

Downtown Austin Parking Strategy & Implementation



**DOWN
AUSTINTOWN
ALLIANCE**

**N NELSON
NYGAARD**

**asakura
robinson**

DIXON
RESOURCES UNLIMITED

IN PARTNERSHIP WITH

mas

mecann adams studio

PROJECT RECAP



DOWN AUSTINTOWN PARKING STRATEGY

BRIEFING BOOK

**DOWN
AUSTINTOWN
ALLIANCE**

DOWNTOWN AUSTIN PARKING STRATEGY | BRIEFING BOOK

ACKNOWLEDGEMENTS

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THERE ARE 71,504 SPACES IN DOWNTOWN.

OFF-STREET SPACES

65,099

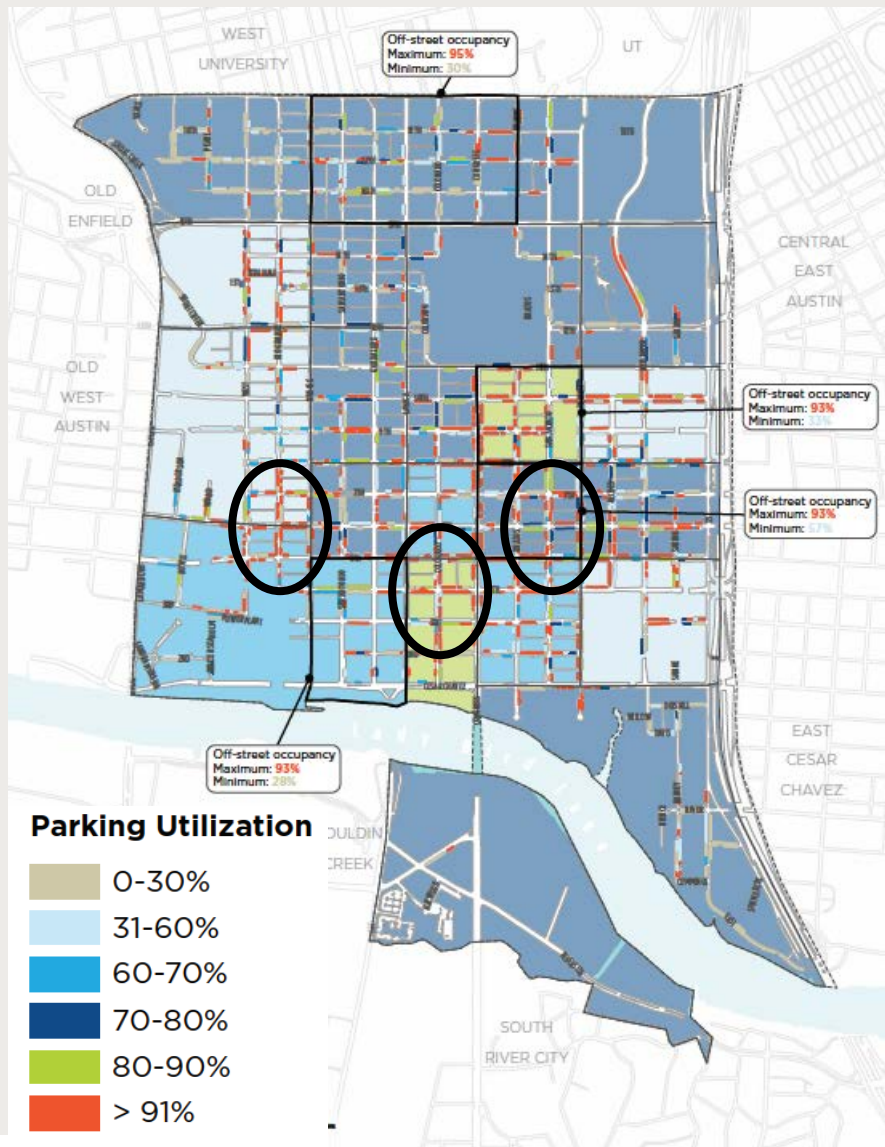
ON-STREET SPACES

6,405

9% of parking is at the curb

Does not include driveways/garages in single family residences

PARKING CAN BE VERY DIFFICULT TO FIND, ESPECIALLY CONVENIENT, “FRONT DOOR” SPACES.

