Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting
November 15, 2023
AGENDA

• Finalize Funding Strategy Recommendations
  • Confirm scenario selections from October ACT meeting
• Review a high-level implementation plan
• Next Steps
  • Next ACT Meeting December 13th
**Reflection**

- **Goal: Inform, Educate, and Listen**
  - “Discovery Phase”
  - Launched Campus Survey and received over 4000 responses
  - Conducted focus groups with stakeholder groups

- Spring 2023
- Summer 2023
- Fall 2023
- Ongoing
Reflection

• **Goal: Refine and Develop Initial Recommendations**
  • Analyzed campus feedback for key themes and potential plan action items
  • Developed draft strategies based on feedback that reflect the needs and wishes of the campus
Reflection

• **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
Reflection

• **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
What We’ve Heard

- 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 % of revenue

- Student Affordability (of total cost of education)

- Patient/Visitor Cost Impact Concerns
## Proposed Transportation Funding Strategies

<table>
<thead>
<tr>
<th></th>
<th>Existing (FY24)</th>
<th>Revenue Need</th>
<th>Proposed Strategy (Scenario B)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Departmental</td>
<td><strong>DTF: $3,000 per $1M of payroll</strong> DTF Share of Transportation Costs = 52%</td>
<td><strong>Baseline Deficit: $11.9M</strong></td>
<td>Use $2.7M COVID reserve</td>
</tr>
<tr>
<td>Transportation Fee</td>
<td></td>
<td><strong>Service Enhancements: $1.9M</strong></td>
<td>Increase DTF to $3,379 per $1M of payroll = $4.4M</td>
</tr>
<tr>
<td>(DTF)</td>
<td></td>
<td><strong>Total Transportation Deficit: $13.8M</strong></td>
<td>(+ $379 per million payroll)</td>
</tr>
<tr>
<td>Student Transportation Fee (STF)</td>
<td><strong>Annual Student Fee: $205.3</strong> STF Share of Transportation Costs = 48%</td>
<td></td>
<td>Use $1.8M COVID reserve</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Increase STF to $237.54 =$4.9M</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(+ $32.14 in annual fee)</td>
</tr>
</tbody>
</table>
## Proposed Parking Funding Strategies

<table>
<thead>
<tr>
<th>Parking</th>
<th>Existing (FY24)</th>
<th>Proposed Strategy</th>
<th>Revenue Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Parking</td>
<td>Permit rates range from $234 to $2,355&lt;br&gt;18 Permit Types, 4 Salary Bands = 72 pricing points&lt;br&gt;Annual Permit Revenue: ~9.2M Annual</td>
<td>Remove “Gated” and “Flex” Permits&lt;br&gt;4 Permit Types, 10 Salary Bands = 13 pricing points&lt;br&gt;Annual Permit Revenue: ~9.3M Annual</td>
<td>+$0.1M</td>
</tr>
<tr>
<td>Student Parking</td>
<td>Permit rates range from $176 to $454&lt;br&gt;10 Permit Types, $10 Weeknight Parking Fee&lt;br&gt;Revenue: ~2.1M Annual</td>
<td>Permit rates range from $158 to $405&lt;br&gt;3 Permit Types, $10 Weeknight Parking Fee&lt;br&gt;Anticipated Revenue: ~1.9M Annual</td>
<td>-$0.2M</td>
</tr>
<tr>
<td>Event Parking</td>
<td>9% of total parking revenue&lt;br&gt;Men’s Basketball/Football: $10 Maximum&lt;br&gt;Public Parking: $20 Maximum (Cars)&lt;br&gt;Revenue: ~2.1M Annual</td>
<td>10 to 11% of total parking revenue&lt;br&gt;Men’s Basketball/Football: $20&lt;br&gt;Increase rate flexibility $10 - $100&lt;br&gt;Anticipated Revenue: ~2.4M Annual</td>
<td>+$0.3M</td>
</tr>
<tr>
<td>Visitor Parking</td>
<td>South Campus parking = $1.50/hr&lt;br&gt;$50 citation for parking in patient parking spaces&lt;br&gt;Revenue: ~4.5M Annual</td>
<td>Increase South Campus to $1.75/hr&lt;br&gt;$50 fee for parking in patient parking&lt;br&gt;Anticipated Revenue: ~5.4M Annual</td>
<td>+$0.9M</td>
</tr>
<tr>
<td>Service Parking</td>
<td>6 Permit Types, 4 pricing points&lt;br&gt;Rates range from $82 to $739&lt;br&gt;Revenue: ~1.7M Annual</td>
<td>6 Permit Types, points&lt;br&gt;Rates are either $100 or $675&lt;br&gt;Anticipated Revenue: ~1.6M Annual</td>
<td>-$0.1M</td>
</tr>
</tbody>
</table>
### Proposed Funding Strategy – Employee Parking

