

**ORDINANCE NO. 20230309-022**

**AN ORDINANCE ESTABLISHING A PARKING AND TRANSPORTATION  
MANAGEMENT DISTRICT IN THE SOUTH CONGRESS 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 (PTMD) in the South Congress Area have been met.
- (B) Traffic flow on the public streets in the South Congress 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 South Congress 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 SOUTH CONGRESS AREA PARKING AND  
TRANSPORTATION DISTRICT (PTMD).**

- (A) The South Congress Area PTMD is hereby established.
- (B) The South Congress Area PTMD will include at least 100 paid parking spaces.
- (C) The South Congress Area PTMD boundaries are within the South Congress Public Improvement District, the neighborhoods of Bouldin Creek Neighborhood Association and the South River City Citizens Neighborhood Association. The area is bounded by Riverside drive, Oltorf Street, Union Pacific Railroad (east of Lamar Boulevard), and Travis Heights Boulevard.

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

Revenue from the South Congress 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 "South Congress Area Parking and Transportation Management District Application" attached as Exhibit "A."

**PART 4.** This ordinance takes effect on March 20, 2023.

**PASSED AND APPROVED**

March 9, 2023

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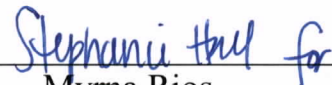
Kirk Watson  
Mayor

**APPROVED:**



Anne L. Morgan  
City Attorney

**ATTEST:**



Myrna Rios  
City Clerk



## PARKING AND TRANSPORTATION MANAGEMENT DISTRICT APPLICATION

### APPLICANT PARTIES

<b>South Congress Public Improvement District</b> Matt Parkerson, President Signature: _____ Date: _____	<b>City of Austin Transportation Department</b> Richard Mendoza, Director Signature: _____ Date: _____
<b>South River City Citizens</b> Wendy Todd, President Signature: _____ Date: _____	<b>City of Austin Transportation Department</b> Jason Redfern, Parking Enterprise Manager Signature: _____ Date: _____
<b>Bouldin Creek Neighborhood Association</b> Thom Parker, President Signature: _____ Date: _____	<b>City of Austin Transportation Department</b> Joseph Al-hajeri, Program Manager Signature: _____ Date: _____

### AREA PROPOSED

#### PTMD Boundaries

The proposed South Congress PTMD boundaries are within the neighborhoods of Bouldin Creek Neighborhood and South River City Citizens Neighborhood. These boundaries run along Riverside Dr and Barton Springs Rd (North), The Union Pacific Railroad (West), Oltorf Street (South), and Travis Heights Boulevard (East). See attached Exhibit-1 for boundary map.

#### Statement of Needs

Parking has been a long-standing challenge in Austin's renowned South Congress (SoCo) district. Parking needs and issues vary for residents, businesses, employees, and visitors. Sporadic attempts to fix parking have resulted in a series of uncoordinated measures that improve parking for a few, but do not holistically address the district's systemic problems.

The South Congress PTMD area needs a diverse parking and transportation strategy. Currently the PTMD area has 5,372 parking spaces with 2,001 (37%) on-street spaces and 3,371 (63%) off-street spaces. In 2019 Nelson Nygaard conducted an extensive parking study identifying the main issues and have offered recommendations for future success. The establishment of a PTMD in the SoCo area is the top recommendation of the SoCo Parking Study, providing a strategic framework to address the mobility concerns within the district.

#### **List of Existing parking challenges identified by the South Congress Parking Strategy:**

- There are roughly 5,400 public and private parking spaces in the SoCo area. Roughly 63% of these spaces are in off-street lots and garages and 37% of parking is on-street.
- The parking core in SoCo, along South Congress Avenue, often fills to capacity for much of the day. However, parking occupancy across the entire study area peaks at 60%. Even when busy, many spaces in the SoCo district are underutilized.



- More than half of off-street parking is restricted to specific users. Current restrictions create “ticket anxiety,” limit access to the general public, and result in underutilized parking.
- The most convenient and popular on-street spaces are free and/or unregulated. Current management incentivizes drivers to circle and hunt for these spaces rather than pay for off-street parking.
- Many vehicles on South Congress Avenue are parked for 6-10 hours at a time, or even all day. The lack of Turnover in these prime spaces reduces visitors and customer access to businesses.
- Enforcement in Soco is limited and inconsistent. Enhanced enforcement is needed, but an enforcement-only approach is not possible given the ad hoc nature of current restrictions and limited financial resources for dedicated SoCo enforcement. Enforcement alone will also not fix some of SoCo’s underlying problems.
- There are 13 Residential Parking Permit (RPP) restriction types in SoCo. RPPs vary from block to block creating confusion and making it hard to enforce. The current price for a permit also does not cover the cost to administer or enforce the program. Blocks with RPP are especially underutilized, typically peaking at about 30%-40% occupancy.
- Parking wayfinding is limited, and signage is inconsistent. The lack of information creates a confusing customer experience, makes it difficult to communicate the rules, and does not direct drivers to available parking.
- Passenger and commercial loading cannot be fully accommodated in the alleyways, pushing loading activity to South Congress Avenue and neighborhood streets. Enhanced management of loading can reduce congestion and illegal parking, improve safety, and minimize disruptions to transit riders, bicyclists, and residents.
- More than 40% of all trips, and 33% of employee trips, to SoCo are by transit, biking, walking, scooting, carpooling, car sharing, or drop-off. The popularity of SoCo is directly related to its unique level of access by means other than driving. Parking solutions must support and incentivize access by all travel modes.

## PROPOSED PARKING AND TRANSPORTATION MANAGEMENT TOOLS AND RATIONALE

Parking or Transportation Management Tools	Description
Paid Parking	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.
Progressive Parking Rates	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.



Parking or Transportation Management Tools	Description
Hybrid Zones	<p>Rather than designating fixed uses for all portions of the curb, Hybrid Zones can be used to accommodate different needs for use of the curb space, allowing for multiple functions on the same stretch of curb space. Hybrid zones can be used to serve different purposes through the following types of implementations:</p> <ul style="list-style-type: none"> <li>• Multiple functions served simultaneously in the same space, such as in combined commercial and passenger loading zones or residential permit parking and paid parking.</li> <li>• Different functions served at different times in the same space through time-of-day restrictions, such as a peak-period travel lane which is used for off-peak loading or parking</li> <li>• Multiple functions served simultaneously in different spaces along the road, such as the conversion of some on-street parking to provide designated loading zones, parklets, and curb extensions along the curb on the same block face</li> </ul>
Shared Parking – Off-Street	<p>Shared parking is parking which is used by more than one business at different times of the day, week, or year. A PTMD could facilitate opportunities for shared parking within the District.</p>
Unbundled Parking	<p>Unbundled parking is defined as the renting or selling of parking facilities separately from building space. A PTMD may encourage new development to unbundle parking for residents and/or commercial tenants as a parking management tool.</p>
Residential Permit Parking (RPP) Program	<p>RPP programs can remedy commercial parking spillover onto residential streets within an area. A PTMD may identify RPP opportunities in the District.</p>
Validated Parking	<p>A business may offer patrons a set number of hours for which they will cover the cost of parking, commonly referred to as validated parking. A PTMD may help coordinate parking needs and supply solutions with property owners and garage operators through monitoring parking validation practices.</p>
Valet Parking	<p>Many businesses offer private valet parking for the convenience of their customers. If need arises, a PTMD may serve as a coordinator between business owners and private garage owners to ensure valet service is utilized as a tool for the efficient use of existing parking supply.</p>
Special Event Parking Coordination	<p>For a district that has occasional large events, a PTMD may coordinate with event organizer(s) in advance of events. Coordination could involve discussions about on-site and remote parking locations, parking fees associated with each, potential shuttle provision between transit and remote parking facilities and the event site, provision of on-site bike valet, event-related signage and wayfinding, and traffic controls.</p>

