



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

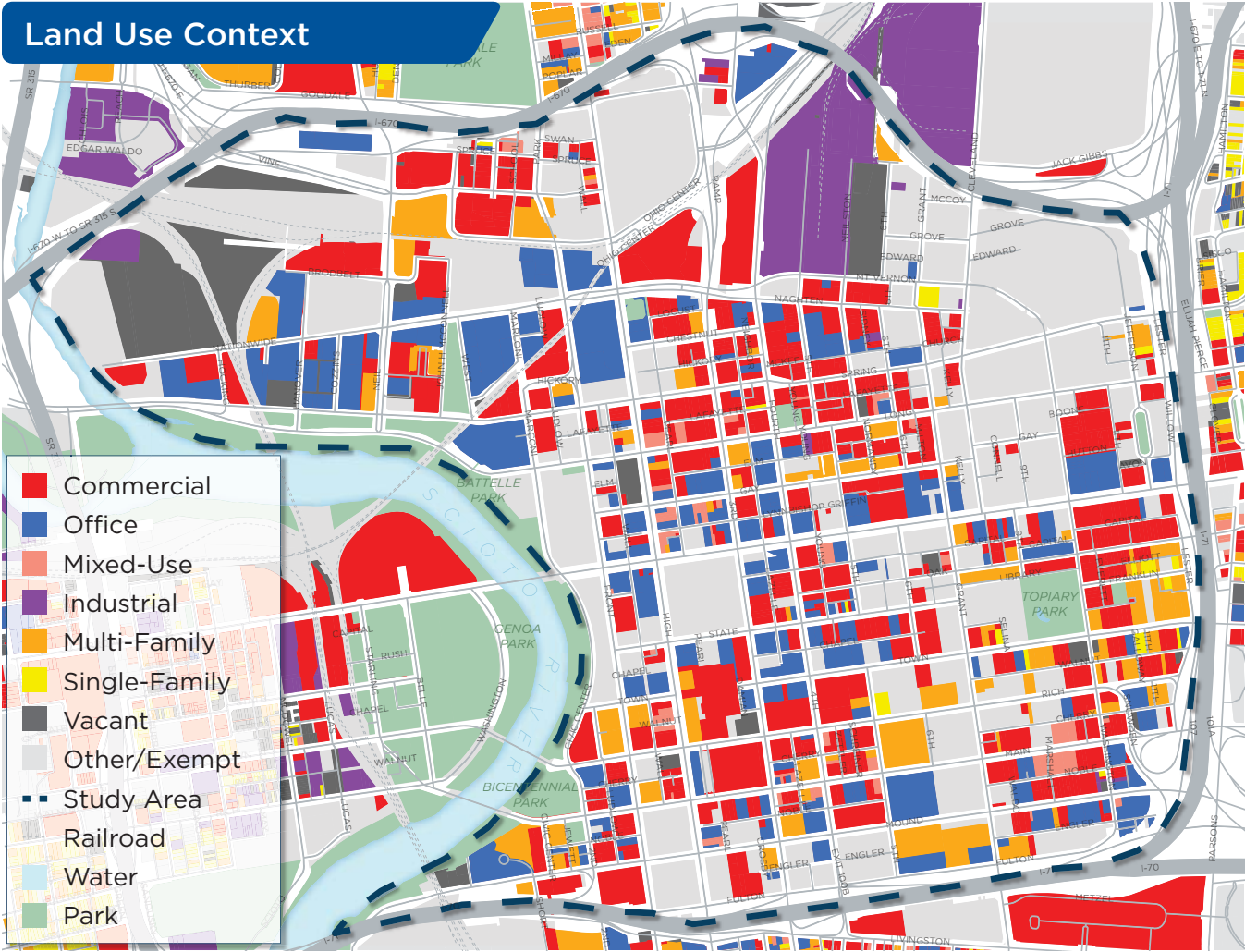
LAND USE CONTEXT

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.