#### Existing (FY 24)
- **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**

#### A. Consolidate Annual Permit Types
- Convert gated to non-gated
- **4 Permit Types**
- **~$2M LOSS IN REVENUE**

#### 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**

#### C. Daily Parking Permit
- Remove Flex Parking Option
- Redefine Daily Parking Option
  - Single Pricing Structure $7 - $10
## Proposed Employee Permit Pricing Scale

<table>
<thead>
<tr>
<th>Permit Type</th>
<th>New Scale</th>
<th>Range</th>
<th>1% Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserved + All Access</td>
<td>Flat</td>
<td>&gt;200,000</td>
<td>$4,780</td>
</tr>
<tr>
<td>**All Access</td>
<td>Reserved**</td>
<td>Flat</td>
<td>&gt;200,000</td>
</tr>
<tr>
<td><strong>Zoned Permits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>&lt;$40,000</td>
<td></td>
<td>$315</td>
</tr>
<tr>
<td>2</td>
<td>$40,000 - &lt;$50,000</td>
<td></td>
<td>$405</td>
</tr>
<tr>
<td>3</td>
<td>$50,000 - &lt;$60,000</td>
<td></td>
<td>$495</td>
</tr>
<tr>
<td>4</td>
<td>$60,000 - &lt;$70,000</td>
<td></td>
<td>$585</td>
</tr>
<tr>
<td>5</td>
<td>$70,000 - &lt;$80,000</td>
<td></td>
<td>$675</td>
</tr>
<tr>
<td>6</td>
<td>$80,000 - &lt;$90,000</td>
<td></td>
<td>$765</td>
</tr>
<tr>
<td>7</td>
<td>$90,000 - &lt;$100,000</td>
<td></td>
<td>$855</td>
</tr>
<tr>
<td>8</td>
<td>$100,000 - &lt;$150,000</td>
<td></td>
<td>$1,125</td>
</tr>
<tr>
<td>9</td>
<td>$150,000 - &lt;$200,000</td>
<td></td>
<td>$1,575</td>
</tr>
<tr>
<td>10</td>
<td>&gt;200,000</td>
<td></td>
<td>$2,250</td>
</tr>
<tr>
<td><strong>All Other</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park and Ride</td>
<td>Flat</td>
<td>----</td>
<td>$200</td>
</tr>
<tr>
<td>Employee Weeknight</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RFS-ALG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorcycle Employee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Wheeled Motorized Vehicles</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Proposed Funding Strategy – Daily Parking Option

<table>
<thead>
<tr>
<th>Permit Type</th>
<th>Eligibility</th>
<th>Pricing</th>
<th>Parking Option beyond maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Flex Permit</td>
<td>Employees reporting 3 days or less a week</td>
<td>$114.60 - $583.20 yearly, $2.20 – 11.22 weekly, $0.73 - $3.75 daily, *Assuming 3 days a week</td>
<td>Hourly Parking Lots $1.75 hour, $14.00 Daily</td>
</tr>
<tr>
<td>Daily with Max</td>
<td>Employees that park no more than 14 days a month</td>
<td>$8.00 daily</td>
<td>Hourly Parking Lots $1.75 hour, $14.00 for an 8 hour day</td>
</tr>
<tr>
<td>True Daily</td>
<td>Employees that make daily mobility choices</td>
<td>1 price point</td>
<td>Hourly Parking Lots</td>
</tr>
</tbody>
</table>

#### Pricing Options
- **Hourly Parking Lots**
  - $1.75 per hour
  - $14.00 for an 8-hour day
- **Daily Parking Option**
  - $8.00 daily

