

# Parking & Transportation Advisory Committee Meeting

Monday December 9, 2013

10:00 am, OM 435

## MEETING NOTES

**Present:** Doug Adelstein, Joan Hoffman, Brian Sullivan, Wendy Johnson, Kunle Ojikutu, Maxwell Evans, Kurt Willis, Bill Managan, April Markiewicz, Darin Rasmussen, Julia Gassman, Paul Mueller, Carol Berry

### 1. Financial reports update

April reported that Brian Sullivan, Darin Rasmussen, Rick Benner, and her met with VP Van Den Hul on Friday December 6<sup>th</sup> to give him updates on the PTAC and PTCI progress to date in meeting outlined goals. During the meeting, VP Van Den Hul stated that the university had also assumed the costs of maintaining the Residential Parking Zones (RPZs) around campus and had also taken over funding an additional staff position that had both been funded by Parking Services. In summary, the recurring expenditures that have been removed from Parking Services budget starting 2013-14 and assumed by the university are as follows:

Employee Bus Pass Subsidy	\$70,000
Sustainable Transportation Program	\$27,451
Public Safety Support Functions (staffing)	\$143,431
Residential Parking Zone (RPZ) program	\$25,000
<u>Lincoln Creek Bond Payments</u>	<u>\$200,000</u>
<b>Total expense savings to Parking Services</b>	<b>\$465,882</b>

VP Van Den Hul also instructed Darin to begin implementation of fee and rate increases for the 2014-15 academic year as recommended by PTAC in the February 20, 2013 memorandum to him. In summary, those increases and the estimated revenue they would generate are as follows:

Charge students for evening parking permits (C lots still free)	\$4,000
Commuter Pack Permits (Scratch Permits) increase to \$5/day	\$8,000
Charge retired employees at ½ current rate for parking permit	\$5,000
Dept. Reserved Spaces and Unv. 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/permit) to \$5	\$1,500
Increase Event Parking (ESS Events) (current \$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	\$5,000
Increase Contractor/Construction Parking Space to ½ day rate	\$5,000
<u>Charge \$25/yr for University Business (UB) Permit</u>	<u>\$2,500</u>
<b>Total additional revenue generated</b>	<b>\$76,000</b>

As a result of these new changes, Brian will not be able to provide an updated financial report that incorporates these changes until after the first of the year.

## **2. Stormwater fees**

Bill reported that the university pays ~\$90,000/year in stormwater treatment fees. Housing, the Viking Union, and Parking pay this fee with 25% coming from Parking. In the future, more of the cost may be shifted to Parking since the lots are major contributors of stormwater runoff.

## **3. Parking Permit Rates**

Kurt stated that one of the data gaps we have is the lack of information regarding parking permit rates at other peer institutions similar in size or limited space. Paul suggested looking at commercial rates in our region as well, whereas Kunle suggested using the value of the land as the price of the parking space. Brian responded that the cost of the land is not currently considered in determining rates. What is considered is the cost to main that parking space/parking lot over time and the cost of enforcement. Doing a back-of-the-envelope calculation, Brian estimated that each parking space on campus has a “value” of ~\$500. That does not take into consideration a space’s proximity to the core of campus, to an academic building, or other highly valued locations on campus (VU, Rec. Center), nor whether the space is paved or graveled. Prior to our next meeting April will work with Julia to get fee rate data from the city of Bellingham, as well as from other universities in our region.

Communication will be critical in informing the campus community of any changes in rates. Kurt reemphasized how important it is to have the campus community engaged from the onset so that it is a transparent process, and we get their comments, questions, suggestions integrated into the final recommendations. There was further discussion and the consensus of the group was to include in that communication 1) the consequences if there are no changes in rates (keep rates at status quo) and 2) the benefits of increasing rates to meet operational, compliance and strategic goals of the institution.

Any rate increases will have to be bargained with the staff and faculty unions. As such, Brian suggested the approach we take is to present 1) The true cost to operate Parking Services on campus, 2) Data showing current revenues in comparison to those costs, 3) Projections of revenues in comparison to costs if rates are increased, along with benefits (addressing backlog of lot maintenance issues, paving graveled lots, stormwater runoff compliance, etc), and 4) Projections if revenues are kept constant at current rates, including potential costs due to vehicle damage, personal injury, stormwater runoff containment non-compliance, etc (i.e., consequences).

Carol suggested that as we address parking and transportation on campus in the context of operational, compliance and strategic goals we should also include Carbon Impact Goals, Commute Trip Reduction goals (state level and institutional), and ensure we provide options for not driving.

Meeting adjourned at 11:03 am.

*Meeting Notes approved unanimously January 16, 2014.*