



THE UNIVERSITY of  
**MISSISSIPPI**

DEPARTMENT OF PARKING & TRANSPORTATION

# ANNUAL REPORT

**FY 2018**

*Dedicated to creating the most efficient, respected,  
transparent, and customer focused parking and  
transportation program in the nation.*

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# INTRODUCTION

## *OUR MISSION*

TO PROVIDE EFFICIENT MANAGEMENT OF  
PARKING AND TRANSPORTATION  
RESOURCES WITH A FOCUS ON CUSTOMER  
SERVICE, FINANCIAL RESPONSIBILITY,  
INNOVATION, AND SUSTAINABILITY.

TO PROVIDE GUIDANCE AND ASSISTANCE  
TO THE CAMPUS COMMUNITY AND THE  
PUBLIC ON ALL PARKING AND  
TRANSPORTATION MATTERS.

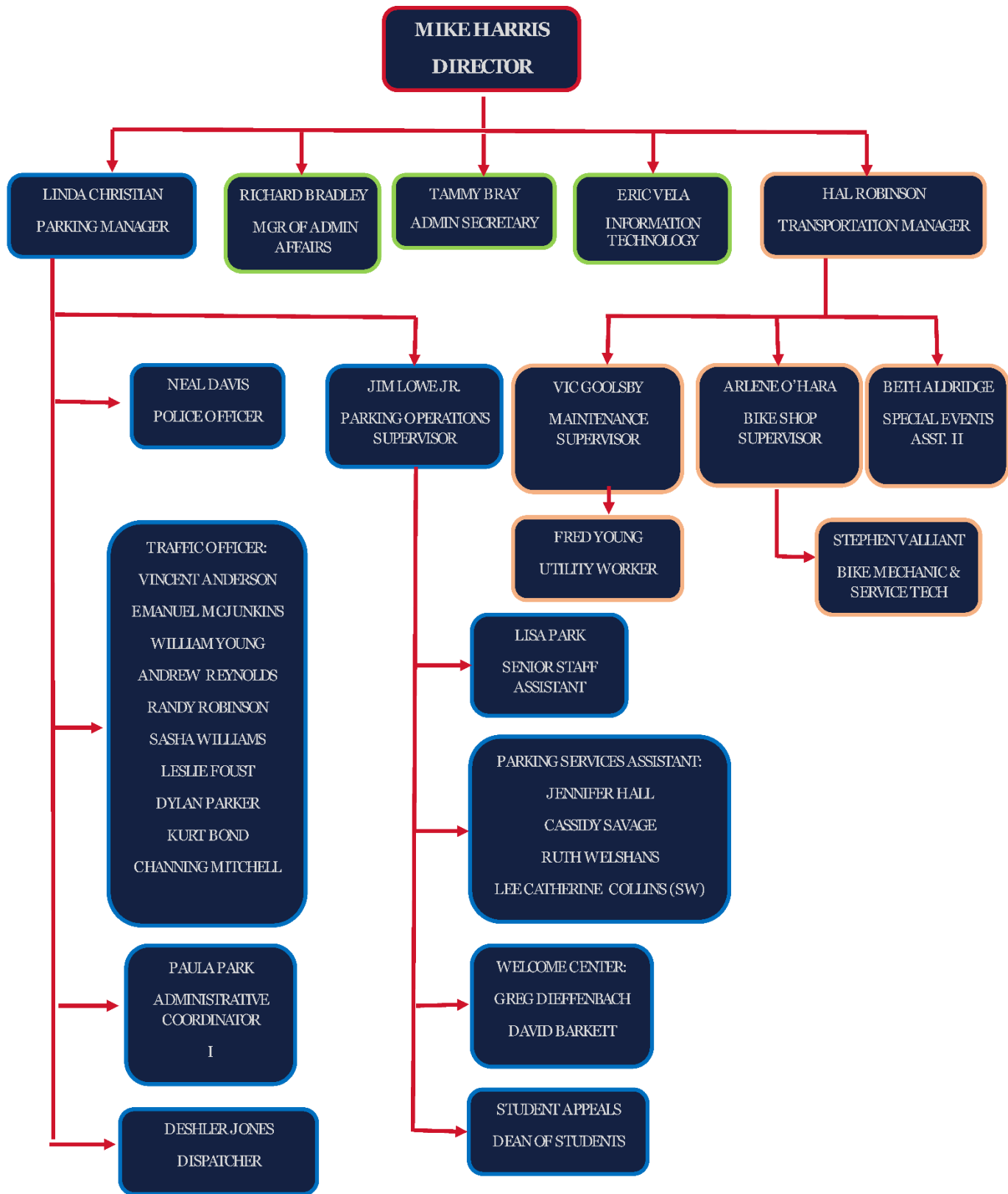
## *VALUES*

PROFESSIONALISM  
INTEGRITY  
ACCOUNTABILITY  
TEAMWORK  
SUSTAINABILITY  
CUSTOMER  
ORIENTED

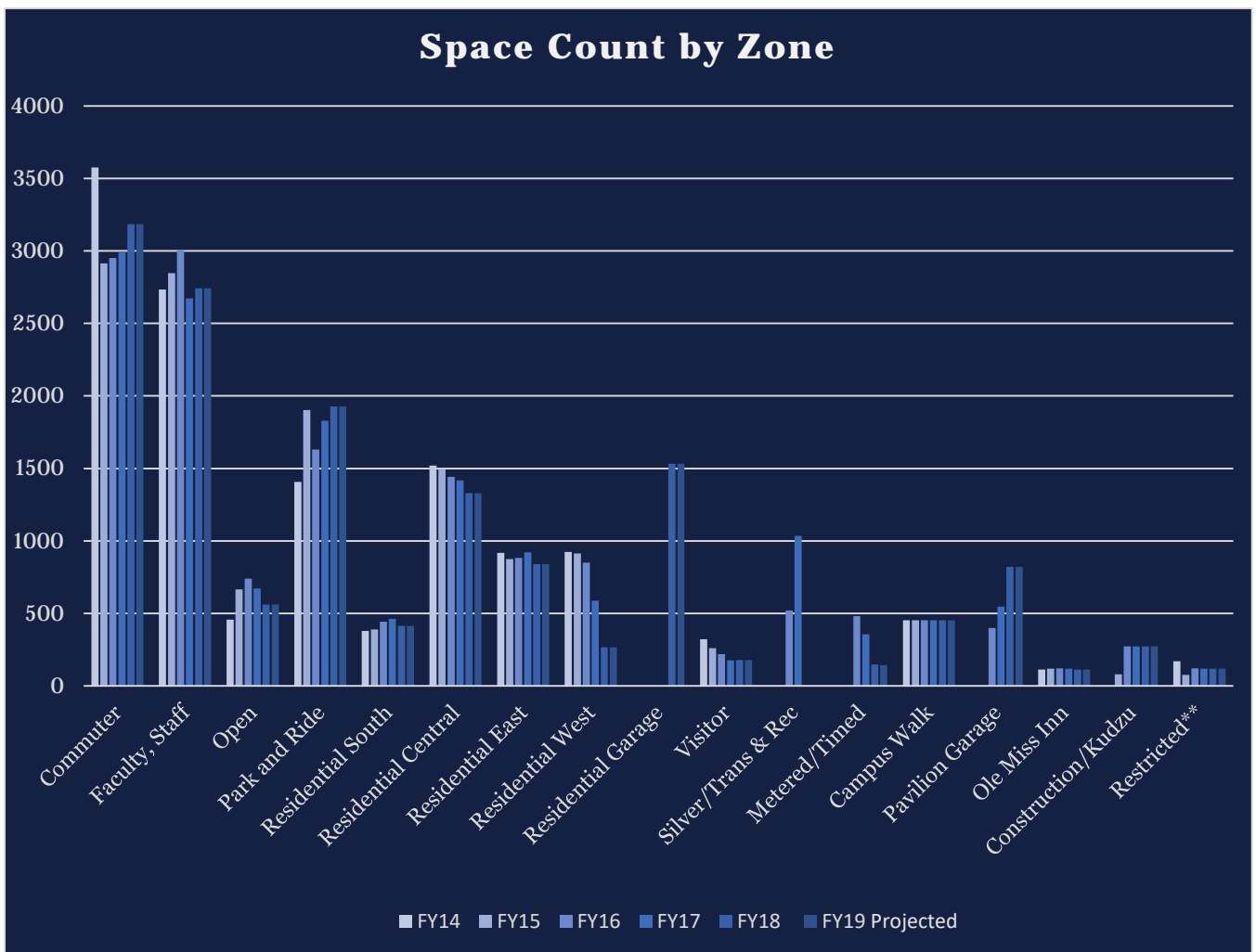
## *VISION*

TO CREATE THE  
MOST EFFICIENT,  
RESPECTED,  
TRANSPARENT, AND  
CUSTOMER  
FOCUSED PARKING  
AND  
TRANSPORTATION  
PROGRAM IN THE  
NATION.

# ORGANIZATIONAL CHART



# PARKING RESOURCE ALLOCATION



# PARKING RESOURCE ALLOCATION

Parking Zone	Surface				Structure				Total Spaces	Available
	Surface	Structure	Street	Off-site	Timed	ADA	Motorcycle	Reserved		
Commuter	2864	-	321	-	-	45	5	2	3185	3138
Faculty, Staff	2684	-	58	-	-	136	50	92	2742	2514
Open	562	-	-	-	-	27	1	-	562	535
Park and Ride	-	-	-	1927	-	27	2	-	1927	1900
Residential South	381	-	32	-	-	13	-	6	413	394
Residential Central	1283	-	45	-	-	30	24	6	1328	1292
Residential East	792	-	47	-	-	16	-	11	839	812
Residential West	266	-	-	-	-	28	6	3	266	235
Residential Garage	-	1532	-	-	-	-	-	-	1532	1532
Visitor	114	-	64	-	-	24	3	11	178	143
Metered, Timed	139	-	8	-	141	6	-	-	147	0
Campus Walk	452	-	-	-	-	11	-	52	452	389
Pavilion Garage	-	821	-	-	-	17	90	20	821	784
Restricted	119	-	-	-	-	6	-	113	119	0
Ole Miss Inn	112	-	-	-	-	5	1	-	112	107
Construction	272	-	-	-	-	6	-	266	272	0
<b>Totals</b>	<b>10,040</b>	<b>2,353</b>	<b>575</b>	<b>1,927</b>	<b>141</b>	<b>397</b>	<b>182</b>	<b>582</b>	<b>14,895</b>	<b>13,775</b>

