

Downtown Austin Parking Strategy



**DOWN
AUSTINTOWN
ALLIANCE**

**N NELSON
NYGAARD**

IN PARTNERSHIP WITH

**asakura
robinson
DIXON**
RESOURCES UNLIMITED

mcs
mccann adams studio

WHY ARE WE HERE?

Review project and role of parking in downtown.

Summarize key findings.

Present DRAFT recommendations.

Help us prioritize!



**Parking and transportation
are not ends in
themselves...**

**...but rather a means of
achieving larger
community goals.**



PARKING SUPPORTS GREAT DOWNTOWNS



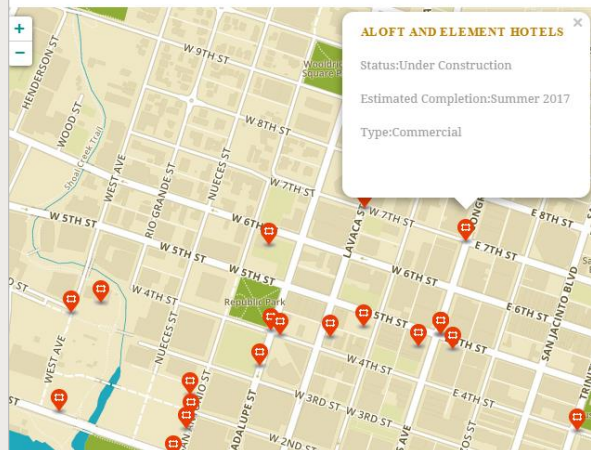
PARKING SUPPORTS LOCAL BUSINESS



PARKING SUPPORTS GROWTH

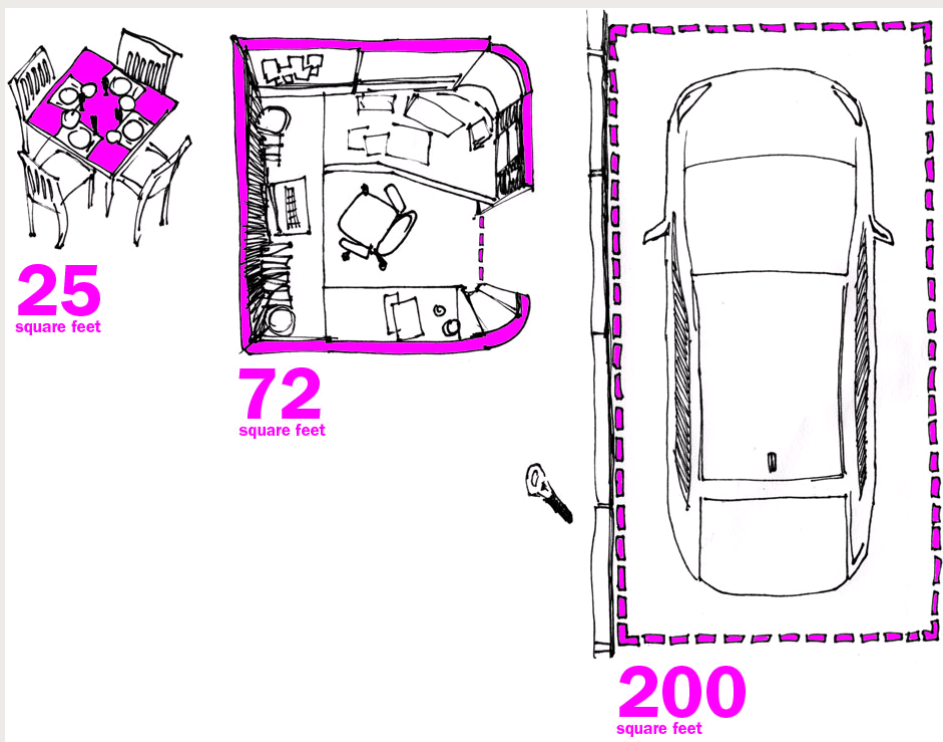


The Bowie



Emerging Downtown Projects

PARKING IS ABOUT ECONOMICS

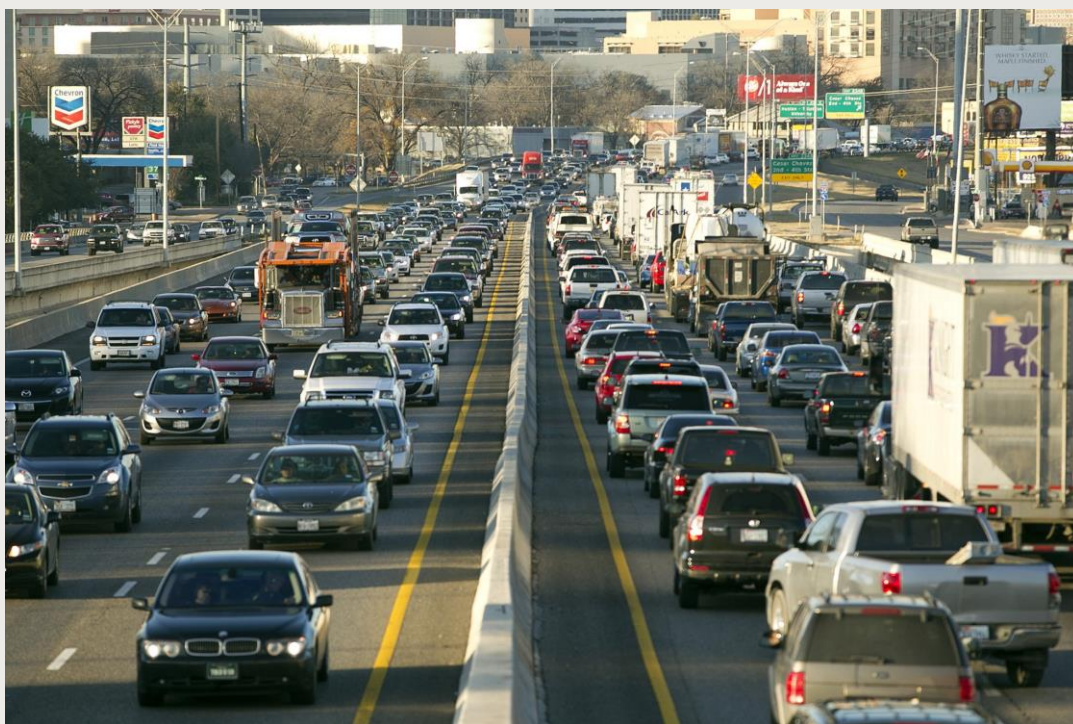


PARKING IS EXPENSIVE



10

PARKING IS ABOUT TRAFFIC



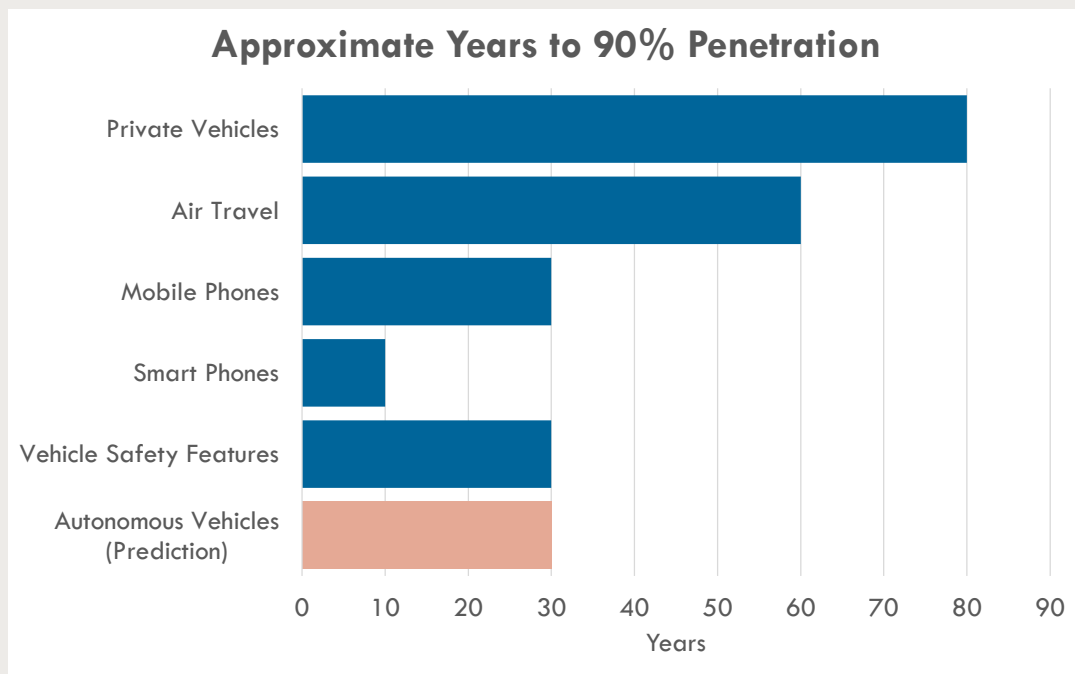
anthonybarnum.com

THE FUTURE OF PARKING?



Sources (Left to right, top to bottom): Car and Driver Blog, Popular Science, Mercedes-Benz.com, Recombu.com

AUTONOMOUS VEHICLES – WHEN?



Source: Insurance Journal (2016). "Driverless Cars to Slash US Auto Insurance Premiums."
