



Annual Report FY2018

Parking & Transportation Services



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Parking and Transportation Services Annual Report FY2018

Mission Statement

Our mission is to provide safe and accessible parking and transportation resources to the campus community and to visitors. We strive to manage the parking resources efficiently and safely transport campus community members using the campus shuttle and charter services.

Message from the Director

Parking & Transportation Services is a self-funded program that is committed to providing safe, efficient, cost effective parking and shuttle services. Our department places a high priority on safety, integrity, fairness, cooperation, professionalism and customer service. Through the efforts of our dedicated staff, we routinely support multiple campus priorities to include effective use of technology, sustainability programs and supporting master plan construction projects.

As the campus grows and changes, our department will continue to work diligently to serve our customers and support the many positive changes ahead.

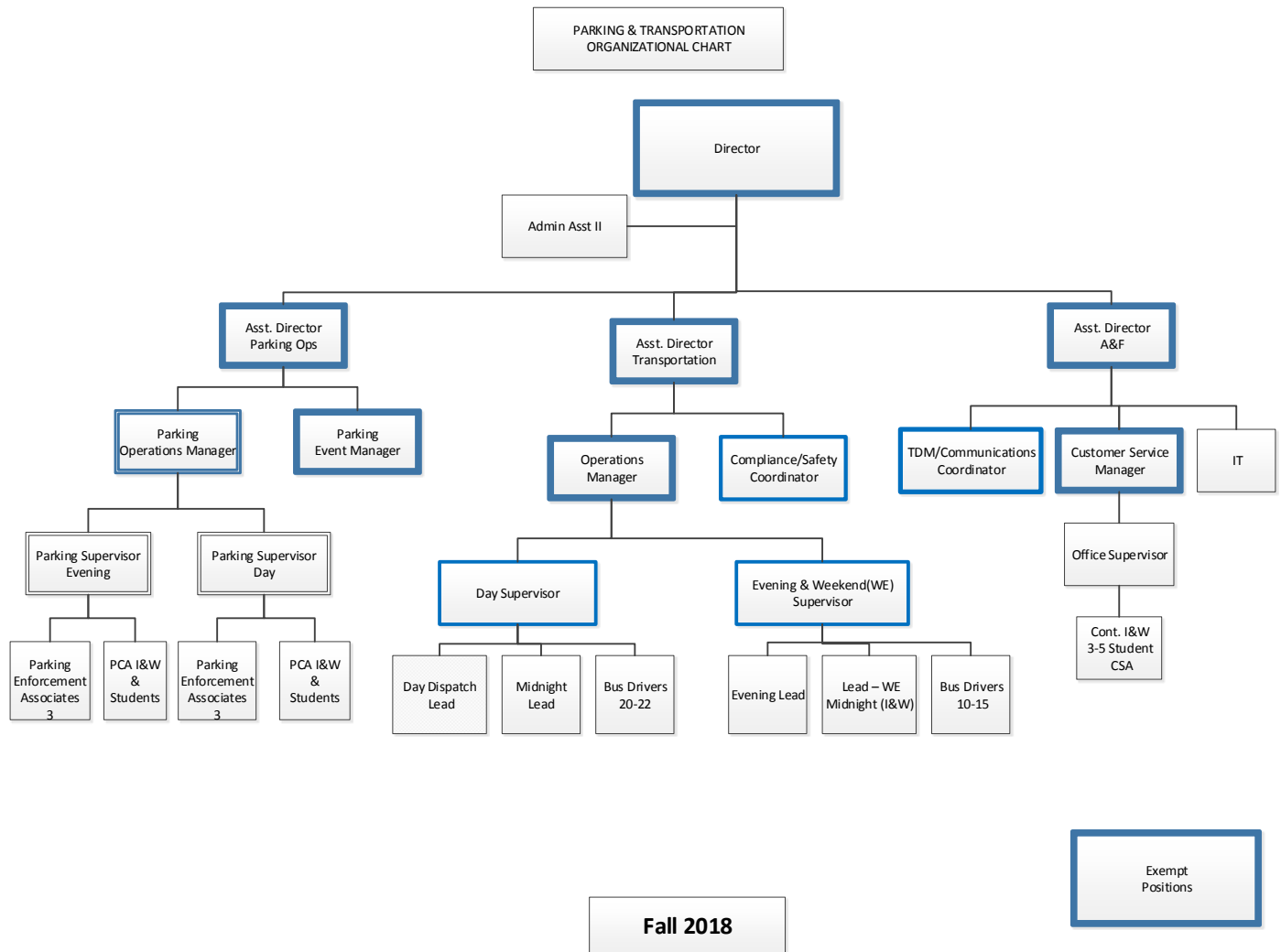
Sincerely,
Pamela Mooney
 Director
 Parking & Transportation Services

