Prepared for

THE CITY OF COLUMBUS

ANDREW J. GINTHER, MAYOR

THE CITY OF COLUMBUS STRATEGIC PARKING PLAN

FINAL PLAN

FALL 2019

Prepared by

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Acknowledgements

Thank you to all those who contributed their time, energy, and ideas in development of this Strategic Parking Plan, including City of Columbus staff, project Task Force members, and the public.

PROJECT CONSULTANT TEAM

Kimley»Horn

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INTRODUCTION AND PLANNING PROCESS

What is the Strategic Parking Plan and Why Was It Developed?

Developed under the leadership of the City of Columbus Division of Parking Services, the City of Columbus Strategic Parking Plan (SPP) is an implementation framework for integrating, operating, and managing parking and mobility management programs in four of the city's core urban areas: Downtown, Franklinton, University District, and the South of Downtown Neighborhoods. Each of these four study areas is distinct—with its own assets and challenges and at a different stage of its evolution.

Strategic Parking Plan Study Areas

The SPP includes a set of baseline data outlining the existing parking and mobility conditions in each of the study areas, a parking operations and demand management toolbox, and specific recommended management frameworks for each study area. The management and policy tools and frameworks offered in this SPP will be adapted and applied by the city in other neighborhoods as well.

The SPP is meant for anyone who is interested in access, mobility, and thriving urban neighborhoods. This includes the City of Columbus Division of Parking Services, city agency partners, community interest groups, neighborhood organizations, developers, and the general public.

The SPP will serve as a blueprint for the City of Columbus Division of Parking Services to collaborate during the coming years with internal city entities and external community stakeholders to proactively implement parking and mobility operations and management strategies that work to balance users, support multimodal access for a variety of users, and continue to promote vibrant and thriving neighborhoods. This will be especially critical as areas change and new development occurs.

Additionally, the SPP serves as a statement on the access, parking, and mobility vision in these core parts of the city—a vision that will guide and support these areas as neighborhood planning and prioritization takes place.

Beginning in fall 2019 in the Downtown, the city will use the SPP to initiate focused discussions with stakeholders in each study area to chart a new course for strategic, predictable, and comprehensive parking management.

NAVIGATING THE STRATEGIC PARKING PLAN

The SPP is broken up into four sections:

INTRODUCTION AND PLANNING PROCESS:

Overview of the who, what, where, when, why, and how of the SPP.

PARKING AND DEMAND MANAGEMENT TOOLBOX:

Best-practices-based guidance on what, when, and how to apply parking and mobility management strategies to achieve desired outcomes.

STUDY AREA REPORTS:

The full report for each study area including existing conditions assessment, engagement feedback results, and the parking management roadmap.

Although the report can be read in full from end to end, each section can be referenced individually and is meant to stand on its own.

What is Parking Management and Why Does It Matter?

Parking is at the nexus of transportation mode choice, land use and urban form, and access and mobility management for residents, visitors, customers, and employees. It shapes a city's urban form and its transportation mode choices. It supports businesses, integrates with other modes of transportation, and brings in important revenue for the city to invest in a variety of public services. Parking is a deeply personal matter that affects people's schedules, pocket books, and transportation and lifestyle choices.

All drivers looking for a parking space are seeking three elements: availability, convenience, and affordability. Drivers want parking that is abundant and available, near their destination, and inexpensive (or free). The need for deliberate and strategic parking management arises because on- and off-street parking supply in urban areas is limited and drivers can only achieve two of the three elements they are seeking, leading to a situation in which:

Parking that is available and convenient is more expensive

Parking that is inexpensive (or free) and available is located farther away from prime destinations and inconvenient

Parking that is convenient and inexpensive (or free) is occupied by others and unavailable

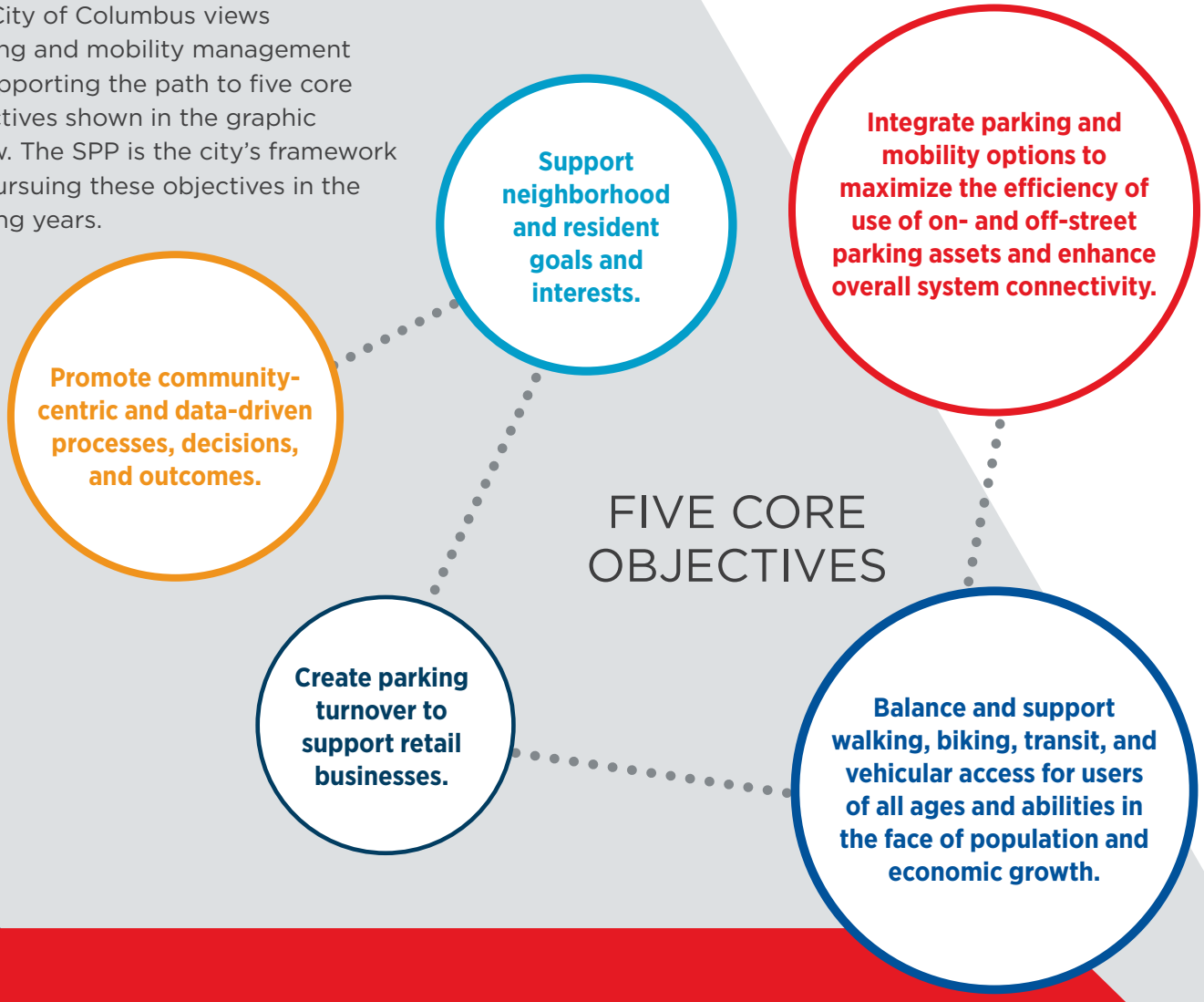
Balancing these competing interests is more difficult in an urban context like Columbus, which is:

- Experiencing significant economic and population growth
- Limited in on- and off-street parking supply
- Framed by new development (much of which is being built on previous surface parking lots)
- Facing increased demand for on-street curb space (from Uber/Lyft, e-delivery services, and others)

In an age of new and emerging technology and mobility platforms, developing active, strategic, and integrated parking and mobility management is critical.

Strategic Parking Plan: A Framework for the Future

The City of Columbus views parking and mobility management as supporting the path to five core objectives shown in the graphic below. The SPP is the city's framework for pursuing these objectives in the coming years.



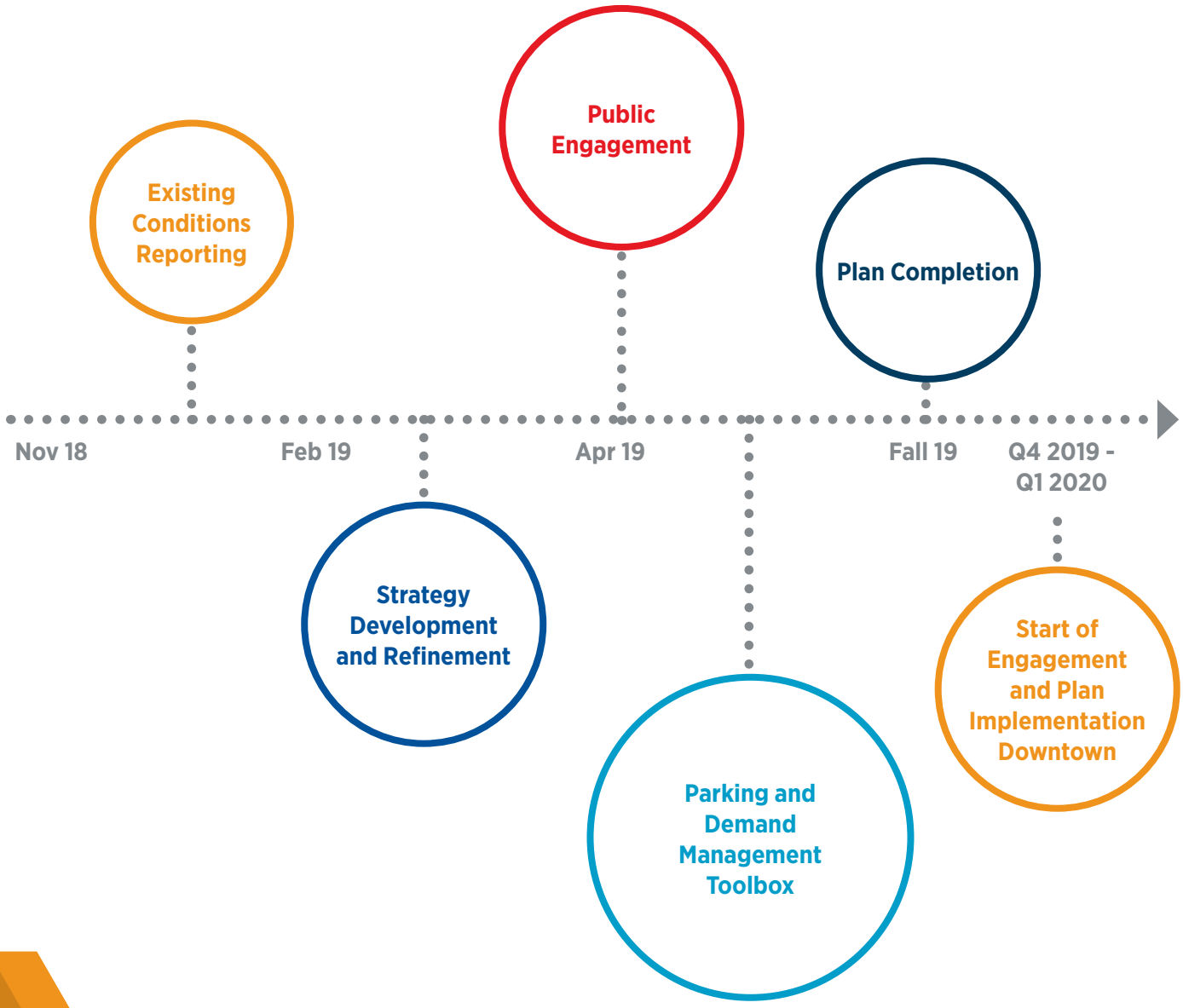
OBJECTIVE, STRATEGY, TOOLBOX, AND FRAMEWORK

This plan consists of several terms meant to define the purpose and recommended course of action for the City of Columbus in operating and managing parking. These terms are defined below:

- **Objective:** Statement of purpose which articulates the overall goals that the city aims to achieve through deliberate parking and mobility management.
- **Strategy:** A specific parking/mobility operations or management tool that can be implemented and applied in the field to achieve a desired outcome.
- **Toolbox:** The collection of strategies or tools available to the city in operating and managing parking and mobility to achieve desired objectives.
- **Framework:** A collection of recommended strategies or tools outlined along a phased implementation plan.

Plan Process and Stakeholder Engagement Summary

The SPP process was deliberate and thorough, beginning in early fall 2018 with scoping and ending in Fall 2019 with plan completion. This section summarizes the project's process as well as internal and external stakeholder engagement, including coordination with city staff and the project Task Force, data collection, and engagement with the public.



COORDINATION WITH THE CITY

The SPP was led by staff from the Division of Parking Services. Parking Services also coordinated with city personnel in other divisions of the Department of Public Service.

DATA COLLECTION

To establish a parking and mobility baseline in the four study areas, parking occupancy and duration data was collected from November 7–17, 2018 using mobile License Plate Recognition (LPR) equipment. Two full days of data collection were performed in each study area. Curb use inventory data (managed and unmanaged parking areas, no parking areas, etc.) was collected and documented from November 2018–March 2019.

The SPP recognizes that the parking occupancy and duration data collected represents only a small sample size on two specific days in November 2018 and that weekly and monthly variations in parking demand and parking behavior occur throughout the city based on weather, special events, construction, and a variety of other factors.

The data summarized in Chapter 3 of this report provides a foundational understanding of existing conditions for the city and its stakeholders. Data was used to inform the recommended study area frameworks of this plan. Ongoing collection of up-to-date parking and mobility data will be critical to implementing specific operations and management strategies.

Beginning in fall 2019, Parking Services will begin implementation of the frameworks outlined in this SPP, including the collection and use of data to inform parking management strategies.

STRATEGIC PARKING PLAN TASK FORCE

The SPP Task Force was assembled in October 2018 at the onset of the project. Task Force members include resident, business, and neighborhood advocates from each of the study areas.

Three Task Force meetings were convened as part of the process: in January 2019 to review data collected and project schedule, in May 2019 to debrief after the public workshops and provide guidance on parking management recommendations, and in August 2019 to review the complete draft SPP. Throughout the project, the Task Force also reviewed and provided input on draft public engagement, project, and report materials.

In late 2018, the Task Force was asked to complete a brief survey to establish its perspective on parking and mobility operations and existing conditions in the study areas.

In **Downtown**, Task Force members mentioned proximity of parking and finding parking quickly as the most important factors. The need for shared parking arrangements was also stressed.

In **Franklinton**, finding parking quickly and safely were concerns. Other needs expressed included better cooperation between businesses on parking issues, managing the influx of visitors and residents with the new development and destinations in East Franklinton, and the need for more shared arrangements.

In the **South of Downtown Neighborhoods**, safety and proximity of parking were deemed the highest priority and the needs expressed centered on, among other issues, improving signage and curb lane quality and ensuring parking availability for visitors.

In the **University District**, locating parking quickly and the proximity of parking were mentioned as top priorities. Issues that arose in the surveys' open-ended feedback dealt with signage and navigation in the area; event parking management; pressures from nearby Ohio State and regional destinations; low parking turnover; and balancing resident, business, student, and visitor parking needs.

PUBLIC ENGAGEMENT

Public Workshops

From April 30 to May 1, 2019 four public workshops were held, one in each study area. The purpose of these workshops was to communicate and collaborate with Columbus residents and businesses on parking needs and priorities.

WORKSHOPS

DOWNTOWN
April 30, 2019, 6:00pm-8:00pm
Michael B. Coleman Government Center

FRANKLINTON
May 1, 2019, 6:00pm-8:00pm
Dodge Park Recreation Center

UNIVERSITY DISTRICT
April 30, 2019, 6:00pm-8:00pm
Summit on 16th United Methodist Church

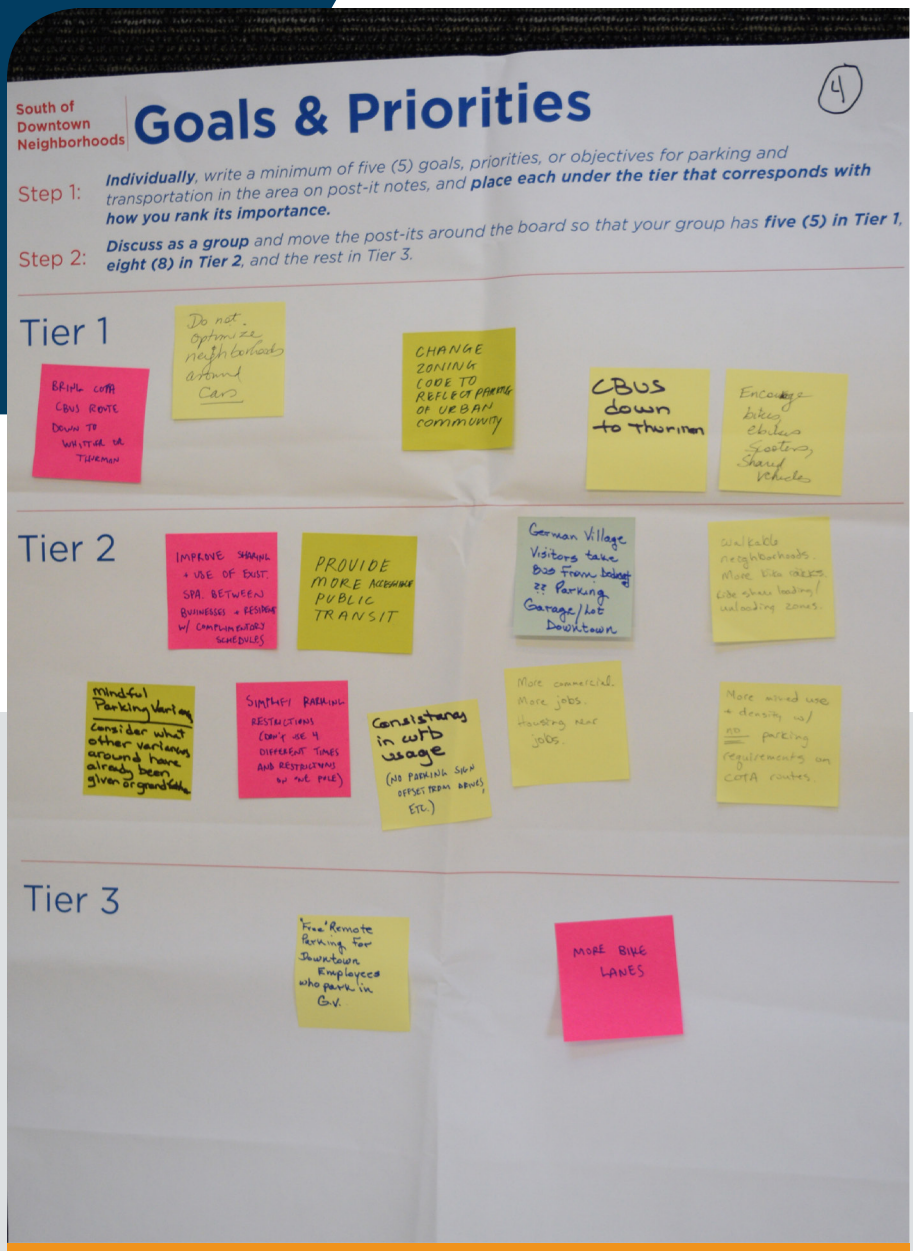
SOUTH OF DOWNTOWN NEIGHBORHOODS
May 1, 2019, 6:00pm-8:00pm
German Village Meeting Haus

The format for all workshops began with an open-house style welcome, where attendees could sign in, introduce themselves, and explore poster materials and participate in a mapping activity. This was followed by a short, formal presentation to introduce the project and workshop activities. After the presentation, break-out groups were held to gather information during two additional activities, one that asked attendees to assign priorities and objectives for parking in their area and another that helped prioritize parking and mobility strategies. At the end of the workshop, attendees were given the opportunity to provide feedback on their workshop experience in the form of an optional exit questionnaire.


Goals & Priorities
Parking and Mobility Strategies
PARKING CONVERSATIONS

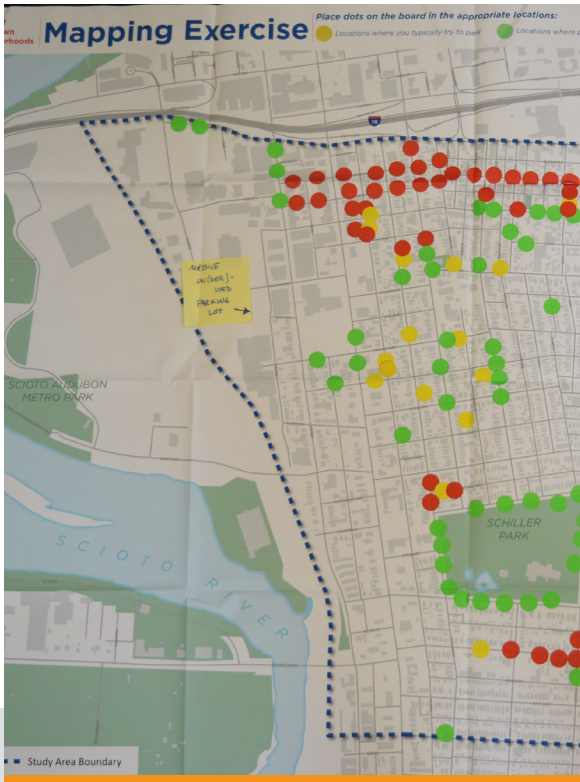

3 Point Motors


Tier 3
Tier 2
Tier 1



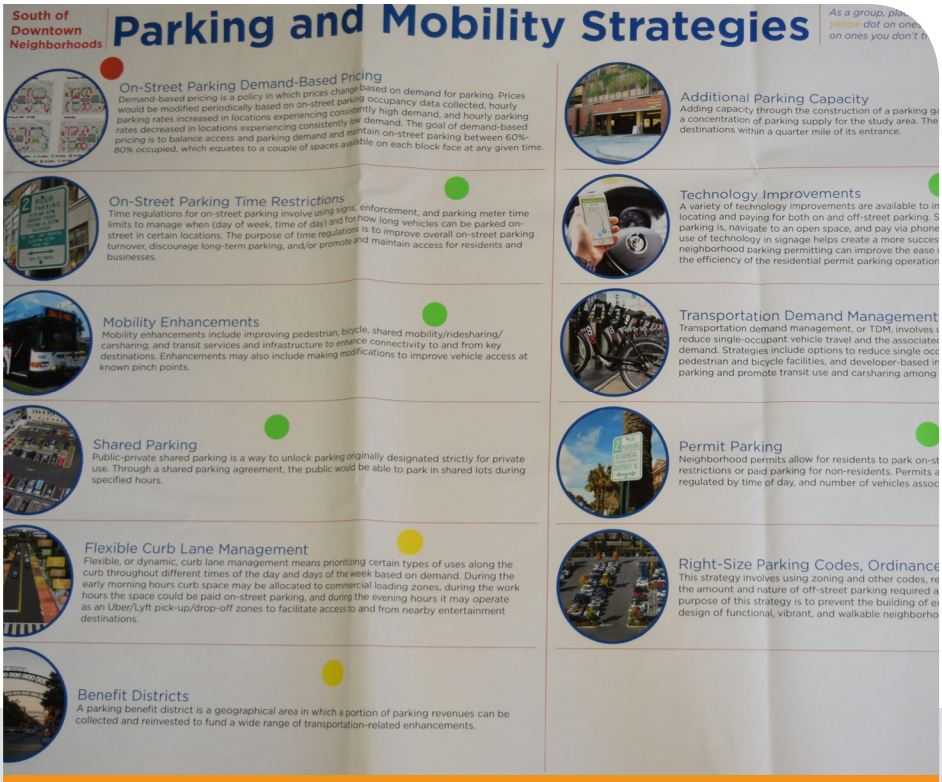
GOALS & PRIORITIES ACTIVITY

Attendees wrote goals on post-it notes and prioritized them into 3 tiers of importance



MAPPING ACTIVITY

Colored dots were placed on maps of each study area to indicate areas where people frequently parked and where they experience difficulty with parking



STRATEGIES ACTIVITY

Colored dots were used to indicate whether attendees felt certain strategies would or not work in their study area

Combined, a total of 154 people signed in to the workshops. The South of Downtown Neighborhoods had the largest turnout, with over 100 attendees. This was followed by 18 attendees at the Downtown meeting, 16 attendees at the University District meeting, and 14 attendees at the Franklinton meeting. Staff received numerous comments about the parking status in these neighborhoods, both in person and using the participation activities.

The following sections contain an overview of highlights and themes heard at each individual workshop. More information is included in the Chapter 3 Study Area Reports. Open-ended responses are included in the Appendix.

Online Survey

The Columbus Strategic Parking Plan Public Survey was made available during spring 2019. During this time, 432 people participated in the online survey. The majority (48 percent) represented the South of Downtown Neighborhoods (German Village, Brewery District, and South Side). The University District was also well represented by 29 percent of participants. Others were either from Downtown (16 percent) or Franklinton (six percent). All participants were asked the same questions about their specific area. An overview of the questions asked and results is included here. Open-ended responses are included in the Appendix.

TYPICAL PARKING LOCATIONS

The first question in the survey asked respondents what type of parking they use: on-street parking, surface lot, parking garage, or another mode of transportation.

Franklinton, South of Downtown, and University District respondents overwhelmingly reported using on-street parking more than the other options.

Downtown respondents reported using alternatives like surface lots, parking garages, or other transportation modes evenly with on-street parking.

EASE OF PARKING

Respondents were asked to describe how difficult parking typically is to find, with possible responses being always, usually, sometimes, rarely, or never.

Downtown respondents reported the most difficulty finding parking, reporting more frequently that they 'always' or 'usually' had difficulty finding parking.

University District respondents more frequently reported that they 'usually' or 'sometimes' had difficulty parking.

South of Downtown respondents seemed to have less difficulty finding parking, with more respondents stating that they either 'sometimes' or 'rarely' had difficulty finding parking.

Franklinton respondents were split in that they reported both that they either 'usually' or 'rarely' have difficulty finding parking. Respondents in this group also more frequently reported that they 'never' have difficulty than other groups.

PARKING ACCESS AND MOBILITY

Respondents were asked what they thought about parking access and mobility in their area. They could choose from 'lots of issues,' 'some issues,' 'no issues at all,' or 'not sure.'

Across all neighborhoods, the majority responded that they have 'some issues' with parking access and mobility in the area (nearly half of each individual respondent group). Much fewer responded that they had 'no issues at all.'

TYPICAL DESTINATIONS, PARKING PROXIMITY, AND TIME TO FIND PARKING

The next set of questions asked respondents to identify their typical destinations (multiple could be selected). The responses available changed depending on what neighborhood was selected but included the option to respond with a residence, restaurant/shopping, employment, or a number of local destinations. The question also included a write-in option for any other destinations. Follow-up questions asked whether respondents were able to find parking near their destinations and how long it typically took them to find parking. Response summaries are on the following pages.

Downtown

Top 5 destinations:

1. Place of employment
2. Restaurant/shopping
3. Scioto Mile/Riverfront
4. Arena District
5. My residence

Downtown respondents **reported parking the farthest away from their destinations and few reported parking in a designated spot**. Respondents stated they mostly find parking two blocks away and more frequently reported finding parking three or more blocks away compared to the other neighborhoods.

Additionally, this group **reported taking the longest time to find parking**, at 8-10 minutes.

University District

Top 5 destinations:

1. My residence
2. Restaurant/shopping
3. High Street entertainment
4. Ohio State Campus
5. Gateway

University District respondents **reported parking mostly one or two blocks away from their destination,** with relatively few responding that they parked more than three blocks away.

University District respondents **reported in equal numbers that they took anywhere between less than 2 or up to 7 minutes** to find parking and that they were usually able to find a parking space.

Franklinton

Top 5 destinations:

1. East Franklinton Arts District
2. Restaurant/shopping
3. Place of employment
4. My residence
5. Mt. Carmel West Medical Center

Franklinton respondents **reported in the majority that they were able to find parking either at a designated spot in front of their destination or one block away from their destination**. They reported usually being able to find a parking space.

Franklinton respondents **spent the least amount of time finding a parking spot,** more than half of responses indicating that they spent less than 2 minutes looking.

South of Downtown Neighborhoods

Top 5 destinations:

1. My residence (90% of responses)
2. 3rd Street shopping and eating
3. Whittier Street eating and shopping
4. Schiller Park
5. Other

South of Downtown respondents **most frequently reported parking a block away from their destination.** They also reported parking at a designated spot in front of their destination at a higher percentage than other groups and they usually were able to find a parking spot.

South of Downtown respondents also **spent the least time finding a parking spot,** usually less than 2 minutes. Very few respondents in this group reported spending more than 5 minutes to find parking.

OTHER TRAVEL MODES

Respondents were asked what other travel modes they use to get to or travel around their study areas. Across all response groups:

Rideshare services (Uber, Lyft, etc.) were the most common alternative travel mode used, especially with South of Downtown respondents.

Public transit was second most commonly used, particularly amongst Downtown and University District respondents.

Personal bikes were third most used, least among Downtown users but more evenly across the other respondent groups.

A large portion of respondents reported **not using other travel modes**, evenly spread amongst the four groups.

PRIORITIZATION

Respondents were asked to rank five options, from their highest priority for parking to their lowest. Across all response groups, the options were ranked as follows:

1. Finding an available space that is close to my destination
2. Finding an available space quickly
3. Parking and exiting my vehicle safety
4. Knowing where I can park (i.e., signage, information about parking rules and regulations)
5. Finding an affordable space

OPEN-ENDED RESPONSES

Additionally, survey respondents were provided two questions to offer open-ended comments. The first asked them to consider what works well and what needs improvement for parking in their area. The second was a more general opportunity to provide comment on parking or mobility in their area. These comments were categorized and can be found as part of the Appendix. **The most common category for all responses was regarding parking capacity, followed closely by parking type.**

Online WikiMap

In addition to the online survey, data on the parking experience was collected using an online WikiMap in the spring of 2019. Respondents could use points and lines to draw areas to identify areas where they parked or where they had issues parking. They were asked to categorize each of these data points as one of the following:

- Places where they typically park
- Locations where parking works well
- Areas where parking is not working
- Opportunities for change

Over 150 users engaged with the WikiMap, **providing over 250 individual responses.**

CHAPTER 2 that follows includes a detailed suite of current and recommended parking management and operations tools. Chapter 3 includes the reports outlining engagement results, existing conditions assessment, and recommended parking management roadmap, for each of the four project study areas.


DO NOT
ENTER

2

PARKING AND DEMAND MANAGEMENT TOOLBOX

Parking and mobility management is an ever-evolving practice. As such, it's important for practitioners to have an adequate set of tools to evaluate issues, make decisions, and apply management strategies.

The intent of this section is to provide the City of Columbus with a toolbox to assess current and future issues, apply appropriate solutions, and evaluate ongoing performance.

The City's Existing Parking and Demand Management Toolbox

The City of Columbus Division of Parking Services has established several parking and demand management policies in the past few years. These programs include new regulations on pricing for on-street parking connected to actual parking demand, parking benefit districts, car-sharing, initiatives to manage curbside demand, and modifications to existing permit programs.

This section reviews these existing tools, recommendations, and considerations for refinement.

ON-STREET PARKING TIME LIMITS AND PRICING

The city currently uses time limits and pricing to manage parking demand for on-street parking. However, despite the definition of specific time limits, adding money to the meter (i.e., meter feeding) is legal. The price for on-street parking has been limited until recently to $0.75 cents per hour, well below the cost for comparable off-street parking.

The city established new rules and regulations for parking rate adjustments that became effective on July 1, 2018 (this policy is currently in place in the Short North Arts District). The new rules established a performance-based (i.e., demand-based)pricing structure based on average on-street occupancy. Rates are adjusted in $0.25 or $0.50 increments. Rates can be adjusted up or down based on data collected on a quarterly basis. Rates cannot be adjusted more than once per quarter. The city may also adjust time limits if rate increases do not achieve desired occupancies below 80%.

Rate adjustments must be consistent with the following parameters:

OCCUPANCY	RATE ADJUSTMENT
80% or higher	Increase $0.25
60% to 80%	No Adjustment
30% to 60%	Decrease $0.25
Less than 30%	Decrease $0.50

ADDITIONAL CONSIDERATIONS

Implement the demand-based pricing program, to include bi-annual data collection

Establish parking management areas or districts (see page 2-18 for more) to create a foundation for cohesive policy and funding of mobility improvements

Move toward progressive pricing to deter long parking durations (e.g., Sacramento, CA has a progressive three-tiered pricing structure for metered spaces - rates range from $1.75 - $3.75 per hour, and prices escalate after the base number of hours expires)

ON-STREET ENFORCEMENT

The city currently uses a variety of methods to enforce parking, including people in vehicles, on foot, on bikes, and using License Plate Recognition (LPR). The hours of enforcement vary within the study area based on posted time limits and permit restrictions. The city should consider opportunities to increase the efficiency of enforcement when considering parking management strategies such as virtual permitting, progressive pricing, fixed-fee pricing, and pay by plate. Progressive pricing, for example, would require minimal enforcement since there would no longer be time limits. Other strategies, such as pay-by-plate, improve the efficiency of enforcement to more quickly identify vehicles that did not pay or over-stayed the time limits.

RECOMMENDATIONS

- Continue to invest in technology to improve the efficiency and effectiveness of enforcement, including:
  - LPR technology
  - Virtual permitting
  - Management strategies such as progressive pricing (could require sensors to detect when vehicles vacate a stall)
  - Expanded mobile pay
  - Pay-by-plate (would allow for multi-space pay stations and elimination of single space meters)
- In areas that haven't transitioned to progressive pricing, leverage mobile payment app and/or multispace meter/ sensor technology enforced with pay-by-plate enforcement to deter meter feeding. E.g., Portland, OR prohibits meter feeding in meters of 4 hours or less using their mobile app.
- Collect data outside of posted time limits and immediately adjacent to managed areas to assess potential spillover effects and inform desired hours of enforcement and adjustments to time limits.

PERMIT PROGRAMS

The City of Columbus manages an on-street permit program (31 zones, primarily near The Ohio State University and in the South of Downtown Neighborhoods) for residents and businesses in areas that require active management to minimize parking conflicts between users. The stated goals of the program are to:

- Prioritize neighborhood parking
- Manage the demand for on-street parking created by commercial attractions
- Promote retail patronage
- Encourage alternative forms of transportation
- Limit congestion in and around permit parking zones

The city adopted new rules and regulations effective November 1, 2018 that clarified requirements to establish, modify, or remove a permit parking zone. Establishing a new district requires certain parking conditions to be met as part of a parking study, including outreach to the neighborhood. The regulations also address enforcement, evaluating the effectiveness of existing zones, permit eligibility, and updated fees for the program. The fees are generally $100 per year for business permits and $25 per year for residential permits. Residential permits in the Short North and Children's Hospital zones are limited to two per address and one per licensed driver.

RECOMMENDATIONS

- Consider higher permit fees in high-demand areas to refelct the true value of curb space, and where use of off-street parking should be incentivized. For example, the Northwest District of Portland, OR charges $195 for residential and business permits (including a $120 Transportation Demand Management surcharge used to fund mobility programs). Prices escalated beyond the first permit acquired on a tiered rate structure. The program is meant to incentivize the use of off-street parking and alternative transportation.
- Expand virtual permitting and mobile pay as the primary form of parking revenue control in permit areas.

PARKING BENEFIT DISTRICTS

The city established Parking Benefit District (PBD) rules and regulations on July 1, 2018. PBDs include sharing on-street parking revenue for district-specific investments in the area where revenue is generated. Under current rules, all on-street parking revenue above operations and maintenance costs is allocated for district investments, which are intended to "enhance quality of life for residents and businesses and promote walking, biking, and public transportation." The city currently has one PBD in the Short North Arts District.

The PBD rules set the procedures to establish, modify, or remove a PBD, which may be initiated by an area commission, civic association, business district, special improvement district, or the Division of Parking Services. Initiating and managing a PBD requires public outreach with established neighborhood organizations. Recommendations on the PBD are provided from an established neighborhood committee to the Director of Public Service.

PARKING BENEFIT DISTRICT FUNDS MAY BE USED ON THE FOLLOWING INVESTMENTS:

1. **Shared Parking Agreements**
2. **Managing Existing Parking Inventory**
3. **Mobility Information/Signage**
4. **Increasing On-street Parking Supply**
5. **Technology Improvements**
6. **Promoting and Implementing Alternative Transportation**

RECOMMENDATIONS

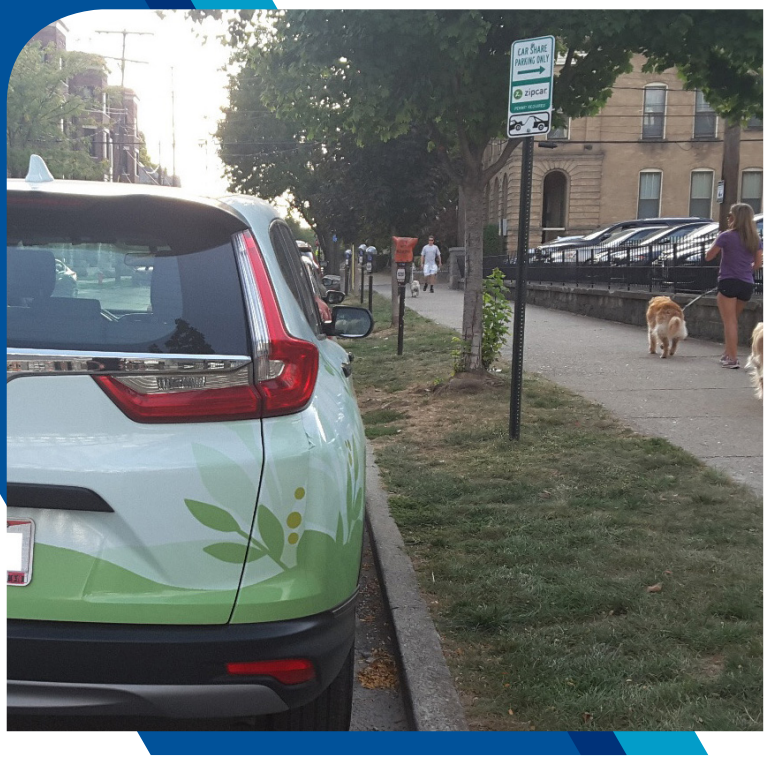
- Consider allowing city-wide mobility investments to be funded with PBD funds as the number of districts expand.
- Facilitate additional outreach and discussion about developing a PBD and parking collaborative in Downtown.

LOADING ZONES

The Director of Public Service issued an order regarding loading zones on February 2, 2000. The order establishes the application requirements for a loading zone, installation and collection of annual fees, and inspections for loading zones. The order does not appear to establish any criteria for approving loading zones and anyone may apply for a loading zone. The annual fees vary by zones established in the order.

RECOMMENDATIONS

- Develop clear guidance and regulations for different types of loading zones, including commercial vehicle, passenger loading, load/unload, temporary, and truck-only.
- Consider monetizing loading zone usage through the existing mobile pay application, including the definition of loading zone parking rates, higher citation levels, and initiatives to incentivize loading zone users to comply with new monetization policies.
- E.g., in addition to annual and daily commercial vehicle loading permits, Washington, D.C. uses ParkMobile to handle payments of commercial vehicles using designated loading zones. Vehicles may either have the annual/daily permit decals, or pay-per-use. ParkMobile offers fleet memberships to facilitate payment.
- Transitioning toward pay-as-you-go use of commercial loading zones provides a rich set of loading zone usage data to the city, and revenue received that is commensurate with the true value of limited curb space based on actual demand.



CAR SHARING PERMITS

The City of Columbus established a car sharing permit program for on-street stalls effective July 1, 2018. The purpose of the program is to "increase mobility options for its residents, businesses, and visitors." The program includes both dedicated stall and home area (otherwise known as free floating) permits. Currently, Zipcar is the only car sharing operator in the city and has dedicated stall permits for their vehicles. Free floating car share does not currently exist, but the city has issued permits to Car2Go in the past. The city may regulate the number of car sharing vehicles, the number of permits issued per year, stalls available for car sharing vehicle, and the size of a car sharing home area.

RECOMMENDATIONS

- Explore opportunities to add a free-floating car share provider to the city's mobility options.

VALET PROGRAM

The city allows use of on-street parking and meters for valet parking in designated zones. Valet zones are regulated by the city in accordance with rules and regulations that became effective July 1, 2018. Valet zones are typically near restaurants in areas with limited parking. To operate a valet zone, a permit is required from the city. The city allows neighborhood and business organizations to apply for consolidated valet zones to serve the district. Valet zones for individual businesses may not exceed the length of the street frontage in front of the business. The application fee is $200 with an annual renewal fee of $50.

RECOMMENDATIONS

- Develop a tiered fee structure based on the demand for parking in the area where the zone is requested.
- Ensure that fees for valet zones generate similar revenue as meter revenue in paid parking areas.
- Practice active enforcement of valet zones to increase compliance.

