



South Congress Parking & Transportation Management District Proposal — Urban Transportation Commission February 7, 2023

Joseph Al-hajeri, Mobility Demand Program Manager / Project Lead



TRANSPORTATION

MEETING TOPICS

- Project Team
- District History
- South Congress Parking Study + Strategy
- What is a PTMD
- Existing City of Austin Parking Districts
- PTMD Planning Process Overview
- Supporting Municipal Policy
- South Congress Area PTMD Proposal Overview
- Timeline/ Next Steps



PROJECT TEAM



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

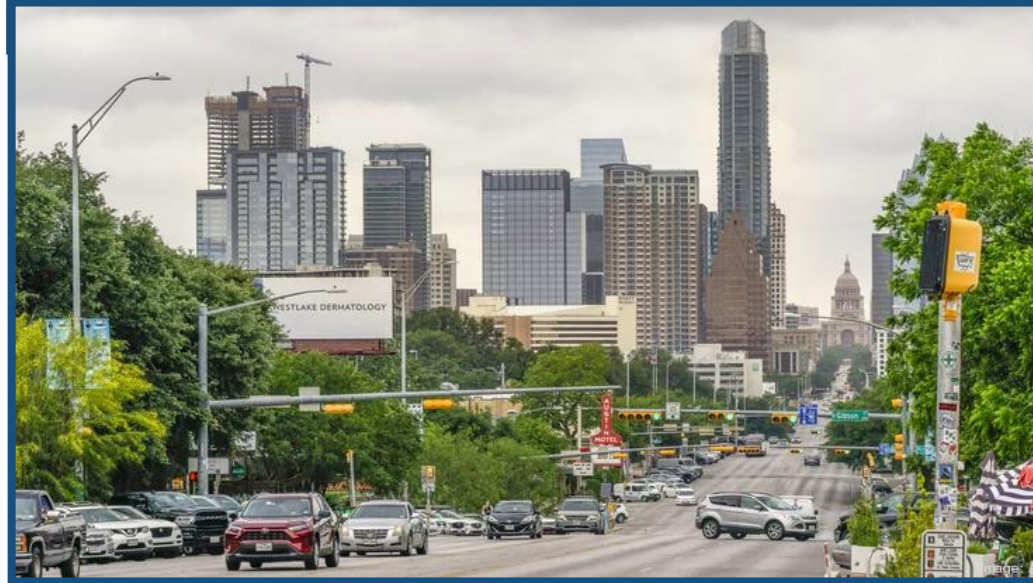


Jason Redfern
Parking Enterprise Manager
Austin Transportation Dept.



Ryan Royal
Mobility Demand Supervisor
Austin Transportation Dept.

