Transportation and Parking Systems
5-Year Plan

Monthly ACT Meeting
April 19, 2023

Kimley-Horn
AGENDA

• Cheryl Stout – Welcome
• Cheryl Stout – Ordinance Update
  • Change Summary
    • Section 4-1 Parking Permits – Limit License Plate registrations for permit holders
    • Section 4-2.3 – Allow permits to access marked service parking
  • Bike Share Update
    • Spin Launching 100 e-bikes at Earth Day Event Tar Heel Bikes
• Kimley-Horn – Guiding Principles Discussion
• Kimley-Horn – Next Steps
Introduction to Guiding Principles

Core values are the set of foundational beliefs that help guide every decision.

Guiding Principles is an action-oriented expression of a core value.
- A guiding principle is a standard for behavior, a mindset, and a directive in terms of how you treat the people you serve...
- It’s a lens through which you and your team make decisions and intentionally build your organizational culture.
Guiding Principles

• Guiding Principle 1: Provide adequate and safe access for all who need to come to campus.

• Guiding Principle 2: Encourage sustainable 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.
**Guiding Principles – Supporting Practices**

- 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 Triangle Transit and other regional transit options for access to the main campus.
- Reduce the current parking subsidy for transit services over the 5-year study period.
- Develop a more equitable balance of the cost of the Transportation and Parking System to all users of the System.
<table>
<thead>
<tr>
<th>VALUE</th>
<th>Guiding Principle</th>
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<tbody>
<tr>
<td>HONESTY</td>
<td>We will be transparent in our dealings and messaging to our customers</td>
</tr>
<tr>
<td>RESPONSIBILITY</td>
<td>We take responsibility for our decisions</td>
</tr>
<tr>
<td>FISCAL STEWARDSHIP</td>
<td>We spend our budget as if we are spending our own money</td>
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<tr>
<td>QUALITY</td>
<td>We focus on getting it right the first time, every time</td>
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**EXAMPLE**
Instructions

Go to 
www.menti.com

Enter the code

Or use QR code
Describe your experience traveling to campus today in three words.
If you drove to campus, describe your parking experience in three words.
When you tell people (visitors, friends) about UNC, how do you describe it?

- Beautiful
- Exceptional
- Difficult to navigate
- Professional
- Friendly community
- Great people
- Pastoral
- Great place to be
- First state school in the country
<table>
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<tr>
<th>Tradition, excellence, community</th>
<th>Innovative</th>
<th>Home of National Champions</th>
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<tr>
<td>Awesome</td>
<td>Best place on earth (at times)</td>
<td>Great school. Beautiful campus. Hard to find your way around</td>
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The 5-Year Plan has four guiding principles that represent the goals and values of Transportation and Parking at UNC. The four guiding principles are:

1. Provide adequate and safe access for all who need to come to campus
2. Encourage sustainable multimodal transportation options for all users of the system
3. Support the university-wide facilities master planning effort to create a comprehensive framework for development of the physical campus
4. Transportation and parking operations will remain solely self-funded and receipt-supported
How would you rank the principles in order of importance?

1st: Provide adequate and safe access for all who need to come to campus

2nd: Encourage sustainable multimodal transportation options for all users of the system

3rd: Support the university-wide facilities master planning effort to create a comprehensive framework for development of the physical campus

4th: Transportation and parking operations will remain solely self-funded and receipt-supported
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What values do you think are represented in the current Guiding Principles?
What values do you think are missing from the current Guiding Principles?
Some additional values have been expressed through the focus group discussions. Which three values do you most align with?

- Accessibility
- Consistency
- Customer-Focused Service
- Efficiency
- Flexibility
- Innovation
- Quality
- Respect
- Transparency
Guiding Principles

- **Guiding Principle 1:** Provide adequate and safe access for all who need to come to campus.
  - Maintain adequate on-campus parking for visitors and patients.
  - Develop a more equitable balance of the cost of the Transportation and Parking System to all users of the System
- **Guiding Principle 2:** Encourage sustainable multimodal transportation options for all users of the system.
  - 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 Triangle Transit and other regional transit options for access to the main campus.
- **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.
  - Reduce the current parking subsidy for transit services over the 5-year study period.
- **Guiding Principle 4:** Transportation and parking operations will remain solely self-funded and receipt supported.
Based on our values discussion, what guiding principles would you add or reframe?
The 5-Year Plan Process Timeline

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

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

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

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

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

6. Update Ordinance
   Update changes in fees and policies

7. Approval & Adoption
   Presentation to BOT for Ordinance approval

**Timeline:**
- Launch: Feb. 2023
- Data Collection: Feb.–June 2023
- Outreach: Jan. 2023 – May 2024
- Recommendations: Sep.–Nov. 2023
- Financial Plan: Feb.–Nov. 2023
- Update Ordinance: Apr. 2024
- Approval & Adoption: May 2024
Next Steps

• Campus Survey live thru May 31, 2023
• Focus Group Meetings – 4/18 thru 4/20
• Next ACT Meeting: May 17th (Closing the Loop)
  • Debrief on Focus Group findings
  • Discussion on initial survey results
  • Close the loop on Guiding Principles