Parking Enterprise Briefing

Austin Transportation Department
Parking Enterprise Division
Mobility Committee September 9, 2021

Jason Jon Michael, Assistant Director
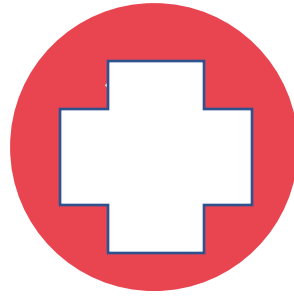Jason Redfern, Parking Enterprise Manager

OUTLINE

THE PARKING ENTERPRISE

COVID RESPONSE

SYSTEM ENHANCEMENTS

THE FUTURE

THE PARKING ENTERPRISE

(20080110-049)

SELF SUSTAINING

To create a self-supporting, market-driven parking enterprise system that covers the costs of parking operations and maintenance.

MOBILITY INVESTMENTS

A mechanism for investment in pedestrian, bicycle and transit infrastructure, trails, and parking infrastructure.

EXPANSION

To expand the supply of publicly-available parking and generate a long-term funding source for investments in pedestrian, bicycle and transit infrastructure, and trails.

PARKING ENTERPRISE PROGRAMS

PARKING ENTERPRISE

ENFORCEMENT SERVICES

- **Parking Citations**
- **Court Orders**
- **Regulate Services**
- **Bike Lanes & Alleys**

