

Parking Advisory Council Meeting

January 25, 2013

3:00pm

**Auxiliary Services Conference Room
Building 8, Room 1106**

MINUTES

Members Present: Everett Malcolm (Chair), Joseph Turner, Debbie LeGros, Katharine Brown, Cammy Pucci, Alex Goetz, Zak Varshvoi, William Namen

Members Absent: Ted Hornoi-Centerwall, Joann Campbell, Carol Woodson

Others Present: Neal Fisher (Parking Services), Mark Richardson (UPD), Vince Smyth (Auxiliary Services), Salena Tepas (Parking Services), Ryan Dewitt (Student Government)

The meeting was called to order at 3:10 PM by Chair Everett Malcolm.

1. Approval to audio record meeting

- Everett Malcolm made the Council members aware that the meeting is being recorded to help with accuracy of the minutes.

2. New Council Membership

- Council welcomed Debbie LeGros, representative for USPA and William Namen, representative for Student Government.

3. Approval of minutes from November 16, 2012

- Chair Everett Malcolm asked Council if there were any changes or additions to the November 16, 2012 meeting. Hearing none, minutes were approved as written.

4. Hierarchy of permit sales to specific groups for 2013-14

- Everett Malcolm asked Council if any members had questions regarding hierarchy of permit sales. Hearing none, asked for motion on permit sales. Katharine Brown made a motion to keep the hierarchy of permit sales to specific groups for 2013-14 unchanged and the motion passed unanimously.

5. Issues of Concern

- Everett Malcolm shared with Council documents related to citations related to the type of violations that have occurred and how the numbers of citations have come down. The Council, several years ago, looked at the number of

citations being issued. Back then, the number was over 30,000 of citations being issued and a \$25 citation. Council approved to raise the citation fee to \$30 with the caveat that what PAC and Parking need to do was better educate the entire campus community of the do's and don'ts, better signage around campus and getting the information out to people in a real timely manner. Everett Malcolm said it has been done and is evident in the number of citations that have been issued. However, that being said, when looking at the data, when we have close to 15,000-16,000 citations in a calendar year being issued, what else can Council do to better education the campus. Everett Malcolm asked Council to consider looking at raising the citation fees, look at the type of violations in what areas and should we or should we not increase fees for citations. Do parking citations need to be reviewed annually to help see what areas are being violated regularly and reduce the number of citations being issued. Katharine Brown asked if we know the collection rate and who received the citation. Vince Smyth stated some are guest but most no permit or expired permits are students during the first three weeks of class. Katharine Brown asked if we should focus on campaigns to those times of year but also said we should focus on analysis of the data further. Everett Malcolm replied stating citing is relaxed during the first week of terms except for example, parking in fire lanes or disability, faculty/staff spaces, etc. that would always be cited. That is part of the educational process. Katharine Brown asked if Council had an idea of what percentage went to collections. Vince Smyth detailed that Parking has gone through three different systems in ten years but explained we do collect well from students because of their need to do business on campus but guest or drop outs are less to collect. He stated Parking is in the process of working through those to forward to collections and being stronger on those with multiple tickets. He also clarified that the statistics showing reduced citations can be explained by some other factors. The implementation of the shuttle system in 2007 and restricted parking. In the beginning, push back occurred but as those students matriculated and left the university, the new students became more compliant. In 2007, Housing was not sold at a 1:1 ratio and Housing and Premium could mix. Those issues were addressed and have likely assisted in bringing down citation numbers.

- Everett Malcolm shared with Council that for guest coming to the University, event staff has done a better job of getting clients to buy out lots to help avoid campus parking issues and if they do not and want collection at lots, Parking Services has revamped how they collect at lots to ensure that special event parking know they must pay for parking. Vince Smyth clarified that process is on weekends. Neal Fisher also stated that in 2007-2008, the campus was under heavy construction causing the increase in citations as well. Lots 3, 4, we lost almost 1,000 spaces and students were new to finding the outer lots. There were great push backs, high boot counts but it worked and we have a better program causing students to park correctly.

