

Parking Advisory Council

Meeting

December 1st, 2017

10:00 a.m.

Student Affairs Conference Room

Building 58E, Room 2100

Minutes

Members Present: Everett Malcolm (Chair), Ashley Faulkner (Faculty Association), Ko Sze Lee (Faculty Association), Patrick Moore (A&P Association), Elizabeth Arflin (A&P Association), Katrina Willis (USPS Association), William (Cap) Mewborne (Student Government), Amelia Stark (Student Government), and Gloria Turner (Student Government)

Members Absent: Cole Poppell (Student Government) and Corinne Housley (USPS Association)

Others Present: George Androuin (Business and Parking Services), Courtney Manns (Parking Services), Bill Strudel (UPD), Adam Brown (UPD), and Dawn Saracino (Associate Instructor)

The meeting was called to order at 10:00 a.m.

1) Permission to Audio Record the Meeting

- Everett Malcolm greeted everyone present and informed all that the meeting will be recorded in order to produce accurate minutes and asked if there were any objections.
- No objections were made.

2) Approval of minutes from October 20th and October 27th

Everett Malcolm- Has everyone had the opportunity to review the minutes that were sent for October 20th and October 27th and have sent any corrections or additions that needed to be made, have already sent those to Courtney, is that correct?

-Council members nod their heads in agreeance-

Everett Malcolm- Okay, those minutes will stand and be uploaded to the website.

3) Guest Speaker, Dawn Saracino

Dawn Saracino- I'm an instructor in the Physical Therapy program and I'm sure other programs have similar issues, but throughout this semester, we will have special guests to come and speak in our classrooms and these include prominent doctors and other professionals in the Jacksonville area that volunteer their time to teach in our classrooms. Our program will receive a code and pay for our guests parking and our guests will go and input their license plates into the kiosk system but when they arrive to campus, they cannot find parking. And because they weren't able to find parking they weren't able to participate in our class. They were either detained and they class began late or they park in a place where they risk getting fined. In the past, parking lot 7 was open and had vendor spots and sometimes our guests would be able to use that. I understand there is construction going on over there now but I do think that should be a place for our guests when finished or at least we should be able to have a place now for our special guests to park. I'm not sure how that would work on the new system and the kiosks but I do believe this is an issue.

Everett Malcolm- Actually Dawn, to give you some good news, this month lot 7 will be open and in lot 7 we have a variety of parking spaces and only George Androuin can give you a more detailed view and more information for special guests coming onto campus.

George Androuin- So what will end up happening when lot 7 comes back online is, well I can't remember the numbers exactly but I want to say there about 12 green spaces that will be added back to our inventory and about 12 disability spaces. So when lot 7 went away, we had to accommodate for these spaces. So what we ended up doing was vendor spaces were added to lot 9 and then disability spaces were added to lot 9 as well. We've been watching the green spaces as well and with our lot counts. Typically Tuesdays and Thursdays are the crunch point where we can see at one particular time there are zero spaces in a lot but at the same time those spaces are available in other lots. So I think your problem will be resolved once lot 7 becomes available again.

Dawn Saracino- So how do we make sure our guests get into a green space?

George Androuin- Well what I would do is reach out to Felicia Rivera and we could probably arrange some kind mechanism to make that happen. We've done a training program for our registered guest which is now what we call visitor and event parking training, has anyone from your department taken that class yet?

Dawn Saracino- No.

George Androuin- Okay, if you want, what I will do is I'll have Felicia reach out to you so that way you can figure out the best option.

Dawn Saracino- that would be wonderful!

George Androuin- This transformation from lot 7 I believe occurs over winter break so hopefully when we come back in January, your problem will be solved.

Dawn Saracino- That would be great! Also in Hick's Hall, our department has a research where we do a lot of patents. I don't know if you all heard of the toy drive that we do that was in the news but there's a lot of children with special needs that come in and they need parking and sometimes the kiosks can be a challenge for some of the parents. I know that we have parking for students who have tours and I don't know if there can be some kind of special parking or if there can be one or two spots designated for research participants or if there's a different agenda on that matter.

