

South Congress Parking & Transportation Management District Proposal — Mobility Committee January 19, 2023



MEETING TOPICS

TRANSPORTATION

- Project Team
- District History
- The Parking & Mobility Challenge
- Supporting Policy
- South Congress Parking Study + Strategy
- What is a PTMD
- Existing City of Austin Parking Districts
- PTMD Planning Process Overview
- South Congress Area PTMD Proposal
- Timeline/ Next Steps
- Potential Challenges/ Risks



PROJECT TEAM





Joseph Al-hajeri Mobility Demand Program Manager Austin Transportation Dept.



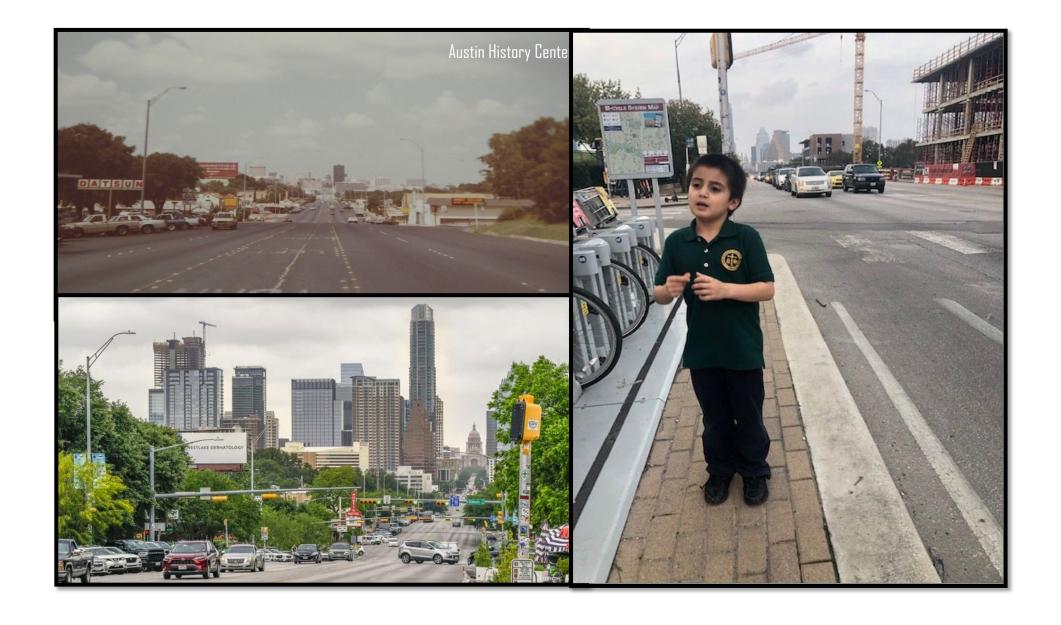
Jason Redfern
Parking Enterprise Manager
Austin Transportation Dept.



Ryan Royal Mobility Demand Supervisor Austin Transportation Dept.

OVERVIEW





PARKING MITIGATION HISTORY SOUTH CONGRESS



South Congress Improvement Project 1998 & 2009

Parking Benefit
District Proposal
2011 & 2015

South Congress Parking Study & Strategy 2019/2020 Parking &
Transportation
Management District
Proposal
2022/23

THE PARKING & MOBILITY CHALLENGES



Parking & Mobility Challenges Identified On/Around South Congress Avenue

- High parking demand with no space turnover
- Current 2-Hr time limited zones are inconsistent and presents challenges for enforcement
- Need more enforcement and a way to pay for it
- Residential Permit Parking (RPP) restrictions are not consistent
- Neighborhood street parking overflow, causing quality of life issues for residents.
- Business/merchant employees have a hard time finding parking,
- Many businesses along South Congress don't have off-street parking

SOUTH CONGRESS PARKING STRATEGY



Parking Strategy Goals:

- Adopt Parking and Transportation Management District (PTMD)
 - A. Implement paid parking on South Congress
 - B. Implement consistent parking enforcement in the district
 - C. Streamline and modernize the RPP Program
 - D. Affordable off-street parking options
 - E. User-friendly and equitable curb management options
 - F. Access to affordable multimodal options
 - G. Adaptable with focus on community input

Help to Define the Role of the Curb



ENGAGEMENT/ FEEDBACK — SOUTH CONGRESS PARKING STUDY



The SoCo Parking Strategy included a series of meetings, workshops, and surveys to gather input from the community and share findings from the study. Additional engagement activities included:

- Stakeholder Meetings, Round 1 | April 2019
- Stakeholder Meetings, Round 2 | September 2019
- Intercept survey | April 2019
- Community Workshops, Round 1 | November 2019
- Community Workshops, Round 2 | March 2020
- Video Presentation and Survey | April 2020

South Congress Parking Study Engagement

Relationship to SoCo	Stakeholder Meetings (April 2019)	Stakeholder Meetings (Sep. 2019)	Intercept Survey (April 2019)	Community Workshops (Nov. 2019)	Community Workshops (March 2020)	Video Survey (April 2020)
Live in SoCo	7	9	75	25	7	28
Work in, or own a business in, SoCo	21	15	166	23	4	9
Visitor/Other	2	14	429	0	0	47
Estimated Total*	30	38	670	46	11	84

^{*}To the extent possible, an effort has been made to account for any potential double-counting of participants who participated in more than one of these activities.

