



# Parking Operations & Campus Access Management

Board of Trustees Meeting  
September 22, 2020

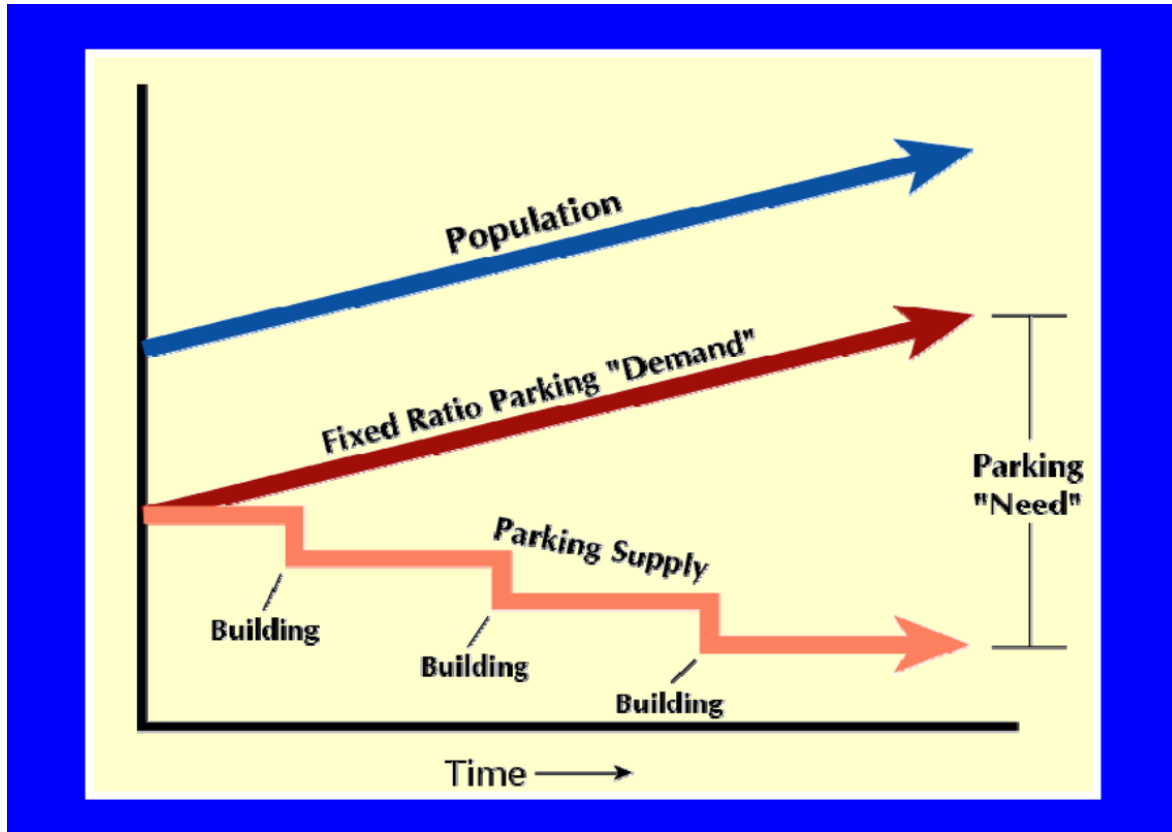
# WHEN IT'S ALL ABOUT PARKING



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

*-- CLARK KERR, UNIVERSITY OF CALIFORNIA PRESIDENT*

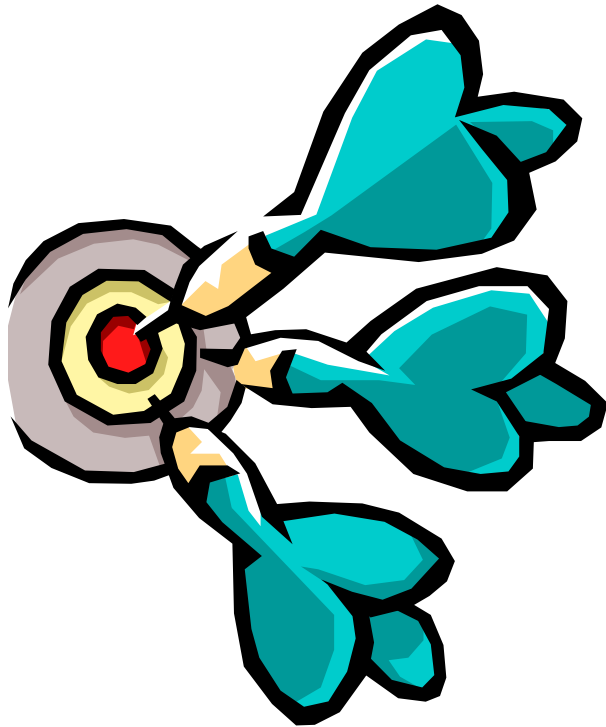
# OLD APPROACH: PARKING FOCUSED





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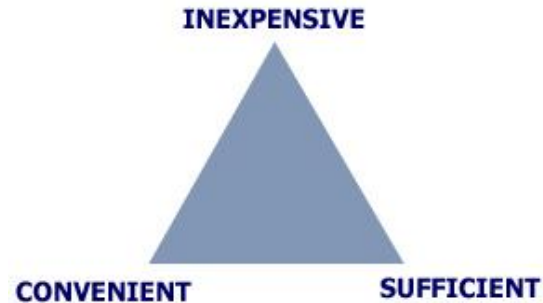
# IT'S LIKE HITTING A MOVING TARGET



- 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