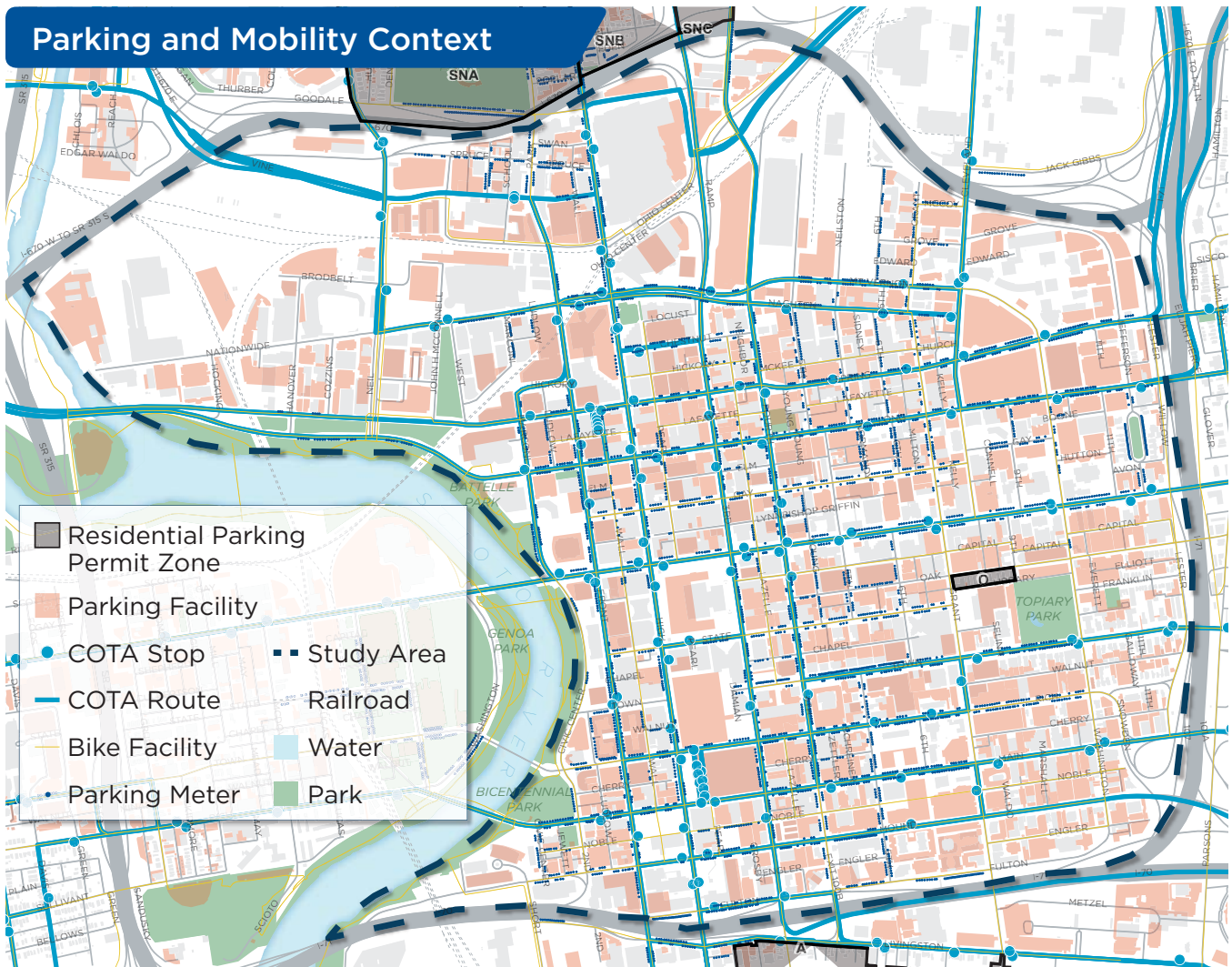
D Downtown: Existing Conditions

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.



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.



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.

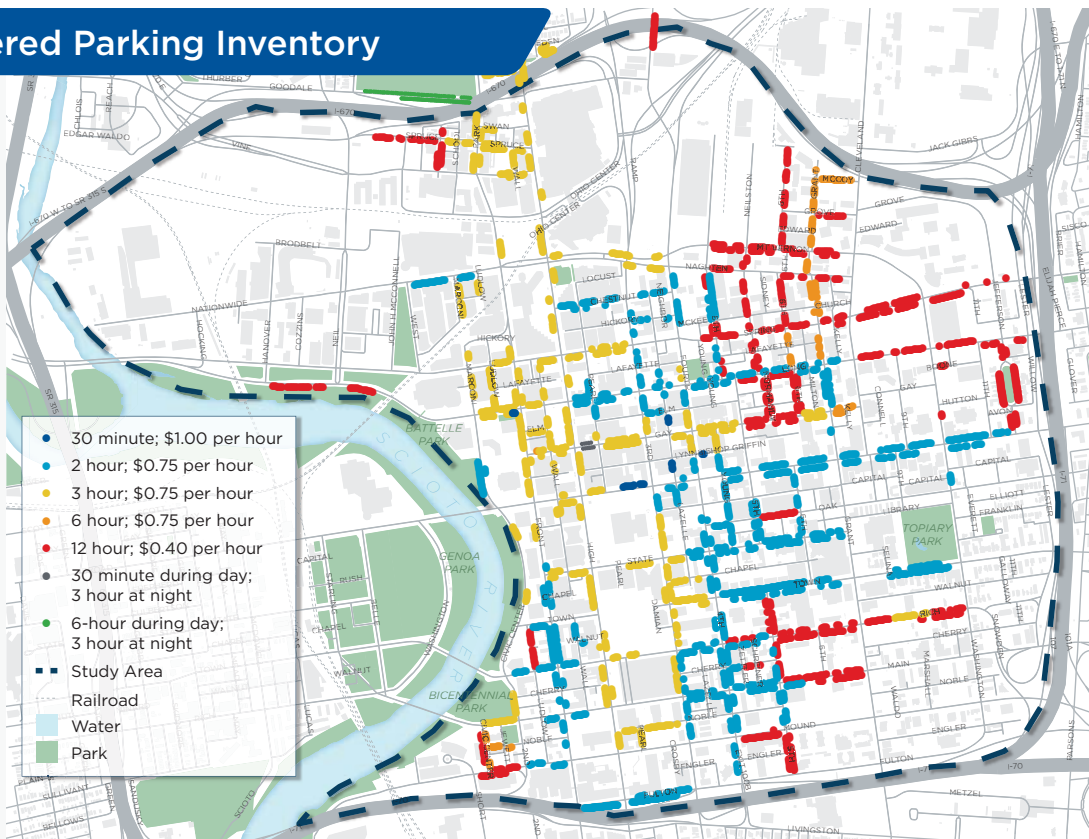
Downtown meter rates are as follows:

- 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



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

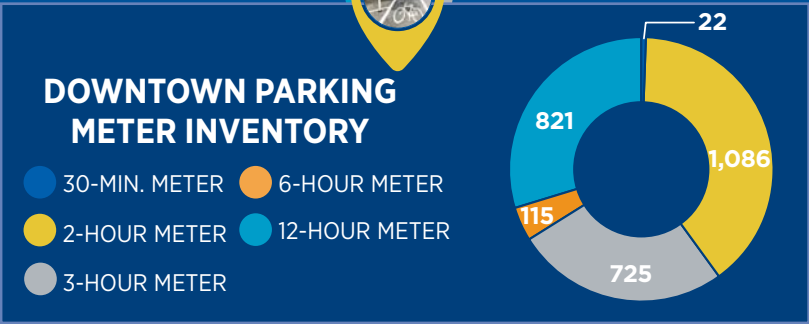
- by total revenue are located Downtown
- by avg. revenue per transaction are located Downtown

