# W&M FACULTY ASSEMBLY PARKING OVERVIEW

Feb 26<sup>th</sup>, 2019



# Agenda

- Mission
- Demand
- Revenue
- Enforcement
- Proposed Improvements & Options
- Questions

## What we do and why we do it

#### **PARKING MISSION**

- Reduce traffic congestion
- Facilitate orderly parking
- Provide a safe campus environment through fair and consistent enforcement of rules.
  - Contribute revenue to the fund balance

#### TRANSPORTATION MISSION

 Provide the last mile solution - To facilitate movement within and around campus through alternative modes and movement programs like the Bike Alliance, Zipcar, and WATA services, Limited Mobility Shuttle Service, Airport and Departmental Shuttle support.

<u>Primary Goal:</u> To help you get around and offer a more efficient and environmentally friendly option than driving a personal car around campus and/or the Williamsburg area.

## **Understanding Parking**

Parking and Transportation services are dedicated to providing William & Mary students, faculty, staff, and guests with a safe and organized parking environment, through a scheme based **destination parking model**.

You have to know where you can park and limit point to point driving.

Due to its age, historical nature, limiting boundaries (Jamestown & Richmond Rd), shape, and proximity to the surrounding community, the College has had to accommodate parking for vehicles rather than plan for parking as a primary goal. The only exception has been the Parking Deck in 2004. The 2013 Walker Study was key to integration of parking into the campus master plan.

Why **scheme** based parking? Allocating parking is the most efficient of the constructs available. **Proximity** parking models do not work when you have multiple competing epicenters of activity on a campus or an odd (triangular) shape.

**Reserved/gated parking** is extremely expensive to manage and enforce, besides the exclusivity actually denies parking to a greater number than what it serves. **Demand based** parking is cost prohibitive and the least effective use of assets.

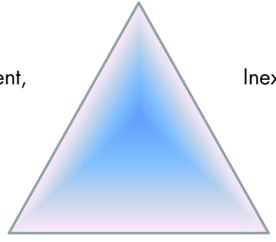
Either way all systems have one limiting factor in common. CAPACITY & TIME

We have a complimentary transportation system, sensitive to rider needs, free to F/S not just within campus but across the entire system.

# **The Parking Challenge**

#### **INEXPENSIVE**

Inexpensive and convenient, but not abundant.



Inexpensive and abundant, but not convenient.

CONVENIENT

**ABUNDANT** 

Convenient and abundant, but expensive.

When Parking is driven by demand, you can only have two, but not all three.

### Who are our customers?

- Faculty & Staff members
- Adjunct, Emeritus, Visiting Scholars
- W&M employees
- Contract employees
- Volunteers
  - Students
  - Upperclassmen Commuter or Resident
  - Graduate (C or R)
  - Underclassmen Exceptions Restricted
  - Non-Traditional students
    - Guests of the College
    - Members of the BOV & President's Council
    - General Visitors & Members of the community
    - Invited Guests
      - All Others
      - General Construction Contractors
      - Primary & Subs (Trades)
      - State Vehicles
      - Loading & Unloading

### **Our Customers**

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  - Non-Traditional students
    - All Others
    - General Contractors (FM)
    - Construction Primary & Subs (Trades)
    - State Vehicles
    - Loading & Unloading needs
    - Vendors

- Guests of the College
- Members of the BOV
- President's Council
- Invited Guests
- Visitors & Community Members

Parking Services

# DEMAND & DISTRIBUTION 5

# Demand for Space on Campus (Parking Sufficiency & Distribution)

#### **Spaces Available for use 2019**

- Total = 5,470
- 240 offline (FPDC and others)
- Available for use = 5,230

98.7% occupancy Monday – Thursday and 86% occupancy on Fridays.

