STANDING COMMITTEES

Finance and Asset Management Committee

Approve 2017-2019 Parking Pass and U-PASS Rate Adjustments at UW Bothell

RECOMMENDED ACTION

It is the recommendation of the administration and the Finance and Asset Management Committee that the Board of Regents approve Parking Permit and U-PASS rate adjustments for FY17 and FY18. UW Bothell has not increased Parking Permit or U-PASS rates in five years.

BACKGROUND

This recommendation originates from the Bothell Campus Commuter Services Task Force (CSTF). Established in 2010, the CSTF includes faculty, staff, and student representatives from UW Bothell and Cascadia College (see Attachment 2), and is charged with developing a common vision for transportation to support the campus in an environmentally and financially sustainable manner.

The CSTF meets monthly during the academic year to review current facilities, capacity, policies, sustainability goals, and finances. One of the goals of the Task Force is to annually review the financial status of the system and recommend new rates as needed for the coming fiscal year.

Parking operations and transportation management programs at UW Bothell are self-sustaining activities. Operations, maintenance, and capital expenses are supported by user fees and parking revenue from both UW Bothell and Cascadia College. By design, the proposed Parking Permit and U-PASS rate adjustments create incentives for the use of alternative modes of transportation, to comply with sustainability and commute trip reduction goals, to establish capital reserves for future major maintenance and construction of parking facilities, and to encourage greater compliance with parking rules.

RATE CHANGE RECOMMENDATION

The CSTF recommends an increase in the 7-Day Parking Permit rate from $160.00 to $180.00 per quarter and an increase in the U-PASS rate from $91.00 to $102.00 per quarter, both effective September 1, 2017 (maintaining the differential between the Parking Pass and U-PASS rates should sustain the economic incentive in favor of alternatives to driving alone).
The CSTF also recommends Parking Permit and U-PASS rate increases in FY18. (see Attachment 1)

REVIEW AND APPROVAL

Task Force members have communicated with their constituent groups including a range of faculty, staff, and student organizations, and have provided feedback to the CSTF. In addition, communications with the campus community regarding CSTF deliberations and potential rate increases have included:

- A UW Bothell/Cascadia College campus-wide commuter survey with 1600 respondents;
- UW Bothell/Cascadia College Forums, four sessions held on April 6 and April 10, 2017;
- Chancellor’s Leadership Council, April 3, 2017;
- ASUWB, March 28, 2017;
- General Staff Organization, April 13, 2017;
- UW Bothell Campus Council on Planning & Budgeting (faculty), March 14, 2017
- Email with opportunity to respond; and
- Other various forms of broadly disseminated communications including poster boards outside of parking garages and buildings.

According to WAC 478-117-200, the governing boards for UW Bothell and Cascadia may each set their own rates for quarterly and yearly Parking Permits. However, rates for daily Parking Permits must be uniform for both institutions.

The Cascadia College Executive Team and the Cascadia College Board of Trustees have approved the proposed rate adjustments.

Attachments

1. Current and Proposed Parking & U-Pass Rates for FY 18 and FY 19
2. Commuter Services Task Force Recommendation Letter to Campus Leadership
3. UW Bothell and Cascadia College Parking Rate Recommendations
Current and Proposed Parking & U-Pass Rates for FY 18 and FY 19

<table>
<thead>
<tr>
<th>Parking Permit Type</th>
<th>Preliminary Rate Recommendation</th>
<th>Rate Change Amount</th>
<th>Rate Change Percentage</th>
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<td>$160.00</td>
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<td>$194.00</td>
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May 12, 2017

Chancellor Wolf Yeigh,
University of Washington Bothell

President Eric Murray,
Cascadia College

Re: Commuter Services Task Force (CSTF) Recommendations for 2017-2019 Parking and U-PASS Rate Adjustments

Dear Chancellor Yeigh and President Murray,

In Fall Quarter of 2017, you charged us with the responsibility of advising you on the development and funding of the UW Bothell/Cascadia College campus transportation infrastructure and programs to:

- Serve student, faculty and staff needs for transportation services;
- Meet state required mandates to align with Commute Trip Reduction goals;
- Accommodate enrollment growth and demand for educational access;
- Increase the sustainability of the campus and support the achievement of the campus' climate plan objectives; and
- Improve campus-City of Bothell relationships, while minimizing financial barriers to educational access.

This last Fall and Winter Quarter, we held six meetings to develop an understanding of the current transportation programs and infrastructure, the campus' plans for growth, our relationship with the community, and Commuter Services' business model. As part of our work, we modeled multiple parking infrastructure scenarios, knowing that all are dependent on the City of Bothell's approval of the Campus Master Plan and Development Agreement.

