

Advisory Committee on Transportation

22 February 2023, 9:00 AM EST

Minutes

Call to Order: 9:04 AM EST

1. Welcome – Gordon Merklein
2. Agenda Items – Presentation included the following topics:
 - Introductions
 - What is the 5 Year Plan?
 - Looking Back and Ahead
 - The Plan and Approval Process
 - Round Robin Discussion
3. Introduction
 - 5-Year Plan
 - Strategic framework and financial plan, supporting UNC’s dynamic and evolving landscape in its goal to meet the community’s transit and parking demands
 - Planning process is contingent upon community outreach, system assessments, and recommendations
 - ACT representatives’ participation is essential in communicating the perspectives, concerns, and strategies of their organizations to the committee
 - Recommendations for the 5-Year Plan sent to the Executive Sponsors Group for review, then recommendations will be advanced to the Board of Trustees for approval and policy adoption
 - ACT Representatives:
 - Student Affairs,
 - Athletics,
 - College, Schools, and Libraries,
 - Employee Forum
 - Faculty Council
 - Graduate Professional Student Government
 - Medical School
 - College of Arts and Science
 - Postdoctoral Affairs
 - Undergraduate Student Government
 - Transportation and Parking
 - UNC Hospital

- Executive Sponsor Group
 - Vice Chancellor for Finance and Operations (Chair)
 - Executive Vice Chancellor and Provost
 - Vice Chancellor for Medical Affairs
 - Vice Chancellor for Human Resources and EOC
 - Vice Chancellor for General Counsel
 - Vice Chancellor for Student Affairs
 - Vice Chancellor for Communications
 - Vice Chancellor for Research
 - Director of Athletics
 - Chief of Staff, Office of the Chancellor
 - Associate Vice Chancellor for Finance
 - Associate Vice Chancellor for Real Estate and Campus Enterprises
- Transportation and Parking Team
 - Gordon Merklein – Associate Vice Chancellor, Real Estate and Campus Enterprises
 - Cheryl Stout – Executive Director, Transportation and Parking
 - Wilhelmina Steen – Associate Director, Parking Service and Strategy
 - Cha'ssem Anderson – Associate Director, Transportation and Planning
 - Candace Lindo – Executive Assistant, Transportation and Parking
- Kimley Horn – Project Team
 - David Samba – Project Manager
 - Sonia Panic – Lead Analyst
 - Matt Sumpter – Deputy Project Manager
 - Mary Kate Morookian – Systems Evaluation
 - Nicole Bennett – Public Outreach at Nequity

4. Transportation and Parking System

- Transportation and Parking supports diverse access needs across the UNC community such as parking, transportation and event traffic for a broad host of campus demographics, including:
 - UNC students
 - UNC faculty and staff
 - UNC Health employees
 - Patients and visitors
- UNC is unique in that UNC Health has needs that differ from the needs of the University
- 23,000 managed parking spaces, which needs strategic analysis to ensure that demands of campus demographics are fulfilled especially as university has grown in the past decade
- Transportation and Parking is receipt-funded and therefore funded by parking permit revenues to fund operations, which necessitates strategic financial implementation plans

- Major consideration must be taken for alternate transportation methods on campus to determine how the cost of these services align with revenue and funding

5. What is the 5-Year Plan?

- Data Collection – data-driven process that evaluates financial performance and intakes data relative to programs, policies, and systems that are used to manage the day-to-day operations of Transportation and Parking
- Guiding Principles – Instructs the plan and aligns standards to ensure decision-making and recommendations build concurrence for process
- Systems Evaluation – Overview of Transportation and Parking system to understand what is systematically functional and financially feasible
- Financial Plan – Build a robust plan that can sustain itself throughout times of significant change
- Outreach and Communication – Want to conduct outreach with the campus community, at large, and target focus group participants, selected by ACT group representatives for diverse perspectives on transportation and parking's structure
- Implementation Plan – Ensure that the structure of the 5-Year Plan embodies an equitable, sustainable, cost-efficient model

6. 5-Year Plan

- Every five years, Transportation and Parking partner with campus representative on ACT and the Executive Sponsors Group to develop a new plan that:
 - Engages with the University community outreach efforts
 - Evaluates existing operations and technology and identify efficiencies and opportunities
 - Strategically addresses University and UNC Healthcare development and programmatic growth
 - Ensures that necessary revenue is in place to support the existing and near-term transportation system costs