PARKING SERVICES

- **On-Street**
- **Off-Street**
- **Bike Racks**
- **Micro-Mobility Boxes**

MOBILITY DEMAND MANGEMENT

- **Curb Space Management**
- **Shared Mobility Program Management**

MOBILITY SERVICES MANAGEMENT

- **For Hire Permitting**
- **Chauffeur**
- **Licensing**
- **Evaluate New**

PAY TO PARK SYSTEM

- 8,982 Paid Spaces

- 845 Kiosks

- 2.2 Million Transactions

- 97% Transactions by Credit Card

- 6% Reduction In Average Stay Time

5

COVID-19 RESPONSE

Initial
- Food Pick-Up Priority Zones

- Interactive Restaurant & Parking Guide

Enhancement
- 15 Minute Free Validation Codes

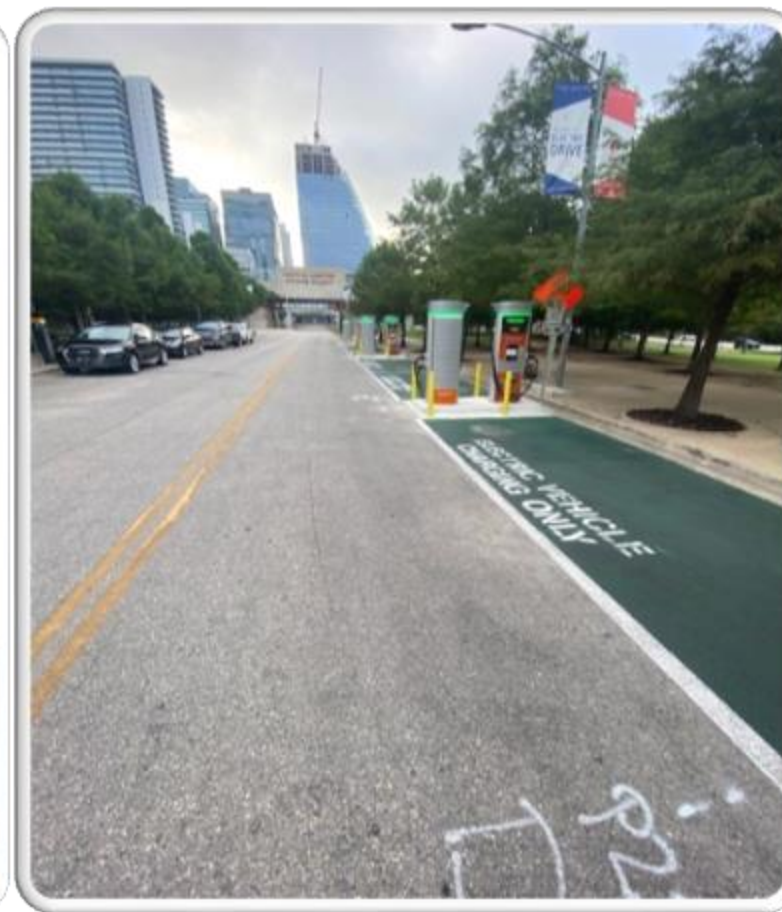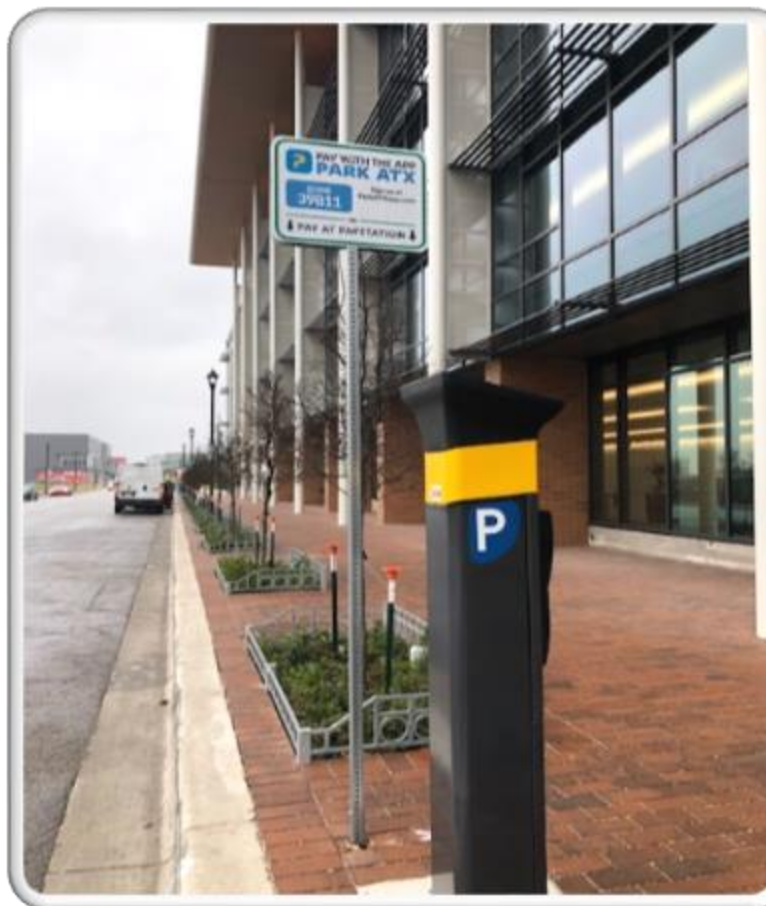- Expanded the Affordable Parking Program

