



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting  
August 16, 2023

Kimley»Horn



FINAL REPORT

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL  
Transportation & Parking Five-Year Plan

PREPARED FOR:



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

PREPARED BY:

Kimley»Horn

MAY 2017

# 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:

FALL 2023

- Develop Funding Scenarios
- Draft Initial Recommendations
- Campus Outreach

SPRING 2024

- Present Recommendations to Executive Sponsor Group
- Chancellor Meeting
- Final Recommendations
- Board of Trustees Meeting

## •• #1: KICK OFF

Started the year off with the Launch meeting where we introduced the 5YP, the various elements of the plan, and the vital roles of the Executive Sponsors, ACT Committee members, and the campus community. We established a timeline for the 5YP and reviewed the approval process towards.

### The Approval Process

Advisory  
Committee for  
Transportation

Executive  
Sponsor Group

Chancellor

Board of  
Trustees

## #2: MARCH

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 (O1-4) 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).

## #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.

Customer  
Satisfaction  
Survey opened  
April 18th

### Participants

- Employee Forum
- Medical School
- Student Affairs
- Sustainability
- UNC Hospitals
- Carolina Athletics
- Postdocs
- Facilities
- Colleges, Schools and Libraries
- Graduate and Professional Student Government
- Faculty Council

## #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.

## •• #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..

Customer  
Satisfaction  
Survey Closed  
May 31st

# Summer Session

- Systems Evaluation Workshop
  - June 27<sup>th</sup> – 29<sup>th</sup>, 2023
- Conducted the 20 Characteristics Evaluation
- Developed a list of potential plan elements

The 20 Characteristics include:



# Core Themes Identified

PARKING	TRANSPORTATION DEMAND MANAGEMENT (TDM)	PROGRAMMING/POLICY	COMMUNICATION
Pricing Structure \$	TDM Programming	Capital Asset Management \$	Education
Allocation Model	Point-to-Point (P2P) \$	Mobility Processes and Access \$	Partnership and Collaboration
Flexible Parking Options \$	Local Transit \$		
Parking Technology	Regional Transit \$		
Accredited Parking Organization (APO) Designation			

