



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting April 19, 2023

Kimley»Horn



Mentimeter

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

June 2021

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.

VALUE

Guiding Principle

HONESTY

We will be transparent in our dealings and messaging to our customers

RESPONSIBILITY

We take responsibility for our decisions

FISCAL
STEWARDSHIP

We spend our budget as if we are spending our own money

QUALITY

We focus on getting it right the first time, every time

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?

15 Answers

Beautiful

Exceptional

Difficult to navigate

Professional

Friendly community

Great people

Pastoral

Great place to be

First state school in the country

When you tell people (visitors, friends) about UNC, how do you describe it?

15 Answers

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Tradition, excellence, community

Innovative

Home of National Champions

Awesome

Best place on earth (at times)

Great school. Beautiful campus. Hard to find your way around

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?



VALUE

Guiding Principle

?

Provide adequate and safe access for all who need to come to campus.

?

Encourage sustainable multimodal transportation options for all users of the system.

?

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.

?

Transportation and parking operations will remain solely self-funded and receipt supported.

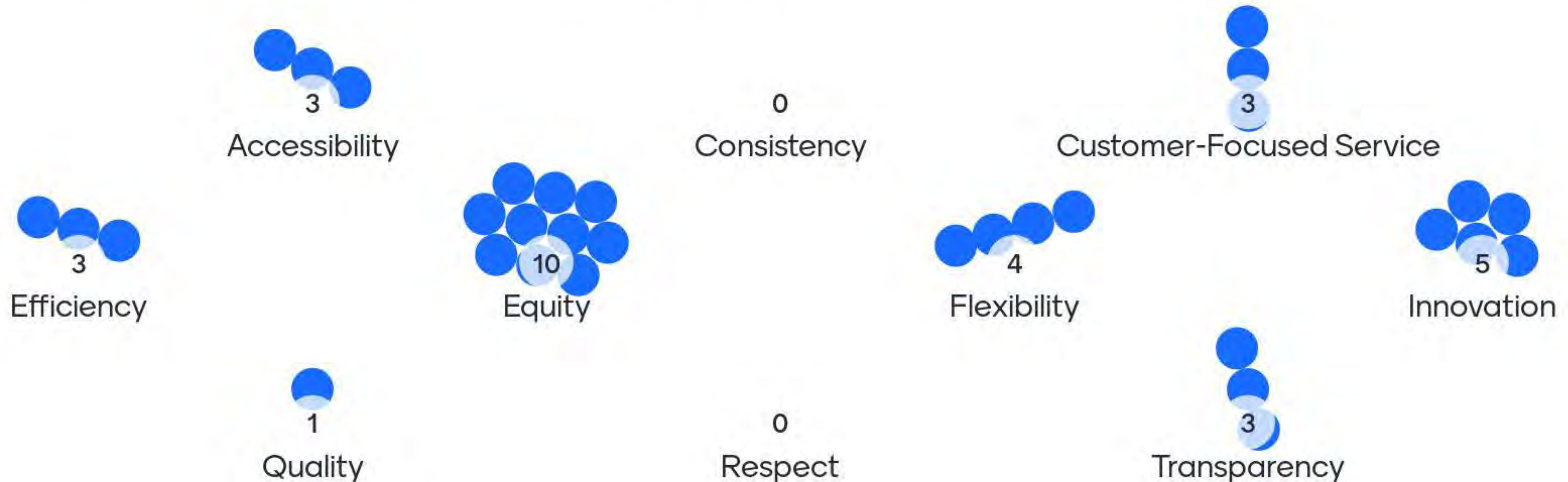
What values do you think are represented in the current Guiding Principles?



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?



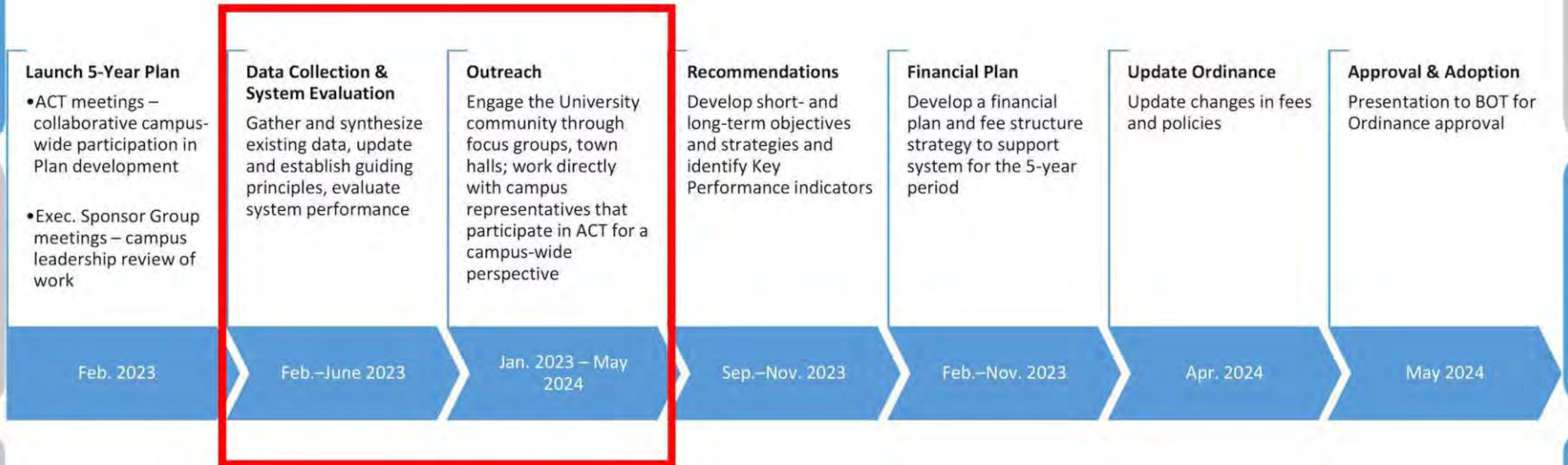
Guiding Principles

- 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.
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- 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.
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Based on our values discussion, what guiding principles would you add or reframe?



The 5-Year Plan Process Timeline



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