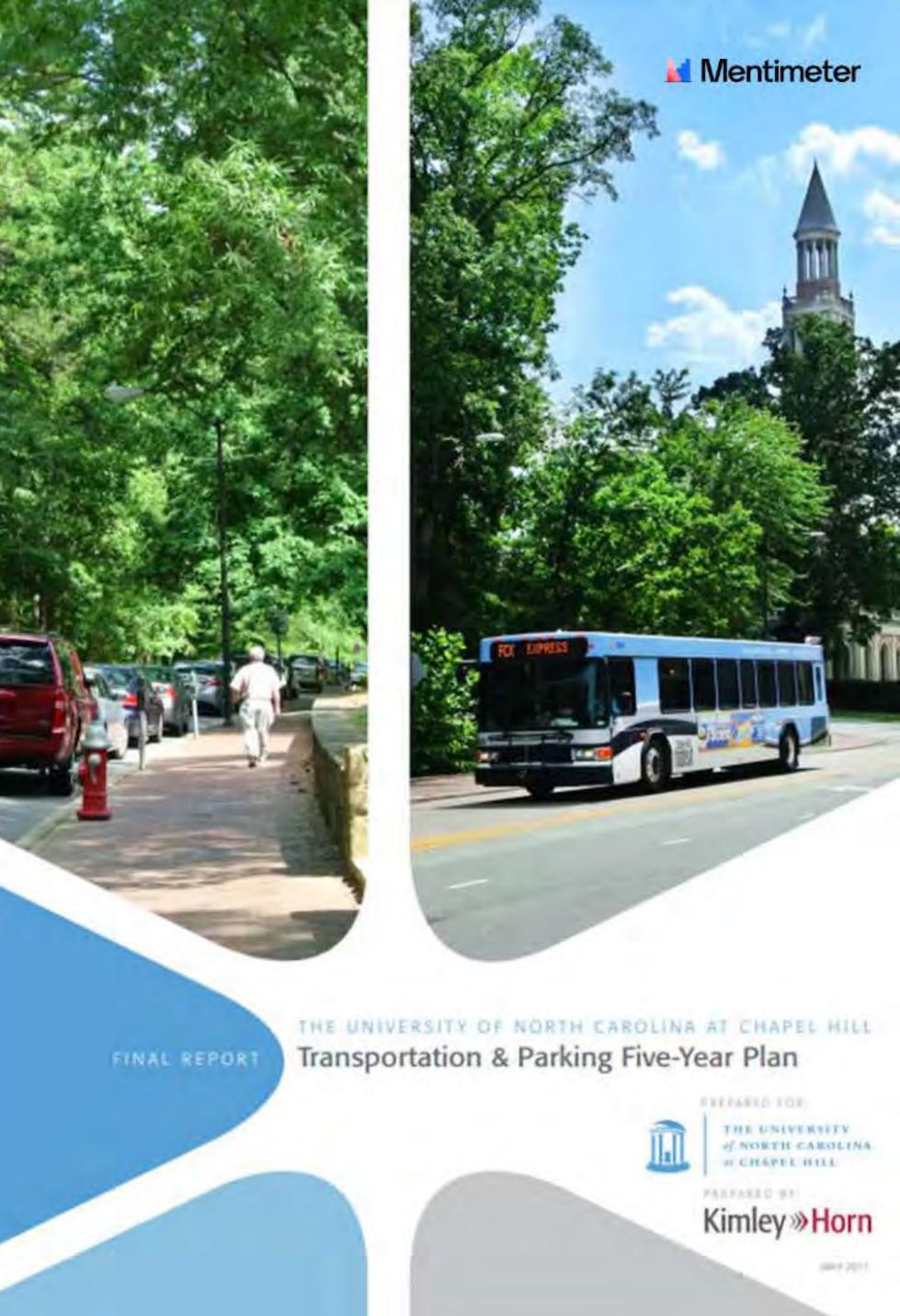


THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting April 19, 2023





AGENDA

- Cheryl Stout Welcome
- Cheryl Stout Ordinance Update
 - Change Summary

 - 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



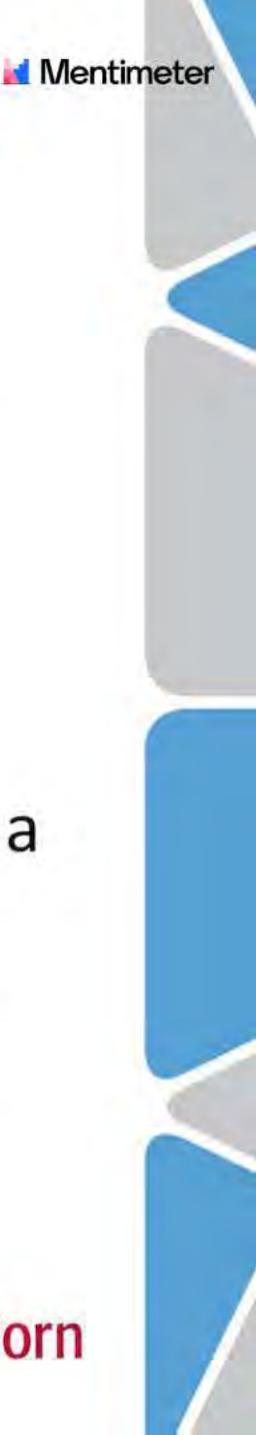
Section 4-1 Parking Permits – Limit License Plate registrations for permit holders

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.

- and intentionally build your organizational culture



