Transportation and Parking Advisory Committee
MEETING MINUTES
Date: March 25, 2016
Place: PTS Conference Room – Stadium Parking
Garage Time: 1:30pm – 3:30pm


I. Open Forum
   a. Nnenna Umelloh – to discuss additional funding opportunities for PTS
      ➢ Convert 3000 parkers to alternative transportation over 4 years
      ➢ Design a comprehensive car/vanpooling system to encourage alternative transportation
      ➢ Increase revenue from other sources than parking permits
      ➢ Recommendations:
         i. Allocate marketing budget to Bauer team (recommended amount $200)
         ii. Provide rubric in regards to how PTS would like to run the competition
      ➢ Other Considerations:
         i. Bauer team be given an opportunity to deliver proposal to Board for the purposes of class.
         ii. Bauer team marketing the project will be unable to receive compensation for proposal.

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

III. Updates
   a. Communications (Jessica Mize)
      i. GOP Recap
         ➢ Sent 10 emails (4 campus wide with 50% read rate)
         ➢ News release, web, campus signage
      ii. Frontier Fiesta
         ➢ Emails sent campus wide, Stadium Garage & Cougar Place
         ➢ News release/map of closures
            1. Promotion through CoogNews, UH Digest, AF Week Ahead, Class pages on FB
            2. Parking lot signage, postings at Cougar Place
      iii. New Flexport Site
         ➢ News release (promoted through social media, AccessUH, CoogNews etc
      iv. PTS Blog – www.uh.edu/wordonthestreet
         ➢ 80% readers in 18-34 age range
      v. 2016-2017 Parking rates
         ➢ News release about new pricing
      vi. Parking web presence
         ➢ www.uh.edu/parking - #1 site in Auxiliary suite
         ➢ Popular hits – student parking, permit prices, rules & regulations, ERP parking, student parking
vii. Looking Ahead
   - March of Dimes parking/transportation impacts campaign
   - Commencement parking/transportation impacts
   - Commute Club relaunch/rebranding

b. Marketing (Leighanne Dean)
   i. Interview with Bob Browand, Parking and Transportation Director with COOGRadio.com on March 3, 5:10 PM
   ii. Twitter Q&A Recap: March 10, 12-1 PM
   iii. Shuttle Feedback
   iv. March 21 Frontier Fiesta tabling
   v. March 23 Easter Tabling

b. Operations (Paul Lozano)
   i. Summer Maintenance Project going out for bid March 31, 2016
   ii. Leek Street Lots
   iii. Gravel Lots (Bayou Oaks, Law School, 4A, 8A & 9B)
   iv. Welcome Center Student Lot Paving will be on hold till primary project is completed

c. TDM (Eric Holamon)
   i. Focusing on development of car sharing
   ii. New Students Q-Cards issued with new system – over 1000

d. Upcoming Events (Paul Lozano)
   - Frontier Fiesta – March 24-26, 2016
   - March of Dimes – April 22-24, 2016
   - Crawfish Boil – April 24-29, 2016
   - Loreena McKinnett Concert – March 3, 2016 – Welcome Center Visitors Garage

IV. Old Business (Bob)
   a. ERP Parking Expansion
      i. Bob discussed with the TPAC Committee that he will talk about the pricing for the 1000 parking spaces at the ERP in the next meeting. Spaces will be available starting Fall semester.

b. Pedestrian Crossing on Calhoun and UH Entrance 2
   i. Bob discussed regarding his meeting with Facilities and proposal and plan to make a two way lane by closing the entrance to optometry from the intersection.

V. New Business (Eric Holamon)
   a. Car/Van Pool Program Policies and Procedures
      - Eric discussed with the TPAC Committee regarding the creation of Carpool Program Proposal.
       1. Discounted Permit Pricing
       2. Dedicated carpool parking areas
       3. Program Terms/Conditions
   b. RideAmigos
      - Ride matching series for students looking for rides. Events can be created for carpool events. Tracking includes sustainability, quantify benefits of dollars and miles saved and a very robust program. PTS will be entering RideAmigos contract for subscription fee
   c. Double Maps
      - New tracking systems for buses
      - Good reporting system which will include the ability to update routes online, mileage and speed reports, history tracker
      - Option to submit feedback regarding buses for issues/suggestions.

VI. Member Items
   a. Stop Sign between MSM and the Theatre
      1. Bob discussed that either a stop sign or pedestrian crossing will be placed between MSM and Theatre by the end of the Spring Semester to control the
vehicular traffic.

b. Bob discussed with the committee regarding of getting price information to convert F/S gated system from BASIS to T2 system. He will let the committee know when he will find more information.

VII. Adjournment – Meeting was adjourned at 3:10 p.m.

Next Meeting
Date: April 15, 2016
Time: 1:30pm to 3:30pm
Location: TBD