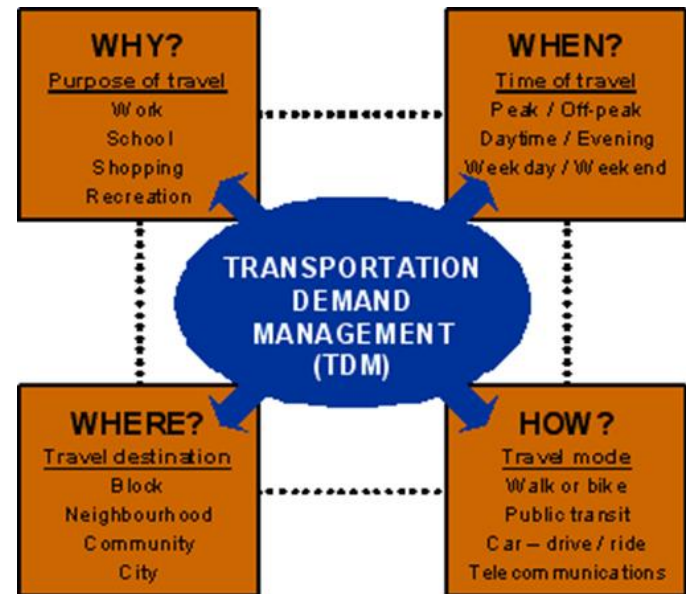
Oakland Deck Addition	\$13,000,000
Spaces Added	500
Cost Per Space	\$26,000
Debt Service per Year	\$1,040,000
Debt Service per Space	\$2,080
To Cover Debt Ratio (1.25)	\$2,600

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





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# 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



UBER







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# NOT JUST ABOUT PARKING ANYMORE

