



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

# Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting  
June 21, 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 Findings
- Kimley-Horn – Discussion
- Kimley-Horn – Next Steps

# Campus Survey Overview

- Questions were a mix of multiple choice and open-ended related to:
  - Travel Habits
  - Primary modes of transportation
  - Parking
  - Multimodal Transportation
  - Guiding Principles

*In 2017, we had...*

**383**

Survey responses

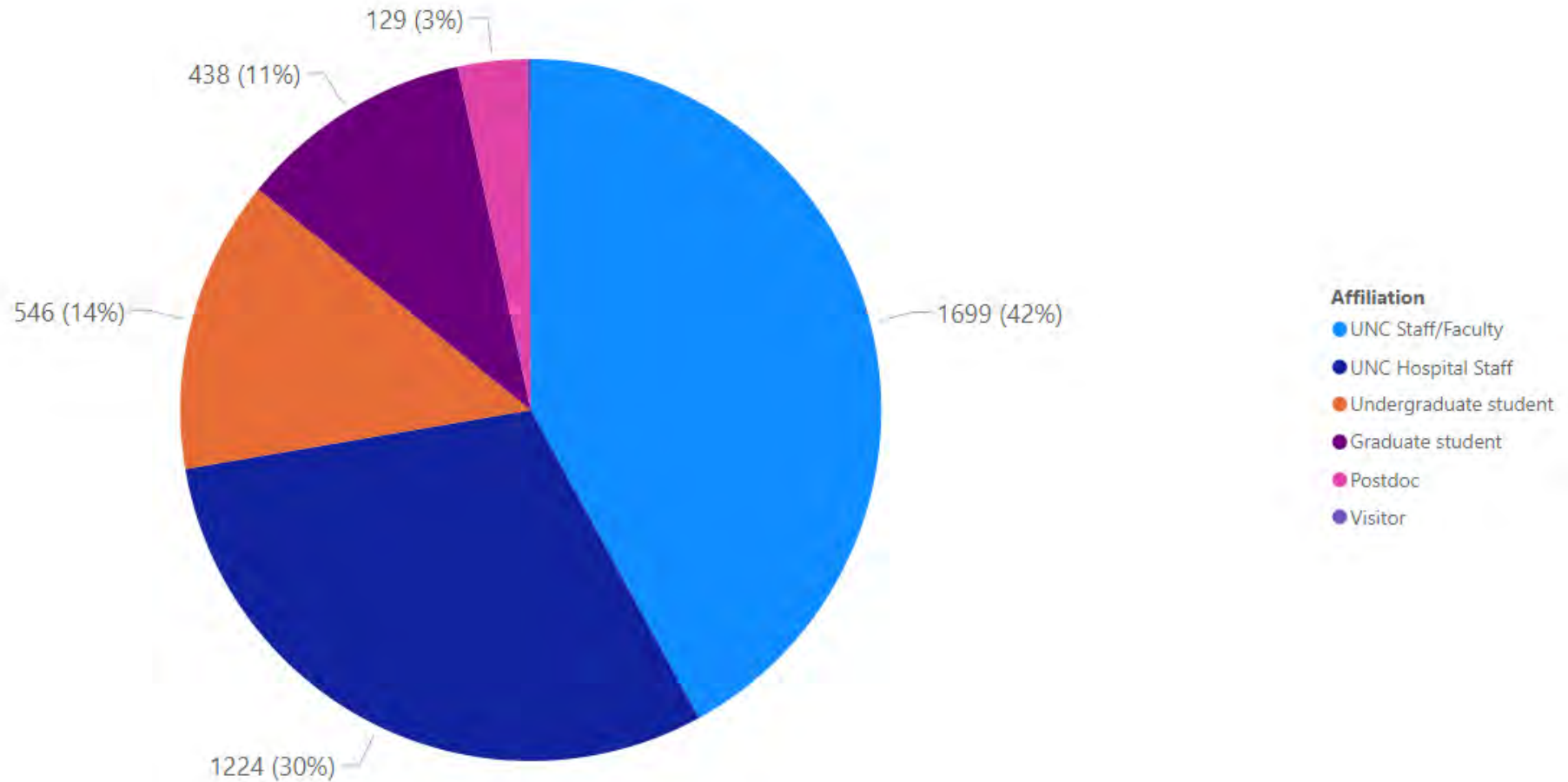


*This year, we had...*

**4,046**

Survey responses

# Campus Survey – Quick Facts



\*Data compiled on 05/31/23

Total Responses: 4,046

# Discussion Framework

- Key themes were broken down into 3 main buckets:

Programming/Policy

Education

T&P Adjacent

- Review supporting data and potential focus areas



# Parking – Key Themes

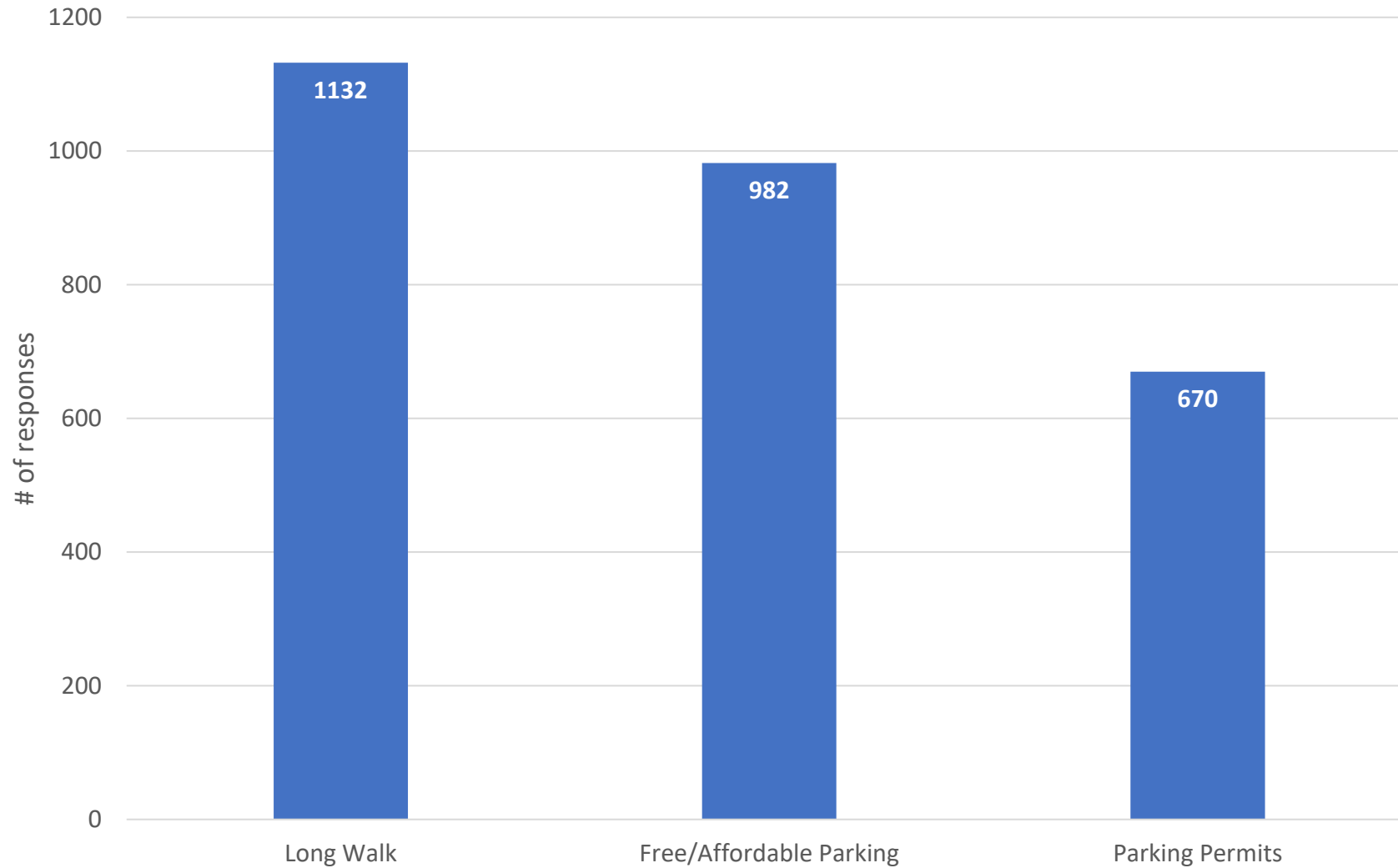
## Programming/Policy

- Long walks between parking and on-campus destination
- Free/Affordable Parking
- Permit Application/Waitlists