**Total spaces** = Total # of parking stalls in a given zone

**Total spaces** = Surface + Structure + Street + Off-site

**Available** = Total # of parking stalls available for permitted customers

**Available** = Total spaces – Metered/Timed – ADA – Reserved

# PARKING UTILIZATION

5-Day FY 2018

	8 : 0 0 A M	8 : 3 0 0 A M	9 : 0 0 A M	9 : 3 0 0 A M	1 : 0 0 A M	1 : 3 0 0 A M	1 : 0 0 A M	1 : 3 0 0 A M	1 : 0 0 P M	1 : 3 0 0 P M	1 : 0 0 P M	1 : 3 0 0 P M	2 : 0 0 P M
Coliseum South	10.00	9.90	8.84	7.46	6.03	4.76	4.48	4.25	4.35	4.39	4.40	4.87	4.93
Coliseum West	4.91	3.24	1.78	1.62	1.28	1.28	1.17	1.17	1.20	1.31	1.62	2.09	2.55
Ford Center	9.29	7.66	4.70	3.31	2.56	2.39	2.13	2.24	2.90	3.35	4.22	4.66	5.06
Jackson Ave Center	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Jeanette Phillips	10.00	10.00	10.00	9.64	9.02	8.31	7.55	7.40	7.47	7.43	7.65	7.86	7.94
Khayat Law NE	3.88	2.49	1.37	1.26	1.18	1.18	1.15	1.20	1.37	1.69	2.39	2.54	2.53
Khayat Law NW	10.00	9.62	6.52	4.54	3.62	3.27	2.56	2.60	2.92	3.57	5.01	5.31	5.50
Kincannon Field	9.97	9.87	7.78	5.34	4.02	3.40	2.72	2.60	3.08	3.57	4.44	5.04	5.47
Music Building Lower	9.93	9.09	5.34	3.90	3.17	2.74	2.32	2.32	2.48	2.83	3.74	4.32	4.54
Music Building West	5.25	3.79	2.12	1.61	1.52	1.50	1.44	1.59	2.09	2.62	3.34	3.81	4.05
NCPA Commuter	9.93	9.04	6.45	4.33	3.36	2.80	2.62	2.48	2.58	2.87	3.06	3.15	3.24
South Lot	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Track East	4.04	3.98	3.98	3.98	3.98	3.98	3.98	3.98	3.98	4.04	4.04	4.07	4.07
Turner/Coliseum	3.69	2.61	1.42	1.34	1.14	1.22	1.22	1.28	1.28	1.34	1.45	1.74	2.01
University Place RV	10.00	9.71	7.63	5.68	4.82	4.27	3.86	4.04	4.19	4.27	4.87	5.01	5.08
West Road	10.00	9.71	7.98	6.35	5.29	4.42	4.03	3.83	3.85	3.97	4.23	4.52	4.61

Utilization was recorded hourly, Monday – Friday, during fall and spring semesters with:

1= no availability (Red)

5= some availability (Yellow/Orange)

10= plenty of availability (Green)

The numbers represented in the graph are the average for all the days in which data was recorded.