**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

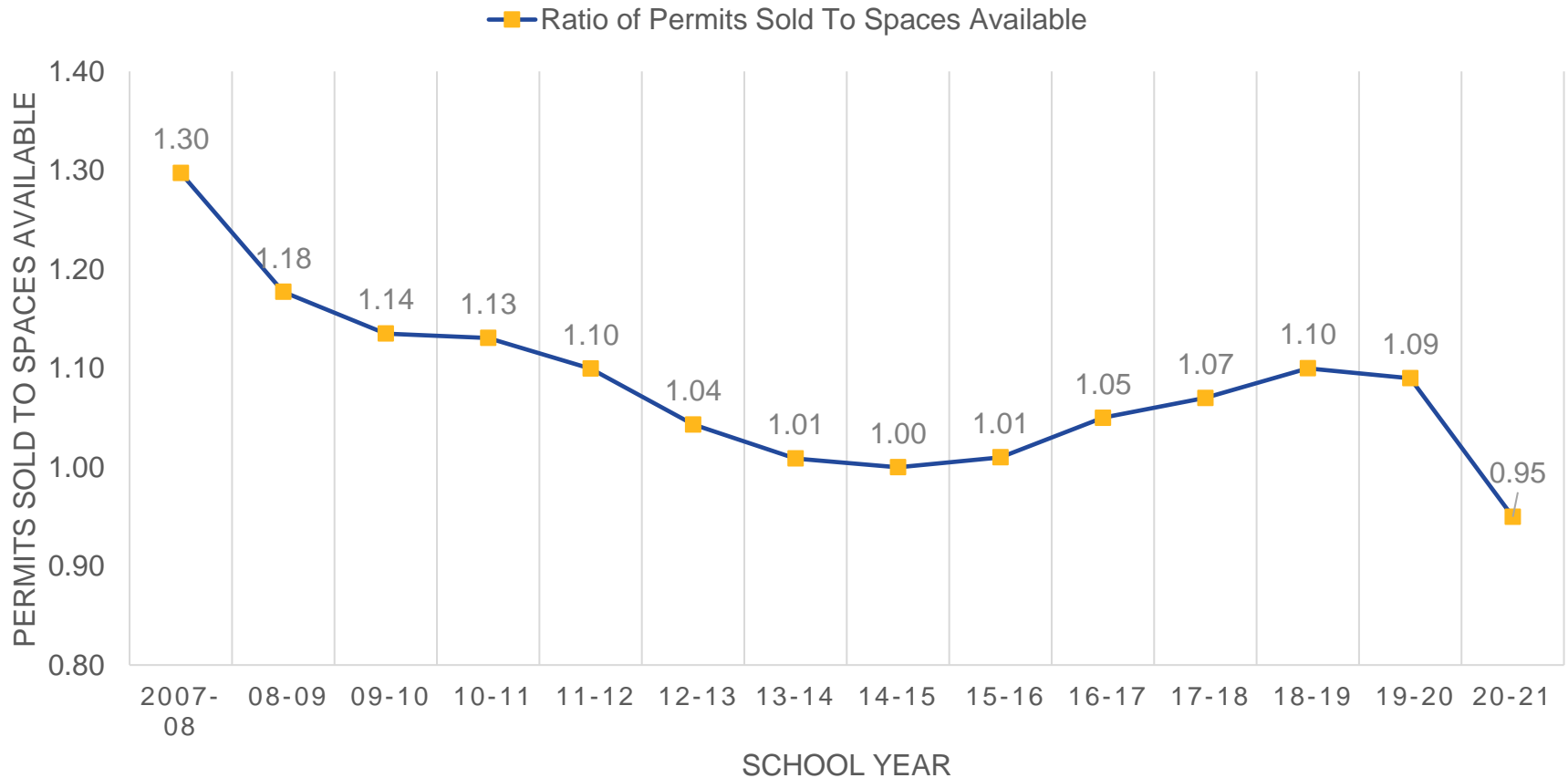
**2018** – Lime Scooters & Parkmobile and Spartan Chariot bus locator app

**2019** – PART ShareTheRide NC & McIver Deck EV Charging Stations

**2020** – Update to Transportation Master Plan



## RATIO OF PERMITS SOLD TO SPACES AVAILABLE





# PARKING PERMIT OVERSELL

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)



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# PERMIT PRICE COMPARISON

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





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# PARKING RATE & PERCENT INCREASE HISTORY

<u>Permit rate (\$/year)</u>											
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Surface	285	302	302	311	311	311	311	333	333	333	333
Park & Ride	165	175	175	180	180	180	180	193	193	193	193
Deck	420	445	445	458	458	458	458	490	490	490	490
Evening Deck	285	302	302	311	311	311	311	333	333	333	333
Reserved	620	657	657	677	677	677	677	724	724	724	724
Long Term	25	26.5	26.5	31	31	31	31	33	33	33	33
<u>Permit rate increase (% over prior year)</u>											
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Surface	0.00%	5.96%	0.00%	2.98%	0.00%	0.00%	0.00%	7.07%	0.00%	0.00%	0.00%
Park & Ride	0.00%	6.06%	0.00%	2.86%	0.00%	0.00%	0.00%	7.22%	0.00%	0.00%	0.00%
Deck	0.00%	5.95%	0.00%	2.92%	0.00%	0.00%	0.00%	6.99%	0.00%	0.00%	0.00%
Evening Deck	0.00%	5.96%	0.00%	2.98%	0.00%	0.00%	0.00%	7.07%	0.00%	0.00%	0.00%
Reserved	0.00%	5.97%	0.00%	3.04%	0.00%	0.00%	0.00%	6.94%	0.00%	0.00%	0.00%
Longterm	0.00%	6.00%	0.00%	16.98%	0.00%	0.00%	0.00%	6.45%	0.00%	0.00%	0.00%