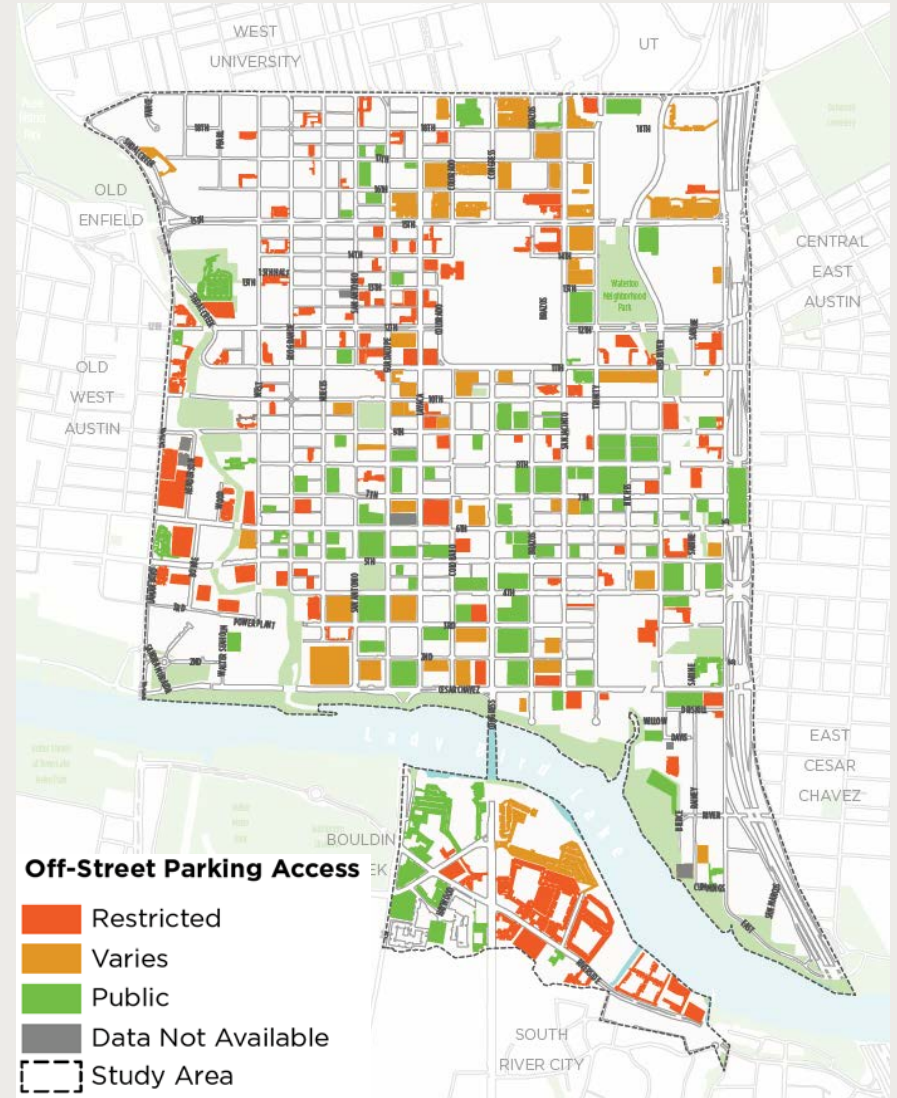


WEEKDAY MIDDAY

ABOUT 1 OF 4 OFF-STREET SPACES IS NEVER OPEN TO THE GENERAL PUBLIC.

Availability	# of Spaces*	% of Off-street Spaces
Public	26,830	43%
Restricted	15,478	25%
Varied	20,497	33%
Total	62,805	100%

