

October 20, 2025

Downtown Managed Parking Program

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Purpose and Overview



- ▲ Background, history and context
- ▲ Provide an update on the Downtown Paid Parking Program implemented July 7, 2025
- ▲ Share key outcomes, data, and lessons learned
- ▲ Recommendations for refinement and next steps

Background

- ▲ Parking reform and management has been a key focus for downtown
- ▲ Building the right amount of parking in the right location is a challenge
- ▲ Comprehensive parking policies look beyond balancing supply and demand
 - Location, signage, price, time limits and design
- ▲ No “silver bullet” solution
- ▲ 2016 and 2023 parking related studies
- ▲ Parking study committee formed in 2023 to evaluate and provide recommendations

Critical Success Factors

P4 Parking Reform

Recommendation: Perform Parking Management Study to consider additional parking management policies (see Menu of Options below).

Pros:

- Decreases the cost of new development with less parking required and needed.
- Allows for new development and infill development to be sited in a walkable, pedestrian-friendly manner.
- Allows for a more visitor friendly parking experience in Downtown with strategically placed parking.

Cons:

- Cost of parking consultant.
- Cost of staff time and resources.

Phasing:

Short-term to Long-term.

Dept/Agency Responsible:

- City

Implementation Status:

- TBD

X	Parking Management Policy Menu
	Increase on-street parking supply through traffic calming strategies.
	Expand current shared parking allowance district in Downtown.
	Implement a limited parking pricing plan, with all funds raised going to Downtown Improvements.
	Reduce or eliminate parking requirements for new development in Downtown.
	Implement remote parking for employees and special events.
	Use real-time user information systems to inform

Discussion of Priced Parking Plan



How the Price of Parking Influences Behavior:

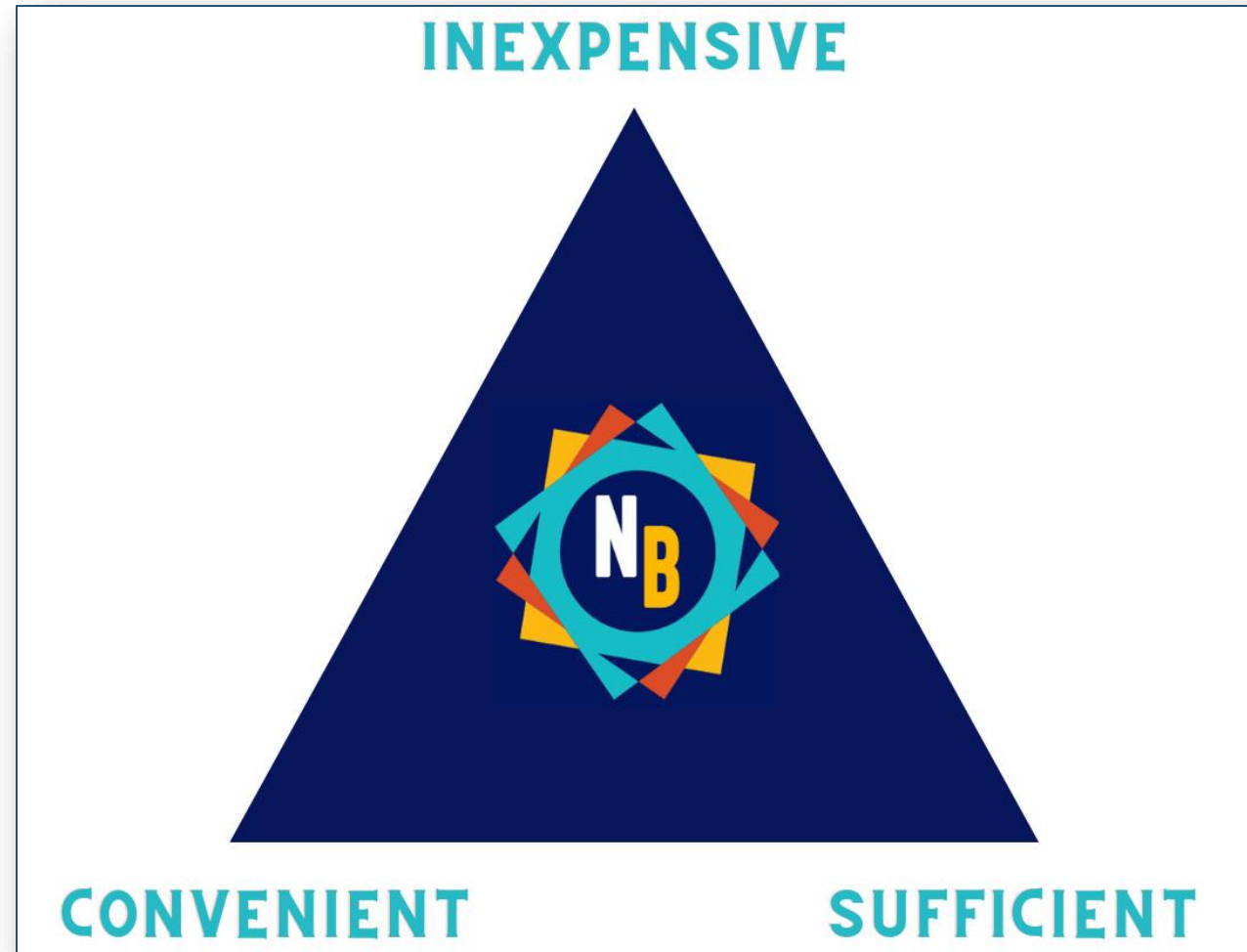
Available, convenient, on-street customer parking is essential to the success of “Main Street” retail shops. Cities have found that the best way to create vacancies and rapid turnover for convenient, front door parking spaces is to use economic incentives to persuade some drivers to park in the less convenient spaces (in off-street lots and/or garages or a block or two away). In other words, the City charges more for the best spots, and less or nothing at all (i.e. free parking) for less convenient, under-used lots and spaces.

Using smart parking systems with electronic meters, a City can vary the price of on-street parking so that there are always a convenient spaces available for drivers (15% occupancy is ideal for on-street parking). Short-term parkers will be willing to pay more for parking spaces that they are using for a shorter period of time, while drivers looking to stay in an area for a longer trip have the financial incentive to park in a garage, lot, or less expensive zone of on-street parking. Using smart parking systems for priced parking, a City can maximize the use of on-street parking spaces while still creating enough turnover to ensure there are always a couple spaces available in which to park.

New Braunfels should consider implementing parking fees in the center of Downtown in a three-tiered system, in which on-street

The Parking Triangle – 2 but never 3

- ▲ It's impossible to have all three in your parking system
- ▲ **Convenient** = close to where you want to go
- ▲ **Sufficient** = available when you want it
- ▲ **Inexpensive** = unmanaged – no time limits or cost to occupy



Before Paid Parking

- ▲ 2-hour time limits, M-F, 8am-5pm
- ▲ Limited turnover in high-demand areas
- ▲ Not rigorously enforced – system could be gamed
- ▲ Enforcement did not coincide with demand
- ▲ Prime spaces often occupied by employees or all-day parkers
- ▲ Visitors circling and parking further from businesses
- ▲ Private lots then converted to paid parking, creating even more pressure for on-street parking
- ▲ Ongoing perception of low availability of parking
- ▲ Stakeholder requests for improved management, enforcement and fairness

Previous Observations



On-Street Full



Off-Street Near Empty

2023 Parking Management Study (in order)



▲ **Management and Enforcement**

- Manage the existing resource to encourage turnover in spaces

▲ **Public Information and Customer Relations**

- Wayfinding, communication, branding

▲ **Expand Supply Opportunities**

- Where possible, increase availability in a cost-efficient manner

▲ **City needs a comprehensive approach to better manage the existing supply, monitor changes and reassess**

Parking Policy – A Binary Choice

Unmanaged Parking

No rules apply to the system – “first come, first serve” basis

No costs, time or other limits to occupying spaces

Managed Parking

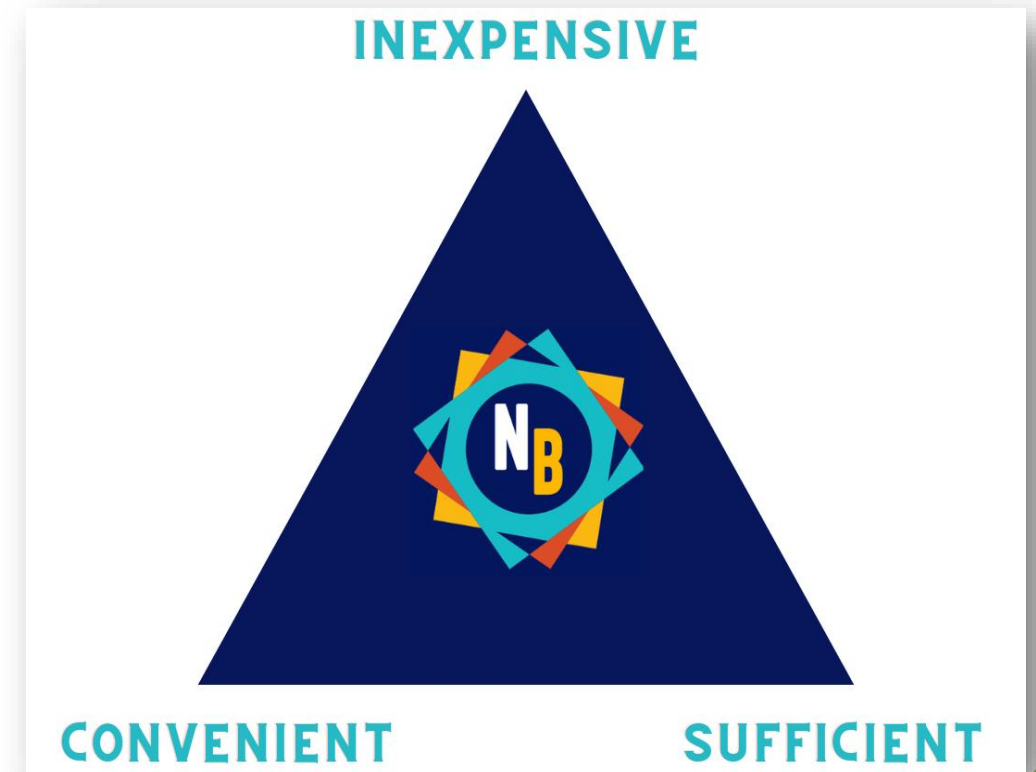
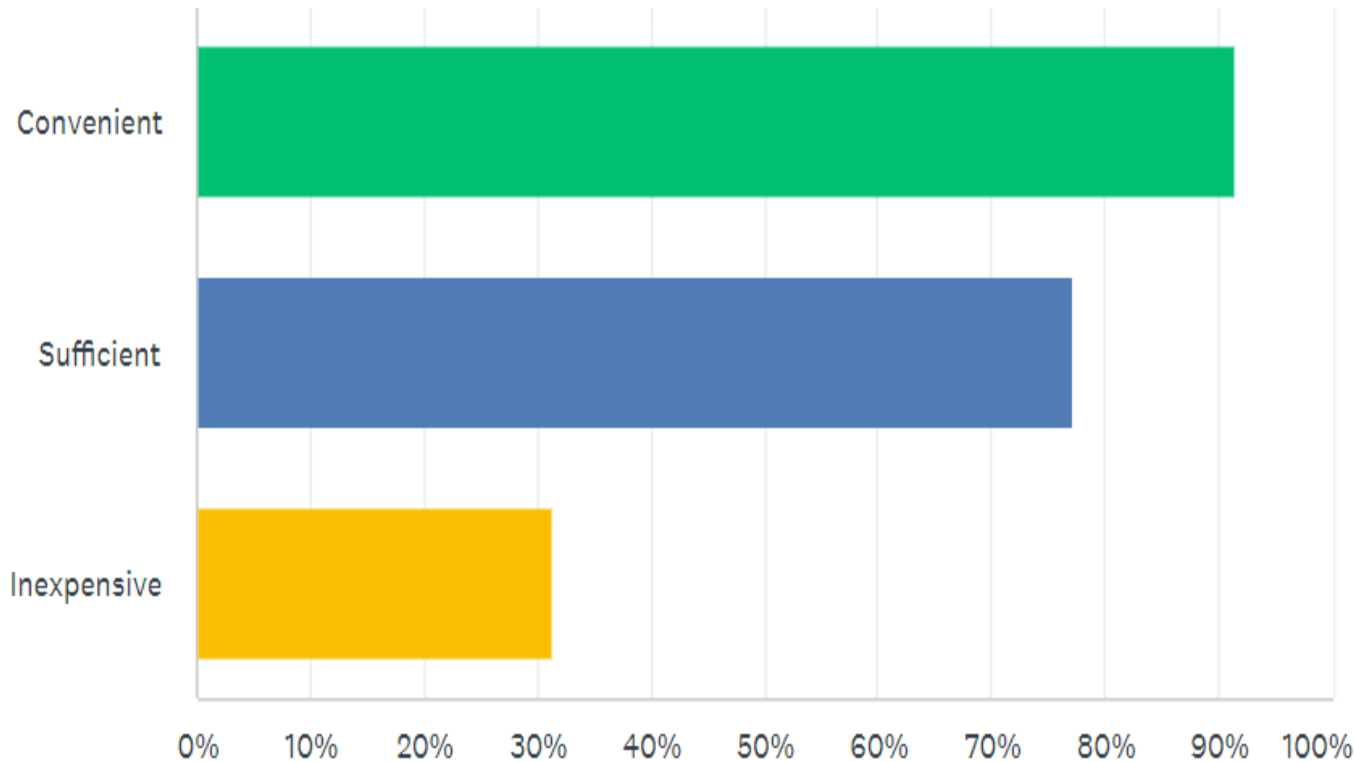
Utilize policies, tools and enforcement (time limits, pricing, permits and zones) to make parking more available, accessible, equitable and consistent with downtown goals

