

Parking Meter Advisory Team

Recommendations for Changing The Parking Meter System



Department of Public Service
Division of Mobility Options
DRAFT REPORT
April 20, 2010



City of Columbus
Michael B. Coleman, Mayor

Table of Contents

Executive Summary	2
Overview	2
Metered Parking Purpose Statement	2
Recommendations	3
Advisory Team Members	4
Overview	4
Mission	5
Scope of Work	5
Principles	5
Conduct of Meetings	5
Potential Community Assistance	6
Support to the Advisory Team	6
Analysis and Findings	7
Fundamental Characteristics	7
Meter Locations	8
Meter Operations	10
Meter Pricing	14
Enforcement	17
Conclusion	20
Recommendation	22

Executive Summary

Overview

In December, 2009, Mayor Michael B. Coleman formed the Parking Meter Advisory Team to review proposed strategies for changing the pricing, duration and deployment of parking meters in the City of Columbus, which presently number 4,215 on public streets and in select public parking lots. The Team was charged with making recommendations that will aid in the receipt of \$1.4 million in additional meter revenue. Specifically, the Mayor charged the Department of Public Service and the Parking Meter Advisory Team to review and recommend changes to the following key aspects for the City's parking meter program:

1. Meter locations.
 - Review and recommend changes to the current six meter pricing zones.
 - Review and recommend appropriate modifications to the deployment of meters.
 - Recommend priority locations for deploying new parking meters, either as replacements or as new locations.
2. Meter operations.
 - Review and recommend changes in meter hours of operation.
 - Review and recommend changes to the time limits of meters at various locations.
3. Meter pricing.
 - Review and recommend changes in meter hourly pricing to ensure the revenue stream needed to support the City's short-term and long-term goals.
 - Review available data for trends and effects of meter pricing on efforts to create and sustain economic vibrancy in and around the Downtown area.
4. Meter enforcement.
 - Review current parking enforcement.
 - Recommend improvements to customer service within parking enforcement.

The Parking Meter Advisory Team held six publicly advertised meetings from January through April, 2010. The Team was presented with facts on the existing operations and management of the City's parking meter system beginning with the first meeting in January, which continued throughout the meeting schedule. In February, the Team agreed to a Purpose Statement for Metered Parking, and City staff conducted and presented benchmarking research at the request of the Team. In March, members of the Team conducted evening meter usage observations of select areas, which was presented and incorporated into revenue scenarios prepared by City staff. The Team focused on refining the revenue scenarios at its last two meetings.

Metered Parking Purpose Statement

The City of Columbus installs, operates, and regulates metered parking on public streets and in public parking lots for the purpose of:

- Encouraging turnover of short-term spaces in support of business; and
- Ensuring safe and optimized parking on public roads and parking lots; and
- Recovering the cost of providing public services and promoting economic vitality.

Recommendations

As a result of its work, The Parking Meter Advisory Team recommends the following action items be taken by the City:

1. Meter locations.
 - Reduce the current six meter pricing zones to one.
 - Areas with high nighttime metered parking needs include the Short North, Brewery District, Gay Street, Arena District, North Market area, and Grandview Avenue.
 - First replace with new meters those meters in high usage areas, and areas with high nighttime metered parking needs. The City anticipates purchasing approximately 1,000 replacement meters each year over a five to six year period.
 - Initially add approximately 432 meters to areas with high nighttime metered parking needs, and near OSU, within the Downtown, Italian Village, and the Brewery District.
 - Generally place meters near commercial uses and in mixed use neighborhoods, and refrain from metering streets in predominantly residential neighborhoods.
2. Meter operations.
 - Initially extend the hours of enforcement of 2,390 meters to 10 PM in areas with high nighttime metered parking needs such as the Short North, Arena District, OSU, Brewery District, North Market, Grandview Avenue, and Gay Street.
 - Initially convert the duration of 1,917 meters with major changes being:
 - 1,601 meters in the nighttime high usage areas to 3-hour duration meters.
 - 390 meters around Columbus State Community College, Columbus College of Art & Design and the Cultural Arts Center downtown to 6-hour duration meters.
 - Convert all 407 meters with 1-hour or 4-hour duration to 3-hour or 6-hour meters.
 - Maintain peak hour parking restrictions where necessary to maintain roadway capacity.
3. Meter pricing.
 - Establish uniform meter pricing, with hourly rates decreasing as the duration of meters increases. Initial hourly rates should be as follows:
 - \$1.00 for 30 minute meters (55 meters)
 - \$0.75 for 2-, 3-, and 6-hour meters (3,737 meters)
 - \$0.40 for 12-hour meters (855 meters)
 - **Monitor meter usage and revenue on a monthly basis following and refine the recommended changes to the meter system to meet revenue goals.**
4. Meter enforcement.
 - Shift more current parking enforcement resources and add parking enforcement personnel to evening operations to support the extension of meter hours to 10 PM in areas with high nighttime metered parking needs.
 - Conduct customer service training for parking enforcement personnel.
 - Establish a nighttime supervisor to assist in resolving customer service issues.
 - Display the City's 311 Call Center information on parking meters so customers may report malfunctioning meters.
 - Re-label parking meters as part of the meter replacement effort.
 - Use the changeable message display on new meters to better inform customers of meter hours of operation and parking restrictions.

