

# DOWNTOWN AUSTIN PARKING STRATEGY DETAILED IMPLEMENTATION PLAN

RECOMMENDATION	ACTIONS	PHASED IMPLEMENTATION STEPS			MAJOR PARTNERS	
		Short-Term	Medium-Term	Long-Term	Lead	Support
<b>1. Design and implement a performance-based parking management program</b>	Adopt a formal policy and program parameters, including the availability target for on- and off-street parking.	Draft policy statement from City Council supporting key principles of program.	Adopt policy statement from City Council supporting key principles of program.	Monitor program effectiveness and revise ordinance as needed. Potential changes include minimum and maximum rates, and allowed rate changes per adjustment.	City of Austin - Parking Enterprise	ATD - Transportation Demand Management Program staff
		Draft ordinance language codifying program.	Adopt ordinance language codifying program.	Evaluate expansion of program into other parts of City.		Downtown Alliance
	Establish boundaries, rates, and regulations by location and time, reflecting patterns of demand. Evaluate a transition away from use of time limits.	Complete detailed evaluation of occupancy data. Conduct additional utilization counts to calibrate the program.	Implement new rates and regulations.	Adjust rates and regulations based on monitoring program.	City of Austin - Parking Enterprise	ATD - Transportation Demand Management Program staff
		Identify program boundaries.	Adjust rates and regulations based on monitoring program.			
		Develop initial rate structure.	Refine program boundaries as needed.			
		Identify areas where time limits can be removed or adjusted.				
	Coordinate with key stakeholders and incentivize private lots and garages to participate in program.	Identify all relevant stakeholders and willing private lot/garage owners.	Continue to meet and engage with key stakeholders.	Continue to meet and engage with key stakeholders.	City of Austin - Parking Enterprise	State of Texas
		Meet with individuals and groups to help shape program.	Integrate feedback as appropriate.	Integrate feedback as appropriate.	Downtown Alliance	Private facility owners
		Identify mutually supportive actions, such as shared parking agreements with private facility owners.				
	Communicate the program through effective outreach and messaging.	Develop program "brand" and refine key messages.	Conduct ongoing workshops, with marketing "push" immediately prior to program roll out.	Continue to refine key messages and materials.	Downtown Alliance	City of Austin - Parking Enterprise
		Develop marketing collateral.	Distribute program materials and implement communication campaign across all available platforms.	Continue with education/outreach, especially during peak periods and special events.		
		Develop press and communication strategy.	Continue with press education/outreach.	Distribute program materials as needed.		
		Conduct workshops or listening sessions with stakeholders.				
	Ensure signage, wayfinding, and information technology systems are in place to effectively operate the program and serve the customer.	Integrate new "brand" into signage and wayfinding program.	Implement technology improvements as needed to support program operations.	Adjust systems as needed.	City of Austin- Parking Enterprise	State of Texas
		Collaborate with stakeholders to streamline parking technology platforms.	Establish processes for issue identification and troubleshooting.			
		Meet with meter and technology vendors to outline desired program specs, including reporting requirements.	Adjust systems as needed.	Phase out and remove old signage.		
		Phase out and remove old signage.	Phase out and remove old signage.			
			Issue RFPs or refine vendor contracts as feasible and needed.			