Utilize all or a blend of policies and tools to manage the existing supply

The Parking Triangle – 2 but not all 3

Survey of business owners:

“Select the two most important parking factors to you or your business.”



Goals of Managed Parking System



- ▲ Improve turnover and access for customers, visitors and short-stay uses
- ▲ Promote fairness and better use of a limited resource (space)
- ▲ Users who want to find a parking space can find one that is convenient and available
- ▲ Reduce cruising and congestion
- ▲ Prevent overbuilding of parking

Why Paid Parking?

- ▲ **Favors short to mid-term users**
- ▲ **Discourages all-day** employee and owner parking in prime spaces
- ▲ Generates **income to pay for enforcement** efforts
- ▲ Shifts **costs onto the user** versus making all citizens pay
- ▲ Support economic vitality by **improving customer access**
- ▲ Gives consumers a **choice** in length of stay
- ▲ **Funding source** for downtown parking and related improvements

turnover

equity

vibrancy

reinvest

Program at a Glance

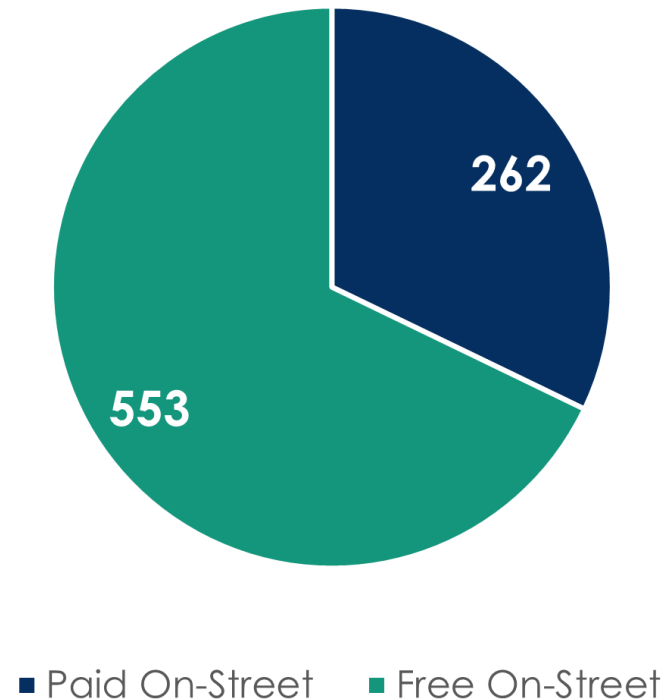


- ▲ **Launch date:** July 7, 2025
- ▲ **Enforcement by:** Interstate Parking
- ▲ **Paid hours:** 10am – 10pm, Daily
- ▲ **Rate:** Free First Hour, \$2/hour, up to \$10/day
- ▲ **Spaces managed:** 262 are paid, on-street (old 2-hour spaces)
 - **1,000+ on and off-street public spaces remain free**
- ▲ **Payment options:** Credit Card, Google/Apple Pay at QR code, Text, Phone or In Person
- ▲ **Employee Permit Program**

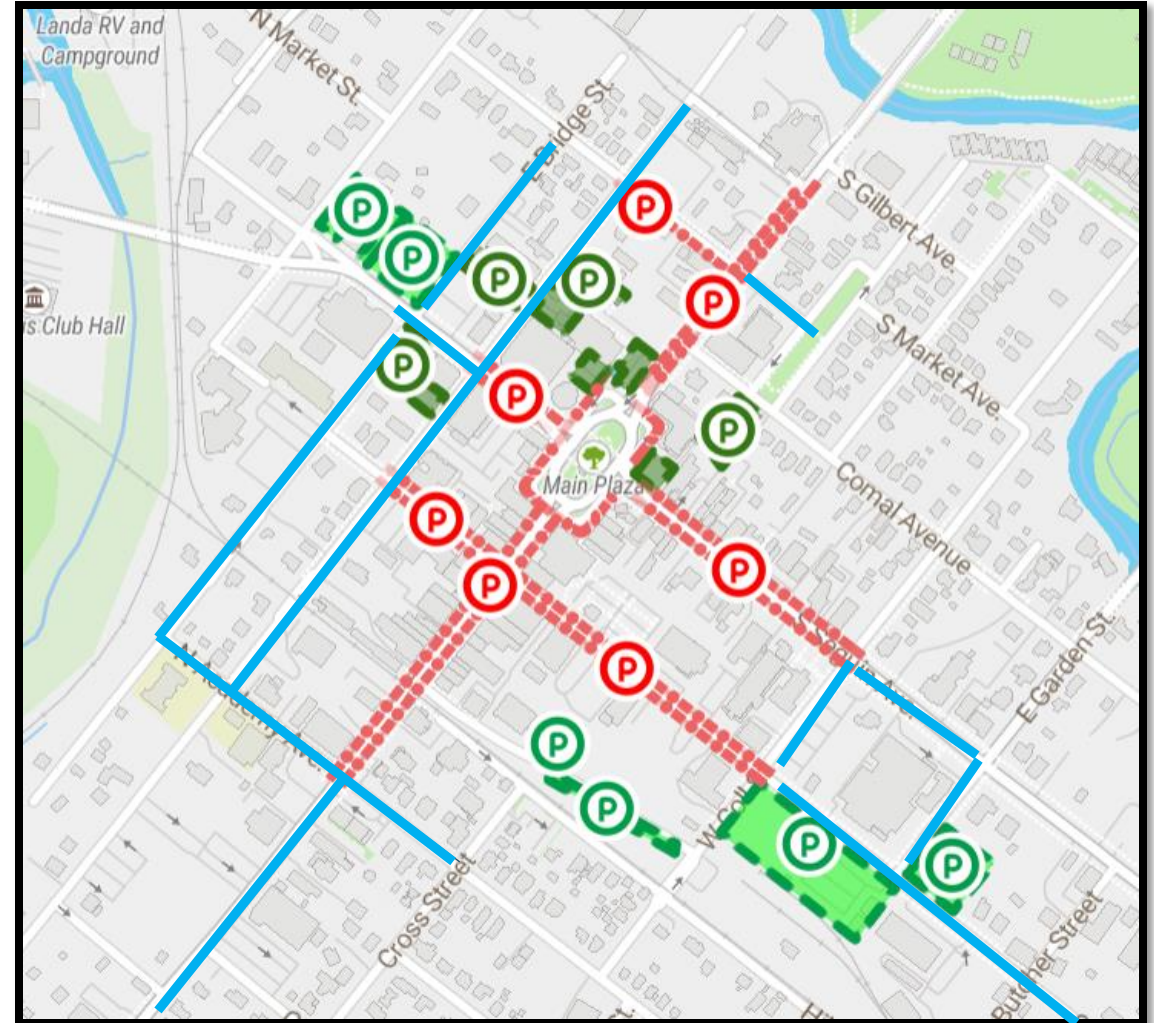
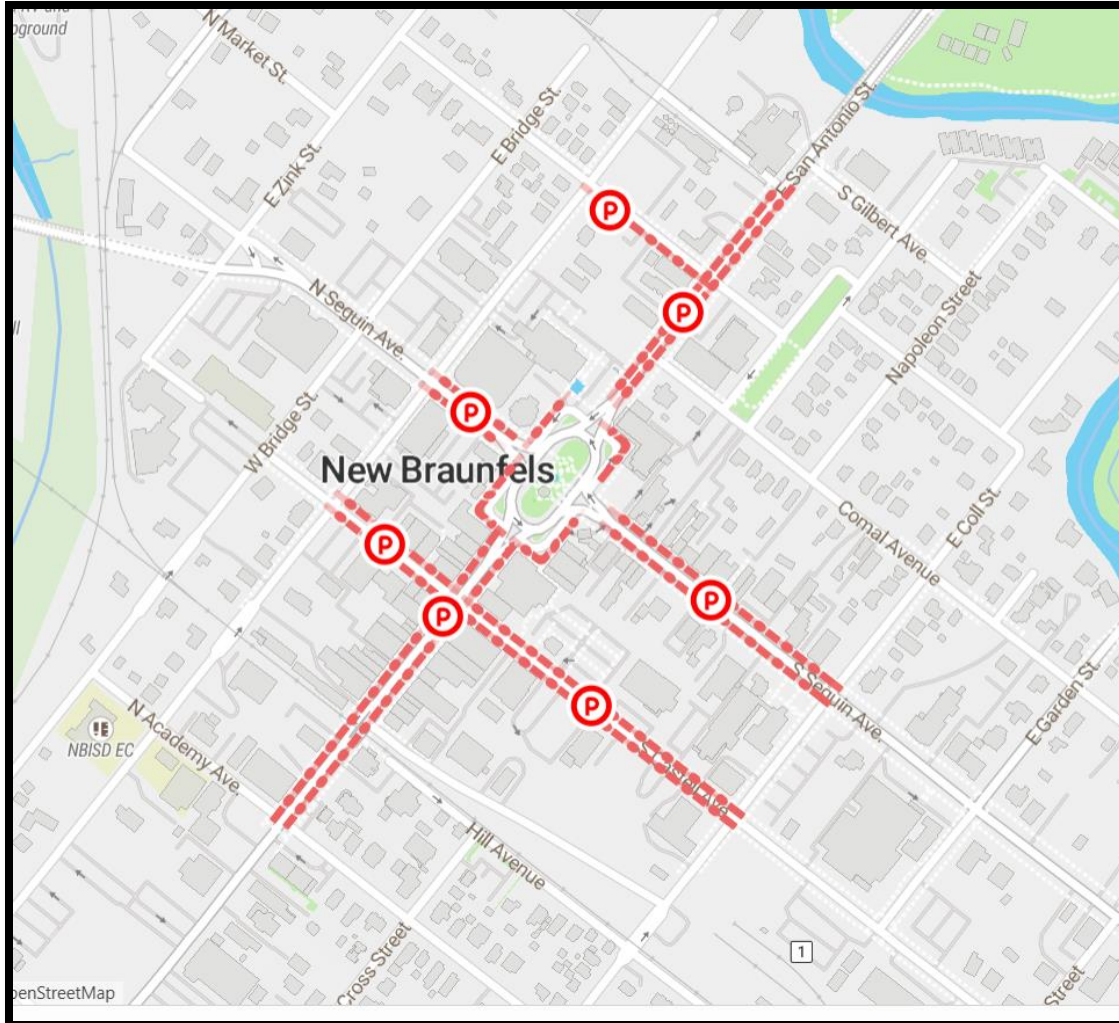
Paid Parking Area