<http://www.insurancejournal.com/news/national/2016/09/12/425980.htm>

AUSTIN'S DOWNTOWN PARKING SHOULD BE:



Supportive, fostering broader community goals identified through ongoing and previous planning processes



Multimodal, recognizing that parking is one element of an accessible downtown



Available, managing parking to ensure a consistent parking experience



Cost-effective, maximizing existing parking and making fiscally sustainable investments



User-friendly, prioritizing customer convenience and ease of use

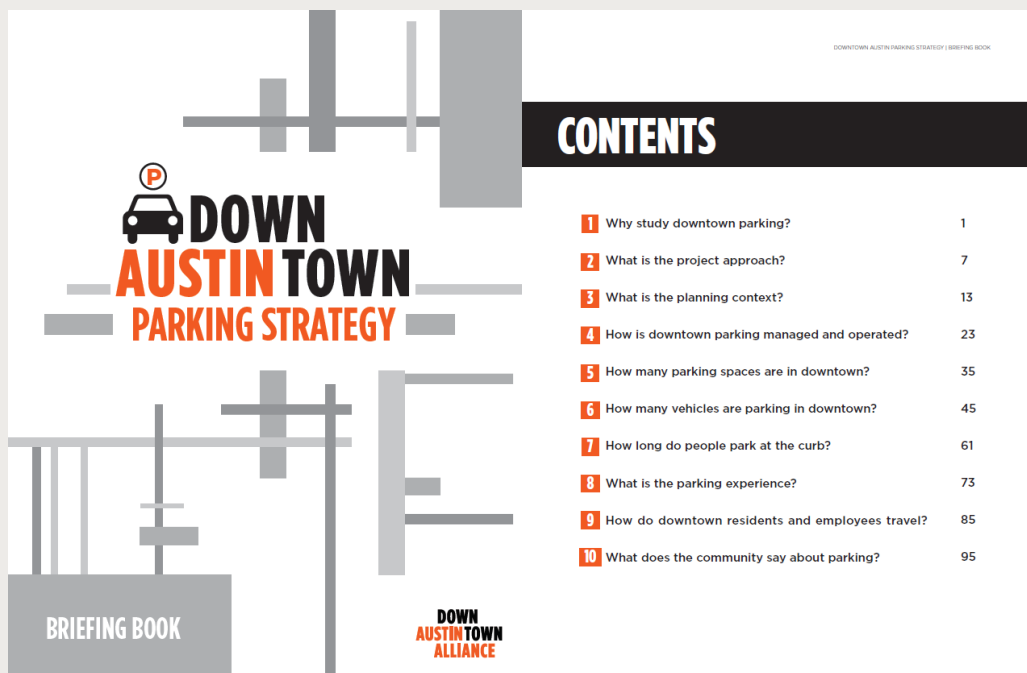


Adaptable, facilitating ongoing improvements as the downtown evolves

KEY FINDINGS



BRIEFING BOOK



www.downtownaustin.com/daa/parking-strategy

STUDY PROCESS

- Review planning context
- Stakeholder interviews
- Goals and objectives
- Community feedback
- Data collection and analysis
- Land use analysis
- Peer review
- **Draft Recommendations**
- **Stakeholder/Public input**
- **Draft/Final Plan**
- **Implementation**



THERE ARE 71,504 SPACES IN DOWNTOWN.