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<b>1. Design and implement a performance-based parking management program</b>	Monitor and evaluate parking availability on a regular basis. Adjust rates and regulations on a periodic basis to meet adopted availability targets.	Conduct an audit of existing system reports and procedures.	Implement monitoring of new metrics and benchmarks.	Adjust performance metrics as needed.	City of Austin - Parking Enterprise	Downtown Alliance
		Define new metrics and benchmarks.	Make data open source and share	Adjust internal monitoring, tracking, and reporting procedures.		State of Texas
		Define new data collection methodologies and processes.	Within first six months, report to City Council to update with key findings.	Develop and issue State of Downtown Parking Report on annual basis.		Private facility owners
		Collaborate with private off-street operators to require or incentivize reporting of occupancy data.	Develop and publish first State of Downtown Parking Report. Post on website and present to City Council.	Continue with rate and regulation adjustment procedures to achieve target availability goals.		Downtown stakeholders
		Develop templates for quarterly and annual reporting.	Initiate rate and regulation adjustment procedures.			ATD - Transportation Demand Management Program staff
<b>2. Pilot a shared parking program in which city or other entity manages private parking as “public” parking. Provide technical assistance to better facilitate shared parking</b>	Pilot a shared parking program in which City or other entity manages private parking as “public” parking.	Identify priority areas.	Launch pilot program.	Monitor and evaluate.	City of Austin – Parking Enterprise	Property owners
		Secure funding to initiate program.	Market and communicate program.		Downtown Alliance	Employers
		Create educational and marketing materials.	Cultivate program “champions” from private sector.			
		Identify and meet with willing owners to determine respective needs and issues.	Conduct ongoing outreach to other property owners.			
		Develop a shared parking agreement template, with options for typical issues.	Monitor and evaluate.			
		Negotiate and secure participation in priority locations.	Modify and expand program as feasible.			
		Initiate and complete negotiated facility improvements.				
	Provide technical assistance to better facilitate shared parking.	Conduct outreach to property owners, employers, and parking operators.	Conduct ongoing outreach to other property owners.	Monitor and evaluate.	Movability Austin	City of Austin – Parking Enterprise
		Identify and confirm key issues.	Monitor and evaluate.	Modify and expand program as feasible.	Downtown Alliance	Property owners
		Create shared parking library and toolkit, including shared parking database.	Modify and expand program as feasible.			

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<b>2. Pilot a shared parking program in which city manages private parking as “public” parking. Provide technical assistance to better facilitate shared parking</b>	Provide technical assistance to better facilitate shared parking.	Launch and market technical assistance program.	Modify and expand program as feasible.	Modify and expand program as feasible.	<b>Downtown Alliance</b>	<b>Property owners</b>
		Provide ongoing support.				
<b>3. Expand the existing affordable parking program</b>	The City should expand the Affordable Parking Program.	Conduct detailed assessment of existing pilot to identify program pros/cons.	Expand program to priority areas, emphasizing nighttime employees.	Expand and adjust program as feasible.	<b>City of Austin – Parking Enterprise</b>	<b>ATD - Transportation Demand Management Program staff</b>
		Secure additional resources for program expansion.	Evaluate expansion of program to support daytime employees.	Monitor and evaluate.		
		Identify priority areas for expansion.	Identify candidate facilities for daytime participation.			<b>Employers</b>
		Identify candidate facilities for participation.	Expand program to daytime as feasible.			
		Secure agreements with property owners.	Monitor and evaluate.			
		Adjust program parameters and rates as needed by facility.				
		Develop marketing materials/website.				
		Establish annual monitoring effort for program.				
<b>4. Enhance pedestrian access to parking facilities</b>	Identify priority walking routes to more remote parking facilities.	Identify underutilized and remote parking facilities.	Implement priority improvements.	Continue to identify key facilities and pedestrian routes.	<b>ATD</b>	<b>Public Works</b>
		Assess primary pedestrian routes and key destinations.	Continue to identify key facilities and pedestrian routes.	Implement improvements as feasible.	<b>Parking Enterprise</b>	<b>State of Texas</b>
			Develop priority improvement lists.			
			Integrate improvements into City CIP.			

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<b>5. Explore opportunities to expand and clarify on-street supply</b>	Develop or update design guidelines to expand the supply of on-street parking spaces, where feasible and appropriate.	Determine appropriate design treatments and specifications.	Incorporate or add on-street spaces into future streetscape designs.	Modify, adjust, and expand program as feasible.	City of Austin - ATD Parking Enterprise	State of Texas UT-Austin	
	Identify locations for expanding on-street supply.	Revise design guidelines and on-street parking ordinances accordingly (if necessary).	Implement priority improvements.	Modify, adjust, and expand program as feasible.			
	Add pavement markings and re-paint curbs for all new and current spaces.	Integrate improvements into CIP and/or repaving/repainting schedule.	Collaborate with stakeholders to identify priority locations where on-street parking could be expanded.	Modify, adjust, and expand program as feasible.	City of Austin - ATD Parking Enterprise	State of Texas UT-Austin	
	Phase addition of pavement markings into ongoing maintenance program. Ensure curb space markings clearly communicate parking system to users.		Develop communication materials and integrate them into parking outreach materials.				Monitor utilization and performance of improvements.
<b>6. Fully invest and implement comprehensive signage and wayfinding system</b>	Fully fund and implement 2013 wayfinding plan based on outcomes from 2017 pilot.	Evaluate wayfinding pilot and identify lessons learned	Implement full wayfinding program to support performance-based management.	Monitor, evaluate, and adjust.	City of Austin - Parking Enterprise	Downtown Alliance State of Texas	
		Identify funding source for full implementation.	Phase out and remove old signage.				Monitor, evaluate, and adjust.
			Monitor, evaluate, and adjust.				
	Coordinate with major downtown stakeholders. Evaluate incentive programs for private facilities.	Identify priority locations and owners.	Support implementation of wayfinding upgrades throughout downtown.	Monitor, evaluate, and adjust.	City of Austin - Parking Enterprise	Downtown Alliance	
		Initiate conversations with major parking holders and private sector to understand needs and concerns.	Draft and implement new incentive program.				
		Develop incentive program.	Phase out and remove old signage.				
	Ensure improvements support performance-based program implementation and roll out of new technology platforms.	Confirm technology and signage upgrades.	Implement full wayfinding program to support performance-based management.	Monitor, evaluate, and adjust.	City of Austin - Parking Enterprise	Movability Austin	
		Ensure coordination with other strategies.	Monitor, evaluate, and adjust.			Facility Owners	
						Downtown Alliance	