George Androuin- I don't know how those were approved but I do know that the department was charged for those spaces and they are specifically for the tours. I know that the campus generally has been a little shy of developing reserved spaces for any particular department because once we do it for one then everyone else wants one and it starts to become more broad and then those spaces are sitting empty and that becomes a huge issue. So that would have to be something that would need to go up to a Vice President for approval.

Dawn Saracino- Okay.

Everett Malcolm- George, would it be possible to support Dawn's concern, like we had special guest parking in lot 7, could the same be created at Hick's Hall? And kind of allow any department on campus to reserve that?

George Androuin- We could, but although I assume the question regarding, why do that if there's so many spaces available at Hick's Hall? And I wouldn't want to have them sit empty if they are the closet spot to the building and have them not being used.

Dawn Saracino- I think it's more about the complex of how the system is now. Before, we just gave them a piece of paper to display on their windshield and now it's just more steps and technical.

George Androuin- I know it's a learning curve but I've been noticing now that it's more prevalent. I think eventually it's just going to become the norm.

Dawn Saracino- Yeah.

Amelia Stark- We can use the WHOOSH app to pre buy that daily pass too as well, right?

George Androuin- Yes you can buy a \$2 day pass, yes.

Amelia Stark- So if it's the problem of getting out of their car with their child to register for that daily pass, I would say it's beneficial for them to just pull out their phone while they are in their car or even before they leave home to purchase their daily permit there.

Dawn Saracino- Hmm. We'll that's good to know.

Everett Malcolm- Dawn, do you have any other questions?

Dawn Saracino- Nope that was all.

Everett Malcolm- Thank you so much, Dawn for bringing your concerns to the council. The more people can bring the issues to us, the easier it is for the council to do their job. So on behalf of all of us, we want to thank you!

Dawn Saracino- Well thank you for your time.

Everett Malcolm- You're welcome to stay, I know you have a lot on you have a lot going on-

Dawn Saracino- Oh! I'll stay if that's okay.

4) Survey Results

Everett Malcom- Okay, next on our agenda are the survey results. I believe our students have done their survey and the faculty have done theirs, but what I don't know is did the USPS association do their survey?

Elizabeth Arflin- No nothing has gone out from the USPS association.

Katrina Willis- No, I didn't realize that we had to do one. I missed the last meeting so I was not aware.

Elizabeth Arflin- So did I.

Everett Malcolm- Oh okay. Well that data that we have now, if the students want to go ahead and share theirs and then Ashley, you can share yours.

Amelia Stark- Basically, from the results, the students do not want to pay. At least they don't want to pay more for parking than what they pay now. Over 55% voted to keep the current rate, 33% said to raise it to \$200, and most students said they would not pay for a gray permit if the cost of the blue permit increased.

Ashley Faulkner- We received 190 responses. When it came to the question of raising the blue permit cost or lowering it, well the faculty didn't want it to be lowered at all unlike the students. 57 responded that's this question had nothing to do with me and 37 responded, since I buy a faculty permit that this would not matter and also responded that they would not want to compete with students for parking. The next big category said that they would want to keep blue at the current price it is now. If blue increased and gray decreased, would you prefer to buy a gray? Almost all of the responses were a big 'NOPE!' The same response was about 60% when asked if blues were to be sold for specific lots. We also added, "If a covered walkway was added from the gray lots to the core of campus, would you purchase a gray?" Again, almost 75% said, "No."

Everett Malcolm- Any questions from the council in regards to the data that was provided?

-Silence-

Everett Malcolm- Okay. Let's move onto our voting items.

5) Voting Items, Types of Permit Categories, Number of Spaces for each Category, Sales Ratio for each Category, Permit Fees and Citation Fees for 2018/2019

Everett Malcolm- The blue permit is mainly the issue of concern. Blue was oversold in error due to the Housing A issue that happened. George has suggested that we hold some blue permits back in order to prevent overselling. George also is suggesting we hold some faculty/staff permits back for the new faculty and staff that will be starting in the fall so that they have an option and chance to purchase between a faculty/staff or a blue instead of just a blue. This is all so we can be as close to the 2.3 ratio that really works for us. He also suggests that we decrease the ratio to 2.2 in order to observe that impact the following year.

