

Parking and Transportation Advisory Board Meeting Minutes Thursday, January 19, 2017

Meeting called to order at 10:30 am by meeting chair Clayton Harrington.

Members present:

Chair: Clayton Harrington
Co-Chair: Carlos Brown
John A. Venuti
Justin Moses
Kathleen E. Blankenship

Keith Van Inwegen
Kevin A. Harris
Meredith L. Weiss
Michele A. Armstrong
Nathan C. Doughty
Mark Divens

Members not present:

William L. Martin (pre-arranged)

Shared documents:

1. Facilities Planning for Virginia Commonwealth University (updated 11/29/2016)
2. Transportation and Parking Planning for Virginia Commonwealth University (last updated 12/06/26)

I. Introductions/Overview:

(Meredith) **Brief overview of the purpose of the Advisory Board and what they hope to accomplish:** Master Plan, 6 year plan, space, what is best for the entire campus (academic and hospital), and how we prioritize that.

How do we make the best parking decisions and feed that information back to our customers and the community?

Currently we have two pressing projects on the table:

1. Consultants evaluating components of the D Deck to make future assessments / recommendations.
2. 5 year strategic plan for P&T

(Chief Venuti) Parking has modified their website; the minutes from this meeting will be posted on that website. In the past, when there is an issue, Parking decides and makes the necessary changes. In the future, we will use the Advisory Board as a decision making tool to address issues and concerns before moving forward.

Parking should be more community focused. Recently, there was a problem with medical students; we came up with an interim solution that the students appreciated, but we need to look towards more long-term solutions. This committee will give everyone a better understanding of the issues facing Parking and how we go about fixing them.

Parking has no policy; we need to establish a parking policy that will outline how we operate and

dictate-both campuses. Parking needs are very different from campus to campus. We have to address both campuses on different scales. We want Parking to work in a way that is helpful to our customers. We want to encourage people to want to work here and to want to go to school here.

Survey Research Lab is working on satisfaction. What are the things that customers really want?

* Giving MCV Campus a voice. Individuals who didn't think much of Parking because of the lack of information will now have a broader picture of how parking works. As Katy and I talked to different people and students, some believed that Parking was just holding spots to be mean. We need to break down the stigmas about parking and be more informative. A lot of our customers believe that parking is very expensive at VCU; when factually, compared to other universities, we are fairly cheap.

Changing the culture in parking is going to be very challenging. We have good people with bad habits and habits need to change to be more customer friendly in solving problems.

II. Presentation:

(Clayton)

We are here because we are the only game in town. But we are not providing services to our customers the way that we need to. We need a Parking Policy to show our customers why we do what we do.

Revenue concerns – (refer to slide 6 on revenue) We have a reserve. We need to continue to build the reserve and be prepared for unexpected expenses. The consultant is going to help us with this. We spent an estimated \$40K-\$50 for LED lighting in the West Broad Street Deck. D-Deck will be a loss of revenue once the deck is gone.

D Deck Plan right now (not approved); towers to go up. Plan goes before the Board this May 2017. They will deliver the report in March.

Future Meetings – Currently, to be held monthly; as we move forward and get the consultant's report, we might meet more frequently. After the 5 year plan, possibly quarterly.

*We will meet in various locations for these meetings. Sending designees when not available – everyone should have a secondary back-up.

Will the consultant come in and give regular updates to this group periodically?

This group should take leadership of managing the consultants. We should have only one committee; eventually the selection committee will be phased out.

Carlos question (Who can we invite?) Meetings will be agenda driven; open and transparent. Chair and Co-Chair can invite as deemed necessary.

Real Estate is not currently represented in today's meeting.

How does this group connect and/or converge with the strategic plan? (This is in the handout that Meredith provided.)

III. Action Items

Students will be present starting the next meeting (Justin)

Meeting adjourned at 11:13AM.

** Indicates interjection by a committee member*