



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting  
May 17, 2023

**Kimley»»Horn**



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**

MAY 2017

# AGENDA

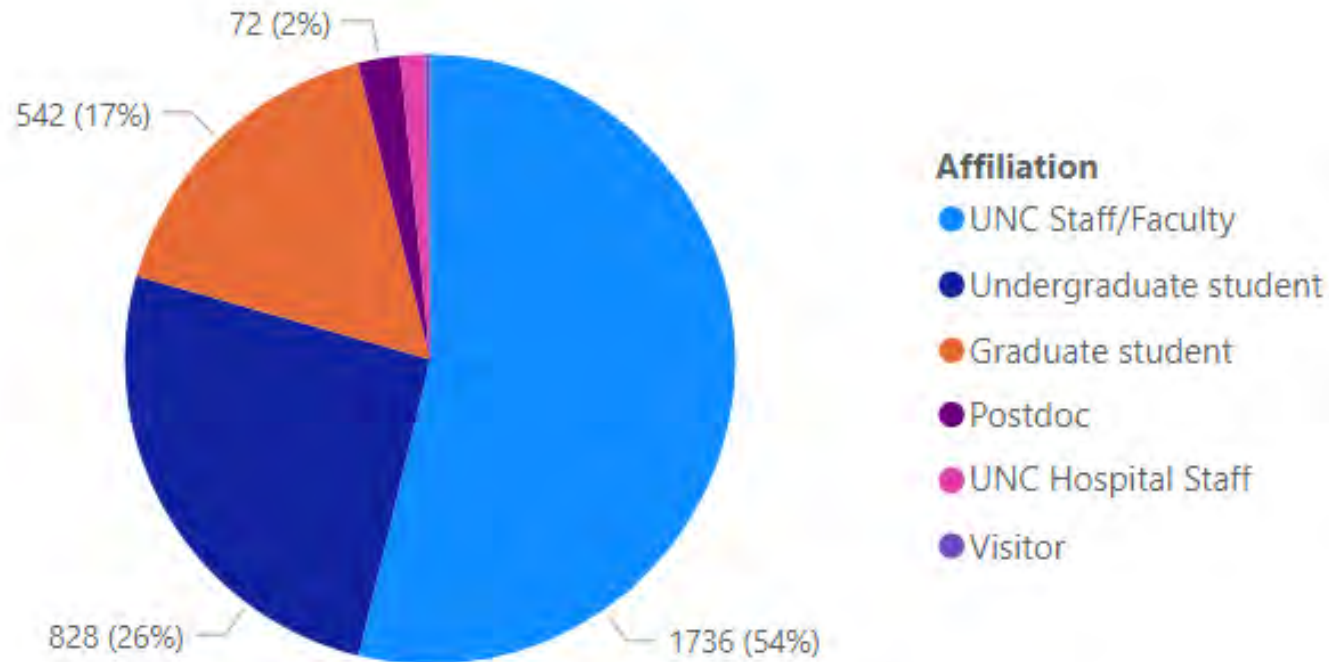
- Cheryl Stout – Welcome
- Kimley Horn – Campus Survey Initial Review
- Kimley-Horn – Debrief on Focus Group Findings
- Kimley-Horn – Closing the Loop: Guiding Principles
- Kimley-Horn – Discussion
- Kimley-Horn – Next Steps

