

Advisory Committee on Transportation

22 March 2023, 3:00 PM EST

Minutes

Call to Order: 3:05 PM EST

1. Agenda Items – Presentation included the following topics:
 - System Education
 - What is the 5-Year Plan?
 - Looking Back and Ahead
 - Other Plan Elements (Guiding Principles, Finances, etc.)
 - Next Steps
2. Transportation and Parking System
 - Serves a population of approximately 53,000 Students, University Faculty and Staff, UNC Health and 2M+ patients and visitors
 - 5-Year Plan offers efficiency of operations, management, and planning to maintain a reliable and well-maintained parking system
 - Receipt-supported system, wherein Transportation and Parking's generated revenue will fund programs derived from 5-Year Plan
 - Budget of \$35 million is split between Transit – \$12M and Parking – \$23M
 - Committee must consider how changes in funding and revenue will impact all elements of the system
 - UNC Faculty, staff, and visitors account for a significant portion of transit ridership
 - 98 Transportation and Parking staff members managing 23,000+ spaces and 50,000+ users
3. Parking Space Distribution
 - 23,341 total spaces
 - 40% Decks
 - 60% Service Lots
 - 50% Employee Parking
 - 20% Service/Reserved Spaces
 - 15% Student Parking
 - 15% Hourly & Visitor Parking
 - Transportation and Parking offers the University a variety of parking types and formats to satisfy the various needs of the population and each user group
 - Space to permit ratio represents 27% oversell at UNC, which is customary in the parking industry to maximize parking space efficiency
 - No oversell in resident lots and an increase in average oversell to hybrid and remote schedules
4. Campus Planning

- Transportation and Impact Analysis (TIA) conducted in 2001 for the UNC Development Plan, submitted to the Town of Chapel Hill
- Purpose of TIA is to:
 - Assess transportation implications on development at the University
 - Determine what takes place when the development expands
 - Develop strategies to address issues to mitigate total mobility impact
- UNC Development Plan allowed 1,559 net new parking spaces to meet projected growth
 - Presently approximately 400 spaces away from this limit

5. Parking Summary

- 64% of Employee population have a permit
- 17% of Student population has a permit
- 25% of Faculty/Staff and Students have permits

Cheryl Stout: Oversell ratios have increased following the COVID-19 Pandemic. Parking is adapting to changes in commuting schedules. Previously it averaged 20%, sometimes 25%, but it has increased a certain percentage to accommodate flex permits (On campus 3 or less days).

Dan Lehman: Who represents contract staff in the context of the parking permit statistics?

Cheryl Stout: The contract departments are units like Carolina Dining, EPA, UNC Press. The number of employees for the University and Hospital are the total numbers and do not consider shift (evening/night) or remote work schedules. Parking percentages will change when daytime demand is compared to daytime shift employees.

6. Point-to-Point

- University-operated services providing a variety of On-Demand and Fixed-Route services
- Ridership 2022:
 - On-Demand Services: 22,567 Annual Rides
 - Fixed-Route Services: 99,581 Annual Rides
- Service is fare-free at boarding and funded through student and department fees with an annual cost of \$1.8M

7. Chapel Hill Transit

- Fare-free transit service for UNC, Chapel Hill, and Carrboro
- UNC partners with Chapel Hill transit and responsible for 40% of shared route service and 100% of the cost associated with UNC's fully allocated routes
- Funded through department and student fees, with a nominal state contribution
- Ridership 2019:
 - 7M; Students represent 61% of total ridership
- 2022 CHT (Chapel Hill Transit) Contract Amount
 - 17 Shared Routes - \$5.4M
 - 8 UNC Routes - \$4.6M

