterprise Division

Downtown Commission

January 15, 2020

Jason T. Redfern – Parking Enterprise Manager

# PRESENTATION OVERVIEW

SUPPORTING AUSTIN'S  
MOBILITY GOALS

PARKING STRATEGY FY2019-20

ON-STREET METERED PARKING  
OVERVIEW

ACTION ITEMS & NEXT STEPS



# SUPPORTING AUSTIN'S MOBILITY POLICIES/ GOALS



## MODE CHOICE

Balance curb space allocation, to encourage sustainable trip options, to reach a 50/50 mode split by 2039



## COMMUTE TIME

Improve parking system efficiencies to reduce travel time and vehicle miles traveled

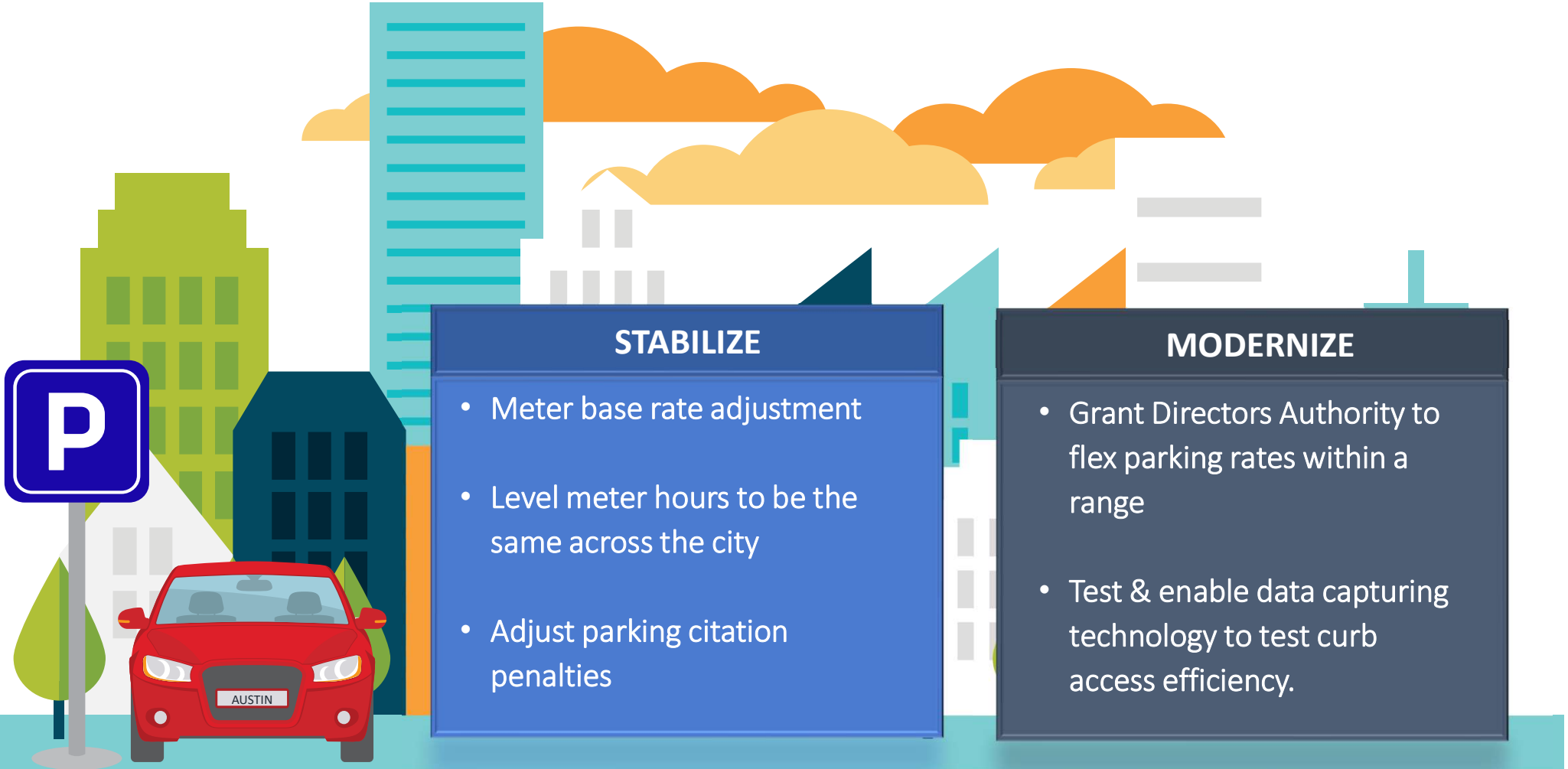


## EQUITY

Curb management strategies that promote equal and flexible access for all travel types and public needs.