Industry Standard (Manageable) = 85%

#### **Decal Sales**

2015-2016	<u>FS</u> 2,763	<u>DS</u> 1,555	<u>RS</u> 1,007	<u>TOTAL</u> 5,325	Remarks +459 from 2014-15
2016-2017	2,924	1,706	1,139	5,769	+444
2017-2018	2,890	1,749	1,098	5,737	-32
2018-2019	2,578	1,644	1,020	5,242	-495

Note: Walker Study 2013 recommended caps

Fac/Staff (F/S) = 2,945, Day Commuter (DS) = 1800, and Resident (RS) = 1175

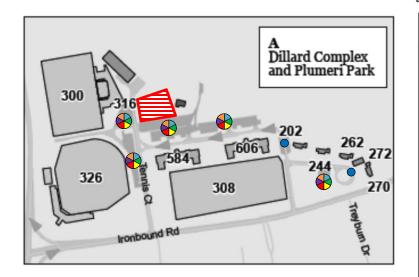
Average number of Daily Visitors across campus: 75-100

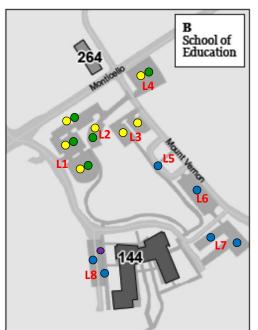
Current Elasticity = 120 spaces @ Kaplan Arena Lot and 40-50 @ SOE, 65 @ Dillard Complex

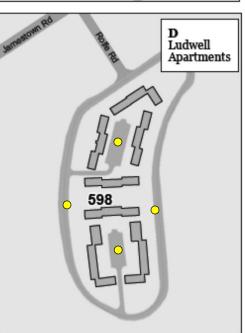
#### **W&M MASTER PARKING LOCATIONS – FEB 2019**

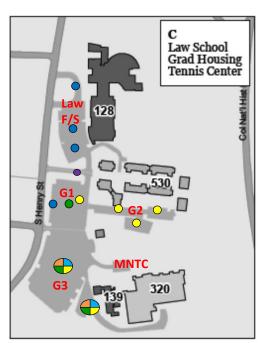
#### LEGEND:

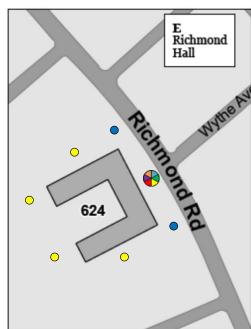
- Faculty & Staff
- **C** Commuter
- R Resident
- Restricted Use Decal
- P Carpool
- Motorcycle/Moped
- Permit Parking (Any)
- Timed or Metered











### Parking Space Losses & Gains 2005-2019

### **Permanent Losses (804)**

#### **Undergraduate Admissions**

Bookstore Lot = 4 F/S

#### Jamestown & ISC 1

Landrum Dr = 22 F/S

#### **Underground Utilities**

Plant Lot = 20 F/S

#### **MSOB**

Common Glory = 322 Day

Morton = 2 F/S

#### <u>Tribe Square</u>

Thiemes Lot = 60 F/S

Taylor Building = 20 F/S

#### **Cohen Career Center**

Stadium @ gate 2 = 6 F/S

James Blair Dr = 6 F/S

#### **Small Hall Reno**

Small LZ = 4 F/S

#### **Fraternities**

Ukrop Way = 44 Res

Yates Lot = 71 Day

#### **Albert-Daly Field Pavilion**

Dillard = 6 Res

#### ISC<sub>3</sub>

Rogers Hall = 3 ADA

#### **Chandler Hall Reno**

Landrum Dr = 2 Res

#### Millington Hall Demo

Cooling Tower = 5 SV/FS

#### Kaplan Arena Lot - Lower end

Contractor L&S = 180 (All)

#### **West Utility Plant**

Adair Gravel Lot = 24 Res

#### **Integrated Wellness Center**

Gooch Dr = 3 SV

#### **Landrum Hall Renovation**

Landrum Dr = 4 F/S

### **Parking Gains (665)**

Parking Deck = 515

Rezone Landrum Dr = 30 (All)

Grad Gravel = 51 Res

Adair Gravel = 24 Res

Swem F/S = 6 F/S

Methodist Church Lot = 18 F/S

Lake Matoaka Gravel = 16 (All)