Advisory Team Members

- Mark Kelsey, Chair, Public Service
- Megan Blackford, Co-chair, Public Service
- John Angelo, Short North Business Association
- Ron Dyer, Franklin County Convention & Facilities Authority
- Jim Heinen, Campus Partners
- Elizabeth Lessner, Betty's Family of Restaurants
- Jeff Mathes, Barrio and Due Amici Restaurants
- John Nestor, Director of Public Safety, Columbus State Community College
- Cleve Ricksecker, Capital Crossroads Special Improvement District
- Valerie Croasmun, Transportation & Pedestrian Commission
- Beverly Jewell, Short North building owner
- Xenia Palus, Experience Columbus
- Bill Graver, President, University Community Business Association
- Dawon Hawkins, Downtown Residents Association

Overview

In December, 2009, Mayor Michael B. Coleman formed the Parking Meter Advisory Team to review proposed strategies for changing the pricing, duration and deployment of parking meters in the City of Columbus and to make recommendations that will aid in the receipt of \$1.4 million in additional meter revenue. Specifically, the Mayor, in his December 11, 2009 memo to Director Kelsey, charged the Department of Public Service and the Parking Meter Advisory Team with the following:

1. Meter locations.
 - Review and recommend changes to the current six meter pricing zones.
 - Review and recommend appropriate modifications to the deployment of meters.
 - Recommend priority locations for deploying new parking meters, either as replacements or as new locations.
2. Meter operations.
 - Review and recommend changes in meter hours of operation.
 - Review and recommend changes to the time limits of meters at various locations.
3. Meter pricing.
 - Review and recommend changes in meter hourly pricing to ensure the revenue stream needed to support the City's short-term and long-term goals.
 - Review available data for trends and effects of meter pricing on efforts to create and sustain economic vibrancy in and around the Downtown area.
4. Meter enforcement.
 - Review current parking enforcement.
 - Recommend improvements to customer service within parking enforcement.

Mission

To provide advice to the Director of Public Service on potential changes to parking meter locations, operations, pricing, and enforcement in support of the City's short-term and long-term goals for parking meter receipts.

Scope of Work

1. The team is to provide advice on four specific aspects of the City's parking meter program: meter locations, meter operations, meter pricing, and meter enforcement.
2. The Advisory Team will review and advise on changes to the parking meter program. Recommendations will be summarized in ongoing reports.
3. Decisions on changes to the parking meter program will be made by city officials after considering the reports from the Advisory Team.
4. The Advisory Team will meet twice per month with a final report due by April 30, 2010.

Principles

1. Comply with the terms and obligations of the following ordinances:
 - 0026-2010 Convention Center Hotel Cooperative Agreement, as Amended.
 - 1560-2009 Establishment of the Parking Meter Program Special Revenue Fund.
2. Maintain a minimum annual balance of \$3.1 million in meter revenue to the General Fund.
3. Raise and maintain a minimum annual balance of \$1.4 million in the Parking Meter Contribution Fund.
4. Raise and maintain sufficient revenue long-term to the Parking Meter Program Special Revenue Fund for the acquisition of new technology parking meters, operation, management, and enforcement of parking meters.
5. Maintain compliance with state laws on the enforcement of parking.
6. Maintain fiscal accountability and auditing requirements for the Parking Violations Bureau.
7. Parking meters are a function of the community in which they are located.

Conduct of Meetings

1. The Team will be chaired by the Director of Public Service and co-chaired by the Deputy Director of Public Service.
2. Each meeting will follow an agenda set by the Chair.
3. Team meetings will be conducted in a professional manner by all attendees.
4. Team meetings will be open to the public.
5. Team meetings will be limited to 90 minutes in duration.
6. A quorum will not be necessary to conduct meetings.

Potential Community Assistance

1. MORPC provides regular support to the City in researching and benchmarking transportation issues.
2. Various parking and planning associations such as:
 - American Planning Association
 - American Parking Association
 - American Public Works Association
 - International Parking Institute
3. Cities contacted for benchmarking information include:
 - Ann Arbor, MI
 - Austin, TX
 - Charlotte, NC
 - Chicago, IL
 - Cincinnati, OH
 - Cleveland, OH
 - Dayton, OH
 - Denver, CO
 - Indianapolis, IN
 - Jacksonville, FL
 - Kansas City, MO
 - Los Angeles, CA
 - Louisville, KY
 - Milwaukee, WI
 - Minneapolis, MN
 - Nashville, TN
 - Norwalk, CT
 - Pittsburgh, PA
 - Portland, OR
 - Raleigh, NC
 - Sacramento, CA
 - San Diego, CA
 - Toledo, OH
 - Washington, DC

Support to the Advisory Team

- Public Service (Randy Bowman)
- Finance & Management (Mark Freeman)
- Planning and Economic Development (Vince Papsidero and Bill Webster)
- Mayor's Office (Pam O'Grady)
- City Council (Lelia Cady)
- Other city staff who may be consulted as issues arise on matters pertaining to their areas of expertise and responsibility

