

Advisory Committee on Transportation

17 May 2023, 3:00 PM EST

Minutes

Call to Order: 3:01 PM EST

1. Agenda Items – Presentation included the following topics:
 - Welcome
 - Kimley-Horn – Campus Survey Initial Review
 - Kimley-Horn – Debrief on Focus Group Findings
 - Kimley-Horn – Closing the Loop: Guiding Principles
 - Kimley-Horn – Discussion
 - Kimley-Horn – Next Steps

2. Campus Survey
 - Transportation and Parking’s Customer Outreach Survey was live between April 17 – May 31
 - Participants responded to a variety of multiple choice and open-ended questions related to their experiences with the following topics:
 - Travel Habits
 - Primary modes of Transportation
 - Parking
 - Multimodal Transportation
 - Guiding Principles

 - David Samba: Participants responses may not be within the purview of Transportation and Parking, but feedback will be sent to the appropriate parties.
 - Quick Facts – Data from May 16
 - Total Survey Responses: 3,223
 - Survey responses comprised of the following groups:
 - UNC Staff/Faculty – 54%
 - Undergraduate Student – 26%
 - Graduate Student – 17%
 - Postdocs – 2%
 - UNC Hospital Staff – 1%
 - Key Terms
 - Most frequently used terms consisted of:
 - Accessibility
 - Challenges getting disability parking accommodations
 - Limited transit network, as bus stops are not proximate
 - Difficulty traveling across long distances because parking lots are too far from destination

- User Experience
 - Inefficient use of parking spaces as there are many open parking spaces throughout the weekday
 - More robust, multimodal options are desired beyond what is provided
 - Reliable transit that better follow their established schedules
 - Transit that aligns with campus schedules
 - More bicycle infrastructure such as bike lanes wayfinding, infrastructure, or covered bike parking
- Parking Permits
 - Pricing concerns regarding expensiveness and fairness
 - Education and transparency of the parking allocation process
 - Hardship permits need to be more accessible
 - Parking availability is limited, and users want more
- Safety
 - Lighting on campus needs improvements
 - Lack of education and enforcement of pedestrian and traffic rules
 - Construction sites are difficult for commuters to navigate

3. Focus Group Findings – Key Takeaways:

- Equitable Parking Permit Pricing: More salary tiers may make the sliding scale structure more fair
- Improved Communication and Education: Disseminate parking information to coordinators and updating move.unc.edu
- Investments in Technology: Incorporate applications that relay real-time parking supply and demand
- Strengthen Relationships with the Town of Chapel Hill: Collaborate with the Town of Chapel Hill on traffic management on event days and projects
- Transit Improvements: Improvements could be made to the timeline, reliability, and accessibility
- Address Pedestrian Safety Concerns: Multimodal coordination and balancing needs, awareness, locations, and space

4. Guiding Principles

- Methodology
 - The previous 5-Year Plan Guiding Principles, Focus Group feedback, and the April ACT meeting feedback were used to inform the newly developed guiding principles
 - Guiding Principles were updated with recognition to the regulations and Ordinance
- Framework
 - Guiding Principles are action-oriented expressions of a core value and acts as a:
 - Standard for behavior, mindset, and a directive in terms of how you treat the people you serve
 - Lens for decision-making and intentionally building your organizational culture

5. Updated Guiding Principles:

Guiding Principle 1

- Original: Provide adequate and safe access for all who need to come to campus.
- Proposed: *Provide adequate and safe access for all who come to campus.*

Guiding Principles 1 Feedback

Cheryl Stout: Rick, this specifically speaks to your point during the previous meeting.

Rick Steinbacher: Yes, this does address my concern and encompass those who choose or want to come to campus.

General consent given by other members related to proposed language.

Guiding Principle 2

- Original: Encourage sustainable multimodal transportation options for all users of the system.
- Proposed: *Develop a financially and environmentally sustainable, adaptable, and resilient multimodal transportation system.*

Guiding Principles 2 Feedback

Cam Enarson: The word “environmentally” should come before “financially.”

Alan Marsh: I agree with this. I’d suggest environmentally first.

Karlina Matthews: I agree with putting “environmentally” before “financially”.

Dan Lehman: Include “accessibility” because many people may feel that it is not accessible.

Allan Blattner: I agree on re-ordering and adding “accessibility”.

Katie Musgrove: Agreed, put “environmentally” first. Also, I really like the addition of the word “resilient”, I hope that we have some supporting practices that will enable enhanced resiliency of our multimodal transportation system.

Joe Singer: The language used may be misleading. What will be the outcome? Do we want to develop a transportation system? What is being suggested here?

Keith Hines: I am honestly completely indifferent about the ordering of the words.

Guiding Principle 3

- Original: Support the Campus Master Plan by coordinating transportation and parking with land use, open space, and programmatic objectives of the physical master plan.
- Proposed: *Integrate Transportation and Parking’s planning to align with the Campus Master Plan and other regulatory requirements.*

Guiding Principle 3 Feedback

Evan Yassky: The proposed guiding principle is clearer in its intent.

Sonia Panic: What would you like to see as a supporting practice under this Guiding Principle? (No responses.)

Guiding Principle 4

- Original: Transportation and parking operations will remain solely self-funded, and receipt supported.
- Proposed: *The department is receipt supported and must act with fiscal stewardship for the maintenance and evolution of the transportation system.*

Guiding Principle 4 Feedback

General consent given by other members related to proposed language.

