

***University of Minnesota Duluth
Office of Student Life***

***Parking Services
Annual Report
2013---2014***

**THOSE WHO CAN,
*Duluth***

UMD
UNIVERSITY OF MINNESOTA DULUTH
Driven to Discover

Executive Summary

UMD Parking Services has the responsibility to provide well---maintained, safe parking facilities to students, employees, and visitors, to consistently enforce parking regulations on university grounds, and to provide assistance with all parking needs.

Revenue sources include parking permit sales, daily pay lot revenue, parking meter revenue, parking violation tickets, and the Transportation Sustainability Fee this upcoming year. Primary expenses include payroll, parking lot repair and maintenance, parking lot snowplowing and snow hauling, parking lot renovation/construction, utilities and supplies, Duluth Transit Authority (DTA) services, UMD Police services, and other university contributions.

To better utilize parking space on campus and create an appropriate parking rate structure, a comprehensive review of all campus parking spaces, the parking permit tier system, and the parking rates was conducted last year. This review resulted in the addition of a white parking permit in the underused maroon perimeter lots, the designation of three green permit lots to maroon lots and rate adjustments to better reflect the value of the various permits available to the campus community. Permit lots were made available for open use after 5:00pm and on weekends to enhance Duluth community involvement with the campus.

A six---year capital plan that addresses infrastructure needs was developed for the first time for campus parking lots. All lots were assessed and placed on the plan according to the parking lot condition, safety and potential liability issues, and budget allowances.

Parking Services received UMD ridership raw data from the DTA and analyzed this information to better understand campus use of the city bus system. There were 544,469 total rides taken by 7,074 unique riders during the September 2012 through August 2013 period. The average number of rides taken by each rider was approximately 77 rides. Of all riders, 88% were students and 12% were non---student. Of all student riders, 93% were undergraduate. Of all undergraduate riders, 43% were seniors. Of all undergraduates enrolled at UMD, 63% rode the DTA at least once during the year.

A campus parking survey was conducted in early spring 2014 to assess individual transportation practices, parking habits, and level of satisfaction with customer service and campus parking options. A total of 1,578 individuals responded to the survey. Approximately half of all respondents agreed that they could always find a place to park on campus, though only one---quarter were satisfied with the availability of parking on campus. Less than one---third was satisfied with the level of customer service offered by Parking Services.

An audit of Parking Services found the operational and financial controls over most functions to be generally effective. One area of concern was the issue of parking enforcement with chronic violators. A policy regarding the enforcement of unpaid parking tickets is currently being developed and will be in force beginning fiscal year 2015.

Mission Statement

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.

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.

Values

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. Goals

Parking Services Goals are 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

Objectives & Action Steps

- Complete Program Prioritization Initiative
The Program Prioritization Initiative was completed during fall semester.
- Review position descriptions for office staff
With the retirement of the Parking Services supervisor in June 2014, an opportunity was created that allows for a complete restructuring and reorganization of the department. This includes new job description for two existing office staff and the creation of one additional office staff. These changes will improve workflow, service delivery, and customer interaction. All updated and new position descriptions will be completed Summer 2014.
- Develop and implement office and field procedures that demonstrate a commitment to exceptional customer service
Customer service improvement initiatives are ongoing and continue to be assessed through surveys and direct feedback. Staff has undergone customer service training and continues to be coached. Recent and upcoming staffing modifications create an opportunity for additional improvements.

- Develop and implement a facilities repair and maintenance plan that effectively addresses both cyclic and end-of-life factors
A six-year Capital Improvement and Repair & Replacement plan that extends through 2020 was developed and implemented this year. The condition of all parking lots was assessed with the input of UMD Facilities Management. The parking lots with the greatest need for replacement or repair were scheduled into the plan. The plan will be reviewed annually and updated based on parking lot condition, safety and potential liability issues, and budget allowances.
- Conduct a feasibility study for a new campus parking structure
Funds to conduct this study were provided for in the current year. Potential consultants to conduct this independent study are being contacted Summer 2014. The study is scheduled for Fall 2014.
- Develop a Parking Services Advisory Board
UMD Student Association representatives provided input regarding the creation of a Parking Services Advisory Board. It was determined that the existing Parking Services Appeals Board may best serve this function in addition to hearing appeals. This possibility will be explored further Fall 2014.
- Administer a fiscally responsible budget
With the input of UMD Business Office, the Parking Services budget for 2014 was developed. Revenue projections are currently at slightly less than a 3% increase over 2013.