# Evaluating the Financial Future

1

FY24 Revenue & Expenses

2

Funding Structures

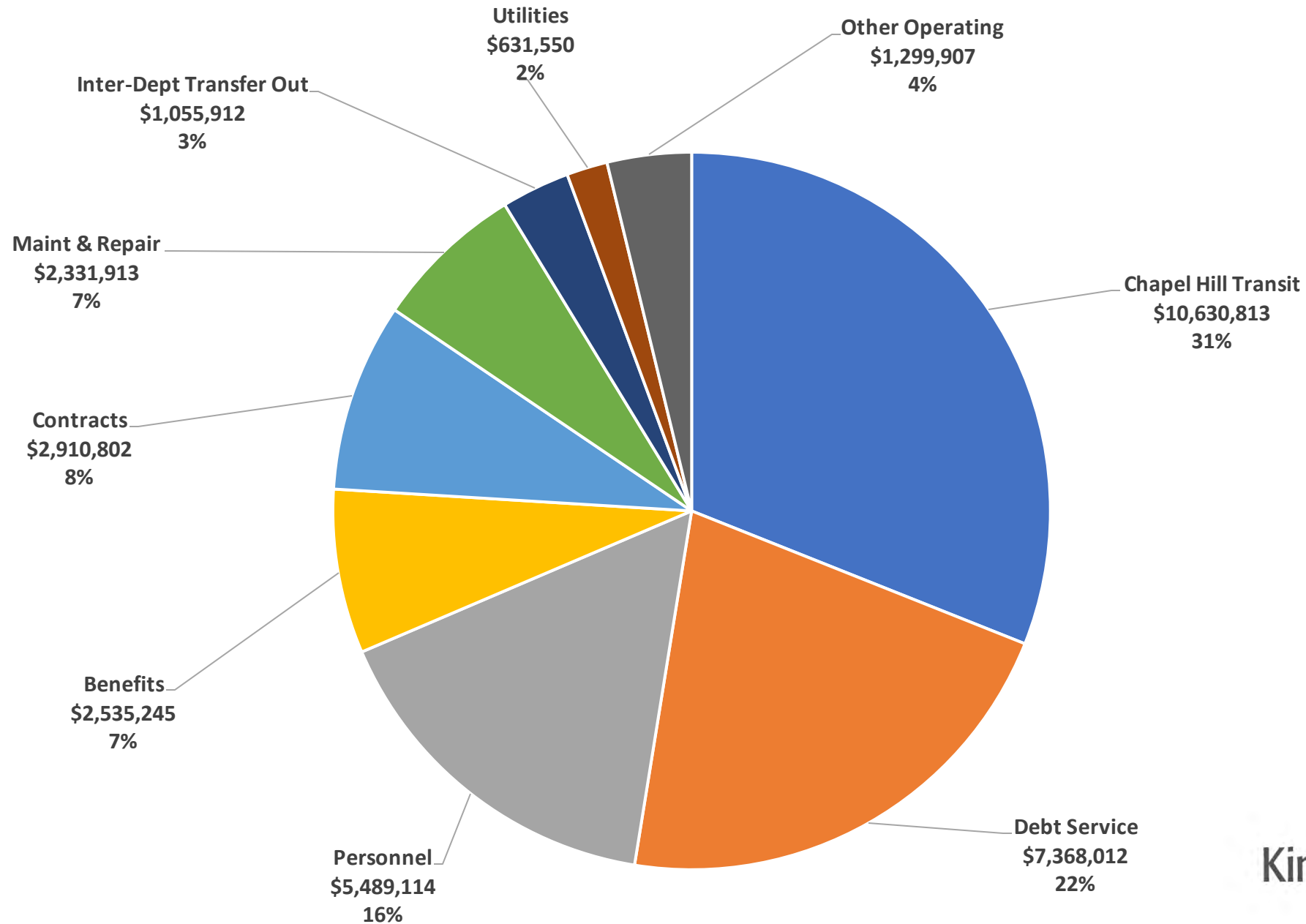
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Rate Structures

# FY24 Operating Expenses

FY24 Expense	Total
Chapel Hill Transit	\$ 10,630,813
Debt Service	\$ 7,368,012
Personnel	\$ 5,489,114
Benefits	\$ 2,535,245
Contracts	\$ 2,910,802
Maintenance & Repair	\$ 2,331,913
Inter-Dept Transfer Out	\$ 1,055,912
Utilities	\$ 631,550
Other Operating	\$ 1,299,907
Total FY24 Expenses	\$ 34,253,268

