

# **Comprehensive Review of the Parking System**

January 2014

# Comprehensive Parking System Review

## Issues

- I. Finances
  - A. Transparency
  - B. Sustainability
  - C. Long-term projections
  
- II. Policy Review
  - A. Lot assignments
  - B. Public access
  
- III. Fees and Rates
  - A. Fee setting process
  - B. Lack of understanding and support for rates and how funds are used
  
- IV. Review of Current Operations
  - A. Customer service
  - B. Business practice efficiency
  
- V. Parking Lot Maintenance
  
- VI. Capital Improvement Action Plan

## **Objective**

Develop a long-term, sustainable parking operations and capital development plan, with transparent and predictable finances, that meets the needs of the University.

## **Organizational Plan**

Parking & Transportation Advisory Committee (PTAC)

- Review of finances, policies, fees and rates

Parking & Transportation Capital Implementation Advisory Committee (PTCIAC)

- Review of existing system and IMP; develop implementation plans for finances, policies, fees and rates

Operations

- Organizational Development, T2 Integration with Banner (Banner Initiative)

# Parking & Transportation Advisory Committee (PTAC)

## **CHARGE**

The PTAC will advise the Vice President for Business and Financial Affairs on parking issues that include current challenges and future needs to provide sufficient, sustainable and accessible parking for faculty, staff, students and visitors while balancing those needs with alternative transportation goals.

## Parking & Transportation Advisory Committee (PTAC) Membership

April Markiewicz, **Chair** / Associate Director, Institute of Environmental Toxicology  
(PSO Representative)

Doug Adelstein, Assistant Director-Labor Relations, Human Resources

Robby Ekroth, A.S. Vice President for Student Life

Maxwell Evans, AS Alternative Transportation Coordinator

Joan Hoffman, UFWW Representative / Professor, Modern & Classical Languages

Ira Hyman, Professor, Psychology Department (AA Division Representative)

Wendy Johnson, WFSE Representative / Parking Guide

Barbara Lewis, PSE Union Representative / Procurement & Supply Specialist

William Managan, Assistant Director - Operational Planning & Engineering, Facilities Management  
(FM Representative)

Kunle Ojikutu, Assistant Vice President, ESS (ESS Division Representative)

Darin Rasmussen, Interim Director / University Police Chief

Brian Sullivan, Assistant Vice President, BFA (BFA Division Representative)

Kurt Willis, Associate Director, University Residences-Business & Information Systems

### *Ex Officio:*

Julia Gassman, Manager, Parking Services

Carol Berry, Program Manager, Campus Conservation & Sustainable Transportation

Paul Mueller, Risk Manager, BFA Division

# Parking & Transportation Advisory Committee

## Phase 1 (2012-13)

### **SCOPE**

Reviewed, evaluated and made recommendations on:

- Parking fees for non-employee permits, e.g., department spaces, special events, vendors, fines, etc.
- Financial review of Parking Services: ability to meet operational and capital needs, expenses added to the Parking system budget, and the Lincoln Creek Transportation Center funding and needs.

# PTAC Phase 1 Recommendations: Implemented

## Expenses assumed by the University and BFA:

– Employee Bus Pass Subsidy	\$70,000
– Sustainable Transportation Program	\$27,451
– Public Safety Support Functions (staffing)	\$143,431
– <u>Lincoln Creek Bond Payments</u>	<u>\$200,000</u>

## Expense savings to Parking Services **\$440,882**

– Residential Parking Zone (RPZ) Program	\$25,000
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***Program subsidy eliminated***

