



Parking Management Strategy: Midtown

June 24, 2021

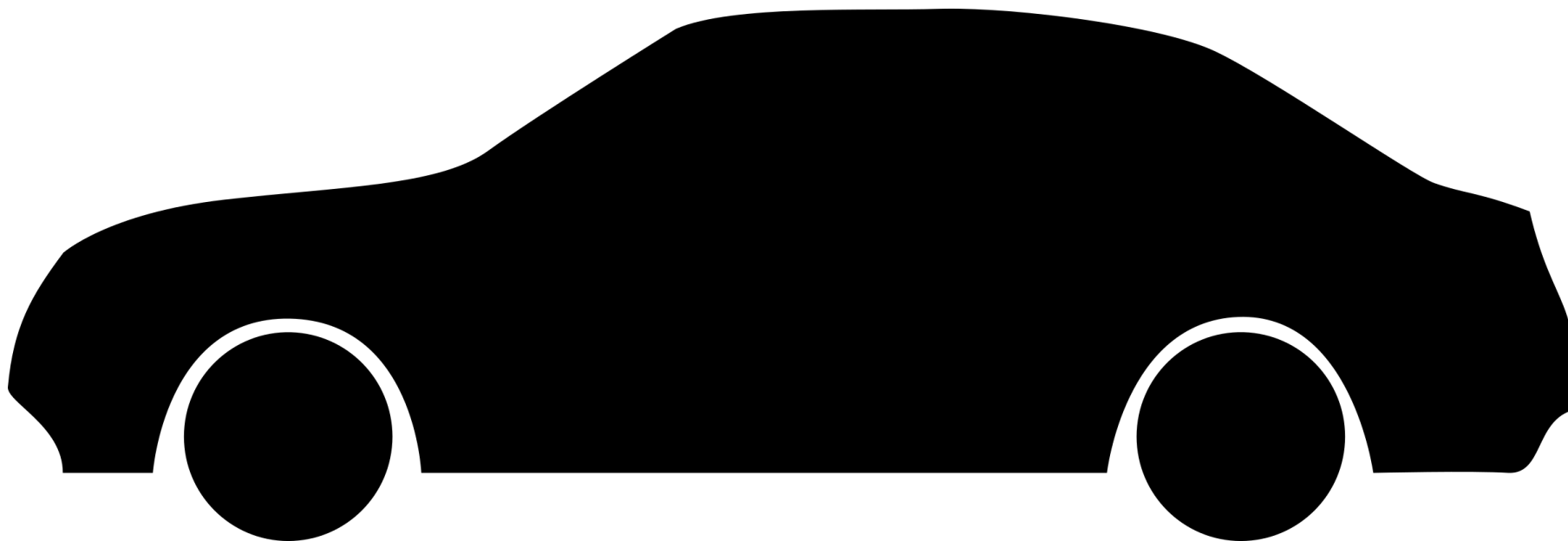
Technology, Transportation & Infrastructure Committee
ParkHouston
Administration & Regulatory Affairs Department
Maria Irshad, Assistant Director



Agenda

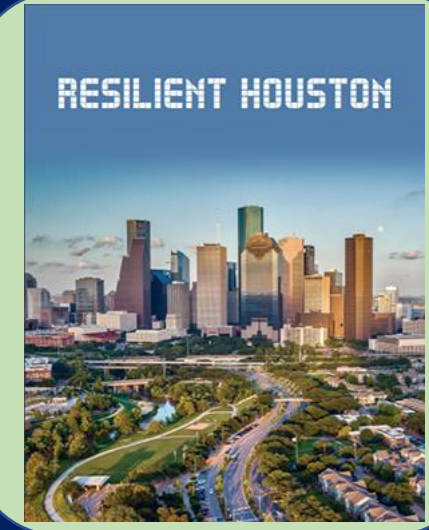
- Parking 101
- Midtown
- Action Items & Timeline

Parking 101

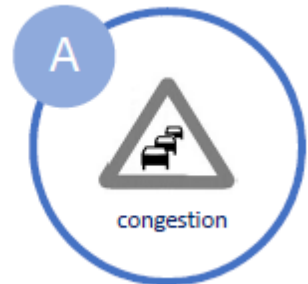


Parking for Mobility Goals

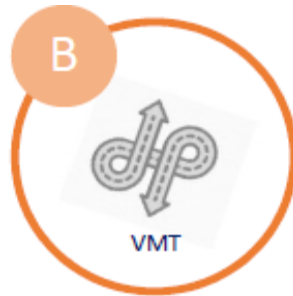
- **Mode Choice**
Balance curb space allocation to encourage sustainable trip options (bike, transit, ped, etc)
- **Commute Time**
Improve parking system efficiencies to reduce travel time and vehicle miles traveled
- **Equity**
Curb management strategies that promote equal and flexible access for all travel types and public needs



