



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Transportation and Parking Systems 5-Year Plan

Monthly ACT Meeting
February 28, 2024

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

- 5YP Process
- Looking Back
- Process Debrief
- Next Steps
 - BOT Meeting

Transportation & Parking Campus Outreach Survey

UNC Transportation and Parking has been hard at work engaging with the University community, evaluating existing operations and technology, and starting to develop the Five-Year Plan elements! Since our last Executive Sponsor Meeting:

- Held **11 focus group discussions** with stakeholder groups on campus
- Launched a campus survey that generated over **4,000 responses**
- **Refined the guiding principles** and developed supporting practices
- Kicked off a **Systems Evaluation**



Since the launch meeting, which began with the first Executive Sponsor Group meeting, UNC T&P has maintained open, transparent, and consistent communication with the Advisory Committee on Transportation and Parking (ACT).

SUMMARY ON OUTREACH:

ACT Meetings:

Monthly ACT meetings provide key touch points with Committee to educate members on the system and the Plan and to gather feedback on elements that make up the Plan. Open and transparent communication are vital to the Plan's development and ultimate success.

Focus Groups:

All ACT representative members and ex-officio were invited to identify and nominate community members from their respective departments/units to participate in a transportation and parking-centered focus group. The focus group questions and presentation were designed to encourage discussion and dialogue among participants.

Survey:

As a result of this engagement effort, the campus survey gathered about 4,046 completed survey responses. **This is about 3,660 more responses than the previous Five-Year Plan engagement effort.**

Core Themes from Outreach:

Parking:

- Allocating Permits to Departments
- Permit Pricing
- Permit Assignment Structure
- Accredited Parking Organization" Designation

Transportation Demand Management:

- TDM program improvements
- Assessing P2P for Electric Fleet | Service
- Assessing current local and regional transit partnerships

Programming and Policy:

- Managing T&P's capital assets
- Mobility process and access improvement

Communication

- Increasing Education and Communication
- Strengthening collaboration with campus partners

NEXT STEPS:

FALL 2023

- Develop Funding Scenarios
- Draft Initial Recommendations
- Campus Outreach

SPRING 2024

- Present Recommendations to Executive Sponsor Group
- Chancellor Meeting
- Final Recommendations
- Board of Trustees Meeting

•• #1: KICK OFF

- Started the year off with the Launch meeting where we introduced the 5YP, the various elements of the plan, and the vital roles of the Executive Sponsors, ACT Committee members, and the campus community. We established a timeline for the 5YP and reviewed the approval process.
- towards.

The Approval Process

Advisory
Committee for
Transportation

Executive
Sponsor Group

Chancellor

Board of
Trustees

#2: MARCH

The March ACT meeting was centered around education – specifically educating the ACT Committee members on the transportation and parking system, why the 5-Year Plan came to exist, and the necessary steps it takes to complete a 5-Year Plan. ACT members learned that T&P is limited on how much parking that can be provided due to the requirements of the Town of Chapel Hill's Office/Institutional-4 (O1-4) Zoning District regulations. These regulations allow for only a total 1,559 net new parking spaces in the existing Development Plan, which means growth must be met through alternative modes of commuting.

T&P at UNC provides and manages more than just parking for the campus community and the 2M patients and visitors that visit campus annually. The System is also comprised of:

Transit services such as P2P, Chapel Hill Transit, and Triangle Transit.

Transportation Demand Management programs such as Tarheel Bikes, Carpool/Vanpool/Rideshare, and the Commuter Alternatives Program (CAP).

#3: APRIL

In April, the consultant team conducted 10 focus group sessions between April 18th and April 20th. The focus group discussions centered around participants experience with transportation and parking on campus, the guiding principles, and potential focus areas for the Plan. This feedback, as well as the customer satisfaction survey, will be used to develop recommendations to meet expressed needs and challenges.

The April ACT meeting was an interactive, and discussion-based. ACT members were asked to react to the previous set of guiding principles and provide guidance on how best to update to accurately reflect the trajectory and future growth of transportation and parking services to meet campus needs.

Customer
Satisfaction
Survey opened
April 18th

Participants

- Employee Forum
- Medical School
- Student Affairs
- Sustainability
- UNC Hospitals
- Carolina Athletics
- Postdocs
- Facilities
- Colleges, Schools and Libraries
- Graduate and Professional Student Government
- Faculty Council

#5: JUNE

The customer satisfaction survey closed on May 31st, the purpose of the June ACT meeting was to discuss the campus feedback collected through the survey. The survey consisted of multiple choice and open-ended questions geared towards understanding the participants experience with the transportation and parking system. Key word/phrase analysis was used to analyze open ended feedback, which were then categorized into 3 main themes:

Programming/ Policy

These are elements that may be improved through strategic policy or programmatic updates.

