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11-095

AUTHORITY TO INCREASE PARKING PERMIT FEES
STARTING FALL 2011

PREPARED BY: Linda Eden, Director, Auxiliary Services

FINANCIAL
RESPONSIBILITY: Linda Eden, Director, Auxiliary Services

APPROVED BY: Wing-Kit Chung, Vice President, Administrative Services
Dr. Preston Pulliams, District President

REPORT: In support of the College's Traffic Demand Management Plan, the Auxiliary Services Department is proposing an increase for parking permit fees effective Fall Term 2011.

The growth in enrollment at Portland Community College continues to put a strain on the district's parking supply. A common strategy used in Traffic Demand Management (TDM) to change commute behavior associated with increased parking demand, is to raise permit fees. The current parking permit fee structure is under priced and does not motivate commuters to use alternative forms of transportation, according to the TDM consulting firm hired by bond funds to revise the College's existing TDM plan. Parking permit fees will ultimately need to be much higher than what is currently being proposed in order to encourage a shift in commuting habits. A TDM Steering Committee will be convening this spring to study a variety of strategies to encourage the reduction of single occupancy vehicles on our campuses and centers, including an acceptable parking fee schedule. Authorization of this current fee proposal will allow a gradual approach in support of raising permit fees, and provide funding required in support of behavioral modification related to commuting.

Net revenue realized from this increase will be used to increase the total number of subsidized TriMet Student Select Passes by approximately 64% per term for Fall, Winter and Spring terms. Any additional funding realized will be applied in support of TDM strategies as

recommended by the TDM Steering Committee upon conclusion of their review currently scheduled for November 2011.

In addition, the current carpool program will be discontinued and replaced with a more flexible program called Rideshare. Although carpooling is a proven method for reducing single occupancy vehicle use for many businesses and institutions, it has several deficiencies when applied to a commuter campus such as PCC. Individuals who might want to carpool find that they have widely varying class schedules and may even need to travel to different campuses. Carpooling requires that all members of the carpool have matching schedules. Verification of student schedules creates long lines at the Business Offices during peak enrollment times. The current carpool program only requires one member of the program to show that they are bringing a vehicle to campus and to pay for the car-pool permit. Other members of the carpool have no financial investment in the program and may only sign up as a carpool member to assist a fellow student in receiving a reduced-rate parking permit. Since its inception, there is no indication that our current carpool program results in less single occupancy vehicle usage. Rideshare requires participation by two individuals with no need to furnish proof that they have matching schedules. This opens the program up to greater participation and eliminates the time and staff resources needed to check for matching schedules. Under the Rideshare program, both participants would be required to pay their share of the parking permit fee and furnish information concerning the vehicle they would bring to campus. This requirement establishes a financial investment and commitment to car sharing by all participants which carpooling does not. For these reasons, staff believes that this new Rideshare program will be more efficient and effective than the current car-pool program.

The following adjustment to the parking permit fee schedule is being proposed to support TDM strategies as described in the report.

Permit Type	Current	Proposed
All Day Student (per term)	\$ 38.00 \$ 40.00	\$ 45.00 On-line \$ 50.00 Business Office
Evening Student (per term)	\$ 28.00 \$ 30.00	\$ 35.00 On-line \$ 40.00 Business Office
Student All Day/ Evening (Annual Pass)	\$ 120.00	\$ 150.00
Carpool (two) (per term)	\$ 12 -18	Discontinued
Rideshare (New)		\$ 20.00 Per Person
Monthly	\$ 13.00	\$ 20.00
Daily	\$ 3.00	\$ 5.00
Vendor (per year)	\$ 25.00	\$ 50.00
F/T Faculty/ Staff (Annual Permit)	\$ 120.00	\$ 150.00
.75 or less Faculty/Staff (Annual Permit)	\$ 80.00	\$ 100.00
P/T Faculty (Per Term)	\$ 20.00	\$ 30.00
Casual Staff (Per Term)	\$ 30.00	\$ 40.00

Parking Permit Fee adjustments are subject to contract negotiations for both the Classified and Faculty/Academic Professional employees. Those adjustments will be reviewed by the Board of Directors during the contract ratification process.

RECOMMENDATION: That the Board of Directors approve the proposed parking permit fee increase for implementation Fall Term 2011.