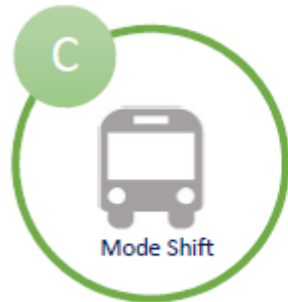
Benefits



Parking pricing is the second most effective congestion reduction strategy. — Victoria Transport Policy Institute



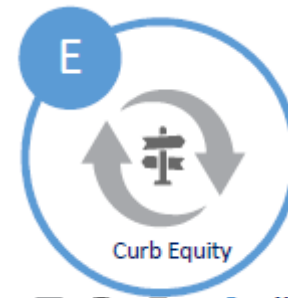
Less time spent looking for parking equals reduction in vehicle miles traveled which reduces overall time spent traveling.



Increased flexibility and access to the curb helps create a balanced transportation network, allowing for better travel choice options.



Less circling, reduced VMT and SOV uses will help reduce emission and help the city meet its attainment goals.



Providing more access to uses other than SOV's increases equity for all system users.



Operations

- About 10,000 metered on-street parking spaces
- 7 am to 6 pm
- 3 hour time limits
- Current rates
 - .50 per hour to \$2.25 per hour





Parking Tools

- Community Parking Program
- Residential Parking Permits
- Time limits
- Paid Parking
- Parking Benefit Districts

