



## **University of Guelph Transportation Demand Management (TDM) Plan – Changing Our Travel Habits 2009/10 – 2019/20**

### **Introduction:**

Over the years our society's dependence on the private automobile as the primary source of travel has grown substantially. This growing trend has led to mounting congestion, decreases in air quality and increased investment in valuable land space dedicated to roads and parking facilities. It is increasingly evident that the University of Guelph can no longer afford to continue expanding its transportation network to meet this ever increasing demand for both economic and environmental reasons. The University is committed to reducing greenhouse gas emissions and expanding other sustainability initiatives. In addition, as construction and maintenance costs continue to spiral upward in relation to parking lots, roads and walkways, connection to bus routes, parking lots and roads, we must seek more viable solutions to meet our future transportation needs. In order to develop an efficient and balanced transportation network for the University of Guelph, Parking and Transportation Services has developed this Transportation Demand Management Plan (TDM) for the main Guelph campus.

As one component of the overall approach for addressing these circumstances, The University is reviewing its parking options and related pricing framework. The goals to be pursued through this review are as follows.

- Reduce the demands placed on the current and future transportation system by the Single Occupant Motor Vehicle.
- To increase community awareness of alternative transportation modes and encourage individuals to choose these alternative travel modes.
- Adjust parking permit pricing to levels that are adequate to maintain our parking infrastructure.
- Assist in budget requirements for safety, security and emergency infrastructure for the University of Guelph.

## **Strategies:**

Parking provisions, management and operations are vital to a blended and integrated TDM plan for the University. The TDM will make single-occupant vehicle travel less attractive by introducing incentives and disincentives that make alternative travel modes more accessible and attractive. Along with complimentary sustainability initiatives including transit, bicycling and walking; the University will initiate parking options and pricing strategies to meet the overall goals.

**Pricing:** Pricing is considered a primary tool in TDM planning. When compared to other institutions, the cost of University of Guelph's annual parking permit has been and continues to be consistently lower than other comparable Ontario universities. (See Table 3) Parking and Transportation Services is recommending that the annual permit rate be increased over a five (5) year period to 85% of the Guelph Transit reduced-rate employee transit pass. (See Table 1)

Residence student permit rates would increase yearly while retaining the fee structure at 75% of the annual permit.

There are no changes proposed to the Visitor, Barrier-free, Service, Commercial Service parking rates or Parking Violation rates at this time.

Our past policy of annually increasing permit pricing uniformly as a percentage across all permit levels has resulted in premium permits costing triple that of annual permits. A double cost differential from annual to premium would be a more acceptable level to maintain. Our premium permit prices, in contrast to our annual permits are at the top level of comparable institutions (See Table 2). Parking and Transportation Services recommends a 3% increase annually until the targeted differential is met.

The main portion of the additional revenue generated from the increased parking rates will be required to fund operating and capital project commitments for Parking and Transportation Services. A smaller portion will be allocated to enhance campus safety and security through initiatives such as improved lighting, installation and upgrade of blue emergency phones, enhanced security and emergency measures, including electronic perimeter access control for University buildings and increased patrol of parking lots.

**Parking Options:** Flexible parking options will continue to be offered that allow individuals to purchase parking according to their individual needs. Parking is now available hourly, daily, monthly, semesterly and annually. It is proposed that a book of ten (10) daily parking passes at a reduced rate of \$50.00 be introduced beginning May 1, 2009. This option will be attractive to individuals who need to bring their car to campus from time to time but choose to use alternate modes of transportation at other times. At \$5/day this is considered a cost effective option instead of buying a monthly or semesterly permit.

For the 2009/10 fiscal year, it is also proposed to re-introduce a reduced rate lot to be located in parking lot #18 (Dundas Lane) on the perimeter of the campus. A lower priced permit will be available for people who will be restricted to park exclusively in this lot. The permit will cost 75% of the annual permit. This is consistent with the discount offered to residence student restricted parking.

Over the next fiscal year, Parking and Transportation Services will prepare a plan to expand the hours of paid parking through the establishment of pay/display parking lots. The plan will include the cost and payback on the physical and operational changes that will be required. Parking and Transportation Services are also planning to introduce pricing incentives that would encourage ridesharing including guaranteed space in a core lot for a reduced price. Parking and Transportation Services will also be looking at the feasibility of offering a Zipcar program at the University of Guelph.

***Transit:*** Transit must remain a viable transportation alternative for our community. Presently 17,000 passengers a day use the services offered at the University Centre transit loop.

Guelph Transit: The increased presence of Guelph Transit will continue to grow at the University of Guelph. Increasing transit utilization through the reduced-rate staff transit pass is important to TDM. Parking and Transportation Services will work with Guelph Transit to market and encourage increased sales of the reduced-rate permit. This, in conjunction with the universal student bus pass, should encourage more of our community to use Guelph Transit. Guelph Transit has also committed to a 20 minute service schedule which further enhances their viability to our community. Through this enhanced partnership, Parking and Transportation Services will continue to work with Guelph Transit to enhance transit routes and service to the university.

Go Transit: Go Transit has been involved with the expansion of their service to the University since the planning stages of the “bus loop”. Service has been adjusted, and will continue to evolve to reflect the needs of our community. Enhancements to their service to date include increased service to the GTA, to Pearson International Airport and external bicycle racks on buses.

Greyhound: Greyhound has increased the frequency of their trips to/from campus by nearly double their original amounts prior to the construction of the “bus loop”.

