AGENDA

ADVISORY COMMITTEE ON TRANSPORTATION & PARKING

Date: February 17, 2016
Time: 3:00 - 4:00 pm
Location: Public Safety Building, Emergency Operations Center (EOC)

Meeting Called By: Cheryl Stout, Chair

1. Traffic and Parking Ordinance Update (2016/17) (Cheryl Stout)
2. Chapel Hill Transit: North-South Corridor Study Update (Mila Vega, CHT)
3. T&P 5 Year Plan Discussion (Kimley-Horn)
   a. Public and Stakeholder Outreach Plan
   b. Preliminary Forecasts
4. Other Items

Next Meeting: Wednesday, March 16, 2016
Outreach Strategy – Phased Approach

Spring 2016
Summer 2016
Fall 2016
Spring 2017
Ongoing
Outreach Strategy – Spring 2016

• **Goal: Inform, Educate and Listen**
  
  • Key Staff / Consultant Actions:
    • Project Website
    • MetroQuest
      • Launch week of 3/28
    • Begin Targeted stakeholder meetings
      • End of March/early April
Outreach Strategy – Summer 2016

• **Goal: Inform, Educate and Listen**
  
  • Key Staff / Consultant Actions:
    • Continue targeted stakeholder meetings
      • End of March/early April
    • Key Issues Identification
    • Plan Transportation Open House event(s)
    • MetroQuest Phase II Planning
    • Develop key messaging
Outreach Strategy – Fall 2016

• **Goal: Alternatives Analysis**
  
  • **Key Staff / Consultant Actions:**
    • Host Transportation Open House event(s)
    • Launch MetroQuest Phase II
    • Develop Strategic Communications Plan
    • Incorporate Feedback into Preliminary Recommendations
Outreach Strategy – Spring 2017

- **Goal: “Close the Loop” & Promote Plan Buy-In**
  - **Key Staff / Consultant Actions:**
    - “Presentation Tour” of Plan Recommendations to Targeted Stakeholders
      - Use “Peer Champions” to Promote Plan Buy-In
    - Finalize Strategic Communications Plan
Outreach Strategy – Ongoing

- **Goal: Implementation, Communication & Maintenance**
  - **Key Staff Actions**
    - Implement Strategic Communications Plan
    - Regularly “Check-in” with Stakeholders
    - Forecast Major Policy / Program Recommendations
Project Website

• Terri L. to provide screenshot of site and bullet point list of content
MetroQuest

**Next Steps:**
- Finalize content
- Update site design / flow
- Limited beta-testing
- Launch!

**What We Hope to Achieve:**
- Introduce planning effort
- Identify key issues
- Lay foundation for alternatives analysis
- Engage a broad spectrum of stakeholders

Target Launch Date: March 21
Targeted Stakeholder Meetings – Spring 2016

- Athletics
- Academic Affairs
- Chapel Hill Transit
- Campus Enterprise
- Employee Forum
- Facilities and Planning (Master Plan)
- Faculty Council
- Graduate Professional Student Federation
- Health Affairs (Medical, Dental, Pharmacy)
- Hospital
- Student Affairs
- Sustainability @ UNC
- Transportation and Parking (staff)

“Homework” for ACT
- Who else should be on this list?
- How would you like to be involved?
- Potential landmines?

Please provide your feedback by this Friday, February 18 at 5:00 PM.
Questions?
**Meeting:** Advisory Committee on Transportation & Parking

**Date:** February 17, 2016

**Time:** 3:00pm – 4:00pm

**Location:** Public Safety Building, Emergency Operations Center

**Meeting called by:** Cheryl Stout, Chair

**Minutes prepared by:** Katherine Broom, Kimley-Horn

**In attendance:**

Than Austin, UNC Transportation & Parking

Wil Steen, UNC Transportation & Parking

Cheryl Stout, UNC Transportation & Parking

Mel Hurston, UNC Hospitals

Brad Ives, Campus Enterprises

Allan Blattner, Housing and Residential Education

Charles Streeter, Employee Forum

Shayna Hill, Employee Forum

Anna Wu, Facilities Operations

Jeff Watson, UNC Hospitals

Lisa Terry, UNC Hospitals

Jon Dodson, GoTriangle

Christopher Payne, Student Affairs

Peter Gilligan, School of Medicine

Tom Thornburg, School of Government

Brian Litchfield, Chapel Hill Transit

Mila Vega, Chapel Hill Transit

Sam Veraldi, Kimley-Horn

Vanessa Solesbee, Kimley-Horn

Katherine Broom, Kimley-Horn
Agenda

Welcome and Traffic and Parking Ordinance Update (2016/17) — Cheryl Stout

- Most edits were minor and included cleaning up some language, defining a few terms, and adjusting to new practices.
- The redline edits were attached to the email sent out by Than prior to the ACT meeting.