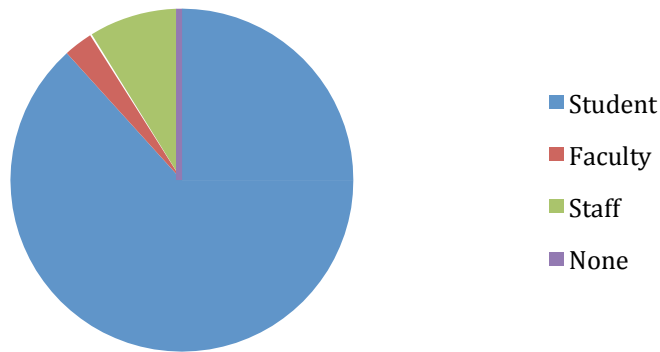
Assessment

An analysis on DTA ridership was conducted for the period September 2012 – August 2013. There were 544,469 total rides during this time taken by 7,074 unique riders.

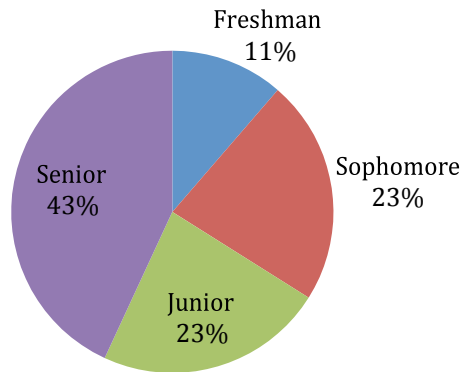
The average number of rides taken by each rider was approximately 77 rides. The median was 23 indicating that the majority of riders rode the bus relatively fewer times during the year with a smaller number riding a greater number of times. The maximum number of rides for one unique rider was 1,393.

Of the total unique riders, 88% were students and 12% were non-student. Of the student riders, 93% were undergraduates and 7% were graduates, professional students, or student not seeking a degree. Of the total number of undergraduate riders, 43% were seniors.

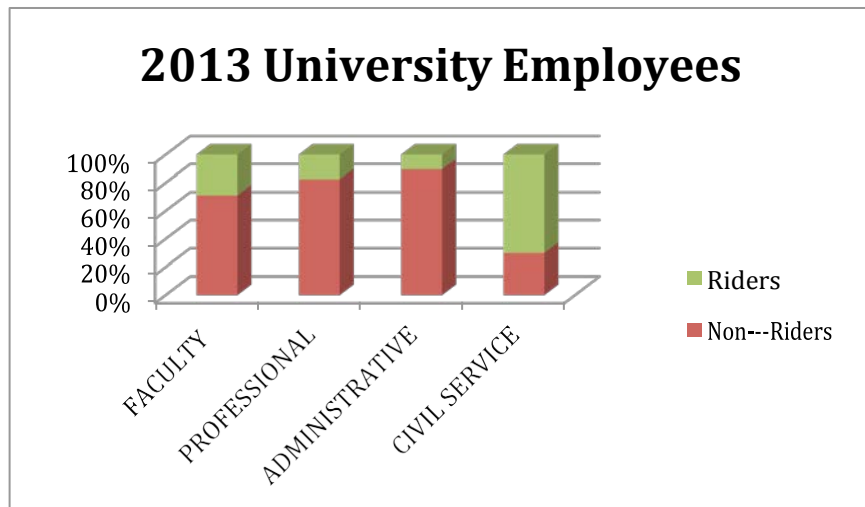
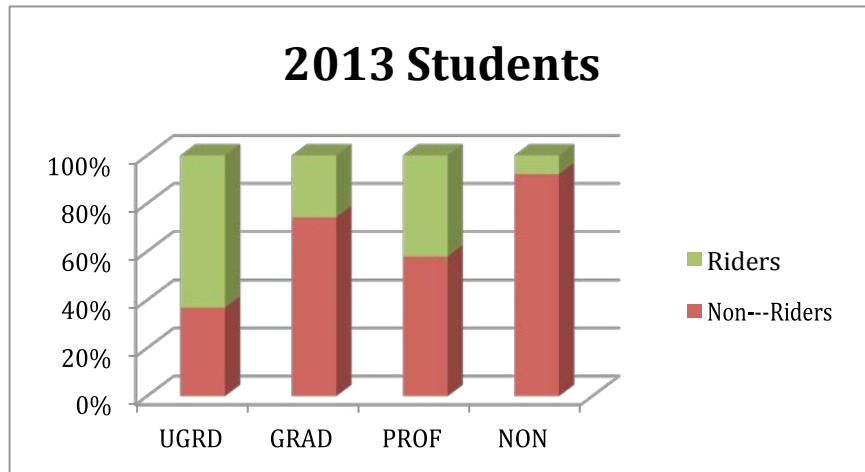
2013 Ridership



