



Legislation Text

File #: Res. 2018-117R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2018-117R, adopting the "Parking Program Framework Plan" as a guide for the development of a comprehensive and strategic approach to managing parking in and around Downtown San Marcos, identifying key program objectives, draft program vision and mission statements, a set of guiding principles, as well as a set of primary action items to guide program evolution and development; authorizing the City Manager to carry out parking management planning and operational activities on behalf of the City; and declaring an effective date.

Meeting date: June 19, 2018

Department: CMO - Kevin Burke, Economic Development & Downtown Administrator

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: Resolution approving a contract with Kimley-Horn Associates for parking management consulting services - June 21, 2016

City Council Strategic Initiative:

City Facilities

Choose an item.

Choose an item.

Comprehensive Plan Element (s):

☒ Economic Development - Diverse Local Economic Environment

☐ Environment & Resource Protection - Choose an item.

☒ Land Use - High Density Mixed Use Dev. & Infrastructure in the Activity Nodes & Intensity Zones (supporting walkability and integrated transit corridors)

☐ Neighborhoods & Housing - Choose an item.

☒ Parks, Public Spaces & Facilities - Well maintained public facilities that meet needs of our community

- ☒ Transportation - Multimodal transportation network to improve accessibility and mobility, minimize congestion and reduce pollution
- ☐ Not Applicable

Master Plan:

Downtown Master Plan

Background Information:

In June of 2016, the City of San Marcos engaged Kimley-Horn and Associates (Kimley-Horn) to provide on-call consulting services related to the development of a Parking Program Implementation Plan along with specific technical memoranda on key topics such as mobile license plate recognition technology, transportation demand management (TDM), management and organizational structure, etc.

On May 15, 2018, Council held a Work Session with Kimley-Horn to review the consultants recommended parking organization and staffing plan, as well as a Draft Parking Program Framework Plan. The purpose of this agenda item is to adopt the Parking Program Framework Plan as a working document and a guide for the development of a comprehensive and strategic approach to managing parking in and around Downtown San Marcos

This "Parking Program Framework Plan" provides a high-level program overview for the development of a comprehensive and strategic approach to managing parking in the downtown area of San Marcos, TX. It also identifies key program objectives, recommended program vision and mission statements, a set of program "guiding principles" as well as a set of primary action items to guide program evolution and development.

This Parking Program Framework Plan is intended to be a guide for decision makers on topics such as governance, customer service, planning, technology, enforcement, as well as parking facility and systems management. Specific objectives include providing strategies and tools to:

- Identify governance and management structures that will work best for San Marcos that will also contribute to the successful implementation of other recommendations
- Improve public perceptions of parking within the study area
- Position parking as a contributor to continued redevelopment and economic expansion of Downtown
- Provide recommendations on establishing positive and proactive customer relations
- Explore the range of parking management strategies that can be used by the City's management staff to encourage on-street parking turnover and promote increased community vitality without unduly penalizing infrequent violators
- Identify management strategies and technologies that can improve the customer experience, while also controlling operating costs and enhancing system financial performance.
- Position parking management within the larger "mobility management" context in a way that promotes a balanced system of parking and multi-modal transportation alternatives.

Council Committee, Board/Commission Action:

None.

Alternatives:

N/A

Recommendation:

Staff recommends approval.