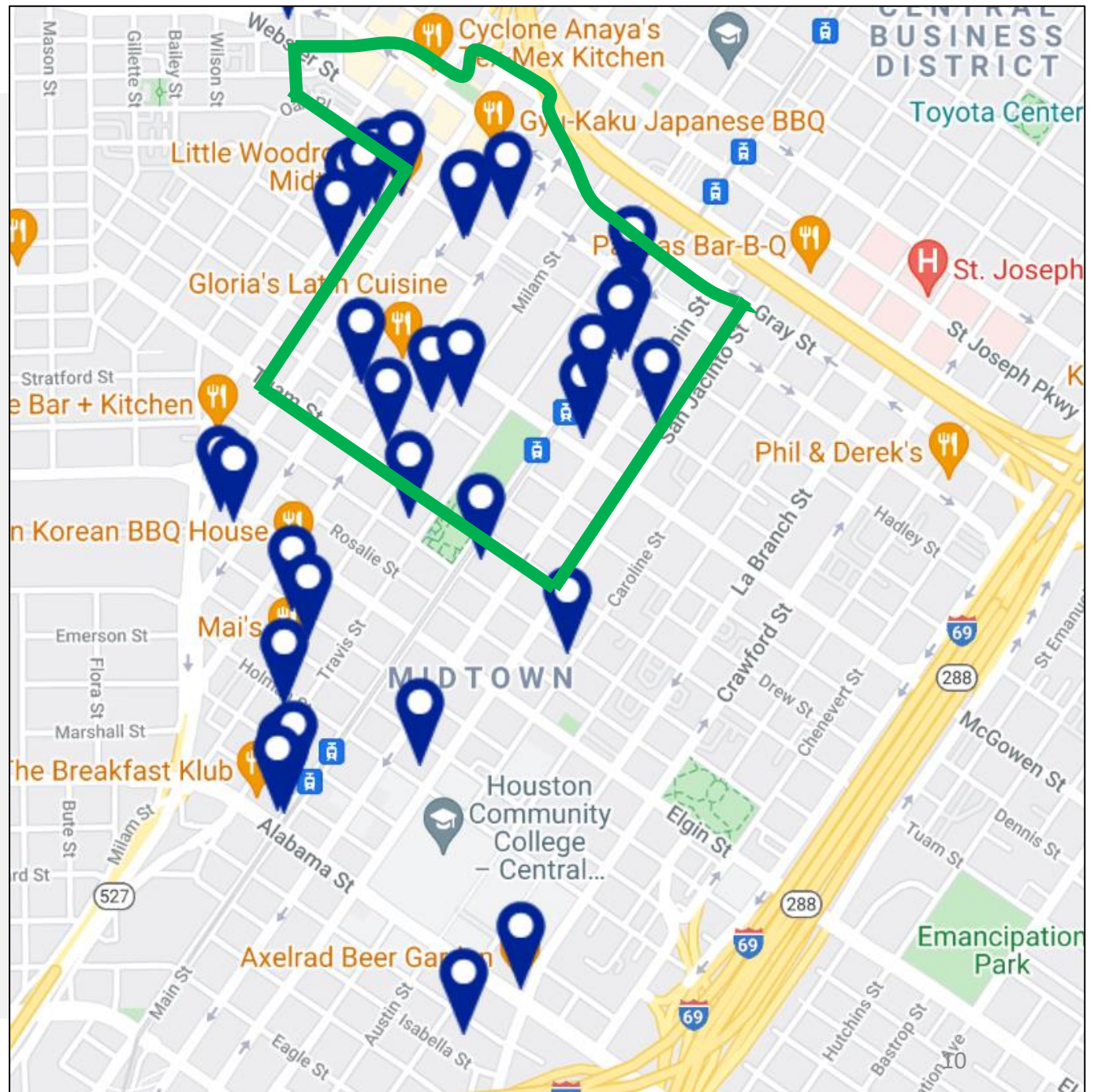
Parking Policy



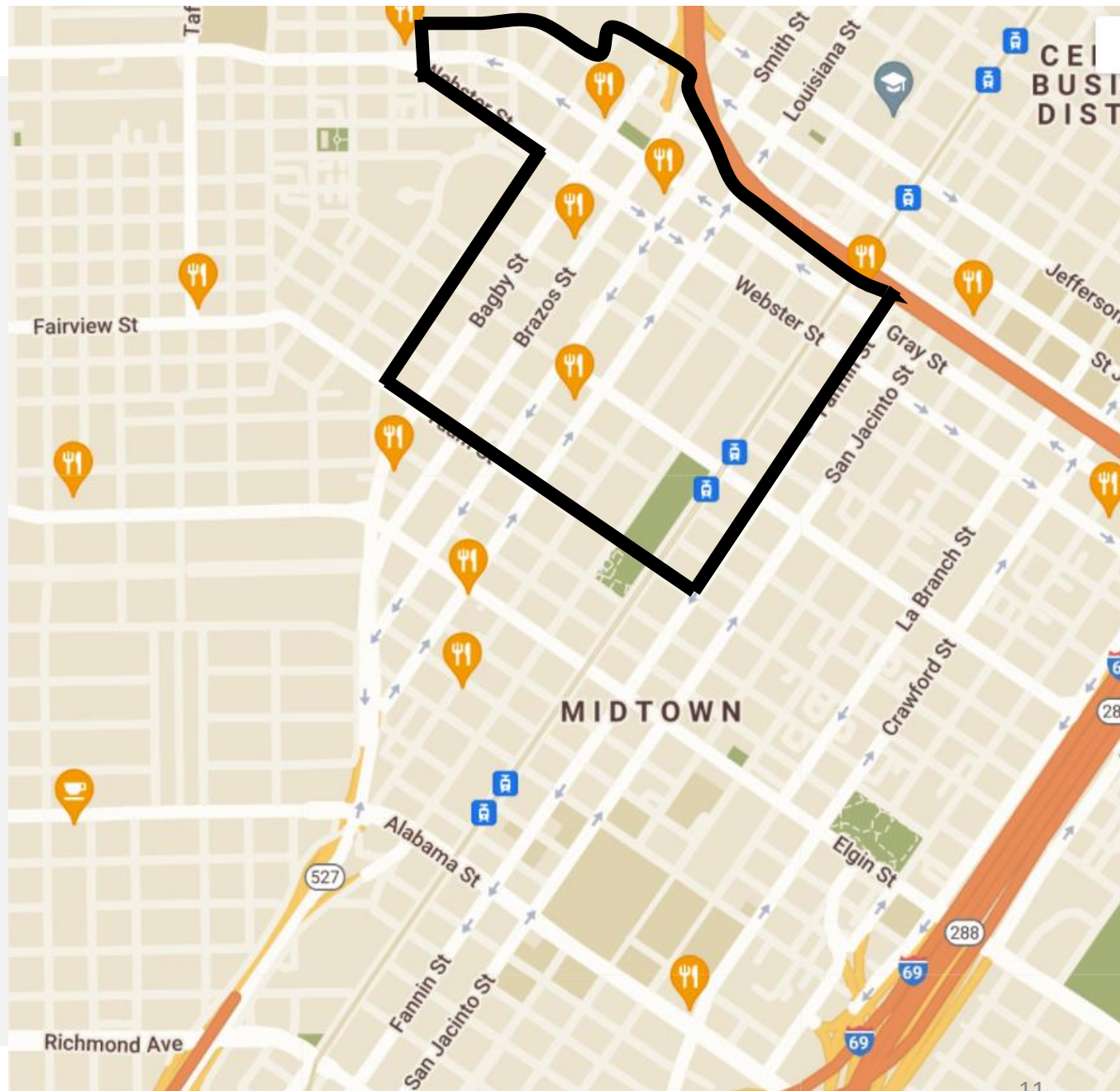