2013 Undergraduate Riders



Of the total number of all students enrolled at UMD, almost 56% rode the DTA at least once during the year. Of all undergraduates enrolled at UMD, 63% rode the DTA at least once during the year. Of the total number of faculty and staff employed at UMD, almost 47% rode the DTA at least once during the year. Of all civil service employees at UMD, 70% rode the DTA at least once during the year.



- **Campus Parking Services survey**
A survey of randomly selected students, staff, and faculty was conducted in early spring 2014 to assess individual transportation practices, parking habits, and level of satisfaction with customer service and campus parking options. A total of 1,578 individuals responded to the survey.

Select findings from the survey follow:

- 78% of the respondents are students
- 76% of the students live off campus
- 88% of the respondents have a car in Duluth
- 67% of the respondents live within 2 blocks of a DTA bus stop
- 58% of the respondents never ride the DTA to UMD
- 62% of the respondents sometimes to always carpool to UMD
- 37% of the respondents agree or strongly agree that they can find a place to park in their preferred lot on campus
- 53% of the respondents agree or strongly agree that they can always find a parking space somewhere on campus

- 74% of the respondents agree or strongly agree that they are aware of the campus parking policies
 - 42% of the respondents rate the customer service provided by the office staff as good or excellent
 - 37% of the respondents rate the customer service provided by the enforcement officers as good or excellent
 - 56% of the respondents rate the customer service provided by the parking lot attendants as good or excellent
 - 25% of the respondents rate their level of satisfaction with the availability of parking spaces on campus as satisfied or very satisfied
 - 29% of the respondents rate their overall level of satisfaction with UMD Parking Services as satisfied or very satisfied
- Student Satisfaction Inventory survey
 UMD conducted the Student Satisfaction Inventory (SSI) in Fall 2013. In this survey, the following statement was rated for both importance and satisfaction, “The amount of student parking space on campus is adequate.” The importance rating was reported at 6.05 and the satisfaction level was at 3.08. This satisfaction rating was the lowest in the survey and below that of the National Four---Year Publics – Midwestern rating. This item was also identified as a campus area of opportunity.
 - Annual parking space designation and permit distribution analysis
 A comprehensive review of all campus parking spaces, the parking permit tier system, and the parking rates was conducted last year. The drivers behind this review were to increase space utilization efficiencies, create an appropriate rate structure and align parking policies and practices with the UMD Strategic Plan.

After a thorough review, and in consultation with the UMD Student Association and hoc parking committee, adjustments to lot designations, permit definitions, and parking rates were implemented.

- The change to a white permit in eight outer perimeter maroon lots at a lower annual rate decreased some parking pressure in the inner lots that are considered premier due to their location.
- A substantial increase in the maroon permit rate created a greater price differential with the new white permit contributing to the parking pressure decrease in the inner maroon lots.
- Due to unused parking capacity in the on---campus student green permit lots, three green lots were designated as maroon permit lots creating over 200 new commuter student and employee parking spaces.
- Designated reserve permit rates were decreased for official University vehicles and substantially increased for employees.
- The pay lot rate was increased while also enhancing the car pool incentive for this lot to encourage multiple occupancy in vehicles.