Park-N-Ride lots continue to have wide availability. Perimeter commuter lots see moderate availability during peak periods. Core commuter lots reach capacity to near capacity during peak periods ranging from 9:00 am – 1:30 pm. The increase in spaces and slight decrease in the space to permit ratio allowed for the utilization to increase only slightly from the previous year. It shall be noted that data is based on dispatcher subjective opinion and not based on exact numbers.

# FUTURE INVENTORY

	FY18	FY19	FY20
Parking Zone	Space Count	Planned	Planned
Residential South	413	413	413
Residential Central	1328	749	731
Residential East	839	839	839
Residential West	266	266	266
Residential Northwest	N/A	550	550
Residential Garage	1532	1532	1532
<b>Residential Total</b>	<b>4378</b>	<b>4349</b>	<b>4331</b>
Commuter	3185	3185	3185
Faculty, Staff	2742	2742	2813
Pavilion Garage	821	821	821
Restricted	119	119	119
Open	562	566	566
Park-N-Ride	1927	1927	2507
<b>Daily Total</b>	<b>9356</b>	<b>9360</b>	<b>10011</b>
Visitor	178	178	178
Metered/Timed	147	143	161
<b>Visitor Total</b>	<b>325</b>	<b>321</b>	<b>339</b>
Campus Walk	452	452	452
Ole Miss Inn	112	112	112
Construction/Kudzu	272	272	272
<b>Other Total</b>	<b>836</b>	<b>836</b>	<b>836</b>
<b>Total</b>	<b>14,895</b>	<b>14,866</b>	<b>15,517</b>



# FUTURE DEMAND

	FY18	FY19	FY20
<b>Population<sup>1</sup></b>			
Students	20,351	20,000	20,150
Faculty/Staff	4,530	4,600	4,715
Combined	24,881	24,600	24,865
<b>Permits Sold<sup>2</sup></b>			
Students	15,157	15,191	15,450
Faculty/Staff	3,374	3,521	3,610
Combined	18,531	18,712	19,060
<b>Parking Spaces<sup>3</sup></b>			
Students	10,966	<sup>3</sup> 10,970	11,532
Faculty/Staff	2,934	2,934	3,005
Combined	13,900	13,904	14,537
<b>Alternative Transportation<sup>4</sup></b>			
Students	5,194	4,809	4,700
Faculty/Staff	1,156	1,079	1,105
Combined	6,350	5,888	5,805
<b>Permits:Space<sup>5</sup></b>			
Students	1.38	1.38	1.34
Residential	0.95	0.88	0.92
Commuter	2.50	2.40	2..30
Faculty/Staff	1.15	1.20	1.20
Combined	1.33	1.35	1.31
Park N Ride	0.82	0.57	0.49
<b>Permits:Population<sup>6</sup></b>			
Students	0.74	0.76	0.77
Faculty/Staff	0.74	0.77	0.77
Combined	0.74	0.76	0.77

1 FY20 based on growth trajectory in UM Mini Fact Book 2016-2017 and 2017-2018

2 FY20 based on projected parking spaces and targeted permit to space ratios

3 FY20 based on construction projects and the UM strategic plan

4 All data is calculated by the number of the population that does not purchase a parking permit.

5 ratio = permits sold/parking spaces

6 ratio = permits sold/population

# PARKING MANAGEMENT INITIATIVES

## CHALLENGES

The stabilization of growth has allowed the department to benefit from past initiatives. The more efficient use of the Pavilion Garage and the completion of the Residential Garage increased inventory.

Fine tuning our zoning to maintain current ratios and planning for a commuter garage in the next 3-5 years will help us continue reducing our commuter permit to space ratio.

Reducing the number of single occupancy vehicles on campus in the future will be essential. Using progressive Transportation Demand Management practices to assist will be a challenge as we begin to steer individuals away from vehicle dependence into a shared transportation system.

The University is not expanding parking operations to include more spaces. The department will be fortunate if they are able to maintain the current inventory of parking spaces. More efficient use of the spaces we have will present the greatest dilemmas in the future. Utilizing the data we have to assist will be essential to our success.

## NEW OR REVISED RULES & REGULATIONS

### **A.1 General Information**

(g) Added: *For the purpose of these regulations, “nose-in parking” involves parking a vehicle so that the rear of the vehicle is pointing toward the drive aisle allowing the license plate to be clearly visible when parking in forward perpendicular parking spaces. [See A.4(r)(r.6)]*

### **A.2 Vehicle Registration**

(f) Added clause: *The license plate number must be true and correct.*

(g) Added that a new license place number should be reported *within 24 hours* and the fine was increased to \$25.

(h) Fine increased to \$100.

(i) Added: *No student is to display a faculty/staff parking permit and park when the person to whom the faculty/staff permit is issued is not in the vehicle when parked. Penalty: \$100.*

(j) Added clause: *Student decals are vehicle specific. A student cannot register in their name a vehicle that belongs to another student. Decals may not be given, resold, or transferred to another individual. Penalty: \$100, other related offenses, subject to loss of campus parking privileges, and judicial review.*

(k) Residence changes must be made *within 24 hours*.

