



UNM STUDENT HOUSING OPEN FORUM

Strategic Parking & Transportation Opportunities for UNM

9/9/10

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Changes to Central Campus



- Addition of 2000 dormitory residents
- Loss of 725 residential parking spaces over the next 8 years
- Possible relocation or removal of Redondo Rd.

Big Question?

How does UNM increase access for future residents, faculty, staff, students while minimizing impacts on surrounding neighborhoods and streets?





What Can UNM Do?

The research of our peers has helped find many new and exciting programs and policy changes to reduce SOV usage and increase alternative transportation.

Our inquiry into our peer institutions has suggested many of these opportunities.

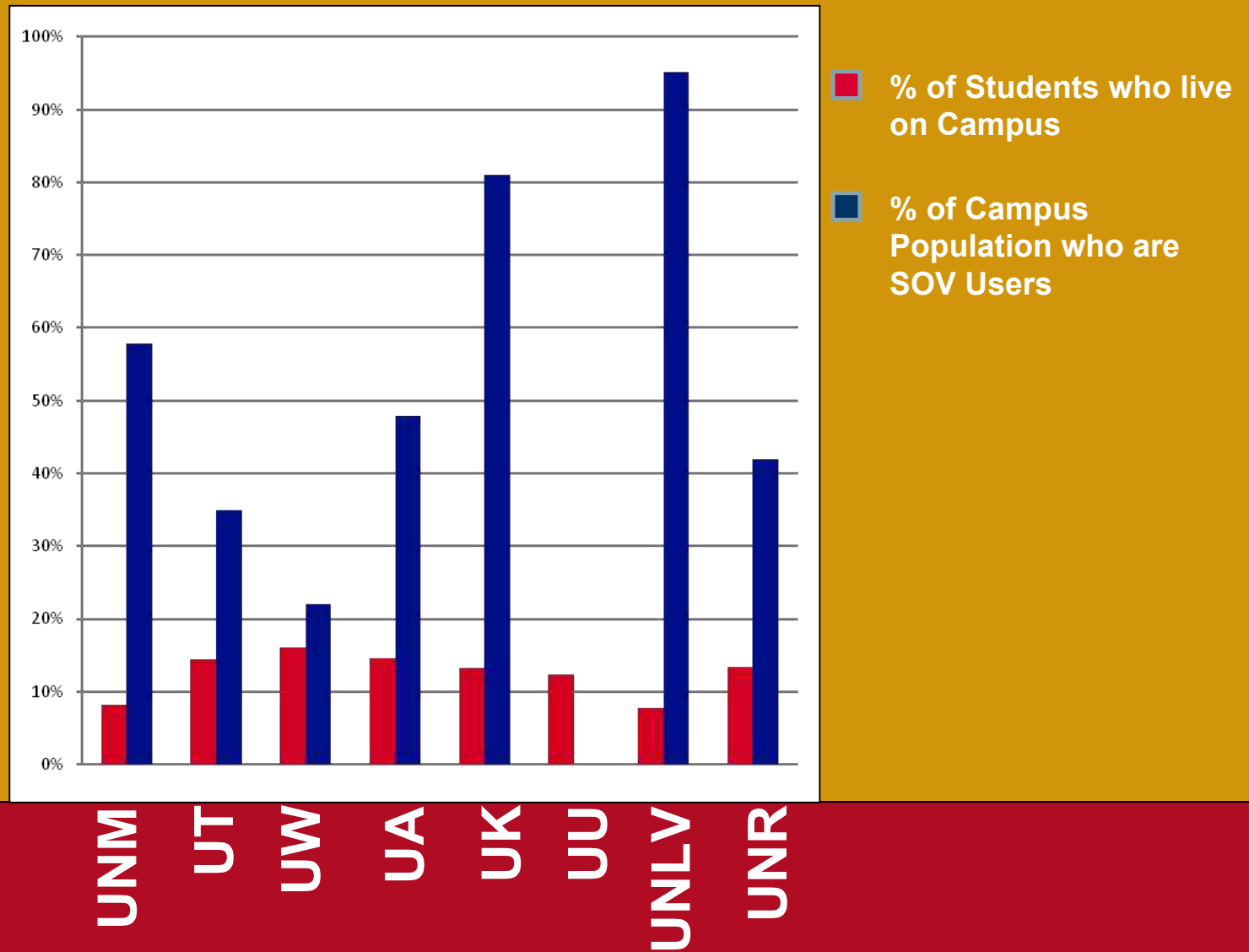
The peer institutions chosen vary in metropolitan size and campus population to achieve a large perspective of parking and transportation issues.