- ▲ 262 highest demand spaces included
- ▲ One-third of on-street parking spaces are managed through a pricing system

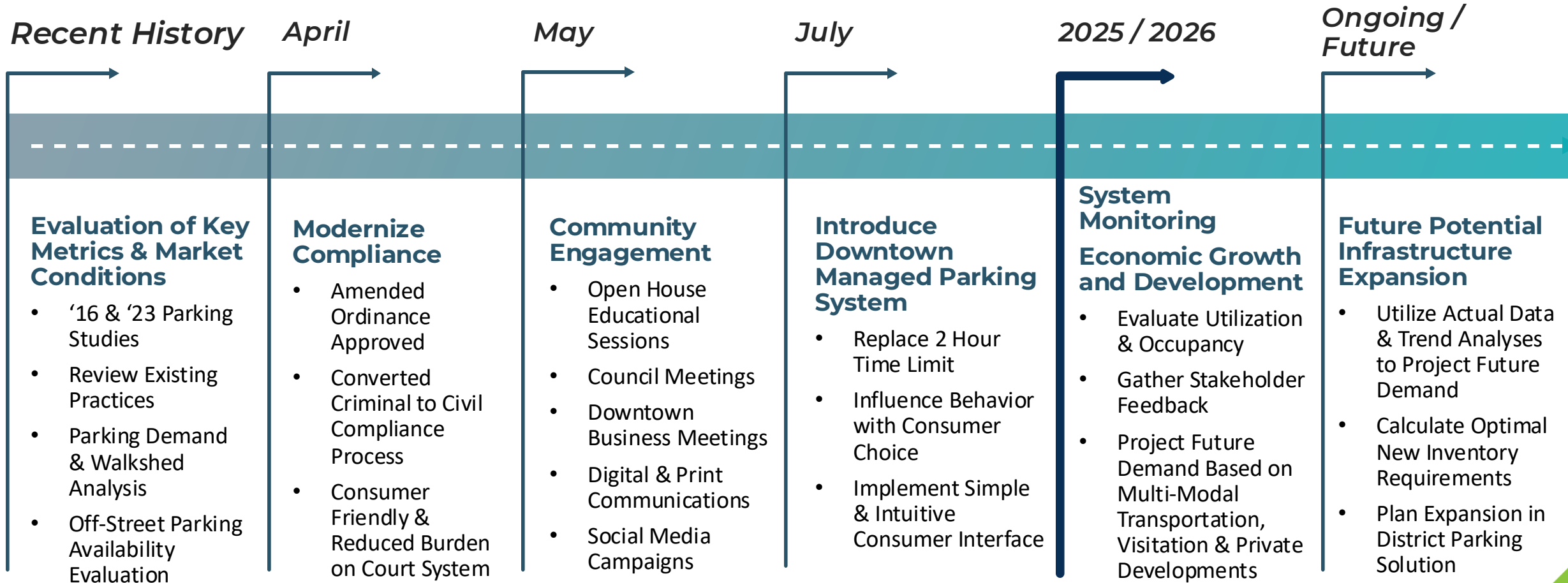
815 ON-STREET PARKING SPACES



Paid Parking and Free Parking Areas



Parking System Strategic Roadmap



Community Input and Response



▲ Themes Heard: both positive and negative:

- Signage, Education
- Cost
- Enforcement
- Web-based usability
- ADA parking
- Proximity to free parking
- Registration requirements
- Improvements with revenue
- Parking garage

Improvements Made

- ▲ Expanded employee parking lot leases
 - Additional convenient lots coming online
- ▲ Partner with NBU & County for free, branded evening & weekend parking
- ▲ ADA space addition, more under study
- ▲ Conversion to civil enforcement reduces Municipal Court workload and improves customer experience
 - 2,200 fewer citations in FY25



Improvements Made



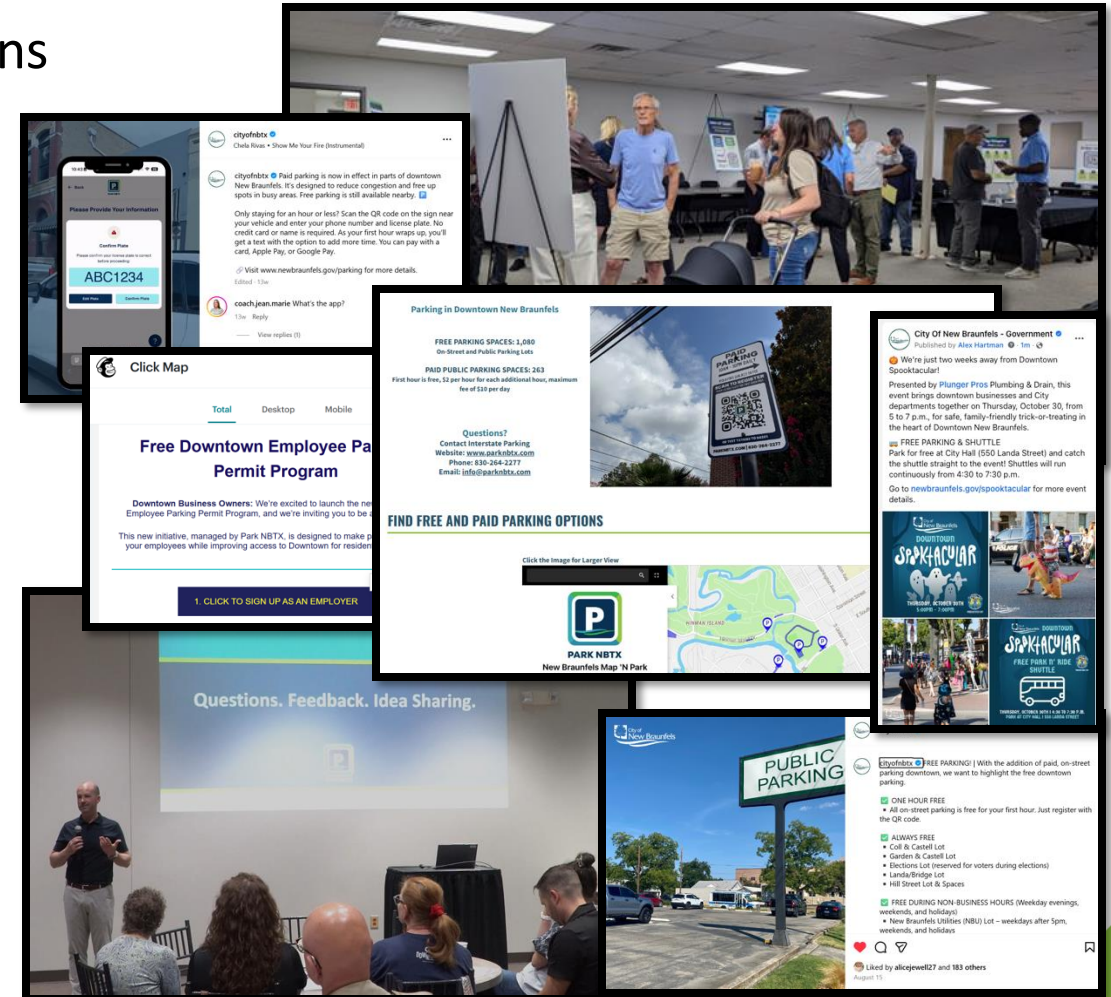
- Registration now available before 10am
- Landscaping updates at Coll/Castell lot
 - Reconfiguration under design to add 50+ spaces**
- Sticker graffiti removal
- Street & Parking striping
 - N Castell
 - N & S Seguin b/w Bridge & Coll
 - NE & NW Main Plaza
 - Repairs on Market & E San Antonio
- Parking shuttle for Spooktacular



Public Education



- 22 social media posts
 - 244,985+ people, 467,193 views, 4,687 interactions
- 3 City newsletters to 50,000+ each
- 2 media releases, 20 news articles
- 15 media responses, many interviews
- City website updates with 9,065 views
- Branded wayfinding, signage
- 5 Downtown business newsletters to ~400 each
- In-person outreach and presentations
 - Open houses, guest speaking, business & DTA meetings, Downtown Board and City Council presentations



