



SHORT NORTH PARKING BENEFIT DISTRICT MEETING

September 8, 2022



AGENDA

- City of Columbus Updates
- Short North Alliance Parking and Mobility Programs Q2-Q3 Update
- Short North Parking Benefit District Resident Survey Results
- Short North Alliance and Resident Program Ideas for 2023
- Short North Alliance Program Proposal for 2023

SHORT NORTH ALLIANCE PARKING AND MOBILITY PROGRAMS 2022 UPDATE

Parking and Mobility Program Goals 2022

- Increase Utilization of Structured Public Parking Facilities
- Increase Participation of Businesses Offering Validation
- Retain and Recruit Employees
- Reduce Employee and Visitor Dependency for Metered and Permit Parking
- Raise public awareness of alternative parking and mobility programs
- Provide alternative mobility options for residents

GARAGE PARKING VALIDATION

Garage	Q1 2019	Q1 2020	Q1 2021	Q1 2022	Percentage Change from Q1 2021 to Q1 2022	Q2 2019	Q2 2020	Q2 2021	Q2 2022	Percentage Change from Q2 2021 to Q2 2022
The Castle	644	588	172	204	18.6%	891	106	247	300	21%
The Hub	1,213	1,475	524	194	-62.9%	1,887	256	536	186	-65%
The Joseph	760	501	90	139	54.4%	577	42	174	183	5%
The Lincoln at Pearl	-	-	15	83	453.3%	-	-	35	53	26%
TOTAL	2,617	2,564	801	620	-22.6%	3,355	404	992	722	-27%

Garage	July 2022	August 2022
The Castle	105	118
The Hub	145	253
The Joseph	67	62
The Lincoln at Pearl	35	
TOTAL	352	+433

- Beginning in 2022, the Short North Alliance reengaged efforts to promote and educate visitors on the Garage Parking Validation Program.
- In Quarter 3 in 2022, certain shifts to the program were made to ease business participation and remind visitors to utilize including a universal stickers, updated point of sale signage, and additional signage in the garages.
- We are continuing to see increases quarter to quarter in usage. July and August are shaping up to surpass 2020 and 2021 in Q3 performance.

PARK COLUMBUS ON STREET VALIDATION USAGE

Quarter, Year	Uses of On-Street Validation	Unique Users
2019	366	
2020	1459	~105
2021	9810	~258
2022	288	~47
TOTAL	11923	410

- ParkColumbus On-Street Validation codes had functionality issues beginning in January through February and again from May through mid-August. This resulted in little to no usage in January, February, May, June and July. March, April and the end of August validation usage is tracking with normal usage rates from previous years, indicating that the program continues to be in-demand and effective.

EMPLOYEE MOBILITY BENEFITS

Parking and Mobility Service	2022 Currently Available	2022 Applied	2022 Distributed
Discounted CoGo Passes (\$35/annual)	125	15	15
Discounted Lime Codes (\$1 off/ ride)	1000	240	240
Discounted Free2Move Codes (20% off rides)	Unlimited	Unlimited	N/A
Discounted Uber Codes (\$5 off)	600	139	139
Discounted Lyft Codes (\$10 off/ride)	600	400	400
Discounted Monthly Garage Passes (Castle)	10	28	10

- The Lyft codes continue to be the most requested employee mobility benefit on the Employee Mobility Benefit Program Menu of Options.
- Beginning in Quarter 3, the Lyft code value was increased from a \$5 subsidy to a \$10 subsidy. According to national standards, the average Lyft ride is \$13. We have seen an increase in requests since this change was implemented.

SHORT NORTH C-PASS PILOT PROGRAM

- COTA allowed the Short North Alliance to purchase \$62 passes for customers, workers and residents in the Short North Arts District.
- Participants have \$62 loaded to their Transit App account, this could be used for an unlimited monthly pass, or roll over from month to month if the full \$62 is not used.
- The program started in April and was set to conclude in July. At their special August Board meeting, the COTA board of directors voted to allocate \$50,000 in matching funding that will continue this pilot program into the fall specifically for employee use.



SHORT NORTH C-PASS PILOT PROGRAM

User Type by Signup Month

	Live	Work	Play	TOTAL
April Signups	98	99	20	217
May Signups	88	73	50	211
June Signups	71	59	88	218
July Signups	37	24	31	92
August Signups	25	48	17	90
TOTAL	319	303	206	828

Usage by Mode by Month by User Type

	First Month of Usage			Second Month of Usage			Third Month of Usage			Fourth Month of Usage			Fifth Month of Usage		
	Work	Live	Play	Work	Live	Play	Work	Live	Play	Work	Live	Play	Work	Live	Play
April Signups (217)	\$913.00	\$256.25	\$140.50	\$1,838.75	\$536.00	\$219.50	\$1,836.00	\$565.00	\$333.75	\$1,729.50	\$594.00	\$272.50	\$1,569.50	\$434.50	\$182.25
May Signups (211)	\$857.50	\$189.00	\$267.25	\$1,411.25	\$312.50	\$391.00	\$1,417.00	\$376.50	\$328.00	\$1,289.25	\$390.00	\$264.75			
June Signups (218)	\$857.00	\$487.50	\$450.75	\$1,325.75	\$991.00	\$735.50	\$1,242.00	\$874.00	\$729.50						
July Signups (92)	\$191.50	\$102.50	\$128.00	\$646.00	\$565.50	\$306.00									
August Signups (92)	\$416.00	\$252.50	\$122.00												

SHORT NORTH PARKING & MOBILITY OPTIONS MARKETING & COMMUNICATIONS STEPS TO IMPLEMENTATION & STATISTICS

- During Q1 of 2022, new communications messaging and resources were developed to help communicate how to utilize savings and resources for parking in the Short North Arts District.
- Distribution of these resources were made throughout Q2 into local businesses throughout the District, as well as through targeted paid social media ads. In addition to these paid ads, SNA made additional efforts towards organic marketing through social media posts and platforms.
- Another communications focus throughout Q2 in 2022 included paid media advertising through local radio channels and a new billboard as well as an email marketing strategy which included 3 paid marketing ads.
- **In addition, SNA continued to organize communications efforts through the following:**
 - 13 targeted emails with parking content were delivered for Q2 for 2022
 - The average weekly email reads increased more than 25% to 2,910 for Q2 in 2022, with more than half of the sent emails including direct links to the Short North Parking webpage.
 - Achieved a total of 7,945 website visitors to our parking and transit page increased 38% for Q2 in 2022 for a total of 7,945 visits
 - Additional 1,347 visits were made to the parking codes page.

PARK NEARBY

VALIDATE YOUR GARAGE PARKING
WITH US AND ONLY PAY **\$1** FOR
YOUR FIRST HOUR.

VALID 9AM-5PM, 7 DAYS A WEEK

THE JOSEPH GARAGE | 53 W RUSSELL ST



FOR MORE INFORMATION,
VISIT WWW.SHORTNORTH.ORG/PARKING



VISITING THE DISTRICT THIS WEEKEND?

SAVE ON PARKING



GARAGE VALIDATION

ONLY PAY \$1 FOR YOUR FIRST HOUR OF
PARKING IN PARTICIPATING GARAGES*

*Available 9am-5pm, 7 days a week at participating garages including:
The Castle, The Hub, The Joseph, Lincoln at Pearl*



PARKING KIOSKS + ON-STREET PARKING

SAVE \$1 OFF YOUR ON-STREET PARKING
WITH THE [PARKCOLUMBUS APP](#)

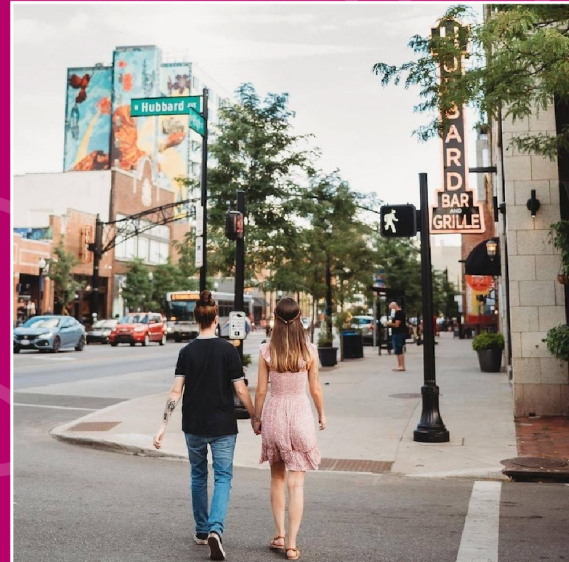
FOR MORE INFORMATION VISIT
WWW.SHORTNORTH.ORG/PARKING

WANT TO SAVE

ON PARKING EVERY TIME

YOU VISIT THE

SHORT NORTH ARTS DISTRICT?



