

***I. Vision***

Transportation & 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***

Transportation & 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***

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

<b>Transportation &amp; Parking Services Goal</b>	<b>Mapping to University Goals</b>	<b>Mapping to Student Life Goals</b>
1. Provide safe and well-maintained campus parking facilities for all university students, employees, and visitors.	1, 5, 6	1.1, 3.2, 5.1
2. Provide exceptional customer service to university students, employees, and visitors.	1, 2, 5	2.1, 3.1, 4.1

3. Apply a strategic and sustainable approach in developing, managing, and assessing human, fiscal, physical, and technological resources.	1, 5, 6	5.1
4. Develop a culture of continuous improvement where innovation and growth are encouraged.	1, 2, 5, 6	3.1, 3.2, 4.3
5. Collaborate with campus and local partners in the encouragement of multi-modal transportation methods.	1, 5, 6	3.1, 3.2, 5.3

***V. Objectives/Outcomes/Assessment***

<b>Objective/Outcome</b>	<b>Mapping to Department Goal</b>	<b>Assessment Strategy</b>
Complete the design and begin the renovation project for green permit parking lot U including replacement of curb and gutter as needed, new asphalt paving, LED lighting, new storm water control features, and security cameras.	1, 3	Completion of design phase of the project as designed; construction to begin Summer 2023.
Complete the physical and operational integration of Transportation & Parking Services with the U Card Office within a single suite and both areas operating as a single unit.	2, 3, 4	Completion of physical space integration as designed; staff cross-trained in essential duties; day-to-day operational management established; and qualitative evaluation through staff interviews at the end of Spring Semester 2023.
Move Jefferson Lines, including sales of bus tickets and all associated services and operations, from UMD Stores to Transportation & Parking Services (TPS) located with the TPS office suite.	2, 3, 4, 5	Completion of move as planned; evaluation of physical and operational move, in collaboration with Jefferson Lines, to be conducted at the end of Spring Semester 2023.
Conduct annual UMD campus DTA ridership data analysis.	2, 3, 5	Completion of analysis with recommendations made to

		Student Life Operations Director by the end of FY23.
Conduct annual parking space designation and permit distribution analysis.	1, 3	Completion of analysis with recommendations made to Student Life Operations Director by the end of FY23.