- Parking lots were opened up to all vehicles after 5:00pm and on weekends to encourage greater Duluth community interaction.

- Annual budget review
A thorough review of the annual budget was conducted in consultation with the UMD Business Office. The budget is adjusted annually to ensure that adequate revenue is maintained to provide enough resources to meet both the annual operating expenses and the necessary capital improvement projects of Parking Services.

- Parking Services Audit
The University of Minnesota Office of Internal Audit conducted an audit of Parking Services in Spring 2014. The report states that Parking Services has developed a control environment and a system of internal controls that addresses most major business and compliance risks. It also states that the reported issues are not indicative of serious deficiencies in the control environment overall.

There was one issue considered essential to minimizing existing operational, compliance, and financial risks relating to parking enforcement options and unpaid parking tickets. It states that Parking Services needs to take more effective enforcement action against chronic violators of parking regulations. As a result of this audit, Parking Services is developing an enforcement policy that addresses this recommendation.

Stories

Cheryl Love, Parking Area Supervisor

With my retirement in the near future, I would like to reflect on my 34½ years here at UMD. I have always enjoyed the departments that I have worked in and have made many friends through the years.

In February 1980, I was hired by Don Oberg as an on---call food service worker in the Auxiliary Service Department. My first day of work was on February 14, 1980 in the Residence Hall Dining Center. UMD had acquired Glensheen and extra employees were needed for the catering work there. I could also work within any job in the Food Service area when needed. I started with Mickie Olson as my supervisor and, when Mickie retired, Germaine Govze became the catering supervisor.

I was hired in 1985 as an on---call cashier in Food Service and the Bookstore. Beginning in 1985, I also started working in the UMD Police Department as an on---call booth attendant. At that time, there were three pay---lots on campus. The booth attendant position became full time for me on November 10, 1986 until Lot E closed in 1995. I was then hired as a parking enforcement officer on November 27, 1995.

I also worked as a TOS in the Parking Service/Police Department Office starting in 2002. The Parking Service office was eventually moved from the Police Department to Auxiliary Services. At that time, I was then back working for Auxiliary Services where I originally started in 1980.

I applied for the office specialist position within Parking Services and was hired on August 16, 2004. Beverly Ecklund was my Supervisor and Joe Michela was the Director of Auxiliary Services. When Beverly Ecklund retired from Parking Services, Joe Michela gave me the chance to be the Supervisor of Parking Services and I have remained in this position ever since. For a short time, I did work both at the front desk of Auxiliary Services and as the parking supervisor, but those two jobs could not be effectively combined.

Even though we have problems within this office with tickets that are issued, I have enjoyed coming to work each day. I am ready to retire but I will miss the people who I work with. UMD has been a great place to work. Thanks for everything.