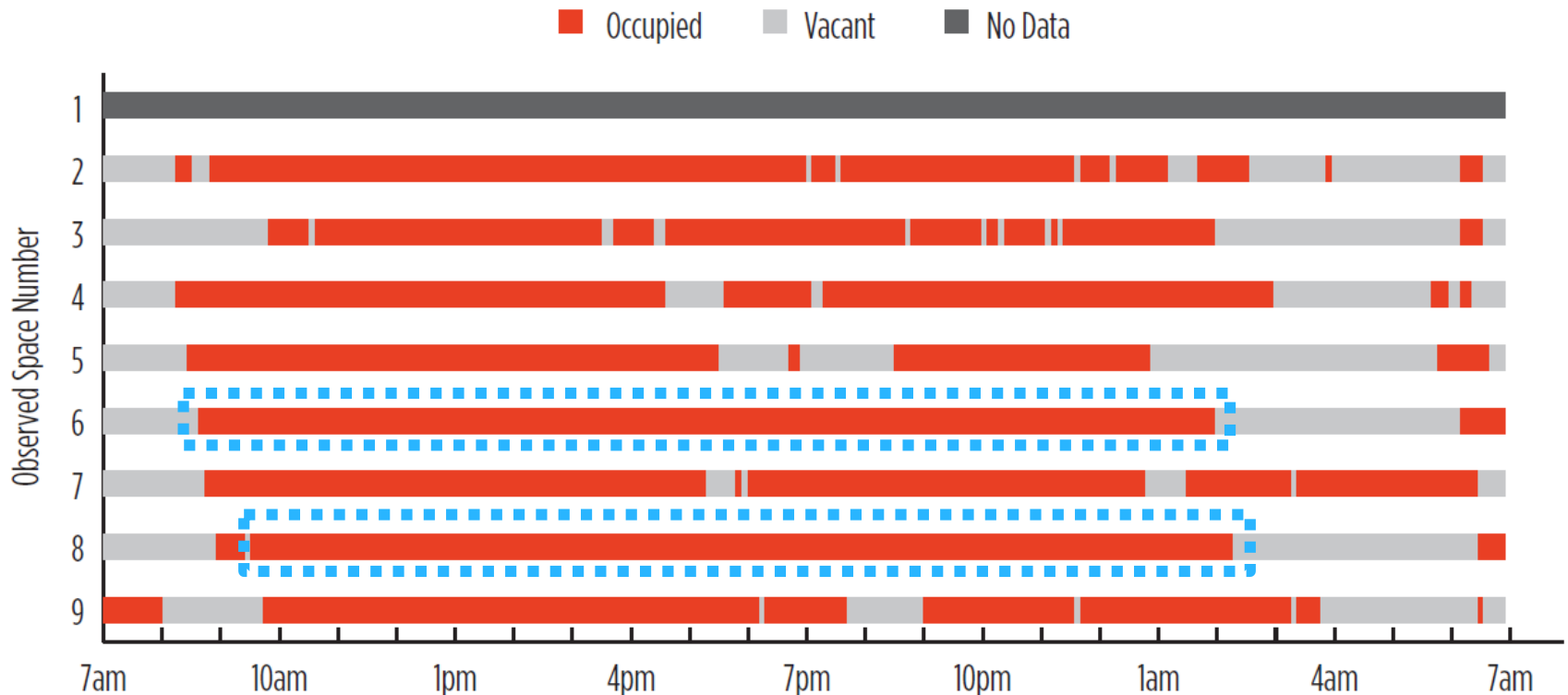
*Only Includes facilities with 25+ spaces.



MANY STAY PAST THE TIME LIMITS.

EAST 6TH STREET, TRINITY – SAN JACINTO

Wednesday 7 am to Thursday 7 am



All spaces are free with 2-hour time limits between 7 am and 9 pm, all days.

Parking is prohibited from 9 pm until 3 am on Thursday, Friday and Saturday nights.

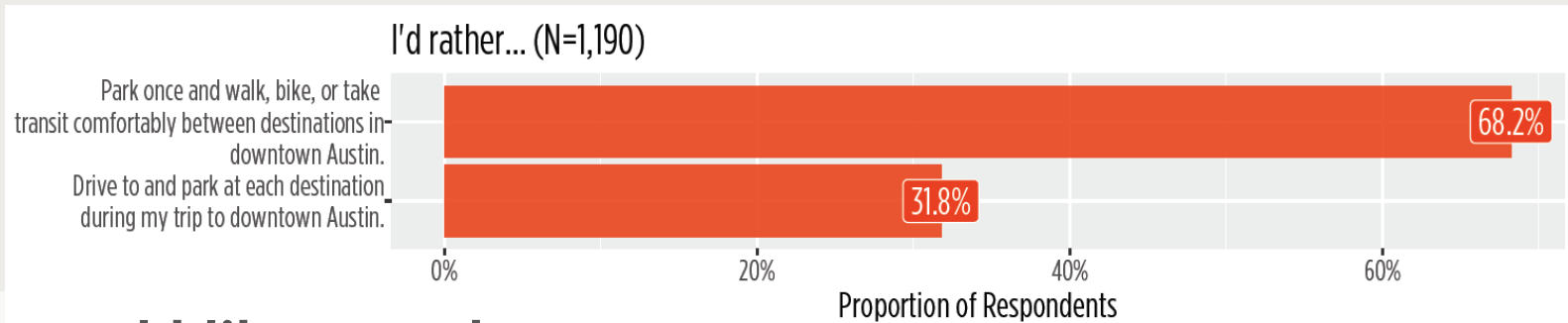
INFORMATION IS INCONSISTENT.



