

**CAMPUS TRANSPORTATION COMMITTEE  
ANNUAL REPORT FOR 2008-2009**

**I. STATEMENT OF COMMITTEE FUNCTIONS/CHARGE**

Pursuant to *Faculty Policies and Procedures* 6.30.B., the functions of the Campus Transportation Committee (CTC) are as follows:

1. Provides advice and recommendations to the administration and all governance bodies on policies and budgetary matters, including rates, relating to all aspects of pedestrian and motorized and non-motorized vehicular transportation and parking on the campus.
2. Interprets policies related to transportation and parking adopted by governance bodies.
3. Ensures appropriate consultation of governance bodies regarding proposed changes in any policies.
4. Initiates and recommends projects for addressing campus transportation needs including projects to enhance pedestrian, bicycle, bus, and automobile access to the campus. Such recommendations are to be considered in detail by the Department of Planning and Construction, or other appropriate divisions of the university, and the Campus Planning Committee.
5. Provides representation on all building committees for projects that include or affect transportation facilities.
6. Creates subcommittees to address issues related to particular aspects of the campus transportation system.

**II. CURRENT OR PAST YEAR'S ACTIVITIES**

**September 2008–August 2009:**

- 9 Campus Transportation Committee meetings
- Subcommittees met as needed

**Subcommittees:**

- Bicycle-Pedestrian
- Policy/Budget

**The CTC and its subcommittees were involved with the following:**

- January 23, 2009 approved 2009-2010 permit rates.
- March 6, 2009 approved the budget that includes an estimated \$16,706,100 in revenue and \$18,124,000 in expenses.
- Issued 1,774 moped permits which was a decrease of 5 permits from the previous year and continued to conduct an educational campaign.
- Transportation Services will continue to manage the SAFEwalk, SAFERide Cab, and SAFERide Bus programs. Associated Students of Madison (ASM) signed a five-year agreement (May 2007) to fund both direct and indirect costs of the SAFERide Cab program and 50% of the SAFERide Bus program. Transportation Services will continue to fund the SAFEwalk program. Hired a new SAFE supervisor, Troy Ruland, start date December 10, 2008.
- Continue use of electric vehicles and purchased five hybrid SUVs.

- Success of RFID (Radio Frequency Identification) for gate activation in parking ramps. Research the environmental impact the RFID gate project has on starting/stopping at the gate entrance. Early indications show a significant savings in fuel due to reduction in start, stop and idle time.
- Review bus pass system, distribution of passes and eligibility. Monitor the deactivation of bus passes for staff that have ended UW employment.
- Continue with snow removal issues particularly at bus stops and pedestrian walkways. Procedure on how to prepare for upcoming inclement weather. Snow removal procedures campus-wide. Snow emergency signs and plan to be implemented.
- New Skidata control revenue equipment installed at the CSC Lot 75 ramp.
- Piloted the use of cell phone technology (PBP) to work with and replace the single-space and flex meter.
- Hired a new Transportation Services director – Patrick Kass, start date March 2, 2009.
- Peer Review process initiated; first session concluded August 16-19, 2009.
- Completed Pilot program – the use of credit card capable, single-space meters.

### III. CURRENT ISSUES OR CONCERNS

#### **Parking System:**

CTC approved minor changes to the UW parking system for academic year 2008-2009. These policy changes continue CTC's efforts to provide for: better parking management for both employees and visitors, elimination of policy exceptions and inconsistencies, and reduction of demand for limited parking resources. CTC believes that Transportation Services has made significant progress over the past five years in meeting the goal of "accelerat[ing] multimodal transportation initiatives for the university."

Operational changes beginning September 1, 2008 include:

1. Parking fees –
  - Annual rates increased \$10.
  - Motorcycle and moped permits increased \$5.
  - Business alternate and monthly permits increased \$5.
  - Meter rate increased to \$1.25 per hour.
  - Lot 85 moved to level 3 rates.
  - Lot 131 moved to level 1 rate.
  - Lot 68 restricted to housing personnel only.
  - Flex program changes include Pay-by-Phone (PBP) pilot for replacing Flex meters, allowing Flex permit holders to apply for a business alternate permit, and adding lots 38 and 85 to the list of Flex lots.
  - Lot 63 added to the list of restricted lots for vendor permits.
  - Lot 35 added to the list of restricted lots for department universal and off-campus universal permits.
2. Flex Parking Program –
  - Pay-by-Phone (PBP) became required for all new Flex customers, and 1,311 permits were sold, an increase of 151 or 13%.
3. Mopeds –
  - Transportation Services, along with other university departments, will continue the educational efforts on proper operation of mopeds. Transportation Services distributed and printed 9,000 brochures (5,000 distributed in 2007-2009), wrote press releases, issued warnings and citations.
  - Mopeds were required to display a moped parking permit to park on campus starting September 1, 2008; moped permits will cost \$60.
  - In cooperation with the UW Police Department, Transportation Services will continue outreach and education in areas where mopeds conflict with pedestrians, bicycle and/or vehicular traffic.