October 20, 2025

Downtown Managed Parking Program

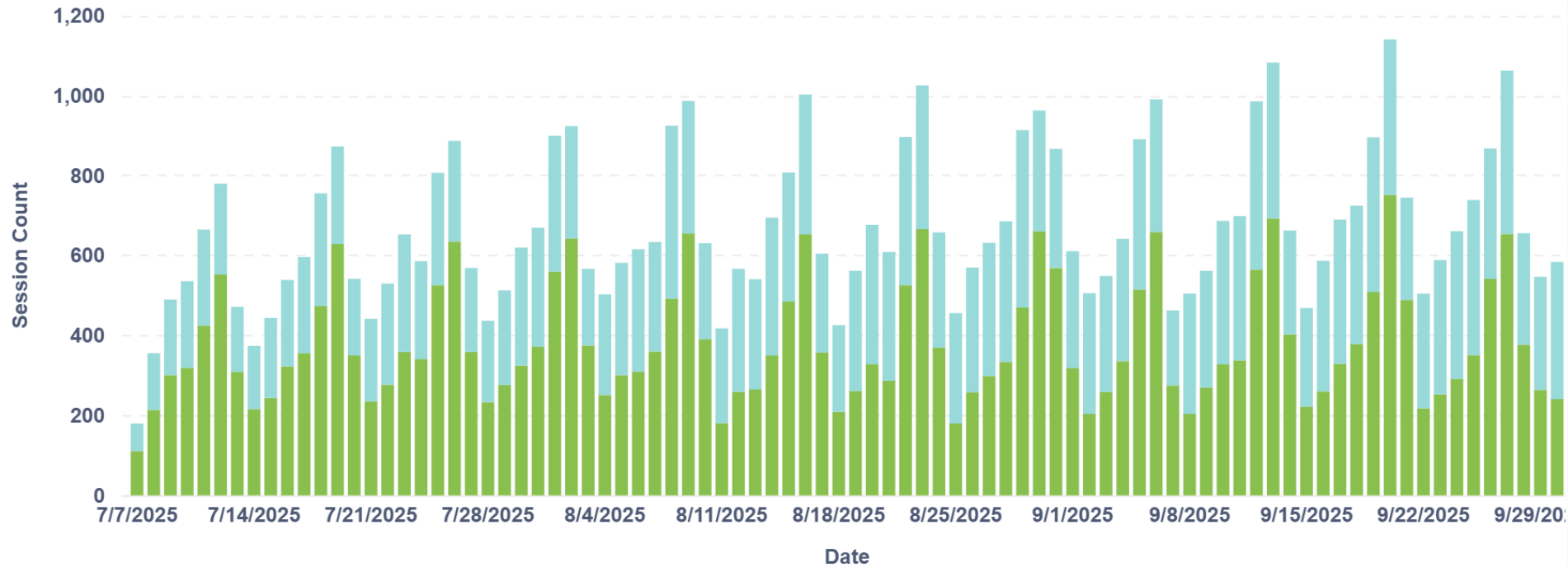
Tony Janoweic
CEO, Interstate Parking



Parking Session Stats



● \$0 Session Ct ● \$\$ Session Ct



2.34

Overall Avg Duration of Stay [hrs] ⓘ

631

Avg # of Daily Parking Sessions ⓘ

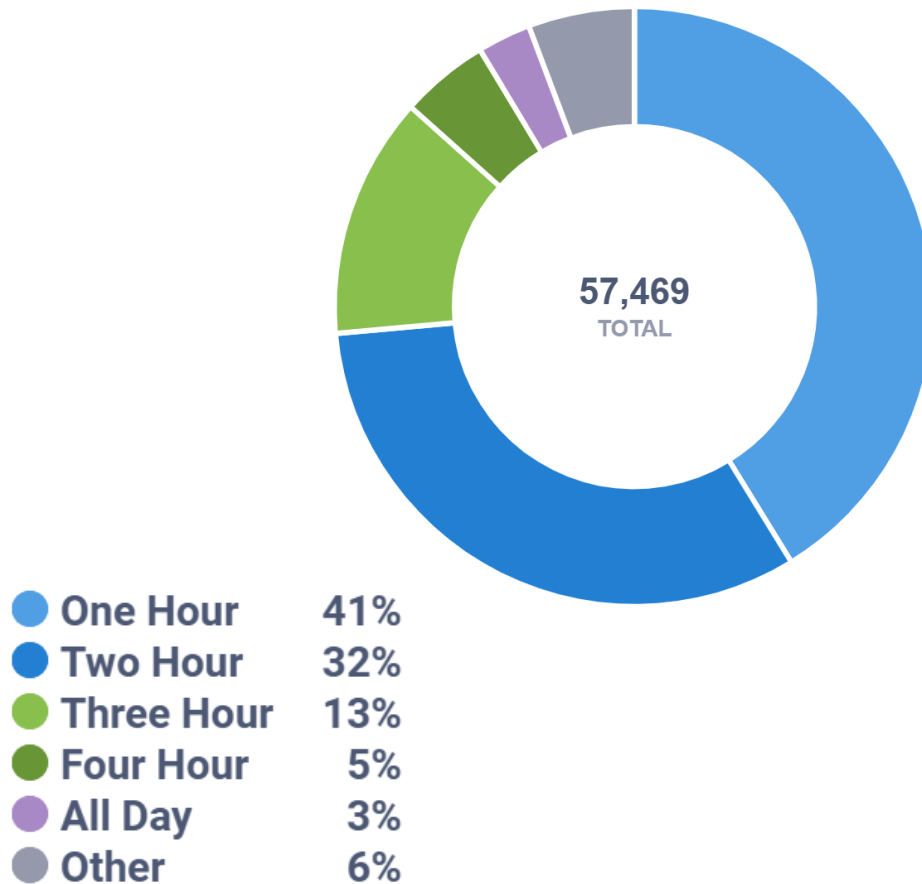
54,288

Total Session Ct

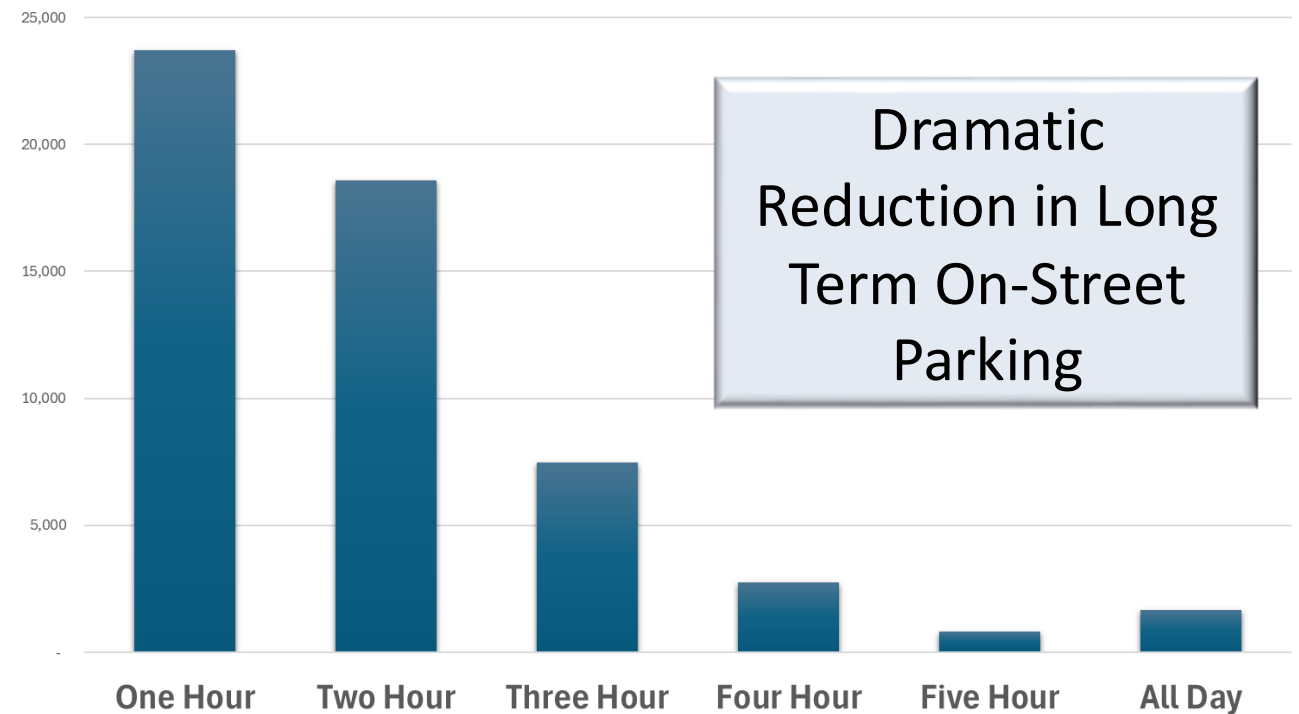
Duration of Stay – Downtown On Street (262 spaces)