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<b>7. Define an overall strategy that ensures technology tools support broader parking and mobility goals</b>	Formally integrate parking goals and objectives into evaluation and implementation of IT systems.	Adopt official policy and guidelines for IT	Conduct periodic review of technology systems.	Monitor, evaluate, and adjust.	City of Austin – Parking Enterprise	Downtown Alliance
		Review of existing vendor contracts and identification of areas for modification upon renewal or renegotiation	Integrate goals and policies into new contracts and RFPs.			
	Prioritize investments in a few key areas to support performance-based management	Confirm technology and signage upgrades.	Implement full wayfinding program to support performance-based management.	Monitor, evaluate, and adjust.	City of Austin – Parking Enterprise	Downtown Alliance
		Where not already in place, upgrade to meter and payment systems that facilitate dynamic rate changes and provide multiple payment options	Pursue back-end systems that provide staff with real-time understanding of inventory and regulations, as well as key enforcement metrics		ATD - Transportation Demand Management Program staff	
	Identify and test advance reservation system for off-street facilities.	Identify pilot program for off-street reservations	Test off-street reservation program	Monitor, evaluate, and adjust.	City of Austin – Parking Enterprise	Downtown Alliance
	Coordinate and integrate technology systems throughout downtown.	Integrate technology discussion into Parking Working Group agenda	Collaboration via Parking Working Group (Recommendations #16)	Monitor, evaluate, and adjust.	City of Austin – Parking Enterprise	Downtown Alliance
	Further evaluate a reservation system for on-street parking.	Assess Path to Park and online reservation systems.	Evaluate on-street reservations and resolve key issues. Identify potential pilot program.	Monitor, evaluate, and adjust.	City of Austin – Parking Enterprise	Downtown Alliance
Implement limited on-street reservation program for loading, as feasible			ATD - Transportation Demand Management Program staff			
<b>8. Continue to reinvest parking revenues into downtown and evaluate allocation of additional revenue to multimodal improvements</b>	Continue to reinvest parking revenues into the parking system and evaluate allocation of additional revenue to multimodal improvements.	Assess existing allocations of parking revenue.	Refine funding estimated post-performance-based pricing implementation.	Implement expenditure list as feasible.	City of Austin - Parking Enterprise	Public Works
		Evaluate potential revenue impacts from performance-based management.	Implement priority projects.	Update financial and expenditure plan.	ATD	Downtown Alliance
		Develop detailed cost estimates and an expenditure list, in collaboration with Parking Working Group and key stakeholders.	Implement expenditure list as feasible.		ATD - Transportation Demand Management Program staff	
		Evaluate and determine priority investments.	Update financial and expenditure plan.			
<b>9. Evaluate a park-n-ride or circulator shuttle to improve transit connections and access to remote parking</b>	Intentionally link transit to parking and other transportation modes	Examine existing transit linkages to parking and transportation assets.	Initiate pilot program for shared parking resource program.	Monitor, evaluate, and adjust transit based on success.	Capital Metro	Movability Austin
			Implement information service improvements.		ATD	Downtown Alliance
			Implement priority website upgrades.			