# PARKING MANAGEMENT INITIATIVES

## NEW OR REVISED RULES & REGULATIONS - CONTINUED

### **A.2 Vehicle Registration – Cont.**

(l) Fine increased to *Penalty: 1st offense \$50; 2nd offense \$100; 3rd offense \$150 and vehicle booted.*

(n) Added clause: *within 24 hours.*

(o) Fine increased to *\$100.* Added the phrase *Upon termination of employment, the hangtag is to be returned to DPT.*

(p) Added: *Any full or part-time faculty, staff, external employee and students, and vendors, construction workers, retirees, and visitors who unauthorized and fraudulently produce, manufacture, or replicate a DPT-issued parking permit will be subject to a \$200 fine; referred to judicial review if a student; referred to Human Resources for possible disciplinary action if faculty/staff; and subject to criminal charges.*

### **A.3 Special Parking Accommodations**

(a.2) Added clause: *When so parked, the person to whom the handicap hangtag is issued must be the driver of the vehicle or a passenger in the vehicle or subject to citation for unauthorized parking in a handicap designated parking space.*

### **A.4 General Regulations, Penalties on Driving and Parking**

(a.2) Increased Immobilization fee to *\$100.*

(a.3) Added clause: *If DPT or UPD removes a boot after regular DPT enforcement hours (8:00 a.m.-5:00 p.m. weekdays), a \$200 removal fee will be assessed.*

(b.1) Adjusted clause to include: *restricted to visitor and handicap parking only.*

(b.2) Added clause: *To determine designated parking areas per hangtag/decal types, consult the DPT website at [www.olemiss.edu/parking](http://www.olemiss.edu/parking) for an online color-coded parking guide map.*

(b.3) Included *Residential Garage Zone*

(c.1) Inserted the term *faculty/staff* to the term *special reserved parking place.*

(c.2) Added the term: *Park-n-Ride lots* when describing South Lot and JAC lot.

(d) *Pavilion Parking Garage*

Added:

*(1) Parking places in the Pavilion Garage will be sold as reserved parking places by way of a parking permit.*

# PARKING MANAGEMENT INITIATIVES

## NEW OR REVISED RULES & REGULATIONS – CONTINUED

### (d) Pavilion Parking Garage – Continued

(2) *These reserved places will entitle the individuals to whom the spaces are sold access to a specific assigned parking place exclusive to that individual. These spaces are guaranteed.*

(3) *The person to whom a space is assigned will have parking access from 7:00 a.m. - 5:00p.m. weekdays except for home football weekends when all vehicles must be removed from the garage by 9:00 p.m. on Friday, and by 5:30 p.m. for home basketball game days.*

(7) *Added the clause: Parking is by special Pavilion Garage permit only. Unauthorized vehicles parked in the Pavilion Garage between 7:00 a.m.-5:00 p.m. weekdays will be subject to \$100 fine and towed at owner's expense.*

(i.3) *Inserted the term faculty/staff to the term special reserved parking place. Added the clause: (i.e., University Avenue, the Lyceum Circle, and the Rear Alumni Center Lot) and commuter designated areas. They will not be allowed to park in residential designated parking places or in parking spaces otherwise reserved by special posted signage.*

(j.2) *Added the clause: 7:30 a.m.-5:00 p.m. weekdays.*

(k.1) *Added definition of vendor: Vendor – a vendor is one who performs a contractual service on campus that requires short-term parking for less than one month and does not require consecutive day-to-day parking that extends past one month.*

*Added the term, Short-term to describe a type of vendor.*

(k.2) *Added: Vendors who perform a contractual service on campus that requires consecutive day-to-day parking to exceed one month or more will be considered an external employee and will be issued an external faculty/staff parking permit. [See A.2(n)]*

(l.4) *Added the clause: They are not to be driven on sidewalks. Penalty: \$25. They are prohibited from being parked on sidewalks. Penalty: \$200. [See A.4(h)(h.5)]*

(l.5) *Fine increased to \$100.*

(n.3) *Added the clause: Residential College Faculty Fellow Visitor Parking is also reserved 24 hours/7 days. Added to penalty: and subject to tow.*

(n.4) *Fines adjusted to: Penalty: 1st offense \$25; 2nd offense \$50; and 3rd/subsequent offense \$75.*

(n.5) *Added to penalty: and subject to tow.*

(n.6) *Fines changed to: Penalty: \$75 and subject to tow. [See A.3(l)(l.3)]*

(o.1) *Immobilization fee (Repetitious Violations) increased to: \$100.*

# PARKING MANAGEMENT INITIATIVES

## NEW OR REVISED RULES & REGULATIONS - CONTINUED

(r.5) Fines adjusted to: *Penalty: 1st offense \$50; 2nd offense \$100; 3rd offense \$150 and vehicle booted. [See A.2(a.3) and A.2(l)]*

(r.6) Added then **rescinded** (July 2017): *Vehicles shall be parked only in spaces specifically marked for parking and must park “nose-in” in forward perpendicular parking spaces. Penalty: 1st offense “warning citation”; 2nd offense \$25; 3rd offense \$50; and 4th/subsequent offense \$75*

(r.10) Added clauses: *except a Park-N-Ride. Added penalty to include: and subject to tow.*

(r.38) Added: *Vehicles with a faculty/staff permit or a commuter decal with a minimum of 2 occupants (a driver and 1 passenger) may park in a special carpool designated parking place. Vehicles with less than total of 2 occupants parked in a special carpool designated parking place will be cited for restricted parking. Penalty: 1st offense \$25; 2nd offense \$50; 3rd/subsequent offense \$75.*

## **A.5 Appeals – Hearing Procedures**

(a) Added the clause: *does not include weekends or University-recognized holidays). Note – the date of the ticket counts as day one in this 7-day count.*

(e)

(2) Added the clause: *(Large RED button in the upper right of the parking website)*

(3) Added: *click on the LOGIN button in the upper right*

## REVENUE CONTROL OVERVIEW

Outside of our standard POS systems, we introduced the LUKE II multi-space pay station. Accuracy, low maintenance, and easier management contribute to the success of the revenue control hardware. The plan for the future is to transition to these pay-by-plate pay stations and away from the traditional single-space parking meter.

## PARKING TECHNOLOGY UPGRADES

The more efficient parking of our commuter population remains a high priority for our department. The department continues to use the dispatch office for visual, both video and first hand, estimates of occupancy across the designated commuter lots. This information is still pushed out via the Parker App by Streetline.

The department participated in a pilot project with FoPark systems. They utilize video feeds to determine occupancy of individual spaces. The pilot program displayed the accuracy and streamlined, user-friendly web application. As we continue to add video cameras throughout our parking lots, this solution will become more favorable. Currently, the pricing structure makes the system uneconomical for the department.

