

A photograph of a bridge at the University of North Dakota. The bridge has a glass canopy with a series of dark, curved metal supports. Below the canopy, the words "UNIVERSITY OF NORTH DAKOTA" are written in large, grey, sans-serif capital letters. Underneath this, in smaller letters, it says "CLEARANCE 13'-10\"/>

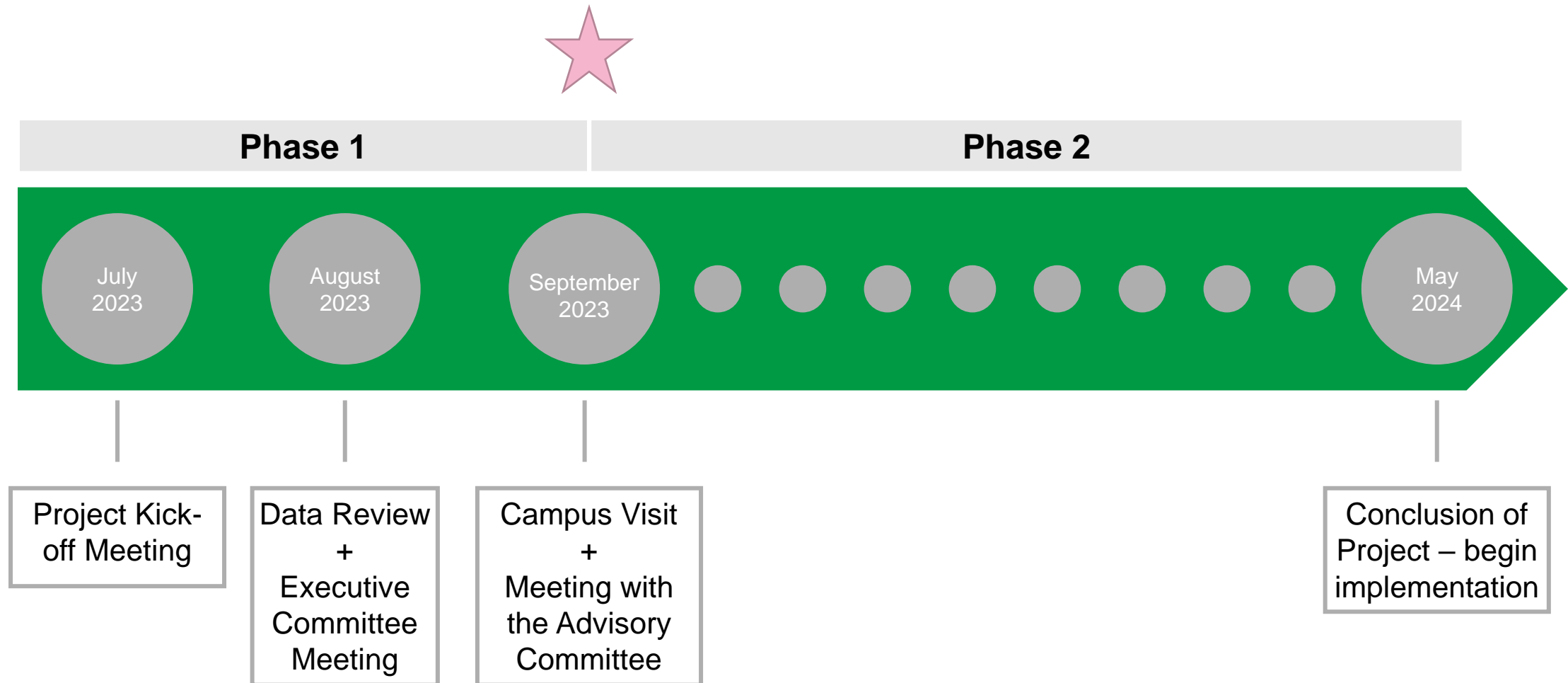
UNIVERSITY OF NORTH DAKOTA  
CLEARANCE 13'-10"

A green rectangular banner with a series of white diagonal stripes on the left side, creating a graphic element.