UMD Parking Services

2014---15 Budget through May 31

UMD PARKING SERVICES DATE: MAY 31, 2014	FISCAL YR 2009---10	FISCAL YR 2010---11	FISCAL YR 2011---12	FISCAL YR 2012---13	To May 31 2013---14
DECALS	\$846,486.48	\$837,664.61	\$825,238.87	\$869,009.34	\$946,984.01
PAYLOTS	144,227.67	158,255.48	157,919.23	172,459.17	182,140.93
METERS	184,029.51	199,844.04	205,966.14	191,635.42	172,723.44
TICKETS	243,931.41	257,713.47	241,219.55	243,179.99	185,394.85
UNEARNED INCOME	10,966.00	156.00	(7,637.00)	(1,925.00)	0.00
BAD DEBT ALLOWANCE	346.55	498.70	321.82	490.86	0.00
TOTAL INCOME	\$1,429,987.62	\$1,454,132.30	\$1,423,028.61	\$1,474,849.78	\$1,487,243.23
SCHEDULE A EXPENSES	\$692,231.02	\$458,086.29	\$316,911.45	\$319,258.01	\$298,046.74
SNOWPLOWING	0.00	149,287.88	86,026.16	232,443.72	303,267.74
METER EXPENSE	0.00	1,492.72	0.00	0.00	0.00
PARKING LOT MAINTENANCE	0.00	130,081.14	25,796.83	18,982.78	12,035.91
PROJECTS/LOT CONSTRUCTION	0.00	157,109.32	246,692.33	95,650.68	360,200.04
TOTAL EXPENDITURES	\$692,231.02	\$896,057.35	\$675,426.77	\$666,335.19	\$973,550.43
NET OPERATING MARGIN	\$737,756.60	\$558,074.95	\$747,601.84	\$808,514.59	\$513,692.80
UPASS FUNDING	\$0.00	\$0.00	(\$125,000.00)	(\$125,000.00)	(\$125,000.00)
AUXILIARY ADMINISTRATIVE	(4,098.70)	(4,584.54)	(31,321.46)	(77,427.45)	(63,205.65)
UMD COST POOL	(45,189.00)	(48,721.00)	(44,845.00)	(49,602.00)	0.00
POLICE SERVICES	(15,000.00)	(15,000.00)	(15,000.00)	(15,000.00)	0.00
NETWORK SERVICES	(294.59)	(294.59)	(294.59)	(294.59)	0.00
TELEPHONE SERVICES	(792.00)	(792.00)	(792.00)	(792.00)	0.00
VCFO FRONT DESK SUPPORT	0.00	0.00	0.00	(1,314.00)	0.00
DEPOSIT ERRORS/PRIOR YRS	0.00	0.00	0.00	614.00	0.00
EQUIPMENT PURCH/SALES	(16,572.00)	0.00	0.00	0.00	0.00
TRANSFER TOTALS	(\$81,946.29)	(\$69,392.13)	(\$217,253.05)	(\$268,816.04)	(\$188,205.65)
NET MARGIN AFTER TRANSFERS	\$655,810.31	\$488,682.82	\$530,348.79	\$539,698.55	\$325,487.15
LESS: RIO HOSP / 27th PPD	0.00	0.00	(49,220.00)	0.00	(1,099.00)
OPENING FUND BALANCE	588,826.73	1,244,637.04	1,733,319.86	2,214,448.65	2,754,147.20
CURRENT FUND BALANCE	\$1,244,637.04	\$1,733,319.86	\$2,214,448.65	\$2,754,147.20	\$3,078,535.35

Significant one-time expenditures during the past year include \$354,000 for the Lot B resurfacing project and the \$500,000 contribution to the UMD campus deficit. Anticipated one-time expenditures for the coming year include \$100,000 budgeted for the UMD campus parking study, approximately \$500,000 for the Lot C resurfacing project, and \$900,000 for the reconfigured Lot M2 project.


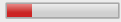
2014 UMD Parking Survey



Description:



Date Created: 12/9/2013 3:07:51 PM



Date Range: 2/23/2014 12:00:00 AM - 3/14/2014 11:59:00 PM







Total Respondents: 1578


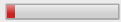
Q1. Please indicate your current status at UMD.			
Count	Percent		
1224	77.57%		Student
354	22.43%		Faculty/Staff
1578	Respondents		


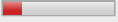
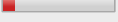
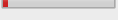
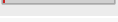
Q2. Do you live on campus or off campus?			
Count	Percent		
294	24.14%		On campus
924	75.86%		Off campus
1218	Respondents		

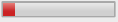
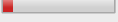
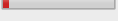
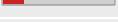
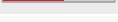
Q3. Do you plan on living off campus during the 2014-2015 academic year?			
Count	Percent		
167	57.00%		Yes
126	43.00%		No
293	Respondents		

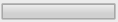
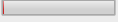
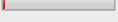
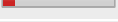
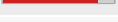
Q4. Do you currently have a car in Duluth?			
Count	Percent		
1072	88.16%		Yes
144	11.84%		No
1216	Respondents		