Analysis and Findings

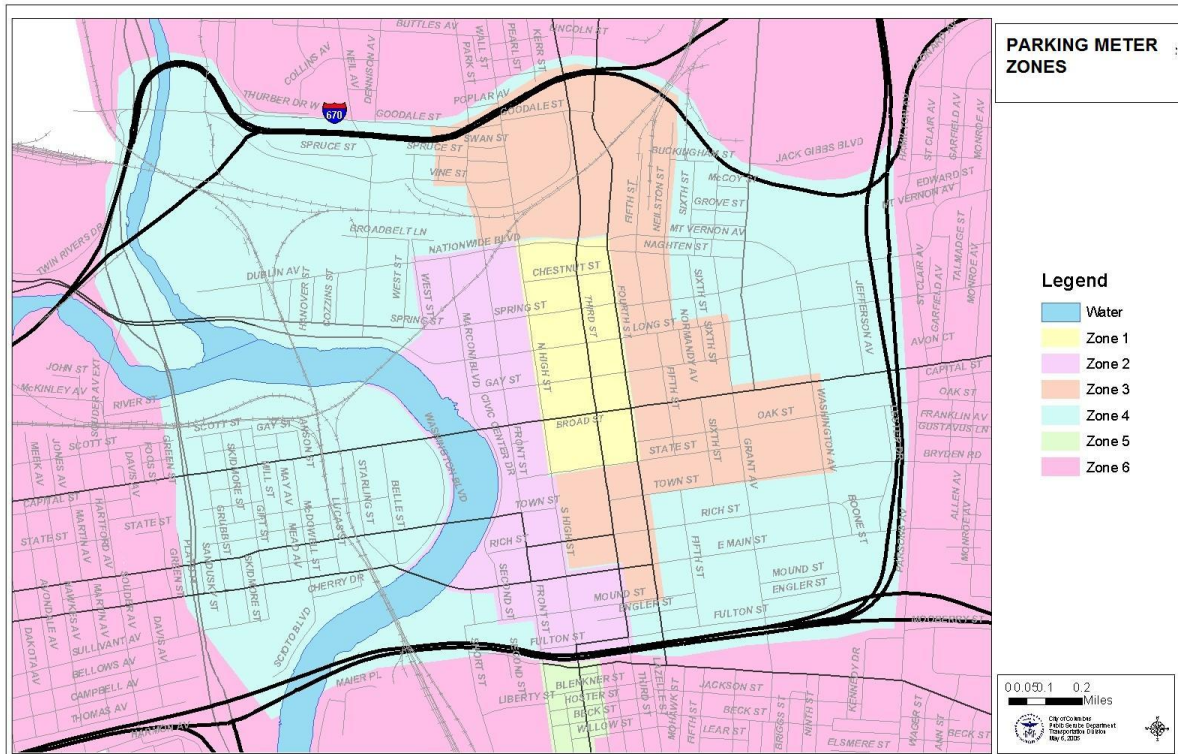
Fundamental Characteristics

The Parking Meter Advisory Team examined the City's parking meter program using a snapshot of the system dating to August, 2009. City staff provided to the Team and used in its analysis of the parking meter system the following key data:

- A total of 4,215 meters were deployed as of August, 2009
- Six meter pricing zones were last examined and updated in 1999, with downtown meter durations modified in 2005
- Meter hours of operation vary, depending on location. Nearly half of the meter fleet is enforced between 8 AM and 6 PM. The balance of meters is enforced at varying hours between 6 AM and 10 PM, with a select number operating 24 hours a day.
- Meters are enforced Monday through Saturday, exclusive of nine City-observed holidays. This translates to 304 meter days (days meters are enforced) per year.
- Hours of meter enforcement per day totaled 42,705 hours for 4,215 meter deployed in August, 2009.
- Six different meter durations are established, consisting of 30 minutes, 1, 2, 4, 6, and 12 hours. A seventh duration, 3 hours, has pricing established in certain rate zones, but is not used.
- Nearly two-thirds of the meter fleet in August, 2009 consisted of 2-hour duration meters, with one-quarter of the fleet consisting of 12-hour meters. The remaining duration meters accounted for less than one-fifth of the fleet in August, 2009.
- On average, meters are utilized 35% of their hours of enforcement. Utilization varies by location and duration.
- Meter coin revenue accounts for approximately \$3.1 million per year, with annual variances of +/- 4% annual revenue over an 8 year period. Additional meter-attributed revenue accounts for another \$150,000 to \$250,000 per year for meter-out-of-service fees, smart card purchases, and minor auditing-related adjustments. Total meter-attributed revenue in 2009 was \$3,349,870.15.
- The meter system, including establishing meter rates, is the responsibility of the Director of Public Service, according to Columbus City Code.

Meter Locations

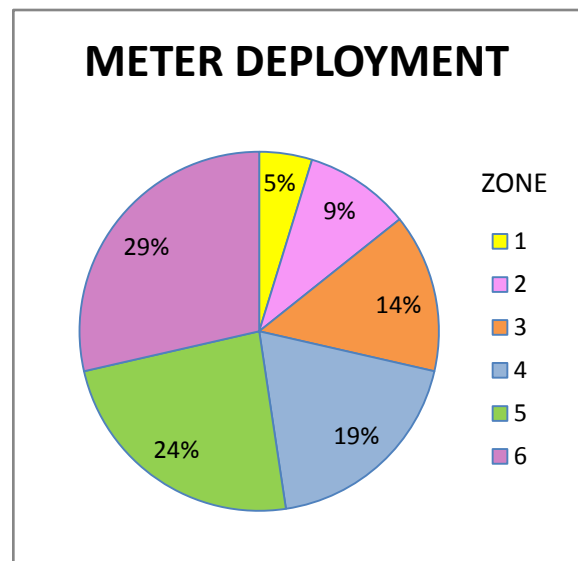
In 2005, the City of Columbus modified the meter system in the downtown, following a process of review and recommendation with a stakeholder group consisting of City representatives and business representatives. The current meter system is divided geographically into six pricing zones, as depicted in the figure below.



In August, 2009, the City of Columbus had deployed on public streets and in a select number of public parking lots in the Short North a total of 4,215 parking meters.

Referring to the August, 2009 snapshot of the meter system, parking meters are deployed as far north as OSU campus, as far west as Grandview Avenue, south to the Brewery District, and to the east where I-71 borders Downtown Columbus.

Over half the meter fleet is deployed in the Downtown, which is bounded by SR 315, I-70, I-71 and I-670. Refer to the figure to the right showing fleet deployment by zone.



