

Communication Plan

Ohio University Transportation & Parking Services



OHIO
UNIVERSITY

Parking Services—What's Our Role?

"To bring order to that in which by definition is a world of managed chaos...."

Proactive Approach

- Educate the University Community.
- Ensure Information Is Accessible.

Customer Oriented

- Provide Information & Clarification
- Friendly & Pleasant

Ensure Compliance

- Meet Federal, State & University Policies

Public Safety

- Promote Pedestrian Safety
- ADA Accessibility

Transportation & Parking Services

What We Do

Transportation	Supported Areas & Managed Services	Lot Maintenance	Permit Issuance & Enforcement	Baker Center Garage	Visitor Parking Registration Center	Events
<ul style="list-style-type: none"> •Charter Buses •CATS Shuttle •CATCAB Transit •Airport Shuttle •Fuel •University Garage 	<ul style="list-style-type: none"> •Campus Escort Service •CATCAB •Campus Shuttle Operation •Vehicle Replacement Subsidy •Residence Services Permits •ICA Event Parking 	<ul style="list-style-type: none"> •Existing Lot Repair •Resurfacing •Lot Painting •Curb Painting •Address Signage Needs •Ensure ADA compliance 	<ul style="list-style-type: none"> •Faculty & Staff •Students •Visitors •Departments •Community •Vendors •Contractors •Reactive Enforcement •Proactive Enforcement •Baker Garage •Meters 	<ul style="list-style-type: none"> •Manage Permit Issuance •Manage Day-To-Day Operations for hourly parking •Staffing control •Service, repair and maintenance within garage and equipment •Customer Service within Garage 	<ul style="list-style-type: none"> •Departmental Permit Issuance •Guest Permits •Vehicle Registration •Guest Information •Directional Information 	<ul style="list-style-type: none"> •Athletic Events •Conference Services •Career Services •Admissions •Community

Transportation Services

University Garage

- Repair, maintenance, and annual safety inspections for 375 University owned vehicles.

Charter Buses

- Three 55 passenger charter buses for use.
- Approximately 600 Trips per year.

CATS Shuttle

- Free Campus Shuttle System.
- 96,000 rides per year.

CATCAB Transit

- Transit service for the Mobility Impaired.
- 9,500 rides per year.

Airport Shuttle

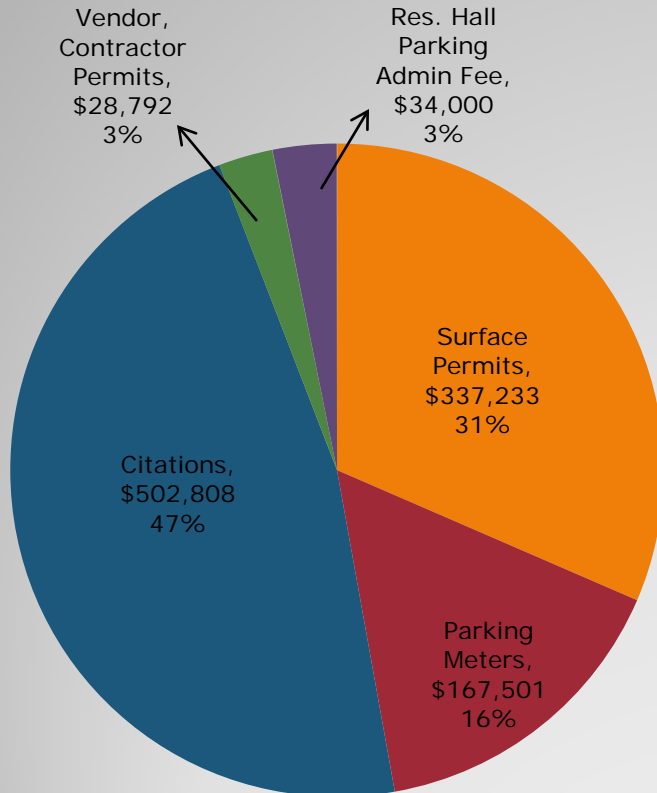
- Transports students from Columbus Airport to Campus.
- 331 International
- 201 Out-Of-State
- 249 Departures