Request for On-Street Parking Out-of-Service (Meter Bagging)

OVERVIEW

Parking Services recognizes that although parking should generally be available to any user, unique circumstances sometimes require parking to be restricted. Parking Services has a general policy and procedure to restrict on-street parking for specific users and uses. Parking out-of-service permits may be granted for metered and paid unmetered areas for construction activities, temporary valet parking zones, and special events. Business and permanent valet loading zones are governed by separate rules and regulations.

On-street parking that is approved to be taken out of service shall shall be only for the specific purpose and set-up, takedown, and staging, and shall not be used for long-term parking.

PERMIT FEES

Applicants are required to pay fees for the permit in addition to the parking meter fees for the length of time the permit is in effect. Non-profits are not required to pay the cost of the meter fees.

PUBLIC NOTIFICATIONS

For any permit that is more than 5 consecutive spaces for more than one calendar day or any number of spaces for more than 14 calendar days, the applicant may be required to notify all adjacent property owners of the restricted parking.

At the writing of this plan, modifications to the policy are being considered. Recommendations for inclusion into a new policy are included on the next page.

RECOMMENDATIONS

- Develop policy guidance and fees for reserving on-street parking in unpaid parking areas, including unmanaged/free parking and residential parking permit zones.
- Require all permit applicants (including non-profits) to pay the cost of lost meter revenue.
- Investigate the use of signs or removeable bollards to delineate unmetered curb areas taken out-of-service. With the transition away from single-head meters and toward multi-space meters and paid unmetered areas, other physical indicators will be necessary to delineate curb space reserved for specific users and uses.

Recommended Parking and Demand Management Toolbox

The parking and demand management toolbox outlines the recommended suite of parking and demand management tools at the city's disposal to operate and manage parking and curb lane demand. When used, these tools should be adapted and applied based on location-specific needs, priorities, and analysis of current data to promote balanced, accessible, equitable, and efficient parking and mobility systems.

The chapters that follow include frameworks for how these tools should be applied to operate and manage parking in each study area.

The contents of this toolbox work to balance supply and/or demand. Each tool differs in its focus, method, and specific objective. Toolbox categories are depicted on page 2-12.

The key below illustrates how objectives are defined throughout the toolbox:

Goals Challenges

Primary problem addressed

Please refer to the icons below each tool to see for which study area the tool should be considered (Franklinton, South of Downtown, University District, and Downtown). Specific management recommendations are included in Chapter 3.

F S U D

Parking and Demand Management Toolbox Categories

- Balancing Users
- Transportation and Parking Demand Management
- Increasing Parking Supply
- Efficient Parking Management Through Technology
- Parking Standards and Management Policy
- Multimodal Transportation

BALANCING USERS

PERMIT PROGRAM REFORM

S U

Improve management of the permit program through updates to eligibility, pricing, virtual permits, and permit limits. Consider a tiered rate structure with daytime options for businesses and employees.

- To protect quality of life in residential neighborhoods while providing short-term access where there is capacity
- Opposition from stakeholders to further restrictions and increases in permit fees

- Spillover on-street parking demand in residential neighborhoods

COMMERCIAL AND PASSENGER LOADING ZONE MANAGEMENT (PRICING)

F S U D

Develop a pricing, permit, and enforcement program to manage loading zones, such as through mobile payment.

- To better manage the use of loading zones
- Difficulties with enforcement given the short-term use

- Curbside demand prioritization and management

Goal Challenges Primary problem addressed

BALANCING USERS

TIME LIMIT RESTRICTIONS

F S U D

Designate on-street parking restrictions for the length of time that vehicles are allowed to park. Time limits can be varied throughout the day based on needs and demand.

To encourage parking turnover in unmetered parking areas of high demand

Without associated pricing, difficulties surrounding forcing turnover, which relies on enforcement

Long parking durations

COMPREHENSIVE AND DYNAMIC CURB LANE MANAGEMENT

F S U D

Establish curb lane management policies that promote simple and seamless access for a variety of users as well as flexibility throughout the day and week. Comprehensive curb lane management encompasses many of the other strategies included in this toolbox.

To prioritize and balance curb lane users based on land use and local needs, enhance the flexible nature of curb use, improve compliance, and promote more efficient utilization of curb spaces

Balancing different user demands and creating uniformity and clarity in curb lane management strategies

Inefficient curb lane use

TRANSPORTATION AND PARKING DEMAND MANAGEMENT

DEMAND-BASED PRICING

U D

Maintain on-street rates based on actual parking demand. Areas with lower demand receive lower pricing, while areas with higher demand receive higher pricing.

- To manage parking demand, encourage use of off-street facilities for long-term parking, and encourage efficient use of on-street parking
- Regular data collection and analysis required

✓ Localized parking demand pressure

PROGRESSIVE PRICING

U D

Increase price after the base number of hours expires (typically 1-4 hours). Eliminates time limits.

- To provide greater flexibility in the use of on-street parking while still managing demand
- Sensors required and turnover options reduced

✓ Localized parking demand pressure

EXPAND PAID PARKING AREAS

F S U D

Convert unregulated or time-restricted parking to paid parking.

- To improve parking management when supported by data findings
- Stakeholder opposition when implementing paid parking in areas that are now free

✓ Localized parking demand pressure

MINIMUM TRANSACTION PRICING (FIXED-FEE)

F S U D

Require a minimum transaction fee for parking.

- To incentivize longer-term parking in areas with less demand and to cover the costs for meters
- Opposition from parking users required to pay a minimum fee when they may be parking for a short amount of time; may still not cover the costs of meter operations

✓ Localized parking demand pressure

TIME-OF-DAY PRICING

D

Implement a form of demand-based pricing that varies the price for parking depending on the time of day and demand.

- To shift demand to times of day with more capacity
- Requirement for sensors and/or routine data collection and analysis. E.g., SFPark in San Francisco leverages algorithms and current and historic data to set time-of-day rates.

✓ Localized and time of day parking demand pressure

Goal | Challenges | ✓ Primary problem addressed

TRANSPORTATION AND PARKING DEMAND MANAGEMENT

EXTEND PAID PARKING HOURS AND ENFORCEMENT

F S U D

Extend paid parking and enforcement earlier in the morning or later in the evening when demand is high.

To better manage parking demand when it's warranted

Resistance from stakeholders when expanding paid parking hours during times when they have been able to park for free

Localized and time-of-day parking demand pressure

BALANCE ON AND OFF-STREET RATES

D

Set on-street rates higher than off-street rates to incentivize longer-term parkers to use off-street parking supply.

To balance parking demands between on- and off-street system

Possible difficulties controlling and balancing prices since the city does not control much off-street supply

Localized and time-of-day parking demand pressure

PROMOTE SINGLE-OCCUPANT VEHICLE COMMUTE REDUCTION

F S U D

Consider the range of transportation demand management (TDM) tools the city can use to reduce single-occupant vehicle (SOV) travel and parking demand and increase the use of alternative modes of transportation, which include promoting a denser and multimodal urban form (i.e., 'smart growth'); providing convenient and connected multimodal and non-SOV options (e.g., walk, scooter, bike, transit, carpool, rideshare); and offering compressed work schedules, telecommuting, and a variety of financial incentive-based strategies. Private employers have great influence over whether and how convenient parking is available to employees.

Specific tools could include:

- Working with employers to adopt trip reduction plans with alternative commute benefits and providing parking cash-out and pre-tax commute options for employees that forego employer-subsidized parking
- Encouraging private parking garage operators to offer discounted daily and monthly rates for carpoolers

To reduce single-occupant vehicle and parking demand

Lack of city control over private businesses

Traffic congestion and localized parking demand pressures

PARKING STANDARDS AND MANAGEMENT POLICY

MODERNIZE PARKING STADARDS

F S U

Adjust minimum off-street parking requirements to more accurately reflect actual parking utilization. Consider parking maximums.

- To prevent the overbuilding and underutilization of parking and let the market establish the "right" amount of parking. Could reduce the need for some parking variances
- Possible resistance from neighborhoods when allowing new housing to be built with reduced off-street parking

✔ Overbuilding of off-street parking

CONSIDER VARIANCE FOR DEVELOPMENT MORE DELIBERATELY

F S U

When reviewing variances for parking for new development, consider system impacts and availability for shared parking.

- To right-size system parking supply (i.e., provide enough, but not too much, parking) and limit spillover impacts businesses and residents
- Possible barriers for development if parking variances are discouraged

✔ Spillover on-street parking demand

FEE-IN-LIEU OF PARKING

F U

Allows developers to pay the city a fee-in-lieu of building parking, which can be re-invested into shared parking or mobility assets for use by the community. This is currently being implemented in Short North.

- Incentivize shared parking and mobility options
- May be resistance to not requiring off-street parking and if the fee is not used to build or manage parking

✔ Overbuilding of off-street parking

Goal Challenges

✔ Primary problem addressed

PARKING STANDARDS AND MANAGEMENT POLICY

PARKING BENEFIT DISTRICTS

U D

Invest a portion of parking revenue in the district where the revenue is generated. This may also be used to fund city-wide investments in transportation and mobility.

To provide local benefits from the parking program where revenue is generated. Invest in mobility options to decrease demand for parking.

Developing policies and processes for allocating funding

Need for mobility system improvements

PARKING MANAGEMENTS DISTRICTS

F S U D

Incorporate parking management districts, which are areas where there is a uniform approach to parking management including pricing, time limits, shared parking, and permits.

To simplify parking management and create consistency in parking management practices at the district scale

Possible requirement for changes to existing management strategies that some stakeholders may be opposed to

Inconsistency in management

MULTIMODAL TRANSPORTATION

MOBILITY ENHANCEMENTS

F S U D

Implement mobility enhancements, which include improving pedestrian, bicycle, shared mobility/ridesharing/Car-Sharing, and transit services and infrastructure to enhance connectivity to and from key destinations. Enhancements may also include making modifications to improve vehicle access at known pinch points.

To reduce single-occupant vehicle travel and parking demand

Creating incentives and processes to get patrons to use mobility options and truly change behavior away from automobile reliance

Connectivity and mobility; parking demand pressures

Goal Challenges Primary problem addressed

INCREASING PARKING SUPPLY

CONVERT TRAVEL LANES TO PARKING

F S U D

Reduce the number of travel lanes to expand on-street parking.

- To use the existing right-of-way efficiently
- Expense related to implementation and possible impacts to traffic flow

✓ Need for more on-street parking

ALLOW ALLEY PARKING

F

Allow residents to utilize alley right-of-way behind their homes to park, minimizing congestion and demand on the street network.

- To create more parking supply within existing right-of-way
- Possible problems for traffic flow and emergency access

✓ Need for more parking

SHARED PARKING

F S U D

Incorporate shared parking, which allows multiple land uses to share a centralized set of parking, rather than building on-site parking. Variations in demand between users allows for a reduced need for total spaces.

- To promote utilization of off-street parking assets and reduce overall off-street parking requirements
- Possibility that concept will be lost during development phase without a central entity or broker to manage shared parking

✓ Underutilized off-street parking

ADDITIONAL OFF-STREET PARKING CAPACITY

F S U D

Add off-street parking in the form of off-street surface parking lots or garages. This could involve making city-owned and operated parking available for public use.

- To alleviate local demand pressures and provide more parking options
- Expense associated with constructing and operating off-street parking; not the highest and best use of available land

✓ Need for more parking

EFFICIENT PARKING MANAGEMENT THROUGH TECHNOLOGY

MOBILE PAYMENTS

F S U D

Implement mobile pay options.

- To improve the customer experience and provide more payment options
- Incentivized meter feeding if allowed by the mobile pay app

✓ Customer experience and collections compliance

MOBILE AND STATIC WAYFINDING

F S U D

Use dynamic message signs and/or mobile real-time parking availability apps to direct people to available on- and off-street parking spaces.

- To enhance the ability of drivers to find available on- and off-street parking without circulating
- Size and expense of data required to provide real-time information

✓ Locating and finding available parking without hunting

LICENSE PLATE RECOGNITION FOR ENFORCEMENT AND DATA COLLECTION

F S U D

Use vehicle-mounted license plate recognition cameras for payment verification, neighborhood parking permit verification, and data collection purposes.

- To streamline enforcement and improve collection of data for analytics and parking management
- Expense associated with LPR equipment; some concern about privacy issues

✓ Process inefficiencies and need for data for management and operation

ASSET LIGHT STRATEGIES

F S U D

Use technology to minimize equipment and hardware to manage parking; mobile payment is an example of an asset light strategy.

- To minimize the costs to manage parking and minimize visual clutter in the public right-of-way
- Lack of access by some parking users to smartphones or technology

✓ Process inefficiencies

Goal Challenges ✓ Primary problem addressed


COSI
NO STOPPING ANY TIME
civic

A Deeper Look at Core Elements

This section provides detailed considerations related to five core elements of the parking and management program:

- Implementing Data-Driven Parking Management
- Transitioning to Asset Light Parking Operations and Management
- Implementing a Robust Shared Parking Program
- Implementing Demand-Based Pricing
- Promoting Dynamic and Flexible Curb Lane Management

These five elements are part of the recommended toolbox and are fundamental to the ongoing success of the city's parking and mobility program.

Implementing Data-Driven Parking Management

The SPP recommends the Division of Parking Services (Parking Services), in partnership with other city and external entities, collect and use a variety of infrastructure and user behavior data in its operation and management of the parking system.

The Parking Services should leverage meter transaction data, use of mobile LPR technology, mobile app payment, and other data to inform operations and management.

Data-driven operations and management processes provide several significant benefits, including:

- Modifications and adjustments to parking policies and procedures that are more informed
- Decisions that are better calibrated and customized to local needs and that better attain desired outcomes. This leads to improved customer satisfaction, greater compliance, and increased parking system financial health and utilization efficiency
- Allows the city to methodically and proactively operate and manage the parking system and enhances the defensibility of interventions, as interventions will be based on real-world and up-to-date data, in the eyes of the public
- Integrating data into parking management eases the city's process of monitoring and adapting its system over time as conditions change. Integrating data into parking management facilitates the creation of performance goals and targets, evaluation against key performance indicators (KPIs), and an understanding of the when, how, where, why, and what in making system adjustments

The table on the following page outlines the components of the recommended system for the Parking Services in collecting and integrating data into its parking management practices.

Implementing Data-Driven Parking Management

DATA	WHAT TO COLLECT	KEY METRIC/KPI	COLLECTION METHOD	HOW TO USE THE DATA	FREQUENCY OF COLLECTION
Curb use inventory	➤ Free parking: public, no-duration (unmanaged parking) ➤ Restricted parking: Public Paid or Public Time-Limited (managed parking, includes residential parking permit areas) ➤ Restricted Parking: Specific Business or Commercial ➤ No Parking: Curbside Travel Lane ➤ No Parking Loading Zone ➤ No Parking: Other or Miscellaneous	➤ Number of loading zones and other curbside uses ➤ Number of parking spaces	➤ Collector for ArcGIS or similar GPS-enabled platform	➤ Maintain data in GIS system ➤ Leverage as baseline for on-street parking and curb lane system ➤ Consult to inform placement of commercial loading zones, and flexible curb zones. Curb use inventory data should be leveraged in working with shared mobility platforms (e.g. Uber and Lyft) to geolocate appropriate pick-up and drop-off areas and explore curb monetization methods beyond on-street curb lane parking ➤ Review data in concert with parking occupancy and duration data to determine necessary scope and scale of parking management changes	➤ Update GIS-based curb lane inventory developed as part of SPP. Update annually and/or as curb management changes
On-street parking occupancy	➤ The number of parked vehicles on each block face at peak demand times during typical conditions	➤ Peak occupancy by block face and/or sub-area ➤ Average occupancy by block face and sub-area	➤ Collect primarily with mobile LPR, especially in larger areas and/or where license plates for duration analysis or enforcement is required or already used ➤ Conduct third-party manual counts in smaller target areas	➤ Leverage occupancy data from Downtown and other areas as integral part of demand-based pricing program to adjust meter rates based on % occupancy bands, per the guidance in this SPP ➤ Use occupancy data to inform expansion of paid parking areas, extension of enforcement times, adjustment of meter time limits, modifications to residential parking permit zones, and implementation of other potential strategies	➤ To support demand-based pricing program, parking occupancy data should be collected bi-annually during morning, afternoon, evening, and late night/overnight time frames as appropriate based on local needs, land use context, enforcement, and time restriction characteristics ➤ Other occupancy data collection may be required based on specific requests and needs
On-street parking duration	➤ Average length of stay for parking transactions per block face	➤ Average parking duration by block face and sub-area ➤ Average parking duration relative to posted time limit	➤ Collected with mobile LPR	➤ Use to evaluate effectiveness and necessary modifications to time limit, pricing, RPP, and other parking management strategies	➤ Parking duration data should be collected at least bi-annually, or more frequently/as needed during review of parking time limit, paid parking, enforcement, and residential parking permit program effectiveness ➤ Durational data (via license plate reads) will need to be collected hourly to use for making decisions regarding time limits
On-street meter transaction data	➤ Meter reports	➤ Location of transactions ➤ Number of transactions ➤ Transaction revenue ➤ Average amount per Transaction ➤ Meter revenue per meter	➤ Extract from meter reports across intervals consistent with needs and objective; for example, 6-month interval is suggested for analysis when analyzing data to validate potential demand-based pricing program modifications	➤ Cross-check meter transactions and amounts for meters in areas where higher recorded on-street occupancy would necessitate parking rate increases	➤ At least bi-annually
Citation occurrences	➤ Number of citations/rate of violations ➤ Location of citations ➤ Type of citations	➤ Location of citations relative to posted time limits, curb lane management in place, recorded occupancy, and recorded duration data	➤ City citation reports ➤ Pull from back-end management platform in areas where virtual permits are present and enforcement is done with LPR	➤ Use to determine where violations are occurring and of what type, to compare with curb lane management in place, as well as recorded occupancy and duration	➤ At least bi-annually
Off-street parking data	➤ Inventory (Mid-Ohio Regional Planning Commission hosts this data currently for Downtown Columbus) ➤ Average and peak occupancy	➤ Number of parking spaces ➤ Peak occupancy by sub-area	➤ Data should be collected via partnerships with third-party entity, property owners, and parking operators; the city could help encourage and/or facilitate its collection	➤ Understand parking space availability and use efficiency of off-street parking facilities ➤ Validate implications and effectiveness of on-street parking operations	➤ Annually

Implementing a Robust Shared Parking Program

Since it does not manage its own off-street parking, the City of Columbus is limited in its ability to make available and maximize the efficient use of off-street parking. Off-street parking assets include privately operated but publicly-accessible assets, as well as parking designated for specific businesses and land uses.

Shared parking programs can increase the efficiency of existing parking facilities by expanding access to parking to a broad range of users. Shared parking programs work best when demand times between shared users are off-set from one another. Shared parking programs can take many forms, from active management by the city to more decentralized programs that operate on a peer-to-peer basis.

In addition to the elements that follow, the City of Columbus should consider making city-owned parking assets available as shared parking resources.

KEY DECISION

The City of Columbus should determine whether it wishes to engage directly in public-private partnership agreements to operate shared parking, or whether it wants to serve in more of a facilitative role.

Components of a successful shared parking program include, at a minimum:

- Identifying specific shared parking opportunities (especially for employees) and brokering shared parking and/or lease agreements between private entities, especially in high-demand areas
- Investigate public-private partnership opportunities to add shared parking supply
- Working with businesses, associations, and property owners to identify and overcome the barriers to private shared parking, such as security, management/maintenance, and liability concerns
- Actively maintaining a map and database of identified shared parking opportunities
- In collaboration with the city attorney's office, providing template sharing and management parking agreements for use by private entities, including a city liability policy
- Promoting the use of third-party shared parking applications that allow for transfer of funds, facilitate private leasing of shared spaces, and aid in locating parking spaces
- Promoting incentives to participate
- Where possible, utilizing city security, enforcement, technology, communications, and other support to incentivize shared parking and help manage private shared parking
- Leveraging PBD funds to promote shared parking initiatives in specific areas
- Ensure that the Zoning Code does not discourage shared parking with restrictions on distance and lease requirements.

SHARED PARKING SUCCESS STORIES

- **The City of Santa Monica, CA** has a Shared Parking Permit program that allows property owners and tenants in its Downtown district to apply to rent or lease spaces based on the documentation of their availability.
- **The City of Vancouver, B.C.** is actively working with business owners in its West End Neighborhood to remove the barriers to shared parking and facilitate shared parking between private entities, such as safety, liability, and maintenance.
- **The City of Sacramento, CA** has actively sought and established shared parking agreements with private lot owners, using two types of approaches: enforcement only and full management. The city has developed a common brand for the shared parking system, called SacPark, and has partnered with community and business organizations, such as the Sacramento Downtown Partnership, on marketing and communications.

Promoting Dynamic and Flexible Curb Lane Management

A curb lane management program provides an approach for managing the various competing uses that rely on a city's finite curb space. A successful program will rely on a variety of operating concepts, techniques, practices, and technologies to help a municipality best allocate the use of its curbs and other high-demand areas. Such a program allows a city to better monitor the conditions of its curb space, understand the needs of its users, and create policies that support its vision for future use of this resource.

COMPONENTS OF A CURB LANE MANAGEMENT PROGRAM

CURB LANE MANAGEMENT

USE ALLOCATION

The prioritization of curb uses is achieved by issuing permits to users to establish specific location, time, and use restrictions.

DATA INTEGRATION

Data collection from diverse sources enables decisionmaking, the communuication of access regulations and changes, and the sharing of conditions information with users in real time.

USE MONITORING

The monitoring of user activity over time is essential to guaging program effectiveness, identifying necessary adjustments, and conducting enforcement.

COMMUNICATION OF REGULATIONS

Clear communication of policies and restrcitions, how to obtain permission to access the curb, and payment methods is vital for successful curb lane management. Additionally, communication of program goals and benifits will help users understand and accept new regulations.

ENFORCEMENT

Diligent enforcement assures that regulations are followed. New technology solutions can aid in enforcement by integrating with other components of the curb lane management program, such as permitting and demand-based pricing.

USERS: THE CURB LANE DEMAND LANDSCAPE

An effective curb lane management program should understand both current uses and the desired future uses of the curb. This will allow the city to develop a deliberate and effective approach to achieve its curb use objectives. Curb lane uses may include:

- Taxis, transportation network companies (TNC), and shuttles
- Pedestrians and crossing infrastructure
- Emergency services
- On-street parking
- Transit and transit infrastructure
- Local businesses
- Americans with Disabilities Act (ADA) access
- Couriers and delivery vehicles/commercial vehicle loading zones
- Bike parking and bike lanes
- Parklets
- Car Sharing
- Electric Vehicle Charging

+ BENEFITS

- **Mobility:** Reduction in congestion through reduced SOV trips, higher transit ridership, and increased throughput. Improved ability for people to move from place to place
- **Parking:** The ability to control the parking behavior appropriate for specific local user needs (e.g., maintaining a 60-80% target occupancy in retail areas)
- **Revenue:** Monetizing the curb (e.g., through the promotion of more pay-as-you-go curb access for commercial vehicles) to support intended occupancies, parking and curb use behavior, and user types
- **Fair access**: Providing curb space that supports fair access for users
- **Control of parking vision:**
  - Prioritization of uses/users by area to support the city's intended vision
  - Provide a planning tool to define how and where curbside elements are changed

CHALLENGES

- Multi-faceted, dynamic corridors will have a complex and varied user need profile
- Rapidly changing areas will require flexible policies to grow with changes in the community
- Some users may potentially be de-prioritized to realign policy with the city's parking objectives and vision
- The validation of non-authorized vs. authorized access to curb space is challenging. Communication and enforcement of parking restrictions must be carefully planned if the program is to be effective
- An effective curb lane management program will require a detailed mapping of the city's curb space—this can be a time and resources intensive undertaking

Transitioning to Asset Light Parking Operations and Management

Transitioning to 'asset light' strategies in managing on-street parking can help cities reduce personnel time, operations, and maintenance costs, as well as improve the availability and integration of data to leverage for making management decisions.

Asset light is a philosophy that comprises a set of strategies rather than a single strategy, and the asset light concept can range from minimal to more significant, depending on the scale of intervention. Two critical asset light strategies recommended in the SPP include mobile payment and multi-space meters.

MOBILE PAYMENT

Using mobile payment in a parking system increases customer convenience. The City of Columbus has incorporated mobile payment via the ParkColumbus app in many of its metered areas and has implemented mobile payment-only across residential streets of the Short North.

Mobile payment gives customers more control over their parking experience. Mobile apps also offer customers 15-minute alerts prior to the end of their parking session and allow customers to extend their parking session as needed.

The Parking Services should continue its expansion of the ParkColumbus mobile payment app across the city, and implement mobile pay only areas where appropriate.

In true asset light form, Miami, Florida has aggressively transitioned to pay-by-phone only in existing and new paid parking areas, removing nearly all physical single-space meters and increasing revenues. Some areas of the city now see mobile payment transactions at 70% of total transactions or greater.

KEY PERFORMANCE INDICATORS FOR EVALUATING ASSET LIGHT POTENTIAL AND SUCCESS

- ☑ Compliance/citations
- ☑ Annual transactions per pay station and per space
- ☑ Cost/meter return on investment
- ☑ Collection hours per meter and per space
- ☑ Revenue per space and cost per space

RECOMMENDATIONS:

- ➤ Use signage to alert customers about the mobile apps available and mobile zone number. Rider signage can be installed under parking regulatory signs. This allows cities to maintain standards for parking regulatory signage while still promoting mobile app usage.
- ➤ Implement the asset light philosophy of multi-space meters or strictly mobile pay only when replacing old meters or installing new meters/ paid parking areas.
- ➤ Leverage mobile app capabilities to assist with implementation of demand-based and progressive pricing, and app data analytics to understand parking behavior and inform management decisions.

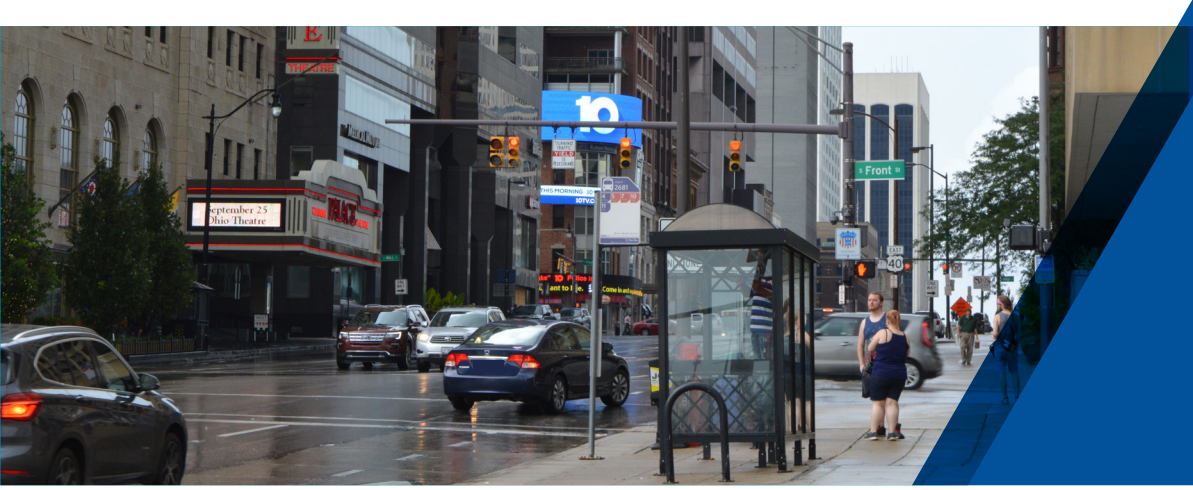
MULTI-SPACE PARKING METERS

The use of multi-space parking meters lessens overall maintenance, operations, and enforcement effort; reduces curb clutter; and improves user friendliness. Implementing multi-space meters also lowers "piggy backing" (when a customer sees time left on the meter and doesn't pay for their parking session because they can use the payment of a previous customer).

Important considerations when investigating, installing, and operating multi-space meters include:

- Multi-space parking meters should be implemented in areas with high parking utilization. These areas should generate enough revenue to justify the cost of the multi-space meter purchase. Typically, multi-space meters work best in business districts, government centers, and universities.
- When implementing multi-space meters, the city must decide if they want to implement a pay-by-space or pay-by-plate management system. For pay-by-plate systems, user error is a major factor in the issuance of erroneous citations. Customers may enter the license plate incorrectly or be uncertain of how to enter their plate into the meter. Customer education is critical to successfully implement a pay-by-plate system. However, pay-by-plate systems integrate seamlessly with mobile LPR and are recommended.
- When placed correctly, a multi-space meter can manage 10-20 parking spaces. For areas with a grid layout, meters may be placed at the corner of a block rather than in the middle of a blockface. This allows for multiple streets to be managed by one meter.
- In areas that are asset light, meter zones should be consolidated and customers should be informed that they can pay at any meter. This decreases the distance to meters and allows customers to find the meter nearest to them.
- Asset light areas should also have signage informing customers of the mobile payment options and mobile zone numbers.

- Some cities have explored placing multi-space meter kiosks as sparse as every 3-4 blocks, making mobile phone-based payment of on-street parking the most convenient for patrons. Signs and marketing encourage the use of mobile payment, reducing capital and operating costs.



Target on-street occupancy with demand-based pricing is

60-80% OF SPACES OCCUPIED

Implementing Demand-Based Pricing

The city has an existing policy on parking meter rate adjustments, adopted in 2018. As the Division of Parking Services positions itself to implement demand-based pricing Downtown, the SPP recommends minor modifications to the existing policy for implementing demand-based pricing.

This framework is intended to build on the city's existing policy and implement demand-based pricing that is dynamic, predictable, and nimble.

OBJECTIVES

Demand-based pricing (i.e., performance-based pricing), involves regularly adjusting on-street parking meter rates in response to recorded parking occupancy. Objectives include:

- Redistributing and balancing parking demand in a specific area
- Calibrating on-street meter rates to be more closely aligned with what the market demands
- Supporting adequate parking turnover to support business and retail areas
- Discouraging longer-term parking in areas of higher parking demand
- Promoting the availability of at least some unoccupied parking spaces on each block through target parking occupancy of 60-80%, and reducing congestion related to drivers circulating looking for a parking space
- Providing a price spectrum of options for parkers; those who are willing to park further from their destination can park in areas with lower meter rates and lower parking demand

With demand-based pricing, on-street meter prices are used to influence parking behavior and provide more balance in the system. While not recommended for Columbus, some cities like San Francisco have experimented with truely dynamic pricing where prices vary throughout the day based on localized parking demand.

DEMAND-BASED PRICING DATA COLLECTION AND RATE ADJUSTMENT GUIDELINES

Collecting data is essential for implementing demand-based pricing. Recommendations for the City of Columbus include:

- ☑ **IT IS NOT RECOMMENDED THAT RATE ADJUSTMENTS ARE MADE ON A BLOCK-BY-BLOCK BASIS IN COLUMBUS.** Instead, the SPP recommends the Division of Parking Services collect and evaluate parking occupancy and duration data and work with local stakeholders to determine specific sub-districts for evaluating occupancy and adjusting meter rates. Initial sub-areas are recommended later in this plan.

- ☑ **DISTRICTS SHOULD REFLECT LOCALIZED LAND USE AND PARKING DEMAND DYNAMICS.** If too large, districts may not achieve aggregate on-street occupancies that necessitate rate increases. Boundaries should be reviewed and adjusted when necessary and as new districts are established.

- ☑ **DATA SHOULD BE COLLECTED BI-ANNUALLY, CONSISTENT WITH BI-ANNUAL METER ADJUSTMENTS.** This is a modification to the existing policy's recommendation of quarterly review and rate adjustments. The City of Seattle, for example, conducts annual rate adjustments.

- ☑ **DATA SHOULD BE COLLECTED MORNING, MID-DAY/AFTERNOON, EVENING, AND OVERNIGHT TO DETERMINE PEAK VIA LPR.** Rate increases should be based on the peak average across the two days of data collection.

- ☑ **SMART METER AND MOBILE PAYMENT DATA** should be used to supplement LPR and citation/ violation data to determine where meter time limits are being overstayed

- ☑ **PROGRESSIVE PRICING SHOULD BE INTEGRATED** with demand-based pricing to deter long-term parking in high-demand areas.

- ☑ Average parking duration should be determined in conjunction with analysis of parking occupancy. **AVERAGE PARKING DURATIONS ALONG BLOCK FACES AND IN SUB-AREAS SHOULD NOT EXCEED METER TIME LIMITS.**

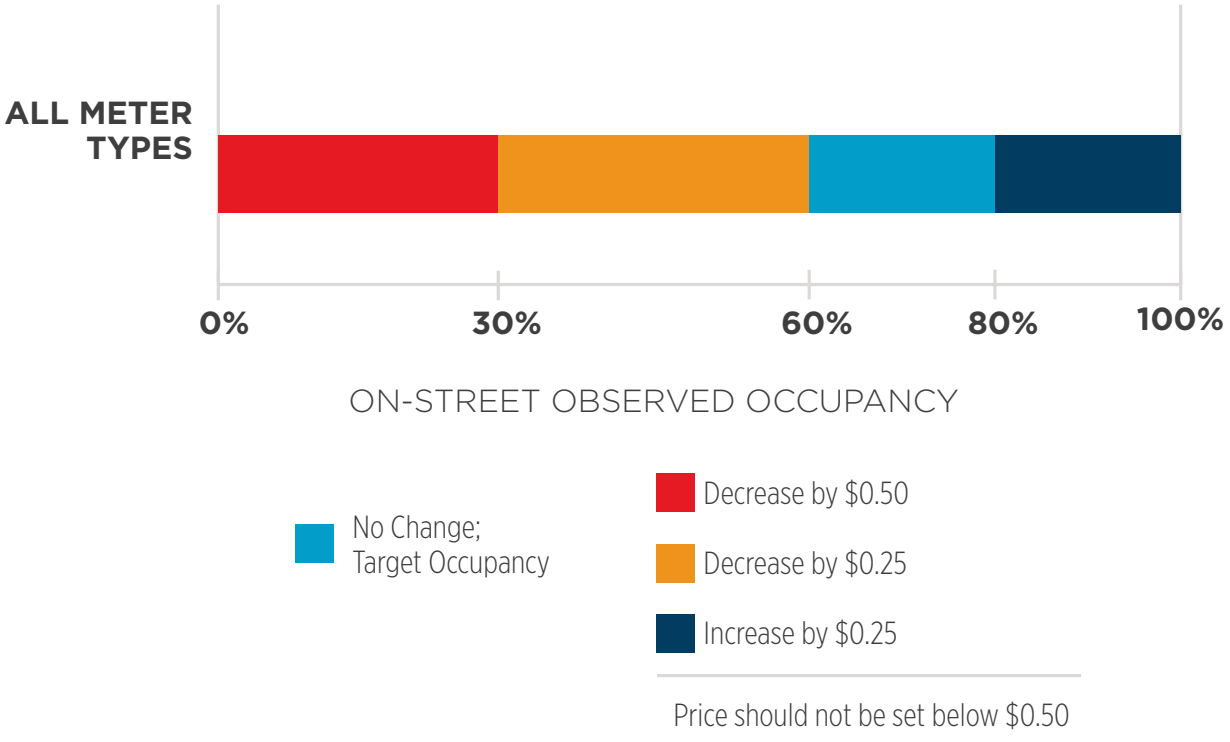
ADJUSTING METER RATES

Recommended parameters for meter rate adjustments are as follows:

- Meter rates shall not be reduced below $0.50 per hour for 30-minute, 2-hour, 3-hour, 6-hour, and 12-hour metered areas. These rates represent the floor meter rates.
- Downtown recommendations include converting 12-hour meters to no limit meters, and increasing base meters rates to $1.50 per hour for 30-minute meters, $1.00 per hour for 3-hour meters, and $0.50 per hour for no time limit meters.
- $0.25 and $0.50 adjustments are recommended for all meters types to maintain clear price increments.
- Based on occupancy data collected, meter rates should be adjusted bi-annually according to the figure on the following page.

More information on considering demand-based pricing in specific study areas is included in the recommendation framework sections that follow.

Recommended Biannual Meter Rate Increase Parameters



3

STUDY AREA REPORTS

The Study Area Reports include a comprehensive summary of the existing conditions, engagement feedback, and recommended parking management roadmap for each of the four study areas.


Huntington

Downtown: Existing Conditions

Existing Conditions

A large and diverse area, the Downtown study area is bounded by I-670 on the north, I-71 on the east, I-70 on the south, and the Scioto and Olentangy Rivers on the west. The heart of the Central Ohio region, Downtown Columbus is made up of sub-areas, each of which has its own unique identity, characteristics, challenges, and opportunities. From the vibrant and ever-changing Arena District, to the dense central business district near the Capitol Square, to the more residential and less-densely developed eastern portions of Downtown, these sub-districts each require a customized approach to address parking, mobility, and access challenges. Strategic parking and mobility strategies will be critical to supporting the continued health and vitality of Downtown Columbus, by maintaining it as an attractive place to live, work, and play.

PARKING AND MOBILITY SNAPSHOT:

22%

CURRENT CLASS A
Office space vacancy in the core of Downtown.

$0.40 - $1.00

30-minute, 2-hour, 3-hour, 6-hour, and 12-hour meters are located Downtown, with hourly rates ranging from $0.40 - $1.00.

THE OVERALL SYSTEM PEAK PARKING OCCUPANCY WAS FOUND TO BE IN THE MORNING. DURING THIS TIME NEARLY

70%

of on-street spaces in the Capitol Square area are occupied.

AMPLE OFF-STREET PARKING
Over 100,000 off-street public and private parking spaces are available in Downtown Columbus and the Scioto Peninsula. Hourly rates for publicly-accessible spaces exceed on-street parking rates.

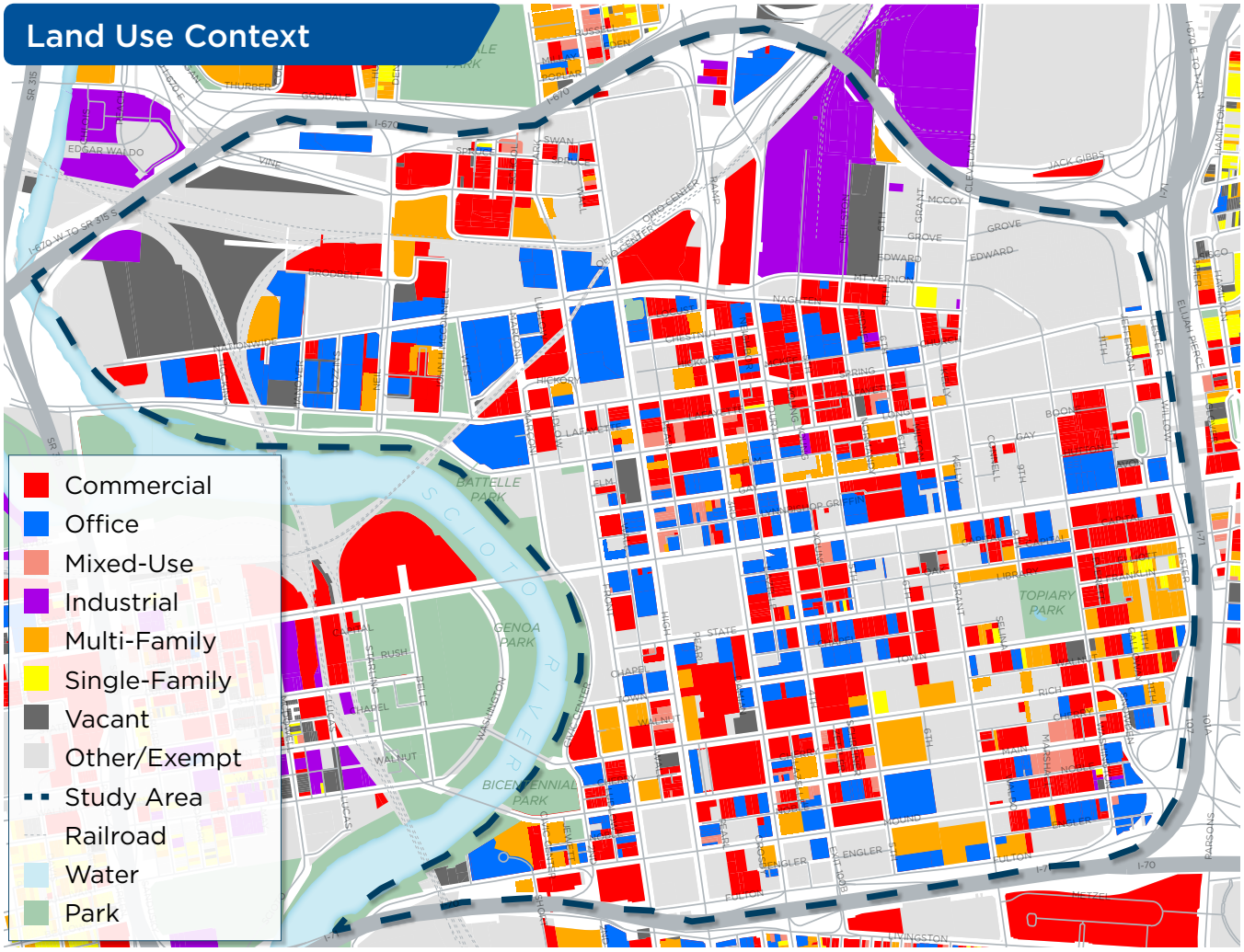
D Downtown: Existing Conditions

LAND USE CONTEXT

The northwest portion of Downtown is comprised of the Arena District, an area that continues to change dramatically with the influx of sports and other entertainment venues, nightlife, commercial, residential, and mixed-use properties. The new Columbus Crew stadium and mixed-use project will add further investment in the coming years.