**Total expense savings to Parking Services: **\$465,882****

## PTAC Phase 1 Recommendations: Currently Under Consideration by VP

### Proposed Parking Fine Rate Increases:

FEE TITLE / DESCRIPTION	CURRENT FEE RATE	PROPOSED FEE RATE	CHANGE AMOUNT	% CHANGE
Improper Display of Permit	\$10	\$15	\$5	50%
No Valid Permit	\$25	\$30	\$5	20%
Overtime at Meter	\$25	\$30	\$5	20%
Overtime Use OB/UB/VV/AL*	\$25	\$30	\$5	20%
Overtime at Load Zone	\$25	\$30	\$5	20%
Unauthorized Transfer of Permit	\$25	\$30	\$5	20%
Motorcycle w/o Permit	\$5	\$10	\$5	100%

\* OB = Official Business, UB = University Business, VV = Vendor, AL = All Lots



## PTAC Phase 1 Recommendations: Currently Under Consideration by VP

### Proposed Non-Employee Parking Fee Rate Increases:

• Discontinue evening parking permits to students at no charge		\$ 4,000
• *Commuter Pack Permits (Scratch Permits) increase to \$5/day (½ day rate)		\$ 8,000
• Discontinue permits to retired employees at no charge (½ current rate)		\$ 5,000
• Dept. Reserved spaces and WWU Service Vehicles:	(1 <sup>st</sup> bien.)	\$ 5,000
○ Increase to \$150 + tax (2014-15), \$200 + tax (2015-17)	(2 <sup>nd</sup> bien.)	\$10,000
• Increase WWU Foundation spaces (current rate \$3.33/day) to \$5/day		\$ 1,500
• Increase Event Parking (ESS Events) (\$4/day to ½ day rate)	(1 <sup>st</sup> bien.)	\$ 5,000
	(2 <sup>nd</sup> bien.)	\$25,000
• Increase Reserve Lot fee to ½ day rate (\$5)		\$ 5,000
• Increase Contractor/Construction space to ½ day rate (\$5)		\$ 5,000
• Charge \$25/yr for University Business (UB) permit		\$ 2,500

**Total additional revenue generated: \$76,000**

\* Includes employees

## **Parking & Transportation Advisory Committee (PTAC)**

### **Phase II (2013-14)**

#### **SCOPE**

**To review, evaluate and make recommendations on:**

- Parking fees and fee setting process
- Policies regarding space and permit allocation
- Means of enhancing way-finding assistance
- A process that enables the Director to respond to emergent needs while being transparent to the campus community
- A communication plan that facilitates the flow and transparency of information between Parking Services and the campus community

## **Parking & Transportation Capital Implementation Advisory Committee (PTCIAC)**

### **Charter**

While the 2001 City adopted and University approved WWU Institutional Master Plan (IMP) laid out a framework of principles and hierarchies for circulation to meet the University and community's needs, it did not go into specifics. Rather, it was a series of observations of existing conditions, suggested solutions and agreements with the City to control potential impacts of University development.

### **Scope**

The scope is to start where the IMP ended by flushing out the circulation specifics. The committee will review the existing parking and transportation system, measure the validity of the circulation sections of the ten year old IMP, develop phased implementation plans for meeting the University and community's needs, and create viable pricing models for achieving the University's goals.

### **Key Deliverables**

- WWU Circulation Institutional Profile showing the current physical and financial conditions of parking and transportation
- Reaffirmation of circulation components of the 2001 IMP
- Communication plan for process
- Phased implementation plan
- Pricing models

## PTCIAC Membership

Rick Benner, **Chair** / Director, Facilities Development and Capital Budget  
Patty Bover, Information Technology Specialist 3, ATUS / Classified Staff Union Representative  
Robby Ekroth, A.S. Vice President for Student Life  
James Hearne, Faculty Senate Representative / Professor, Computer Science  
April Markiewicz, Associate Director, Toxicology / UPRC and PSO Representative  
Michael Medler, Associate Professor, Environmental Studies / Faculty Representative  
Kunle Ojikutu, Assistant Vice President, Enrollment and Student Services  
Darin Rasmussen, Interim Director, Public Safety / Police Chief  
Brian Sullivan, Assistant Vice President, BFA / BFA Representative  
Steve Swan, Vice President for University Relations / UR Representative  
Kurt Willis, Associate Director, University Residences Business & Information Systems