SYSTEM ENHANCEMENTS

MODERNIZING SYSTEM
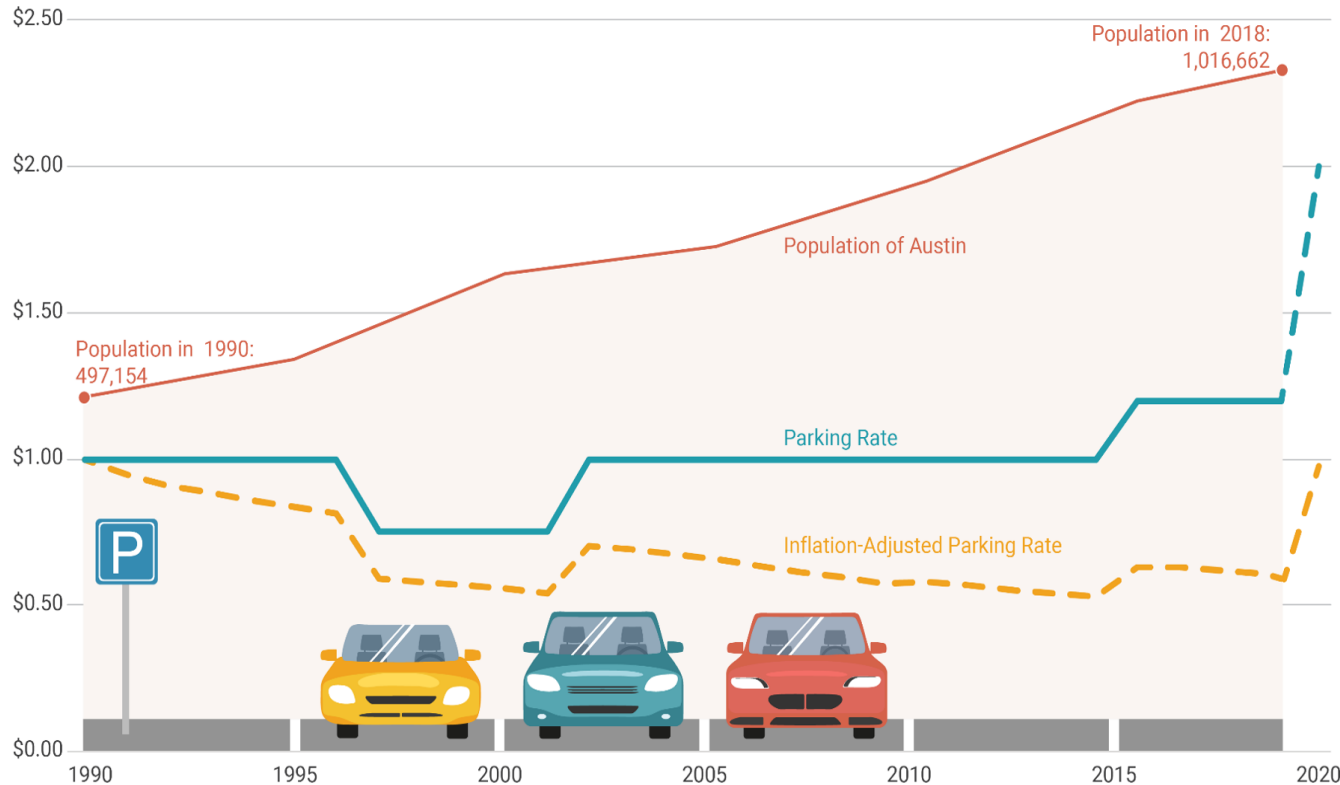
INCREASED DIGITAL ACCESS

REIMAGINING PARKING MANAGEMENT

MODERNIZING SYSTEM
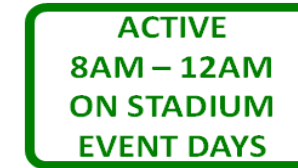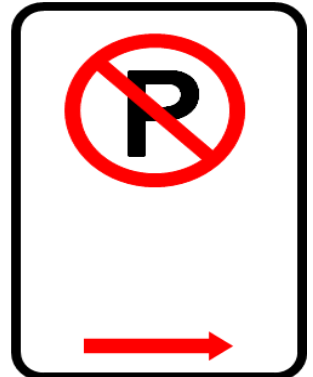

Maximum Hourly Parking Meter Rate, 1990–2019
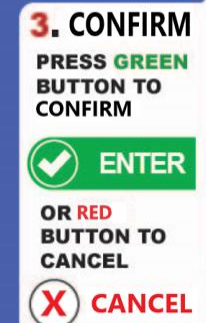Real Dollars vs. Inflation-Adjusted Dollars

