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RESOLUTION NO.

WHEREAS, electronically controlled changeable-copy signage and interactive wayfinding kiosks can provide quick and concise information about events and services, enhancing communication in public spaces, rights-of-way, and main transportation corridors; and

WHEREAS, an efficient, accessible, and reliable transportation system is essential to achieving equitable and sustainable urban mobility; and

WHEREAS, real-time electronically controlled changeable-copy transit and bikeshare signage and interactive wayfinding kiosks provide critical, up-to-date information, including transit schedules, bikeshare availability, construction impacts, weather alerts, and public safety and disaster alert notices, empowering users to navigate the growing transportation network and public rights-of-way with confidence; and

WHEREAS, integrating public health, mental health, and sobriety service information into transit-oriented signage and interactive wayfinding kiosks promotes community well-being by connecting vulnerable populations to essential resources, further underscoring public transit as a critical lifeline; and

WHEREAS, allowing off-premise advertising on interactive way-finding kiosks and transit-oriented signage may be an option to generate additional revenue for government operations, provided that the advertising does not interfere with the City's interests in ensuring traffic safety and protecting aesthetics; and

WHEREAS, the implementation of these programs would need to occur without significantly expanding station areas or obstructing sidewalks, ensuring accessibility for mobility-challenged or impaired individuals; and

26 **WHEREAS**, these programs will align with Austin's broader goals to:

- 27 1. Strengthen the use of existing transit lines and future rail corridors;
- 28 2. Improve rider and pedestrian experience with real-time information;
- 29 3. Reduce unnecessary wait times for individuals with mobility
- 30 challenges;
- 31 4. Address the impacts of extreme weather on transit-dependent
- 32 communities; and
- 33 5. Enable the discovery of critical social services and civic resources.

34 **WHEREAS**, transit-oriented electronically controlled changeable-copy

35 signage, bikeshare signage, and interactive wayfinding kiosks should not have

36 screens exceeding 65-inches and, for transit stations, 75-inches; and

37 **WHEREAS**, currently, City Code restricts the placement and relocation of

38 nonconforming signs near residential and community spaces; and

39 **WHEREAS**, redevelopment that increases residential uses and

40 transportations improvement projects such as Project Connect, expansion of I-35,

41 and other initiatives may require the relocation of non-conforming signs ; and

42 **WHEREAS**, transit-oriented signage and interactive kiosks can create a

43 more inclusive and user-friendly transit system and public rights-of-way that

44 prioritizes equitable access to information for all residents, especially those relying

45 on public transportation, **NOW, THEREFORE,**

46 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

47 The City Council affirms its commitment to building a sustainable,

48 connected, and equitable public transit system by integrating alternative

49 communication tools that ensure safe, reliable, and inclusive access to information.

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51 **BE IT FURTHER RESOLVED:**

52 The City Council directs the City Manager to explore options and make
53 recommendations on the following concepts:

- 54 1. Create programs for transit-oriented signage, bikeshare signage, and
55 interactive wayfinding kiosks, at key transit nodes and corridors (e.g.,
56 downtown, Mueller, South Congress) and public rights-of-way;
- 57 2. Allow flexible signage regulations for transit-oriented signage, bikeshare
58 signage, and interactive wayfinding kiosks to enhance equitable access to
59 information in public spaces, public rights-of-way, and corridors;
- 60 3. Address relocation challenges for nonconforming signs along urban and
61 transit corridors as well as multimodal transportation projects;
- 62 4. Allow off-premise advertising on interactive way-finding kiosks, bikeshare
63 signage, and transit-oriented signage without interfering with the City's
64 interests in ensuring traffic safety and protecting aesthetics;
- 65 5. Modify current restrictions related to the placement of transit-oriented and
66 bikeshare signage and residential uses; and
- 67 6. Address eminent domain and condemnation related to transportation
68 improvements along transit lines and corridors and redevelopment that
69 includes residential uses by providing flexibility for relocation of transit-
70 oriented signs, nonconforming off-premises and bikeshare signs; and
- 71 7. Enable the release of a solicitation for an interactive wayfinding digital
72 communication device, such as interactive digital kiosks that can serve the
73 goals of this Resolution and can be installed in City public rights-of-way.
- 74

BE IT FURTHER RESOLVED:

The City Council directs the City Manager to provide Council with a report that includes options and recommendations no later than 90 days from the adoption of this resolution.

ADOPTED: _____, 2024

ATTEST: _____

Myrna Rios
City Clerk

DRAFT