





## MEMORANDUM

**TO:** Mayor and Council Members

**FROM:** Richard Mendoza, P.E., Interim Director  
Transportation and Public Works Department 

**THROUGH:** Robert Goode, P.E., Interim Assistant City Manager 

**DATE:** June 6, 2023

**SUBJECT:** Staff Update on Centralized Parking System Resolution No.20221201-042

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On December 1, 2022, Council approved [Resolution No. 20221201-042](#), directing the City Manager to draft and recommend a parking management strategy that deploys a centralized management system or strategy to support the overall financial health of our City departments. Additionally, the resolution directed the enterprise departments to investigate the possibility of hiring a consultant to recommend the best mechanism to consolidate the City's parking facilities, parking garages, and assets into one entity with the authority to leverage untapped parking supply and to standardize parking rates.

The Transportation and Public Works Department (TPW) has met with City Department stakeholders to gain insight on specific parking management requirements of each department's parking assets and required parking management services. This feedback helped us develop tasks that would guide a consultant to (1) produce a study of peer cities to understand similar challenges and identify if there are models or mechanisms where a consolidated or centralized approach already exists and (2) to develop recommended strategies for implementation of pricing measures to influence where and when the public could park, and to reduce traffic, especially downtown, while also encouraging people to park in garages.

TPW has finalized a Scope of Work from the internal stakeholder meetings and is working with the Corporate Purchasing Office to start the solicitation process to hire a consultant. TPW anticipates returning to Council by the end of Summer 2023 to seek approval for an agreement and selected vendor.

TPW also anticipates providing Council with an update by December 2023, on study results and proposed recommendations.

If you have additional questions, please contact Jason Redfern, Parking Enterprise Manager at [Jason.Redfern@austintexas.gov](mailto:Jason.Redfern@austintexas.gov) or by phone at (512) 974-7020.

Cc: Jesús Garza, Interim City Manager  
Anthony Segura, Assistant Director