# TABLE OF CONTENTS

1.0. **GENERAL** .......................................................................................................................... 8
   1.1. **INTRODUCTION** ........................................................................................................... 8
       A. Parking System Vision/Mission ...................................................................................... 8
       B. Parking Guiding Principles ............................................................................................ 8
   1.2. **BACKGROUND** ........................................................................................................... 8
   1.3. **PARKING SYSTEM ORGANIZATION** ........................................................................ 8
       A. Parking System Org Chart ............................................................................................. 8
   1.4. **ANNUAL REPORT OBJECTIVES** ................................................................................ 8

2.0. **DOCUMENTING PARKING INVENTORY** ........................................................................ 10
   2.1. **PREVIOUS PARKING INVENTORY OR HISTORICAL SUMMARY** ................................. 10
   2.2. **CURRENT OVERALL PARKING INVENTORY** ............................................................. 10
   2.3. **PARKING INVENTORY – BY TYPE** ............................................................................ 10
       A. Surface Lot Parking ....................................................................................................... 10
       B. Structured Parking ....................................................................................................... 10
       C. On-Street Parking ....................................................................................................... 10
       D. Accessible (ADA) Parking ........................................................................................... 10
       E. Off-Site Parking ........................................................................................................... 10
       F. Leased Parking ............................................................................................................. 10
   2.4. **SUMMARY OF CHANGES TO PARKING INVENTORY** ............................................. 10

3.0. **PARKING ALLOCATION/USE PLAN** ............................................................................. 12
   3.1. **ALLOCATION OVERVIEW** ......................................................................................... 12
   3.2. **OFF-STREET SPACES** ................................................................................................ 12
       A. Transient (Visitor/Short-term) Parking .......................................................................... 12
       B. Monthly (Employee/Contract) Parking .......................................................................... 12
       C. Special Use Parking ..................................................................................................... 12
       D. Accessible (ADA) Parking ........................................................................................... 12
   3.3. **ON-STREET PARKING** ................................................................................................ 12
       A. Time-limited ................................................................................................................. 12
       B. Metered ....................................................................................................................... 12
       C. Special Use .................................................................................................................. 12
   3.4. **MAINTENANCE, LOADING OR OTHER UTILITY SPACE** ........................................ 13

4.0. **DOCUMENTING PARKING UTILIZATION** ...................................................................... 15
   4.1. **OFF-STREET SPACES - UTILIZATION BY FACILITY** ............................................. 15
       A. Peak Demand Period(s) ............................................................................................... 15
       B. Utilization at Peak Demand Period (by Deck/Lot) ...................................................... 15
       C. Oversell Percentage (by Deck/Lot) ............................................................................. 15
       D. Overall Utilization ..................................................................................................... 15
   4.2. **ON-STREET SPACES - UTILIZATION BY AREA OR ZONE** ..................................... 15
A.  Peak Demand Period(s) .......................................................... 15
B.  Turnover .............................................................................. 15
4.  CURRENT PARKING ADEQUACY ...................................... 15

5.0.  ANTICIPATED CHANGES TO CURRENT PARKING INVENTORY ............. 17
5.1.  PROJECTED PARKING LOSSES ............................................ 17
5.2.  PLANNED PARKING ADDITIONS ....................................... 17
5.3.  IMPACTS OF PROPOSED DEVELOPMENT PROJECTS ............... 17
A.  Increased Parking Demand .................................................. 17
B.  Decrease in Parking Supply ................................................... 17

6.0.  FUTURE PARKING DEMAND PROJECTIONS (ADVANCED TOPIC) ......... 19
6.1.  DESIGN DAY CONDITIONS ............................................. 19
6.2.  EFFECTIVE SUPPLY ..................................................... 19
6.3.  PROJECTED PARKING DEMAND .................................... 19
6.4.  PROJECTED PARKING ADEQUACY ................................ 19

7.0.  COMPETITIVE ENVIRONMENT ........................................... 21
7.1.  COMPETITORS PARKING RATES ..................................... 21
7.2.  MARKETING INITIATIVES ............................................... 21
7.3.  TECHNOLOGY ............................................................... 21