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**



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



D Downtown: Existing Conditions

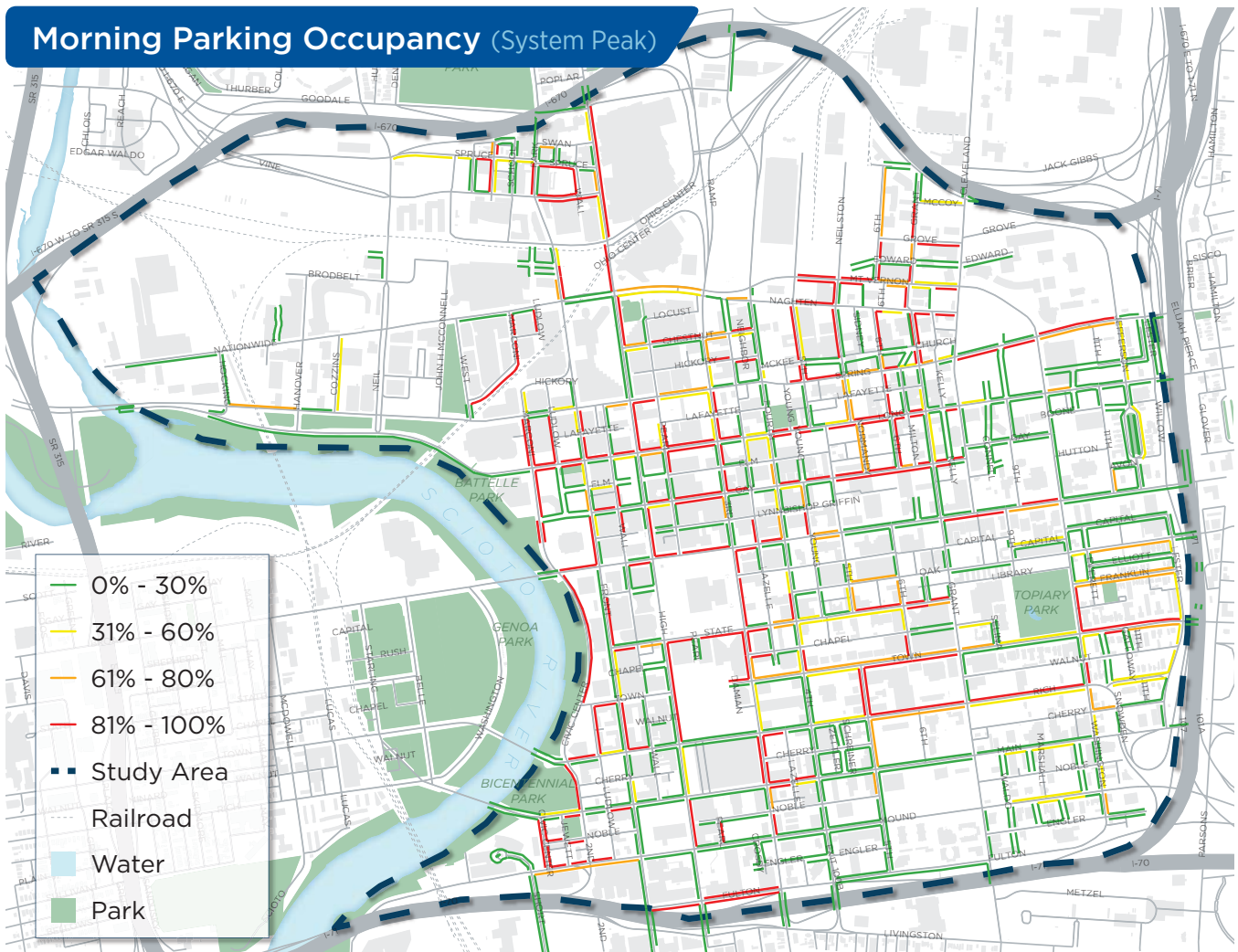
ON-STREET PARKING

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.