OVERVIEW



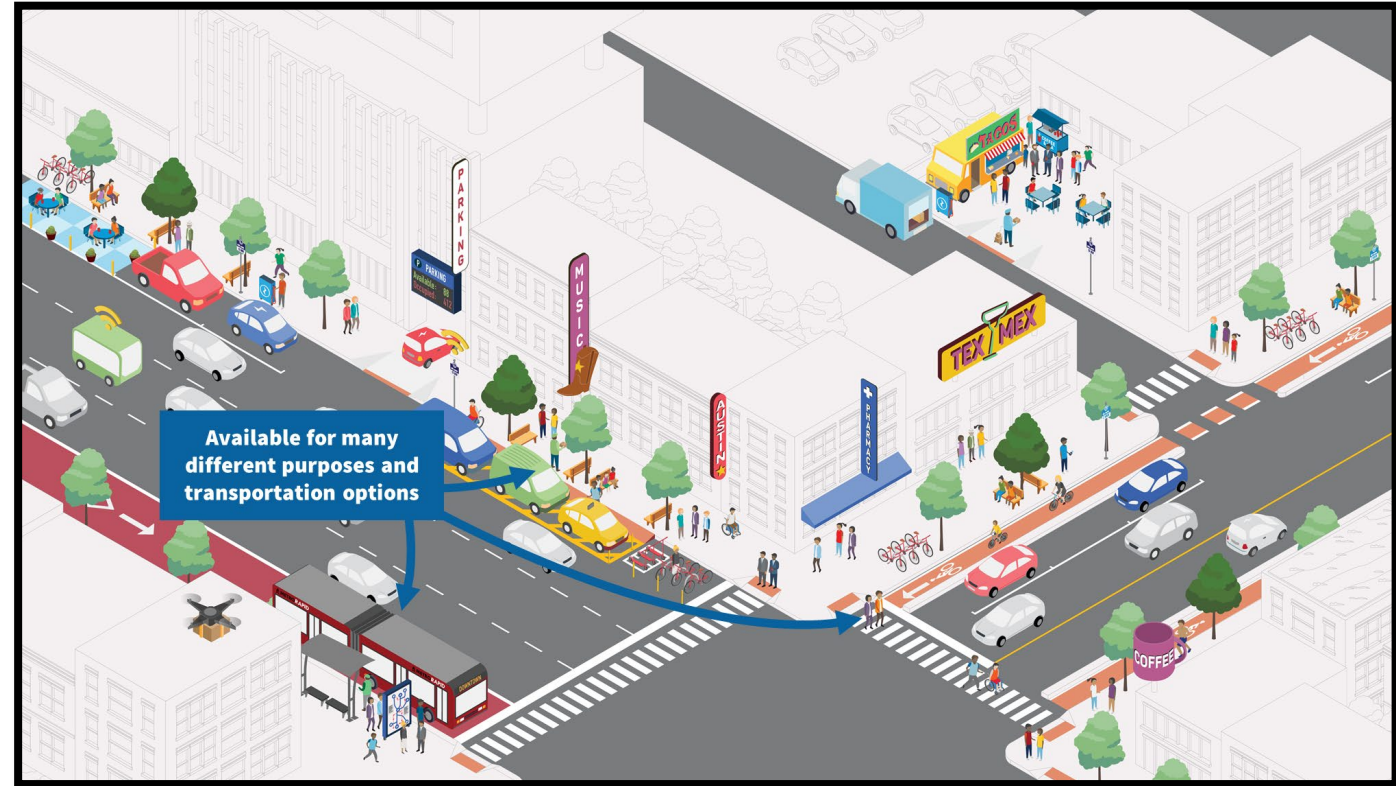
PARKING MITIGATION HISTORY SOUTH CONGRESS



Parking Strategy Goals:

1. Adopt Parking and Transportation Management District (PTMD)
 - A. Implement paid parking
 - B. Consistent parking enforcement
 - C. Streamline/ 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



South Congress Parking Study Engagement

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

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.

THE PARKING & MOBILITY CHALLENGES IDENTIFIED

- 2/3 of the total parking spaces are unregulated..
- Occupancy along the avenue average 85% - 90%.
- 2-Hr time limited zones are inconsistent and often abused.
- Need more enforcement with funding to hire officers.
- Residential Permit Parking (RPP) restrictions are inconsistent – 13 different time restrictions.
- Neighborhood street parking overflow, causing quality of life issues for residents.
- Business/merchant employees have a hard time finding parking.
- Unimproved alleys are not suitable for commercial deliveries.
- Lack of sidewalks in areas that have high pedestrian use.



12-7 PARKING AND TRANSPORTATION MANAGEMENT DISTRICT (PTMD)



Defined geographic area that may include a mix of retail, entertainment, commercial, medical, educational, civic and residential uses that requires a higher and more coordinated level of mobility and parking management.

- Minimum 100 on-street, 200 public off-street.
- Paid parking used as main mobility tool to help facilitate/aid in the safe travel of all street users.
- 51%, less City expenses is set aside for transportation related projects that aid in the flow of road users within the district.
- Community and Austin Transportation PTMD advisory committee.

