

## Advisory Committee on Transportation

19 April 2023, 3:00 PM EST

### Minutes

Call to Order: 3:01 PM EST

1. Agenda Items – Presentation included the following topics:
  - Welcome
  - Ordinance Update
  - Kimley-Horn – Guiding Principles Discussion
  - Kimley-Horn – Next Steps
2. Ordinance Update – Slide 2
  - 2023-2024 Ordinance to be presented to Board of Trustees in May 2023
    - Link to Redline
    - Change Summary
  - Section 4-1 Parking Permits – Limit License Plate registrations for permit holders
  - Section 4-2.3 – Allow permits to access marker service parking
    - ALG pass is extremely expensive and service pass is inconvenient
    - ALG pass will now allow those who need permit to have service pass access without needing 2 separate permits
3. Bike Share Update - SPIN launching 100 e-bikes at Earth Day Event, April 20<sup>th</sup>
4. Introduction to Guiding Principles – Slide 3

David Samba, Kimley-Horn project manager, began the Guiding Principles workshop including the utilization of a Menti interactive presentation software to generate feedback/discussion. David highlighted the following information:

- Core values are the set of foundational beliefs that help guide decisions
- Guiding principle is action-oriented and determines your behavior and mindset
- Guiding principles should be re-expressed or must be re-examined for changes and updates

Guiding Principles (Existing) - Slide 4

- Guiding Principle 1: Provide adequate and safe access to for all who need to come to campus.
- Guiding Principle 2: Encourage sustainable and multimodal transportation options for all users of the system.

- Guiding Principle 3: Support the Campus Master Plan by coordinating transportation and parking needs with the land use, open space, and programmatic objectives of the physical master plan.
- Guiding Principle 4: Transportation and parking operations will remain solely self-funded, and receipt supported.

#### 5. Guiding Principles Discussion:

##### Feedback: Guiding Principle 1

Rick Steinbacher: We are very slanted towards UNC football and basketball events. How can we better include the visitors and those who choose to come to campus in Guiding Principle 1?

##### Feedback Guiding Principle 2

Mike Piehler: As we discussed during the Sustainability Focus Group, we should be more explicit in the meaning of sustainability, whether it is financial or environmental.

#### 6. Supporting Practices (Existing) - Slide 5

- Maintain adequate on-campus parking for visitors and patients.
- Maintain commitment to partnership with the Towns of Chapel Hill and Carrboro in the operation of the Chapel Hill Transit fare-free system.
- Maintain commitment to promote use of the Triangle Transit and other regional transit options for access to the main campus.
- Reduce the current parking subsidy for transit services for the 5-year study period.
- Develop a more equitable balance of the cost of the Transportation and Parking System to all users.

#### Menti Interactive Exercise - Slides 7 – 19

Participants' responses to questions presented:

##### 7. Describe your experience traveling to campus today in three words:

- *Fast, walking, long, easy, convenient, efficient, stressful, slow, smooth, congested, routine, normal traffic, time-consuming, sunny, free, hard to navigate, far, journey, typical, green, bumpy, beautiful, intuitive, e-bike*

##### 8. If you drove to campus, describe your parking experience in 3 words:

- *Peaceful, proximate, seamless, accessible, green spaces, large, full, close, careful, available, simple, easy, quick, construction, efficient, convenient, windy*

##### 9. When you tell people (visitors/friends) about UNC how would you describe it?

- *Beautiful, exceptional, difficult to navigate, professional, friendly community, great people, pastoral, great place to be, first state school in the country,*

*tradition, excellence, innovative, home of national champions, awesome, best place on earth, great school, difficult to navigate*

10. How would you rank the principles in order of importance?

- #1 – Guiding Principle 1: Provide adequate and safe access to for all who need to come to campus.
- #2 – Guiding Principle 2: Encourage sustainable and multimodal transportation options for all users of the system.
- #3 – Guiding Principle 3: Support the Campus Master Plan by coordinating transportation and parking needs with the land use, open space, and programmatic objectives of the physical master plan.
- #4 – Guiding Principle 4: Transportation and parking operations will remain solely self-funded, and receipt supported.

11. What values are represented in our current guiding principles?

- *Future development, safety, thoughtful, education, multimodal, sustainability, accessibility, financial stewardship, efficiency, university of the people, transparent, equity, convenience, innovation, resourceful*

David Samba: Requested clarity on “University of the People.”

Mike Piehler: The expression, “University of the people,” captures a lot of how we aim to represent UNC.

12. What values do you think are missing from the current guiding principles?

- *Affordability, available, flexibility, compassion, cost efficiency, housing for all, environmental sustainability, innovative use of technology, transition away from cars, equity, education, transparency*

David Samba: Requested clarity on “Equity”

Martin Johnson: There should be equity across users as it pertains to cost and income.

