



Annual Report FY2011

Parking & Transportation
Services



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Parking and Transportation Services

Annual Report FY 2011



Mission Statement

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

Message from the Director

Parking & Transportation Services is committed to providing quality service to the campus community. Our department has and will continue to aggressively manage the demands associated with the ever changing environment on our campus.

Over the past few years the department has faced unprecedented challenges as a result of extensive construction affecting parking resources and the continued enrollment growth that will affect the demand for all of our services.

In addition to these challenges, the department continues to actively support the President's Climate Commitment and associated green initiatives. In support of these programs, we will continue to strive to reduce our carbon footprint by aggressively promoting alternative transportation programs.

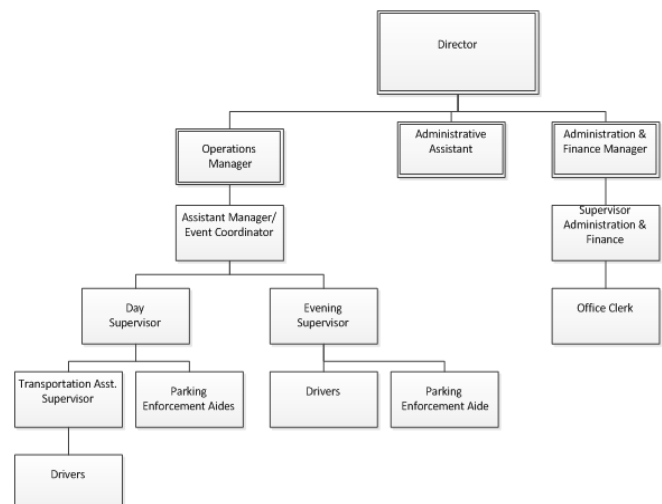
Through the dedication of our staff and the cooperation of the campus community, I am confident we will continue to meet these challenges.

Sincerely,

Pamela Mooney
 Director
 Parking & Transportation Services

Key Statistics	2010	Key Statistics	2011
# of Employees	38	# of Employees	37
Parking Spaces	7,204	Parking Spaces	6,258
# of Events	1,039	# of Events	1,255
Permits Sold	18,079	Permits Sold	17,239
Citations Issued	18,634	Citations Issued	19,629
Appeals	6,640	Appeals	5,847
Dept. Vehicles	20	Dept. Vehicles	22
Shuttle Rides	251,396	Shuttle Rides	427,621

Organizational Chart



Financial Report

Revenue: (Rounded)

- Permit Sales - \$3,550,000
- Fines - \$555,000
- Fees - \$1,968,000
- Other - \$430,000

Major Expenses: (Rounded)

- Payroll - \$1,247,000
- General Operating - \$737,000
- Debt Retirement - \$3,353,000
- R & R (Renovation & Renewal) - \$100,000
- Plant Fund - \$1,003,000

Parking Program

Parking & Transportation Services manages several thousand spaces on the Towson University campus. Due to campus construction projects, there has been a significant decrease in the amount of parking resources during FY2011. With the use of 400 parking spaces at the local county garages the campus was able to accommodate the parking needs of the community. With the opening of the West Village Garage in August of 2011 and its 1500 spaces, Parking & Transportation Services expects to be able to provide more than ample parking resources for the next 4-6 years.

2010 Parking Inventory		2011 Parking Inventory	
Faculty/Staff	1,599	Faculty/Staff	1,588
Commuter Student	4,188	Commuter Student	3,370
Resident Student	722	Resident Student	733
Visitor	160	Visitor	150
Handicap	207	Handicap	167
Other	328	Other	250
Total	7,204	Total	6,258

Permit Sales

Each year more than 17,000 permits are sold to faculty, staff, students, visitors and vendors. Permits are primarily sold 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.

2010 Permits Sold		2011 Permits Sold	
Faculty/Staff	3,296	Faculty/Staff	3,412
Commuter Student	10,521	Commuter Student	10,777
Resident Student	792	Resident Student	1,027
Evening	1,774	Evening	1,632
Towson Center	1,357	Towson Center	42
Hybrid	142	Hybrid	140
Other	197	Other	209
Total	18,079	Total	17,239

Enforcement

Traffic and parking regulations are enforced year round in order to provide safe and efficient parking resources to the campus community.