Parking or Transportation Management Tools	Description
Monitoring and Enforcement	Consistent 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.
Zone Designation	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.
Parking Management for Visibility and Safety	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.).
Temporary Use of Right of Way Permit	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.
Interim Construction Parking	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.
Transportation Demand Management (TDM) Smart Trips Program	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.
Trip Reduction Programs	<p>Parking Management can be aided by programs that reduce the need for parking. A few examples are provided below:</p> <p>Transit passes for employees or students</p> <p>Car sharing and bike sharing programs</p> <p>Provision of additional bike parking</p>

Parking or Transportation Management Tools	Description
	<p>Ride-matching services</p> <p>Vanpool/carpool parking and incentive programs</p> <p>Shuttle provision</p> <p>Vehicular and non-motorized wayfinding improvements</p> <p>A PTMD may coordinate/oversee a trip reduction program or components of it.</p>
Other Supportive Transportation Initiatives	<p>A PTMD may coordinate support for transit options and services, as well as additional traffic management or traffic calming tools, for example:</p> <p>Services</p> <p>Capital Metro transit (Bus and Rail) service</p> <p>Passenger busses for groups and tours, including school field trips</p> <p>Special event shuttles</p> <p>Planning</p> <p>Project Connect / Urban Rail planning</p> <p>Engineering</p> <p>Pedestrian and vehicular signals</p> <p>Local Area Traffic Management (LATM) and other traffic calming tools.</p>
Shared Mobility	<p>Shared Mobility is the shared use of a vehicle, motor-cycle, scooter, bicycle, or other travel mode; it provides users with short-term access to a travel mode on an as-needed basis. A PTMD will help coordinate shared mobility needs with property owners, The City of Austin, and Shared Mobility Companies to create policies intended for the specific needs of the district.</p>
Bicycle Routes and Parking	<p>A PTMD may coordinate with the City of Austin to establish additional bicycle routes and to add more bicycle parking.</p>
Wayfinding	<p>A PTMD may coordinate with The City of Austin to establish wayfinding signage and tools.</p>
Collect and Track Data	<p>A set of formal metrics, supported by consistent data collection and reporting will allow for ongoing adjustment to rules, programs, and systems. Potential focus areas; public and private parking inventory, peak and average occupancy, turnover, RPP permits sold and utilization, citations, revenue/expenditures, and mode split to SoCo.</p>



## POTENTIAL IMPROVEMENT PROJECTS (SUBJECT TO CHANGE)

### **South River City Citizens Neighborhood Plan Implementation**

See attachment for project list from the Greater South River City Combined Neighborhood Plan pages 48-52.

### **Bouldin Creek Neighborhood Plan Implementation**

See attachment for project list from the Bouldin Creek Neighborhood Plan pages 30-41.

### **South Congress Merchant Association Plan Implementation**

See attachment for project list from most recent approved resolution No. 2021079-029 for The South Congress Preservation and Improvement District Service and Assessment Plan and Budget update for 2022.

## OVERSIGHT COMMITTEE

In addition to representatives of the City of Austin Parking Enterprise Division, Transportation Department and other City of Austin Staff, a representative from the district needs to be identified.

- South Congress PID
- South Congress Merchant Association (Merchant & Employee)
- Bouldin Creek Neighborhood Association
- South River City Citizens Neighborhood Association

## DURING THE DEVELOPMENT PERIOD: PUBLIC FEEDBACK PROCESS

### **Overview**

Throughout the study, a Project Management Team (PMT) met via teleconference every two weeks to guide project management, review data and findings, provide feedback, and inform project activities. The PMT included representatives from:

- Austin Transportation Department and Parking Enterprise
- City of Austin Economic Development Department
- South Congress Public Improvement District
- South Congress Merchants Association
- Bouldin Creek Neighborhood Association
- South River City Citizens Neighborhood Association

The SoCo Parking Strategy also 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*

Included below is a general summary of engagement activities and an estimate of the number of SoCo residents, employees, business owners, and visitors engaged over the course of the study. Additional details about each of these engagement activities, including key themes and findings, have been documented in separate memorandums, the Fact Book, and/or Final Report.

**Figure 1 Summary of Participants, by Engagement Activity**

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
<b>Estimated Total*</b>	<b>30</b>	<b>38</b>	<b>670</b>	<b>46</b>	<b>11</b>	<b>84</b>

\*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

### Stakeholder Meetings – Round 1 | *April 2019*

A series of discussions with SoCo stakeholders were held on April 24<sup>th</sup> and 25<sup>th</sup>, 2019. These discussions included local residents, business owners, property developers, neighborhood organization members, and representatives from regional and state agencies.

#### Meeting Goals:

1. Gather input from stakeholders about neighborhood parking needs.
2. Provide an open forum for discussion about perceived challenges and opportunities for improvement in SoCo.

**Figure 2 Stakeholder Participants, Round 1**

Group	Number of Participants
South Congress Merchants Association	7
South Congress Public Improvement District	7
Bouldin Creek Neighborhood Association	6
South Central Waterfront Initiative Project Planners	2
South Congress Developers and Property Owners	11
State and Regional Stakeholders	2
South River City Neighborhood	1

### Stakeholder Meetings – Round 2 | *September 2019*

A second series of discussions with SoCo stakeholders were held on September 4<sup>th</sup> and 5<sup>th</sup>, 2019. These discussions included local residents, business owners, property developers, neighborhood organization members, and representatives from regional and state agencies.

#### Meeting Goals:

1. Present initial findings from the Phase I data collection.
2. Solicit feedback from stakeholders on the findings and the additional content presented in the Fact Book.
3. Provide an open forum for discussion.

**Figure 3 Stakeholder Participants, Round 2**

Group	Number of Participants
South Congress Merchants Association	5
South Congress Public Improvement District	6
Bouldin Creek Neighborhood Association	5
South Central Waterfront Initiative Project Planners	2
South Congress Developers and Property Owners	6
State and Regional Stakeholders	3
South River City Neighborhood	4
Public Partners Meeting	11

#### **Intercept Survey | April 2019**

The South Congress Intercept Survey was designed to collect travel behavior data from respondents in the South Congress corridor between from approximately East Riverside Drive to Live Oak Street and South 1st Street /Newton Street to Brackenridge Street/Hillside Drive. The survey was administered using in-person surveyors with tablet computers. Survey responses were collected between April 22<sup>nd</sup> and April 30<sup>th</sup>, 2019.

The purpose of the intercept survey was to better understand the travel patterns of South Congress residents, employees, and visitors. Respondents were asked a series of questions regarding parking location, perception of parking, and general impacts of parking on travel behavior. A complete discussion of survey data and findings is included in the Fact Book.

#### **Community Workshops – Round 1 | November 2019**

Two community workshops were held on November 5<sup>th</sup> and 6<sup>th</sup>, 2019. The first event, held at The High Road on Dawson, was primarily for SoCo residents. The second event, held at Guero's Taco Bar, was primarily for SoCo merchants, businesses, and property owners. Both events featured interactive display boards and a presentation summarizing key findings from the first phase of the study and introducing potential parking strategies for SoCo.

