Transportation and Parking Advisory Committee Meeting

Friday, Oct. 21
1:30 – 3:30 p.m.
AGENDA

I. Open Forum
   a. Frontier Fiesta

II. Approval of September Minutes

III. Updates
   a. Communications/Marketing
      1) General Update
   b. Operations
      1) General update
      2) Upcoming construction
   c. Upcoming Events
   d. TDM
      1) COAST Program update
      2) DoubleMap

V. Old Business
   a. Athletics request update

VI. New Business
   a. 2017-2018 Parking Rates – preliminary discussion

VII. Member Items

VIII. Adjournment
PTS Communications

Game Day

- Thursday Sept. 29 vs. UCONN
  - 7 Initial and 7 reminder emails
    - All garages
    - Residents
    - General campus
  - Redline pushes and banner
  - AccessUH banner
  - CoogNews banner and link
  - Blog post – “Outnumbered”
  - Media coverage
    - Chron.com
    - ABC 13
    - NBC 2
PTS Communications

Game Day

• Saturday games
  — 7 Initial emails
    o All garages
    o Residents
    o General campus
  — CoogNews
  — UH Digest
  — Social Media
PTS Communications
Word on the Street blog

- 4 posts since last TPAC
- “COUGARS: Don’t miss the Discover Bus”
- “Collaborating with our Coogs”
- “Outnumbered: The reality of Game Day Parking”
- “Dissecting the ten-year plan”
- 2,932 views from Sept. 16 – Oct. 20
- “Outnumbered” most popular post of this session
PTS Communications

Web traffic

• Parking had 8 out of 10 top sites in Auxiliary suite
  1. Game day site - 17,544 page views (20%)
  2. Parking home page – 8,920 page views (9.7%)
  3. Student parking home page – 6,712 page views (7.3%)
  4. Cougar line home page – 4,992 page views (5%)
  5. Maps page – 3,402 (3.7%)
PTS Communications

NACAS National Conference Oct. 9-12

• Over 25 attendees in session
• Dozens questions
It's almost gameday again for this Saturday's home football game:
- Stadium Garage: Closes at midnight Friday. Permit holders will have no access and can instead park in any ungated, non-restricted surface parking lot.
- East and Welcome Center Garages: Regular access until 2pm. All entry after 2pm cash payment.
- Move your car from lots 12A, 12B, 15C, 16B, 16D, 16E, 16G and 16A (red on the map) by midnight Friday or you will be towed.
- Lots 1B, 6A, 9B, 9C, 17C, 17D, 19C, 19E, 20A, 20C and 21B (blue on the map) are regular access until 2pm. All entry after 2pm cash payment. If you're already parked there BEFORE 2 pm, you don't need to move or pay.
- Cullen Blvd will be closed from Holman to Cougar Place beginning at 6 am.
- ERP parking is available but there are NO SHUTTLES.
- MetroRail is free all day to campus.

www.uh.edu/parkgameday

3,933 LOST 1,135 ADDED

1368 Student stadium garage

550 ERP gravel

335 ERP grass

250 ERP paved

2798 FEWER PARKING SPACES

2,619 people reached
Gameday Marketing
Gameday Marketing

COOGNEWS
for the week of September 26, 2016

uh.edu/parkgameday

COOGNEWS
for the week of September 19, 2016

uh.edu/parkgameday

Ride METRORail free on Game Days
Gameday Marketing

**UH - Parking and Transportation Services** shared Houston Cougar Football's video. Published by Leighanne Dean on September 27 at 6:24pm.

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**RIDE METRO FOR FREE**

TO AND FROM EVERY HOUSTON COUGAR HOME GAME AT TDECU STADIUM!

- **September 29, 2016**
  - UH vs. UConn | 7:00 PM
  - UH vs. UCF | TBA

- **October 15, 2016**
  - UH vs. Tulsa | TBA
  - UH vs. Tulane | TBA

- **November 17, 2016**
  - UH vs. Louisville | 7:00 PM
Gameday Marketing

It's true. Parking is never easy. Also true? #HTownTakeover is 100% WORTH IT. @uhparking info: bit.ly/2cwM3Ut 🐾

@uhparking I'll be live out there covering traffic, parking, tailgating today... any tips you want me to pass along? #GoCoogs

@uhparking THANK YOU for all the info. Will be live out there IN the traffic reporting ABOUT the traffic! Wish me luck :)
Gameday Marketing

4,125 people rode METRORail to the Uconn game last Thursday. WOW! Thanks for making that possible, @METROHouston!
Cougar Resource Fair - 10/13

- COAST promotion
- Car Wash Giveaway
Discover Bus

• Recap: 10/20/16
• Next event: 11/17/16
Free Rides to the Polls

RIDE FREE TO CAST YOUR VOTE

Saturday, October 29th
Friday, November 4th
Tuesday, November 8th

Exercise your right to vote with FREE round-trip service to and from the polls on all METRO local bus, light-rail and METROLift paratransit service.
How to Ride

- Faculty/Staff lunch and learn with METRO (sold out in 90 minutes)
- COAST enrollment
- Public transportation cost savings
Conversations with Staff
PTS Operations

- Winter Maintenance in progress

- Gated Parking Lot Conversion – Moving from Basis software to T2 to be consistent with garages

- East Parking Garage – Working on changing the cables from Copper to Fiber for better communication feed

- Bird Deterrent at Stadium Garage – Pricing for panels to prevent birds from nesting inside the 2nd and 3rd levels

- Cameras – in communication UHDPS to change outdated cameras at the entrances and exits at the visitor levels of the East and Welcome Center parking garages.
PTS Operations

Events

- October 29, 2016
  UH vs UCF
- November 12, 2016
  UH vs Tulane
- November 17, 2016
  UH vs Louisville
- Walk to Defeat ALS
  October 1, 2016

- November 5, 2016
  Houston Alzheimer’s Association Walk
- November 6, 2016
  Walk MS Downtown
- November 19, 2016
  5K Sidewalk Color Walk/Run/Event
COAST

1,686 Members Currently Participating

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<th>Current</th>
<th>FY17 Goal</th>
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<td>METRO Ridesponsor Student</td>
<td>998</td>
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![Image of University of Houston campus with 20A/20C Spaces highlighted]
METRO Q-Cards Issued

Student Discounted METRO Q-Card Program

- FY17
  - Discounted Q-Card: 294
  - Day Passes: 37
Next meeting

Date: TBD
Time: 1:30 - 3:30 p.m.
Location: PTS Conference Room – Stadium Parking Garage