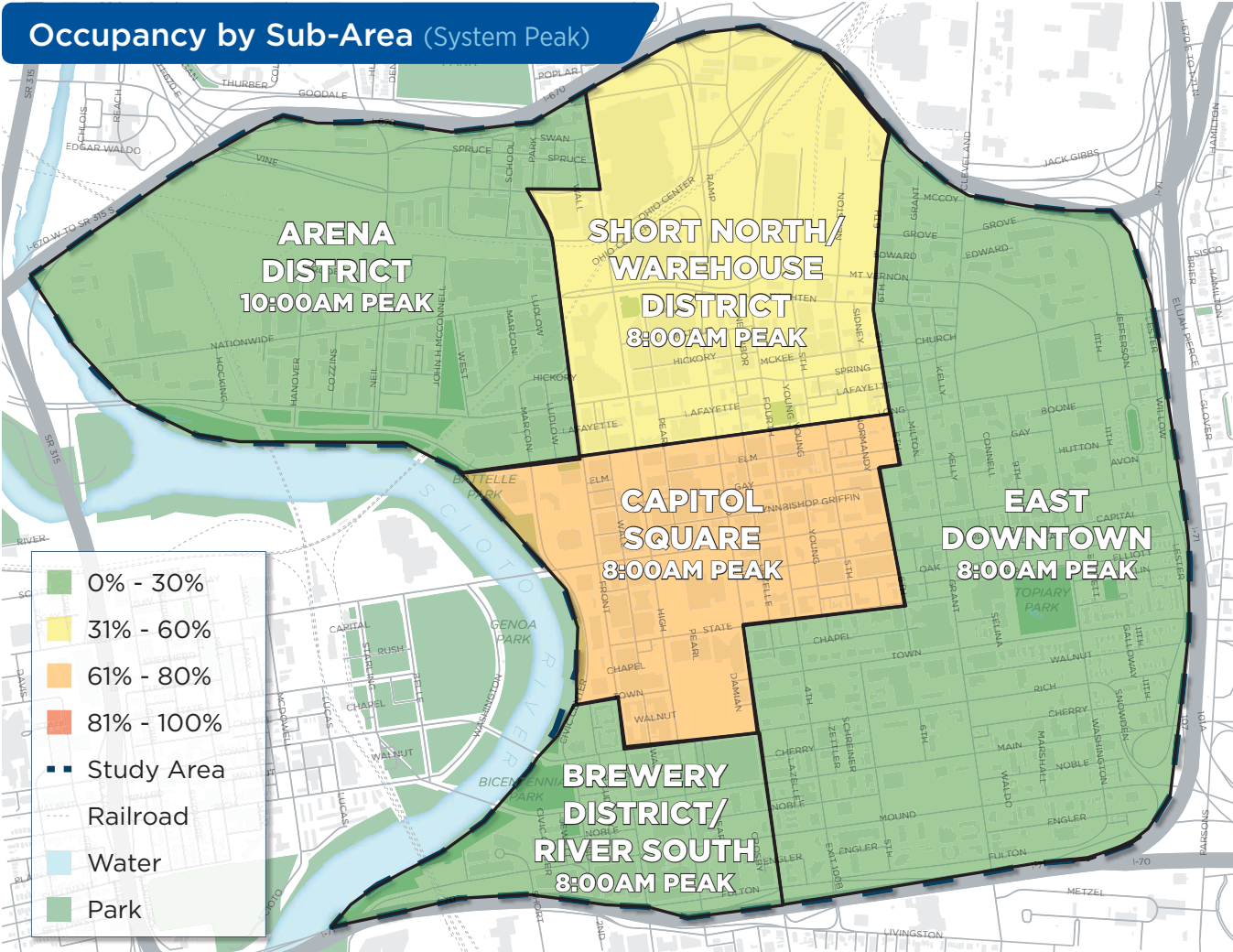


Data collected Wednesday, 11/14/18

D 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.

