Transportation and Parking Advisory Committee

MEETING MINUTES

Date: January 22, 2016
Place: Student Center South, Heights (Rm 224)
Time: 1:30pm – 3:30pm


I. Open Forum – No Presenters

II. Approval of December minutes – Minutes were approved without changes.

III. Updates
   a. Communications/Marketing (Jessica Mize, Leighanne Dean)
      i. Communications (Jessica Mize)
         - Permit messaging complete with average read rate of 76%
         - Spring welcome sent day before classes with 41% read rate, most popular link was the parking lot availability map, followed by AccessUH
         - PTS Blog – Most popular link in COOGNEWS, will be featured in COOGNEWS the week of 12/1
         - Planning for special events (Frontier Fiesta March 24-26, MOD April 24 & Communication plan for fall 2016-2017 parking changes)
      ii. Marketing (Leighanne Dean)
          - Buzz Report trial to analyze social media conversations for reporting period Jan 14-21
            - Compares against 223 departments at 67 peer institutions
            - 4th highest volume of comments
            - 9% positivity rate
   b. Operations (Paul Lozano)
      i. Completed Summer Maintenance Project Scope
      iii. Seal Coat & Stripe (Lot 16B)
      iv. Concrete Repair (Entrance 1, 11, 14 & 19)
   c. TDM (Pam Collins)
      i. METRO Discount Cards
         1. Web Registrations Day pass
            - QFare (Issued 1318, Picked Up 1009)
            - Day Pass (Issued 163, Picked Up 102)
         2. Imported from METRO
            - QFare: 521
            - Day Pass: 4
         3. Combined Web & METRO
            - QFare: 1839
            - Day Pass: 167
d. Upcoming Events (Paul Lozano)
  • UH Basketball
    o December 2, 2015 – Murray State
    o December 13, 2015 – LSU
    o December 16, 2015 – North Carolina Central
    o December 19, 2015 – Eastern Illinois
    o December 28, 2015 – Nicholls State
    o January 5, 2016 – Tulane
    o January 17, 2016 – UCONN
  • Cullen Performance Hall Events – Welcome Center Visitors Garage
    o Scott Bradlee Concert – December 2, 2015
    o Billy Gibbons Concert – December 3, 2015
    o Coleen and Josh Show – January 16, 2016

IV. Old Business (Bob)
a. FY 17 – FY 26 Parking Plan and FY 17 Parking Rates (approval item)
   i. Bob presented the 10 year parking along with proposed parking permit rates for FY2017 to
      the committee.
      ➢ Parking and Transportation Challenges
        ▪ Struggled with keeping up campus expansion and enrollment increase
        ▪ Operating costs continue to rise
        ▪ Existing garages do not generate enough revenue to support themselves
        ▪ As more surface parking is lost, ability of parking operations to support debt
          service will diminish
        ▪ Parking infrastructure has suffered due to increases in debt service and
          operating costs
      ➢ FY 17 – FY 26 Proposed Parking Plan (Goals)
        ▪ Develop parking and Transportation program to meet University goals
        ▪ Rate structure should reflect market value
        ▪ Garages should support larger portion of debt service
        ▪ Increase revenue from sources other than parking permits
        ▪ Residential Parking (24/7) areas
        ▪ Use TDM incentives and permit pricing to encourage alternative
          transportation in order to reduce parking demand
        ▪ Cap the student parking permits sale
      ➢ Four Scenarios
        ▪ Rate Increases Only
        ▪ Rate Increase with Transit Fee
        ▪ Rate Increase with Transportation Demand Management Incentives
        ▪ Rate Increase with Transit Fee and TDM Incentives
      ➢ Benefits
        ▪ Oversell
        ▪ Infrastructure Improvements
        ▪ Transit Demand Management Program
        ▪ Rate Structure
        ▪ Resident Parking
        ▪ Increasing Revenue from Other Sources
      ➢ Next Steps
        ▪ Present to Staff Council – January 28
        ▪ Town Halls meeting
        ▪ Board of Regents – February 18
        ▪ March – May: Email, web, social media, information sessions
   ii. Motion to adopt Parking Permit Rate plan increase for FY 17: Mathew Castillo moved to
       approve, Hugo Salinas seconded, motion passed.
   iii. Motion to adopt Scenario 3 for 10 year plan FY 17 – FY26, Parking Permit Rate Increase with
       Transportation Demand Management Incentives along with revisiting transit fee in 2 years:
       Hugo Salinas moved to approve, Mathew Castillo seconded, motion passed.
V. New Business (Bob)
   a. The VUE’s effect on Shuttle Service
      ➢ Bob discussed with the committee regarding VUE apartment’s residents getting on and off the shuttle busses at Bayou Oaks. He further mentioned that these students were causing the busses to fill before they get to the Cullen Oaks stop.

   b. Change to TPAC By-Laws
      ➢ Bob recommended to the TPAC committee for adding an additional ex-officio member to represent Residential Housing in the TPAC.
      ➢ SGA members recommended that RHA president to appoint 1 voting member for TPAC to represent Residential Housing along with 4 SGA voting members for the TPAC Committee. Further the SGA members mentioned to meet before next TPAC Meeting to discuss this change to TPAC By-Laws.

VI. Member Items
   a. Mathew Castillo talked about the stop sign confusion on Calhoun Road across the optometry and welcome center garage with the pedestrian traffic on the street. He suggested of adding blinking red lights to control the vehicular traffic. Bob suggested that he will contact Mike Wheeler from facilities and will get back with the committee once he finds out.
   b. Chair Elliot discussed with the committee to propose a method of compensation to Parking and Transportation to replace parking spaces lost due to new projects for campus expansion.

VII. Adjournment – Meeting was adjourned at 3:39 p.m.

Next Meeting
Date: February 19, 2016
Time: 1:30pm to 3:30pm
Location: PTS Conference Room – Stadium Parking Garage