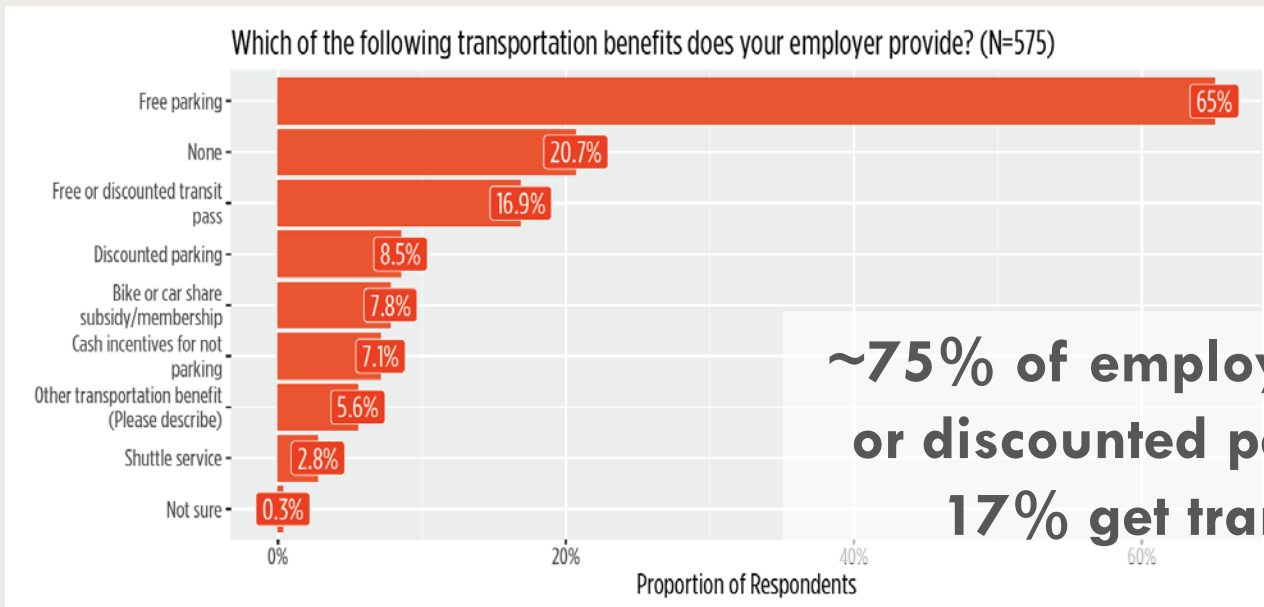
PEDESTRIAN EXPERIENCE LIMITS USE OF SOME AVAILABLE SPACES.



MANY WANT BETTER MOBILITY OPTIONS.

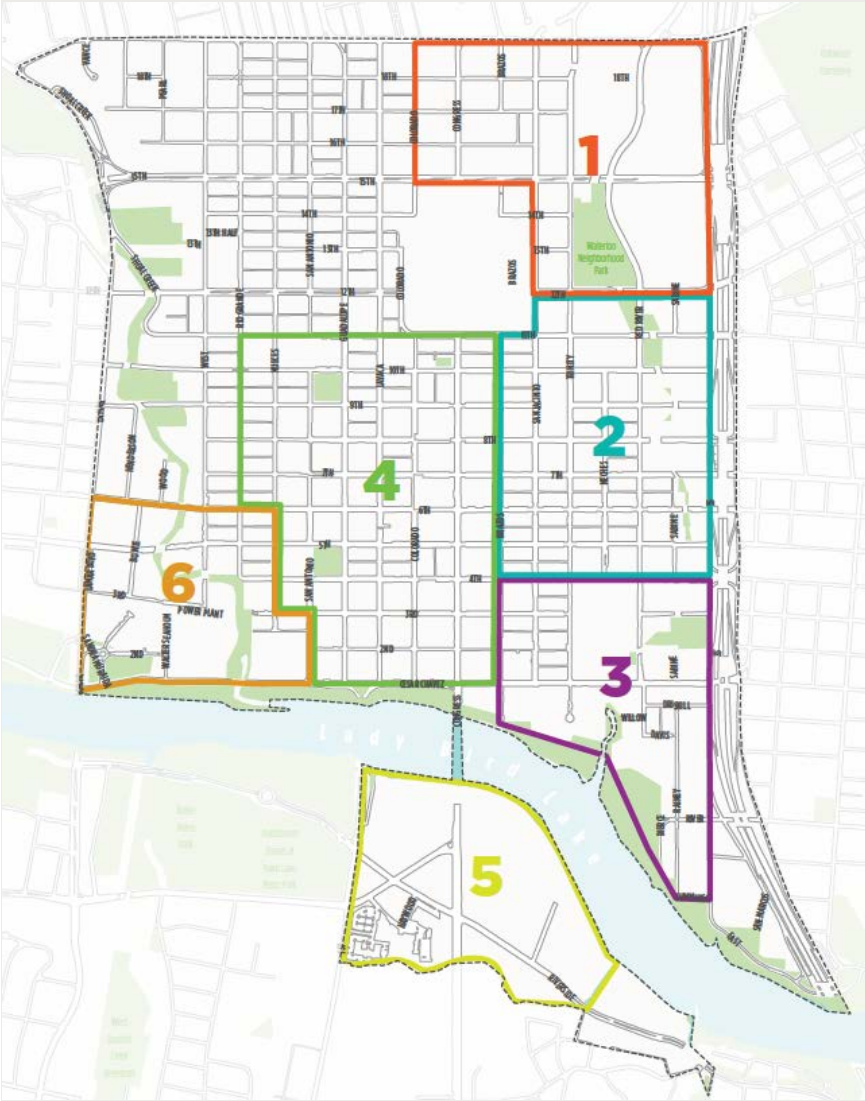


Most would like to park once and bike, walk, or take transit.