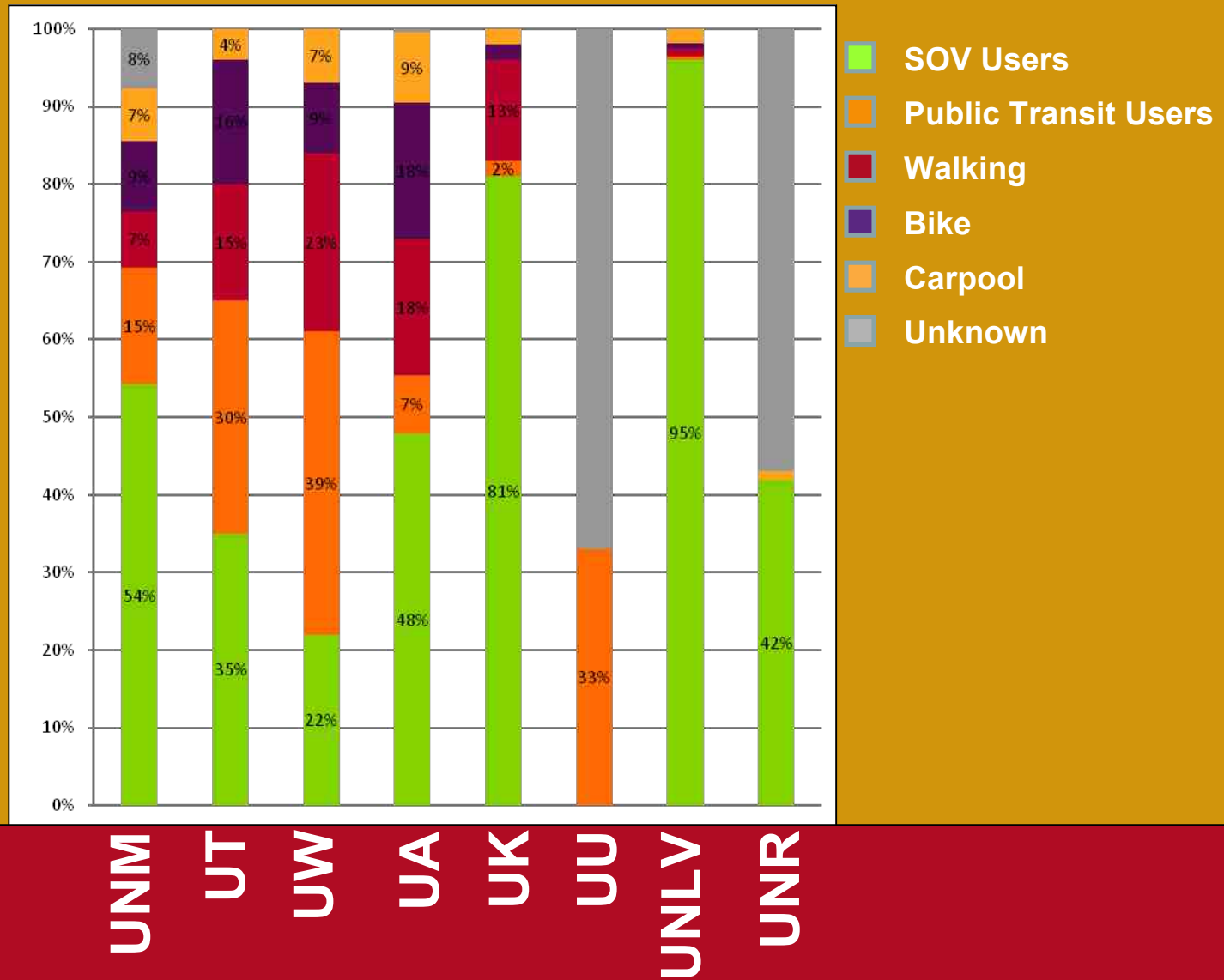
UNM Parking & Transportation Solutions

- Change pricing strategies and permit options
- Encourage dormitory residents to park in remote lots
- Develop comprehensive marketing plan encouraging alternative