Parking & Traffic Committee:

Highlights

Presented by
Jim McGlothlin
Chair
Parking and Traffic Committee

To: Purdue’s Senate

January 27, 2014
Parking and Traffic Committee

- The philosophy and objectives of the Parking program were originally developed and approved in 1963 by a group of faculty, administration, and trustees.

- These were revised in 1978, 1987, and 1992.
Objectives and Philosophy of the University Parking and Traffic Program.

- To maintain an environment that is reasonably safe for bicyclists, pedestrians, and vehicular traffic.
- To analyze, periodically, campus parking and traffic flow of motorized vehicles, bicycles, and pedestrians to determine present and future needs.
- To manage the available parking spaces for the optimum benefit of the University and the people associated with the University.
- To recommend policies, fees, fines, and related matters for administrative review and consideration by the Board of Trustees.
General Procedures

- All persons who qualify to park in Purdue University parking spaces during peak periods should be required to display a permit and/or be charged a fee.
- The charge for a parking space should be relative to the convenience of the space. Those staff spaces most convenient should cost more for those who use them. Space is classified into two convenience categories, “A” and “B” with “A” spaces being the most convenient. Parking space of the “A” type not needed for “A” permit holders will be used as “B” space until needed by “A” users.
General Procedures

- Staff members will have the opportunity to purchase an “A” or “B” permit. Qualifying commuter students may purchase a “C” permit.
- Reserved spaces will be permitted for senior officers of the University, distinguished faculty, medical disabled persons, and those approved by the President. The charge for reserved space for reasons other than disability shall be higher than any other because of convenience and the inefficient use of such space.
General Procedures

- Given limited space, efforts will be made to provide parking for staff and commuter students, however, the parking needs of staff members will be considered first.
- Visitor space should be provided and charged accordingly.
- All revenues generated by the parking program will be used to support this program.
Safe, accessible bicycle parking will be made available on campus where practical. New motorized vehicle parking space will be located on the perimeter of the campus areas, and motorized vehicular movement on the academic campus areas will be minimized.

A continuing program of education and public information regarding bicycle, pedestrian, and motorized vehicle traffic should be encouraged.
Parking & Traffic Committee

- Six faculty members— one is chair
- Six administrative staff members
- One clerical staff member
- One service staff member
- Three student representatives:
  - Two from Purdue Student Government
  - One from Purdue Student Graduate Government
- One retiree
- Various consulting resources (non-voting members)
Parking and Traffic Committee Responsibilities

- Analyze campus parking and traffic flow to determine present and future needs
- Propose modifications to Parking rules and regulations as needed including rate increases, restrictions relating to parking and traffic
- Annual report to the University Senate
  - Via report to the University Resources Policy Committee by P&T Chair
Current Funding Sources

- Permit sales
- Citation collection
- Meter collection
- Grant Street garage income
- Zipcar program
- Parking Reserve (Rainy Day Funds)
- Parking structures are funded by bonds issued by the Ross Ade Foundation; debt is repaid by revenue
Financial Dashboard

- For past 5 years
- Average total Revenue: ~ 5.5 million dollars
- Average total Expenses: ~ 5 million dollars.
- On balance the parking fees help fund projects for building garages, paving parking lots and maintenance.
## Permit Type and Sales

<table>
<thead>
<tr>
<th>Type of Permit</th>
<th>Number Sold</th>
<th>Cost of Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>7,472</td>
<td>$250</td>
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<tr>
<td>B</td>
<td>1,535</td>
<td>$100</td>
</tr>
<tr>
<td>C</td>
<td>3,787</td>
<td>$100</td>
</tr>
<tr>
<td>C Garage</td>
<td>695</td>
<td>$250</td>
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<tr>
<td>Reserved</td>
<td>253</td>
<td>$1,000</td>
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<tr>
<td>Disability</td>
<td>55</td>
<td>$100/$250</td>
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<tr>
<td>UV</td>
<td>208</td>
<td>$100</td>
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<tr>
<td>EV</td>
<td>9</td>
<td>$50</td>
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<tr>
<td>Guest/Vis</td>
<td>30,000</td>
<td>$5/day/$20.83/month</td>
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<tr>
<td>ID</td>
<td>103</td>
<td>$20</td>
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<tr>
<td>Retiree</td>
<td>2,392</td>
<td>$0</td>
</tr>
</tbody>
</table>
Parking Facilities Services