Parking Services Financial Report <i>Figures rounded to nearest thousand</i>	
Revenues	Expenses
Permit Sales: \$4,5553,000	Payroll: \$1,108,000
Fines: \$597,000	Debt Refinement: \$4,316,000
Fees: \$574,000	Gen. Operating: \$529,000
Other: \$614,000	Renovations: \$230,000
	R&R Funding: \$155,000
Total: \$6,338,000	Total: \$6,338,000

Transportation Services Financial Report <i>Figures rounded to nearest thousand</i>	
Revenues	Expenses
Fees: \$2,883,000	Payroll: \$1,949,000*
Other: \$50,000	Gen. Operating: \$327,000
	Maintenance: \$282,000
	Fuel: \$125,000
	Bus Purchases: \$250,000
Total: \$2,933,000	Total: \$6,338,000

*Includes \$150,000 not spend due to driver shortage

Parking & Transportation Organizational Chart



Parking Program

Towson University (TU) entrusts Parking & Transportation Services with the management of several thousand parking spaces on its campus. The chart below reflects the parking inventory from the past two fiscal years:

FY2017 Parking Inventory		FY2018 Parking Inventory	
Faculty Staff	1,848	Faculty/Staff	1,825
Commuter Student	3,969	Commuter Student	3,952
Resident Student	1,044	Resident Student	1,044
Visitor	265	Visitor	255
Handicap	190	Handicap	182
Other	445	Other	456
Total	7,761	Total	7,714

Permit Sales

Each year, about 15,000 permits are sold to faculty, staff, students, visitors, and vendors. Permits are sold primarily online, giving the TU community convenient, 24-hour access to purchase a permit. As a self-supporting department, permit sales are the primary source of revenue generated to cover operational expenses and debt retirement. The chart below shows the total permits sold from the past two fiscal years:

*Excludes daily, weekly, and monthly permits.

*FY2017 Permits Sold		*FY2018 Permits Sold	
Faculty/Staff	3,389	Faculty/Staff	3,227
Commuter Student	9,312	Commuter Student	9,013
Resident Student	1,318	Resident Student	1,230
Evening	996	Evening	1,248
Overflow	525	Overflow	697
Hybrid/Green	161	Hybrid/Green	155
Other	68	Other	1,097
Total	15,769	Total	16,667

Enforcement

Traffic and parking regulations are enforced year-round to maintain safe and efficient parking resources for the campus community.

Citations

TU's enforcement program guarantees a safe environment and the availability of spaces for those who have purchased a permit. To ensure parking rules and regulations are followed, TU's Parking Enforcement issues citations upon the violation of parking policies.

Towson University is recognized under the Maryland Transportation Code Annotated Section 26-301 to issue citations. The below chart outlines the quantity and type of citations issued:

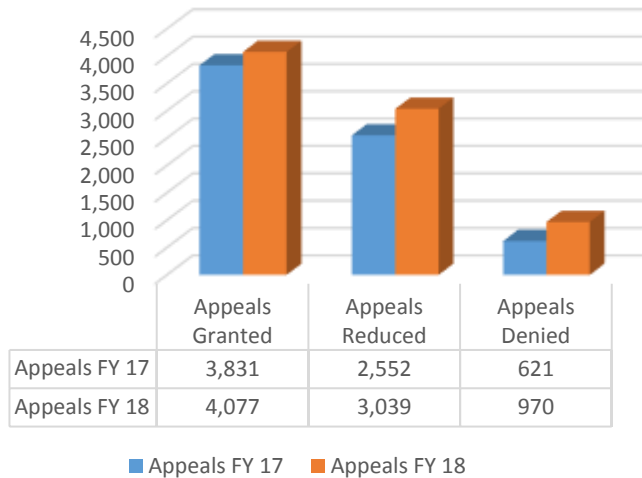
Citation Type	FY2017	FY2018
No Valid Permit/Hangtag	8,878	7,587
Improper Parking	6,077	6,693
Exceeding Space Time Limit	598	505
Expired Meter/Time Violation	306	173
Prohibited Fire Lane	76	122
Towed/Relocated Vehicles	71	12
HC Space Without HC Permit	57	62
Shared/Misuse of Permit	198	345
Total Citation Issued	16,261	15,499



Appeals

All students, faculty/staff and visitors can appeal citations administratively by Towson University officials or through the Baltimore County District Court. In FY2018, there were 14,981 citations issued and 8,086 of those citations were appealed (56 percent). Comparatively, in the previous fiscal year (FY2017) 16,013 citations were issued and 7,526 were appealed (47 percent).