**Figure 4 Workshop Participants, Round 1**

Workshop	Participants
Workshop 1: SoCo Residents	35*
Workshop 2: SoCo Merchants	25

\*24 residents completed the sign-in sheet for the event. Estimate of 35 participants is based on photos taken by event organizers



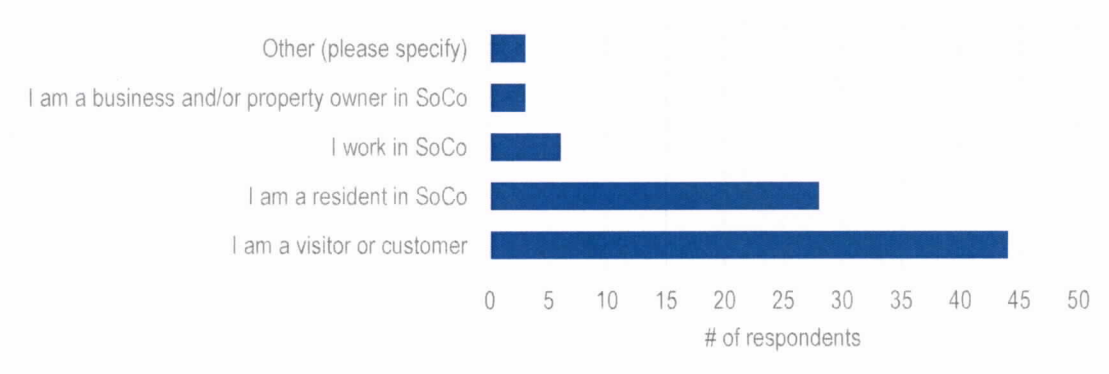
## Community Workshops – Round 2 | March 2020

Two more community workshops were held on March 5<sup>th</sup> and 6<sup>th</sup>, 2020. The first event, held at Guero's Taco Bar, was a roundtable discussion with SoCo stakeholders and representatives from existing Parking and Transportation Management Districts in Austin. The purpose of this event was to provide an opportunity for SoCo stakeholders to learn from peer experiences implementing PTMDs in other neighborhoods. The second event, held at Good Shepherd on the Hill, featured interactive display boards and a presentation summarizing preliminary strategy recommendations.

## Video Presentation and Survey | April 2020

To provide an opportunity for community members to review the study recommendations and provide feedback, a video recording of the presentation given at the March 2020 workshop was made available online. The video, which was divided into three parts, was accompanied by a brief, open-ended survey to gather comments from the community. As part of the survey, respondents were asked to identify their relationship to SoCo.

**Figure 5 Video Survey Responses, by Relationship to SoCo**



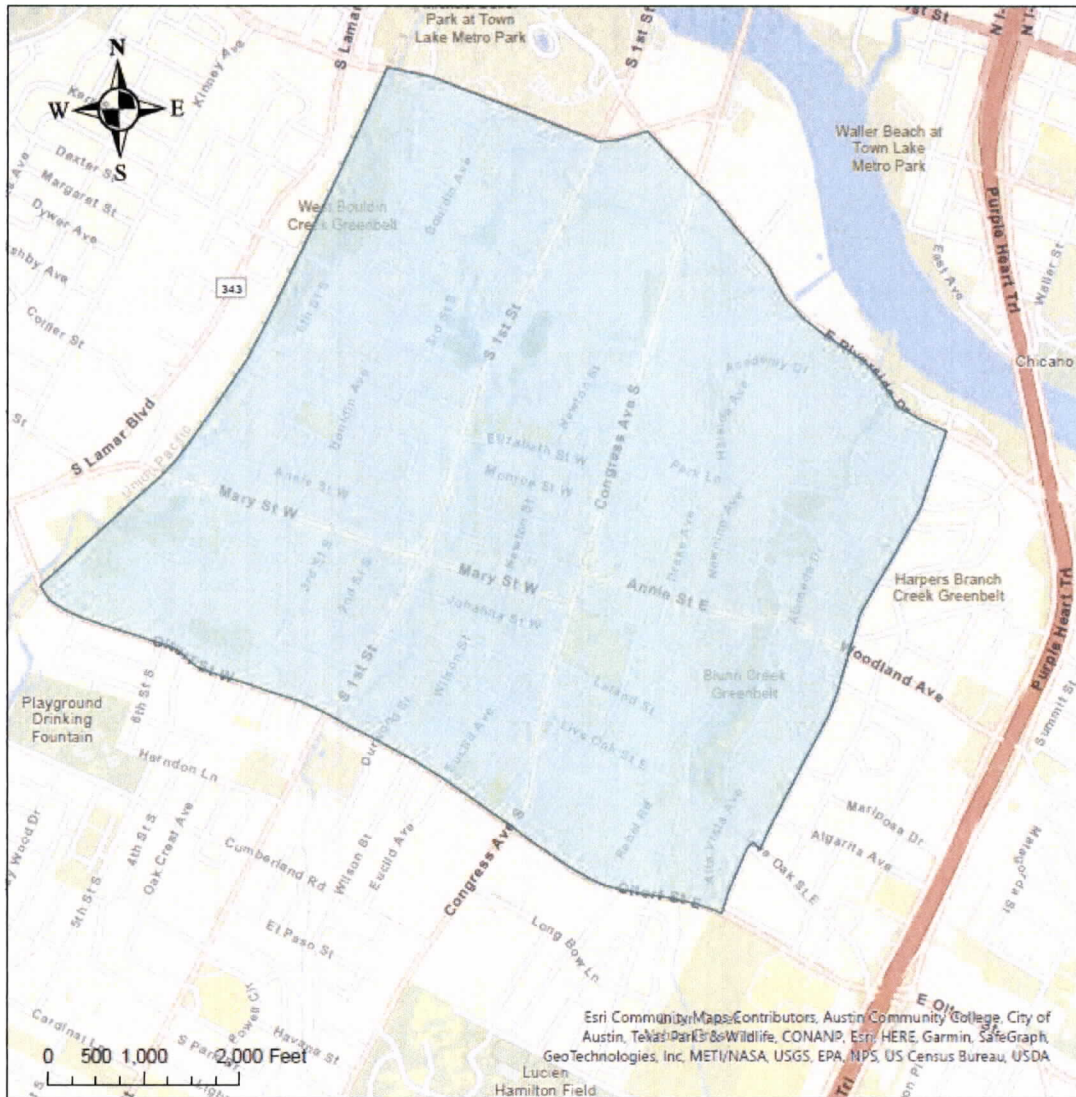
## Pre-application Meetings

### Stakeholder outreach meetings

- Initial Meeting with PTMD Advisory Team - July 13, 2022
- PID Board Meeting Presentation – September 7, 2022
- Bouldin Creek Association Presentation – September 13, 2022
- South River City Association Presentation – September 20, 2022
- SoCo PID General Merchant Meeting – November 17, 2022
- Bouldin Creek Neighborhood Association Working Group Meeting – January 24, 2023
- South River City Citizens Executive Committee Meeting – February 7, 2023

