

Weeknight Parking Working Group  
30 January 2018  
EOC Conference Room – Public Safety Building

Minutes:

- I. Call to order 3:04 PM
- II. Welcome and Introductions
- III. Update on Weeknight Parking:
  - working on individual plans
  - Meeting with stakeholders
- IV. Communications and Marketing Plan, Olivia James, Campus Enterprises
  - Communications plan is a living document, so suggestions or audiences to be included, please let Olivia know.
  - Focusing individualized messaging for each audience which includes anyone on and near or visiting campus
  - Trying to keep the community as informed as possible
  - Town and administration will receive memos and formal notices.
  - Communications plan takes into account that the next BOT meeting will occur April 3
  - Details will be released prior to that meeting, but BOT will offer more exposure.
  - Hosting media availability with DTH and Gazette, individualized talking points for audiences
  - Trying to create messages that speak to each group and what weeknight parking means to that group.
  - Updating website, including FAQ and contact forms for questions
  - Cheryl will continue meeting with stakeholders
  - Use spring 2019 term to prepare campus as much as possible and really saturate the campus with information.
  - Fall 2019 term will be more for education and impacts of implementation
  - Prefer duplication of messaging from University sources
    - Includes talking points and graphics
    - Asks representatives to share with constituencies to get consistent information out
    - Really relying on this group of representatives to help guide how to best communicate with the groups.
  - Carlos asks, when will visuals and information be available?
    - Olivia hopes by March or early April at the latest.
  - Carlos asks when will presentations to groups occur?
    - T&P has been meeting with groups throughout the past year.
    - Graduate and Professional Student Federation has a senate meeting in March that T&P will attend at the request of the representative.
  - Herb requests that T&P visit housekeeping again.
    - T&P is working on individual plans for housekeeping to help with communications.

- Meg asks who has UNC liaised with in the Town of Chapel Hill
  - The T&P team has primarily met with parking personnel
  - Brad will meet with the Town Manager and Mayor soon.
  - Meg can assist with coordination for Town and will send suggestions to Mya on communications
  - Brad will be UNC's liaison to the Town and Executives
  - Review specific Town concerns
- John Brunner asks if the town and UNC are in alignment for operational hours and if there's a discussion to change the Town's?
  - Meg and T&P have discussed and will continue working through separate meetings
  - Town enforcement hours along with privately owned parking have different hours.
  - Brad suggestions reaching out to the Chamber of Commerce as well
- Clint Gwaltney asks what T&P is concerned about
  - T&P understands that this will be a cultural change for the community
  - Communication and Marketing will be important to show how UNC came to this point and how decisions were made
- Brad emphasizes talking about the positive impact and why the decisions were made. With weeknight parking program, the system limits daytime permit increases and student fee increases.
- T&P continues to evaluation how to sustain the system, continue to be good partners, and communicate and address issues

#### V. Late Night Travel Options, Than Austin

- Preliminary recommendations last year on how to improve
- Discussion for student group – who wants to participate
  - Improve P2P
  - Improve/modify Safe Ride
  - Improve Safe Walk
  - Any other options that enhance travel options for students and late night
- Students funding programs
- Evaluate programs for effectiveness and efficiencies
- Look for opportunity and technology to improve services and programs
- Carlos asks what the timeline is for the group?
- T&P would like to discuss and bring recommendations back to the weeknight parking work group and ACT this academic year and implementation a first phase for August 2019, with longer-term changes and investments during phase 2.

#### VI. Round Table

- Katie Eimers requests to meet with T&P individually for an update as a new member to the group. Mya will set up.
- Carlos requests T&P to present at GPSF Senate again in March to focus on Graduate/Professional student issues for weeknight parking.
- Sam is working with late night travel group and would also like to know more about messaging to students for access and registration for weeknight parking.
- Meg will follow up with Mya for town coordination

- John thanks T&P for visiting athletics meetings and will continue to work on competing events and resources for the rest of campus. John also asks if other groups have a similar issue for part-time, night-time employees and weeknight parking.
  - T&P may have opportunity for permitting but will need to better understand the numbers and reach for best solution for access
- Jeff is coordinating with T&P for operations and marketing.
- Justin is working on planning next season and preparing audiences.
- Chris suggests making sure T&P has continuity for incoming/outgoing student government leaders.
  - T&P is in contact with student government for this transition.

VII. Adjournment: 3:40 PM

Action Items from Meeting:

1. Schedule Graduate/Professional Student Federation Senate Meeting
  - a. Completed
  - b. T&P will present at March 5 at 5:30 PM
  - c. Coordinating with Carlos about content and primary topics
2. Schedule individual meeting with new member, Katie Eimers from School of Medicine
  - a. Complete
  - b. T&P schedule meeting time with Katie Eimers
3. Coordinating with Meg McGurk & TOCH

Participants:

Brad Ives  
 Chris Payne  
 Olivia James  
 Clint Gwaltney  
 Justin Haslett  
 Jeff Watson  
 John Brunner  
 Meg McGurk  
 Sam Blank  
 Carlos Patino Descovich

Conference Line:

Tonu Kalam, Music  
 Herb, Housekeeping  
 Katie Eimer, SOM  
 Deborah Hawkins, T&P

Transportation and Parking:

Cheryl Stout  
 Than Austin

Wil Steen  
Mya Nguyen  
Karen Jenkins Cheek