# GOAL: MODERNIZE AUSTIN'S PARKING OPERATIONS



## STABILIZE

- Meter base rate adjustment
- Level meter hours to be the same across the city
- Adjust parking citation penalties

## MODERNIZE

- Grant Directors Authority to flex parking rates within a range
- Test & enable data capturing technology to test curb access efficiency.

# STRATEGY: MODERNIZE AUSTIN'S PARKING OPERATIONS

## PHASE 1

### BASE RATE STABLIZATION

Currently there are two different base rates for core and non-core. Over the last three decades, population and inflation have outpaced the cities valuation of on-street parking rates but demand has rapidly increased.

### AUTHORITY TO ADJUST RATES

Existing fee ordinance is rigid, requiring Council action each time. This flexibility will allow for the testing of more progressive curb management strategies, like variable pricing.

## PHASE 2

### SYSTEM LEVELING OF METER HOURS

Different hours and days for parking in separate geographical areas of the city make it hard for the public to know when they have to pay to park.

### CURB PRICING STRATEGY PILOT

Variable pricing strategies are intended to incentivize a behavior and change a car-centric culture. It has been proven to ease traffic congestion, provides opportunities for patrons of local business and encourages the use of underutilized off-street parking facilities.

## PHASE 3

### ADJUST PARKING CITATION FINE AMOUNTS

Adjust parking citation amounts, to encourage responsible curb usage.

# STRATEGY: MODERNIZE AUSTIN'S PARKING OPERATIONS

## PHASE 1

### BASE RATE STABILIZATION

Currently two different base rates for core and non-core and is undervalued. The Maximum parking rate for the core downtown has only increased \$0.80 and there has been no increase in areas outside the core in over three decades

### AUTHORITY TO ADJUST RATES

Existing fee ordinance is rigid, requiring Council action each time. This flexibility will allow for the testing of more progressive curb management strategies, like variable pricing.

## PHASE 2

### SYSTEM LEVELING OF METER HOURS

Different hours and days for parking in separate geographical areas of the city make it hard for the public to know when they have to pay to park.

### CURB PRICING STRATEGY PILOT

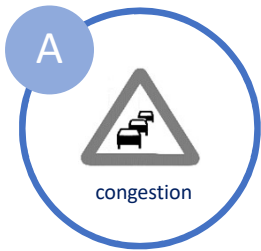
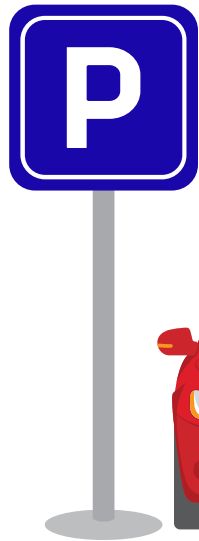
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## PHASE 3

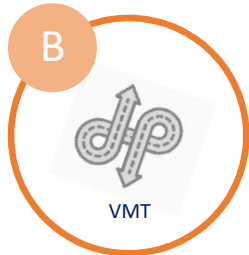
### ADJUST PARKING CITATION PENALTIES

Adjust parking citation amounts, to encourage responsible curb usage.

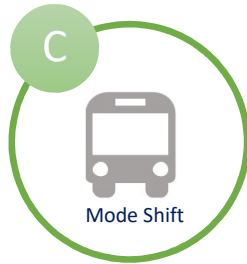
# BENEFITS OF MODERNIZING PARKING OPERATIONS



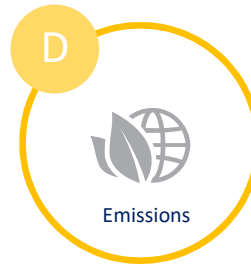
Parking pricing is the second most effective congestion reduction strategy. — Victoria Transport Policy Institute



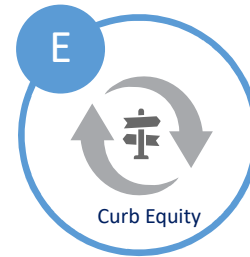
Less time spent looking for parking equals reduction in vehicle miles traveled which reduces overall time spent traveling.