# 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

## UNC Affiliation



Total Responses: 3,233

\*Data compiled on 05/16/23

# Campus Survey – Key Themes

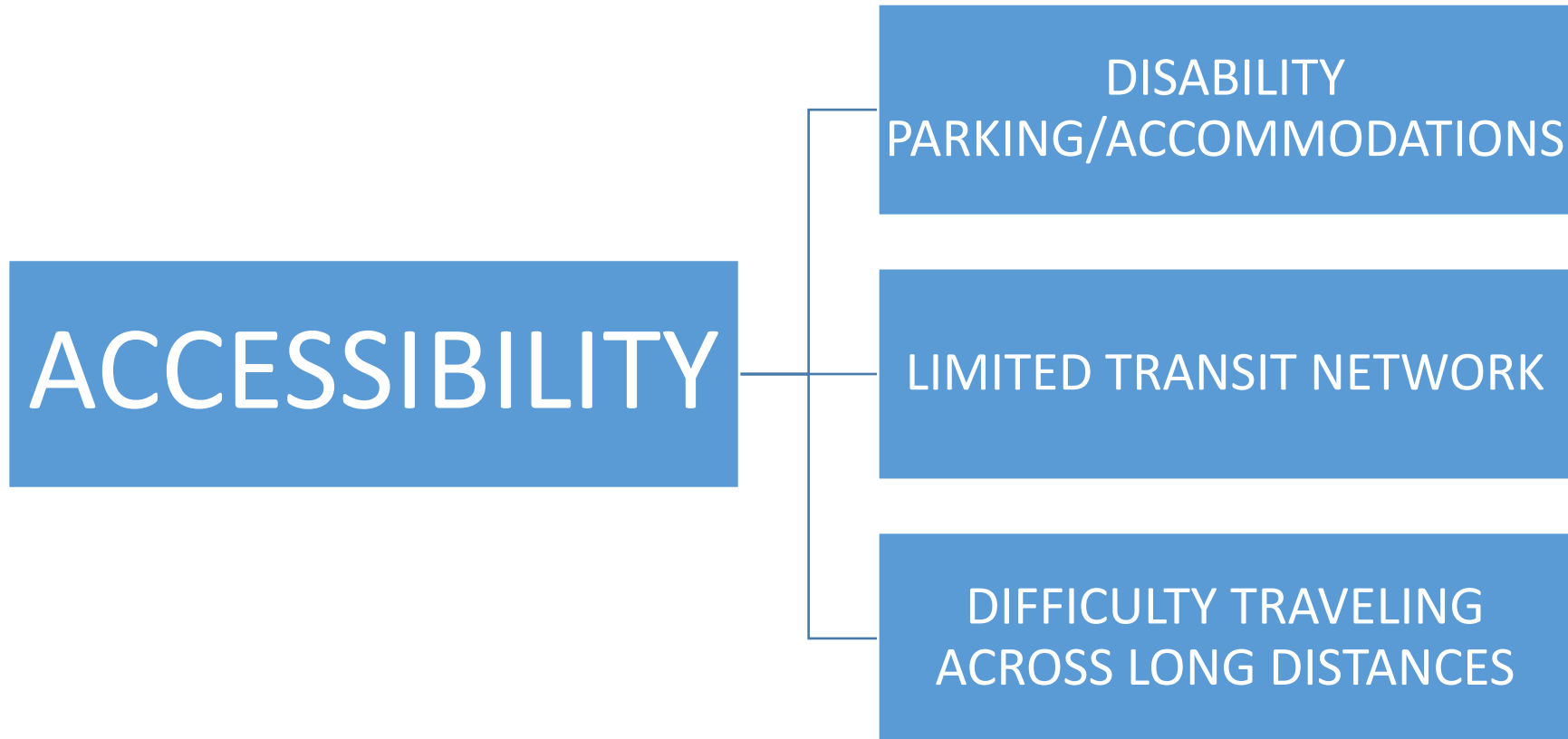
**ACCESSIBILITY**

**USER EXPERIENCE**

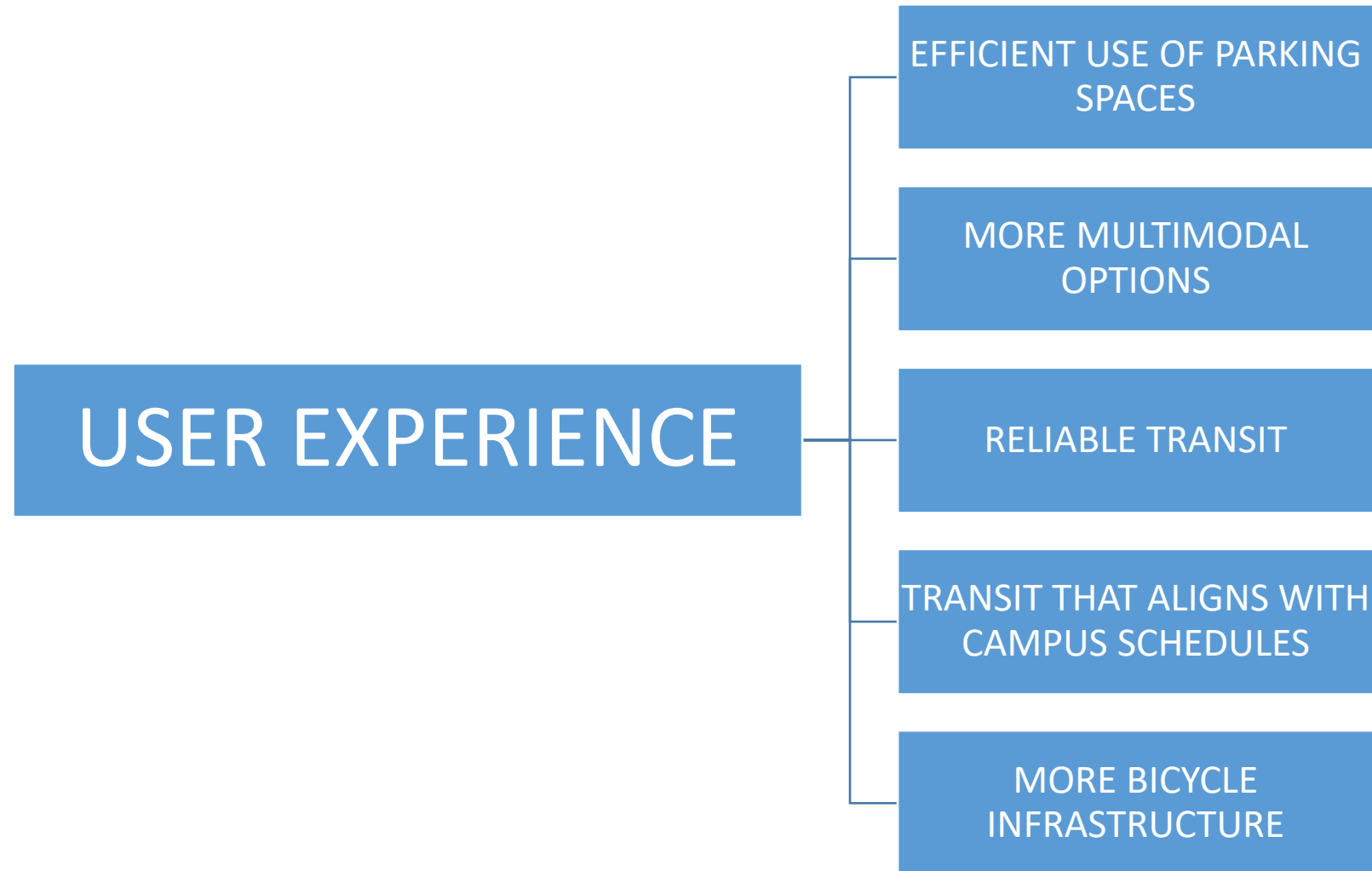
**PARKING PERMITS**

**SAFETY**