VISIT SHORTNORTH.ORG/PARKING

TO LEARN MORE





A billboard advertisement for Short North Arts District parking. The background features a colorful, abstract geometric pattern in shades of green, purple, pink, and yellow. A prominent pink banner across the middle contains the text: **PAY \$1 FOR YOUR FIRST HOUR** WITH GARAGE PARKING VALIDATIONS. To the right, the Short North Arts District logo is displayed, featuring a stylized bridge graphic above the text "short north arts district". Below the logo, a pink box contains the website address: SHORTNORTH.ORG/PARKING. The billboard is mounted on a wooden structure with the number "062551" visible on the left side.



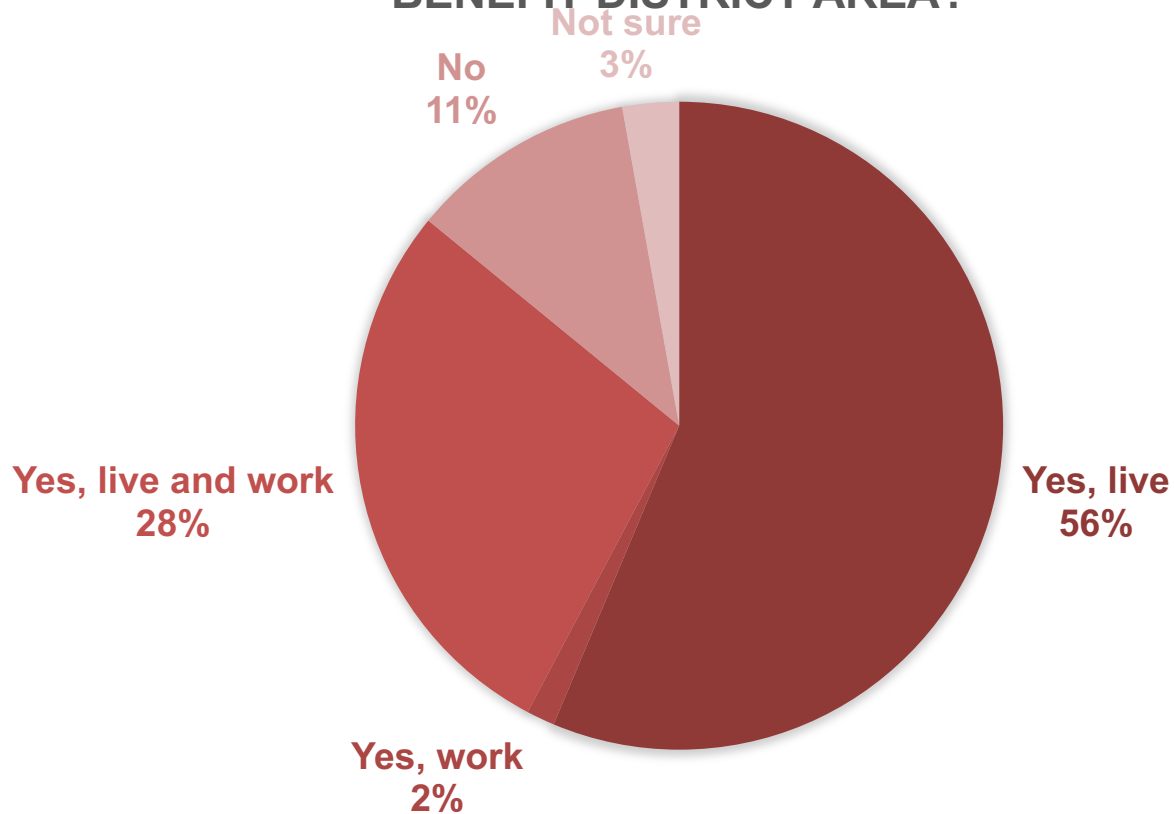
A billboard advertisement for The Athletic. The background is dark with a black and white photograph of three athletes (two women and one man) running on a track. The text "THE ATHLETIC" is written in white, bold, sans-serif font at the top right. Below it, the words "HERE WE" are written in a much larger, white, bold, sans-serif font.

RESIDENT SURVEY:

SURVEY RESPONDENTS

- July 11- August 19th, 72 responses

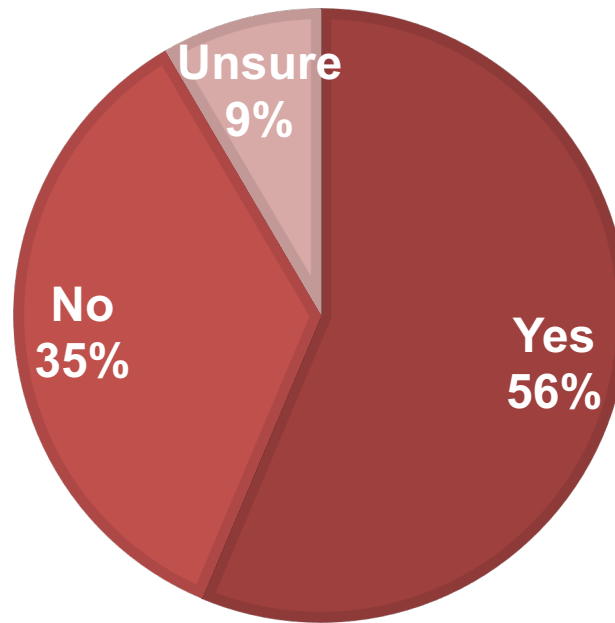
DO YOU LIVE OR WORK IN THE SHORT NORTH PARKING
BENEFIT DISTRICT AREA?



RESIDENT SURVEY: SNPBD AWARENESS

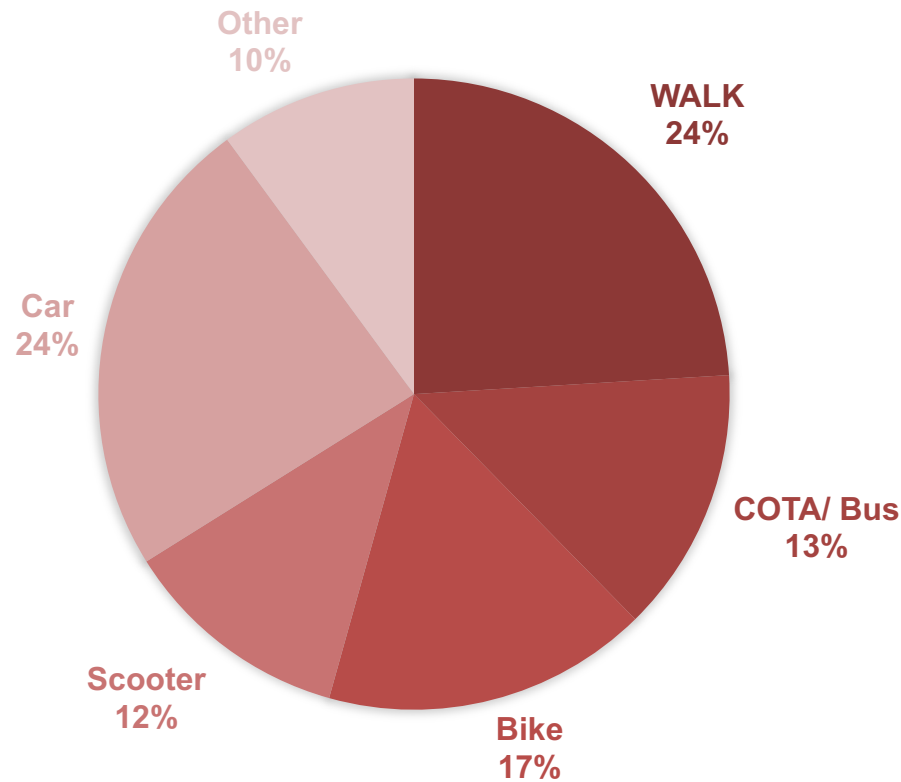
ARE YOU AWARE OF THE SNPBD AREA?