Keith Hines: Someone making \$30,000 annually pays 2% of their salary to parking, whereas someone who \$400,000 annually pays .32% to parking, which causes inequity.’

Karlina Matthews: As it relates to Guiding Principle 4, directly opposes equity because money is a driver, therefore a self-funded system such as transportation and parking is designed for those who can fund it.

Keith Hines: The goal is to make as much money as possible.

David Samba: There is a distinction to be made between making as much money as possible versus maintaining a self-funded transportation and parking system.

Katie Musgrove: Affordability and equity are similar, so each person should have an equitable experience and interactions with Transportation and Parking, but right now they don't.

David Samba: Revenue is generated by parking permits to fund any system programs, so it is important to keep in mind what else we want to offer outside of free parking space.

Nicole Bennett: Should Guiding Principle 4 be re-examined since it already exists and will not change because it is an internal fact? A guiding principle can be developed around it.

David Samba: Requested clarity on "Compassion"

Keith Hines: The word that stands out to me is compassion. You can make something equitable in that no one can afford it or in a way that everyone can afford it. Compassion means understanding what they are experiencing, especially now that we're in a time of extreme inflation, but you're still paying 2% of your salary to parking.

Clint Gwaltney: I am not shocked that I have to pay to park to go to work because it has always been this way for me.

Karlina Matthews: The parking system should better acknowledge the move to different types of employment, such as hybrid and remote work, as there is a difference in privilege.

Katie Musgrove: Those who park on campus also must pay for gas to get to work.

David Samba: It is important to consider the full transportation component during these conversations.

Clint Gwaltney: We should bring back more "Right on Red" signs across campus because there are some in places that make no sense and others where it would be beneficial. It is asinine.

Martin Johnson: Land on UNC property should be used for housing. There is a lot of stress and confusion involved in having a parking system that is hard to understand and expensive.

David Samba: Requested clarity on "Innovation"

Rick Steinbacher: We would benefit from an innovative use of technology as it relates to parking because parking on Tuesday morning is different from parking on Thursday afternoon, especially on game days. It would be beneficial to integrate predictive technology to ensure that people can find parking more efficiently.

Cheryl Stout: Danny Nguyen, IT Manager, and Sean Deegan, IT Applications Analyst, at Transportation and Parking can work towards more technology integration. We must understand how our technology interacts with our community because technology is a particularly important part of our operations at Transportation and Parking.

Katie Musgrove: It will take a lot of investment to consider the infrastructure that will be impacted. We have had issues with planning them in the past. How does infrastructure interact with technology needs and what are the infrastructure needs on campus?

Cheryl Stout: One of the questions for this plan will be if parking fees are responsible for building that infrastructure. We have had these conversations and planning initiatives in the past and that is a question for the institution.

Rick Steinbacher: You would have to have a staff member who monitors it because you can only charge for so long. They'll just pull in and park there for 8 hours.

Cheryl Stout: I think there's a parking piece of it that is important to evaluate. We just had a webinar with other parking professionals -- How will infrastructure interact with private industry? Is that going to be a private industry? And how will we institutionally respond to that? That is a project that is specific beyond ACT, but those are good points -- How will we respond to that difference, along with the technology and infrastructure needs for campus?

13. Some additional values have been expressed through the focus group discussion. Which three values do you most align with?

- Accessibility – 3 votes
- Consistency – 0 votes
- Customer-Focused Service – 3 votes
- Efficiency – 3 votes
- Equity – 10 votes
- Flexibility – 4 votes
- Innovation – 5 votes
- Quality – 1 vote
- Respect – 0 votes
- Transparency – 3 votes

David Samba: Requested clarity on “Flexibility”

Martin Johnson: With Rams Head parking, for example, we should be flexible in terms of parking and not having to consider the time in which you've arrived on campus.

Karlina Matthews: In terms of the way we work, the current parking system does not match how some of us work.

David Samba: We may need to indicate adaptability instead, for example, with the pandemic and remote work.

David Samba: Requested clarity on "Customer-Focused Service"

Clint Gwaltney: Guests and visitors may need improved ease of access when there are events.

Keith Hines: I come to campus often for events, but coming on game days is stressful and Chapel Hill Transit can be unreliable, especially when they decide not to run routes for the entire season.

Clint Gwaltney: When you sit back and get a behind-the-scenes look at what parking tries to do, as far as parking the community -- A lot of thought and creativity goes into the Transportation and Parking's Parking Control and traffic management to ensure that it is as easy as possible. It is necessary to do research prior to attending events.