OFF-STREET SPACES

65,099

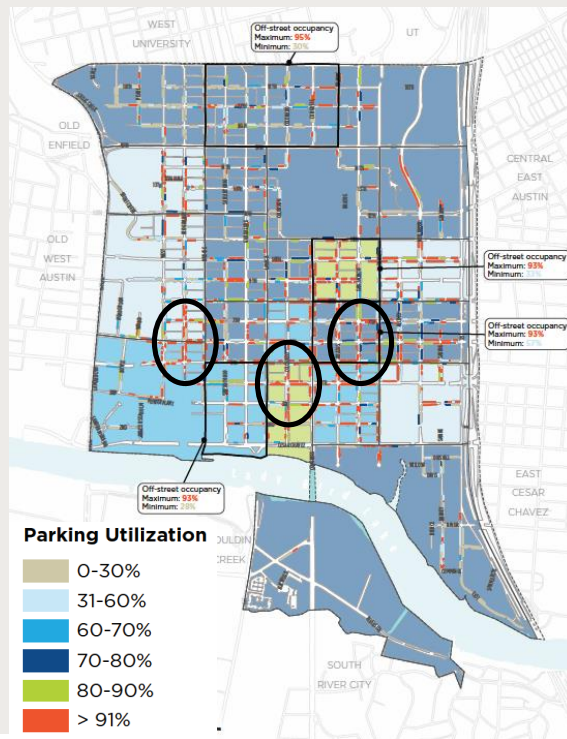
ON-STREET SPACES

6,405

9% of parking is at the curb

Does not include driveways/garages in single family residences

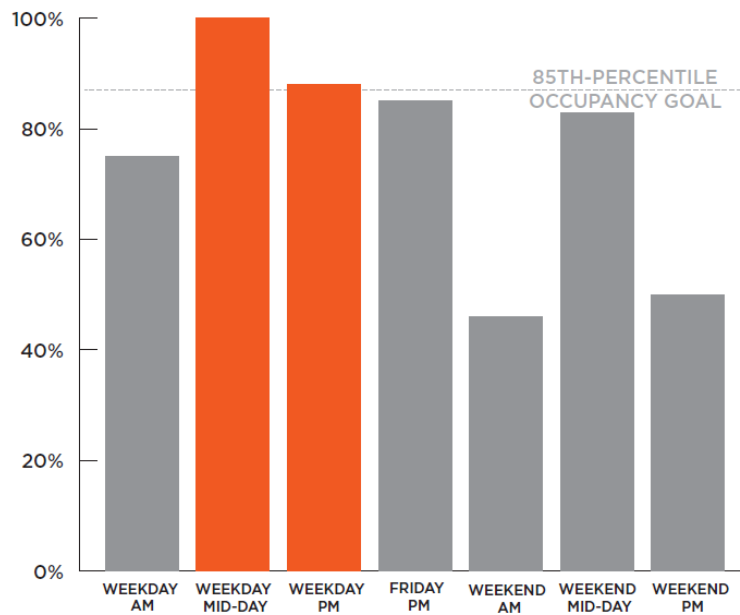
PARKING CAN BE VERY DIFFICULT TO FIND, ESPECIALLY CONVENIENT, “FRONT DOOR” SPACES.



WEEKDAY MIDDAY

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

CONGRESS AVE.

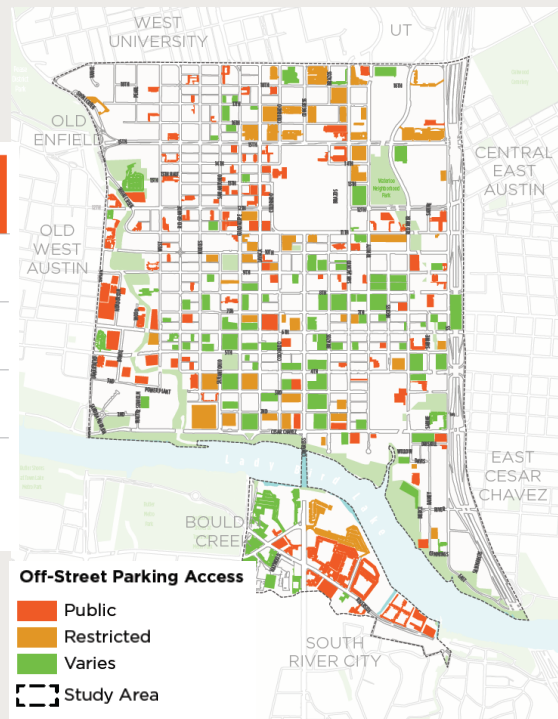




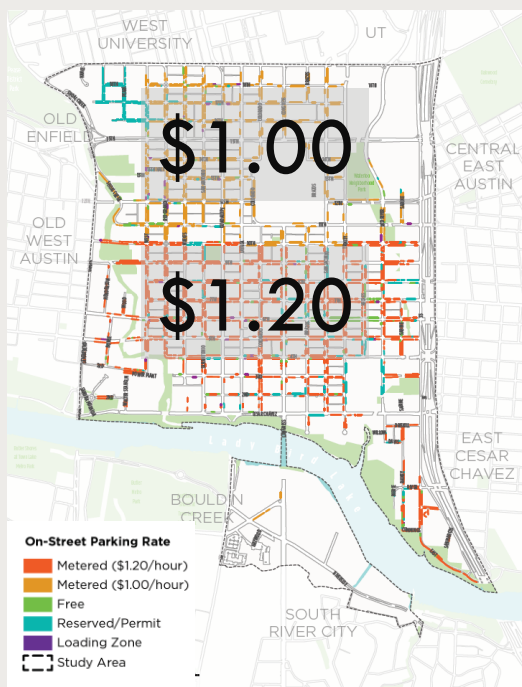
ABOUT 1 OF 4 OFF-STREET SPACES IS NEVER OPEN TO THE GENERAL PUBLIC.

| Availability | # of Spaces* | % of Off-street Spaces |
|--------------|---------------|------------------------|
| Public | 26,870 | 43% |
| Restricted | 15,392 | 25% |
| Varied | 20,543 | 33% |
| Total | 62,805 | 100% |

*Includes only facilities with 25+ spaces



PARKING RATES INCENTIVIZE CIRCLING AND BARGAIN HUNTING.



\$5.00

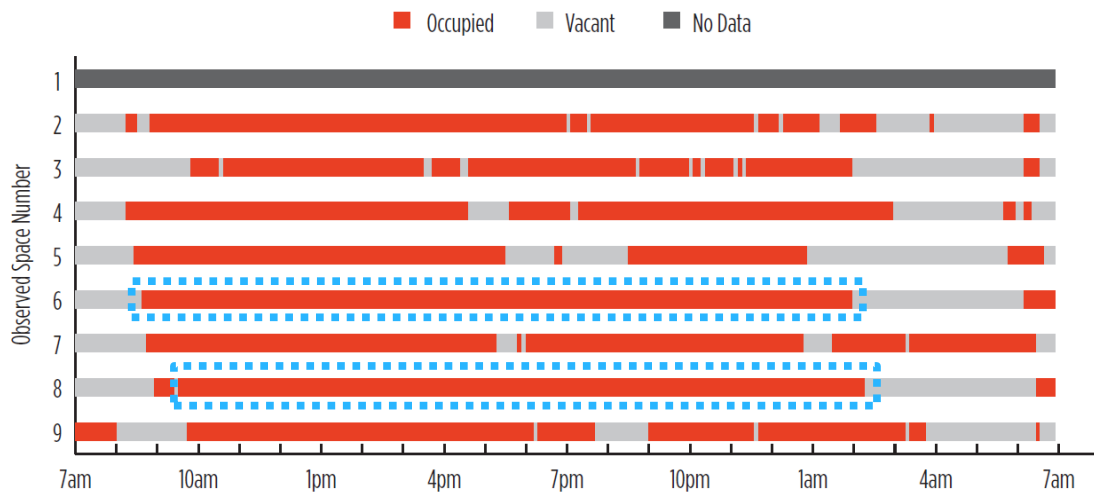
825 Congress Garage
Parking Rates

| | |
|--------------------------|---------|
| 45 Minutes to 30 Minutes | \$5.00 |
| 35 Minutes to 60 Minutes | \$6.50 |
| 1 Hour to 1 1/2 Hour | \$8.00 |
| 1 1/2 Hour to 2 Hour | \$9.50 |
| 2 Hour to 2 1/2 Hour | \$11.00 |
| 2 1/2 Hour to 3 Hour | \$12.50 |
| 3 Hour to 3 1/2 Hour | \$14.00 |
| 3 1/2 Hour to 4 Hour | \$15.50 |
| OVER 4 Hours | \$20.00 |

MANY STAY PAST THE TIME LIMITS.