- 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

Guiding Principles

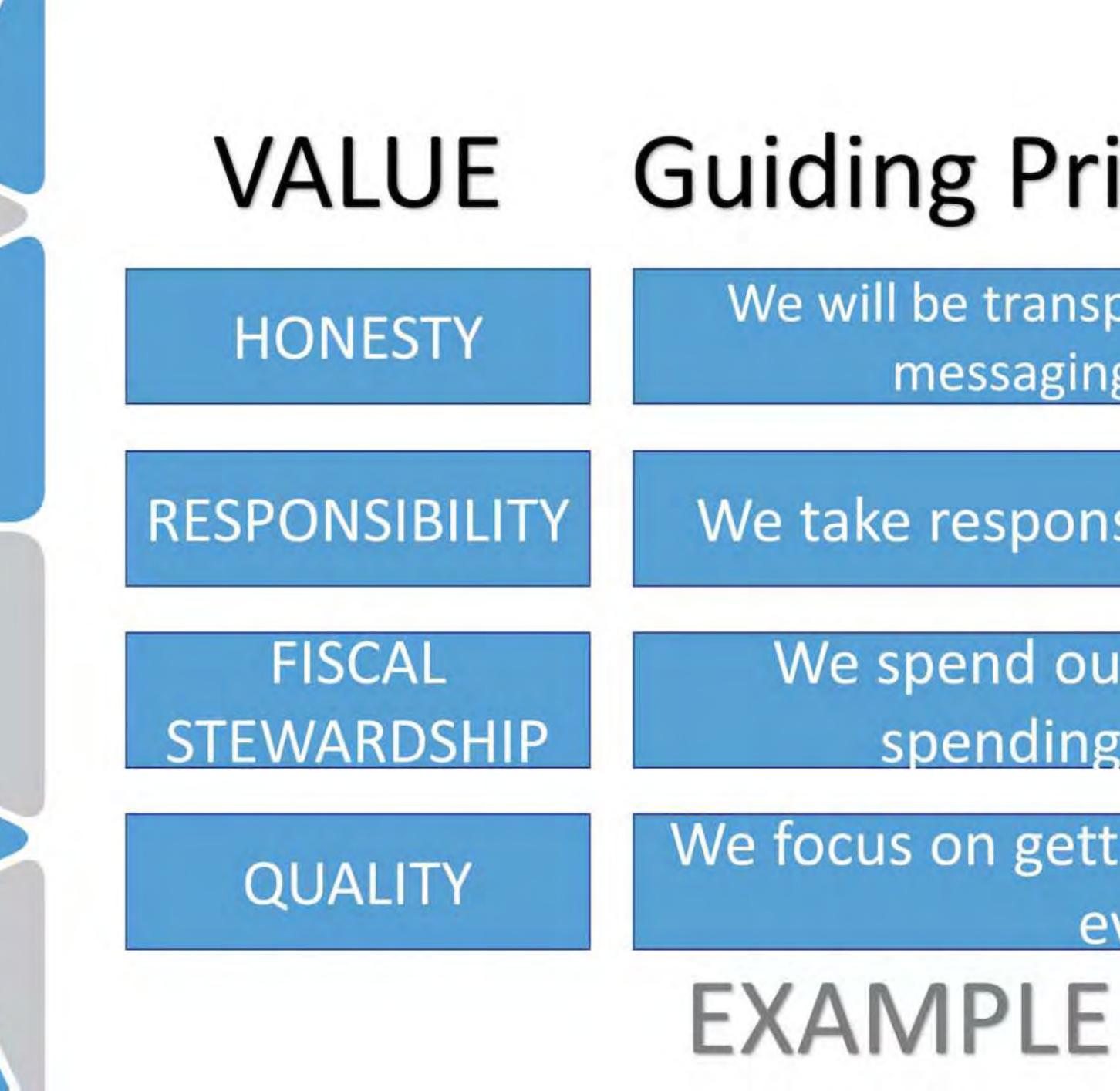
- <u>Guiding Principle 1</u>: Provide adequate and safe access for all who need to come to campus.
- <u>Guiding Principle 2</u>: Encourage sustainable multimodal transportation options for all users of the system.
- <u>Guiding Principle 3</u>: Support the Campus Master Plan by coordinating transportation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