Increased flexibility and access to the curb helps create a balanced transportation network, allowing for better travel choice options.



Less circling, reduced VMT and SOV uses will help reduce emission and help the city meet its attainment goals.

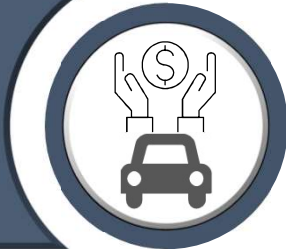


Providing more access to uses other than SOV's increases equity for all system users.

# CURRENT MOBILITY SUPPORTING ACTIONS

## AFFORDABLE PARKING PROGRAM

- 29 participating garages
- 400+ Active participants
- \$30 - \$65 Monthly



## PARK ATX MOBILE PAYMENT

- Remotely add time
- Start & Stop Parking Sessions
- 70,000+ Users
- 5,000+ Sessions a day



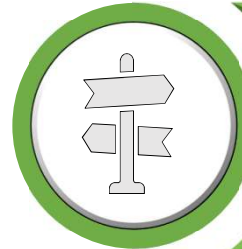
## BLOOMBERG CLIMATE CHALLENGE GRANT

- 5% increase in mobility service related spaces
- Reduction in SOV trips
- 15% parking space availability average per block



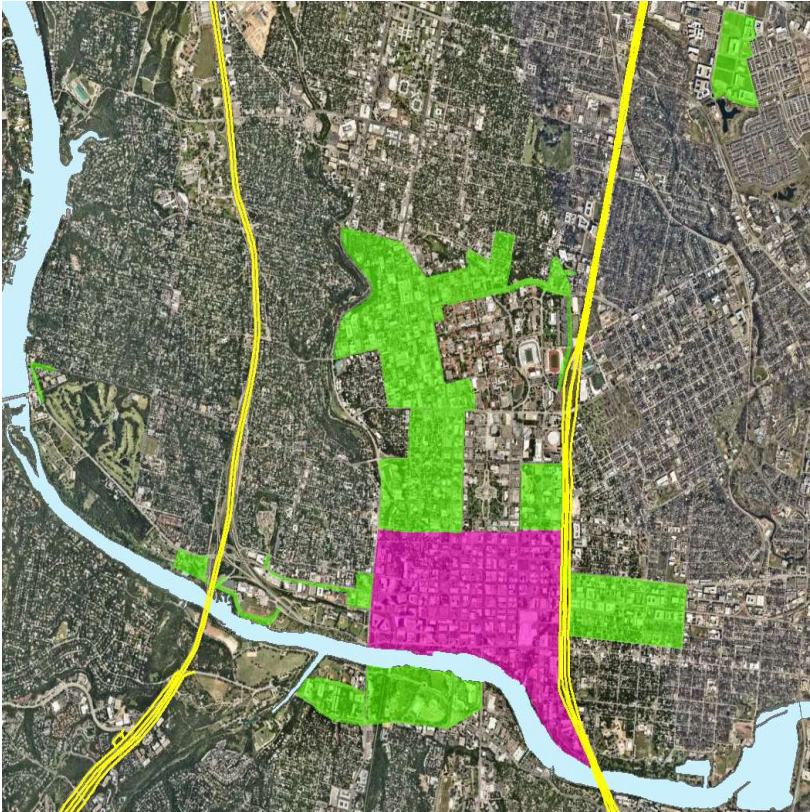
## CURB MANAGEMENT

- Increase in dedicated bicycle lanes
- Increase in accessibility associated spaces
- Two-Way Conversions
- Increased electrical vehicle charging only