The capitol area and central business district make-up the core of Downtown Columbus. This area is a dense mix of commercial offices, retail and dining establishments, residential, government, and mixed-use land uses. This part of Downtown has the highest Class A office space vacancy rate of any part of Downtown, and struggles at times with attracting and retaining employers due to a perceived lack of available parking, changing office space needs and desires, and other factors.

Southeast Downtown, generally bounded by E Broad Street, N 4th Street, I-71, and I-70, is less densely developed than the core of Downtown or the Arena District, similar to the northeast portion of Downtown. The area is a mix of multi-family residential, single-family residential, commercial, and office land uses. Northeast Downtown, generally bounded by E Broad Street, N 4th Street, I-670, and I-71, is anchored by the Columbus College of Art and Design and Columbus State Community College.



D Downtown: Existing Conditions

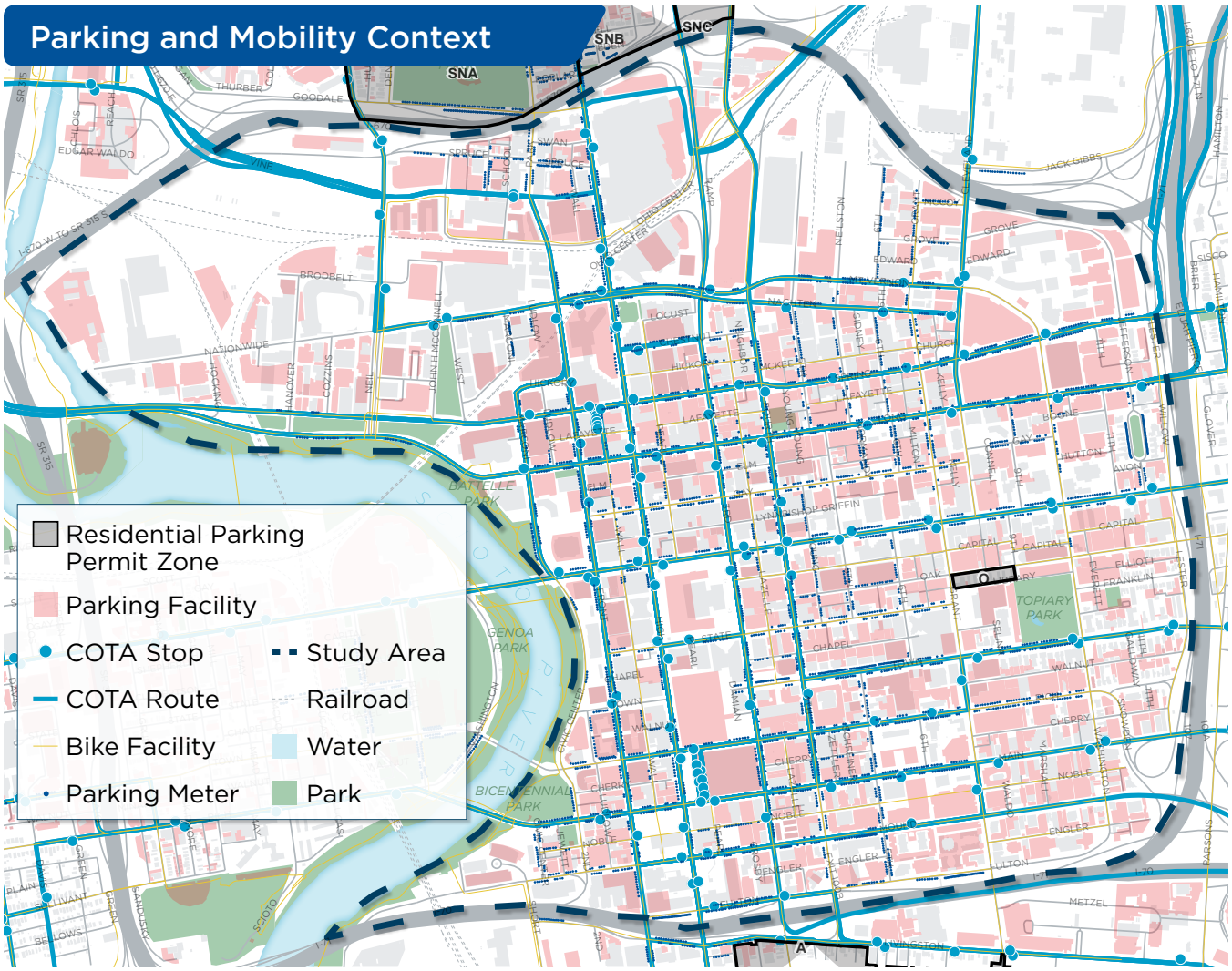
PARKING AND MOBILITY CONTEXT

Downtown has a robust street grid, with Rich Street (one-way), Main Street (one-way), Broad Street (two-way), Long Street (one-way), and Spring Street (one-way) serving as the primary east-west transit corridors, and Front Street (one-way), High Street (two-way), 3rd Street (one-way), and 4th Street (one-way) serving as the primary north-south transit corridors, connecting to Short North to the north and German Village and the Brewery District to the south. According to the Mid-Ohio Regional Planning Commission (MORPC), annual average daily traffic (AADT) on Broad Street at 3rd Street nears 16,000, while AADT on 4th Street north of Gay Street nears 23,000.

Downtown Columbus is well-served by the Central Ohio Transit Authority (COTA), with routes offering frequent, standard, and rush hour services through Downtown along Spring Street, Long Street, Broad Street, and Main Street, as well as High Street, Front Street, 3rd Street, and 4th Street.

Downtown parking assets include private and publicly-accessible off-street parking lots and garages, and a mix of metered, time-limited, and unmanaged on-street parking.

Parking and Mobility Context



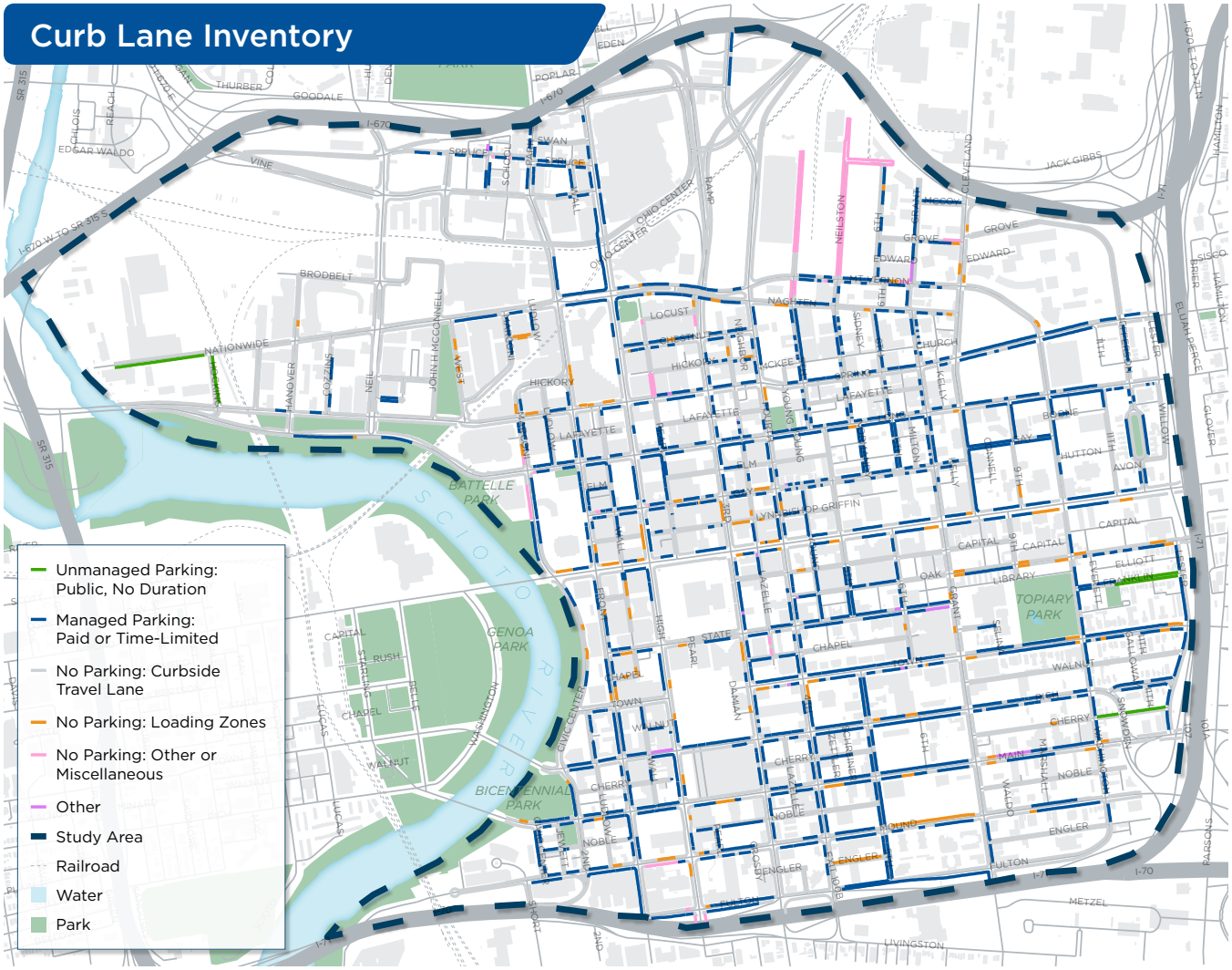
Downtown: Existing Conditions

CURB LANE INVENTORY

The use of urban curb space in Columbus and other cities is varied and changing. With the rise of ride-hailing, e-commerce deliveries, shared mobility devices, continued demand for on-street parking, and other factors, the demand for limited curb space is changing and increasing. The map below represents an inventory of how the curb space in Downtown Columbus is allocated, used, and managed.

Curb uses are broken down into two primary categories—parking (i.e., free unmanaged parking, metered parking, and signed/time-limited parking) and no parking (i.e., bus loading zones, commercial and passenger loading zones, and curbside travel lanes in-lieu of other curb uses). The majority of parking areas along Downtown curbs are metered (30-minute, 2-hour, 3-hour, 6-hour, and 12-hour meters), although there are some unmanaged parking areas along curbs in the southeast part of Downtown.

Curb Lane Inventory



Downtown: Existing Conditions

METERED PARKING

A significant portion of on-street parking Downtown is metered, including the Arena and River South Districts, and the majority of east-west and north-south corridors that pass through Downtown. Nearly 40% of the 2,769 meters Downtown are 2-hour meters. 75% of the city's meter inventory is in the Downtown study area.

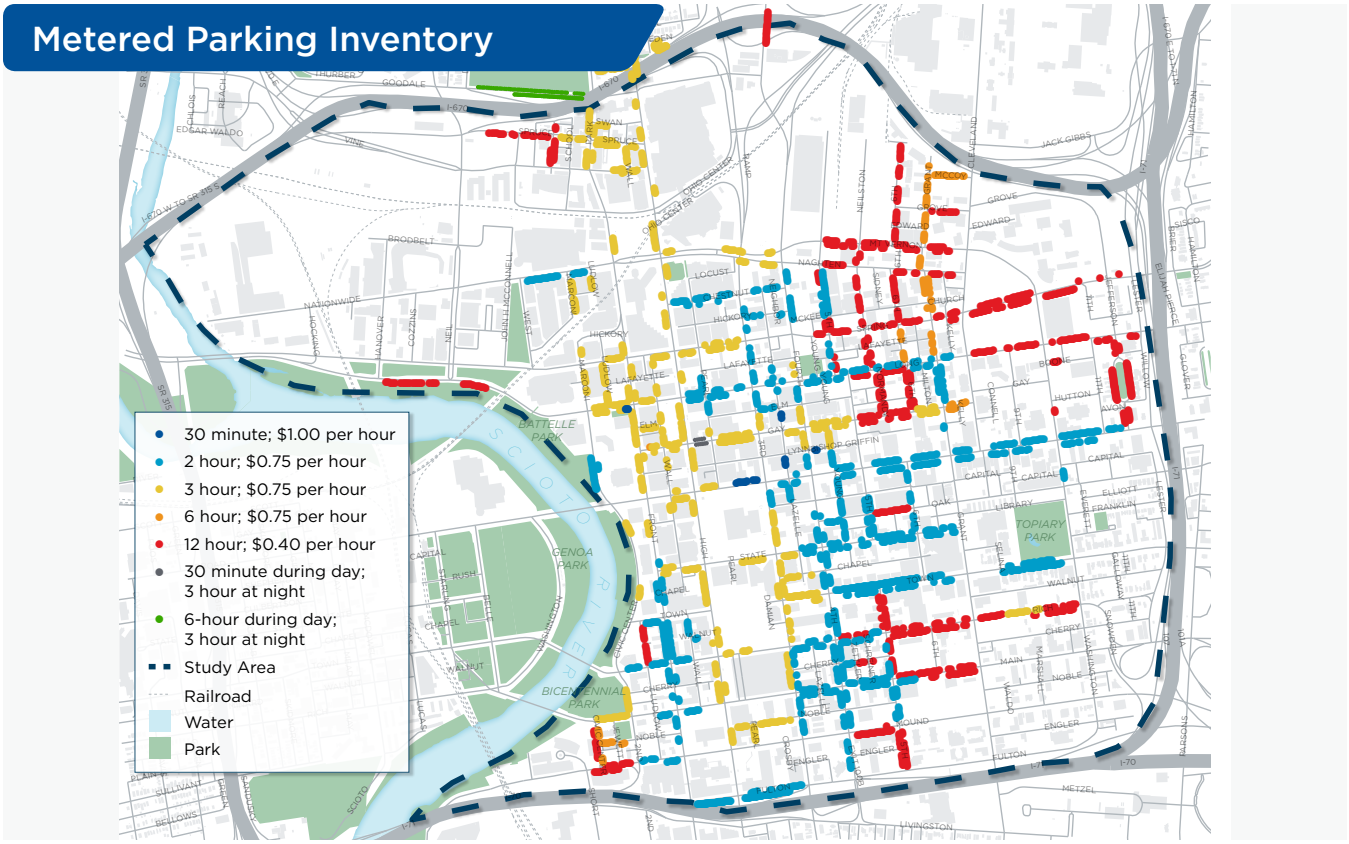
The Downtown study area contains all the city's top 20 meters by revenue (2018), which are clustered on E Gay Street between N Pearl Street and N 3rd Street. These are 30-minute meters during the day and extended to 3 hours in the evening. Additionally, Downtown contains all the city's top 20 meters by average revenue per transaction (2018), which are grouped on Mt. Vernon Avenue between N 5th Street and Neilston Street at the north end of the district, and along E Rich Street between S 5th Street and S Washington Avenue at the south end.

Downtown meter rates are as follows:

- 30-minute meters: $0.50 for 30 minutes, $1.00 per hour
- 2-hour, 3-hour, and 6-hour meters: $0.75 per hour
- 12-hour meters: $0.40 per hour

The map below indicates the location of meters in Downtown Columbus relative to both meter limit and hourly rate. 3-hour meters are present in the Arena District, Downtown core, and parts of the southern part of Downtown. In contrast, 6-hour meters are clustered in the northeast part of Downtown, while 12-hour meters are largely concentrated in the northeast and southeast parts of Downtown.

Metered Parking Inventory



Downtown: Existing Conditions

ALL OF THE CITY'S TOP 20 METERS...

- by total revenue are located Downtown
- by avg. revenue per transaction are located Downtown

11 of the city's top 20 meters by total number of transactions are **located Downtown**

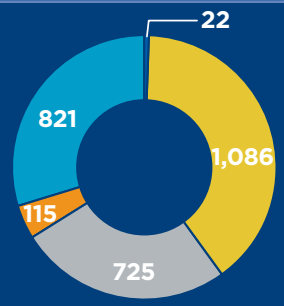
TOTAL DOWNTOWN **METER REVENUE** WAS
$2,974,164
IN 2018

THE **HIGHEST AVG. REVENUE** PER TRANSACTION IN 2018 WAS
$3.64

TOTAL DOWNTOWN **METER TRANSACTIONS** IN 2018 WERE
2,983,595

DOWNTOWN PARKING METER INVENTORY

- 30-MIN. METER
- 6-HOUR METER
- 2-HOUR METER
- 12-HOUR METER
- 3-HOUR METER



THE TOP 20 METERS...

- by total revenue provided **$49,315** in 2018, with the top meter providing **$2,502**
- by total transactions received **89,125** transactions in 2018, with the top meter receiving **5,673**

Data from 2018

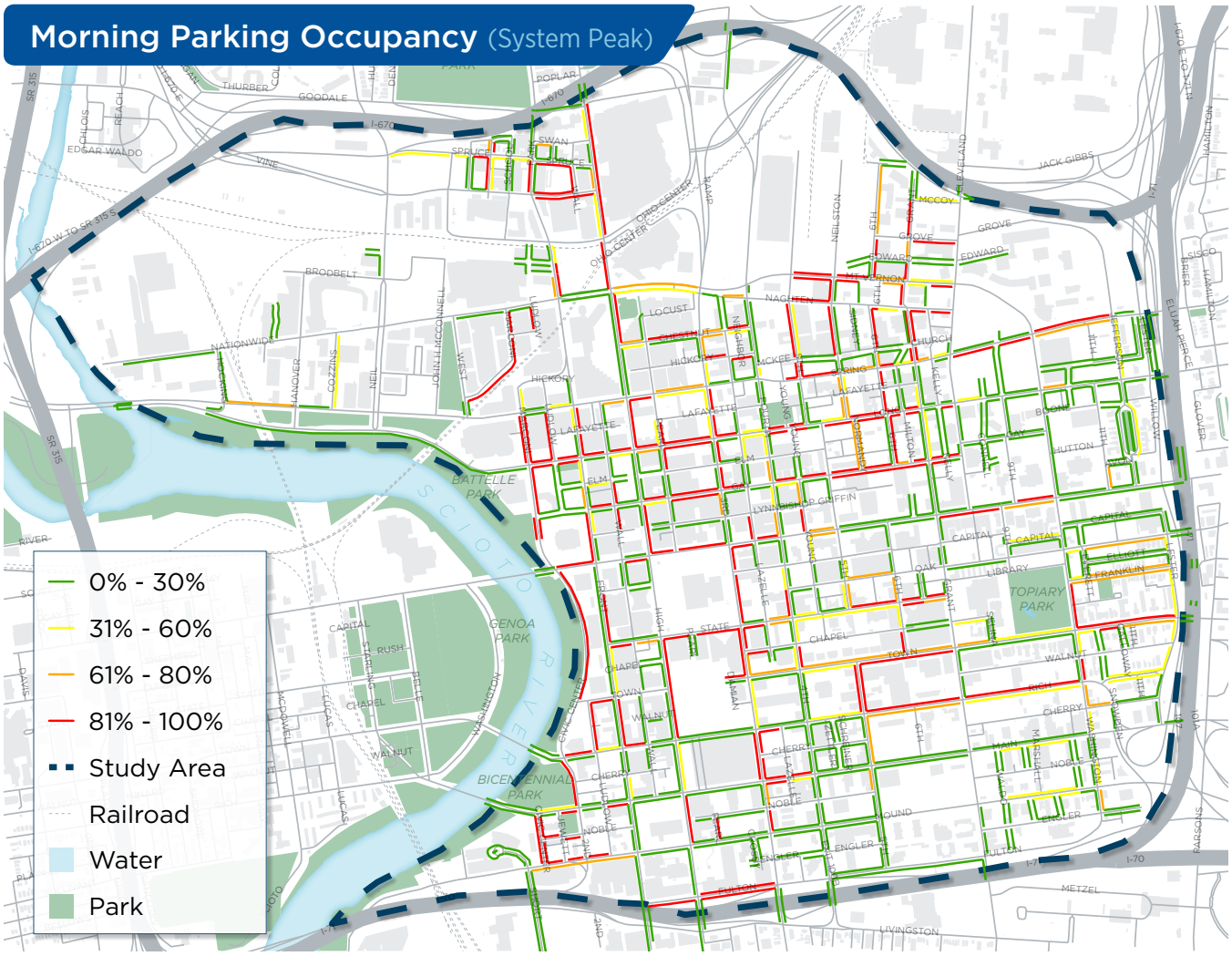
Downtown: Existing Conditions

ON-STREET PARKING

PARKING OCCUPANCY

On-street parking occupancy is the measure of the number of parked vehicles occupying curb space along a block face. In this report, on-street parking occupancy is defined as the percent of available legal parking spaces on a particular block face occupied by a parked vehicle. The optimal target on-street parking occupancy in Downtown Columbus is between 60–80% occupied, a range which ensures that blocks are utilized to a healthy degree but have a couple spaces available on each block face to prevent vehicles from having to hunt for available parking.

On-street parking occupancy data was collected for Downtown on two separate Wednesdays in November 2018 using License Plate Recognition (LPR) technology. The System Peak map below depicts block face parking occupancies during systemwide peak parking demand, recorded in the morning of the day of data collection.

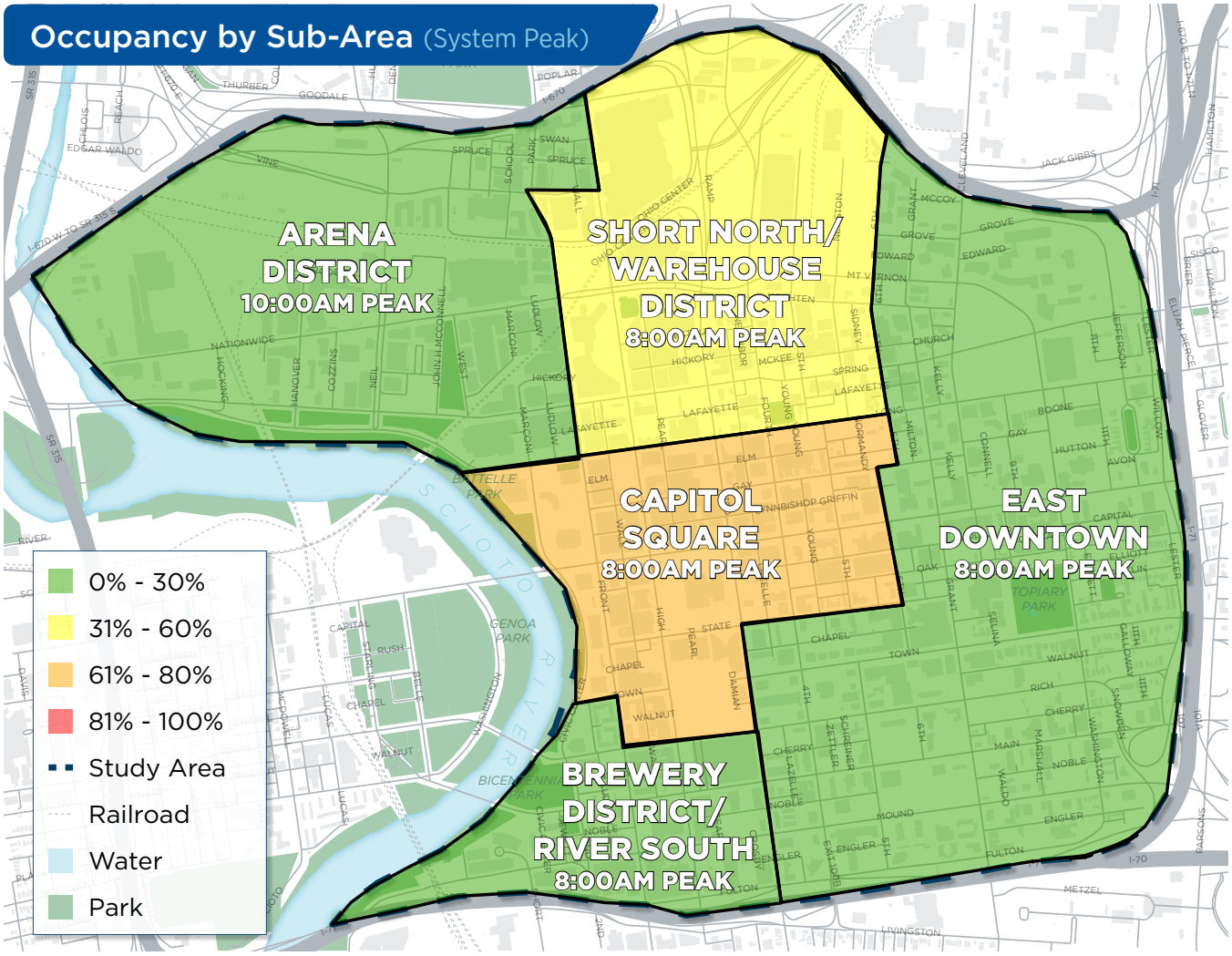


Data collected Wednesday, 11/14/18

Downtown: Existing Conditions

Downtown experiences concentrated instances of high parking demand by location and time of day, as several specific block faces experience occupancies exceeding 80% utilized. At system peak, just shy of 40% of on-street spaces were utilized. However, on-street parking occupancies in the Capitol Square and Short North/ Warehouse District sub-areas peaked at 67% and 53%, respectively. Peak aggregate sub-area occupancies are displayed in the map below, according to the boundaries depicted.

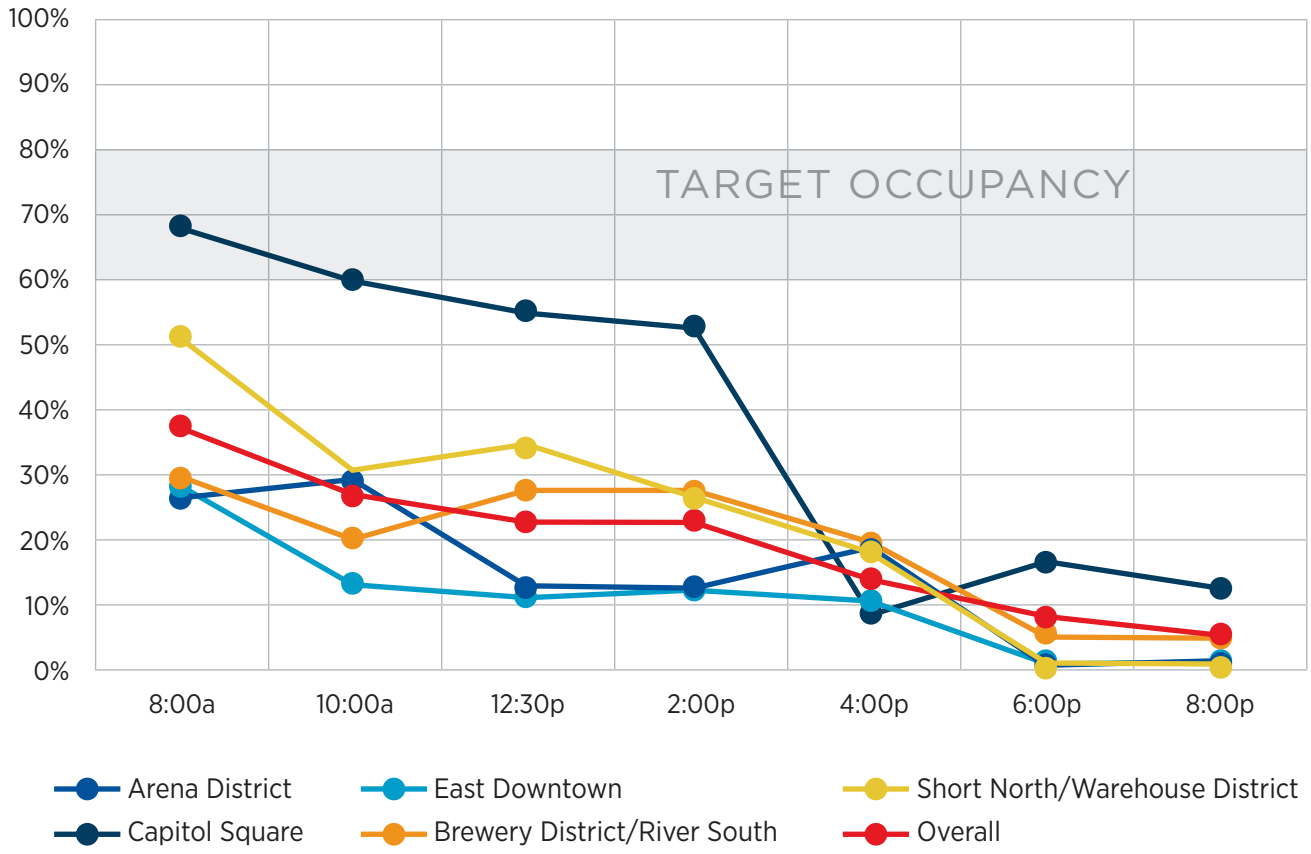
Additionally, the fluctuation of aggregate sub-area occupancies across the day is depicted in the figure on page 3-11.



Data collected Wednesday, 11/14/18

Downtown: Existing Conditions

Downtown Parking Occupancy (by Sub-Area and Time of Day)



Data collected Wednesday, 11/14/18

D Downtown: Existing Conditions

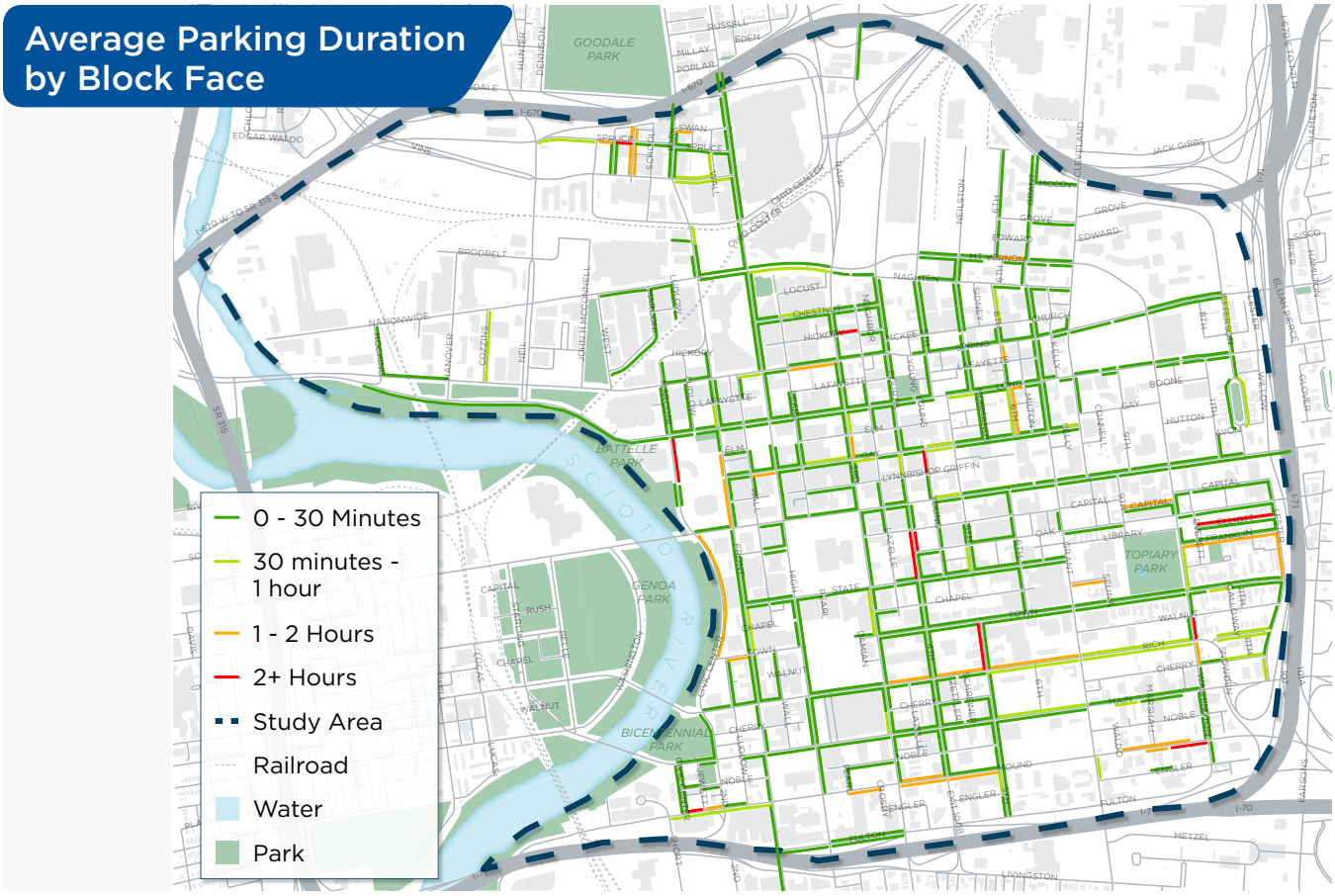
ON-STREET PARKING

PARKING DURATION

Parking duration is the amount of time a vehicle is parked in a given on-street parking space. On-street parking duration (length of stay) data was collected on two separate Wednesdays in November 2018. The map below displays, for each block face, the average duration of vehicles parked throughout the day of data collection.

Longer duration time periods indicate lower parking space turnover throughout the day. High on-street parking turnover should be maintained in commercial and mixed-use areas where businesses and other services rely on on-street spaces being accessible for patrons and visitors coming and going throughout the day. On-street parking turnover characteristics vary across different parts of Downtown, with block face average durations largely consistent with meter time limits.

In general, turnover was observed to be lowest in the southeast part of Downtown, with some block faces seeing average durations exceeding 1 and 2 hours. This low turnover generally corresponds to an area of less managed on-street parking, and a greater prevalence of multi-family and some single-family land uses. **Note that the time ranges provided in the legend of the map below differ from the ranges on the duration maps from the other study areas.**



Data collected Wednesday, 11/14/18

Downtown: Existing Conditions

OFF-STREET PARKING

There is a significant amount of off-street parking in Downtown Columbus, in parking structures (above and below grade) and in surface parking lots. Off-street parking assets include private parking associated with specific land uses (e.g., businesses, residents, medical centers, museums, institutions), city-owned fleet parking, and publicly-accessible leasable and short-term parking. According to 2018 data from the Mid-Ohio Regional Planning Commission (MORPC), there are more than 100,000 off-street parking spaces in Downtown and the nearby Scioto Peninsula.

A handful of third-party entities operate most of the off-street parking in Downtown Columbus (and on the Scioto Peninsula of Franklinton) including SP+, Citrin, Nationwide (operating the off-street parking assets in the Arena District), Greater Columbus Convention Center/SMG, and LAZ. In total, these operators operate nearly 30,000 off-street parking spaces. Hourly rates for off-street parking facilities surveyed throughout Downtown and the Scioto Peninsula range from $3.00 to over $20.00. Parking rates are generally highest within the Downtown core.

Parking demand data received from off-street operators indicates roughly 3/4 of off-street parking surveyed Downtown and on the Scioto Peninsula is occupied at peak demand. Efficient utilization would mean occupancy percentages closer to 85-90%. Peak off-street parking occupancies are higher in the core of Downtown (81.6% occupied) and Arena District (92.5% occupied) than in other parts of Downtown.

In total, this amounts to 6,000 - 7,000 empty parking spaces at peak demand, depending on whether off-street parking on the Scioto Peninsula is included. This data suggests the need for measures that improve the efficient utilization of open and available off-street parking assets.

Data on Class A office space vacancies throughout Downtown was examined. Vacancy rates in the core of Downtown exceed 22%. With the increasing growth of commercial and mixed-use areas outside of Downtown and in the Columbus metro, Downtown has at times had challenges attracting and retaining commercial office tenants for a variety of reasons, including perceptions of difficulty accessing and parking Downtown. Strategies to promote and have employees efficiently utilize available off-street parking are critical.

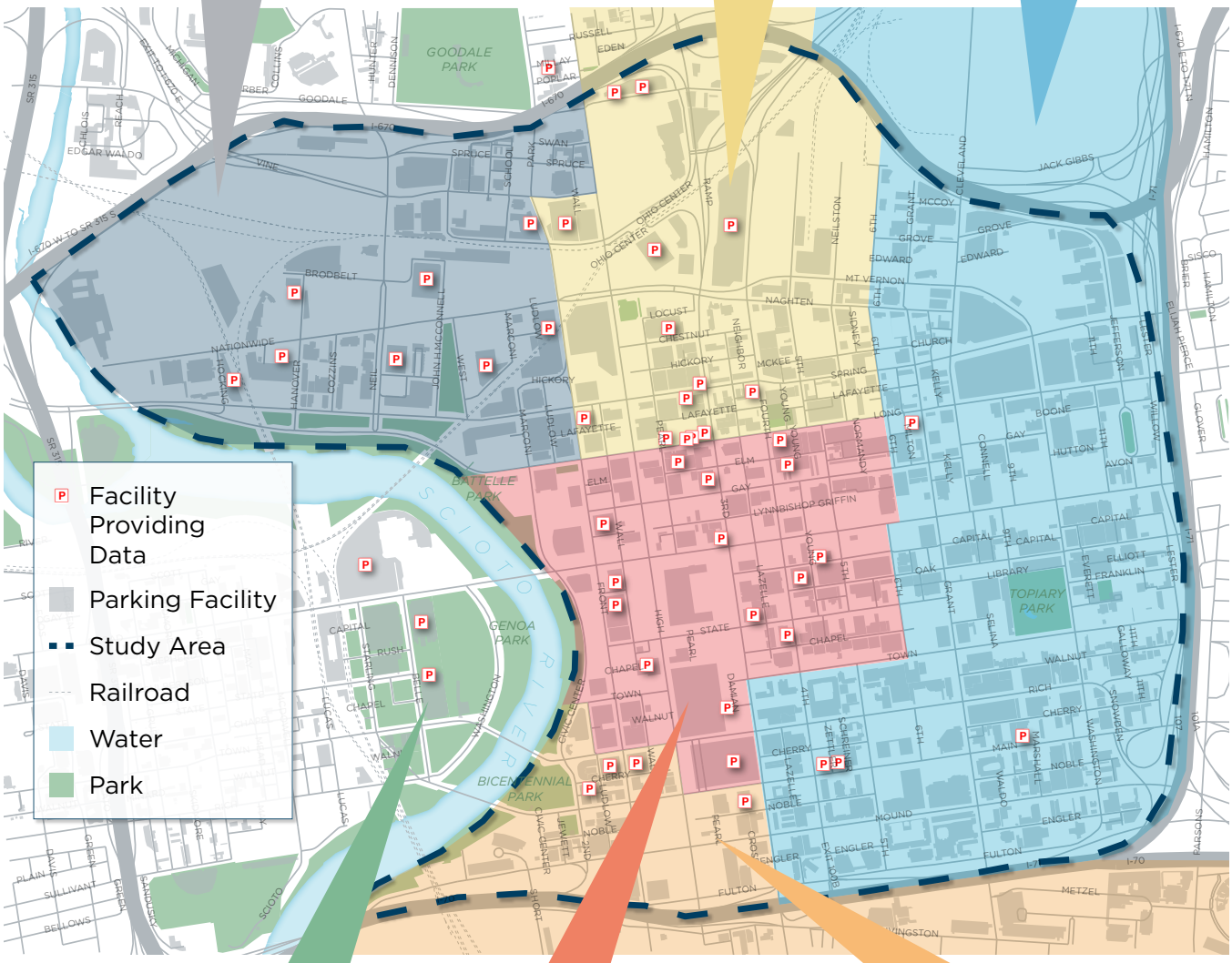
D Downtown: Existing Conditions

Off-Street Parking Inventory and Occupancy By Downtown Zone Map

Arena District
- 7,839 surveyed spaces
- 92.5% peak occupancy
- 3% total office vacancy

Short North/Warehouse District
- 7,092 surveyed spaces
- 60.9% peak occupancy

East Downtown
- 283 surveyed spaces
- 64.7% peak occupancy
- 12% total office vacancy



Scioto Peninsula
- 917 surveyed spaces
- 22% peak occupancy
- Total office vacancy n/a

Capitol Square
- 10,582 surveyed spaces
- 81.6% peak occupancy
- 22.3% total office vacancy

Brewery District/ RiverSouth
- 2,027 surveyed spaces
- 65% peak occupancy

Data displayed was received from downtown parking operators in Fall 2018.

D Downtown: Stakeholder Engagement Results

April 30 Public Workshop Results

KEY TAKEAWAYS:

Participants were mostly concerned with providing adequate parking for businesses, both in temporary on-street parking options for customers and in convenient long-term parking options for employees. Respondents were particularly interested in ensuring that off-street parking options are utilized, by either providing monetary incentives to Downtown businesses that utilize off-street parking options (like shared parking) or a shuttle/circulator that could allow employees to park in less congested areas and take transit to Downtown.