# PARKING MANAGEMENT INITIATIVES

## CUSTOMER SERVICE INITIATIVES

The department continues to train front-line staff and engage employees in proven customer service techniques. During the first week of classes we issue warnings for non-egregious violations. This allows time for new community members to understand the rules and regulations and for returning community members to become aware of any changes to the rules and regulations.

The department regularly reviews occupancy data to fulfill waitlisted permit requests. Usually, waitlists are reduced to zero in commuter zones prior to the spring semester. Transitioning to a reserved permit for the Pavilion Garage allowed for the reduction in waitlisted individuals due to more efficient occupancy of the garage's centrally located inventory.

## SAFETY AND RISK MANAGEMENT ISSUES

The opening of a garage in the residential area presented new safety issues for the department. The combination of ease of elevator access, sloped parking, and a new bike share program, create a haven for late night bike races. One such race ended with an accident between a rider and a parked vehicle. Injuries were minor, but required a hospital visit for the individual. Fortunately, the novelty of the after hours bike share races wore off and there has not been any incidents as of late.

On a more serious note, parking structures have become potential locations for individuals wishing to inflict self-harm or attempt suicide. The department's two parking structures are equipped with extensive video systems that are monitored by dispatch to assist in identifying these situations.

## OUTSOURCED OR PURCHASED SERVICES

### **T2 Systems - UNIFI Parking Management Platform**

#### *Permit Management*

- Flex software subscriptions to control permit, citation, and appeals management.
- Online and POS sales systems for permits, citations, and appeals.
- Reporting features for financial and customer data management systems.

#### *Enforcement*

- Enforcement application software subscriptions for the Mobile Enforcement App.
- Supported mobile printers for authorizing citations in the field.
- Integration with Flex software infrastructure.

#### *Pay Station*

- One LUKE II multi-space pay station.
- BOSS software for the LUKE II.
- Digital IRIS web-based backend/dashboard/credit card processing software.

# PARKING MANAGEMENT INITIATIVES

## OUTSOURCED OR PURCHASED SERVICES- CONTINUED

### ***Access Control Group***

#### ***Galaxy Access Control System***

- Onsite yearly service
- Yearly gateway fee and hosting
- Remote gate control

#### ***EMOJO Intercom System***

- Six intercom communication points
- Call routing to department from 7:30am – 5:00pm Monday – Friday
- After hours answering service

### ***IPS Meters***

- 140 single space meters throughout campus
- Credit card processing with web-based management and reporting portal

### ***Gameday Daily Services***

- Weekly cleaning of stairwell, elevator, and elevator lobby in Pavilion Garage
- Three deep cleans per year of the stairwell, elevator, and elevator lobby

### ***Wood Security***

- Single lane traffic control on All-American Drive.
- JAC gameday security and gameday ADA shuttles.

### ***Passport***

- Mobile payment app that is linked to all our IPS meters and the LUKE II pay station
- Used to extend time or pay time with a mobile app-based technology.
- Updates IPS and Digital Iris with payment information and purchased time.

### ***Gotcha Bikes***

- Gotcha Bikes is our bike share provider with 50 bikes on campus with 75 racks and 7 hubs.
- Social Bicycles is the technology and app that is utilized on each bike.

### ***ZipCar***

- Provides a car share program with one vehicle available on campus.

### ***ZimRide***

- Ride sharing website that allows for shared rides to campus and elsewhere.

### ***Parker App by Streetline***

- Occupancy app for our commuter lots that are updated through the dispatch office.

# PARKING MANAGEMENT INITIATIVES

## OPPORTUNITIES TO IMPROVE PARKING EFFICIENCY

Near the conclusion of the fiscal year, the department decided to begin the transition to mobile license plate recognition enforcement. The first vehicle and LPR system began the procurement process in May and hope to have the vehicle operational by spring 2019. The long term plan is to purchase another vehicle during 2019 and use the two vehicles integrated into the system by fall 2019.

The plan is to have the vehicles enforcing for a full year or two before we transition from having a hard permit to using the license plate as the permit. In anticipation of the efficiency and to help fund the project, we decreased the size of our enforcement staff from ten to eight PEO's through attrition.

The success of the department's first LUKE II multi-space pay station has led us to consider transitioning out of the traditional single space meters. The plan is to add two more in FY 2019. The LUKE II's reliability and accuracy gives it an advantage over the traditional parking meter. One of the key elements of our survey responses was to add more timed parking for those needing a convenient, short-term parking space.

Complaints from retailers about parking at the JAC became an issue in FY 2018. The layout of the shared use lot caused confusion with Park-n-Ride permit holders and made retail parking availability limited. The lot will be resurfaced and larger island delineators will be created to limit confusion and make the retail parking more visible to the customer.

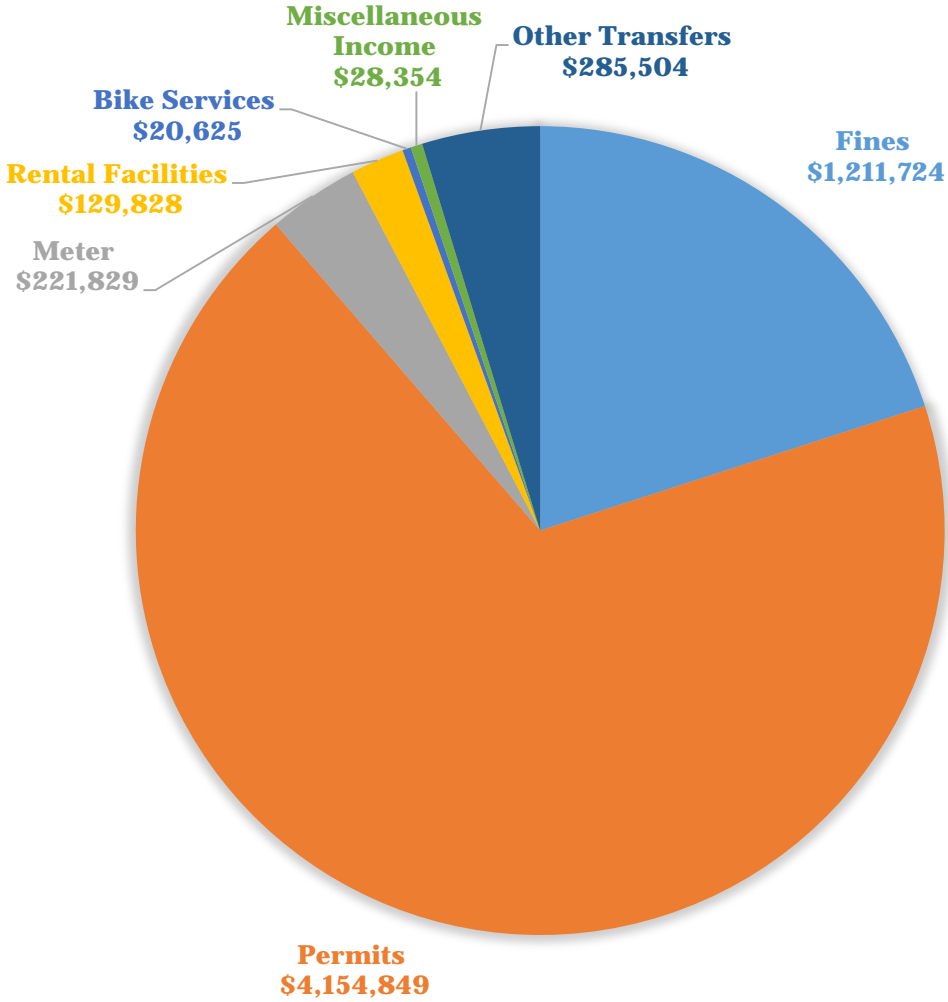
To improve our commuter inventory, the department is considering changing the designation of the South Lot, currently park and ride, to a commuter zone. The opening in the Recreation and Transportation Center will increase the inventory of park and ride, thus allowing the losses from the South Lot to be absorbed.



