




MEMORANDUM

TO: Mayor and City Council

CC: Spencer Cronk, City Manager
Nuria River-Vandermeye, Deputy City Manager
Gina Fiandaca, Assistant City Manager

FROM: Robert Spillar, P.E., Director 
Austin Transportation Department

DATE: October 7, 2019

SUBJECT: Implementation of Adjusted Metered Parking Rate

This memorandum is to inform you that, on Oct. 14, 2019, the Austin Transportation Department (ATD) will implement the \$2 per hour citywide parking meter base rate adopted in the Fiscal Year 2019-20 Budget. As parking usage is monitored quarterly, the director may make incremental pricing adjustments to ensure that 1 to 2 spaces are available at any time within blocks that are not meeting this goal. National best practices indicate this will assist in reducing congestion by minimizing the time that drivers spend circling in traffic in search of a nearby parking space.

The City's street parking system is designed to promote space turnover, which provides convenient short-term access to places of interest. However, at the current rates of \$1.20 per hour in the downtown core and \$1 per hour outside of it, ATD staff have routinely observed drivers exceeding parking time restrictions to warehouse their vehicles for extended durations.

The planned rate modernization better represents the true value of street parking and supports the City of Austin's goals of providing more mobility options and reducing single-occupancy vehicle trips. This aligns with the Austin Strategic Direction 2023, the Imagine Austin Comprehensive Plan, and the Austin Strategic Mobility Plan (ASMP), which envisions at least 50 percent of commuters utilizing modes other than single-occupancy vehicles by 2039.

Reducing drive-alone trips allows ATD to test and implement curb management strategies that promote equitable and flexible curb space access for all travel modes and public needs, in addition to single-occupancy vehicles. This pricing strategy and improved curb management will also support the City's public safety mandate and Vision Zero goal of eliminating traffic deaths and serious injuries on Austin roadways by reducing incidences of double parking, commercial zone violations and distracted driving. Reducing the behavior of drivers trolling for open parking spaces will also reduce undesirable byproducts, such as congestion and emissions.

In 2016 ATD launched its Affordable Parking Program (APP), making downtown off street parking more accessible for service industry workers. This program has flourished and now has approximately 400 users, reducing evening demand for on-street parking spaces by directing people to off-street parking spaces that would otherwise often be unused. There continue to be abundant spaces available at rates that vary from \$30 to \$65 per month.

Should you have any questions, please feel free to contact Jason Redfern, ATD Parking Enterprise Manager, at Jason.Redfern@AustinTexas.gov or by phone at (512) 974-7020.

*Delivering a safe, reliable, and sustainable transportation system
that enhances the environment and economic strength of the region.*