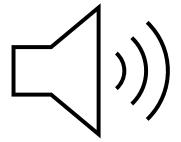
## Education

- How lots/garages are assigned to departments
- Types of permits and parking available
- Students: Permit Lottery Advertisement

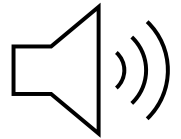
# Parking – Supporting Data



# Parking – Supporting Data







***“I don’t understand why my department is assigned certain parking spots unrelated to which building I work in...”***



***“The process used to notify students about the parking lottery is lackluster at best, and many students like myself miss the lottery each year because of this.”***



# Parking – Focus Areas

-  Educate on parking allocation to departments
-  Develop scenarios for financial modeling
-  Increase awareness on types of parking available
-  Assess student permit lottery and assignment

# Bike/Ped – Key Themes

## Programming/Policy

- More bicycle facilities

## Education

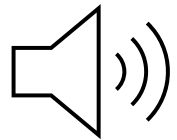
- Bicycle, Scooter, Pedestrian interactions

## Outside of T&P

- Enforcement of traffic rules
- Accessibility Concerns
- Maintenance of traffic for construction projects

# Bike/Ped – Supporting Data

- 40% of responses expressed concerns with:
  - Bikes and Scooters on sidewalks
  - Lack of Bicycle lanes/facilities
- This represents 6% of the total survey responses



***“It’s difficult and sometimes dangerous to navigate among people on scooters and bikes on sidewalks...”***

# Bike/Ped – Supporting Data

- 38% of all survey responses regarding safety and accessibility concerns were related to:
  - The “rules of the road”
  - Mobility for people with disabilities
  - Construction

