AGENDA

• Recap on Plan Progress
• Summer Workshop
• Five-Year Plan Elements
  • Core Themes & Cost Drivers
  • FY24 Budget
  • Funding Sources & Rates
• Next Steps
Transportation & Parking

Campus Outreach Survey

UNC Transportation and Parking has been hard at work engaging with the University community, evaluating existing operations and technology, and starting to develop the Five-Year Plan elements! Since our last Executive Sponsor Meeting:

- Held **11 focus group discussions** with stakeholder groups on campus
- Launched a campus survey that generated **over 4,000 responses**
- **Refined the guiding principles** and developed supporting practices
- Kicked off a **Systems Evaluation**

Since the launch meeting, which began with the first Executive Sponsor Group meeting, UNC T&P has maintained open, transparent, and consistent communication with the Advisory Committee on Transportation and Parking (ACT).

**SUMMARY ON OUTREACH:**

**ACT Meetings:**

Monthly ACT meetings provide key touch points with Committee to educate members on the system and the Plan and to gather feedback on elements that make up the Plan. Open and transparent communication are vital to the Plan's development and ultimate success.

**Focus Groups:**

All ACT representative members and ex-officio were invited to identify and nominate community members from their respective departments/units to participate in a transportation and parking-centered focus group. The focus group questions and presentation were designed to encourage discussion and dialogue among participants.

**Survey:**

As a result of this engagement effort, the campus survey gathered about 4,046 completed survey responses. This is about 3,660 more responses than the previous Five-Year Plan engagement effort.

**Core Themes from Outreach:**

**Parking:**
- Allocating Permits to Departments
- Permit Pricing
- Permit Assignment Structure
- Accredited Parking Organization“ Designation

**Transportation Demand Management:**
- TDM program improvements
- Assessing P2P for Electric Fleet | Service
- Assessing current local and regional transit partnerships

**Programming and Policy:**
- Managing T&P’s capital assets
- Mobility process and access improvement

**Communication:**
- Increasing Education and Communication
- Strengthening collaboration with campus partners

**NEXT STEPS:**

- Develop Funding Scenarios
- Draft Initial Recommendations
- Campus Outreach
- Present Recommendations to Executive Sponsor Group
- Chancellor Meeting
- Final Recommendations
- Board of Trustees Meeting
The March ACT meeting was centered around education—specifically educating the ACT Committee members on the transportation and parking system, why the 5-Year Plan came to exist, and the necessary steps it takes to complete a 5-Year Plan. ACT members learned that T&P is limited on how much parking that can be provided due to the requirements of the Town of Chapel Hill’s Office/Institutional-4 (01-4) Zoning District regulations. These regulations allow for only a total 1,559 net new parking spaces in the existing Development Plan, which means growth must be met through alternative modes of commuting.

T&P at UNC provides and manages more than just parking for the campus community and the 2M patients and visitors that visit campus annually. The System is also comprised of:

- Transit services such as P2P, Chapel Hill Transit, and Triangle Transit.
- Transportation Demand Management programs such as Tarheel Bikes, Carpool/Vanpool/Rideshare, and the Commuter Alternatives Program (CAP).

#2: MARCH

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#3: APRIL

In April, the consultant team conducted 10 focus group sessions between April 18th and April 20th. The focus group discussions centered around participants experience with transportation and parking on campus, the guiding principles, and potential focus areas for the Plan. This feedback, as well as the customer satisfaction survey, will be used to develop recommendations to meet expressed needs and challenges.

The April ACT meeting was an interactive, and discussion-based. ACT members were asked to react to the previous set of guiding principles and provide guidance on how best to update to accurately reflect the trajectory and future growth of transportation and parking services to meet campus needs.

#4: MAY

The May ACT meeting was another collaborative working session with ACT committee members. Using feedback from the focus groups and the April ACT meeting, T&P and Kimley-Horn drafted updated guiding principles and supporting practices which were presented to ACT.

Members were asked to weigh in on the changes to confirm the new guiding principles or to provide further input on how best to update for this Plan process.