# 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.

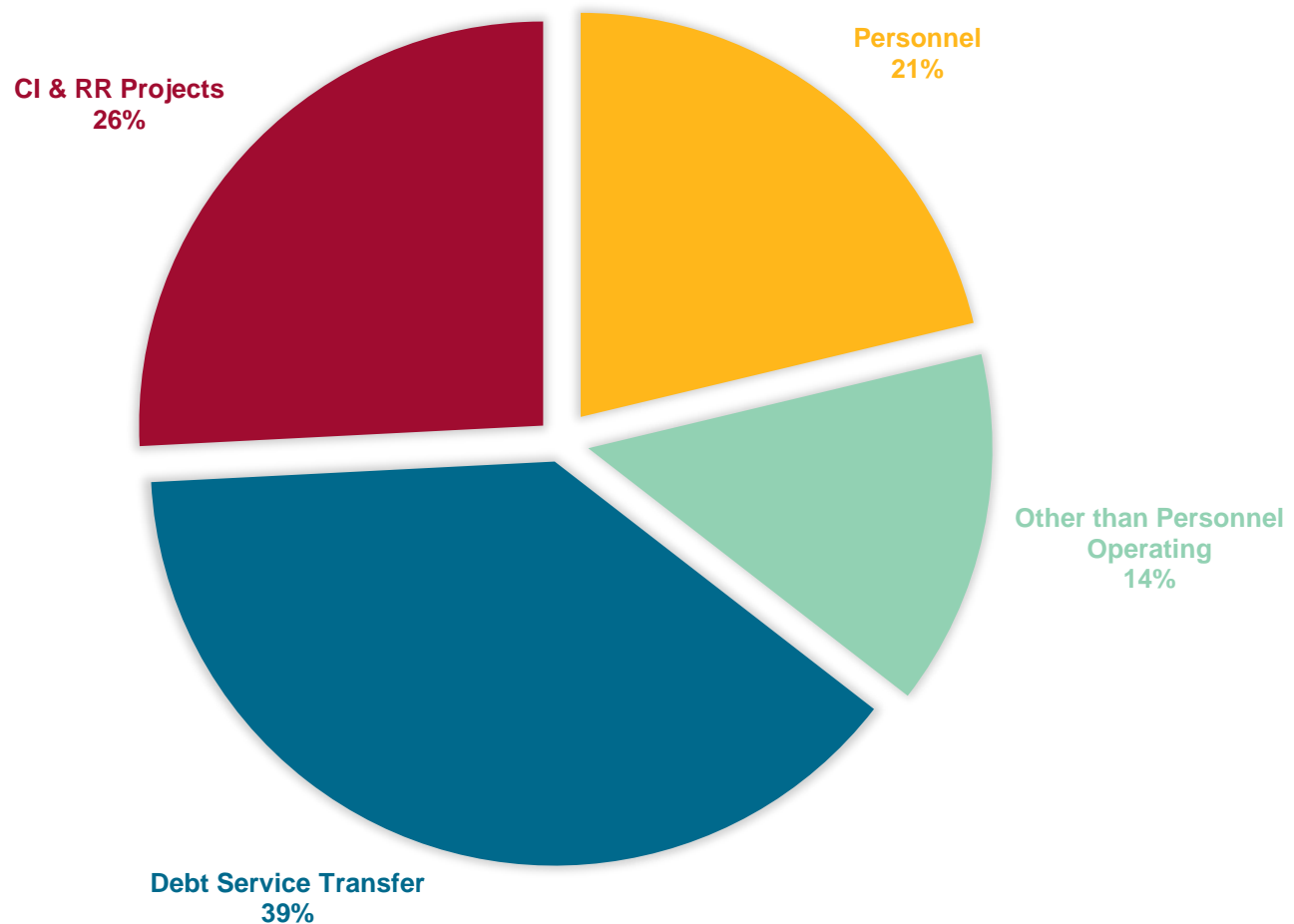




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# WHERE DOES THE MONEY GO?

## SPENDING BY CATEGORY





# 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?

