Parking and Transportation Services
2017-18 Budget Highlights/Assumptions (Parking IFR)

ABOUT PTS

Parking and Transportation Services (PTS) serves the campus community and beyond by administering all aspects of the Conrad Welcome Center, ensuring that a welcoming atmosphere for all. PTS director is responsible for short and long term planning, allocation of resources, and goal setting. The office of PTS is responsible for the issuance of parking passes, enforcement of parking regulations, oversight of the appeals program, coordination of visitor/event parking services, and providing many transportation alternatives including shuttle services, car sharing and rideshare. PTS is responsible for the maintenance, and repair of the university’s parking facilities. In addition, this office provides a Motorist Assistance Program (MAP), lending a helping hand to on-campus drivers who may need a jump start, lock-out assistance or tires inflated. Parking and Transportation Services (PTS) works hard to provide safe and adequate parking facilities for all who drive on campus.

MISSION STATEMENT

Parking and Transportation Services supports the mission and vision of The College at Brockport by providing innovative solutions and options to meet our campus community parking and transportation needs.

AUXILIARY (Self-funding) STATUS

PTS is a self-funded auxiliary department. It receives no outside funding or tuition fees to support its parking, shuttle, or other transportation operations. Costs for all of PTS’ operations must be offset by fees assessed to parking and transportation system users.

STAFFING LEVELS

Current: Office: (1) Director; (1 FTE) Office Assistant; Field: (1) Sr. Parking Attendant.
Vacant: (1) Office Assistant 1, grade 6; (1 FTE) Office Assistant 2; grade 9, since 2013
Student employees continue to serve as supplement.

PARKING FACTS

- Conrad Welcome Center is staffed 9.75 hours/day
- Serves as the host desk for the campus
- Enforcement 11.5 hours/day
- Total parking spaces available = 4115
- Citations issued last fiscal year = 5373 (see graph for trend)
- Total meters currently = 56
- Total pay stations = 2
- Day permits $5
- Meters $1/hour
- Parking permits fit into the range of $22.85 – 145.85
- Peak demand 10 am – 2 pm
- # of ADA parkers inc 3 -> 7%
PRINCIPLES OF PARKING at THE COLLEGE at BROCKPORT

1. Parking is the first and last impression.
2. The financing framework should rely more on parking revenue fees, than on parking citation penalties.
   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.
3. Emphasis should be placed on parking education, management, and preventative maintenance of all parking facilities.
4. Campus should be “visitor friendly” place with appropriate way-finding provided to direct casual visitors to visitor parking, appropriate for their ultimate destination.
5. Approach to development of parking should be a collaborate process, with the attempt to balance needs of campus community and beyond.
6. PTS should be fiscally responsible.

FUTURE GOALS

PTS staff work hard at facilitating and promoting efficient, dynamic parking and transportation solutions. Our focus remains customer service, as we work on balancing the needs of our various stake holders. Finding the right parking and transportation option remains priority. With this in mind, PTS has developed a list of goals to improve services.

1) Improve guest and visitor parking by providing access to services by offering cost-effective, customer-driven programs and services.
   a. Comprehensive review of visitor parking program
   b. Determine feasibility of visitor only parking area
   c. Consider discount to campus department invited guests
   d. Research feasibility of additional pay stations in convenient locations.
   e. Explore credit card payment option at pay stations (long term- meters)
   f. Relocate one pay station from lot V to T (original plan)
2) Car pool mobile app. Replace current online solution.
3) Enhance meters- research pay by cell and credit card technologies
4) Ease of payment of parking fees
5) Research feasibility to add electronic vehicle charging stations
6) Reconcile and amnesty for dormant accounts
7) Improved management of space
8) Interactive map
9) Embrace latest technology
   a. License plate recognition
   b. Virtual permits

PROGRAMS & ACTIVITIES

- Serves as host desk for campus, ensuring a welcoming atmosphere. Provide basic campus information. Maintain inventory of campus publications
- Development of short and long-term plans, as it relates to PTS functions
- Development, management and oversight Eagle Run campus shuttle
- Coordination and facilitation of communications
• Car share, ZipCar
• Development of policy and regulations that are SUNY supported
• Issuance and sale of parking credentials
• Reserved parking program
• Coordinate event parking: lot attendants/greeters, placement of signs, reserve space/meter, ADA spaces, traffic calming
• Offer online solutions: my parking. Purchase permit, add vehicle, view history, pay citation, appeal citation.
• Manage and facilitate appeal program
• Car pool: incentives to include designated spaces, several day passes
• Position greeters in lots first week providing guidance and information
• Oversight of meter operations: calibration, reconciliation, trouble shoot, plan for location placement
• Motorist Assistance Program (MAP): lock out, jump start, tire inflation
• Adhere to all college, SUNY and federal regulations. (mandated training)
• Hiring and supervision to student employees. Activities assigned include: marketing, project management, student manager, cashiering, reconciliation, PCI training
• Oversight of all systems related to parking management

VISITOR PARKING ARRANGEMENTS

The college hosts several hundred events and welcomes thousands of visitors/guests each year. PTS is committed to providing visitors, guests and community members with convenient and hassle free access to campus to assist in creating an overall positive experience. Noted large events, include: *Commencement *Athletic events *Diversity *Career Fairs/Recruitment *Courage Bowl

PTS assists to coordinate parking and accommodations. Short-term visitors may park in different locations, which include meters and pay stations. Departments are encouraged to prepare guest permits ahead of time. PTS offers pre-order of bulk permits to use at their leisure.