William (Cap) Mewborne- I would like to look at increasing the price for daily blue permits because I think, as discussed in our last meeting that is impacting our ratio in a very significant way. That will trim down the ratio as well as drive more people into the gray lots.

George Androuin- Historically speaking, we aren't seeing that much of blue daily permit sales than last year. I can't remember exactly the number but I think I can recall saying about 100 more than last year. Maybe a 5% increase. I don't think that's causing an issue. Only the flipping of blue spaces for Housing A and us holding back I think it was 700 faculty and staff permits and 800 ended up buying. So I believe the problem isn't the daily blue permit purchases. I think come spring, we are going to be back at the 2.3 ratio that we need to get back to after everything is leveled back out.

William (Cap) Mewborne- My only problem though is that it's not a real 2.3. We've looked at the data you provided us with and we have around 370 daily blue passes being sold a day that put our actual average-

George Androuin- -but you had the same number last year and the year before that and the year before that year. The 2.3 ratio stayed constant. Like I said, I don't think that is what's causing it. It was only a 5% increase which I don't think because that's such a low increase, that that's not what's causing it. I think the flipping of spaces and overselling of faculty/staff permits is what caused it.

Ko Sze Lee- I think there's no harm in shaving the ratio down to 2.2 from 2.3.

George Androuin- Also another difficulty you're going to run into is how are you going to charge more for a daily permit when the only higher daily permit rate at one of Florida's Universities is \$6 and I think that's at FSU. It will be difficult to convince people to increase it to \$7.

Everett Malcolm- George, is it possible to have a daily permit rate that reads, "Will not exceed \$7 a day," that way when we go into the fall term of 2018, we can start it at \$5 and see how that plays out and if need be, we can increase it to \$7 a day in order to see the results in parking in blue. If we obtained BOT approval, we wouldn't have to wait another year in order to try and obtain approval to do this. I know we've never done this before but I think it would be beneficial to us in case we do run into issue with the amount of parking on campus. It's kind of like what we do with our rental rates.

Ko Sze Lee- I think this would also be great for if we do need to do some testing. How much of an impact this change of rate could do to if it's raised to \$7. Let's go by testing and see what happens.

George Androuin- Well I think for me, the variable is what we really need to focus on in order to maintain that consistency. The 2.3 ratio is the only thing I would prefer to change. That's the only number we should be messing with if anything. We need to first test and see if the 2.3 is working for us before we start changing anything else. If you increase the price of the daily permits, you're now affecting parents and guests.

Gloria Turner- Those other institutions, do they have different prices for different lots like we do? We have the \$2 for a daily gray and the \$5 for a daily blue. DO they have other options like we do?

George Androuin- Some have cheaper options but \$6 is the highest. Except for FIU which does it by the hour I believe. I'm not sure if there a max number of hours though.

Elizabeth Arflin- Do you think you will have the data that you need by the end of the spring semester or do you need to get more data with the fall semester?

George Androuin- I believe the spring data will be enough because I believe we have more events going on during the spring semester than the fall so if that works it will most likely work for the fall.

Elizabeth Arflin- Okay, so with that, we can test it in the spring and go ahead and vote now for a cap that will give us the option to increase the \$5 to \$7 but we don't move anything until we get the results from the spring semester data.

William (Cap) Mewborne- At the end of the day I don't think that its necessarily part of the ratio, I just think that it would be beneficial if we could drive these 300 daily blue permit individuals into the gray lots.

Elizabeth Arflin- I think you have a misconception on whose using the blue permits. We have all sorts of visitors that come to campus that aren't necessarily going to be coming back on a regular basis, so that the purpose of the day permits. We're impacting parents, visitors, employers, people that come on market days and we don't want to push them out. We want to have strong relationships and encourage them to continue to come. It's more of a student problem.

Patrick Moore- I think you will also find out that every semester the problem is with the students purchasing those daily passes. If they initial wanted a blue term permit and those get sold out they are more than likely going to start purchasing daily blue permits. If we see daily blue permits go up a bit, this can tell us that there are students taking advantage of this. If it doesn't change at all then there aren't.