transportation and discouraging SOV usage
- Pilot self-service bike rental kiosk program
- Creation of Residential Parking Benefit Districts

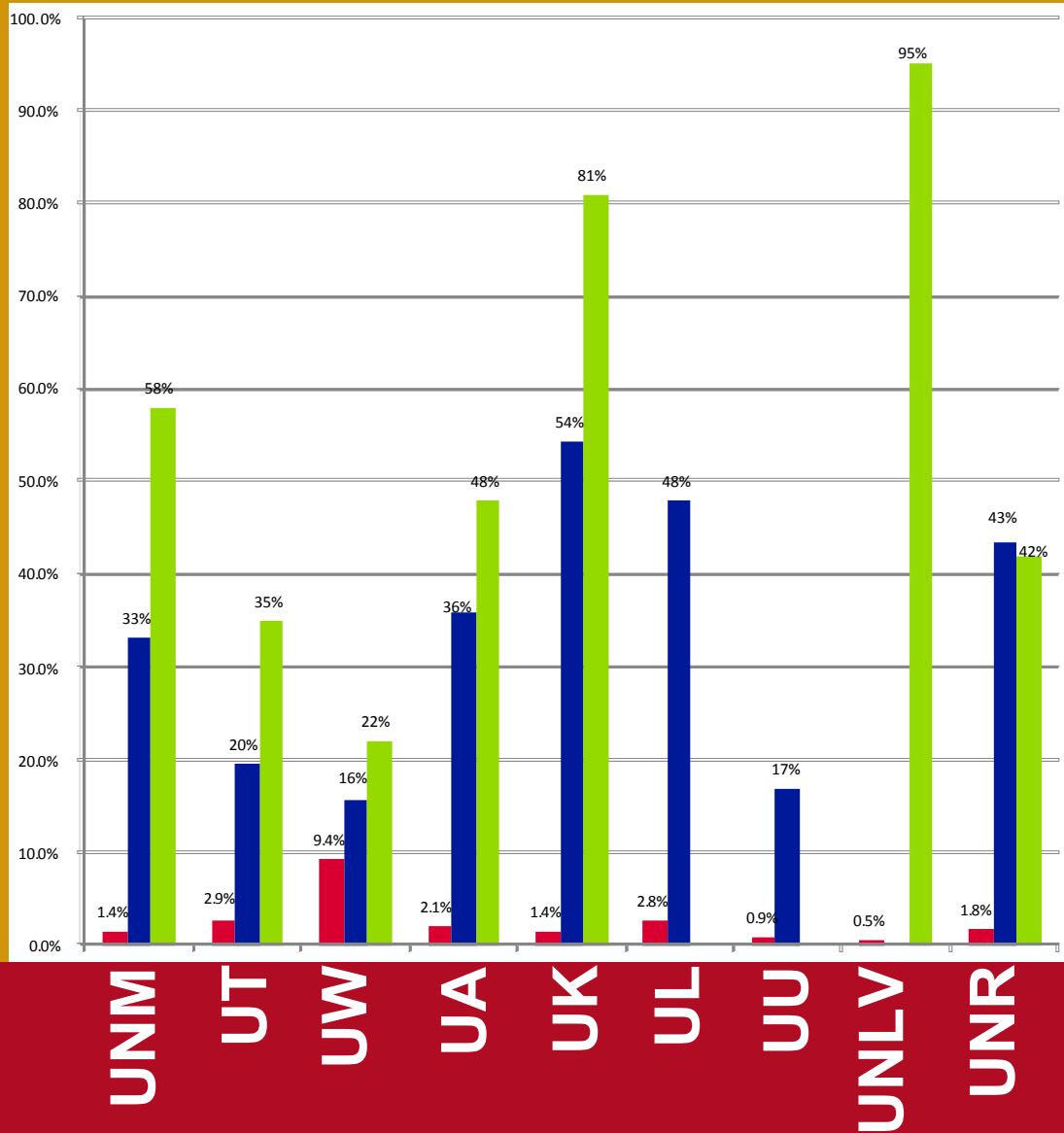
More Students Living on Campus = Less Cars on Campus