7. Looking Back

- Guiding Principles:
 - Provides adequate and safe access to campus
 - Encourage sustainable multimodal transportation options
 - Supports the land use, open space, and programmatic objectives of the University, at large
 - Remains solely self-funded
- Supporting Practices – Reinforce the Guiding Principles to:
 - Uphold adequate visitor/patient parking
 - Maintain partnership with the Towns of Chapel Hill and Carrboro to operate the Chapel Hill Transit fare-free system

- Promote Triangle Transit and other regional transit options for accessibility to users
- Reduce the current parking subsidy for transit services
- Develop an equitable balance of the cost of the Transportation and Parking system for all users

8. 5-Year Plan Look Back

- Capital Growth – Additional 800 parking spaces added to Business School and Rosemary Deck, including 6% annual growth in transit support in response to Covid-19 Pandemic
- Programmatic System Changes
 - Parking Access Revenue Control System (PARCS) – technology being installed to upgrade the current parking system to improve the management of daily parking
 - Weeknight Parking Program – Implemented to develop recommendations to ACT on weeknight parking as it concerns transportation and parking access
- Fee Changes to Support System
 - Last 5-Year Plan experiences a 1% annual daytime permit increase during the first three years of the plan and no increase during previous two years
 - No Departmental Transit fees increases throughout previous 5-Year Plan
 - Graduated scale for Weeknight Parking Program fees; employees paid the lowest cost
 - No increase for five years in South campus and a \$.25 hourly increase for Mid- and North campus hourly parking and all meters

9. 5-Year Plan Look Ahead

- 5-Year Plan is dedicated and driven to achieve:
 - Meeting the University and UNC Health’s Transportation Needs
 - Equity and Resource Management
 - E-Bikes, Micromobility, and Autonomous Vehicles
 - Electric Fleet
- The 5-Year Plan Process Timeline
 - February 2023: Launch 5-Year Plan – Introductory meetings with ACT representatives and Executive Sponsor Group
 - February-June 2023: Data Collection and System Evaluation – Gather and analyze data, update and establish guiding principles, evaluate system performance
 - January 2023-May 2024: Outreach – Engage the University community through focus groups, town hall meetings, and work directly with campus representatives for their perspectives

- September 2023-November 2023: Recommendations – Develop short- and long-term objectives and strategies to identify Key Performance indicators
- February 2023-November 2023: Financial Plan – Create a financial plan and fee structure strategy to support system for 5-year period
- April 2024: Update Ordinance – Amend changes in fees and policies
- May 2024: Approval and Adoption – Present to Board of Trustee for Ordinance approval

10. Approval Process:

- Advisory Committee for Transportation conducts collaborative monthly engagements to provide feedback and recommendations
- Executive Sponsor Group provides ongoing feedback through ACT and is involved in three key engagements – Launch, Draft recommendations, and Final Recommendations
- Chancellor reviews final recommendations and proposed ordinance changes
- Board of Trustees approves proposed ordinance changes

11. Round Table

- Anna Wu:
This is Anna’s second time participating in ACT. She expressed that this will be a very challenging 5-Year Plan for Transportation and Parking because it is a complex time. However, she is interested in the impacts on staff planning and the implementation of the process.
- Mike Piehler:
Mike looks forward to making connections between the 5-Year Plan and the University’s Climate Action Plan. He shared that a goal of UNC is to reach zero-emissions by 2040.
- Jeff Watson:
Jeff has been involved in ACT since 2012 and has enjoyed working with the Transportation and Parking team. He appreciates that representatives outside of the Transportation and Parking department are involved in the 5YP and looks forward to continuing this process as the University and Hospital grow.
- Kate Musgrove:
Kate represents over 9,000 staff who she wants to advocate for as an ACT representative. She emphasized that employers are facing a difficult job market, so she wants to ensure that the 5-Year Plan is considerate of employees’ needs and wishes, especially as it relates to competitors.