EAST 6TH STREET, TRINITY – SAN JACINTO

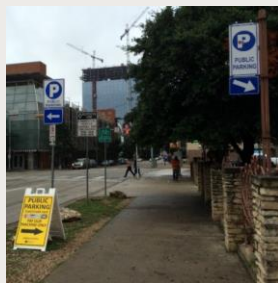
Wednesday 7 am to Thursday 7 am



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.



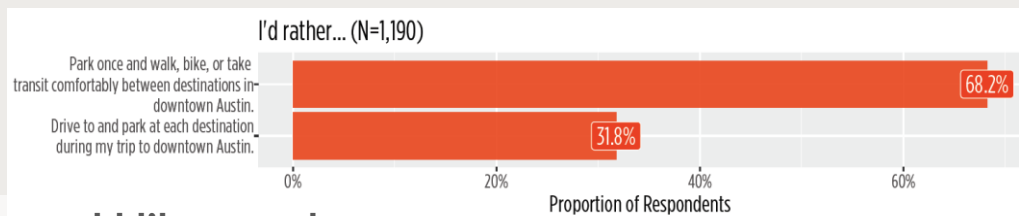


PEDESTRIAN EXPERIENCE LIMITS USE OF SOME AVAILABLE SPACES.

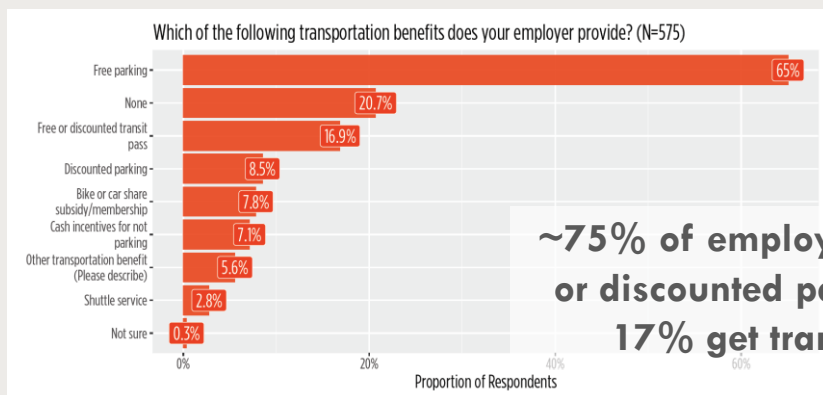




MANY WANT BETTER MOBILITY OPTIONS.



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.

DRAFT RECOMMENDATIONS FRAMEWORK

HOW WERE THE RECOMMENDATIONS DEVELOPED?

The draft recommendations were informed by work completed over the past year as part of a deliberate and comprehensive planning process. The study included the following elements:

- Review of the **planning context**, including past and ongoing efforts
- Targeted **stakeholder outreach**, including one-on-one and group interviews with desired outcomes
- Development of **goals and objectives** to guide the recommendations and desired outcomes
- Ongoing **community feedback** via project steering committee, community workshops, and an online survey
- Comprehensive **data collection and analysis**, including inventory and occupancy counts
- Review and analysis of existing **land use and future development** in the context of observed parking supply and demand
- Consultant expertise and review of **peers and their practices**

PROJECT GOALS AND OBJECTIVES

Project goals and objectives were developed to ensure a shared understanding amongst stakeholders about the existing and future role of parking in downtown. The project Steering Committee said that Austin's downtown parking system should be:

- **Supportive**, fostering broader community goals identified through ongoing and previous planning processes
- **Realistic**, recognizing that parking is one element of an accessible downtown
- **Available**, managing parking to ensure a consistent parking experience
- **Cost-effective**, maximizing existing parking and making fiscally sustainable investments
- **User-friendly**, prioritizing customer convenience and ease of use
- **Adaptable**, facilitating ongoing improvements as the downtown evolves

IMPLEMENTATION CRITERIA

- **Status** - Does the recommendation involve creation of a new program or policy, or does it enhance an existing one?
- **Cost** - What is the relative cost of the recommendation?
- **Impact** - What is the relative impact of the recommendation in addressing identified parking challenges?
- **Level of Difficulty** - What is the relative difficulty to implement the recommendation?
- **Priority** - What is the relative priority of the recommendation?
- **Coordinate with Recommendation** - Which of the other recommendations are needed to support successful implementation?

DRAFT RECOMMENDATIONS

| Recommendation | Status | Cost | Impact | Level of Difficulty | Priority | Coordination |
|--|--------|--------|--------|---------------------|----------|--------------|
| Review of the planning context, including past and ongoing efforts | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Targeted stakeholder outreach, including one-on-one and group interviews with desired outcomes | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Development of goals and objectives to guide the recommendations and desired outcomes | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Ongoing community feedback via project steering committee, community workshops, and an online survey | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Comprehensive data collection and analysis, including inventory and occupancy counts | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Review and analysis of existing land use and future development in the context of observed parking supply and demand | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |
| Consultant expertise and review of peers and their practices | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ | \$\$\$ |

DOWNTOWN AUSTIN TOWN PARKING STRATEGY

| RECOMMENDATION | ALIGNMENT WITH PARKING GOALS | | | | | |
|---|------------------------------|------------|-----------|----------------|---------------|-----------|
| | Supportive | Multimodal | Available | Cost-Effective | User-Friendly | Adaptable |
| Design and implement a performance-based parking management program. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Pilot a shared parking program in which City manages private parking as "public" parking. Provide technical assistance to better facilitate shared parking. | ✓ | | ✓ | ✓ | ✓ | |
| Expand and diversify existing Affordable Parking Program. | ✓ | | ✓ | ✓ | ✓ | |
| Enhance pedestrian access to parking facilities. | | ✓ | ✓ | | ✓ | |
| Explore opportunities to expand and clarify on-street supply. | | | ✓ | ✓ | ✓ | |
| Fully invest and implement comprehensive parking signage and wayfinding system. | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Define an overall strategy that ensures technology tools support broader parking and mobility goals. | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Continue to reinvest parking revenues into downtown and evaluate allocation of additional revenue to multimodal improvements. | ✓ | ✓ | | | | ✓ |
| Evaluate and implement a park-n-ride or circulator shuttle to improve transit connections and access to remote parking. | | ✓ | ✓ | ✓ | ✓ | |
| Support comprehensive and coordinated improvements in employee-focused mobility services and programs. | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Revise the zoning code to better support walkable, mixed-use development within the downtown. | ✓ | | ✓ | ✓ | | ✓ |
| Require provision and enforcement of a TDM program for all new downtown development above a certain size. | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Revise the zoning code to incentivize sharing of parking. | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Create dynamic inventory and adjust on-street regulations to maximize flexibility at the curb. | | | ✓ | | ✓ | ✓ |
| Define and implement enforcement strategy to support performance-based management. Allocate sufficient resources to parking enforcement. | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Establish a formal collaboration between the City, State, and other parking stakeholders. | ✓ | | ✓ | ✓ | | ✓ |
| Enhance event management practices to maximize parking system flexibility and predictability. | ✓ | | | ✓ | ✓ | ✓ |
| Plan for the future to nimbly respond to long-term trends in mobility and parking. | ✓ | ✓ | | ✓ | ✓ | ✓ |
| Strategically invest in public and shared parking supply in key locations. | ✓ | | | | ✓ | |

KEEP IN MIND...