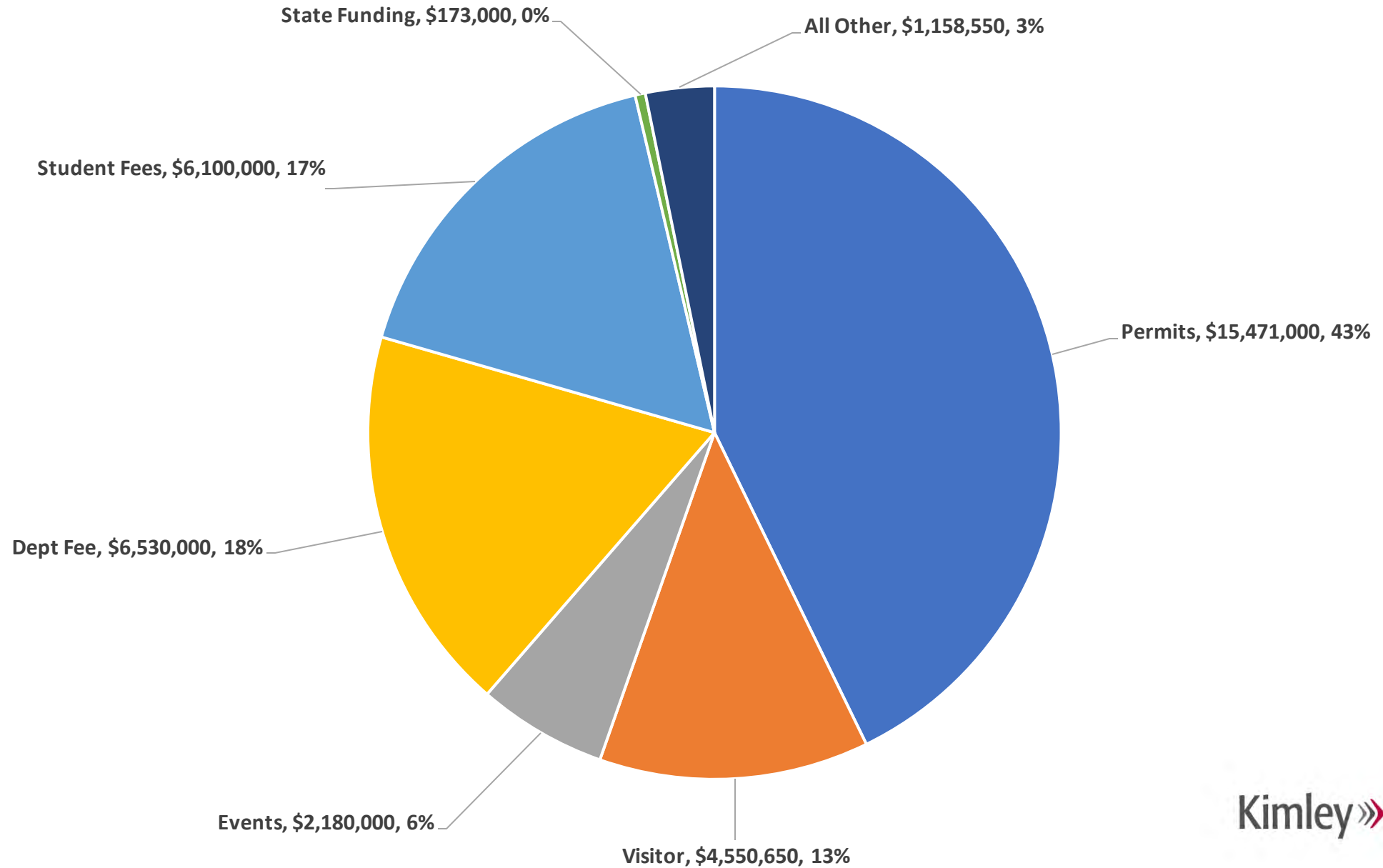
# FY24 Expenses



# FY24 Operating Revenue

FY24 Revenue	Total
Permits	\$ 15,471,000
Visitor	\$ 4,550,650
Events	\$ 2,180,000
Dept Fee	\$ 6,530,000
Student Fees	\$ 6,100,000
State Funding	\$ 173,000
All Other	\$ 1,158,550
Total FY24 Revenue	\$ 36,163,200

# FY24 Revenue



# 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

DTF Revenue (54%)

**\$ 6,530,000**

.003 per million payroll

STF Revenue (46%)

**\$ 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:

<u>Parking Services Total</u>		<u>\$20,304,988</u>
Debt	➡	\$7,368,012
Personnel	➡	\$5,858,558
Repairs & Main	➡	\$2,233,483
All Other Operating	➡	\$4,844,935

# Parking Funding

Parking Permits (66%)

\$ 15,471,000

Visitor (20%)

\$ 4,550,650

Event (9%)

\$2,180,000

All Other (5%)

\$1,097,580

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:

X	<\$32,000
A	\$32,000 – <\$50,000
B	\$50,000-<\$100,000
C	≥\$100,000

# 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)

Permit Type	Full Year	Academic Year	Weekly Price
Gated	N/A	\$453.75	\$11.63
Non Gated	N/A	\$345.75	\$8.87
RR (Estes Drive)	N/A	\$260.25	\$6.67
Weeknight Parking	\$0.00	\$0.00	\$0.00
Park and Ride	N/A	\$175.50	\$6.00