CURRENT CITY OF AUSTIN PARKING DISTRICTS

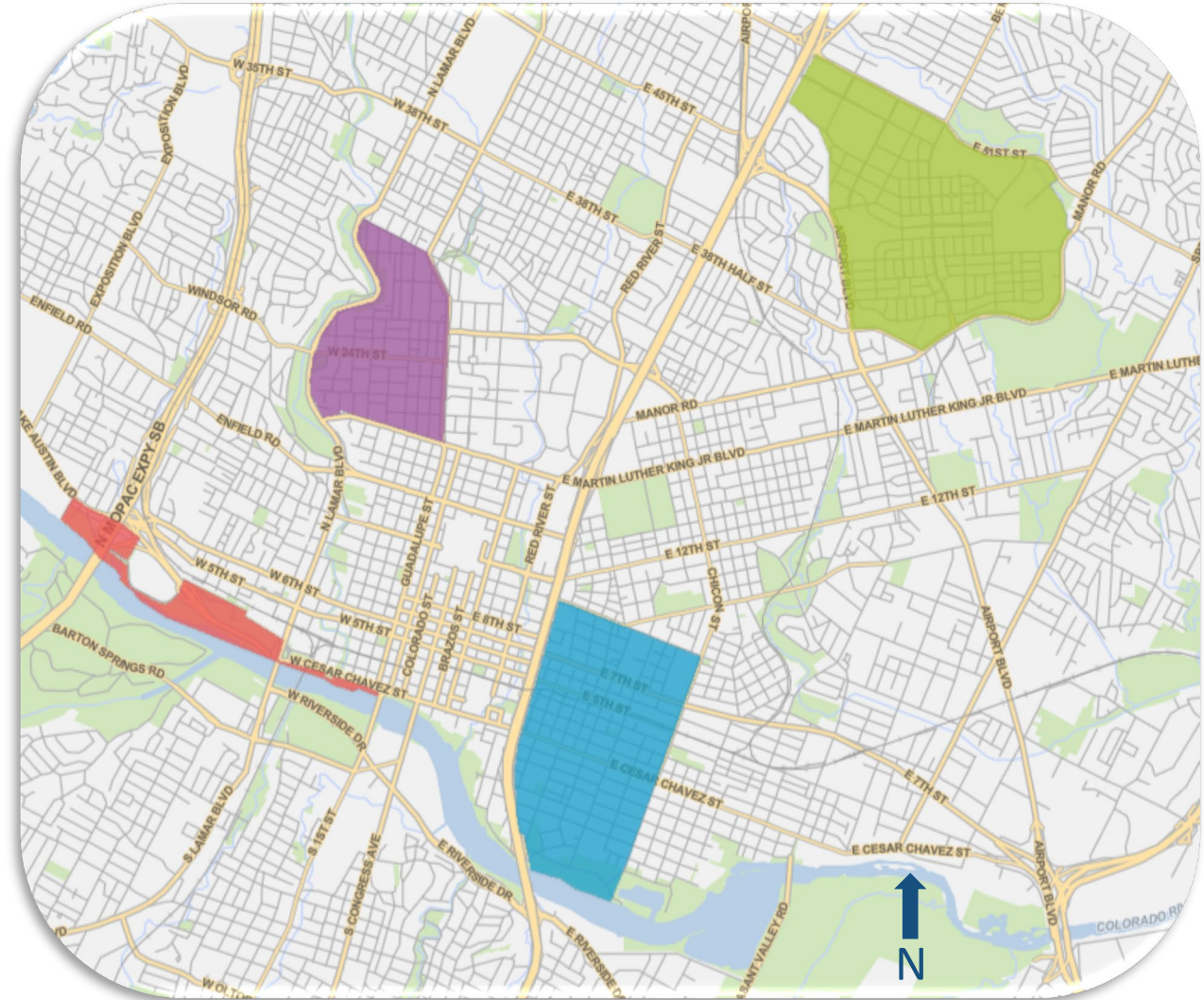
District Names & Available funds for
Transportation Improvement(s)

West Campus Parking Benefit District (2008/2014)
(\$2,461,148)

East Austin PTMD (2015)
(\$2,340,923)

Mueller PTMD (2015)
(\$528,305)

Colorado River Area PTMD (2018)
(\$14,782)



POTENTIAL PROJECTS FUNDED BY PTMD

List of Potential Improvement Projects

- 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.

“PARKING DOLLARS IN ACTION”

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.