The Parking Meter Advisory Team was briefed on key characteristics of the meter program at the first two meetings in January and February. The team was provided the 2005 Short North Parking Study, which was commissioned by area businesses. The Team elected at its February 23 meeting to conduct observations of meter usage in key areas (“meter neighborhoods”) where nighttime parking is known to be an issue, or where team members have knowledge that extending meter hours of enforcement or adding new meters would benefit the area businesses and increase meter revenue. As a result of the observations, which were reported at the first meeting in March and subsequently analyzed by the team in April, the following locations presently not metered are recommended priorities for metering:

- Brewery District: Front Street between Sycamore Street and Whittier Street.
- City Center: Rich Street adjacent to the development of Columbus Commons (formerly the City Center Mall site)
- Columbus State Community College: Jack Gibbs Boulevard
- Italian Village: Fourth Street north of Goodale Street
- North Market: Swan Street near High Street
- OSU Campus: High Street from Lane Avenue to Patterson Avenue, and from Clark Place to King Avenue; side streets east and west of High Street including Eighth, Eleventh, Euclid, Northwood, Norwich, and Woodruff Avenue, and Tuttle Park Place
- Short North: select areas along Hubbard, Kerr, High, and Pearl Streets; the public lot located at 1159 North High Street, adjacent to Skully’s (it is acknowledged that metering public lots triggers the payment of real estate taxes per Ohio Revised Code); side streets in the Short North, where possible to the between the first alleys to the east and west of High Street.

It is estimated that 432 meters can be added to the locations above. The City is encouraged to continue to explore other areas and pursue adding meters where either public parking management will benefit businesses and the City.

Furthermore, the Parking Meter Advisory Team understands the City will begin a five-to-six year replacement program of the meter fleet with new technology meters at a rate of approximately 1,000 meters per year. The new meters will accept debit and credit cards, and are expected to be easier to use and understand by the consumer. Therefore, it is recommended the City deploys the new technology meter replacements first in the following meter areas:

- Arena District
- Gay Street
- Grandview Avenue
- North Market
- Short North

Meter Operations

Meter hours of operation vary, depending on location. Nearly half of the meter fleet is enforced between 8 AM and 6 PM. The balance of meters is enforced at varying hours between 6 AM and 10 PM, with a select number operating 24 hours a day. In many locations, parking meters are situated in travel lanes that are required for morning or evening peak commuting hours. In these cases, parking is prohibited. Traditionally, the morning commute parking restriction is 7 AM to 9 AM, with the evening restriction typically being from 4 PM to 6 PM.

Refer to the table to the right for a breakdown of the various hours of enforcement.

Meters are enforced Monday through Saturday, exclusive of nine City-observed holidays. This translates to 304 meter days (days meters are enforced) per year.

Hours of meter enforcement per day totaled 42,705 hours for 4,215 meter deployed in August, 2009.

METER HOURS OF OPERATION	NUMBER OF METERS
24 HOURS	8
6 AM - 6 PM	1,069
8 AM - 10 PM	26
8 AM - 3 PM	23
8 AM - 4 PM	180
8 AM - 5 PM	4
8 AM - 6 PM	1,991
8 AM - 7 PM	8
8 AM - 8 PM	156
9 AM - 10 PM	15
9 AM - 3 PM	6
9 AM - 4 PM	537
9 AM - 4 PM – 6 PM - 10 PM	17
9 AM - 6 PM	144
9 AM - 8 PM	31
TOTAL	4,215

If a parking meter is used (and paid) for the full hours of operation, the total amount paid represents the maximum potential revenue the parking meter can generate in a given day. Comparing the actual revenue received per meter on average over the past six years (2004-2009), the meter fleet is utilized, on the whole, 35% of their maximum potential. Not every meter duration is present in every zone, in which case, the utilization is zero. The table below illustrates utilization by zone and duration for the past six years.

EXISTING METER UTILIZATION BY DURATION AND ZONE							
METER ZONE	30 MIN AVERAGE	1 HR AVERAGE	2 HR AVERAGE	3 HR AVERAGE	4 HR AVERAGE	6 HR AVERAGE	12 HR AVERAGE
1	30%	0%	30%	0%	0%	0%	0%
2	32%	0%	36%	0%	38%	0%	0%
3	14%	0%	26%	0%	3%	27%	65%
4	0%	0%	12%	0%	20%	14%	32%
5	0%	0%	39%	0%	0%	0%	0%
6	0%	39%	42%	0%	35%	46%	38%

The parking usage observations conducted by the Parking Meter Advisory Team in late February and early March suggest that meters may be occupied at levels higher than current levels if hours are extended later into the evening in areas of high nighttime activity, such as the Short North, Arena District, Grandview Avenue, North Market and Gay Street.

ZONE	EXTENDED HOURS UTILIZATION						
	30 MIN	1 HR	2 HR	3 HR	4 HR	6 HR	12 HR
1	30%	0%	0%	65%	0%	0%	0%
2	32%	0%	65%	70%	0%	0%	0%
3	0%	0%	0%	65%	0%	35%	70%
4	0%	0%	70%	0%	0%	35%	70%
5	0%	0%	0%	75%	0%	0%	0%
6	0%	0%	0%	75%	0%	70%	70%

In these areas, it is recommended that meter hours be extended to 10 PM, and by doing so, utilization is projected to vary between 30% and 70%, depending on location. The table above indicates the projected utilization during the extended hours of operation. Revenue projections maintain the current average utilization during current hours of enforcement. Note that it is not suggested that all meter hours be extended to 10 PM, but rather, extend hours where parking in the evening can be better managed to support businesses and generate revenue for the City. While Team observations indicated higher utilization in certain areas, particularly the Short North, it is reasonable to expect that once those free evening spaces are enforced, utilization will decrease. Hence the conservative utilization percentages depicted above for extended meter enforcement hours.

The table below shows the number of meter hours enforced currently (the August, 2009 snapshot)

ZONE	TOTAL EXISTING METER HOURS							TOTAL
	30 MIN	1 HR	2 HR	3 HR	4 HR	6 HR	12 HR	
1	292	0	2,971	0	0	0	0	3,263
2	86	0	4,447	0	30	0	0	4,563
3	222	0	7,135	0	166	42	2,380	9,945
4	0	0	2,100	0	982	417	8,542	12,041
5	0	0	1,940	0	0	0	0	1,940
6	0	3,004	5,065	0	60	1,000	1,824	10,953
TOTAL	600	3,004	23,658	0	1,238	1,459	12,746	42,705

It is recommended that by extending hours of operation to 10 PM at a total of over 2,390 meters in the key nighttime activity areas listed above over 13,000 hours of enforcement will be added to the meter system, for a new total of nearly 56,000 hours, an increase of 31% in current meter enforcement hours.