Restriped Harrison Ave = 5 any permit

### FPDC Gains (829)

School of Ed = 425

Laycock Center = 25 F/S

Underground Utilities = 8 F/S JB Dr/Ewell

Fraternities = 115 (All) @ Compton Lot

OTP = 178 Res (6 F/S)

Richmond Hall = 78 (All)

### Temp Losses (82)

Fine Arts Quarter (PBK) = 63 F/S (01/15/2019)

Alumni House = 16 F/S (10/15/2018)

**Busch Field Team Facility = 3 F/S (2/27/2019)** 

Parking Services

**REVENUE** 



# Budget

Parking Services would appreciate the opportunity to discuss Budget Data and its makeup (revenue, debt service, deferred maintenance and other expenses incurred by the department) with any member of the W&M Community. To request this information please e-mail <a href="mailto:Parked@wm.edu">Parked@wm.edu</a> or <a href="https://www.edu">Wxhora@wm.edu</a>

### **Overarching Business Model**

By directive from the VA General Assembly, Auxiliary Services at VA Schools are designated self supporting entities.

Auxiliary Services may not receive funds from GL (State Appropriations or Tuition); instead Auxiliary Services are designated as revenue generating enterprises required to generate sufficient funds to cover operational expenses, debt services incurred, and provide a contribution to the College.

Parking Services is designated an Auxiliary Service. Our business is based on the requirement to have and display a decal or temporary pass to park on campus property, this way we ensure each user covers their prorated share of the cost associated with parking a vehicle in campus managed assets.

### **How Does Parking Services Generate Revenue?**

Sources									
Traditional	Opportune								
<ul> <li>Sale of decals</li> <li>Faculty &amp; Staff</li> <li>Full-time/Hourly/Temp</li> <li>Students</li> <li>Freshmen &amp; Sophomore by exception</li> </ul>	<ul> <li>Special Event Support</li> <li>Contractual use of spaces</li> <li>Special Event – Staffing</li> <li>Special Event – Equipment &amp; Signage</li> </ul>								
- Junior< - All other affiliations	<ul><li>Programs</li><li>Bike Share &amp; Rental</li><li>Carpool &amp; Vanpool</li></ul>								
<ul> <li>Sale of ad hoc temp passes</li> <li>Scratchers (day/evening use)</li> </ul>	<ul> <li>Reserved at all times spaces</li> </ul>								
<ul> <li>Multi Day, Weekly, Monthly</li> <li>Meter/Kiosk revenue</li> <li>Hourly use (high turnover)</li> </ul>	<ul> <li>Retail sales</li> <li>Emergency Kits, Visors, Bikes, locks, helmets, light kits &amp; reflectors</li> </ul>								
	- Citations/Fines (revolving & open)								

