

Campus-Wide Commuter Parking Permit

Lisa Walter

University of Wisconsin-Stout

P.O. Box 790

Menomonie, WI 54751

715-232-2266

walterl@uwstout.edu

Keith McCarten

University of Wisconsin-Stout

P.O. Box 790

Menomonie, WI 54751

715-232-2552

mccartenk@uwstout.edu

Abstract

Parking on a college campus can become a contentious issue. Faculty and staff who commute to the University on a daily basis have a need to park a vehicle to do their work. Students who commute also have a similar need. Parking costs, location and availability can become an aspect of employee and student retention.

In 1998, University of Wisconsin Stout Parking Services was managing a parking system that was inefficient and cumbersome to administer. The system included reserved faculty/staff parking lots with a separate, limited student/staff commuter zone, comprised of several smaller commuter lots. Two major construction projects were scheduled to begin in 1999. On the main campus, the Millennium Hall and Stadium building projects would require the temporary loss of a significant portion of a staff reserved lot due to construction staging and a permanent loss of parking spaces due to both projects being constructed on former parking lots.

A solution to the loss of parking spaces during construction required parking services to operate a different permit system. However, because the existing system used space inefficiently and was cumbersome to manage, parking services proposed an evaluation of the entire campus parking permit system. This evaluation involved all campus parking users and stakeholders.

The revised parking permit system was implemented during the campus construction phase. Communication with campus during the evaluation period included an assurance that the new system would be re-assessed - with full stakeholder input - after construction was completed and all available parking was being utilized.

The solution: to change from a system comprised of faculty/staff reserved lots and separate commuter student lots to a campus-wide system for all users with limited reserve spaces. This system chosen by campus parking users and stakeholders continues to be utilized and has proved to be the most effective and efficient system for the University of Wisconsin Stout.

Introduction of the Organization

The University of Wisconsin-Stout (*UW-Stout*) is one of the 13 publicly supported universities in the University of Wisconsin System. The UW System designates UW-Stout as a special mission institution, forged from the heritage of its founder, Senator James Huff Stout, a Wisconsin industrialist. Stout believed that people needed advanced education to prepare them for America's developing industrial society. To implement this vision, Mr. Stout founded a private institution called the Stout Manual Training School in 1891. In 1911, the training school became a public institution named Stout Institute and received teacher-training accreditation in 1928 with programs centered on industrial arts and home economics. In 1932, Stout was accredited as a college and received Master's degree accreditation in 1948. In 1971, UW-Stout became part of the UW System when a State of Wisconsin law combined its two public university systems under one Board of Regents. In March 2007, The University of Wisconsin Board of Regents unanimously approved a resolution designating UW-Stout as "Wisconsin's Polytechnic University".

The University of Wisconsin Stout is imbedded within the center of the City of Menomonie. The Main downtown business district separates what is known as North Campus and Main Campus. The footprint of the campus has two State highways that cut through campus along with surrounding viable neighborhoods and undevelopable land to the West. Having the smallest footprint of any UW-System four-year campus with 123 acres, UW-Stout optimizes use of the grounds. Parking lots, primarily located along the perimeter areas of campus, absorb 23 acres of this small footprint. Due to the

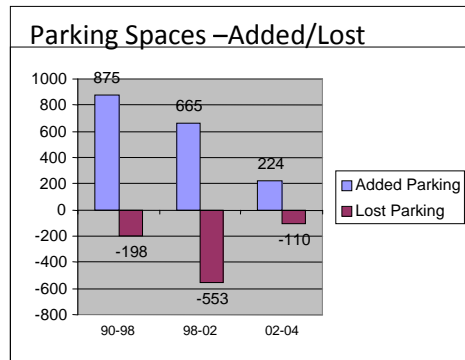
location of the campus and minimal acreage, parking lots are viewed as highly probably future building sites.

