Inverting the Campus Parking Paradigm

April 2021
INVERTING THE PARADIGM STARTED IN 2017

Transportation Services, with a consulting team, conducted a two-year planning study charting a new way towards a more sustainable future.

The report — Transportation Tomorrow — summarizes this effort and the resulting ten recommendations.

Two being technology and daily rates!
ADAPTATION INCLUDES TECHNOLOGY

- ParkMobile pay-by-cell
- License-Plate Recognition Systems
- Modern paystations
- Parking Inventory Location App
- Online bike registration
- Online event permit sales
- Automated department guest permits
DAILY RATE ROLLOUT

Announce
(Fall 2020) Parking Operation updates and marketing began

Engage
(Fall 2020) Direct email, townhalls, department presentations

Launch
(January 2021) Daily rates began, ParkMobile, LPR go live

Monitor
Customer service focus, on-going service adjustments as needed
DAILY RATES PAID WITH PARKMOBILE

DAILY RATE STRUCTURE

Affiliate Rates (A - C – L)

Non-Affiliate Rates

PARKMOBILE USAGE SINCE JAN 2021

- 63,000+ transactions since launch
- 8,600+ users (affiliates, non-affiliates)
- 900-1100 transactions/day average
- 3,000-4,000 transactions per week

STILL TO COME...

- Pre-tax Payroll Deduction
- Online event permit sales
- App to locate parking spaces
CURRENT DAILY RATES, ZONES AND RATES

ZONES, AFFILIATE PARKING RATES

$3.60
DAILY A
highest demand, most convenient parking

$3
DAILY C
typical demand, moderately convenient parking

$2
DAILY L
lowest demand, less convenient parking
**ANNUAL COST BREAKDOWN – FY22/23**

**Full-Time Schedule (245 parking days)**
The maximum number of days an employee can work using no vacation or sick days. There still is an annual savings.

**FT Schedule with Vacation (230 parking days)**
Full-time employees using a minimum of 15 days of vacation a year. The annual cost of parking is further reduced.

**Flexible Work Arrangement (156 parking days)**
A flexible work arrangement (FWA) who has a blended commute schedule for example 3 days a week. The annual cost for parking is minimal.

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### Monthly Costs

**MONTHLY A**
- **$900**
  - **Daily A - FT**: $882
  - **Daily A - Vacation**: $828
  - **Daily A - FWA**: $562

**MONTHLY C**
- **$780**
  - **Daily C - FT**: $735
  - **Daily C - Vacation**: $690
  - **Daily C - FWA**: $468

**MONTHLY L**
- **$540**
  - **Daily L - FT**: $490
  - **Daily L - Vacation**: $460
  - **Daily L - FWA**: $312

### Annual Savings
- **$18/yr**
- **$72/yr**
- **$338/yr**
- **$45/yr**
- **$90/yr**
- **$312/yr**
- **$50/yr**
- **$80/yr**
- **$228/yr**
FINANCIAL BENEFITS

Efficiency: LPR is a force-multiplier in parking enforcement speed and reach. More “permit” checks in less time with the same staff.

Compliance: It’s easier to collect permit fees than citation fees. When the campus scofflaw learns of the increased likelihood they will be cited for no-permit violations, more people will begin paying their fair share.

Don’t Drive? Don’t pay!: Most will pay less over the year by virtue of not paying for parking on sick days and vacation days. Many will pay less by the month by mixing in other commutes (bike, walk, carpool, transit, flexible work arrangements).
## Permit Types and Rates

### DAILY FEE TYPE

<table>
<thead>
<tr>
<th>DAILY FEE TYPE</th>
<th>AFFILIATE</th>
<th>NON-AFFILIATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily A+</td>
<td>$12.00 (Affiliates only)</td>
<td>N/A</td>
</tr>
<tr>
<td>Daily A</td>
<td>$3.60 (Employees only)</td>
<td>$12.00 (after 5 pm)</td>
</tr>
<tr>
<td>Daily C</td>
<td>$3.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>Daily L</td>
<td>$2.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>$2.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>Disabled (DSA)</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>EV Use Fee</td>
<td>$3.50</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

### HOURLY FEE TYPE

<table>
<thead>
<tr>
<th>HOURLY FEE TYPE</th>
<th>HOUR 1</th>
<th>HOUR 2</th>
<th>HOUR 3+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily A (after 5 pm)</td>
<td>$1.50</td>
<td>$2.00</td>
<td>$3.00</td>
</tr>
<tr>
<td>Daily C, L, Motorcycle</td>
<td>$1.50</td>
<td>$2.00</td>
<td>$3.00</td>
</tr>
</tbody>
</table>
PARKING OPERATION UPDATES (JULY 2021)

Expanded Parking

- Zone Reallocation
- A+ Parking Reservation System
- Retiree Parking
- University Airport Parking
- Find an Available Parking Space (app)

Other Changes

- Employees can set up pre-tax, payroll deduction to pay for daily parking.
- Updated goClub Incentives

SAVE THE DATE
TRANSPORTATION TOMORROW FORUM
SPRING PARKING OPERATION UPDATES
APRIL 22 | 3:30-5p | Zoom
Thank You!

Questions and comments?

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