It is further recommended the City continue to review and extend hours of enforcement where feasible and in support of managing public parking for businesses and revenue generation. This

includes reviewing and removing peak hour parking restrictions where traffic patterns no longer warrant restricting parking during commuting time.

Currently, the City has pricing established for seven different meter durations. But the City has presently no 3-hour meters deployed, so only six different duration meters are in use.

The current distribution of meters (August, 2009) is depicted in the table below.

METER ZONE	EXISTING NUMBER OF METERS							TOTAL
	30 MIN	1 HR	2 HR	3 HR	4 HR	6 HR	12 HR	
1	34	0	335	0	0	0	0	369
2	10	0	507	0	3	0	0	520
3	11	0	761	0	22	6	200	1,000
4	0	0	222	0	99	45	712	1,078
5	0	0	194	0	0	0	0	194
6	0	278	519	0	5	100	152	1,054
TOTAL	55	278	2,538	0	129	151	1,064	4,215

Another result of the meter usage observations by the Parking Meter Advisory Team is realization that some meter durations should be changed to better support the adjacent businesses. For example, it was observed that 2-hour meters are found around the Ohio and Palace Theaters. Extending the meter hours to 10 PM around the theaters will support parking management only if the duration of the meters suits the theater patrons. Therefore, it is recommended to change the duration of the 2-hour meters near the two theaters to 3 hours. Similarly, for those areas where entertainment and dining venues are concentrated, it is recommended to change 2-hour duration to 3-hour duration to better serve the customers, whose stay would otherwise be interrupted to feed a 2-hour meter. The 2005 Short North Parking Study recommends lengthening the duration of most 2-hour meters.

In addition, it is recommended that the 12-hour meters along Park Street between Goodale Street and Buttles Avenue be changed to 3-hour duration. It is also recommended that the 12-hour meters along Goodale Street west of Park Street be changed to 6-hour duration to support Short North employee parking, keeping shorter duration meters closer to High Street for customers.

Furthermore, it is recommended to change the duration to 6-hour the parking meters that serve Columbus State Community College and Columbus College of Art & Design. Presently, there is a mix of meter durations supporting these institutions, with 12-hour meters being the dominant duration. The new meter duration will better serve the students attending these institutions.

The Team further recommends changing the hours of duration of many 2-hour meters around OSU campus to 3-hour meters. Unlike those near CSCC and CCAD, many of the meters near OSU also support neighboring entertainment and dining businesses.

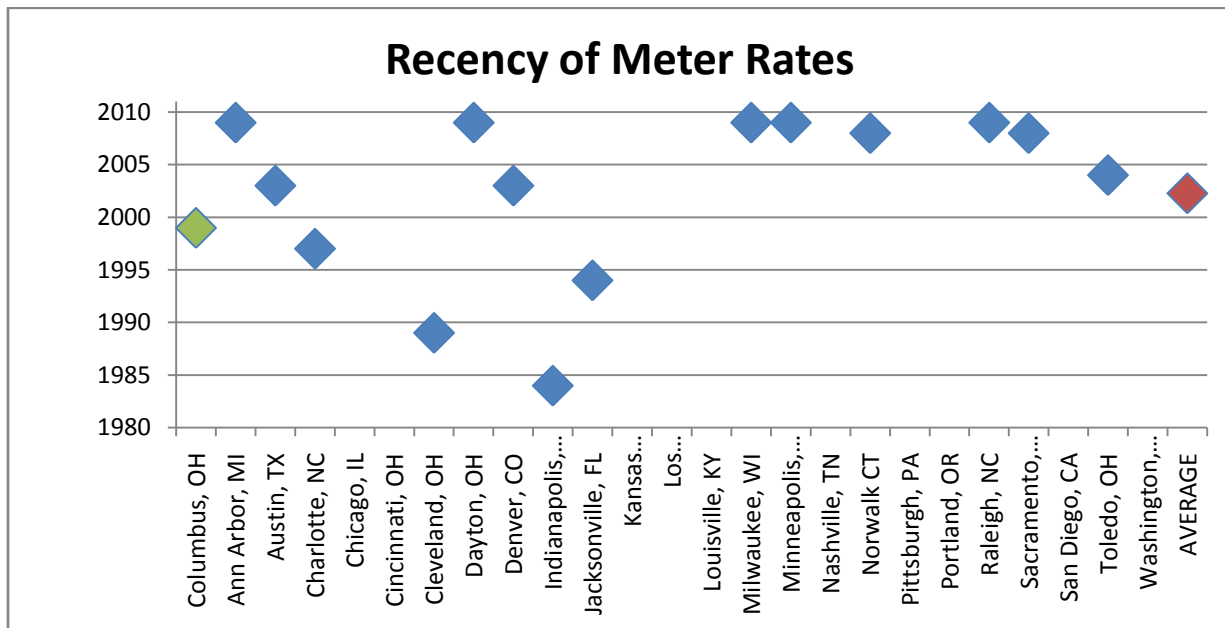
The table below depicts the recommended distribution of meters by duration and zone, which includes recommended additional meters and changed meter durations in key areas.

NEW TOTAL OF METERS								
METER ZONE	30 MIN	1 HR	2 HR	3 HR	4 HR	6 HR	12 HR	TOTAL
1	34	0	263	72	0	0	0	369
2	10	0	350	157	0	3	0	520
3	11	0	588	160	0	32	217	1,008
4	0	0	154	5	0	383	541	1,083
5	0	0	14	180	0	0	0	194
6	0	0	49	1,272	0	55	97	1,473
TOTAL	55	0	1,418	1,846	0	473	855	4,647

It is further recommended that the City continue to review and change meter durations where land uses change due to development or redevelopment activity.

