

# Reduced Parking Incentives Pilot Program

## Eligibility Requirements

In order to be eligible for the reduced parking incentives pilot program, a project would have to include an existing building or buildings that are proposed to be expanded or converted to a use that would normally require additional parking spaces. Since City Council is in the process of eliminating all parking requirements in the CBD and DMU zoning districts in the downtown area, the project would have to be located outside those districts, where parking requirements still apply. The project would have to be located in an area where access by alternative modes such as pedestrian, bicycle, or transit is attractive and convenient. It would also have to include a use or uses that are conducive to access by non-motorized vehicles. An example of a use that would not qualify for the pilot program would be a warehouse that is heavily dependent upon truck deliveries. A project should also be able to be completed and occupied within 3 to 6 months of approval. Finally, an applicant would have to commit to providing and maintaining strategies to reduce parking and agree to participate in a follow-up evaluation during the trial period.

## Application Process

Each applicant is required to submit an application which provides basic information about the property, the proposed development, and the employees and customers of the business. It also includes a plan for parking reduction incentives and an explanation of how the applicant intends to implement the program. During the pilot program each participant would be allowed the flexibility to develop an incentive program tailored to their specific project. The application packet contains a list of strategies that have been employed in other cities to reduce travel demand. The exact level of parking reduction allowed will be determined in consultation with City staff based on the characteristics of each project and the level of commitment to implementation. Applications must be submitted by **April 30, 2013**, in order to be considered for the pilot program.

## Objectives and Performance Measures

The key objectives of the pilot program are to:

- Reduce parking requirements with no adverse effects on employees, patrons, or the public.
- Reduce motor vehicle miles traveled.
- Test and evaluate alternative incentive methods.

In order to determine whether these objectives are being met, each proposal must include specific performance measures that can be tracked through a cooperative data collection effort between the applicant and City staff. Performance measures must be identified in the application and should include such factors as:

- Number of participants
- Total number of employees/customers
- Rate of participation in each incentive
- Motor vehicle trips eliminated
- Parking spaces eliminated
- Customer or public complaints to owner

This information should be collected by means of oral or written surveys of employees and customers.

### **Staff Evaluation**

Each proposal will be reviewed and evaluated by a staff committee containing representatives of the Planning and Development Review Department and the Austin Transportation Department. The evaluation will include an assessment of the reasonableness of the applicant's proposal and the likelihood that the parking reduction objectives can be achieved. Staff may consult with the applicant as part of the evaluation and may ask for refinement of the proposal during the review process.

### **Signed Agreement**

Each proposal that is selected for participation in the pilot program will be incorporated into a written agreement identifying the responsibilities of the participants and documenting the parking reductions allowed. The agreement will include a timeframe for implementation and a provision for follow-up monitoring of the program to determine its effectiveness. Penalties for non-compliance with the agreement would also be identified.

### **Implementation**

Staff will work closely with participants during the implementation phase to ensure that projects proceed to completion and occupancy in a timely manner. Once occupied, each project will be monitored on a quarterly basis to evaluate how it is performing relative to the expectations contained in the application. At the end of one year, a full evaluation will be performed and presented to City Council with recommendations on the continuation of the program on a permanent basis.

### **Questions**

For questions about this pilot program, please contact Sangeeta Jain, Planning & Development Review Department, 974-2219, or [sangeeta.jain@austintexas.gov](mailto:sangeeta.jain@austintexas.gov). An application and other information about the program is available online at <http://www.austintexas.gov/department/planning>.