# 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

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

# Visitor Rates

Visitor Parking Revenue = \$4,550,650

- 20% of total parking revenue = \$23,299,230

## 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)

Visitor Parking Hourly/Daily Rates		
Location	Type	Cost
Dogwood Deck, Ambulatory Care Center Lot, Hospital Drive Lot	Patient/Visitor	\$1.50 per hour \$10.00 daily maximum
Morehead Lot, Raleigh Road Visitor Lot, Rams Head Deck	Visitor	\$1.75 per hour (no maximum)
Metered Space Parking	Visitor / Short-term Employee & Student	\$1.75 activation fee per hour (maximum of eight hours)

# 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)

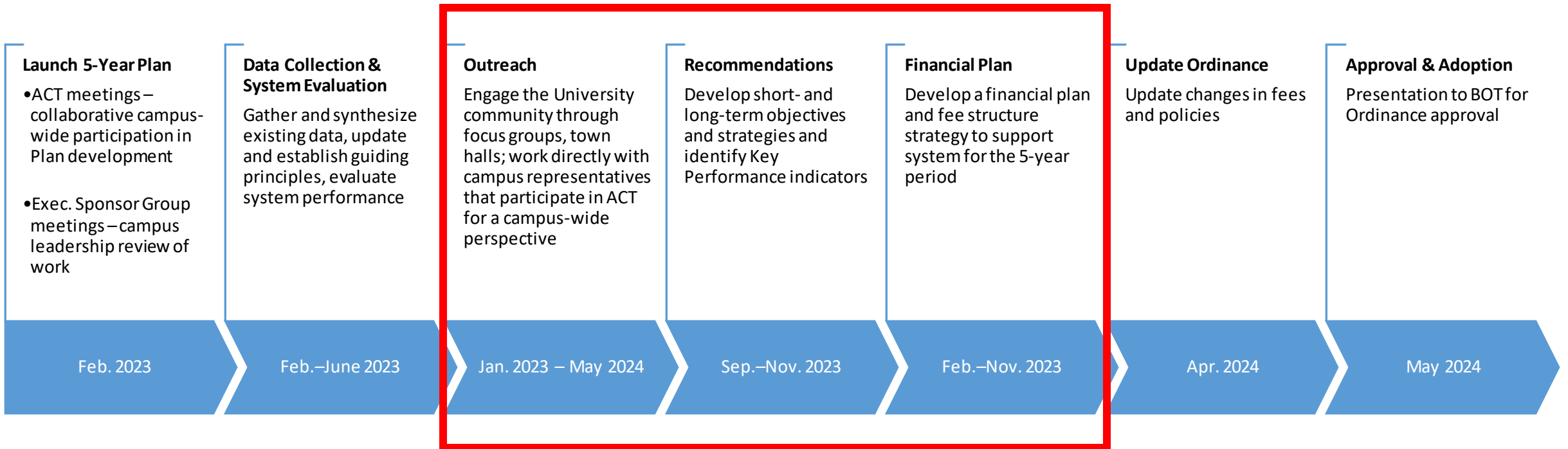
## Evening Parking Services Rates

Service	Fees
Conference Permit Parking	Manning Lot: \$6 per vehicle
Monitoring	\$27 per hour, with a 3-hour minimum, for each monitor assigned
Chartering Buses	\$25 (plus actual cost of charter services provided)
Reserved Spaces	<ul style="list-style-type: none"><li>• Ending before 12 noon: \$8 per vehicle</li><li>• Beginning 12 noon or later: \$16 per vehicle</li><li>• Weeknight after 5 p.m.: \$1 per vehicle</li><li>• Weekend (Rams Head only): \$6 per vehicle</li></ul>
Equipment Setup	<ul style="list-style-type: none"><li>• Cones/Barricades/Meter Bags: \$17 per hour per staff</li><li>• Signs: \$40 fee per sign (with setup)</li></ul>

# Discussion

## Questions & Answers

# The 5-Year Plan Process Timeline



# Next Steps

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- Financial Modeling for Five-Year Plan Scenarios
- Fall Outreach
- Next ACT Meeting: September 27<sup>th</sup> Financial Strategies
  - Present & Discuss Funding Requirements for 5-Year period
  - Present & Discuss Rate Strategies
  - In-Person - **1.5 hours Meeting**