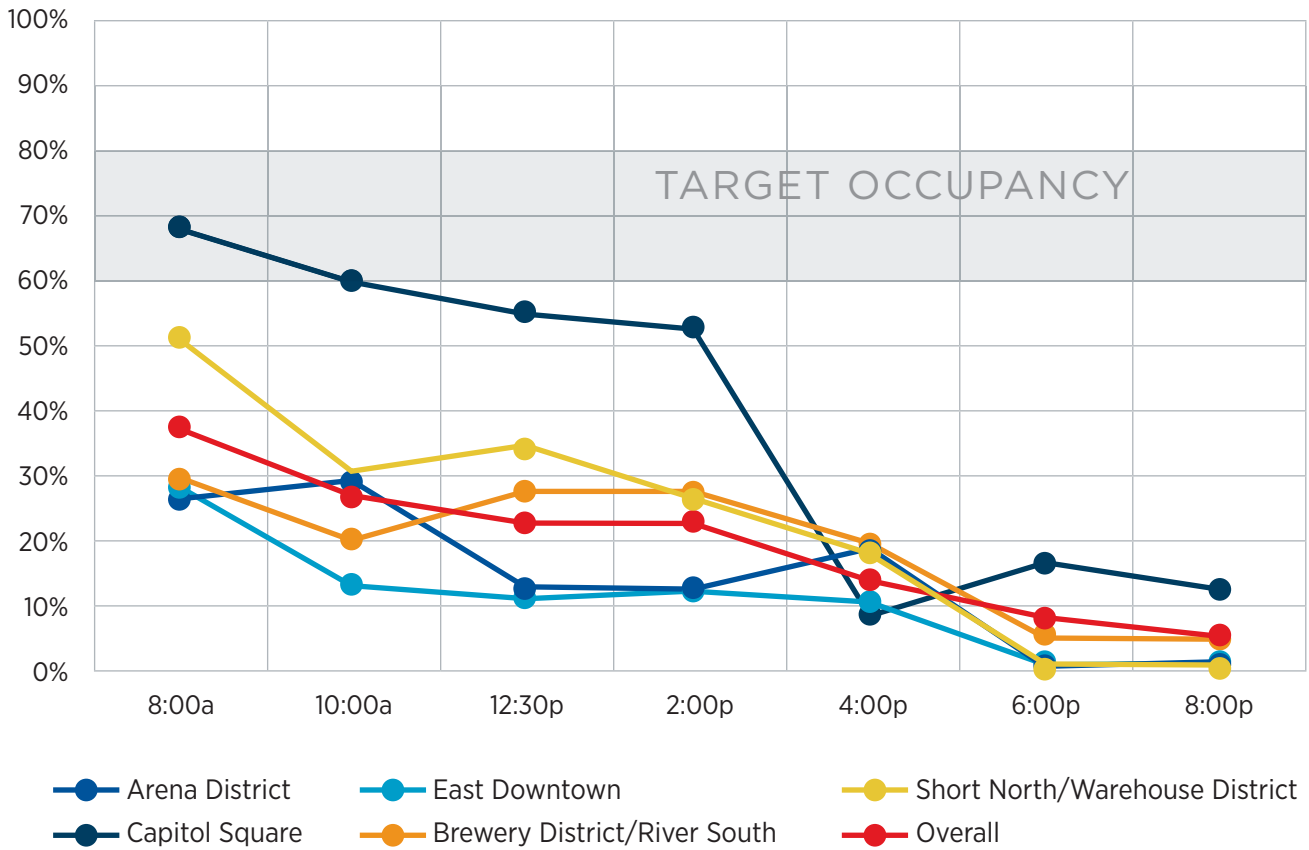


Data collected Wednesday, 11/14/18



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

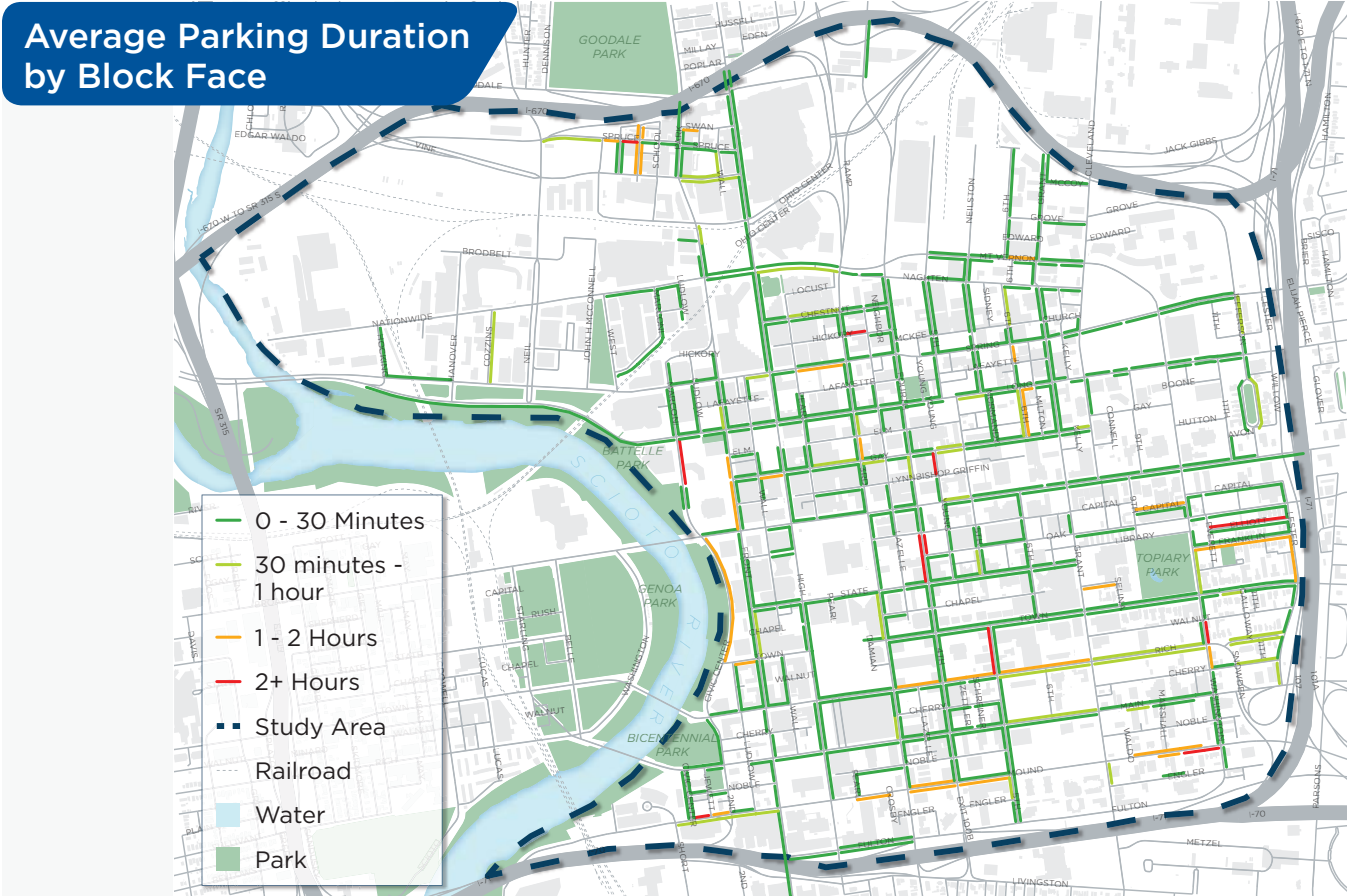
PARKING DURATION

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

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.