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9. Evaluate a park-n-ride or circulator shuttle to improve transit connections and access to remote parking	Evaluate a redesigned park-n-ride or circulator shuttle.	Commission feasibility focus group or hire consultant to examine circulator opportunities and alternatives.	Finalize design for route.	Implement circulator or shuttle service.	Capital Metro	Parking Enterprise
		Assess and vet alternatives.	Decide on vehicle and operation model based on examined alternatives.	Monitor, evaluate and adjust routing and operation based on performance.		Movability Austin
			Identify and secure funding. Consider funding available from performance-based management implementation.			
10. Support comprehensive and coordinated improvements in employee-focused mobility services and programs	Expand and diversify the TMA's role as a one-stop mobility and parking resource for employers.	Engage with employers, property owners, and key stakeholders.	Initiate pilot program for shared parking resource program.	Transition to one-stop commuter portal, with trip tracking, dynamic parking information, transit pass purchases, and employer-based mobility platforms.	City of Austin	Property owners
		ID additional funding resources for TMA.	Implement information service improvements.	Monitor, evaluate, and adjust.	Movability Austin	Employers
		Develop shared parking agreement resources, including database platform.	Implement priority website upgrades.			
			ID and define priority info and marketing programs and improvements.			
			Develop and issue RFP for website vendors.			
	Prioritize allocation of parking revenues to TDM programs.	Assess financial impacts of performance-based pricing (Rec #1).	If feasible, approve allocation of funding via appropriate City processes.	Monitor, evaluate, and adjust.	City of Austin Parking Enterprise	Movability Austin
		Evaluate allocation of parking revenue for TDM in context of other priorities.	Implement TDM programs.			
		Identify desired programs and costs.				
	Support efforts to require the provision of TDM programs for new development.	Engage with employers, employees, and downtown stakeholders.	Initiate and evaluate pilot program.	Monitor, evaluate, and adjust, with focus on baseline programs and employer thresholds.	City of Austin	Downtown Alliance
		Develop key TDM requirements, including thresholds and baseline measures.	Implement TDM requirements across downtown.			
Build TMA capacity and resources.		Monitor, evaluate, and adjust.				
Draft zoning changes and legislation.		Approve zoning changes and legislation.				
ID pilot program.		Monitor, evaluate, and adjust.				

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<b>11. Revise the zoning code to better support walkable, mixed-use development within the downtown study area</b>	Eliminate parking minimums (except for single-family residential) throughout the downtown.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Draft and implement ordinance(s) and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Downtown Alliance
		Evaluate peer models.			ATD	Movability Austin
	Expand parking maximums throughout the downtown.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Implement ordinance(s) and initiate program review.	Monitor program implementation.	City of Austin	Downtown Alliance
		Draft ordinance			ATD	Movability Austin
	Exempt changes of use from providing additional parking.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Draft and implement ordinance(s) and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Downtown Alliance
		Evaluate peer models.			ATD	Movability Austin
	Incorporate policy levers to improve development and tenant flexibility to produce context-sensitive design.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Draft and implement ordinance(s) and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Downtown Alliance
		Evaluate peer models.			ATD	Movability Austin
	Incorporate site-specific requirements related to all mobility options.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Draft and implement ordinance(s) and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Downtown Alliance
		Evaluate peer models.			ATD - Transportation Demand Management Program staff	Movability Austin
	Incorporate design requirements that support a walkable environment.	Evaluate peer models.	Implement ordinance(s) and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Downtown Alliance
		Draft ordinance			ATD	Movability Austin
<b>12. Require provision and enforcement of transportation demand management (tdm) for all new downtown development above a certain size</b>	Establish minimum required TDM elements for all new development in downtown.	Establish ongoing dialogue with CodeNext and other city staff to coordinate TDM/zoning recommendations.	Integrate TDM review as part of development approval process.	Revise ordinance and parameters as needed.	City of Austin	Movability Austin
		Evaluate peer models.	Implement TDM ordinance and initiate program review.	Evaluate expansion of program to other parts of city.	ATD	Employers
	Prioritize additional TDM measures to mitigate a project's excessive trips or VMT.	Conduct outreach with key stakeholders.	Monitor program implementation.	Evaluate expansion of program to other parts of city.	City of Austin	Employers
		Confirm program parameters, including size thresholds, minimum program requirements, geographic variations, and monitoring requirements.	Draft and review ordinance.	Revise ordinance and parameters as needed.	ATD	Employers
			Approve ordinance			
<b>13. Revise the zoning code to incentivize sharing of parking</b>	Revise the zoning code to incentivize the provision of shared, public parking within private downtown development.	Establish ongoing dialogue with CodeNext and other city staff to coordinate zoning strategies.	Implement ordinance and initiate program review.	Revise ordinance and parameters as needed.	City of Austin	Movability Austin
		Conduct outreach with key stakeholders.	Monitor program implementation.	Evaluate expansion of requirements to other parts of city.	ATD	Employers
			Draft, review, and approve ordinance.			Downtown Austin Alliance