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

Current step we are on with South Congress

OTHER POLICY SUPPORT

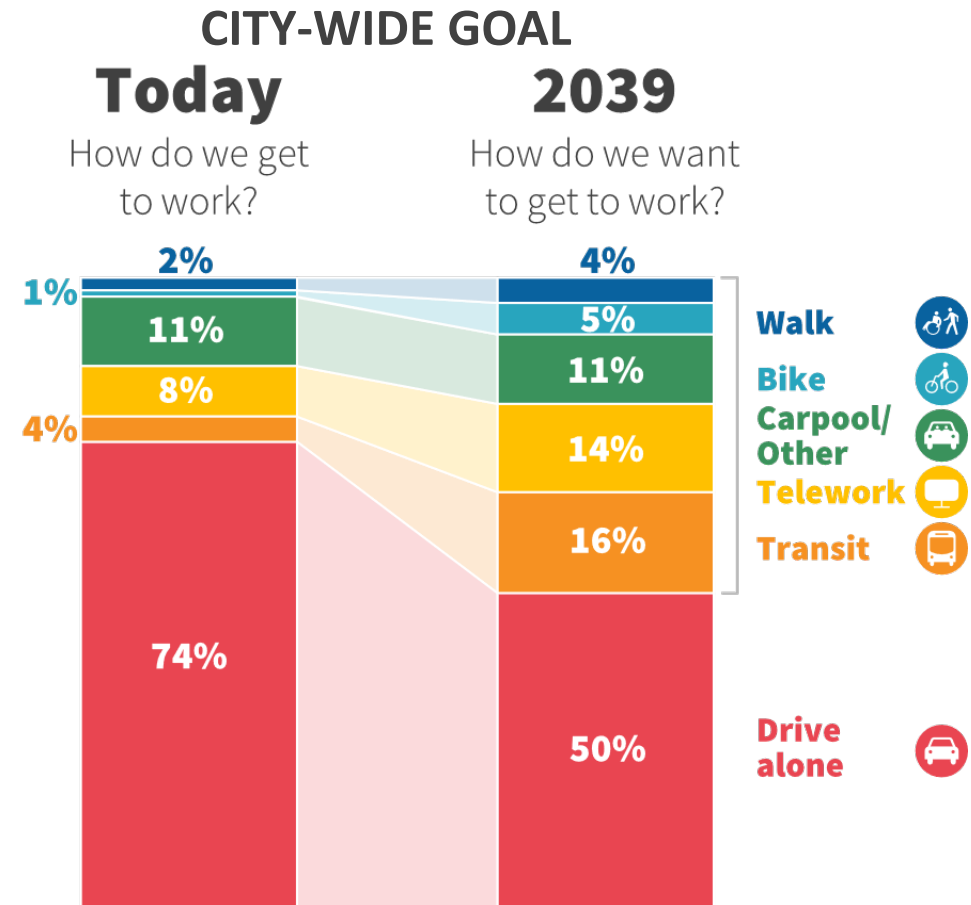


WHAT IS THE CONTEXT OF THIS EFFORT?

- Austin Strategic Mobility Plan (ASMP)
- South Congress Avenue Corridor Plan
- Project Connect

ASMP PARKING POLICY SUPPORT

- Parking Policy 1** Efficiently use existing parking supply.
- Parking Policy 2** Right-size future parking supply to encourage sustainable trip options.
- Parking Policy 3** Coordinate on-street parking with curb management strategies for flexibility and adaptability with future parking and mobility technology.