*# of responses  
by category:*

**694**

*“safety”*

**604**

*“accessibility”*

**226**

*“construction”*

# Commuter Alternative Program – Key Themes

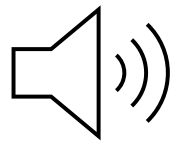
## Programming/Policy

- Benefits are not as beneficial

## Education

- Mixed awareness and participation of the program

# CAP – Supporting Data

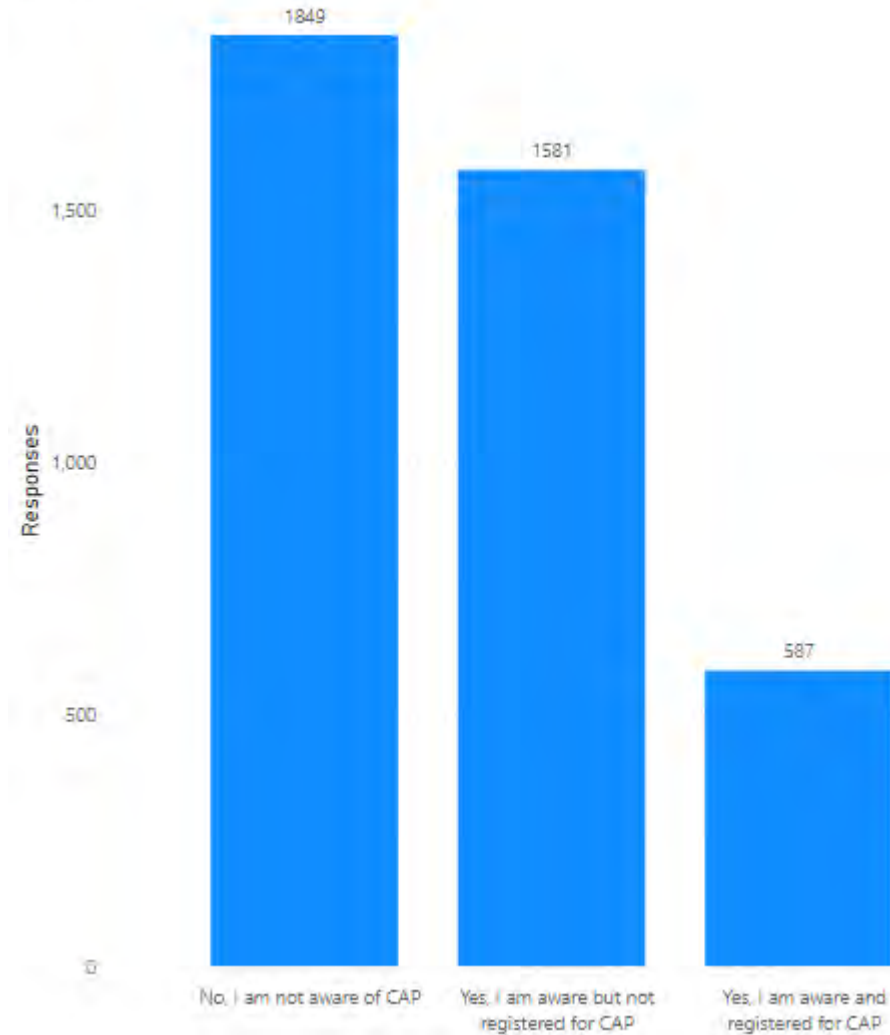


***“I love the discounts and benefits I get, but the CAP needs to be stronger! CAP does not feel like an incentive program, it feels like a coupon program...”***



# CAP – Supporting Data

CAP Awareness



- 45% of survey participants are unaware of CAP
- 53% of survey participants are aware of CAP but mixed registration levels

# Multimodal – Focus Areas



Explore ways to improve bicycle experience



Communicate feedback to other departments



Continue to advertise and promote alternative modes



Strengthen incentives to shift travel mode

# Transit – Key Themes

## Programming/Policy

- Reliability/Timeliness
- Schedules/Availability
- Limited use of services

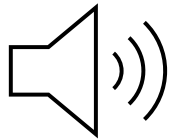
## T&P Adjacent

- Reliability/Timeliness
- Schedules/Availability

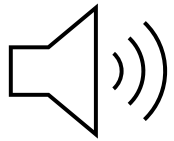
# Transit – Supporting Data

Programming/Policy

T&P Adjacent



*“Not enough routes at the end of a 12-hour shift. Time away from home is increased by an hour...”*



*“When I rode the bus, it was inconsistent, infrequent, and added more than an hour to my daily commute each way.”*