- 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 5year study period.
- Develop a more equitable balance of the cost of the Transportation and Parking System to all users of the System.



Guiding Principles – Supporting Practices





Guiding Principle

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

We take responsibility for our decisions

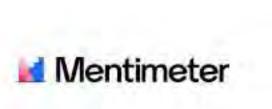
We spend our budget as if we are spending our own money

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

Instructions

Go to WWW.menti.com

Enter the code





Or use QR code

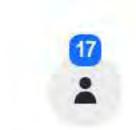


Describe your experience traveling to campus today in three words.

time-consuming normal traffic long walking walking free conv hard to navig



bumpy beautiful routine fast congested slow eas smooth efficient typical green hard to navigate s campus



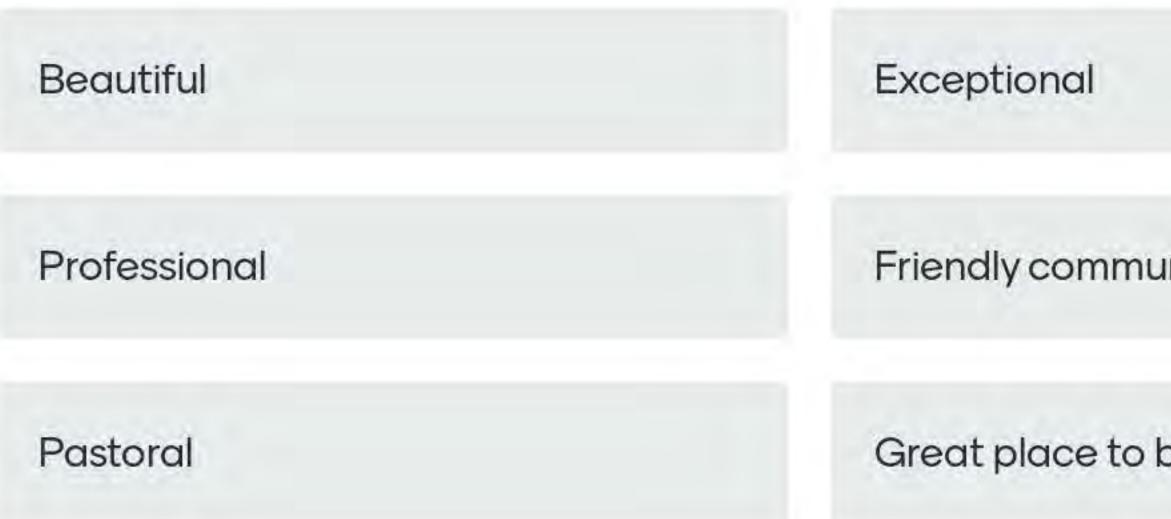
If you drove to campus, describe your parking experience in three words.

equipes available to the series of the serie





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



C, how do you	15 Answers	Ment	
	Difficult to navigate		
unity	Great people		
be	First state school in th	First state school in the country	



