

**CAMPUS TRANSPORTATION COMMITTEE
ANNUAL REPORT FOR 2007-2008**

I. STATEMENT OF COMMITTEE FUNCTIONS/CHARGE

Pursuant *Faculty Policies and Procedures* 6.30.B., the functions of the Campus Transportation Committee (CTC) are as follows:

1. Provides advice and recommendations to the administration and all governance bodies on policies and budgetary matters, including rates, relating to all aspects of pedestrian and motorized and non-motorized vehicular transportation and parking on the campus.
2. Interprets policies related to transportation and parking adopted by governance bodies.
3. Ensures appropriate consultation of governance bodies regarding proposed changes in any policies.
4. Initiates and recommends projects for addressing campus transportation needs including projects to enhance pedestrian, bicycle, bus, and automobile access to the campus. Such recommendations are to be considered in detail by the Department of Planning and Construction, or other appropriate divisions of the university, and the Campus Planning Committee.
5. Provides representation on all building committees for projects that include or affect transportation facilities.
6. Creates subcommittees to address issues related to particular aspects of the campus transportation system.

II. CURRENT OR PAST YEAR'S ACTIVITIES

September 2007 - August 2008:

- 9 Campus Transportation Committee meetings
- Subcommittees met as needed

Subcommittees:

- Bicycle-Pedestrian
- Policy/Budget

The CTC and its subcommittees were involved with the following:

- On February 22, 2008 approved the budget that includes an estimated \$16,282,400 in revenue and \$17,457,400 in expenses.
- Continued intensive management of mopeds on campus with the help of UWPD. Created and additional 200 moped permit stalls; issued 1,779 permits, an increase of 162 from the previous year; and conducted an educational campaign.
- The \$1.5 million Campus Drive bicycle and pedestrian path opened August 8. It provides a connection from University Bay Drive to Babcock Drive.
- Transportation Services will continue to manage the SAFEwalk, SAFERide Cab, and SAFERide Bus programs. Associated Students of Madison (ASM) signed a five-year agreement (May 2007) to fund both direct and indirect costs of the SAFERide Cab program and 50% of the SAFERide bus program. Transportation Services will continue to fund the SAFEwalk program.
- Transportation Services worked with Madison Metro to bring two new hybrid buses onto campus in the fall of 2007. The buses provide improved rider comfort and will also reduce fuel consumption and pollutants.
- Continued use of electric vehicles and purchased five hybrid SUVs.

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- Success of RFID (Radio Frequency Identification) for gate activation in parking ramps. Researching the environmental impact of the RFID gate project due to not having to stop/start at the gate. Early indications show a significant savings in fuel due to reduced start, stop and idle time.
- Review bus pass system, distribution of passes and eligibility. Discontinued bus passes of past employees of the UW.
- Snow removal issues particularly at bus stops and pedestrian walkways were a concern. Procedure on how to prepare for upcoming inclement weather. Snow removal procedures campus wide. Snow emergency signs and plan to be implemented.
- New booth equipment put into place at the AFCH Lot 63 ramp. Skidata equipment installed.
- Piloted the use of cell phone technology (PBC) to work with and replace the single-space and flex meter.

III. CURRENT ISSUES OR CONCERNS

Parking System:

CTC approved minor changes to the UW parking system for academic year 2007-2008. These policy changes continue CTC's efforts to provide for: better parking management for both employees and visitors; elimination of policy exceptions and inconsistencies; and reduction of demand for limited parking resources. CTC believes that Transportation Services (TS) has made significant progress over the past five years in meeting the goal of "(Accelerating) multimodal transportation initiatives for the university."

Operational changes beginning September 1, 2007 include:

1. Parking Fees – Annual baselot permit rate categories and reserved stalls increased \$10. This increase is within the guidelines passed four years ago in recommending annual rate increases that vary depending on the size of construction projects and changes in revenue. Motorcycle and park-and-ride permits increased by \$5. Hourly meter and daily permit rates were not changed.
2. Flex Parking Program – In the fall of 2007 there were 1,160 positions in the Flex Program. On November 1, 2007 a pay-by-cell (PBC) pilot program began in Lot 17E with about 30 participants who had been on the wait list. In February 2008 the pilot was expanded to nine more lots. Although the net number of participants in the Flex Program did not increase, all new applicants were required to use PBC, resulting in about 100 PBC participants and slightly less than 1,200 Flex users by the end of the 2007-2008 parking year.
3. University Research Park-and-Ride – The URP Park-and-Ride will continue but the Route 53 express bus will be discontinued due to lack of passengers and duplication with other Metro routes. Starting September 1, 2007, Metro Route 11 will be modified to provide increased and improved service to and from the park-and-ride.
4. Mopeds –
 - * The number of mopeds on campus increased slightly over the past year in contrast to double digit increases in prior years. Moped parking should be adequate through 2008-2009.
 - * Transportation Services along with other university departments will continue the educational efforts on proper operation of mopeds. Transportation Services distributed more than 5,000 brochures, wrote press releases, issued warnings and citations, and succeeded in permitting more than 95% of all mopeds on campus.