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		Short-Term	Medium-Term	Long-Term	Lead	Support
14. Create dynamic inventory and adjust on-street regulations to maximize flexibility at the curb	Create a database and tool to enable dynamic understanding of on-street inventory and regulations.	Review Parking Study information and integrate with City data efforts.	Ongoing data collection for inventory and regulation.	Public on-street inventory and integration with other technologies such as real-time availability or event management systems.	City of Austin - Parking Enterprise	Downtown Alliance
		Evaluate capacity for database management.	Database synthesis and testing.			
			Research and engage vendors via an RFP for dynamic inventory platforms (if necessary).			
	Review and revise loading zones and Loading Permit program.	Review Parking Study information and integrate with City data.	Assess loading zone locations vs. land uses.	Consider phase out or shift of Loading Permit program to events only.	City of Austin - Parking Enterprise	Downtown Alliance, particularly business community representatives
			Evaluate Loading Permit program.	Potentially relocate and/or update regulations of loading zones to ensure equal distribution.		
	Continue to encourage valet parking. Ensure consistent regulations among providers.	Draft and adopt official enforcement policies.	Ensure "grace" policy during initial roll out of performance-based program.	Monitor, evaluate, report, and revise.	City of Austin - Parking Enterprise	Downtown Alliance
		Review citation data and identify common infractions and citations.	Communicate enforcement policies and procedures.			
		Define new metrics and benchmarks for enforcement.	Establish enhanced training classes for enforcement staff.			
		Coordinate with downtown stakeholders.	Monitor, evaluate, report, and revise.			
		Define and formalize enforcement procedures for staff, prioritizing an "Ambassador" approach.				
Review and evaluate citation rates and towing authority.						
Coordinate with State of Texas on enforcement policies and procedures.						
					State of Texas	
					Downtown stakeholders	

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<b>15. Define and implement enforcement strategy to support performance-based management. Allocate sufficient resources to parking enforcement</b>	Define and implement enforcement strategy to support performance-based management.	Draft and adopt official enforcement policies.	Ensure "grace" policy during initial roll out of performance-based program.	Monitor, evaluate, report, and revise.	City of Austin - Parking Enterprise	Downtown Alliance
		Review citation data and identify common infractions and citations. Enforcement on and around east 5th and 6th streets could build on the data collected by this study.	Communicate enforcement policies and procedures.			
		Define new metrics and benchmarks for enforcement.	Establish enhanced training classes for enforcement staff.			
		Coordinate with downtown stakeholders.	Monitor, evaluate, report, and revise.			
		Define and formalize enforcement procedures for staff, prioritizing an "Ambassador" approach.				
		Review and evaluate citation rates and towing authority.				
		Coordinate with State of Texas on enforcement policies and procedures.				
	Allocate sufficient resources to parking enforcement.	Conduct assessment of staffing needs and opportunities.	Adjust routing and staffing for performance-based program.	Monitor, evaluate, report, and revise.	City of Austin - Parking Enterprise	
		Conduct assessment of enforcement tools.	Monitor, evaluate, report, and revise.			
		Hire staff for priority positions.				
		Design and initiate enhanced training.				