- Michelle Meyers:
Michelle is a first-time ACT representative, but she is excited to learn more about the planning process. She takes the bus every day and noted that the inability to track buses has been a problem. Michelle works in research and wants the team to be aware of parking for those individuals.
- Laszlo Balint:
Laszlo is participating in ACT for the first time. He rides his bike or takes the bus as his primary modes of transportation; however, he recognizes that driving is essential for many on campus. He looks forward to offering his perspective during the 5-Year Plan and learning about others.
- Dan Lehman:
This is Dan's first 5-Year Plan and is taking over the role from Mel Hurston. He is excited to be a part of the process.
- Karlina Matthews:
Karlina looks forward to thinking creatively and wants to ensure the plan is thoughtful and considers patients and research.
- Rick Steinbacher:
This is Rick's second 5-Year Plan and really enjoyed working on it last time. He is happy he gets to meet and collaborate with colleagues in different departments.
- Alan Marsh:
Alan is participating in the 5-Year Plan for the first time. As an ACT member, he wants to discuss equitable parking rates and hours for post-doctoral students.
- Allan Blattner:
Allan has participated in a 5-Year Plan before and is excited to represent residential students' needs and expectations throughout the process.
- Clint Gwaltney:
Clint contributed to ACT during the previous 5-Year Plan and looks forwards to seeing how the process will unfold and learning alongside the committee. He wants to explore the business school construction, new parking opportunities, and rerouting traffic with the committee.
- Evan Yassky:
Evan has collaborated with Transportation and Parking on many initiatives and projects, including the ongoing PARCS upgrade. He looks forwards to being a member of the ACT team.

- Joe Singer:
This is Joe's first time participating in ACT. As a representative, he hopes to resolve some of the issues that student group have encountered with the transportation and parking system. He is interested in investigating hybrid schedules and the effects on parking and wants to understand how unused parking spaces can be maximized.
- Kevin Philips:
Kevin is excited to learn more about the 5-Year Plan and it's current and potential impacts on the UNC Medical Center.
- Taliajah Vann:
She is excited to learn more about the plan and is interested in affordable and accessible parking. She is interested in how the plan presently impacts hardship spaces and how staff pays.
- Rabsheem Holland (filling in for Chief Brian James):
Rabsheem would like to learn more about the 5-Year Plan project, wants to assist in any way to support the ACT committee, and work collaboratively with the group.
- Martin Johnson:
Martin advocates for multimodal transportation solutions. He wants to encourage alternative commuting options for members of the UNC community.

Action Items

1. ACT will reconvene the 3rd Wednesday of every month-invite following launch meetings
2. Transportation and Parking and Kimley-Horn teams will send out relevant attachments and links related to the meeting
3. Information will be shared about ACT focus groups, which will be held in April
4. The March ACT meeting focus on educating the committee on the Transportation & Parking system and previous 5-Year Plan status
5. The April ACT meeting will be focused on education and update of the Guiding Principles

Attendees:

Anna Wu – Associate Vice Chancellor, Facilities Services

Mike Pehler – Chief Sustainability Officer

Jeff Watson – Parking and Transportation Manager, UNC Hospital

Kate Musgrove – Employee Forum Chair

Michelle Meyers – Associate Professor, Emergency Medicine

Laszlo Balint – Post-Doctoral Research Associate, Cell Biology and Physiology

Dan Lehman – Vice President, Operational Support & Professional Services

Karlina Matthews – Associate Dean of Administration

Rick Steinbacher – Senior Associate Athletic Director

Alan Marsh – Associate Director, Post Doctoral Affairs

Allan Blattner – Executive Director, Carolina Housing

Clint Gwaltney – Senior Associate Athletic Director

Evan Yassky – Executive Director, Facilities Planning and Design

Joe Singer – Director, Carolina Union

Kevin Phillips – Director, Hospital Police and Parking & Transportation at UNC Health Care

Taliajah Vann – Student Body President

Rahsheem Holland – Public Safety Manager, UNC Police

Martin Johnson – Associate Professor, English Composition and Literature

Transportation and Parking:

Gordon Merklein – Associate Vice Chancellor, Real Estate and Campus Enterprises

Cheryl Stout – Executive Director

Cha'ssem Anderson – Associate Director

Abigail Hall – Project Coordinator

Candace Lindo – Executive Assistant