Discussion Item

BAC-8 Parking Operations and Campus Access Management

Background Information

In 2005, UNCG considered moving forward with an expansion of the Oakland Parking Deck that would have added a net 500 spaces at a cost of $13,000,000. To pay for this expansion, the Board of Trustees approved a $20 rate increase for all permits each year for multiple years. UNCG was locked into building very expensive parking structures due to a shortage of developable land. The University put the deck expansion on hold to develop a transportation strategy to address the University’s current and future transportation needs.

In spring 2006, UNCG produced a comprehensive Transportation Master Plan to recommend not building the Oakland Deck addition, based on adequate parking, to meet parking demands in light of campus growth projections. Furthermore, the Transportation Master Plan documented the need for sustainable solutions to the University’s transportation challenges that would further mitigate the need to expand parking. This signaled a paradigm shift for UNCG. In fall 2006, Parking Services changed its name to Parking Operations and Campus Access Management (POCAM) to signal this change.

The goal of POCAM is to provide UNCG a menu of commuting alternatives that are attractive to people who might normally drive alone to campus using pedestrian, bicycle, and transit facilities and services. Travel demand management (TDM) is an essential component of UNCG’s overall sustainable transportation solution for the University. UNCG has a balanced, multimodal transportation system that promotes choices for ridership and influences the demand for an improved transit and parking system. Using TDM, UNCG provides information and education concerning transit options. Furthermore, the University offers incentives and programs that discourage single occupant vehicle travel.

POCAM’s adherence to use of TDM, outlined in the original Transportation Master Plan and the 2012 Transportation Master Plan Update, assists UNCG in meeting the requirements of the UNC System Sustainability Policy and establishes our responsibility as a signatory of the American College & University President Climate Commitment. The University’s current transportation plan was incorporated into the Campus Master Plan Update completed in February 2015.

BAC - 8.1 Parking Operations and Campus Access Management Presentation

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