Study Areas

- Downtown
- Franklinton
- South of Downtown Neighborhoods (German Village, Brewery District, and South Side)
- University District
Impetus for the Strategic Parking Plan

Respond to Significant Urban Investment and Change

Leverage Dynamic Parking Strategies

Support Growth, Access, and Mobility in Core Urban Neighborhoods

Apply Lessons Learned from Short North and National Best Practices

Proactively address parking and mobility challenges alongside significant urban redevelopment occurring in Downtown and surrounding neighborhoods.

Leverage dynamic parking management strategies to improve the customer experience and operations.

Support the growth of high-demand urban core neighborhoods by improving overall access, safety, and mobility through active parking and mobility demand management.

Extend lessons learned from Short North and national best practices to other high-demand urban core neighborhoods.
Strategic Parking Plan Objectives

**Inventory**
Inventory existing parking, land use, and mobility conditions and context: curb inventory, parking behavior – occupancy and turnover, land use, and transportation/mobility context.

**Outreach**
Conduct meaningful community outreach to inform strategic recommendations.

**Management Strategies**
Develop specific study area management strategies for implementation: restrictions, hours of operation, permit programs, and rates.

**Demand Management Toolbox**
Develop a parking demand management and mitigation toolbox.

**Implementation Framework**
Establish a framework for making future management decisions amidst a changing parking and mobility landscape.
Process

Phase 1: Existing Conditions
- Data collection
- Data analysis
- Initial Task Force engagement
- Reporting

Phase 2: Parking Mgmt. Recommendations
- Operations, management, and pricing strategies
- Community outreach
- Recommendations/study area plans
  - Revenue projections and cost estimates
  - Key performance indicators

Phase 3: Parking Demand Management Tools
- Demand mitigation strategies
- Accommodating evolving mobility trends
- Leveraging technology
- Project finalization and reporting

Public Engagement

Plan completion

Engagement and Implementation

Nov 18
Feb 19
April 19
Jul 19
Fall 2019
Parking and Mobility Context
Curb Inventory
Peak On-Street Parking Occupancy

Monday, 11/12
Early Morning
Peak On-Street Parking Occupancy

Tuesday, 11/13 Morning
Average On-Street Parking Duration

Tuesday, 11/13
Off-Street Parking

*Surveyed facilities only
Target Occupancy (90% occupied) (~2,900 available spaces)

~76% Existing Peak Occupancy (~6,800 available spaces)

Occupancy presented only for publicly-accessible off-street facilities for which both inventory and occupancy data were received. Data includes surveyed facilities on the Scioto Peninsula.
Franklinton: Key Takeaways

• East and West Franklinton distinctly different characteristics and needs

• Localized parking occupancy and duration pressures, but systemwide on-street parking availability at peak

• Framework for future growth: Leverage parking, mobility, and access management policy and infrastructure to support expected change in East Franklinton
Demand Management Toolbox

- Demand Mitigation Strategies
- Right-Size Parking Assets
- Adapt to Changing Mobility Trends
- Shared Mobility
- Shared Parking and Parking Management
- Integrating Multimodal Transportation
# Potential Parking Management Strategies

<table>
<thead>
<tr>
<th>Meter Management</th>
<th>Permit Programs</th>
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<tbody>
<tr>
<td>Pricing</td>
<td>Leverage Mobile Technology</td>
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<tr>
<td>Optimizing Curb Space</td>
<td>Parking Time Restrictions</td>
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<tr>
<td>Virtual Permitting</td>
<td>Data Collection &amp; Analysis</td>
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<tr>
<td>Infrastructure</td>
<td>Managing Parking Demand and Increasing Mobility</td>
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Activity 1: Priorities and Objectives: 20 Minutes

- **Priority:** What is most important to us, especially when weighing competing factors?

- **Objective:** What targets or achievements are we striving for?

- Develop your own Post-It notes. Then, work with your table to organize Post-It Notes on the Priorities and Objectives board.
Activity 1: Examples

- **Examples:**
  - Improve multimodal transportation
  - Support parking access to businesses
  - Leverage parking and mobility policy to promote development
  - Preserve resident parking access
  - Increase parking prices
Activity 2: Parking and Mobility Strategies: 20 Minutes

- Work with your table to place the sticker dots on the strategies. Limit one colored dot per strategy.
Staying Involved
Staying Involved

• Website: http://bit.ly/StrategicParkingPlan

• Online Survey: https://www.surveymonkey.com/r/columbus-strategic-parking-plan

• WikiMap: https://wikimapping.com/City-of-Columbus-Strategic-Parking-Plan-Public1.html