~75% of employees get free or discounted parking. Only 17% get transit benefits.

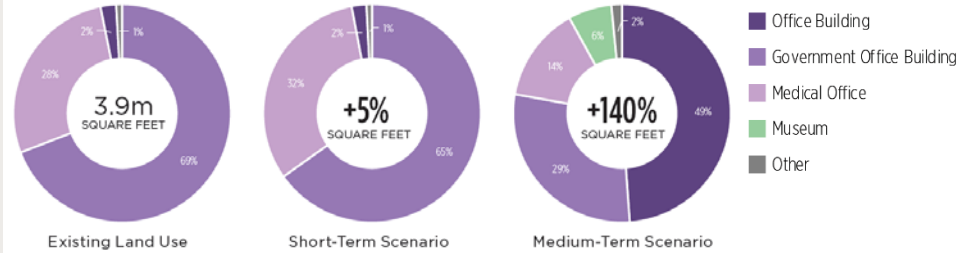
MORE GROWTH IS COMING.



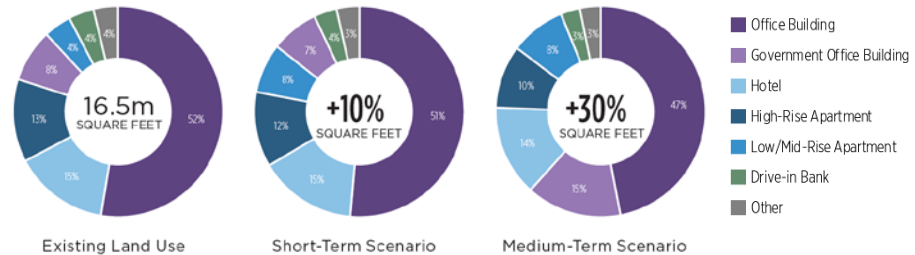
LAND USE ANALYSIS SUB-DISTRICTS

HOW WILL LAND USES CHANGE?

District 1



District 4

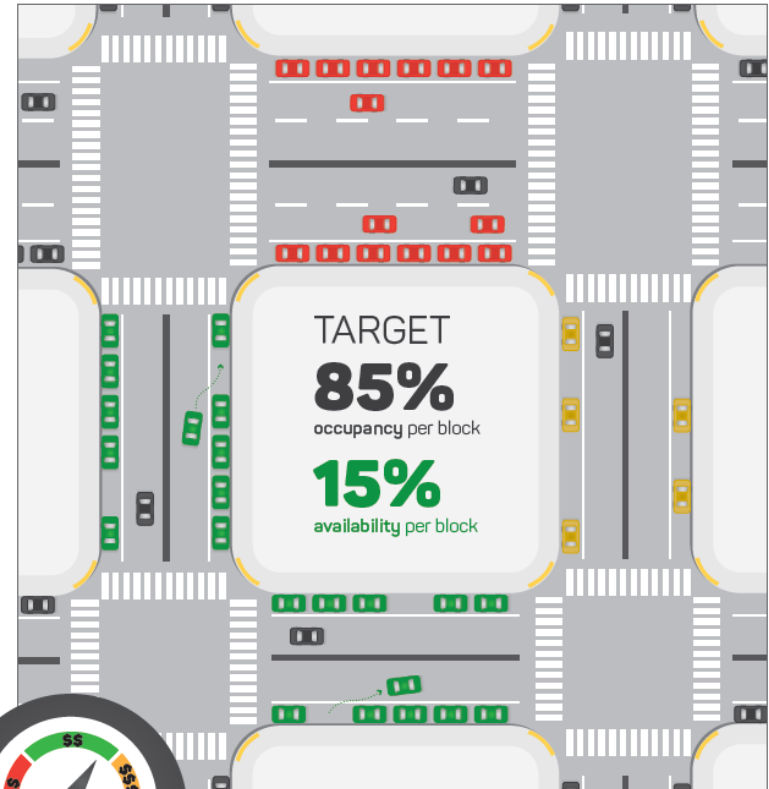
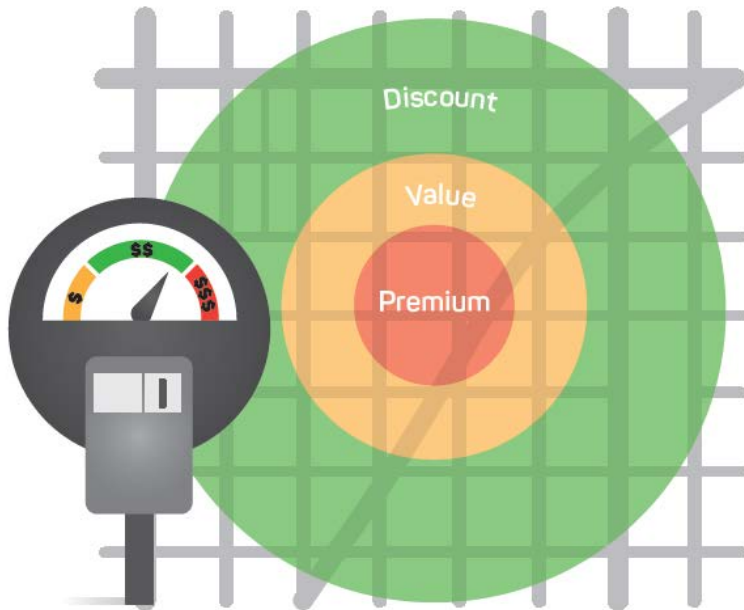


RECOMMENDATIONS FRAMEWORK

Goal & Objectives:

- Maximize Use of Existing Parking Supply
- Strategically Invest in Technology
- Improve Mobility Options to Reduce Parking Demand
- Simplify and Leverage the Zoning Code
- Enhance Administration and Operations
- Provide Additional Public Parking as Needed

#1. SET AN AVAILABILITY TARGET AS PART OF PERFORMANCE-BASED MANAGEMENT PROGRAM



PROGRESSIVE PARKING

If block/lot is too full, **increase the price**

If block/lot is too empty, **lower the price**

If block/lot is just right, **keep the same price**

Bloomberg American Cities Climate Challenge

City of Austin awarded this year based on ambitious energy savings and emissions reductions targets:

- 22% reduction by 2020
- 45% reduction by 2030

Goals (by end of 2020):

1. EV Education and Incentives: Over 10,000 EVs by 2020)
2. Commuter Incentives: 250 new participating employers with over 15,000 employees
3. **Parking Management & Pricing: Implement dynamic pricing and recode the curb to create more dynamic uses and encourage non-single-occupancy-vehicle usage**
4. New Mobility Options: Scale the implementation of dockless mobility using a mobility as a service approach
5. Retrocommission Municipal Buildings
6. Energy Efficiency in Commercial Buildings

#2. PILOT A VOLUNTARY SHARED PARKING PROGRAM.



PUBLIC PARKING AFTER BANK HOURS



#3. EXPAND EXISTING AFFORDABLE PARKING PROGRAM

<http://www.austintexas.gov/affordableparking>

#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.

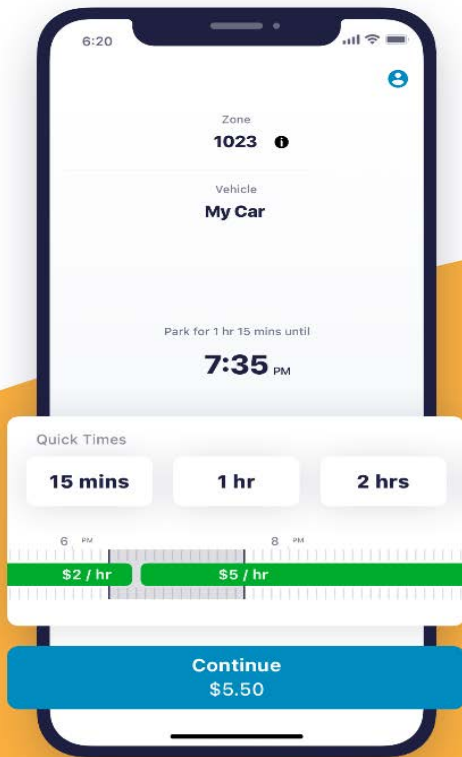


#7. TECHNOLOGY THAT SUPPORTS MANAGEMENT GOALS.