# of responses  
by category:

**195**

*“timeliness”*

**88**

*“availability”*

**1**/<sub>7</sub>

*T&P transit  
services used*

# Transit – Focus Areas



Explore ways to improve timeliness and transit schedules



Communicate feedback to regional transit providers

# Guiding Principles

**1142**

*Responses related to  
Principle 1*

**186**

*Responses related to  
Principle 2*

**105**

*Responses related to  
Principle 3*

**294**

*Responses related to  
Principle 4*

**14**

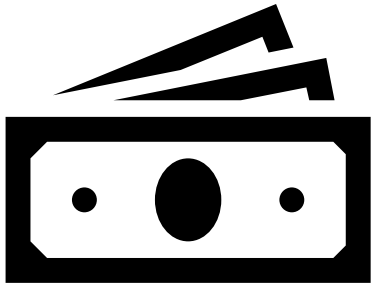
*Responses related to  
Principle 5*

**36**

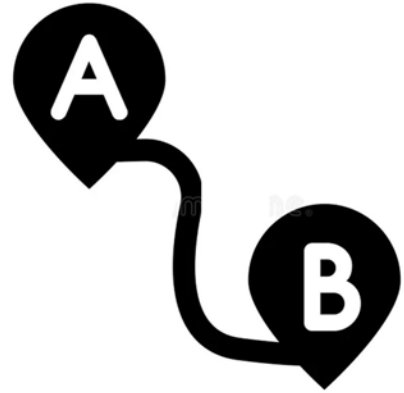
*Responses related to  
Principle 6*



# Additional Focus Areas



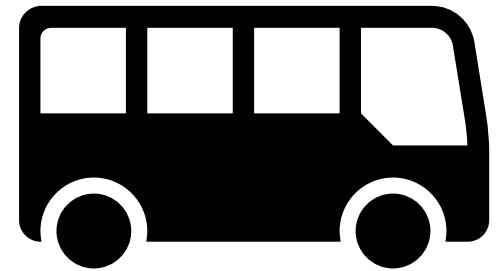
*Affordability*



*Travel Distance*

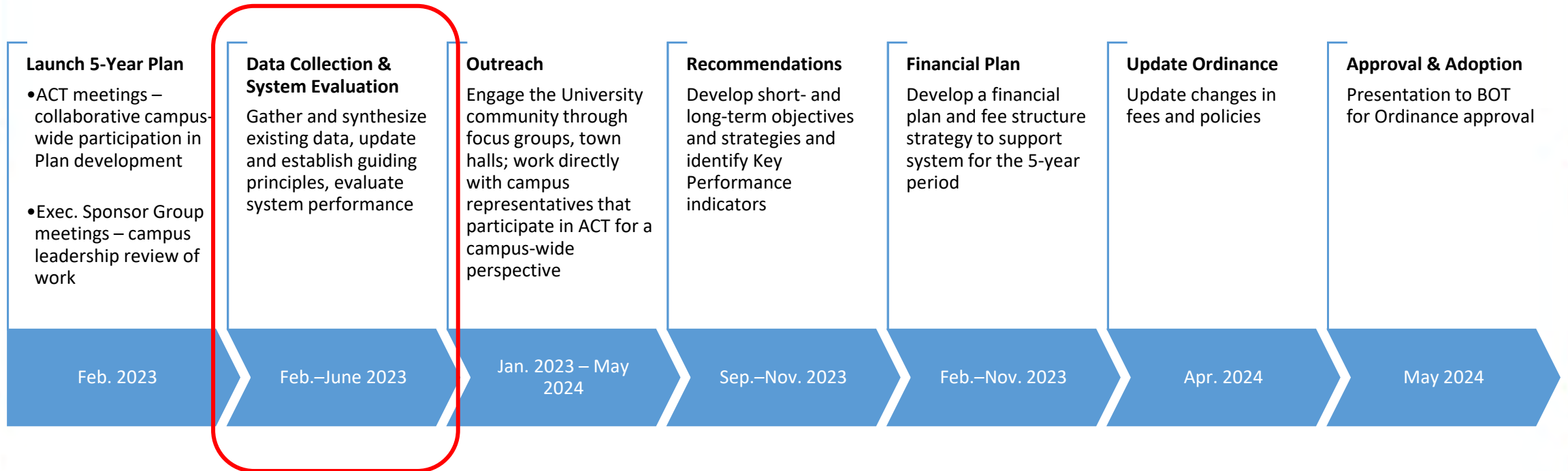


*Parking*



*Transportation Services*

# The 5-Year Plan Process Timeline



# Next Steps

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- Systems Evaluation: June 27-29<sup>th</sup>, 2023
- Financial Modeling: Late Summer 2023
- Next ACT Meeting: August 16<sup>th</sup>
  - Regroup/Catch Up on Summer Work

# Systems Evaluation



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1. Clear Vision and Mission



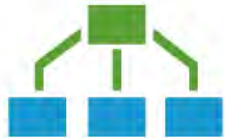
2. Parking Philosophy



3. Strong Planning



4. Campus Community Engagement



5. Organization



6. Staff Development



7. Safety, Security,  
and Risk Management



8. Effective Communications



9. Effective and Accountable  
Revenue Control



10. Financial Planning



11. Creative, Flexible, and  
Accountable Parking Management



12. Operational Efficiency



13. Comprehensive Facilities  
Maintenance Programs



14. Effective Use of Technology



15. Parking System Marketing  
and Promotion



16. Positive Customer Service  
Programs



17. Special Events Parking  
Programs



18. Effective Enforcement



19. Parking and Transportation  
Demand Management



20. Awareness of Competitive  
Environment