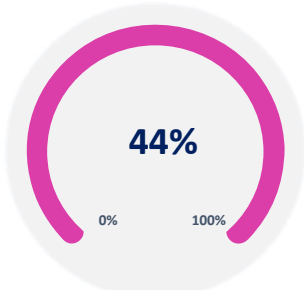
# PREVIOUS METER RATES CITY WIDE



## Downtown Core

3,150 Spaces

\$1.20/HR



% of total supply

## Non-Core (Fringe)

3,961 Spaces

\$1.00/HR

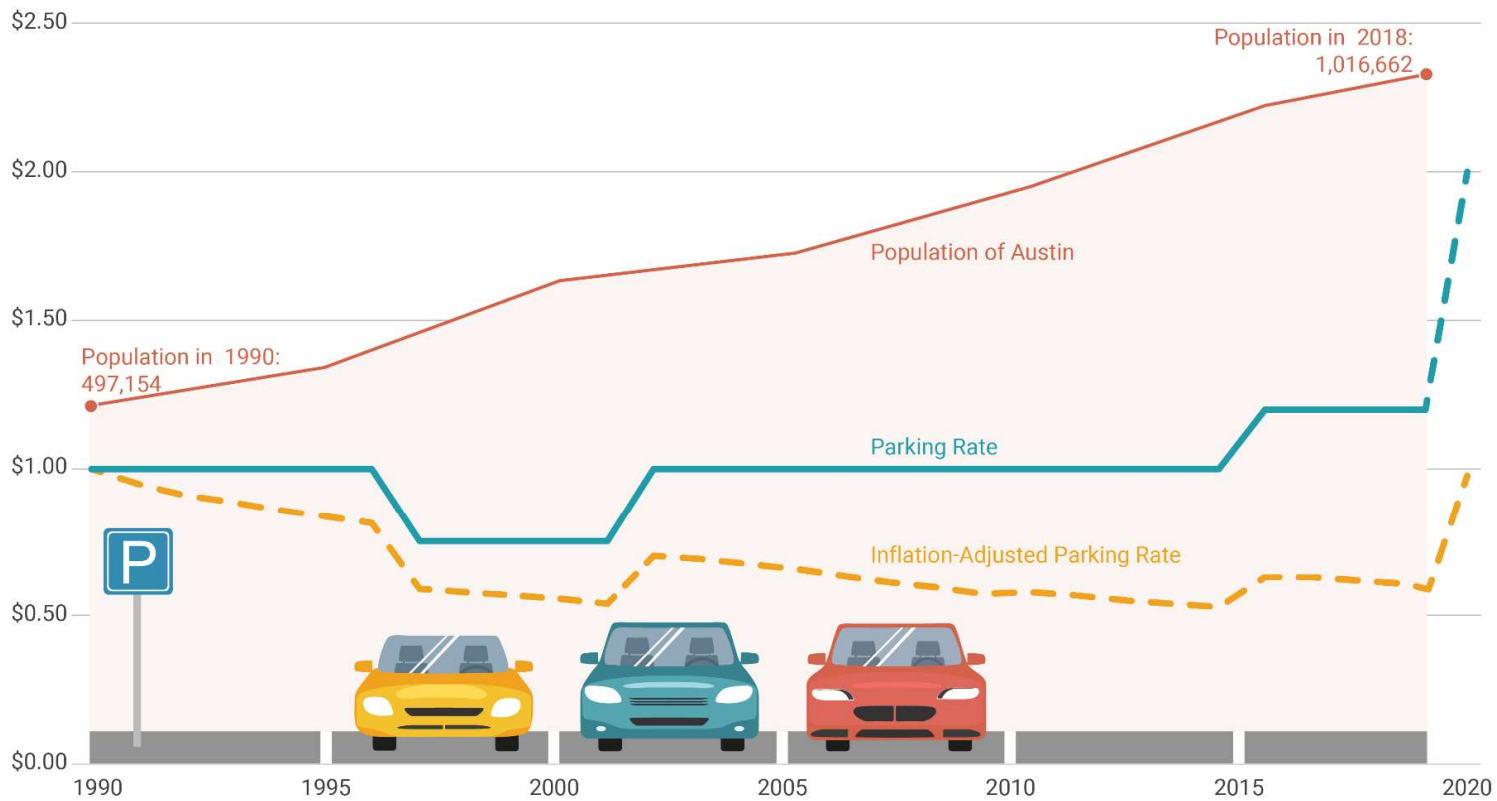


% of total supply

# AUSTIN BASE RATE HISTORY

## Maximum Hourly Parking Meter Rate, 1990-2019

Real Dollars vs. Inflation-Adjusted Dollars



Since 1990, the population of Austin has more than doubled.

The new parking rate in the downtown core area will be \$2.00 per hour.

\$2.00 in 2019 would be worth \$0.99 in 1990—one cent less than the actual historical parking rate.