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, with progressive pricing

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

Population in 2018: 1,016,662

Population of Austin

Population in 1990: 497,154

Parking Rate

Inflation-Adjusted Parking Rate

PAY TO PARK
PHONE APP ONLY
PARK ATX
ParkATXapp.com
ZONE

ACTIVE
8AM – 12AM
ON STADIUM
EVENT DAYS

PLEASE FOLLOW SCREEN INSTRUCTIONS

1. ENTER
ENTER LICENSE PLATE NUMBER, THEN PRESS GREEN BUTTON
ENTER

2. PAY
INSERT COINS
Please Pay with Exact Amount
NO CHANGE GIVEN
OR
INSERT CARD FACE UP AND REMOVE

3. CONFIRM
PRESS GREEN BUTTON TO CONFIRM
ENTER
OR RED BUTTON TO CANCEL
CANCEL

DISPLAY OF RECEIPT ON VEHICLE NOT REQUIRED
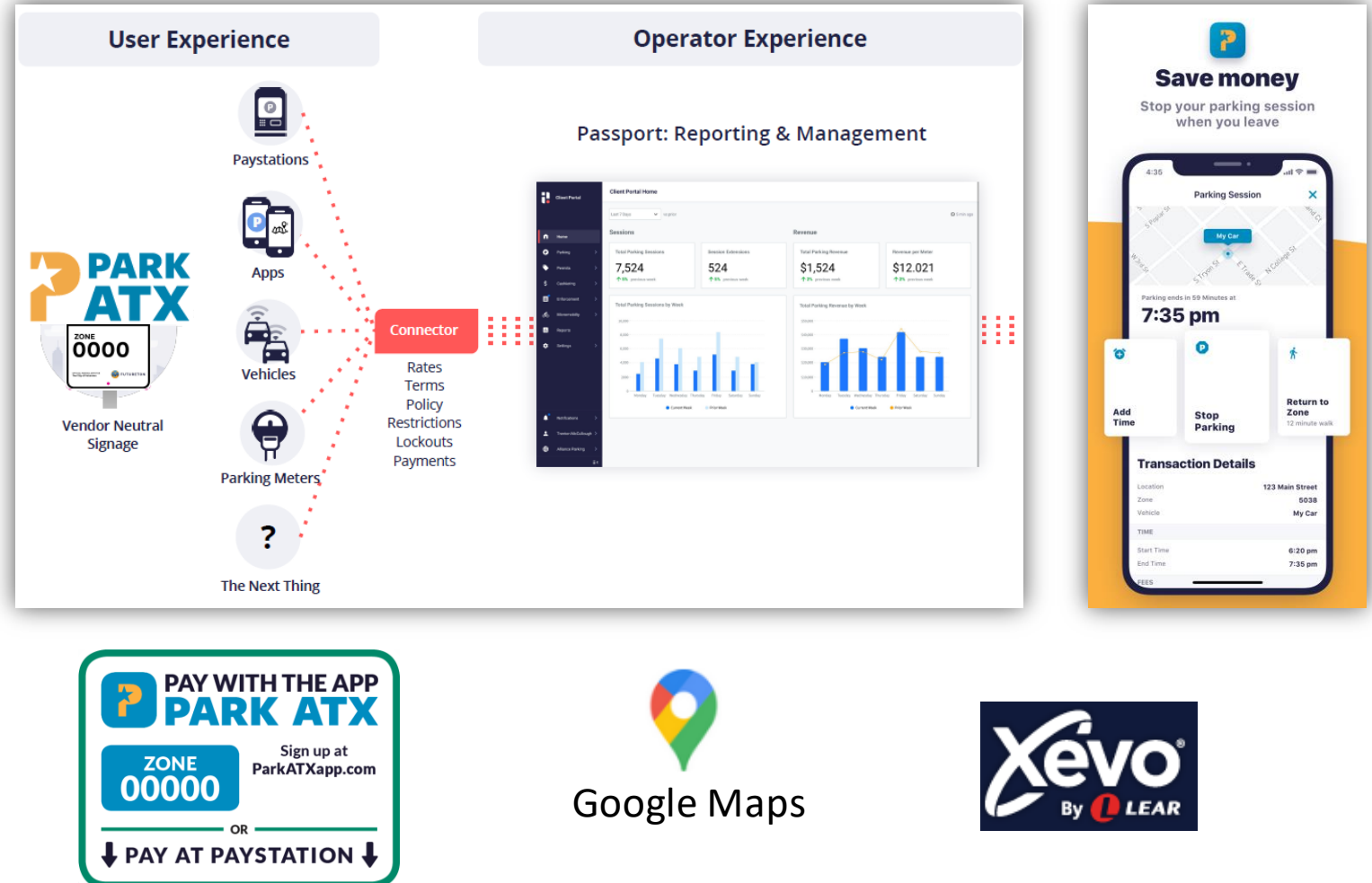
INCREASED DIGITAL ACCESS

- **Park ATX Platform (2019)**
  - Wallet or Single-Point Transactions
  - Start and Stop Functionality
  - Digital Validations
  - Digital Permitting
  - Enforcement Integration
  - Multiple Agency Integration

- **Sign Integration**

- **Google Maps Integration (Sept. 2020)**
  - Maps integration – First U.S. City
  - G-Pay integration

- **Xevo Integration (July 2021)**
  - In-Dash Payments

- **Q2 Stadium Digital Environment**
  - 700+ on street spaces

REIMAGINING PARKING MANAGEMENT

Lifted Parking Time Limits

- Reduced possibility to receive citation for overstay

- Incentivize shorter sessions through pricing

Bloomberg Climate Challenge

- Rethinking parking – Austin will implement new parking management and pricing programs to reduce vehicle emissions.