Multiple comments suggested reassessing the location and duration of specific time-limited parking areas, including:

- Long-term parking areas, particularly in reference to employee/business parking
- Temporary parking areas (loading zones, valet parking, 30-minute or less parking zones)
- Places where parking turnover didn't seem to match demand near key Downtown destinations

Encouraging multimodal transportation solutions, such as transit, off-site parking shuttles, and bike facilities, were a high priority.

In general, respondents did not think that adding parking capacity itself would alleviate parking stresses Downtown. Most considered that strategies like adjusting where parking is located, implementing shared parking solutions, determining how it is accessed, and moving towards multimodal transportation options would be beneficial.

WHAT WE HEARD

Create space that allows deliveries (quick in and out) for businesses

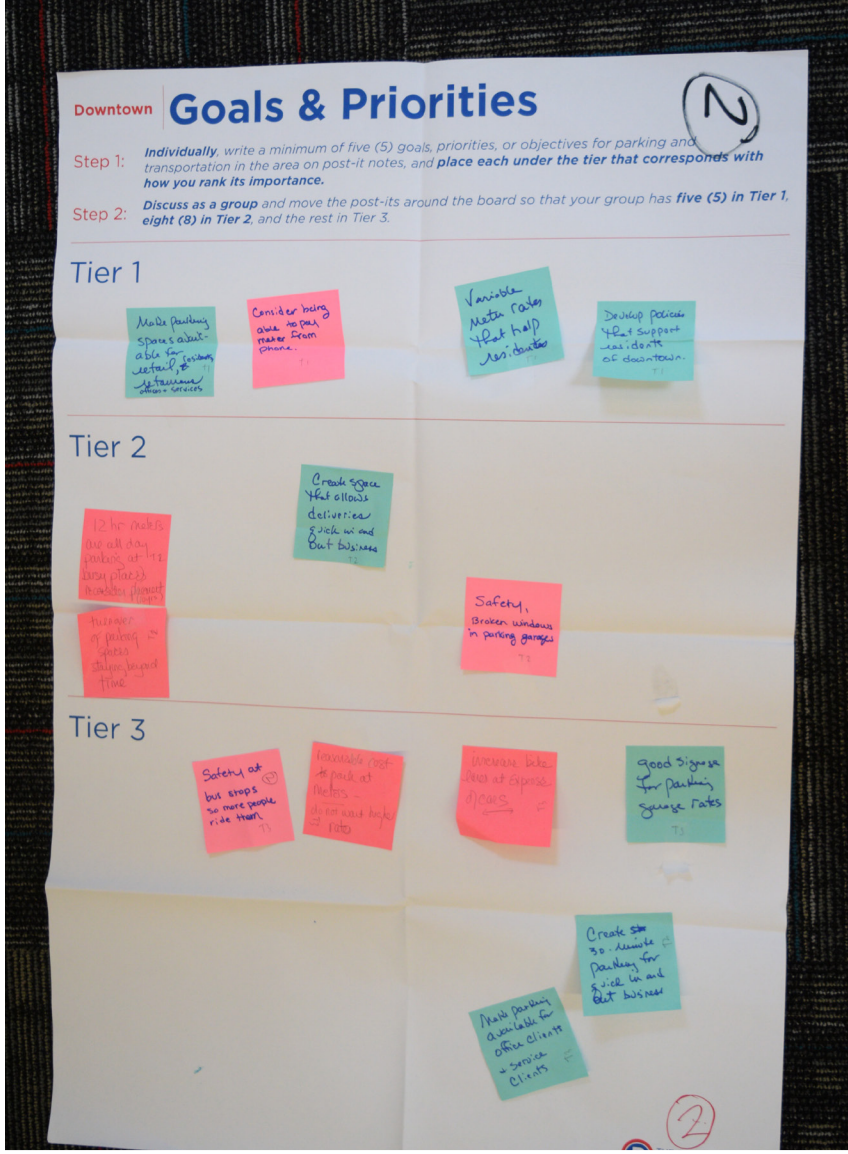
Study parking metrics near businesses to help understand where employees park and what transportation is used

Encourage use of bicycle commuting

Encourage use of public transit

Create a system where people can get to and move around Downtown with a high level of confidence, predictability, and safety

Provide multimodal options



Downtown

Downtown: Stakeholder Engagement Results

GOALS AND PRIORITIES ACTIVITY:

TIER 1

- Encourage alternative transportation
  - Transit connectivity and improvements
  - Bike infrastructure
- Affordable off-street parking options
- Availability for businesses—long-term parking areas for people that work Downtown
- Clearly communicated/signed parking zones
- Meters connected to app payment options
- Safe
- Residential parking
  - Equity/accessibility—parking options available at all economic levels

TIER 2

- Affordable employee/business parking encouraged off-street
  - Parking incentives to increase occupancy
  - Transit circulator to encourage parking farther away in lower demand areas
- Parking turnover
  - Reassess location of long-term parking zones (currently in busier areas)
  - Increase enforcement of time limits
- Additional loading zones and valet areas
- Change of strategies at night vs. day

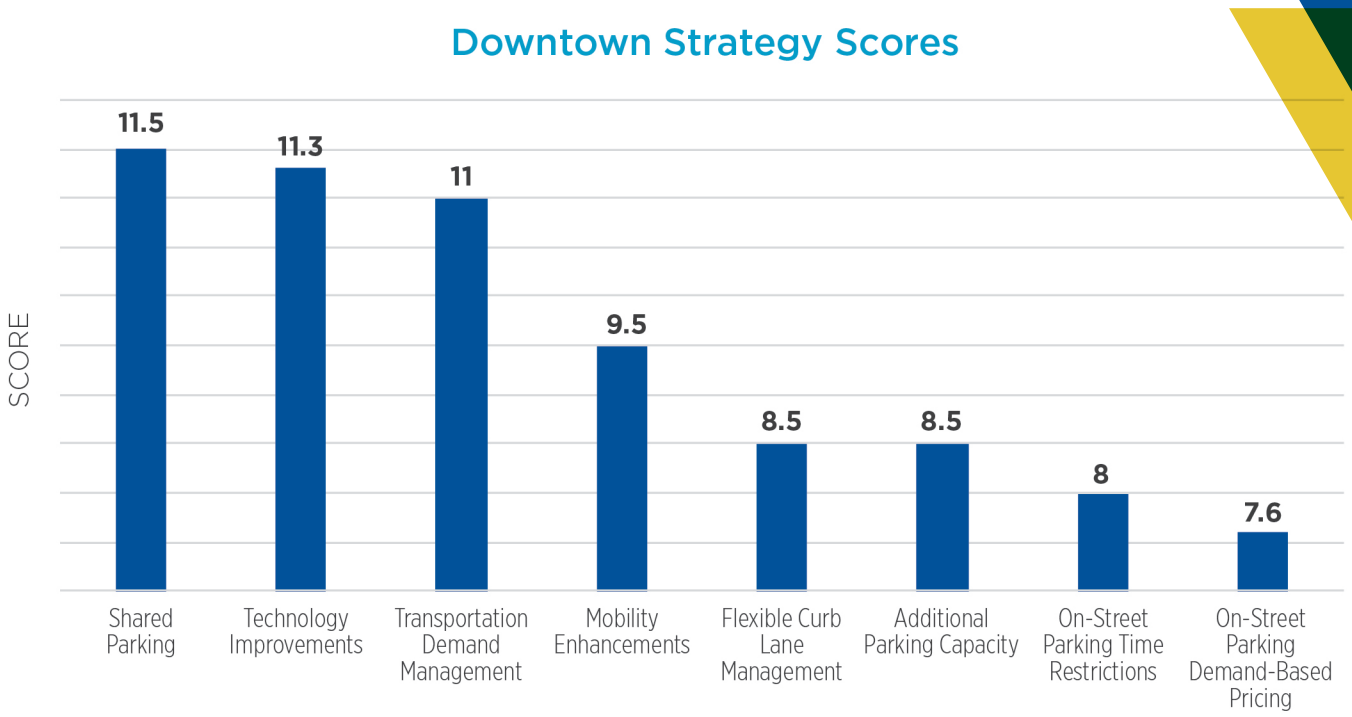
TIER 3

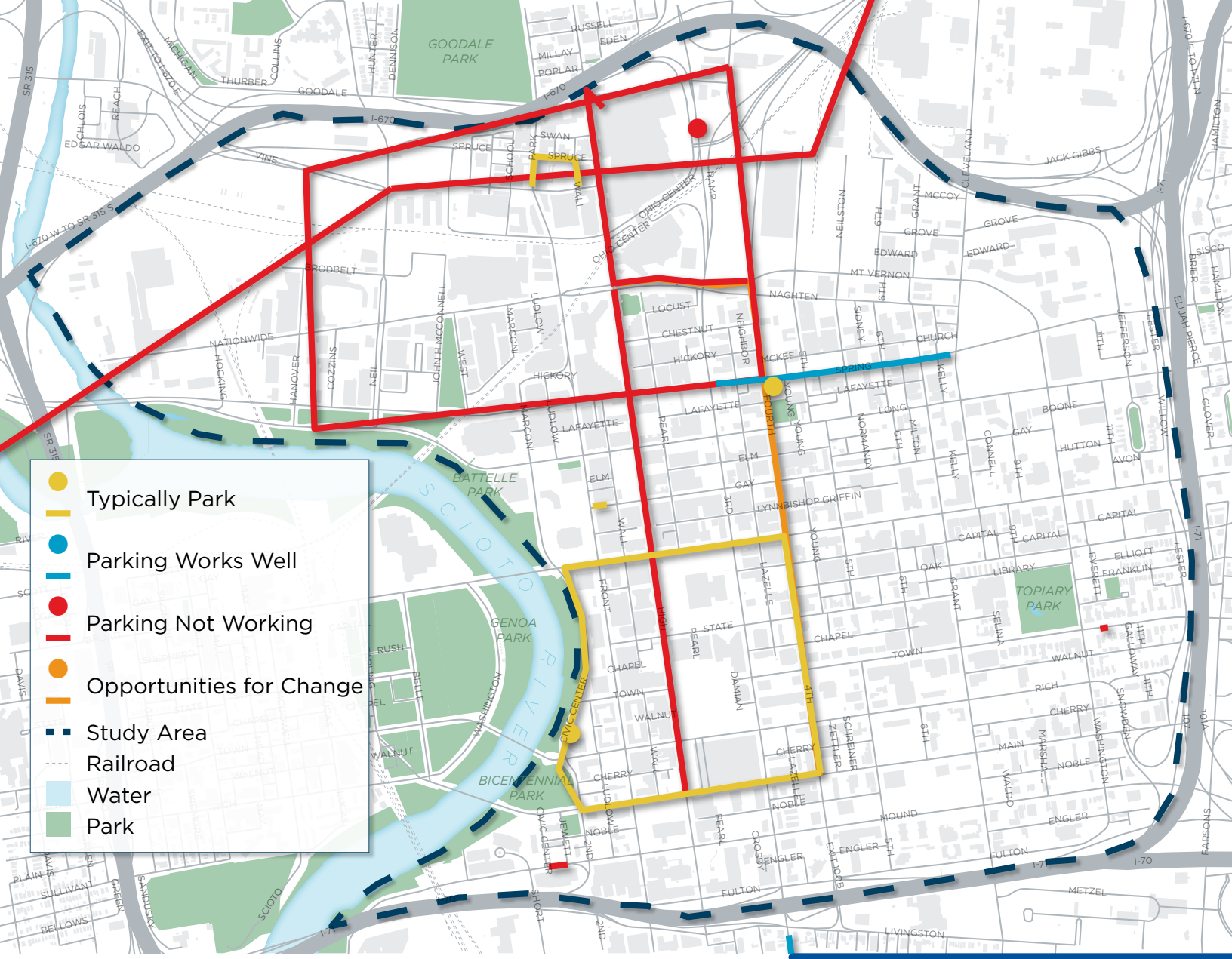
- Demand-based pricing
- 30-minute parking zones at key locations
- Multimodal options more appealing

Downtown: Stakeholder Engagement Results

STRATEGIES ACTIVITY

Each strategy was scored based on the sticker votes it received during this activity. Green stickers received a score of 3, yellow a score of 2, and red a score of 1. Where strategies received multiple stickers of different colors, the scores were averaged for each strategy.





D WikiMapping Results

Results received from the spring 2019 online WikiMap for the Downtown study area are depicted in the map above and on the following page.

D Downtown: Stakeholder Engagement Results

KEY TAKEAWAYS:

1. **Generally, parking in the northwest portion of Downtown needs improvement.**
2. **Late evening extended parking is appreciated and highly-utilized.**
3. **Parking conflicts with transit, bike travel, and sight lines along some corridors.**

THEMES HEARD	EXAMPLE COMMENT
On-Street Parking Time Restrictions	"Appreciate the till 10pm that was available for event nights"
Mobility Enhancements	"Parking on High Street impedes bus transit, slowing down and delaying the bus. Space could also be better used as dedicated bus lanes, or protected bike lanes."
Flexible Curb Lane Management	"Parking could be used on 4th Street to provide a protected bike lane. This would be a safer and more comfortable option than the existing paint only bike lane."

Parking Management Roadmap

LOOKING AHEAD

Large and expansive, Downtown Columbus is the hub of commerce, entertainment, and culture for the city and the entire Central Ohio region. Downtown Columbus is really a collection of distinct areas that consist of unique destinations and land uses that influence parking and mobility characteristics and needs. The Arena District, Central Business District, and Capitol Area are unique from the area around Columbus State Community College or the less dense and more residential southeast part of Downtown.

Parking challenges Downtown are varied and highly localized. While the on and off-street system have plenty of availability on the whole, hotspots of peak demand occur during specific times of day and in specific locations.

A dynamic and flexible approach to managing parking assets Downtown is necessary to keep the area vibrant and competitive, particularly as new investment and growth occurs.

D Downtown: Management Roadmap

Parking and Mobility Challenges

Analysis of data and engagement with stakeholders indicates a diverse set of parking and mobility challenges facing Downtown. Those challenges include:

- Low parking turnover and high parking occupancy on certain block faces at certain times of the day and week create localized parking pressures
- Low on-street parking rates, coupled with high off-street rates, reduce incentives for parkers to utilize off-street parking
- A proliferation of off-street parking exists, much of which presents an opportunity for better sharing and efficient utilization
- Lack of city-owned off-street parking reduces the city's ability to manage and set market rates for the system as a whole
- Other barriers to utilization of off-street parking exist, such as safety concerns, management from multiple disjointed third-party operators, and lack of knowledge about locations, rates, and parking space availability
- Circulation and mobility limitations exist, particularly for those wanting to travel east and west through and to/from Downtown

Parking and Mobility Objectives

- Create partnerships and enhance efficient use of underutilized off-street parking assets
- Leverage parking and curb policy to promote walking, biking, and transit use
- Encourage parking turnover to improve curb access through demand-based pricing and meter time limits
- Promote shared parking and facilitate residential and commercial access

Downtown: Management Roadmap

PATH FORWARD

In the near-term, the focus for managing parking and mobility in the Downtown should be on implementing demand-based pricing and reviewing meter time limits. Longer-term, the focus should be on improving the efficiency of the Downtown's parking and mobility system.

The following section details the recommended roadmap for operating parking and mobility in the Downtown study area moving forward.

PARKING AND MOBILITY ROADMAP

- To start in year 1 (2020)

TIER 1 **PRIORITY**

CREATE A DOWNTOWN PARKING BENEFIT DISTRICT: Prior to implementing new changes to meter pricing, a Downtown parking benefit district should be created. Establishing the area as a parking benefit district should be accompanied by the following sub-strategies:

- The parking district should be managed by the Division of Parking Services (Parking Services) in conjunction with a Downtown Parking Technical Advisory Board, composed of key Downtown stakeholders.
- The parking district board should help to formulate demand-based and progressive pricing policies.
- The board should help implement other strategies outlined in the SPP framework, including the Parking Collaborative Tier 2 Priority to more efficiently use current off-street parking resources.
- A portion of parking meter revenue should be reinvested into improving parking and mobility for Downtown users.

Downtown: Management Roadmap

INCREASE METER RATES TO HIGHER BASELINE LEVEL AND EXPAND MOBILE PAY: To bring on-street parking rates closer to current off-street rates, and help distribute parking demand, increases to base meter rates are recommended. Increasing rates should be implemented in conjunction with review, modification, and consolidation of meter time limits discussed below.

To bring hourly on-street rates more in-line with hourly off-street rates, base meter rates are recommended at $1.50 per hour for 30-minute meters, $1.00 per hour for 3-hour meters, and $0.50 per hour for no time limit meters (discussed below). These $0.50 per hour areas outside of the core should be promoted as "best value" areas. A portion of parking meter revenue will be directed back to making improvements as part of the parking benefit district. After the base rate increase, rates will be adjusted based on demand.

In conjunction, the Division of Parking Services should prioritize the introduction of mobile pay at all meters Downtown.

REVIEW, MODIFY, AND CONSOLIDATE METER TIME LIMITS: Along with other meter pricing strategies, Parking Services should implement a process of adjusting meter time limits across Downtown. Stakeholder engagement suggested the need for meter modification based on changing parking characteristics in specific locations, and moving to demand-based pricing Downtown necessitates simplification and consolidation of meters of different time limits.

This plan recommends the establishment of 30-minute meters (for use in high turnover areas), 3-hour meters (to consolidate current proliferation of current 2 and 3-hour meters), and meters with no time limits (in less proximate areas with longer parking durations). All existing 2-hour meters should be converted to 3-hour meters, and all existing 6-hour and 12-hour meters should be converted to no time limit meters. **Demand-based (and eventually progressive) pricing should be used as the primary mechanism to achieve optimal desired block face occupancy and turnover at paid parking locations.**

Downtown: Management Roadmap

IMPLEMENT MINIMUM TRANSACTION FIXED-FEE FOR METERED SPACES: Analysis of meter data from November 2018 indicates an average transaction value of just over $1.00. This plan recommends establishing a minimum meter charge of $0.50 to be consistent with the price floor set for demand-based pricing Downtown. The recommended demand-based pricing program implemented Downtown will work to adjust prices to be reflective of market demand.

IMPLEMENT DEMAND-BASED PRICING: To more actively manage and promote optimal parking occupancy and turnover, improve access to businesses, reduce congestion and emissions from vehicles circling for parking, and to facilitate parking meter rates to more dynamically reflect true market demand, Parking Services should implement demand-based (i.e., performance-based) pricing across the Downtown area.

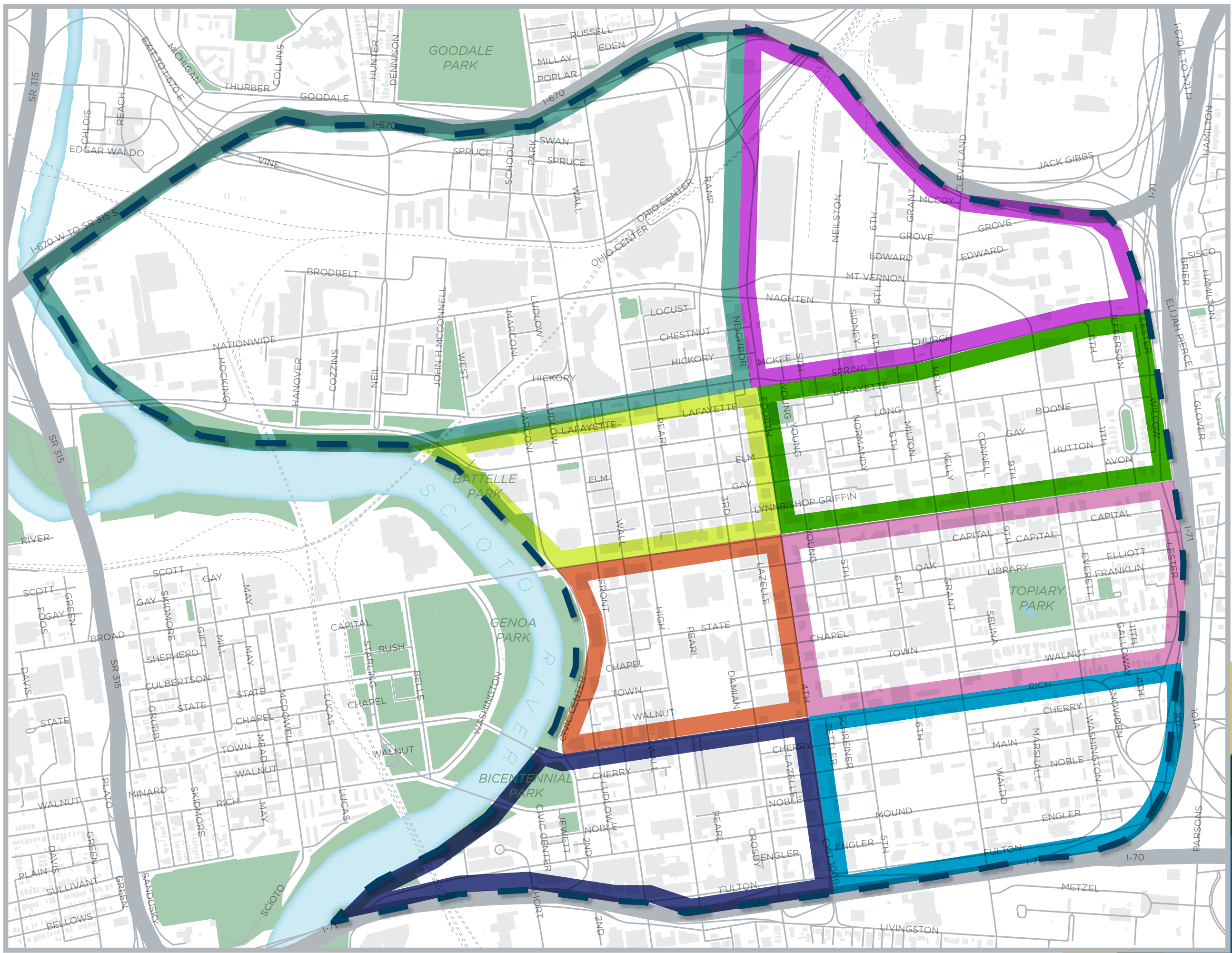
A Parking Meter Rate Adjustments Rules and Regulations Policy was adopted July 1, 2018 outlining the Department of Public Service's process for evaluating the need for and implementing meter rate changes. The SPP recommends minor modifications to this adopted policy to improve the flexibility and efficiency of the performance-based pricing program. Recommended modifications include a $0.50 per hour floor price, and bi-annual (rather than quarterly) data collection and rate adjustments at $0.25 increments.

Demand-based pricing should be implemented Downtown, per the following recommendations:

- Determining the appropriate geographic area for collecting occupancy data and making rate adjustments is critical. Areas should reflect specific land use context and parking demands but not be so large that average occupancies may never exceed 80%. The SPP recommends the geographic area always be a collection of at least several adjacent blocks; monitoring occupancy and adjusting rates at the block level is too granular.
- Capitol Square's peak occupancy was within the target range (60-80%) during November 2018 data collection. A draft map illustrating initial adjustment zones is included in this plan. The Division of Parking Services should set final boundaries based on stakeholder input and updated data collection across several representative peak days.
- Regular data collection should inform parking meter rate adjustments, in accordance with the best practices outlined in the Chapter 2 toolbox portion of this SPP.

Downtown: Management Roadmap

Data collected in support of the demand-based pricing program should be summarized in a bi-annual report and published along with the appropriate rate changes (based on performance metrics) for public viewing on the city's website and other communication channels. For example, the City of Seattle Department of Transportation publishes a regular paid parking study in support of its performance-based pricing program.



Proposed initial zones for implementing demand-based pricing Downtown.

Downtown: Management Roadmap

TIER 2 PRIORITY

MAKE TRANSITION TO ASSET LIGHT CONCEPTS: MULTI-SPACE METERS AND MOBILE PAY ONLY: To reduce system maintenance, and limit curb clutter, the city should transition to multi-space pay stations (on alternate blocks with pay-by-plate configuration) equipped with mobile pay in areas where old meters are being replaced. Multi-space meters should be equipped with in-ground sensors to facilitate data collection and implementation of progressive pricing. Mobile pay only should be implemented where appropriate.

Prior to installation or replacement of meters, the feasibility of mobile pay only should be assessed. A mobile pay only pilot program covering areas where meters are converted to no time limit (as recommended under Tier 1 Priority) is recommended Downtown. This would be especially applicable in these further out areas where meters are old and need to be replaced, but paid parking should still be retained. The city could implement the pilot and track key performance indicators such as number of transactions, meter revenue, cost per space, and others.

D Downtown: Management Roadmap

CREATE A DOWNTOWN PARKING COLLABORATIVE: On- and off-street parking in Downtown Columbus is a critical part of the transportation and mobility ecosystem and are significant components of the area's economic development potential and vitality, particularly the central business district. Off-street parking assets in Downtown Columbus are owned by multiple operators and private entities and these off-street parking assets lack uniform pricing, branding, wayfinding/information, coordination of available spaces, signage/communication, integration with area transit and other mobility, and other features that promote efficient utilization and a high-quality customer experience for visitors, employees, and others.

Critical in unlocking existing Downtown parking supply and promoting its efficient use, Parking Services should work with the Capital Crossroads/Discovery Special Improvement District (SID), private parking operators, and other entities to create a Downtown Columbus Collaborative Parking System to more effectively and holistically manage off-street parking assets and promote Downtown Columbus as a vibrant place to visit, shop, play, work, and live. Other benefits of the collaborative could include employee parking opportunities and public space improvements. A key element of the collaborative should include uniform branding and wayfinding for off-street parking.

The city itself is the owner of convenient off-street parking assets in central Downtown that should be considered for shared parking opportunities and integration with the Collaborative Parking System.

It is recommended that the Downtown Parking Technical Advisory Board formed with the creation of the Downtown Parking Benefit District (listed under Tier 1 Priority) administer the Downtown Columbus Collaborative Parking System as one of its core programs. The Advisory Board should coordinate sub-committees and working groups of Downtown parking operators, the Capital Crossroads/Discovery SID, and key stakeholders to administer the collaborative.

CREATE CURB FLEX ZONES FOR TRANSPORTATION NETWORK COMPANY (TNC) PICK-UP AND DROP-OFF: As is recommended in other study areas, establishing flexible curb zones for TNC pick-up and drop-off is recommended in the Downtown study area, particularly in the Arena District. Curb zones that serve commercial loading during the day should be designated as TNC pick-up and drop-off areas in the evenings and at peak demand times, such as during concerts and sporting events. Designated TNC curb zones should be integrated into future mobility and access plans for the planned Columbus Crew stadium in the northwest part of Downtown.

Downtown: Management Roadmap

TIER 3 PRIORITY

LEVERAGE SMART COLUMBUS INITIATIVES TO ADD REAL-TIME SPACE AVAILABILITY INFORMATION FOR ON-STREET SPACES:

The SPP recommends Parking Services integrate its efforts to strategically improve parking and mobility and implement the recommendations of this plan with the city's Smart Columbus and the Smart Columbus Operating System.

As a critical element in unlocking existing Downtown parking supply, Parking Services should continue to strongly promote the integration of on-street parking availability, wayfinding, and payment capabilities for on- and off-street parking into the multimodal trip planning/common payment system and event parking management projects that SmartColumbus is already developing. Integrating parking search, location, reservation, navigation, and payment of on- and off-street parking in a single application would be beneficial for Downtown users in accessing and utilizing parking assets.

INTRODUCE PROGRESSIVE PRICING:

In areas where multi-space meters with sensors and mobile pay OR mobile pay only have been implemented, Parking Services should leverage data analytics and capabilities from meters and the mobile payment platform to implement progressive pricing for all paid parking areas (except no time limit paid parking areas at this time – see below). Meters and the mobile payment platform should be set to have hourly rates increase incrementally.

Progressive pricing will deter meter feeding and excessive parking durations. The hourly rate should increase 50% per hour after the stated base time limit, rounded to the nearest $0.50. Individuals wishing to park beyond the stated base time limit may do so, but at the escalating hourly rates. Customer use of the mobile payment platform will facilitate payment of escalating hourly rates. See the example below for reference (note that the table only provides information through 8 hours – meter rates should be programmed to continue to escalate beyond 8 hours).

Note that at this time, progressive pricing is not recommended for further out paid parking areas recommended as no time limit in Tier 1 above. These areas should be retained as "best value" parking areas and progressive pricing is not recommended for implementation there until addition parking turnover is needed in these locations.

Hour 1 Rate	$1.00
Hour 2 Rate	$1.00
Hour 3 Rate	$1.00
Hour 4 Rate	$1.50
Hour 5 Rate	$2.25
Hour 6 Rate	$3.50
Hour 7 Rate	$5.00
Hour 8 Rate	$7.50

Table 1: Progressive Hourly Meter Rate Escalation Example for a 3-Hour Meter with Base Rate of $1.00 Per Hour

D Downtown: Management Roadmap

WITH NEW DEVELOPMENT, CULTIVATE A PUBLIC-PRIVATE PARTNERSHIP TO ADD OFF-STREET PARKING SUPPLY AS THE AREA BUILDS OUT: With new development that occurs Downtown, the city should seek to cultivate a public private partnership (P3) with a private entity to provide a central reservoir of off-street parking supply in the area. A P3 would require a long-term agreement outlining facility ownership, cleaning, maintenance, revenue collections, financial risk, and other elements, and could take several different forms depending on specific needs or opportunity. Such a partnership may be particularly appropriate to add additional parking supply in the core and Capitol areas of Downtown.

Management Roadmap

DOWNTOWN (TO START IN YEAR 1)	TIER 1	TIER 2	TIER 3
Create a Downtown Parking Benefit District	■		
Increase Meter Rates to Higher Baseline Level and Expand Mobile Pay	■		
Review, Modify, and Consolidate Meter Time Limits	■		
Implement Minimum Transaction Fixed-Fee for Metered Spaces	■		
Implement Demand-Based Pricing	■		
Make Transition to Asset Light Concepts: Multi-Space Meters and Mobile Pay Only		■	
Create a Downtown Parking Collaborative		■	
Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■	
Leverage Smart Columbus Initiatives to Add Real-Time Space Availability Information for On-Street Spaces			■
Introduce Progressive Pricing			■
With New Development, Cultivate a Public-Private Partnership to Add Off-Street Parking Supply as the Area Builds Out			■

University District: Existing Conditions

Existing Conditions

A large area that is heavily influenced by The Ohio State University campus and the Wexner Medical Center campus nearby, the University District is rooted with the High Street corridor as its spine. The study area is generally bounded by the CSX Transportation and Norfolk Southern Corp. railroads to the east, Arcadia Avenue to the north, the Olentangy River to the west, and 5th Avenue to the south.

PARKING AND MOBILITY SNAPSHOT:

$1.00 & $0.75

The University District contains 30-minute, 2-hour, and 3-hour meters, priced at $1.00 and $0.75 per hour, respectively.

A large portion of the study area's curb lanes are unrestricted and unmanaged parking.

PARKING TURNOVER IS LOW across the district, with many vehicles remaining parked for 6 or more hours in the same location.

The study area is dominated by the **HIGH STREET COMMERCIAL CORRIDOR,** and its adjacency to Ohio State's campus.

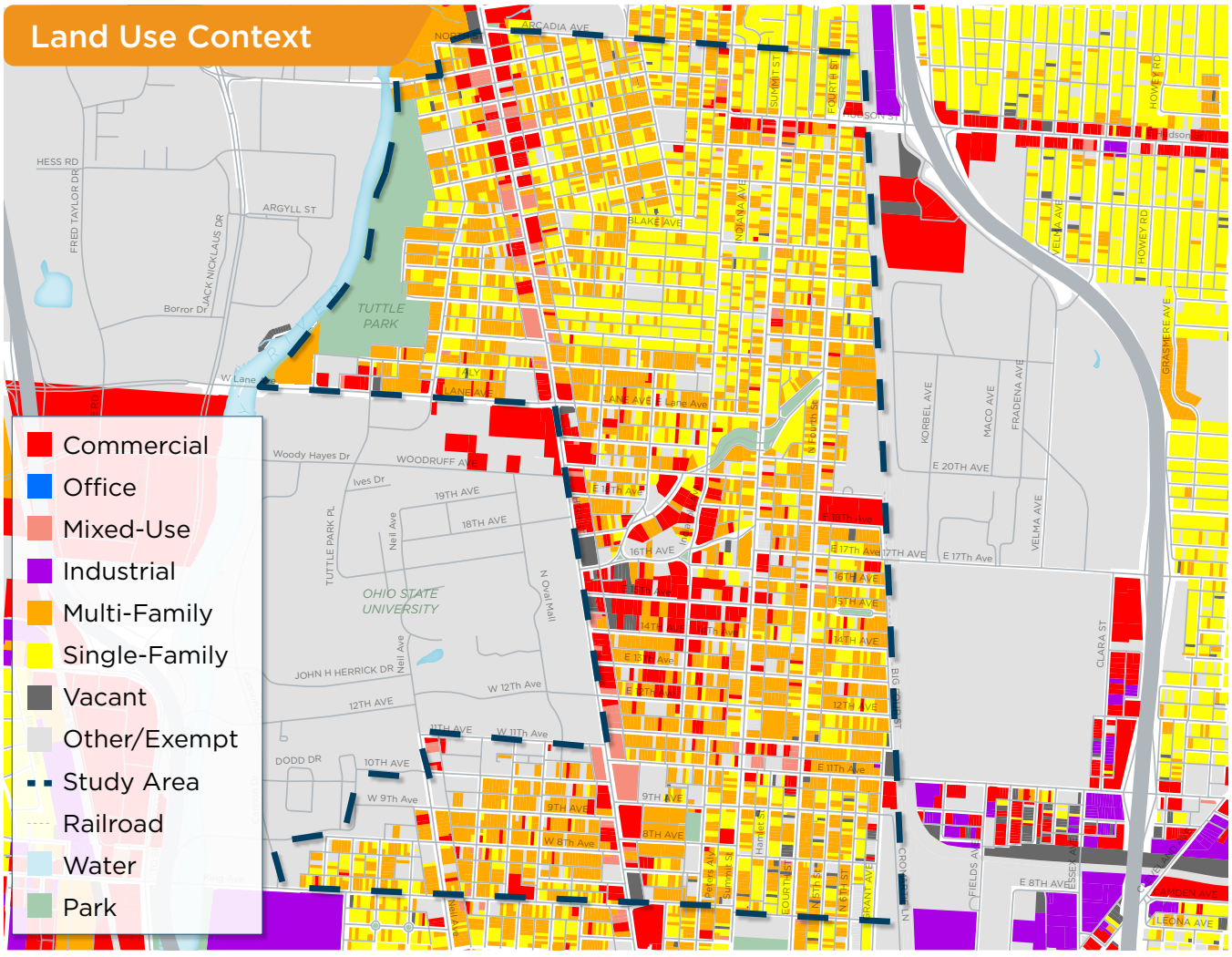
THE OVERALL SYSTEM PEAK PARKING OCCUPANCY was found to be Friday evening, with 51% of on-street spaces occupied. Occupancies are highest during this time in the northwest, central, and southern portions of the study area.

University District: Existing Conditions

LAND USE CONTEXT

The University District is largely single-family and multi-family residential in land use. The High Street corridor is lined with commercial and mixed-use land uses including bars, restaurants, retail stores, and other establishments that draw students and other customers from the nearby Ohio State and Wexner Medical Center campus. Some commercial land uses extend east from the High Street corridor along the 15th Avenue corridor as well.

Commercial land uses are also present along E Hudson Street on the northern end of the study area. Various institutional land uses that comprise the south end of the Ohio State and Wexford Medical Center campuses are in the southwestern part of the study area. The popular and changing Short North area lies to the south of the University District.



University District: Existing Conditions

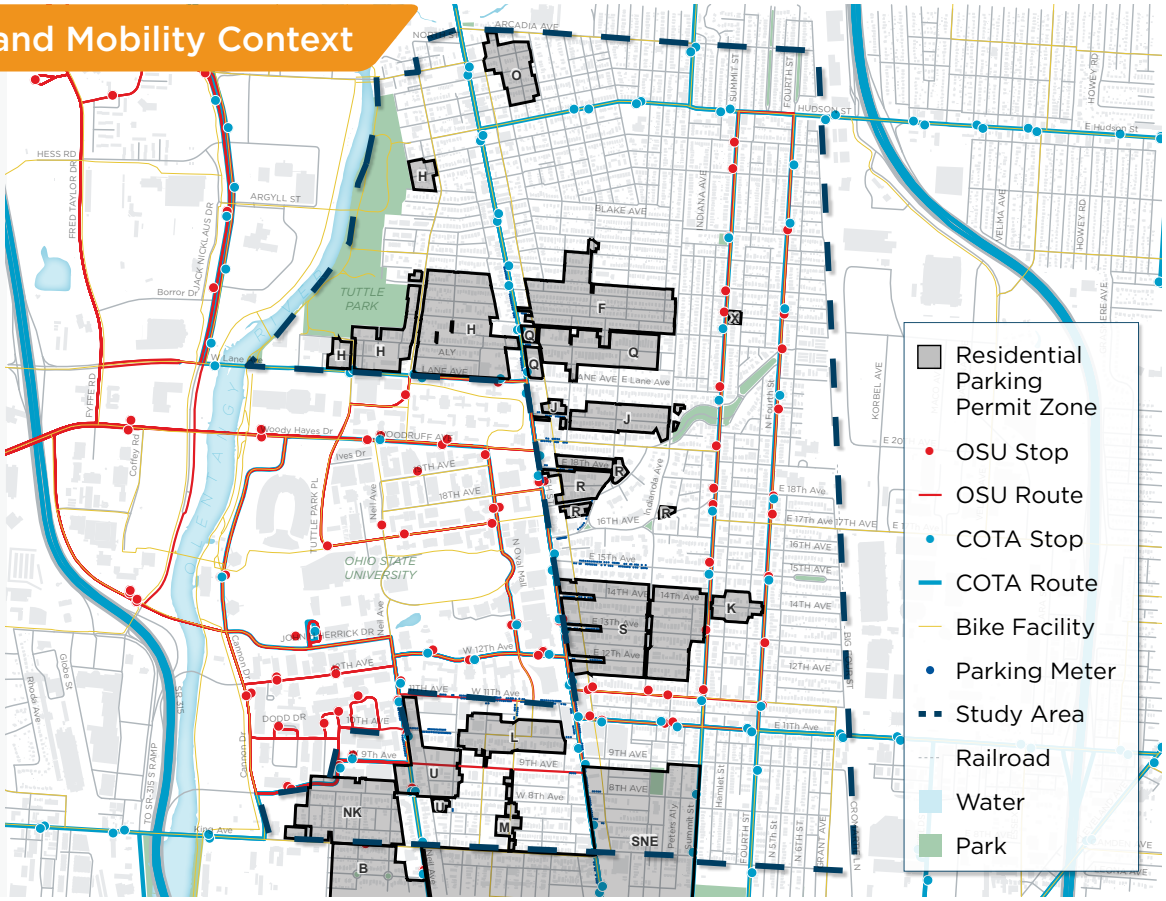
PARKING AND MOBILITY CONTEXT

The University District is well-connected to surrounding parts of the city, with High Street serving as the primary north-south connector through the study area, providing access to Downtown Columbus and Ohio State's campus. 4th Street and Summit Street on the east side of the study area provide opposing one-way north-south connectivity, while a collection of gridded streets connects through the residential parts of the study area.

The University District is accessible via transit, with the primary transit routes traveling up and down High Street, Hudson Street, Summit Street, and E 4th Street. Bicycle facilities provide connectivity from the study area to Downtown Columbus and Ohio State's campus to the west.

The presence of the Wexner Medical Center and Ohio State's campus influences the parking demand and mobility needs of the study area. Ohio State owns and manages parking assets on campus, but its presence brings vehicles to the University District to circulate and park. Parking assets in the study area include a combination of off-street parking; metered parking along High Street, W 11th Avenue, and adjacent streets; and unmanaged on-street parking in the northeastern and eastern parts of the study area. There are several residential parking permit areas in the University District study area including Zones F, H, J, K, L, M, NK, O, Q, R, S, U, and X. The SNE Short North residential parking permit area extends into the south part of the University District.