Citations

With parking at a premium, individuals are sometimes tempted to ignore the parking regulations. Citations are issued as a part of TU's enforcement program to ensure a safe environment and the availability of spaces for those who have purchased a permit.

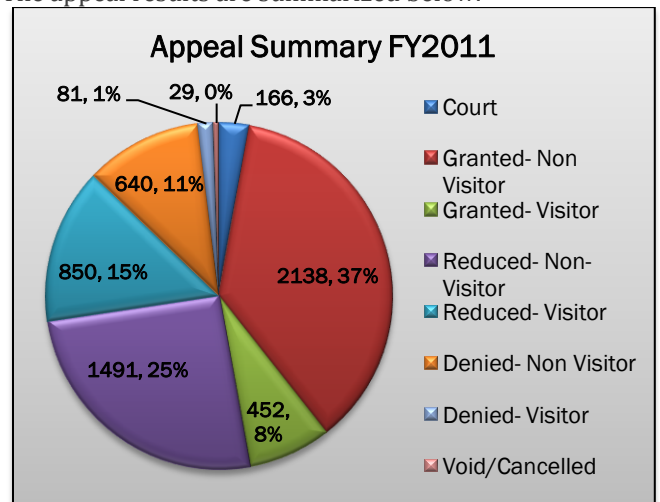
Towson University is recognized under the Maryland Transportation Code Annotated section 26-301 to issue citations.

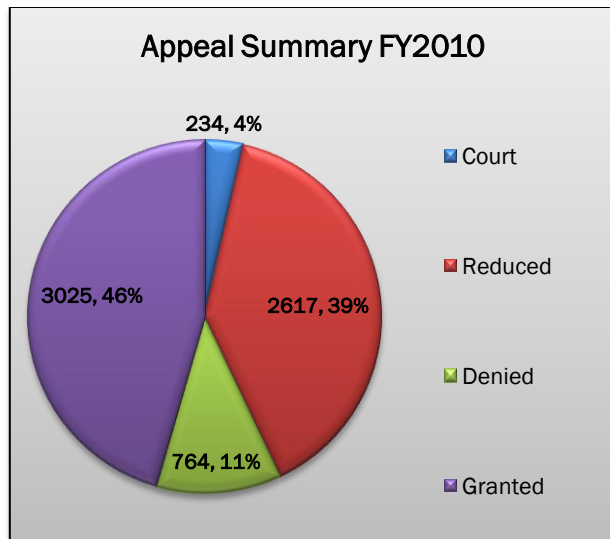
Citation Type	2010	2011
No Valid Permit/Hangtag	8,128	7,162
Improper Parking	5,746	5,104
Failure To Register Vehicle	N/A	3,303
Failure to Display Permit	1,889	1,809
Improper Display of Permit	807	248
Exceeding Space Time Limit	608	578
Expired Meter/Time Violation	464	329
Prohibited Fire Lane	272	270
No Valid Permit Semester Start	132	146
HC Space Without HC Permit	110	88
Other	478	592
Total	18,634	19,629

Note: "Failure to Register Vehicle" is a \$0 citation implemented with the introduction of the LPR (License Plate Recognition system).

Appeals

All citations can be appealed either administratively or through the Baltimore County District Court. During FY2011 19,629 citations were issued. Of those 30% were appealed. During FY2010 18,634 citations were issued. Of those 35% were appealed. The appeal results are summarized below.





Events

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

We work with event coordinators and partner companies to ensure 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.

2010 Events		2011 Events	
Parking w/o Support	657	Parking w/o Support	888
Parking w/Support	295	Parking w/Support	213
VIP Parking	27	VIP Parking	55
Parking & Trans.	8	Parking & Trans.	25
Sporting Events	43	Sporting Events	43
Summer Camps	9	Summer Camps	31
Total	1,039	Total	1,255

Roadside Service

As a service to the campus community, the department provides free assistance to motorists parked on the campus that are experiencing a mechanical issue.

2010 Roadside Service		2011 Roadside Service	
Jumpstarts	102	Jumpstarts	227
Lockouts	205	Lockouts	173
Tire Inflation	10	Tire Inflation	32
Fuel Runs	2	Fuel Runs	5
Total	319	Total	437

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.

Below is a summary of the vehicle fleet that is utilized to serve the campus community.

