Study Objectives

1. Parking Services: Provide sufficient and well-maintained parking facilities in all quadrants of the campus

2. Transportation Services: Provide analysis of a campus shuttle bus service

3. Traffic Issues: Maximize efficient traffic flow

4. Benchmarking: Obtain benchmark information from other Universities that are comparable in size, urban setting

5. Fees: Determine the optimum fee structure to fund adequate parking
Campus Development
“New Landscape for Learning”

• New buildings
  – Education
  – Residency
  – Recreation
  – Athletics

• Open space

• Pedestrian friendly
Impact of Campus Development on Parking and Transportation

- No north-south vehicular corridor
- One major east-west street
- Pedestrian friendly (no room for vehicles)
- Increased population – more vehicles
- Expanding campus
- Forced transition from surface lot to decks
- Fewer parking spaces
Campus Community Comments

• The University has done a great job with parking decks and improvements. Walking has never been an issue for me. I consider it a part of the college experience, even in harsh weather.

• The last time we filled out a survey on parking issues, the parking office just blew everything and everyone off. It would be nice to have a parking office who cared.

• I feel the Parking Office operates efficiently and courteously. Too bad they need to charge for everything.
More Comments

• Stop building buildings we don't need and build more, higher parking decks.
• Please don't spend any more money building parking decks or lots; it won't make people any more satisfied with parking, and will only bring more complaints about the price of permits.
• Provide more convenient spaces and secure areas for UA departmental vehicles. Provide free parking for service/repair vendors.
Even More Comments

• Increase parking fees! Undergrads are constantly parking in the faculty lots.
• Parking passes are priced WAY too high!
• Faculty should be given preference in their specific work areas. They should be able to park where they work.
• I do not believe that faculty and staff should have to pay for parking. My God, we are the only business I have ever heard of that makes employees PAY TO PARK!!!
Parking Services
Objectives & Goals

Provide sufficient and well-maintained parking facilities in all quadrants of the campus

• Analyze existing parking capacity and utilization for faculty/staff, students and visitors
• Optimize current and future parking availability on campus
• Analyze the availability and convenience of visitor parking on campus
• Analyze existing methods of coordinating Special Event parking
• Review the current maintenance of parking facilities
Parking Services
Existing Conditions

- 18,526 permits issued
- 10,412 spaces
  - 226 reserved
  - 299 visitors
  - 9888 for permits
- About 2 permits for every space
- 472 (4.5%) spaces leased
- Need 5% reserve (500) but only 300 available – short 200 spaces
Parking Services
Future Requirements

- 200 current shortfall
- 517 loss of Lot 9 for new stadium
- 207 new Exchange St. Residents
- 230 loss of Auburn Deck
- 100 loss of Central-Hower Lot

1,200 (minimum) to 1,600 (maximum)
Parking Services
Reduce Demand

• Metro pass
• Carpool/vanpool
• Bike programs
• Flexible rate adjustments
  • Gold permit
  • Blue permit
  • Retiree permit
  • University vehicle rate
Parking Services
Increase Supply

- Eliminate 100 visitor parking spaces
- Reduce dedicated and reserved spaces
- Re-convert Spicer & Buchtel property
- Lease additional spaces
- Stop sales to non-campus entities
- Improve transportation services
Parking Services
Add New Spaces
Why Lot 34?

• Avoids traffic congestion of Buchtel corridor
• Adjacent to campus core
• Responds to campus development (loss of Auburn Deck and new demand for residential parking across Exchange)
Parking Services
Special Event Parking

• Current Issues
  – Decentralized
  – Enforcement
  – Billing
Parking Services
Special Event Parking

• Application Form
  – On-line
  – Requires prior review by parking management
  – Better enforcement
  – Improved accountability
Parking Services
Maintenance

- Maintenance Report Card
  - General Maintenance: Good
  - Cleanliness: Needs improvement
  - Signage: Room for improvement
Parking Services
Maintenance
Parking Services
Cleaning
Parking Services
Signage
Transportation Services
Objective & Goals

• Provide analysis of a campus shuttle bus service

  • Analyze the necessity and feasibility of a shuttle service throughout the campus
  • Prepare a model for funding a shuttle service
  • Utilize campus survey feedback to assist in the preferred routes, stops and schedules required to provide sufficient shuttle services
Transportation Services
Current Service

- Irregular service
- Not promoted
- Not “UA oriented”
- Not cost-effective
Transportation Services
In-house Shuttle

• Shuttle service needed now and for future
• Start in-house shuttle program
• Use parking fines to fund
• Increase service
• Promote service
Transportation Services

