

Parking and Transportation Advisory Board Meeting Minutes Tuesday, April 18, 2017

Meeting called to order at 3:33 pm by meeting chair Clayton Harrington.

Members present:

Clayton Harrington
Kathleen Blakenship
Carlos Brown
William Martin
Justin Moses
Kevin Harris

Mitzi Lee
Carissa Etters
Keith Van Inwegen
John Venuti
Mark Divens

Members not present:

Nate Doughty
Michele Armstrong

Special Guest(s):

Kimley Horn

Shared documents:

PPT Presentation (Clayton)
PPT Presentation (Kimley Horn)

I. Presentation - Clayton Harrington

• Slide: Proposed changes to transit

If M & R Lots combine, would leave I Lot bus at Sanger. If not combined, would move I Lot to McGuire

- There would be 6 buses during peak, 3 during non peak hours; regular service would not be impacted

* If we combine the two, would you lose capacity?

- No, because we are adding a bus to increase capacity and frequency

* Not sure if you've reached out to students, but have you thought of the J. Sargeant Reynolds stop as an option too?

- We've looked at numbers for ridership; the vast majority are utilizing Sanger versus Larrick.

II. Presentation - Kimley Horn (Jeffrey Smith, Project Lead)

Jeffrey Smith outlined the Phase II survey

The team has seven trips scheduled for the VCU project.

- **Slide: Study Elements**

Kimley Horn will be evaluating parking demands, short term parking losses, measures to reduce parking demand, new parking sites, neighborhood parking concerns, transit (enhancements, BRT, transportation demand management) management/operational practices, budgetary needs, elevating partnerships

- **Slide: Phasing & Schedule**

The project will entail a 9-month process, broken into 3 phases: sponge phase & assessment (research analysis), forecasting phase, needs assessment

Today through Thursday, Kimley Horn will be performing parking occupancy counts at every facility VCU owns/leases.

- **Kimley Horn reviewed Park+ Tool (GIS)**

- Tool forecasts where people are actually parking by time of day
- By having localized data, Kimley Horn can better forecast how the parking system operates in comparison to VCU's Master Plan

- **Slide: Transit System Evaluation**

Team will evaluate how VCU can tie the transit piece into the city's bus system.

- **Slide: Stakeholder Interviews**

Will take place May 1-2 on MPC, MCV Campus

- **Slide: Peer Review/Best Practices**

Committee was asked to think of universities with similar parking/transit infrastructures:

Ohio State University - urban campus, similar parking issues

John Hopkins

Wayne State University

* Landscape makes VCU more unique, as we are more compressed. Wondering if there's another peer group to mimic the landscape; possibly Emory University

*Have you thought about Carnegie Mellon & UPitt due to similar constraints (river, railroad, churches, etc.) Kimley Horn recorded.

*Where in the process will behavior modification occur? The stakeholders you interview will likely drag their present state into the future.

Kimley Horn to Committee: A lot falls on the committee; understanding what direction VCU wants to take. The value is in us showing you what other people are doing

*Have you found any other health systems focusing on reducing driving rates because the clinical population is very unique?

(Carlos) Bring us best practices from other institutions similar to us. No need to compare us to someone who has a relatively robust parking system. Unless we could give some good examples like that, they're [subscribers] not going to hear you and will likely bring their current experiences forward.

(Clayton) Can we look at aspects of other universities and review piece by piece?

Kimley Horn: We can do that.

*I'm curious about the over generated parking demand you mentioned earlier. When you said ASU decided not to build the garage after your visit, I'm curious about other institutions that found themselves in the same situation, and how like VCU are they?

Kimley Horn: FSU (not similar) decided not to build more parking. They have a ton of P3 residential development around campus, and apartment complexes give away scooters when students sign a lease. Reducing parking is not having the rippling effect they thought it would.

*What's your process on looking at the private market and what supply, pricing is?

Kimley Horn: We will work with you[the committee] to evaluate.

- **SWOT Analysis**

Strengths:

Good locations, easily accessible (MPC)
Available parking at point of destination (MPC)
Subscriber rates
Predictable
Good attitude
Dept. access & exposure
Connector buses
Public safety
Communication

Weaknesses:

Rates (compared to other healthcare providers)
Reliability of transit
Traffic
Stock for lease
Available land
Surface lot- quality of pavement
Having to lease- no control
Limited patient parking
Lack of flexibility to meet unique
Lack of campus wide policy for parking
Visitor decks
First impressions
Employees parking in visitor parking
Mass transi

Opportunities:

Permit allocations

Shift

Teleworking, technology

Space sharing

Threats:

Other health systems

Losing employees

Finance

Deck capacity for capital

Reputation management - land acquisition

- **Closing - Kimley Horn**

We are looking at 4 different sites for parking facilities - traffic, space capacity, connection to community, transit implications, walkability, etc.

A draft will be provided on May 10 with more detail.

We will then put together three concept designs.

Team will return to PTAC on May 16.

Meeting adjourned at 5:16 pm.

** Indicates interjection by a committee member*