Statement (Restatement) of the Problem/Initiative

The parking system on campus in 1998 was a restrictive system. It included limited main campus parking (highly sought after), available to faculty and staff. These lots were sold as reserved lots which required parking to sell at a 1 vehicle per 1 space ratio. On many days, these lots were surveyed and showed open spaces throughout. The secondary permit available was a student and staff commuter permit that allowed for parking in perimeter commuter parking lots. This permit allowed the user to park in any of the commuter lots. Because of the flexibility of locations to park with this permit and movement of students and staff allowed for permits to be sold at approximately 1.75 permits per 1 space. Due to the limited nature of the location of the reserved lots, the parking office was constantly managing a waiting list for other faculty and staff that desired this type of permit. The office was also managing a large waiting list for commuter students that were unable to purchase a commuter permit. Those that needed to drive to campus, but were unable to purchase a permit were then parking along roadways and in residential areas around campus. This created a negative impact on the campus in adjoining neighborhoods. The inefficiency of this system also severely limited our service to meeting, conference and visitor parking.

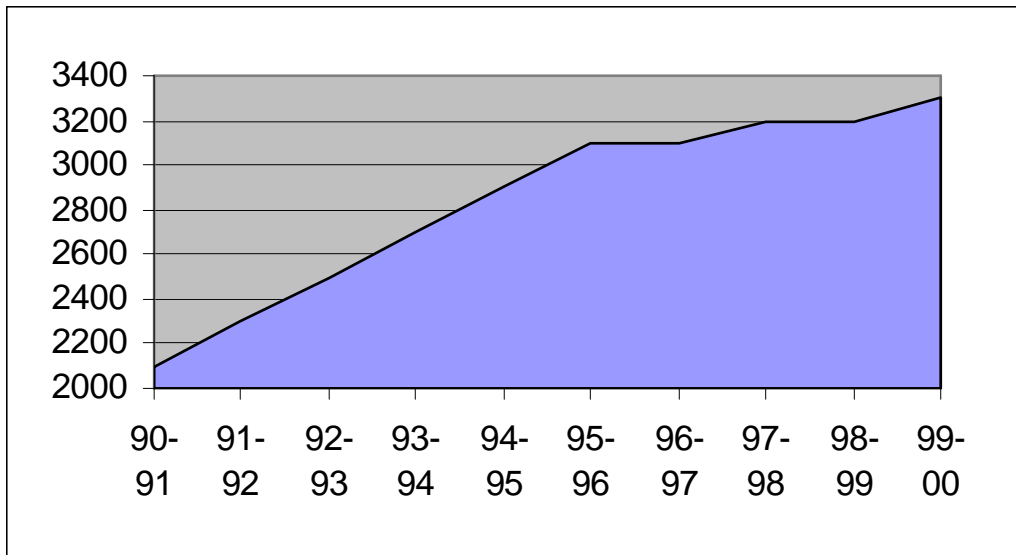
Due to ongoing campus growth, parking services has needed to replace lost parking inventory. In 1998, before prior major campus building projects, the campus parking space inventory was 2,792 spaces. Twenty-five properties were purchased

since 1998 at an approximate value of \$1,500,000. (Property cost is approximately \$1,800/space). From 1998 to 2004, we developed approximately 875 spaces. (Development cost is approximately \$1,200/space). After the projects were completed in 2004, our parking space inventory totaled 2,850. (This was a net increase of 58



spaces.) Demand for parking permits was also increasing. The Parking Services office was managing a waiting list for the reserved faculty/staff lots along with a lengthy waiting list for commuter students who wanted a permit but were unable to purchase one due to limited inventory. Demand increased 57% since 1990. 1200 more vehicles want to park on campus including an increase in students who desire to have vehicle available and changes in type and needs of users.

UW-Stout Customer Parking Permit Demand



In 1999, The University was ready to start two large construction projects that would last approximately two years. During construction, campus would temporarily lose over 145 faculty/staff commuter spaces and approximately 375 residence student spaces.