# EXHIBIT 1

## South Congress PTMD Boundary Map

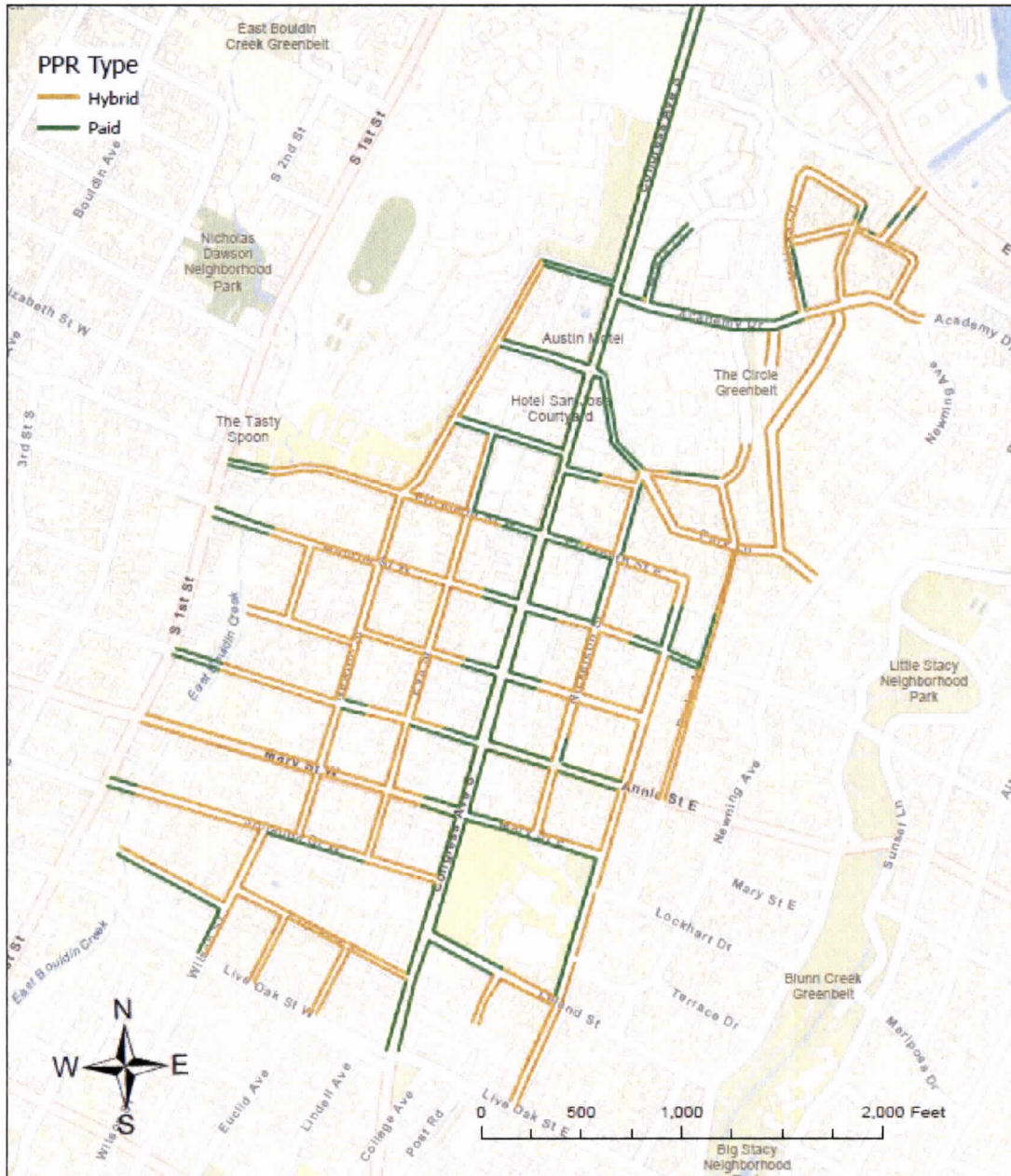


South Congress Boundaries  
Created By: Austin Transportation Department  
Creation Date: September 2022

— SoCo PTMD Boundaries    SoCo PTMD Boundaries

# EXHIBIT 2

## South Congress 1st Phase Draft Parking Management Plan



Proposed - Initial South Congress Parking Regulations  
Austin Transportation Department  
Created: February 2023



## EXHIBIT 3

# **SOCO PTMD FINANCIAL PROFORMA**

Assumptions		Notes
Number of new mobile pay spaces	2,078	334 (SoCo), 961 (SRCC), 783 (BCNA)
Percent of average utilization of new parking spaces on SoCo	30%	For initial ramp up stage; SoCo parking spaces only; Long term will be based on parking survey
Percent of average utilization of new parking spaces in BCNA & SRCC	15%	For initial ramp up stage; BCNA & SRCC parking spaces only; Long term will be based on parking survey
Hours of Operation (SoCo & non-hybrid spaces)	8:00 AM to Midnight	859 Parking Spaces (SoCo & non-hybrid spaces); 112 Hours per week
Hours of Operation (Hybrid spaces in SRCC & BCNA)	8:00 AM to 5:00 PM	1,219 Parking Spaces (SRCC & BCNA); 63 Hours per week
Hours of Operation (Hybrid spaces in SRCC & BCNA)	5:00 PM to Midnight	Full RPP starting at 5:00 PM
Paid Parking Days	Monday to Sunday	
Paid Parking Rate	Progress Rate	Progress Rate has a range of \$2 to \$5 per hour
Percent of sales with credit card	100%	Mobile Pay Zones
Sales tax (6.25% state, 2% local)	8.25%	Current as of February 2023; may be changed from time to time
Parking Enforcement costs per Month (6 Officers)	\$63,325.60	\$365.34/hr. X 2080 hours / 12 months; Will be allocated based on actual expenses for the year
Percent of revenue to PTMD (net profit)	51%	50% South Congress PID, 27.5% SRCC, 22.5% Bouldin Creek

Proforma Estimate		
859 Spaces (MPS) X \$2.00/Hour = \$1,718 X 112 (Hours a week) =	\$192,416	
\$192,416 X 52 (weeks) =	\$10,005,632 (100% Occupancy)	
\$9,691,136 X 30% occupancy =	\$3,001,689.60	
1,219 Spaces (Hybrid) X \$2.00/Hour = \$2,438 X 63 (Hours a week) =	\$153,594	
\$153,594 X 52 (weeks) =	\$7,986,888 (100% Occupancy)	
\$6,775,112 X 15% occupancy =	\$1,198,033.20	
Total Potential Revenue =	\$4,199,722.80	
Revenue Source	Total # of Spaces	Potential Revenue
Pay to Park (Mobile Pay Only)	859	\$3,001,689.60
Hybrid RPP (Paid Parking + RPP/Employee)	1,219	\$1,198,033.20
Net Parking Revenue		\$4,199,722.80
Estimated City Expense		\$1,130,810.30
Revenue Less City Expenses		\$3,068,912.50
51% from net - PTMD		\$1,565,145.38
City Revenue from Net		\$1,503,767.12

City Expenditures	
Parking Enforcement 60.89/Officers (6)/Year	\$759,907.20
Sales Tax (8.25% of Gross)	\$370,903.10
Total Expenses	\$1,130,810.30

#### Attachments

- 1) Project list - the Greater South River City Combined Neighborhood Plan pages 48, 51, and 52.
- 2) Project list - Bouldin Creek Neighborhood Plan pages 30-41.
- 3) Project list - Resolution No.2021079-029 for The South Congress Preservation and Improvement District Service and Assessment Plan and Budget update for 2022
- 4) South Congress Parking Strategy - Parking Strategy Toolkit



## Transportation

Goal (D): Enhance the transportation network to allow residents to walk, bike, roll, ride, and drive safely.

**Objective: Improve pedestrian safety and mobility throughout the neighborhood.**

Recommendation D1: Construct the following priority sidewalks in the South River City planning area (listed in order of priority) (PW):

1. Annie St./Woodland Ave. between S. Congress Ave. and IH-35
2. Monroe St. between S. Congress Ave. and Travis Heights Blvd.
3. Travis Heights Blvd. between Riverside Dr. and E. Live Oak St.

✓ complete  
1/2 done  
✓ complete

Recommendation D2: Construct the following priority sidewalks in the St. Edwards planning area (listed in order of priority) (PW):

1. Long Bow Ln. between S. Congress Ave. and Little John Ln.
2. St. Edwards Dr. between Carnarvon Ln. and IH-35
3. Carnarvon Ln. between St. Edwards Dr. and Long Bow Ln.

out of area

Recommendation D3: Construct sidewalks on the following additional streets in the South River City planning area (PW):

- Alta Vista Ave., especially between Live Oak + Oltorf
- Kenwood Ave.
- Lockhart Dr. between Brackenridge St. and East Side Dr.
- Newning Ave. between Academy Dr. and Annie St.
- E. Oltorf St. – widen and move the existing sidewalk away from the street where E. Oltorf crosses Blunn Creek.
- Riverside Dr. between Newning Ave. and Alta Vista Ave. on the south side of Riverside Dr.
- S. Congress Ave. between Academy Dr. and Elizabeth St.

Adding  
Academy drive  
between Congress  
+ Newning  
esp south side of Academy  
near ~~the~~  
Circle Row park

? complete?