Parking and Mobility Context



University District: Existing Conditions

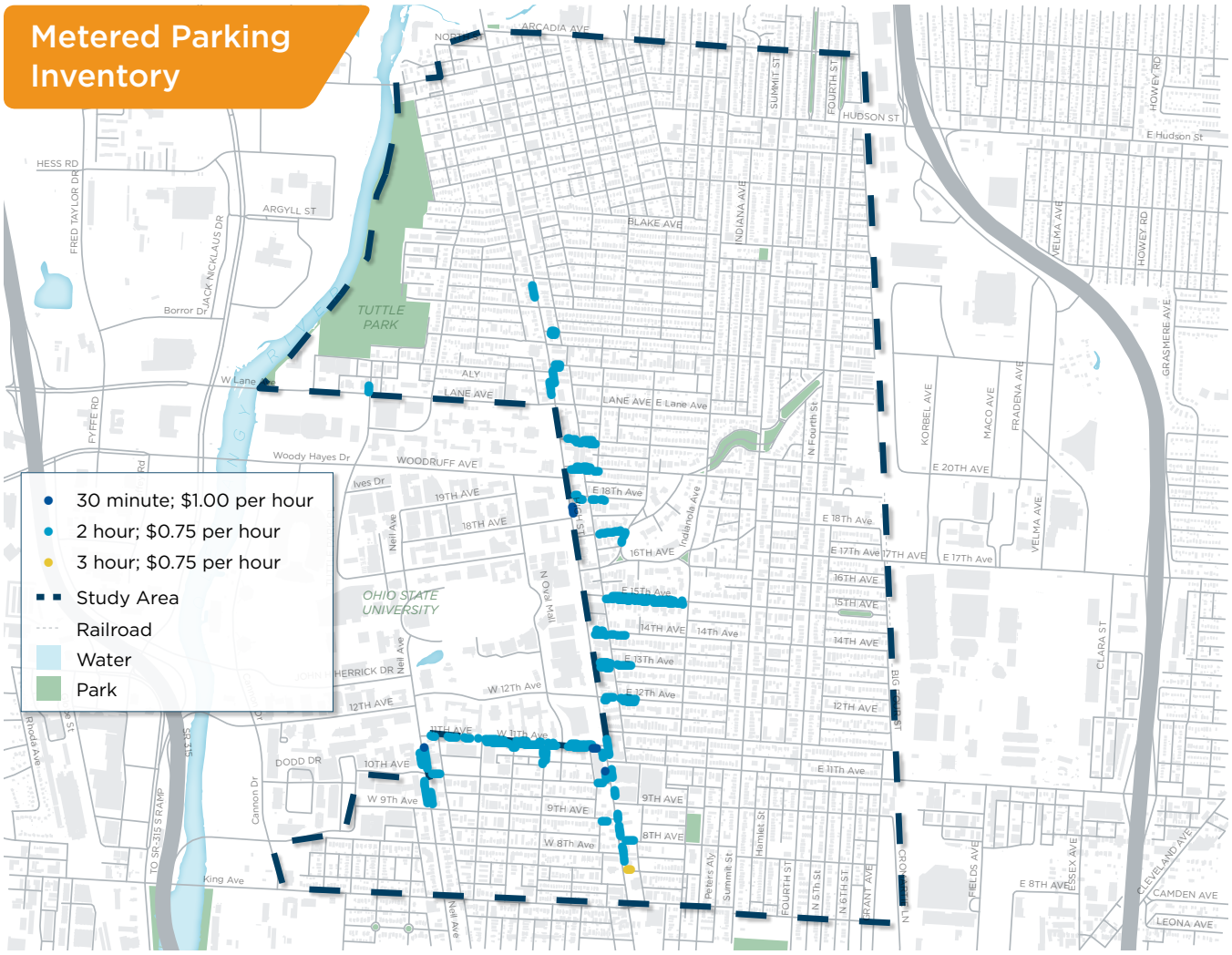
CURB LANE INVENTORY

The northeastern and eastern parts of the study area largely consist of unmanaged on-street parking. Managed on-street parking in the form of signed RPP areas and metered parking areas significantly increases further west closer to Ohio State and the Wexner Medical Center. Managed signed RPP areas exist on either side of High Street proximate to Ohio State's campus. The city has worked to manage residential parking demand and balance it with demands generated from the large area institutions.

Curb Lane Inventory

University District: Existing Conditions

Metered Parking Inventory



University District: Existing Conditions

METERED PARKING

The University District contains more than 500 on-street parking meters, clustered along N High Street through the heart of the district, along E 15th Avenue adjacent to various fraternities and sororities, and along W 11th Avenue between N High Street and Neil Avenue to the southwest. Most meters are 2-hour meters priced at $0.75 per hour. There are 30-minute meters (priced at $0.50 for 30 minutes) on the east side of High Street south of E 18th Avenue, and 3-hour meters (priced at $0.75 per hour) on the east side of High Street in the southern part of the study area. The map on page 3-35 displays the location of meters in the University District.

The district sees a high intensity of meter activity, with 9 of the of the city's top 20 meters by total transactions located here; these are located on N High Street and surrounding the Gateway Apartments. Metered parking within the University study area is relatively inexpensive, with the vast majority of meters being 2-hour meters priced at $0.75 per hour.

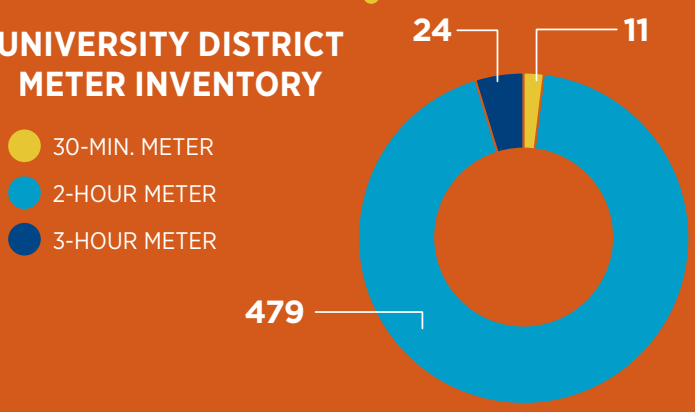
AREA SNAPSHOT

TOTAL UNIVERSITY **METER REVENUE** WAS
$612,878
IN 2018

THE **HIGHEST AVG. REVENUE** PER TRANSACTION FOR A METER IN 2018 WAS
$1.06

TOTAL UNIVERSITY **METER TRANSACTIONS** IN 2018 WERE
853,892

UNIVERSITY DISTRICT METER INVENTORY



THE TOP 20 METERS...

by total revenue provided **$42,916** in 2018, with the top meter providing **$2,242**

received **86,626** transactions in 2018, with the top meter receiving **5,816**

Data from 2018

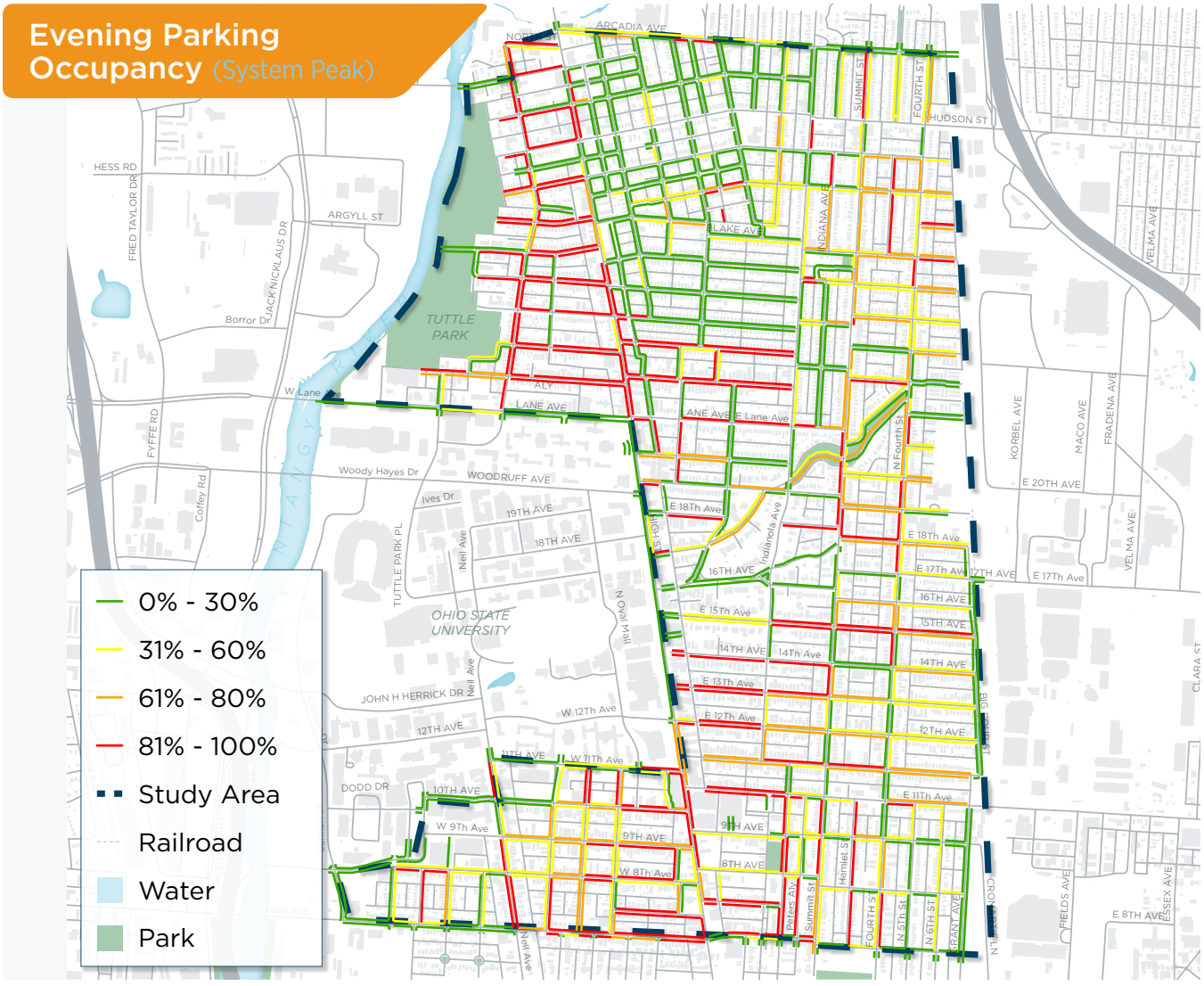
University District: Existing Conditions

ON-STREET PARKING

PARKING OCCUPANCY

Parking occupancy data was collected on a Friday and a Saturday in November 2018. The peak parking occupancy in the study area was determined to be Friday evening, with more than 50% of on-street spaces occupied systemwide, as displayed in the map below. Occupancies exceeded 80% in many specific parts of the district at the system's peak demand, including the center, southwest, and northwest parts of the district.

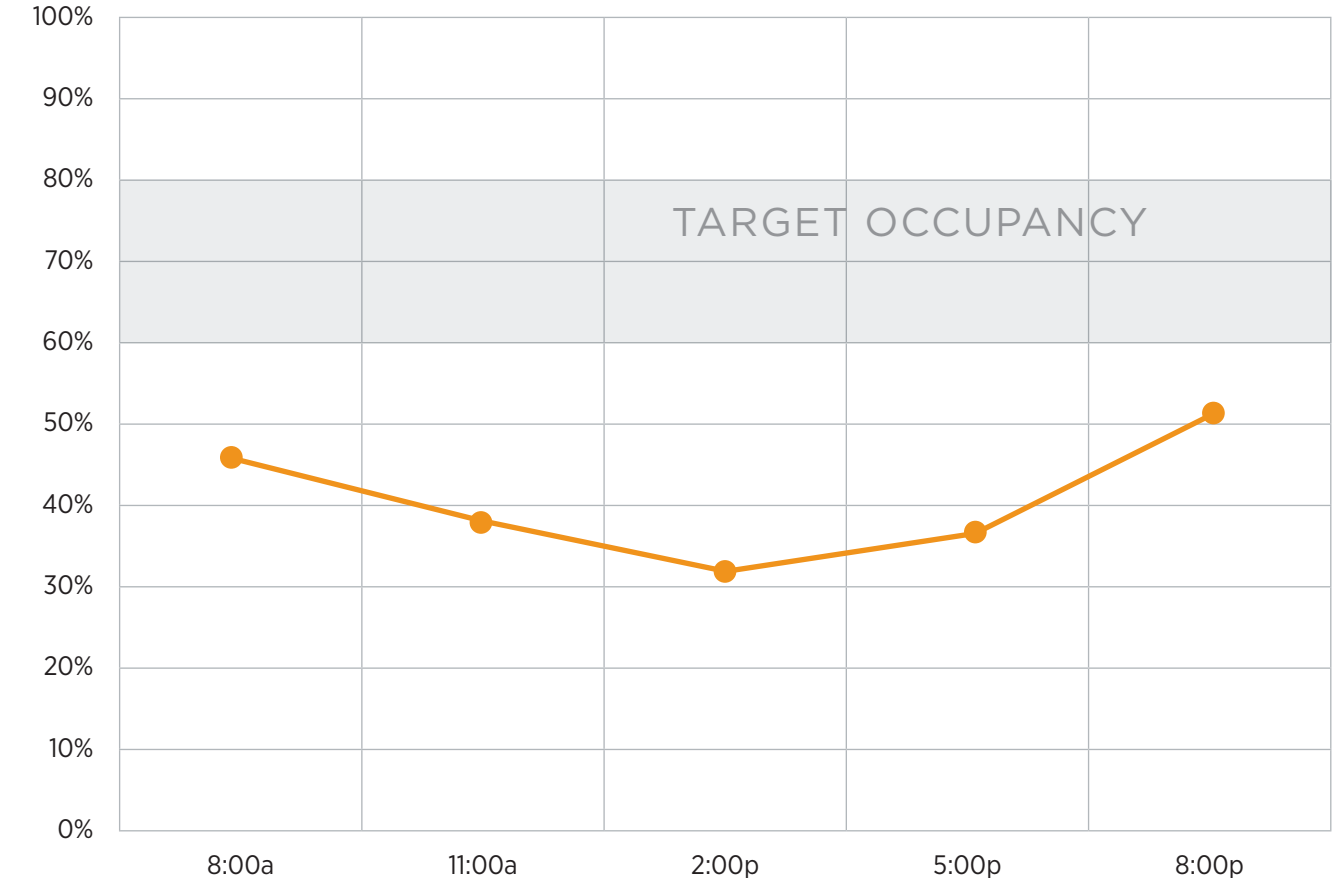
Evening Parking Occupancy (System Peak)



Data collected Friday, 11/9/18

University District: Existing Conditions

University District Parking Occupancy (by Time of Day)



Data collected Friday, 11/09/18

University District: Existing Conditions

ON-STREET PARKING

PARKING DURATION

In general, parking durations are high and parking turnover is low throughout the study area. Vehicles parked for four hours or more were observed throughout large swaths of the study area, in most cases consistent with the free, open, and unrestricted portion. The largest concentration of low parking turnover is evident in the northeastern portion of the study area, east of High Street, and north of Iuka Avenue.

Many of these vehicles belong to students leaving them parked overnight and in some cases for several days or all week without moving. Analysis indicates nearly 20% of total parked vehicles in the University District on the day of data collection were registered with Ohio State University. These longer durations correspond in part to areas where curb lanes are unmanaged. While managed commercial and metered curb areas generally saw lower durations and more turnover, there were some longer durations in managed areas just off the High Street and Hudson Street corridors, and in the managed area in the northwest portion of the study area north of Lane Avenue. The map below displays average parking durations by block face.

Note that the time ranges provided in the legend of the map below differ from the ranges on the duration maps from the other study areas.

Data collected Friday, 11/9/18

University District: Existing Conditions

University District: Stakeholder Engagement Results

April 30 Public Workshop Results

KEY TAKEAWAYS:

Responses by-and-large were concerned with residential parking:

- Availability of residential on-street parking should be preserved and maintained; Limiting the number of residential parking permits issued per household and improved enforcement of time limits will help alleviate parking pressure in congested areas
  - Readdressing code and regulations in the neighborhood may help right-size permit parking requirements and enforcement efforts
- New developments should be encouraged to provide off-street parking or have incentives to encourage the use of multimodal transportation solutions

Respondents were interested in solutions that encouraged increased multimodal transportation use, such as bike lanes, buses, and transit connectors.

Additional parking capacity and demand-based pricing were not identified as solutions that would work for the University District. Instead, increased mobility options and flexible curb lane management at key locations may help alleviate pressure near commercial areas and during events.

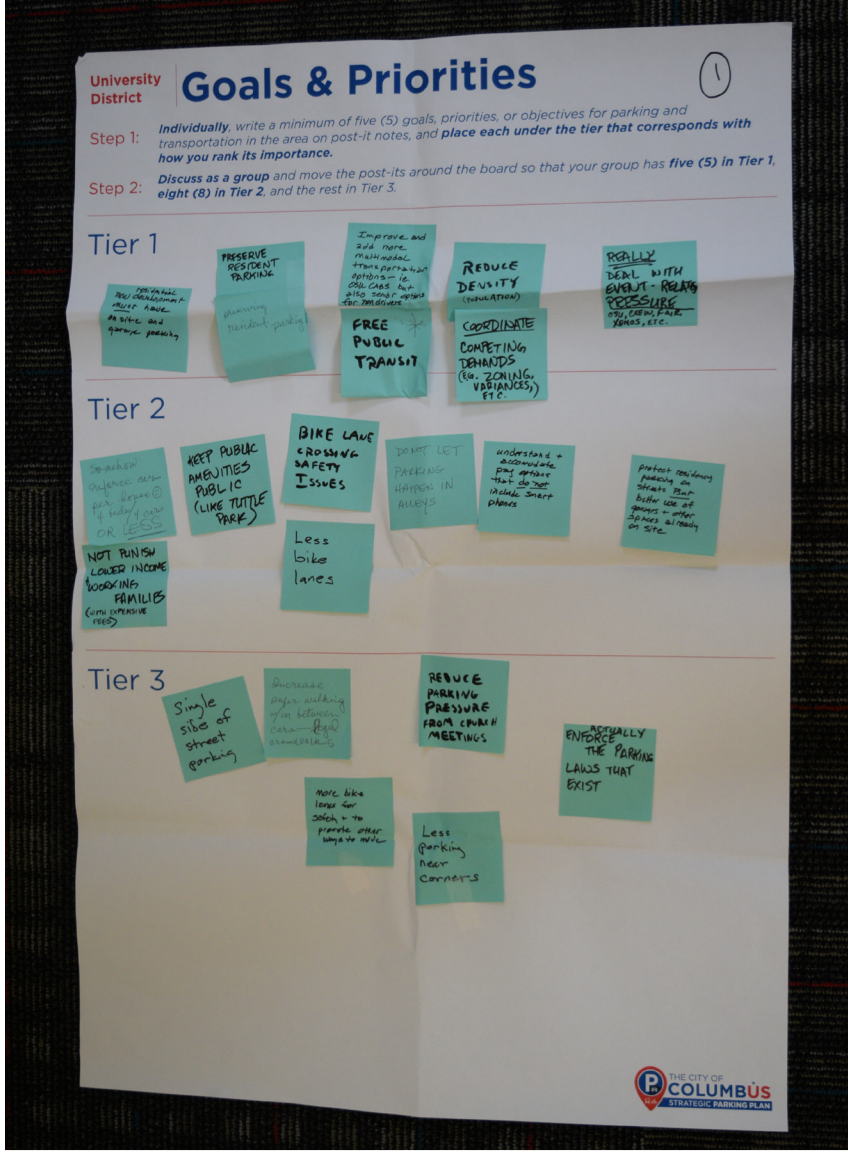
WHAT WE HEARD

Cap the number of permits per household

Event-related pressures need to have a special emphasis

Create turnover in commercial areas that would benefit the most users

Balance needs for residents with no parking options versus residents with off-street parking



University District

University District: Stakeholder Engagement Results

GOALS AND PRIORITIES ACTIVITY:

TIER 1

- Residential parking
  - Preserve residential on-street parking
  - Require new developments to provide off-street parking
- Multimodal transportation
  - Bike lanes
  - Affordable public transit
- Address event-related parking pressure
- Address inadequate employee/business parking in commercial areas
- Equity of parking cost—ensure cost is affordable for all residents

TIER 2

- Enforce parking permits per house/building limits
- Pay options not entirely reliant on smart phone/online apps
- Provide incentives to businesses to encourage multimodal transportation
- Increase parking turnover in key business areas

TIER 3

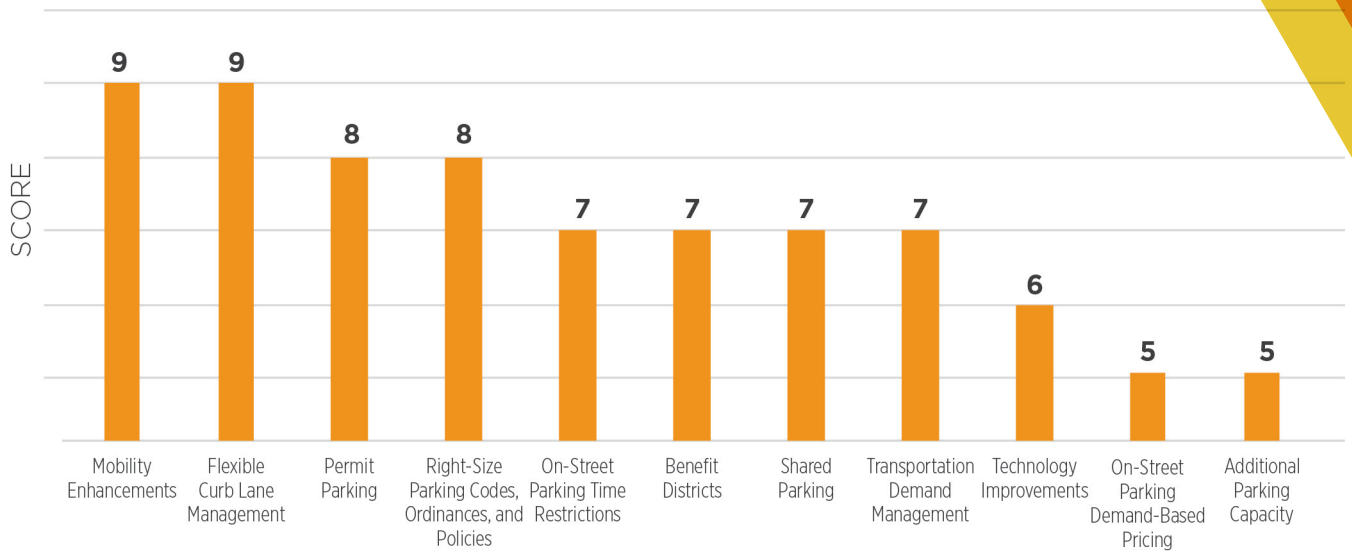
- Safety
  - Pedestrians have inadequate crosswalks on street and cross from between parked cars
  - Parking too close to street corners
- Increased enforcement of parking laws
- Clearer signage for parking areas
- Transit 'hubs' to help move visitors (particularly during events) and encourage multimodal transportation use

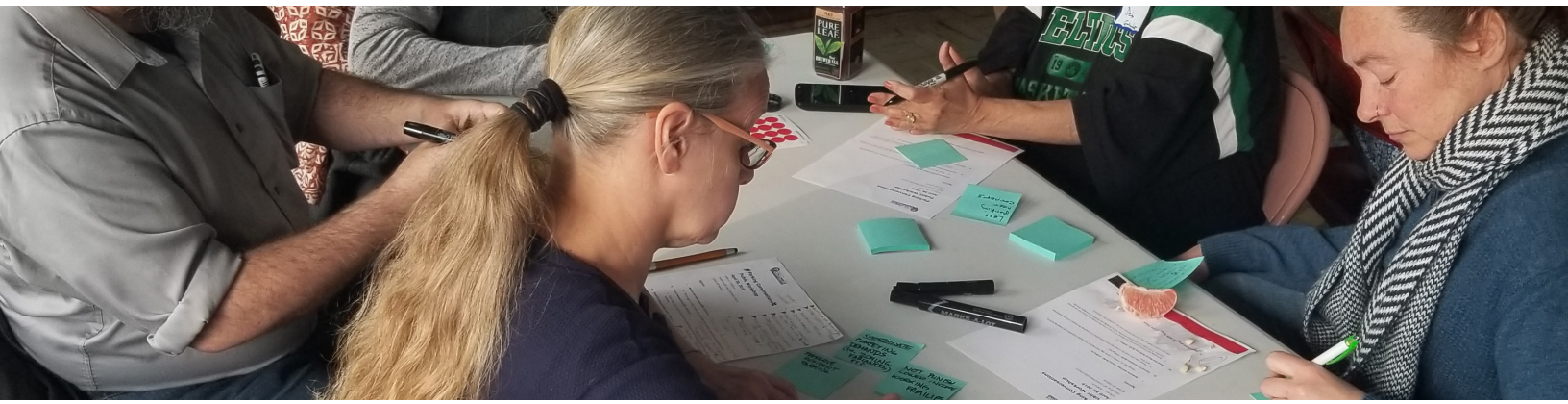
University District: Stakeholder Engagement Results

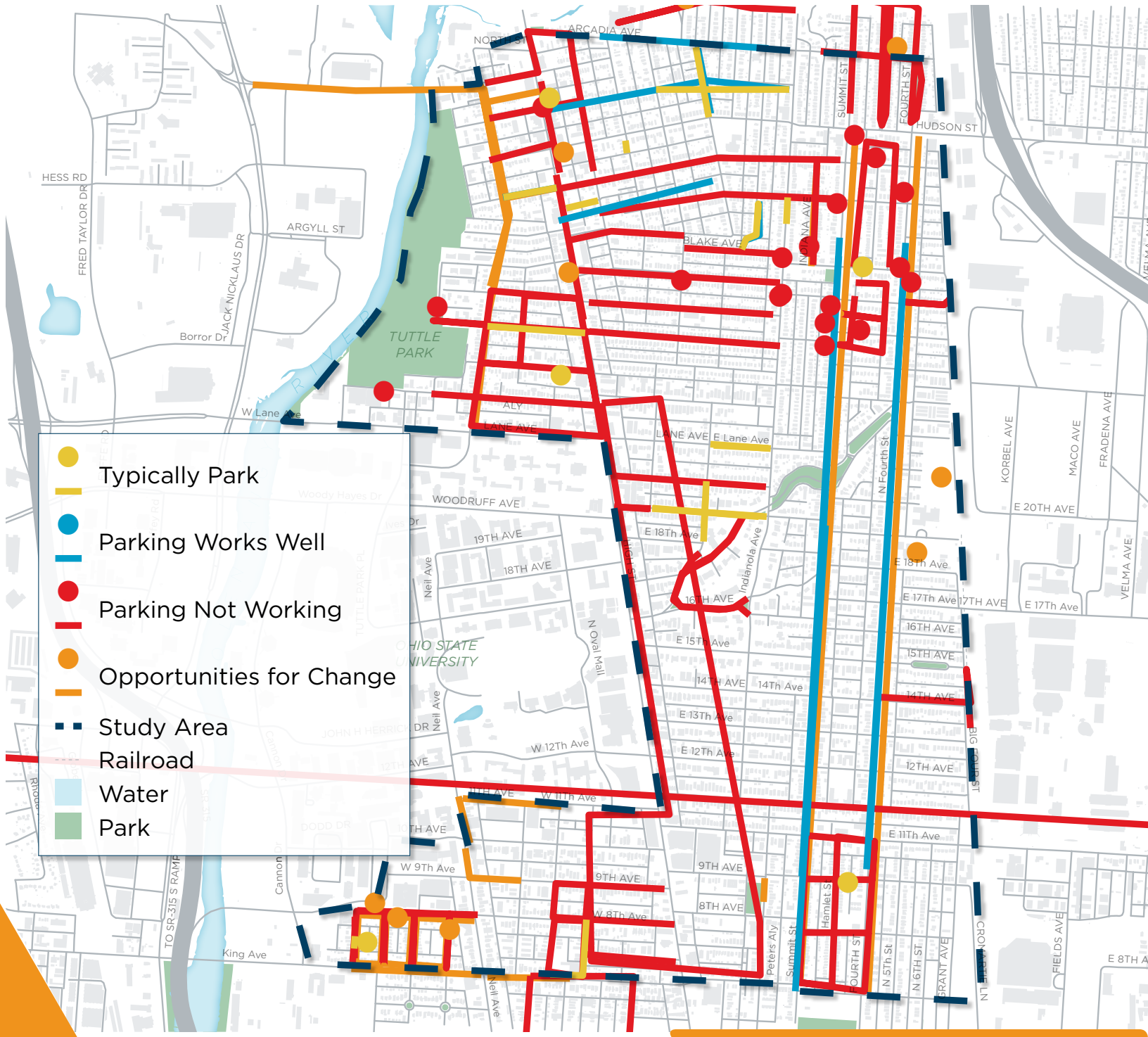
STRATEGIES ACTIVITY

Each strategy was scored based on the sticker votes it received during this activity. Green stickers received a score of 3, yellow a score of 2, and red a score of 1. Where strategies received multiple stickers of different colors, the scores were averaged for each strategy.

University District Strategy Scores







WikiMapping Results

WikiMapping Results

Results received from the spring 2019 online WikiMap for the University District study area are depicted in the map above and on the following page.

University District: Stakeholder Engagement Results

KEY TAKEAWAYS:

1. **Generally, parking issues were identified throughout the western half of the study area.**
2. **Campus parking rates may be too high and contributing to overflow parking in residential areas.**
3. **There are concerns about new development creating unfeasible demands on existing parking.**
4. **Weekend events (such as football home games) overflows into residential areas.**
5. **Medical facilities parking overflow into residential areas.**
6. **Narrow one-way streets with on-street parking are difficult to navigate.**

THEMES HEARD	EXAMPLE COMMENT
Additional Parking Capacity	"Difficult to extremely difficult to find parking nearby. This to the extent that I will avoid going to these areas, even though there are business I wish to visit."
On-Street Parking Time Restrictions	"Too many Medical Center employees and visitors overwhelm parking during non-restricted hours."
Parking that Supports Business	"Shorter term and low-cost paid parking would be helpful for businesses."
Permit Parking	"Parking on football game days is the number one reason I would support residential parking permits in the area."

University District: Management Roadmap

Parking Management Roadmap

LOOKING AHEAD

An expansive area, the University District study area sits next to and is heavily influenced by the large and complex medical and educational institutions that draw employees and visitors from the state, region, and beyond. The presence of The Ohio State University and the Wexner Medical Center have a significant impact on the transportation, parking, and mobility dynamics of the University District. These institutions bring daily commuters and visitors and hold large special events. Their footprint and influence continue to expand with the growth of programs, headcount, and new development in the area.

A roadmap for managing parking and mobility in the years to come is needed for the area, particularly as it faces tremendous growth and change brought on by large regional destinations.

University District: Management Roadmap

Parking and Mobility Challenges

Data analysis and stakeholder engagement indicate that the University District is really a series of distinct sub-areas, each with different parking and mobility dynamics and needs. The southwest and northwest part of the study area are far different than the eastern part of the study area.

The University District faces the following primary parking and mobility challenges:

- The presence of The Ohio State University, the Wexner Medical Center, and related entities heavily influences the dynamics in the study area by bringing thousands of daily visitors and commuters to the area (particularly during special events); parking and mobility needs must be balanced with those of residents, businesses, and students
- The study area faces fragmentation in areas of managed parking, residential parking permit areas, and areas that are unmanaged
- Data and observations indicate long-term parking storage occurring in parts of the study area and data indicates many of these vehicles are creating spillover demand from Ohio State and/or are vehicles registered with CampusParc
- Oversell and abuse of visitor and resident on-street parking permits are known issues, causing a proliferation of long-term vehicle storage on-street

Parking and Mobility Objectives

- Cultivate a symbiotic relationship with Ohio State and the Wexner Medical Center in managing parking and mobility
- Create consistency, compliance, and promote satisfaction with residential permit parking program across the study area
- Promote access and turnover along the High Street commercial corridor

University District: Management Roadmap

PATH FORWARD

In the near-term, the focus for managing parking and mobility in the Unviersity District should be on controlling abuse, permit parking reform, and creating consistency and uniformity. Longer-term, the recommended framework strives to cultivate a district that embraces technology and has a flexible and symbiotic relationship in managing parking and mobility with its large institutional neighbors as they continue to grow and promote economic development in the area.

The following section details the recommended roadmap for managing and operating parking and mobility in the University District study area moving forward.

PARKING AND MOBILITY ROADMAP

- To start in year 2 (2021), with the exception of expanding meters on High Street, which will start in year 1

TIER 1 PRIORITY

RESTORE AND EXPAND METERS ON HIGH STREET: As construction on High Street near Ohio State concludes, Parking Services should work with COTA and the Division of Traffic Management to increase public parking availability on High Street and add paid parking where applicable, while considering bus and vehicle movement through this busy corridor. Additionally, Parking Services should work with the Division of Traffic Management to explore adding multi-space paid parking kiosks to the west side of High Street adjacent to the Ohio State campus, north of 11th Avenue and south of Lane Avenue. This would require removing a through travel lane and may require peak travel period parking restrictions to maintain the travel lane for traffic flow during peak travel periods and/or events.

Replaced or new meters should be multi-space on adjacent blocks, with in-ground sensors and mobile payment capability.

University District: Management Roadmap

CREATE A PARKING BENEFIT DISTRICT FOR THE UNIVERSITY DISTRICT STUDY AREA: Prior to implementing other changes in the University District, the city should create a parking benefit district that covers the area. This parking benefit district should establish the study area as a parking management district where customized parking management can occur. Establishing the area as a parking benefit district should be accompanied by the following sub-strategies:

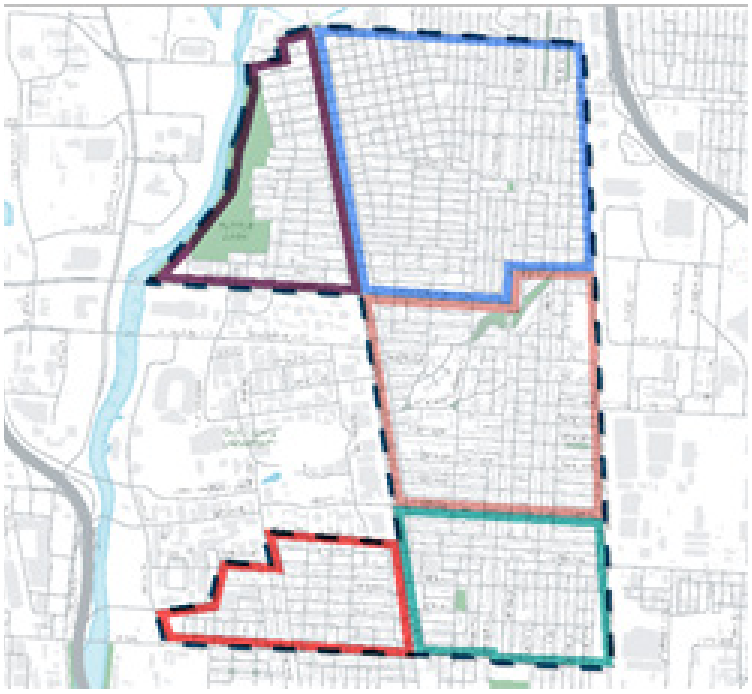
- The parking district should be managed by Parking Services in conjunction with a local board of representatives
- The parking district board should help to establish meter rates and help implement strategies outlined in the SPP framework

A portion of parking meter revenue should be reinvested into the study area to fund the creation of flex zones, the roll-out of parking management and technology improvements, and multimodal transportation and mobility enhancements.

University District: Management Roadmap

IMPLEMENT TIME-RESTRICTION SIMPLIFICATION AND PERMIT PARKING REFORM:

Several residential parking permit zones exist throughout the University District with varying restrictions and regulations. This plan recommends simplifying these restrictions and revamping the permit programs in the area to better balance the needs of residents, students, businesses, transients, and visitors. Specific recommended actions include the items below and on the following page. These should be considered the base features of RPPs in the University District; adjustments can be made to these features as appropriate based on unique context-sensitive needs.



Proposed initial zones for eventual residential parking permit zones in the University District. These boundaries are proposed as a starting point and should be finalized through stakeholder engagement.

1. **RESIDENTIAL PERMITS:**
   - Single-family homes and multifamily developments are eligible for one (1) annual permit per licensed driver.
   - **Short-Term Residents** (recommended to be defined as licensed drivers with student and/or temporary teaching status):
     - Implement temporary semester permits (5-month increments) to accommodate short-term residents studying and working in the area.
     - Conducting a thorough engagement and communication campaign associated with any potential rate changes is essential. This campaign should include promotion and communication about the various parking options on campus, and the resources and information on the mobility options in the area, including COTA connectivity.

University District: Management Roadmap

1. **BUSINESS PERMITS:**
   - Implement a business permit price of $100 for the first four permits, progressively escalating by $100 annually for each permit after four. Limit up to ten (10) permits per business. Permits one to four will be good 24/7 and any permits beyond four will be good 8:00 a.m.–12:00 a.m.

2. **GENERAL NOTES:**
   - Establish uniform time restrictions of "3-hour parking 8:00 a.m.–12:00 a.m. Except city Permit ____." No overnight restrictions are recommended.
   - As paid parking and residential permit programs expand across the area, consider the realignment of residential parking permit boundaries to match the boundaries depicted in the map on the previous page. Finalization of boundaries should be done consistent with stakeholder engagement and should account for development density, local mobility options such CABS transit shuttle service provided by Ohio State, and other identified factors.
   - Monitor the issuance of residential and business permits relative to on-street occupancies and manage the number of permits in circulation relative to the number of on-street parking stalls so that optimal parking conditions are maintained. If demand routinely exceeds 80% on RPP blocks, consider strategies to limit the number of permits sold (through caps and other supply-based measures) and purchased (through incentives/disincentives).
   - The Division of Parking Services should work with the Department of Building and Zoning Services to establish a multifamily development building cut-off date. Residents of multifamily developments built after this established date would not be eligible for on-street residential parking permits.

  - Align semester permit rates more closely with Ohio State parking rates. A rate $100 per licensed driver per semester is recommended as a starting point.
  - No guest permits should be permitted for short-term residents.

- **Long-Term Residents** (recommended to be defined as other licensed drivers who do not meet the definition of short-term resident and whose driver license and registration match their address of residence):
  - Implement a residential permit price of $25 annually for the first permit, escalating progressively $10 per permit to a maximum amount of $55 annually.
  - Limit one long-term guest permit per address, in addition to permit allowanced outlined above.

University District: Management Roadmap

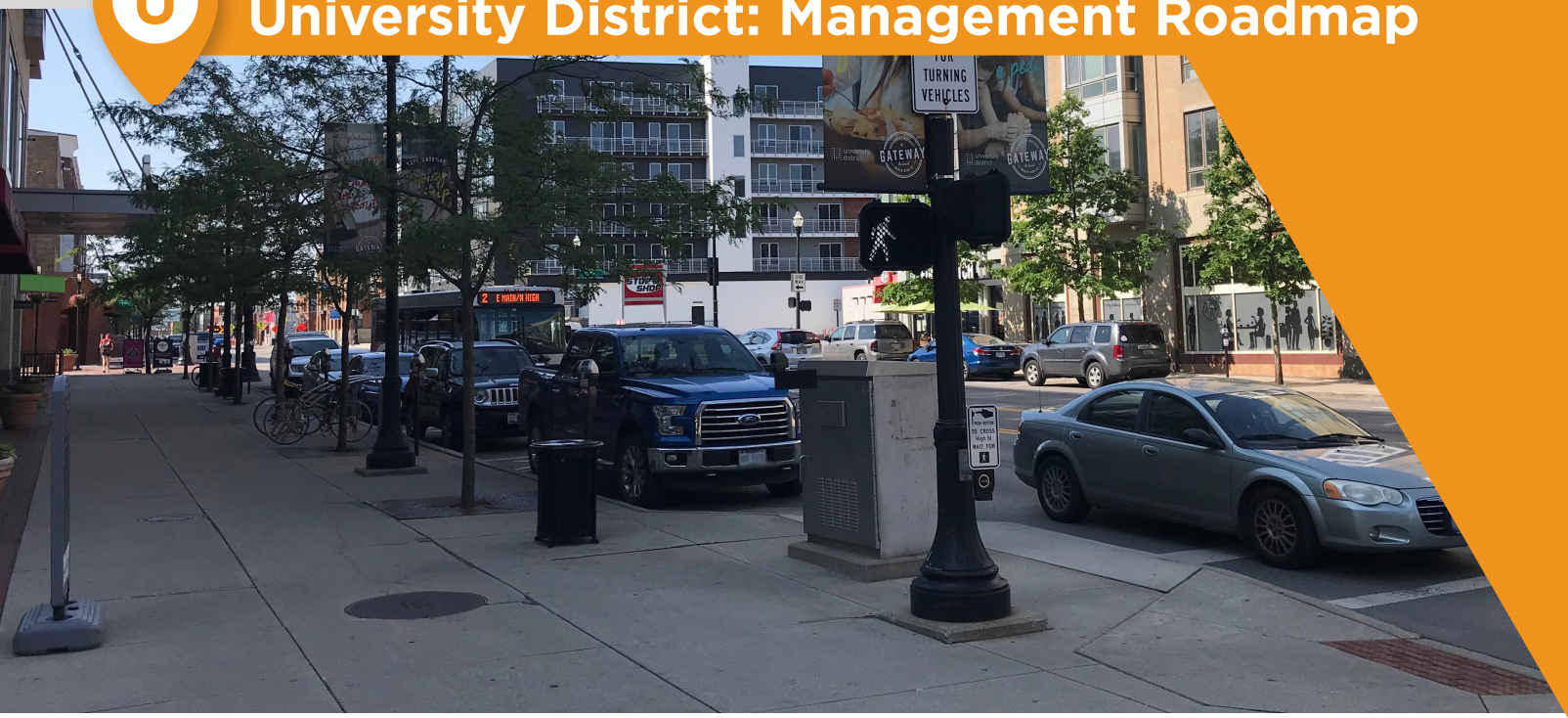
TRANSITION TO VIRTUAL AND ONLINE PERMITTING WITH LICENSE PLATE RECOGNITION (LPR)-BASED ENFORCEMENT: The Division of Parking Services should, over the span of two years, transition the management of residential parking permits zones in the study area to virtual and online permitting enforced by vehicles with mobile LPR. Lessons learned from the Short North Parking Plan roll-out should be leveraged to implement virtual permitting and LPR to streamline management and enforcement.