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### **Commuter Solutions Initiatives:**

Transportation Demand Management activities continued for 2008-2009, including the use of the employee bus pass, campus bus, flex parking, and Community Car. Highlights are:

- Approximately 50% of university faculty/staff and 30% of hospital staff continue to commute to campus by modes other than driving alone.
- Continued success with the complimentary faculty/staff Madison Metro bus passes – almost 150,000 rides per month were provided.
- The new 84 route, the Eagle Heights Express, continues to draw strong ridership and remains popular with residents. The 80 and 85 routes remain the most heavily used of all Metro routes.
- Transportation Services continues to partner with Community Car and currently has eight vehicles placed on campus. Cars are currently located in lot 79 (University Hospital); lot 21 (Biotechnology); lot 6 (Helen C. White ramp); lot 29 (Welcome Center); lot 56 (Charter and Johnson streets); and 2 cars in lot 46 (Johnson and Frances streets).
- The \$1.6 million Campus Drive bike path opened to public use with great fanfare in the summer of 2008 with a children's parade, Bucky and the Badger Band.
- A new social marketing program began in January 2009 to bring personally tailored bus, bike and rideshare information to all university employees.
- Replaced 15 standard bus shelters with attractive and uniquely designed UW shelters with warm wooden benches and W crests.

### **IV. FUTURE ISSUES**

- Continue to implement the Campus Master Plan/Transportation Master Plan objectives.
- Continue exploring ways to offset rising costs of all programs.
- Continue assessment of RFID (Radio Frequency Identification) for gate activation in parking ramps.
- Continue with improvements in RFID program in Lot 17.
- Review the disabled parking policy for updates and changes.
- Review the subsidized Madison Metro bus pass policy for updates and changes.
- Analyze the annual parking assignment process to possibly include priority for TDM measures.
- Continue to review changes to the moped policies, permit and parking management.
- Continue working on the Union South and WID/MIR parking and transportation needs.
- Work with School of Human Ecology and Gordon Commons projects to meet parking and transportation needs.
- Work with Charter Street Heating Plant and movement of 115 Mills Street projects.
- Continue to work with Grounds and Physical Plant on snow removal process and issues.
- Analyze department structure and hire a new associate director.
- Continue with the peer review process; last visit scheduled for November 2009. Final report to be completed by March 2010.
- Review results of internal Transportation Services audit.
- Revenue Control Access – Lots 79/75 and 63.
- Pay-by-Phone – complete conversion – sell the old Flex meters.
- Improve Transportation Services customer service phone tree.

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## V. SUMMARY/RECOMMENDATIONS

The CTC once again applauds the efforts of Transportation Services to balance the complex and often competing needs of transportation users on campus. As traffic congestion continues to grow in the Madison region, the university, UW Hospital, Dane County, City of Madison, Village of Shorewood Hills, and major employers will need to continue to explore alternatives. A recently completed peer review of Transportation Services will provide a springboard to the review of core current and future transportation needs. For example, the CTC is working closely with Transportation Services to reassess the parking cost structure and moped demand on campus. A moped study and public meetings over the next year will highlight these activities. The cost of operating Transportation Services continues to increase at a rate greater than revenues. The CTC will work closely with Transportation Services as we approach another challenging budget cycle.

## VI. COMMITTEE MEMBERSHIP 2008–2009

### **Faculty**

Steven Ingham (sem I), Food Science, chair  
David Noyce (sem II), Civil and Environmental  
Engineering, chair  
Jonathan Patz, Gaylord Nelson Institute  
Jason Yackee, Law School

### **Academic Staff**

Jason Bittner, Civil and Environmental Engineering  
Tim Gloeckler, Wisconsin Union  
Stephen Pudloski, Engineering Professional  
Development

### **Students**

Jo Matzner  
Andrew Obernesser

### **Chancellor appointees**

Anne Habel, Molecular Biology  
Carol Kvale, UW Hospital and Clinics  
Coreen Williams, Institute for Research on Poverty

### **Non-voting**

Gary Brown, Campus Planning and Landscape  
Architecture  
Gordon Graham (sem I), Transportation Services  
Patrick Kass (sem II), Transportation Services

### **Guest Representative**

Alan Fish, Facilities Planning and Management