Minutes

Call to Order: 3:01 PM

Slide 2: Agenda Items – Presentation included the following topics:

- Cheryl Stout – Welcome
- Kimley-Horn – Finalize Funding Strategy Recommendations
- Kimley-Horn – Review High-level Implementation Plan
- Kimley-Horn – Next Steps

Slides 3-6: Reflection

- Spring 2023 Goal – Inform, Educate, and Listen
  - “Discovery Phase”
  - Launched Campus Survey and received over 4,000 responses
  - Conducted focus groups with stakeholder groups
- Summer 2023 Goal – Refine and Develop Initial Recommendations
  - Analyzed campus feedback for key themes and potential plan action items
  - Developed draft strategies based on feedback that reflects the needs and wishes of the campus
- Fall 2023 Goal – Inform, Listen, and “Close the Loop”
  - “Collaboration Phase”
  - Presented initial strategies for feedback from ACT
  - Developed funding scenarios for ACT to consider for system needs and enhancements
- Ongoing Goal – Educate and Finalize
  - Inform campus MOUs about recommended programmatic and funding changes to the plan
  - Finalize the plan for BOT presentation
  - Once approved by the BOT, official plan roll out

Slide 7: Feedback

- Equity in Permit Prices
  - Smaller salary bands
  - Cost Value of Parking Types
  - Simplification
  - Incentivize Commuting Alternatives
- Daily options for occasional reporting
- Increase event parking prices to maintain a higher percentage of revenue
Slide 8: Proposed Transportation Funding Strategies

- **Departmental Transportation Fee (DTF)**
  - **Existing (FY24)**
    - DTF: $3,000 per $1M of payroll
    - DTF Share of Transportation Costs = 52%
  - **Revenue Need**
    - Baseline Deficit: $11.9M
    - Service Enhancements: $1.9M
    - Total Transportation Deficit: $13.8M
  - **Proposed Strategy (Scenario B)**
    - Use $2.7M COVID reserve
    - Increase DTF to $3,379 per $1M of payroll = $4.4M (+ $379 per million payroll)

- **Student Transportation Fee (STF)**
  - **Existing**
    - Annual Student Fee: $205.3
    - STF Share of Transportation Costs = 48%
  - **Revenue Need**
    - Baseline Deficit: $11.9M
    - Service Enhancements: $1.9M
    - Total Transportation Deficit: $13.8M
  - **Proposed Strategy (Scenario B)**
    - Use $1.8M COVID reserve
    - Increase STF to $237.54 = 4.9M (+ $32.14 in annual fees)

Slide 9: Propose Parking Funding Strategies

- **Employee Parking**
  - **Existing (FY24)**
    - Permit rates range from $234 to $2,355
    - 18 Permit Types, 4 Salary Bands = 72 pricing points
    - Annual Permit Revenue: ~9.2M Annual
  - **Proposed Strategy**
    - Remove “Gated” and “Flex” Permits
    - Permit rates range from $200 to $4,780
    - 4 Permit Types, 10 Salary Bands = 13 pricing points
    - Annual Permit Revenue: ~9.3M Annual
  - **Revenue Impacts**
    - +$0.1M

- **Student Parking**
  - **Existing (FY24)**
- Permit rates range from $176 to $454
- 10 Permit Types, $10 Weeknight Parking Fee
- Revenue: ~2.1M Annual
  - Proposed Strategy
    - Permit rates range from $158 to $405
    - 3 Permit Types, $10 Weeknight Parking Fee
    - Anticipated Revenue: ~1.9M Annual
  - Revenue Impacts
    - -$0.2M

- Event Parking
  - Existing (FY24)
    - 9% of total parking revenue
    - Men’s Basketball/Football: $10 Maximum
    - Public Parking: $20 Maximum (Cars)
    - Revenue: ~2.1M Annual
  - Proposed Strategy
    - 10 to 11% of total parking revenue
    - Men’s Basketball/Football: $20
    - Increase rate flexibility $10 - $100
    - Anticipated Revenue: ~2.4M Annual
  - Revenue Impacts
    - +$0.3M

- Visitor Parking
  - Existing (FY24)
    - South Campus parking = $1.50/hr
    - $50 citation for parking in patient parking spaces
    - Revenue: ~4.5M Annual
  - Proposed Strategy
    - Increase South Campus to $1.75/hr
    - $50 fee for parking in patient parking
    - Anticipated Revenue: ~5.4M Annual
  - Revenue Impacts
    - +$0.9M

- Service Parking
  - Existing (FY24)
    - 6 Permit Types, 4 pricing points
    - Rates range from $82 to $739
    - Revenue: ~1.7M Annual
  - Proposed Strategy
    - 6 Permit Types, points
    - Rates are either $100 or $675
    - Anticipated Revenue: ~1.6M Annual
  - Revenue Impacts
Slide 10-11: Proposed Funding Strategy – Employee Parking