MIDTOWN

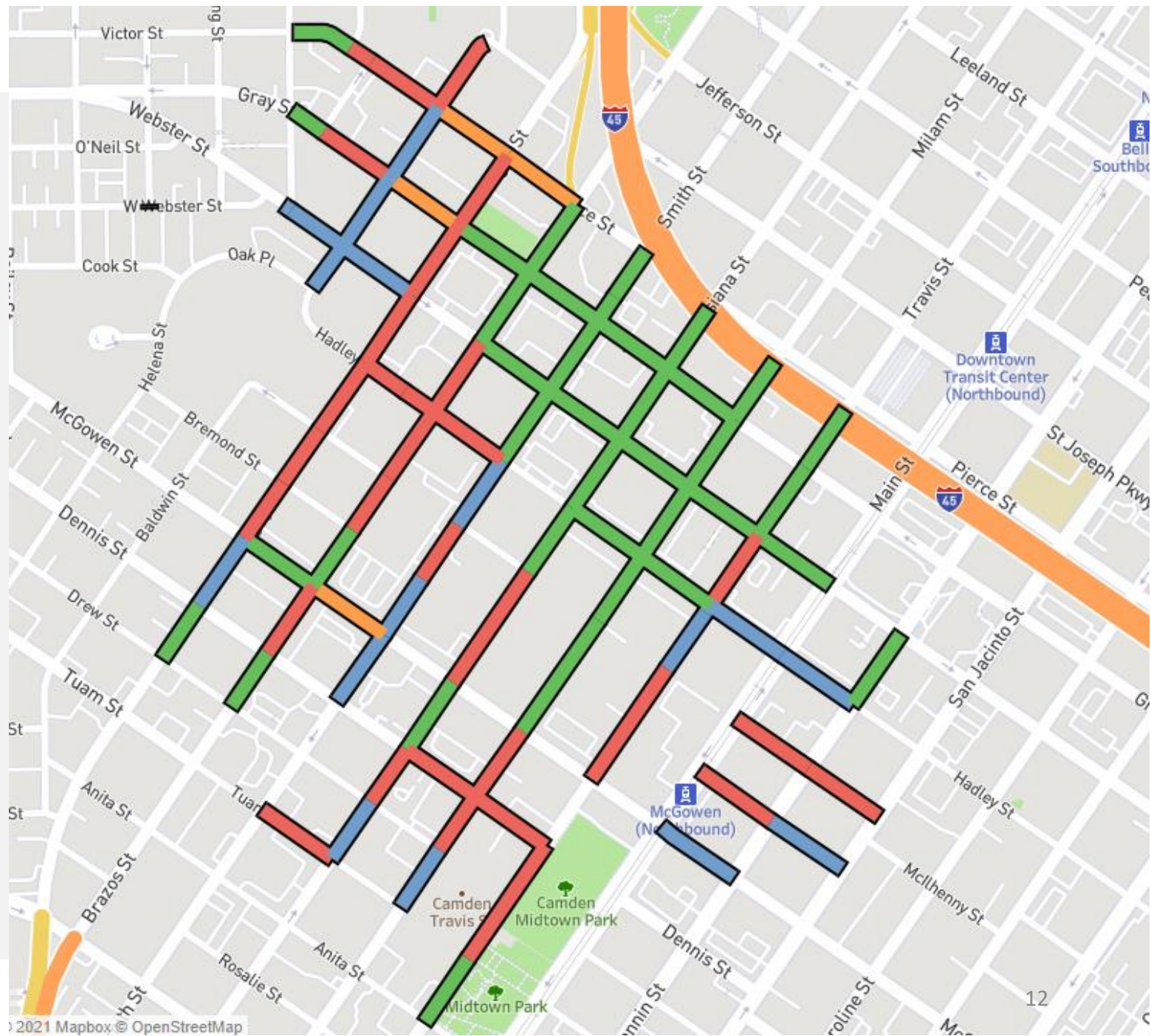
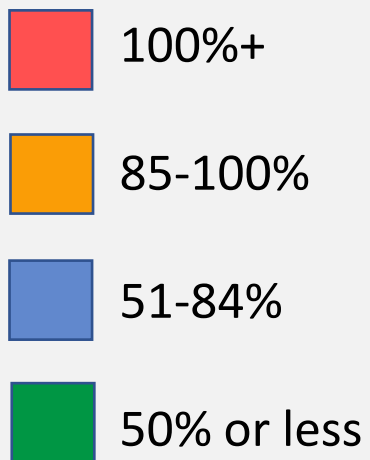
Nightlife