■ Yes ■ No ■ Unsure



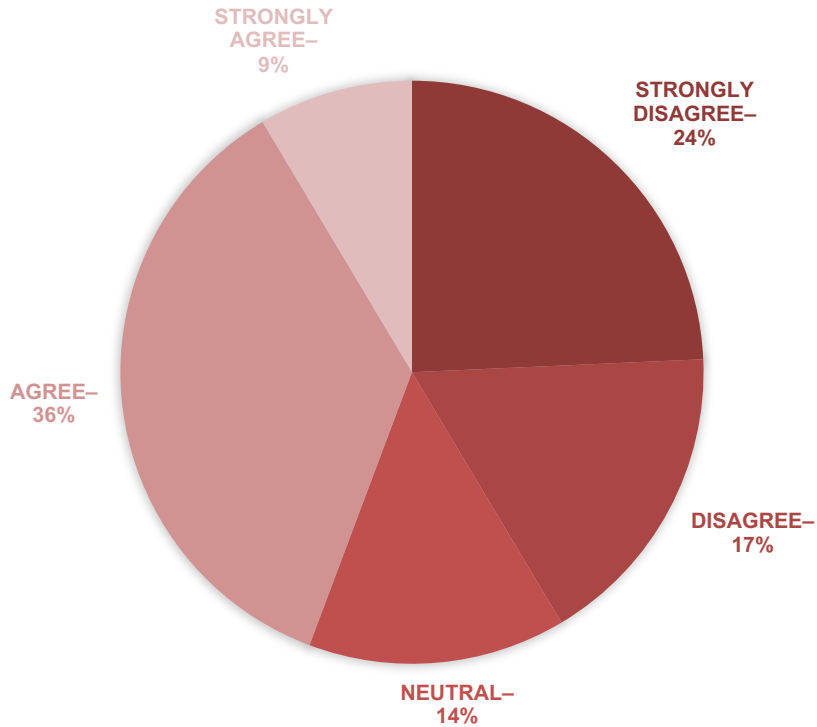
RESIDENT SURVEY: MODE OF TRANSPORTATION

WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION WHEN TRAVELING IN AND OUT OF THE SHORT NORTH PARKING BENEFIT DISTRICT?

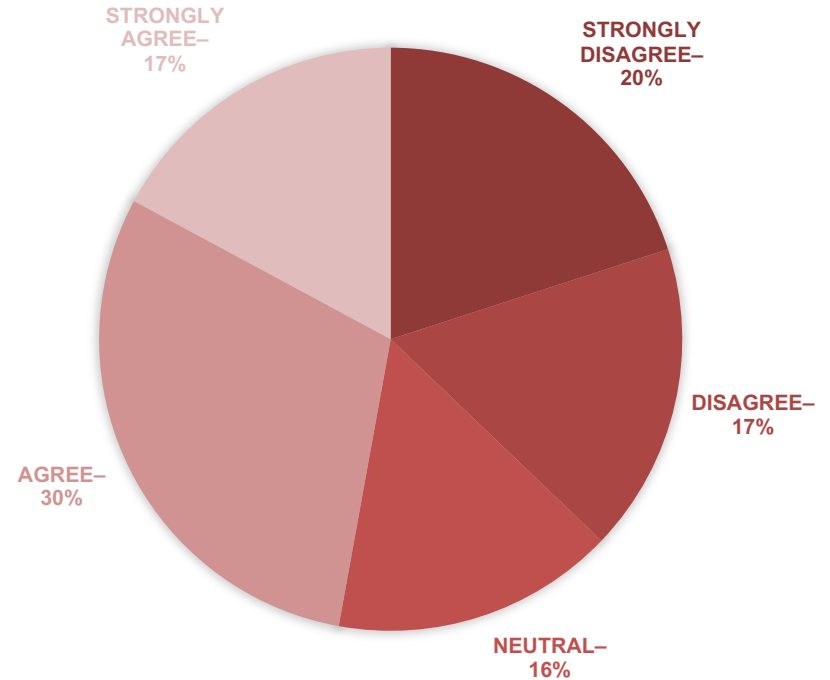


RESIDENT SURVEY: EASE AND AFFORDABILITY OF PARKING

AS A RESIDENT, IT IS EASY TO PARK.

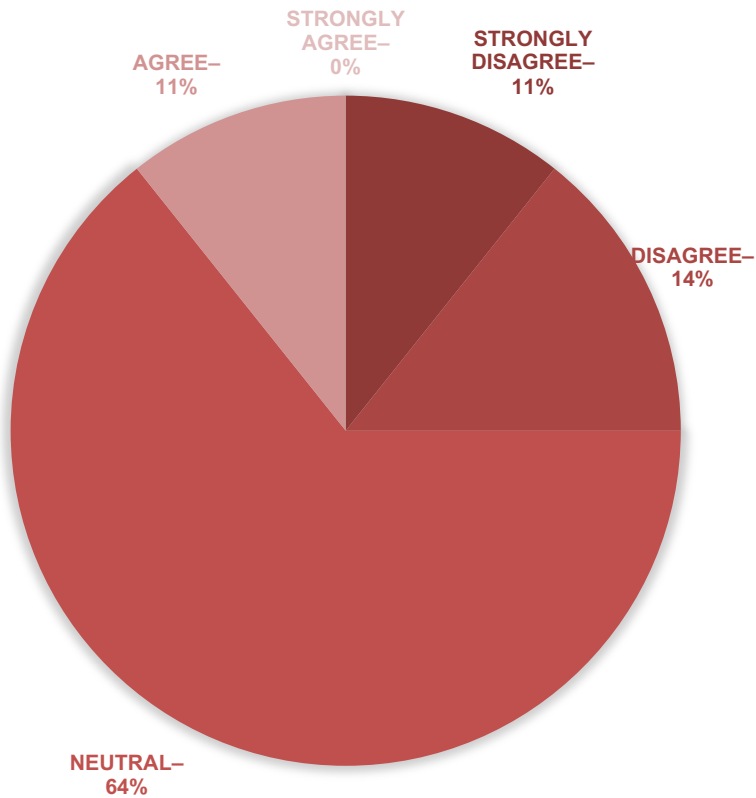


AS A RESIDENT, IT IS AFFORDABLE TO PARK.

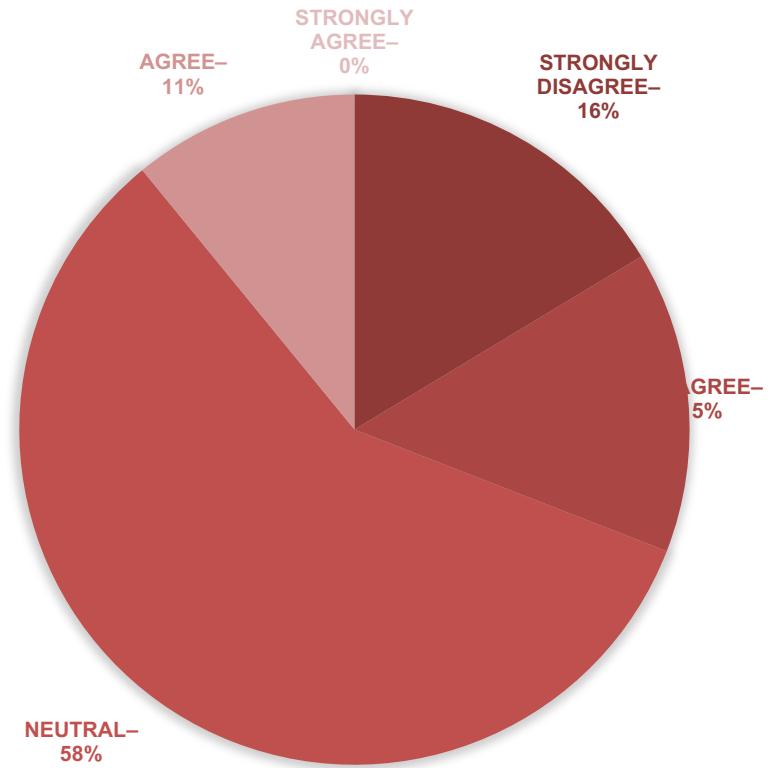


RESIDENT SURVEY: EASE AND AFFORDABILITY OF PARKING

AS AN EMPLOYEE, IT IS EASY TO
PARK.

