

City of Columbus
 Jackson Street Garage
 Gate Activation – Action Plan

Total Garage Car Spaces

Current Configuration	Actual Spaces	
Reserved		
24/7		(24/7= 24 hrs per day/7days weekly)
Individuals	20	
USPS	75	
10/5		(10/5=10 hrs per day- 7a.m.-5p.m./Mon-Fri)
Individuals	74	
Individuals - roof	12	
Cummins	119	
Public – Daily Parking	<u>94</u>	
Total	394	

To maximize parking space usage, the City has been advised by parking consultant Nelson Nygaard to eliminate monthly permit reserved parking and convert to unreserved. By eliminating reserved parking, the City of Columbus can oversell unreserved parking and create additional permit and daily parking for the public. The actual oversell percentage will reflect the highest observed vacancy during peak parking hours.

Total Garage Car Spaces w/ Oversell – Net Gain 56

Proposed Configuration	Actual Spaces	Oversell %	Spaces to Sell
Reserved			
24/7			
Individuals	20	@0%	20
Unreserved			
24/7			
USPS	75	@22%	91
10/5			
Individuals	86	@27%	109
Cummins	119	@15%	136
Public – Daily Parking	<u>94</u>	@0%	<u>94</u>
Total	394		450

Financial Recommendations

1. Adjust monthly permit parking rates

	From			To	
Reserved	24/7	\$80		Reserved	24/7 \$80
				Unreserved	24/7 \$75
Reserved	10/5	\$65		Unreserved	10/5 \$65
Roof	10/5	\$50			

Steps Needed:

- a. Notify permit holders of the change
 - i. Amend USPS Agreement
 - ii. Send letter explaining changes to individual and company permit holders
 - iii. Amend Cummins Agreement
- b. Issue permit holders access cards
- c. Take down 10/5 reserved signs

2. Create daily parking rates

Up to 1 hour	Free
From 1 hour up to 3	\$1
From 3 hour up to 5	\$2
From 5 hour up to 7	\$3
From 7 hour up to 9	\$4
From 9 hour up to 14	\$5

Financial Analysis

2015 Budget – Current Configuration

Revenue			
Retail			\$ 98,723
Parking			
Reserved			
24/7			
Individuals	20		\$ 19,200
USPS	75		\$ 72,000
10/5			
Individuals	74		\$ 57,720
Individuals-Roof	12		\$ 7,200
Cummins	119		\$ 71,400
Public – Daily Parking	<u>94</u>		<u>\$ 0</u>
Total	394		\$326,243
Expenses			\$120,534
Net Operating Income			<u>\$205,709</u>

2015 Budget w/ Proposed Permit Pricing, Daily Parking and Oversell

Revenue			
Retail			\$ 98,723
Parking			
Reserved			
24/7			
Individuals	20		\$ 19,200
Unreserved			
24/7			
USPS	75		\$ 67,500
10/5			
Individuals	91		\$ 70,980
Cummins	119		\$ 71,400
Public – Daily Parking	<u>145</u>		<u>\$ 20,554</u>
Total Spaces to Sell	450		\$348,357
Expenses			\$134,905
Net Operating Income			<u>\$213,452</u>

In order to lower the gates at Jackson Street, the following actions will be necessary:

3. Equipment Changes
 - a. Pay-On-Foot machine relocated from 2nd Street to Jackson Street - \$4,300 (includes move, set-up and electrical work)
 - b. Communication - fiber installation \$15,000
 - c. Evens Time will need to program rate schedule and tests equipment – time and material
 - d. REI enters access card information for distribution to permit holders
 - e. Order daily ticket stock - \$675 - completed
4. Purchase Signage
 - a. Informational signs necessary to direct daily parkers to use pay station in the 1st floor lobby of the garage - \$2,500
 - b. Rate signs for entrances – included above
5. Gate Operation Hours
 - a. Gates down between the hours of 6:00 a.m. – 8:00 p.m. Monday – Friday
 - b. Gates raised at all other times
6. Miscellaneous Items
 - a. Engage a credit card processor on behalf of the City
 - b. Create processes to collect daily revenue – City Employee must handle cash...not REI employees