# MARKET RATE PEER CITY REVIEW

**Seattle, WA\***

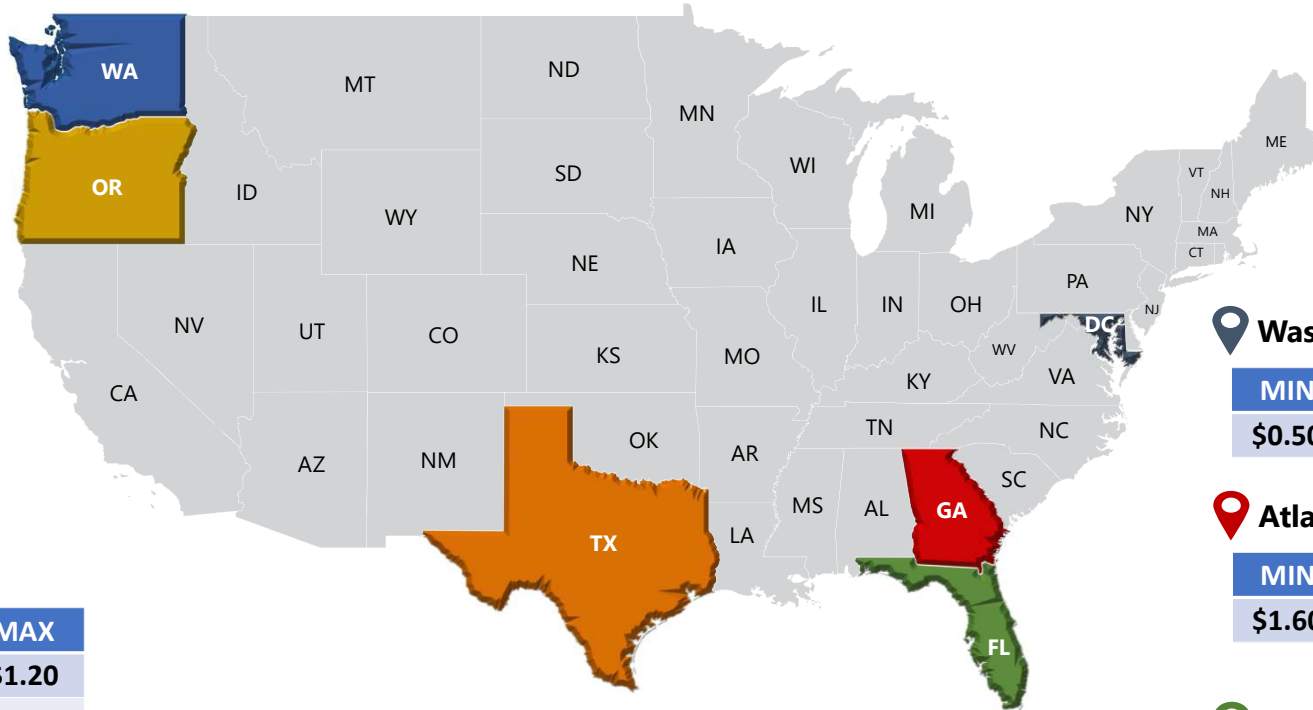
MIN	MAX
\$0.50	\$5.00

**Portland, OR\***

MIN	MAX
\$1.60	\$2.00

**Texas**

CITY	MIN	MAX
Austin	\$1.00	\$1.20
Dallas	\$1.50	\$2.50
Fort Worth*	\$0.50	\$2.50
Houston	\$0.50	\$2.25
San Antonio	\$0.30	\$1.80