George Androuin- then again for all I know it might be beneficial for a student to purchase a daily than to purchase a semester permit. Raising it may even hurt those students.

Amelia Stark- Do we sell a lot of term permits or yearly permits?

George Androuin- More by yearly. I don't know the number off the top of my head.

Everett Malcolm- George, do we have the ability to cap the number of daily permits we sell?

George Androuin- Yes I suppose we could but I would rather not have a guest speaker that comes onto campus be denied because we stopped selling. That would cause us more problems than fixing.

William (Cap) Mewborne- Well there's 370 on average a day and market days and guests are not an issue from what I'm seeing. This means we have a group of students that are consistently buying passes and it might be students that are buy one every week but if we can move that population towards gray it would defiantly be making a difference. It would help out our ratio a lot.

Elizabeth Arflin- Okay, but before we do that, what have we've done to educate people about the gray lots? We are making assumptions that they are available.

Ashley Faulkner- on the contrary, I'm just assuming that people think that \$5 is just the only option.

Elizabeth Arflin- I know some people who work here and have been for a long time, and have no idea that there's other options than a \$5 blue daily permit. Most of the guests that come here have no idea either. I think we should focus more on educating the campus and public about these options that we have. I wouldn't go and raise the prices just yet. For example, I sometimes like to have lunch with my mother and I would like her to come to campus to visit me and I don't want to have to pay \$7 to have her to park here in order to eat lunch with me. I will if I need to but I can't think of another place that I would be employed at that I would have to do that at.

Gloria Turner- But you could paid \$2 and park in a gray lot.

Elizabeth Arflin- And make my 60 year old mother walk all that way to and back just to have lunch with me?

William (Cap) Mewborne- Yea that's the issue there.

Ko Sze Lee- well we aren't talking about a rare case like that. We are talking about the typical cases. The number of students that purchase a daily blue pass every day. If you put a cap on it it forces education to be put on them. To teach them more about parking.

William (Cap) Mewborne- I don't think I would be in favor in putting in the cap and limiting those purchases. I would rather play with the price a little bit.

Ko Sze Lee- Can parking services provide some kind of system where they can provide something for department guests or visitors?

Elizabeth Arflin- They do. We reserve these parking spaces and I don't know if that offsets something or not but we pay them to reserve these spaces for our visitors and guests. We usually reserve them in the garages and we won't want to pay for a gray lot if they are bringing equipment because this is for the students.

Everett Malcolm- George, is there any way to further educate the campus community about daily gray permits? Like maybe have it pop up on the screens on the machines.

George Androuin- I wouldn't want to make that kiosks time increased. It already takes time to do this and people are usually in a rush and these need to be processed quickly.

Everett Malcolm- Do we know what time these daily permits are sold?

George Androuin- I assume we could but you can't accommodate for events. We don't need to micromanage this we just need to look at the ratio. It's easier to deal with the ratio rather than trying to deal with every other little thing.

Everett Malcolm- If the council wants, we don't need to vote. We can vote after we let George collect the spring data.

William (Cap) Mewborne- When you go to one of the kiosks and it asks you if you want to purchase a blue or gray permit, does that show on every kiosk?

George Androuin- I was told that we had it locked down as \$5 on the core of campus and \$2 in the outer lots so that people don't accidentally chose the incorrect permits for the lots.

Everett Malcolm- If we could affix something on those machines to inform them that they can park in the outer lots for only \$2 I think that would certainly help educate people.

Elizabeth Arflin- is there a way that you can see how many times a certain license plate has purchased a daily blue permit?

William (Cap) Mewborne- Not simply probably. You would have to go through manually and lot.

George Androuin- We could possibly do that through a spreadsheet but what would you be looking for? What days exactly?

Patrick Moore- I would just say for a month.

George Androuin- how many are here three or more times?

Gloria Turner- I would look for maybe two or more times.

Amelia Stark- buying a blue pass twice a week is actually cheaper than buying a term pass. I'm sorry I mean once.

Gloria Turner- When departments hold off spaces, how much does that impact our ratio?

