

Parking & Transportation Committee Meeting

December 11, 2015

Members Present: T. Ferdolage, D. Nakamura, M. King, K. O'Brien, T. Fleming, D. Peterson

Staff Present: K. Chalker, C. Ferreira

Review & Approve Meeting Notes

Review Parking & Commuter Services 5-Year Budget Plan:

Traci reported that she is still waiting on feedback from the Budget Office on the 5-Year Budget Plan

Review Parking & Commuter Services Business Plan

Traci reviewed the updated Appendices with the committee. She discussed the different types of permits and technology that are available to our campus and what we may be using in the future.

It was reported that the changes suggested in the last meeting were incorporated into the Business Plan. Traci is waiting to get feedback from HR/APS on the exact number of staff on campus.

The *Programs and Services Offered* section was updated by adding information about both Zipcar and Zimride. The *Trends and Key Performance Indicators* sections under *Service Sector Analysis* were updated. In regards to the Service Sector section, Traci said that she is trying to determine what ours is. A few suggestions given by the group were; the church and local residents who rent parking spaces to people on campus, JackPass and bicycle riding. It was mentioned that our service is not just parking, it is transportation as well, so that should be factored in. Kevin O'Brien said that he will provide number's for how many people SDRC has transported.

The *Key Performance Indicators* were added. Traci mentioned that there is a lot of information in this section and some of it is data we already collect. The group discussed what could be removed and/or changed. Traci will bring the updates to the next meeting.

The group discussed the *Market & Customer Analysis* section. It was mentioned that we are in a very fixed market/environment. We need to look at who are the people visiting campus who are not students, staff and faculty and why they are parking on campus.

Pricing & Gross Margin Targets: we may want to add a comparison of us to others.

Regulatory Governance & Restrictions: Add AB32 California Global Warming Solutions Act of 2006, infrastructure for clean air vehicles, restrictions from collective bargaining units to increase parking fees.

SWOT Analysis: Traci and Joyce have been doing some brainstorming in this area and will bring ideas back to the group.