TRANSPORTATION AND PARKING COMMITTEE
MEETING MINUTES
FEBRUARY 21ST, 2007
DARDEN- ROOM #126

COMMITTEE MEMBERS:
PRESENT: Ron Price (Chair), Bill Ashby, George Cahen, Reba Camp, Mike Coleman, Jo Lawson, Carole Lohman, Rebecca White, Mark Fletcher, Len Schoppa, Marci Stewart, Tomer Vandsburger

Guest:
Debbie Gausvik (representing Alan Cohn)
Cheryl Fleming (assisting P&T with minutes)
Andy Mansfield, Associate Director, Parking & Transportation

Proceedings:
• Meeting was called to order at 2:15 p.m. by Chair, Ron Price
• January meeting minutes were approved with the corrections.

Old Business:

• CTS RIDERSHIP PROGRAM - an agreement has been reached with CTS for open ridership during the 2007/2008 fiscal year. Additionally, an agreement has been reached that will allow the program to run continuously once the last demonstration month begins in April 2007. Therefore, there is no gap between the last demonstration month and the start of the 2007/2008 fiscal year. The program will be assessed in January 2008 and negotiations will begin then for the 2008/2009 fiscal year. Throughout the program, CTS will count the number of riders showing a UVA ID and will split the data by route.

• SALARY BASED PERMIT FEES - Ron Price presented a PowerPoint presentation which provided the definition of salary-based permit fees and provided several examples throughout the country of University’s where salary-based permit fees were in use. Rebecca White provided data from UVA’s Human Resources Department on how classified staff split across salary levels and parking permit fee levels. The presentation was meant to orient committee members to the issue.

• PERMIT FEES FOR 2007/2008 – The committee’s recommendation from the January meeting was forwarded to Vice President Reynolds’ office for approval. Reba Camp asked if permit rates could be introduced a little earlier for Medical Center purposes (possibly a 3-year rate plan).

New Business:

• Transportation Demand Management (TDM)
  Rebecca White presented a PowerPoint presentation on the University’s efforts in the area of Transportation Demand Management. P&T and the University
Architect’s Office have commissioned a consultant study to inform the University’s Grounds Plan on TDM. A follow-up study planned for next year will explore more quantitatively the recommendations of this year’s qualitative study. The PowerPoint presentation provided a definition for TDM (“The art of influencing travel behavior for the purpose of reducing the demand for single occupant vehicle use”), the elements and keys to success of a TDM plan, the goals and strategies associated with these elements, and feedback associated with focus groups held with UVA staff, faculty, and students in early February. Chair Ron Price and committee member Mark Fletcher participated in the focus group discussions.

Meeting was adjourned at 3:00 p.m. Next meeting March 21st, 2007 at 2PM. The agenda will include new bus technology and items from the floor for discussion.