UNIVERSITY of HOUSTON
Transportation and Parking Advisory Committee
Meeting Minutes

Date: Friday, Sept. 16
Place: PTS Conference Room – Stadium Parking Garage
Time: 1:30 – 3:30 p.m.

Committee members present: Shawn Vaillancourt, Lynn Smith, Matthew Castillo, Elliot Kauffman, Andrew Bahlmann, Suz Ferimer (For Ruth Manny), Elsie Myers, Carlos Iniguez, David Gratvol, Jeremy May, Kamran Riaz, Esmeralda Valdez, Bob Browand, Paul Lozano, Clifford Kennedy, Leighanne Dean, Eric Holamon, Jessica Mize, Shane Smith, Robert Comer
Open forum participants: Jeremiah Dickey, Bailee Logsdon and Tyler McCloskey

I. Introductions

II. Open Forum
   a. UH Athletics’ – Lot 15H
      • Jeremiah Dickey, Bailee Logsdon and Tyler McCloskey presented on need for more student parking options for athletes who normally park in neighborhood streets near parking lot 15H.
      • The group mentioned that with roughly 425 student athletes who often keep long hours on campus for school work and practice, safety as a top concern as many end up walking to their vehicles after dark
      • Jeremiah was hoping staff currently parking in 15H could be moved to lot 16C in front or Moore’s School of Music to allow for 15H to be used for student parking.
      • Bailee and Tyler, Student representatives with Athletics, echoed that the lot would be sufficient in size, as many student athletes carpool to campus together
      • Bob gave background of gated lot 15H on Elgin, explaining it contains 141 regular spaces and 8 handicapped spaces. Currently there are 86 faculty/staff members assigned to this lot. He also explained moving current 15H parkers to 16C is not a feasible solution as that lot is full and would require converting student spaces in nearby 16B to f/s spots.
      • Elliot proposed since many student athletes already carpool, an immediate solution would be for those who quality to enroll in COAST as carpoolers and park in unused spaces in 15H.
      • Jeremiah stated that’s something he’d had to take back and discuss with the larger community of student athletes
      • Eric and Jeremiah exchanged information to set up a time for Eric to present the COAST program – what it entails, how it works, etc. at a different time
      • Elliot suggested the meeting continue with the next agenda item if there were no other open forum participants/topics

III. Review of By-Laws and nomination of committee chair and vice chair
   a. Minor changes to by-laws
      • Addition of RHA representative to roster
      • Addition of some ex-officio representatives to roster
      • Need to remove representative from UH S&E since that department no longer exists
b. Nominations for chair
   • Matthew Castillo nominated Elliot
   • Elliot accepted
   • Shane Smith nominated Andrew
   • Andrew accepted
   • Andrew and Elliot each had a chance to address the committee before voting began
   • Committee voting results: 2 for Andrew and 4 for Elliot
   • Elliot accepts positions as new committee chair

c. Nominations for vice chair
   • Matthew Castillo nominated himself
   • Elliot nominated Andrew
   • No other nominations
   • Matthew addressed the committee before voting began
   • Committee voting results: 2 for Matthew and 4 for Andrew

IV. Approval of May Minutes
   a. Andrew had a question about the member item from Elsie that cited a “$7 million profit”
      • Bob clarified that it was a misunderstanding. Parking actually received $7 million in revenue that was received from METRO in exchange for the loss of parking and land during METRORail construction. The funds have since been used for various projects including the ERP expansion
   b. Elliot made motion to approve minutes if there were no other questions
      • Committee approved

V. Updates
   a. Communications/Marketing
      1. Summer promotions
         i. Permit/COAST messaging
            • Faculty/Staff
            • Pharmacy students
            • Undecided students
         ii. Permit newsletter
            • Distributed to all permit holders
         iii. Transportation Plan messaging
            • Campuswide
            • Initial – 61% open rate
            • Reminder – 56% open rate
      2. Word on the Street blog – uh.edu/wordonthestreet
         i. 9 posts since last TPAC
         ii. 2,457 landing page visitors since May TPAC
         iii. Bronze Quill Award of Excellence in Digital Communication category
            • Awarded by IABC Houston Chapter
      3. Web updates
         i. Parking outreach and events page created – uh.edu/parkingoutreach
         ii. Temporary parking lot closures added to Traffic Alert page
      4. Preparations for NACAS conference presentation
         i. Scheduled for Oct. 9-12
5. Summer Orientations
   i. 22 DSAES Resource Fairs
   ii. 3 college/program resource fairs
   iii. 88% of email clicks in new student “services” message were for parking