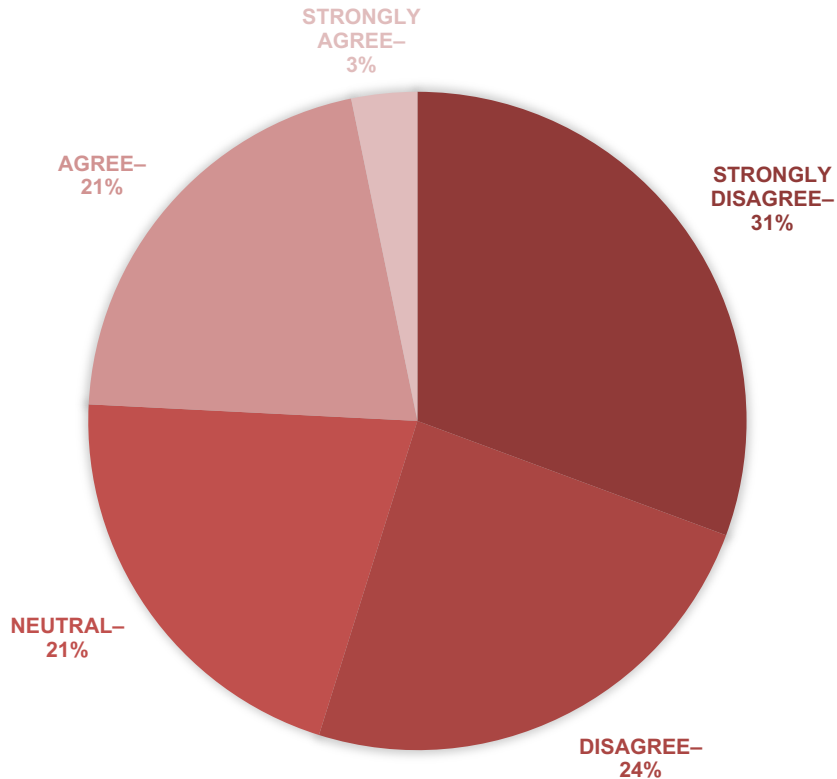


AS AN EMPLOYEE, IT IS
AFFORDABLE TO PARK.

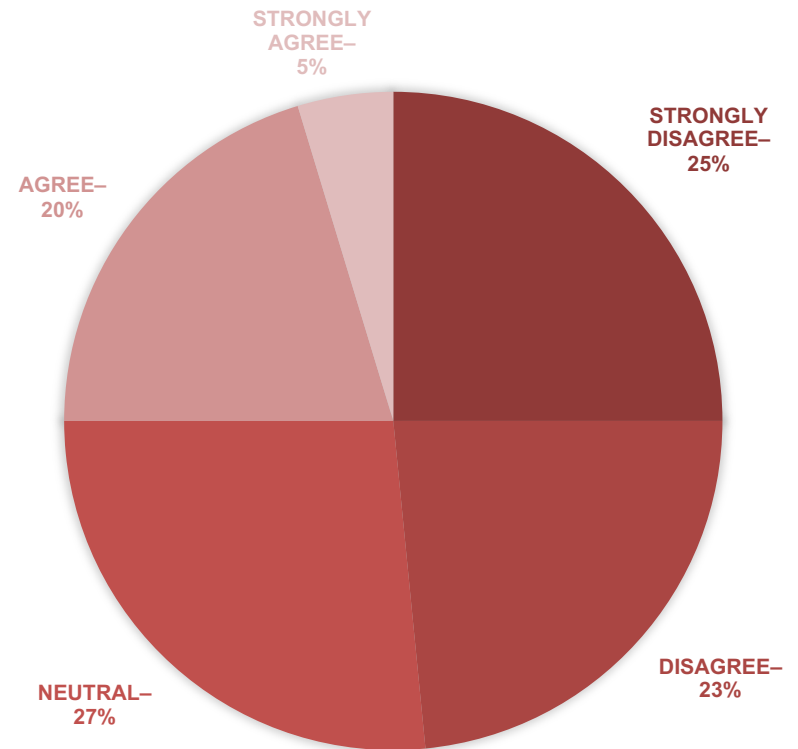


RESIDENT SURVEY: EASE AND AFFORDABILITY OF PARKING

AS A VISITOR, IT IS EASY TO
PARK.



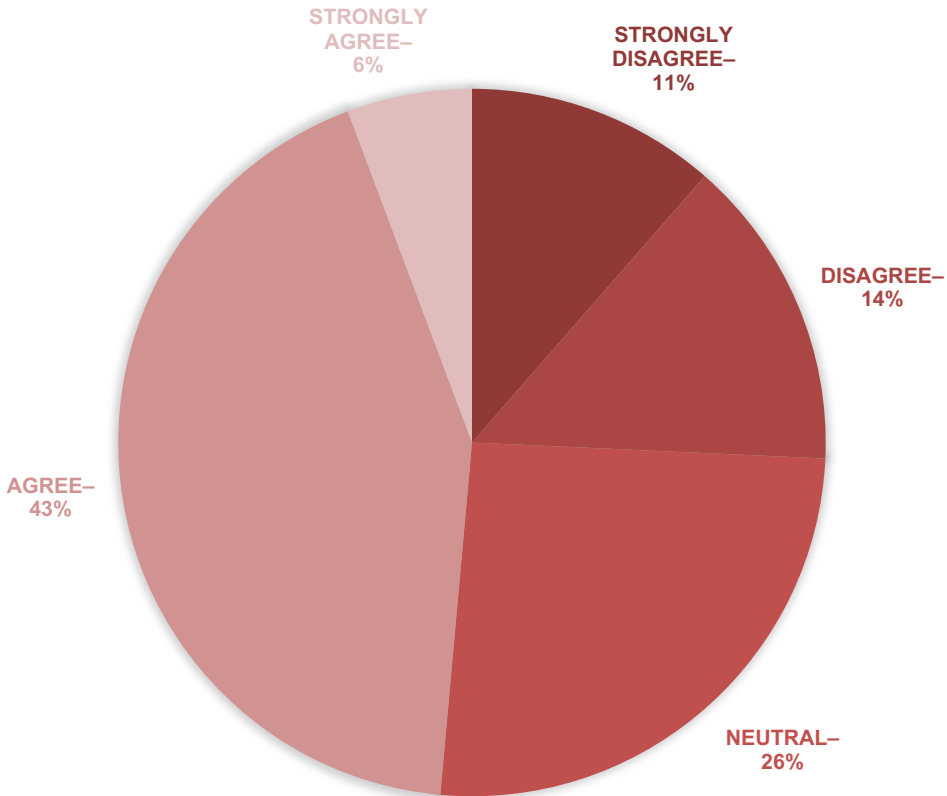
AS A VISITOR, IT IS AFFORDABLE
TO PARK.



