

Parking and Transportation Advisory Board Meeting Minutes Tuesday, August 15, 2017

Meeting called to order at 3:30 pm by meeting chair Clayton Harrington.

Members present:

Clayton Harrington

Carlos Brown

Cheri Stickels

Kevin Harris

William Martin

Nate Doughty

Mark Divens

Keith Van Inwegen

Justin Moses

Members not present:

Michele Armstrong

Jillian Stafflinger

Taylor Jones

Kathleen Blakenship

Special guests: Kimley Horn (Jenna Simandl, Kyle Williams, Jeffrey Smith, Adam Dankberg, Mallor Scates)

Shared documents:

VCU Campus Wide Parking and Transportation Study (Kimley Horn)

I. Venable/Mosby Street stop - Clayton Harrington

- Request was received to add a stop at the corner of Venable and Mosby Streets (would be an A Lot shuttle stop)
- Committee discussed the pros/cons:
 - Unrestricted parking area; landscape limitations; possible negotiations with the City; non-subscriber area, sets precedent, additional headways

* Would this be the first non-parking lot stop?

A: Yes

*Could this assist with parking demand?

(Clayton) Concerned that we'd be adding stops, lowering efficiency for subscribers. A request was also received for the N. 18 Street stop to be reenacted, and this was declined.

* Do we have criteria in making this determination? Are there other students that could benefit? Must be consistency to fall back on. What factors could make it a yes?

Clayton provided additional background information/criteria as to how these decisions are evaluated: benefits vs. negatives (ie: efficiency, complaints, other similar requests, recently adjusted route, subscriber funding). The goal is to run a fast and efficient shuttle service.

(Carlos) The situation is similar to the security shuttles operated by the hospital, which has now extended past the initial boundaries.

- *Committee's final vote on adding a Venable/Mosby St. stop is a no.*

II. Kimley Horn presentation: Parking (Jeffrey Smith)

- Team is currently on schedule and will likely come to VCU three more times, possibly two.
- Five different universities were interviewed for the analysis.
- Pay-as-you-go options were introduced.
 - *Clayton: Regarding the pay-as you go options at ASU, what are their permit costs compared to the daily rates? How many days of parking are needed to meet the permit cost?
 - (Kimley) Per student, this model is proving more financially beneficial than permits only. Their permits range from \$210-700/year. More universities are moving towards daily; would like to take a closer look at this option for VCU.
- The concept of free transit passes was mentioned.
 - *Is that more popular in college towns versus major cities?
(Kimley) Half and half.
 - *(Clayton) Permits are important, but is it more important to try to hit the sweet spot between pay-as-you-go and permitting rates versus subsidizing alternate transportation? An opinion is needed on where we need to invest the capital. Understanding and opinion is that less cars is the way to go, and pay-as-you-go means more cars. Your carbon footprint goes up, correct?
(Kimley) It varies. I don't think the demand changes, as you're creating turnover. VCU could test out pay-as-you-go in the midst of exploring other permitting options.
 - At some point, location based pricing should also be explored.
- Reciprocal parking- other universities are charging a higher price, and some subscribers are having the difference subsidized by their department(s).
 - *Carlos: Charging has the potential to impact a lot of people. Issue also arose when P&T began charging for basketball games. Curious as to the committee's opinion.
 - *Potential that we could lose people because they'd have to pay for a needed benefit.
 - (Clayton) In my previous experiences, rates for additional parking options were an additional \$20-35.

III. Kimley Horn presentation: Transportation (Kyle Williams)

- Residential parking/ resident permit parking
 - (Kimley) RPP isn't the solution; It's a good relationship now. Special events could pose an issue for some, but the system is currently working well.
 - *The Fan and Carver already have RPPs. Randolph and Oregon Hill are exploring now. If they were enacted, we believe students/employees would park further out.
 - *(Carlos) When street parking was taken away near A Lot, additional subscribers wanted to enter the system.
 - Kimley mentioned that assuming the program stays as it is now, it is in a good equilibrium. Management structure in pricing may need some tweaks to spread out demand.
 - Kimley noted that other universities maximize their facilities, but, in the event the facility is needed for an event, most will tow, following communicating the need. (Clayton) Explained conflicts with this model, particularly regarding VCU's special events.
 - Kimley to look at 3-year and 6-year forecasts without including the Bowe Street Deck.
 - Transit system
 - Kimley noted that the Express doesn't come frequently enough to provide much value. Recommendation presented to either place bus back into Connector route or enhance current service.
 - Headways inconsistent due to traffic, construction, etc. Frequency would increase reliability. One-quarter mile walk to any bus stop is the standard. VCU is doing a good job on the Monroe Park Campus, though the Siegel Center area, Rec Center areas are outside of the ¼ mile, in addition to a few buildings on the MCV Campus.
- *Do we know how many non-subscriber passengers are employees?
Kimley to pull this data.
- Kimley: Asked for thoughts on the Pulse
 - *Not sure how to sell to students.
 - *Noted that we have about 3,000 people making that commute daily now. (Clayton) Whether faster or equal service, where does the responsibility lie to partner?
 - *Could see a hybrid option where VCU buses could use those lanes. Or brand GRTC buses.
 - (Clayton) City and GRTC are vested in VCU using the services.
 - Noted that the D Deck remains, visitor's deck to go away.
 - Kimley will report on staff and patient visitor parking and the surplus/deficit
 - *Are we factoring in on demand companies?
 - (Kimley) Looking at Uber, Lyft, guaranteed ride home programs as well as working with Office of Sustainability

III. Action Items

- Committee to think about how VCU's transit could be enhanced and send thoughts to Keith, Clayton, or Carlos
- Kimley to talk to Kevin Harris to update demand on MCV Campus
- Kimley to revise ParkPlus Model; will take a closer look at I Lot, other satellite lots and will reassess without including leased facilities within a 6-year timeframe
- Kimley to take a closer look at enhancing alternative transportation to VCU

IV. Next steps:

- Kimley to return in October
- Kimley will provide draft recommendations before finalizing

Meeting adjourned at 5 pm.

** Indicates interjection by a committee member*