Current Situation at UNM



Change Pricing Strategies



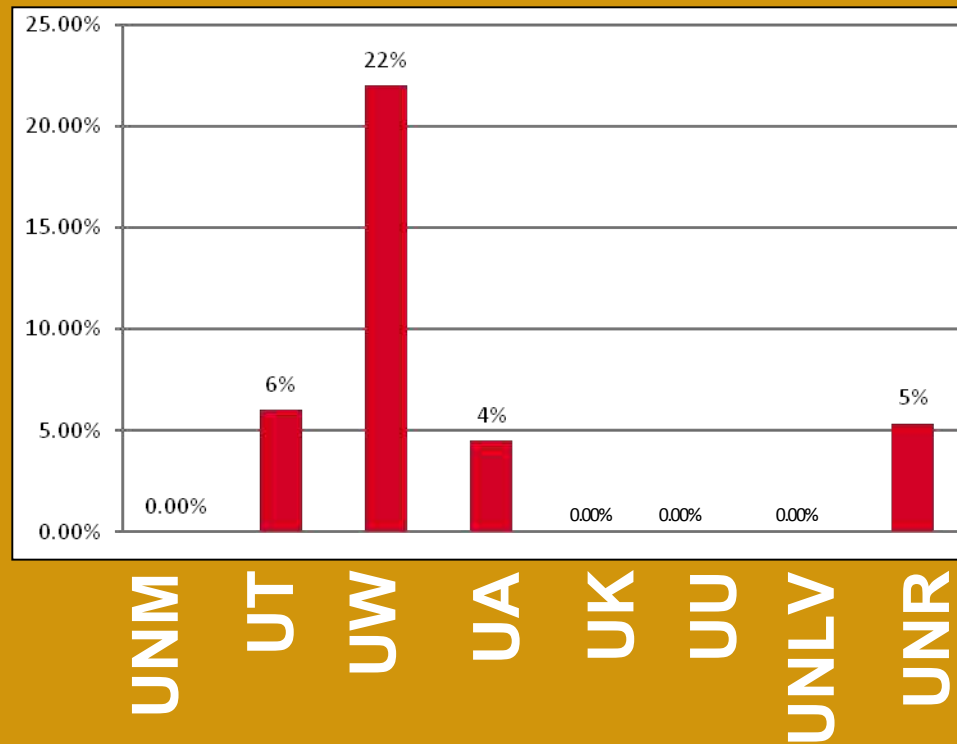
■ Parking Permit Price to Tuition Fee

■ Percentage of Parking Space to Campus Population

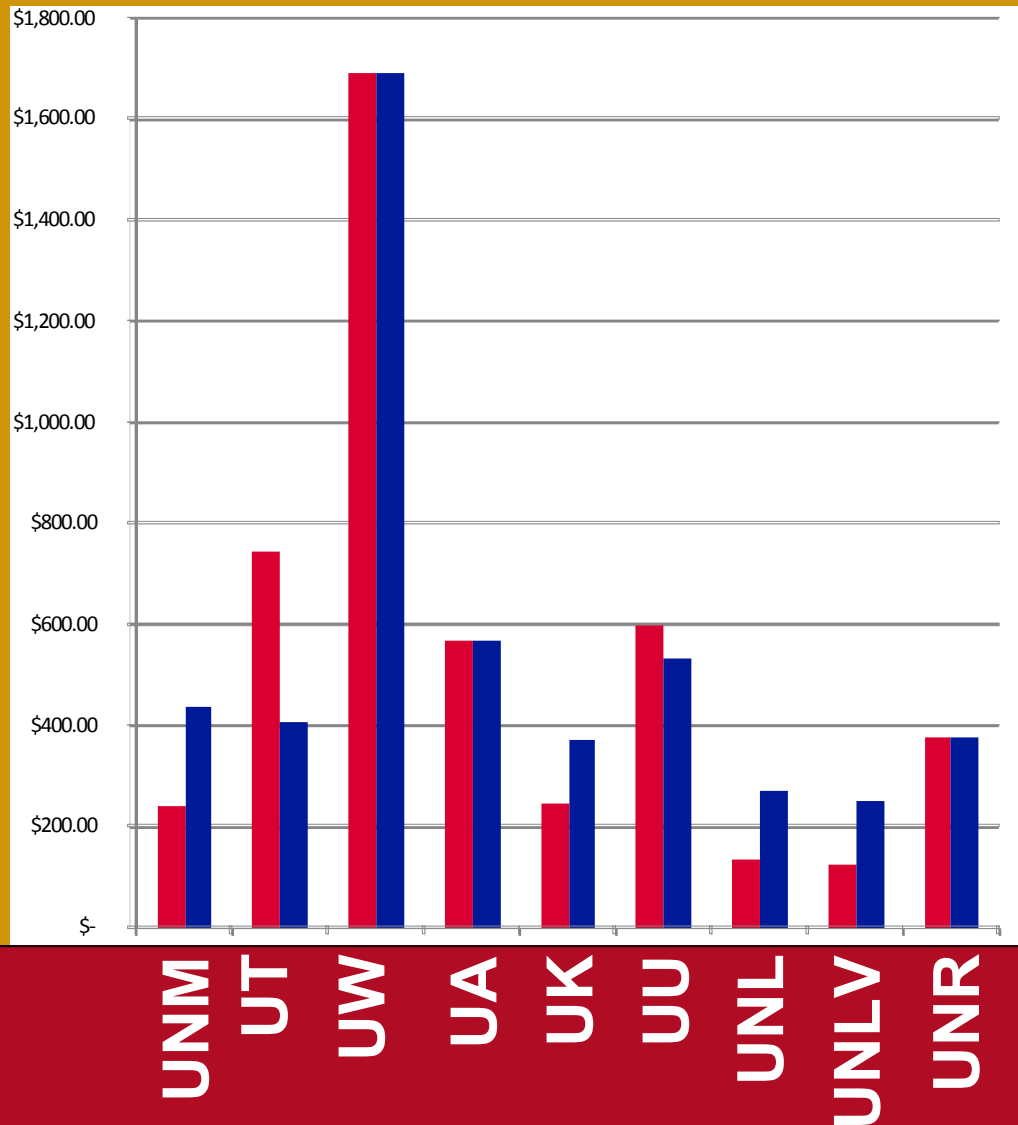
■ SOV Usage

- The higher the parking permit rate, the less supply of parking will be needed, and SOV demand will fall
- The University of Washington averages a 22% price increase per year and has a 9.4% permit price to tuition ratio, a 16% parking supply, and only 22% SOV Usage

Change Pricing Strategies



Change Pricing Strategies



- Offer 2 & 3 Day Permits – More Options = Better Choices
- Develop a Zone Parking Management System for UNM
 - Increase student parking permit rates on central campus.
 - It will discourage SOV use, if rates are higher

 Student Residential Parking Permit Rate

 Faculty Parking Permit Rate similar location

Change Pricing Strategies

- By disbanding residential parking permits, the parking lots around the dormitories will be priced on a similar basis as to the ones existing on central campus.
 - The prices for students will rise from \$242 to \$317
 - However, they will be allowed to park in the distant lots of south and north lots at a much cheaper rate which are going to have security as of this year
 - Should begin as a pilot program for the dormitory residents living here for Fall 2011





Develop Alternative Transportation Marketing Plan

The University of Nevada-Reno implemented a similar program and reduced SOV usage by 16%