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

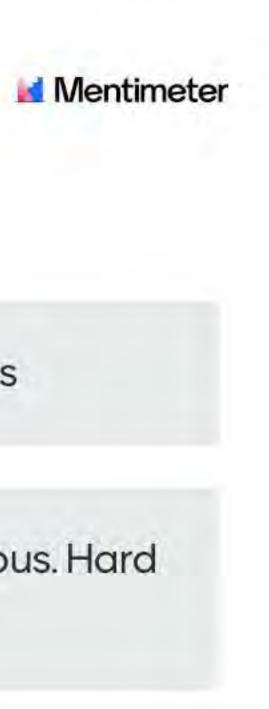
Tradition, excellence, community

Innovative

Awesome

Best place on earth (at times)





Home of National Champions

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:

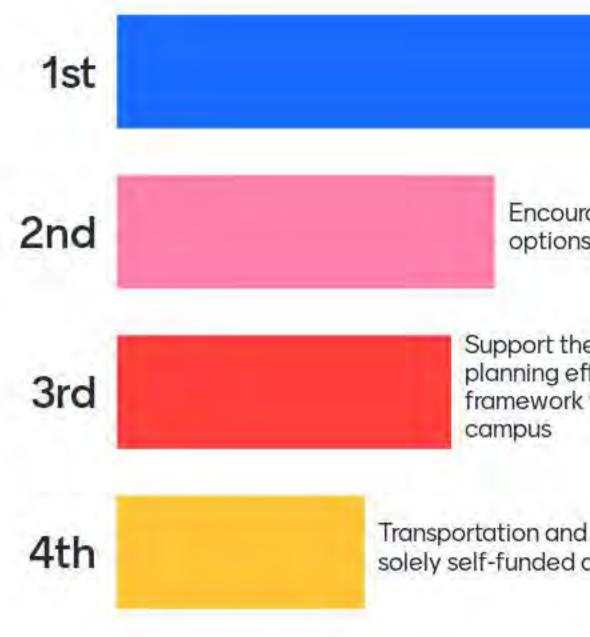
- I. Provide adequate and safe access for all who need to come to campus
- > 2. Encourage sustainable multimodal transportation options for all users of the system
- 3. Support the university-wide facilities master planning effort to create a comprehensive framework for development of the physical campus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







How would you rank the principles in order of importance?



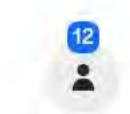


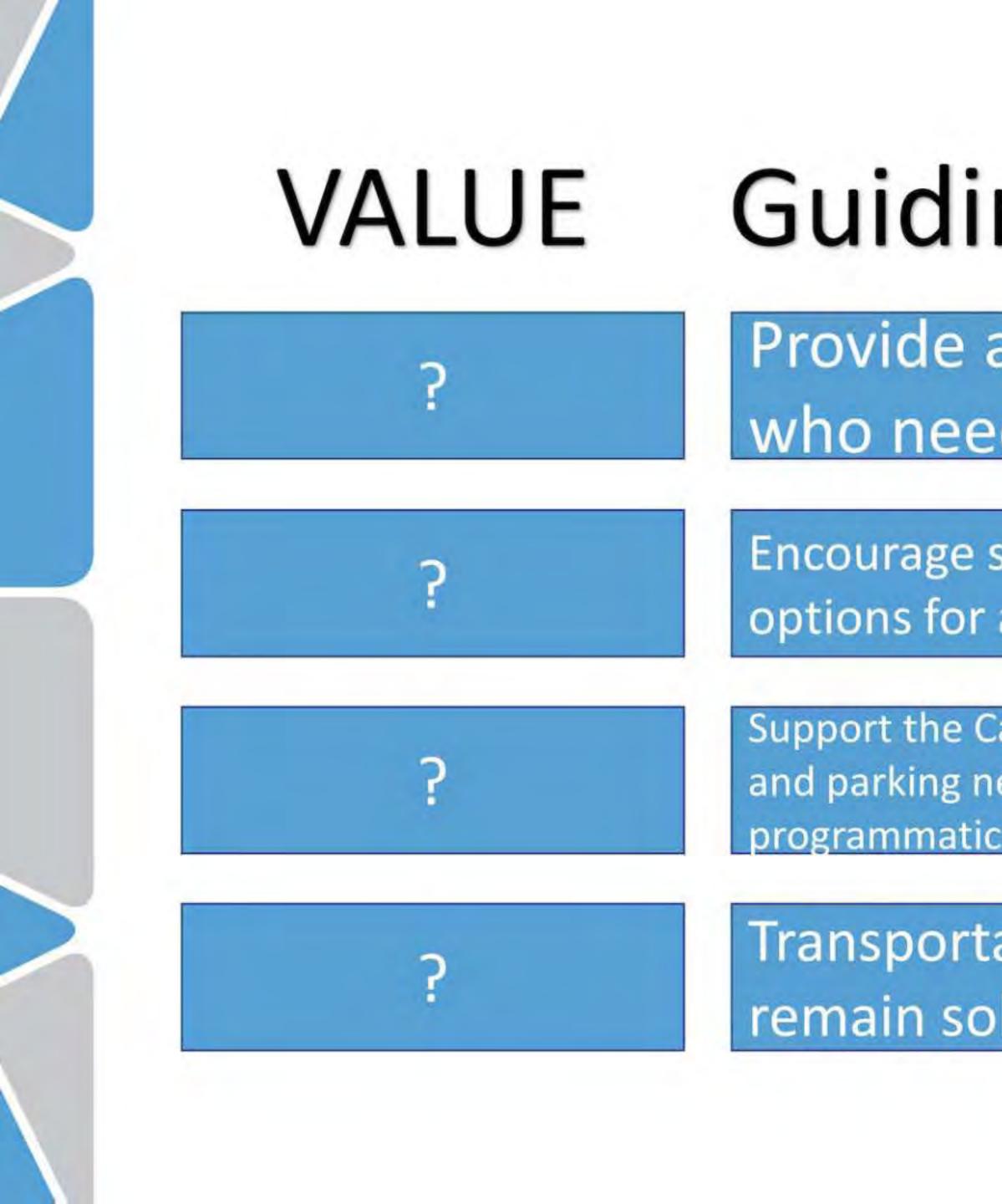
Provide adequate and safe access for all who need to come to campus