Fueling Station

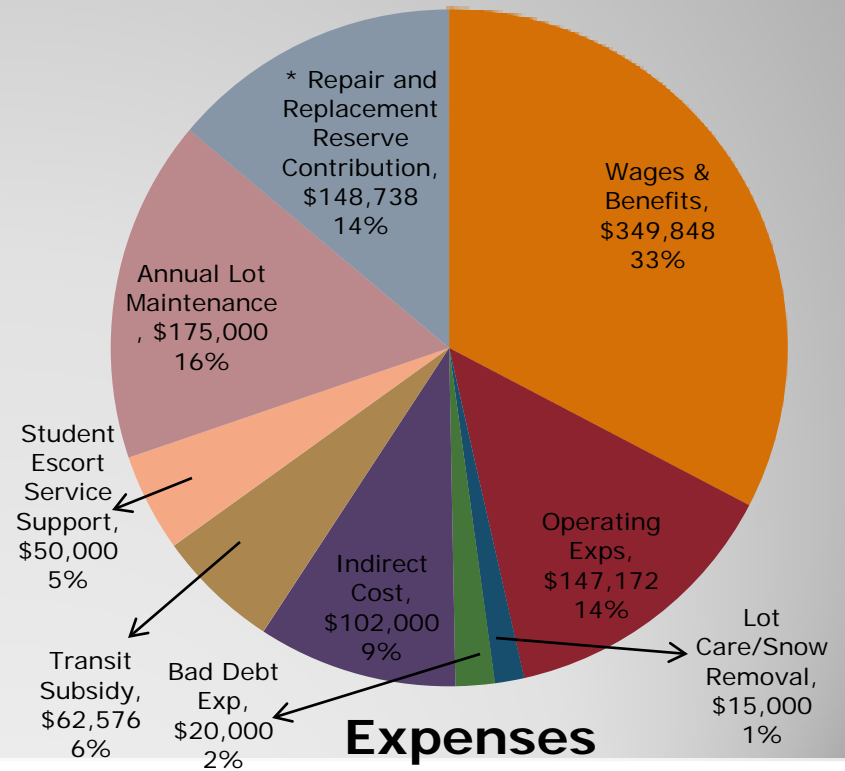
- Fueling Needs for Athens City & Ohio University
- Unleaded Fuel: 130,953.66 Gallons Per Year
- Diesel Fuel: 65,956.73 Gallons Per Year

Parking Services—Revenue/Expenses & Supported Areas

Parking Services is a self-supported auxiliary.



Revenue Sources



Expenses

* Repair & Replacement Reserve reduced by \$15k to reflect general fund support for lot care & snow removal.

Managed Services

Residential Housing

Parking Services manages student garage permit sales. Revenue from permit sales goes to residence services.

Parking Services receives 16% of total permit sales revenue.

Baker University Center

Parking Services manages Baker University Center Garage and reserved permit sales. Revenue goes to Baker Center after expenses.

Parking Services receives 2 Full Time Positions paid from Baker University Center Garage budget.

ICA Event Parking

Parking Services manages ICA event parking. Revenue goes to ICA after expenses.

Parking Services receives a $\frac{3}{4}$ Full Time Position paid from ICA event parking budget.

Lot Maintenance



Ever wonder what a parking lot would be like without lines to designate parking?

Ever drove through a parking lot in worse shape than a gravel road?

Parking Services is responsible for all aspects of lot maintenance on campus. This includes:

- Existing Lot Repair
- Resurfacing
- Lot Painting
- Curb Painting
- Signage Needs
- Ensure ADA Compliance