- Change website to cater to alternative transportation
- Direct market to people who purchase parking permits about other options
- Advertise on campus other forms of transportation
- Develop a viral campaign against the SOV which encourages alternative transportation
- Offer registration for alternative transportation users and they receive incentives for registering
- Take Back The Road bicycle promotions
- Change Redondo Road into a Bicycle Boulevard
- Implement alternative transportation week

Pilot Self-Service Bicycle Kiosk Program



- What is it?
 - A series of self-service bicycle rental kiosks located $\frac{1}{4}$ mile apart from south campus through north campus, and into nob hill.
 - Users are able to pick up a bike in one location and drop it off at another for a low cost per year usually \$40.
 - Bicycles are maintained routinely and users don't have to worry about their personal bicycle getting stolen.
 - Can be completely funded by corporate sponsorships
 - Will be extremely beneficial to south and north lot commuters, the new south lot apartments, and to dormitory residents on central campus.



Implementation of these programs

- Between now and Fall 2011
 - Develop Marketing Campaign against the SOV
 - Create a new image for UNM Parking and Transportation
 - Change website to encourage alternative transportation
 - Change Redondo Road to a Bicycle Boulevard
 - Take Back the Road – Bicycle Promotion
 - Begin registration for alternative transportation users
 - Direct target marketing of students, faculty, staff to use alternative transportation
 - Offer 2 & 3 day parking permits for the 2011-2012 year
 - Increased Parking Permit Rates
 - Disband residential parking permits



Implementation of these Programs-Phase 1

- Between Fall 2011 & Fall 2012
 - Increased Parking Permits
 - Continuation of Marketing Plan
 - Creation of residential parking benefit districts
 - Initiate creation of self-service bicycle kiosk program
 - Continue encouragement of dormitory residents to park in distant lots or leave their vehicle at home



What Should Be The Goal For These Programs During The First Phase?

- **19% Reduction in Demand**

- PATS manages 3,231 parking spaces on central campus.
- During the first phase supply will likely fall from 3,231 spaces to an estimated 2,859.
- With the supply of on campus housing rising to an estimated 3,100 beds during the first phase, it is imperative to reduce demand.
- We will need to reduce demand on central campus by **19%** to meet the central campus demands.
- With a similar marketing program as UNR, we can reduce demand by **16%** across the campus.
- The other 3% will have to come from raising permit prices, removing residential parking permits, which will encourage dormitory residents to park in distant lots.



What should be the goal for these programs during the second phase

- **12% Reduction in Demand**
 - During the second phase supply will fall from 2,859 parking spaces to an estimated 2,506.
 - Supply of on campus housing will rise to 4,000 beds during the second phase. We will need to reduce demand on central campus by an additional **13%** to meet the central campus demands.
 - This is possible through the continuation of the alternative transportation marketing plan, raising parking permit prices, and moving more dormitory residential parking to distant lots.



Opportunity for the Surrounding Neighborhoods

New Parking Program could:

- Reduce Traffic
- Bring in Profits for neighborhood
- Beautification of Neighborhoods
- Increased Security



Residential Parking Benefit Districts

a long-time resident of a parking benefit district near the university of Arizona, said that it has been
“a godsend.”

He continued,
“it’s transforming our neighborhood from, basically a parking lot, into a neighborhood again.”



What is a Parking Benefit District?

- The city sets up parking permits or parking meters for non-residents in various locations throughout a neighborhood, and the profits are returned to the residents. Residents retain free parking permits for on-street parking.
- The Benefits are:
 - Reduction in traffic
 - Profits for neighborhood improvements
 - Curb parking spaces are used as efficiently as possible.
 - Need for construction of additional costly parking structures is reduced
 - Residents will be guaranteed to find a parking space at the curb.