Future

• Expand to circulator route
Traffic Issues
Objective & Goals

- Maximize efficient traffic flow into and out of all parking decks and surface lots, and around the campus.
- *Investigate the feasibility of minimizing the number of entry/exit portals to the UA campus*
- *Coordinate with the City of Akron for the performance of traffic studies and implementation of traffic improvement programs in all the streets within the UA campus*
Traffic Issues
Portals

• No changes recommended
Traffic Issues Concerns

- Traffic signal at Buchtel and College
- On-street parking limiting visibility
- Traffic patterns around campus
- Buchtel and Hill intersection
- Buchtel and Spicer intersection
Traffic Issues
Recommendation

• Empowered committee to resolve issues
  • On-street parking location, operations, revenue
  • Traffic flow
  • Stadium impact
  • Reversible lane on Buchtel
  • Intelligent traffic signals
Benchmarking
Objective & Goals

- Obtain benchmark information from other Universities that are comparable in size, urban setting, and financially, both for parking and transportation activities. Determine feasibility of implementing improved methods at UA
- *Determine any potential shared services*
- *Ensure that all parking facilities and services are consistent within industry standards*
Benchmarking Similar Universities

• Virginia Commonwealth University
• 9,022 spaces in 44 lots and 7 decks
  – Employees pay $674.88 annually
  – Students pay $155 to $275 per semester
  – Evening parking is $30 to $60 per semester
  – Visitor parking is $5 per day
  – 5 shuttle routes, most with 10 minute wait time
Benchmarking Summary Findings

- 85% at UA never use the shuttle while 85% at other universities use a shuttle
- No real rate standard – too many variables
- Universities with only lots are less expensive than those with decks
- **West Deck is $295 annually but $750 at Summit County Deck across street and Metro pass is $600**
Fees
Objective & Goals

• Determine the optimum fee structure to fund adequate parking

• Validate or propose alternative methods to current parking procedures

• Analyze the feasibility and practicality for the implementation of tiered/preferred parking

• Determine and analyze various funding alternatives, including across-the-board fee structures
Fees
Parking Procedure Enhancements

• Establish a mission for Department
• Create an operating procedure manual
• Use a maintenance/cleaning list
• Replace parking meters within 5 years
• Issue warning citations during first week
Fees
Parking Procedure Enhancements

• New uniforms for Lot Monitors
• Use Lot Monitors to assist customers
• Improve training program for Lot Monitors
• Utilize ASG or third party to hear appeals
• Offer parking options to campus community
Fees
Parking Procedure Enhancements

• Operate as a true enterprise fund
  – Receive compensation
  – Charge for all services
• Fund transportation programs with parking fine revenue
• Establish a reserve fund
• Provide rate flexibility
Supply, Demand, Price

[Diagram showing supply and demand curves with price points P1, P2, P3, and quantity axes.]

- Supply curves: S1, S2
- Demand curves: D1, D2
- Price points: P1, P2, P3
Ohio Public Universities

• Faculty/Staff pay $0 (OU) to $1,200 (OU)
  – $38 to $92 per month at UC
  – $153 to $576 annually at OSU
• Students pay $60 (Bowling Green, Miami) to $1,200 (OU)
• Shuttle programs paid with General Funds, Student fees or combination
Fees

Tiered Parking

- Tiered parking (based upon location) rates and across-the-board transportation fee not recommended at this time
- 80% oppose tiered parking
- Inadequate supply of parking for tiered rates
- Across-the-board fee would increase parking demand
- Recommend restricted time parking
## Fees

<table>
<thead>
<tr>
<th>Parking Service</th>
<th>Minimum Fee</th>
<th>Maximum Fee</th>
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</thead>
<tbody>
<tr>
<td>Gold permit</td>
<td>$175 per semester</td>
<td>$250 per semester</td>
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<tr>
<td>Blue permit</td>
<td>$125 per semester</td>
<td>$150 per semester</td>
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<tr>
<td>Evening permit</td>
<td>$60 per semester</td>
<td>$80 per semester</td>
</tr>
<tr>
<td>Summer permit</td>
<td>$60 per summer session</td>
<td>$80 per summer session</td>
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<tr>
<td>One-Day permit</td>
<td>$5 each</td>
<td>$8 each</td>
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<tr>
<td>Retiree permits</td>
<td>$25 yearly</td>
<td>$40 yearly</td>
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<tr>
<td>Motorcycles</td>
<td>No charge</td>
<td>No charge</td>
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<tr>
<td>Visitor parking</td>
<td>$1 per hour</td>
<td>$2 per hour</td>
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<tr>
<td>Event parking</td>
<td>$5 per vehicle</td>
<td>$10 per vehicle</td>
</tr>
<tr>
<td>University vehicle</td>
<td>40% discount</td>
<td>20% discount</td>
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</table>
Questions