Parking Operations & Campus Access Management

Board of Trustees Meeting
September 22, 2020
WHEN IT’S ALL ABOUT PARKING

"A UNIVERSITY IS A COMPLEX, SOCIAL, ECONOMIC AND POLITICAL COMMUNITY HELD TOGETHER BY COMMON GRIEVANCE ABOUT PARKING"

-- CLARK KERR, UNIVERSITY OF CALIFORNIA PRESIDENT
OLD APPROACH: PARKING FOCUSED
IT’S LIKE HITTING A MOVING TARGET

• Changing environment supply and demand

• Day-to-day changes events and projects
THE PARKING VALUE TRIANGLE

- Only two principles of the parking triangle can be met, but not three.
  - If the parking is inexpensive and convenient, it will not be sufficient.
  - If there is sufficient parking and it is inexpensive, it will not be convenient.
  - If there is sufficient parking and it is convenient, then it will be expensive.
## LET’S GO BACK TO 2005

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Oakland Deck Addition</td>
<td>$13,000,000</td>
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<tr>
<td>Spaces Added</td>
<td>500</td>
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<tr>
<td>Cost Per Space</td>
<td>$26,000</td>
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<tr>
<td>Debt Service per Year</td>
<td>$1,040,000</td>
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<td>Debt Service per Space</td>
<td>$2,080</td>
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<td>To Cover Debt Ratio (1.25)</td>
<td>$2,600</td>
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BOT approved multiple years of $20 per permit per year increases
IT COULDN’T BE JUST ABOUT PARKING

Parking Operations and Campus Access Management’s (POCAM) Guiding Doctrine.

- Develop and implement a comprehensive, multimodal transportation plan designed to reduce carbon emissions and dependency on single occupant vehicles.
  - Required by the UNC System Sustainability Policy and as a signatory of the American College & University President Climate Commitment
MANY OPTIONS FOR TRAVEL

Walking – UNCG is Pedestrian Friendly

Biking – UNCG is Bicycle Friendly

Bus – Spartan Chariot, HEAT, GTA are all Fare Free, PART 50% Student Discount & 30% Employee Discount

Carpooling/Ridesharing – Services available – Zimride, Uber, Lyft, ShareTheRideNC
2006 – First Transportation Master Plan & HEAT
2007 – Carpool club
2008 – Bicycle Master Plan & PART
2010 – Zimride & Zipcar

Best Workplace for Commuters
**First BWC in the Triad region**

2011 – Transportation Master Plan Update

Bicycle Friendly University
**First BFU in North Carolina**

2012 – Update to Transportation Master Plan
2017 – LimeBike & EV Charging Stations in Oakland Deck
2018 – Lime Scooters & Parkmobile and Spartan Chariot bus locator app
2019 – PART ShareTheRide NC & McIver Deck EV Charging Stations
2020 – Update to Transportation Master Plan
RATIO OF PERMITS SOLD TO SPACES AVAILABLE

Ratio of Permits Sold To Spaces Available

PERMITS SOLD TO SPACES AVAILABLE

SCHOOL YEAR
The industry standard is **20-40% oversell.**

- There are few days when every permit holder will be looking for a parking spot at the same time.
- We have **7,947** spaces on campus and have sold **7,583** permits, which is **about 95%** permits sold per spaces available.
  - Last year we were at **1.09** permits/spaces available or **9%** oversell.
  - For comparison, A&T sold **1.21** permits/spaces or **21%** oversell.
- Benefits of oversell:
  - Reduced prices (fewer permit sales = higher prices)
  - Efficient use of space
  - Increase of permit availability
NO LONGER A HUNTING & FISHING LICENSE

• In **2005** during peak demand hours (8 am-2 pm), parking utilization was **96%**.

• Peak demand for the **Fall 2019** semester, UNCG students, faculty, and staff used roughly **85%** of UNCG’s parking capacity.

• So while it may be difficult to park exactly where you want to, UNCG does not “run out of spaces,” even during peak demand.
HOW PARKING IS FUNDED

• POCAM is a self-supported auxiliary with 3 sources of revenue:
  ▪ Parking Permit Sales
  ▪ Parking fines are sent NC Department of Public Instruction (maximum 20% retained – Based on the cost of collection)
  ▪ Parking Deck Revenue

• State funds are not used to pay for parking facilities

• Board of Trustees has statutory obligation to set parking rates, fines & regulations (G.S. 116-44.4)
PERMIT PRICE COMPARISON

Parking Prices Across Select UNC System Institutions & City of Greensboro
2020-2021 Academic Year

Cost per Year (USD)

- East Carolina: 240
- NC A&T State: 242
- Appalachian State: 276
- NC Central: 300
- UNC Greensboro: 490
- NC State: 440
- UNC Wilmington: 460
- UNC Chapel Hill: 461
- UNC Charlotte: 480
- City of Greensboro: 1116

Institution
- Surface Lot
- Deck
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PARKING CITATIONS

2020 Fiscal Year (7/1/19 - 6/30/20)

• **11,049** citations issued for $192,756
  • **5,006** were warning citations
  • **1,190** citations appealed
    • **536** of those citations were dismissed

By comparison, in 2000, Parking generated $503,000 in parking fines.
WHERE DOES THE MONEY GO?

SPENDING BY CATEGORY

- Debt Service Transfer: 39%
- CI & RR Projects: 26%
- Personnel: 21%
- Other than Personnel Operating: 14%
Future Conditions

• Changes in the Supply
  • Parking is currently impacted by COVID-19. Permits are down 1100 from last year.
  • When construction of the new Nursing Instructional Building (NIB) and Chiller Plant are completed, a total of 175 additional parking spaces will be made available.
  • Lots 53 (821 S Josephine Boyd) and 53S (840 Neal St) & Lot 49 (Kaplan Wellness Center): Expected parking lot expansion in design. When completed, the new lot will have approximately 300 spaces.

• Anticipated Future Expenses
  • Currently undergoing a parking lot assessment to repair up to 3 parking lots that are considered to be most in need of repair.
  • Major Reconstruction & Development will make needed Walker Deck repairs during the summer of 2021 with a projected cost of approximately $550,000.
Thought for the Future...

When university numbers are good, parking feels bad. But when parking feels too good, parking financials are not good.

What will we do?