Transactions by Rate Product

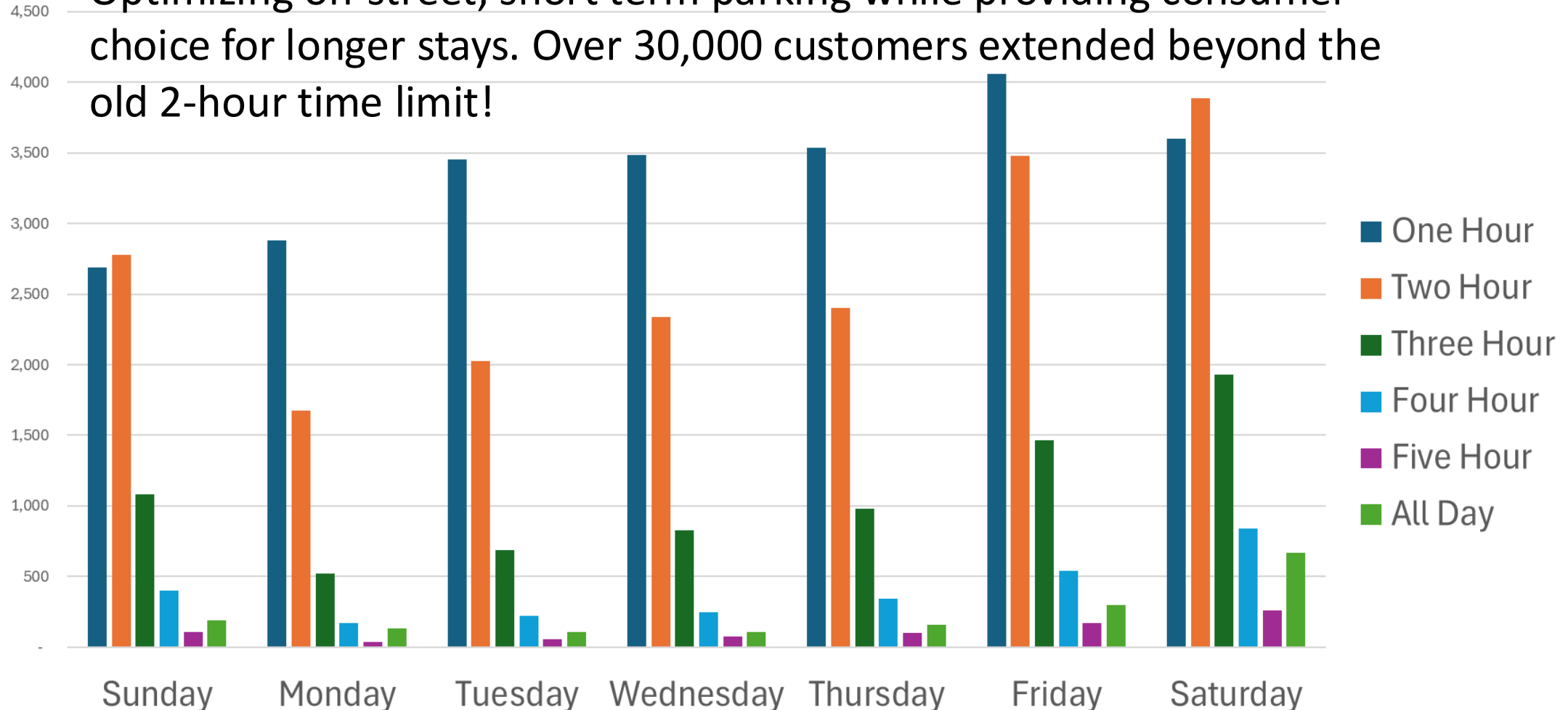


Duration of Stay - Selected at Arrival Time

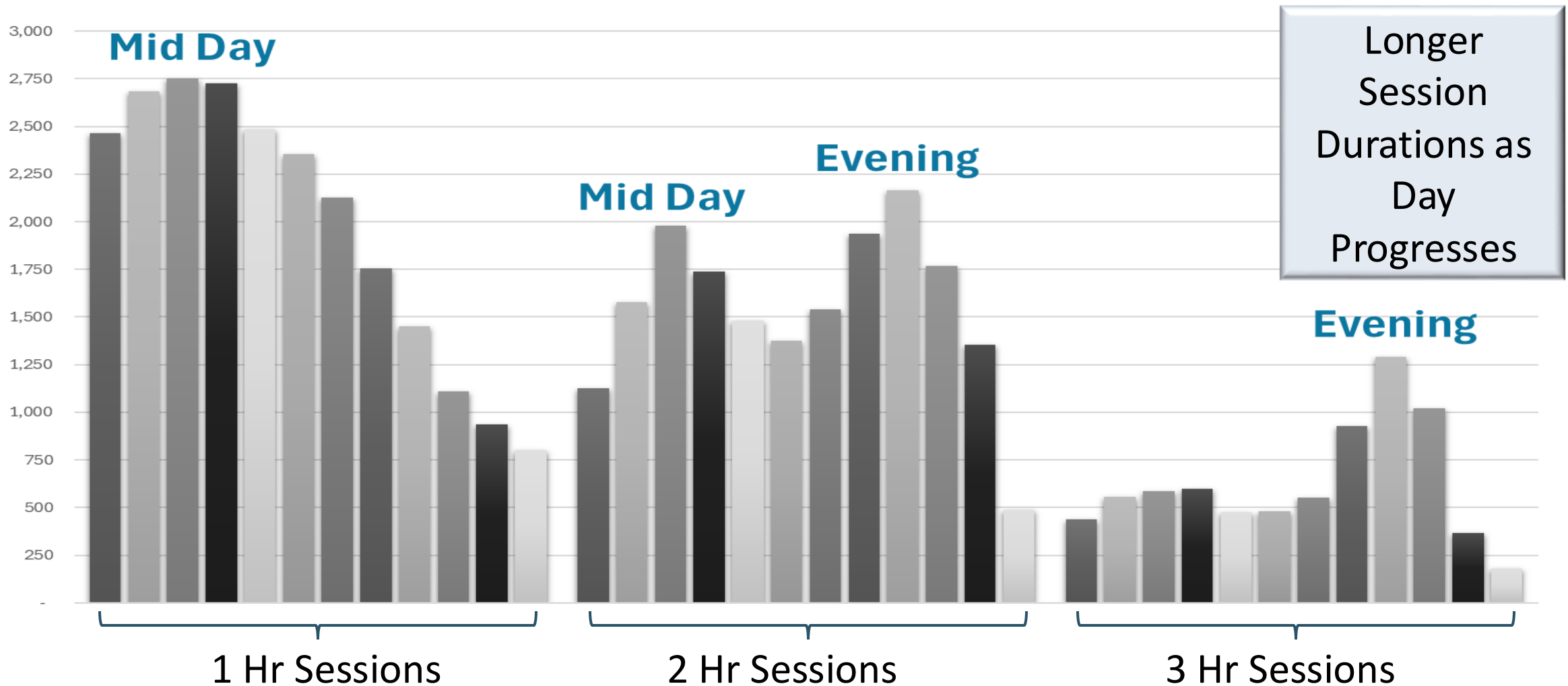


Duration of Stay by Day of Week

Optimizing on-street, short term parking while providing consumer choice for longer stays. Over 30,000 customers extended beyond the old 2-hour time limit!



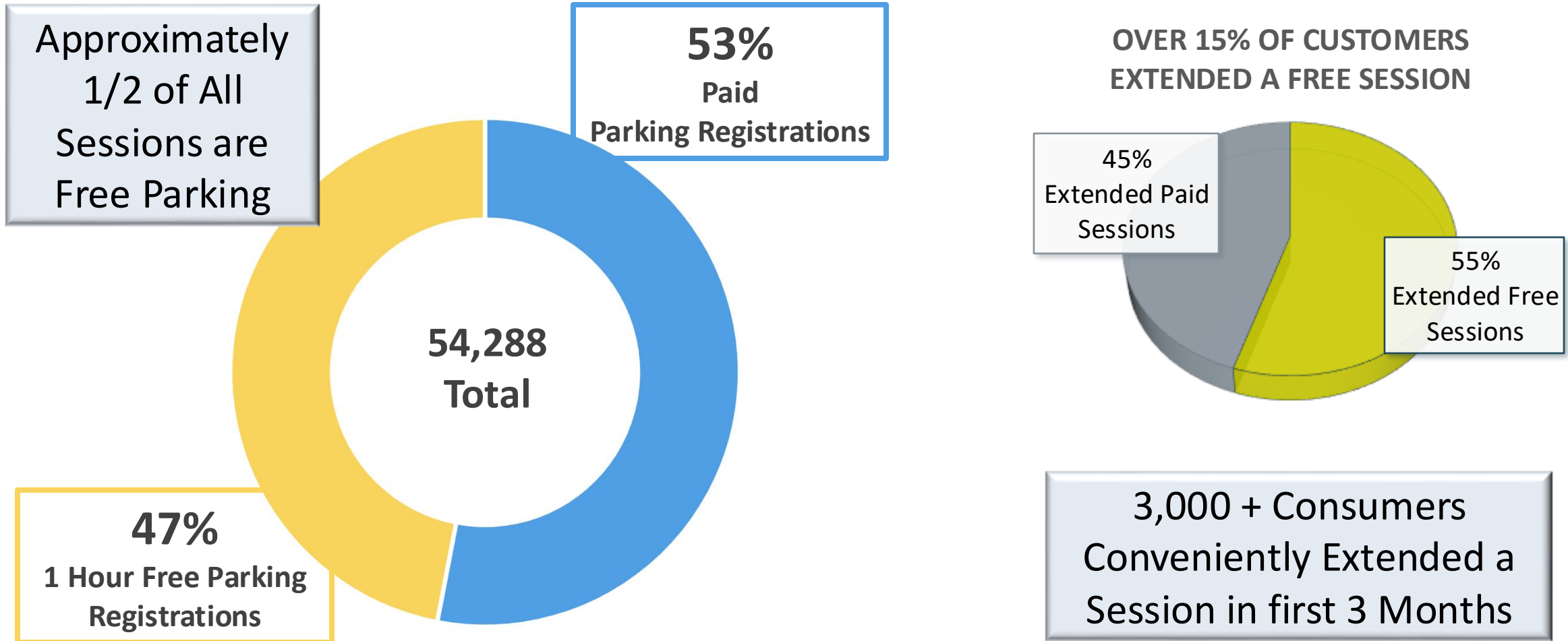
Duration of Stay – Activations at Peak Arrival Times



