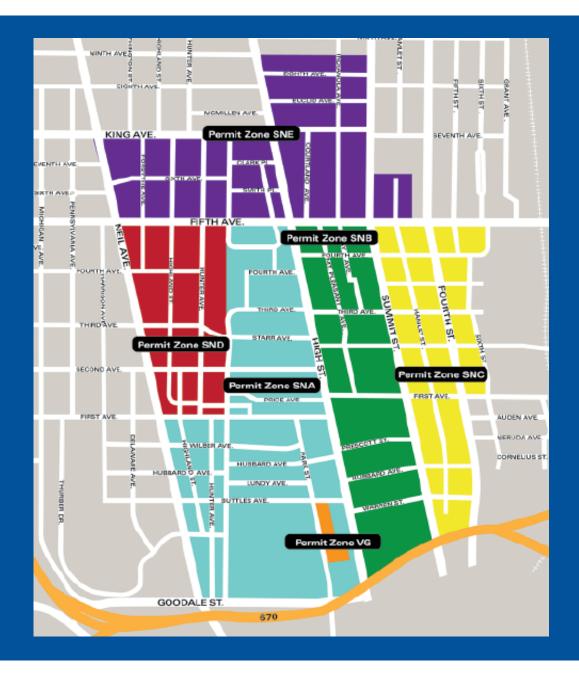
Modernizing a Parking Program



The Short North is a lively arts district along High Street north of downtown Columbus, with destination shops, galleries, restaurants and services — 95% of which are small businesses. Popular historic residential neighborhoods with limited off-street parking border the district.

To address competing interests and high parking demand, the Division of Parking Services took a fresh approach to previous efforts to achieve the right balance in meeting all users' parking needs. Four goals guided the comprehensive, inclusive effort to create the Short North Parking Plan:

- Customer focus
- **Equitable**
- Consistent
- Leverage mobility options

The new plan, fully implemented in February 2019, successfully integrates modern parking strategies and the right user-friendly technology — a smartphone payment option, virtual permit management, and license plate recognition (LPR) technology to streamline compliance.

Problems parking in Short North? Columbus wants to hear them



WHAT WE HEARD

- Confusing signage
- Inefficient enforcement
- Inconsistent parking access
- Underutilized parking garages
- Development impacts



WHAT WE DID

- Thorough stakeholder outreach Retail validation program
- Simplified restrictions
- Demand based pricing
- Flexible permit program

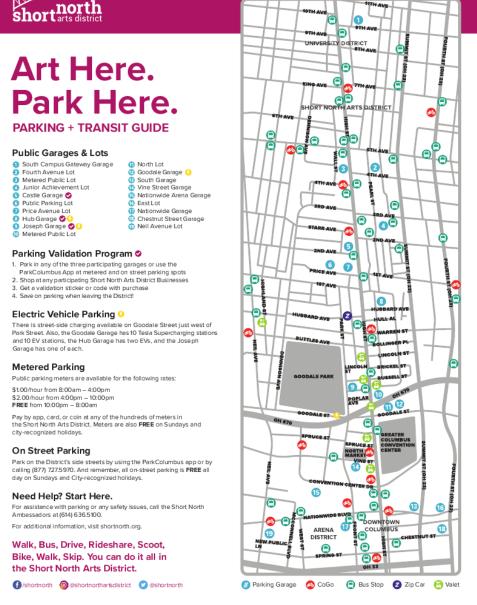
Meter revenue reinvestment

Enhanced enforcement



WHAT WE ARE ACHIEVING

- Perception changes
- Equitable parking demand
- 88% enforcement compliance
- 7,320 parking permits issued



• 48% of payments via mobile app

- Enforcement efficiencies
- Responsive parking program



WHAT IS NEXT

- Smart Columbus partnership
- Enhanced mobile app
- Real time parking availability
- Predictive analytics