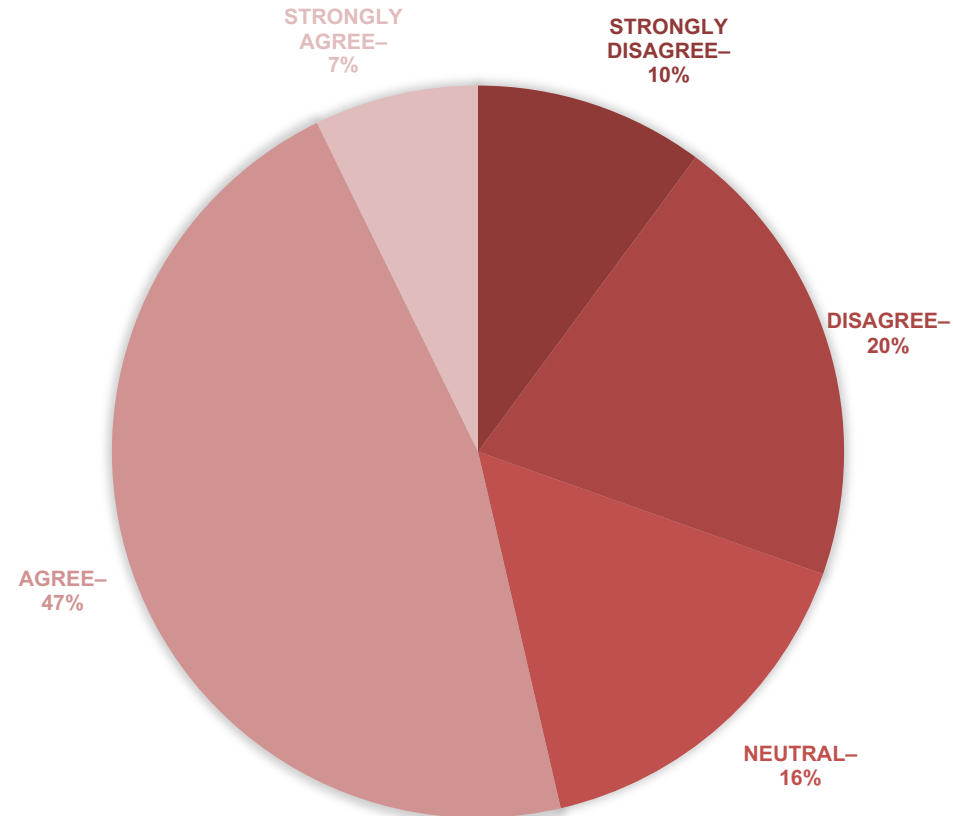
RESIDENT SURVEY:

TRANSIT AND MOBILITY AVAILABILITY AND AFFORDABILITY

AS A RESIDENT, TRANSIT AND MOBILITY OPTIONS ARE AFFORDABLE.



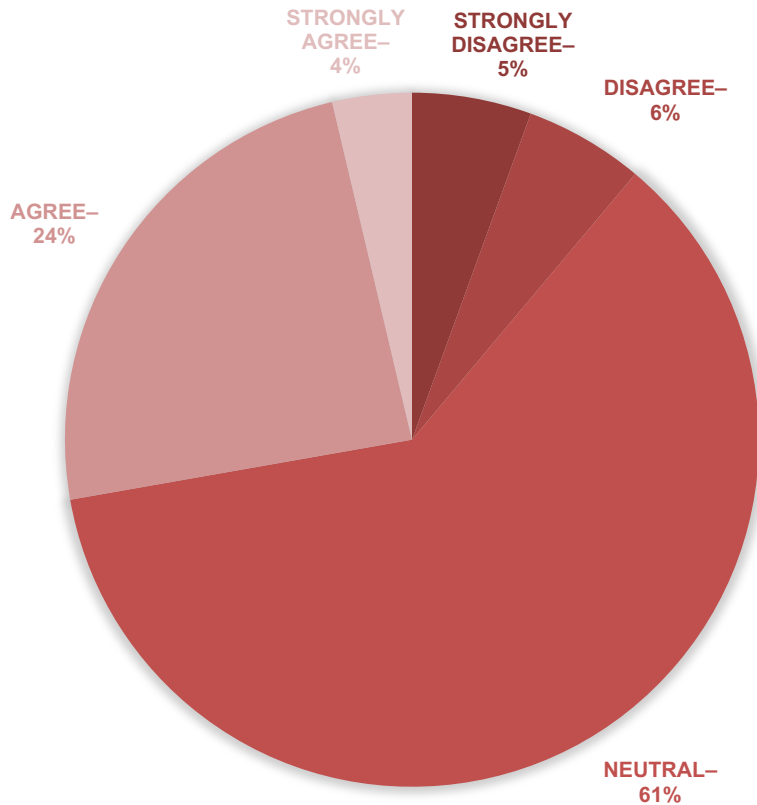
AS A RESIDENT, TRANSIT AND MOBILITY OPTIONS ARE AVAILABLE.



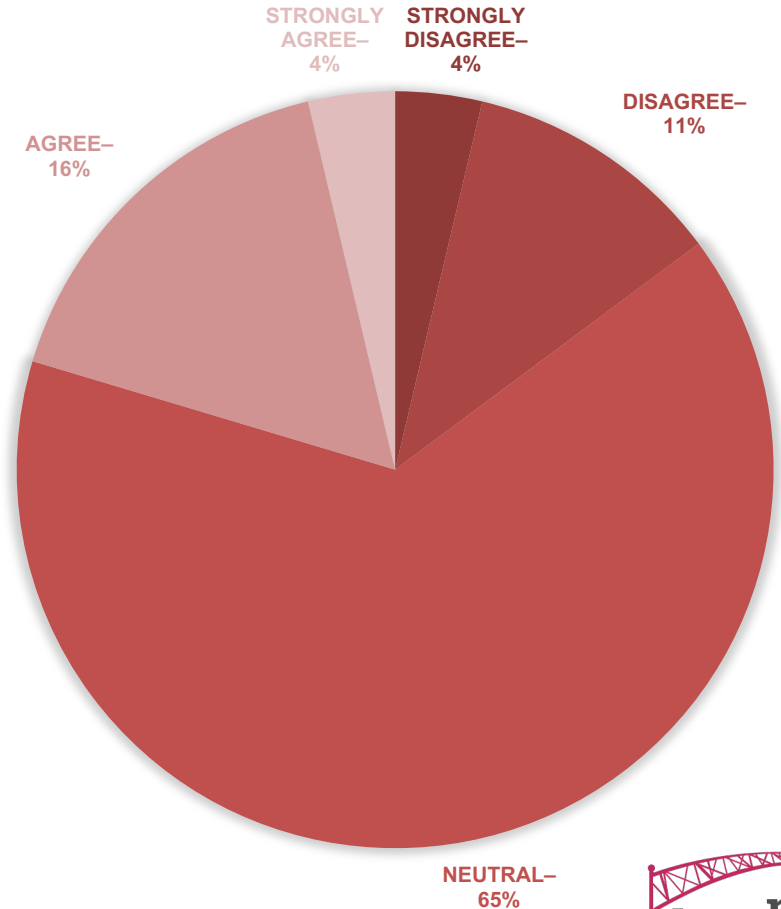
RESIDENT SURVEY:

TRANSIT AND MOBILITY AVAILABILITY AND AFFORDABILITY

AS AN EMPLOYEE, TRANSIT AND MOBILITY OPTIONS ARE AVAILABLE.



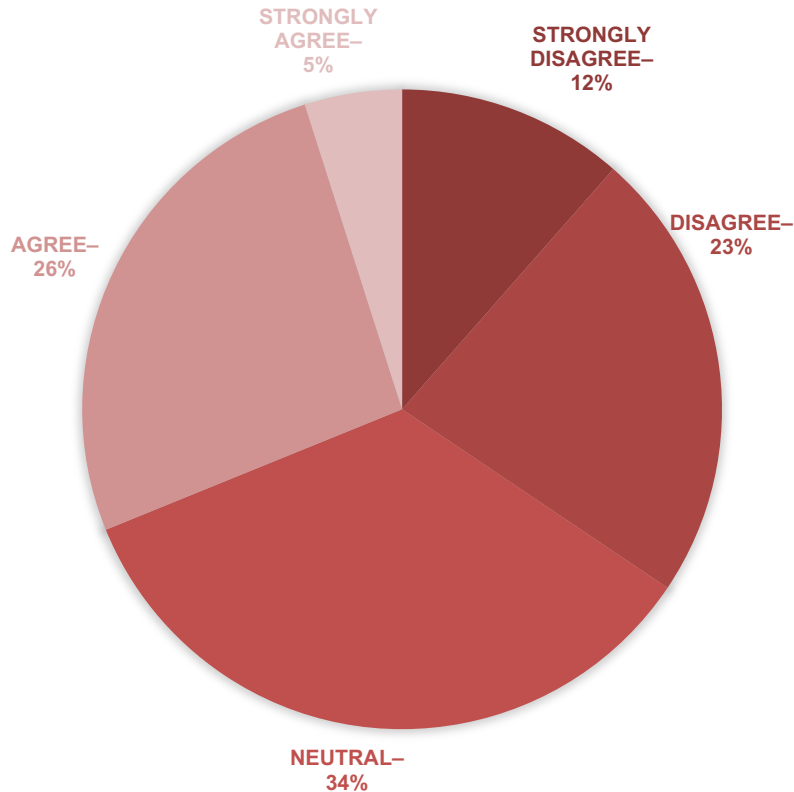
AS AN EMPLOYEE, TRANSIT AND MOBILITY OPTIONS ARE AFFORDABLE.