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- * Mopeds must display a moped parking permit to park on campus. On September 1, 2008, moped permits will cost \$60. Moped permits can be purchased online, and approximately 1,600 are expected to be sold for the 2008-2009 parking year.
- * In cooperation with the UW Police Department, Transportation Services will continue outreach and education in areas where mopeds conflict with pedestrians, bicycle and/or vehicular traffic.

TDM Initiatives:

Transportation Demand Management activities continued for 2007-2008, including the use of the employee bus pass, campus bus, flex parking and Community Car. Highlights are:

- Approximately 50% of university faculty/staff and 30% of hospital staff continue to commute to campus by modes other than driving alone.
- Continued success with the free faculty/staff Madison Metro bus passes – more than 100,000 rides per month were provided.
- At the request of the residents of Eagle Heights, a second new route, the Eagle Heights Express, was piloted in spring 2008 and made permanent with funding from housing in the fall. The westbound-only bus operates in the late afternoon and makes three stops before heading north to Eagle Heights. The bus has been very popular with residents and has also relieved afternoon rush hour overcrowding on the route 80 bus.
- Transportation Services continues to partner with Community Car and currently has eight vehicles placed on campus. Cars are currently located in Lot 79 (University Hospital); Lot 21 (Biotechnology); Lot 6 (Helen C. White ramp); Lot 29 (Welcome Center); Lot 56 (N. Charter and W. Johnson streets); and 2 cars in Lot 46 (W. Johnson and N. Frances streets).
- West Campus Utility Project complete in 2008. Bike, pedestrian, and vehicle improvements extend Observatory Drive from the UW Hospital to Memorial Union.
- Transportation Services contributed the funds to Madison Metro to purchase five new hybrid buses, reserving two of them for the campus system starting in the fall of 2007. The buses provide improved rider comfort and will also reduce fuel consumption and pollutants.
- A new outreach and marketing specialist was hired in 2008 to promote TDM and assist generally with outreach in the department.

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IV. FUTURE ISSUES

- Continue to implement the Campus Master Plan/Transportation Master Plan objectives.
- Continue exploring ways to offset rising costs of all programs.
- Continue assessment of RFID (Radio Frequency Identification) for gate activation in parking ramps.
- Review the disabled parking policy for updates and changes.
- Review the free Madison Metro bus pass policy for updates and changes.
- Analyze the annual parking assignment process to include possible priority for TDM measures.
- Continue to review changes to the moped policies, permit and parking management.
- Conduct a peer review for Transportation Services.
- Pilot the use of credit card-capable, single-space meters.
- Continue working on the Union South and WID/MIR parking and transportation needs.
- Continue to work with Grounds and Physical Plant on snow removal process and issues.
- Analyze department structure and hire a new director and associate director.

V. SUMMARY/RECOMMENDATIONS

The CTC once again applauds the efforts of Transportation Services to balance the complex and often competing needs of transportation users on campus. As traffic congestion continues to grow in the Madison region, the university, UW Hospital, Dane County, City of Madison, Village of Shorewood Hills, and major employers will need to continue to explore alternatives. The hiring of a new Transportation Services director in 2009 will allow for a complete and comprehensive review of all aspects of Transportation Services. The CTC will facilitate this effort and work closely with Transportation Services as we approach another challenging budget cycle.

VI. COMMITTEE MEMBERSHIP 2007-2008

Faculty

Don Harmatuck, Business
Robert Meyer, Computer Science (chair)
Steven Ingham, Food Science

Chancellor appointees

Alan Butler, Hospital
Anne Habel, Molecular Biology
Jean Johnson, Food Microbiology and Toxicology

Academic Staff

Tim Gloeckler, Wisconsin Union
Stephen Pudloski, Engineering Professional Dev.
Jason Bittner, Civil and Environmental Engineering

Non-voting members

Lance Lunsway, Transportation Services
Gary Brown, Campus Planning

Students

Jo Matzner
Julia Hartjes (Sem I)
Noah Theriault (Sem II)
Miguel Rodriguez

Guest representatives

Alan Fish, Facilities Planning and Management