Off-Street Parking Inventory and Occupancy By Downtown Zone Map

Arena District

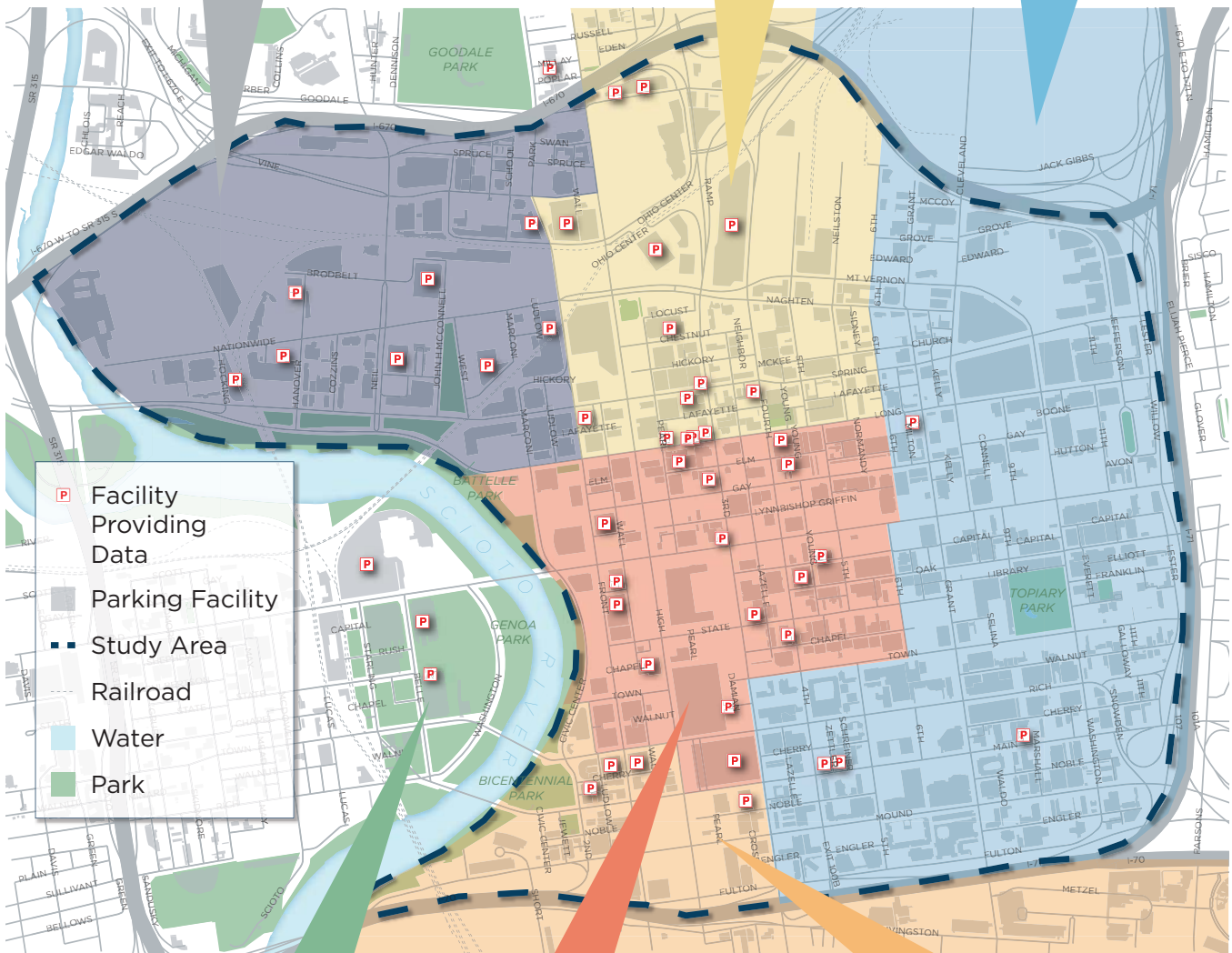
- 7,839 surveyed spaces
- 92.5% peak occupancy
- 3% total office vacancy

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



- P** Facility Providing Data
- Parking Facility
- Study Area
- Railroad
- Water
- Park

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.



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

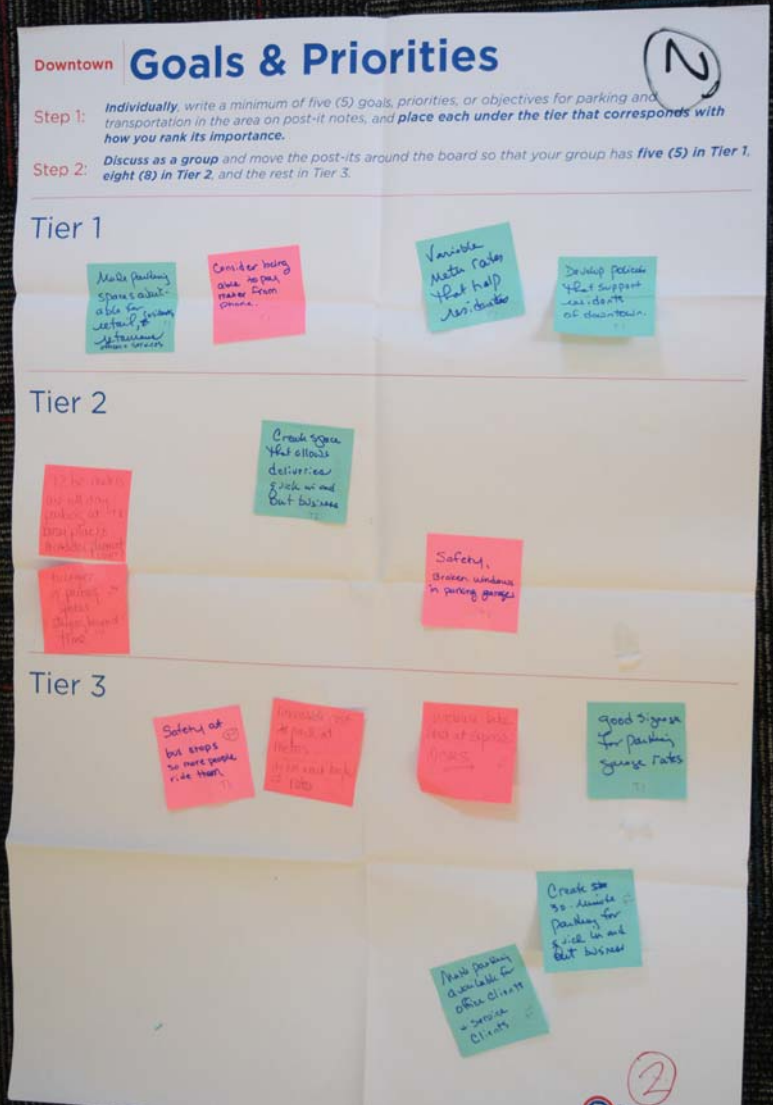
Study parking metrics near businesses to help understand where employees park and what transportation is used

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	
<ul style="list-style-type: none"> ➤ Encourage alternative transportation <ul style="list-style-type: none"> • Transit connectivity and improvements • Bike infrastructure ➤ Affordable off-street parking options ➤ Availability for businesses—long-term parking areas for people that work Downtown 	<ul style="list-style-type: none"> ➤ Clearly communicated/signed parking zones ➤ Meters connected to app payment options ➤ Safe ➤ Residential parking <ul style="list-style-type: none"> • Equity/accessibility—parking options available at all economic levels
TIER 2	
<ul style="list-style-type: none"> ➤ Affordable employee/business parking encouraged off-street <ul style="list-style-type: none"> • Parking incentives to increase occupancy • Transit circulator to encourage parking farther away in lower demand areas 	<ul style="list-style-type: none"> ➤ Parking turnover <ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> ➤ Demand-based pricing ➤ 30-minute parking zones at key locations 	<ul style="list-style-type: none"> ➤ Multimodal options more appealing