Recommendation D4: Construct the following additional sidewalks in the St. Edwards planning area (PW):

- Willow Springs Rd. between Woodward St. and Alpine Rd.

out of area

Recommendation D5: Ensure curb ramps are provided at all intersections and on Ben White Boulevard sidewalks. All ramps should meet accessibility requirements to accommodate all neighborhood residents and workers. (PW)

out of area

still/need portion from East Side to Travis Heights Blvd

Recommendation D6: Construct curb and gutter on the following streets (PW):

- The Circle between Drake and the Ravine Park,
- Alpine
- Woodbury
- Warehouse Row
- Payload Pass

out of area

I have personally heard from wastewater + water engineer that this project requires capital expenditure to move wastewater path, (so not a mobility project)

✓ Recommendation D7: Install signage on Annie St. and Woodland Ave. near the Blunn Creek Greenbelt warning motorists of pedestrian crossings. (PW)

**Objective: Improve bicycle safety and mobility throughout the neighborhood.**

✓ complete

Recommendation D8: Amend the Austin Bicycle Plan to designate Live Oak St. from Oltorf St. to S. Congress Ave. and an alternate to Oltorf St. (PW)

?

Recommendation D9: Amend the Austin Bicycle Plan to designate Brackenridge and Nickerson Streets as an alternate to Route #47 (Congress Avenue). (PW)

?

Recommendation D10: Add striped bike lanes to Willow Springs Road from Woodward St. to Alpine Rd. (PW)

out of area

**Objective: Improve the accessibility of public transit.**

Recommendation D11: Improve the bus stop at Riverside Dr. and Travis Heights Blvd. to include a cover. (Capital Metro)

✓ complete

Recommendation D12: Increase the frequency of route #14. (Capital Metro)

? is OK now.

**Objective: Improve auto safety and efficiency**

Recommendation D13: Conduct a traffic calming study in the Sherwood Oaks subdivision (within the St. Edward's Neighborhood Planning Area), particularly on Long Bow Ln. and St. Edwards Dr. (PW)

out of area

Recommendation D14: Make improvements as needed to improve traffic safety at the intersection at Post Rd. and College St. at Congress. (PW)

Recommendation D15: Do not extend Alpine Rd. east to Payload Pass. (PW & WPDR)

Recommendation D16: Close the illegal road into St. Edward's University from St. Edwards Dr. (PW)

out of area



out of area  
Recommendation D17: Prohibit access to St. Edward's University from Eastside Dr. in an effort to reduce the amount of cut-through traffic through the Sherwood Oaks subdivision. (PW)

Recommendation D18: Clear the storm drains in the area of Annie St. and Eastside Dr. to prevent clogged inlets from flooding and creating a safety hazard. (AWU & SW)

not mobility project

**Objective: Minimize the impacts of parking and arterial roadways on the neighborhood.**

Recommendation D19: Prohibit parking on lawns as part of the NPCD ordinance. (NPZD)

not mobility project

out of area  
Recommendation D20: Develop ways to mitigate noise emanating from IH-35 from impacting the surrounding neighborhoods. (TxDOT & PW)

out of area  
Recommendation D21: Relocate the IH-35 on-ramp near St. Edward's Dr. to increase safety hazard and reduce cut through traffic. (TxDOT)

Recommendation D22: Keep the neighborhood informed of plans to expand IH-35. (TxDOT)

not mobility project

Recommendation D23: Identify parking spillover problems into neighborhoods from commercial and multifamily developments and support petitions for ~~residential parking only designation~~ on these streets. (SRCC)

equitable parking solutions

Recommendation D24: Discourage any variances or waivers for parking reduction on any new or expanding developments and discourage off-site parking, particularly across arterial roadways such as Riverside Dr., S. Congress Ave., IH-35, Ben White Blvd. and Oltorf St. (SRCC & WPDR)

Recommendation D25: Develop and implement actions to discourage motorists and delivery trucks from cutting through the neighborhood on local streets and speeding through as an alternate route to the arterial roadways between S. Congress Ave. and IH-35. (PW)

?

out of area  
Recommendation D26: When properties north of Riverside Dr. near Town Lake redevelop, provide internal streets to improve vehicle circulation and reduce the stress on S. Congress Ave. and Riverside Dr. (Developer & WPDR)

**Objective: Promote multi-modal approaches to improve mobility.**

Recommendation D27: Conduct a comprehensive transportation study of the neighborhood and develop recommendations to promote multi-modal transportation choices. (PW)

study done 2019

PTMD helps th



## **Part II: Transportation**

**GOAL 4: Create a transportation network that allows residents to walk, bike, ride, roll, and drive safely.**

**OBJECTIVE 4.4: Create safer and better-connected pedestrian and bicycle circulation systems in the Bouldin Creek neighborhood.**

### **Sidewalks**

*The BCNPT did not necessarily adopt the position that all street and roads in the neighborhood required a sidewalk; blanket concrete sidewalk installation is undesirable. The Neighborhood Planning Team recommends that new sidewalks meet the following conditions:*

- *Pedestrians had demonstrated a need for a sidewalk by creating a dirt footpath along the way.*
- *If the installation of a new sidewalk makes for a better and smoother interface with other neighborhood pedestrian ways.*
- *If it would help those with mobility impairments to move through the neighborhood.*
- *If the sidewalk and its linkage serve a neighborhood school or church.*
- *If there is already a sidewalk on one side of the street.*

### **Bike Lanes**

*Streets currently designated as bike routes #31 (Bouldin Ave.) and #68 (W. Mary St.) should remain so. The neighborhood needs and supports a comprehensive network of bicycle routes that link adjoining neighborhoods and business corridors together. Any future improvement of these routes should be done in concert with a citywide master plan to provide a comprehensive and uniform system of bicycle lanes throughout the city. The future implementation of lanes or routes that are exclusively for the use of bicycles should be based on a city wide uniform code that measures traffic speed, traffic volume, lane width and the existence or non-existence of shoulders.*

*The age and density of our neighborhood means that many residential units do not have on-site parking and thus, must park in the street. The existing privilege of street parking must not be usurped by the creation of bike exclusive lanes unless traffic and safety demands require it. All considerations must be given to protect on-street parking when implementing a bike exclusive lane.*

*privilege of street parking must not be usurped by the creation of bike exclusive lanes unless traffic and safety demands require it. All considerations must be given to protect on-street parking when implementing a bike exclusive lane.*

- Action Item 42: Build new sidewalks at locations identified as priorities by the NPT and responses to the survey.
- a) On the east side of Dawson/S. 5<sup>th</sup> Street from Daniel to Elizabeth.
  - b) On the north side of Elizabeth from Eva to the alley west of Eva.
  - c) On the east side of S. 2<sup>nd</sup> from Mary to Fletcher.
  - d) On the north side of Fletcher from S. 1<sup>st</sup> to S. 3<sup>rd</sup>.
  - e) On either side of S. 3<sup>rd</sup> from Monroe to Annie.
  - f) On the west side of Wilson from Crockett to just south of Live Oak.
  - g) On the east side of Eva from Johanna to Milton, and on the west side of Eva from Milton to Gibson.
  - h) On either side of Fletcher from Euclid to Wilson.
- Lead Implementer: TPSD
- Action Item 43: Complete sidewalk ramps at all intersections on S. 1<sup>st</sup>, S. Congress, and Bouldin Ave. Lead Implementer: TPSD
- Action Item 44: Repair the sidewalk on S. Congress between the Texas School for the Deaf entrance and Nellie St. These improvements should include better accessibility for the disabled, repairs to the retaining wall, and making the grade even with S. Congress. Lead Implementer: TPSD
- Action Item 45: Consistent with the Bicycle Master Plan, include W. Annie as a designated bike route through the Bouldin Creek neighborhood. Also encourage the use of Live Oak Street as a designated bike route. These bike routes could be designated using signage and/or striping. Lead Implementer: TPSD
- Action Item 46: Encourage the use of Nellie St./Milton St./Live Oak St. as an alternative bike route to S. Congress Ave. Add bike lanes on S. Congress between Riverside and Nellie and between Live Oak and Oltorf. Add signage to Nellie, Milton, and Live Oak directing bicyclists to the alternative route. Lead Implementer: TPSD
- Action Item 47: Add signage on Bouldin and W. Mary identifying the location of designated bike routes. Lead Implementer: TPSD