# Parking System Strategic Planning

**UND Parking and Transportation Advisory Committee**

# Project Schedule Overview



# UND's Parking Priorities

Examining the state of UND's parking system provides an opportunity to develop innovative services that better serve people on campus, no matter what mode they are using.

Based on previous conversations, UND's Parking Priorities include:



Parking permit  
user allocation  
practices



Parking permit  
pricing



Overall parking  
program budget  
evaluation



Enforcement  
practices and  
philosophy



Development of  
guiding  
principles



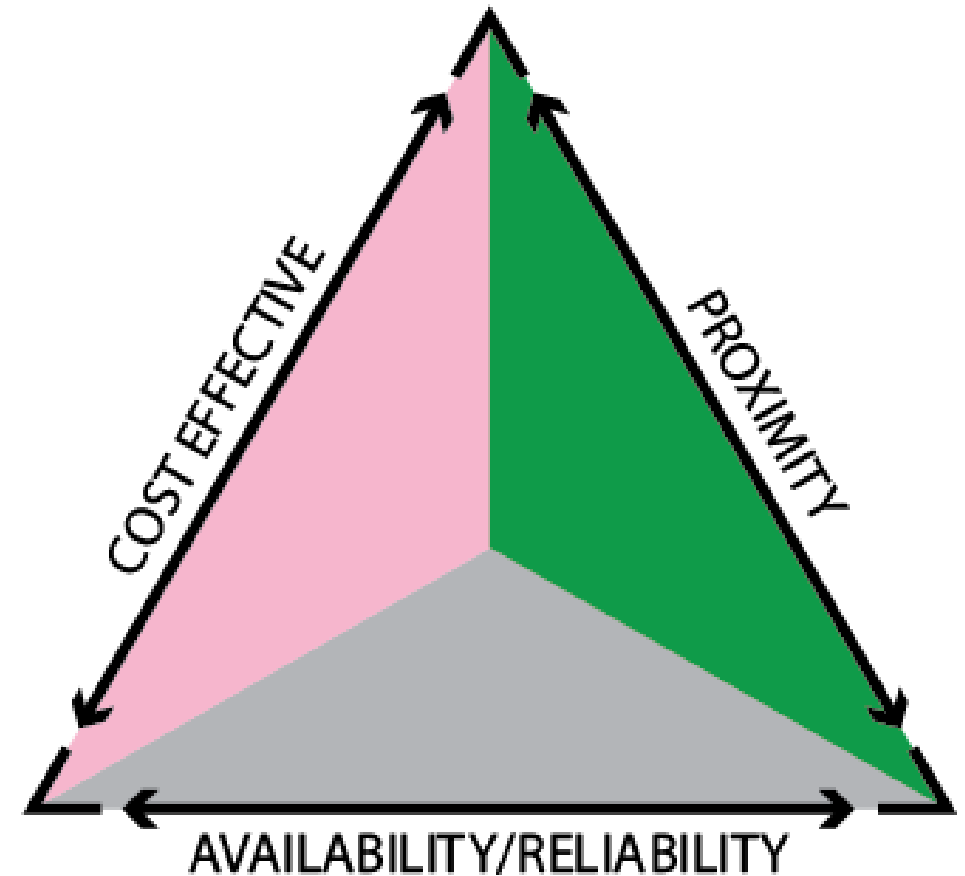
Other policies/  
procedures  
based on initial  
data review

**Are there any other priorities to consider for this Phase 1?**


# Guiding Principles

Using UND's principles to guide the development of objectives, goals, and solutions, we can ensure that the parking program aligns with the campus culture and university priorities.

To the right is an example of competing interests. Parking programs typically must find a balance of cost, proximity to destinations, and availability/reliability of parking spaces. Usually a parking system can achieve 2 out of the 3 interests.