Michael Terry: Transportation and Parking information is not easy for all customers to understand, as it relates to parking. There was a job candidate who traveled to campus one week before her interview to ensure that she got there on time due to uncertainty about parking and travel.

David Samba: There is an element of presenting information in terms that those who need access to campus will best understand it, as it pertains to parking and transportation. There is value in a frictionless experience.

David Samba: Requested clarity on "Innovation"

Karlina Matthews: Technology is crucial to innovation. If there was an app that could show people where parking was available, the candidate that Michael was referring to wouldn't have had to survey campus to ensure that she could successfully meet her interview time. There must be technology to make it easier to navigate campus.

Martin Johnson: At the University of Wisconsin, if you are a professor or employee, the parking office can offer personalized travel advice, so that can act as a form of innovation.

14. Based on our values discussion, what guiding principles would you add or reframe?
- Innovative, pays for itself, adaptability, multimodal, awareness, event days, wholistic, environmental sustainability, equitable, affordable, fairness, transit oriented, equally accessible

David Samba: Requested clarity on “Equally Accessible”

Lazlo Balint: Parking should be accessible for everyone financially and for those who have disabilities.

David Samba: During the focus group meetings, there were discussions of creating more availability and proximate availability for individuals who have specific hardships.

Clint Gwaltney: During the Athletics Focus Group, Bubba Cunningham mentioned that there are more event days than there are class days, so more consideration may need to go into accommodating this.

Katie Musgrove: Let’s stop charging employees to attend game day events. We’re told that if you are attending a game day that you should pay to park.

Cheryl Stout: On Football Saturdays, you can go to areas intended for employee parking. Daytime parking permits are only valid Monday-Friday, they are not valid on the weekend. Typically, on event days, like big football games or any of the events, so if you have a permit in those areas, you still park, you aren’t asked to leave. We typically ask employees that park in S11 to park in the Craige Deck on basketball game days, but you can park anywhere else on campus during basketball game days. The specific issue is football games because football is the beast that takes up campus, rather than being a section event.

Katie Musgrove: I think it would be a matter of respect to our employees who are passionate about this place and want to attend football game days to not have to both pay for a permit and to pay for parking during events, because they do not make enough money for that. Let’s allow their permits to cover that cost.

Cheryl Stout: We will be reevaluating our pricing model.

David Samba: We’ll investigate solutions for some of the problems that have been shared, evaluate our pricing model, and present our findings to the committee. Principles don’t have to answer all the things that we want to update and change with the 5-Year Plan, but we want them to guide and have clear influence over the recommendations that we make relative to the plan.

Martin Johnson requested clarity on “Guiding Principle 3”

Martin Johnson: I noticed that Guiding Principle 3 supports the campus master plan.

Cheryl Stout: Facilities planning does the Campus Master Plan. In the future, Evan Yassky will attend ACT committee meetings. In terms of how much parking we provide on campus, how much goes to local transit, and how much goes to other modes of transportation is designed by our Campus Master Plan initiatives and Transportation and Parking follows that plan. We must meet certain TIA (Transportation and Impact Analysis) requirements and cannot build additional parking from a sustainability standpoint. We have limited parking on campus and are only allowed to build 1,500 additional spaces. Growth is intended to be in transit, not parking expenses.

15. [Zoning Requirements](#)

16. 5-Year Plan Process Timeline – Slide 20

- Data Collection & System Evaluation
- Outreach

17. Next Steps – Slide 21

- Transportation and Parking Customer Outreach Survey – Closes May 31<sup>st</sup>
- Focus Group Meetings – April 18<sup>th</sup>-April 20<sup>th</sup>
- Committee members submit Guiding Principle feedback – April 26<sup>th</sup>
- Next ACT Meeting: May 17<sup>th</sup> (virtual)
  - Topic – Closing the Loop
    - Debrief on Focus Group findings
    - Discussion on initial survey results
    - Close the loop on Guiding Principles

Attendees:

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

Michael Terry – UNC Police Captain

Jeff Watson – Parking and Transportation Manager, UNC Hospital

Karlina Matthews – Associate Dean of Administration

Keith Hines – Vice Chair, Employee Forum

Rick Steinbacher – Senior Associate Athletic Director

Katie Musgrove – Employee Forum Chair

Clint Gwaltney – Senior Associate Athletic Director

Martin Johnson – Associate Professor, English Composition and Literature

Alan Marsh – Associate Director of Postdoc Affairs

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

Mike Piehler – Chief Sustainability Officer

Michelle Meyer – Associate Professor, Emergency Medicine

Transportation and Parking:

Cheryl Stout – Executive Director

Cha'ssem Anderson – Associate Director

Wil Steen – Associate Director

Abigail Hall – Project Coordinator

Candace Lindo – Executive Assistant