Meter Pricing

Currently, Columbus maintains a meter pricing structure consisting of six different zones and six different durations, which to the customer means the possibility of 21 different meter rates throughout the city. While in 2005, the City and Downtown businesses implemented a plan to convert 1-hour meters to 2-hour and 12-hour meters, current rates and durations were last comprehensively reviewed in 1999. As part of the assignment to the Parking Meter Advisory Team, city staff conducted benchmarking research of meter rates in other cities. Of the 24 cities polled, the majority of the respondents indicate recent review and implementation of meter rates. Refer to the figure below.



The current City of Columbus pricing structure for meter rates is depicted in the table to the right.

Note that all meter durations are not deployed in every zone.

METER ZONE	CURRENT HOURLY RATE						
	30 MIN	1 HR	2 HR	3 HR	4 HR	6 HR	12 HR
1	\$2.00		\$1.50				\$0.38
2	\$1.50		\$1.20		\$0.75		\$0.30
3	\$1.20		\$1.00		\$0.75	\$0.40	\$0.25
4	\$1.00		\$0.75		\$0.75	\$0.30	\$0.20
5	\$1.20	\$1.00	\$0.60	\$0.50		\$0.40	\$0.25
6	\$1.00	\$0.75	\$0.50	\$0.40		\$0.30	\$0.20

Of those cities responding with meter rate data, the following table depicts the benchmarking of current meter rates. When comparing meter rates of the responding cities, Columbus has the widest range of meter rates and durations.

Many of the responding cities have very simple rate structures, with four cities having only one hourly rate, regardless of the meter duration.

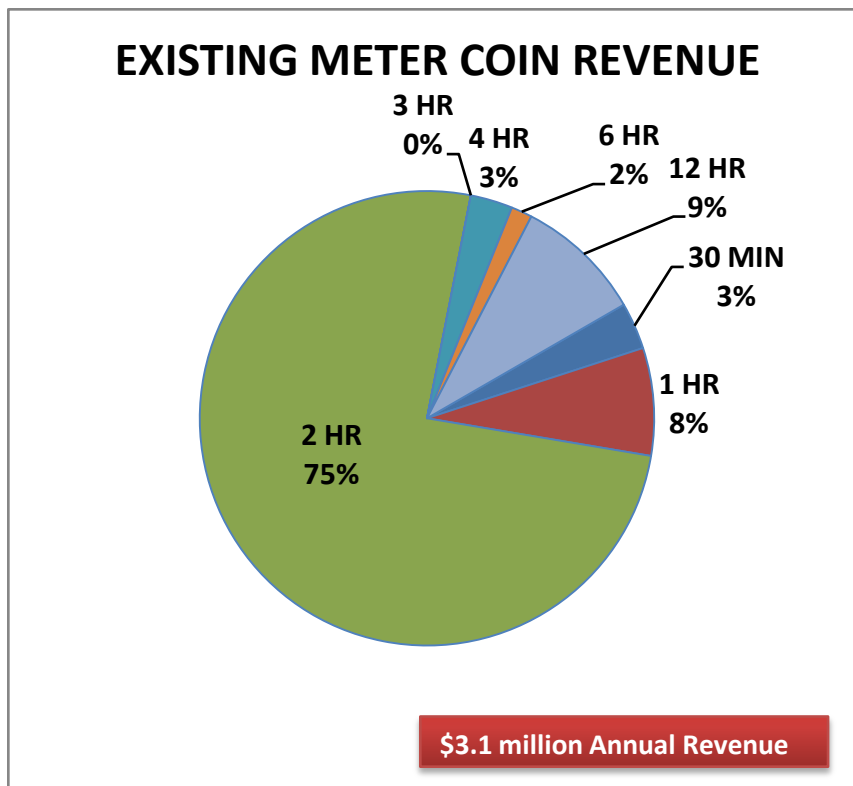
PARKING METER RATES									
Meter Duration	Columbus, OH	Austin, TX	Charlotte, NC	Dayton, OH	Denver, CO	Kansas City, MO	Milwaukee, WI	Minneapolis, MN	Sacramento, CA
30-MIN or less	\$1.00 - \$2.00		\$1.00	\$1.00	\$0.20 - \$1.00	\$1.00	\$1.00- \$1.80	\$2.00	\$1.25
1-HR to 90-MIN	\$0.75 - \$1.00			\$0.60		\$1.00	\$0.25- \$1.50	\$0.50 - \$1.25	\$1.25
2-HR	\$0.50 - \$1.50		\$1.00	\$0.60	\$0.20 - \$2.00	\$1.00	\$0.25- \$1.50	\$0.25 - \$2.00	\$1.25
3-HR	\$0.40 - \$0.50	\$1.00				\$1.00	\$0.25- \$1.50		\$1.25
4-HR to 6-HR	\$0.30 - \$0.75	\$1.00		\$0.60	\$0.05 - \$1.00	\$1.00	\$0.25- \$1.50	\$0.25 - \$2.00	\$1.25
7-HR to 8-HR			\$1.00		\$0.50 - \$1.00		\$0.25- \$1.50	\$0.50 - \$1.50	\$1.25
9-HR to 12-HR	\$0.20 - \$0.38			\$0.20		\$1.00	\$0.25- \$1.50	\$0.25 - \$1.00	\$1.25

Meter coin-only revenue in the City of Columbus averages approximately \$3.1 million annually, with a year-to-year variance of +/- 4%. The City collects additional meter-attributed revenue from the sale of meter smart cards, meter-out-of-service (such as meter bagging for construction or special events), and minor auditing-related factors such as reconciling for meter overpayment by customers and meter malfunctions.