Encourage sustainable multimodal transportation options for all users of the system

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

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







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.

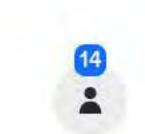
Support the Campus Master Plan by coordinating transportation and parking needs with the land use, open space, and programmatic objectives of the physical master plan.

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

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

financial stuardship good financial stewards responsible education inclusion sustainability convenience mobility safety equity service thoughtful multimoda transparent urceful innovation accessibility sustainable efficiency accessible multimodality university of the people future development





What values do you think are missing from the current Guiding Principles?

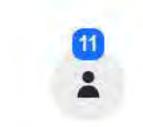
innovative use of technol transition away from cars cost efficient fairness technology education affordability transparency housing for all

environm compassion affordable

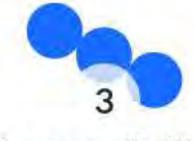
available

ent innovation environmental environmental sustainabil





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

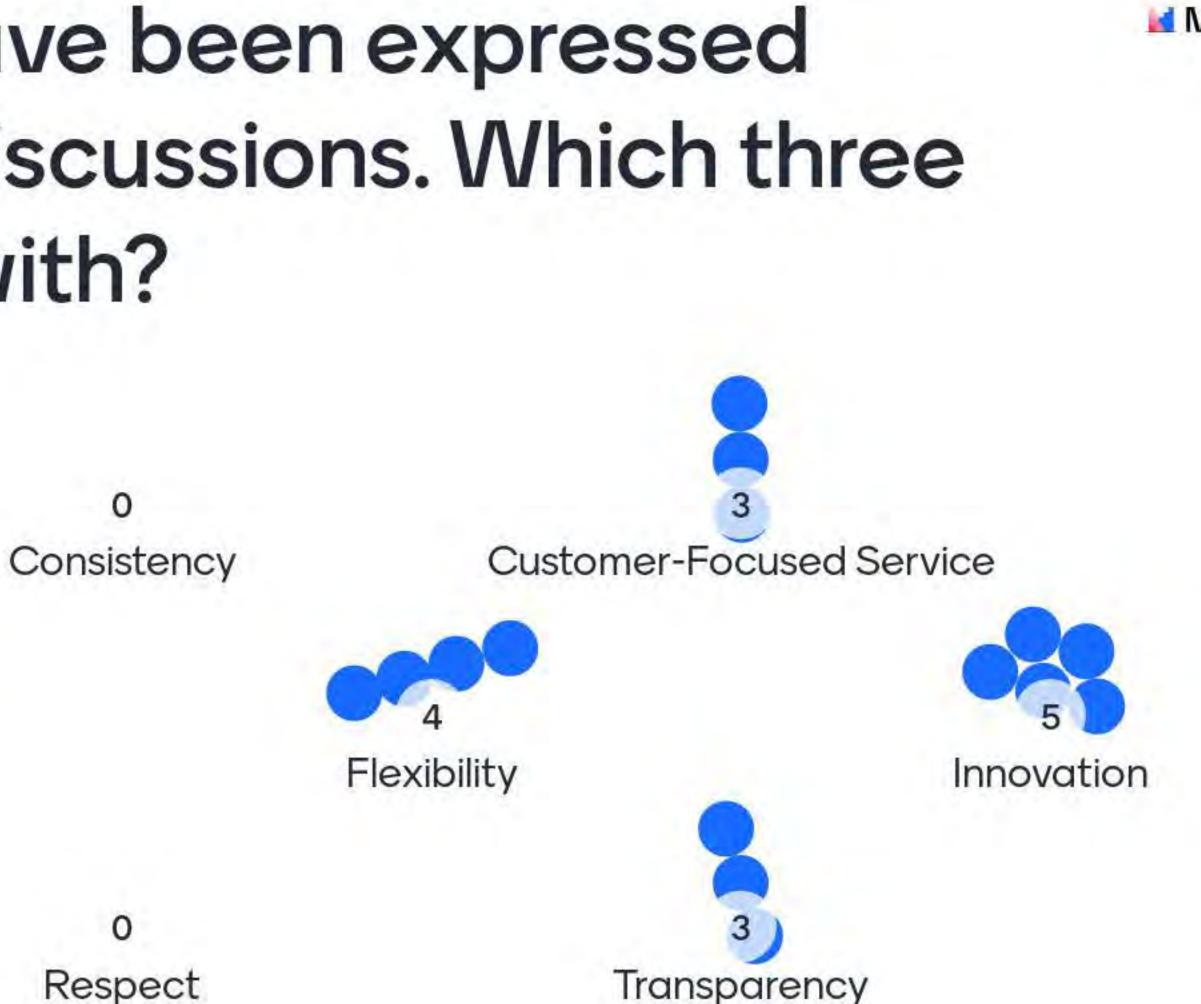


Accessibility













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 ٠ 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 prinicples would you add or reframe?

innovative

pays for itself environmental adaptability reframe gp 1 w equity equitable transit oriented equally accessible more on equity environment faimess equity

wholistic



12

The 5-Year Plan Process Timeline

Launch 5-Year Plan

•ACT meetings collaborative campuswide participation in Plan development

•Exec. Sponsor Group meetings - campus leadership review of work

Feb. 2023

Data Collection & System Evaluation

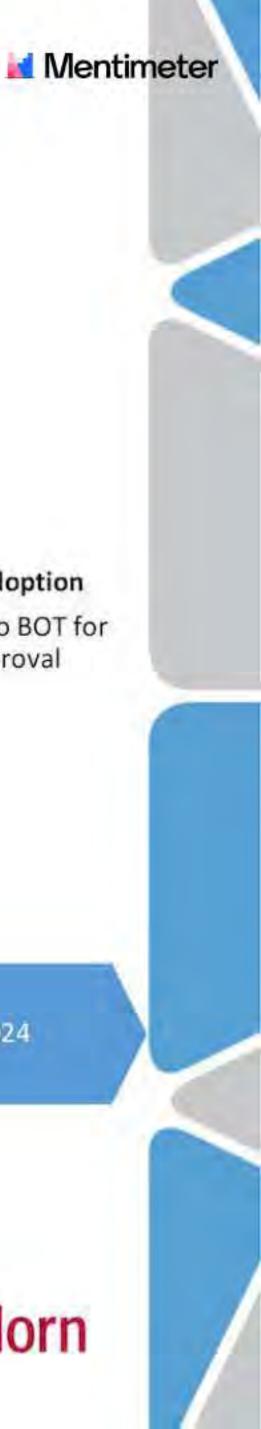
Gather and synthesize existing data, update and establish guiding principles, evaluate system performance

Outreach

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

Feb.-June 2023

Jan. 2023 - 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



- nru 4/20 osing the Loop)
- s le: