Downtown Austin Parking Strategy & Implementation
PROJECT RECAP

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

<table>
<thead>
<tr>
<th>Availability</th>
<th># of Spaces*</th>
<th>% of Off-street Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>26,830</td>
<td>43%</td>
</tr>
<tr>
<td>Restricted</td>
<td>15,478</td>
<td>25%</td>
</tr>
<tr>
<td>Varied</td>
<td>20,497</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62,805</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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*Only Includes facilities with 25+ spaces.
MANY STAY PAST THE TIME LIMITS.

EAST 6TH STREET, TRINITY – SAN JACINTO

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.

HOW WILL LAND USES CHANGE?

**District 1**
- **Existing Land Use**: 3.9m square feet
- **Short-Term Scenario**: +5% square feet
- **Medium-Term Scenario**: +140% square feet

**District 4**
- **Existing Land Use**: 16.5m square feet
- **Short-Term Scenario**: +10% square feet
- **Medium-Term Scenario**: +30% square feet

LAND USE ANALYSIS SUB-DISTRICTS
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

**Target 85% occupancy per block, 15% availability per block**

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

- 22% reduction by 2020
- 45% reduction by 203

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
#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.

But what about dockless?

- 8 Licensed Operators
- Over 17,000 units deployed
#10. COORDINATED MOBILITY SERVICES FOR EMPLOYEES.

mOvability
AUSTIN

getDowntown

go!
PASS

Valid 11/01/2014-10/31/2015

ANN ARBOR, MI – GO! PASS
#12. TDM FOR NEW DEVELOPMENTS.

**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
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.
#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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