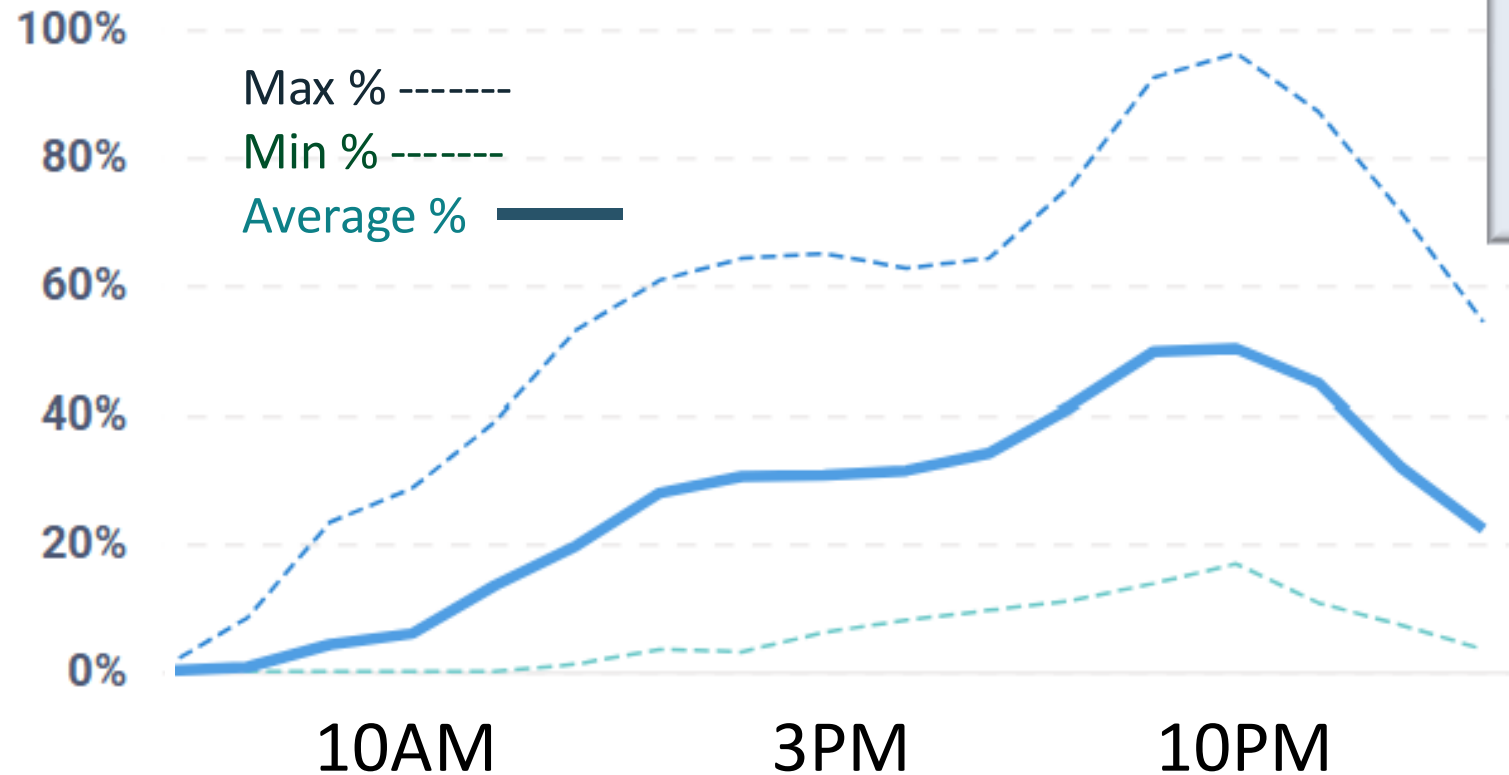
Duration of Stay – Weekends by Zone



Session Utilization – Free Sessions vs Paid

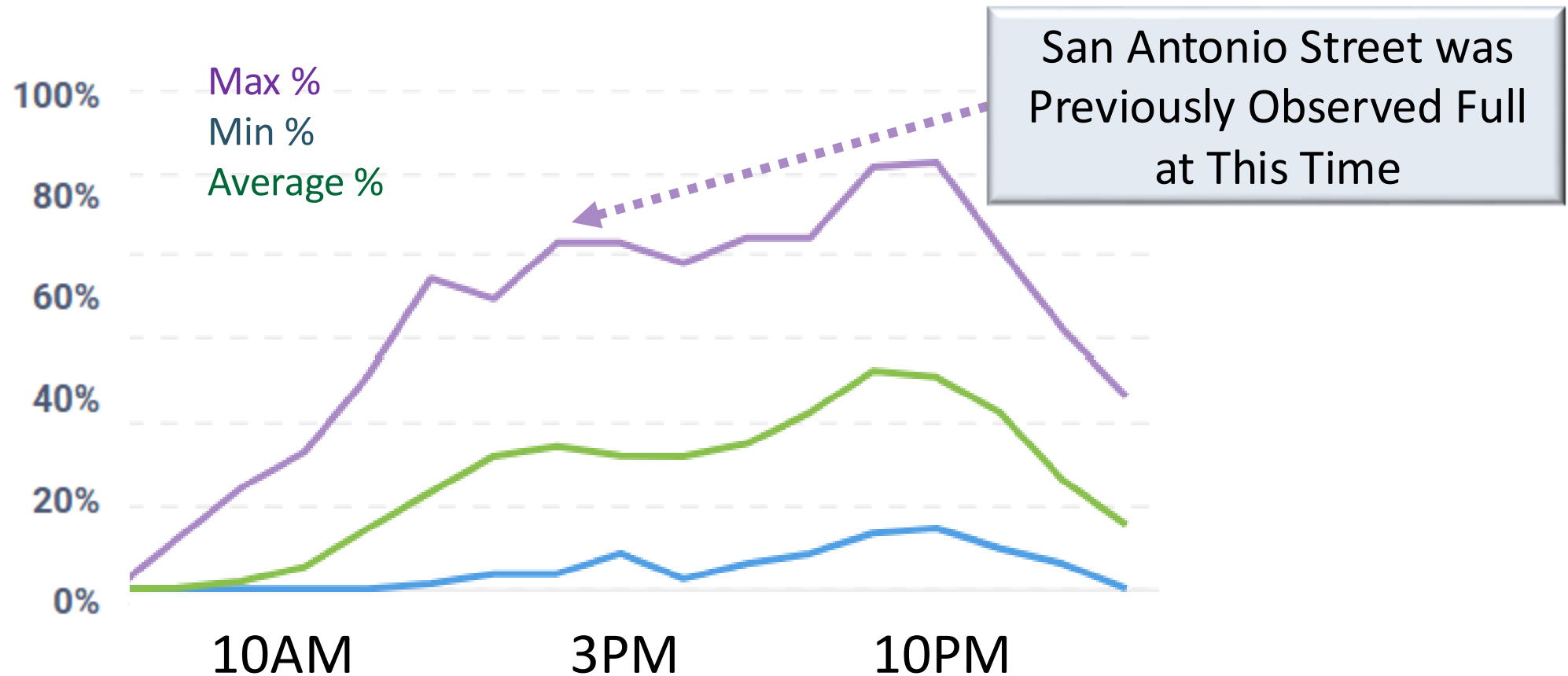


Occupancy - Downtown

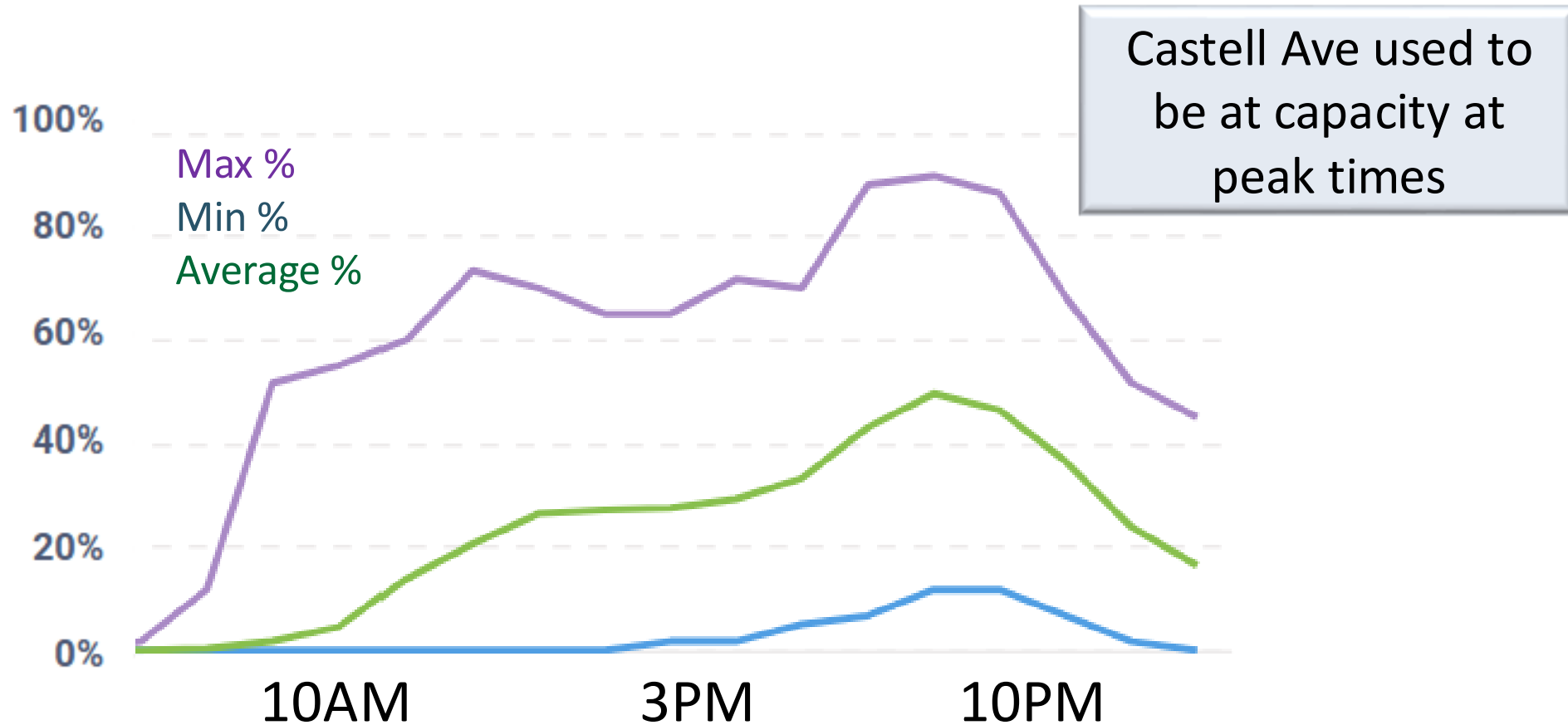


A Mature Parking System is Optimized with 85% to 90% Occupancy During Peak Demand Periods