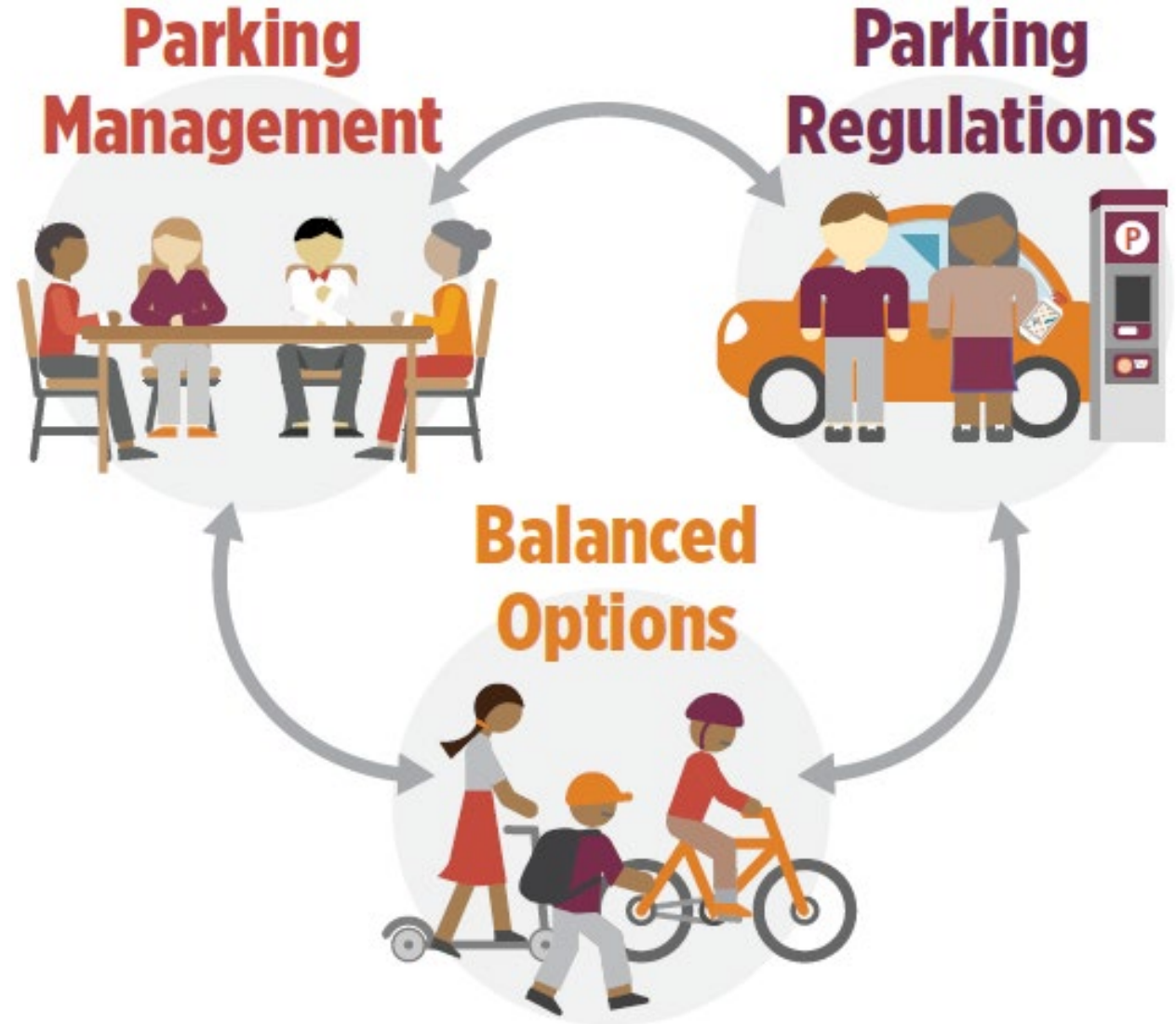
THE SOUTH CONGRESS AREA PTMD PROPOSAL

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

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 PLANNING/ENGAGEMENT MEETINGS

Meeting	Date
Kick-off PTMD Advisory Team	July 13, 2022
PTMD Advisory Team	August 8, 2022
PTMD Advisory Team	August 10, 2022
PID Board Regular Presentation	September 7, 2022
PTMD Advisory Team	September 8, 2022
BCNA General Association Presentation	September 13, 2022
SRCC General Association Presentation	September 20, 2022
PTMD Advisory Team	September 23, 2022
PTMD Advisory Team	October 17, 2022
General SoCo Merchant Association Presentation	November 16, 2022
PTMD Advisory Team	November 17, 2022
PTMD Advisory Team	January 23, 2023
BCNA PTMD Working Group	January 24, 2023