ENFORCEMENT

Enforcement is essential to assist in maintaining safe, orderly and adequate parking accommodations for paid and unpaid customers. Citations are a necessary tool to notify vehicle owners when they are not in compliance and to discourage deliberate violations of policy.

In most instances, first offence is waived for incoming freshman. Several warnings are issued.

By the numbers: *Citations issued: 5,373 *Citations appealed: 1,573

PTS PARTNERSHIPS/COLLABORATION – office supported

• Beautify parking meters. Art club- current project
• Development of real time bus locator. Computer Science and LiTs
• Development of inventory and maintenance software . Computer Science
• Support for EHS incidents
• Provide leadership and coordination of residential snow removal , to include communication to campus community. U Police, RLLLC, FP
- Coordinated and co-hosted week long walk/bike event with village
- Development of award winning Ninja video, showcased at orientation sessions.  
  *Communication, Academic*
- Upkeep of campus map. *Marketing and Communication*
- Ensure Conrad Welcome Center is properly stocked with college and individual department information.  
  *College community*
- Represented the college during village rehab project.  
  *College community*
- Developed and introduced bike borrowing service, with support from *EHS and RLLC*
- Participate in various college committees
- Participate in several student events: commuter events, Open House, Orientation
- Managed employee discount program (RARES, Sale of Entertainment books, venue tickets) for 13 years.  
  *Human Resources*
- Work in collaboration with *University Police* on several projects.  
  PTS provides parking enforcement training, vehicle sharing, funding
- Future plan to oversee campus service center; to include fleet vehicle.  
  *Facilities & Planning*
- Coordination of lot maintenance and capital project.  
  *Facilities & Planning*
- Liaison with public transportation provider (*RGRTA*) to determine service to college.
- Promotion of bus pass sales.
- Manage billing, collection, reconciliation for parking related fines and fees.  
  *Student Accounts*
- Collection, accounting, management of fees/fines. (online and over counter sales)
- Large contributor to Brockport Green status with Princeton Review-Princeton's list of Green Colleges
- Reserved space for SEFA winner.  
  *Campus Community*
- Partnership with collection agency.  
  *Student Accounts*
- Additional operating hours to support weekend college events when requested (Open House, Orientation, Homecoming, Commencement, etc.).  
  No charge back for labor hours.  
  *Campus Community*

**REVENUE GROWTH**

1. Parking registration fee is paid by all parkers. As per negotiated agreement, the parking registration will increase by the annual CPI. As such; the 2017-18 registration fee has been increased by 1.3% from $22.85 to $23.15 (See attached graph).

2. Parking fee assessed to those who are not covered by a collective bargaining agreement will increase from $123 to $124.60. The total student fee will be $147.75. Total inc 1.3%.

3. Summer rate for non-native students $35. Projected = $2,835

4. Parking fee waived for students with a veteran status.

5. Parking fee waived for members of GSEU.

6. Annual cost of reserved spaces $430 (inc 1.1%). Projected $22,790.

7. Rate increase for vendor and members of SERC $.50. Total inc .85%. Total = $59

9. Visitor parking program:
   - Large College at Brockport hosted events: $10,000 from permanent campus funds will be transferred to parking IFR. (1g)
     - College at Brockport athletic and arts events $5,500
     - College at Brockport events with more than 25 participants $4,500
   - Non SUNY events
     - Recreational Services events $2,100 (1g)
     - BASC events $500 (1f)
   - Casual visitors/contractors: Fee $5 per day. $10,000. (1f).

10. Other (1f): Includes casual visitors/contractors +.50 ($10,000), BASC events ($500), special parking passes-SERC/Vendor ($6,785), services for special events ($2,000) and boot removal fee ($200) = $19,485.

11. Collection of parking fines projected at $125,000. Anticipated collection based on the current pattern.

**EXPENSES**

1. Facilities & Planning breakdown
   a. $80,000 personnel
   b. $40,000 supplies/expense
   c. $35,000 Repair, slurry, stripe lot V

2. University Police funded $50,000 for their assistance monitoring parking areas.

3. Equipment $90,000
   a. License plate recognition
   b. Conversion to pay by plate
   c. Pay station shelters

4. Personnel requests/highlights
   a. Reduction of 2 full time personnel. Proposal to fill vacancies.

**Cost Efficiencies**

1. Promote automated services. Require online sales, citation appeals, payment of citations, vehicle registration where appropriate.
2. Explore credit card option via pay station
3. Separated accounting of parking and registration fees to save on taxes
4. Commitment to reduce operating expenses by 2-3% annually
5. Improve hands on training to reduce voided citations due to error
6. Reduction in staff
7. Explore amnesty for delinquent accounts
Accomplishments/Key Indicators

1. Carpool: 6 student groups
2. Motorist Assistance: 327 service calls
3. Eagle Run riders overall +61% since 2011/12
4. Citations issued: 5,373
5. Appealed citations: 1,096
6. Increased online usage
7. Car share: 132 current members
8. 25% spaces in lot N reserved for FS
9. 91% of permits purchased online during summer and rush
10. Zip members = 132 (16 F/S)
11. Added 2 zipcars
12. Twitter followers = 730!
13. Donated reserved space- SEFA winner
14. Large contributor – Princeton’s List of Green Campuses