*Assuming 3 days a week*
## Proposed Funding Strategy: Student Parking

<table>
<thead>
<tr>
<th>Student Parking</th>
<th>Existing (FY 24)</th>
<th>Component A</th>
<th>Component B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 permit types</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prices range from $176 - $454</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Weeknight parking is $10 fee per student (available to all students, excluding first years)</td>
<td></td>
<td>Equity - All main campus permits priced the same.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consolidate from 10 permit types to 3</td>
<td>Reducing gated price and increasing non gated for equitable pricing option</td>
</tr>
</tbody>
</table>
## Proposed Student Permit Rates

<table>
<thead>
<tr>
<th>Permit Type</th>
<th>Full Year</th>
<th>Academic Year</th>
<th>Summer Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoned Student Permits</td>
<td>$512</td>
<td>$405</td>
<td>$107</td>
</tr>
<tr>
<td>RR (Estes Drive)</td>
<td>-</td>
<td>$260</td>
<td>-</td>
</tr>
<tr>
<td>Park and Ride</td>
<td>$200</td>
<td>$158</td>
<td>$42</td>
</tr>
<tr>
<td>Motorcycle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorized Two-Wheeled Vehicles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric Vehicle Charging Permit</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Event Funding Strategy

**Existing (FY 24)**

- $2,180,000 existing revenue (9% of total revenue)

**Existing Parking Rates:**

- Event Parking Rates
  - Car: $20 (maximum fee)
  - Limousine: $30 (maximum fee)
  - RV: $40 (maximum fee)
  - Staffing fee
  - Equipment/Signage fee

**Proposed Scenario**

- Increase public parking from $10 to $20 for Football and Men’s Basketball
- Increase monitor rates
- Assuming one (1) Marquee event for parking
  - Additional event that uses an athletic venue
- Move $20 maximum to $100 maximum
## Proposed Event Rate Structure

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Current</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event</td>
<td>Parking Spaces/Permits - Max @ 20</td>
<td>$50</td>
<td>$60</td>
<td>$70</td>
<td>$80</td>
<td>$90</td>
<td>$100</td>
</tr>
<tr>
<td>Conference Daily</td>
<td>Non-Hourly Pay Lots</td>
<td>$5</td>
<td>$6</td>
<td>$8</td>
<td>$9</td>
<td>$10</td>
<td>$15</td>
</tr>
<tr>
<td>Monitoring</td>
<td>Monitors: 3-hour minimum</td>
<td>$27</td>
<td>$30</td>
<td>$33</td>
<td>$36</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td>Traffic Control Officer (TCO)</td>
<td>TCO: 3-hour minimum</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td>Event Supervisor</td>
<td>Supervisor: 3-hour minimum</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td>Chartering Buses</td>
<td>$25 plus cost of charter services provided</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td>Reserved Spaces</td>
<td>Ending before 12 noon</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>Beginning 12 noon or later</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>Weeknight after 5 p.m.</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td>Equipment Setup</td>
<td>Cones/Barricades/Meter Bags Placement: Per staff hourly cost</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>Signs: Size - Regulatory Reserved Sign</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>Signs: Size - A-Frame</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
<td>$40</td>
<td>$50</td>
</tr>
</tbody>
</table>
Visitor Parking Strategy

Visitor Parking

South Campus parking is currently $1.50/hr
*Last increase – FY10*

Patient Parking:
Employees face a $50 citation

South Campus max is $10
No max- mid and north campus

**Existing (FY 24)**

**Component A**

Increase south campus parking to $1.75

Increase occurs during Year 4 of the plan

**Component B**

Employees including contract and contractors parking in patient parking spaces - $50 parking fee
Proposed Service Permit Rates