EXPAND PAID PARKING ACROSS ALL MANAGED PARTS OF THE STUDY AREA: Following the implementation of meter modification, refinement of the RPP program, and the introduction of virtual permitting and LPR for enforcement, the city should expand paid parking across all managed (via a RPP program) block faces in the study area to promote target occupancy and turnover, incentivize compliance in the area's RPP programs, protect residents, and support the parking and mobility goals of the area as it grows.

Those with a valid RPP permit should be exempt and rates should be set to be consistent with High Street parking rates. This expansion must be supported by virtual online permitting and mobile LPR enforcement. Physical meters should be retained along High Street and on immediately adjacent blocks. Payment on residential blocks should be implemented as mobile payment only. Day passes should be offered via the mobile app.

INTRODUCE DEMAND-BASED PRICING: Following the introduction of paid parking throughout the University District, demand-based pricing should also be implemented in the University District study area. Rates should be adjusted up or down on a bi-annual basis per the guidelines outlined in this SPP to support target parking occupancy. The city should work with local stakeholders to establish appropriate boundaries for collected data and adjusting rates. Rates should be set consistent with Downtown, with a price floor of $0.50 per hour.

University District: Management Roadmap



TIER 2 PRIORITY

CONSIDER MODIFICATION OF METER TIME LIMITS ON HIGH STREET: To establish uniformity with meters further south on High Street and consistency with RPP time-limits, consider modifying 2-hour meters in the study area to 3-hour meters priced initially at $0.75 per hour. This should be done in collaboration with the Division of Traffic Management, consistent with peak period travel restriction needs. Adjust meter rates bi-annually in preparation for demand-based pricing to come later.

CREATE CURB FLEX ZONES FOR TRANSPORTATION NETWORK COMPANY (TNC) PICK-UP AND DROP-OFF: As is recommended in other study areas, establishing flexible curb zones for TNC pick-up and drop-off is recommended in the University District study area, particularly along High Street. This should be done only under consultation with approved traffic control and management plans, particularly for Ohio State football games. Curb zones that serve commercial loading during the day should be designated as TNC pick-up and drop-off areas in the evenings and at peak demand times, such as during Ohio State campus events (e.g., concerts and sports). This strategy is critical to promoting and facilitating non-vehicular access to the district by visitors and patrons.

University District: Management Roadmap

TIER 3 PRIORITY

IMPLEMENT PROGRESSIVE PRICING: Parking Services should leverage data analytics and capabilities from multi-space meters and the mobile payment platform to implement progressive pricing for paid parking in the study area. Meters and the mobile payment platform should be set to have rates increase incrementally.

Progressive pricing will deter meter feeding and excessive parking durations in the area. The hourly rate should increase 50% per hour after the stated base time limit, rounded to the nearest $0.50. Individuals wishing to park beyond the stated base time limit may do so, but at the escalating hourly rates. Mobile LPR will facilitate enforcement of progressive paid parking areas.

CREATE A SPECIAL PARKING AREA FOR THE HIGH STREET CORRIDOR AND MODERNIZE OFF-STREET PARKING REQUIREMENTS: To help shape the development/redevelopment of the High Street corridor and areas adjacent to the Ohio State University campus, it is recommended that a special parking area be created. The special parking area should be governed by a local board and Parking Services, and the boundaries should be determined in concert with local stakeholders.

In conjunction with a creation of the special parking area, this plan recommends the city do the following in the corridor:

- Modernize the City of Columbus zoning code for development in the designated High Street parking management area (and/or via a zoning overlay district). This means setting minimum parking requirements based on actual parking demand data collected in similar representative developments and revise them annually. **This should be done in conjunction with the implementation of parking maximums and a fee-in-lieu program (discussed below).**
- Work with other city agencies to deliberately consider the granting of off-street parking variances to encourage developers to take steps to accommodate and/or mitigate parking demand that new developments will generate, through strategies such as exemptions related to transportation demand management/mitigation strategies (e.g., car-sharing), and shared parking.
- **Implement a fee-in-lieu program** where developers are required to pay a fee in-lieu of providing off-street parking. The specific fee-in-lieu amount should be set in collaboration with the Department of Building and Zoning Services and after a market assessment process. Funds should be leveraged to make mobility and wayfinding/signage improvements and streetscape improvements as well as fund the provision, operation, leasing, and/or management of shared parking facilities, depending on the structure (e.g., city-owned, leased, public-

University District: Management Roadmap

Management Roadmap

	TIER 1	TIER 2	TIER 3
UNIVERSITY DISTRICT (TO START IN YEAR 2)			
▶ Restore and Expand Meters on High Street (To Start in Year 1)	■		
▶ Create a Parking Benefit District for the University District Study Area	■		
▶ Implement Time-Restriction Simplification and Permit Parking Reform	■		
▶ Transition to Virtual and Online Permitting with License Plate Recognition (LPR)-Based Enforcement	■		
▶ Expand Paid Parking Across All Managed Parts of the Study Area	■		
▶ Introduce Demand-Based Pricing	■		
▶ Consider Modification of Meter Time Limits on High Street		■	
▶ Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■	
▶ Implement Progressive Pricing			■
▶ Create a Special Parking Area for the High Street Corridor and Modernize Off-Street Parking Requirements			■

Franklinton: Existing Conditions

Existing Conditions

The Franklinton study area is comprised of two distinct sub-areas: the Scioto Peninsula east of Ohio State Route 315 (the Olentangy Freeway), which is an area in transition, and the area west of the Olentangy Freeway, which is largely comprised of stable middle-class, single-family housing. Currently anchored by COSI, the Scioto Peninsula sits at the back door of Downtown Columbus and has seen an influx of attention and investment from the development community in recent years. A new National Veterans Memorial and Museum arrived in Fall 2018, new breweries have been established, and the Scioto Mile provides recreation along the riverfront. A multi-faceted parking and mobility approach will be critical to managing demand, leveraging existing assets, and supporting growth in Franklinton while working to maintain its unique character.

PARKING AND MOBILITY SNAPSHOT:

$0.40

East Franklinton contains 12-hour meters priced at $0.40 per hour.

LOW PARKING TURNOVER
is an issue in East Franklinton, as some of the area is residential in nature, and other block faces may be attracting Downtown employees parking on the street.

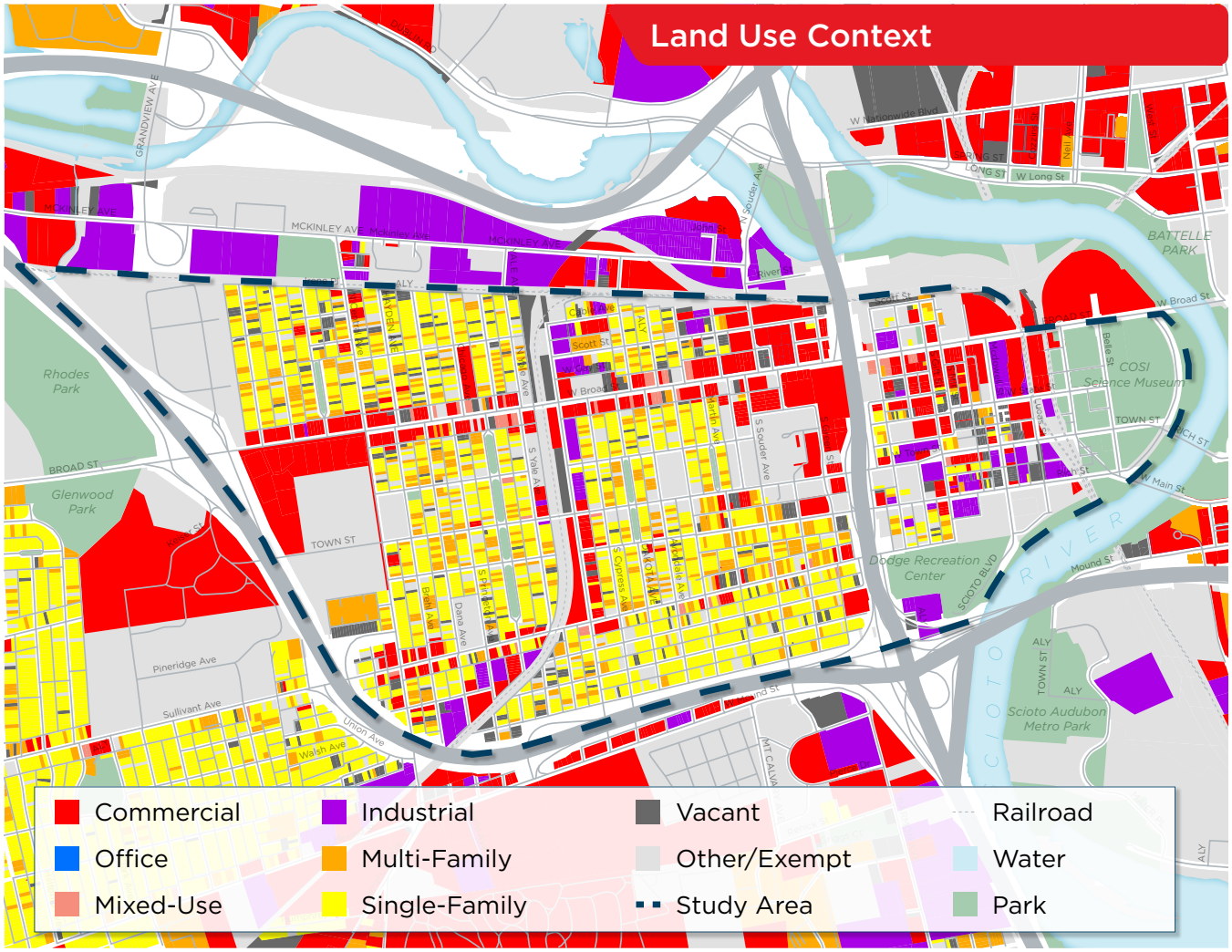
NUMEROUS OFF-STREET
parking facilities exist in Franklinton, particularly in East Franklinton around cultural institutions.

RAPIDLY CHANGING AREA
attracting new commercial, mixed-use, residential, and institutional investment.

F Franklinton: Existing Conditions

LAND USE CONTEXT

East Franklinton, east of the Olentangy Freeway, is comprised of a mix of commercial, industrial, institutional, residential, and park/recreation land uses. West of the Olentangy Freeway, commercial and industrial land uses line the Broad Street and Genessee and Wyoming Railroad corridors. Large institutional land uses do exist in the western portion of Franklinton, including Starling Middle School and West Central School to the southwest, Ohio Department of Transportation property to the northwest, and the Mt. Carmel West medical complex.



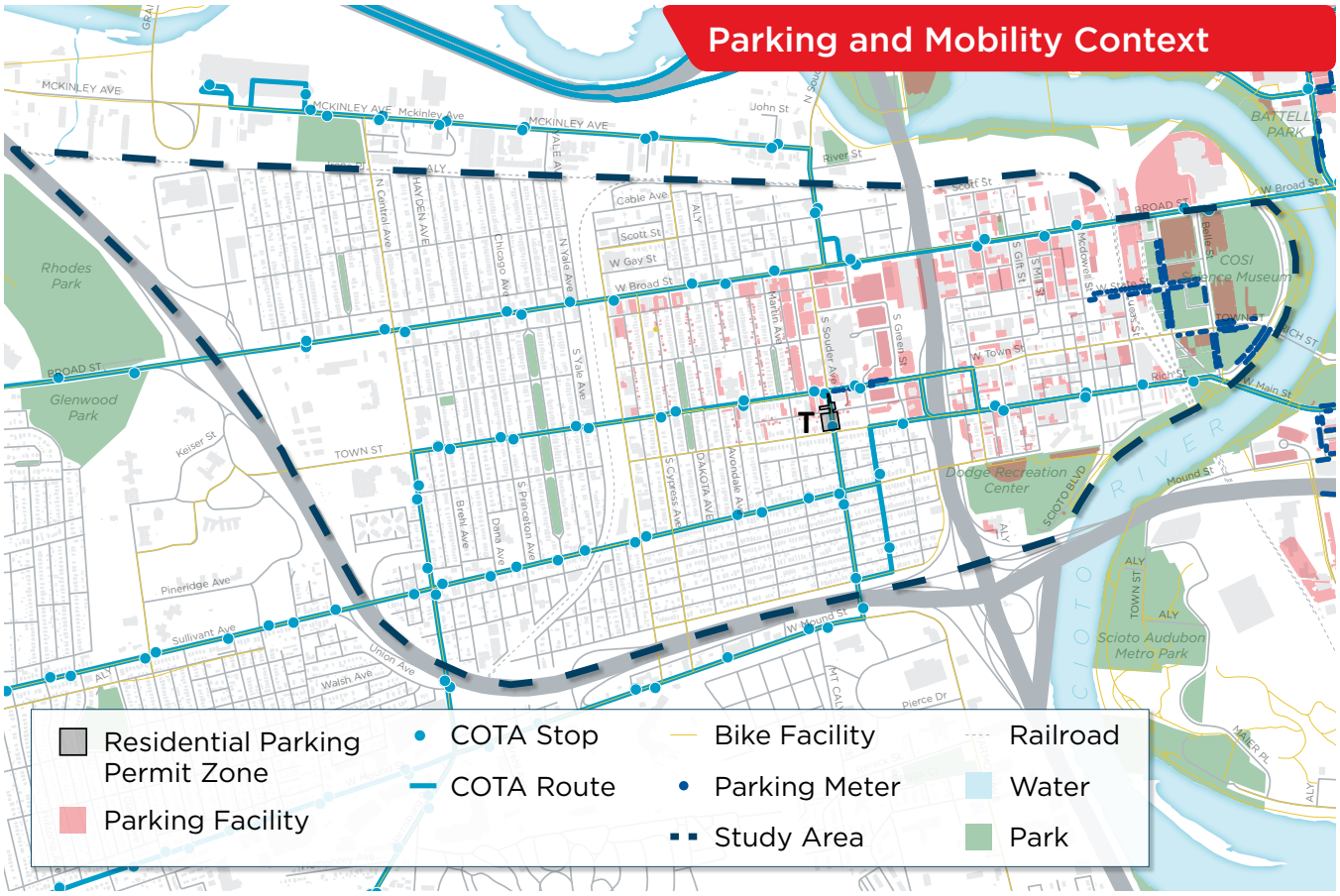
F Franklinton: Existing Conditions

PARKING AND MOBILITY CONTEXT

The Franklinton study area is sectioned into several smaller areas by large transportation corridors, including the Norfolk Southern Corporation and Genesee and Wyoming Railroads, and the Olentangy Freeway. The Broad Street/Highway 40 and Town Street/ Highway 62 corridors provide primary east-west access through the study area. These corridors, along with Sullivant Avenue, carry the COTA transit routes that operate in Franklinton.

A significant portion of the Scioto Peninsula is comprised of off-street parking, both surface parking and below-grade parking associated with COSI, the Veterans Memorial Lot, and private uses. This is expected to change as this area redevelops. Data for more than 900 parking spaces was acquired by third-party parking operators as part of this project. Off-street parking in the area is underutilized at 22% of total spaces occupied during peak demand periods.

On-street parking assets in the Franklinton study area include large swaths of free and unmanaged parking, with some metered areas on the Scioto Peninsula. Residential parking permit area T exists around the multi-family housing located at the intersection of Souder Avenue and Walnut Street in West Franklinton.

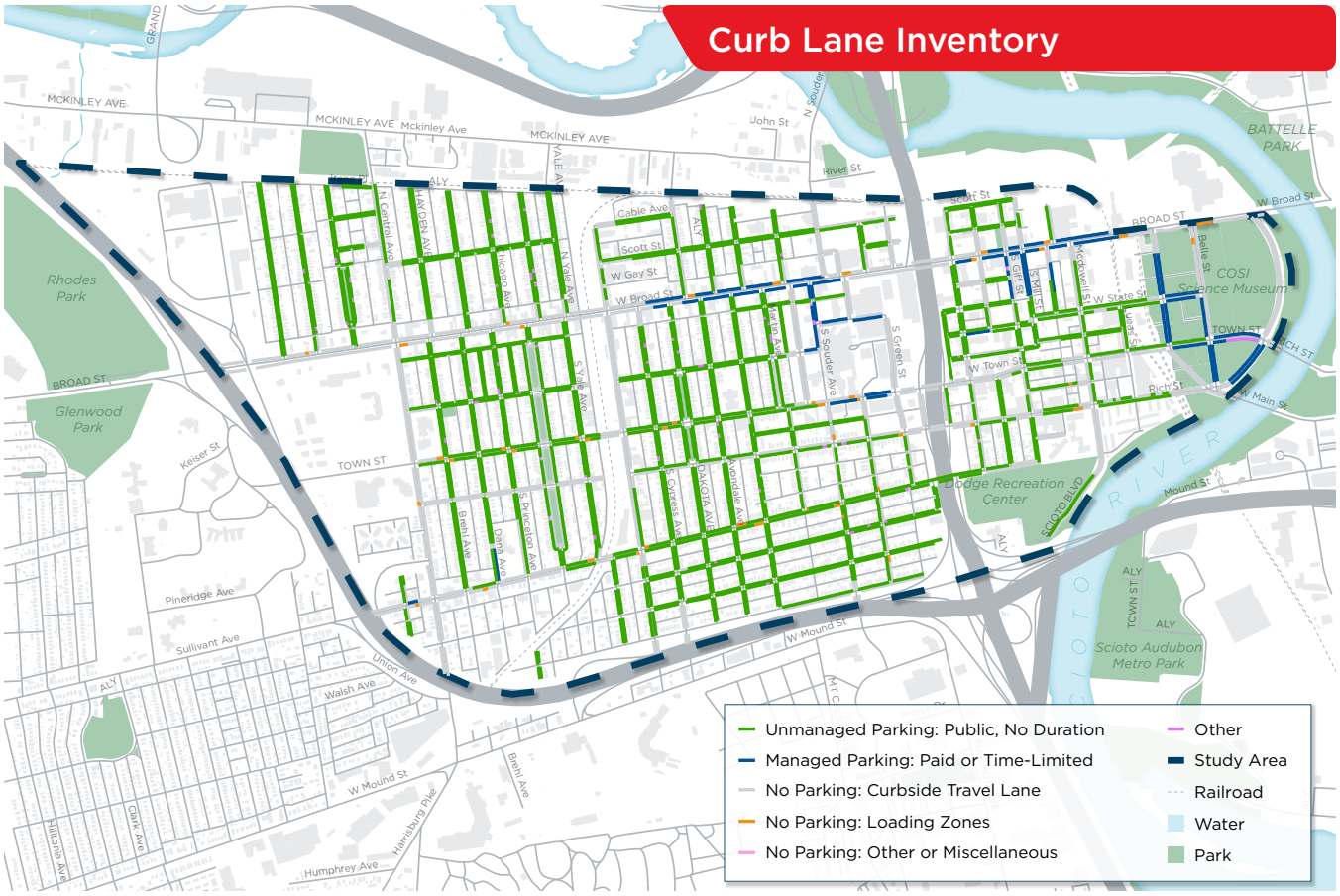


Franklinton: Existing Conditions

CURB LANE INVENTORY

A large portion of West Franklinton curb lanes are free, unmanaged parking. East Franklinton contains pockets of managed parking, including 12-hour meters along State Street, Starling Street, Town Street, Belle Street, and Washington Boulevard around West Bank Park closer to COSI and the other area museums.

Curb Lane Inventory



Franklinton: Existing Conditions

METERED PARKING

The Franklinton study area contains 211 on-street metered parking spaces, all managed by 12-hour meters with an hourly rate of $0.40. All of the area's meters are located in East Franklinton near COSI. See the map on page 3-62 of meters in East Franklinton.

AREA SNAPSHOT

TOTAL FRANKLINTON **METER REVENUE** WAS
$86,418
IN 2018

THE **HIGHEST AVG. REVENUE** PER TRANSACTION IN 2018 WAS
$2.23

TOTAL FRANKLINTON **METER TRANSACTIONS** IN 2018 WERE
71,019

Franklinton contains only 12-hour meters, priced at
$0.40
PER HOUR

THE TOP 20 METERS...

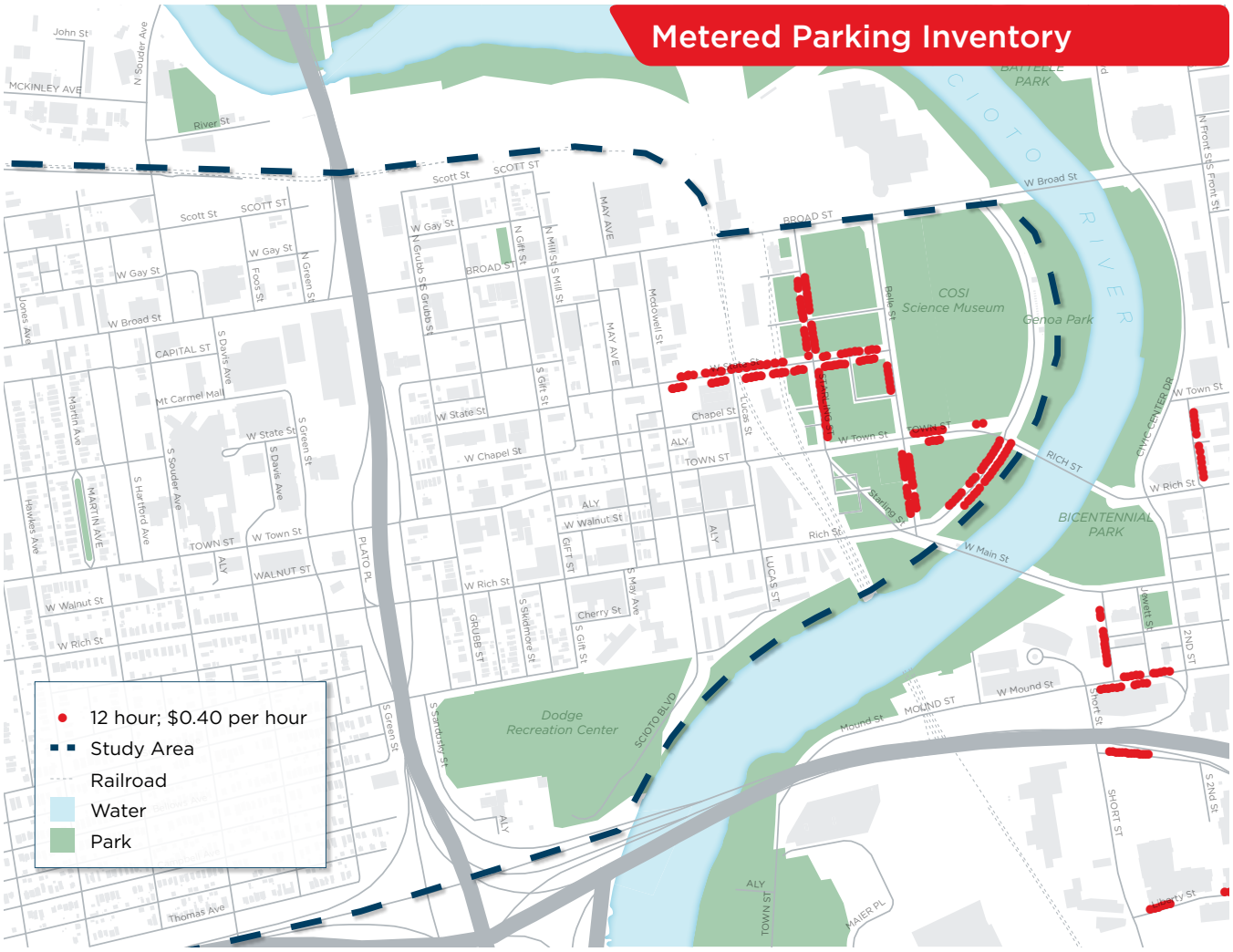
by total revenue provided **$16,602** in 2018, with the top meter providing **$924**

received **13,575** transactions in 2018, with the top meter receiving **837**

Data from 2018

Franklinton: Existing Conditions

Metered Parking Inventory

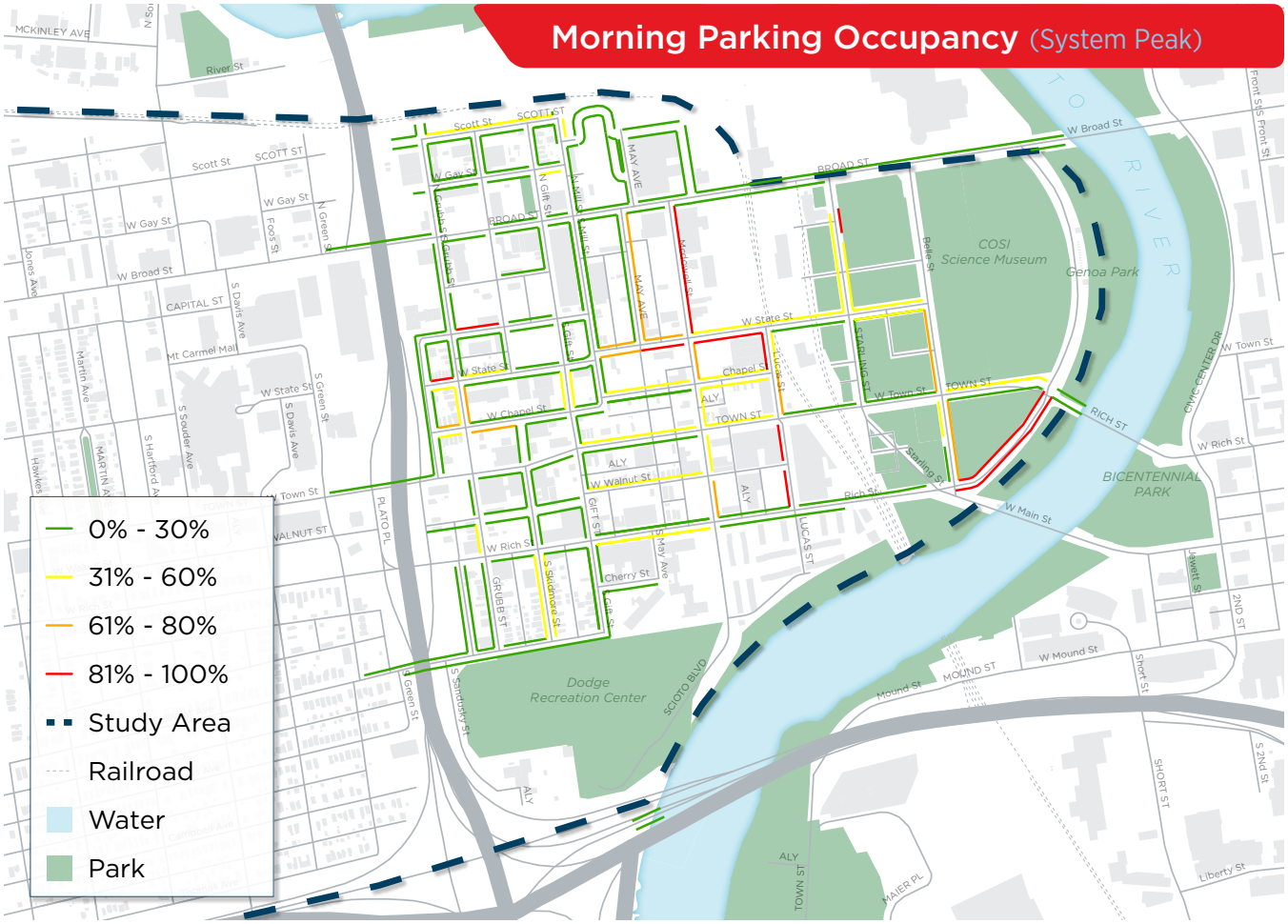


F Franklinton: Existing Conditions

ON-STREET PARKING

PARKING OCCUPANCY

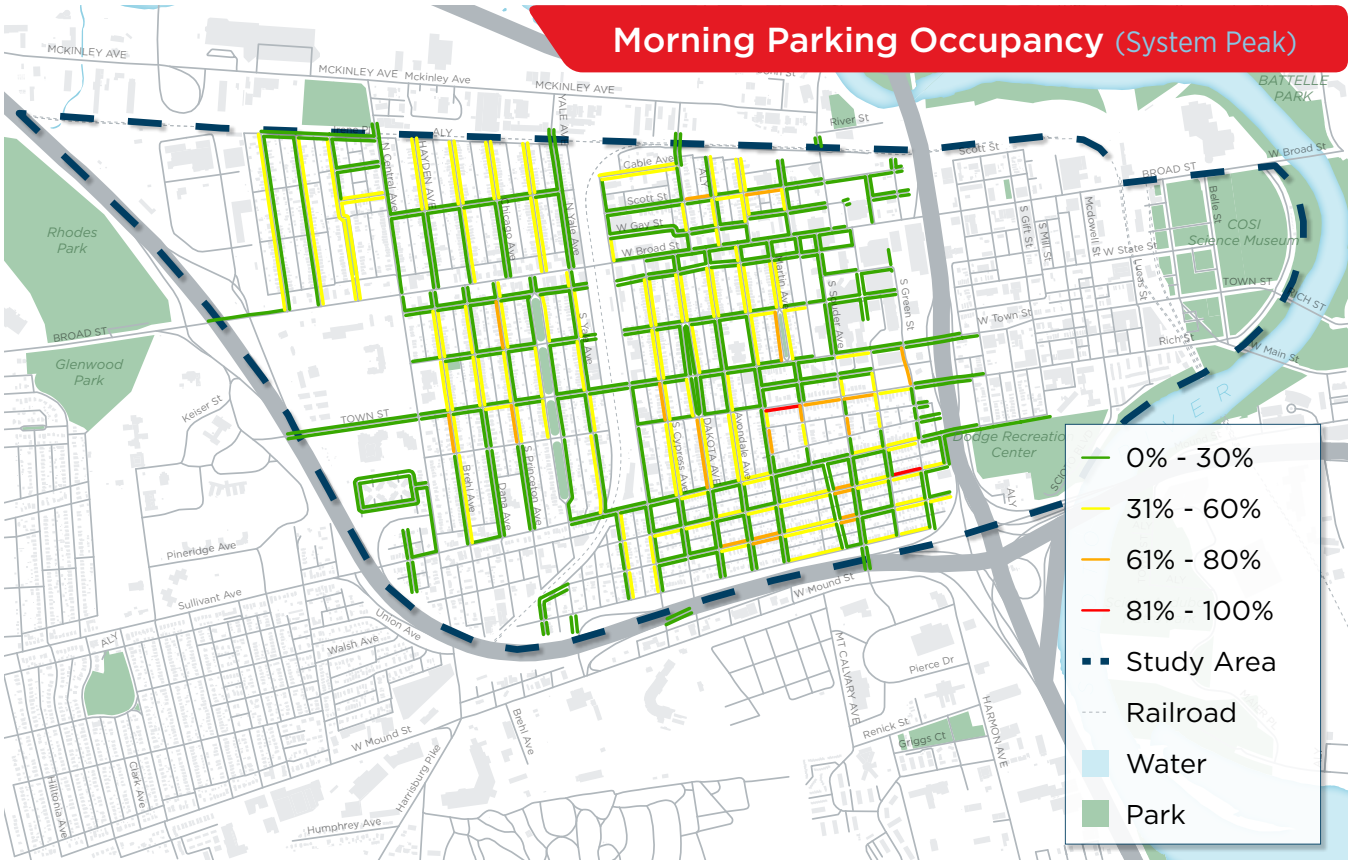
On-street parking occupancy was collected in November 2018, on a Monday for the west side of Franklinton, and a Tuesday and Saturday for the east side of Franklinton. For the east side of Franklinton, the system's peak occupancy was on Tuesday morning. Some of this demand may be from Downtown workers who are parking in unrestricted on-street parking spaces in the Scioto Peninsula area. On the west side of Franklinton, the system peaked in the morning as well, but parking occupancies were low to moderate, as there is ample unrestricted and unmanaged on- and off-street parking in the area.



Data collected Tuesday, 11/13/18

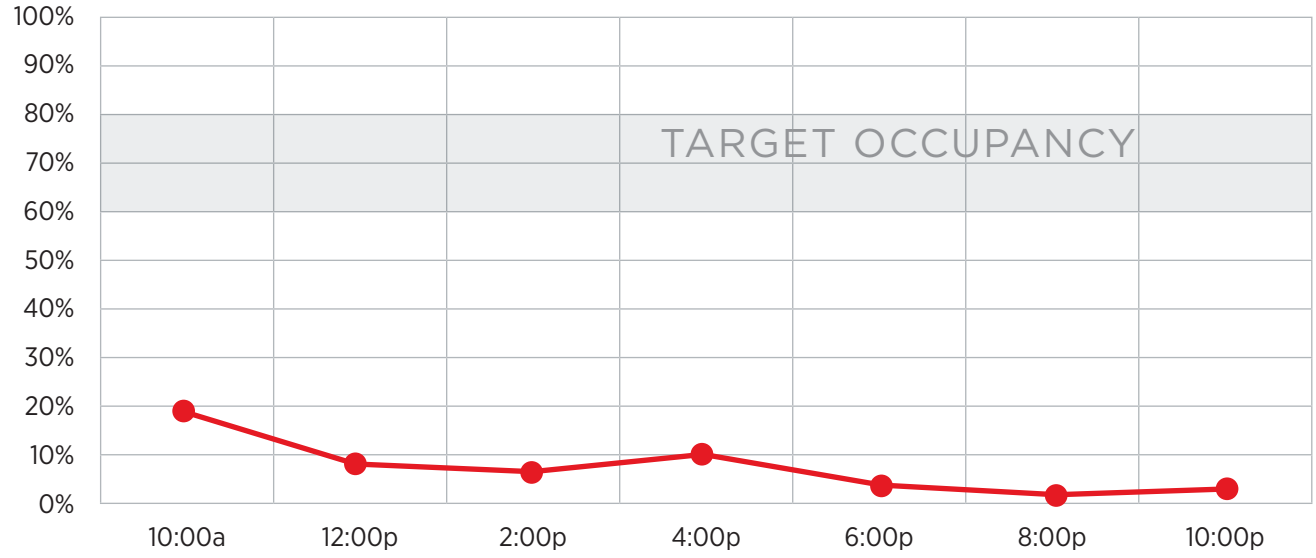
F Franklinton: Existing Conditions

Morning Parking Occupancy (System Peak)



Data collected Monday, 11/12/18

Franklinton East Parking Occupancy (by Time of Day)



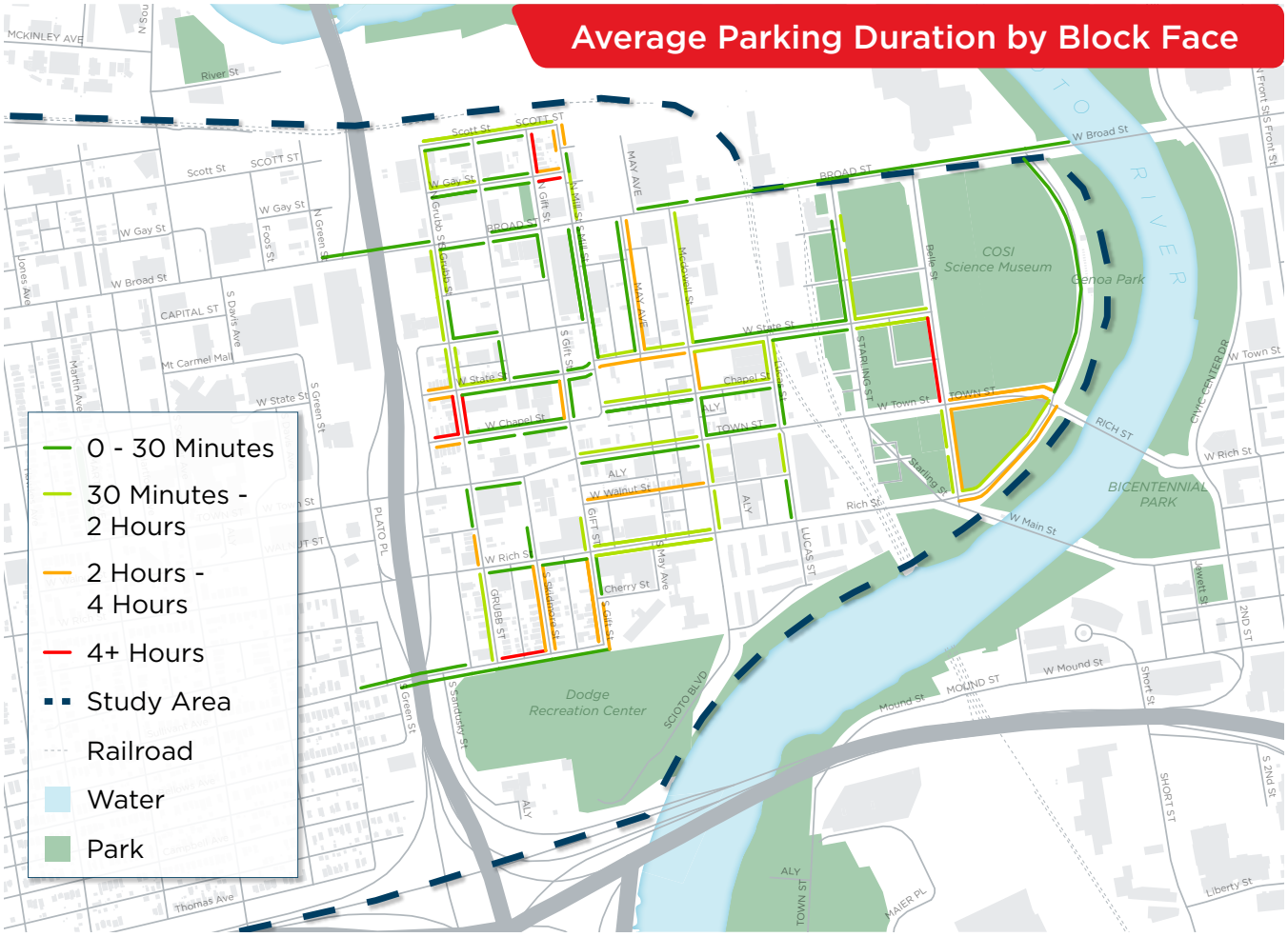
Data collected Tuesday, 11/13/18

F Franklinton: Existing Conditions

ON-STREET PARKING

DURATION

Clear trends emerge when examining parking duration data from East Franklinton. Higher parking durations can be observed clustered on Skidmore, Walnut, and Mills Streets, and portions of State Street, areas with more residential land uses. Lucas Street near adjacent breweries and dining establishments saw higher durations (some over 6 hours) and lower turnover as well. The map below displays average parking durations by block face. **Note that the time ranges provided in the legend of the map below differ from the ranges on the duration maps from the other study areas.**



Data collected Tuesday, 11/13/18

Franklinton: Existing Conditions

Franklinton: Stakeholder Engagement Results

May 1 Public Workshop Results

KEY TAKEAWAYS:

Parking for businesses in this neighborhood was found to be generally inadequate, and ideas provided included:

- Better utilization of empty lots/unused business off-street parking
- Allowance of alley parking near Broad Street
- Addition of loading zone areas to better support business corridor needs

At this time, plans for modification of Broad Street are undetermined, and the Division of Parking Services is actively monitoring final plan recommendations and implementation.

Respondents were in favor of most parking strategies, including on-street parking time restrictions (A.M./P.M. restrictions on Broad Street and nearby connectors was mentioned in particular); shared parking; flexible curb lane management; and right-sizing of parking codes, ordinances, and policies.

Safety was also frequently mentioned in responses. On-and off-street parking should be safe for visitors, especially if a lot or garage is used to shuttle people to the business district or for long-term business parking.

Residents were supportive of on-street parking permits, as long as enforcement of those permits would be provided, including towing of abandoned cars. However, residents also indicated that they would like to be allowed to park in their alleys and in their back yards to alleviate on-street parking challenges.