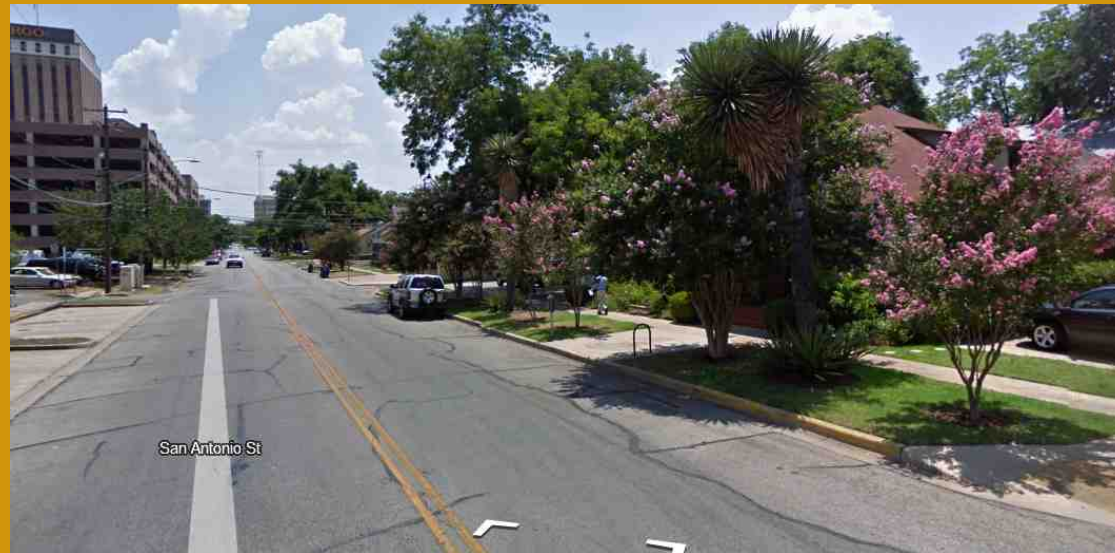


What can the Profits be used for?

- The profits can be used for
 - Street improvements – Decorative lighting, repaving, repairs
 - Landscaping- Trees, shrubs, litter control, xeriscaping
 - Parks – New equipment, benches, landscaping, art, grass, repairs
 - Security – Increased police patrols
- Goal is to make the neighborhood a place where people **want to be**, rather than merely a place where anyone can park for free

Precedents of Parking Benefit Districts

- Austin, Texas – San Antonio Street
 - Implemented in 2006, system of parking meters along the street
 - According to Erica Leak of the City of Austin, “in terms of promoting parking turnover and reducing the spillover from the UT campus, it's been a success.”
 - Located 2 blocks from the UT campus, it raised over \$100,000 in two years.