- Everett Malcolm stated some ask why we can't tow more cars. He explained the space issues in garages and the difficulty of getting into the garages, traffic jams associated with the removal and potential damage to the concrete posts.
- Alex Goetz stated other universities have a variety of citation fees, higher for some violations like fraudulent/unauthorized parking at \$100 while ours is \$30. Stealing a pass is heavier fine than parking on grass. Vince Smyth clarified that Parking does actually boot for fraudulent/unauthorized parking so with the boot and fines, it is about \$80. It is also reported to Student Conduct and UPD. Alex Goetz addressed people parking in Reserved spaces should be increased and that other universities also charge more for those citations. Katharine Brown asked Alex what the logic is behind having different fees for citations. Alex explained softer and harder penalties based on the violation type. Neal Fisher stated UNF's Reserved spaces are clearly marked with a sign and the painted wheelstop.
- Alex Goetz stated other universities charge less for parking overtime and parking over the lines and could be considered less severe and be reduced, less than \$30. Katharine Brown agreed because sometimes you can't control those two things. Maybe consider a graduated ticketing process for the parking overtime. Alex Goetz suggested for the overtime parking that you could get a maximum of two tickets for every increment you are parked there overtime. Alex clarified, meaning, you could get two \$20 parking costing \$40 but you would have to have been there for 40 minutes to get them.
- Zak Varshovi suggested added fines amounts to the signs to help deter people from violating the rules. Alex Goetz agreed that for certain areas. William Namen suggested signs for the first floor parking including cost of fine.
- Vince Smyth recapped that the system is great and has continued to be tweaked. Different methods and ideas, over time, have made things better and better.
- Alex Goetz asked why are patrollers citing when Parking Services is not open until 8 a.m. Neal Fisher clarified that the office opens at 8 a.m. but the drive thru is open at 6:30 a.m. William Namen stated the drive thru is only for a day pass, how are students helped. Neal Fisher said for those time, when the office is not open, they can use the drive thru for temporary permits.
- Joseph Turner stated he would support raising fees across the board because student's number one concern is parking on campus and we should do everything we can for students who abide by the rules and protect their rights. William Namen agreed stating when rates increased in 2007, citations have decreased. Everett Malcolm reiterated the Council is now reviewing if the efforts of increasing fines while doing a better job of educating the campus really did pay off as a result of that change years ago. He stated we cut the citation numbers in half but is there anything else we can do with education, signs, etc. to continue to reduce the number of citation. William Namen agreed, retelling that increase the fine and post the amounts in some areas would continue that citation reduction. Alex Goetz recommended signs for citations \$50 and over areas.

- With a consensus from Council to review the citation pricing, Everett Malcolm asked Vince Smyth if the BOT would accept recommendations in this season for the fall. Vince Smyth agreed to find out if changes to parking pricing will be reviewable in this year for the fall.
- Katherine Brown asked if Council could get custom reports showing types, classification, etc. to help focus education on those items. Vince Smyth stated a focus on what data is needed is required to determine what reports are available. Custom reports would require a cost. He said anything is possible but may be a challenge. Alex Goetz stated we should focus on some that are steady throughout the year to help stop patterns.
- Everett Malcolm recapped that as Council works to reduce the number of citations, while increasing the fines, the value of a permit increases. Vince Smyth stated UF's most expensive permit is \$1,116 and that a \$50 fine for illegally parking in that space might be different than what our reserved fines are given.

6. Restriction of specific groups to specific areas for 2013-14

- Alex Goetz recommended allowing Housing students, whose permits are sold 1:1, to be permitted to parking in Fountains lot to avoid parking in Lot 18 or no parking at all. This would allow those housing students to use the pool, dining, clubhouse, etc. without having to park in Lot 18 and walk back late at night when the shuttle is not running. Proposal to modify all housing lots be able to park in their lot, the Fountains, and 14/18/53 lots was made by Alex Goetz. Zak Varshovi seconded. Motion passed unanimously.
- Debbie LeGros asked if students would rather walk from Fountains to dorms rather than park in discount and take a shuttle. Vince stated it gives them a choice. Alex said students had asked him if it was possible and was an issue for housing students. Everett clarified the shuttle is not 24/7. Debbie LeGros asked if there would be a differentiation between students who live in the Fountains and those visiting. Everett Malcolm stated no, they would park in the nearest space available.

7. Future Meetings

- March 1, 2013 at 3pm.

The meeting was adjourned at 4:00 p.m. Prepared by Salena Tepas