The chart below depicts the distribution of meter coin revenue based on meter duration.

The overwhelming source of meter coin revenue comes from the 2-hour meters, followed by 12-hour and 1-hour meters.

The majority of 1-hour meters are located near OSU, while 12-hour and 2-hour meters are distributed throughout the metered in the city.



It is recommended that the City simplify its pricing structure for meters, in addition to reducing the number of meter durations, in consideration of changing land uses in metered areas. Redevelopment such as the rise of entertainment and dining-oriented business in the Short North, Arena District and North Market areas, particularly cause the need to extend meter duration to allow patrons of those businesses to enjoy their experiences in those areas without having to interrupt a meal or their attendance at a concert to purchase more meter time, particularly when it is recommended to extend meter hours of enforcement in these areas.

It is acknowledged that the majority of meter revenue from mid-level meter durations, and thusly, any changes in the key meter characteristics, most importantly, meter rates, must be sensitive to preserving existing revenues as well as providing a solution to the need for increased revenue to support the City's short-term and long-term goals for meter revenue.

Enforcement

The City employs 15 Parking Enforcement Officers, who are assigned the primary responsibility of enforcing public parking in the City of Columbus. These officers routinely patrol established routes each day meters are enforced, Monday through Saturday. Officers are assigned to one of two shifts, with the majority of staff present on city streets between 8:30 AM and 4:00 PM. The second shift typically consists of two or three staff, who patrol between 1:30 PM and 9:00 PM. The current staffing assignments are depicted in the table below.

PEO	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
PEO 1 (Supervisor)	OFF	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	OFF
PEO 2	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 3	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 4	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 5	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 6	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 7	OFF	1:00PM - 9:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 8	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 9	OFF	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	OFF
PEO 10 (Supervisor)	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO11	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 12	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 13	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 14	OFF	OFF	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM
PEO 15	OFF	OFF	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM	1:00PM - 9:30PM
1st SHIFT TOTAL	0	7	12	12	12	12	4
2nd SHIFT TOTAL	0	2	3	3	3	3	2
DAILY STAFF TOTALS	0	9	15	15	15	15	6

In the key meter neighborhoods where nighttime metered parking management is needed, as many as half the meter fleet is recommended to have hours extended to 10:00 PM, with an additional 400+ locations having been identified and which are recommended for metering.

With the recommendation to extend meter hours of enforcement later into the evening in the key areas with a need for nighttime parking management, the City will need to adjust schedules and expand enforcement staffing. It is recommended to shift several first shift enforcement officers to second shift, and to add three additional officers to support the recommendation for greater nighttime meter presence. Below is a depiction of potential new staffing assignments. It is acknowledged that the City's hiring, budgeting and bargaining unit rules and processes must be satisfied as part of any changes to existing employee schedules and in pursuing additional staffing.

PEO	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
PEO 1 (Supervisor)	OFF	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	7:00AM- 3:30PM	OFF
PEO 2	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 3	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 4	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 5	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 6	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	OFF
PEO 10 (Supervisor)	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 11	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 12	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 13	OFF	OFF	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM	8:00AM- 4:30PM
PEO 14	OFF	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM
PEO 15	OFF	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM
PEO 16 (Supervisor)	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	OFF
PEO 7*	OFF	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM
PEO 8	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	OFF
PEO 9	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	OFF
PEO 17	OFF	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM
PEO 18	OFF	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	2:00PM - 10:30PM	OFF
1st SHIFT TOTAL	0	7	10	10	10	10	4
2nd SHIFT TOTAL	0	3	8	8	8	8	4
DAILY STAFF TOTALS	0	10	18	18	18	18	8

NEW HIRES

The cost of hiring three additional enforcement staff (PEO is short for Parking Enforcement Officer) is projected to be approximately \$320,000 in 2010 dollars. This projected expense is broken down as follows:

PEO Average Salary	\$17.50
PEO Sup Average Salary	\$21.76
Hours per Year	2,080
Shift Differential	\$0.52
PEO Monthly Insurance	\$1,113
PEO Sup Monthly Insurance	\$1,109

Number of PEO	2
Number of PEO Supervisors	1

Wages	\$118,061
Shift Differential	\$3,245
10% PERS	\$11,806
14% PERS	\$16,529
Medicare 1.45%	\$1,712
Workers Comp 5%	\$5,903
Insurance	\$40,008
Wage and Benefit Total	\$197,263

Uniforms	\$2,781
800 MHz Radios	\$5,550
Coin Counting Bags	\$195
Vehicles	\$37,200
Vehicle Maintenance	\$5,580
Ticket processing contract	\$61,518
Supplies and Contract Total	\$112,824

Subtotal: \$310,087

Additional costs include

1. Increase in coin collection contract
2. Shift differential for moving existing staff to second shift

TOTAL PROJECTED INCREASED COST: \$320,000

Conclusion

This report concludes the work of the Parking Meter Advisory Team, which conducted seven publicly advertised meetings over a four-month period. Over the course of the meetings, the Team was apprised of short-term and long-term goals for parking meter revenue in the City of Columbus. The City has obligations in the near term to support the development of a convention hotel and to raise funds to replace the City's aging meter fleet. The longer-term goals of the City include a more contemporary meter management program, which is customer-driven and more responsive to the public parking needs area businesses, along with the desire of the City that over time, public parking should be self-supporting and not be supplemented by the City's General Fund and motor fuel tax revenue.

Mayor Michael B. Coleman formed the Parking Meter Advisory Team to review facts and advise the Director of Public Service on potential changes to the City's parking meter program. A mission for the team was adopted, and agreement was reached on a statement of purpose for metered parking in the City of Columbus. The Team reviewed benchmarking research of meter programs in other cities conducted by City staff.