Occupancy – East & West San Antonio



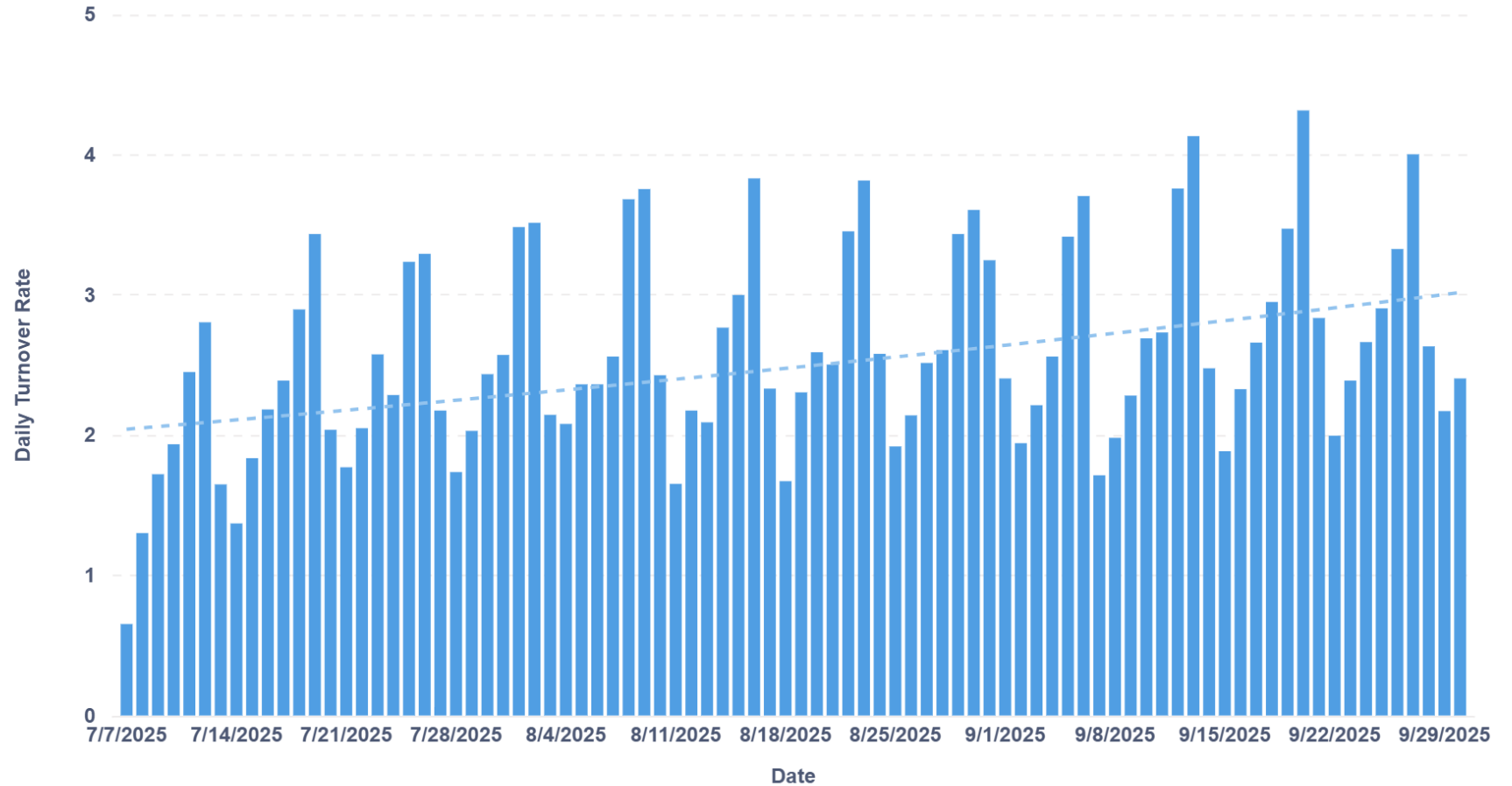
Occupancy – North & South Castell Ave



Turnover – Downtown by Day

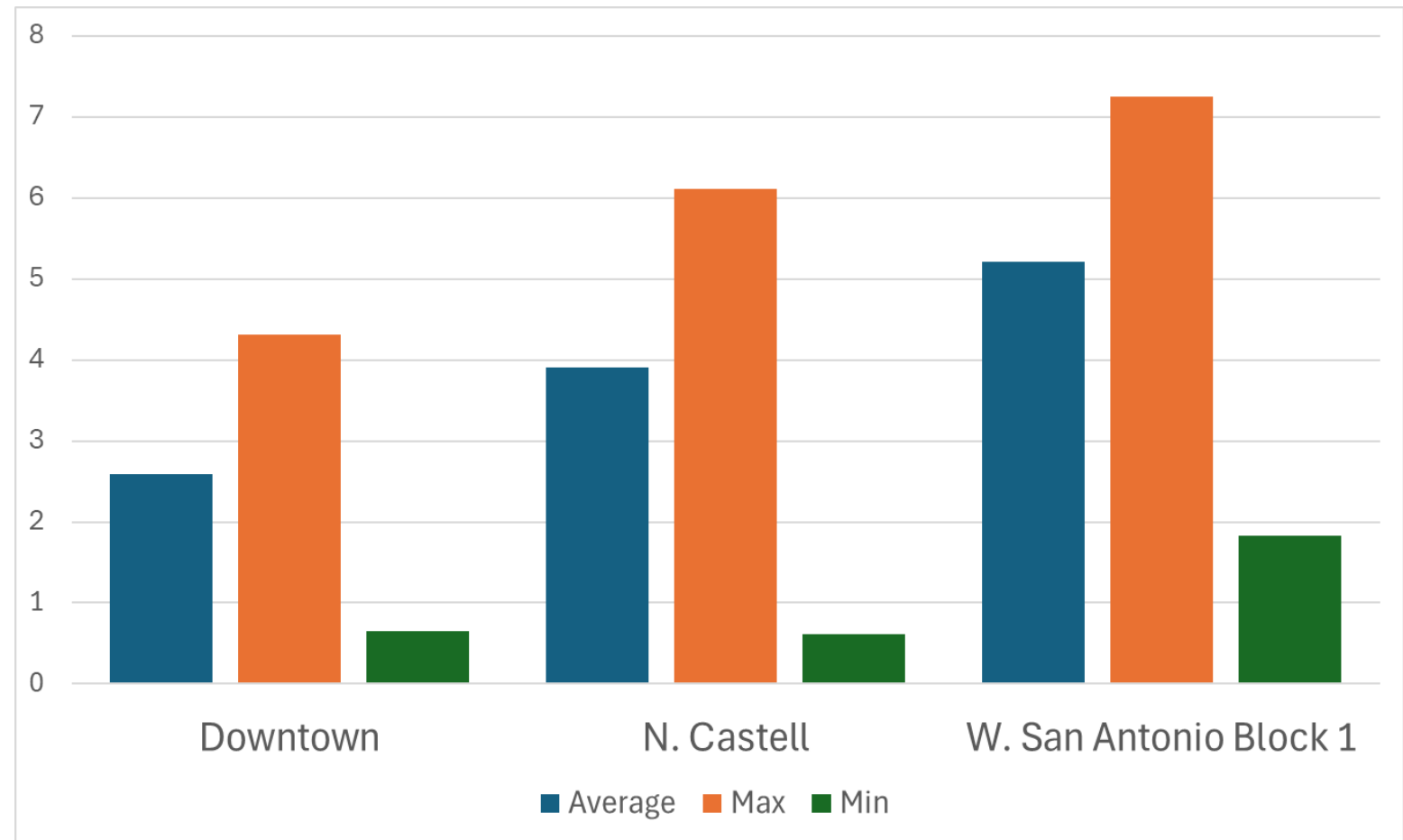
Positive Turnover Trend
as Customers Have
Learned the New
Parking System.

**Average
Turnover of
2x to 4x+
Citywide**



Turnover – Downtown vs. High Demand Areas

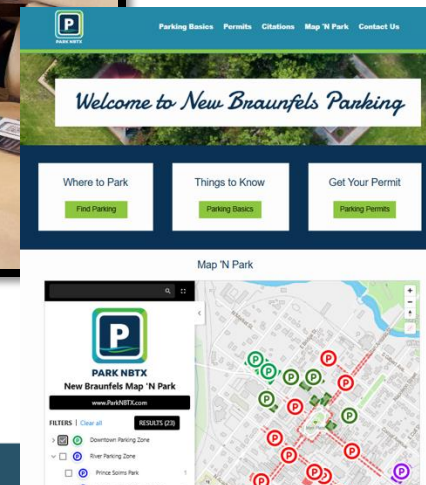
High demand areas are averaging 4-5 turns and reaching a maximum of 6-7 showing the system is working as intended.



Education over Enforcement – Smile.Engage.Help

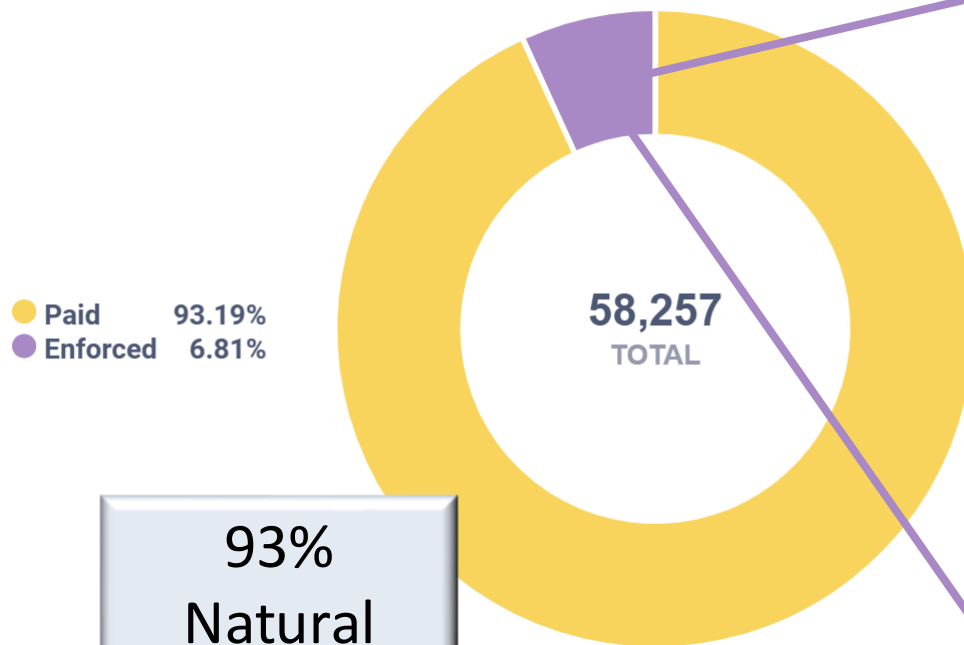


- Customer Service Ambassadors
- ParkNBTX.com
- Parking Registration and Wayfinding Signs
- Community Learning Sessions
- Courtesy Notices for Non-Compliance



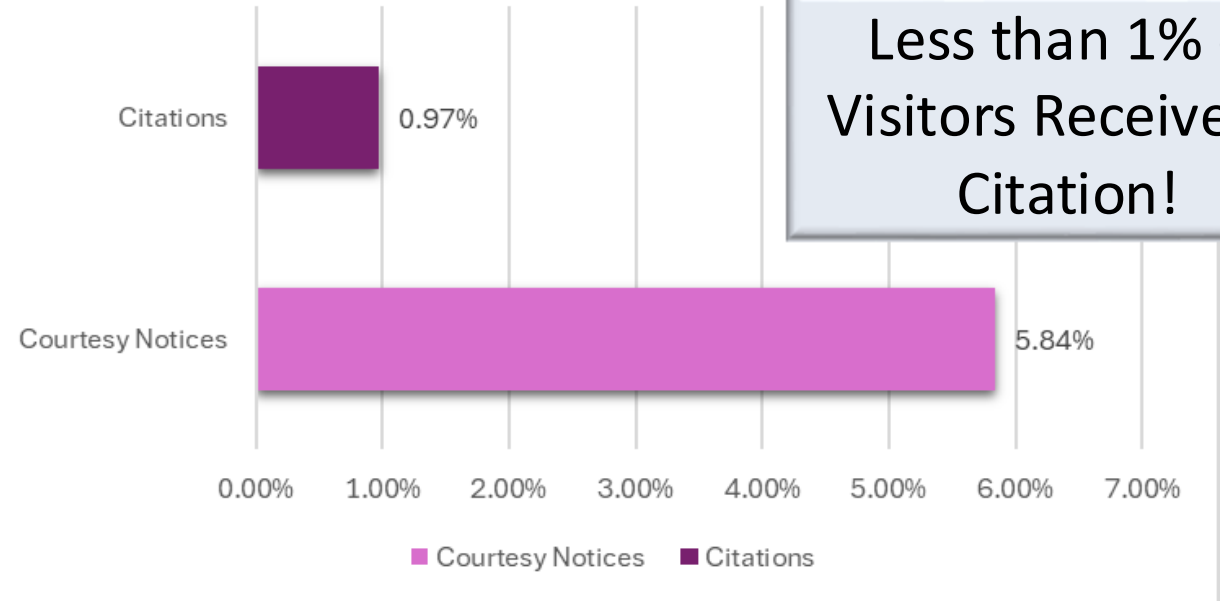
Results of Education over Enforcement

Session Status Breakdown



93%
Natural
Compliance

Citations vs Courtesy Notices



Less than 1% of
Visitors Received a
Citation!

Program Revenue and Expenses: July 7 – Sept. 30

- ▲ Gross revenue: \$154,748
- ▲ Interstate Fees: \$51,430
 - Contracted management fee
 - Cost of citation processing and collections
 - Labor, technology, start-up costs including education materials, overhead, e-bikes, website, and signs
- ▲ Sales & use tax, credit card fees: \$23,108
- ▲ **Net Revenue: \$80,210**

Recent Observations



On-Street Openings



Off-Street Balancing

Visitation to Downtown August – September 2025

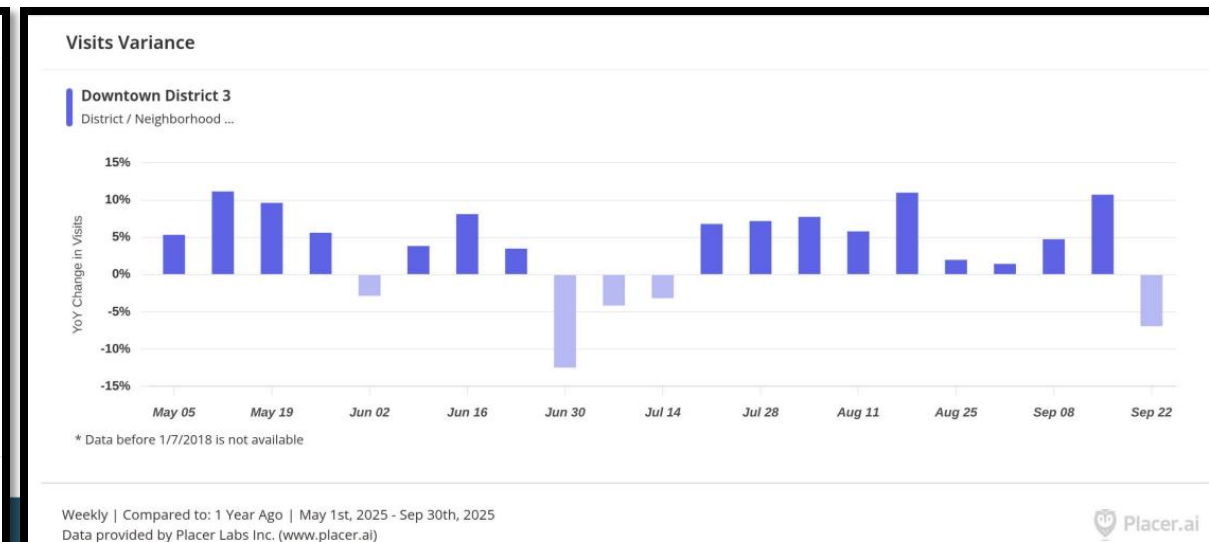


- ▲ Placer.ai data show visitation increased 4.3%
 - +8.9% in August, -.8% in September
- ▲ Average time spent increased 2.7%
 - 111 minutes in 2025, 108 minutes in 2024
- ▲ 54.8% visits from 78130, 78132, 78133
- ▲ Visitation increased 3.2% May – September 2025
- ▲ **Downtown is trending up in comparison to other popular destinations in NB**

Visitation Metrics		
Metric Name	Downtown District 3 District / Neighborhood • New Braunfels, TX	Downtown District 3 District / Neighborhood • New Braunfels, TX
Out-of-Market Visitors	415.5K (+1% YOY)	411.3K (+3.9% YOY)
Visits	881.3K (+4.3% YOY)	844.7K (+3.2% YOY)
Avg. Days in Market	2.1	2.1
Avg. Daily Time Spent in Market	111 min	108 min
Median Daily Time Spent in Market	79 min	78 min