#5: JUNE

The customer satisfaction survey closed on May 31st, the purpose of the June ACT meeting was to discuss the campus feedback collected through the survey. The survey consisted of multiple choice and open-ended questions geared towards understanding the participants experience with the transportation and parking system. Key word/phrase analysis was used to analyze open ended feedback, which were then categorized into 3 main themes:

**Programming/Policy**
- These are elements that may be improved through strategic policy or programmatic updates.

**Education**
- These are elements that can be addressed through increased education or awareness.

**T&P Adjacent**
- These are elements that affect the customer experience on campus but are not within the T&P’s scope of responsibility.
Summer Session

- Systems Evaluation Workshop
  - June 27th – 29th, 2023

- Conducted the 20 Characteristics Evaluation

- Developed a list of potential plan elements

The 20 Characteristics include:

1. Clear Vision and Mission
2. Parking Philosophy
3. Strong Planning
4. Campus Community Engagement
5. Organization
6. Staff Development
7. Safety, Security, and Risk Management
8. Effective Communications
9. Effective and Accountable Revenue Control
10. Financial Planning
11. Creative, Flexible, and Accountable Parking Management
12. Operational Efficiency
13. Comprehensive Facilities Maintenance Programs
14. Effective Use of Technology
15. Parking System Marketing and Promotion
16. Positive Customer Service Programs
17. Special Events Parking Programs
18. Effective Enforcement
19. Parking and Transportation Demand Management
20. Awareness of Competitive Environment
## Core Themes Identified

<table>
<thead>
<tr>
<th>PARKING</th>
<th>TRANSPORTATION DEMAND MANAGEMENT (TDM)</th>
<th>PROGRAMMING/POLICY</th>
<th>COMMUNICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing Structure</td>
<td>$</td>
<td>TDM Programming</td>
<td>Capital Asset Management $</td>
</tr>
<tr>
<td>Allocation Model</td>
<td>$ Point-to-Point (P2P)</td>
<td>Mobility Processes and Access $</td>
<td>Partnership and Collaboration $</td>
</tr>
<tr>
<td>Flexible Parking Options</td>
<td>$</td>
<td>Local Transit</td>
<td></td>
</tr>
<tr>
<td>Parking Technology</td>
<td>$</td>
<td>Regional Transit</td>
<td></td>
</tr>
<tr>
<td>Accredited Parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization (APO)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designation</td>
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</table>
Evaluating the Financial Future

1. FY24 Revenue & Expenses
2. Funding Structures
3. Rate Structures
## FY24 Operating Expenses

<table>
<thead>
<tr>
<th>FY24 Expense</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapel Hill Transit</td>
<td>$10,630,813</td>
</tr>
<tr>
<td>Debt Service</td>
<td>$7,368,012</td>
</tr>
<tr>
<td>Personnel</td>
<td>$5,489,114</td>
</tr>
<tr>
<td>Benefits</td>
<td>$2,535,245</td>
</tr>
<tr>
<td>Contracts</td>
<td>$2,910,802</td>
</tr>
<tr>
<td>Maintenance &amp; Repair</td>
<td>$2,331,913</td>
</tr>
<tr>
<td>Inter-Dept Transfer Out</td>
<td>$1,055,912</td>
</tr>
<tr>
<td>Utilities</td>
<td>$631,550</td>
</tr>
<tr>
<td>Other Operating</td>
<td>$1,299,907</td>
</tr>
<tr>
<td><strong>Total FY24 Expenses</strong></td>
<td><strong>$34,253,268</strong></td>
</tr>
</tbody>
</table>
FY24 Expenses

- chapel hill transit: $10,630,813 (31%)
- debt service: $7,368,012 (22%)
- personnel: $5,489,114 (16%)
- benefits: $2,535,245 (7%)
- contracts: $2,910,802 (8%)
- maint & repair: $2,331,913 (7%)
- utilities: $631,550 (2%)
- other operating: $1,299,907 (4%)
- inter-dept transfer out: $1,055,912 (3%)
- other operating: $1,299,907 (4%)

Kimley-Horn
## FY24 Operating Revenue

<table>
<thead>
<tr>
<th>FY24 Revenue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits</td>
<td>$15,471,000</td>
</tr>
<tr>
<td>Visitor</td>
<td>$4,550,650</td>
</tr>
<tr>
<td>Events</td>
<td>$2,180,000</td>
</tr>
<tr>
<td>Dept Fee</td>
<td>$6,530,000</td>
</tr>
<tr>
<td>Student Fees</td>
<td>$6,100,000</td>
</tr>
<tr>
<td>State Funding</td>
<td>$173,000</td>
</tr>
<tr>
<td>All Other</td>
<td>$1,158,550</td>
</tr>
<tr>
<td><strong>Total FY24 Revenue</strong></td>
<td><strong>$36,163,200</strong></td>
</tr>
</tbody>
</table>
FY24 Revenue