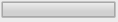
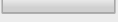
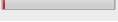
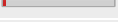
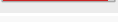
Q5. How far do you currently live from campus?			
Count	Percent		
286	18.29%		I live on campus
199	12.72%		less than 1 mile
322	20.59%		1-2 miles
219	14.00%		2-3 miles
182	11.64%		3-6 miles
356	22.76%		6 or more miles
1564	Respondents		

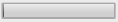
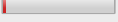
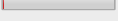
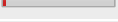

Q6. Do you live within 2 city blocks of a DTA bus stop?			
Count	Percent		
1046	66.88%		Yes
408	26.09%		No
110	7.03%		I don't know
1564	Respondents		

Q7. How important is the availability of parking on campus to you?			
Count	Percent		
1043	66.73%		Very Important
263	16.83%		Important Moderately
163	10.43%		Important
65	4.16%		Of Little Importance
29	1.86%		Unimportant
1563	Respondents		

Q8. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Walk			
Count	Percent		
169	10.88%		Always
140	9.01%		Usually
84	5.41%		Often
294	18.93%		Sometimes
866	55.76%		Never
1553	Respondents		

Q9. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Bicycle			
Count	Percent		
1	0.06%		Always
14	0.90%		Usually
31	2.00%		Often
171	11.01%		Sometimes
1336	86.03%		Never
1553	Respondents		

Q10. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Motorcycle/Moped			
Count	Percent		
3	0.19%		Always
6	0.39%		Usually
24	1.55%		Often
43	2.77%		Sometimes
1477	95.11%		Never
1553	Respondents		

Q11. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Apartment Shuttle			
Count	Percent		
9	0.58%		Always
38	2.45%		Usually
19	1.22%		Often
39	2.51%		Sometimes
1448	93.24%		Never
1553	Respondents		

Q12. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Bus			
Count	Percent		
57	3.67%		Always
172	11.08%		Usually
108	6.95%		Often
318	20.48%		Sometimes
898	57.82%		Never
1553	Respondents		

Q13. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Drive (alone)			
Count	Percent		
514	33.10%		Always
359	23.12%		Usually
181	11.65%		Often
314	20.22%		Sometimes
185	11.91%		Never
1553	Respondents		

Q14. Please indicate how often you utilize each of the following methods of transportation to get to and from UMD. - Carpool			
Count	Percent		
52	3.35%		Always
171	11.01%		Usually
201	12.94%		Often
537	34.58%		Sometimes
592	38.12%		Never
1553	Respondents		

Q15. Please indicate how often you utilize the following spaces when you do drive to campus. - Permit Lots			
Count	Percent		
749	48.48%		Always
192	12.43%		Usually
31	2.01%		Often
105	6.80%		Sometimes
468	30.29%		Never
1545	Respondents		

Q16. Please indicate how often you utilize the following spaces when you do drive to campus. - Pay Lot			
Count	Percent		
36	2.33%		Always
104	6.73%		Usually
71	4.60%		Often
361	23.37%		Sometimes
973	62.98%		Never
1545	Respondents		

Q17. Please indicate how often you utilize the following spaces when you do drive to campus. - Metered Spaces			
Count	Percent		
66	4.27%		Always
131	8.48%		Usually
138	8.93%		Often
665	43.04%		Sometimes
545	35.28%		Never
1545	Respondents		

Q18. Please indicate how often you utilize the following spaces when you do drive to campus. - Street Parking			
Count	Percent		
35	2.27%		Always
72	4.66%		Usually
56	3.62%		Often
296	19.16%		Sometimes
1086	70.29%		Never
1545	Respondents		

Q19. Have you purchased a Parking Permit during the current academic year?			
Count	Percent		
915	59.22%		Yes
630	40.78%		No
1545	Respondents		

Q20. Have you ever purchased a Parking Permit in the past?			
Count	Percent		
438	69.75%		No
190	30.25%		If yes, please describe why you no longer have a Parking Permit, in 200 characters or less.
628	Respondents		

Q21. Which type of Parking Permit did you purchase for this academic year?			
Count	Percent		
186	20.33%		Green
487	53.22%		Maroon
115	12.57%		White
113	12.35%		Gold
14	1.53%		Designated Reserve Space
915	Respondents		

