AGENDA

- Cheryl Stout – 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
Campus Survey

• We asked participants to discuss their experience with the following topics:
  • Travel Habits
  • Primary modes of transportation
  • Parking
  • Multimodal Transportation
  • Guiding Principles

• Questions were a mix of multiple choice and open-ended
Campus Survey – Quick Facts

Total Responses: 3,233

*Data compiled on 05/16/23
Campus Survey – Key Themes

ACCESSIBILITY
USER EXPERIENCE
PARKING PERMITS
SAFETY
Campus Survey – Key Themes

ACCESSIBILITY

- DISABILITY
- PARKING/ACCOMMODATIONS
- LIMITED TRANSIT NETWORK
- DIFFICULTY TRAVELING ACROSS LONG DISTANCES
Campus Survey – Key Themes

USER EXPERIENCE

- EFFICIENT USE OF PARKING SPACES
- MORE MULTIMODAL OPTIONS
- RELIABLE TRANSIT
- TRANSIT THAT ALIGNS WITH CAMPUS SCHEDULES
- MORE BICYCLE INFRASTRUCTURE
Campus Survey – Key Themes

PARKING PERMITS

- PRICING
- EDUCATION/TRANSPARENCY ON ALLOCATION
- HARDSHIP PERMITS
- PARKING AVAILABILITY
Campus Survey – Key Themes

SAFETY

- Lighting on Campus
- Lack of Education and Enforcement
- Construction Sites
Focus Group Findings – Key Takeaways

- Equitable Parking Permit Pricing
- Improved Communication and Education
- Investments in Technology
- Strengthen Relationships with the Town of Chapel Hill
- Transit Improvements
- Address Pedestrian Safety Concerns
Guiding Principles Methodology

- Last 5YP Guiding Principles
- Focus Group Feedback
- April ACT Meeting Feedback

= Updated Guiding Principles*

* Additional feedback from the campus survey will inform the updated guiding principles
Guiding Principles - Framework

*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

- Some guiding principles are *foundational*
- Some guiding principles are *adaptable*
Guiding Principles

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

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

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

*Develop a financially and environmentally sustainable, adaptable, and resilient multimodal transportation system.*
Guiding Principles

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.

Integrate Transportation and Parking’s planning to align with the Campus Master Plan and other regulatory requirements.
Guiding Principles

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

The department is receipt supported and must act with fiscal stewardship for the maintenance and evolution of the transportation system.
Additional Guiding Principles

• **Equity**: *Develop procedures, policies, and programs that promote equitable transportation and parking opportunities.*

• **Transparency/Education**: *Provide timely, transparent, and open communication regarding the transportation system and encourage community feedback.*
Updated Guiding Principles

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

• 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.

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

• Provide timely, transparent, and open communication regarding the transportation system and encourage community feedback.
The 5-Year Plan Process Timeline

Feb. 2023
Next Steps

• Campus Survey live thru May 31, 2023
• Systems Evaluation: Summer 2023
• Financial Modeling: Summer 2023
• Next ACT Meeting: June 21, 2023
  • Virtual Meeting
  • Discuss the Campus Survey and Focus Group Data