- **Permits**, $15,471,000, 43%
- **Visitor**, $4,550,650, 13%
- **Events**, $2,180,000, 6%
- **Dept Fee**, $6,530,000, 18%
- **Student Fees**, $6,100,000, 17%
- **State Funding**, $173,000, 0%
- **All Other**, $1,158,550, 3%
- **State Funding**, $173,000, 0%
- **All Other**, $1,158,550, 3%

Kimley-Horn
Transportation Funding & Rates

The Department Transit Fee (DTF) and the Student Transit Fee (STF) support the fare-free at boarding transportation services and other expenses associated with the system:

Transportation Services

- **Point-to-Point** → On-Demand / After-Dark Shuttles (Campus Transit)
- **Chapel Hill Transit** → Serves Towns of Chapel Hill and Carrboro and UNC
- **GoTriangle & PART** → Transit from Triad and Piedmont into campus
- **TDM Program** → Transit | Ride Share | Bike Share | Micromobility
Transportation Expenses

Chapel Hill Transit: $10,630,813
Point-to-Point: $2,290,979
Regional: $30,000
Admin Cost: $996,488

GoTriangle resumes fares in FY25 - $500K annual cost
Transportation Funding & Rates

Transportation Cost: $13,948,280
Total Cost: $6,530,000 (0.003 per million payroll)
$6,100,000 ($205 Fee per student)

FY24 Revenue $12,630,000 – Requires $1,084,310 from Transportation Fund
Parking Expenses

The Parking revenues support parking expenses to build, maintain, and operate 10 parking decks and 173 Surface/Loading Docks with an inventory of 22,473. Expenses support:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Parking Services Total</td>
<td>$20,304,988</td>
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<tr>
<td>Debt</td>
<td>$7,368,012</td>
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<tr>
<td>Personnel</td>
<td>$5,858,558</td>
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<tr>
<td>Repairs &amp; Main</td>
<td>$2,233,483</td>
</tr>
<tr>
<td>All Other Operating</td>
<td>$4,844,935</td>
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<tr>
<td>Category</td>
<td>Amount</td>
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<tr>
<td>----------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Parking Permits (66%)</td>
<td>$15,471,000</td>
</tr>
<tr>
<td>Visitor (20%)</td>
<td>$4,550,650</td>
</tr>
<tr>
<td>Event (9%)</td>
<td>$2,180,000</td>
</tr>
<tr>
<td>All Other (5%)</td>
<td>$1,097,580</td>
</tr>
</tbody>
</table>

Parking Revenue = $23,299,230
Employee Permit Funding & Rates

• Employee Permit revenue = $11,613,600
  • 75% of permit revenues = $15,471,000 total permit revenue
  • 50% of total parking revenues = $23,299,230 total parking revenue

• Employee Permit Prices
  • Permit rates range from $234 - $2,355
  • 78 separate pricing points
  • Flex Rate (3-days or less reduced rate) implemented during COVID

• Current Salary Scales:

<table>
<thead>
<tr>
<th>X</th>
<th>&lt;$32,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$32,000 – &lt;$50,000</td>
</tr>
<tr>
<td>B</td>
<td>$50,000–&lt;$100,000</td>
</tr>
<tr>
<td>C</td>
<td>≥$100,000</td>
</tr>
</tbody>
</table>
Student Rates

- **Student Permit Revenue** = $2,177,400
  - 14% of permit revenues = $15,471,000 total permit revenue
  - 9% of parking revenues = $23,299,230 total parking revenue

- **Student Permit Prices**
  - Permit rates range from $176 - $454
  - Weeknight parking is $10 fee per student (available to all students excluding first-years)

<table>
<thead>
<tr>
<th>Permit Type</th>
<th>Full Year</th>
<th>Academic Year</th>
<th>Weekly Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gated</td>
<td>N/A</td>
<td>$453.75</td>
<td>$11.63</td>
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<tr>
<td>Non Gated</td>
<td>N/A</td>
<td>$345.75</td>
<td>$8.87</td>
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<tr>
<td>RR (Estes Drive)</td>
<td>N/A</td>
<td>$260.25</td>
<td>$6.67</td>
</tr>
<tr>
<td>Weeknight Parking</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Park and Ride</td>
<td>N/A</td>
<td>$175.50</td>
<td>$6.00</td>
</tr>
</tbody>
</table>
Service Rates