8. Triangle Transit

- Fare-free transit service since 2020 for Chapel Hill, Durham, Raleigh, and other parts of the Triangle
 - Services funded by department fees, student fees, and parking revenues
 - 5 Regular Routes; 2 Express Routes - \$480K
 - Provide free Park & Ride lots where riders can park near a bus stop
 - Ridership 2022:
 - 275K Annual Rides
 - Ridership dropped drastically in March 2020; no ridership data collected
9. Transportation Demand Management (TDM)
- Necessitates the demand for alternative methods for community members to access campus, instead of single occupancy vehicles
 - Transportation and Parking offers programs and contributes to services that encourage stewardship of transportation such as the Commuter Alternative Program, Rideshare programs, Bike Amenities, and Tar Heel Bikes
 - Committee must continue to consider optionality and increase viability of alternative methods of transportation for students and faculty/staff
10. 5-Year Plan Look Back (Fee Changes to Support System)
- Current 5-Year Plan was developed before the COVID-19 pandemic
 - Assessment of Plan is its reaction to changes and shocks during national emergency proves efficacy
 - Fee changes to support system were minimal during previous 5-Year Plan, including:
 - Annual Daytime Permit Increases: 1% increase in first three years of the plan and no increases for FY22 – FY24 (3 years no increases)
 - Department Transit Fees: No increases during last 5-Year Plan
 - Student Transportation Fee Increase:
 - \$5.44 FY17/18 transit support
 - \$5.64 FY18/19 transit support
 - \$6 FY 19/20 weeknight parking
 - \$2 FY20/21 and FY21/22 increase to weeknight parking
 - Employee Weeknight Parking:
 - \$234-\$402 Permit Range - \$1 per day for lowest pay scale
 - Hourly (Patient/Visitor rate):
 - No increase for five years in south campus health care patient/visitor parking facilities
 - \$.25 per hour increase for mid and north campus hourly parking
11. Finance and Budget
- Ordinance develops regulations and fees for receipt-supported parking system, which Board of Trustees has final approval authority on
 - Fine revenue, excluding 20% of allowance, directed to K-12 school funding from UNC Transportation and Parking department
 - Fund balance has remained stable following COVID-19 (2020-2021), with a return to normalcy in revenues and expenditures in 2022

- Hiring freezes and project delays compensated for loss in revenue
- 5-Year Plan forecasts impending needs to create funding strategies that support the system

Katie Musgrove: Why do state appropriations increase in 2020 and 2021, during the pandemic? Was this COVID money of some sort?

Cheryl Stout: Yes, there was an increase due to COVID-19 relief funding. During the pandemic, Transportation and Parking was tasked with delivering COVID tests to laboratories and providing students with transportation to be tested or quarantined/isolation housing accommodations. The department contracted Carolina Livery to assist with these operations. Transportation and Parking applied for and received relief funding, which is categorized under state funds.

12. 5-Year Plan

- Committee must ensure that the necessary revenue is in place to support existing and new transit cost through programmatic changes, infrastructure, policies, and investments to maintain a responsible 5-Year Plan

13. 5-Year Plan Look Back

- Current 5-Year Plan developed Engagement Themes that prioritized safety, efficiency, technology, and sustainability which led to the creation of programmatic system changes to support them
- Engagement was critical to the process and is necessary to identify programmatic system changes that may benefit the greater campus community
- Plan must be responsive and able to withstand the extremes of systematic change, as evidenced by the aftermath of COVID-19
- 800 parking space planned as it pertains to capital growth

14. 5-Year Plan Look Ahead

- ACT Launch meeting confirmed the necessity of Key Plan Drivers, such as:
 - Meeting University and UNC Health's Transportation needs – ensure safe and efficient travel
 - Equity and Resource Management – consider how permits are allocated to various units, changes to the salary scale, how remote work impact permitting
 - E-Bikes, Micro-mobility, Autonomous Vehicles – to establish the auxiliary's commitment to sustainability through technology
 - Electric Fleet – What is Transportation and Parking's role in electrification on campus? What other University groups should be brought into this conversation?

15. The 5-Year Plan Process Timeline

- ACT's current phases are:
 - Data Collection & System Evaluation – How does the system function for customers and Transportation and Parking staff? Are there ways to improve functionality and efficiency through communication and workflow?

- Outreach – How do we engage the campus broadly? What specific questions should be asked of the campus community to gauge their opinions and needs of Transportation and Parking?

16. Guiding Principles

- Upcoming April ACT meeting will focus on Guiding Principles
- Committee must ensure that current principles accurately represent needs for the upcoming 5-Year Plan and decide if any principles need to be added
- Incorporate efficiencies into the Supporting Practices pertaining to funding, technology, and cost reduction

Kate Musgrove: I would like to see another guiding principle added related to equity in our pricing structure.

David Samba: The topic of the April ACT meeting will encompass Guiding Principles and with the help of Nicole Bennett, our DEI specialist, we will find more ways to include equity in our upcoming discussion.

