Short North Parking Plan
From Policy to Implementation

National Walking Summit
24 September 2019
Short North Parking Plan

• Planning Process
• Legislation & Policies
• Community Outreach
• Implementation
• Outcomes
Planning Process

- Existing Conditions Analysis
  - Previous Planning Efforts
  - Parking & Mobility Conditions
  - Land Use Analysis
- Stakeholder Identification
  - Internal/External
- Legislative & Policy Audit
- Community Outreach Plan
- Implementation Plan
Planning Process

Updated Short North Parking Plan Overview

Consistent, Equitable, Easy to Use Parking Options

- Simplified Parking Zones
  Smaller, consistent permit zones cater to unique parking needs.

- Parking Time Limits
  Non-permitted vehicles are restricted to a 3-hour time limit in all zones between 8am-10pm for a fee. No parking from 10pm-8am without a permit.

- Resident Guest Parking
  Guests park using mobile payment platform and resident validation code. 1st Guest Free, additional guests $6 each per 24 hours using mobile payment platform or resident online account with validation code.

- Resident Parking Permit Fees
  $25 annually for eligible residents, not to exceed 2 permits/address. $25 guest parking privilege permit available.

- Employee Permits & Incentives
  Expanded employee parking permit options for businesses. Up to 10 permits per business ranging in cost from $300-700 annually. First four permits $150 ea. with 24/7 access. permit 5-9 $200-$700 ea. with 6am-6pm access.

- Meter Parking Rates
  Demand-based parking rates ranging from $1/hr to $3/hr. Mobile payment integration options. Rates to be adjusted based on parking demand.

- Streamlined Enforcement
  License Plate Recognition (LPR) technology will be used to effectively enforce parking restrictions. Enforcement will run from 7:00am-10am Monday – Saturday.

Short North District Reinvestment
The proposed Short North Parking Plan renews a portion of parking revenues into Short North neighborhood parking and mobility options.

Ongoing Assessment of Plan
Parking Plan includes embedded assessments after six months and every three years thereafter. Adjustments to parking regulations and processes will be modified based on need and demand.

For more information visit: columbus.gov/publicservice/parking
Legislation & Policies

- Special Parking Area
- Division Establishment
- Permit Parking Program
- Parking Rate Adjustment
- Meter Technology
- Parking Benefit District
Community Outreach

- 12 month process
- Task Force Established
- Survey (over 1,000 respondents)
- Online comments (197 comments)
- 6 focus groups, stakeholder interviews
- Parking Summits (96 participants)
- Community Meeting (126 attendees)
Implementation

- Technology
  - License Plate Recognition (LPR)
  - Mobile Payment
  - Online application processes
  - Virtual Permitting
Implementation

• Operations
  – Signage
  – Third Shift Enforcement
  – Back office staff expansion
Implementation

• Marketing & Communications
  – Website
  – Social media
  – Special Events
  – Partner Agencies
  – Print & TV Media
Implementation

• Evaluation & Adjustment
  – Based on data, not perception
  – Transparent process
  – Public notification & feedback
Short North Parking Plan

Columbus Hourly Velocity (7 Day) - Residential Short North

Columbus Hourly Velocity (30 Day) - Residential Short North
Short North Parking Plan

Columbus Hourly Velocity (Monday Year to Date) - Residential

Columbus Hourly Velocity (Tuesday Year to Date) - Residential

Columbus Hourly Velocity (Wednesday Year to Date) - Residential

Columbus Hourly Velocity (Thursday Year to Date) - Residential

Columbus Hourly Velocity (Friday Year to Date) - Residential

Columbus Hourly Velocity (Saturday Year to Date) - Residential

Columbus Hourly Velocity (Sunday Year to Date) - Residential
Outcomes

- Positive parking perception
- Increased garage utilization
- Increase mobile pay use
- Customer compliance with new regulations
- Quantitative metrics on enforcement productivity
Outcomes

• Increased access for all user groups
• Bike & Ride share utilization
• Focus on Transit
• Park-Once Environment
Questions?

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