Boundary Map







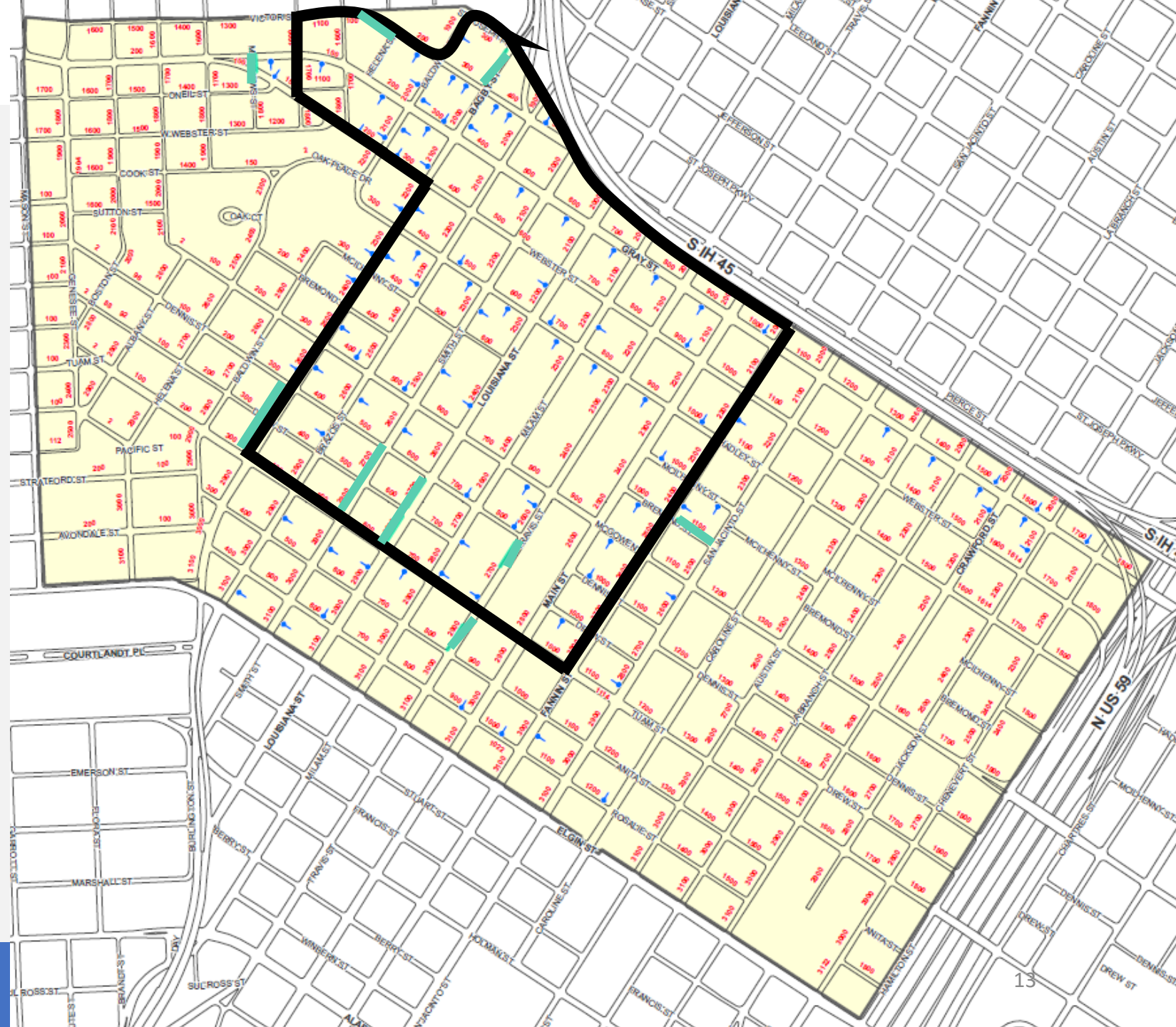
Occupancy



Midtown

KEY

-  Existing Meters
-  Proposed Meter Locations
-  Pavement
-  Metered Area





Next Steps

- Public Comment period: June 25 – July 9 (www.houstonparking.org)
- Extend Midtown meter hours of operation to midnight – Late Summer 2021
- City Council Action
 - Parking Benefit District for Midtown – Fall 2021
 - Community Parking Program – Fall 2021



Questions?