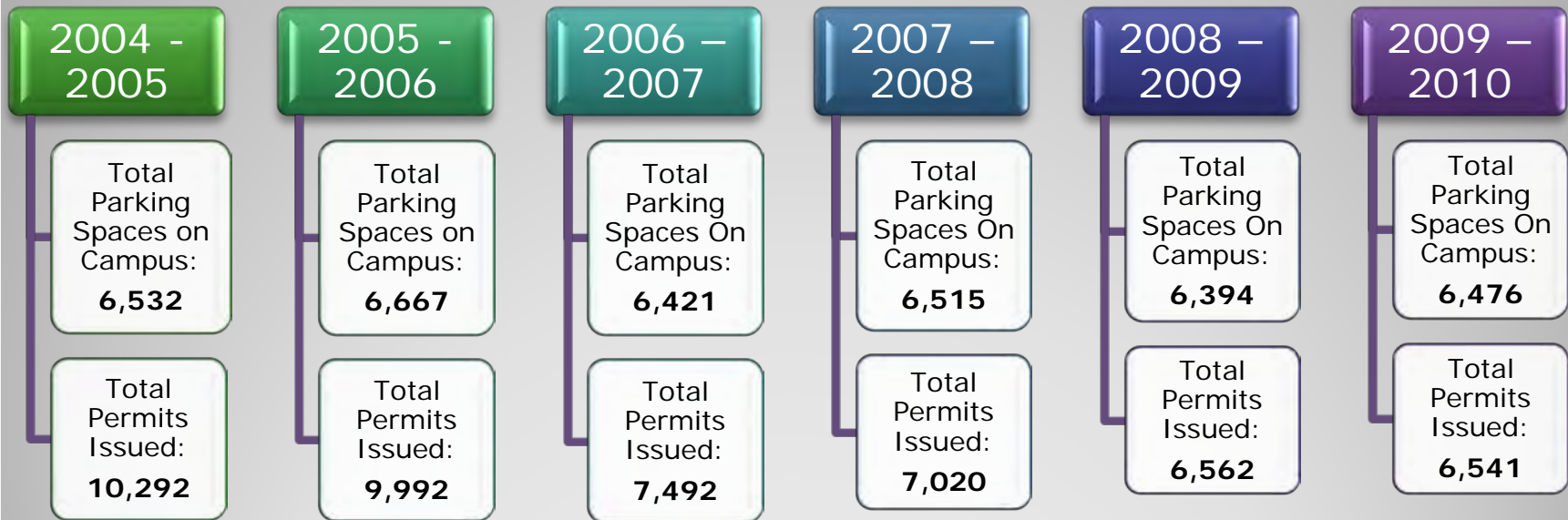


Permit Issuance 2009 - 2010

Faculty & Staff Permits 2,100	VP & Board Member Permits 75	Temporary & Groups I, II, and III Employee Permits 300	Retiree Permits 120
Priority Lot Permits 250	Commuter Permits 2,300	Residential Student Permits 1,321	Wolfe Street Apartment Permits 75
Handicap Permit Registration 250	High School Student Employee Permits 100	Temporary Replacement Permits 200	Hocking College Student Employee Permits 75
Ridges Student Employee Permits 450	Vendor Permits 1,100	Contractor Permits 2,800	Daily Visitor Permits 2,200
Dashboard Visitor Permits 42,171	Departmental Visitor Permits 1,500	West State Street Complex Permits 250	Baker Center Garage Permits 100

*On average,
Parking Services
issues 57,737
permits per year.
This includes all
permit types
listed.*

Parking Availability & Permit Issuance Trends



Total Permits issued includes Faculty, Staff, VP, Board Member, Retiree and Student Permits. Totals do not include visitors, temporary permits, and event parking.

Enforcement

University Standards

- Meet FS & ST Parking Needs
- Meet Visitor Parking Needs

ADA Compliance

- Assess and Enforce ADA Standards
- Accessibility Standards

Fire & Safety Compliance

- Ensure Fire lane & Accessibility
- Ensure Safety for Pedestrian Areas

Types Of Enforcement

Proactive

- Parking Maps
- Interactive Web Site
- Marketing & Communication
- Networking & Resource Fairs
- Designated Visitor & Event Parking
- Meters

Reactive

- Citations
- Boots
- Tows
- First Time Courtesy Void









Parking--Things That Make You Go Hmmm.....



This person did NOT receive a citation. To clarify, this is NOT a valid parking space!

And you thought Parking Services had parking laws that didn't make sense!

- There are an estimated 39 Internet searches per day across the major English language search engines as related to "Parking Enforcement".
- In Florida, if an elephant is tied to a parking meter, all fees must be paid.
- In Marysville, Ohio, it is illegal for a dog to urinate on a parking meter.
- In Mount Laurel, New Jersey, it is illegal to park in front of Dunkin Donuts.
- In Canton, Ohio, it is illegal to park your car on a railroad track.

Baker Center Garage

Pay-By-The-Hour, and avoid a parking citation! Direct your guests to a central location on campus that's easy to find.

Transient Parking

- 111 regular spaces for guests wishing to pay by the hour.
- 4 pay by the hour handicap parking spaces available.
- Fee is \$0.75 per hour.

Reserved Parking

- 98 Reserved Parking Spaces available.
- 2 Reserved handicap parking spaces available.
- Fee is \$800 per year.

Event or VIP Parking

- Direct your guests to a central location that's out of the elements.
- Parking Fees may be paid ahead of time by the department.

Visitor Parking Registration Center



- Central and easy-to-find location for guests.
- Departmental Permit Issuance and Pick-up.
 - Guest Vehicle Registration.
 - Guest Information.
 - Directional Information.

*Hours of Operation are Monday through Friday
from 7:30 a.m. until 4:30 p.m.*

Parking Services & University Events

Meter Reservations

- Reserve a Space for your guest
- Billable to University Accounts.