There is **no silver bullet**.

No strategy on its own will solve the parking problem.

This is a **toolkit and package** of recommendations that works towards the goals together.

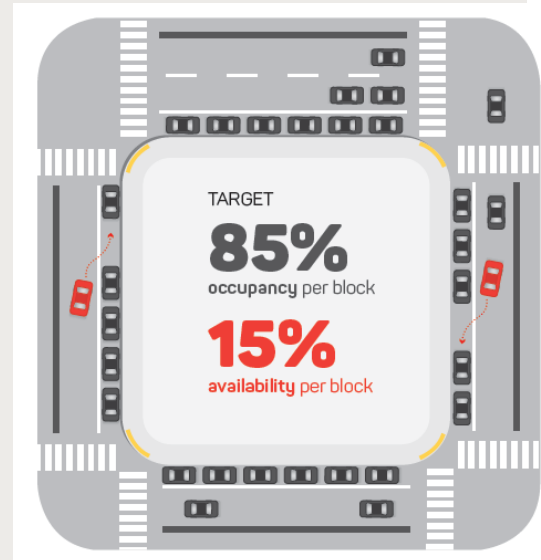
#1. SET AN AVAILABILITY TARGET AS PART OF PERFORMANCE BASED MANAGEMENT PROGRAM

➤ Summary:

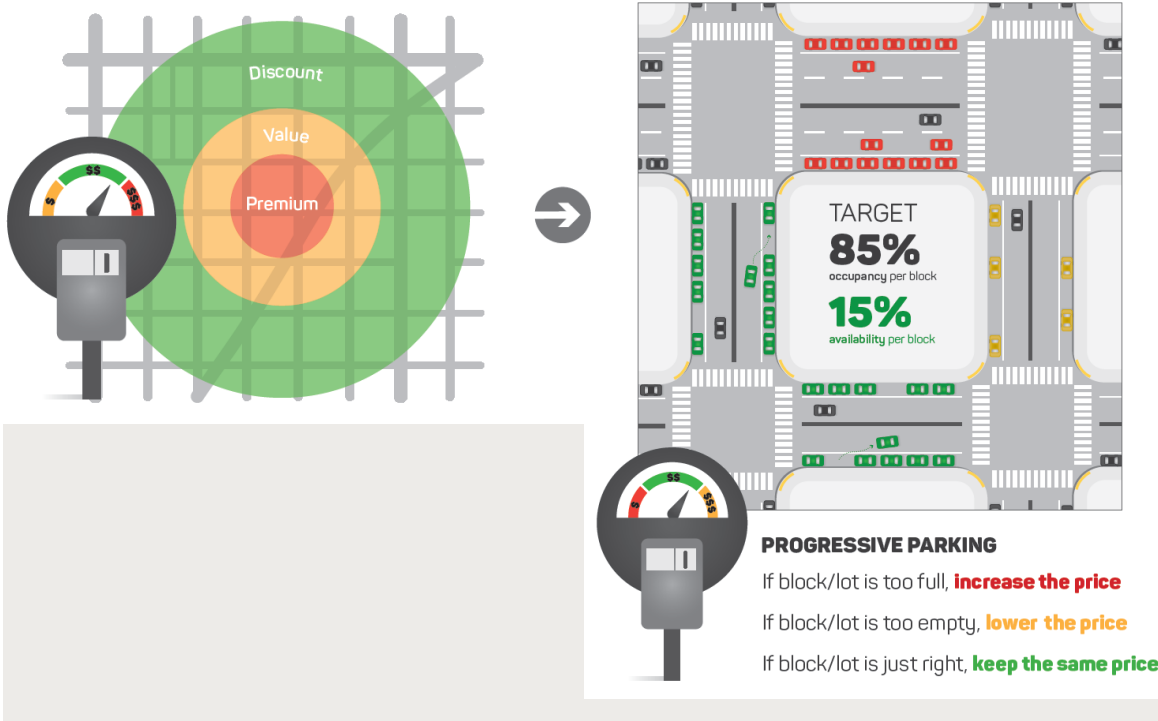
Adjust pricing/regulations based on demand so that spaces are consistently available. **Lowest price that achieves availability target.**

➤ Benefits:

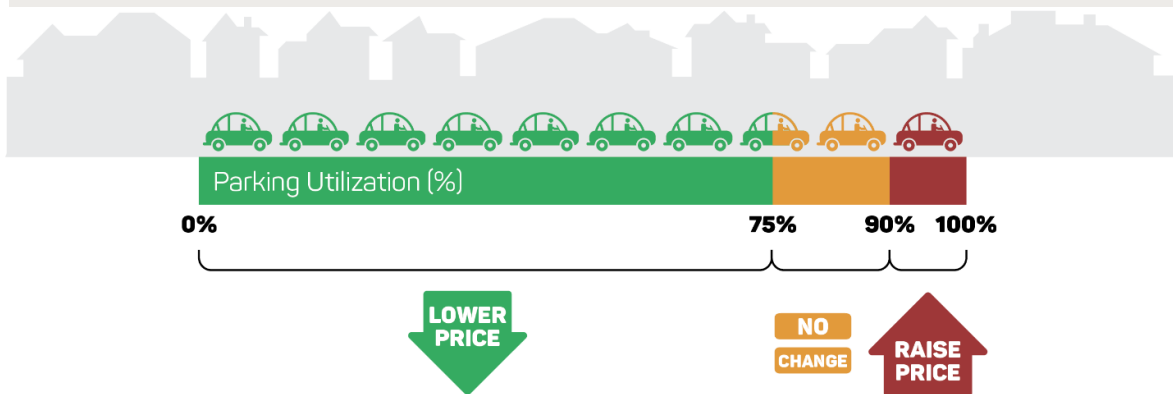
- Makes it **easier to find** parking.
- Creates more **user choice**.
- **Reduces traffic** and pollution.
- **Reduces citations** and violations.
- Improves decision-making and **transparency**.
- Likely maintains or increases **revenues to be reinvested** into parking and mobility improvements.



ADJUST PRICES OVER TIME TO MEET AVAILABILITY TARGET.



SIMPLE IS BETTER.