George Androuin- I don't know. I don't think we keep track of how that relates to ratio. WE do lot counts during a specific week whether there are events going on or not. However, those spaces that do get blocked off has to get VP approval before we do that.

Everett Malcolm- it appears to me the issue on the table is, what do we do with daily permits? We can table that and continue to have discussion if we are good with the categories that we have for 2018/2019, the number of spaces, the ratio, and we aren't going to change the permit fees but we are going to have discussion on the daily permit fees. We can take that to the BOT later in the spring. Is there conscience on that?

Ashley Faulkner- just to flag one thing on that, if there is this pressure on the core that there is, cheap day passes in the outer lots should not be a well-kept secret. We need to have better signage and really anything that could get the word out on that.

William (Cap) Mewborne- And also say we do something and we manage to shave 200 people off that average, that means we can raise the ratio for blue which means we can sell more blue permits which is such a high demand. That's why I would like to do something to lower that blue daily pass.

George Androuin- What I was going to do is maybe put up a sign on the kiosks that advertises the gray lots and how they're only \$2.

Everett Malcolm- Can you do that for the start of spring semester?

George Androuin- Is there a date in mind?

Everett Malcolm- March 9th, 2018.

Patrick Moore- Can I make a motion to vote on all the other things on the table? To postpone our conversation and signage details until March 9th?

Everett Malcolm- Sure. Is there a conscience to have no changes made to the types of permit categories, number of spaces for each category, sales ratio for each category, citation fees, and permits fees with the exemption of daily permit fees, would anyone like to second this?

William (Cap) Mewborne- I second.

Everett Malcolm- Any discussion?

-Silence-

Everett Malcolm- Okay hearing none, we will take it to a vote. All those in favor of making no changes in 2018/2019 with the exception of further review of the daily permit fees, which will be voted on prior to March 9th, please say, "I."

-All council members say, "I."-

Everett Malcolm- I will forward those recommendations to VP Shuman and we will continue to have further discussion on our daily permit fees when we return and render a final decision prior to March 9th.

6) Parking Concerns

Everett Malcolm- Are there any parking concerns that need to be brought to the council's attention?

Elizabeth Arflin- We keep talking about further education the campus and public about parking and there doesn't seem to be any traction that we are taking on this and I'm not sure who need to take the lead on this but whether its social media, student government, osprey radio, something to get everyone's attention. Maybe having Parking Services have a Twitter or something that can become the student's friend. The ally that informs students about next day events and how to plan their route accordingly. Some kind of information. We are more likely to change the patterns of students if we educate them more instead of talking about fees whereas that would be more of a punishment on students if we were to raise them. Am I the only one that feels like this would be advantageous?

George Androuin- What we typically do is osprey and student updates. They are a little hesitant about sending out things on social media.

Elizabeth Arflin- I just feel like email is not the best way to communicate to our students. Something friendlier and something that will give us the ability to connect.

Everett Malcolm- George is there a way to tie that license plate to an address and send them some kind of information after they purchase their daily permit about the \$2 daily gray permits?

George Androuin- I suppose I can drive up a report for the most frequent blue daily permit purchasers and send them some kind of email.

Everett Malcolm- Or along the social media line. I know Felicia is dealing with marketing and I know she has a lot on her plate but would it be possible to add an additional person to do marketing?

Elizabeth Arflin- I think that's a great idea because we are able to reach them and communicate with them easily and possibly have real time updates.

Gloria Turner- I think it would be a great position for a student to have.

George Androuin- We are in the process of purchasing three new entrance signs. The idea is to replace what we have now with a fixed screen that you can actually communicate about where to and where to not park. The contract should be signed by the end of this month, hopefully. But they may not be up until around April because it will have stone work done to it to match the entrance.

Everett Malcolm- Are there any other concerns?

-Silence-

7) Spring meeting dates and times, January 26th, February 6th, March 9th, and April 13th. All meetings will start at 10:00 A.M.

- Everett Malcolm informs the council of the next remaining meeting dates and informs them all that they will be at the same location as today and will start at 10:00 A.M.

8) Happy Holidays

-END

Minutes Prepared By: Courtney Manns