Parking
Facilities and Planning
J. Frosini

March, 3 2016
Room 220, Seymour Union
History - Parking

Until 1990, parking lot operations, maintenance, repair and construction were funded from State appropriations.

Due to a reduction in the State operating budget, SUNY Administration directed that parking be a self-sufficient operation, beginning in 1990-91. Brockport began charging for parking at that time.

However, faculty and staff parking charges were to be negotiated locally by the campuses and authorized representatives of the Unions.

As a result, students and staff not represented by a union began paying a parking fee, in addition to the sticker fee, whereas, faculty and staff covered by specific contract language pertaining to parking paid only a parking sticker fee.
Rideshare
short and long-term relationships, customize your needs, reduce costs, carpool spaces

Car Share
self-service access to Zipcars 24/7; rates start at just $7.50/hour or $69/day; gas, insurance and maintenance are included
$25 a year, and receive $35 in driving credit your first month.

Meter
short term parking needs
collection, reconciliation, maintenance
Continued

Motorist Assistance Program (MAP)

Event parking

Communication
  - video, print collateral, web, map, Twitter, text, real time bus locator, advisory committees, feedback forms
Revenue

Parking **fees** are charged to users and customers of the parking program. Fees include revenues from permit sales and special services.

**Demand**
- *Sales dependent upon “success” of TDM programs and other factors (fuel)*
- *Multiple pricing*
- *Length of stay*

Parking **fines** are charged to violators of the program. The purpose of parking enforcement is to promote compliance with a set of parking regulations. Fines serve as a disincentive before the fact and as a punitive measure after the fact. **Protect rights of paid parkers.**

- *Years have shown with increased options and improved education, resulting in less citations issued. Collections of fines has remained flat.*
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Citations
Total = 5,627

VIOLATION
37% No permit (-10%)
22% Unauthorized lot (+7%)
16% Expired meter (+5%)
13% Roadway/other area
.2% Using lost/stolen

CLASSIFICATION
68% student
9% employee
Revenue Enhancements

- Improve collection rate
- Rate and # of reserved spaces
- Summer permit
- License plate recognition (both exp and rev)
- Revisit visitor program
- Improved efficiencies
## Promote online services

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% WEB</td>
</tr>
<tr>
<td>F/S BLUE</td>
<td>2023</td>
<td>51%</td>
</tr>
<tr>
<td>Resident RED</td>
<td>789</td>
<td>67%</td>
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<td>Resident PURPLE</td>
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<td>Resident YELLOW</td>
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<tr>
<td>Commuter BROWN</td>
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<tr>
<td>Commuter ORANGE</td>
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<tr>
<td>TOTAL</td>
<td>3624</td>
<td>60%</td>
</tr>
<tr>
<td>Total Student</td>
<td>1601</td>
<td>71%</td>
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License Plate Recognition

Access control
Tolling
Enforcement (registered, location, pay station, scofflaw)
Stolen cars
Traffic control
Expense Drivers

• Hard start up costs
  – Camera
  – Server
  – Communication
  – Software
  – Re-configuration (pay stations)
  – signage

• Parking lot repair costs

• Labor
Budget Summary

- Registration Fee = $22.85 (1.1%)
- Non Union Parking Fee = $145.85 (1.1%)
- Vendor/SERC Member = $58.50 (.86%)
- Contractors = $73.50 (.68%)
- Summer rate $35 (16.7%)
Questions

Parking is the First and Last Impression.