

SHARED ZONES

A pilot project to improve the parking experience.



Prepared for
Reserved Permit Holders



THE 4 PROBLEMS TO SOLVE

The pilot program is meant to address the following challenges.



"Someone parked in my space"

Even with a \$75 fine and \$75 tow fee, people still park in your reserved space. When you come to rely on your parking space to be open when you arrive and it unexpectedly isn't, it creates unexpected delays for you, increases student debt, and causes inefficiencies with enforcement.



"I walk through empty parking spaces"

The majority of employees that park on campus have to walk through half-vacant reserved spaces in order to get to work. This pushes their available parking further away.



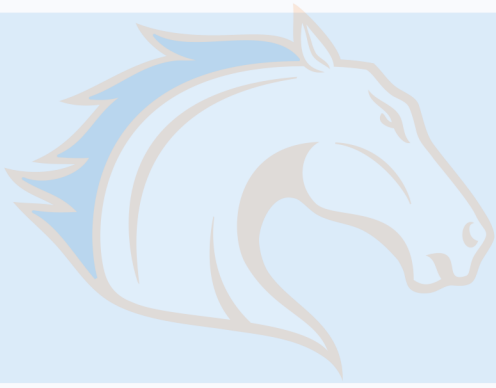
"There isn't enough employee parking"

Reserved spaces are a poor use of parking resources for a university because others can't use it when you are not here. As demand continues to grow in key areas of campus, it creates pressure on the university to increase employee parking allocations, which increases expenses, impacts student parking, and puts pressure on the university to build unnecessary new parking lots.



Ensure Best-Use of Parking Facilities

The best-use for a parking space is to allow as many individuals to use the space as reasonable. Employee demand is increasing in key areas of campus, and many reserved spaces sit empty for a period of time each week. An adaptation is required to ensure the reserved allocation can grow or shrink depending on demand.



PHASE 1 PILOT: F10

Parking & Transportation is wrapping up a 2-year shared-zone pilot program that started when the CONHI/SSW construction. The goal was to create additional employee parking in this high-demand zone during construction. For this pilot, the reserved spaces were converted to a shared-zone, and the price was reduced by 36%.

● RESULTS OF THE 2-YEAR PILOT

- Increased the number of employees parking in this zone by 150%
- Returned 28% of the reserved spaces to the general employee parking allocation
- Established an overall rate of up to 1.5 permits per 1 parking space in the zone
- **Maintained parking capacity in reserved-zone and employee general sections at all times.**

DID YOU KNOW?

Shared-zone parking isn't new to campus. It has been available for many years, specifically in the Maverick Garage and Student Upgrade sections. This history allows PATS to understand how many permits to sell to ensure available parking for permit holders at all times.



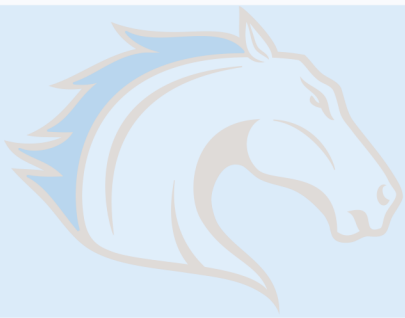
ABOUT RESERVED ZONES

Reserved-zone parking is a relatively straight-forward concept: Instead of a reserved space, you share a section of the parking lot with a small number of permit holders.

If your parking lot has 50 spaces in the zone, PATS staff determine how many permits can be sold to ensure available parking-- even if someone parks in the zone without the proper permit. PATS staff monitor the normal usage through cameras, drones, sensors, and on-site monitoring to understand the unique dynamics of that location and adjust the space counts appropriately. PATS can either add or remove spaces from the zone or add/withhold selling additional permits to control demand.

The priority is to lower the parking costs and ensure that a few spaces will be available and waiting for you no matter your arrival time.

-Greg Hladik, Ph.D
Executive Director



THE GOALS OF THE PHASE 2 PILOT

PATS has set the following goals for the Phase 2 reserved-zone pilot to measure success in resolving the 4 Problems to Solve.



"Someone parked in my space"

Goal: Ensure you always have a space no matter your arrival time.

By right-sizing the zone and controlling the permit sales, PATS can ensure you always have a space--even during peak parking times.



"I walk through empty parking spaces"

Goal: Reallocate up to 25% of the reserved spaces back to the general permit allocation.

By right-sizing the zones, General permit employees should not be walking through as many empty parking spaces to get to work.



"There isn't enough employee parking"

Goal: Reallocate up to 25% of the reserved spaces back to the general permit allocation and increase the number of permits sold in the reserved-zone by up to 1.5x.

By increasing the number of permits sold in the zone to up to 1.5x the space count and reducing the zone size based on demand, PATS can reallocate additional parking to the General employee parking lot.



Ensure Best-Use of Parking Facilities

Goal: Ensure the parking and transportation operations continue to adapt to the needs of campus and ensure you can focus on the priorities that matter-- not on your parking space.

PATS strives to support the campus community through innovation, pilot projects, and partnerships. We have received many accolades from regionally and internationally on our progress.