*Ex Officio:*

Julia Gassman, Parking Services Manager  
Carol Berry, Campus Conservation & Sustainable Transportation Program Manager  
Ed Simpson, Assistant Director, Facilities Development  
Teyra Carter, Administrative Support

# Parking Services Operations

- **Organizational Development**
- **T2 Integration with Banner / CashNet**

# Parking Services Finances

**Parking and Transportation  
Actual 2012, Pro-Forma 2013 - 18**

Current Operations, No Capital Projects

	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
<b>Operating Revenues</b>						
Total operating revenues	\$ 1,657,788	\$ 1,657,788	\$ 1,657,788	\$ 1,657,788	\$ 1,657,788	1,657,788
<b>Operating Expenses</b>						
Total operating expenses	\$ 1,892,165	\$ 1,855,111	\$ 1,818,823	\$ 1,983,286	\$ 1,757,438	1,668,440
Operating income	(234,377)	(197,323)	(161,035)	(325,498)	(99,650)	(10,652)
<b>Non-Operating Revenues (Expenses)</b>						
Total Non-Operation revenues (expenses)	(65,268)	(65,268)	(65,268)	(65,268)	(65,268)	(65,268)
<b>Capital Revenue Offset</b>						
	-	-	-	-	-	36,385
<b>Revenues - Expenses</b>	<b>(299,645)</b>	<b>(262,591)</b>	<b>(226,303)</b>	<b>(390,766)</b>	<b>(164,918)</b>	<b>(39,535)</b>
<i>Total Cash Net Position, Beginning of Year</i>	<i>(46,914)</i>	\$215,677	\$441,980	\$832,746	\$997,664	\$1,037,199
<b>Total Net Position, End of Year</b>	<b>(346,560)</b>	<b>(46,914)</b>	\$215,677	\$441,980	\$832,746	\$997,664
<b>Annual Backlog Amount Needed</b>	<b>515,392</b>	<b>475,796</b>	<b>464,742</b>	<b>485,896</b>	<b>476,178</b>	<b>403,334</b>
<small>(current facility Conditions)</small>						
<b>Backlog/Reserve Needed</b>	<b>5,601,483</b>	<b>5,086,092</b>	<b>4,610,296</b>	<b>4,145,554</b>	<b>3,659,658</b>	<b>3,256,324</b>
<b>Ending Position</b>	<b>(\$5,948,043)</b>	<b>(\$5,133,006)</b>	<b>(\$4,394,619)</b>	<b>(\$3,703,574)</b>	<b>(\$2,826,912)</b>	<b>(\$2,258,660)</b>
<b>Amount Needed to Balance Operating and Fund Replacement</b>	<b>\$815,037</b>	<b>\$738,387</b>	<b>\$691,045</b>	<b>\$876,662</b>	<b>\$641,096</b>	<b>\$442,869</b>

## Parking System Finances – Fixes

- **Costs**

- Remove subsidies – PTAC recommendation **Implemented**
- Efficient operations – review of costs **Ongoing**
- Annual maintenance – ensure maintenance funding for lots **Under Development**
- Capital improvements – still an unknown (PTCIAC) **Under Development**