Education

These are elements that can be addressed through increased education or awareness.

T&P Adjacent

These are elements that affect the customer experience on campus but are not within the T&P's scope of responsibility.

•• #4: MAY

The May ACT meeting was another collaborative working session with ACT committee members. Using feedback from the focus groups and the April ACT meeting, T&P and Kimley-Horn drafted updated guiding principles and supporting practices which were presented to ACT.

Members were asked to weigh in on the changes to confirm the new guiding principles or to provide further input on how best to update for this Plan process..

Customer
Satisfaction
Survey Closed
May 31st

•• #6: JULY

- A systems evaluation workshop was conducted in July to
- better evaluate how Transportation and Parking at UNC
- operates and functions. The T&P System was evaluated against
- 20 characteristics regarding organizational effectiveness,
- Effective and Accountable Revenue Control, Financial
- Planning, Transportation Demand Management, among other
- characteristics. This exercise was also completed during the
- last iteration of the Five-Year Plan. The findings of the systems
- evaluation can be found in the Final Report of the Five-Year
- Plan. During this workshop, the team also developed initial
- strategies and recommendations for the plan, which directly
- addressed the feedback solicited from the UNC community.

#7: AUGUST •••••

The fall semester kicked off with an ACT meeting informing ACT members about the progress made during the summer. During this meeting, initial core themes identified as part of the summer workshop were presented to ACT. Core themes identified include Transportation, Parking, Programming/Policy, and Communication. These core themes were then further broken down into specific elements or areas for improvement.

•• #8: SEPTEMBER

- During the September ACT meeting, the Five-Year Plan team explained how T&P organizes
- revenue and operating expenses. Revenue
- and Operating expenses are split into two
- groups: Parking related expenses/revenue
- and Transportation related expenses/revenue.
- System enhancements that impact parking will
- need to have the appropriate revenue to cover
- expenses. Similarly, any improvements that
- affect the transportation systems must have
- the appropriate revenue to cover expenses.
- System enhancements that were presented to
- ACT include parking guidance technology to
- allow greater ease in finding parking, installing
- cameras and LED Lighting for increased safety,
- and expanding the Commuter Alternative
- Program (CAP) Membership incentives.

#9: OCTOBER •••••

The October ACT meeting was a pivotal moment during the Five-Year Plan Process because during this meeting the initial funding strategies were presented to ACT members for confirmation and feedback. These funding strategies had to cover the cost of implementing the recommended system enhancements while also generating enough revenue to cover system operating costs. The specific funding strategies selected by ACT members can be found on X.

•• #10: NOVEMBER

- After the October ACT meeting, ACT members
- were asked to think about the funding strategies
- and to finalize their decisions during the
- November ACT meeting. Minor updates to the
- funding strategies were made and the Five-Year
- Plan elements were confirmed by ACT members.
- The November ACT meeting also presented a
- high-level implementation plan for the various
- system enhancements and funding strategies.
- The implementation plan is a way to plan for
- enhancements and strategies to go in effect
- based on budgetary requirements.

#11: DECEMBER •••••

To round out 2023, the December ACT meeting focused on parking permit allocation. Based on community feedback, about 45% of people who park are unfamiliar with or do not understand the allocation process. Key themes that emerged in the campus survey related to parking allocation included the wait list, the need for simplification, equity, resource management, and confusion. The current allocation process was explained to ACT members, highlighting the challenges with allocation currently including inconsistent allocation criteria among the different departments and MOUs. The proposed allocation method recommends consolidating smaller departments into a larger MOU and to discontinue the University waitlist. These recommendations will implement equitable and consistent assignment criteria while simplifying the allocation process. Additional updates to the student allocation, hardship allocation, and medical mobility accommodations process were recommended and are included in X.

What is the 5-Year Plan?