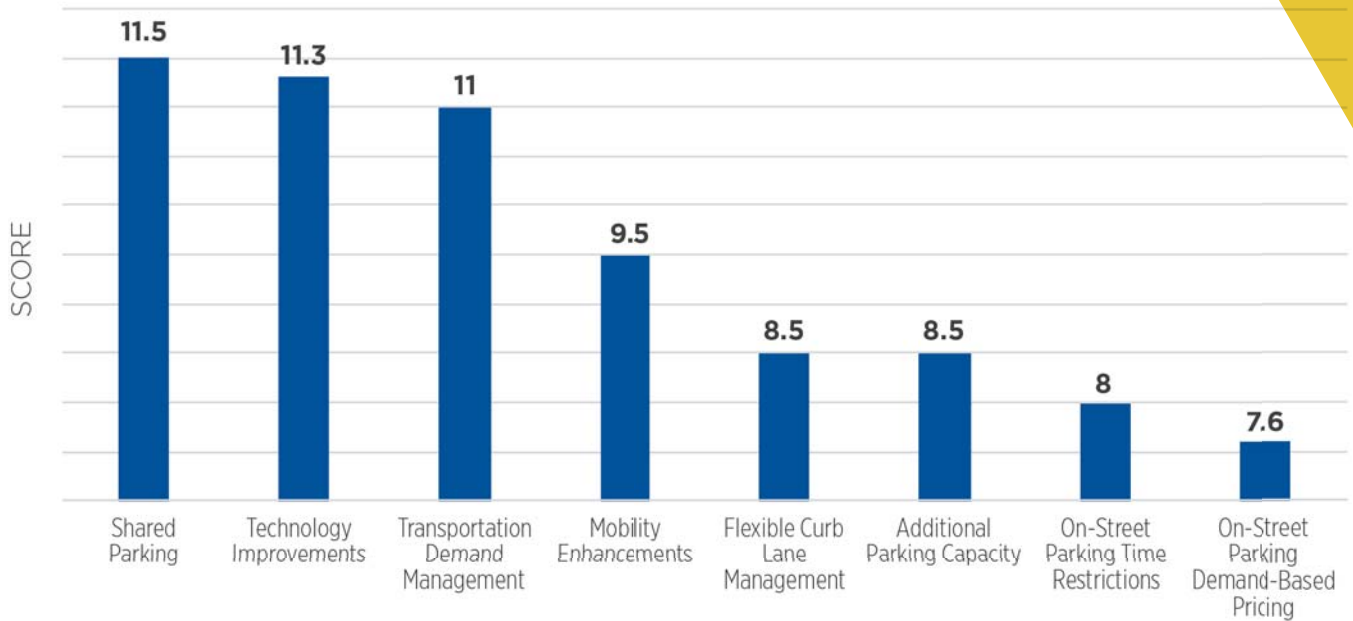


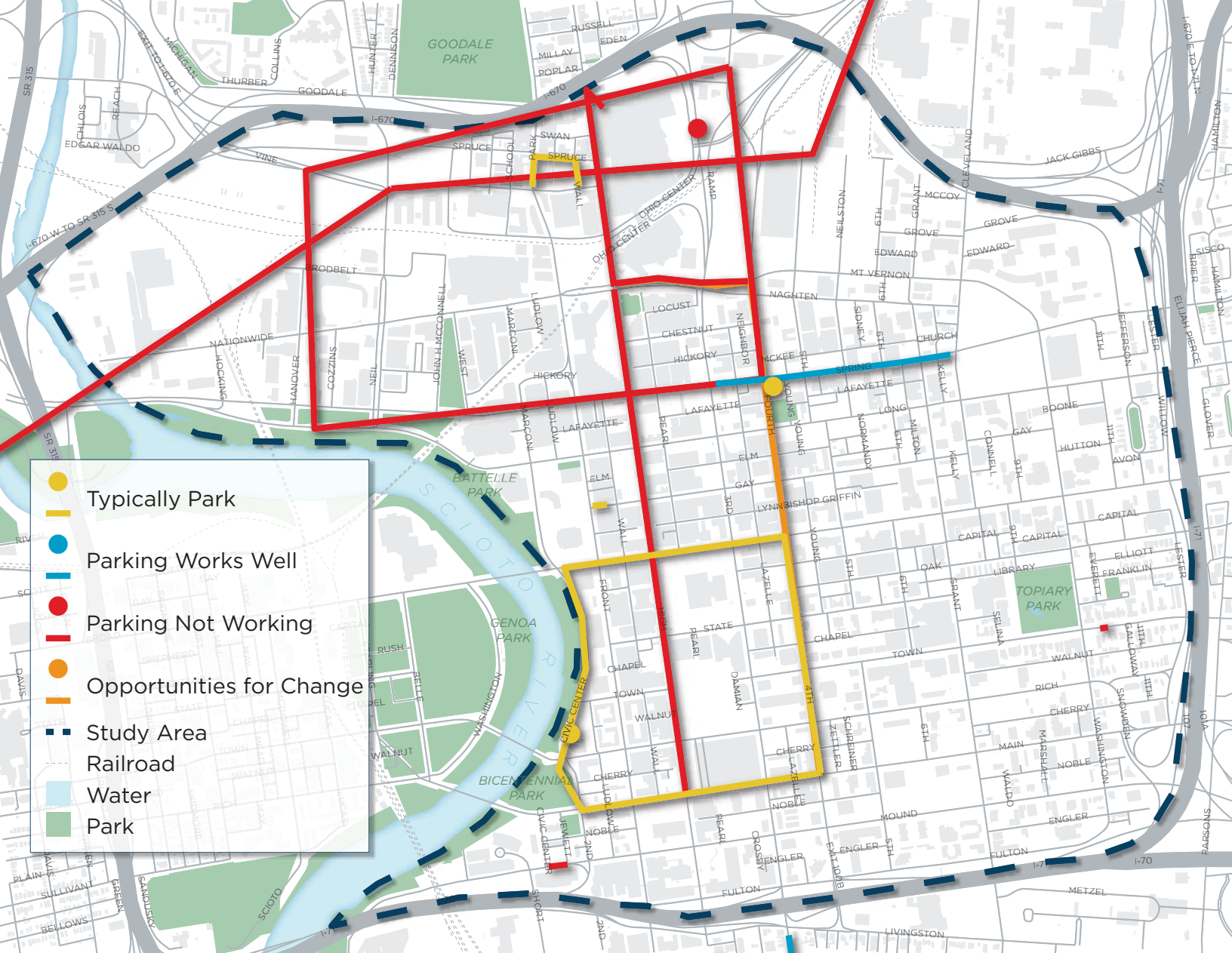
Downtown: Stakeholder Engagement Results