Included with the building projects, there was a steady increase in demand for parking spaces for students, faculty and staff that commuted to campus each day.

Communication to campus regarding these temporary inventory losses was critical. This communication also needed to create an opportunity for parking users to assist in identifying a parking system to address these losses.

Design

The actions in identifying an efficient, manageable parking system would require a specified process. This process was identified and communicated to the Chancellor's Advisory Council. The process included:

- Parking Services conducted an informal peer and industry processes review

- Customer and User input were sought
- Campus Governance Groups were involved
- Feedback of comments and recommendations back to the customer and governance were provided
- A report was provided to the Campus Physical Development Committee (CPDC)
- CPDC made a recommendation to the Chancellor's Advisory Council
- The Chancellor endorsed the chosen system
- A complete reassessment of the parking system was done when construction projects were completed in 2002

Within the Internal parking services review, it was important to understand the solutions available to any parking system to increased parking needs. These are:

Expand parking capacity

- Costly in property purchase and lot development
- Time consuming in that properties to purchase are not readily available

Increase efficiency

- Creating a permit system that allows for commuters to move around campus along with limited restrictions on where the permit can park allows for an increase in parking spaces without the costs associated with property purchase and development

Ration parking availability

- The need to create a system that identifies who should be rationed and process on how to make that decision.
- Decreased efficiency
- Potential decrease in student and/or faculty/staff retention if unable to purchase a parking permit

It was also important to identify attributes of customer satisfaction and of a parking system that meets the needs of this specific campus. After an internal brainstorming session that included informal peer institution comparisons, staff within parking services created the following list to utilize as a frame-work for future decisions:

Attributes of customer satisfaction

- Value
- Variety of parking areas available
- Ability to park very near destination
- Simple, easy to follow system
- Ability to move around campus

Attributes of a parking system that meets the needs of the campus

- Good relations with the community
- Serve the most customers with current resources
- Minimize need for property purchase
- Minimize need for lot development
- A system that encourages good customer relations

- Equitable parking system for all customers
- Accommodate staff needs
 - Flexibility
 - Morale
 - Job satisfaction
- Meets the needs of campus visitors
- Simple, easy for customers and short term users to follow the system
- System that facilitates the economic stability of Parking Services (the final system must be revenue neutral)

The current commuter parking system, including the centrally located reserved faculty/staff parking lots did not allow for many of the attributes listed above. The reserved lots provided a percentage of faculty/staff to park near their main destination on campus. It did not allow them to move their vehicles around campus if they taught in different buildings or had meetings at various locations. Permit sales/issuance in a reserved parking lot is limited to the number of parking spaces within that lot. In most instances, all reserved parking permit holders are not on campus at the same time which leaves open parking spaces in prime locations throughout campus.

With the list of attributes, informal peer campus reviews and customer comments, a list of potential parking systems was brainstormed by the parking services staff. The options for a campus parking system ranged from “no change of the current parking system” through to a “one commuter permit for all faculty, staff and students” with varying aspects throughout.

The process turned to solicit campus/customer input with strong involvement in of the governance groups and the Campus Physical Development Committee. The five options were presented to campus through 18 public forums, direct meetings with many campus departments and reporting to and soliciting input from campus governance groups including Stout Student Association, Faculty Senate, Academic Staff Senate and Inter-residence Hall Council. Throughout this time period, we also solicited responses through the parking web site.

