

Columbia, Missouri

Parking Audit and Workshop: Final Report

December 14, 2016 was the final meeting of the Columbia Parking and Traffic Management Task Force that was formed in response to the first recommendation that resulted from the Smart Growth America (SGA) parking audit and workshop completed in the fall of 2015. The Task Force met a total of eleven times over a 6 month period from July, 2016 - December, 2016.

The Task Force's overarching recommendation was to form a long-term Parking and Transportation Management Commission, with the potential to partner with City staff to hire a parking and transportation management consultant to further examine and implement a number of the following ideas that the Task Force discussed:

- Assess current parking supply and demand downtown and in surrounding neighborhoods;
- Develop a financial pro forma for the cost to operate and maintain parking infrastructure and systems, including residential parking permit programs and transportation demand management strategies;
- Oversee a continuous assessment of parking availability and demand management strategies city-wide;
- Establish partnerships with downtown businesses, the downtown Community Improvement District (CID) and the Downtown Leadership Council (DLC) to facilitate market incentives for non-motorized transportation, bike share programs, frequent downtown transit orbiters and the consideration of mixed used neighborhood districts;
- Make recommendations to Council concerning the parking requirements in the Mixed Use Downtown (M-DT) district as needed, no less than every two years, to address rapidly changing parking conditions downtown;
- Evaluate downtown parking supply and demand using systems such as License Plate Recognition (LPR), physical audits, downtown community surveys, evaluations of public perceptions of parking availability and cost analysis of new parking facilities;
- A program that would allow downtown developers to pay a fee to the City in lieu of meeting minimum parking requirements;
- A process for creating fair, equitable, desired and effective residential parking permit programs (RPPP) in neighborhoods near downtown and the University of Missouri;
- Examine the current allotment of downtown parking permits by land use groups (residential, commercial, employee, other) and consider measures to proportion distribution of parking permits based on specified land use;
- Complete a more thorough review and evaluation of best practices related to parking and transportation management in other cities, as provided through examples in the Smart Growth America (SGA) report and presentation, as the task force timeline and

priorities emphasized making recommendations related to M-DT parking requirements in the proposed Unified Development Ordinance (UDO);

- The use of mode share and public transportation to reduce downtown parking demand;
- Development of a transportation demand management program as a collaboration between the City and the University of Missouri, and other institutions and organizations that generate parking demand and traffic;
- Preparation of a downtown access and circulation plan;
- Consider proposals for non-motorized thoroughfares in the downtown district;
- Expansion of the downtown on-street parking permit program;
- Moving parking garage metered spaces to the ground floor;
- Explore meter bag options, for example creating religious organization parking meter hood program, allowing long term use or continuous possession of parking meter hoods and/or sharing the list of upcoming meter hood reservations;
- Strategic taxi locations with house of worship valet options for Sunday mornings;
- Potential implementation of a bus service orbital that would provide transportation to downtown locations from one central location with participation from houses of worship;
- Increase downtown meter time limits from 2 to 3 hours;
- New enforcement approaches;
- Discouragement of repeat offenders with graduated parking fines;
- Review the appropriation of parking revenues, fines and fees;
- Review parking signage for uniformity, clarity, visibility. Collaborate with the University for consistent signage approach;
- Explore options for regional transit for long distance commuters such as shuttles to Jefferson City, St. Louis, Kansas City and other communities in mid-Missouri. The purpose would be to allow more students and visitors to Columbia car-free options when in Columbia.

The Task Force also completed several recommendations concerning the M-DT district parking requirements in the proposed UDO, which was a comprehensive update of Columbia's land development codes that finally passed on March 20, 2017. It did recommend a requirement of one-quarter (.25) parking space per bedroom, to be subject to periodic review by the proposed Parking and Transportation Management Commission. However, the City Council decided on a requirement of one-half (.5) parking space per bedroom in the final UDO. In addition, the task force recommended parking requirement exemptions for developments of 20 bedrooms or less; prohibition of meeting minimum parking requirements through the provision of City managed hourly parking spaces; and a requirement to build all accessible parking spaces on-site.

The Task Force also recommended the passage of an ordinance forbidding the resale of parking permits at a higher price than charged by the City. Finally, it recommended the allowance of the sale of CoMo Park cards to downtown retailers at a discount for businesses to retail; City staff is already partnering with the downtown CID on implementing this recommendation.

The Parking and Traffic Management Task Force Final Report and Recommendations were provided to the Columbia City Council on February 6, 2017. At that time the City Council requested a full presentation of the report at a future pre-council meeting in order to more fully understand the recommendations before taking action. Given the City Council's full docket, the presentation is not scheduled until July 17, 2017. In the meantime, discussions have already started concerning the recommendation to create a long-term Parking and Transportation Management Commission with the above stated objectives.