CASE STUDY: SEATTLE, WA

NEW PARKING REGULATIONS

| | | |
|------------|------------|-----------|
| \$3.50 | \$4.00 | \$3.50 |
| MORNING | AFTERNOON | EVENING |
| 8 AM-11 AM | 11 AM-5 PM | 5 PM-8 PM |

RATE PER HOUR



PAID HOURS

2016 ACTION



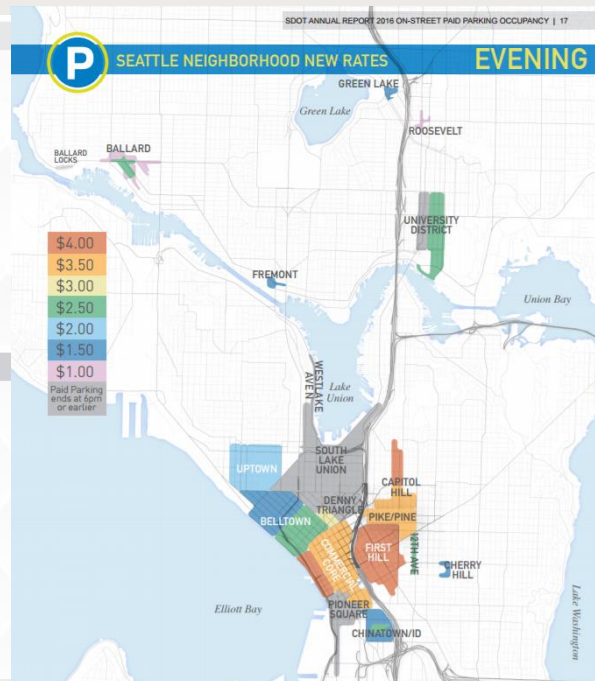
MORNING
DECREASE RATE



AFTERNOON
NO CHANGE



EVENING
NO CHANGE
(2015 RATE REDUCTION TO \$3.50
OCCURRED AFTER 2016 STUDY)



#2. PILOT A VOLUNTARY SHARED PARKING PROGRAM.

➤ Summary:

Incentivize private supply into the “public” system. Address private owner concerns through shared parking agreements and cost/revenue sharing. Provide ongoing technical assistance.

➤ Benefits:

- Creates a more **seamless, user-friendly system**.
- Maximizes use of **existing** supply.
- Reduced searching, **less congestion**.
- Offers property owners peace of mind and **higher returns**.
- **Unlocks small** or constrained sites.
- More **cost-effective** than new parking construction.



PUBLIC PARKING AFTER BANK HOURS

CASE STUDY: SACRAMENTO, CA



EAST END GARAGE

| | | | |
|--|----------------------------|---|---|
| City of Sacramento | | Tax ID # if applicable: | |
| Requires Council Approval: <input checked="" type="checkbox"/> No <input type="checkbox"/> YES Meeting: | | | |
| <input type="checkbox"/> Real Estate <input checked="" type="checkbox"/> Other Party Signature Needed <input type="checkbox"/> Recording Requested | | | |
| General Information | | | |
| Type: Other | PO Type: Select PO Type | Attachment: Original No.: | |
| \$ Not to Exceed: | | Original Doc Number: | |
| Other Party: Harvego Real Estate, LLC | | Certified Copies of Document: | |
| Project Name: Firehouse Parking Operations Management Agreement | | Deed: <input type="checkbox"/> None <input type="checkbox"/> Included <input type="checkbox"/> Separate | |
| Project Number: | Bid Transaction #: | E/SBE-DBE-MWBE: | |
| Department Information | | | |
| Department: Public Works | Division: Parking Services | Supervisor: | |
| Project Mgr: | Date: | Section Manager: | |
| Contract Services: Paul Sheridan | | Division Manager: Matt Eierman | |
| Phone Number: 808-6817 | | Org Number: | |
| Comment: | | | |
| Review and Signature Routing | | | |
| Department | Signature or Initial | Date | |
| Contract Services | | 10/24/16 | |
| | | | For City Clerk Processing |
| | | | Finalized: <input checked="" type="checkbox"/> Initial: <input checked="" type="checkbox"/> |

- City leases private facilities
- City holds liability
- All or portion of parking
- Minimize impacts to primary use
- City manages 17,000 parking spaces (10,000 are leased)
- East End Garage: 600 of 1,400 shared spaces during evenings/weekends

CASE STUDY: SAN DIEGO, CA



707 BROADWAY (Richard Schulte)



- Member-based, non-profit organization
- Maximize use of existing downtown parking assets
- Prioritize public-private parking partnerships
- Prioritize multimodal solutions – Downtown Shuttle

#3. EXPAND EXISTING AFFORDABLE PARKING PROGRAM

➤ Summary:

Pilot program offers nighttime employee parking for \$35 per month at the Waller Creek garage (serves Austin Water employees during the day). Expand to other facilities/times.

➤ Benefits:

- Include **daytime parking** to serve more employees.
- Private owners may be **more amenable** to sharing with a limited pool of drivers.
- **Efficient use of resources.**

Attention downtown service industry musicians, business owners, and employees:

AFFORDABLE PARKING PROGRAM



Located at the Austin Water Building (625 East 10th Street)



cost

Pay just \$35 dollars per month for parking downtown.



share

Share this information with other business owners and employees downtown so they can get involved!



security

24 hour on-site security to keep your vehicle safe and answer any questions.

#4. ENHANCE PEDESTRIAN ACCESS TO PARKING

➤ Summary:

Bring remote/underutilized parking “closer” to activity centers by improving the walking environment.

➤ Benefits:

- Better **distribution of parking demand.**
- Allows people to **park once and walk.**
- More people on foot = **active and safe environment.**
- Improve access for those with **limited mobility.**



#5. EXPLORE OPPORTUNITIES TO EXPAND ON-STREET SUPPLY

➤ Summary:

Where feasible, redesign streets to add more on-street parking. Reduce lane widths and/or convert from parallel to angled parking.

➤ Benefits:

- Adds more parking in popular areas.
- On-street parking **calms traffic** and **buffers pedestrians**.
- Can reduce street widths and **vehicle speeds**.
- Formalizes **safe options**, instead of **ongoing illegal parking**.
- Clearly **communicates** where parking is allowed.



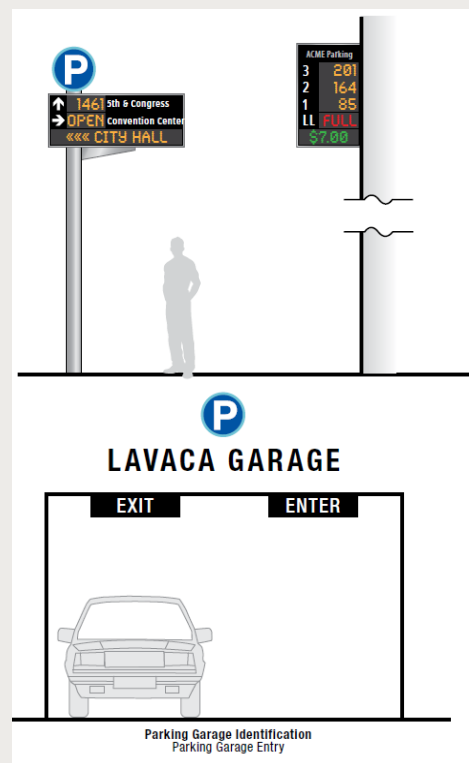
#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.

➤ Summary:

Fully implement Wayfinding Plan.
Coordinate with private property owners. Evaluate programs to incentivize upgrades.

➤ Benefits:

- Makes it **easier to find** parking.
- Supports **performance-based** management.
- Reduces confusion and improves **customer experience**.
- **Redistributes demand** to underutilized facilities.
- Helps “**brand**” downtown.
- Improves **aesthetics** and streetscape.