Parking and Transportation Services will continue to investigate the need for new routes with our present and/or potential transit carriers to provide more options for our community. Recently a new route was established to and from Hamilton. This service was initiated to assist the approximately 1,200 University employees and students who commute from Hamilton daily. Presently we are gathering information to establish a similar service to and from Kitchener-Waterloo.

***Bicycle and Walking:*** Safe, accessible routes from transit stops, attractive, and well-lit pathways, sidewalks and bike paths that connect to main entrances or activity areas promote the use of alternative modes of transportation such as walking, jogging, in-line skating and bicycling. These modes also promote healthy lifestyle choices. Parking and Transportation Services will assist Physical Resources in the planning and funding of bike routes, safe and secure bicycle storage on campus and the construction and repair of pathways from transit stops.

We have increased our bicycle rack capacity to store 1200 bicycles in our exterior bike racks. Over the 10-year period, Parking and Transportation Services will install covered and/or secure bicycle facilities across campus. The first two locations will be in the campus core near the University Center and on the west campus. In subsequent years, with input from the Bike Unit, Campus Community Police, additional locations for bicycle storage facilities will be identified across campus.

***Parking Lot Use and Planning:*** The formal allocation of a Special Event parking lot complete with way finding signage will be completed in parking lots P14/15 on East Ring Road. This lot has been used informally for this purpose for several years. This strategy will make visiting our campus more user-friendly to visitors and guests, including parents of our students and alumni. Reducing the amount of time that people drive around campus trying to locate the appropriate area to park will reduce congestion, unnecessary travel on our roadways and is also environmentally friendly. Safe pedestrian access across East Ring Road is made possible at the marked pedestrian crossover located at the entrance to this lot at Arboretum Road.

***Land Use Planning:*** Parking and Transportation Services will continue to work with Physical Resources and consultants during the planning stages of new construction to address parking related issues including the expected loss of parking spaces and to ensure that adequate bicycle storage is incorporated into new construction and major redevelopment projects.

***Complementary Sustainability Initiatives:*** Parking and Transportation Services projects will continue to incorporate various components that are designed to reduce our institutional footprint. These include: the reuse of existing signs; enforcement staff patrolling on foot, on bicycle and in fuel efficient vehicles; storm water management systems incorporated in parking lot designs; maximizing reusable asphalt to greatest allowable levels and ensuring that energy efficient lighting fixtures are part of our standard for parking lot redevelopment. Parking and Transportation Services is enhancing their web based customer service options and efficient office management systems. The ability to purchase permits and pay for violations on line will be offered in the near future.

**Conclusion:**

These strategies reflect the University's commitment to promoting the use of alternate modes of transportation for its employees and student population and the institutional commitment to sustainability. The promotion of public transit has been accelerated by the construction of the bus loop in front of the University Centre. The promotion of public transit usage should continue to be our main tool in reducing the number of cars on campus. Parking and Transportation Services remain committed to the increased presence and service of public transit, the promotion of the Guelph Transit reduced-rate employee pass and the implementation of effective parking strategies.

**Table 1**

**Proposed Annual Parking Fees**

	<b>2008/09</b>	<b>%</b>	<b>2009/10*</b>	<b>%</b>	<b>2010/11*</b>	<b>%</b>	<b>2011/12*</b>	<b>%</b>	<b>2012/13*</b>	<b>%</b>	<b>2013/14*</b>
<b>Annual black permit</b>	\$377.92	+15	\$434.61	+15	\$499.80	+15	\$574.77	+10	\$632.25	+10	\$695.47
<b>GTC employee reduced-rate pass</b>	\$642.60	-	\$693.60	-	\$727.60	-	\$761.60	-	\$795.60	-	\$829.60
<b>Premium Reserved Parking** (additional cost)</b>	\$759.63	+3	\$782.42	+3	\$805.89	+3	\$830.07	+3	\$854.97	+3	\$880.62
<b>Annual Discount Lot permit</b>	n/a	-	\$325.96	+15	\$374.85	+15	\$431.08	+10	\$474.18	+10	\$521.60
<b>Annual Residence permit</b>	\$250.65	+15	\$288.25	+15	\$331.48	+15	\$381.21	+10	\$419.33	+10	\$461.26

\*Prices are approximations and may vary slightly based on Guelph Transit pricing.

\*\* Premium parking users are required to purchase an annual black permit and a premium reserved parking permit.

**Table 2**

**2008/2009 Permit Parking Rate Comparisons by University**

University	Rank	Commuting Permit	Rank	Residence Permit	Rank	Reserved/Premium
York	1	1,044.80	1	1,044.80	1	1,492.28
Ottawa	2	1,021.08	2	1,021.08	2	1,515.12
McMaster**	3	972.00	4	583.08	-	n/a
Queens	4	840.72	3	516.00	-	n/a
Western	5	562.20	6	357.00	4	1,128.60
Trent	6	506.50	5	343.20	-	n/a
Waterloo	7	379.68	7	342.00	-	n/a
Guelph	8	377.92	8	250.68	3	1,137.55
Laurier	9	245.10	9	212.20	5	662.84

\*\* A \$14/month levy is added to all permit prices for new parking facilities construction.

**Table 3**

**2008/2009 Public Sector Parking Rate Comparisons – City of Guelph**

	Permits	Meters
City of Guelph	840.00	1.50/hr**
General Hospital***	450.00	1.50/hr
Conestoga College	390.00	2.25/hr
University of Guelph	334.44	2.00/hr
OMAFRA	266.76	2.00/hr

\*\* No charge 2 hr parking pilot project introduced in 2007

\*\*\* Announced 8% increase for 2009/10 to \$486 per year