## Decal Rates – (The last 10 yrs.)

Decal Typ	20			Decal Prices per Term																	
Decai Typ	pe	2	008-09	2	2009-10	2	2010-11	2	2011-12	2	2012-13	2	2013-14	2	2014-15	2	015-16	2	2016-17	2	017-18
F/S Tier 1 (4	44%)	\$	138.00	\$	138.00	\$	142.00	\$	151.00	\$	157.00	\$	160.00	\$	163.00	\$	163.00	\$	163.00	\$	170.00
F/S Tier 2 (	66%)	\$	206.00	\$	206.00	\$	212.00	\$	225.00	\$	234.00	\$	239.00	\$	244.00	\$	244.00	\$	244.00	\$	254.00
F/S Tier 3 (	93%)	\$	285.00	\$	285.00	\$	299.00	\$	317.00	\$	330.00	\$	337.00	\$	344.00	\$	344.00	\$	344.00	\$	357.00
F/S Tier	4	\$	305.00	\$	305.00	\$	321.00	\$	340.00	\$	354.00	\$	361.00	\$	368.00	\$	368.00	\$	368.00	\$	383.00
F/S Tier 5 (-	+5%)	\$	320.00	\$	320.00	\$	338.00	\$	358.00	\$	372.00	\$	377.00	\$	387.00	\$	387.00	\$	387.00	\$	402.00
F/S Tier 6 (+:	30%)	\$	394.00	\$	394.00	\$	418.00	\$	443.00	\$	461.00	\$	470.00	\$	479.00	\$	479.00	\$	479.00	\$	499.00
Student	t	\$	305.00	\$	305.00	\$	321.00	\$	340.00	\$	354.00	\$	361.00	\$	361.00	\$	361.00	\$	361.00	\$	375.00
Evening (5	50%)	\$	153.00	\$	153.00	\$	161.00	\$	170.00	\$	177.00	\$	181.00	\$	181.00	\$	181.00	\$	181.00	\$	188.00
Restricted Us	se	\$	305.00	\$	305.00	\$	321.00	\$	340.00	\$	354.00	\$	361.00	\$	361.00	\$	361.00	\$	361.00	\$	375.00
W&M Only M	ΛС	\$	153.00	\$	153.00	\$	161.00	\$	170.00	\$	177.00	\$	181.00	\$	181.00	\$	181.00	\$	181.00	\$	188.00
General (NA:	=T6)	\$	394.00	\$	394.00	\$	418.00	\$	443.00	\$	461.00	\$	470.00	\$	479.00	\$	479.00	\$	479.00	\$	499.00
VIMS F/S		\$	203.00	\$	203.00	\$	214.00	\$	227.00	\$	236.00	\$	241.00	\$	246.00	\$	246.00	\$	246.00	\$	256.00
VIMS Hourly	/PT	\$	101.00	\$	101.00	\$	107.00	\$	113.50	\$	118.00	\$	121.00	\$	123.00	\$	123.00	\$	123.00	\$	128.00
VIMS Studer	nt	\$	203.00	\$	203.00	\$	214.00	\$	227.00	\$	236.00	\$	241.00	\$	241.00	\$	241.00	\$	241.00	\$	248.00
VIMS Genera	al	\$	203.00	\$	203.00	\$	214.00	\$	227.00	\$	236.00	\$	241.00	\$	246.00	\$	246.00	\$	246.00	\$	256.00
VIMS Only M	/IC	\$	101.00	\$	101.00	\$	107.00	\$	113.50	\$	118.00	\$	121.00	\$	123.00	\$	123.00	\$	123.00	\$	128.00
FY 2008-09 to 6 Tiers,		•			0%		Varied 3-6%		6%		4%		2%		F/S 2% tud 0%		0%		0%		4%

### **Additional Notes**

Over the last decade Parking Services and the Parking Advisory Committee (PAC) have worked with the majority of departments on campus to integrate and bring them inline with the Special Event Space Reservation Policy. This closing of the gap was needed to ensure a fair system that does not levy the burden of our debt service and maintenance solely on the primary customer base. This is even more crucial when non-affiliated members make use of our space, and is in line with the proper use, and safeguarding of state assets.

2012 – Law School adopted Special Event & Enforcement policy for Law School events
2014 – School of Ed agreed to a PDC assessment fee recovery for non-affiliated groups
2015/16 – Began conversations with A&S facilitated meeting with PBK to discuss imbedded fee
recovery (\$0.50 - \$1/hr) for performances – Annual intrusion is approximately 10,000 users
2016 – Sam approved recovery of cost for space assigned to or taken offline from the FPDC Project funds

2017 – Established a Parking MOU with Athletics to include additional recoveries for Football and Basketball

2018 – Procurement began including language in contracts to recover fees for space usage (Contractors & Vendors)

The VIMS PAC has agreed to bring VIMS online since many of the new facilities in the most recent Master Plan will change their lots from gravel to impervious concrete & asphalt. The cost differential could absorb the current 33% reduction VIMS decal holders enjoy over main campus.

Parking Services

# **ENFORCEMENT**

# Parking Rules & Regulations

- In effect 24 hours a day beginning Monday at 7:30 AM through Friday at 5:00 PM,
- Decals or passes are required to park on campus.
- You must park according to your decal in properly marked spaces.
- There are exceptions (pm) that grant greater access and flexibility when demand is no longer the pressing issue

# Yes, we do have evening enforcement. Parking is not free after 5:00 pm

- We are only an "Open Campus" on weekends
- Service vehicle spaces, Reserved spaces, and those set aside for special events, as well as crosswalks, fire lanes, sidewalks, brick paths, and grass violations remain in force at all times.