Appeals (Granted Reduced or Denied)



Events

Parking & Transportation Services provides support for over 1,000 campus and community events each year. The events range from sporting to blood drives to student sponsored activities.

We work with event coordinators and partner companies to ensure that adequate and safe parking is available for each event. We also provide greeters and appropriate signage, as requested, in order to make the event a pleasant experience for guests.

Below is a summary of the types of events supported by the department:

2017 Events		2018 Events	
Parking w/o Support	498	Parking w/o Support	466
Parking w/Support	241	Parking w/Support	238
VIP Parking	61	VIP Parking	80
Parking & Trans.	19	Parking & Trans.	27
Sporting Events	135	Sporting Events	135
Summer Camps	65	Summer Camps	54
Total	1,019	Total	1,000

Roadside Service

The department provides free assistance to motorists parked on campus that are experiencing mechanical issues.

2017 Roadside Service		2018 Roadside Service	
Jumpstarts	159	Jumpstarts	223
Lockouts	115	Lockouts	125
Tire Inflation	10	Tire Inflation	13
Fuel Runs	1	Fuel Runs	4
Total	285	Total	365

Transportation

Transportation Services provides several on and off campus shuttle services. All shuttle services are provided free of charge to faculty, staff, students, and on-campus visitors.

The following table is a summary of the vehicle fleet utilized to serve the campus community.

FY 2018 Vehicle Inventory		
Vehicle	Quantity	Capacity
Shuttle/Transit Bus	16	38-42
Paratransit Van (LG)	0	14
Paratransit Van (SM)	2	7
Pick-Up Truck	3	Staff Use
Jeep Cherokee	1	Staff Use
Sedan	2	Staff Use
Total	24	

Shuttle Service

We have expanded the Off Campus Shuttle services to provide additional transportation into the surrounding community. The Tiger in Town Route was expanded for additional evening and late night service. The Kenilworth Route added a Kenilworth Express Route as well as expanded service. In addition, the on campus Black Express Route was expanded to better serve peak travel times.

Services provided by the shuttle program include on and off campus routes, Safe Ride, Paratransit, and charter services. The department operated several off campus shuttle routes during FY2018 averaging an adherence rate of 83%, despite numerous construction projects on and around campus.

On-Campus

The on campus Gold Route provides easy access to various campus locations throughout the day and evening. The Black Express Route provides shuttle service during peak travel times Monday through Friday. Visitors are welcome to ride the on campus Gold Route and Black Express Route free of charge. The combined ridership of the Black Express Route and the Gold Route was 273,589.

Off-Campus

TU's shuttles are a source of alternative transportation for off campus students, faculty and staff. Service was provided to over 30 apartment complexes, residential communities, and shopping areas in the Towson area. The off-campus routes include:

- Timonium/Cockeysville
- Rodgers Forge,
- Goucher/Loch Raven
- Kenilworth/Fairmount
- Kenilworth Express
- Lachlan Express Routes
- Tiger In Town
- Cardiff Donnybrook Express (CDX).

Shuttle Route	2017	2018	% Change
Gold Route/Black Route	294,869	273,589	-7.2%
Goucher/Loch Raven Route*	111,721	74,450	-33.4%
Kenilworth Route	118,016	133,332	13.0%
Fairways Express	N/A	33,421	N/A
Timonium/Cockeysville Route	35,753	33,264	-7.0%
Rodgers Forge	36,594	47,035	28.5%
Tiger in Town	24,782	33,929	36.9 %
Charter**	29,541	15,607	-47.2%
Paratransit	4,317	6,128	-41.6%
SafeRide ****	4,793	2,104	-56.1%
Market Shuttle	525	304	N/A
Totals	657,970*	653,163	0.73%

*Decrease in ridership for Goucher/Loch Raven Route from FY17 to FY18 is due to the addition of the Fairways Express **Note: Includes graduations, commencements and charters. ***Increased hours for the Gold Route influenced SafeRide.