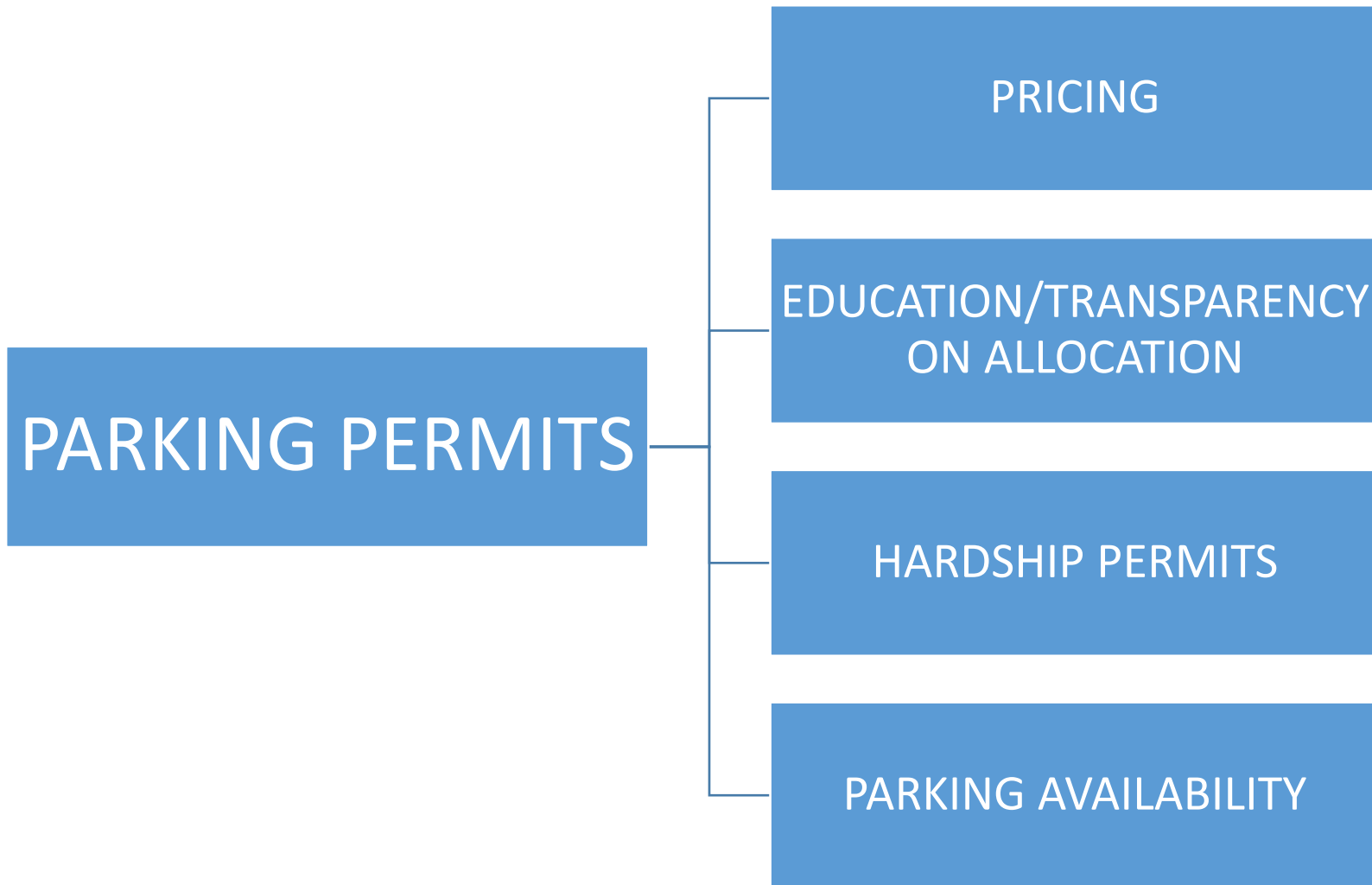
# Campus Survey – Key Themes



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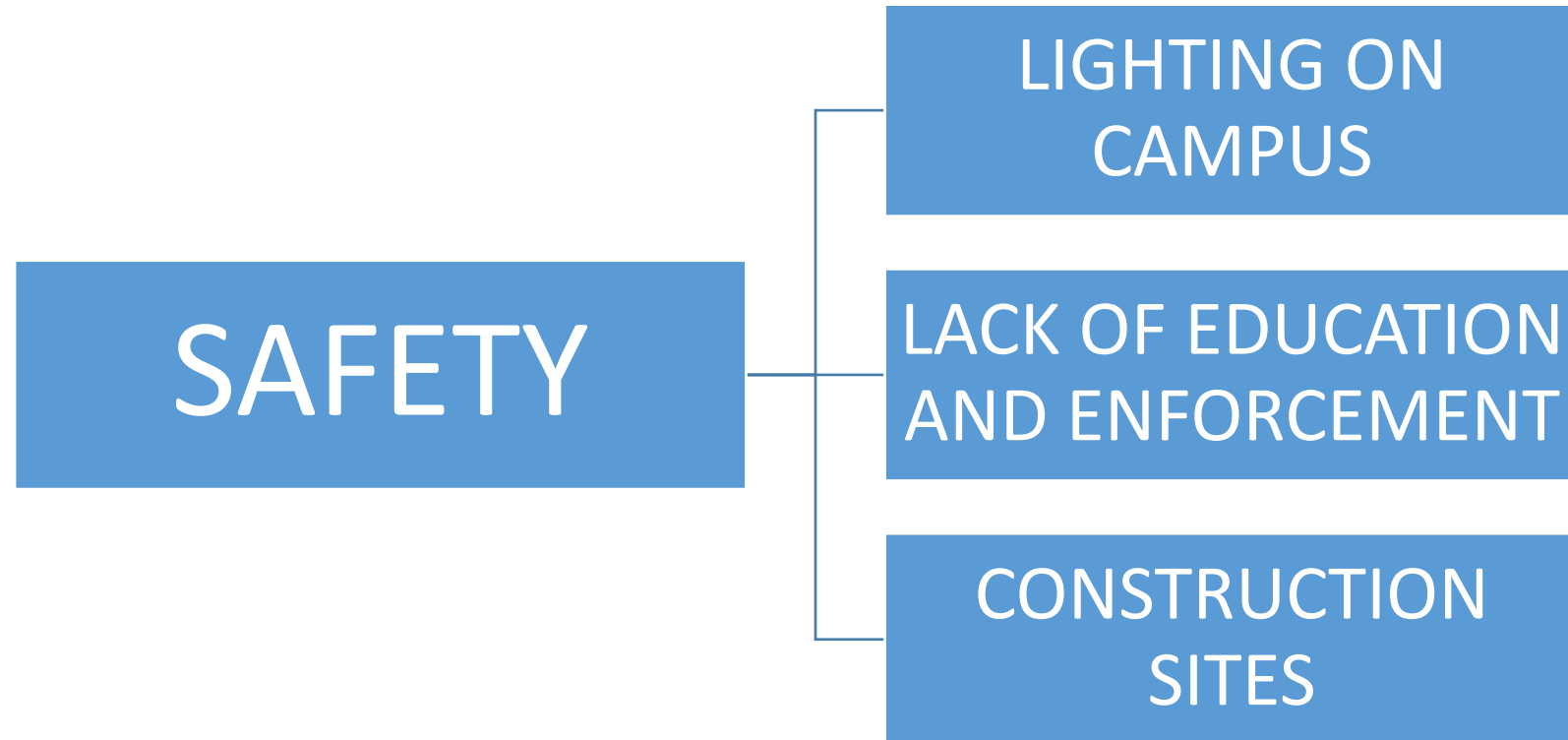


