Transportation and Parking Committee
Meeting Minutes
18 January 2005

Attending: Shamim Sisson, Chair; Reba Camp; Mike Coleman; Mark Fletcher; Jo Lawson; Carole Lohman; Mark Reisler; Len Schoppa

Guests: Richard Kovatch

Ms. Sisson opened the meeting at 3:40pm with a welcome to all members and mention of the agenda: discussion of Parking & Transportation’s rates and the establishment of a meeting schedule for the committee.

Ms. White spoke of Bobbie McClemens – absent due to illness. The thoughts of the committee are with Bobbie as she begins her recovery. Ms. White will e-mail Bobbie’s contact information to the committee.

Ms. White also spoke on several other topics, including:
- The Occasional Parker Program – The software has arrived and is in place, and P&T has begun selling occasional parker permits valid for the Emmet/Ivy Garage. The cost is $36.00 for 20 “parks” in the garage, which includes both entry and exit. A monitor located at one of the exit lanes will communicate to the customer how many “parks” are remaining on the permit’s account. An announcement of the program is present on the P&T website, and a general press release is scheduled for the near future.
- Green Route Enhancement – As of December 13, 2004, UTS is running enhanced Green Route service during peak times. From 7:00am-9:00am and 3:00pm-6:30pm, the Green Route operates with an addition bus on route, in attempt to alleviate overcrowding on the buses and waiting at the bus stops for U-Hall/Health System commuters.
- Grounds Walk Bridge Bus Stop – UTS will be adding a bus stop on southbound Emmet St. to serve the stairs of the Grounds Walk bridge over Emmet St. This will help Lambeth residents better and more safely use UTS service to Grounds.
- Emmet/Ivy Garage Support of Athletics Events – During football season, 500+ customers used the Emmet/Ivy Garage for parking. So far during the 2004-2005 men’s basketball season, the usage numbers are down slightly from last year. Blame the performance of the team!
- Priority Parking for student teaching and research assistance – Administrative deans have been contacted along with the Provost. Their comments are due by early February.
Late Night Bus Service – Ms. White and UTS remain in talks with Student Council on the prospects of adding late night bus service.

Ms. Sisson provided an overview of the Transportation & Parking Committee’s meeting schedule. Wednesdays seem to work best. The March date has been moved so that Mr. Powers could join the roster. Revised meeting dates will be sent out, once established.

Ms. White began explaining the projected budget and rate schedule plan for 2005/2006 to the committee. She mentioned the importance of creating a revenue model that meets the department’s goals, while touching on several initiatives, including:

- T2 software package subscription fees, which will allow for upgrades including online permit sales, etc. These subscription fees will run from $60,000 – $80,000 / yr.
- Increased commitment to the services provided by Facilities Management. This increase will be about $40,000 / yr.
- No new positions within the department will be created.
- The proposed 475-space Carr’s Hill Parking Facility Initiative to support the Arts Precinct. $600,000 / yr. for 20 years.
- Increasing costs of diesel fuel.
- Increasing costs associated with the maintenance shop.
- Recruitment and retention of student bus drivers.
- Increased professionalism of the UTS staff.
- Commitment to the Trolley initiative, +15%.

Ms. White explained that funding for the initiatives to create a broader UVA ridership program with CTS and the Student Council’s push for extended late night bus service were not included in this funding/revenue model. These initiatives would require additional increases to student bus fees ($3/student for extended late night service, no estimate for ridership program).

Ms. White then spoke about the proposed rate increases, which are detailed fully on the attached handout.

The committee discussed several components of the rate increase plan, including:

- The concept of paying for parking based on the customer’s salary, and how other Universities are experimenting with this approach.
- The fact that “Non-Premium Reserved” is actually more like premium reserved areas – and the price should reflect that.
• The need to effectively communicate the rate increases to the customers, and the potential of softening the blow of the feedback backlash by explaining the reasons for the increases.
• The possibility that higher parking rates could better spark interest in alternative transportation, especially when other options are effectively marketed.
• Mr. Fletcher indicated the importance of sensitivity to the increased rates and balancing that burden with the needs of University Employees.
• Ms. Camp asked for Ms. White to prepare a list of talking points, including benefits and options associated with the ever-changing parking infrastructure at the University.

After the discussions, Mr. Thurneck moved to accept the proposed rate increases, and Ms. Lohman seconded. The motion was unanimously passed by the committee.

Ms. Sisson explained that one of the committee’s next meetings, in either February or March, will be a joint meeting with the Safety and Security Council.

Ms. Lohman introduced the topic of locking the doors of the East stair tower at the Emmet/Ivy Garage. Ms. White explained that the practice brought the garage in-line with other facilities, and is a standard security measure.

There being no other business, Ms. Sisson adjourned the meeting at 5:30pm.