

Advisory Committee on Transportation

16 August 2023, 3:00 PM EST

Minutes

Call to Order: 3:01 PM EST

1. Agenda Items – Presentation included the following topics:
 - Cheryl Stout – Welcome
 - Kimley-Horn – Recap on Plan Progress
 - Kimley-Horn – Summer Workshop
 - Kimley-Horn – Five-Year Plan Elements:
 - Core Themes & Cost Drivers
 - FY24 Budget
 - Funding Sources & Rates
 - Kimley-Horn – Next Steps
2. Transportation & Parking Campus Outreach Survey
 - 11 Different Focus Groups
 - 4,000 Survey Responses
 - Redefined guiding principles and developed supporting practices
 - Identify focus areas and strategies to improve system
 - Road Map – Captures ACT’s journey based on the following:
 - Timeline and Approval Process Review
 - Education of the Transportation & Parking system
 - Focus Group Discussions and Guiding Principles Review
3. Summer Session
 - Day 1: Systems Evaluation Workshop (June 27-29)
 - Opportunity to work with Transportation and Parking staff to complete evaluation of current system
 - Day 2: 20 Characteristics Evaluation
 - Developed a rubric and conducted a workshop to discuss what Transportation and Parking’s current processes & identify areas of improvement/enhancement
 - Developed list of potential plan elements
4. Core Themes Identified – Determine cost drivers, improve system performance, discuss transit, and consider enhancements that may be a cost driver
 - Parking
 - Pricing Structure (\$)
 - Allocation Model

- Flexible Parking Options (\$)
- Parking Technology
- Accredited Parking Organization (APO) Designation
- Transportation Demand Management (TDM)
 - TDM Programming
 - Point-to-Point (P2P) (\$)
 - Local Transit (\$)
 - Regional Transit (\$)
- Programming/Policy
 - Capital Asset Management (\$)
 - Mobility Processes and Access (\$)
- Communication
 - Education
 - Partnership and Collaboration

5. Evaluating the Financial Future

- FY24 Revenue & Expenses
 - Total FY24 Revenue: \$36,163,200 (CHT - largest expense)
 - Total FY24 Expenses: \$34,253,268

6. Funding Structure

Transportation Funding & Rates – Department Transit Fee (DTF) & Student Transit Fee (STF) support fare-free boarding transportation services and other system-associated expenses

- Transportation Services:
 - Point-to-Point – On-Demand / After Dark Shuttles (Campus Transit)
 - Chapel Hill Transit – Serves Towns Chapel Hill/Carrboro and UNC
 - GoTriangle & PART – Transit from Triad and Piedmont into campus
 - TDM Program – Transit | Ride Share | Bike Share | Micromobility
- Parking Funding
 - Parking Revenue Total: \$23,299,230
 - Parking Permits – 66%, Visitor – 20%, Events – 9%, All Other – 5%
- Employee Permit Funding & Rates
 - Permit revenue – \$11,613,600
 - Permit rates range from \$234 - \$2,355
 - 78 separate pricing points
- Student Rates
 - Permit Revenue - \$2,177,400
 - Permit rates range from \$176 - \$454
 - Weeknight parking fee - \$10
- Service | Reserved Rates
 - Permit Revenue - \$1,680,000
 - Permit rates range from \$82 - \$739

- 4 price points with 6 types
- Visitor Rates
 - Parking Revenue - \$4,550,650
- Event Rates
 - Event Parking Revenue - \$2,180,000

7. 5-Year Plan Process Timeline

- Outreach (Jan. 2023-May 2024)
- Recommendations (Sept. – Nov. 2023)
- Financial Plan (Feb. – Nov. 2023)

Questions & Answers

Katie Musgrove – Does event parking include revenue generated by athletic events?

Cheryl Stout – Yes. It includes Athletics, Carolina Performing Arts, and the Student Union.

Logan Grodsky – The last 5 years had higher than expected inflation. Have we investigated the impact that has had on current permit rates? How do we want to change that in the upcoming 5-Year Plan?

Cheryl Stout – We have investigated the impact that inflation has on current permit rates. Permit rates have not changed in several years. Yes, we are interested in evaluating changes to the 5-Year Plan.

Martin Johnson – Can we also investigate raising the student rate for parking? There is a lot of demand there and we could build ways to address low-income students.

David Samba – We are currently evaluating expenses, revenues, and plan recommendations to determine what changes, if any, would be beneficial as it relates to rates as this will impact the transportation and parking financial structure.

Attendees:

Logan Grodsky – Treasurer, Undergraduate Student Government

Noreen McDonald – Senior Associate Dean, Social Science and Global Programs

Darin Padua - Associate Provost, Academic Operations

Nathan Quinn – Vice President for Finance, Graduate and Professional Student Government

Lauren Hawkinson – President, Graduate and Professional Student Government

Everson Moran – Executive Manager, Undergraduate Student Government

Dan Lehman – Vice President, Operational Support & Professional Services

Karlina Matthews – Associate Dean of Administration

Mike Piehler – Chief Sustainability Officer

Rick Steinbacher – Senior Associate Athletic Director

Martin Johnson – Associate Professor, English Composition and Literature

Cam Enarson – Vice Dean, Strategic Initiatives

Katie Musgrove – Employee Forum Chair

Allan Blattner – Executive Director, Carolina Housing

Laszlo Balint – Post-Doctoral Research Associate, Cell Biology and Physiology

Keith Hines – Vice Chair, Employee Forum

Michelle Meyer – Associate Professor, Emergency Medicine

Gordon Merklein – Associate Vice Chancellor for Real Estate & Campus Enterprises

Evan Yassky – Executive Director, Facilities Planning and Operations

Transportation & Parking:

Cheryl Stout – Executive Director

Cha'ssem Anderson – Associate Director

Wil Steen – Associate Director

Abigail Hall – Project Coordinator

Candace Lindo – Executive Assistant