- Service | Reserved Space Permit Revenue = $1,680,000
  - 11% of permit revenues = $15,471,000 total permit revenue
  - 7% of total parking revenues = $23,299,230

- **Service Rates**
  - Rates range from $82 - $739
  - 4 price points | 6 Types

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Permit Type</th>
<th>Full Year Price</th>
<th>Weekly Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNC Departments</td>
<td>Reserved Visitor Spaces (specific to departments with visitor spaces)</td>
<td>$739.00</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td>Service/State Vehicle Permit</td>
<td>$658.00</td>
<td>$12.65</td>
</tr>
<tr>
<td></td>
<td>Official Visitor Permit</td>
<td>$658.00</td>
<td>$12.65</td>
</tr>
<tr>
<td>Contractors and Vendors</td>
<td>Full Vendor</td>
<td>$816.00</td>
<td>$15.69</td>
</tr>
<tr>
<td></td>
<td>Reserved Construction Spaces</td>
<td>$739.00</td>
<td>$14.84</td>
</tr>
<tr>
<td></td>
<td>15-Minute Vendor</td>
<td>$82.00</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Visitor Rates

Visitor Parking Revenue = $4,550,650
- 20% of total parking revenue = $2,329,923

Visitor Parking Rates
$1.50 per hour South Campus lots serving UNC Health ($10 max)
$1.75 per hour North and Mid Camps lots (no max)
Events Rates

- Event Parking Revenue = $2,180,000
  - 9% of total parking revenue = $23,299,230

- **Event Parking Rates**
  - Car: $20 (maximum fee)
  - Limousine: $30 (maximum fee)
  - RV: $40 (maximum fee)

### Evening Parking Services Rates

<table>
<thead>
<tr>
<th>Service</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Permit Parking</td>
<td>Manning Lot: $6 per vehicle</td>
</tr>
<tr>
<td>Monitoring</td>
<td>$27 per hour, with a 3-hour minimum, for each monitor assigned</td>
</tr>
<tr>
<td>Chartering Buses</td>
<td>$25 (plus actual cost of charter services provided)</td>
</tr>
<tr>
<td>Reserved Spaces</td>
<td>- Ending before 12 noon: $8 per vehicle</td>
</tr>
<tr>
<td></td>
<td>- Beginning 12 noon or later: $16 per vehicle</td>
</tr>
<tr>
<td></td>
<td>- Weeknight after 5 p.m.: $1 per vehicle</td>
</tr>
<tr>
<td></td>
<td>- Weekend (Rams Head only): $6 per vehicle</td>
</tr>
<tr>
<td>Equipment Setup</td>
<td>- Cones/Barricades/Meter Bags: $17 per hour per staff</td>
</tr>
<tr>
<td></td>
<td>- Signs: $40 fee per sign (with setup)</td>
</tr>
</tbody>
</table>
Discussion

Questions & Answers
The 5-Year Plan Process Timeline

Launch 5-Year Plan
• ACT meetings – collaborative campus-wide participation in Plan development
• Exec. Sponsor Group meetings – campus leadership review of work

Feb. 2023

Data Collection & System Evaluation
Gather and synthesize existing data, update and establish guiding principles, evaluate system performance

Feb.–June 2023

Outreach
Engage the University community through focus groups, town halls; work directly with campus representatives that participate in ACT for a campus-wide perspective

Jan. 2023 – May 2024

Recommendations
Develop short- and long-term objectives and strategies and identify Key Performance indicators

Sep.–Nov. 2023

Financial Plan
Develop a financial plan and fee structure strategy to support system for the 5-year period

Feb.–Nov. 2023

Update Ordinance
Update changes in fees and policies

Apr. 2024

Approval & Adoption
Presentation to BOT for Ordinance approval

May 2024
Next Steps

• Financial Modeling for Five-Year Plan Scenarios
• Fall Outreach

• Next ACT Meeting: September 27th Financial Strategies
  • Present & Discuss Funding Requirements for 5-Year period
  • Present & Discuss Rate Strategies
  • In-Person - **1.5 hours Meeting**