Below is a screen shot of the web page requesting input from campus members:

1999 Parking System Evaluation

<p style="text-align: center;">Overview</p> <p>Construction of Millennium Hall and Don & Nona Williams Stadium will dramatically reduce the number of parking spaces available to commuting staff and students. Parking Services is soliciting input from campus and users in identifying ways we can use existing facilities more efficiently. Parking Services is committed to a review of the parking system and will implement a system identified by campus. That review will take place this spring and all parking customers are strongly encouraged to take part in this process.</p>	<u>History of the Parking System</u>
	<u>Overview of Evaluation Process</u>
	<u>Schedule of Public Forums</u>
	<u>Components of a Parking System - Evaluation Criteria</u>
	<u>Send your Comments to Parking Services</u>
	<u>Anonymous Comment</u>
<u>Provide your input to Governance Groups</u>	

As a result of the forums, web responses, and governance group meetings, two options surfaced as being most desirable by the vast majority of campus. The first option created campus parking zones instead of reserved parking lots. The zone 1 permit would allow for the user to park in any campus commuter lot. This permit could be purchased by faculty, staff and students at a cost of \$148/year (at that time, current reserved lot permits were at \$158/year). The zone 2 permit would be restricted to a few outlining commuter lots identified on the far East and West of campus. This permit could only be purchased by students at a cost of \$72/year. (at that time, current student commuter lot permits were at \$68/year). Zone 3 permit would be lots restricted for residence student parking.

The second option identified as being most desirable by the majority of campus created two parking permit options. The first permit included all commuter parking on campus. Faculty, staff and students that commuted to campus would purchase this permit at a cost of \$90/year. The second permit would be for lots restricted for residence student parking.

In gathering responses from the forums, meetings and web postings, we heard three common statements:

- Users wanted parking services to implement the system that was the most efficient use of current parking resources. Responses received from users showed an understanding that increasing parking inventory was not an option available for immediate solutions.

- Users wanted an ability for a limited number of faculty/staff to purchase a higher priced permit to allow for reserved parking spaces. Faculty Senate and Senate of Academic Staff members expressed specific needs for some to have reserved parking near their office buildings due to job requirements.
- There were strong requests to revisit the parking system when all construction was complete and the parking inventory was intact.

Implementation

With this feedback, parking services made a recommendation to the Campus Physical Development Committee to report to the Chancellor's Advisory Council to implement a slightly modified second option. This option combined the "all commuter permit system" with a limited reserved space component as articulated in the forums and governance meetings. A list of guiding principles was created to guide the location and issuance of the reserved spaces. This recommended system was posted on the parking web site and shared with the governance groups. Little to no additional feedback was received from the campus at this point.

The CPDC reviewed the recommendation and parking permit system. They concluded it was the most efficient and effective way to not only respond to the immediate parking reductions due to construction, but believed it may become a long-term solution to the continued problems of waiting lists, increased costs of reserved lot permits and negative feedback when seeing open unused spaces in reserved campus parking lots. The CPDC and Parking Services agreed that the parking system was a

significant change for users on campus and due to this major change, agreed to facilitate a complete reassessment of campus parking needs after the completion of the two major construction projects in 2002.

On May 12, 1999, after review by the Chancellor's Advisory Committee, Chancellor Sorensen endorsed the new parking system/process. On May 15, 1999, Parking Coordinator, Keith McCarten wrote the following memo to UW-Stout Faculty and Staff with a copy to the Stout Student Association:

Memo

To: UW-Stout faculty and staff
From: Keith McCarten, Parking Coordinator
Re: New campus parking system

During the past school year the campus has been engaged in a discussion regarding changes to the campus parking system. The need for change is being created by temporary shortages of parking due to two major construction projects, construction of the new Communications Center building on the site of Parking Lot 14, and construction of the Recreational Complex south of Thirteenth Avenue.

The impending construction-related parking shortage creates a critical need to utilize existing campus parking more efficiently. A number of more efficient parking systems were identified and evaluated. On May 11th the Chancellor's Advisory Council recommended, and the Chancellor accepted a temporary parking system to be used during the construction period. That system:

- ✓ Establishes one permit valid in any campus parking lot except residence hall lots.
 - ✓ The campus permit will cost \$90/year.
- ✓ Makes the campus permit available to all customers, eliminating the distinction between faculty, staff, and students.
- ✓ Continues to assign resident students to separate parking areas.
- ✓ Creates a limited number of reserved parking areas.
 - ✓ The reserved permit will cost \$360/year.