8.0.  PARKING MANAGEMENT INITIATIVES .................................... 23
8.1.  PARKING SYSTEM CHALLENGES .................................... 23
8.2.  NEW OR REVISED POLICIES AND PROCEDURES ............... 23
8.3.  PARKING BENCHMARKS .................................................. 23
8.4.  REVENUE CONTROL OVERVIEW / AUDIT REPORT SUMMARY ... 23
8.5.  PARKING TECHNOLOGY UPGRADES ................................ 23
8.6.  CUSTOMER SERVICE INITIATIVES .................................. 23
8.7.  PARKING MARKETING INITIATIVES .................................. 23
8.8.  SAFETY AND RISK MANAGEMENT ISSUES ....................... 23
8.9.  COMMUNICATIONS / INTERDEPARTMENTAL RELATIONSHIPS ... 23
8.10. OUTSOURCED OR PURCHASED SERVICES ............................ 23
8.11. PARKING OPERATIONAL PEER REVIEWS ............................. 23
8.12. OPPORTUNITIES TO IMPROVE PARKING EFFICIENCY .......... 23
A.  Lot Restriping or Reconfiguration ....................................... 23
B.  Stall Size Modifications .................................................... 23
C.  Staffing Analyses ............................................................. 23
D.  Use of Auto-Cashier Units ............................................... 23

9.0.  PARKING SYSTEM FINANCIAL OVERVIEW .............................. 25
9.1.  REVENUE BY TYPE ..................................................... 25
9.2.  EXPENSES BY MAJOR CATEGORIES .................................. 25
9.3.  DEBT SERVICE OBLIGATIONS ......................................... 25
9.4.  NET PROFIT/LOSS .......................................................... 25
10.0. PARKING FACILITY MAINTENANCE ........................................................................ 27
  10.1. PARKING MAINTENANCE ISSUES OVERVIEW ................................................. 27
  10.2. SUMMARY OF PARKING FACILITY CONDITION APPRAISALS .................. 27
  10.3. PRIORITIZED LIST OF MAINTENANCE PROJECTS ........................................ 27
  10.4. PROJECTED COST OF MAINTENANCE PROJECTS ......................................... 27
11.0. PARKING SYSTEM SECURITY ........................................................................... 29
  11.1. PARKING SECURITY ISSUES OVERVIEW ......................................................... 29
  11.2. SUMMARY OF SIGNIFICANT PARKING RELATED SECURITY INCIDENTS ...... 29
12.0. PARKING ENFORCEMENT ................................................................................ 31
  12.1. PARKING ENFORCEMENT ISSUES OVERVIEW ................................................. 31
  12.2. NEW OR REVISED ENFORCEMENT POLICIES AND PROCEDURES ............. 31
  12.3. PARKING ENFORCEMENT REVENUES AND EXPENSES .............................. 31
  12.4. CITATION COLLECTION RATIO ....................................................................... 31
  12.5. PARKING ENFORCEMENT TECHNOLOGIES .................................................... 31
13.0. PARKING SHUTTLE OPERATIONS ..................................................................... 33
  13.1. PARKING SHUTTLE OPERATIONS OVERVIEW ................................................ 33
  13.2. EQUIPMENT / VEHICLE ISSUES ...................................................................... 33
  13.3. RIDERSHIP STATISTICS ................................................................................... 33
  13.4. NET PROFIT/LOSS ............................................................................................ 33
14.0. PARKING / TRANSPORTATION DEMAND MANAGEMENT INITIATIVES ............. 35
  14.1. PARKING DEMAND MANAGEMENT INITIATIVES ............................................. 35
      A. Departmental Relocations .............................................................................. 35
      B. Remote Parking Strategies ............................................................................ 35
  14.2. TRANSPORTATION DEMAND MANAGEMENT INITIATIVES ............................ 35
      A. Subsidized Transit Passes .............................................................................. 35
      B. Car Pool and Van Pool Programs .................................................................. 35
      C. Guaranteed Ride Home Program .................................................................. 35
### List of Exhibits (Example Exhibits)