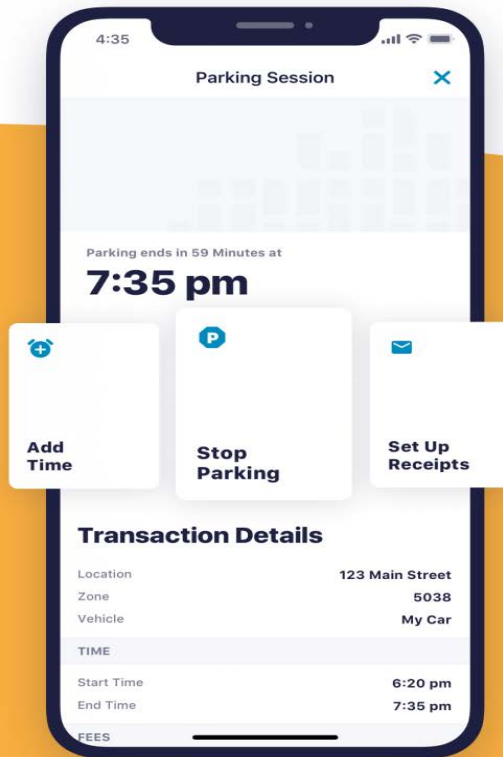
Goodbye confusion

Hello clear parking & pricing details



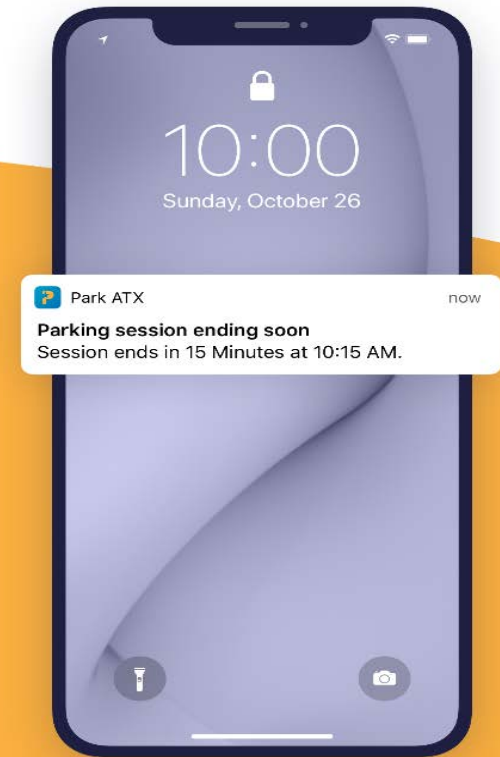
Save money

Stop your parking session when you leave



Stress-free Parking

Get alerts when your parking session is about to end



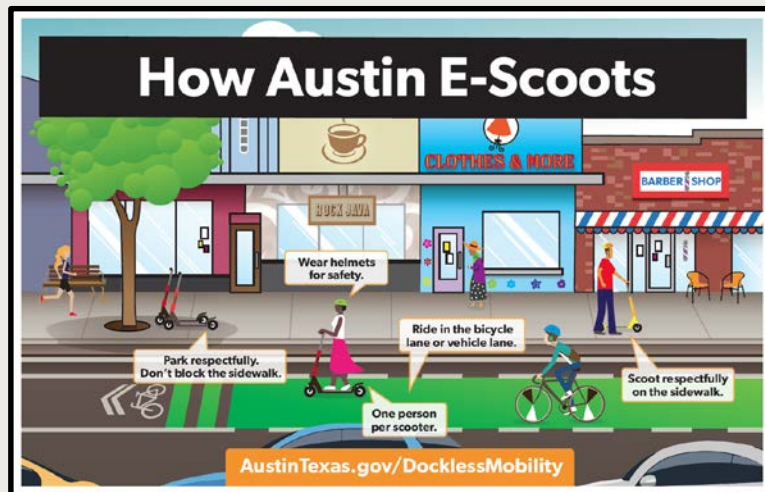
<https://austintexas.gov/parkatx>

#9. EVALUATE A CIRCULATOR SHUTTLE AND PARK-AND-RIDE TO IMPROVE PARKING ACCESS.

Improve local and regional transit.
Evaluate a local circulator to improve access to more remote parking.



DASH SHUTTLE - HARTFORD, CT

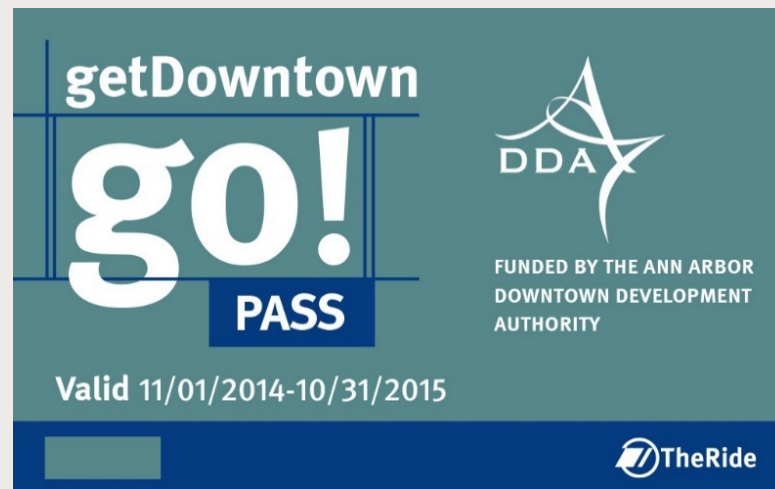


But what about dockless?

- 8 Licensed Operators
- Over 17,000 units deployed



#10. COORDINATED MOBILITY SERVICES FOR EMPLOYEES.