- $0.1M

Existing (FY24)
- 12 Regular Permits
- 6 Flex Permits
- 4 Salary Bands
  - (<$32,000 | $32,000 – <$50,000 | $50,000 – <$100,000 | ≥$100,000)
- 72 Price Points
- ~$11.6M in revenue

Component A – Consolidate Annual Permit Types
- Convert gated to non-gated
- 4 Permit Types
- ~ $2M Loss in revenue

Component B – Increase # of Salary Bands for Annual Permits
- 10 Salary Bands
  - <$40,000 | $40,000 – <$50,000 | $50,000 – <$60,000 | $60,000 –
  - <$70,000 | $70,000 – <$80,000 | $80,000 – <$90,000 | $90,000 –
  - <$100,000 | $100,000 – <$150,000 | $150,000 – <$200,000 | >200,000
- ~$2M Gain in revenue

Component C – Daily Parking Permit
- Remove Flex Parking Option
- Redefine Daily Parking Option
- Single Pricing Structure $7 - $10

Slide 12: Proposed Funding Strategy – Daily Parking Option

Permit Type: Existing Flex Permit
- Eligibility: Employees reporting 3 days or less a week
- Pricing: 6 price points, 4 salary bands ($114.60 - $583.20 yearly | $2.20 – 11.22 weekly | $0.73 - $3.75 daily | *Assuming 3 days a week)
- Parking Option Beyond Maximum: Hourly Parking Lots - $1.75 hour | $14.00 Daily

Permit Type: Daily with Max
- Eligibility: Employees that park no more than 14 days a month
- Pricing: 1 price point | $8.00 daily
- Parking Option Beyond Maximum: Hourly Parking Lots - $1.75 hour | $14.00 for an 8-hour day

Permit Type: True Daily
- Eligibility: Employees that make daily mobility choices
- Pricing: Hourly Parking Lots
- Parking Option Beyond Maximum: Hourly Parking Lots

Slide 13-14: Proposed Funding Strategy – Student Parking
• Existing (FY24)
  o 10 permit types
  o Prices range from $176 – 454
  o Weeknight parking is $10 fee per student (available to all students, excluding first years)

• Component A
  o Consolidate from 10 permit types to 3

• Component B
  o Equity – All main campus permits priced the same
  o Reduced gated price and increasing non-gated for equitable pricing option

Slide 15-16: Event Funding Strategy

• Existing (FY24)
  o $2,180,000 existing revenue (9% of total revenue)
  o Event Parking Rates
    ▪ Car: $20 (maximum fee)
    ▪ Limousine: $30 (maximum fee)
    ▪ RV: $40 (maximum fee)
    ▪ Staffing fee
    ▪ Equipment/Signage fee

• Proposed Scenario
  o Increase public parking from $10 to $20 for Football and Men’s Basketball
  o Increase monitor rates
  o Assuming one (1) Marquee event for parking
    ▪ Additional event that uses an athletic venue
  o Move $20 maximum to $100 maximum

Slide 17-18: Visitor Parking Strategy

• Existing (FY24)
  o South Campus parking is currently $1.50/hr (Last increase – FY10)
  o Patient Parking: Employees face a $50 citation
  o South Campus max is $10
    ▪ No max- mid and north campus

• Component A
  o Increase south campus parking to $1.75
  o Increase occurs during Year 4 of the 5-Year Plan

• Component B
  o Employees including contract and contractors parking in patient parking spaces - $50 parking fee

Slide 19: Questions and Answers
• **Dan Lehman Question:** With the proposed changes, will the percentage between Departmental Transportation Fees (52%) versus Student Transportation Fees change (48%)?
  
  **Sonia Panic Answer:** No there will be no changes because the prices developed fit the percentages.

• **Keith Hines Question:** Will the cost of park-and-ride lots remain the same?
  
  **Sonia Panic Answer:** There will be flat $200 rate.

  **Cheryl Stout Answer:** Exactly, this makes the cost $200 for all who utilize park-and-ride.

• **Keith Hines Question:** For those who come to the office daily, will they pay $200 for the year or is there a daily option?

  **Cheryl Stout Answer:** Yes, there is a daily option. There is no recommendation to change it. It currently costs $2.00.