SafeRide

SafeRide shuttle service is provided during the evening hours. Tiger in Town stops on campus are pick-up locations for

SafeRide. In addition to SafeRide, the TU Police Department provides an escort service that offers a walking police aide or police officer to locations not accessible by a vehicle.

Paratransit

Faculty, staff, and students with certified mobility needs can use the Paratransit service to move around campus with ease.

TUTigerride

During FY18, we continued using the real-time shuttle prediction system, TUTigerride.com. The system gives shuttle riders real-time information about their shuttle through their personal computer or mobile device. Users can receive text alerts and email reminders about their shuttle. Users can also download the TURide app from the App Store or Google Play.

Charter Service

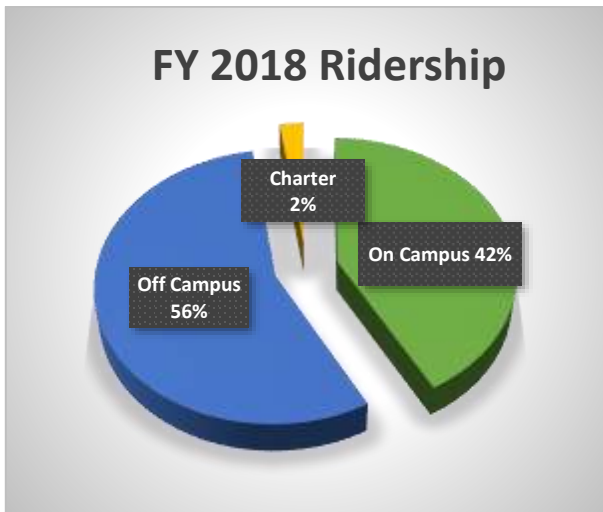
Charters

The university community often utilizes the chartered bus reservation services offered by Parking & Transportation Services when planning field trips, retreats, and other events. The FY2017 figure includes 63 charters using TU shuttles and drivers as well as 127 through outside vendors. During FY2018, the department provided 236 charters. Of that number, 73 used TU shuttles and 163 used outside vendors.

BWI-Penn Shuttle

Each year, students, faculty and staff have the option to take the free shuttle service to and from BWI-Thurgood Marshall Airport and Penn Station for Thanksgiving, winter (no return service) and spring breaks. Parking & Transportation Services, Off-Campus Commuter Services and the Commuter Student Organization sponsor the BWI-Penn Shuttle service. FY2018 saw 57 campus members transported for Thanksgiving break, 10 for winter and 48 for spring break.

The following is a summary of the ridership for the combined services offered by the department:



Alternative Transportation

Alternative Transportation provides an opportunity to decrease transportation costs and lower the environmental impact of motor vehicle emissions. Parking & Transportation Services offers an extensive Alternative Transportation Program that offers cost-saving and environmentally friendly options to TU faculty, staff, and students.

Alternative Transportation Program Incentives

Participants in the Alternative Transportation Program receive incentives to help ease the transition and alleviate apprehensions about not driving to campus each day.

- **Guaranteed Ride Home (GRH)**

The GRH provides offers participants a guaranteed ride home (up to four times a year) by taxi or car rental during a personal emergency. Last year, no one needed to take advantage of this option.

- **Free Parking Codes**

Up to eight free parking codes are issued to each alternative transportation participant for the academic year.

Programs

Zipcar

Zipcar, a car-sharing service offered to students, faculty, and staff, is an alternative to having a car on campus. The member-based service has a rolling membership. As of April 2018, FY2018, the member enrollment was 328. Compared to an enrollment of 245 members in FY2017. The Zip Cars are located on Lot 3 and Lot 17.

Off-Campus Shuttles

Many commuters use our free off-campus shuttle service, which has assisted with the Green Initiative by having fewer cars on campus. During FY2018, the off campus shuttles served 355,735 rides in the Towson, Timonium, Cockeysville, Goucher/Loch Raven, and Rodgers Forge communities. This compares to 327,391 rides on the off-campus routes for FY17.

Public Transportation Subsidy

All TU faculty, staff, and students are eligible to purchase an MTA transit pass at a discounted price; a discount is also available for the MARC Train.

Bikeshare Program

The SPIN bike share program soft launched in January 2018. The official kicked off began April 2018. There were 10.8k trips and 7.1k of those trips were taken by students. The average trip distance was 0.97 miles for approximately 269 seconds or 4.48 minutes.

