Sub-Committee: Transportation Demand Management

What do we want?
1. Downtown parking is managed in a way that helps downtown grow and thrive.
2. Programs of the City and University affecting downtown are well integrated.

Critical Issues
- How to create a walkable/bikeable downtown and walkable/bikeable neighborhoods;
- How to increase transit service levels and transit ridership;
- The need for convenient, affordable long-distance travel options

Related Strategic parking management techniques and practices,
- MD-T Parking requirements;
- Fee-in-lieu payments;
- Shifting transportation mode share away from single occupant vehicles;
- Bike share program
- Education on the economics of motorized vs. nonmotorized transportation
- Partnerships for alternative transportation options
- Discounts and education on Columbia airport travel options for students
- Long-term car storage options for students/others who don't use cars frequently
- Rental car opportunities for those under 25
- Market incentives
- Regional Mass Transit for long-distance commuters
- Funding options for TDM/Alternative modes of transportation
- Zone for walkability through the support of connectivity and density standards, and mixed used neighborhood districts¹ that lead to the creation of urban villages² and neighborhood marketplaces³.

SGA Recommendations related to transportation demand management to consider for the long-term
- **Form a city-wide parking commission** This commission would initially focus on downtown and surrounding neighborhoods, but would later broaden its mission to include all areas of the city.
• **Use mode share and public transportation to reduce downtown parking demand.** A consultant will complete a new transit plan for the local transit system (COMO Connect) in the coming months (procurement is almost complete). Use that project to develop metrics for mode shift away from driving and establish city-wide mode share objectives to ensure an integrated approach to parking and transportation.

• **Public information, marketing and education.** Develop a transportation demand management (TDM) program similar to GO Boulder, as a collaboration between the City and University, which provides information and educational resources on travel choices, including walking, bicycling, transit and driving. Develop outreach to ensure that people are aware of multimodal opportunities and have access to transit passes and other resources to encourage a shift in travel away from single occupant vehicles. Develop an employer TDM outreach to work with employers in Columbia (including the university and colleges) to help employees benefit from commute options and choices.

• **Prepare a downtown access and circulation plan.** Develop a downtown access and circulation plan (ACP) to address parking and transportation in downtown and the surrounding neighborhoods. The ACP will result in strategies for improving the operations of each mode – pedestrian, bicycle, transit and personal vehicle – and will establish metrics to support ongoing monitoring and reporting of progress toward plan implementation. Data collection in support of performance metrics will be an early part of plan development. The project will evaluate leading edge technological solutions and tools for parking, transit and traffic management. The plan will address long-term vehicle storage needs (overnight/multi-day parking) to free up short-term parking for access to downtown businesses. The project will be coordinated with the Planning and Zoning Commission, the Bicycle/Pedestrian Commission and the new Parking Commission (see a above) to ensure broad awareness of the emerging plan and strong community buy-in and support for implementation.

**Which critical issues and related parking management issues are:**

Immediate
Mid Range
Long Range

*The sub-committee will need to focus on the immediate critical issues first.*
¹The Mixed Use-Neighborhood district is intended to provide commercial shopping and service facilities in or near a residential neighborhood. The principal land use is a small shopping area with sales and services oriented to the needs of a local population. The district is intended to accommodate both pedestrian-oriented shopping areas with walkable connections to surrounding neighborhoods and small auto-oriented shopping centers convenient to lower density residential areas, through the use of two different sets of development standards. The principal uses are small-scale commercial and residential, as shown in Table 29-3.1 (Permitted Use Table). --DRAFT Columbia Development Code Module
3 Base Zoning Districts: 29-2.2

²An urban village is a medium-density development that includes mixed-use residential and commercial property, good public transit, and pedestrian-oriented urban design. In urban villages, everything you need is within walking distance (e.g. grocery stores, services, entertainment, and restaurants), including public squares to relax and meet people. These urban villages are a contrast to auto-centric, fringe development. --Columbia Imagined, p. 123.

³The Neighborhood Marketplace provides for the sale of day-to-day needs and should be built around a primary tenant. The Neighborhood Marketplace should be between 30,000 and 100,000 square feet of gross leasable area and contain a mix of retail and office uses. Ideally, the primary tenant would be a grocery store containing approximately 40,000 square feet of retail space. Other services may include small office uses, sit-down restaurants, specialty retail uses and service station/car wash, along with high density multi-family residential. --Metro 2020: 4.8 Neighborhood Marketplace.