# Campus Survey – Key Themes





# Campus Survey – Key Themes



# Focus Group Findings – Key Takeaways

Equitable Parking Permit Pricing

Improved Communication and Education

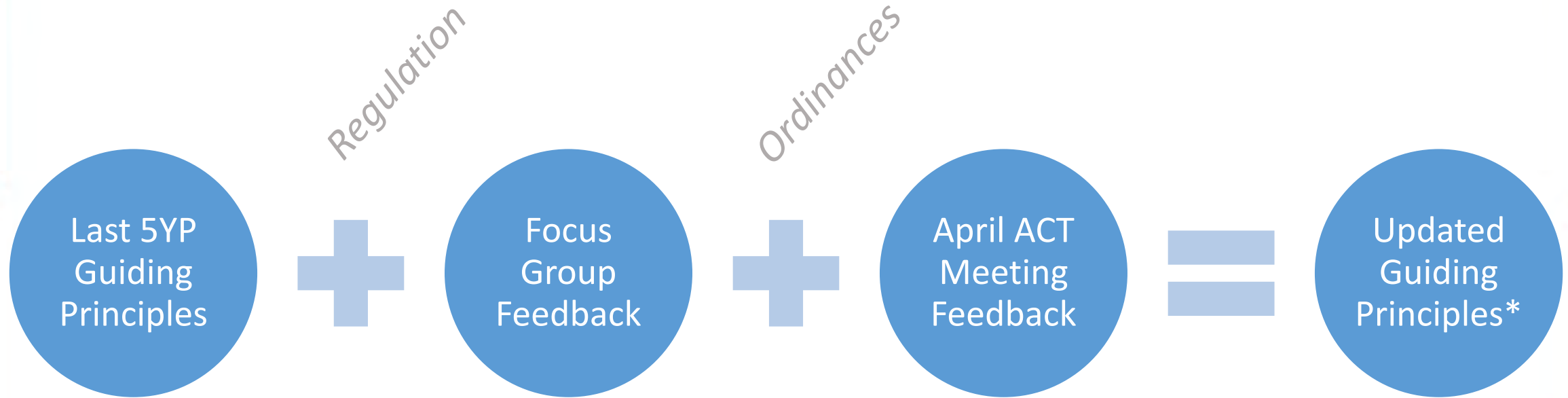
Investments in Technology

Strengthen Relationships with the Town of Chapel Hill

Transit Improvements

Address Pedestrian Safety Concerns

# Guiding Principles Methodology



*\* 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



# Next Steps

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- 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