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<b>16. Establish a formal collaboration between the city and parking stakeholders</b>	Establish a formal collaboration between the City and parking stakeholders.	<p>Transition the short-term Priority Action Team (Chapter 6) to the long-term Parking Working Group (PWG). City and Downtown Alliance identify potential PWG members, such as:</p> <ol style="list-style-type: none"> <li>1. Local development community</li> <li>2. Business owners</li> <li>3. Employers</li> <li>4. Capital Metro</li> <li>5. Travis County</li> <li>6. State of Texas</li> <li>7. UT-Austin</li> <li>8. Movability Austin</li> <li>9. Parking owners and operators</li> </ol>	Develop Strategic Plan, including targeting multimodal infrastructure and programmatic improvements.	Work with the City to shape policies around emerging and shared mobility programs and services.	Downtown Austin Alliance	City of Austin				
			Encourage private parking owners who operate publicly available parking to adopt streamlined signage.	Provide guidance on key issues, such as priority expenditures and TDM programs.			Local development community			
			Support private parking owners to open parking to public.	Monitor, evaluate, and report annually.				Business owners		
			Support implementation of employee TDM programs.						Movability Austin	
			Integrate parking operators outside of City into City pricing system.							ATD - Transportation Demand Management Program staff
			Monitor, evaluate, and report annually.							
			Convene inaugural PWG meeting, set ground rules, and agenda and goals for year.							
<b>17. Enhance event management practices to maximize parking system flexibility and predictability</b>	Adjust prices via performance-based program to include peak event pricing in high demand areas. Calibrate prices at a lower rate in more remote areas to balance demand.	Determine event pricing rates.	Implement event pricing rates.		Monitor and adjust rates.	City of Austin -Parking Enterprise				
		Provide as much advanced information as possible.	Work with vendors to ensure that parking information is up to date and centralized.		Enhance any signage requirements as part of event permitting process.	Pursue permanent installation of dynamic way-finding signage in frequently used areas.	ATD			
		Provide advanced parking purchasing for remote locations.	Coordinate with hotels and venues to provide centralized parking information.	Implement pilot advance purchase program.	Standardize advance purchasing through a centralized database if possible.	City of Austin -Parking Enterprise	Event venues and hotels			
		Update asset management systems.	Explore approach to temporary signage and meter bagging. Evaluate more dynamic, less admin-heavy systems.	Monitor and evaluate pilot program.	Monitor and evaluate.	City of Austin -Parking Enterprise	Promoters			
Identify facilities that have advance purchase capabilities.	Implement cost-sharing approach for meter bagging and signage administration.									
Work with vendors and off-street facilities to pilot advance parking purchases.	Pursue and implement dynamic event signage program.									

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<b>18. Plan for the future to nimbly respond to long-term trends in mobility and parking</b>	Provide flexible policies and guidelines for new technologies.	Review goals established through Austin Mobility Plan and other citywide plans.	Codify policy statements into legislation as necessary. Consider goal-oriented legislation rather than specific requirements.	Review policy statement and processes, and revise as necessary.	City of Austin	Parking Enterprise				
		Coordinate with key departments, stakeholders, and private companies to identify needs and opportunities.	Develop and initiate process for review of technology and mobility initiatives, services, and trends.				ATD - Transportation Demand Management Program staff			
		Draft and adopt policy statement from City Council supporting key principles, goals, and guidelines for emerging technologies.	Facilitate implementation and integration of services and technologies.							
	Continue to prioritize a flexible curb.	Review parking study results and determine additional data collection needs.	Create comprehensive inventory of curbside regulations.	Adjust active loading zones as necessary.	City of Austin Parking Enterprise	ATD				
			Analyze active loading (i.e. valet, loading zones) distribution.							
	Support transportation network companies that fill mobility gaps and meet citywide goals.	Discuss role of TNCs with Parking Working Group.	Meet with and engage key stakeholders.	Identify on-street spaces to dedicate for taxi and TNC loading if appropriate.	City of Austin	Parking Enterprise				
							Identify goals of Austin Mobility Study and other citywide initiatives that apply to this industry.	Pursue new or enhanced policies to support evolving TNC operations in Austin and ensure that their effect is positive for all populations.	Revisit policies if necessary.	Downtown Alliance
	<b>19. Strategically invest in public and shared parking supply in key locations</b>	Strategically invest in public and shared parking supply in key locations.	Establish database, methodology, and approach to consistently update and refine land use information, including planned and proposed projects.	Monitor impacts of Recommendations #1-18 on parking demand and system effectiveness.	Add new supply as needed, prioritizing: public/shared, coordinated management, technology investments, and strong design.	City of Austin	Downtown Alliance			
			Invest in shared parking analysis tools to enable ongoing discussion of new supply as development occurs.	Track new and proposed development and update database and tools periodically.						
Support implementation of key recommendations to improve use of existing supply, maximize shared parking, and reduce overall parking demand.			Identify and secure potential funding mechanisms for new supply.	Monitor, evaluate, and adjust.	Parking Enterprise	Developers				
Identify hot spots and priority areas by district.			Refine hot spots and priority areas by district.							
Identify potential specific locations/projects for new supply by district.			Refine potential specific locations/projects for new supply by district.							
			Add new supply as needed, prioritizing: public/shared, coordinated management, technology investments, and strong design.							