6. Brand Champion Awards (7/28)
   i. Best internal long copy for oversell blog post
   ii. Most compelling social media campaign for “big mess” campaign surrounding permit sales flop

7. COAST promo video available at uh.edu/coast
   i. Screened for committee

8. New Year: New Routes – shuttle changes marketing campaign

9. Outreach efforts
   i. PTS Street Team - Fall Start Shuttle Outreach 8/22 and 8/23
   ii. SGA Senate Meeting COAST promotion on 8/31
   iii. Weeks of Welcome #UHWOW2016
       • SGA Meet and Greet 8/29
       • Commuter Services Kickoff 8/31
       • Student Center Welcome Back 9/1
   iv. Student interest in PTS topics based on outreach feedback
       • 22% Oversell
       • 14% Lot Allocation
       • 12% METRO
       • 11% Shuttles
       • 11% Future Garages
   v. METRO Discover Bus events throughout fall semester
       • Sept. 15, Oct. 20 and Nov. 17
   vi. Picnic in the Park event Sept. 13
       • Other departments/participants included METRO, Zipcar and the UH Office of Sustainability

10. Thursday and Saturday Game day marcom plan
   i. Outline of schedule and elements including:
       • Game day impacts site
       • Targeted messaging
       • Provost partnership
       • Social media promotion
       • News release
       • UH Today blurb
       • Week ahead e-blast
       • Lot signage
       • AccessUH banner
       • CoogNews banner
       • Redline banner and push notifications
       • Shuttle signage
       • Blog post

   ii. Jeremy mentioned he appreciated the promotion and messaging coming from Faculty Senate. Said it is very effective and helpful, perhaps we can explore expanding on that for future games

   iii. Suz wanted to ensure police would be present to assist with mobility at Welcome Center. Bob said he would double check with Athletics regarding their mobility plan
iv. Matthew said we’ve done an outstanding job communicating so far; however, he’d like to see more about shuttle hours, routes, etc.
   - Suz echoed that

v. Bob reviewed the newly made operational plan for shuttles
   - Matthew asked if there was a need for an ERP/Stadium shuttle. Bob said he just doesn’t have the buses for that nor would it be feasible given the anticipated traffic and congestion on a Thursday
   - Esme clarified that the focus and push for ERP parking is for University personnel and students coming to campus for normal business, not the game; however it will not be policed
   - Andrew asked if athletics has worked with City of Houston to develop a mobility plan for game days to help with congestion
   - Esme said it’s part of the conversation and this year we have been very successful engaging with METRO and City of Houston
   - David said that METRO needed to do a better job communicating how their routes would be impacted as a result of the Cullen game day closure
   - Esme said that will be addressed
   - Jessica wrapped up saying as operational decisions are made, communications will go out. The team just wants to ensure they do not push or share any information that is not finalized to avoid confusion

vi. Andrew then asked about parking budget blog from Feb. 2016 and where we get our numbers because he noticed a discrepancy between our debt service stats and those he found through the University’s annual report
   - Bob clarified it’s likely attributed to the Welcome Center Garage as Bob only reports what he pays and part of the Welcome Center Garage debt is covered by another group. He and Esme said they would investigate and the team would get that corrected

b. Operations
   1. Summer maintenance (4a, 19C and Bayou Oaks lots)
      i. 4A: two parts-concrete and gravel
         - Concrete portion resulted in 352 spaces
         - Gravel portion resulted in 223 spaces
         - New lights installed over winter break
      ii. Bayou Oaks – 69 spaces
         - Work completed in 30 days
         - Had to keep lot closed for light installation which should be completed by next week
      iii. 19C – 114 spaces
         - Light installation to be completed by next week
      iv. Welcome Center Student / Optometry Patient Parking reconfiguration
         - 130 student spaces & 66 patient spaces
      v. Leek Street Lots converted back to green space
vi. Luke Meters converted to credit card only  
vii. Visitors parking (garage & Luke meters) price increase from $9.00 max charge to $12.00 max  
viii. Winter Maintenance in progress  
   • 8A & 9B substantial completion 1/11/2017

2. Upcoming events
   i. Football Games  
   • September 29, 2016, UH vs UConn  
   • October 15, 2016, UH vs Tulsa  
   • October 29, 2016, UH vs UCF  
   ii. University Advancement  
   • Tier One Scholars Luncheon & Dinner - Sept. 21 & 22  
   • MDA Muscle Walk – Sept. 24  
   • Walk to Defeat ALS – Oct. 1