- Embracing technology – Austin will develop a technology platform to increase use of new mobility options and reduce single-occupancy vehicle trips.

Affordable Parking Program

- 567 Participants

Bike Lane Enforcement & Towing

ADA Volunteer Program
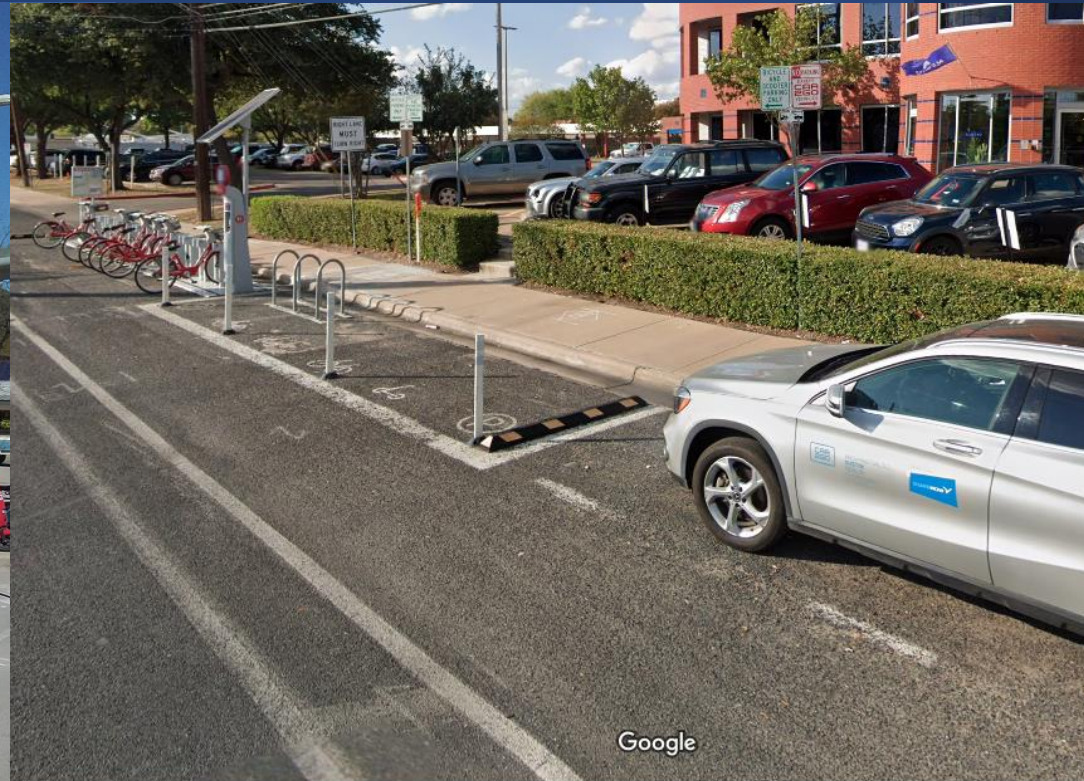
- Partnered with APD to recruit & train volunteers

- Administrate Day to Day Activities

COMMUNITY HUBS

Waterloo Corral
500 E. 12th Street

5th & Pleasant Valley Rd

South Congress Ave. &
West James St.

PARKING ENTERPRISE INITIATIVES

ON-STREET PAID PARKING

INITIATIVE	STATUS
Base Rate Stabilization	Complete ✅
Pay by Plate Conversion	Complete ✅
Bloomberg ACCC – 5% paid parking downtown convert to other uses (150 spaces)	Complete ✅
Remove all single space meters	Complete ✅
Add DC Fast EV Charging Stations on Electric Drive	Complete ✅
Google Maps & Google Pay Integration	Complete ✅
Xevo in dash payment option integration – Phase 1	Complete ✅
Testing fully digital parking environment – Q2	Complete ✅

FUTURE INITIATIVES

Municipal Parking Code Update

Identify High Demand Areas

Digitizing Permit Issuance and Enforcement

Add Off-Street Capacity

Standardize and Make Parking Data Public

Pilot New Technology

QUESTIONS?