- Issue permits to staff, students, and visitors
- Facilitate lot closure requests and special parking needs, including disability
- Administer appeal process
- Education of regulations
- Oversee construction and maintenance of parking lots and garages
- Reconfigure parking allocation based on demand
- Collect fines, meters, and garage income
- Zipcar member authentication
- Maintain the central campus Lost and Found
  - Return items; process unclaimed items to service and salvage for sale
Parking Facilities Staff

- Holly Alexander, Manager
- Susan Black, Assistant Manager
- Linda Applegate, Operations Clerk
- Rebecca Moon, Operations Tech
- Shianne Holsclaw, Clerk
- Gabby Broughton, Clerk
- Jessica Fell, Student Clerk
Factors Impacting Operations

- Campus Master Plan has redirected parking spaces to the campus perimeter
- ADA requirements for accessible spaces
- Sustainability requirements increases construction cost
  - Storm water requirements
  - LEED certification
- Increased operating costs; rates did not change between 1971 and 2001 (voted on/increase took effect 2003)
  - A permits: increased from $72 to $250 (incremental increases over 4 years to 2007)
  - No additional increases are currently approved
Number of Parking Spaces*

Spaces
- 5 garages currently (5,366 spaces)
- 6th garage (PGH to open 2014–855 spaces)
- Approximately 85 lots maintained (7,343 spaces)

Utilization:
- Parking survey 2013 – Completed annually
  - Garages 78%
  - Lots 67%

*Does not include spaces for Residence Halls/Purdue Village/Hawkins
The 5 Minute Walk Radius
Parking Alternatives

- **CityBus**
  - Usage: Over 2.2 million riders on Campus Loop routes in 2013

- **Zipcar** (has 1,200 members) 6–8 cars.

- **Large perimeter parking lots**
  - Ross Ade Parking Lot (“R lot”)
  - Discovery Park Lot
Real-time CityBus Movement Map

http://citybus.doublemap.com/map/
Parking Facilities Frequently Asked Questions

General Information
Parking Permits
Parking Tickets / Citations

General Information

Where is the Parking Facilities office located?

Answer:
The Parking Facilities office is located at 1404 West State Street, West Lafayette, IN 47907 in the Purdue West Shopping Plaza.

How can I get in touch with the Parking Facilities office?

Answer:
You can reach Parking Facilities at (765) 494-9497 or at parking@purdue.edu.

What if I live in Hawkins Hall, Purdue Village or a University Residence Hall and have permit questions?

Answer:
Parking permits for these locations may be obtained from the main office of the housing unit in which you reside or via their website. Guests visiting these areas need to obtain a guest permit from the resident you are visiting, or the main office of the residence area you are visiting.

Does Purdue offer any type of safe escort or walk service on campus?
Challenges

- Marsteller Garage decision (go/no go?)
- Multiple Parking Authorities on Campus (should this be centralized?)
  - Parking Facilities
  - Athletics
  - University Residences
  - Purdue Village/Hawkins Hall
- Grant Street garage not 24/7 paid facility
- Deferred Lot Maintenance
  - $5 million for paved lots
- Customer service for special events
- Lost and Found program
- Parking and Traffic Committee line of communications: President or Treasurer?
- Bicycle/pedestrian safety (leverage resources from Parking and Traffic committee with President’s Bicycle Task Force.)
Tiered fees for Parking permits
More covered bicycle parking
Twitter account for Parking Services
  ◦ Tow notices for Athletic events
Interactive Campus Map on Parking website
  ◦ Provide information for permit type needed for lots and garage parking.
  ◦ Explore signage of Purdue parking areas (A, B, C) with CityBus Doublemap App (win-win for CityBus and Purdue).
Thank You! Questions?