Q22. Please indicate your level of agreement with the following statements. - I can find a space in a lot close to a building entrance			
Count	Percent		
110	7.19%		Strongly Agree
413	27.01%		Agree
270	17.66%		Neither Agree or Disagree
428	27.99%		Disagree
308	20.14%		Strongly Disagree
1529	Respondents		

Q23. Please indicate your level of agreement with the following statements. - I can find a space in my preferred parking lot on campus			
Count	Percent		
147	9.61%		Strongly Agree
426	27.86%		Agree
321	20.99%		Neither Agree or Disagree
361	23.61%		Disagree
274	17.92%		Strongly Disagree
1529	Respondents		

Q24. Please indicate your level of agreement with the following statements. - I can always find a parking space somewhere on campus			
Count	Percent		
233	15.24%		Strongly Agree
582	38.06%		Agree
293	19.16%		Neither Agree or Disagree
264	17.27%		Disagree
157	10.27%		Strongly Disagree
1529	Respondents		

Q25. Have you ever received a campus parking ticket from UMD Parking Services?			
Count	Percent		
911	59.62%		Yes
617	40.38%		No
1528	Respondents		

Q26. Have you ever appealed a ticket that you received from UMD Parking Services?			
Count	Percent		
277	18.13%		Yes - If yes, please explain your reason to appeal (in 200 characters or less)
1251	81.87%		No
1528	Respondents		

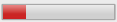
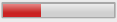
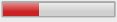
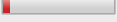
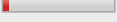
Q27. Please indicate your level of agreement with the following statements. - I am familiar with the on-campus parking policies			
Count	Percent		
287	18.88%		Strongly Agree
833	54.80%		Agree
224	14.74%		Neither agree nor disagree
133	8.75%		Disagree
43	2.83%		Strongly Disagree
1520	Respondents		


Q28. Please indicate your level of agreement with the following statements. - I am aware of the location of the Parking Services Office			
Count	Percent		
440	28.95%		Strongly Agree
550	36.18%		Agree
108	7.11%		Neither agree nor disagree
257	16.91%		Disagree
165	10.86%		Strongly Disagree
1520	Respondents		

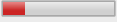
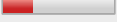
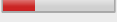
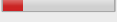
Q29. Please indicate your level of agreement with the following statements. - I am aware of the Parking Services appeals process			
Count	Percent		
102	6.71%		Strongly Agree
259	17.04%		Agree
229	15.07%		Neither agree nor disagree
536	35.26%		Disagree
394	25.92%		Strongly Disagree
1520	Respondents		


Q30. Please rate the customer service provided from the following sources. - Office Staff			
Count	Percent		
151	9.99%		Excellent
483	31.97%		Good
537	35.54%		Average
160	10.59%		Fair
180	11.91%		Poor
1511	Respondents		

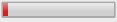
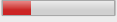
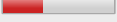
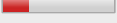
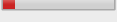
Q31. Please rate the customer service provided from the following sources. - Parking Enforcement Monitors			
Count	Percent		
148	9.79%		Excellent
415	27.47%		Good
513	33.95%		Average
208	13.77%		Fair
227	15.02%		Poor
1511	Respondents		


Q32. Please rate the customer service provided from the following sources. - Pay Lot Attendants			
Count	Percent		
321	21.24%		Excellent
518	34.28%		Good
499	33.02%		Average
97	6.42%		Fair
76	5.03%		Poor
1511	Respondents		

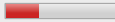
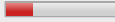
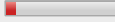
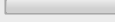
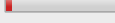
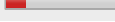
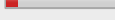
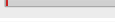
Q33. OPTIONAL - Please elaborate on the customer service you received from UMD Parking Services, in 250 characters or less.			
Count	Percent		
359	100.00%		
359	Respondents		

Q34. How would you rate your satisfaction with the availability of parking spaces on campus?			
Count	Percent		
71	4.71%		Very Satisfied
307	20.37%		Satisfied
417	27.67%		Neutral
444	29.46%		Dissatisfied
268	17.78%		Very Dissatisfied
1507	Respondents		