The process that arrived at the new parking system relied heavily on input from parking customers and governance groups. Briefly, the process included:

- ✓ 18 public forums to brainstorm and solicit campus input to proposed changes that would increase the efficiency of the campus parking system.
- ✓ Meetings with many campus departments to assess their parking needs.
- ✓ Reported to and solicited input from governance groups including Stout Student Association, Faculty Senate, Academic Staff Senate, and Inter-residence Hall Council.
- ✓ Campus Physical Development Committee reviewed customer input, counsel of governance groups, campus parking needs, and various parking system options, and forwarded their recommendation to the Chancellor's Advisory Council.
- ✓ After review of the Campus Physical Development Committee's recommendation and consideration of additional input, the Chancellor's Advisory Council recommended adoption of a parking system that includes an all-campus permit with a reserved parking component.
- ✓ The Chancellor accepted the recommendation of the Advisory Council and approved the new parking system.

The new campus parking system will begin with the Fall, 1999 semester. This system will be monitored closely during its first year, and evaluated on a yearly basis thereafter. A complete reassessment of campus parking needs will be undertaken after the completion of the two construction projects in 2002.

Detailed information about the new parking system with instructions for purchasing either a campus permit or a reserved permit will be mailed to faculty and staff in June. Please visit the Parking Services web page at <http://www.uwstout.edu/parking> for more detailed information about the new parking system and the process by which this system was chosen.

In 2002, UW-Stout parking office reviewed the campus commuter parking permit system. This review included a limited number of public forums with an extensive web review. Parking services updated their evaluation web page to address the current aspects along with historical data and education to be helpful to new faculty, staff and students. Here is a snapshot of the web page requesting feedback.

2002 Parking System Evaluation

<p style="text-align: center;">Overview</p> <p>Three years ago several major building projects, construction of Millennium Hall and construction of Williams Stadium, reduced the number of parking spaces available to commuting staff and students. In response, the campus adopted a new parking system that adapted to the limited parking by using existing facilities more efficiently. Parking Services committed to a review of the new parking system after construction was complete and all new facilities were in place. That review will take place this spring and all parking customers are strongly encouraged to take part in this process.</p>	<u>History of the Interim Parking System</u>
	<u>Overview of Evaluation Process</u>
	<u>Schedule of Public Forums</u>
	<u>Components of a Parking System - Evaluation Criteria</u>
	<u>Send your Comments to Parking Services</u>
	<u>Anonymous Comment</u>
<u>Provide your input to Governance Groups</u>	

Overwhelming campus response indicated a desire to continue with the commuter parking permit system. Since the system has been implemented, parking services has been able to increase commuter customer permits by 40%. Implementing

this option increased parking spaces without the costs associated with property purchase and lot development. Due to the construction, total number of parking spaces reduced, but because of the change in the system, center campus parking (that was originally reserved lot parking) increased efficiency. Even after taking the loss of parking in consideration, center campus parking efficiency increased by 20% which equated to 224 spaces. Staff permit rates were reduced from 24% - 40% depending upon the type of permit they originally held. For example, in a lot of 100 parking spaces; a reserved lot parking permit process would allow for 100 permits to be sold (1:1 ratio). With that lot of 100 spaces infused into a campus-wide parking commuter permit system will allow the campus to sell approximately 175 permits (1.75:1 ratio).

Retrospect

The campus commuter parking system has continued to work efficiently and effectively for the campus. The solution to move from reserved spaces primarily for faculty/staff and separate lots primarily for commuter student parking to shared lots for faculty/staff and commuter students with limited reserved spaces has served the campus well. We are able to sell commuter permits at a ratio of 1.8 permits to 1 developed parking space. During the time of reserved lot parking, faculty/staff permits needed to be sold at \$158.00/year. Because of the efficiency and ability to sell at a ratio of 1.8:1, the campus commuter parking permit rate for academic year 2008-09 was \$123.00. This is still well below the highest rate in 1998.