<table>
<thead>
<tr>
<th>Section</th>
<th>Exhibit Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> Introduction</td>
<td>1.1 Parking System Organization Chart</td>
</tr>
</tbody>
</table>
| **2.0** Parking Inventory | 2.1 Campus Map  
|               | 2.2 Parking Map  
|               | 2.3 Parking Inventory – by Space Type                                     |
| **3.0** Parking Allocation | 3.1 Parking Allocation Plan Table  
|                         | 3.2 Parking Allocation Chart by Percent                                   |
| **4.0** Parking Utilization | 4.1 Overall Utilization Graph  
|                         | 4.2 Parking Utilization Graphs for Sub Areas  
|                         | 4.3 Photos of Parking Areas at Peak Demand Time Frames                   |
| **5.0** Anticipated Changes to Current Parking Inventory | 5.1 Campus Map Showing Proposed Development Projects  
|                          | 5.2 Campus Map Showing Parking System Impacts                           |
| **6.0** Future Parking Demand Projections | 6.1 Parking Adequacy Table                                               |
| **7.0** Competitive Environment | 7.1 Parking Market Rate Survey  
|                          | 7.2 Operations Comparison Matrix                                         |
| **8.0** Parking Management Initiatives | 8.1 Summary of Customer Satisfaction Surveys  
|                          | 8.2 New Marketing Concepts                                               |
|                          | 8.3 Lot Reconfiguration Diagrams                                         |
|                          | 8.4 Staffing Analysis Graphs                                             |
List of Exhibits (Example Exhibits)…continued

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Subsections</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.0</td>
<td>Parking System Financial Overview</td>
<td>9.1 Summary Financial Pro-Forma</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.2 Revenue Graphs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.3 Expense Graphs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.4 Debt Service Graphs</td>
</tr>
<tr>
<td>10.0</td>
<td>Parking Facility Maintenance</td>
<td>10.1 Summary Table of Parking Facility Maintenance Needs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10.2 Photos of Priority Maintenance Projects</td>
</tr>
<tr>
<td>11.0</td>
<td>Parking System Security</td>
<td>11.1 Summary Table of Security Incident</td>
</tr>
<tr>
<td>12.0</td>
<td>Parking Enforcement</td>
<td>12.1 Organization Chart</td>
</tr>
<tr>
<td>13.0</td>
<td>Parking Shuttle Operations</td>
<td>13.1 Shuttle Route Map(s)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.2 Shuttle Ridership Graphs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.3 Photos of Shuttle Fleet</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.4 Summary Table of Fleet Operating and Maintenance Costs</td>
</tr>
<tr>
<td>14.0</td>
<td>Parking and Transportation Demand Management</td>
<td>14.1 Transit Route Maps Serving the Campus or Area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14.2 Transit Ridership Summary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14.3 Transportation Alternatives Participation Level Graphs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14.4 Parking Impact Summary</td>
</tr>
</tbody>
</table>
Section 1.

GENERAL
1.0. GENERAL

1.1. Introduction
   A. Parking System Vision/Mission
   B. Parking Guiding Principles

1.2. Background

1.3. Parking System Organization
   A. Parking System Org Chart

1.4. Annual Report Objectives
Section 2.

DOCUMENTING PARKING INVENTORY
2.0. DOCUMENTING PARKING INVENTORY

2.1. Previous Parking Inventory or Historical Summary

2.2. Current Overall Parking Inventory

2.3. Parking Inventory – By Type
   A. Surface Lot Parking
   B. Structured Parking
   C. On-Street Parking
   D. Accessible (ADA) Parking
   E. Off-Site Parking
   F. Leased Parking

2.4. Summary of Changes to Parking Inventory
Section 3.

PARKING ALLOCATION/
USE PLAN
3.0. PARKING ALLOCATION/USE PLAN

3.1. Allocation Overview

3.2. Off-Street Spaces
A. Transient (Visitor/Short-term) Parking
B. Monthly (Employee/Contract) Parking
C. Special Use Parking
   1. Reserved
   2. Clergy
   3. Special Event
   4. Volunteer
   5. Physician
   6. Residential
   7. Medical Office Building
   8. Valet
   9. Off-Site Shuttle Parking
  10. Leased
  11. Etc.
D. Accessible (ADA) Parking

3.3. On-Street Parking
A. Time-limited
B. Metered
C. Special Use
   1. Official Vehicles
   2. Utility Carts
   3. Reserved
   4. Patient Pick-up
   5. Radiation Oncology
6. Police / Emergency Vehicle
7. Etc.