**DATA
COLLECTION**



**GUIDING
PRINCIPLES**



**SYSTEMS
EVALUATION**



FINANCIAL PLAN



**OUTREACH AND
COMMUNICATION**

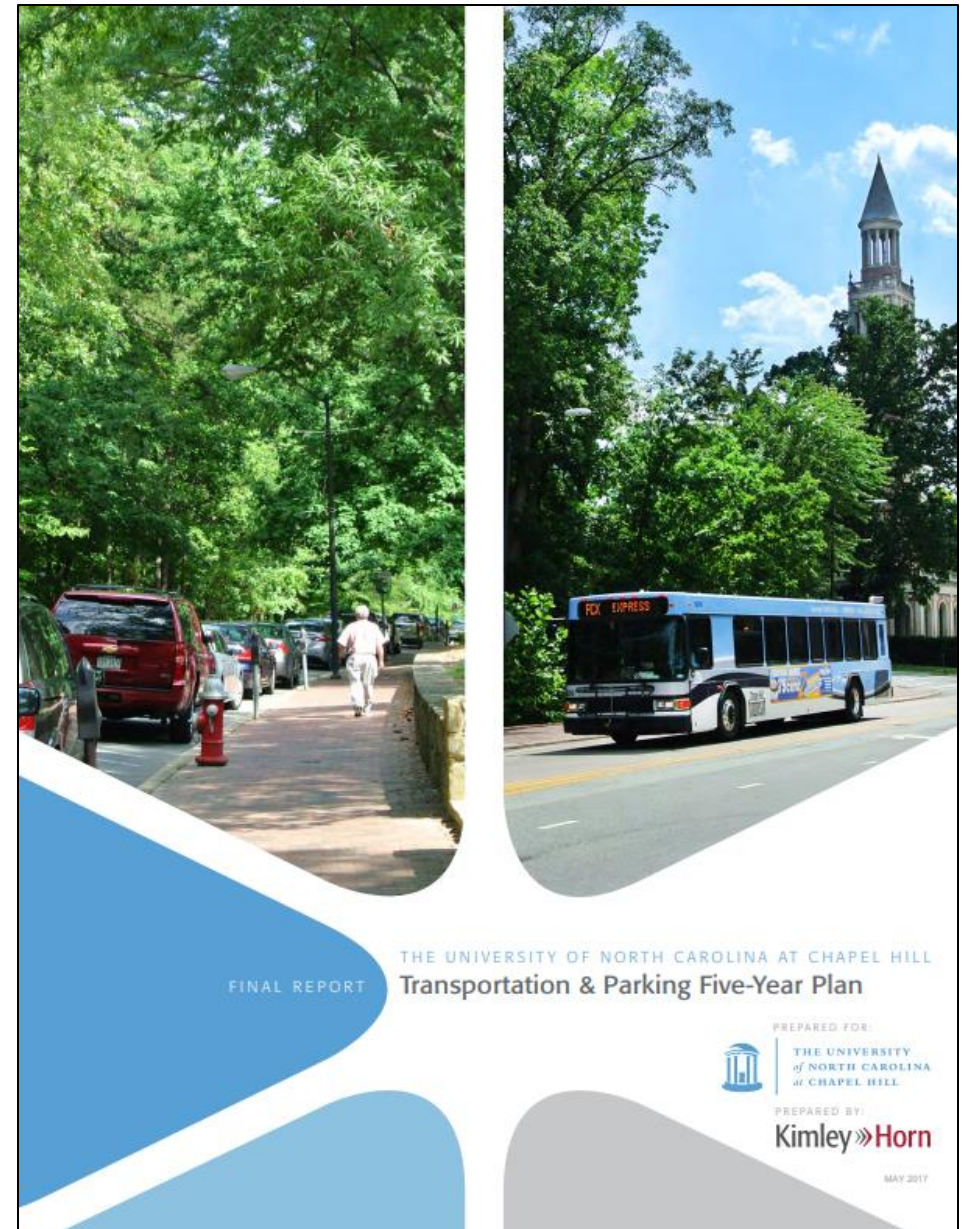


**IMPLEMENTATION
PLAN**

Five-Year Plan

Every five years Transportation and Parking partners with campus representatives on the ACT, Executive Sponsors Group, and a consultant team to develop **a new plan that:**

- ✓ **Engages with the University community** through outreach efforts
- ✓ **Evaluates** existing operations and technology and **identify efficiencies** and opportunities
- ✓ Develops strategies to **address University and UNC Healthcare development** and programmatic growth
- ✓ Ensures that necessary revenue is in place to **support the existing and near-term transportation system costs**



Five-Year Plan Look Ahead

Key Plan Drivers

- ✓ Meet University and UNC Health Transportation Needs
 - Equity and Resource Management
 - ✓ Allocation Policy
 - ✓ Pricing Structure
 - Salary Scale
 - Gated vs Non-Gated
 - Work from home
- ✓ E-Bikes, Micromobility, Autonomous Vehicles
- ✓ Electric Fleet