We continue to be challenged with locational parking, i.e. meters, meeting & conference and visitor parking. We are able to serve more of these types of customers,

but limited. Parking services office will continue to involve users and stakeholders in future systems decisions.



Campus Guide

Academic/Administrative Facilities

- | | |
|---------------------------------------|---|
| 1. Student Health Center | 15. Home Economics |
| 2. Louis Smith Tainter House | 16. McCalmont Hall - Education and Human Services |
| 3. Administration | 17. Memorial Student Center |
| 4. Horsey Hall | 18. Marie M. Price Commons |
| 5. Bowman Hall | 19. Jarvis Hall - Science and Technology Wings |
| 6. University Services | 20. Michaels Hall |
| 7. Millennium Hall | 21. Applied Arts |
| 8. Communication Technologies | 22. Recreation and Athletic Complex |
| 9. Fryklund Hall | 23. Johnson Fieldhouse |
| 10. Child and Family Study Center | 24. Sports and Fitness Center |
| 11. Heating Plant | 25. Burton E. Nelson Field |
| 12. General Services | 26. Don and Nora Williams Stadium |
| 13. Vocational Rehabilitation | |
| 14. Robert S. Swanson Learning Center | |

Residence Halls

- | | |
|--------------------------------|--|
| A. Red Cedar Hall | F. North Hall |
| B. Wigen Hall | G. Antrim-Froggett-McCalmont Halls |
| C. Hovild Hall | H. Cuman-Kranzusch-Tustison-Ording Halls |
| D. Fleming Hall | I. South Hall |
| E. Jalar-Tainter-Calahan Halls | J. Hansen-Kath-Minus-Chinnock Halls |

Accessibility Symbols and Public Safety

- Slope/Ramp
- Steep Incline
- Accessible Entrances
- Electric Doors
- Curbside
- Disabled Parking
- Construction Zone (2008-2010)
- Sidewalk/Bike Route
- Sidewalk
- Well-lit sidewalks
- Public telephones with 911 access
- One-way streets

University Police officers are on duty 24 hours each day.

Parking

During hours of enforcement, all non-metered campus parking requires display of a permit. Permits are available from Parking Services in the University Services Building (6), 817 S. Broadway. If you arrive on campus without a permit, you may call 232-1762 24 hours, every day for parking instructions.

- | | |
|--------------------|--------------------|
| Public Meters | Parking Lots |
| Resident Students | Motorcycle Parking |
| Resident Students | Disabled Parking |
| Campus Permit Lots | |

Parking Regulation

Permit Lots and Meters

Permit regulated: 7 a.m. - 4:00 p.m.; M-F
Meters regulated: 7 a.m. - 5:00 p.m.; M-F
Parking prohibited 2:00 a.m. - 7:00 a.m. daily

Resident Student Lots

Regulated 24 hrs/day, between 9 p.m. Sunday and 1 p.m. Friday

Disabled Spaces, Restricted Areas, Service Areas

Regulated 24 hours every day

Visitors should obtain a permit from their host prior to their visit and park in the lot(s) designated for that permit. Visitors without permits must park in a paid meter.

Getting to UW-Stout



UW-Stout is easily accessible from the east or west on Highways 12 and 29 and from the north or south on Highway 25. Menomonie is located about 60 miles east of Minneapolis - St. Paul and about 260 miles northwest of Milwaukee on Interstate 94 (exit Highway 25 south).

For directions to UW-Stout arts, athletics and conference venues go online to www.uwstout.edu/places.shtml. View our online campus tour at www.uwstout.edu/tour/.

UW-Stout's academic and administrative buildings are smoke-free. Smoking is prohibited within 20 feet of all buildings except in designated areas. This policy applies to lighted cigarettes, cigars, pipes or other smoking materials, as well as to smokeless tobacco products.