3.4. Maintenance, Loading or Other Utility Space
Section 4.

DOCUMENTING PARKING UTILIZATION
4.0. DOCUMENTING PARKING UTILIZATION

4.1. Off-Street Spaces - Utilization by Facility
   A. Peak Demand Period(s)
   B. Utilization at Peak Demand Period (by Deck/Lot)
   C. Oversell Percentage (by Deck/Lot)
   D. Overall Utilization

4.2. On-Street Spaces - Utilization by Area or Zone
   A. Peak Demand Period(s)
   B. Turnover

4.3. Current Parking Adequacy
Section 5.

ANTICIPATED CHANGES TO CURRENT PARKING INVENTORY
5.0. ANTICIPATED CHANGES TO CURRENT PARKING INVENTORY

5.1. Projected Parking Losses

5.2. Planned Parking Additions

5.3. Impacts of Proposed Development Projects
   A. Increased Parking Demand
   B. Decrease in Parking Supply
Section 6.

FUTURE PARKING DEMAND PROJECTIONS
6.0. FUTURE PARKING DEMAND PROJECTIONS (Advanced Topic)

6.1. Design Day Conditions

6.2. Effective Supply

6.3. Projected Parking Demand

6.4. Projected Parking Adequacy
Section 7.

COMPETITIVE ENVIRONMENT
7.0. COMPETITIVE ENVIRONMENT

7.1. Competitors Parking Rates

7.2. Marketing Initiatives

7.3. Technology
Section 8.

PARKING MANAGEMENT INITIATIVES
8.0. PARKING MANAGEMENT INITIATIVES

8.1. Parking System Challenges
8.2. New or Revised Policies and Procedures
8.3. Parking Benchmarks
8.4. Revenue Control Overview / Audit Report Summary
8.5. Parking Technology Upgrades
8.6. Customer Service Initiatives
8.7. Parking Marketing Initiatives
8.8. Safety and Risk Management Issues
8.9. Communications / Interdepartmental Relationships
8.10. Outsourced or Purchased Services
8.11. Parking Operational Peer Reviews
8.12. Opportunities to Improve Parking Efficiency
   A. Lot Restriping or Reconfiguration
   B. Stall Size Modifications
   C. Staffing Analyses
   D. Use of Auto-Cashier Units
Section 9.

PARKING SYSTEM
FINANCIAL REVIEW
9.0. PARKING SYSTEM FINANCIAL OVERVIEW

9.1. Revenue by Type
9.2. Expenses by Major Categories
9.3. Debt Service Obligations
9.4. Net Profit/Loss
Section 10.

PARKING FACILITY MAINTENANCE
10.0. PARKING FACILITY MAINTENANCE

10.1. Parking Maintenance Issues Overview

10.2. Summary of Parking Facility Condition Appraisals

10.3. Prioritized List of Maintenance Projects

10.4. Projected Cost of Maintenance Projects
Section 11.

PARKING FACILITY SECURITY
11.0. PARKING SYSTEM SECURITY

11.1. Parking Security Issues Overview

11.2. Summary of Significant Parking Related Security Incidents
Section 12.

PARKING ENFORCEMENT
12.0. PARKING ENFORCEMENT

12.1. Parking Enforcement Issues Overview

12.2. New or Revised Enforcement Policies and Procedures

12.3. Parking Enforcement Revenues and Expenses

12.4. Citation Collection Ratio

12.5. Parking Enforcement Technologies
Section 13.

PARKING SHUTTLE OPERATIONS
13.0. PARKING SHUTTLE OPERATIONS

13.1. Parking Shuttle Operations Overview

13.2. Equipment / Vehicle Issues

13.3. Ridership Statistics

13.4. Net Profit/Loss
Section 14.

PARKING/TRANSPORTATION DEMAND MANAGEMENT INITIATIVES
14.0. PARKING / TRANSPORTATION DEMAND MANAGEMENT INITIATIVES

14.1. Parking Demand Management Initiatives
A. Departmental Relocations
B. Remote Parking Strategies

14.2. Transportation Demand Management Initiatives
A. Subsidized Transit Passes
B. Car Pool and Van Pool Programs
C. Guaranteed Ride Home Program