

## **City of Columbus, Department of Public Service Request for Information – Geographic Scope and Budgetary Estimate for Loading Zone Management System**

The purpose of this Request for Information (RFI) is to solicit initial feedback and input regarding a possible loading zone management system for the City of Columbus. The information received will be used to approximate the scope and budget for such a system, and may lead to a future request for proposals. This is not a bid or proposal opportunity, and responses received through this process will not increase respondents' chances of receiving a contract through future opportunities. The City of Columbus is specifically requesting information regarding the possible scope and estimated budget for the creation and installation of a loading zone management system.

### **Current loading zone management is inefficient and fails to monetize the demand for curb space.**

Columbus' existing loading zone system relies on individual businesses or property owners to apply for loading zones, and pay annual fees to maintain the loading zone within the public right-of-way adjacent to their property. Once established, loading zones are available for all users provided they are actively engaged in loading or unloading. Unlike parking meters or valet zones, where a single user/operator pays fees for the exclusive use of the right-of-way, loading zones are located to serve the demand of a single user, and place the cost burden on that user, but create space for all users. Under the current system, many loading zones are located within short distances of each other in dense areas, primarily the downtown district, taking valuable curb space that could serve other purposes under a new loading zone management system.

The City of Columbus is seeking a loading zone management solution that analyzes data to identify demand for the curb and prioritize loading zone locations, and provides a mobile platform to deliver availability, reservation, and payment functionality. This solution should account for multiple types of loading (e.g. commercial vehicle, passenger loading, temporary loading). A loading zone management system should also allow for dynamic pricing models to better respond to demand and promote off-peak deliveries that may benefit overall traffic flow at peak hours.

There are multiple technologies in the market that provide some combination of these functionalities, but to the knowledge of City staff, there is no fully functional implementation of this type of loading zone management system in the United States. The information gathered in this request will help to refine the scope of services for a future proposal to create an effective loading zone management system in Columbus, Ohio. The questions below are intended to guide the potential scope and budget for such a proposal.

## **Scope of the system**

Question 1: What data sources are possible to attain to determine demand for the curb? What industries or users are not represented in the available data? What partnerships are possible to integrate data from additional sources? Can these multiple data sources be integrated together, and be interoperable with the City's existing parking and traffic data sets?

Question 2: What type of platform is likely to be adopted by operators in need of loading space? Could the new loading zone system be integrated into the existing ParkColumbus application? Will operators adopt a separate mobile application, or is it necessary to integrate into their existing platforms? Is an automated system necessary to avoid operator rejection? Would the most successful platform be available to all public users, or limited to certain operators?

Question 3: What operators have participated in systems with similar functionality? With what operators has your company established a working relationship? What workflow steps would be included to efficiently onboard as many operators as possible?

Question 4: What technological solutions would provide appropriate monitoring of loading spaces to accurately detect and identify a vehicle, record a parking session, and initiate billing/payment? What level of integration would be possible with existing enforcement tools used by the City?

Question 5: Please provide contact information (name, phone number, email) for any locations where a system with similar functionality has been implemented.

## **Budget for the system**

Question 1: How much would it cost to develop a loading zone management platform? Provide both estimated up-front costs and ongoing maintenance fees.

Question 2: How much would it cost to purchase and install monitoring systems at each loading zone? Provide both estimated up-front costs and ongoing maintenance fees.

Question 3: What approximate per-minute user fee would be required to encourage adoption of these loading zones, and cover costs and operational expenses?

## **General Questions**

Question 1: Please provide any additional information related to the development, scope, or cost of such a system that would be useful to know.

There is no penalty for lack of response to or participation in this request for information. Responses are requested to be submitted by August 07, 2020, to the Bonfire website. Questions should be submitted by July 17, 2020, to the [CapitalProjects@columbus.gov](mailto:CapitalProjects@columbus.gov) mailbox.