ANN ARBOR, MI – GO! PASS

HIGHER IMPACT

Unbundled parking
Parking cash out/pricing
Universal transit passes
Shuttle services



MODERATE IMPACT

On-site coordinator
TMA Membership
Pre-tax benefits
Subsidized ridesharing
Ride share matching
Monitoring and enforcement



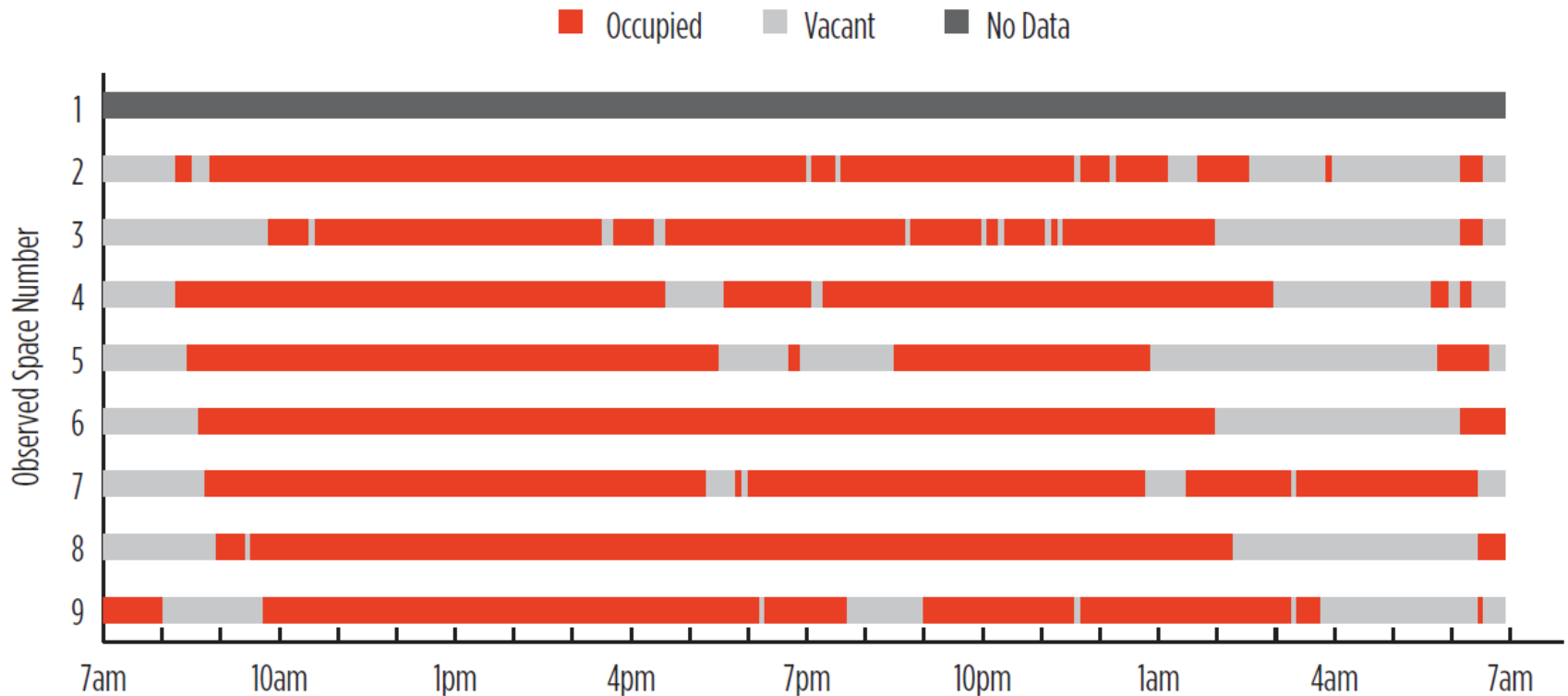
LOWER IMPACT

Car/bike sharing
On-site amenities
Marketing/outreach
Guaranteed ride home
Bike giveaway

#12. TDM FOR NEW DEVELOPMENTS.

#15. ENFORCE STRATEGICALLY, FIRMLY, AND FRIENDLY.

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All spaces are free with 2-hour time limits between 7 am and 9 pm, all days.
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OTHER RECOMMENDATIONS

- #4. Enhance **pedestrian access** to parking facilities.
- #5. Explore opportunities to **expand and clarify** on-street parking.
- #8. Continue to **reinvest parking revenue** into multimodal improvements.
- #11. Revise zoning code to support **walkable, mixed-use development**.
- #13. Revise zoning code to **incentivize sharing of parking**.
- #14. Create dynamic inventory tool and maximize **curb flexibility**.
- #17. Enhance **event management** practices.

QUESTIONS?

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