# Results from Data Review



# Introduction to APO

IPMI's Accredited Parking Organization (APO) is a designation for parking/mobility organizations that have achieved and demonstrated a comprehensive standard of excellence. As UND begins to modernize its parking and transportation program, the APO standard provides a best practices framework for the range of program areas.



Governance and  
Organization



Planning and  
Monitoring



Customer Service



Asset Maintenance



Access and  
Revenue Control



Sustainability



Access  
Management



Data Management  
and Security



Marketing and  
Communications



Personnel Education  
and Development



Safety, Security, and  
Risk Management



Financial Budgeting  
and Management



Third-Party Contractors and  
Service Level Agreements



Regulations, Enforcement,  
Adjudication, and Collections



## Strengths

## Weaknesses



Campus supports bike infrastructure, CAT service with free student/employee rides and fleet vehicles for staff to rent

No initiatives, education, or incentives for students/employees to encourage alternative transportation modes



Parking occupancy data is consistently collected during peak class times

Average parking utilization is a low 58%, revealing campus inefficiencies. Allocation of students, staff, and visitors should be reexamined



Notifications are sent to campus about lot closures, permit sales, and important updates. Information is also accessible on the website and myUND app

Parking does not utilize the student newspaper for updates, nor has it been sending out notifications regarding high demand during events.

# UND's Parking Priorities



Parking permit user allocation practices



Parking permit pricing



Overall parking program budget evaluation



Enforcement practices and philosophy



Development of guiding principles



Additional policies and procedures based on initial data review

## Strengths

## Weaknesses



### Financial Budgeting and Management

Key financial metrics like revenue, debt service, repair/maintenance budgets, etc. are maintained and readily available

Parking pricing is low and thus pleases customers

Budget does not allot funds for capital projects >3 years in the future

Limited permit pricing options



### Asset Maintenance

A capital improvement and maintenance plan is in progress

There is no existing capital improvement and maintenance plan or budget to guide today's decision-making processes

## UND's Parking Priorities



Parking permit user allocation practices



Parking permit pricing



Overall parking program budget evaluation



Enforcement practices and philosophy



Development of guiding principles



Additional policies and procedures based on initial data review



## Strengths

## Weaknesses



Regulations,  
Enforcement,  
Adjudication, and  
Collections

Citation data is granular  
and organized for clearer  
understanding of issues

Recent changes have  
been made to reduce the  
punitive nature of  
enforcement practices

Parking regulations are  
perceived by users as punitive  
instead of customer-centric.  
Clear wayfinding/ restrictions  
and educational programs to  
encourage voluntary  
compliance are lacking



Customer Service

Department has clear  
appeals instructions and  
staffs a full-time customer  
service representative

Standards, training, and  
priorities for customer  
service staff could be  
enhanced

## UND's Parking Priorities



Parking permit user  
allocation practices



Parking permit pricing



Overall parking program  
budget evaluation



Enforcement practices and  
philosophy



Development of guiding  
principles



Additional policies and  
procedures based on initial  
data review

## Additional Observations:



### Sustainability

No EV chargers or sustainability action plan specific to parking and transportation sphere



### Access and Revenue Control

Modern technologies (mobile payment and automatic license plate recognition) with gateless entry/exit have been implemented for easy entry and exit

Hourly/daily parking with Passport requires users to download an app, with no web app option. QR codes are only available at ADA spaces



### Governance and Organization

Enhanced departmental and institutional leadership structures and job functions



### Planning and Monitoring

Parking occupancy data is consistently collected during peak class times

Need for strategic parking and transportation plan--the 2017 university master plan excluded parking/transportation components

## UND's Parking Priorities



Parking permit user allocation practices



Parking permit pricing



Overall parking program budget evaluation



Enforcement practices and philosophy




Development of guiding principles



Additional policies and procedures based on initial data review





# Feedback from the Executive Council Meeting



# Executive Council Priorities



## Customer Centricity

- Consider moving parking from a revenue-driven model to a customer service-driven model.
- Opportunities for Parking Services to have a more positive relationship with customers.
  - External visitors, specifically
- Coordination and communication during events on campus can be improved for a better customer experience





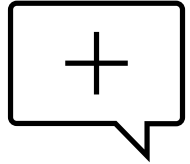
# Executive Committee Priorities



- Key considerations like hybrid work needs should be reflected in permit options.
- Wayfinding that better connects students/staff/faculty/visitors to parking and to the rest of campus is crucial.