Vehicle Inventory FY 2011		
Vehicle	Quantity	Capacity
Transit Bus	4	38
Shuttle Bus	6	28-30
Para-Transit Van (Lg)	2	15
Para-Transit Van (Sm)	1	7
Go -4 Enforcement	2	Staff Use
Pick-Up Truck	2	Staff Use
Chevy Sedan	1	Staff Use
Electric Sedan	1	Staff Use
Electric Truck	1	Staff Use
Total	22	

Shuttle Service

Over the past few years the department has aggressively reorganized and expanded the shuttle service to better serve the campus community. Services provided by the shuttle program include on & off campus routes, Safe Ride, Para-Transit, and charter services. The department plans to expand services to an even greater level during FY2012.

The department now operates five off-campus shuttle routes that have seen explosive growth in ridership during FY2011. The department is proud to an average **adherence rate** of **90%** for FY2011 despite numerous construction hindrances on and around campus.

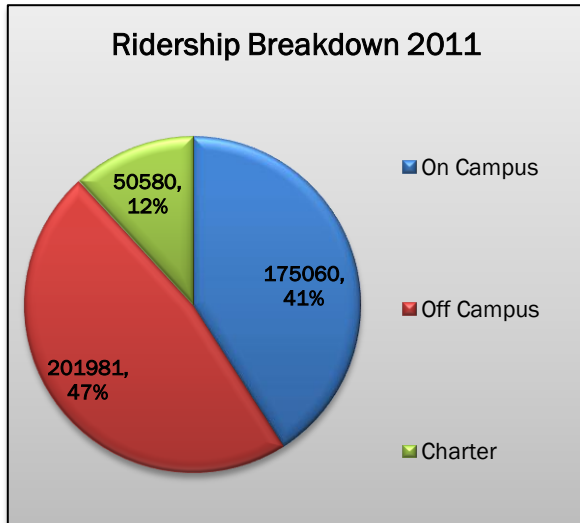
Below is a summary of the ridership for the combined services offered by the department.

Shuttle Route	2010	2011	% Change
Gold Route	107,930	168,014	55.7%
Goucher Blvd.	39,616	61,600	55.5%
Kenilworth Drive	62,628	84,208	34.5%
Timonium/Cockeysville	9,235	17,422	88.7%
Penn St. '10---	4,018	9,441	135.0%
Rodgers Forge '11*			
County Garage	N/A	27,620	N/A
Tiger Shuttle	N/A	1,690	N/A
Charter**	22,406	50,580	125.7%
Para-Transit	3,954	3,598	-9.0%
Safe Ride	1,609	3,448	114.3%
Totals	251,396	427,621	70.1%

*Note: Due to the Rodgers Forge route serving several on campus stops, some of the numbers for this route have been shifted to the Gold route.

**Note: Includes charters, Towson commencements & high school graduations.

Below is a breakdown of ridership for on & off campus routes, as well as charters.



On Campus

The on campus Gold Route provides easy access to various campus locations throughout the day and evening. Visitors are welcome to ride the on campus Gold Route free of charge.

Off Campus

TU's transportation services expanded the off campus shuttle system to include five routes that serve Timonium Park-n-Ride, Cockeysville, Goucher Blvd., Kenilworth Ave. and Rodgers Forge. Service is provided to over 30 apartment complexes, residential communities and shopping areas in the Towson area.

Safe Ride

For the safety of the campus community, Safe Ride shuttle service is provided during the evening hours. In addition to Safe Ride, the TU Police Department provides an Escort Service that offers a walking escort to locations not accessible by a vehicle.

Para -Transit

Faculty, staff and students with certified mobility needs can use the Para-Transit service to move around campus with ease. Riders are required to register with the Disabilities Support Services and they need to display an access card when boarding the vehicle.

Nextbus

From the comfort of home or office, riders can use Nextbus technology to learn when the next bus will arrive at their stop. NextBus technology uses GPS satellites to provide actual arrival and status information.

Charter Service

Charters

When planning field trips, retreats and other events, the university community can take advantage of the chartered bus reservation services offered by Parking & Transportation Services. Charter requests are fulfilled using TU staff and vehicles and outside vendors as the need arises. During FY2011, the department provided 203 charters, one less than during FY2010. The FY2011 figure includes 162 charters using TU shuttles and drivers as well as 41 through outside vendors.