Q35. OPTIONAL - Please elaborate on your satisfaction with the availability of parking spaces on campus, in 250 characters or less.			
Count	Percent		
556	100.00%		
556	Respondents		

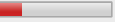

Q36. How would you rate your overall level of satisfaction with UMD Parking Services?			
Count	Percent		
62	4.13%		Very Satisfied
381	25.35%		Satisfied
547	36.39%		Neutral
349	23.22%		Dissatisfied
164	10.91%		Very Dissatisfied
1503	Respondents		

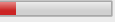

Q37. OPTIONAL - Please elaborate on your level of satisfaction with UMD Parking Services, in 250 characters or less.			
Count	Percent		
264	100.00%		
264	Respondents		

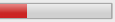

Q38. Why do you visit the UMD Parking Services website? Check all that apply.			
Count	Respondent %	Response %	
703	46.80%	29.83%	 I never visit the website
572	38.08%	24.27%	 Permit information
215	14.31%	9.12%	 Ticket information
21	1.40%	0.89%	 Disability parking information
132	8.79%	5.60%	 Contact Information
426	28.36%	18.07%	 UMD Campus Map
255	16.98%	10.82%	 Visitor Parking Information
33	2.20%	1.40%	 Other - Please elaborate in 25 characters or less.
1502	Respondents		
2357	Responses		

Q39. How useful did you find the information on the website?			
Count	Percent		
616	41.09%	 I have not visited the website	
315	21.01%	 Very useful	
501	33.42%	 Somewhat Useful	
67	4.47%	 Not very useful	
1499	Respondents		

Q40. OPTIONAL - Please provide any suggestions you have to improve the UMD Parking Services website, in 250 characters or less.			
Count	Percent		
61	100.00%		
61	Respondents		

Q41. Are you aware that UMD Parking Services has a Twitter Account (@UMDParking) that offers daily information about space openings in the Pay Lot?			
Count	Percent		
300	20.01%	 Yes	
1199	79.99%	 No	
1499	Respondents		

Q42. Are you aware that UMD Parking Services has a Facebook Page that offers up-to-date information on all things related to you on-campus parking experience?			
Count	Percent		
212	14.14%	 Yes	
1287	85.86%	 No	
1499	Respondents		

Q43. Are you aware that the Office of Sustainability offers prize drawings and other fun challenges through their innovative Bike-to-Campus Program?			
Count	Percent		
365	24.38%	 Yes	
1132	75.62%	 No	
1497	Respondents		

Q44. Are you aware that the Duluth Transit Authority (DTA) offers free bus rides to every student, faculty, and staff member anytime, anywhere in the Twin Ports with a valid university ID?			
Count	Percent		
1398	93.39%		Yes
99	6.61%		No
1497 Respondents			

Q45. Are you aware that there is a Pay Lot Car Pool Discount Card that may be redeemed after 10 stamps for a free entry into the Pay Lot?			
Count	Percent		
445	29.73%		Yes
1052	70.27%		No
1497 Respondents			

Q46. Are you aware that the addition a parking ramp is part of the updated UMD Master Plan?			
Count	Percent		
404	26.99%		Yes
1093	73.01%		No
1497 Respondents			

Q47. Please provide suggestions for improvement regarding on-campus parking at UMD, in 500 characters or less.			
Count	Percent		
779	100.00%		
779 Respondents			

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

Parking Services Goals	Mapping to University Goals	Mapping to Student Life Goals
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

- Restructure Parking Services office staff with two updated position descriptions and one new position description
- Implement all recommendations from 2014 audit of Parking Services
- Begin multi-year installation process of credit-card enabled parking meters
- Commission an independent study of the campus parking environment
- Develop a Parking Services Advisory Board
- Administer a fiscally responsible budget

VI. Assessment Plan

- UMD campus DTA ridership data analysis
To be completed every fall semester
- Campus Parking Services survey
To be conducted every odd-year fiscal year
- Student Satisfaction Inventory survey
UMD campus conducts this survey every even-year fiscal year
- Annual parking space designation and permit distribution analysis
To be completed every spring semester
- Annual budget review
To be completed every spring semester