# PARKING SYSTEM FINANCIAL OVERVIEW

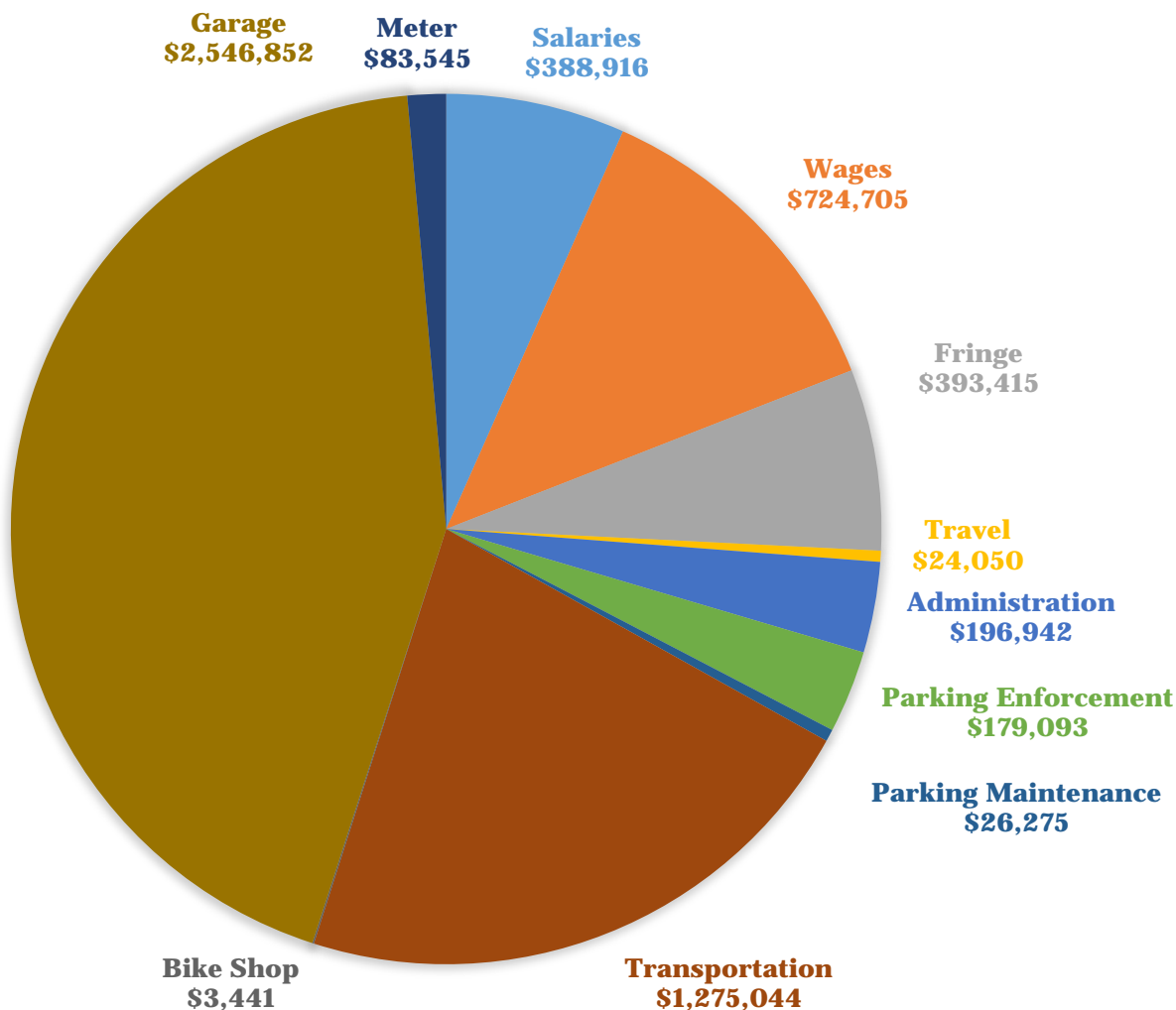
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LINE ITEM	FY2017	FY2018	Change
<b>Fines</b>	\$ 1,453,945	\$ 1,211,724	-17%
<b>Permits</b>	\$ 3,449,681	\$ 4,154,849	20%
<b>Meter</b>	\$ 260,210	\$ 221,829	-15%
<b>Rental Facilities</b>	\$ 124,271	\$ 129,828	4%
<b>Bike Services</b>	\$ 16,424	\$ 20,625	26%
<b>Miscellaneous Income</b>	\$ 3,703	\$ 28,354	666%
<b>Other Transfers</b>	\$ 35,600	\$ 285,504	702%
<b>TOTAL REVENUE</b>	\$ 5,343,834	\$ 6,052,714	13%