The team reviewed the current operations of the meter program, focusing on four key characteristics: location, operation, pricing and enforcement. The Team also conducted in February and March observations of meter operations in key "meter neighborhoods", areas where Team members had knowledge of potential opportunities to change meter operations to support the City's revenue goals. Those areas included city streets near OSU campus, Arena District, North Market, Columbus State and CCAD, Brewery District, Short North, Gay Street and Grandview Avenue. Finally, the Team reviewed and explored ten revenue scenarios, considering how changing the key characteristics of the meter program affect the meter program revenue stream, along with impacts to meter customers and area businesses. Those scenarios are summarized on the following page, with the following explanations:

- Gross Revenue represents 2009 revenue attributable to parking meters, which includes coins, the sale of meter smart cards, meter out-of-service fees and other minor corrections.
- Annual Increased Revenue represents the annual increased meter revenue goal set by the City.
- Projected Revenue represents the gross revenue generated by each scenario.
- Added Expense for Extended Hours (AEEH) represents the cost to shift existing enforcement personnel and hire additional staff to later hours.
- Target Net Revenue (TNR) is the sum of Gross Revenue, Annual Increased Revenue. For scenarios with extended hours, AEEH is added to the total.
- Deviation from Target (\$) is the difference between Projected Revenue and TNR.
- A minimum target of 4% is set for Deviation from Target (%) to account for annual fluctuations in meter coin revenue.
- Average Overall Rate Change represents the weighted average of total change in meter rates.

COMPARING PARKING METER SYSTEM REVENUE SCENARIOS

Scenario	Change Durations	Change Hours	Add Locations	Change Rates	Credit Card Usage	Total Meters	Total Hours	Meter Rates	Meter Durations	Meter Pricing Zones	Gross Revenue	Annual Increased Revenue	Projected Revenue	Added Expense for Extended Hours	Target Net Revenue	Deviation from Target (\$)	Deviation from Target (%) (4% Min.)	Average Overall Rate Change (Goal <50%)
August 2009 (Current Conditions)						4,215	42,705	21	6	6	\$3,349,870	\$1,400,000	\$4,749,870		\$4,749,870			
2009 - 50% Rate Adjustment				•		4,215	42,705	21	6	6			\$4,915,301	\$ -	\$4,749,870	\$ 165,431	3%	50%
2010 - Consolidate into 2 Rate Zones				•		4,215	42,705	12	6	2			\$4,747,232	\$ -	\$4,749,870	\$ 25,771	1%	44%
2010 - Consolidate into 1 Rate Zone				•		4,215	42,705	6	6	1			\$4,747,232	\$ -	\$4,749,870	\$ (2,638)	-0.1%	55%
2010 Homework Alternate 1		•	•			4,359	51,816	21	6	6			\$4,509,551	\$320,000	\$5,069,870	\$ (560,319)	-11%	0%
2010 Homework Alternate 2	•	•	•			4,359	51,816	25	7	6			\$4,022,083	\$320,000	\$5,069,870	\$ (1,047,787)	-21%	0%
2010 Homework Alternate 3	•	•	•	•		4,359	51,816	4	7	1			\$5,125,408	\$320,000	\$5,069,870	\$ 55,538	1%	5%
2010 Homework Alternate 4	•	•	•	•		4,359	51,816	2	5	1			\$5,425,590	\$320,000	\$5,069,870	\$ 355,720	7%	-5%
2010 Alternate 4A	•	•	•	•	•	4,647	55,954	2	5	1			\$6,221,733	\$320,000	\$5,069,870	\$1,151,863	23%	-5%
2010 Alternate 4B	•	•	•	•	•	4,647	55,954	2	5	1			\$5,327,666	\$320,000	\$5,069,870	\$ 257,796	5%	18%
2010 Alternate 4C	•	•	•	•	•	4,647	55,954	3	5	1			\$5,384,113	\$320,000	\$5,069,870	\$314,243	6%	25%

Recommendation

It is recommended the City consider and adopt the following changes to the meter program, which constitute 2010 Alternate 4C:

1. Add over 400 meters to serve key neighborhoods including OSU Campus, Arena District, North Market, Short North, brewery District, Downtown, Italian Village, Columbus State and CCAD. The City should continue adding meters where feasible and in support of area businesses.
2. Reduce the number of meter durations from seven to five by eliminating 1-hour and 4-hour durations.
3. Shift many 2-hour, 12-hour and 4-hour meters to 3-hour duration in areas with concentrations of entertainment, retail and dining venues.
4. Shift many meter durations near CSCC, CCAD and the Cultural Arts Center to 6-hour duration.
5. Shift all 1-hour and most 2-hour meters to 3-hour durations near OSU Campus.
6. Extend meter hours of enforcement to 10 PM in areas with nighttime metered parking needs like the Short North, Grandview Avenue, Gay Street, North Market, Arena District, and OSU Campus.
7. Simplify meter hourly rates by reducing the current number of hourly rates of 21 that range from \$0.20 to \$2.00 over six pricing zones and 6 different durations to 3 new rates of \$1.00, \$0.75 and \$0.40 covering 5 different durations.
8. Deploy new technology meters first two areas with high utilization and high nighttime metered parking needs.
9. Shift select enforcement personnel resources and hire a limited number of additional enforcement personnel to support additional meters and extended meter hours.
10. Conduct customer-focused training to all enforcement personnel annually.
11. Continue to review meter locations, meter technology, and hours of enforcement (including peak hour parking restrictions) for opportunities to upgrade public parking management and better support area businesses and meter customers.
12. Begin implementing changes to the meter system immediately, and begin monitor performance as soon as possible.
13. Conduct regular reviews of meter revenue performance and reconvene the Parking Meter Advisory Team as needed but no less than annually to review performance of the meter system and make recommendations for changes to meet goals and performance measures.