- **Revenues**

- Permits (non-employee and employee)
- Other fees and fines

## History of Parking Services Permit Increases (Average across all permit holders)

Fiscal Year (1998 - 2005)	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
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WWU Parking Increases	0%	10%	7%	0%	<b>24%</b>	0%	0%	-2%
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Seattle CPI	3%	3%	3%	4%	3%	2%	1%	2%
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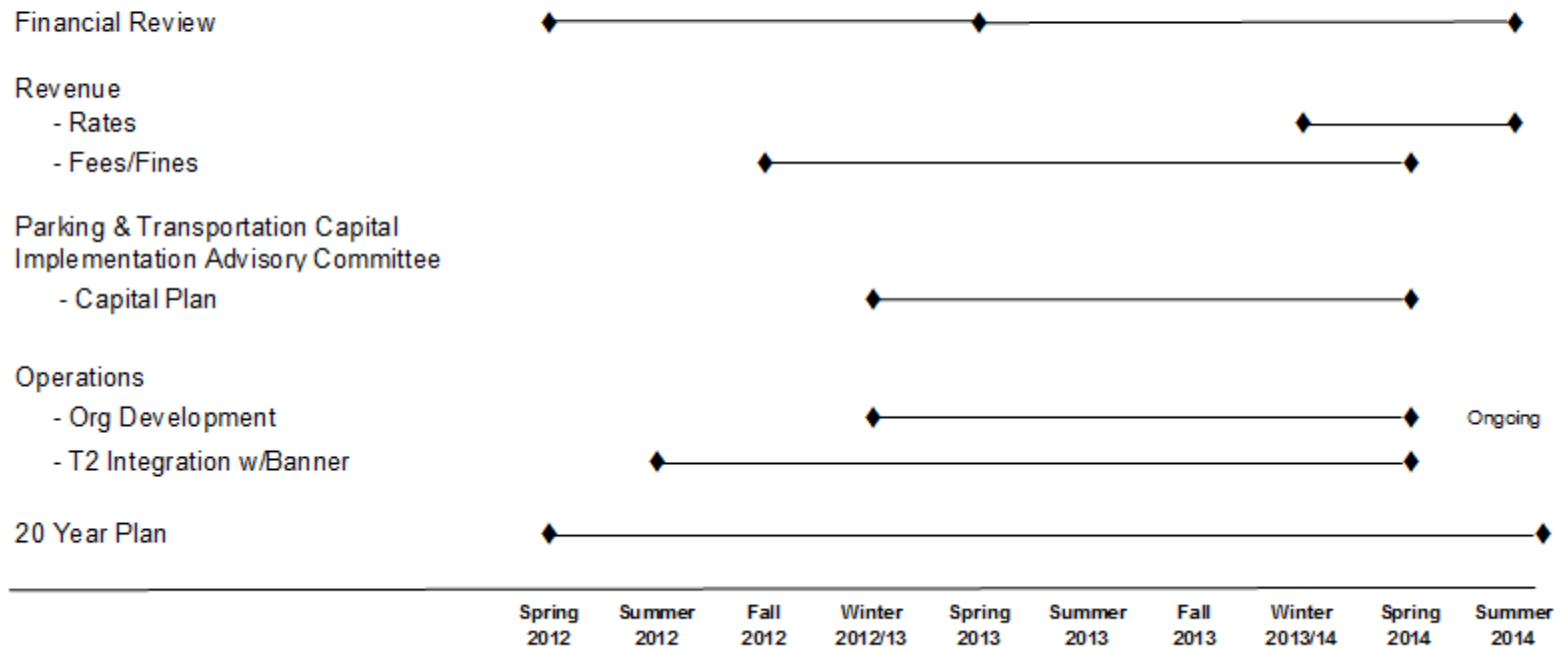
Fiscal Year (2006 - 2013)	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
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WWU Parking Increases	<b>19%</b>	0%	1%	0%	0%	0%	0%	0%
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Seattle CPI	3%	4%	4%	2%	0%	1%	3%	3%
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## Comprehensive Review of the Parking System - Timeline



## Questions

*For additional information, see:*

**Parking Services Website** [www.uw.edu/ps/parking/parkingreview.shtml](http://www.uw.edu/ps/parking/parkingreview.shtml)

### **Charters & Documents**

- PTAC & PTCIAC
  - Charters
  - Minutes
  - PTAC Phase 1 Recommendations
  - Parking Utilization Studies
  - Comprehensive Review of the Parking System, January 2014 (PowerPoint)