WHAT WE HEARD

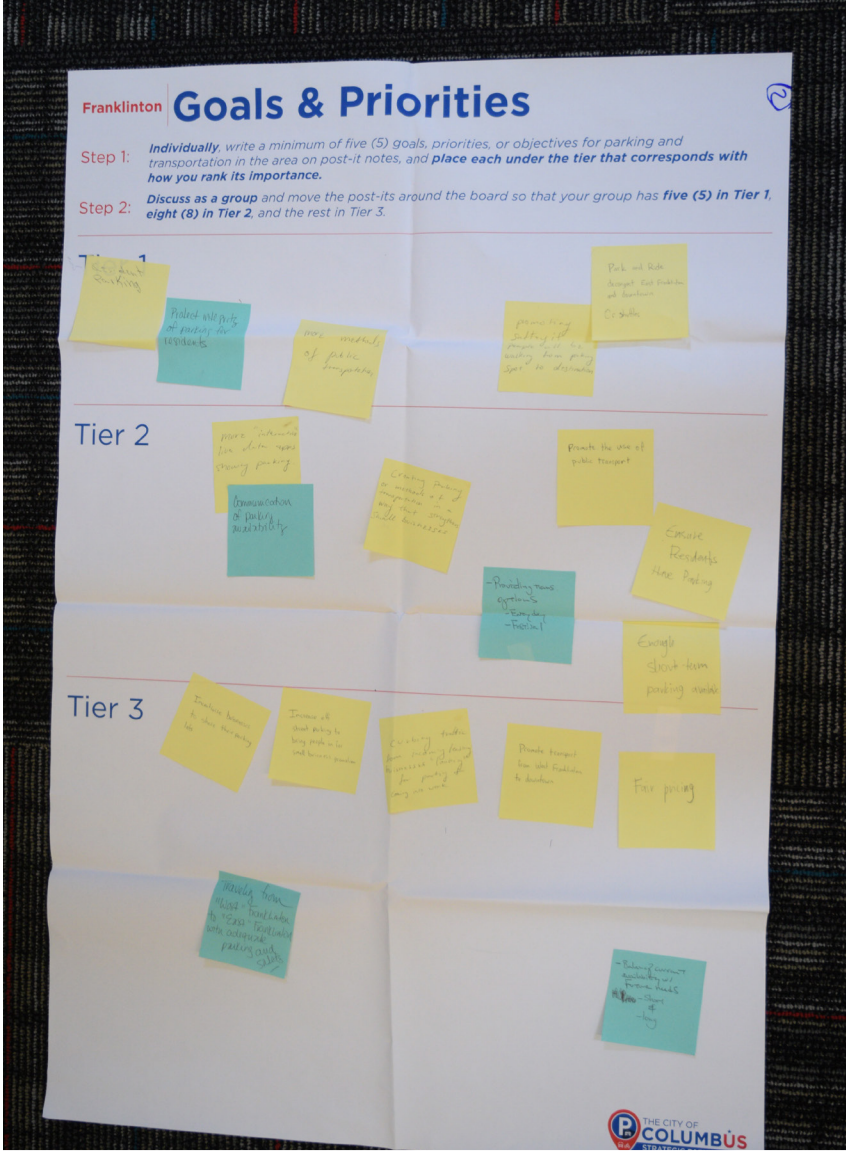
Promote safety for people walking from parking spot to destination

Be sensitive to the existing businesses on Broad Street that will be impacted by removing parking

Create parking or methods of transportation that strengthen small businesses

Incentivize businesses to share their parking lots

Allow residents to utilize parking behind their houses. Change the rules to be sensitive to the limitation of the neighborhood



Franklinton

F Franklinton: Stakeholder Engagement Results

GOALS AND PRIORITIES ACTIVITY:

TIER 1

- Existing parking generally very limited
- Removal of parking on Broad Street greatly impacts nearby businesses - (At this time, plans for modification of Broad Street are undetermined, and the Division of Parking Services is actively monitoring final plan recommendations and implementation)
  - Better utilize empty lots nearby to provide parking
  - Area still needs to be easy to access
  - A.M./P.M. restrictions (like Downtown) for on-street parking may be a better solution
  - Incentives could be provided to businesses to encourage off-street parking
  - Alley parking to reduce on-street parking
  - Inadequate loading zone areas
- Residential parking
  - Allow back yard/alley parking for residents
  - Add permit parking to residential streets
- Provide shuttle service to safe/secure parking garages

TIER 2

- Enforce towing of abandoned cars on residential streets
- Require developers to provide off-street parking
- More interactive tools to find parking (apps, online maps, etc.)
- Increase transportation options and encourage public transportation

TIER 3

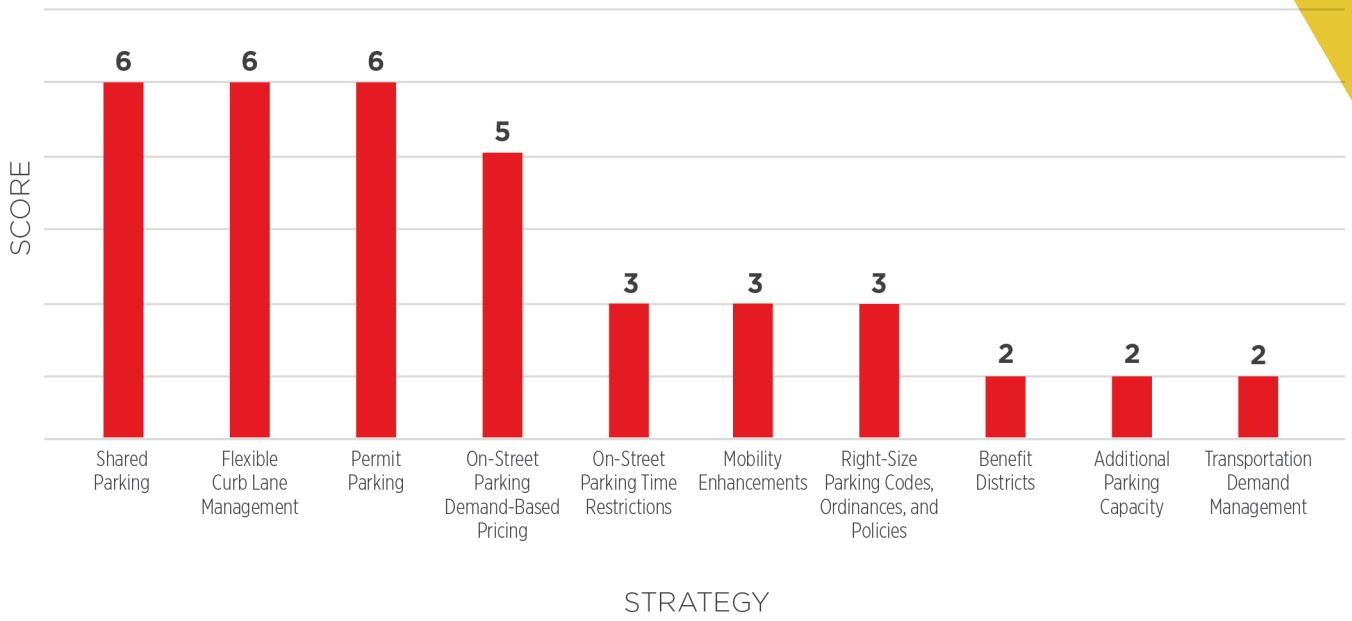
- Improved signage for public lots
- Incentivize businesses to share unused lot spaces
- Equitable pricing

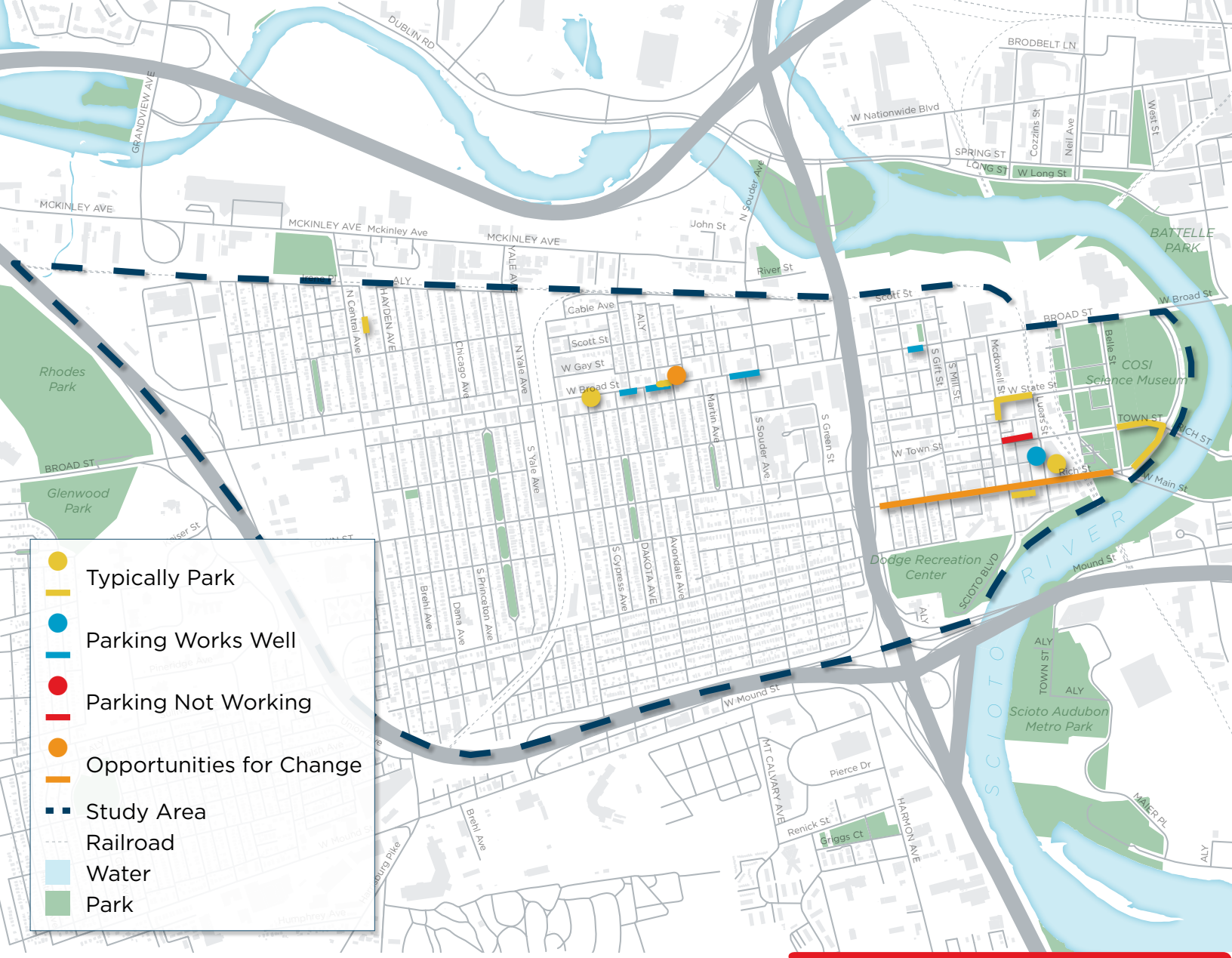
Franklinton: Stakeholder Engagement Results

STRATEGIES ACTIVITY

Each strategy was scored based on the sticker votes it received during this activity. Green stickers received a score of 3, yellow a score of 2, and red a score of 1. Where strategies received multiple stickers of different colors, the scores were averaged for each strategy.

Franklinton Strategy Scores





WikiMapping Results

WikiMapping Results

Results received from the spring 2019 online WikiMap for the Franklinton study area are depicted in the map above and on the following page.

Franklinton: Stakeholder Engagement Results

KEY TAKEAWAYS:

1. **Generally, the eastern side of the study areas was identified as the primary location for improvements needed to parking and mobility.**

2. **Parking that supports businesses in this area is important.**

THEMES HEARD	EXAMPLE COMMENT
Parking that Supports Business	"Parking services small businesses located along this stretch."

F Franklinton: Management Roadmap

Parking Management Roadmap

LOOKING AHEAD

A large area stretching west from the edge of Downtown, East Franklinton (east of State Route 315) and West Franklinton have distinctly different parking management needs. West Franklinton has localized parking issues in the Broad Street corridor that should be managed moving forward on a case-by-case basis. Mount Carmel Health System has plans in the works to transform its West Campus into a mixed-use outpatient and educational complex.

East Franklinton has some acute parking and mobility challenges brought on by current investment and new destinations in the area, and requires a framework for shaping the provision and management of parking and mobility as the area is further developed.

The East Franklinton area is expected to undergo a transformation over the coming years and this section lays out the parking and mobility roadmap to support the growth of a vibrant area.

Franklinton: Management Roadmap

Parking and Mobility Challenges

Analysis of data and engagement with stakeholders throughout the planning process indicated the presence of localized parking pressures along Broad Street (from the removal of parking lanes on the street) and in East Franklinton where visitors to nearby breweries and other destinations are parking on specific residential streets, among others.

The primary parking and mobility challenges facing the Franklinton study area are:

- The proximity of East Franklinton to Downtown brings commuters parking on- and off-street and walking to work Downtown
- Low parking turnover and high parking occupancy pressures exist on certain blocks in East Franklinton. Spillover parking demand from East Franklinton breweries and other destinations occurs on residential streets. This is particularly evident during special events and peak times
- Large surface parking lots see low utilization levels in East Franklinton. Shared parking does not take place and poor walking routes, poor lighting, disconnected streets and transportation routes, and safety concerns diminish the desire to park further from destinations
- With development plans in the works for East Franklinton, there is an opportunity to proactively leverage policy to shape the provision, operations, and management of parking and mobility in the area and support its development

Parking and Mobility Objectives

- Continue to manage residential parking needs and identify potential partnerships as development occurs around Mt. Carmel
- Promote shared parking of underutilized surface lots
- Leverage proactive parking and land use policy in East Franklinton to right-size parking built with new development

F Franklinton: Management Roadmap

DRAW FROM SEATTLE, WA EXAMPLE TO RIGHT-SIZE OFF-STREET PARKING REQUIREMENTS

King Count Metro completed a Right Size Parking Final Report in 2015. The report summarizes data collection that was conducted at over 200 multifamily residential properties. Data indicated a 40% oversupply of parking.

The Strategic Parking Plan recommends the City of Columbus develop a database of collected data on development, parking supply, and peak parking demand for select land uses (e.g., residential, retail, and office).

Field counts should be compared to parking requirements to identify discrepancies in data and aide in right-sizing code requirements.

PATH FORWARD

In the near-term, the focus for managing parking and mobility in Franklinton should be focused on interventions to improve system efficiencies, deal with acute issues, and build the foundation for long-term success for the area as it develops. Overall, recommended interventions are meant to create a framework and set of guidelines for providing, operating, and managing parking and mobility in East Franklinton in a way that enhances the livability of the area.

PARKING AND MOBILITY ROADMAP

➤ To start in year 2-3 (2021-2022), with exception of creating a special parking area and modernizing off-street parking requirements, which will start in 2020

TIER 1 PRIORITY

CREATE AN EAST FRANKLINTON SPECIAL PARKING AREA: To facilitate the adoption of uniform policy (such as fee-in-lieu) that influences how parking is provided, operated, and managed as East Franklinton sees further development and investment, creating a special parking area is recommended. **The boundary of the special parking area should be Glenwood Avenue to the west and the Scioto River to the east.** The special parking area should be governed by a local board and Parking Services.

MODERNIZE OFF-STREET PARKING REQUIREMENTS: A key tenet of the recommended future framework for parking and mobility in East Franklinton moving forward should be efforts to right-size off-street parking requirements so that parking is not overbuilt, as has occurred with outdated and blanket off-street parking requirements in many parts of the United States.

F Franklinton: Management Roadmap

Leveraging East Franklinton's status as a special parking area and right-sizing parking requirements will allow for a more nimble and targeted approach to providing parking that is consistent with the area's specific context and character, needs, and vision; supports economic development; and encourages and incentivizes the use of transit, rideshare, walking, and biking. Specifically, this plan recommends the city:

- Modernize the City of Columbus zoning code for development in the designated East Franklinton parking management area (and/or via a zoning overlay district). This means setting minimum parking requirements based on actual parking demand data collected in similar representative developments and revise them annually. **This should be done in conjunction with the implementation of parking maximums and a fee-in-lieu program (discussed below).**
- Work with other city agencies to deliberately consider the granting of off-street parking variances to encourage developers to take steps to accommodate and/or mitigate parking demand that new developments will generate, through strategies such as exemptions related to transportation demand management/mitigation strategies (e.g., car-sharing), and shared parking.
- To provide flexibility for ongoing development and parking management, outside of very specific and unique cases, the city should not establish any residential parking permit zones for current or future residents of the area to park on-street.
- **Implement a fee-in-lieu program** where developers are required to pay a fee in-lieu of providing off-street parking. The specific fee-in-lieu amount should be set in collaboration with the Department of Building and Zoning Services and after a market assessment process. Funds should be leveraged to make mobility and wayfinding/signage improvements and streetscape improvements as well as fund the provision, operation, leasing, and/or management of shared parking facilities, depending on the structure (e.g., city-owned, leased, public-private partnership).

For reference, the table on the following page summarizes off-street parking requirements for Columbus and select comparable cities. Columbus requires more off-street parking for residential and retail than both Indianapolis and Seattle, which has worked to modernize its parking requirements in recent years.

F Franklinton: Management Roadmap

MINIMUM OFF-STREET PARKING REQUIREMENTS IN COLUMBUS AND PEER CITIES

LAND USE	MINIMUM OFF-STREET PARKING REQUIREMENTS			
	COLUMBUS, OH	INDIANAPOLIS, IN	NASHVILLE, TN	SEATTLE, WA
Residential - Small	2 per unit (for residential of 1-3 dwelling units)	1 per unit (for single family of 4 or less units)	2 per unit (for two-family housing)	Varies from no parking minimum to 1 space per dwelling unit in certain areas
Residential - Large	1.5 per unit (for residential of 4 or more dwelling units)	1 per unit (for multifamily of five or more per unit)	1.5 per unit (for multifamily of 2 bedrooms or more)	Varies from no parking minimum to 1.5 per unit for multifamily of 2 bedrooms or more and 0.25 per bedroom for dwelling units of 3 or more bedrooms
Retail - Small	1 per 250 square feet (sf) (for retail of 10,000 sf or less)	1 per 350 sf if under 200,000 sf; 1 per 400 sf if 200,000 sf or larger	First 2,000 sf - exempt; 1 space per 200 sf if 2,000 - 50,000 sf	Varies from no parking minimum to 1 space per 250 sf for Eating and Drinking Establishments
Retail - Large	1 per 275 sf (for retail of 10,001 - 100,000 sf)	1 per 350 sf if under 200,000 sf; 1 per 400 sf if 200,000 sf or larger	1 space per 250 if 50,000 to 100,000 sf)	Varies from no parking minimum to 1 space per 250 sf for Eating and Drinking Establishments
General Office	1 per 450 sf	1 per 350 sf	1 per 300 sf	1 space per 1,000 sf

F Franklinton: Management Roadmap

BEGIN EXISTING PARKING METER TIME-LIMIT CONVERSION AND CONSIDER ASSET LIGHT METER EXPANSION: To a) create consistency with the majority of meters on the west side of Downtown, b) encourage parking turnover that is in-line with the needs of businesses emerging in the area, and c) deter Downtown commuters from parking on-street for long periods of time in East Franklinton, the city should convert all Franklinton metered areas to 3-hour meters with a base price of $1.00 per hour. In conjunction, meter enforcement should be expanded to 8:00 p.m. Monday–Saturday.

Additionally, Parking Services should explore adding mobile pay only paid parking along Town Street west of Lucas Street and along Lucas Street to create turnover in the area popular with visitors to the nearby breweries and destinations.

Replaced or new meters should be multi-space on adjacent blocks, with in-ground sensors and mobile payment capability. The East Franklinton neighborhood should be examined for eventual conversion to mobile pay only and progressive pricing.

ACTIVELY PROMOTE AND FACILITATE SHARED PARKING: Several large off-street parking facilities in East Franklinton could be better utilized to accommodate peak and event parking demand. Streetscape and safety concerns, in part, limit the desire to walk from parking to local destinations in the area. The City of Columbus should consider creating and actively facilitating a program of shared private parking assets in the East Franklinton study area, in collaboration with local organizations. This should occur in conjunction with a campaign to improve safety, lighting, branding, and sidewalk quality in the area. A shared parking effort could include:

- Working with businesses, associations, and property owners to identify and overcome the barriers to private shared parking, such as security, management/maintenance, and liability concerns
- Identifying specific shared parking opportunities and brokering shared parking and/or lease agreements between private entities
- Actively maintaining a map and database of identified shared parking opportunities
- Providing template sharing and management agreements for use by private entities
- Promoting the use of third-party shared parking applications that allow for fund transfer and help locate parking spaces
- Where possible, utilizing city security, enforcement, technology, communications, and other support to incentivize shared parking and aide in the management of private shared parking

Franklinton: Management Roadmap

TIER 2 PRIORITY

CREATE CURB FLEX ZONES FOR TRANSPORTATION NETWORK COMPANY (TNC) PICK-UP AND DROP-OFF: With the influx of breweries and other population destinations in East Franklinton—destinations that see evening, weekend, and event-based parking demand peaking, the city should provide dedicated and marked TNC pick-up/drop-off passenger loading zones along specific block faces during these peak demand periods. These flex zones could be curb areas that are either commercial loading or on-street parking during the day that become pick-up/drop-off areas in the evenings or at other peak times.

Such zones have the potential to serve a significantly higher number of customers in peak periods than single vehicles parking in on-street spaces for hours at a time. The city should explore methods to monetize the curb space, such as taxing TNCs for its use. Local businesses can offer subsidies or discount codes to patrons to use TNCs rather than parking in the area.

For example, the **north side of Town Street**, west of the railroad tracks, may be appropriate for these zones. The city should partner directly with Uber and Lyft to ensure and facilitate the use of these dedicated zones for pick-up and drop-off during peak periods. Such dedicated zones can be geolocated and marked within the Uber and Lyft app, increasing predictability for riders and drivers.

TIER 3 PRIORITY

WITH NEW DEVELOPMENT, CULTIVATE A PUBLIC-PRIVATE PARTNERSHIP TO ADD OFF-STREET PARKING SUPPLY AS THE AREA BUILDS OUT: With the influx of private investment and development into Franklinton, particularly east of State Route 315, the city should seek to cultivate a public-private partnership (P3) with a private entity to provide a central reservoir of off-street parking supply in the area. A P3 would require a long-term agreement outlining facility ownership, cleaning, maintenance, revenue collections, financial risk, and other elements, and could take several different forms depending on specific needs or opportunity.

For example, the city may elect to make a piece of land available to a developer in exchange for them building a parking garage as part of the development to be managed by a third-party concessionaire. The city could either maintain ownership of the facility or keep it under private ownership. Either way, the parking facility would be operated as a shared facility to serve the parking demand of the private development as well as general public's demand.

F Franklinton: Management Roadmap

Such a partnership could be supported by funds from the fee-in-lieu program, and although initial discussions can begin in years two and three, formal partnerships will not be established until investment and development in the area reaches a critical mass at a future time.

Management Roadmap

	TIER 1	TIER 2	TIER 3
FRANKLINTON (TO START IN YEAR 2 OR 3)			
▶ Create an East Franklinton Special Parking Area (To Start in Year 1)			
▶ Modernize Off-Street Parking Requirements (To Start in Year 1)			
▶ Begin Existing Parking Meter Time-Limit Conversion and Consider Asset Light Meter Expansion			
▶ Actively Promote and Facilitate Shared Parking			
▶ Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off			
▶ With New Development, Cultivate a Public-Private Partnership to Add Off-Street Parking Supply as the Area Builds Out			

South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

Existing Conditions

Located just south of Downtown Columbus, the South of Downtown Neighborhoods study area is broad, generally bounded by U.S. Highway 33/ Livingston Avenue on the north, Sycamore Street and Ann Street to the east, Gates Street to the south, and the railroad and Scioto Audubon Metro Park to the west. The area is unique and diverse, and is comprised of specific neighborhoods including Brewery District, German Village, and Schumacher Place. The Brewery District to the northwest of the study area continues to see new commercial, retail, and mixed-use growth and investment, and is a popular dining and entertainment destination for residents from the region.

German Village to the east represents one of the most unique, vibrant, and historic neighborhoods in the Midwest. Originally settled in the mid-1800s, German Village is a mix of historic brick houses, shops, streets, and sidewalks. The unique components of this study area require customized approaches to meeting parking, mobility, and access challenges.

PARKING AND MOBILITY SNAPSHOT:

$0.75 & $0.40

South of Downtown Neighborhoods area consists of 3-hour and 12-hour meters, with hourly rates at $0.75 and $0.40 per hour, respectively.

ON-STREET OCCUPANCIES

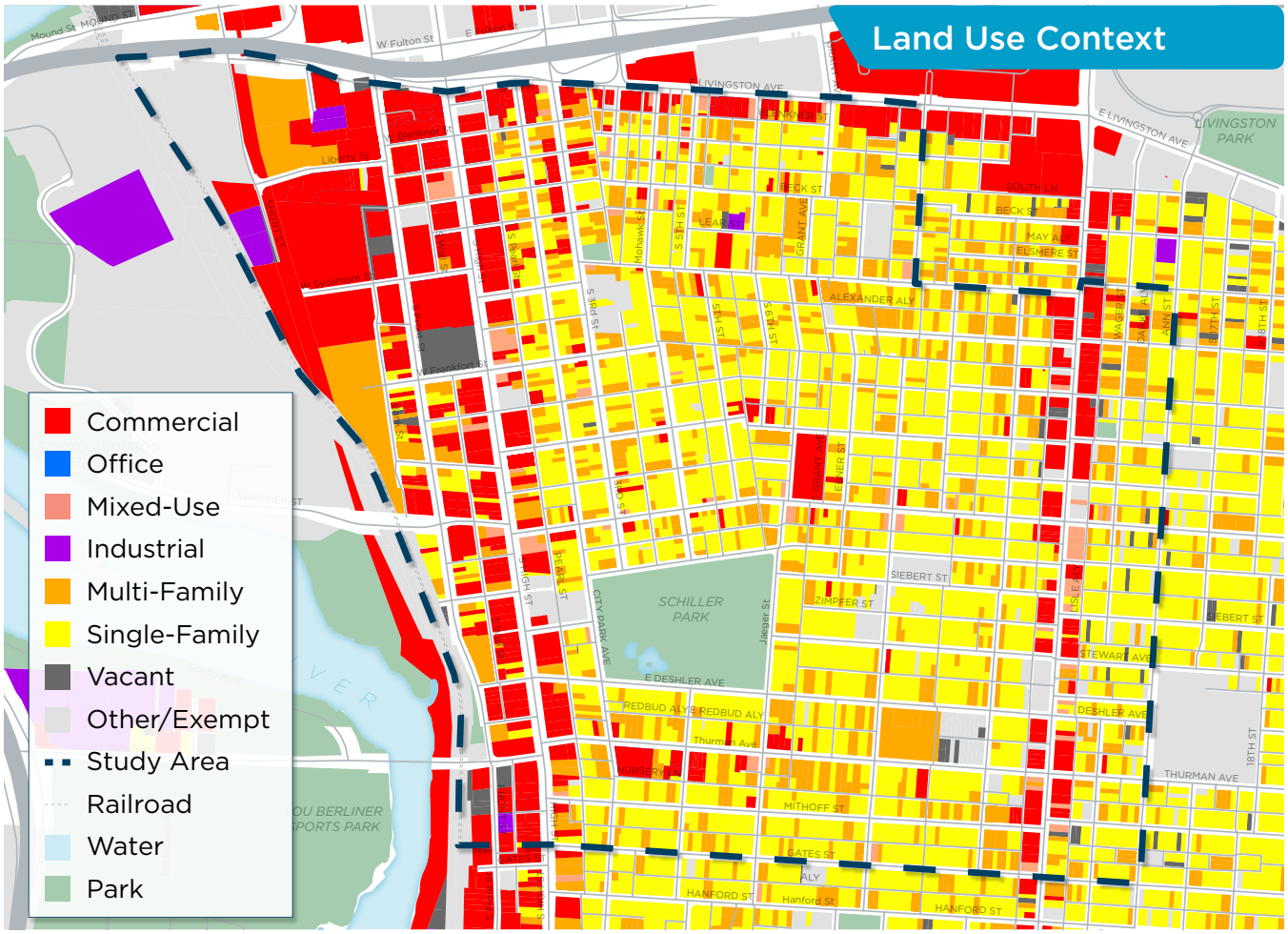
German Village occupancies peaked in the morning, while Brewery District occupancies peaked in the early afternoon.

South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

LAND USE CONTEXT

The South of Downtown Neighborhoods study area is largely single and multi-family residential in its core, with commercial, office, and mixed-use corridors on either side along Parsons Avenue and High Street. The residential areas in the center of the study area are a mix of single-family and multi-family buildings. The northwest portion of the study area is heavily influenced by breweries, restaurants, and event venues, while Parsons Avenue is dominated by strip style commercial and retail development.



THE OVERALL SYSTEM PEAK PARKING OCCUPANCY,
was found to be in the morning, but with only a quarter of on-street parking occupied.

PARKING TURNOVER IN GENERAL IS VERY LOW
throughout the study area, with some vehicles remaining parked for 6 or more hours.

South of Downtown Neighborhoods: Existing Conditions

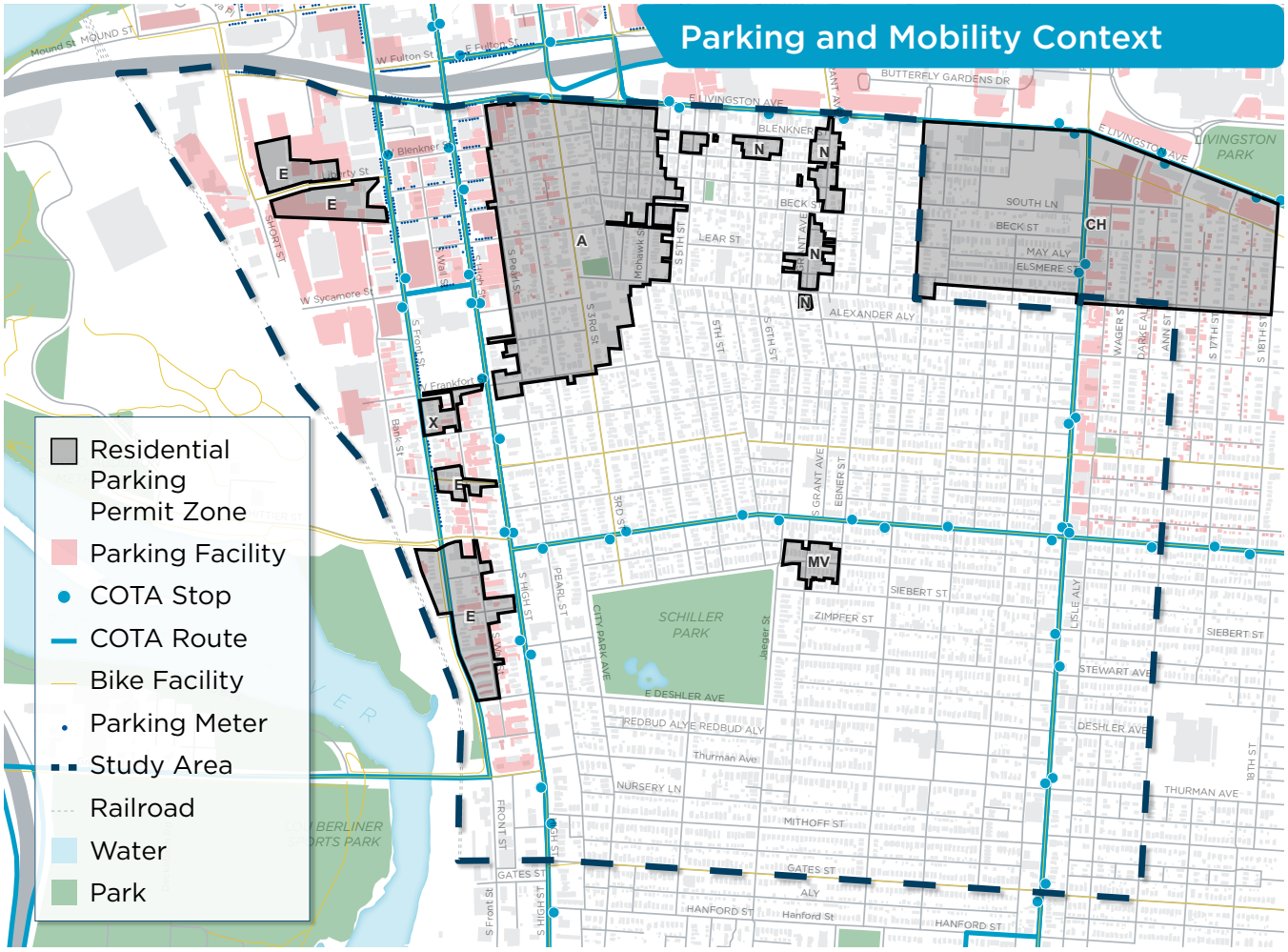
(German Village, Brewery District & South Side)

PARKING AND MOBILITY CONTEXT

The South of Downtown Neighborhoods study area is served by a connected and gridded network of streets, with High Street, 3rd Street, and Parsons Avenue the primary north-south corridors through the study area, and Whittier Street and Thurman Avenue the primary east-west corridors.

Transit serves the High Street and Front Street north-south corridors, as well as the east-west Whittier Street corridor. Transit routes connect the South of Downtown Neighborhoods area to neighborhoods to the south, and Downtown Columbus to the north. The Scioto Greenway Trail cuts through Scioto Audubon Park and connects to Front Street on the west side of the study area along Whittier Street.

South of Downtown Neighborhoods parking includes off-street parking assets, and a mix of metered, permitted, time-limited, and unmanaged on-street parking in the central and eastern parts of the study area. There are several residential parking permit areas in the South of Downtown Neighborhoods study area including Zones A, E, N, MV, and X.

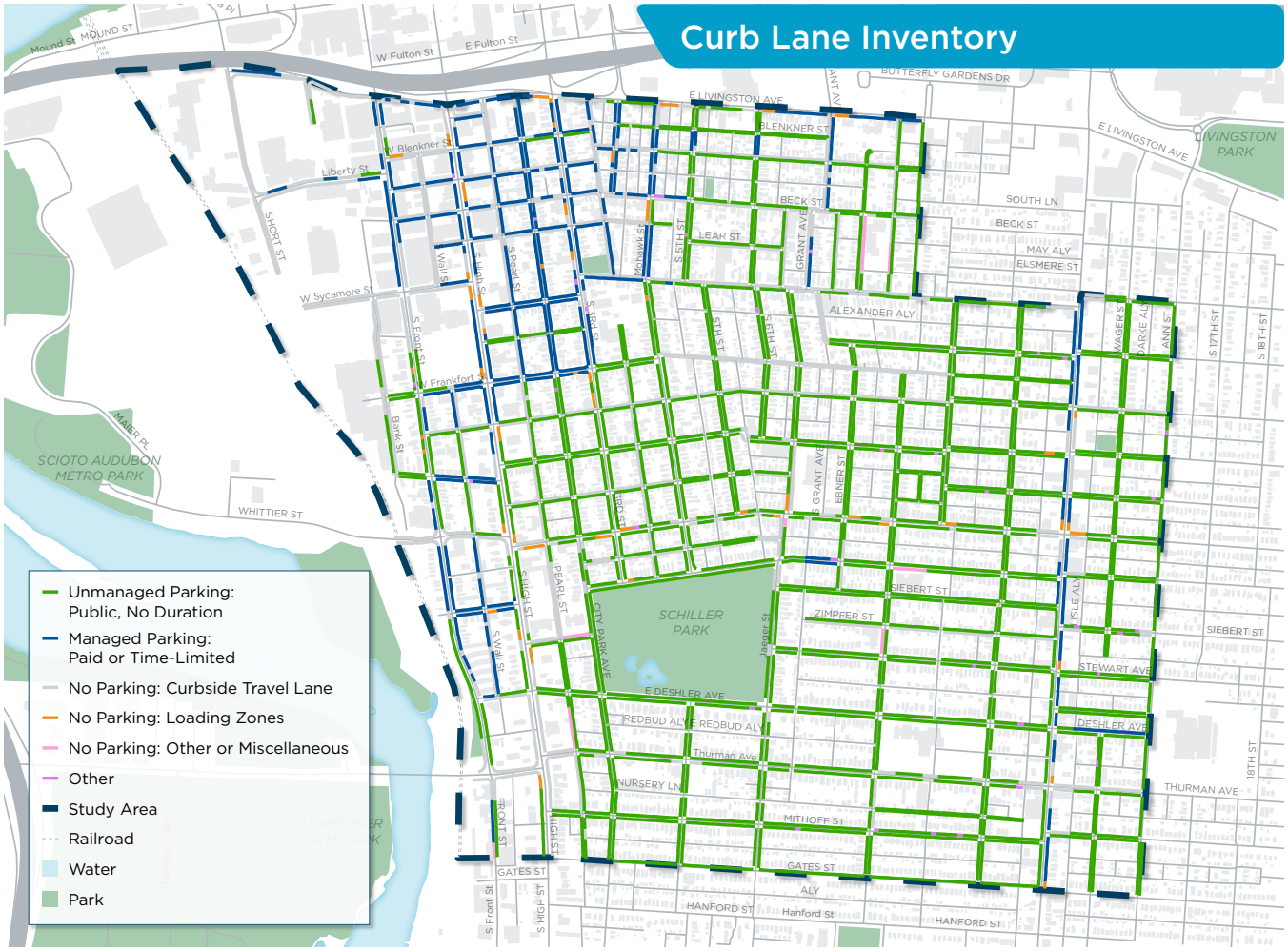


South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

CURB LANE INVENTORY

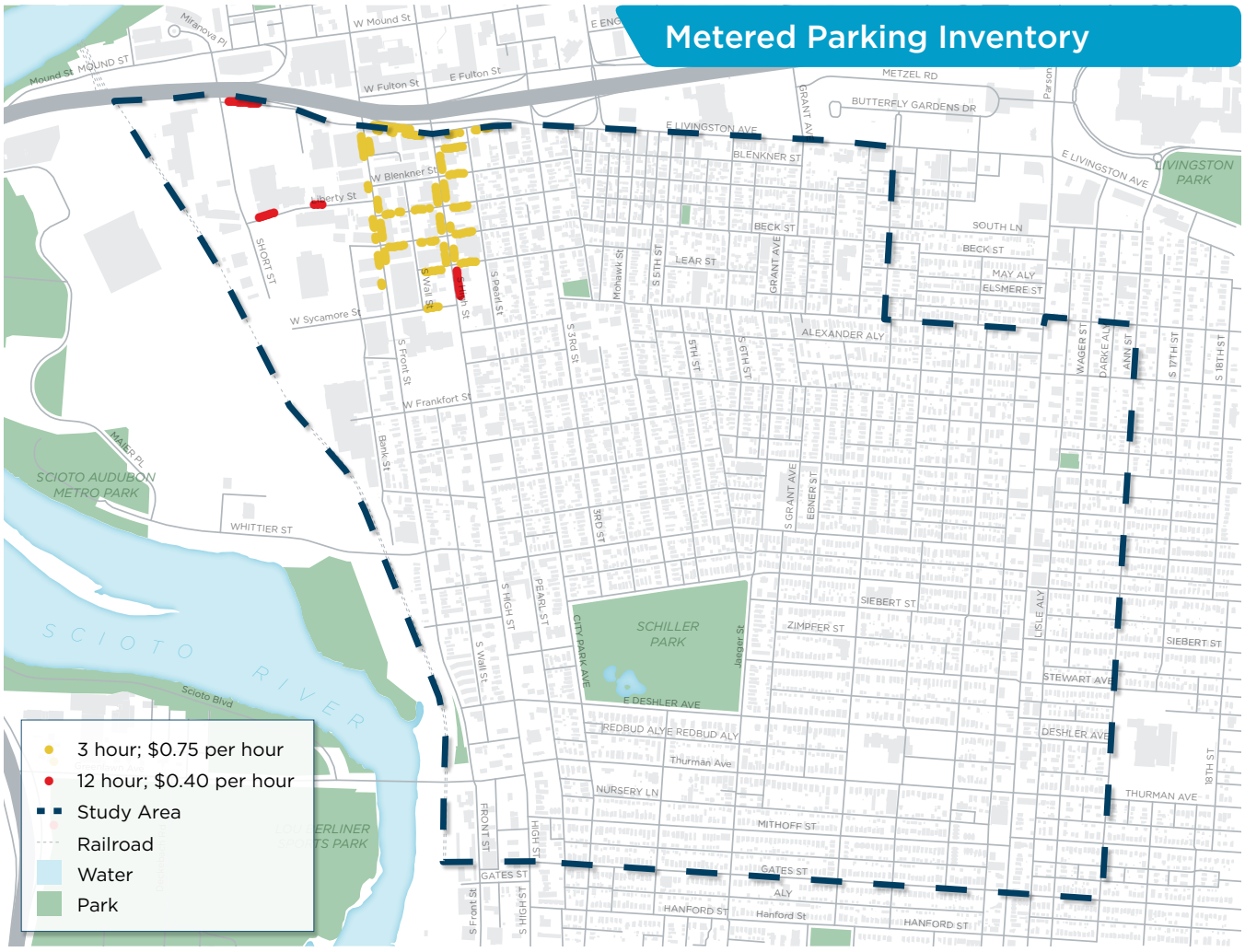
The majority of the central and eastern part of the study area's curb space is free, public, unmanaged parking. Metered parking exists along Front Street and High Street, and in the northwest part of the study area. A large portion of the managed parking in the northwest part of the study area, separate from the metered curb areas, are the signed Zone A, E, N, MV, and X parking permit areas.



South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

Metered Parking Inventory



South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

METERED PARKING

There are 200 parking meters in the South of Downtown Neighborhoods study area, nearly 85% of which are 3-hour meters priced at $0.75 per hour. The remaining 32 meters in the South of Downtown Neighborhoods study area are 12-hour meters priced at $0.40 per hour.