# Bouldin Creek Neighborhood Plan Existing





## Sidewalks

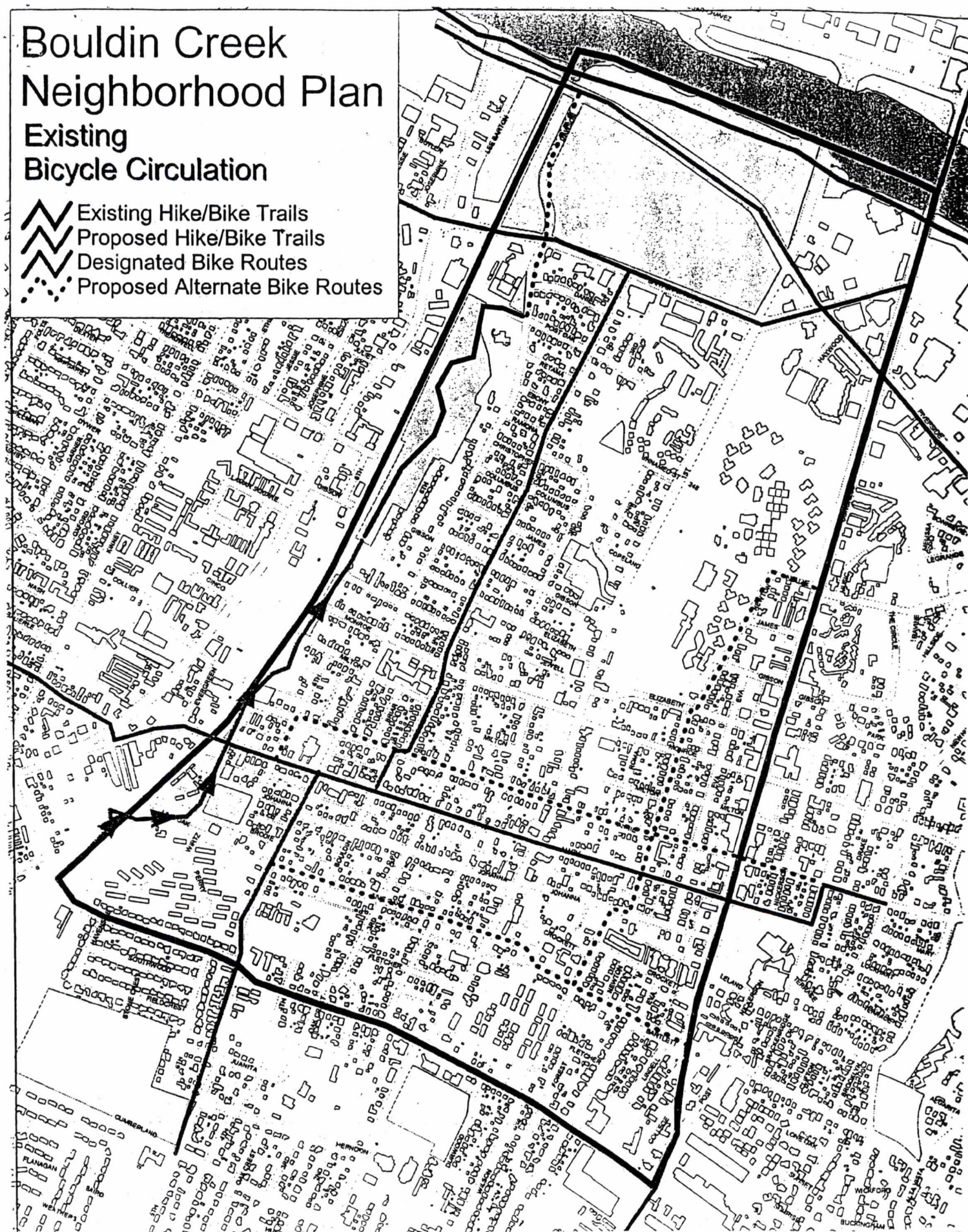
- Existing Sidewalks
- Proposed Sidewalks
- Proposed Sidewalk Repairs
- Funded Sidewalks  
(in Current CIP)





## Existing Bicycle Circulation

-  Existing Hike/Bike Trails  
 Proposed Hike/Bike Trails  
 Designated Bike Routes  
 Proposed Alternate Bike Routes





## **OBJECTIVE 4.2: Improve the flow of traffic while maintaining a safe environment for pedestrians and bicyclists.**

*The Neighborhood Planning Team encourages vehicular traffic to continue to use the major arterials surrounding the inner city neighborhoods: Ben White, Mopac, IH-35 and 183. For commuters entering the downtown area, the neighborhood planning team recommends commuter-parking facilities for the mass transit routes that bisect the neighborhood. The BCNPT also recommends the following transportation policies for the thoroughfares in the neighborhood:*

- *West Mary and S. 5<sup>th</sup>/Dawson are interior neighborhood streets and should never be designated as corridors or arterials.*
- *Changes to S. 1<sup>st</sup> should discourage its use as a major car thoroughfare, although with cutouts for bus stops or a bus lane during peak traffic hours, its use as a bus route could improve.*
- *S. 1<sup>st</sup> needs more pedestrian friendly accommodations such as walk buttons at all stoplight intersections and an additional pedestrian stoplight at Elizabeth.*
- *The widening of S. 1<sup>st</sup> would forever change the character of the neighborhood and should be resisted as a top priority.*
- *Reversible lanes for cars during peak traffic hours would likely promote more car traffic.*
- *S. Congress should continue its emphasis on neighborhood community by promoting pedestrian traffic.*
- *Riverside between S. Lamar and Civic Drive should be closed in conjunction with the completion of the Town Lake Cultural Center project.*
- *The absence of traffic lights on S. 1<sup>st</sup> north of W. Annie and on Oltorf Street makes crossing these streets difficult for pedestrians. The BCNPT recommends the addition of measures that would increase pedestrian safety in these areas.*

Action Item 48: Maintain angled on-street parking on S. Congress between Nellie and Live Oak. Lead Implementer: TPSD

Action Item 49: Conduct a traffic signal study at the intersection of S. 1<sup>st</sup> and the Timbercreek Apartments. Install a stoplight and pedestrian activated crosswalk if warranted. Lead Implementer: TPSD

Action Item 50: Conduct a traffic signal study at the intersection of S. 1<sup>st</sup> and W. Elizabeth (eastbound). Install a stoplight and pedestrian activated crosswalk if warranted. Lead Implementer: TPSD

- Action Item 51: Add textured crosswalks across Barton Springs Road at its intersections with Dawson and Bouldin. Lead Implementer: TPSD
- Action Item 52: Add striping on W. Live Oak, W. Annie, and W. Mary at their intersections with S. 1<sup>st</sup> clearly delineating right and left turn lanes. Lead Implementer: TPSD
- Action Item 53: Install at least one 4-way stop on W. Mary and W. Annie between S. Congress and S. 1<sup>st</sup>. This would require a traffic study. Lead Implementer: TPSD
- Action Item 54: Place temporary banners near intersections with traffic circles directing drivers to slow and yield. Lead Implementer: BCNPT
- Action Item 55: The traffic circles currently installed in the neighborhood should be xeriscaped with 3 goals in mind: 1) aesthetically pleasing, 2) low maintenance, 3) clear sight lines. Planting within the traffic circles, while softening the concrete structure, will also serve to flag its existence to oncoming traffic. While the choice of plants will lend itself to low maintenance, some maintenance will be required and will be the responsibility of the city. The choice of plantings should be low growing in order to maintain clear sight lines across the traffic circle in all directions. Lead Implementer: TPSD