### Know what's happening on campus

#### **Step 1 – Join the Parking Listserv**

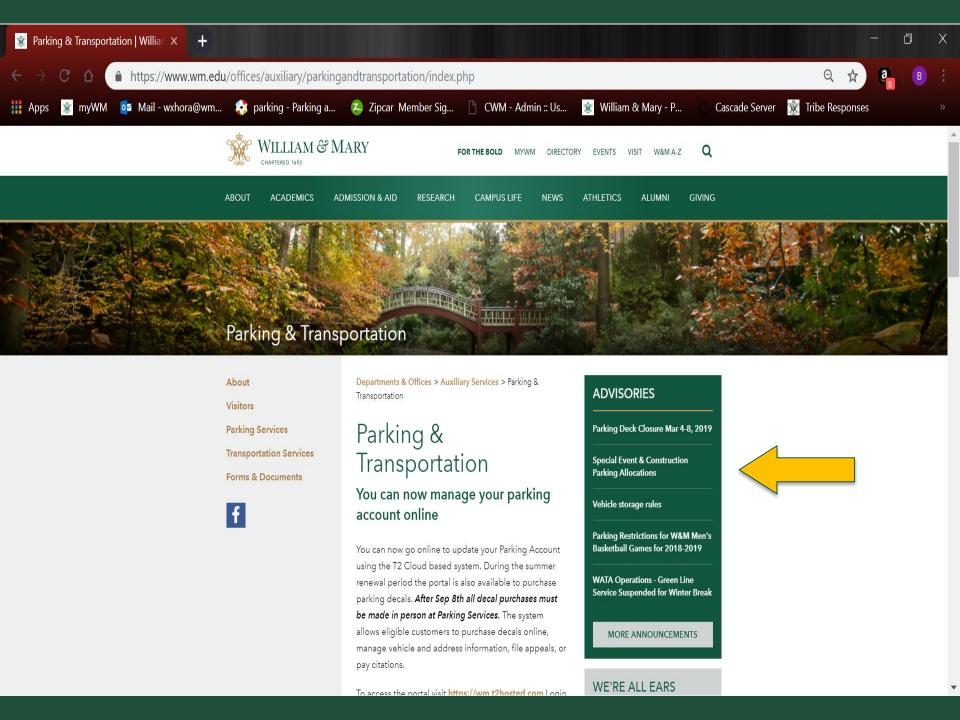
This is an optional service, to receive these notices you may subscribe or unsubscribe by visiting the admin section of the list service <a href="https://lists.wm.edu/wws/info/parking">https://lists.wm.edu/wws/info/parking</a>

#### Step 2 – Once a week review the posted Parking Advisories

Not every event commands a campus wide e-mail announcement. However, Parking Services does post notices about what is happening and it's impact on parking.

Visit the main landing page at <a href="http://www.wm.edu/offices/auxiliary/parkingandtransportation/">http://www.wm.edu/offices/auxiliary/parkingandtransportation/</a>

or the specific Advisory page at <a href="http://www.wm.edu/offices/auxiliary/parkingandtransportation/advisories-parking/index.php">http://www.wm.edu/offices/auxiliary/parkingandtransportation/advisories-parking/index.php</a>