Public Outreach: Top Five Takeaways

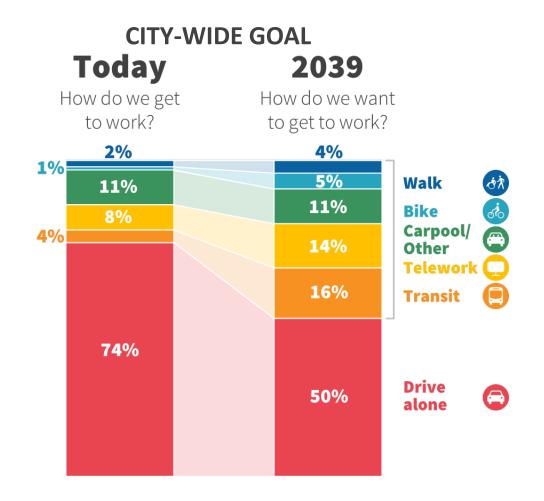
- Parking management in South Congress needs a more systematic and holistic approach
- Employees, visitors, and residents are competing for some of the same convenient, core area parking spaces
- Almost half of people traveling to South Congress arrive by some other mode than driving alone.
- Over half of people traveling to South Congress are making short trips
- Residents had the lowest opinion about the parking experience in South Congress.

MUNICIPAL POLICY SUPPORT



WHAT IS THE CONTEXT OF THIS EFFORT?

- Austin Strategic Mobility Plan (ASMP)
- Project Connect
- South Congress Avenue Corridor Plan
- Austin Curb Roadmap
- South Congress Parking Strategy



PARKING AND TRANSPORTATION MANAGEMENT DISTRICT (PTMD)



- Requested by Austin Transportation, authorized by City Council
- Policy framework to address parking and mobility challenges
- Paid parking as the primary strategy
- Sets aside funding, to provide resources for transportation improvements
- Creates a communication stream between the community and the City
- Monitoring/Enforcement of parking regulations

The PTMD Promise

Austin Transportation's commitment to the community to address mobility challenges with equitable curb management that is more inclusive to people of all ages, incomes, backgrounds, and travel modes.

CURRENT CITY OF AUSTIN PARKING DISTRICTS



District Names & Available funds for Transportation Improvement(s)

West Campus Parking Benefit District (\$2,461,148)

East Austin PTMD (\$2,340,923)

Mueller PTMD (\$528,305)

Colorado River Area PTMD (\$14,782)



PTMD PLANNING TO ADOPTION



Process to Adopt a PTMD

- 1. Pre-Meeting with Parking Enterprise
- 2. Stakeholders and ATD staff identify a community advisory group
- 3. Stakeholder meetings to discuss challenges and mobility tools to be addressed
- 4. Submit a formal application that is brought forward by advisory group
- 5. Final application presented at UTC
- 6. Application with ordinance to Council for adoption

Current step we are on with South Congress

Typical overall time frame of process to adoption is 7-months to 1-year.

THE SOUTH CONGRESS AREA PTMD PROPOSAL

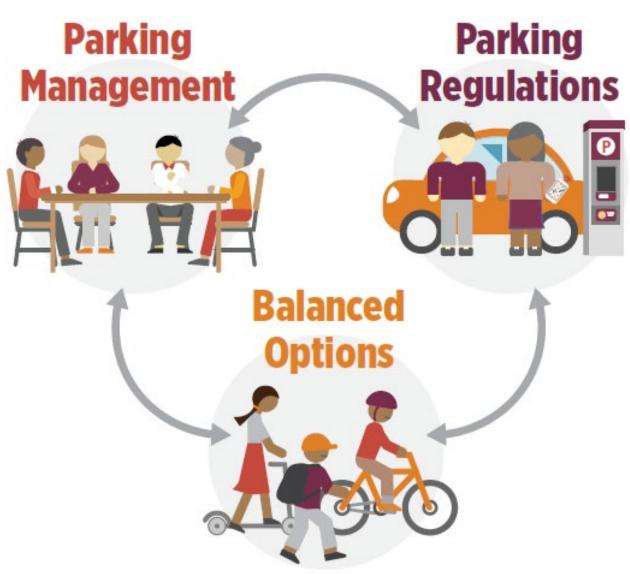


The Request

- PTMD proposed as top strategy from South Congress Parking Study developed by Nelson Nygaard, national experts in parking and mobility planning and policy
- Proposed by ATD to initiate process to adopt PTMD
- Required pre-application meeting completed on July 13th, 2022