**Washington, DC\***

MIN	MAX
\$0.50	\$5.50

**Atlanta, GA**

MIN	MAX
\$1.60	\$2.00

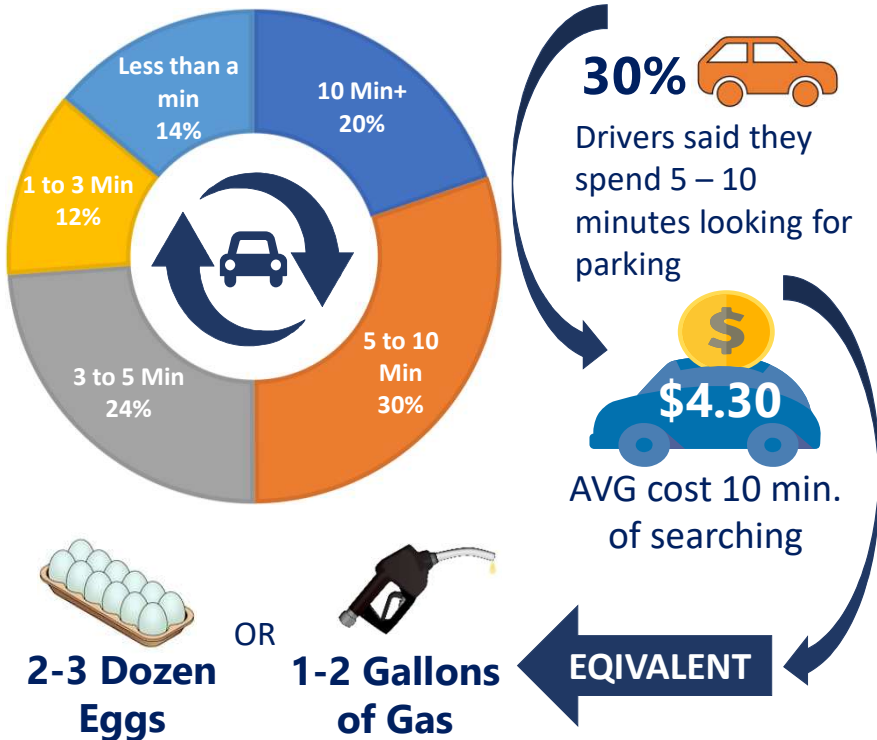
**Miami, FL**

MIN	MAX
\$1.00	\$4.00

*\*Variable pricing implemented*

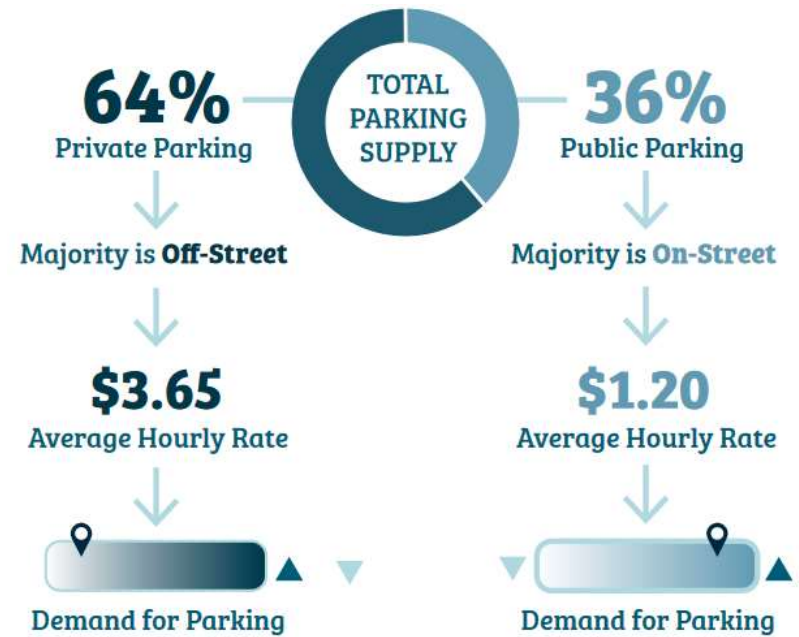
# DIRECT/ INDIRECT RESULTS OF PREVIOUS PARKING SYSTEM

## INDIVIDUAL TIME/ COST



\*Based on Nelson Nygaard 2016 Downtown Austin Parking Strategy (page 23).  
 \*\*Private Sector average hourly wage, based on 2080 hour work year at \$27.75 per hour, according to United States Department of Labor, Bureau of Labor Statistics.

## UNEQUAL SYSTEM CREATES DEMAND



Graphic recreated, with permission, from, "Downtown Austin Parking Strategy," June 2017, Downtown Austin Alliance.

\*Graphic used from the Austin Transportation's "Smart Mobility Roadmap (page 45).

## OUTCOMES FROM STRATEGY - PHASE 1



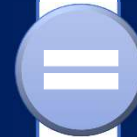
### STABILIZING

Price stabilization at the curb will establish the correct value to start building a system for the future that will compliment Austin's mobility goals, rather than work against them.



### MODERNIZING

Enhancing the Austin Transportation Department authority to adjust parking rates will allow for effective testing, planning, and implementation of a variable pricing system.



### SUPPORTING

Stabilizing and modernizing Austin's parking policies creates the foundation that supports the substantial public investment in Austin's mobility goals, including 50/50 mode split and net zero.