#### W&M Special Events Requiring Reserved Parking

	Upcoming Events									
Feb 25, 2019	COHEN	OD LOT	2	ALL DAY	DELOITTE RECRUITER ON SITE					
FEB 25-26, 2019	MSOB	MORTON	15	ALL DAY	BA ADVISORY BOARD MEETING					
FEB 26, 2019	SWEM	SWEM	2	ALL DAY	THERAPY DOGS					
FEB 26, 2019	PROCUREMENT SERVICES	OD LOT	20	ALL DAY	SUPPLIER EVENT AND FOURUM					
MAR 1, 2019	SWEM	SWEM	2	ALL DAY	THERAPY DOGS					
MAR 5, 2019	SWEM	SWEM	2	ALL DAY	DONOR PARKING					
MAR 5, 2019	PRESBYTERIAN CHURCH	PRESBYTERIAN CHURCH	ALL SPACES	3PM-9PM	PANCAKE SUPPER					
MAR 13,2019	WM POLICE	SOE LOT 7	20	ALL DAY	REGIONAL DISASTER PLANNING					
MAR 14, 2019	LIFELONG LEARNING	SOE LOT 8	1	ALL DAY	GUEST SPEAKER					
MAR 15, 2019	CONF SERVICES	SOE LOT 8	2	ALL DAY	GUEST SPEAKER					
MAR 19, 2019	COHEN CAREER CENTER	OD LOT	2	ALL DAY	DELOITTE RECRUITER ON SITE					
MAR 21-22, 2019	COHEN CAREER CENTER	OD LOT	2	ALL DAY	EY EVENT RECRUITER ON SITE					
APRIL 3, 2019	MSOB	KAPLAN	35	ALL DAY	RECRUITER ON SITE					
APRIL 20, 2019	WM SUSTANIBILITY	JB DRIVE	5	ALL DAY	EARTH DAY FESTIVAL					
APRIL 23, 2019	MSOB	MORTON	3	ALL DAY	CCE CLIENT ON SITE					
APRIL 24-26	PRESIDENT'S OFFICE	DAWSON/TBD	TBD	ALL DAY	BOV MEETINGS					
APRIL 25, 2019	MSOB	MORTON	6	ALL DAY	DELOITTE RECRUITER ON SITE					
APRIL 25, 2019	MSOB	KAPLAN	35	ALL DAY	MASON ACCOUNTING BOARD					
MAY 4,2019	BIKE ALLIANCE	GRAD OVERFLOW LOT	85	7AM-1PM	ANNUAL PEDAL THE PARKWAY					
MAY 4-5, 2019	TENNIS CENTER	MNTC & GRAD OVERFLOW	32	ALL DAY	TENNIS TOURNAMENT					
MAY 8, 2019	MSOB	KAPLAN	35	ALL DAY	MASON FOUNDATION BOARD					
MAY 10-12, 2019	UNIVERSITY EVENTS	CAMPUS WIDE	ALL	ALL DAY	COMMENCEMENT WEEKEND					
JUN 8, 2019	ADVANCEMENT	STADIUM	10	ALL DAY	CLASS ACADEMY EVENT					
AUG 15-16, 2019	HUMAN RESOURCES	STADIUM	80	ALL DAY	FACULTY BENEFIT FAIR					
OCT 1, 2019	COHEN	OD LOT	2	ALL DAY	DELOITTE RECRUITER ON SITE					
OCT 3, 2019	COHEN	OD LOT	2	ALL DAY	KPMG RECRUITER ON SITE					
OCT 4, 2019	COHEN	OD LOT	2	ALL DAY	EY RECRUITER ON SITE					
NOV 1, 2019	MSOB	KAPLAN	55	ALL DAY	TECH FAIR					
NOV 22, 2019	MSOB	MORTON	25	ALL DAY	CAREER FAIR					

Long Term Projects/PM	Estimated End Date	Location	# of Spaces	Contractor	Notes		
FPDC/Projects	Indefinite	Kaplan Arena Lot	186	Various	Laydown, Staging, & Contractors		
Reveley Garden	Nov 2019	Landrum Service Rd	3 ADA		Replaced at Ewell Circle		
Century Building @ Busch Field	Dec 2019	Brooks St	5 spaces				
West Utility Power Plant	Jan 2020	Adair lot	24 (All)	DPR	24 Resident Spaces lost		
Matoaka Woods Multi use path	Jan 2020	School of Ed Lot 1	24 spaces	JCC/CW & WM	Multi use pathway Monticello Ave		
Alumni House Expansion	Apr 2020	Alumni House	18		Driveway & Circle, Back Ramp		
Fine Arts Quarter	Dec 2020	PBK Hall & Lot	52 spaces	HOLDER	Phase I & II (Demo & Renovation)		
Muscarelle Museum Expansion	Dec 2020	Morton Lot	TBD				
One Tribe Place Renovation	Aug 2020	Entire Building & Lots	176	TBD	TBD		