# Executive Committee Priorities



## Inclusive Participation

- The wider Grand Forks community must be included in the campus access equation.
- Campus and community engagement will be very important throughout this strategic parking planning process.
  - The team must decide what that engagement should look like in order to be successful and how to attract students.
  - Outreach should also include City of Grand Forks staff voices.



# Executive Committee Priorities

## Financial Analysis

- PTS has budget shortfalls in some years and must rely on other department funding, which needs to be solved.
- Explore all the parking options – such as whether students should pay for parking in general – versus what is financially possible.







# Discussion





# Response to Executive Council Priorities



**Inclusive Participation**



**Innovation**



**Customer Centrality**



**Financial Analysis**

# What Are the Parking & Transportation Services Team's **Guiding Principles?**



Governance and  
Organization



Planning and  
Monitoring



Customer Service



Asset Maintenance



Access and  
Revenue Control



Sustainability



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Data Management  
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Marketing and  
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Personnel Education  
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Third-Party Contractors and  
Service Level Agreements



Regulations, Enforcement,  
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# Areas For Further Exploration

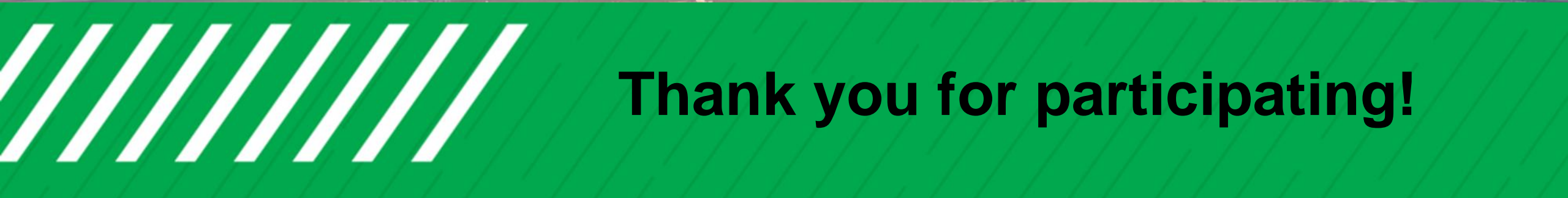
- Any missing data?
- Fall vs. Winter behaviors?
- Transit service evaluation?
- Micromobility?
- Customer service norms, mission, SOPs?
- Long-term financial planning?
- Permit pricing tiers?
- Parker user group locations?
- Level of Engagement?
- Peer Institutions?
  - NDSU
  - Montana State
  - Others?



# Next Steps – Phase 2

Develop scope to study areas of focus determined by the Leadership and the Parking & Transportation Advisory Committee









