

- The Ohio State University
Columbus, Ohio

Central Campus Transportation & Parking Study

BACKGROUND

CHANCE Management Advisors, Inc. (CMA) was selected through a competitive process by The Ohio State University to analyze and suggest improvements to traffic, circulation, transportation, and parking systems on the central campus. Joining CMA on this project was Gorove/Slade Associates, Inc. (G/SA), a traffic engineering firm. The comprehensive study was intended to help the University ameliorate existing problems and plan for enhanced access management in the future.

SCOPE OF SERVICES

The Scope of Services contained a total of fifteen distinct tasks, with five technical memoranda produced periodically throughout the project. The project involved the:

- evaluation of facilities development plans and changes to the physical infrastructure of the campus as they relate to parking and transportation;
- development and analysis of a survey to determine travel characteristics;
- exploration and evaluation of potential sites for a new garage;
- analysis of the implications for the University of roadway plans and other planned improvements;
- analysis of parking supply and demand;
- development of a strategy to improve the vehicular and pedestrian guidance systems on campus; and
- assessment of the parking, transportation, and traffic issues that affect the Medical Center on the University campus.

RESULTS

The project produced the following results and provided the University with the products described:

- policy changes were recommended to the University related to parking and the on-campus transportation system. As a result, the University now has a primary policy statement to guide all of its activities in a consistent manner.
- the recommendation to consolidate The Division of Traffic and Parking with the Department of Transportation has been adopted to provide more efficient operations and less duplication of services.
- CMA outlined ways to increase alternative modes of transportation.
- a parking and transportation survey was conducted to determine the travel characteristics of the University and Medical Center.
- recommendations were made to enhance campus public information to guide motorists and pedestrians, and as a result, the University now has a Visitor Center on campus.
- a strategy was developed for improving the existing campus vehicular and pedestrian guidance systems.
- CMA analyzed the financial implications of funding improvements to the parking and transportation systems. Order of magnitude cost estimates for recommended changes were presented to help the University in its decision making process.



*Parking and
Transportation
Analysis*

Operations Analysis

Sign Improvements



CHANCE
MANAGEMENT ADVISORS, INC.

Parking ■ Transportation ■ Access Management