Board of Trustees Meeting
The University of North Carolina at Greensboro

Parking Operations & Campus Access Management

September 21, 2016
When It’s All About Parking

"A UNIVERSITY IS A COMPLEX, SOCIAL, ECONOMIC AND POLITICAL COMMUNITY HELD TOGETHER BY COMMON GRIEVANCE ABOUT PARKING"

-- CLARK KERR, UNIVERSITY OF CALIFORNIA PRESIDENT
Old Approach: Parking Focused
Hitting A Moving Target

- Changing environment
  supply and demand

- Day-to-day changes
  events and projects
Let’s Go Back to 2005

Oakland Deck Addition $13,000,000
Spaces Added 500
Cost Per Space $26,000
Debt Service per Year $1,040,000
Debt Service per Space $2,080
To Cover Debt Ratio (1.25) $2,600

BOT approved multiple years of $20 per permit per year increases
POCAM Is All About Optimization

• What is the most cost effective mix of investments in parking, transit, bicycles, pedestrian improvements and other programs to accommodate the campus’ future growth and meet its goals?
Guiding Doctrine

- Develop and implement a comprehensive, multimodal transportation plan designed to reduce carbon emissions and dependency on single occupant vehicles.
  - Required by the UNC System Sustainability Policy and as a signatory of the American College & University President Climate Commitment
Not Just About Parking Anymore

2006 – First Transportation Master Plan & HEAT
2007 – Carpool club
2008 – Bicycle Master Plan & PART
2010 – Zimride & Zipcar

**Best Workplace for Commuters**
**First BWC in the Triad region**

2011 – Transportation Master Plan Update
**Bicycle Friendly University**
**First BFU in North Carolina**

2012 – Update to Transportation Master Plan
Shift in Alternative Transit Choice

Comparison Ratio of Heat Rides and Spartan Chariot rides

- Ratio of Spartan Chariot Rides To Headcount
- Ratio of HEAT Rides To Headcount

Opening of Spartan Village Phase I
However, value is still there for people who choose to park.
No Longer A Hunting & Fishing License

• In 2005 during peak demand hours (8am-2pm), parking utilization was 96%.
• Peak demand for the Fall 2015 semester, UNCG students, faculty, and staff used roughly 86% of UNCG’s parking capacity.
• So while it may be difficult to park exactly where you want to, UNCG does not “run out of spaces,” even during peak demand.
Program Recognition

Race to Excellence Gold Award
- 2011
- 2012 – Best of University Award
- 2013
- 2014
- 2015

Bronze Winner (5 Year Designation)
- 2011 – First in North Carolina
- 2015

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How POCAM Is Funded

- POCAM is a self-supported auxiliary with 3 sources of revenue:
  - Parking Permit Sales
  - Parking fines are sent NC Department of Public Instruction (maximum 20% retained based on cost of collection)
  - Transportation Fee
- State funds are not used to pay for parking facilities
- Board of Trustees has statutory obligation to set parking rates, fines & regulations (G.S. 116-44.4)
# Parking Rate & Percent Increase History

## Permit rate ($/year)

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## Permit rate increase (% over prior year)

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Parking Permit Comparison

STUDENT RATES OF UNC SCHOOLS WITH PARKING DECKS
2015-16 RATES

Appalachian State: $504
North Carolina A&T: $325
North Carolina Central: $475
UNCG: $458
North Carolina State: $311
UNC Wilmington: $410
UNC Chapel Hill: $587
UNC Charlotte: $447

Deck: Blue, Surface: Yellow

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Balancing Efficiency & Effectiveness

Comparison of Enforcement Staffing Levels

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<th>Institution</th>
<th>Parking Spaces to Officer Ratio</th>
<th>Enrollment to Parking Control Officer Ratio</th>
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<td>Fayetteville N. C.</td>
<td>291</td>
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<td>A &amp; T</td>
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Transportation Fee Comparison

Comparison of Annual UNC System Transportation Fees 2015-16
Parking Subsidy To Transportation

Transportation Budget Revenue Detail FY17

- Transportation Fee: $880,249,65%
- Transfer from Parking: $484,239,35%
Putting Things Into Perspective

A $65 increase to parking permits Across the board

To make the cost of the parking subsidy to Transpiration neutral.

A $30 increase to the Transportation Fee

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BAC-8.1