The following rate recommendations reflect our consensus and were approved by unanimous consent at the Task Force meeting held on March 17, 2017.

- Gradually increase parking and transit rates over the next three years to fund the parking structure (see attachment for details).
- Beginning Fall Quarter of 2018, alleviate the current parking crunch by offering off-campus parking and a regular shuttle service.
- Continue to subsidize the U-PASS/ORCA Pass, keeping the cost at the level of a two-day parking permit.
- Promote awareness of alternative transportation options.
• Lobby local transit agencies to increase the number and frequency of buses serving the campus.
• Build parking spaces to accommodate enrollment associated with UW Bothell and Cascadia College.

Thank you for the opportunity to advise you on the development and funding of the Bothell campus transportation infrastructure and programs.

Sincerely,

Commuter Service Task Force

Cascadia Members
Atlas Turner (Student)
Cassie Rudolph (Student)
Darla Hart (Classified Staff)
Glenn Colby (Exempt Staff)
Steve Yramategui (Faculty)
Terence Hsiao (Co-Chair)

UW Bothell Members
Bill Erdly (Faculty)
Cham Kao (Exempt Staff)
Kelly Snyder (Exempt Staff)
Nicole Sanderson (Classified Staff)
Shugla Kakar (Student)
Tony Guerrero (Co-Chair)

Commuter Services Support
Alessandra Bulzomi (Finance)
Chelsea Elmer (Program Assistant)
Christian Adams (Finance)
Daniele Raymond (Parking Supervisor)
COMMUTER SERVICES TASK FORCE

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Daniele Raymond (Parking Supv)
Chelsea Elmer (Program Asst.)

Meetings
6 meetings during Fall and Winter

Provide broad representation reviewing parking and transportation policies that affect the campus community.
THE DECISION-MAKING PROCESS

Task Force Recommendations → Forum and Survey Feedback → Chancellor and President Recommendations

April

Board of Trustees and Board of Regents *Decision*

May/June
5 YEARS WITHOUT A RATE INCREASE

The State of Washington expects parking expenses, including parking facilities, to be paid by user fees. **We need to collect more fees to fund more parking.**

Garage parking costs $35,000 to $41,000 per space to build.

Last year, one garage parking space cost $190 to operate and maintain.

The UPASS/ORCA are subsidized to encourage use of alternative transportation. The subsidy is approximately $500,000 a year and is also funded by parking fee revenues.

Transit agency budget cuts have reduced the amount of buses through our campus by 38% since 2014.
FALL 2016 COMMUTING SURVEY

Sources: Transpo Group Survey, Fall 2016, CTR Survey 2010
COMMUNITY TRANSIT RECOGNITION

2016 Innovation and Revitalization Champion Award

In recognition of outstanding contributions to
Commute Trip Reduction in Snohomish County
March 30, 2017

One of five recognized out of 69 companies
CAMPUS PARKING LOTS ARE FULL

Number of Vehicles

Time of Day

Monday, October 20, 2014
Tuesday, October 21, 2014
Wednesday, October 22, 2014
Tuesday, September 29, 2015
Wednesday, September 30, 2015
Thursday, October 01, 2015
Tuesday, October 13, 2015
Wednesday, October 14, 2015
Thursday, October 15, 2015
Tuesday, October 25, 2016
Wednesday, October 26, 2016
Thursday, October 27, 2016
CSTF CONSIDERED THE FOLLOWING OPTIONS

• Prioritize **Convenience** – Provide ideal parking access, 85% utilization goal

• Prioritize **Affordability** – Hold rate increases, to the absolute minimum, accept status quo frustration, 93% utilization

• **Balance Priorities** – Stay above water, improve parking access, restrain parking rate increases, 87% utilization goal
500-800 more parking spaces need to be built
Our Fundamental Challenge 1 of 3

Convenient Access

Affordable Access

Sustainable Access
Our Fundamental Challenge 2 of 3

Convenient Access

Affordable Access

Sustainable Access

?
Our Fundamental Challenge 3 of 3

- Convenient Access
- Affordable Access
- Sustainable Access
CSTF RECOMMENDATIONS

- Gradually increase parking rates over the next 3 years to fund the parking structure.
- Beginning this fall, alleviate the current parking crunch by offering off-campus parking and a regular shuttle service.
- Continue to subsidize the UPASS/ORCA Pass.
- Promote awareness of alternative transportation options.
- Lobby local transit agencies to increase the number and frequency of buses serving the campus.
- Build a new parking structure to accommodate enrollment associated with UW Bothell 4 and CC4.
Daily permit rate increase: $1/day, each year

A fraction of that for passes
# Rate Change Recommendation

## Permit Cost

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<th>18-19</th>
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The public is the only critic whose opinion is worth anything at all. — Mark Twain