#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.



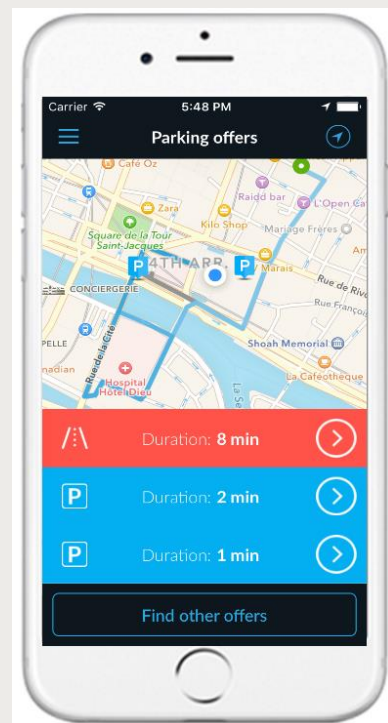
#7. TECHNOLOGY THAT SUPPORTS MANAGEMENT GOALS.

➤ **Summary:**

Prioritize investments that support performance-based management. Pilot and test advance registration for off-street parking. Coordinate IT upgrades throughout downtown.

➤ **Benefits:**

- Makes it **easier to find** parking.
- Enhanced **customer experience**.
- Facilitates **performance-based** data analysis.
- **Improved communication** of parking system.
- **Real-time data**.
- Sophisticated **event management**.



PARKEON - PATH TO PARK

#8. REINVEST REVENUE TO SUPPORT PARKING AND DOWNTOWN MOBILITY.

➤ **Summary:**

Building on existing policy, expand and diversify revenue allocations to downtown mobility. Potential areas include new and shared parking, transit service, TDM programs, and biking/walking.

➤ **Benefits:**

- Helps secure **community support** for parking pricing.
- Additional supply
- Provides additional **mobility choices**.
- **Reduces demand** for parking.
- Enhances **customer experience**.
- **Leverage** multimodal investments.
- **Attractive and delightful**.



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

➤ **Summary:**

Leverage and **coordinate with Connections 2025** to improve local and regional transit. Evaluate a local circulator to improve access to more remote parking.

➤ **Benefits:**

- Improve access to more **remote, underutilized** parking.
- Efficient use of resources if done in **coordination** with other transit studies.
- Improve options to travel **without a vehicle**.



WEEKEND PARKING - STATE CAPITOL



DASH SHUTTLE - HARTFORD, CT

CASE STUDY: NASHVILLE, TN



- Free service
- 2 routes serving key downtown destinations
- Weekdays: 6:30 a.m. – 11 p.m.
- Weekends: 11 a.m. – 11 p.m.
- Hybrid, zero emission vehicles

MUSIC CITY CIRCUIT

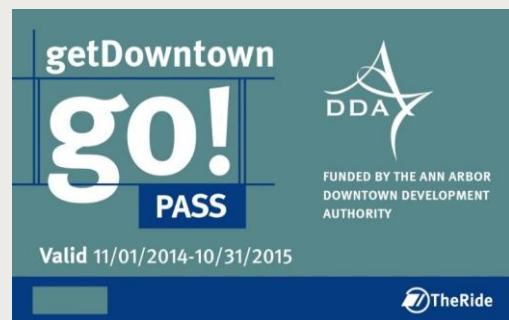
#10. COORDINATED MOBILITY SERVICES FOR EMPLOYEES.

➤ **Summary:**

Significantly expand and diversify the employee mobility programs. Allocate parking revenues to TDM programs.

➤ **Benefits:**


- **Relieves pressure** on parking supplies.
- Less employee driving = **less congestion.**
- Augments employer-provided **benefits.**
- **Employee retention** and satisfaction.
- Accommodates growth and **changing transportation trends.**



ANN ARBOR, MI – GO! PASS

CASE STUDY: BOULDER, CO




Eco Pass Central



PLANNING INFO for BOULDER BUSINESSES



A Partnership Of:

WWW.RTD-DENVER.COM

Eco Pass BENEFITS

For Employers

- Tax-deductible. Reduces payroll taxes via pre-tax benefit.
- Effective recruiting and retention tool.
- Reduces air pollution and traffic congestion.
- Proven morale and productivity enhancer.
- Reduces employer payroll taxes via employee pre-tax benefit.
- A demonstrated commitment to improving the quality of life in the community.

For Employees

- Reduces commuting costs and hassles.
- Increases salary by using pre-tax dollars.
- Eliminates parking frustrations.
- Reduced stress, tension and fatigue associated with driving alone.
- Improved morale due to employer showing interest in employees' well being.

Eco Pass Promotions

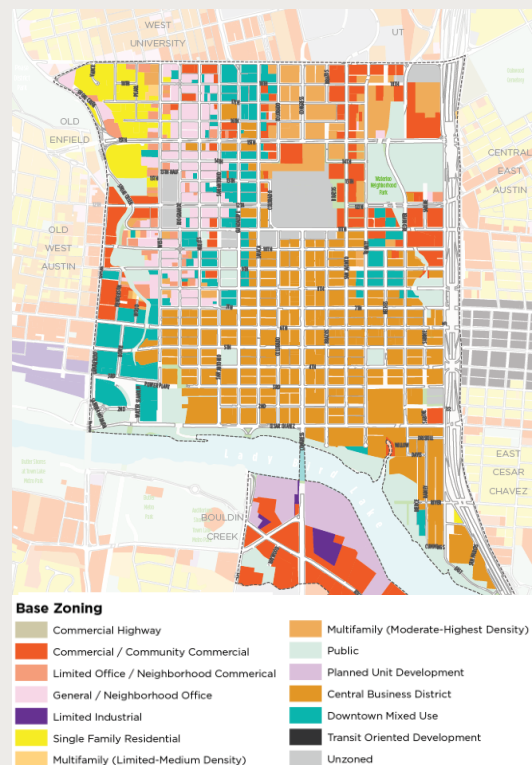
#11. REVISE ZONING CODE TO SUPPORT DESIRED DEVELOPMENT.

➤ Summary:

Eliminate all parking minimums. Expand parking maximums. Require unbundling. Revise bike, car sharing, and EV parking. Integrate design requirements.

➤ Benefits:

- Supports **downtown growth** with less congestion.
- Improves **developer flexibility**.
- **Unlocks small** or constrained sites.
- Incentivizes **shared** parking.
- Improves **walkability** and safety.
- Supports **multimodal** travel.



#12. TDM FOR NEW DEVELOPMENTS.

➤ **Summary:**

Evaluate TDM requirements for new development (above a certain size). Could be a minimum set of elements and/or “cafeteria menu” approach.

➤ **Benefits:**

- Allows for **fewer parking spaces** to be built.
- Supports **downtown growth** with less congestion.
- Improves **developer flexibility**.
- **Unlocks small** or constrained sites.
- Reduces family housing costs and promotes **affordable housing** choice.
- Improved **mobility options** for employees and residents.