# PARKING SYSTEM FINANCIAL OVERVIEW

LINE ITEM		FY2017	FY2018	Change
E X P E N S E S	Salaries	\$389,935	\$388,916	0%
	Wages	\$721,246	\$724,705	0%
	Fringe	\$409,050	\$393,415	-4%
	Travel	\$24,741	\$24,050	-3%
	Administration	\$168,175	\$196,942	17%
	Parking Enforcement	\$247,333	\$179,093	-28%
	Parking Maintenance	\$215,481	\$26,275	-88%
	Transportation	\$1,232,327	\$1,275,044	3%
	Bike Shop	\$14,268	\$3,441	-76%
	Garage	\$1,270,741	\$2,546,852	100%
	Meter	\$41,812	\$83,545	100%
<b>TOTAL EXPENSES</b>		<b>\$4,735,109</b>	<b>\$5,842,277</b>	<b>23%</b>



# PARKING SYSTEM FINANCIAL OVERVIEW

## DEBT SERVICE OBLIGATIONS

Pavilion Garage debt paid in FY 2018 = \$1,173,768

Remaining Pavilion Garage debt as of 7/1/2018= \$23,409,531

Residential Garage debt paid in FY 2018 = \$1,227,148.43

Remaining Residential Garage debt as of 7/1/2018= \$17,849,356

## NET PROFIT/LOSS

<b>MONTH</b>	<b>REVENUE</b>	<b>EXPENSES</b>	<b>PROFIT / LOSS</b>
<b>July</b>	2,942,157	325,637	2,616,521
<b>August</b>	671,431	378,395	293,036
<b>September</b>	267,872	533,249	(265,377)
<b>October</b>	258,034	465,935	(207,901)
<b>November</b>	289,408	285,267	4,140
<b>December</b>	120,353	394,705	(274,353)
<b>January</b>	226,483	336,429	(109,946)
<b>February</b>	476,153	157,924	318,229
<b>March</b>	172,962	500,536	(327,575)
<b>April</b>	245,133	359,236	(114,103)
<b>May</b>	181,809	465,934	(284,125)
<b>June</b>	200,919	1,639,029	(1,438,110)
	<b>\$6,052,714</b>	<b>\$5,842,277</b>	<b>\$210,437</b>

# PARKING & TRANSPORTATION PROJECTS

## PRIORITIZED LIST OF NEW PROJECTS

1. LPR Enforcement System – 1 equipped vehicle	\$80,000
2. Camera System – South Avenue Center	\$165,000
3. LUKE II Multi-space meter (2)	\$35,000

## PRIORITIZED LIST OF MAINTENANCE PROJECTS

1. Fencing of storage area for Residential Garage	\$4,000
2. South Oxford Center Garage Repairs	\$20,000
3. Jackson Avenue Center Lot refresh	\$905,000
4. Valley Lot refresh	\$300,000

Total Projected	\$1,509,000
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All costs associated with projects are estimates.

# PARKING ENFORCEMENT

## PARKING ENFORCEMENT ISSUES OVERVIEW

Many issues can be presented when looking at parking from an enforcement angle. Some of the issues are a constant, while many can be addressed with minor adjustment to parking policies and procedures or making small investments in technology and equipment. The following are some of the issues that arose this year and solutions implemented.

### *1. Enforcement Officer Safety*

- Improving communications has always been a priority. New radios were purchased for our enforcement team allowing them to always be in direct communication with the University Police Department when needed.
- Upgrades to the base station unit in our dispatch office are on schedule for fall 2018. This will minimize disruption between our officers and our dedicated dispatch office.

### *2. Public Education, Awareness, and a Positive Perception*

- The department hired a Special Events Assistant that has helped organize departments on campus and visiting groups. This position oversees rentals of equipment and services and will streamline the processes associated with these user groups.
- The establishment of a stronger digital presence through social media and campus maps has the potential to assist with occupancy data, wayfinding, and other efficiency measures.

### *3. Consistent Enforcement*

- This issue increases with employees turnover. Efforts have been directed at reducing the rate by engaging and empowering out staff at all levels. The department incentivized enforcement staff by offering pay increases after completion of a probationary period.
- The department introduced new enforcement technologies, such as the T2's mobile enforcement app with a cellular data connection, to reduce errors and identify opportunities for efficient and accurate enforcement.
- The utilization of data to assess trends and correct errors will be assisted with the introduction of a mobile LPR enforcement vehicle. This will increase the available data and allow for more consistent enforcement through the reduction of human error.

# PARKING ENFORCEMENT

## PARKING ENFORCEMENT REVENUES AND EXPENSES

**FINE REVENUE** \$1,211,724

### **ENFORCEMENT EXPENSES**

Wages/Salaries/Fringes \$511,087

Contractual \$69,957

Commodities \$77,609

Equipment \$22,397

Work Orders \$9,130

**TOTAL EXPENSES** \$690,180

**PARKING CAPITAL OUTLAY** \$210,437

### CITATION COLLECTION RATIO

\$1,211,724 : \$1,423,904

85.1%\* of citation revenue is collected (0.8% increase over FY 2018).

### PARKING ENFORCEMENT TECHNOLOGIES

- **License Plate Recognition (LPR)** - The efficiency of LPR technology is improving on a yearly basis. The department has long-term plans to implement this technology over the next 2-3 years to assist with enforcement and utilization data collection. The procurement process was started for an equipped vehicle that the department anticipates having operational in the spring of 2019. Additional equipped vehicles will most likely be budgeted for FY 2020 depending on the success with the first LPR vehicle.
- **Utilization and Wayfinding** - Drivers searching for parking spaces increases congestion and traffic. Using real-time parking occupancy data in conjunction with wayfinding applications can decrease the amount of time and fuel wasted by our community. In addition, decreases in traffic and congestion make the campus a safer environment. The department participated in a pilot program with FoPark that gave the department a good understanding of how the camera based solutions operate. In addition, the department will determine if the data collected from the LPR vehicle can assist in collecting occupancy data as well.
- **Multi-space pay stations** – LUKE II multi-space pay stations are integrated into our Mobile Enforcement App. This allows for easy enforcement in the field and will allow for seamless enforcement once we transition to mobile LPR enforcement.

# TRANSIT OPERATIONS

## O.U.T. OPERATIONS OVERVIEW

Oxford University Transit celebrated 10 years of service in 2018. The anniversary celebrated the valued partnership between the City of Oxford, the University, and RAPT Dev (formerly McDonald Transit).