17. Plan Outreach and Engagement

- A receptive environment, honest discussions, acceptance of diverse perspectives are fundamental principles of engagement
- Goals are to inform, educate, and listen to the committee and campus communicate
 - Project website is updated, campus-wide customer satisfaction survey upcoming, and Focus Group meetings to begin late-April

18. Next Steps

- Launch Campus Survey: End of March/Beginning of April
- Focus Group Meetings: April 18th-21st
- Next ACT Meeting: April 19th
 - Topic – Guiding Principles
 - In-person only

Gordon Merklein: UNC routes are not at full service because the system does not have enough drivers, so there's services lacking, which has led to compression. What are the broader challenges that are being faced by the T&P system?

David Samba: Necessary to identify staffing needs of the unit and as part of the system's evaluation, it may be necessary to determine how to contract new drivers and retain them

Theodore Nollert: Will ACT meeting notes and presentation be shared following the meeting?

Cheryl Stout: All meeting materials are published on Transportation and Parking's ACT webpage. Following all meetings, committee members will be sent an email with updates, reminders, and links to the most recent ACT meeting's minutes and presentation.

Cam Enarson: Are we optimally utilizing all our transportation assets in a way that maximizes their use? Are there additional opportunities for revenue generation that can deploy some of the

resources on campus, such as additional service delivery that may allow entities like Point-to-Point to offer off-campus services to increase revenue?

Cheryl Stout: Utilization is a large part of the conversation related to the 5-Year Plan. Allocation policies and how we distribute resources are extremely important questions following COVID, including transit. While numbers are improving, they are still half of what they were following Covid. Will that catch up quickly or are those years of backfill? As Gordon pointed out, we have had driver shortages, so utilization of the resources is a big part of the discussion related to the 5-year Plan. During the daytime, who is vying for transportation services? How drastically has that changed post-COVID? When we show the percentage of employees parked is that showing 70%, 60%, or is it 80% based on who is here every day? A lot of those resource issues have changed, which makes it necessary to determine how we use the resources effectively on campus to make sure that we are getting the resources to people who need them

Cam Enarson: I was thinking more in terms of physical asset utilization. There was data about \$4M spent on eight routes in CHT and I wonder if it would meet service demand if Point-to-Point buses were deployed for this purpose.

Cheryl Stout: We can evaluate that. We partner with Chapel Hill Transit and local and regional providers. Our Point-to-Point services are strictly on-demand services and provide ADA, campus health, on-demand after-dark, emergency ride back for park-and-ride commuters, and specific shuttle services for students after hours. CHT does those big routes, so that is something that we can talk about in terms of how we move forward with services and what those services capacities look like and how might we plan for that use of those resources.

Noreen McDonald: How are metrics that are often in these types of plans around environmental impacts and safety implemented into the guiding principles?

David Samba: As it pertains to environmental impacts, our needs align with UNC's overarching Climate Action Plan so we typically would not create our own plan and guiding principles that align with this directly.

Cheryl Stout: We asked Michael Piehler, Chief Sustainability Officer, to join ACT and he will add that perspective and guidance to the new 5-Year Plan for determining how UNC can continue to align with UNC's sustainability standards.

Mike Piehler: Transportation and Parking is aligned with the university's recent climate action plan. It is not perfect, but we have great data, and the basic emissions inventory, so we are ready to assess the impact to date and take it into consideration moving forward.

Attendees:

Kate Musgrove – Employee Forum Chair

Clint Gwaltney – Senior Associate Athletic Director

Rick Steinbacher – Senior Associate Athletic Director

Martin Johnson – Associate Professor, English Composition and Literature

Jeff Watson – Parking and Transportation Manager, UNC Hospital

Theodore Nollert – President, Graduate and Professional Student

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

Darin Padua – Associate Provost, Academic Operations

Michelle Meyer – Associate Professor, Emergency Medicine

Karlina Matthews – Associate Dean of Administration

Cam Enarson – Vice Dean of Strategic Initiatives

Joe Singer – Director, Carolina Union

Keith Hines – Vice Chair, Employee Forum

Noreen McDonald – Senior Associate Dean, Social Sciences & Global Programs

Allan Blattner – Executive Director, Carolina Housing

Dan Lehman – Vice President, Operational Support & Professional Services

Mike Piehler – Chief Sustainability Officer

Gordon Merklein – Associate Vice Chancellor for Real Estate & Campus Enterprises

Anna Wu – Associate Vice Chancellor, Facilities Services

Transportation and Parking:

Cheryl Stout – Executive Director

Cha'ssem Anderson – Associate Director

Wil Steen – Associate Director

Abigail Hall – Project Coordinator

Candace Lindo – Executive Assistant