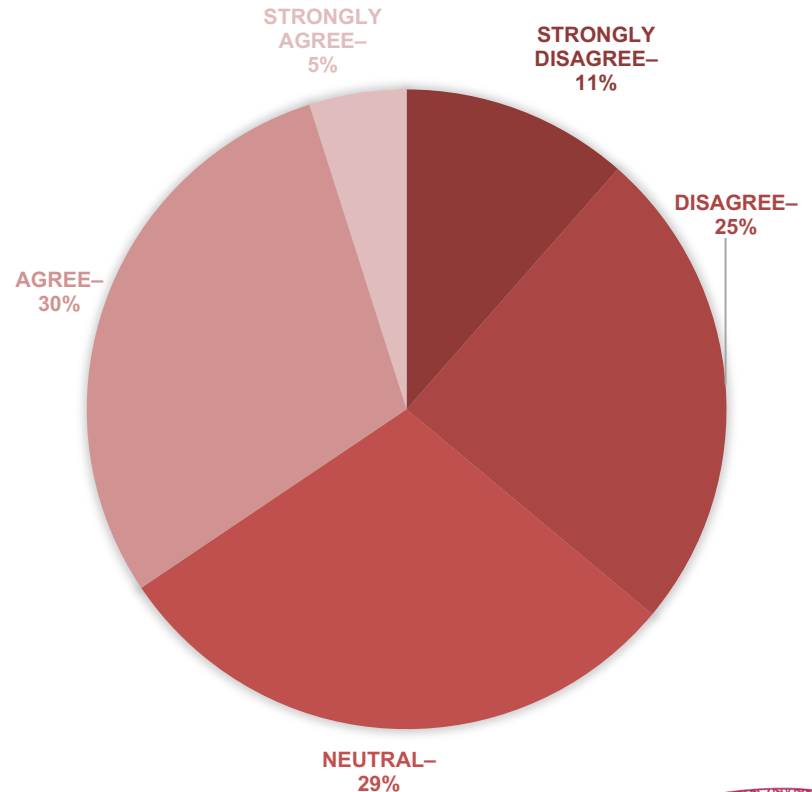
RESIDENT SURVEY:

TRANSIT AND MOBILITY AVAILABILITY AND AFFORDABILITY

AS A VISITOR, TRANSIT AND MOBILITY OPTIONS ARE AFFORDABLE.

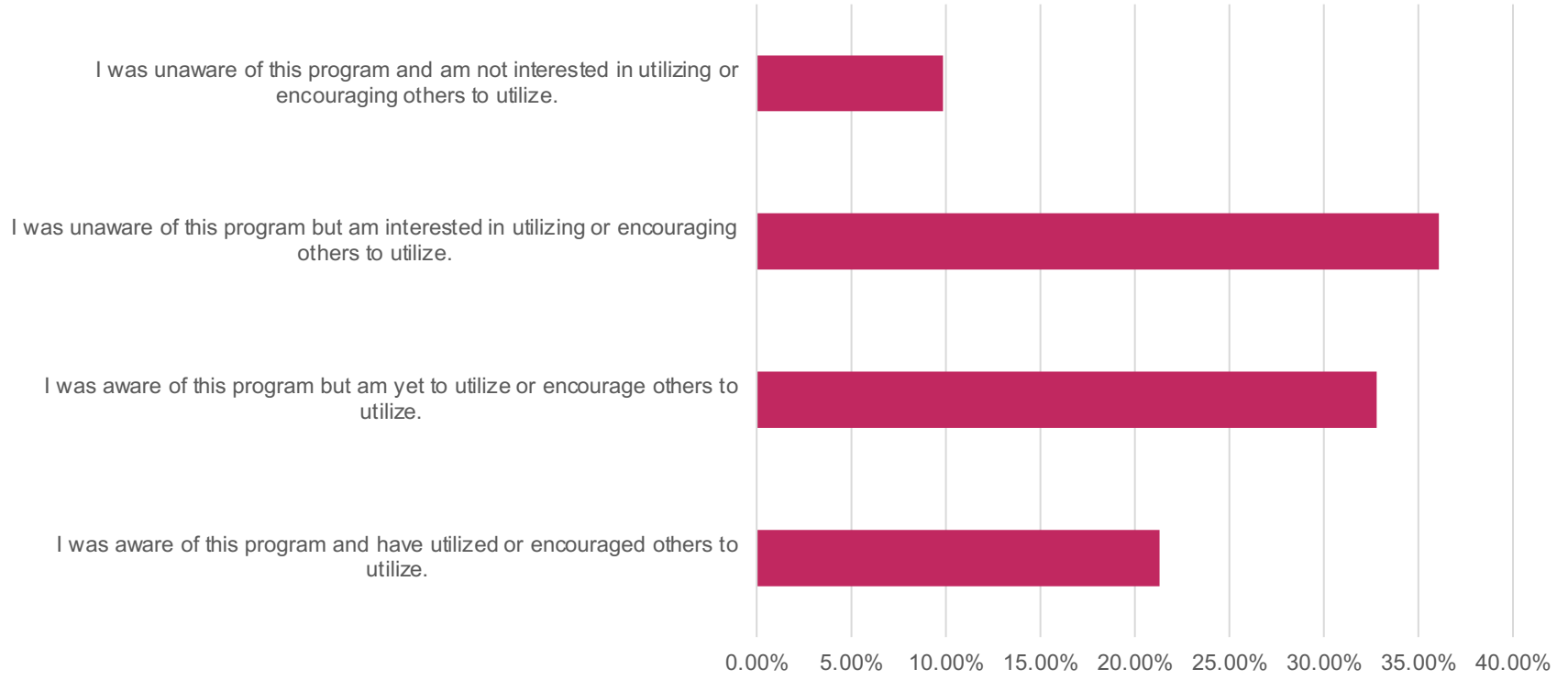


AS A VISITOR, TRANSIT AND MOBILITY OPTIONS ARE AVAILABLE.



RESIDENT SURVEY: PARKING AND MOBILITY PROGRAM AWARENESS

How familiar are you with the Garage Validation Program?