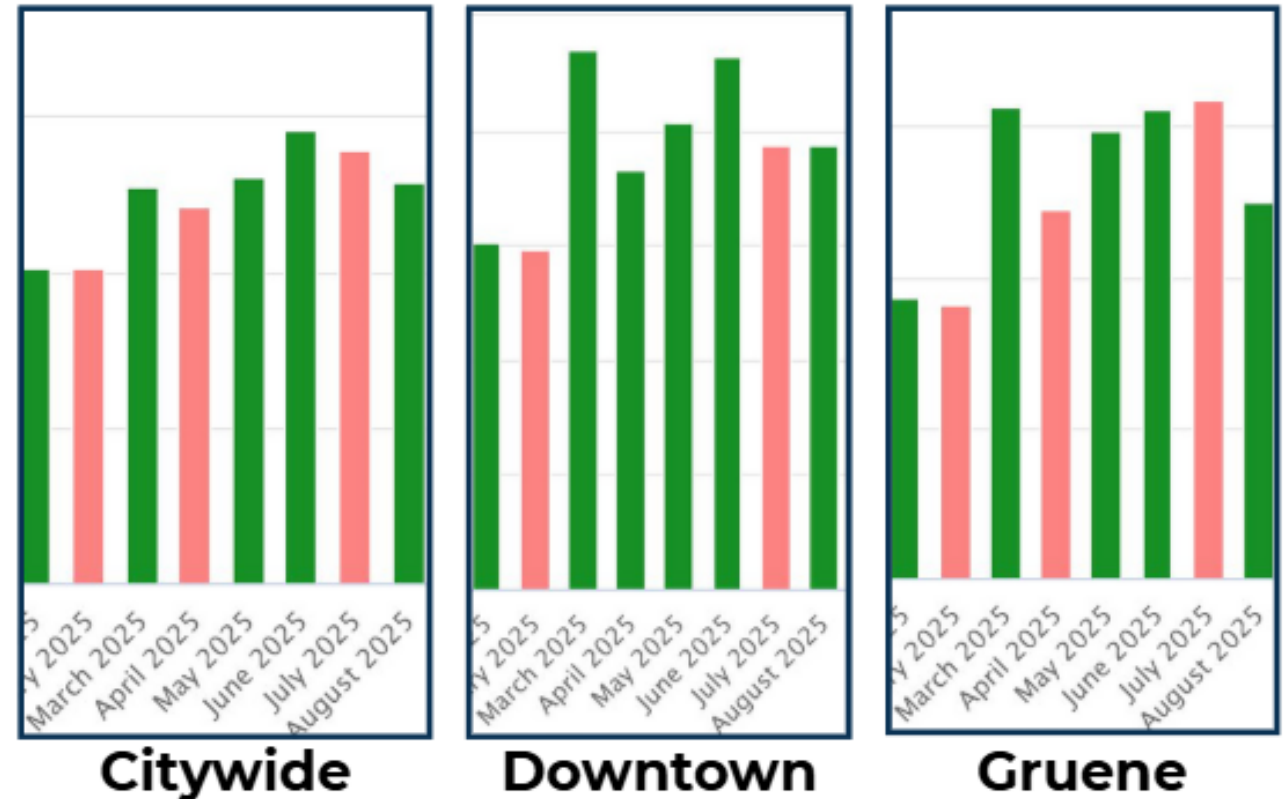
Compared to: 1 Year Ago
Downtown District 3 - Aug 1st, 2025 - Sep 30th, 2025
Downtown District 3 - Aug 1st, 2024 - Sep 30th, 2024

Placer.ai



Sales Tax Comparison (monthly payments in 2025 compared to 2024)

- Sales tax collections down city-wide in July, up in August
- August collections show growth, but understand there are differences in business needs and successes
- With visitation increased, data suggests broader economic factors, not parking policy alone



Parking Revenue Fund



- ▲ Special revenue fund created in FY25-26 budget
- ▲ Holds all revenues received from downtown paid parking after expenses
- ▲ Potential future uses of the revenue include:
 - Increased Inventory – lot acquisition, leases, reconfiguration, etc.
 - Pedestrian Lighting Improvements
 - Additional or Repaired Sidewalks
 - Funding for Future Parking Garage
 - Downtown Maintenance
 - Regular cleaning and maintenance: landscaping, weed treatment, trash or graffiti cleaning, paver setting, wiping benches, blowing leaves, painting railing and lampposts, etc.
 - Curb repairs and replacement

What We've Learned

- ▲ Early in the system implementation but spaces are turning over
- ▲ Visitor feedback indicates they are adapting well
- ▲ Downtown visitation is up over same period in 2024
- ▲ Clear communication and signage are critical
- ▲ Information and compliance first approach
- ▲ Employee utilization of free parking lots remains a priority
- ▲ Some businesses are attributing a slower business cycle to parking changes
- ▲ Enforcement visibility improves compliance

adaptation

compliance

utilization

communication

Downtown Parking Committee Recommendations



- ▲ Free parking for ADA license plate holders
- ▲ Establish a Downtown Employee Parking Incentive Program
- ▲ Add ADA parking spaces
- ▲ Continue to increase parking inventory
- ▲ Invest in small and large projects that support walkability, micro transit and parking

Downtown Parking Committee Recommendations



- ▲ Continue public education including social media highlighting first hour free, free parking locations, ease of use, walkability, and improvements
- ▲ Establish a Curb Management Policy
- ▲ In future, evaluate data for possible adjustments to hours, rates, or locations as well as:
 - Impact to nearby areas
 - Downtown sales tax collections and visitation comparisons
 - Impact of micro transit implementation

Additional Recommendations



- ▲ Establish committee of downtown business or property owners and residents within the paid parking area to draft a plan for improvements with parking revenues
 - Make short- and long-term project recommendations
 - sidewalk maintenance and cleaning, graffiti and bird abatement, beautification and landscaping services, striping, pedestrian lighting, supplemental safety patrols, augmented public information, other programs and projects

- ▲ Every study recommended better management of the existing supply through expanded and diligent enforcement
 - Cohesive branding of the system
 - Unlocking of private lots for public use
- ▲ Early indicators show improved turnover and compliance
- ▲ Enhanced digital outreach will expand awareness of system benefits and usage

Summary



- ▲ Reinvestment of parking funds will produce tangible, visible improvements throughout Downtown
- ▲ Program refinements will continue to enhance visitor experience and downtown access
- ▲ Provide next Council update in February 2026
 - Data will include July 7 – December 31, 2025

Questions and Discussions



Why Not Just Build a Garage?

- ▲ Size and location of a future garage are critical pieces of data being collected with the current managed parking system
- ▲ City evaluated multiple sites for feasibility – public and private
 - Costs ranged from \$45,255 - \$51,877 per parking space
- ▲ Significant capital investment - 400 spaces at \$50,000 per space = \$20M
- ▲ Lack of consistent and reliable data around demand means sizing is an educated guess
- ▲ If building a garage is elected, recommend paid on-street parking in advance
 - If user fees are charged in a garage to offset expenses, free on-street parking will not encourage its use

Parking Garage Financials

400 spaces at \$50,000/space to construct

- Consistent with previous construction feasibility completed

Project debt amortizes over 30 years, charges for the garage and **operates with a \$1M annual deficit**

Table 3: Pro Forma Operating Statement and Statement of Net Income

Pro Forma Statement of Net Operating Income			Yr - Jan 1 - Dec 31 >>	2024	2025	2026	2027	2028
			Inflation Factor >>	1.040	1.082	1.125	1.170	1.217
Annual Inflation	4.0%							
Operating Revenues	#/Yr.	Rate		(Figures Stated in \$000s)				
Monthly	50	\$ 100.00		\$ 62	\$ 65	\$ 67	\$ 70	\$ 73
Daily Transient	17,850	\$ 5.00		93	96	100	104	108
Eve. Transient - Fri. and Sat.	41,600	\$ 5.00		216	225	234	243	253
Eve. Transient - Wed., Thu., Sun.	39,000	\$ 5.00		203	211	219	228	237
Eve. Transient - Mon. and Tue.	10,400	\$ 5.00		54	56	58	61	63
Subtotal - Op. Rev.				\$ 628	\$ 653	\$ 679	\$ 707	\$ 735
Operating Expenses (assumes cashierless operation and city ownership)								
Labor		\$ 358.00 /sp.		\$ (149)	\$ (155)	\$ (161)	\$ (168)	\$ (174)
Utilities		\$ 80.00 /sp.		(33)	(35)	(36)	(37)	(39)
Routine Repairs & Maint.		\$ 50.00 /sp.		(21)	(22)	(22)	(23)	(24)
Insurance & Claims		\$ 30.00 /sp.		(12)	(13)	(13)	(14)	(15)
Management Fee		\$ 30.00 /sp.		(12)	(13)	(13)	(14)	(15)
Contractual Svcs.		\$ 20.00 /sp.		(8)	(9)	(9)	(9)	(10)
Miscellaneous		\$ 15.00 /sp.		(6)	(6)	(7)	(7)	(7)
Supplies		\$ 10.00 /sp.		(4)	(4)	(4)	(5)	(5)
Subtotal - OPEX				\$ (245)	\$ (257)	\$ (265)	\$ (277)	\$ (289)
Net Operating Income				383	396	414	430	446
Pro Forma Statement of Net Income								
Net Operating Income				\$ 383	\$ 396	\$ 414	\$ 430	\$ 446
Debt Service								
Project Cost	400 sp.	\$ 50,000 /sp.	20,000	(1,301)	(1,301)	(1,301)	(1,301)	(1,301)
Interest	5% per yr.	- Downpmt =	-					
Term	30 years	Principal =	20,000					
Net Income				\$ (918)	\$ (905)	\$ (887)	\$ (871)	\$ (855)
CAPEX	1% of project costs/annum			(208)	(216)	(225)	(234)	(243)
Net Income After CAPEX				\$ (1,126)	\$ (1,121)	\$ (1,112)	\$ (1,105)	\$ (1,098)

2023 Parking Garage Feasibility - Recommendations



- ▲ 3,500 parking spaces on- and off-street is sufficient to meet demand
 - Work to create shared parking agreements with private property owners
 - Challenge is to overcome a strong preference for parking at the front door of a destination and instead, walk a short distance
 - Even with user fees, a garage would not fund itself
 - Funding options include: general obligation bonds, tax increment financing, downtown property special assessments, Type B sales tax revenues
- ▲ Limited number of ideal sites available – feasible sites include surface lots that remain under capacity today
- ▲ New development areas must be studied for garage placement

Program Change Options – based on feedback



- ▲ **There is no solution that works for everyone and every potential change has revenue and expense impacts**
- ▲ Adjust paid parking zones, hours or pricing – shrink or expand boundaries or hours and days
- ▲ No Registration Required
 - Technology can't be used to initiate. More staff needed to initiate time = higher Management Fee
 - Add kiosks/pay stations on sidewalks. May not be convenient
- ▲ Unmanaged, No Time Limits
 - Anticipate employees to park in premium spaces, all day: little turnover
 - No revenue to pay for Management Fee
- ▲ Time Limited
 - Businesses have different time needs: banks to fine dining
 - No consumer choice on ability to determine length of stay
 - No revenue to pay for Management Fee – will need to come from other sources