Chapel Hill Transit: North-South Corridor Study update — Mila Vega, Chapel Hill Transit

- The North-South Corridor Study is an alternatives analysis/feasibility study along the 7.3 mile long MLK and 15-501 corridor that extends from Eubanks to Southern Village. Ridership has increased and is continuing to increase to the point where action must be taken by Chapel Hill Transit.
- The goals of the project includes increasing local and regional connections and supporting the planned land use of the corridor.
- Chapel Hill Transit has created 6 alternatives that were presented. They range in cost and associated benefits. All of the alternatives offer increased ridership, travel time savings, and delay minimization.
- Two additional open houses are scheduled—one at the town hall and one at the library
- March 7th the committee will select a locally preferred alternative

Questions

What routes seem to be favored in the public outreach sessions you’ve held so far?

- The technical committee and many of the stakeholders appear to prefer routes that also stop at the hospital and the University’s south campus. These tend to show fewer “benefits” because the ridership estimates assume you will ride the route from start to end and doesn’t take into account the people who get off in the middle (at the hospital or south campus).

Is it possible to go with one of the less expensive alternatives and add the BRT lanes after the fact?

- Technically yes, you can always construct lanes later, but it would set the process back to the beginning. Once the FTA or other funding sources have made an investment, it can be hard to retain additional funding before the expected life of the corridor enhancements is met.

Is it possible to just add more buses to meet the increasing demand of ridership? Why do we need to redo the entire corridor at the tune of 60-90 million dollars?

- Without change, more buses doesn’t help. You need somewhere for the buses to go. If you increases the number of buses on the road, you are only going to exacerbate the congestion and delay issues that the corridor is already seeing.

T&P 5-Year Plan Discussion — Vanessa Solesbee and Sam Veraldi, Kimley-Horn

Public and Stakeholder Outreach Plan

- Kimley-Horn plans to take a phased approach to the outreach components of the 5-year plan. by determining early the who, what, when, where strategies, we can set the plan up for success.
Planned methods of outreach include:
  o Project website
  o MetroQuest (online survey tool)
    ▪ Allows us to identify key issues from a broad range of users
  o Stakeholder meetings in Spring – ACT members will serve as Champions
  o Event in Fall
Goals of Stakeholder outreach
  o Develop key messaging that will carry through the life of the plan
  o Set the department up for success in the future
If anyone would like to volunteer to beta test our MetroQuest platform, please contact Vanessa Solesbee at Vanessa.solesbee@kimley-horn.com
Potential issues/landmines that were brought up:
  o How to accommodate workers on various shifts
  o Night parking
  o Thursday night football games

Questions
Will there be a statistically valid survey?
  • One is not planned at this time. However, Chapel Hill Transit does a commuter survey every two years and we can use some of the demographic information from that. We could also conduct one similarly, but again, it is not currently planned.

Preliminary Forecasts
  • Integrating the new 5-year plan with the existing master plan is key. It also must reflect the growth of the University and the Health Care System. It is anticipated that the University will require 800-1,000 additional parking spaces in the next five years at a cost of 30-35k per space.
  • The Federal Funding requirements surrounding bus fleets have changed this year and affect the entire country.
   o There is a 16-18 month lead time on buses right now
   o Excessive age and mileage can make a bus non-compliant with DOT standards
  • UNC’s PARCS system has not been updated in 25+ years.
   o Improvement options are vast but necessary
   o Patron experience will be greatly improved.
  • A total overhaul of the system, including gates, loops, hardware, software, registers, and automated pay stations will cost about $4 million. The plan includes a phased approach over 2-3 years for all 99 lanes.
  • P2P improvements include updating the fleet, cell phone options, real-time GPS, passenger counting, and an improved reservation system. It will cost $90k up front and $70k per year.