### Responsible Parties for Expenses

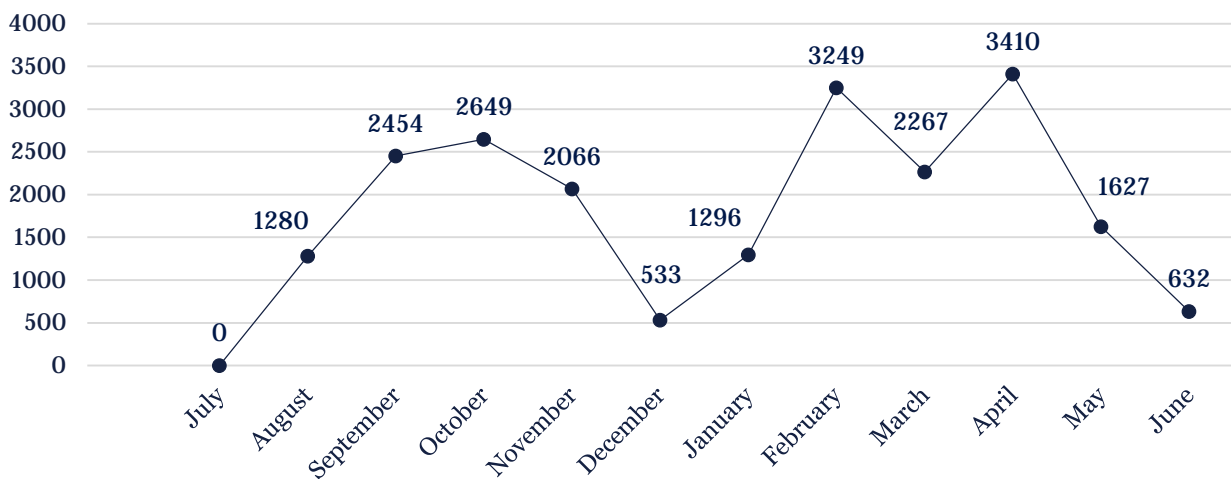
<i>Capital</i>		<i>Administrative</i>		<i>Operating</i>	
Grant	80%	Grant	80%	Grant	50%
City	10%	City	9%	City	13%*
University	10%	University	11%	University	37%*

\*The University’s increased financial responsibility is due to the four routes that are specific to needs of the University compared to the routes that encompass the needs of both the city and the University. The ratios of these routes are the basis for a 74%/26% split of the non-grant funded 50%.

The routes service areas of high student residential population, park-n-ride lots, off-site lots, and major points of retail and services. The growth in popularity is due to the convenience of the system and an unbalanced supply and demand of parking inventory. Most of the routes have multiple stops on campus and many of them drop off at the centralized transportation hubs located at the Kennon Observatory and the Student Union.

The internal loop route was launched in August 2017 with two buses going in each direction. Popularity increased slowly throughout the year and frequency can be adjusted as ridership grows.

### INTERNAL LOOP RIDERSHIP



# TRANSIT OPERATIONS

## RIDERSHIP STATISTICS

Routes	2015-2016	2016-2017	2017-2018
Blue	68,386	69,599	60,331
Red	45,574	54,555	40,355
Green	234,192	191,518	199,152
Yellow	300,936	387,418	128,927
Hathorn Express	0	0	282,495
Purple	2,945	2,504	3,218
Orange	6,876	5,547	4,585
Square	2,628	2,287	1,227
Brown	328,926	324,199	261,773
Gold	260,903	237,780	169,209
Rebel Red	0	0	9,653
Rebel Blue	0	0	11,810
Silver	22,533	42,999	-
Safe Ride	0	18,767	10,848
University Routes (shaded)	614,990	626,032	464,520
Y2Y Growth		2%	-26%
All Routes	1,273,899	1,337,173	1,183,583
Y2Y Growth		5%	-11%

Total UM Riders	2015-2016	2016-2017	2017-2018
# of Rider	1,231,751	1,302,909	1,147,730
% of Total Rider	97.1%	97.6%	97.4%

## TRANSIT OPERATIONS EXPENSES

Category	Amount
O.U.T.	\$973,262
Shelter Installation	\$2,087
Gates	\$52,098
Traffic Control	\$53,764
Bike Share	\$106,128
Signs/Bike Lanes	\$14,502
<b>Total</b>	<b>\$1,201,841</b>



# DEMAND MANAGEMENT

## PARKING DEMAND MANAGEMENT INITIATIVES

With growth leveling off, the strategic decisions made since 2012 have provided sufficient inventory for current demand. Residential demand remains high with nearly 70% of residential students bringing cars to campus. Consideration is being given to rezoning some areas to better accommodate specific large occupancy residential halls. These actions would not add to the residential inventory, but shorten the distance between desired destination and the furthest available stall.

The future opening of the Recreation and Transportation Hub in spring 2019 will expand our inventory of Park-n-Ride spaces. With this increase on the horizon, the department is considering rezoning the South lot, currently Park-n-Ride, to Commuter. This would allow for a decreased ratio for commuter permits, bringing it closer to our goal of 2:1. OUT buses would still provide express service from the South lot to the Kennon Transportation Hub. The objective would be to have all commuter parking inside the perimeter of the main campus, which is the area between Hwy 6 and Jackson Ave. Park-n-Ride lots would all be located outside of the main campus perimeter.

A Carpooling benefit was established for permitted vehicles with more than one occupant. A row of spaces in a desirable lot was designated as carpool parking only. The use and respect for these spaces has allowed us to consider expanding this type of restricted parking designation in the future.

## TRANSPORTATION DEMAND MANAGEMENT INITIATIVES

We continue to analyze our transportation system and have focused more on streamlining our routes to be more efficient. This has required the splitting of routes, establishment of express routes, and increases in the number of buses operating. We introduced an internal bus loop (clockwise/counter clockwise - two buses on each route) to broaden our services on campus.

The future will include increasing the number of routes by including the Recreation and Transportation Facility and the South Oxford Center. OUT has purchased two new buses for fall 2018 and have five more buses ordered. We anticipate having 32 buses in daily operation for fall 2019. The OUT bus system has grown enormously since beginning 10 years ago. We look forward to the continued growth and success of OUT and the University's transportation demand management system.

Adding digital arrival information displays at bus shelters and on board voice and digital stop announcements were enhancements to the transit system that should add value to the overall customer experience.

Mobility as a Service (MaaS) is a concept that focuses on allowing community members to plot routes while considering all modes of transportation with respect to time, cost, and availability. The department has adopted this approach and considers biking, walking, carpooling, busing, and driving single occupancy vehicles as options. Careful consideration is given to convenience and price to create a balance that meets the needs of our community.