**Slide 20: Implementation Plan – Overview**

- What is an implementation plan?
  - It’s a way of planning for enhancements and strategies to come “online” based on budgetary requirements
- What’s included in the implementation plan?
  - Funding Strategies
  - System Enhancements
  - System Management Strategies

**Slide 21: Implementation Plan – Pricing Elements**

- **STF/DTF**
  - Year 1: Increase to $3,379 per $1M in payroll
  - Years 2-5: No Change
- **Employee**
  - Year 1: Consolidation + Implementation
  - Years 2-5: No Change
- **Student Parking**
  - Year 1: Consolidation + Implementation
  - Years 2-5: No Change
- **Event Parking**
  - Year 1: Consolidation + Implementation
  - Years 2-5: No Change
- **Visitor Parking**
  - Years 1-4: No Change
  - Year 5: Increase South Campus to $1.75 + $50 Fee
- **Service Parking**
  - Year 1: Two Price Points - $100/$675
Years 2-5: No Change

• Daily/Flex
  o Year 1: Single Price - $8.00
  o Year 2: No Change
  o Year 3: Single Price
  o Years 4-5: No Change

Slide 22: Maintenance & Repair

• $3.9M across all 5 years
• Maintenance Master Plan
  o Professional engineering assessment of parking facilities for repair
  o Includes Level II & Level III repairs
  o Complete ADA upgrades as repairs occur
  o Include parking infrastructure in facilities maintenance software system for record keeping and tracking
  o ~$7M in repairs have been conducted

Slide 23: Staffing Plan

• Year 1: $37.5K | Year 2: $38.2K | Year 2: $39K | Year 3: $39.8K | Year 5: $40.6K
• Staffing Plan Strategy – Develop adaptable organizational structure to address dynamic change in service delivery opportunities:
  • Evaluate roles and responsibilities to ensure appropriate classification and compensation
    o Leverage automated technology opportunities evolving in the transportation industry
    o Automation reduces staffing needs allowing for work force reductions through attrition
    o Data management allows accurate service and resource decisions
    o Develop structure to optimize staff roles and organizational contributions
    o Combine areas, where applicable, to expand coverage and reduce management roles
    o Create development opportunities to build skillsets and promote professional growth
    o Build structure supporting business continuity enabling uninterrupted service
    o Maintain an efficient and cost-effective auxiliary operation

Slide 24: Accredited Parking Organization (APO)

• Year 1-3: No Charge | Year 4: $1,500 | Year 5: No Charge
• APO with Distinction
  o Designation that the system has achieved a standard of excellence
  o Application process to demonstration ongoing implementation of industry best practices
  o Application Fee: Free
Renewal Fee: $1,500 every 3 years

Slide 25: CAP Enhancement

- Years 1-5: $140K
- CAP Enhancements
  - Regional Transit access to residential students
  - Bike & Mobility Device Infrastructure
    - Bike racks, lockers, repair stations, storage, charging stations, etc.
- CAP Incentives
  - Membership giveaways, tiered prize system based on CO2 emissions eliminated, waive ZipCar Membership
- Bike Share Incentives
  - Subsidize the $1 unlock fee
  - Reduce per hour rates to incentivize ridership

Slide 26: Communication Plan

- Year 1: $185.6K
- Years 2-5: Implement Recommendations Annually
- Communication Plan
  - Develop a strategy in Year 1 for T&P to communicate and collaborate with the community during this iteration of the Five-Year Plan
  - Develop “one-pagers” to disseminate information to new and existing campus community members
  - Publish transportation and parking annual report
  - Update move.unc.edu on a more frequent basis
  - Communication Budget ~$8 per space.
  - Utilizing existing funding and resources

Slide 27: Mobility Access Review

- Year 1: No Charge | Years 2-4: No Change
- Mobility Access Review
  - In July 2020, a comprehensive review of the mobility access process was conducted by:
    - Accessibility Resources & Services
    - University Legal Council
    - EEOC
    - Campus Health
    - Facilities ADA Specialist
  - Upon review, application and information requirements should be updated
  - Facility compliance will be incorporated with maintenance and repair
  - Continuous review from Accessible Carolina

Slide 28: Questions & Answers
**Martha Modlin Question:** With the move to Daily with Max, do we move away from Park Mobile?

**Cheryl Stout Answer:** No, we'd use ParkMobile with a limited amount of purchases and limitation on purchases.

**Cheryl Stout Comment:** Recommendations will continue to go through campus process for review and approvals.

**Gordon Merklein Comment:** Relaying the approval process, recommendations will be vetted with senior leadership to ensure that everyone is on the same page.

**Cheryl Stout Comment:** Allocation piece doesn’t require BOT approval and the March approval would be timelier for implementation and socialization.

**Katie Musgrove Comment:** We would love to have T&P come out and update the Employee Forum in the spring once the BOT approves this plan.

**Cheryl Stout Comment:** We're happy to come to different organizations to provide insight on the progress/developments from ACT.

**Slide 29: Outreach**
- **Winter Outreach**
  - T&P outreach with MOUs to educate faculty/staff and employees on recommended changes to plan
  - Student Engagement
  - Separate Roll Out Engagement to be developed
  - Implemented after BOT approval/Plan finalization

**Slide 30: 5-Year Plan Process Timeline**
- Outreach: January 2023-May 2024
- Recommendations: September 2023-November 2023

**Slide 31: Next Steps**
- MOU Outreach
- Next ACT Meeting: December 13
  - Allocation
  - 1-Hour, Virtual Meeting