3. FY 2017 Permit Sales  
   i. Current sales/oversell ratios

<table>
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<th></th>
<th>Made Available</th>
<th>Actual to Date</th>
<th>Average Peak</th>
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<tbody>
<tr>
<td></td>
<td>Permits</td>
<td>Oversell</td>
<td>Permits</td>
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<tr>
<td>Student Annual</td>
<td>6,246</td>
<td>5,500</td>
<td>1.6</td>
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<tr>
<td>Economy</td>
<td>8,600</td>
<td>2,500</td>
<td>1.7</td>
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<tr>
<td>WCSG</td>
<td>1,700</td>
<td>2,600</td>
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<tr>
<td>East Garage</td>
<td>1,265</td>
<td>2,025</td>
<td>1.6</td>
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<tr>
<td>Stadium Garage</td>
<td>1,368</td>
<td>2,375</td>
<td>1.7</td>
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   • Oversell for student permits adjusted from original plan of 1.8 or 2 to account for roughly 1,600 2/47 residential parkers using Student and Economy spaces.

c. TDM

1. METRO Q-Card Program
   i. FY16 Issued/Picked-Up
      • Discounted Q-Card: 4,130/2,440  
      • Day Passes: 525/236
   ii. FY17 Issued/Picked-Up
      • Discounted Q-Card: 261/125  
      • Day Passes: 37/12

2. COAST Program
   i. 1,523 Members Currently Participating  
   ii. Offset a total of 941 spaces which equals a lot the size of 16B  
   iii. Membership breakdown

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>FY17 Goal</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>METRO Ridesponsor Student</td>
<td>874</td>
<td>600</td>
<td>274</td>
</tr>
<tr>
<td>METRO Ridesponsor F/S</td>
<td>226</td>
<td>140</td>
<td>86</td>
</tr>
<tr>
<td>Carpool</td>
<td>421</td>
<td>75</td>
<td>346</td>
</tr>
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   | Spaces Gained | 951 | 509 | 442 |

   iv. Cost Analysis
      • Student METRO - $330/year/participant  
      • F/S METRO - $468/year/participant  
      • Carpool - $164/year potential revenue  
      • Annualized Cost/Space - $488  
      • Current Debt Payment/Space - $975  
      • Andrew asked for Eric to discuss the terms and conditions regarding the METRO cards being reloaded
i. Eric responded that we will load money as long as it’s being used. There’s a formula on METRO’s end to trigger when to reload. We will audit on a semester-basis to ensure individuals are still active, enrolled/employed users

3. DoubleMap
   i. Shuttle provider Groome is switching from ETA Spot tracking to DoubleMap system.
   ii. Testing stages now
   iii. Biggest difference is how ridership data is collected

VI. Old Business
   a. Suz – what is the status of the Ameriti Faculty permits?
      • Bob clarified that we have the permits and applications, he just needs to get every to Mark Clarke

VII. New Business

VIII. Member Items
   a. Suz – someone told Dr. Manny that they tried to buy a parking permit but they were no longer available. Is that true?
      • Bob stated that yes student annual and student garage permits are currently sold out. A few economy remain available
      • The sellout was announced online on social media and our uh.edu/parking site
   b. Suz - professor parking at ERP complained about shuttle wait times and packed buses
      • Eric said that during peak times given factors like unsynchronized lights, pedestrian and vehicular traffic, average wait times can be between 10 to 12 minutes
      • Eric also said that current ridership data does not suggest buses are overcrowded and attempting to add a bus during certain times would be difficult.
      • Bob added that there are currently 8 buses circulating through ERP (4 running to PGH, the other 4 running to Student Center) and that each can carry about 240-250 passengers per circuit, with each bus averaging 3 circuits an hour. That comes out to roughly 700 – 800 people an hour.
      • Eric also added that PGH route was added because the department saw a need to service this side of campus from ERP. More than ever PTS is watching data very closely and new DoubleMap software should help with ongoing program assessment
   c. Matt – do sales from game day parking help at all
      • Suz asked if we get any of that money
      • Bob clarified that he gets 50% of the net gains
   d. Andrew – since they’re evaluating extending into a new Athletic Conference, have you all discussed marketing on our facilities, considering certain University policies don’t allow marketing on buses. It’s a potential revenue stream
      • Esme requested that Andrew send her the policy so we can review and assess what’s best for our program and operations.
   e. Matt – one more item – need to remove UH S&E from bylaws
      • Matt made a motion, Andrew seconded it and the committee agreed
IX. Adjournment
   a. Matt motioned to adjourn – Committee agreed

X. Next meeting:
   Date: Friday, Oct. 21
   Place: PTS Conference Room – Stadium Parking Garage
   Time: 1:30 – 3:30 p.m.