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Permit Type</th>
<th>Curr Price</th>
<th># Permits</th>
<th>Total Curr Rev</th>
<th>New Price</th>
<th># Permits</th>
<th>Total Curr Rev</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Departments</td>
<td>Reserved Visitor Spaces</td>
<td>$739</td>
<td>950</td>
<td>$702,050</td>
<td>$875</td>
<td>950</td>
<td>$641,250</td>
</tr>
<tr>
<td></td>
<td>Service/State Vehicle Permit</td>
<td>$658</td>
<td>1,956</td>
<td>$1,287,048</td>
<td>$875</td>
<td>1,956</td>
<td>$1,320,300</td>
</tr>
<tr>
<td></td>
<td>Official Visitor Permit</td>
<td>$658</td>
<td>37</td>
<td>$24,346</td>
<td>$875</td>
<td>37</td>
<td>$24,975</td>
</tr>
<tr>
<td></td>
<td>Reserved Construction Spaces</td>
<td>$739</td>
<td>50</td>
<td>$36,950</td>
<td>$875</td>
<td>50</td>
<td>$33,750</td>
</tr>
<tr>
<td>Contractors and Vendors</td>
<td>Full Vendor</td>
<td>$816</td>
<td>98</td>
<td>$79,968</td>
<td>$875</td>
<td>98</td>
<td>$66,150</td>
</tr>
<tr>
<td></td>
<td>15-Minute Vendor</td>
<td>$82</td>
<td>6</td>
<td>$492</td>
<td>$100</td>
<td>6</td>
<td>$600</td>
</tr>
</tbody>
</table>

Consolidate from 4 price points to 2
Minimal revenue impact
Discussion

Questions & Answers
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
# Implementation Plan - Pricing Elements

<table>
<thead>
<tr>
<th><strong>STF/DTF</strong></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increase to $3,379 per $1M in payroll</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*<em>Employee</em></td>
<td>Consolidation + Implementation*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*<em>Student Parking</em></td>
<td>Consolidation + Implementation*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Event Parking</strong></td>
<td>Increase parking to $20 &amp; increase maximum to $100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Visitor Parking</strong></td>
<td></td>
<td>No Change</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Service Parking</strong></td>
<td>2 Price Points: $100/$675</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*<em>Daily/Flex</em></td>
<td>Single Price: $8.00</td>
<td>No change</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Single Price: $8.00

* See subsequent slides
Maintenance Master Plan

- Professional engineering assessment of parking facilities for repair
- Includes Level II & Level III repairs
- Complete ADA upgrades as repairs occur
- Include parking infrastructure in facilities maintenance software system for record keeping and tracking
- ~$7M in repairs have been conducted already
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
- Leverage automated technology opportunities evolving in the transportation industry
- Automation reduces staffing needs allowing for work force reductions through attrition
- Data management allows accurate service and resource decisions
- Develop structure to optimize staff roles and organizational contributions
- Combine areas, where applicable, to expand coverage and reduce management roles
- Create development opportunities to build skillsets and promote professional growth
- Build structure supporting business continuity enabling uninterrupted service
- Maintain an efficient and cost-effective auxiliary operation
Accredited Parking Organization (APO)

APO with Distinction

- Designation that the system has achieved a standard of excellence
- Application process to demonstration ongoing implementation of industry best practices
- Application Fee: Free
- Renewal Fee: $1,500 every 3 years
CAP Enhancement

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
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
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
Discussion

Questions & Answers
Outreach

• Winter Outreach
  • T&P outreach with MOUs to educate faculty/staff and employees on recommended changes to the plan
• Student Engagement
  • Separate Roll Out Engagement Plan to be developed
  • Implemented after BOT approval/Plan finalization
The 5-Year Plan Process Timeline

**Launch 5-Year Plan**
- ACT meetings – collaborative campus-wide participation in Plan development
- Exec. Sponsor Group meetings – campus leadership review of work

**Feb. 2023**

**Data Collection & System Evaluation**
Gather and synthesize existing data, update and establish guiding principles, evaluate system performance

**Feb.–June 2023**

**Outreach**
Engage the University community through focus groups, town halls; work directly with campus representatives that participate in ACT for a campus-wide perspective

**Jan. 2023 – May 2024**

**Recommendations**
Develop short- and long-term objectives and strategies and identify Key Performance indicators

**Sep.–Nov. 2023**

**Financial Plan**
Develop a financial plan and fee structure strategy to support system for the 5-year period

**Feb.–Nov. 2023**

**Update Ordinance**
Update changes in fees and policies

**Apr. 2024**

**Approval & Adoption**
Presentation to BOT for Ordinance approval

**May 2024**
Next Steps

• MOU Outreach

• Next ACT Meeting: December 13th
  • Allocation
  • 1 hour Meeting; Virtual