Lot Reservations

- Custom Event Signs
- Staffing Assistance

Parking Services & Athletic Events



Ohio University Football

6 Events Per Season
1,350 Vehicles Parked Per Event
12 Hours Per Game Day



Ohio University Basketball

10 Events Per Season
500 Vehicles Parked Per Event
6 Hours Per Game Day



OHSAA Basketball Tournaments

36 Events Per Season
600 Vehicles Parked Per Event
7 Hours Per Game Day

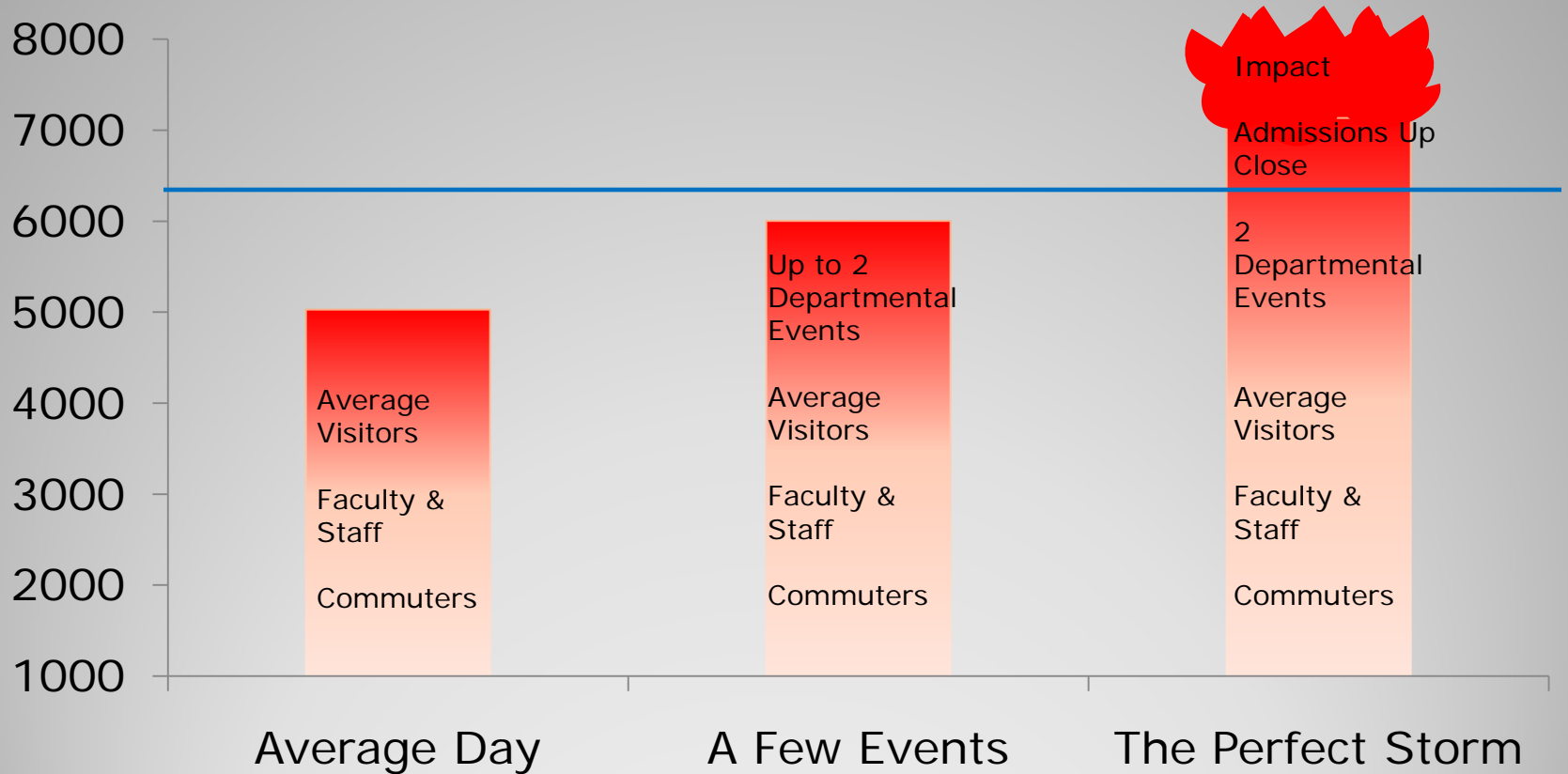


Other Athletic Events

45 Lot Accommodations Per Year
4,865 Traveling Team Permits Issued Per Year

All figures mentioned above were calculated using an average scale

Parking At Ohio University During "The Perfect Storm"



There are a total of 6,476 spaces on campus.

We've Heard What You Want!



1. More Customer Oriented with focus on Compliance Standards
2. More Focus on Public & Fire Safety Issues
3. Departmental Event Planning
4. Visitor Parking Options
5. Easily accessible, one-stop visitor center.
6. Interactive Web Site with Self Help Options.
7. Improved Electronic Notifications for Permit Renewals.
8. Online Citation Payment Options
9. Credit Card Payment Options (Online & In Office).
10. Citation Notifications Via E-Mail.