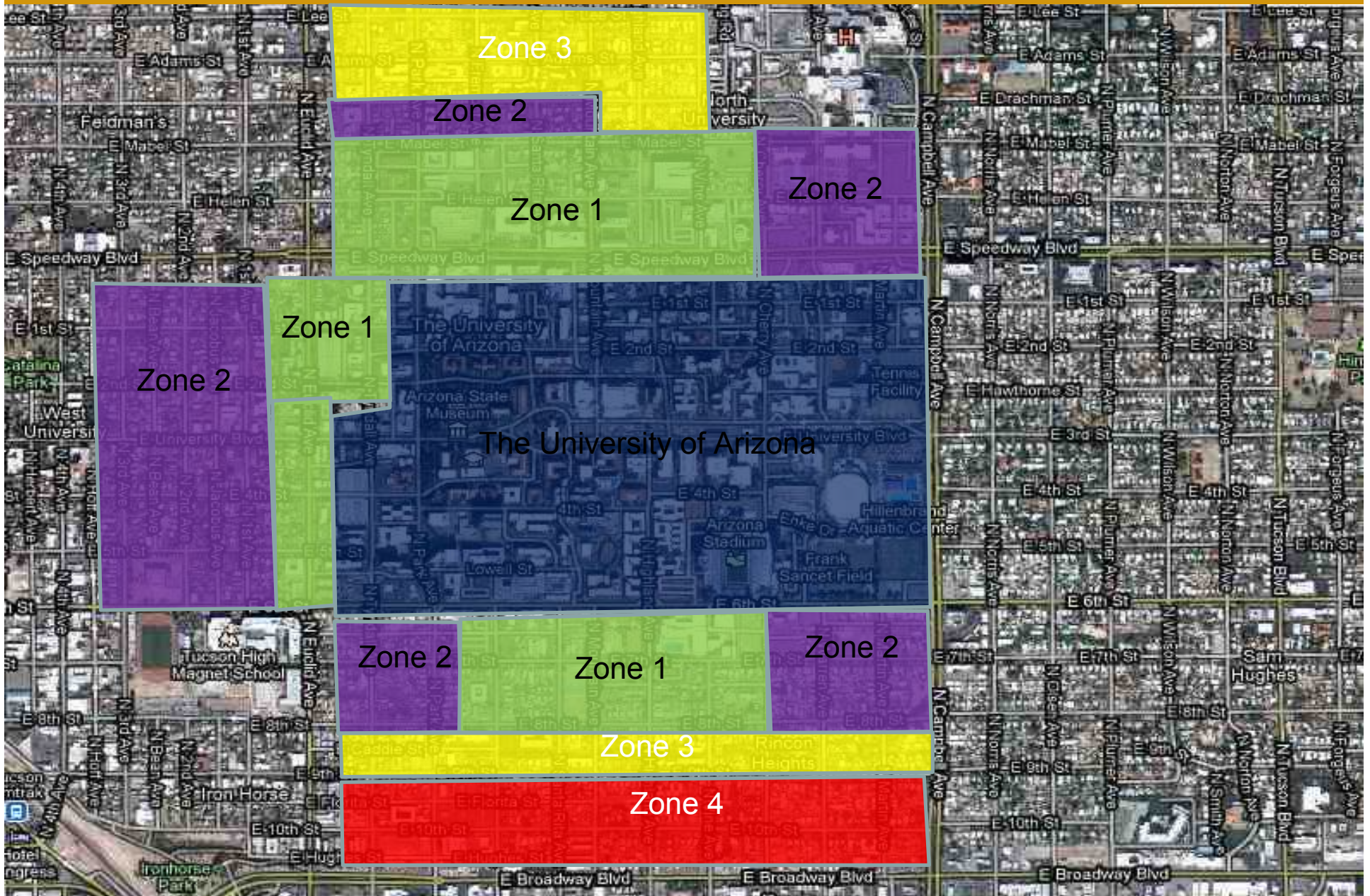


Precedents of Parking Benefit Districts

- Tucson, Arizona
 - Implemented in 1997, a parking permit zone management system
 - Zone 1- \$450.00 - located $\frac{1}{4}$ mile or less from University of Arizona campus
 - Zone 2- \$350.00 - located between $\frac{1}{4}$ mile and $\frac{1}{2}$ mile from UA campus
 - Zone 3- \$250.00 – located between $\frac{1}{2}$ mile and 1 mile from UA campus
 - Zone 4- \$150.00 – located greater than 1 mile from UA campus
- It has reduced overflow parking from the university
- Added bus routes repaved streets, built parks, replaced damaged signs, increased police patrols, added attractive street lighting
- Residents can report cars parked poorly or without permits, three violations and car will be towed



University of Arizona Parking Zones



How much can money can it generate?



- At a modest price of 50¢ an hour, 8 hours a day, with 85% occupancy, 1 space will generate approximately \$1040!
- Pilot Program example: Dartmouth and Campus, west side of Montavista Elementary. Currently, free parking which is 100% occupied every weekday, from 8-5.
- 320 Feet of Curb = 16 spaces
- 16 spaces at \$1040 a space = \$16,640 a year!
- If permitted, sell 18 permits at \$200 a space = \$3600 a year!



How is this Implemented?

- ▶ Approval from city to implement the program and keep funds separated from everything else
- ▶ Residents on a street, block or an entire neighborhood approve of where the meters or permitting will take place.
- ▶ Pilot program can be one street to track its success, and then roll it out across more streets.
- ▶ Program will work best if all neighborhoods around UNM implement the program