Carpooling

There is a great advantage to carpooling. It is an efficient way to save on gas; cut down on mileage; and users can independently choose to split the cost of the permit. Other advantages include receiving eight parking codes for days that a carpooler needs to use their own car.

Members of the campus are encouraged to take advantage of savings available through the Carpool Program. In FY2017, there were 55 participants in the carpool program. During FY2018, there were 46 carpool program participants.

	FY2017 Participants	FY2018 Participants	
Students	45	Students	32
Faculty/Staff	10	Faculty/Staff	14
Total	55	Total	46

Green Initiatives

Tigers Go Green & Hybrid Vehicle Program

In further support of the University’s green initiatives, drivers of EPA certified “SmartWay Elite” vehicles are eligible to purchase a discounted Tigers Go Green Parking Permit. Upon approval, members of the program are able to purchase a parking permit at a 20% discount and benefit from other incentives for the alternative transportation program. Those members of the legacy Hybrid Program are allowed to remain in the program at the 50% discount level for the remainder of the time they drive the legacy Hybrid vehicle on their account.

The following chart is the breakdown of the Tigers Go Green and Hybrid Vehicle Program participants:

FY2017 Hybrid Participants		FY2018 Hybrid Participants	
Faculty/Staff	94	Faculty/Staff	55
Students	2	Students	3
Total	96	Total	58
FY17 Tigers Go Green		FY18 Tigers Go Green	
Faculty/Staff	28	Faculty/Staff	43
Students	37	Students	32
Total	65	Total	75

Electric Vehicle Charging Stations

Towson University has electric vehicle charging stations on campus. Vehicles do not have to be part of the Tigers Go Green program to utilize the charging stations.

Provided by Chargepoint, the charging stations serve as designated areas for electric vehicle owners to charge their vehicles. The service is free; however, users must have a valid TU parking permit and the vehicle must be charging the entire time while parked at the charging station. Discover more information about the specific equipment used on Towson’s campus at www.chargepoint.com.

Greenhouse Gas Emissions

Towson University has made a serious commitment to reducing its carbon footprint. Parking & Transportation fully supports that commitment through the initiatives listed above. The department will continue to promote the use of alternative transportation to support the common goal of the campus.

The following chart illustrates the steady decline in Greenhouse Gas emissions from FY07 through FY17 (last data available). During this period, net emissions have dropped from over 100,000 metric tons of Gross Emissions to under 75,000 metric tons (a 25+% reduction).



Community Service & Diversity

Extending the range and reach of assistance to local and surrounding communities is a significant goal for Parking & Transportation Services. As a yearly tradition, the transportation arm of the operation assists in shuttling nearby community members in-need to take part in an annual holiday event.

Once again, on Thanksgiving Day, the department provided transportation for 100 residents of the Weinberg Housing and Resource Center shelter in Baltimore. After attending service at Empowerment Temple Church, the residents enjoyed a shuttle ride to Carolina Kitchen for Thanksgiving dinner.

Additionally, the department assisted with the Stuff-A-Bus campaign, which benefits the Maryland Food Bank and local soup kitchens with non-perishable food items, as well as the Marine Reserve Toys for Tots.



TU shuttles buses/vans are decorated and made festive for the collection of toys for the Toys for Tots drive.

FY2018 Achievements



Expanding its Alternative Transportation program, Parking & Transportation Services launched a bikeshare program in spring 2018

Parking

- Added additional visitor paystations to Lot 20 and Lot 6.
- Implemented the Pay by Plate paystations.
- Implemented visitor permit Pay by Phone software system.
- Coordinated transition of parking assignments impacted by construction of new science building.
- Implemented SPIN bike share program
- Renovation of 10 West for resident student parking

Transportation

- Partial transition of fleet to include smaller vehicles
- Established formal new hire training program and refresher training program

FY2019 Goals



Parking

- Union Garage renovations
- Union Garage vehicle bridge replacement.
- Holiday can food drive
- Pilot space counter system
- Pilot department visitor code online system
- Towsontown & Glen Garage renovation surveys
- Union Garage north stair replacement.

Transportation

- Develop plans for transitioning services to smaller fleet during off peak times
- Develop plans to incorporate student drivers into program for fall 2019.
- Develop plan for addressing CDL driver shortage
- Final implementation of shuttle management software system
- Formalize driver training and monitoring programs
- Obtain new buses in support of program
- Pilot space counter system
- Pilot department visitor code online system