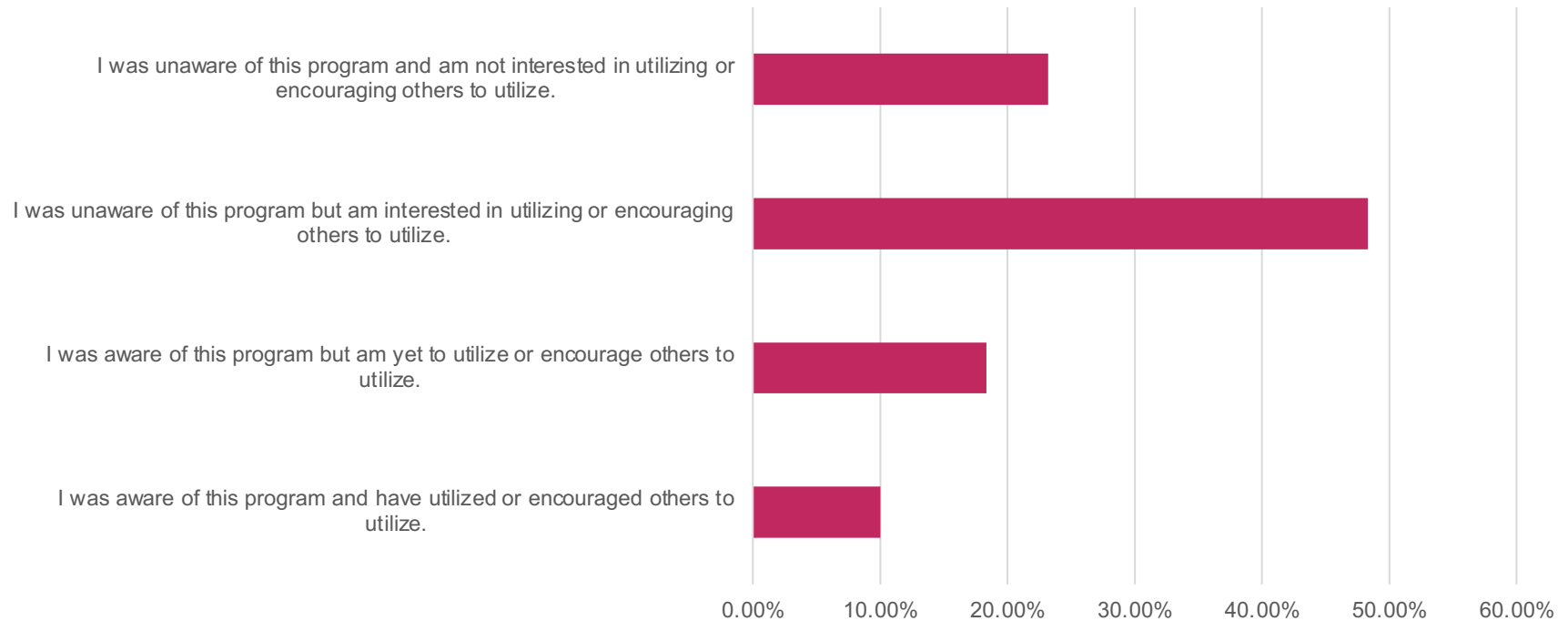


Awareness Among Short North Businesses from 2022 Annual Business Survey

- Garage Parking Validation Program: 75% of businesses are aware

RESIDENT SURVEY: PARKING AND MOBILITY PROGRAM AWARENESS

How familiar are you with the On-Street Validation Program?

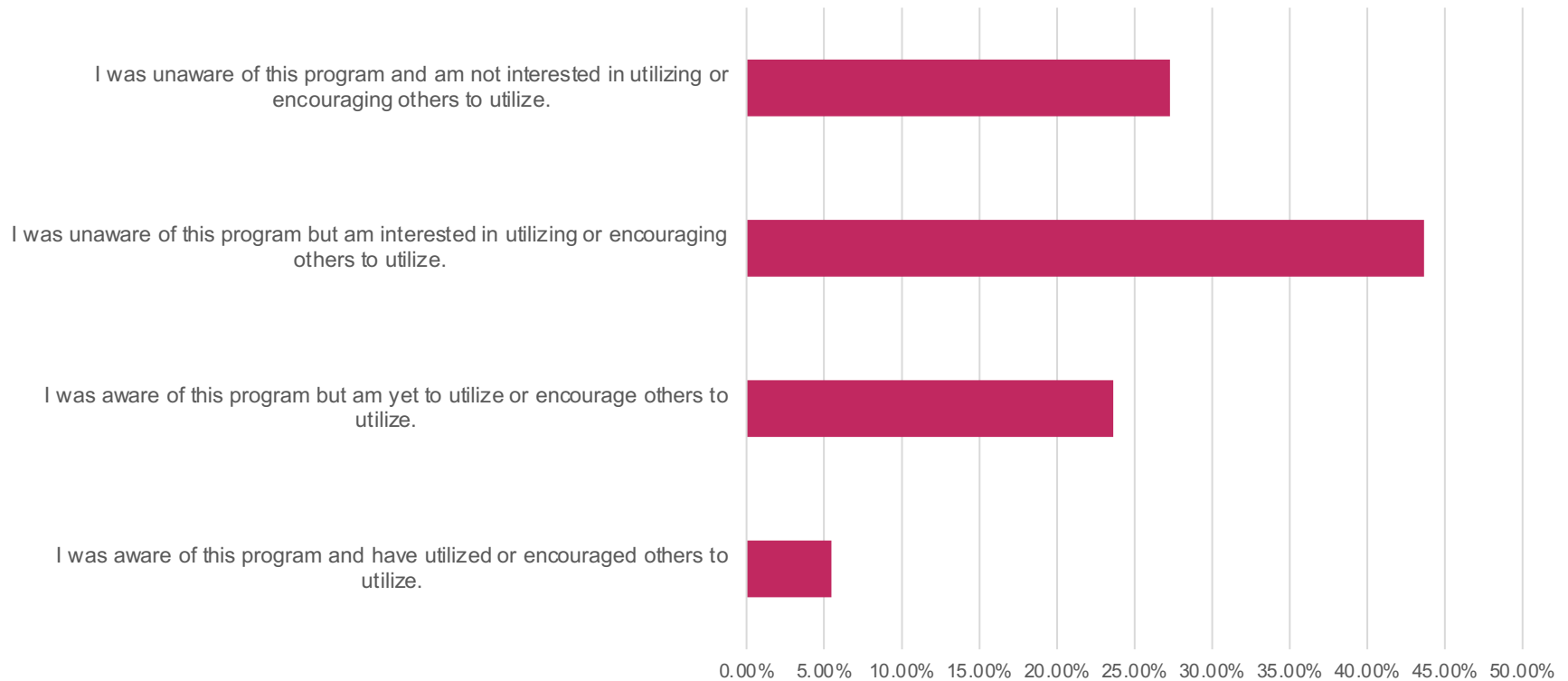


Awareness Among Short North Businesses from 2022 Annual Business Survey

- On-Street Validation Program: 47% of businesses are aware

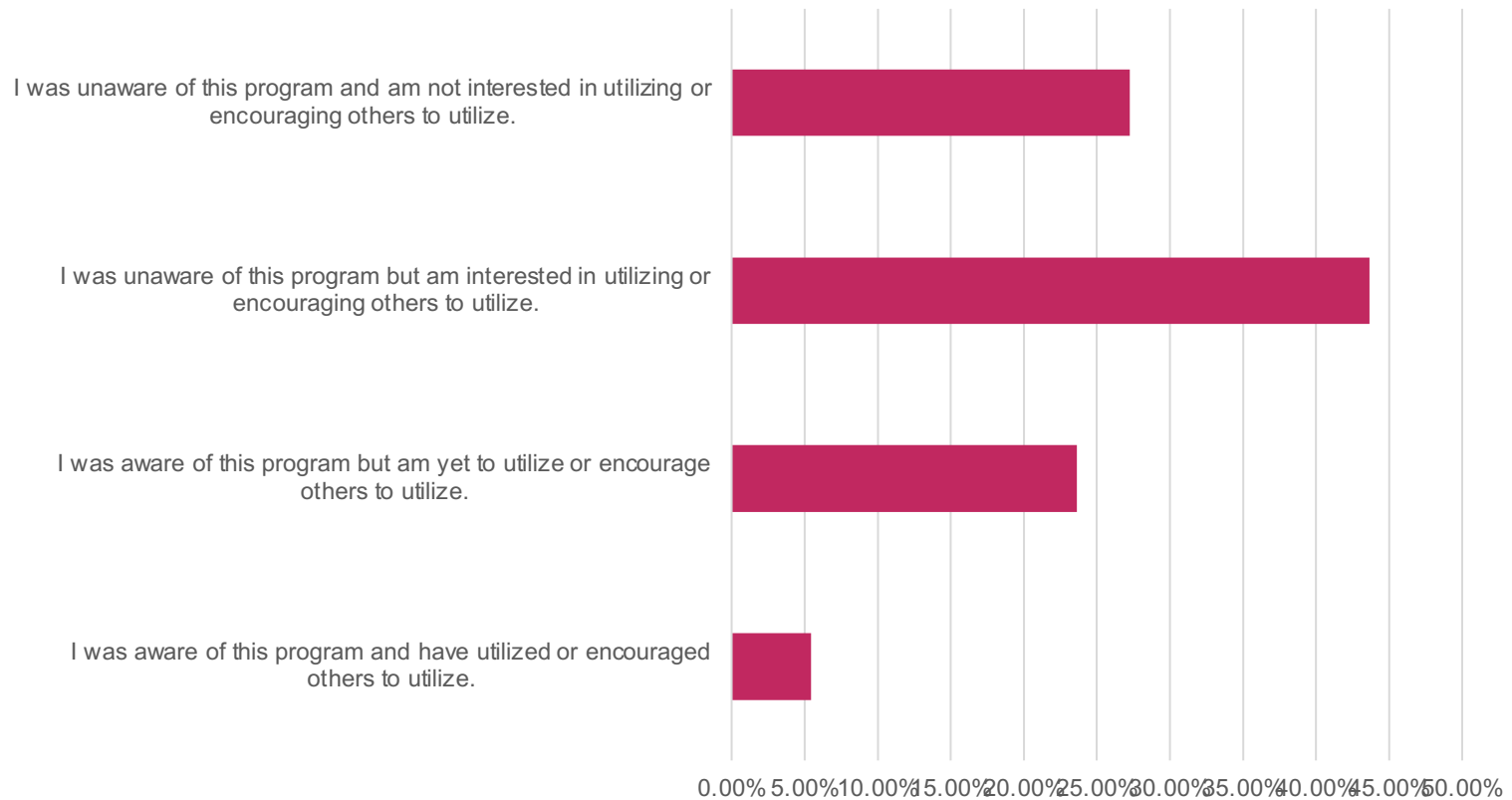
RESIDENT SURVEY: PARKING AND MOBILITY PROGRAM AWARENESS

How familiar are you with the Employee Mobility Benefits Menu?