The map on page 3-85 indicates the location of meters in the South of Downtown Neighborhoods area. Three-hour meters are clustered in the northwest from S Front Street to S High Street between W Sycamore Street and Livingston Avenue. 12-hour meters are present on High Street south of Willow Street, on Liberty Street and Fulton Street in the Brewery District, and on the east side of Front Street south of Sycamore Street.

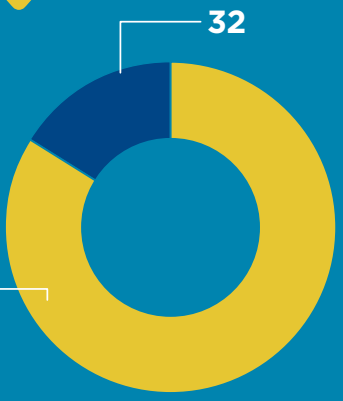
AREA SNAPSHOT

TOTAL BREWERY DISTRICT **METER REVENUE** WAS
$232,172
IN 2018

THE **HIGHEST AVG. REVENUE** PER TRANSACTION FOR A METER IN 2018 WAS
$2.51

TOTAL BREWERY DISTRICT **METER TRANSACTIONS** IN 2018 WERE
235,101

SOUTH OF DOWNTOWN NEIGHBORHOODS PARKING METER INVENTORY



THE TOP 20 METERS...

by total revenue provided **$38,733** in 2018, with the top meter providing **$2,212**

received **50,587** transactions in 2018, with the top meter receiving **3,628**

Data from 2018

South of Downtown Neighborhoods: Existing Conditions

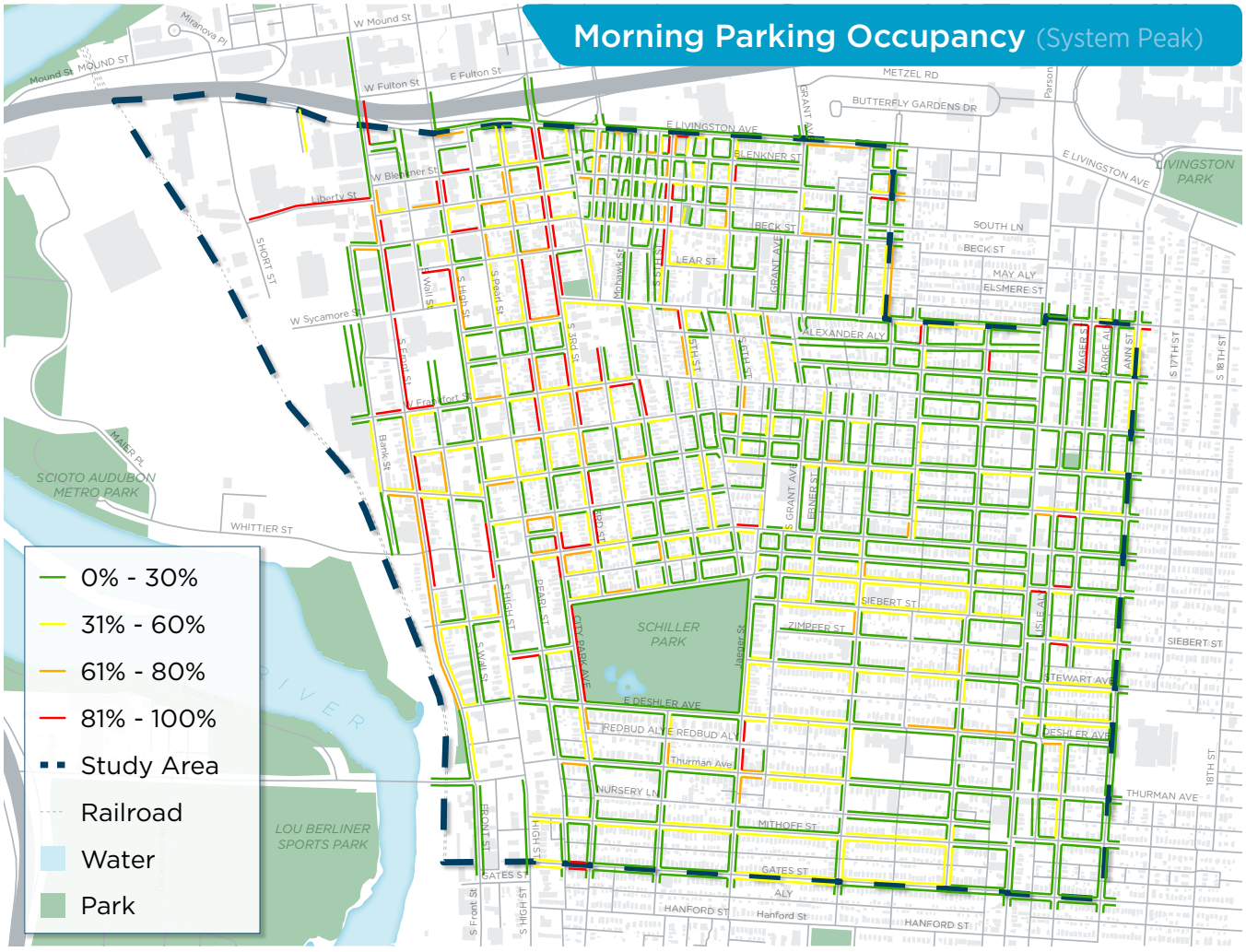
(German Village, Brewery District & South Side)

ON-STREET PARKING

PARKING OCCUPANCY

Parking occupancy data was collected for the South of Downtown Neighborhoods study area on two consecutive Thursdays in November 2018. Systemwide peak parking occupancy was determined to be in the morning, as depicted in the map below. Like Downtown, there is available on-street parking systemwide at peak utilization, but specific streets and block faces see parking utilization at or above 80% occupied throughout parts of the day.

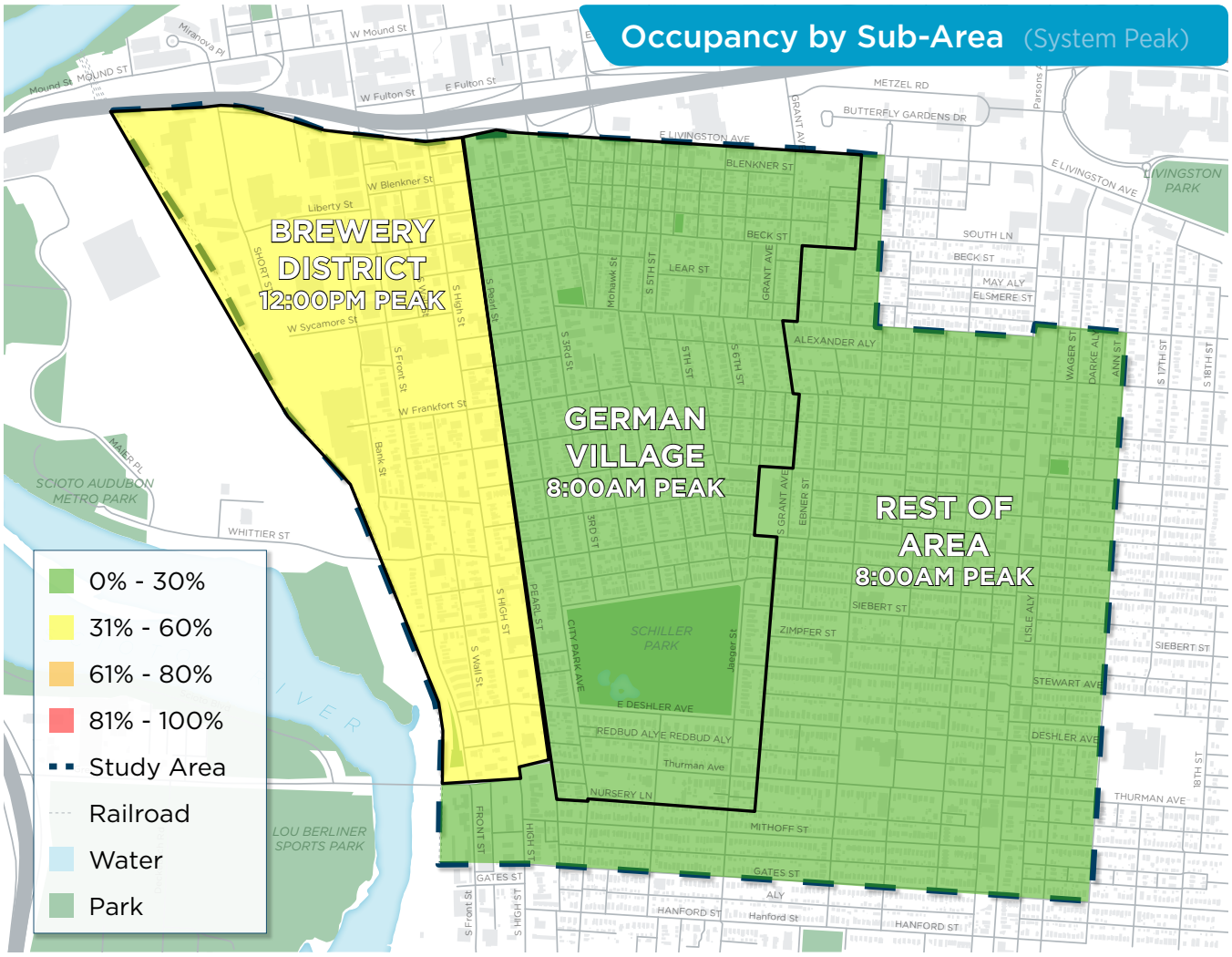
Examining occupancies by sub-area, on-street parking occupancies for Brewery District peaked in the early afternoon, while on-street parking occupancies for German Village peaked in the morning. Sub-area peaks are depicted on the map on page 3-88. Aggregate on-street occupancy throughout the day stayed rather consistent for all sub-areas and the study area as a whole. This fluctuation is displayed in the figure on page 3-89.



Data collected Thursday, 11/15/18

South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)



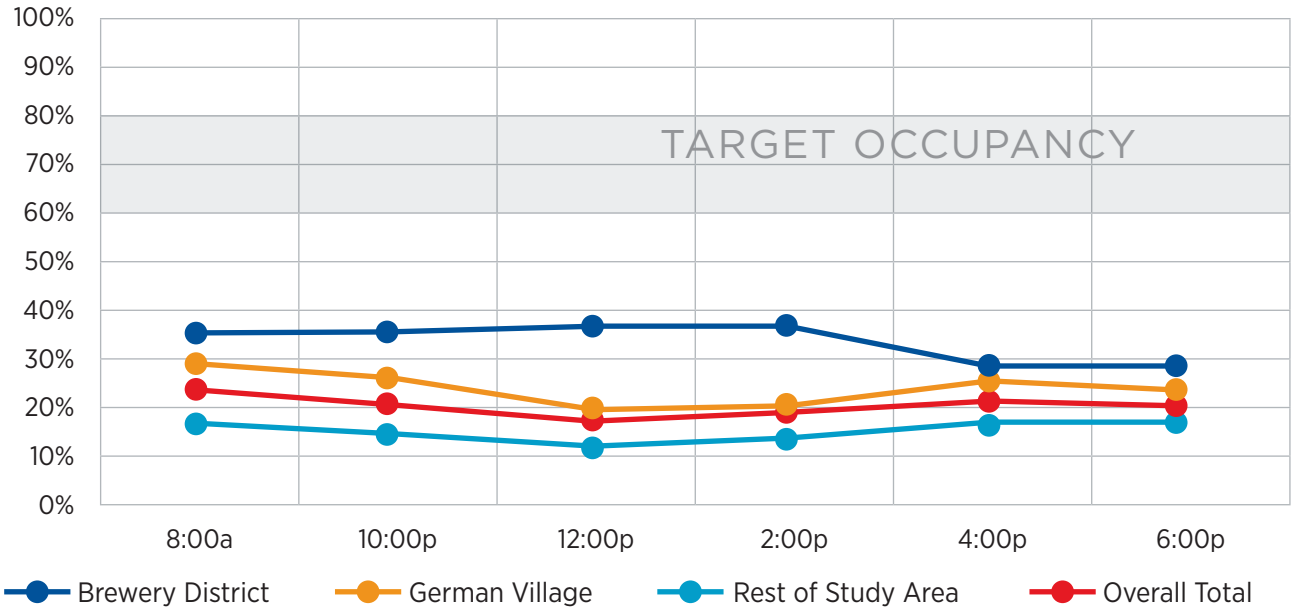
Data collected Thursday, 11/15/18

South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

South of Downtown Neighborhoods Parking Occupancy

(by Sub-Area and Time of Day)



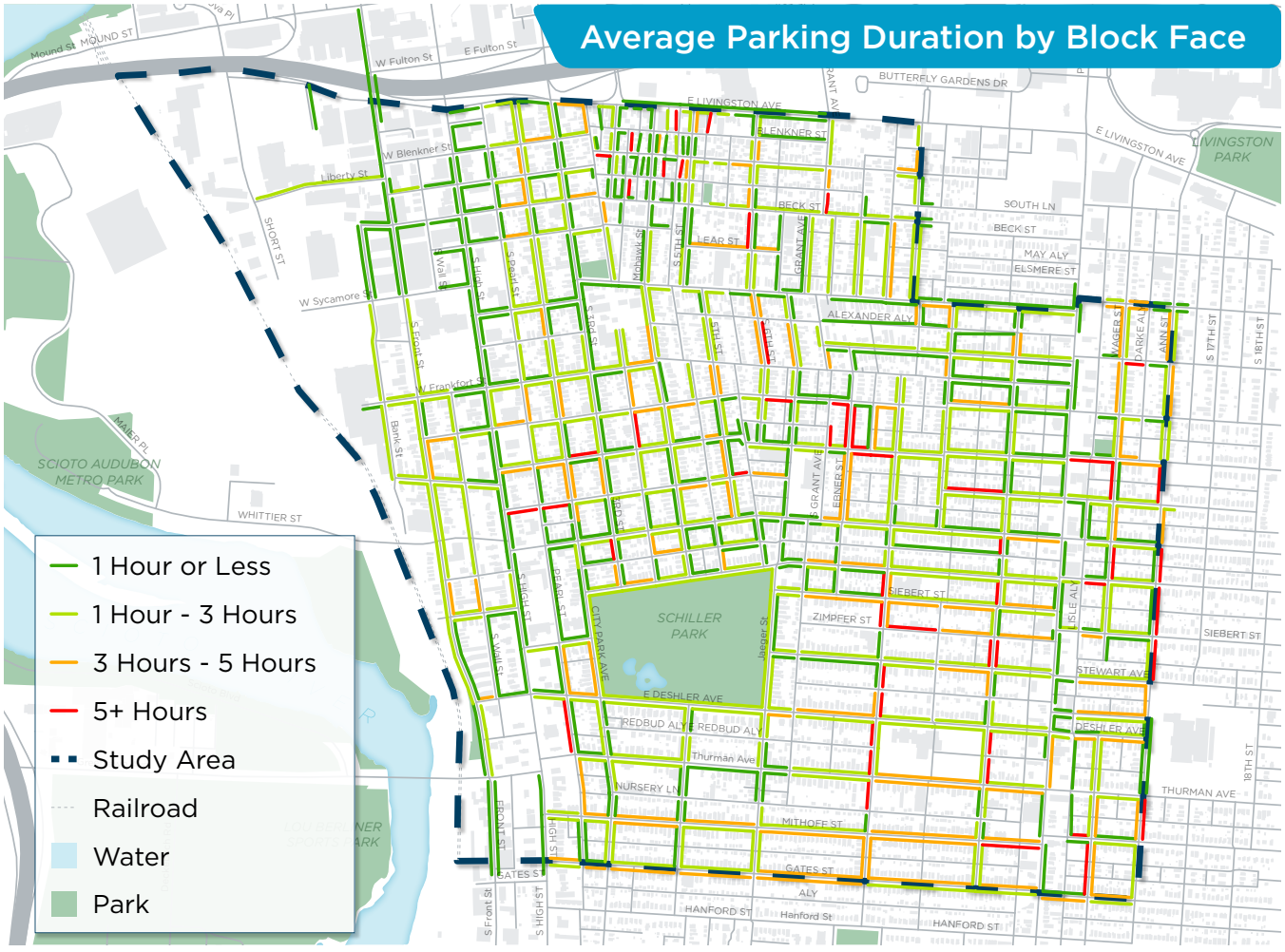
South of Downtown Neighborhoods: Existing Conditions

(German Village, Brewery District & South Side)

ON-STREET PARKING

DURATION

Data indicates that a significant number of vehicles remain parked on block faces for periods exceeding 3 hours or more. As was expected, this low turnover was especially evident in the core residential portions of the study area north and northeast of Schiller Park. The map below displays average parking durations by block face. **Note that the time ranges provided in the legend of the map below differ from the ranges on the duration maps from the other study areas.**



Data collected Thursday, 11/8/18

South of Downtown Neighborhoods: Stakeholder Engagement Results

(German Village, Brewery District & South Side)

May 1 Public Workshop Results

KEY TAKEAWAYS:

Participants had a strong preference to retain the existing system for residential parking. Many concerns with parking in these neighborhoods were related to non-residents parking in residential areas, such as:

- Neighborhood businesses that do not provide off-street parking or encourage multimodal transportation alternatives
- People that work Downtown who park long-term for free in the South of Downtown Neighborhoods and take transit or walk in to work
- Variances to off-street parking requirements granted to new developments
- Visitors having inadequate parking options near their destinations and park on residential streets instead

Solutions to reducing non-resident parking in residential areas included:

- Improving transit options and connections
- Adding a parking lot or structure specifically for visitor parking
- Providing a park-and-ride, shuttle, or connector service for Downtown employees so that they are not parking on residential streets
- Implementing off-street parking incentives for local businesses

Increasing bike facilities, alternative transportation options, and public transit connections was also frequently mentioned.

There was a strong preference to not implement paid parking or to increase parking time limits near commercial areas.

WHAT WE HEARD

Promote alternative transportation for visitors

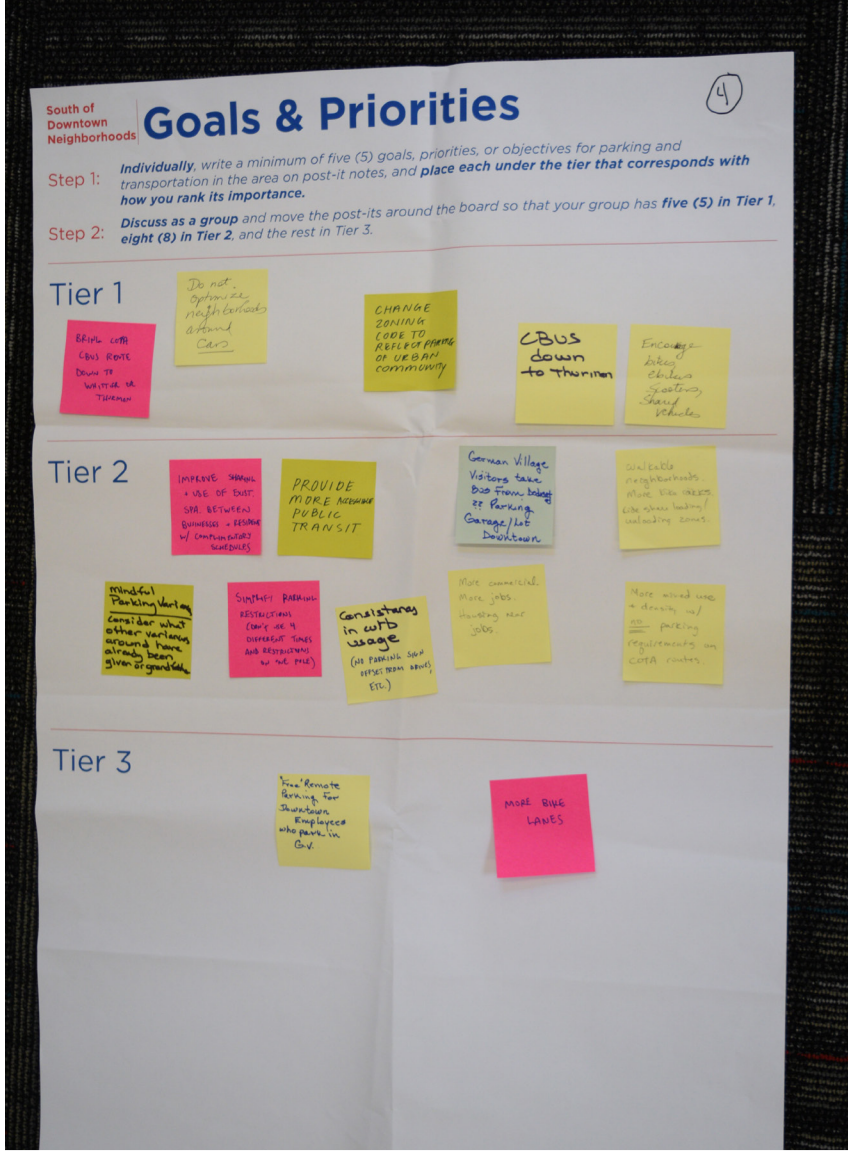
Right-size development codes so that businesses provide enough parking

Improve/maximize convenience and experience of non-auto access to German Village

Prioritize some streets for actual bike facilities

Prohibit Downtown workers from parking for free in neighborhood to walk to work

Preserve resident parking access



South of Downtown Neighborhoods

South of Downtown Neighborhoods: Stakeholder Engagement Results

(German Village, Brewery District & South Side)

GOALS AND PRIORITIES ACTIVITY:

TIER 1

- Prioritize residential parking and retain existing parking policies for residents
- No meters or paid on-street parking in neighborhood
- Business/employees
  - Reduce parking variances for new developments
  - Free/accessible parking for businesses/employees
  - Businesses take up residential parking for long periods of time
  - Downtown workers will park in residential neighborhoods and take transit/walk to work, causing issues for residents
- Visitors
  - Multimodal transportation solutions (bus, bike, shuttle, etc.) specifically for visitors
  - Off-street parking garage/structure
- Additional study needed on evening and weekend parking conditions

TIER 2

- Shared parking solutions for commercial areas
- Incentives for businesses with employees or customers that use alternative transportation
- Restrict parking on residential streets for non-residents
- Usable parking facilities that do not require an app
- Simplify parking restrictions
- Loading zones inadequate

TIER 3

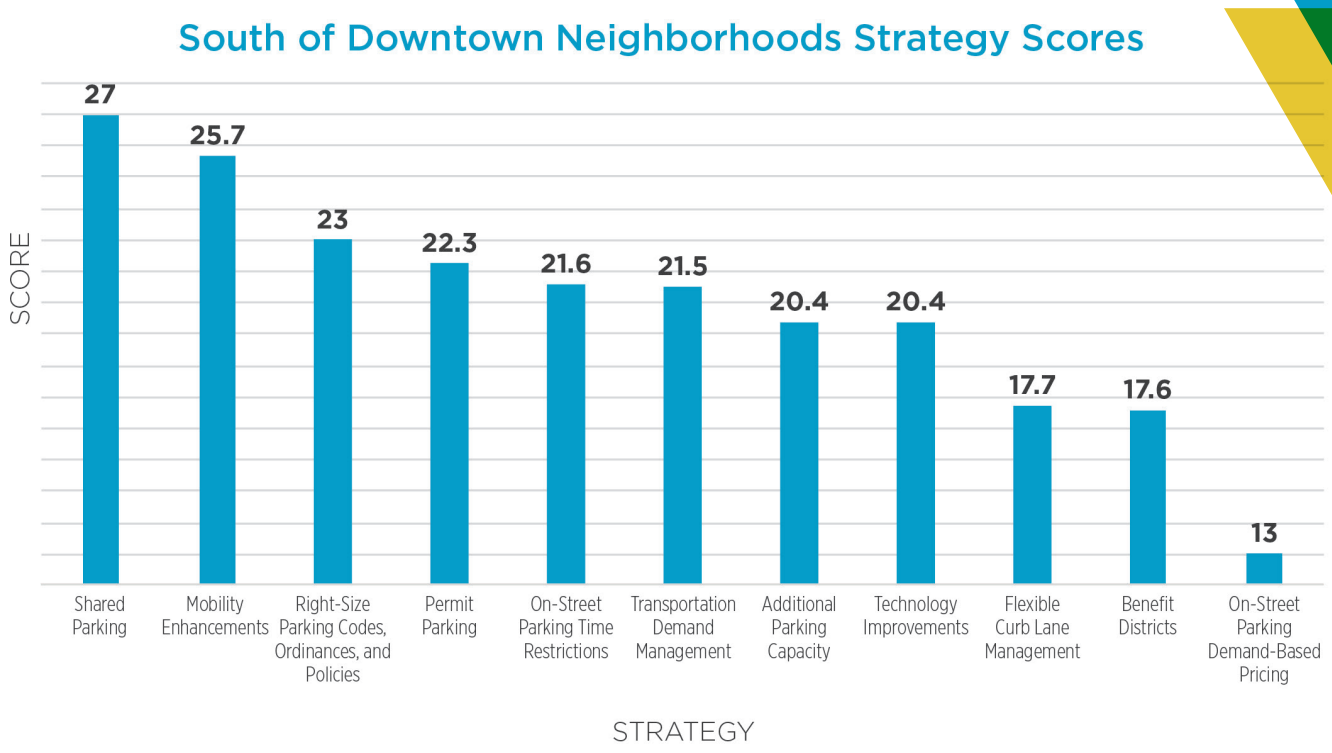
- Expand public transportation system
- Enforcement of parking restrictions
- Encourage use of off-street residential parking

South of Downtown Neighborhoods: Stakeholder Engagement Results

(German Village, Brewery District & South Side)

STRATEGIES ACTIVITY

Each strategy was scored based on the sticker votes it received during this activity. Green stickers received a score of 3, yellow a score of 2, and red a score of 1. Where strategies received multiple stickers of different colors, the scores were averaged for each strategy.



WikiMapping Results

WikiMapping Results

Results received from the spring 2019 online WikiMap for the South of Downtown study area are depicted in the map above and on the following page.

South of Downtown Neighborhoods: Stakeholder Engagement Results

(German Village, Brewery District & South Side)

KEY TAKEAWAYS:

1. **Generally, parking works well in the southern half of study area; improvement needed in a few spots in the northern half.**
2. **Local restaurants and other business parking overflows into residential areas.**
3. **Those with permits expressed frustration about access to parking and inconsistent enforcement of unpermitted parking.**
4. **There are concerns about new development creating excess demands on existing parking.**

THEMES HEARD	EXAMPLE COMMENT
Enforcement of Current Regulations	"We have permits and there should be a two hour limit but this isn't being well enforced."
Parking that Supports Business	"Consider removing rush hour restrictions on High Street to help breakfast oriented businesses open before 9 am."
Permit Parking	"Would like to see at a minimum making Concord Place parking permitted."

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

Parking Management Roadmap

LOOKING AHEAD

Large and diverse, the South of Downtown Neighborhoods study area is comprised of unique neighborhoods with distinct challenges that require customized approaches to parking and mobility management. The study area spans from the Brewery District on the west to the historic German Village and Schumacher Place to the east.

Data analysis and stakeholder engagement indicate that there is not a dominant, pervasive parking problem in the South of Downtown Neighborhoods study area.

Rather, real and perceived parking issues are being observed and felt in specific parts of the study area, often because of outside forces coming. These include outside customers seeking on- and off-street parking and new development bringing new parking demand without off-street parking provided.

A management roadmap is needed to achieve uniformity, consistency, and high-quality customer service while respecting the area's residents and historic integrity.

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

Parking and Mobility Challenges

The primary parking and mobility challenges facing the South of Downtown Neighborhoods study area are:

- New developments that are granted variances for providing off-street parking create localized parking pressures and spillover parking issues in neighborhoods
- Demand from restaurants, businesses, and nearby Downtown commuters creates localized and time-of-day parking pressures that need to be managed
- A proliferation of posted sign and permit parking regulation types and variations through the study area has created visual clutter and confusion
- The on- an off-street parking system in the area is not operating as efficiently as it could be and safety, lighting, wayfinding improvements, and multimodal circulation enhancements as well as the promotion of shared parking arrangements are needed to enhance this efficiency

Parking and Mobility Objectives

- Enhance efficiency and ease of access to on and off-street parking in the Brewery District while inhibiting long-term vehicle parking
- Limit management interventions in historic neighborhoods while deliberately considering the parking impacts of new development
- Reform the permit program to improve consistency, reduce confusion, and enhance customer satisfaction

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

PATH FORWARD

In the near-term, managing parking and mobility should involve limited intervention, and strategies should promote system clarity and efficiency. Longer-term, this plan recommends a framework for managing the impacts of new development and investment in the area, balancing user parking demand, and continuing to promote connectivity and efficient system utilization.

The following section details the recommended roadmap for managing and operating parking and mobility in the South of Downtown Neighborhoods study area moving forward.

PARKING AND MOBILITY ROADMAP

- To start in year 4 (2023), with the exception of implementing a deliberate process of granting parking requirement variances, which will start in 2020

TIER 1 PRIORITY

IMPLEMENT A DELIBERATE PROCESS OF GRANTING PARKING REQUIREMENT VARIANCES: The City of Columbus has been granting variances to off-street parking requirements to promote development and redevelopment in parts of the city. Parking Services should work in concert with the city's Planning Division and neighborhood organizations to:

1. Use up-to-date data to review local parking conditions to consider system impacts of development proposals
2. Deliberately evaluate the use of parking requirement variances with new development, focusing instead on alternative demand management options such as context-sensitive solutions and/or requirements like parking reductions and shared parking arrangements
3. Consider requiring shared parking and/or other transportation and parking demand mitigation plans and strategies with new development in exchange for granting variances
4. Conduct periodic review of variances requested and granted to determine outcomes and necessary adjustments to the process

- **The Division of Parking Services should implement a policy whereby residents of multifamily developments that receive a variance to off-street parking requirements are not eligible to receive on-street residential parking permits.**

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

CONSIDER THE CREATION OF ONE OR MORE SOUTH OF DOWNTOWN PARKING MANAGEMENT DISTRICTS: Creating uniformity and consistency in parking management is critically important to the Brewery District, German Village, and the broader study area. With that in mind, the city should consider creating one or more parking management districts to allow for more uniform application of residential permit parking regulations, and more deliberate and strategic consideration of parking requirements with new proposed projects. Benefits also include enhanced use of off-street parking resources, promotion of multimodal transportation improvements, and a more uniform approach to monitoring and managing parking demand relative to available parking supply. A parking management district should be governed by a local board and the Division of Parking Services.

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

IMPLEMENT A TIME RESTRICTION AND RESIDENTIAL PARKING PERMIT ZONE SIMPLIFICATION PROGRAM: With 3-hour and 12-hour meters, a variety of posted parking time-limit restrictions, five unique parking permit zones in the study area, 2-hour parking restrictions in permit zones A and E, and a variety of sign types, simplification is necessary. The specific recommendations for simplification are shown in the box below:

SOUTH OF DOWNTOWN PERMIT PROGRAM REFORM: IMPLEMENTATION ACTIONS

- Do not expand single-space metered parking. Convert 12-hour meters to 3-hour meters to be consistent with posted RPP zone restrictions. 12-hour meters are inconsistent with the desire to limit long-term and daytime parking from Downtown commuters and other users.
- Establish 3-hour meters as the standard meter time limit for the area to be consistent with posted time-restrictions in residential parking permit zones.
- In all study area RPP zones, to create the clarity and consistency requested by stakeholders throughout the SPP's engagement process, establish uniform restrictions of "3-hour parking 8:00 a.m.–8:00 p.m. Except city Permit ___" and "No parking 8:00 p.m.–8:00 a.m. Except city Permit ___."
- To limit long-term daytime parking by Downtown commuters, establish day-time parking restrictions in the northwest corner of the study area on all streets currently unmanaged (i.e., excluding RPP areas and/or on metered streets) generally bounded by Mohawk Street on the east, Frankfort Street on the south, the railroad on the west, and Livingston Avenue on the north. Daytime restrictions could be integrated into an expansion of RPP Zone E.
- In the future, consider expansion of permit parking boundaries.
- The Division of Parking Services should work with the Department of Building and Zoning Services to establish a multifamily development building cut-off date. Residents of multifamily developments built after this established date would not be eligible for on-street residential parking permits.

TRANSITION TO VIRTUAL AND ONLINE PERMITTING WITH LICENSE PLATE RECOGNITION (LPR)-BASED ENFORCEMENT: The Division of Parking Services should, over the span of two years, transition the management of existing residential parking permits zones in the study area to virtual and online permitting enforced by vehicles with mobile LPR. Lessons learned from the Short North Parking Plan roll-out should be applied to streamline management and enforcement of RPP zones in the study area.

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

LEVERAGE FORMAL PARTNERSHIPS TO ENHANCE THE MANAGEMENT OF PARKING AND MOBILITY IN THE AREA: Through the parking management districts and other means, city parking, planning, zoning, traffic, and other officials should work to create and sustain formal partnerships with the German Village Society, the Brewery District Board of Trade, and neighborhood groups. These formal partnerships should be leveraged to enhance the efficiency and user experience of the current parking and mobility system in the following areas:

- **Lighting and Sidewalk Quality:** Safety—specifically lighting—and sidewalk quality limit willingness to walk to and from on and off-street parking facilities. The Department of Public Service should work with formal organizations and neighborhood groups to conduct a comprehensive campaign to, contingent on funding, review and improve lighting and sidewalk conditions in the area at strategic locations, ensuring that improvements respect the unique historic nature of the area.
- **Shared Parking:** Better sharing of existing off-street parking between land uses and throughout various times of the day and days of the week offers a significant opportunity to more efficiently utilize existing off-street parking resources. The City of Columbus should consider a more active role in formally creating and actively facilitating a program of shared private parking assets in the South of Downtown Neighborhoods study area, in collaboration with local organizations.

MODERNIZE OFF-STREET PARKING REQUIREMENTS: By establishing a parking management or using a zoning overlay district, the City of Columbus should modernize the city's zoning code for off-street parking requirements in the South of Downtown Neighborhoods area. Current off-street parking requirements are inconsistent with development policies. This means setting minimum parking requirements based on actual parking demand data collected in similar representative developments and revise them annually. This should be done in conjunction with the implementation of parking maximums.

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

TIER 2 PRIORITY

CREATE CURB FLEX ZONES FOR TRANSPORTATION NETWORK COMPANY (TNC) PICK-UP AND DROP-OFF: The SPP recommends the placement of flexible curb zones in the South of Downtown Neighborhoods study area to facilitate TNC passenger pick-up and drop-off.

The Division of Parking Services should work with local stakeholders to determine the most appropriate location for flex zones, and work with the TNCs to geolocate these areas. Flex zones could be commercial loading areas until 6:00 p.m. and TNC pick-up drop-off areas after 6:00 p.m. This would facilitate passenger access, reduce parking demand, and simplify curb requirements while maintaining consistency with the other curb time restrictions in RPP areas. The city should help facilitate TNC partnerships with local district organizations, especially for use during special events in the area.

TIER 3 PRIORITY

CONSIDER ASSET LIGHT METER EXPANSION IN THE BREWERY DISTRICT: The Division of Parking Services should continue to monitor parking occupancy and duration behavior on High Street between Sycamore Street and Frankfort Street. Data collected in November 2018 suggests low, below-target occupancies and average parking duration of 1 hour or less in the area, indicating that no action is necessary at this time. However, as development occurs in the area and the corridor changes, expansion of metered parking may be necessary on this corridor and in other parts of the Brewery District when average parking durations exceed two to three hours and occupancies exceed 80%. Replaced or new meters should be multi-space on adjacent blocks, with in-ground sensors and mobile payment capability.

South of Downtown Neighborhoods: Management Roadmap

(German Village, Brewery District & South Side)

Management Roadmap

	TIER 1	TIER 2	TIER 3
SOUTH OF DOWNTOWN NEIGHBORHOODS (TO START IN YEAR 4)			
▶ Implement a Deliberate Process of Granting Parking Requirement Variances (To Start in Year 1)	■		
▶ Consider the Creation of One or More South of Downtown Parking Management Districts	■		
▶ Implement a Time Restriction and Residential Parking Permit Zone Simplification Program	■		
▶ Transition to Virtual and Online Permitting With License Plate Recognition (LPR)-Based Enforcement	■		
▶ Leverage Formal Partnerhips to Enhance the Management of Parking and Mobility in the Area	■		
▶ Modernize Off-Street Parking Requirements	■		
▶ Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■	
▶ Consider Asset Light Meter Expansion in the Brewery District			■

Comprehensive Parking Management Roadmap

The matrix that follows represents the comprehensive parking management roadmap for all four of the project study areas. This roadmap will serve as the basis of the Division of Parking Services detailed work plan for the coming years. Work begins in 2019 and 2020 in Downtown.

Comprehensive Management Roadmap

STRATEGY CATEGORY (SEE FULL TOOLBOX IN CHAPTER 2)

- Transportation and Parking Demand Management
- Parking Standards and Management Policy
- Balancing Users
- Efficient Parking Management Through Technology
- Increasing Parking Supply

COST TO DIVISION OF PARKING SERVICES

- **$** Requires staff time only
- **$$** Requires staff time and financial investment to retrofit existing equipment and infrastructure
- **$$$** Requires staff time and financial investment to add new equipment and infrastructure

	TIER 1 PRIORITY	TIER 2 PRIORITY	TIER 3 PRIORITY	CATEGORY	COST
DOWNTOWN (TO START IN YEAR 1)					
Create a Downtown Parking Benefit District	■			Parking Standards and Management Policy	$
Increase Meter Rates to Higher Baseline Level and Expand Mobile Pay	■			Transportation and Parking Demand Management	$
Review, Modify, and Consolidate Meter Time Limits	■			Transportation and Parking Demand Management	$$
Implement Minimum Transaction Fixed-Fee for Metered Spaces	■			Balancing Users	$$
Implement Demand-Based Pricing	■			Efficient Parking Management Through Technology	$$
Make Transition to Asset Light Concepts: Multi-Space Meters and Mobile Pay Only		■		Transportation and Parking Demand Management	$$$
Create a Downtown Parking Collaborative		■		Efficient Parking Management Through Technology	$
Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■		Balancing Users	$$
Leverage Smart Columbus Initiatives to Add Real-Time Space Availability Information for On-Street Spaces			■	Efficient Parking Management Through Technology	$$
Introduce Progressive Pricing			■	Efficient Parking Management Through Technology	$$$
With New Development, Cultivate a Public-Private Partnership to Add Off-Street Parking Supply as the Area Builds Out			■	Increasing Parking Supply	$
UNIVERSITY DISTRICT (TO START IN YEAR 2)					
Restore and Expand Meters on High Street (To Start in Year 1)	■			Balancing Users	$$$
Create a Parking Benefit District for the University District Study Area	■			Parking Standards and Management Policy	$
Implement Time-Restriction Simplification and Permit Parking Reform	■			Transportation and Parking Demand Management	$$$
Transition to Virtual and Online Permitting with License Plate Recognition (LPR)-Based Enforcement	■			Efficient Parking Management Through Technology	$$$
Expand Paid Parking Across All Managed Parts of the Study Area	■			Transportation and Parking Demand Management	$$$
Introduce Demand-Based Pricing	■			Transportation and Parking Demand Management	$$
Consider Modification of Meter Time Limits on High Street		■		Transportation and Parking Demand Management	$$
Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■		Balancing Users	$$
Implement Progressive Pricing			■	Efficient Parking Management Through Technology	$$$
Create a Special Parking Area for the High Street Corridor and Modernize Off-Street Parking Requirements			■	Parking Standards and Management Policy	$
FRANKLINTON (TO START IN YEAR 2 OR 3)					
Create an East Franklinton Special Parking Area (To Start in Year 1)	■			Parking Standards and Management Policy	$
Modernize Off-Street Parking Requirements (To Start in Year 1)	■			Parking Standards and Management Policy	$
Begin Existing Parking Meter Time-Limit Conversion and Consider Asset Light Meter Expansion	■			Transportation and Parking Demand Management	$$$
Actively Promote and Facilitate Shared Parking	■			Increasing Parking Supply	$
Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■		Balancing Users	$$
With New Development, Cultivate a Public-Private Partnership to Add Off-Street Parking Supply as the Area Builds Out			■	Increasing Parking Supply	$
SOUTH OF DOWNTOWN NEIGHBORHOODS (TO START IN YEAR 4)					
Implement a Deliberate Process of Granting Parking Requirement Variances (To Start in Year 1)	■			Parking Standards and Management Policy	$
Consider the Creation of One or More South of Downtown Parking Management Districts	■			Parking Standards and Management Policy	$
Implement a Time Restriction and Residential Parking Permit Zone Simplification Program	■			Transportation and Parking Demand Management	$$$
Transition to Virtual and Online Permitting With License Plate Recognition (LPR)-Based Enforcement	■			Efficient Parking Management Through Technology	$$$
Leverage Formal Partnerhips to Enhance the Management of Parking and Mobility in the Area	■			Efficient Parking Management Through Technology	$
Modernize Off-Street Parking Requirements	■			Parking Standards and Management Policy	$
Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		■		Efficient Parking Management Through Technology	$$
Consider Asset Light Meter Expansion in the Brewery District			■	Transportation and Parking Demand Management	$$$