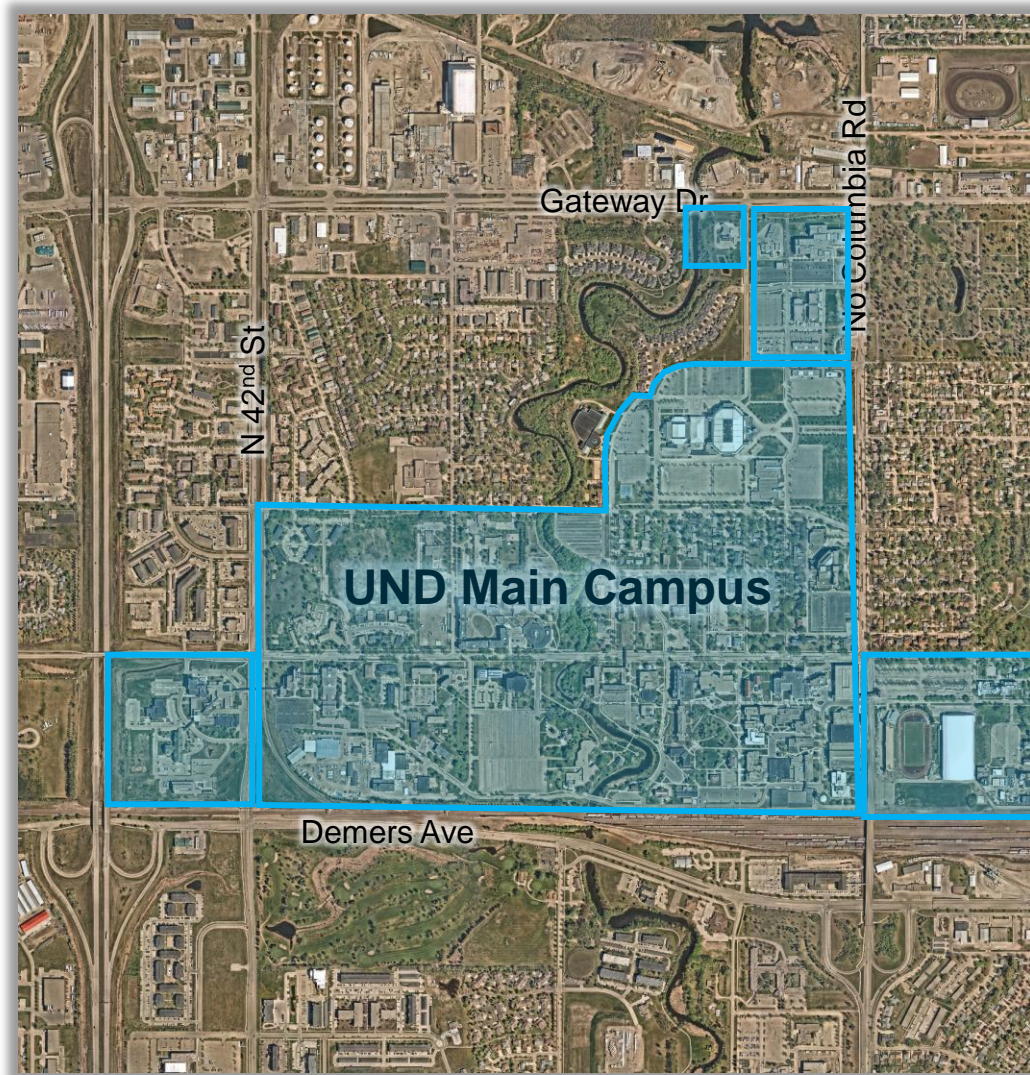
# Appendix





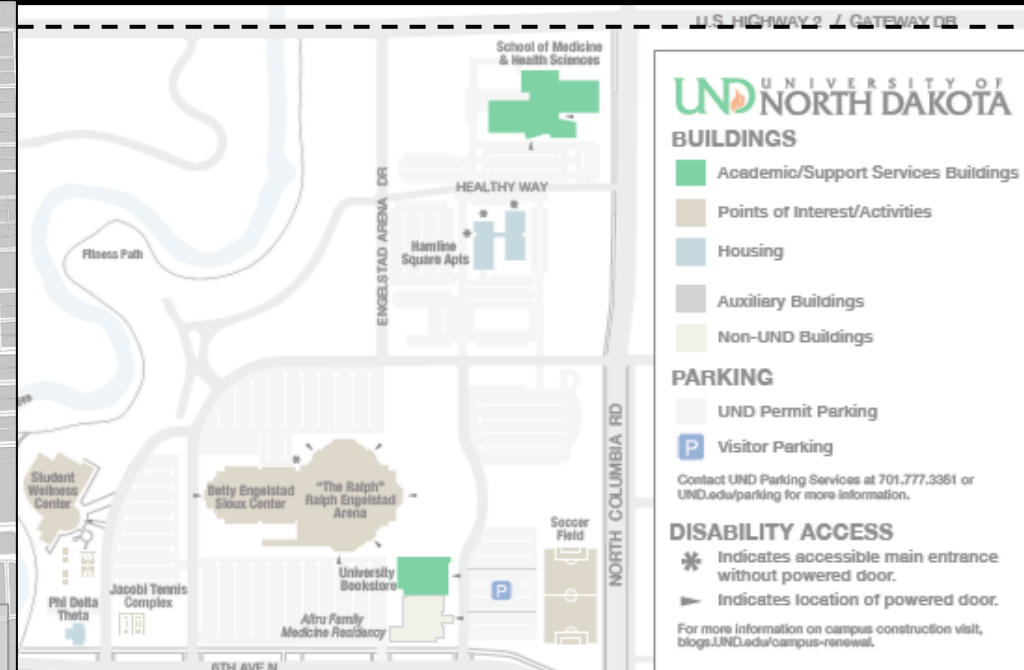
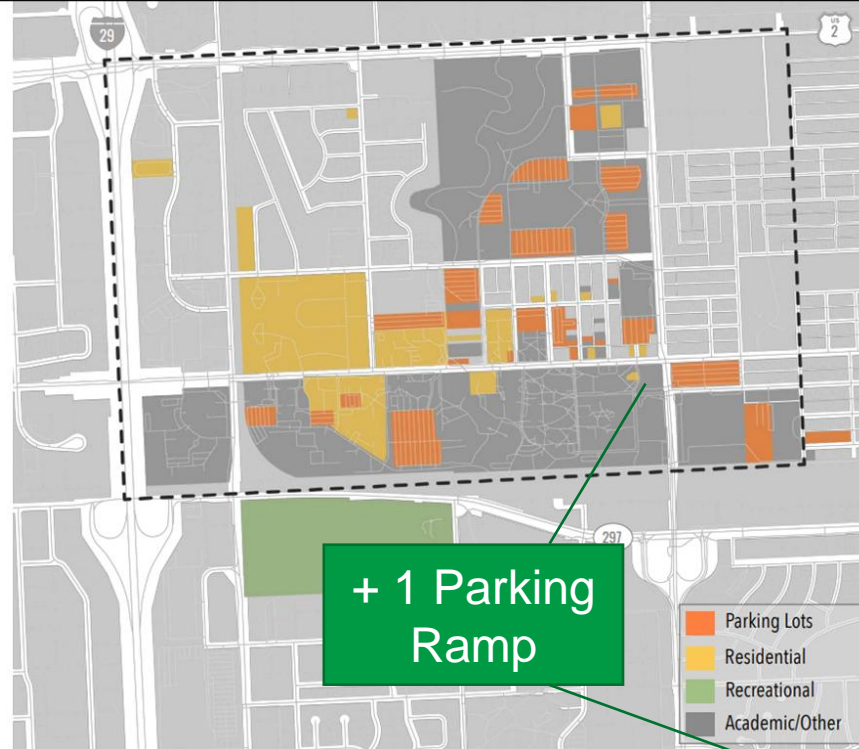
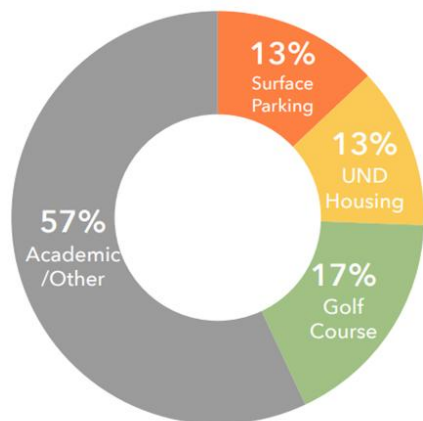
# The Campus

- Established 1883
- Roughly 521 acres in NE Grand Forks





520+  
acres of property



Source: 2019 Campus Anchor Scan

# Land Use