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

#13. REVISE CODE TO INCENTIVIZE SHARED PARKING.

➤ **Summary:**

Allow **unlimited parking** to be built above the maximum, provided that the additional increment is **shared**. Require parking management plan.

➤ **Benefits:**

- Provides **substantial flexibility** for developers.
- Creates new public parking supply that can be leveraged by **smaller/constrained parcels** and/or developments with less parking.



COLUMBIA PIKE – ARLINGTON, VA

#14. CREATE DYNAMIC INVENTORY. ENSURE EQUITABLE LOADING ACCESS. UNIVERSAL VALET.

➤ Summary:

Create a database/tool dynamically understand curb parking.
Review and adjust loading zones to ensure equitable access.
Explore universal valet program.

➤ Benefits:

- **Real-time understanding** of inventory
- **Integration** with other maintenance work
- **Equitable access** to loading zones
- Consistent valet service that **creates availability** in key spaces
- Spaces can serve **multiple users**



#15. ENFORCE STRATEGICALLY, FIRMLY, AND FRIENDLY.

➤ **Summary:**

Revise enforcement practices to prioritize common infractions and “ambassador” approach. Ensure effective deterrents and adequate resources.

➤ **Benefits:**

- Supports **availability** targets.
- No one wants a ticket, but City **must enforce policies** for system to function effectively.
- **Proactive**, not reactive.
- Shift to **customer- and business-focused approach**.

426
MINUTES

EAST 5TH STREET – AVG. LENGTH OF STAY (WEEKEND)

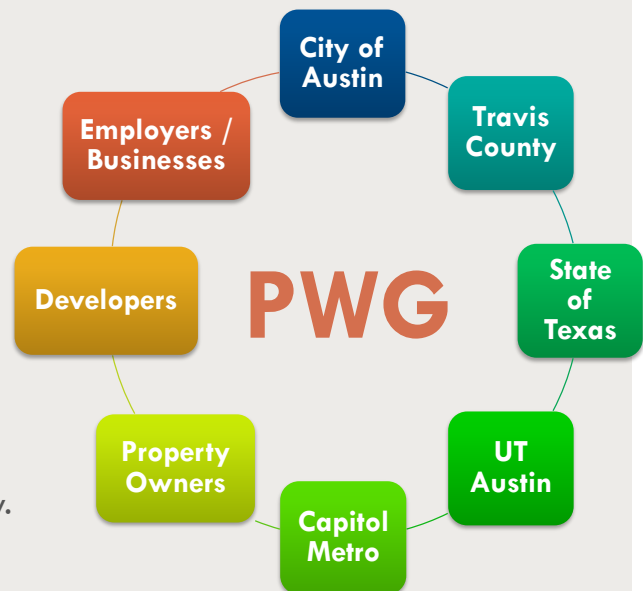
#16. ESTABLISH A PARKING WORKING GROUP.

➤ **Summary:**

Create a formal partnership among key stakeholders to implement recommendations and address future parking issues.

➤ **Benefits:**

- **Guide and advise** on implementation.
- **Facilitate shared** parking assets.
- **Coordinated approach** to technology/emerging mobility.
- Consideration of **diverse needs** in parking-related decision.



#17. ENHANCE EVENT MANAGEMENT.

➤ Summary:

Adjust event rates to include peak event pricing in high demand areas. Provide advanced information and purchasing for certain off-street facilities. Update asset management systems.

➤ Benefits:

- Adjusted prices will **create availability in key areas.**
- Advance information and/or purchasing **limits circling / congestion.**
- **Coordinated asset management** will improve event planning.



ON-STREET EVENT PRICING – PORTLAND, OR

SacPark

[FIND PARKING](#)

A photograph of a large, multi-story, light-colored building with many windows, identified as the University of Illinois at Chicago. The building has a modern architectural style with a grid-like facade of windows. It is situated on a street corner with some trees and a clear blue sky in the background.

Details



Details

DadaScan™

Details

FIND AND RESERVE EVENT PARKING

#18. PLAN FOR THE FUTURE.

➤ Summary:

Provide flexible policies and guidelines for emerging technologies. Prioritize people, mobility, and safety, not the technology itself. Design adaptable parking facilities.

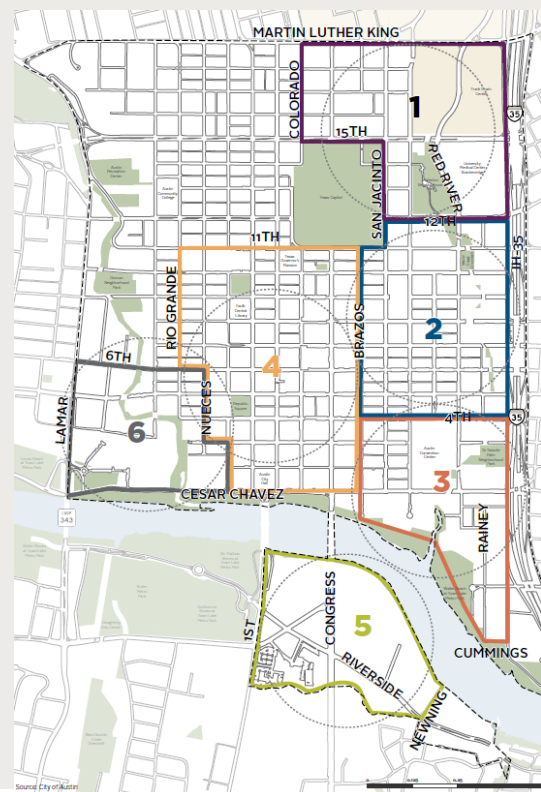
➤ Benefits:

- Ability to **adapt** as mobility changes.
- Prioritize **people** and **safety** in innovation.
- Support transportation companies that **fill mobility gaps** and meet **citywide goals**.



#19. STRATEGICALLY INVEST IN PUBLIC PARKING.

- **Summary:**
As new development occurs, evaluate strategic investments in new supply. Likely focus on Districts 1, 3, 4, and 5.
- **New parking should:**
 - Be **leveraged** as part of new development
 - **Shared and public**
 - Part of the **larger system**
 - Include **technology** and wayfinding
 - Contribute to the **environment**
 - **Intercept** vehicle traffic before it reaches the core



A 500-SPACE PARKING GARAGE WOULD COST:

**\$10 MILLION
TO BUILD**

**\$29 MILLION
OVER 30 YRS.**

WHAT ARE THE TRADEOFFS?

WHO PAYS FOR IT?

HOW IS IT MANAGED?

HOW DOES THIS HELP MY BUSINESS?

- Most popular spaces are **available for customers**, not long-term parkers.
- More **parking choice** for employees and customers.
- New technology and signage make parking **easier and more convenient**.
- Improved mobility **benefits for employees**.
- Enhanced downtown **safety, walkability, and aesthetics**.
- Potential for additional parking revenue to **reinvest back into downtown**.
- Growth **without gridlock**.

SCHEDULE

- **Finalize Recommendations**
(April)
- **Draft Plan**
(May)
- **Final Plan**
(June)
- **Initial Implementation**
(Summer/Fall)
- **Public Rollout**
(October)