New Projects – Parking Advisory Committee (PAC)

# PROPOSED LOT 160 IMPROVEMENTS & OPTIONS

### Work in Progress

#### Phase I - Explore feasibility of adding a fourth level to the Parking Deck

- Parking on the SW side of campus is at capacity, before exploring new sites we should consider expansion of existing facilities.
- Study Cost = \$15,057 (Completed summer 2017)
- Results Parking Deck could withstand a 4<sup>th</sup> LvI, however sub level needs considerable repair & reinforcement (\$250K - \$300K)
- Cost = \$2.5M for approximately 135 spaces (\$18.5K/Sp \$22.5K/Sp)

#### Phase II – Consider undeveloped space Vs Deck expansion

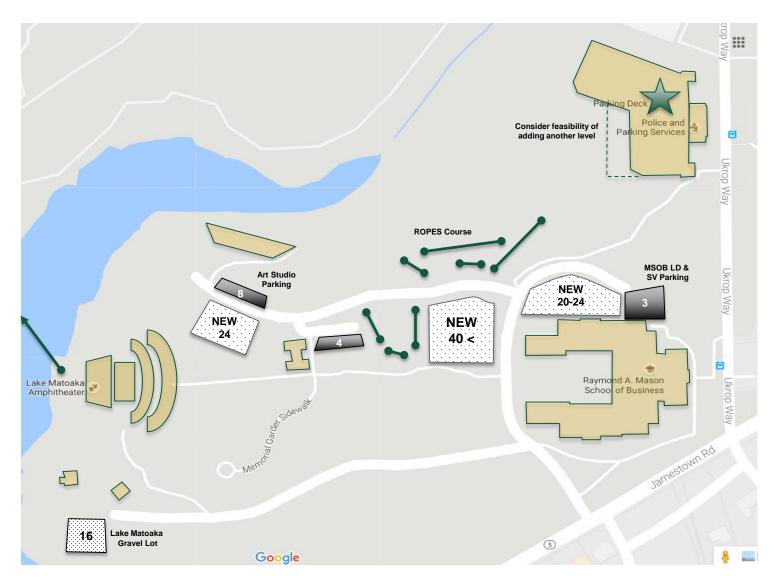
There are four possible locations within the immediate area surrounding the MSOB suitable for development of new surface parking

- Pave and expand Lake Matoaka gravel lot
- Build new lot near Lake Matoaka Art Studio, rear of MSOB,
- Study Cost = Unknown at this time FPDC Scope of work (\$50K/Yr)
- Budget for build out cost = \$250K (10%)

#### Phase III – Explore other alternatives across campus

- Walker Adjust Study to account for new projects
- Identify Solution(s) Alumni, IWC, ISC 4, Fine Arts Corridor, Sadler West
- Build Up at FM lot, New Near Alumni & Stadium, Up at Kaplan, New along Richmond Rd (PPP), New Deck Morton/Jones Space

# SW Campus – Proposed Sites



## Intermediate Options

- Acquire offsite parking from Colonial Williamsburg or partner with the City
  - Offer to Faculty/Staff or Commuters Requires shuttle component (\$\$)
- Realign schemes on campus ??
  - Should Residents be allowed to continue to park in the core of campus near residence halls before 5 pm?
  - Reallocate spaces for F/S and Commuter use
- Stage State vehicles not used on a daily basis offsite
  - Where Dillard? MNTC?
  - Cost Time
- Revoke/Reduce Grad Plex Resident provision to use L2 & L3 of the Deck
  - Residents of the Grad Complex can travel to main campus by alternate means rather than vacating resident spaces to occupy commuter spaces in high demand areas
- Enforce lower caps & develop wait-list for decals

# QUESTIONS