THE SOUTH CONGRESS AREA PTMD PROPOSAL — DISTRICT BOUNDARY

BOUNDARY LIMITS

North: Riverside Drive

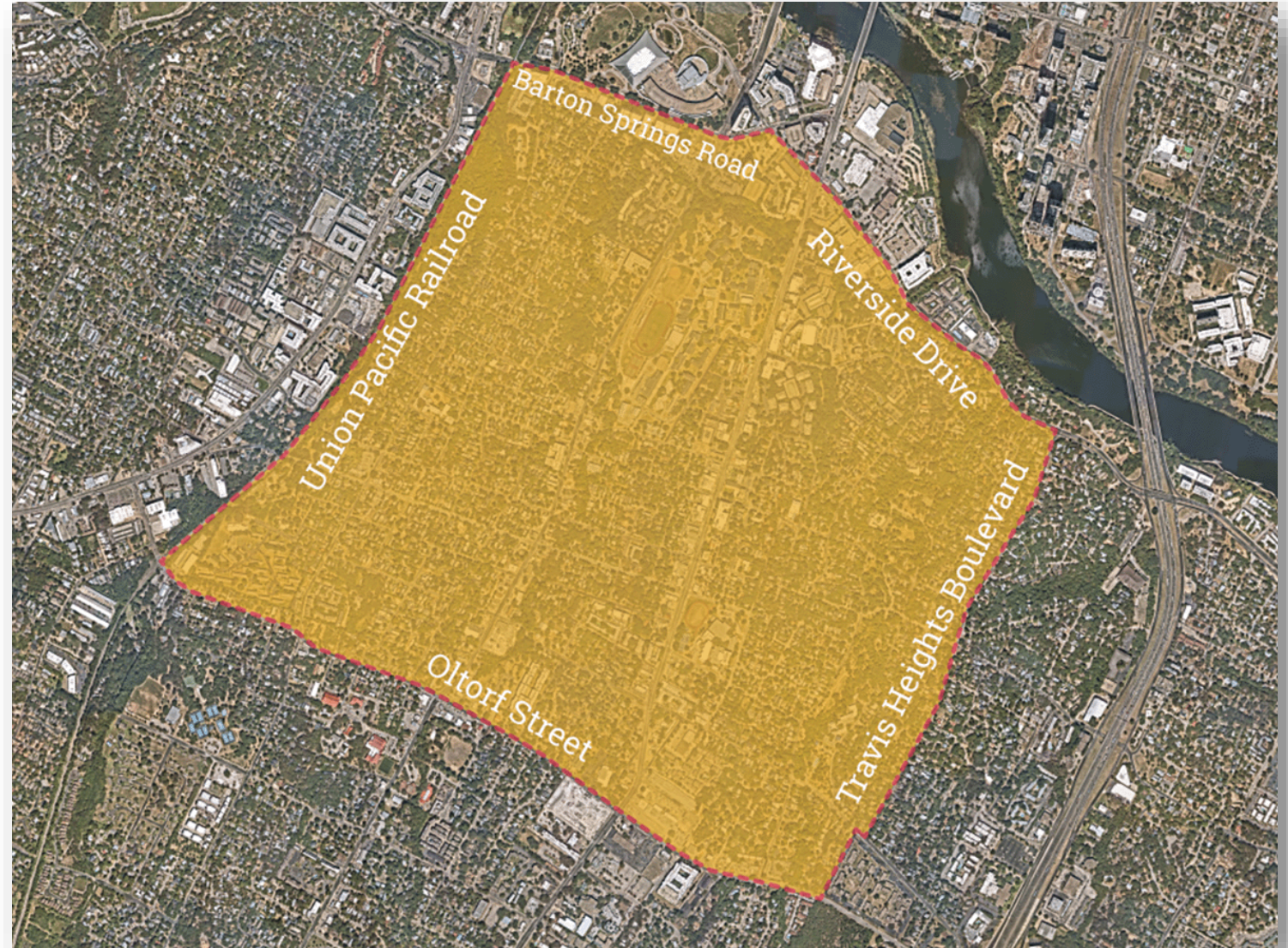
South: W. Oltorf St.