PTMD Proposal Advisory Team

- Austin Transportation Department
- South Congress Public Improvement District (PID)
- South Congress Merchant Association
- Bouldin Creek Neighborhood Association
- South River City Citizens Neighborhood Association



PTMD PROPOSAL PLANNING/ENGAGEMENT MEETINGS



Meeting	Date	
Kick-off PTMD Advisory Team Meeting Overview	July 13, 2022	
PTMD Advisory Team Meeting – Application Details & District Boundaries	August 8, 2022	
PTMD Advisory Team Meeting – Parking Regulation Review and Projects	August 10, 2022	
PID Board Regular Meeting Presentation	September 7, 2022	
PTMD Advisory Team Meeting – Parking Regulation Review	September 8, 2022	
General Association Meeting Presentation – Bouldin Creek	September 13, 2022	
General Association Meeting Presentation - South River City	September 20, 2022	
PTMD Advisory Team Meeting – Parking Regulations Review	September 23, 2022	
PTMD Advisory Team Meeting – Developing Employee Parking Solutions	October 17, 2022	
General Merchant Meeting – SoCo PID	November 16, 2022	
PTMD Advisory Meeting – Final Community Survey Planning	November 17, 2022	

THE SOUTH CONGRESS AREA PTMD PROPOSAL — DISTRICT BOUNDARY



BOUNDARY LIMITS

North: Riverside Drive

South: W. Oltorf St.

East: IH-35

West: Union Pacific Railroad, East of Lamar

IMPORTANT NOTE

Boundary is set to allow the use of funds in the entire district, not just where parking revenue is collected.



THE PTMD PARKING STRATEGY — SOUTH CONGRESS CORRIDOR

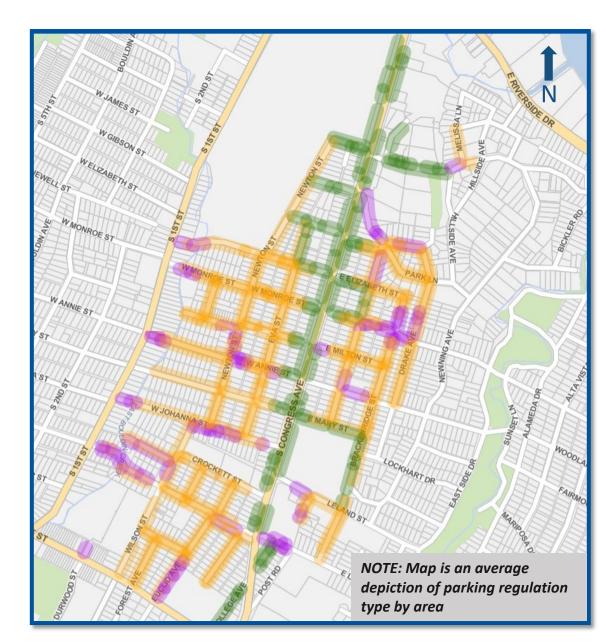


Parking Regulation Implementation

Methodology

Use paid parking as a base regulation for the entire area and layer exceptions based on community curb access needs.

- Paid Parking Has physical Pay Station on block
- Paid Parking Mobile Pay Only for Payment
- Paid Parking + Permit (Hybrid) Allows residents/employees with a permit to park without paying
- Current inconsistent RPP parking restriction times in this immediate area will be consolidated into one consistent timeframe.
- A hybrid approach creates an efficient way to balance curb use needs with district visitors, while still addressing the curb access needs of homeowners, residents, and employees.
- Commercial Delivery zones are being evaluated for better placement, including the use of alleyways.
- Pick-up/drop-off zones are being discussed with merchants and coordination with TNC companies to develop better placement strategy.



POTENTIAL PROJECTS FUNDED BY PTMD



<u>List of Potential Improvement Projects</u>

- Bike lanes, bike and micromobility parking infrastructure.
- Missing sidewalk infrastructure
- Watershed infrastructure needs
- Wayfinding with the use of digital technology
- Parking structure/facility
- Improve road paving and infrastructure
- Signal infrastructure
- Pedestrian Hybrid Beacons (PHB)
- Public art
- Pedestrian facilities, benches, tree planters



Austin Transportation Department is coordinating with partnering City Departments to determine current and future project plans.

"YOUR PARKING DOLLORS IN ACTION"

TENTATIVE TIMELINE



January 2023

- Continue to meet with advisory group to finalize application
- Community survey
- Mobility Committee
- Director Review and Approval of Final PTMD Application

February 2023

Urban Transportation Commission

March 2023

Council Approval

April/May 2023

Paid parking infrastructure installed and activated



THANK YOU