**OBJECTIVE 4.3: Encourage transit services and facilities that meet the needs of neighborhood residents.**



*The BCNPT is firmly in favor of encouraging mass transit for any number of environmental, aesthetic, and social reasons. It is critical, however, that mass transit facilitate these goals without introducing major new problems. The Avenue Shops in our neighborhood on S. Congress are an integral part of the economic and cultural character of our neighborhood, and we are vehemently opposed to any mass transit proposal that would seriously jeopardize not just these shops, but also the character of S. Congress and the adjacent residential areas.*

*The Union Pacific railroad track that defines the western border of the Neighborhood Planning area is an ideal route for a light rail program, and we commend it in the strongest possible terms to the City, Capital Metro, Travis County, and other agencies presently studying mass transit alternatives. This is a routing*

*that would reduce construction times and costs, have minimal impacts on existing homes and businesses, and would demonstrate a major recognition of the concerns of neighborhood groups. The plurality of respondents to the Bouldin Creek neighborhood survey preferred the Union Pacific route alternative. In the event that technical or contractual problems present insurmountable barriers to its adoption, we would suggest that any in-road mass transit system be located within Lamar Boulevard.*

*The neighborhood wishes to encourage and will actively support different incentives (such as, but not limited to, permit fees, right of way issues, and licensing requirements) to help insure the economic viability of locally owned companies whose expressed purpose is to provide low-cost alternative forms of small vehicular transportation in order to facilitate travel from mass transit stops and the commercial corridors to the interior of the neighborhood. Existing examples include the “pedi-cabs” now in use around Town-lake Park.*

Action Item 56: Any fixed-transit route should follow the existing Union Pacific railroad tracks instead of S. Congress Avenue. Lead Implementer: CMTA

**OBJECTIVE 4.4: Encourage the construction of infrastructure that reflects the unique character of the Bouldin Creek neighborhood.**



*The neighborhood planning team advocates the use of alternatives to concrete materials (wherever topographically possible) such as decomposed granite, brick pavers, inset flagstone, and limestone borders. Retaining walls that may need to be installed to prevent erosion on pedestrian paths should be constructed to blend in with natural elements. Avoid generic designs in sidewalks, street lamps, bus stop benches & shelters. Additionally, all new infrastructure should incorporate an element of art in them and the “Art in Public Places Program” of the city as an integral part of construction.*

Action Item 57: Determine the possibility of using alternate materials for paving sidewalks including decomposed granite, brick pavers, inset flagstone, and limestone borders. Lead Implementer: TPSD

Action Item 58: Determine the possibility of using alternate materials for constructing retaining walls including stone, brick, and stepped planters. Lead Implementer: TPSD

Action Item 59: Encourage incentives from the City for property owners who use alternative materials for driveways, walkways, and other improved surfaces. Lead Implementer: WPDR

**OBJECTIVE 4.5: Promote parking designs that maximize safety and are compatible with neighborhood character.**

Action Item 60: The neighborhood wishes to facilitate enforcement of existing parking and sight-line regulations in order to insure: 1) maximum vehicular safety at all intersections, and 2) pedestrian safety throughout the neighborhood. Problem examples include parking too close to an intersection thereby obstructing the sight-line to oncoming traffic, foliage too close to an intersection such that it obstructs the sight-line to oncoming traffic, and parking on sidewalks. Lead Implementer: BCNPT



- Action Item 61: The BCNPT recognizes its proximity to one of Austin’s finest cultural gathering places: Town Lake Park. The NPT supports the Park as a central outdoor event spot for the entire community of Austin. The NPT supports music in the Park and the various track marathons that use the Park. To reduce the parking impacts related to additions to the Town Lake Park, a residential parking permit program should be created for streets in the vicinity of the park. To insure that parking is available for annual community-wide events, the BCNA will work to find appropriate “amnesty” days when parking in the neighborhood would not require a permit.  
Lead Implementer: BCNPT
- Action Item 62: The neighborhood recognizes that there exists within the neighborhood a few areas where parking for commercial enterprises creates a burden for their immediate residential neighbors. For these areas we would like to restrict parking to the maximum extent allowed by law with maximum enforcement of current regulations. Parking variance requests within these areas should be given maximum scrutiny. Two such areas are the intersection of Bouldin and Barton Springs and the intersection of S. 1<sup>st</sup> and Johanna.  
Lead Implementer: BCNPT
- Action Item 63: Paint curbs to designate where parking is prohibited at the following intersections:
- a) S. 1<sup>st</sup> and Johanna
  - b) Bouldin and Barton Springs
  - c) Bouldin and Daniel
- Lead Implementer: TPSD
- Action Item 64: Explore more shared parking opportunities for S. 1<sup>st</sup> businesses. Lead Implementer: BCNPT



# **Implementation**

By adopting the plan, the City Council will demonstrate the City's commitment to the implementation of the plan. However, every action item listed in this plan will require separate and specific implementation. Adoption of the plan does not begin the implementation of any item. Approval of the plan does not legally obligate the City to implement any particular action item. The implementation will require specific actions by the neighborhood, the City and by other agencies. The Neighborhood Plan will be supported and implemented by:

- City Boards, Commissions and Staff
- City Departmental Budgets
- Capital Improvement Projects
- Other Agencies and Organizations
- Direct Neighborhood Action

## **City Boards, Commissions and Staff**

The numerous boards and commissions of the City will look to the Bouldin Creek Neighborhood Plan when they need guidance about the neighborhood. The Parks and Recreation Board will have a guide available stating the neighborhood's priorities for parks and open space. The Planning Commission will already know if a proposed zoning change in Bouldin Creek would be appropriate and supported by the residents and businesses of the neighborhood. Additionally, City staff will use the plan as a guidance document for review of projects and programs.

## **Department Budgets**

Each year every City department puts together a budget that states the department's priorities for the coming year. By bringing the strengths and desires of the neighborhood to the attention of City departments, the Bouldin Creek Neighborhood Plan will help them prioritize those projects that help safeguard the neighborhood's assets while addressing its needs.

## **Capital Improvement Projects**

There may be issues in the neighborhood that require a major capital expenditure. In these instances the guidance provided by the plan will be critical to guarantee the project will proceed in a fashion that keeps in mind the overall long-term interests of the neighborhood.

## **Other Agencies and Organizations**

Other agencies and organizations outside City government will play a key role in the implementation of the Bouldin Creek Neighborhood Plan. As these agencies

look for public input, the Bouldin Creek Neighborhood Plan will be available as a clearly articulated vision of the direction the neighborhood desires to go.

### **Direct Neighborhood Action**

Some of the elements of the Bouldin Creek Neighborhood Plan will be implemented by direct neighborhood action, possibly with some City support. Neighborhood clean-ups and creek clean-ups are a few examples of projects that might best be coordinated by the neighborhood.

### **Implementation Schedule and Tracking**

The implementation of the Bouldin Creek Neighborhood Plan will be monitored. Some items are expected to be completed quickly. For others, especially those items that need additional funding, it may be harder to schedule a firm completion date. Nevertheless, the status of every item proposed in the Bouldin Creek Neighborhood Plan, the status will be tracked. The Bouldin Creek Neighborhood Plan Implementation Tracking Chart provides an easy way to check the status of the implementation of the plan. For each action proposed in the plan, the chart lists the contact, the estimated cost, the current status and comments that include the next needed action. A check date, if not a completion date, will be set for each item. This tracking chart will be updated regularly as more information becomes available and as the status of projects change. An update report is scheduled for Fall 2002 to summarize the overall implementation status of the plan's recommendations. The Tracking Chart will be available upon request from the City of Austin, Neighborhood Planning and Zoning staff.