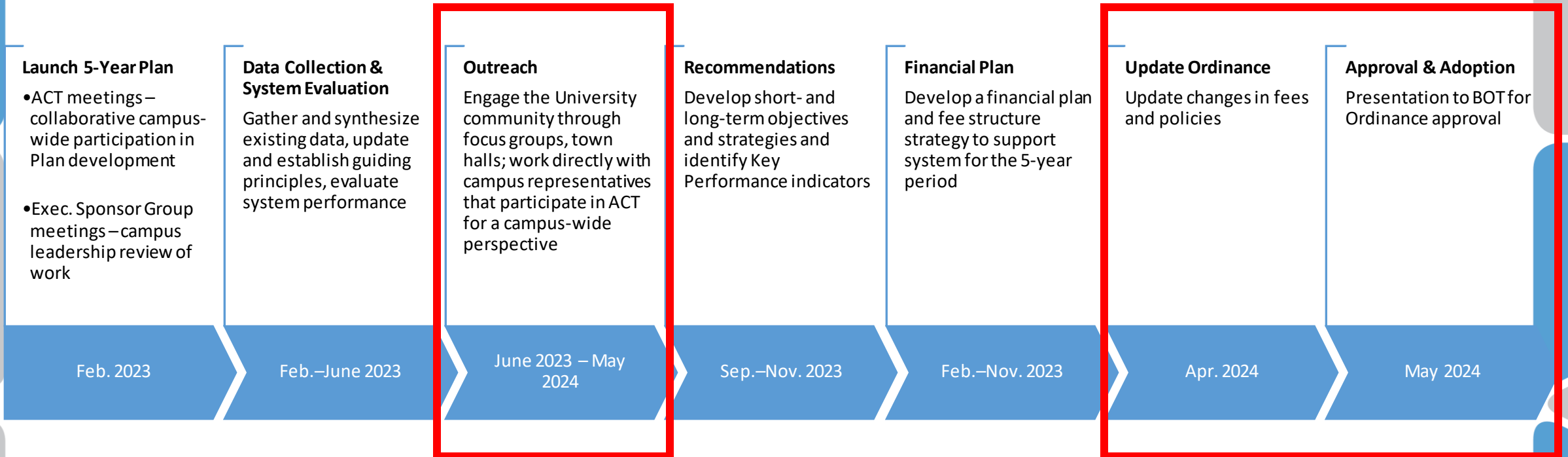


Process Debrief Survey

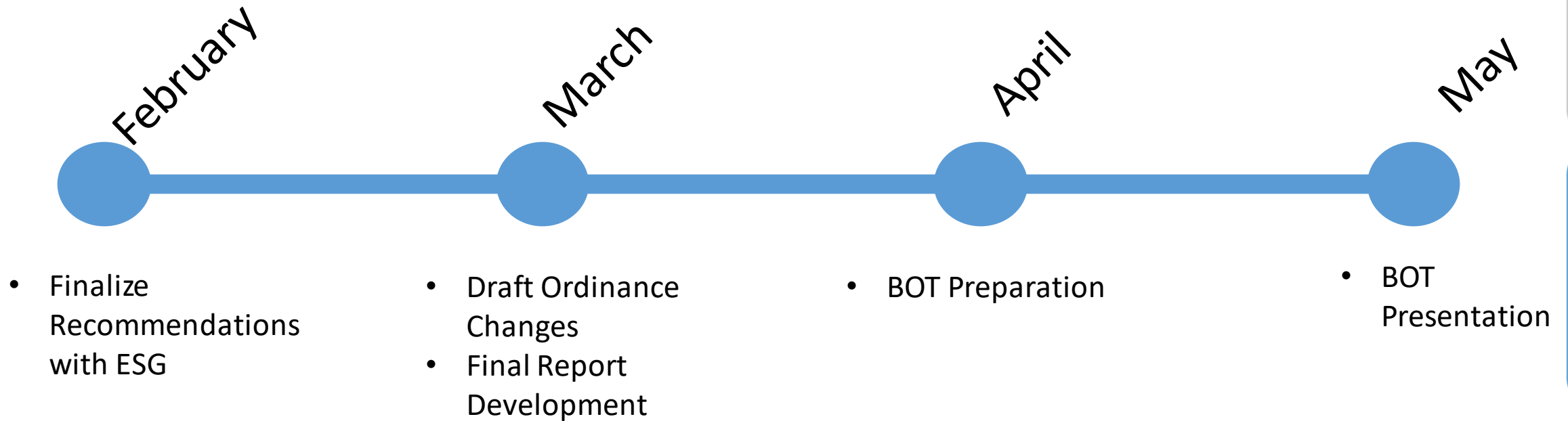
Five-Year Plan Process: Debrief



The 5-Year Plan Process Timeline



Path to Board of Trustees Approval



Next Steps

- MOU Outreach
- Preparation for BOT Approval
- Next ACT Meeting: Tentative