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.

Downtown Strategy Scores





WikiMapping Results



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.

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	<p>“Appreciate the till 10pm that was available for event nights”</p>
 Mobility Enhancements	<p>“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.”</p>
 Flexible Curb Lane Management	<p>“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.”</p>



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.



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



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.





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.**



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.

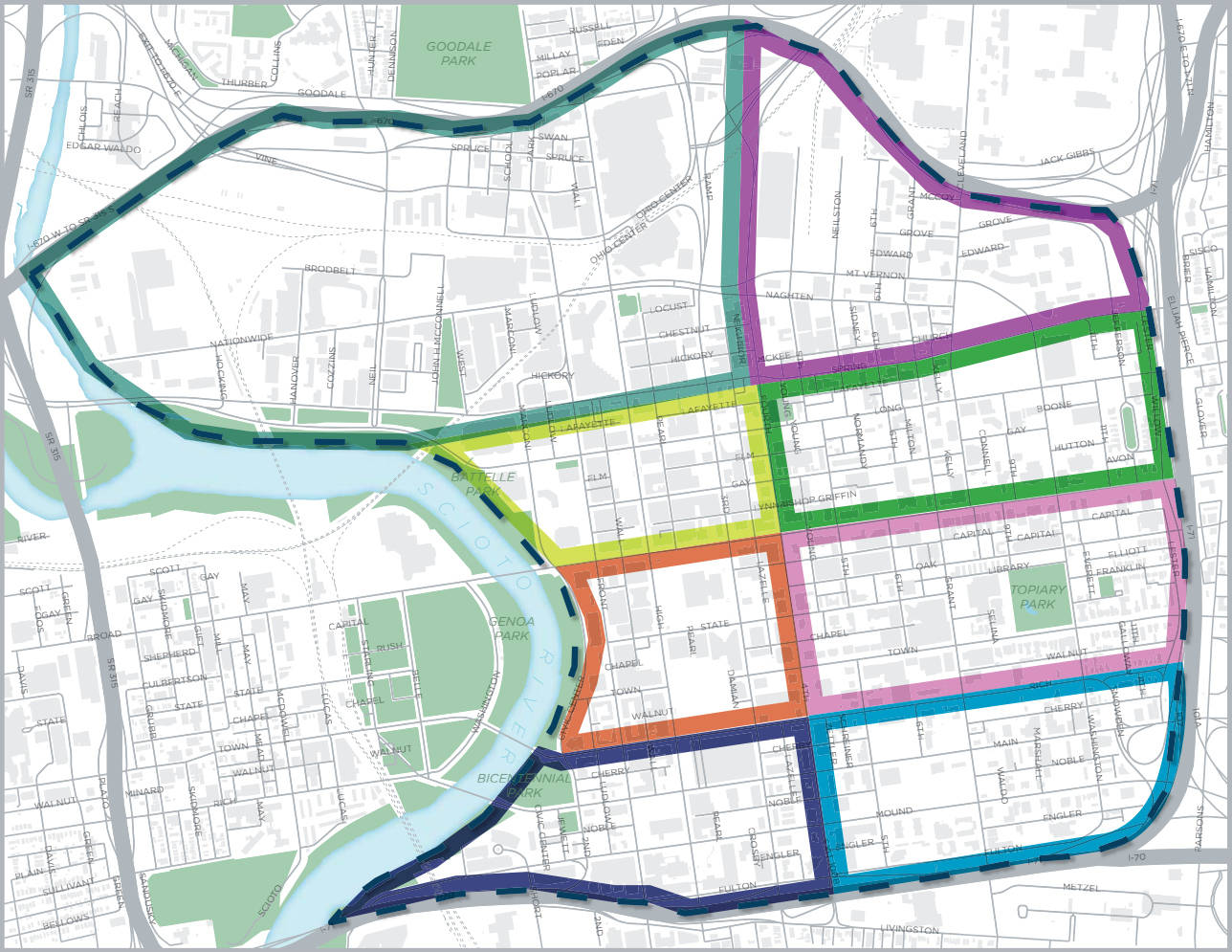
A Parking Meter Rate Adjustments Rules and Regulations Policy was adopted July 1, 2018 outlining the Department of Public Service's process for evaluating the need for and implementing meter rate changes. The SPP recommends minor modifications to this adopted policy to improve the flexibility and efficiency 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.

D 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.





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.

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



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.

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



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

	TIER 1	TIER 2	TIER 3
DOWNTOWN (TO START IN YEAR 1)			
▶ 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			█