

I. Vision

Parking Services will be a respected and collaborative campus partner by providing an efficient parking infrastructure and exceptional customer service that exceeds the expectations of the community.

II Values

Shared with Division of Student Life:

Student Centered – We place students at the heart of all we do.

Excellence/High Quality Service – We provide high quality service and programs developed with creativity, innovation and a commitment to continuous improvement.

Inclusiveness – We respect and celebrate the diversity of individuals, perspectives, and ideas while promoting social justice.

Learning – We support the engagement of students in opportunities that promote and support their growth, development and well-being.

Collaboration – We foster partnerships and build community.

Sustainability – We contribute toward a sustainable future and model sustainable practices.

III. Mission

Parking Services supports the campus mission by maximizing responsive and efficient campus access, by providing exceptional customer service, and through strategic and sustainable management of fiscal and physical resources.

IV. Goals

Parking Services Goals Mapped to the UMD and Student Life Strategic Plans

Parking Services Goals	Mapping to University Goals	Mapping to Student Life Goals
Provide safe and well-maintained campus parking facilities for all university students, employees, and visitors.	1, 2, 3, 5, 6	1, 3, 5
Provide exceptional customer service to university students, employees, and visitors.	1, 2, 3, 5, 6	3, 4

Apply a strategic and sustainable approach in developing, managing, and assessing human, fiscal, physical, and technological resources.	1, 3, 5, 6	5
Develop a culture of continuous improvement where innovation and growth are encouraged.	1, 2, 3, 5, 6	4, 6
Collaborate with campus and local partners in the encouragement of multi-modal transportation methods.	1, 3, 5, 6	3, 5

V. Objectives/Outcomes

- Analysis of the 2015 Parking & Transportation Study Report
- Continue multi-year installation process of credit-card enabled parking meters
- Research parking meter payment application options for use with cellular phones
- Partner with DTA for completion of electric bus charging station on campus
- Develop strategy to strengthen campus communications and collaborations
- Provide increased training and development opportunities for staff
- Increase employee engagement through commitment to high quality services
- Broaden staff participation in UMD Strategic Goal 2 training, workshops, & events
- Identify parking staff office modifications for safety and efficiency improvements
- Conduct a campus needs and user satisfaction survey with employees and students
- Design an improved campus parking map and website
- Administer and review a fiscally responsible budget

VI. Assessment Plan

- UMD campus DTA ridership data analysis
Completed every fall semester
- Campus Parking Services survey
Conducted every other spring semester; scheduled spring 2016
- Student Satisfaction Inventory survey
Conducted every other year by UMD Strategic Enrollment Management
- Annual parking space designation and permit distribution analysis
Completed every spring semester