### **Updating the Bouldin Creek Neighborhood Plan**

Neighborhoods are dynamic. To be effective, a neighborhood plan must be periodically updated to reflect changes in the neighborhood. The Bouldin Creek Neighborhood Plan will undergo regular review every 6 months. The Neighborhood Planning Leadership Team will conduct this review, updating the status of the action items and considering additions or amendments. The Neighborhood Planning Leadership Team may also designate subcommittees to assist in this review however, just as the full Leadership Team represents the diverse interests of the neighborhood, the updating subcommittee should include representatives of homeowner, renters, businesses and non-resident property owners.

Over time, a neighborhood plan may need more changes to stay current than would be appropriate for a small subcommittee to make. How often this will be necessary depends on how much the conditions have changed in the neighborhood. Overall, it seems that a neighborhood plan, with any needed changes, should be re-approved and re-adopted every 5-7 years.

### **Appendix 1: Additional Action Items**

The following action items were included in the original draft of the plan, but were not included in the final adopted plan because they were not supported by City departments responsible for implementing them, or because consensus within the neighborhood could not be achieved. The planning team recommends revisiting them at a later date if conditions or City policies change.

1. Due to a blind intersection, extend the cautionary 20 mph speed limit on Live Oak Street to the east of the intersection with Wilson St.
2. Realign bus Route #16 that comes south on Bouldin, and then east on W. Annie, and then continues south on S. 5<sup>th</sup> St. It would be preferable for the bus to stay on Bouldin until W. Mary and then head east. This change would run the bus in front of several commercial enterprises whose patrons could use mass transit. It also reduces noise at night in an area that is principally residential as opposed to principally commercial.
3. Develop parallel parking on the south side of Barton Springs Road where right-of-way is wide enough to permit it.



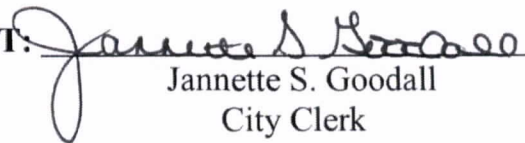
**RESOLUTION NO. 20210729-029**

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

The South Congress Preservation and Improvement District Service and Assessment Plan and Budget update for 2022, attached as Exhibit A, are approved.

**ADOPTED:** July 29, 2021

**ATTEST:**

  
Jannette S. Goodall  
City Clerk



## EXHIBIT A

### South Congress Preservation and Improvement District 2022 Service Plan

#### INTRODUCTION

During Fiscal Year 2022, South Congress Improvement Association (SCIA) will initiate and implement its mission to:

- Protect and strengthen the business, culture, arts, and entertainment environment of South Congress;
- Preserve South Congress as a vibrant mixed-use district so that locals and visitors will utilize its diverse offerings;
- Communicate the concerns of the South Congress community to local and state entities; • Support initiatives on issues of public policy that affect the community;
- Continue to grow South Congress in its stature as an important economic and cultural asset to the community for today and future generations.

#### SERVICE AREAS

##### Public Safety

Work with the City to identify, communicate, and address issues of concern to the District. The focus will include programs to:

- Continue and expand safety partnerships in the public and private sectors that includes the hiring of off-duty officers to walk the district on all weekends and during special events like First Thursdays
- Continue to partner with the Merchants Association to host quarterly forums with the APD district rep to discuss best practices of improving security and reducing shoplifting • Continue contract with Block By Block that currently provides seven days a week of a dedicated South Congress ambassador (at the cost of \$176,569.00 annually)

##### Infrastructure and Physical Environment (Focus on Maintenance and Near-Term and Longer-Term Improvements)

Coordinate strategies, plans, and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. The focus will include programs to:

- Continue to participate in all levels of the South Congress Parking Study approved by the City Council on 6/14/2018



- Clean the structures and surface infrastructure (public and private space)
  - Expanded litter removal services, monthly sidewalk power washing, and prompt and efficient graffiti removal throughout the district with seven days week of dedicated cleaning services (at the cost of \$174,569.00 annually)
  - Implement phase one of an alley activation project to clean up and enhance the district's alleyway (this would include vegetation and trash removal, wall murals, and dumpster locations)
- Create systems of order to unify the district
  - Public area lighting (tree lighting and other opportunities)
  - Renew contract for street banners, supplying 19 double-sided poles, will also refabricate all banners
  - Transportation systems (taxis, valets, and TNC drop off/pick up zones and pedicab operational zones)
    - Create and install more district way-finding signs
    - Explore more areas for bike parking throughout the district
  - Public Restrooms (identify a location for a public restroom and explore best practices for public restrooms through the downtown restroom pilot program)
    - Explore costs of maintenance
- Advocate for longer-term improvements
  - Develop a specific consensus plan and identify funding for South Congress streetscape that respects the unique nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
  - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
  - Continue to collaborate with other organizations, such as CapMetro, to create programs that encourage public or alternative transportation methods to the district

#### Marketing/Public Relations/Economic Development

Promote the economic health of the district and the association through strategic partnerships, marketing, and public relations, and events, and other fundraising opportunities. ● Partner with the Merchants' Association to promote the district with the South Congress (SoCo) brand, and events that bring a diverse market to, and take advantage of, the unique nature of the district

- Continue work with Social Media Director to promote businesses in Public Improvement District (PID)
- Encourage business-to-business mentorships
  - Promote existing resources and incentives for business success through our partnership with the Merchants Association
- Serve as an ombudsman for businesses and property owners within the district South Congress
- Continue weekly digital newsletters for members and merchants throughout the district
- Pursue financial sustainability to increase resources and effectiveness
  - Produce new events and help to current events within the district

- Improve the district common area management, such as sidewalk vendors, parking, and valet parking options
- Create and maintain communication for effective interaction with residents, the City, and the community at large, including the following methods:
  - Continue to improve the district's informational website - [www.visitsoco.com](http://www.visitsoco.com)
  - Continue to collaborate with adjacent Neighborhood Associations
  - Monthly meetings with Merchants Association
  - Continue to enhance special events like First Thursdays
  - Enter into our fourth year of district-wide holiday activations (purchased holiday lighting in 2019 for the entire district)
- Continue the partnership with Merchants Association and Souly Austin on a comprehensive district plan

#### Administration

- Contract oversight for Service Areas
- The city of Austin and Travis County administrative fees
- Contract compliance for SCIA contract, including bookkeeping and reporting SCIA Membership/PID Residents
  - Weekly communication through the SCIA newsletter
  - Annual membership meeting
  - Continue to update the database of property owners, both members and nonmembers
  - Membership program expansion for non-property owners with interest in the district

#### **SUMMARY**

With the initiatives described in this service plan, South Congress will continue to progress toward realizing the vision of a vibrant, mixed-use district offering shopping, restaurants, and entertainment that is a source of cultural and economic pride for Austinites.



# Summary of Toolkit

## M

### Parking Management

- M.1** Create a SoCo Parking and Transportation Management District (PTMD) to support parking management and multimodal access.
- M.2** Adopt formal parking goals and metrics. Collect and track data annually to support ongoing management.
- M.3** Implement consistent and equitable parking enforcement. Raise citation rates.
- M.4** Roll out a communications campaign for SoCo's parking and mobility options.
- M.5** Ensure the Land Development Code supports public access to shared parking as part of new larger developments.

## R

### Parking Regulations

- R.1** Simplify and standardize the Residential Permit Program (RPP).
- R.2** Implement paid parking in SoCo to manage demand and generate turnover.
- R.3** Adjust regulations on South Congress Avenue and other streets.
- R.4** Provide employees with affordable off-street parking options.
- R.5** Pilot a universal valet program.

## B

### Balanced Transportation Options

- B.1** Implement a comprehensive wayfinding program in SoCo.
- B.2** Provide incentives or subsidies to SoCo employees and/or residents.
- B.3** Enhance shared mobility service guidelines and implementation.
- B.4** Improve intersections and multimodal facilities throughout SoCo.
- B.5** Support evaluation of a new circulator shuttle.
- B.6** Plan for a new public parking supply.