BWI Shuttle

Free shuttle service is provided to BWI airport for Thanksgiving, winter and spring breaks. The BWI Shuttle service is sponsored by Parking & Transportation Services, Off Campus Commuter Services and the Commuter Student Organization.

Alternative Transportation

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

Programs

Zipcar

In the fall 2009, TU launched its partnership with Zipcar; a car-sharing service offered to students, faculty and staff as an alternative to having a car on campus. For FY2011 there were 121 members enrolled in the program compared with 93 the prior year. With four vehicles on campus, Zipcar shows consistent growth in membership and usage. Members register online and have 24 hour access to the vehicles.

Off Campus Shuttles

Instead of driving a vehicle to campus each day, many commuters use our free off campus shuttle service. During FY2011, the off campus shuttles served 216,143 riders in the Towson, Timonium, Cockeysville, Parkville, and Rodgers Forge communities. This compares to 115,497 riders on the off campus routes the prior year.

Public Transportation Subsidy

All TU faculty and staff are eligible to purchase an MTA transit pass at a discounted price equivalent to the discount offered to students. The pass is valid for Maryland transit systems including bus, Light

Rail, and the Metro subway. For those who commute via MARC Train or Rabbitransit (offered in PA), a discount is available on the purchase of a monthly pass.

Carpooling

Members of the campus are encouraged to take advantage of savings available through carpooling. Commuterconnections.org provides a database to help carpoolers locate a suitable ride match. In FY2011 there were 89 participants in 44 Carpool Agreements. During FY2010 there were 74 participants in the carpool program.

Program Incentives

As a part of the agreement to forgo the convenience of driving to campus each day, the Alternative Transportation program participants receive incentives to help ease the transition and alleviate apprehensions about not driving to campus each day.

Guaranteed Ride Home (GRH)

The GRH provides a safety net for those who may experience a personal emergency. The program offers participants a guaranteed ride home up to four times a year by taxi or car rental. Last year only one participant needed to take advantage of this option.

Free Parking Passes

For those times when bringing a car to campus is required, eight free parking passes are issued to each Alternative Transportation participant.

FY2010 Participants		FY2011 Participants	
Students	13	Students	16
Faculty/Staff	17	Faculty/Staff	25
Total	30	Total	41

Green Initiative

Hybrid Vehicle Green Program

The department is committed to doing our part to promote a more sustainable campus. As part of the University's green initiatives, a 50% permit discount is offered to those who drive a hybrid vehicle each day.

The Hybrid Program kicked off in fall 2008 and has continued to grow in popularity with 136 participants last year.

FY2010 Participants		FY2011 Participants	
Faculty/Staff	71	Faculty/Staff	87
Students	35	Students	49
Total	106	Total	136

FY 2011 Achievements

- Successfully implemented the LPR (License Plate Recognition) system to streamline enforcement of the campus' finite parking resources.
- Expanded and reorganized off-campus shuttle routes (Rodgers Forge/County Garage) to help effectively manage the loss of several hundred parking spaces.
- Oversaw the construction of the West Village Garage which is on schedule and slated to open in August, 2011. The garage will feature approximately 1,500 parking spaces.
- Provided a more responsive Safe Ride service by expanding the hours of operation.
- Improved the Para-Transit service by adding a smaller lift-equipped van to the fleet. This smaller vehicle allowed the department to provide Para-Transit access to some core campus buildings which would otherwise have been unreachable due to construction.
- Implemented the Tiger Shuttle which provides service on the weekends to allow students the ability to access key off-campus locations.
- Established a student committee that meets routinely with Parking & Transportation Services to discuss the program's effectiveness.
- Increased internal diversity programs.

FY 2012 Goals

- Implement the Virtual Permit system on campus in harmonious synchronization with our existing LPR technology.
- Merge the newly available parking resources from the West Village Garage into the existing parking infrastructure.
- Make more information about parking and transportation on campus easily available to the campus community.
- Continue with further shuttle route enhancements to include the Black Route on-campus and an expanded Rodgers Forge Route off-campus.
- Increase our overall shuttle adherence to be in excess of 90%.
- Implement system to allow for on-line purchase of event parking permits.
- Complete renovations to the Union Garage and designated surface lots.