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

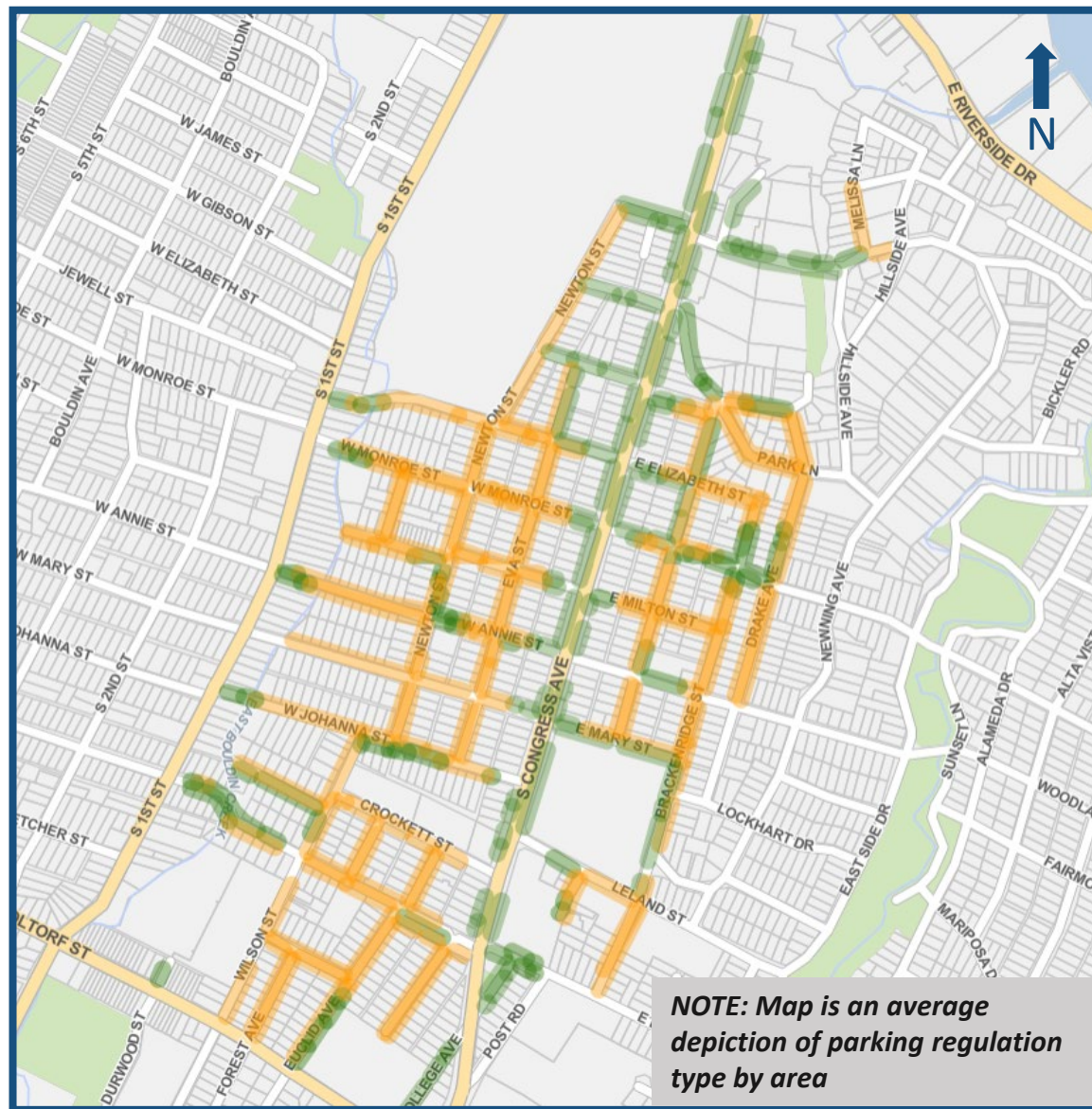
Methodology

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

 Paid Parking

 Paid Parking + Permit (Hybrid) – Allows residents/employees with a permit to park without paying

- Current RPP parking restriction times in this immediate area will be consolidated into one consistent time-frame.
- 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.



ESTIMATED PAID PARKING 1st YEAR REVENUE FORECAST



Revenue Source	Total # of Spaces	Potential Revenue
Pay to Park (Mobile Pay Only)	882	\$1,473,292
Hybrid RPP (Paid Parking + RPP/Employee)	1,238	\$689,318
Net Parking Revenue		\$2,162,611
Estimated City Expense		(\$1,408,315)
Revenue Less City Expenses		\$754,296
@ 51% from net - PTMD		\$384,690

Assumptions

- Calculated for 6 officers (Most significant cost)
- All digital no pay station infrastructure (mobile pay saves 75% of cost)
- 30% occupancy for Pay to Park revenue
- 15% occupancy for hybrid zone revenue
- Hours of Operation will be 8AM – 12AM, Monday - Friday
- \$2/HR used for base parking revenue calculation

TENTATIVE TIMELINE



January 2023

- Mobility Committee 01/19/2023 (Complete)

February 2023

- Urban Transportation Commission 02/07/2023
- Director Review and Approval of Final PTMD Application
- General Association Meetings
 - Bouldin Creek Neighborhood Association (BCNA) – **02/21/2023**
 - South River City Citizens (SRCC) – **02/21/2023**
 - South Congress Merchant Public Improvement District/ Association - **Tentative**

March 2023

- City Council – **03/09/2023**
- PTMD Advisory Committee selection
- Paid parking infrastructure installation begin
- Public notification of parking change campaign

April 2023

- Paid parking is activated (First 2-weeks of activation, parking enforcement writes warning citations)



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THANK YOU