Rick Steinbacher: I like the term “fiscal stewardship” more because it is used in athletics, whereas “self-funded” suggests that users must be aggressively charged for a service.

Karlina Matthews: I agree with Rick.

Mike Piehler: Solely self-funded suggests that there is no room for change.

Allan Blattner: The updated guiding principle makes sense to me.

Katie Musgrove: I’m concerned that not adding the terminology “solely self-funded” suggests that there is currently another option. Customers may not understand what fiscal stewardship is.

Sonia Panic: Maybe we could be clearer about how we define fiscal stewardship in the Supporting Practices?

Cheryl Stout: Fiscal stewardship represents the department’s responsibility to being receipt-supported, to maintain expenses, and to users to properly utilize funds.

Dan Lehman: Who s the intended audience?

Sonia Panic: The audience is represented by the existing campus community and anyone who interacts with the Transportation and Parking Department.

Keith Hines: It is what we said in the beginning, within Guiding Principle 1 – “for all who come to campus”.

Cheryl Stout: Guiding Principles are the foundation of the recommendations made within the plan.

Noreen McDonald: “Receipt-supported” is an insider term and, even self-funded is unclear. This language may not be well-understood by the audience

Gordon Merklein: How wide is the audience? How commonly is the terminology “receipt-supported” used? Is this something that is seen much by the public?

Sonia Panic: The Guiding Principles are utilized by ACT to make recommendations but can also be viewed by everyone who comes to campus, such as parents, visitors, and anyone who interacts with the university. It is going to be on the Transportation and Parking website, for the public. It may be worth it to reevaluate the verbiage.

Cheryl Stout: Maybe we can add, parenthetically “user-funded”. We’ll try to find different language to ensure that it is more broadly understood by users and modify language to ensure that it is clear to everyone, not just those who are university-centric.

Katie Musgrove: “User-funded” would get at some my questions around removing self-funded and what people might infer from the removal of that language.

Karlina Matthews: User-funded raises equity concerns for me. User-funded speaks against equity and speaks to the idea that to use the system, you must be able to fund the system.

Guiding Principle 5 (Newly Developed)

- *Develop procedures, policies, and programs that promote equitable transportation and parking opportunities.*

Guiding Principle 5 Feedback

Mike Piehler: The term "develop" is just the beginning, whereas equity is a more active term.

Katie Musgrove: Add term “affordability”

Sonia Panic: Would you agree to add affordability as one of the supporting practices?

Katie Musgrove: Yes, that could work. I think that we need to be honest about where this money has come from. Just for transparency’s sake. If the users are truly the ones funding the system, lets be up front about it.

Noreen McDonald: We should define the term equity whether it means geographic, departmental equity, financial etc.

Guiding Principle 6 (Newly Developed)

- *Provide timely, transparent, and open communication regarding the transportation system and encourage community feedback.*

Guiding Principle 6 Feedback

Sonia Panic: What additional Supporting Practices could be added?

Allan Blattner: It is hard to argue with the transparency principle. A supporting item could be how decisions are made. A specific one to understand how money is spent and describe the functionality of the system.

Sonia Panic: Would it be helpful to develop a glossary for users to reference?

Alan Blattner: It wouldn't hurt want to provide as much information possible

Cheryl: Karlina is concerned about "self-funded" because it opposes equity whereas Katie wants to be transparent with users, so this may need additional conversation.

Katie Musgrove: Individuals should have a clear understanding of the system and if it is user-funded, that needs to be made apparent.

Karlina: I do not disagree with Katie but wants it to be clear that the system is here for all users regardless of how much you contribute to it. I do not want any users to feel entitled to the system based on their financial contribution.

Sonia: We could add Supporting Practice speaking to what receipt-supported means, open and accessible to all; define function of system and who it is for

Sonia: If we were to maintain receipt supporting, add supporting that explains "receipt supported". If we did the opposite, we could make it open and accessible to all regardless of ability to pay and indicate who the system is for, and how it operates. If these were supporting practices, would you feel comfortable with that?

Karlina – Yes.

Rearranging Guiding Principles

Sonia Panic: How would you all prefer to arrange the Guiding Principles?

Karlina Matthews: Changing the order of “financially” and “environmentally” in Guiding Principle 2 is the only change to order that I would like to see.

Keith Hines:

- Provide adequate and safe access for all who come to campus.
- Develop procedures, policies, and programs that promote equitable transportation and parking opportunities.
- Develop a financially and environmentally sustainable, adaptable, and resilient multimodal transportation system.
- The department is receipt supported and must act with fiscal stewardship for the maintenance and evolution of the transportation system.
- Provide timely, transparent, and open communication regarding the transportation system and encourage community feedback.
- Integrate Transportation and Parking's planning to align with the Campus Master Plan and other regulatory requirements.

Katie Musgrove:

- Provide adequate and safe access for all who come to campus.
- Develop procedures, policies, and programs that promote equitable transportation and parking opportunities.
- Develop a financially and environmentally sustainable, adaptable, and resilient multimodal transportation system.

- Integrate Transportation and Parking's planning to align with the Campus Master Plan and other regulatory requirements.
- The department is receipt supported and must act with fiscal stewardship for the maintenance and evolution of the transportation system.
- Provide timely, transparent, and open communication regarding the transportation system and encourage community feedback.

6. Next Steps:

- Campus Survey live until May 31
- System Evaluation: Summer 2023
- Financial Modeling: Summer 2023
- Upcoming ACT Meeting: June 21 at 3 PM
 - Virtual Meeting
 - Topic: Discuss the Campus Survey and Focus Group data