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.
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
- Lincoln Creek Bond Payments $200,000

Expense savings to Parking Services $440,882
- Residential Parking Zone (RPZ) Program $25,000

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:

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

* 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: (1st bien.) $ 5,000
  - Increase to $150 + tax (2014-15), $200 + tax (2015-17) (2nd 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) (1st bien.) $ 5,000
  (2nd 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**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Operating Revenues</strong></td>
<td></td>
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<tr>
<td>Total operating revenues</td>
<td>$1,657,788</td>
<td>$1,657,788</td>
<td>$1,657,788</td>
<td>$1,657,788</td>
<td>$1,657,788</td>
<td>$1,657,788</td>
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<tr>
<td><strong>Operating Expenses</strong></td>
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<tr>
<td>Total operating expenses</td>
<td>$1,892,185</td>
<td>$1,855,111</td>
<td>$1,818,823</td>
<td>$1,980,286</td>
<td>$1,757,438</td>
<td>$1,668,440</td>
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<tr>
<td>Operating income</td>
<td>(234,377)</td>
<td>(197,323)</td>
<td>(161,035)</td>
<td>(325,458)</td>
<td>(99,650)</td>
<td>(10,652)</td>
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<tr>
<td>Non-Operating Revenues (Expenses)</td>
<td>(55,266)</td>
<td>(55,266)</td>
<td>(55,266)</td>
<td>(55,266)</td>
<td>(55,266)</td>
<td>(55,266)</td>
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<tr>
<td>Capital Revenue Offset</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>36,385</td>
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<tr>
<td><strong>Revenues - Expenses</strong></td>
<td>(299,645)</td>
<td>(262,591)</td>
<td>(226,303)</td>
<td>(390,766)</td>
<td>(164,918)</td>
<td>(39,535)</td>
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<tr>
<td><strong>Total Cash Net Position, Beginning of Year</strong></td>
<td>(46,914)</td>
<td>$215,677</td>
<td>$441,980</td>
<td>$832,746</td>
<td>$997,564</td>
<td>$1,037,199</td>
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<tr>
<td><strong>Total Net Position, End of Year</strong></td>
<td>(346,580)</td>
<td>(46,914)</td>
<td>$215,677</td>
<td>$441,980</td>
<td>$832,746</td>
<td>$997,564</td>
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<td><strong>Annual Backlog Amount Needed</strong></td>
<td>515,392</td>
<td>475,796</td>
<td>464,742</td>
<td>485,896</td>
<td>476,178</td>
<td>403,334</td>
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<tr>
<td>(current facility conditions)</td>
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<tr>
<td><strong>Backlog/Reserve Needed</strong></td>
<td>5,601,483</td>
<td>5,086,092</td>
<td>4,610,296</td>
<td>4,145,554</td>
<td>3,659,658</td>
<td>3,256,324</td>
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<tr>
<td><strong>Ending Position</strong></td>
<td>($5,948,043)</td>
<td>($5,133,006)</td>
<td>($4,394,619)</td>
<td>($3,703,574)</td>
<td>($2,826,912)</td>
<td>($2,258,660)</td>
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<td><strong>Amount Needed to Balance Operating and Fund Replacement</strong></td>
<td>$815,037</td>
<td>$736,387</td>
<td>$691,045</td>
<td>$876,662</td>
<td>$641,096</td>
<td>$442,889</td>
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</table>
Parking System Finances – Fixes

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

• Revenues
  o Permits (non-employee and employee)
  o Other fees and fines
### History of Parking Services Permit Increases
(Average across all permit holders)

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<tbody>
<tr>
<td>WWU Parking Increases</td>
<td>0%</td>
<td>10%</td>
<td>7%</td>
<td>0%</td>
<td>24%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
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<tr>
<td>Seattle CPI</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
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<tbody>
<tr>
<td>WWU Parking Increases</td>
<td>19%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Seattle CPI</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
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Comprehensive Review of the Parking System - Timeline

Financial Review

Revenue
- Rates
- Fees/Fines

Parking & Transportation Capital
Implementation Advisory Committee
- Capital Plan

Operations
- Org Development
- T2 Integration w/Banner

20 Year Plan

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Ongoing
Questions

For additional information, see:

Parking Services Website  wwu.edu/ps/parking/parkingreview.shtml

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