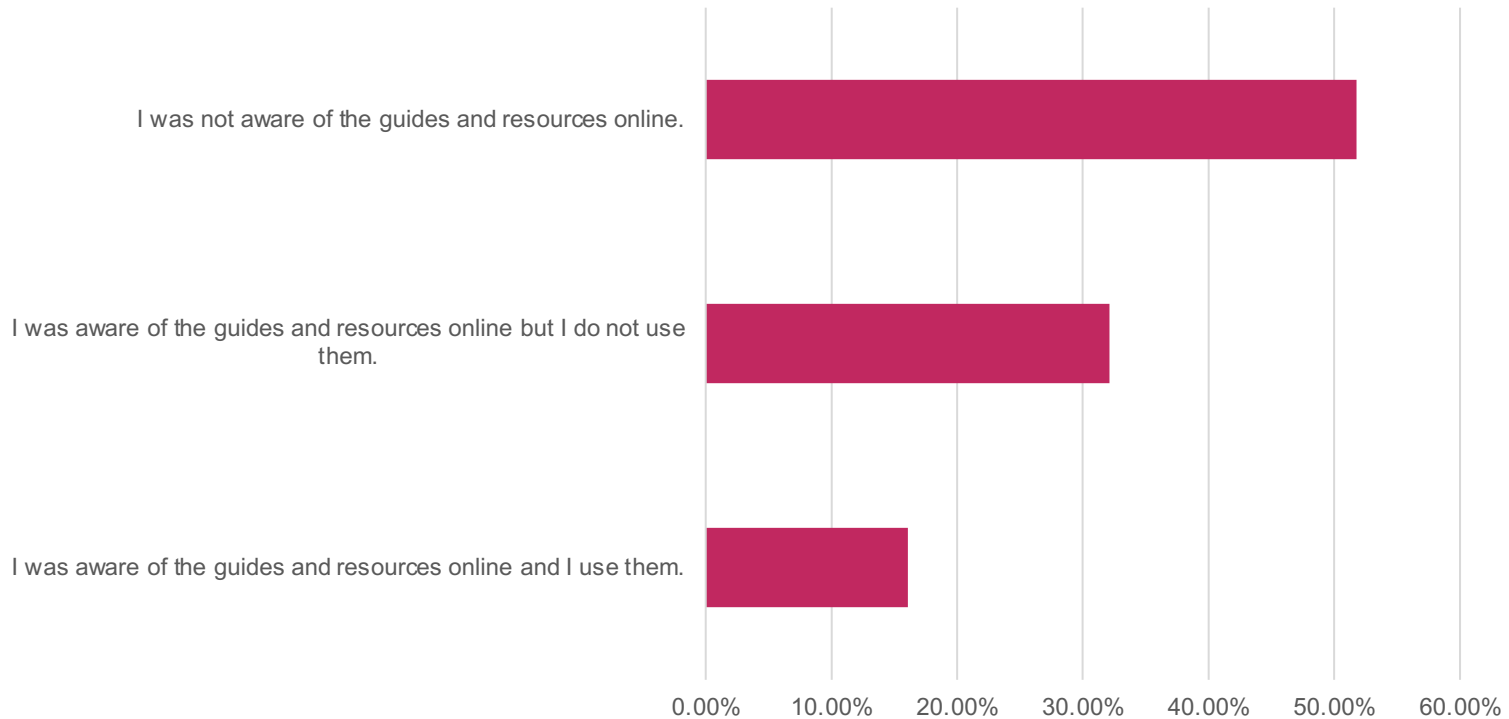
RESIDENT SURVEY: PARKING AND MOBILITY PROGRAM AWARENESS

How familiar are you with the Short North C-PASS Pilot Program?



RESIDENT SURVEY: PARKING AND MOBILITY PROGRAM AWARENESS

How familiar are you with the guides and resources located online at www.shortnorth.org





PROGRAM IDEAS

- Keep doing what we're doing – but amplify awareness.
- Consider modifications to permit policies (more guest or employee permits numbers or times)
- Consider modifications to daytime parking restrictions.
- Increase signage on High Street, for greater awareness of kiosk system.
- Provide resident-driven incentives to visit the Short North.
- Provide transit-driven incentives to visit the Short North.
- Provide more resident education, such as in a quarterly mailing to households.
- Provide more marketing & communications for all audiences.
- Consider things that add to a supportive environment for mobility in the Short North:
 - Bike Racks
 - Landscaping
 - Safety Services
 - Clean up services

2022 BUDGET

Proposed 2022 Parking & Transit Programs	Amount	Details
Employee Mobility Options Fund	\$12,000	Parking subsidies, rideshare subsidies, bike share memberships, scooter discounts.
Customer and Worker Transit Focused Incentives (COTA)	\$43,000	Free month of transit rides, with roll over use with new COTA fare management account sign up for up to approximately 700 workers or customers.
Parking Validation Program	\$42,000	Year of validation subsidy at four public parking garages and for on-street validation.
SNA Staff & Resources	\$46,000	Staff Time and materials to administer.
Marketing Campaign (Includes Mobility Education)	\$45,000	Paid digital and other radio, TV, or print ad placement for education about transit incentives programs and other parking and mobility education.
Resident Transit Incentives	\$10,000	Free month of transit rides, with roll over use with new COTA fare management account sign up for up to approximately 100 area residents.
TOTAL	\$200,000	

SHORT NORTH ALLIANCE PARKING AND MOBILITY PROGRAMS 2023 GOALS

Parking and Mobility Program Goals 2023

- Increase Utilization of Structured Public Parking Facilities
- Increase Participation of Businesses Offering Validation
- Retain and Recruit Employees
- Reduce Employee and Visitor Dependency for Metered and Permit Parking
- Raise public awareness of alternative parking and mobility programs
- Provide alternative mobility options for residents
- Increase awareness of alternative mobility options for all users among residents

2023 PROPOSED BUDGET

Proposed 2023 Parking & Transit Programs	Amount	Details
Employee Mobility Options Fund	\$20,000	Rideshare subsidies, parking subsidies, bike share memberships, scooter discounts.
Short North C-Pass	\$100,000	Free month(s) of transit rides, with roll over use for Short North Workers.
Parking Validation Program	\$52,000	Year of validation subsidy at four public parking garages and for on-street validation.
SNA Staff & Resources	\$48,000	Staff Time and materials to administer.
Marketing & Education Campaigns	\$60,000	Paid digital and other radio, TV, or print ad placement for education about transit incentives programs and other parking and mobility education.
Resident Incentives	\$20,000	Quarterly tied to parking and transit incentives and education.
TOTAL	\$300,000	

2023 PROPOSED BUDGET

Proposed 2023 Parking & Transit Programs	Amount	Details
Employee Mobility Options Fund	\$37,000	Rideshare subsidies, parking subsidies, bike share memberships, scooter discounts.
Short North C-Pass	\$125,000	Free month(s) of transit rides, with roll over use for Short North Workers.
Parking Validation Program	\$65,000	Year of validation subsidy at four public parking garages. This includes upgrading the program to parking for free for the first hour in garages. This also includes funding on-street validation.
SNA Staff & Resources	\$48,000	Staff Time and materials to administer.
Marketing & Education Campaigns	\$80,000	Paid digital and other radio, TV, or print ad placement for education about transit incentives programs and other parking and mobility education.
Resident Incentives	\$45,000	Quarterly mailing tied to parking and transit incentives and education.
TOTAL	\$400,000	