OUR VISION

Transportation will provide exceptional and professional services through challenging and empowering our staff to continuously improve systems, processes and procedures. As a department, and as individuals, we will establish ourselves as integral and contributing members of the University who continually strive to meet the dynamic and diverse transportation needs of our community.

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FROM THE DIRECTOR

Dear University Community Member:

At NC State we turn thought into action; our brand is “Think and Do.” NCSU Transportation embraces this mantra and researches and implements the most innovative parking technologies available to offer convenient, sustainable, affordable parking and alternative transportation options to meet the needs of the university community.

Our primary responsibilities are parking and transit services, but our scope of operations include:

- Managing over 19,000 parking spaces, determining parking inventory and selling parking permits
- Operating transit services and managing the 6M transit contract.
- Enforcing parking regulations and providing parking citation review and appeal.
- Maintaining parking deck facilities and surface lots.
- Facilitating alternative modes of transportation (Wolfline, GoPass, carpooling programs, Zip Car, ZimRide, Vanpool.)

It’s important to note that like all other UNC system parking operations, NCSU Transportation is totally self-supporting and receives no state appropriated money and in fact, operates much like a non-profit agency. Department services are mainly supported by the sale of parking permits NOT revenues derived from parking citations. By law, 80 percent of parking citation revenue is allocated to the county school systems.

Although parking is a finite commodity, NCSU Transportation’s over-arching goal is to provide a variety of options to meet the often-times conflicting goals of the campus community – students, faculty, staff, visitors, and event participants.

To better serve campus visitors while balancing parking needs of our staff and faculty, several campus locations which generate high visitor volume were identified and equipped with Pay-by-Space machines. These new machines allow guests to pay at the machine by credit/debit card, extend their parking time via phone and also allow departments to pay for guest parking via a coupon system. Several more potential sites have been identified, but current locations are: West Lot (Main Campus), Weisiger-Brown Athletic Facility, Capability Lot (Centennial Campus), top level of the Poulton Deck and a portion of the Partners Way Deck (Centennial Campus).

I hope you will take a moment to review our departmental accomplishments and thoughts for the future. We will continue to harness the latest advances in parking technology to provide viable parking options and generate the most return for your parking dollar. We hope you agree it is money well spent. We welcome your suggestions and thank you for your continued support.

Catherine G. Reeve, Director
NCSU Transportation
**FACILITIES**
- Over 19,000 parking spaces
- 9 parking decks (7,028 spaces)
- 6 Pay-by-Space locations
- Two gated paylots
- 2,500 signs (in-house sign producing capability; approximately 600 signs per year)
- 3 traffic signals

**TRANSIT**
- 40 bus fleet
- 19,500 passengers per day/3.149M passengers per academic year
- Service every day (including Sat/Sun service connecting libraries)
- 10 daytime routes/3 night routes
- Red Terror service to athletic events
- WolfProwl w/connection to R-Line (Th/Fri/Sat) until 3 am

**WOLFTRAILS (ALTERNATIVE TRANSPORTATION)**
- 154 participants (walk, bike, bus)
- GoPass (allows students to ride city/regional transit free); faculty/staff pay $60 annual fee
- Carpool participants (220 employees/461 students)
- Zipcar — 8 vehicles (1,093 members)
- Zimride users — 2,773

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**# of Permits Issued**

<table>
<thead>
<tr>
<th>Year</th>
<th>Employee</th>
<th>Student</th>
<th>Guest/Visitor</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>5,000</td>
<td>5,000</td>
<td>10,000</td>
</tr>
<tr>
<td>2012</td>
<td>6,000</td>
<td>6,000</td>
<td>12,000</td>
</tr>
<tr>
<td>2013</td>
<td>7,000</td>
<td>7,000</td>
<td>14,000</td>
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<tr>
<td>2014</td>
<td>8,000</td>
<td>8,000</td>
<td>16,000</td>
</tr>
<tr>
<td>2015</td>
<td>9,000</td>
<td>9,000</td>
<td>18,000</td>
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</tbody>
</table>

**Revenue from Permits Issued ($thousand)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$6,000</td>
</tr>
<tr>
<td>2012</td>
<td>$7,000</td>
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<tr>
<td>2013</td>
<td>$8,000</td>
</tr>
<tr>
<td>2014</td>
<td>$9,000</td>
</tr>
<tr>
<td>2015</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
SHOW ME THE MONEY

PARKING FEES

Parking fees are always the “elephant in the room.” Often it’s difficult for the campus community to understand why parking cannot be provided free of charge. But, since costs associated with managing parking and maintaining facilities is not funded by state appropriation, it must be funded by users. Fees increase slightly each year to ensure available funding for current and future years. Transportation uses complex financial modeling and “what if” scenarios to determine the optimum time to implement projects, secure loans and pay off debt. It’s used to develop the departmental budget and ensure capital is available for maintenance and operation of facilities.

In recent years, a 2 percent annual increase, along with target utilization of parking facilities (small increase in number of permits sold) has generated a slight increase in overall revenue. Our goal is to offer as many people the opportunity to park while ensuring actual space availability – the “balance” of parking management. Fiscal year 14/15 parking revenue totaled $8,436,647. The charts below show revenue sources and expenditures.

FINANCIAL REPORT FY 2014/2015

Transportation Revenues

- Total Revenue: 50%
  - Parking: 33%
  - Student Transit Fees: 17%

Transportation Expenses

- Operations: 46%
- Wolfline: 45%
- GoPass: 2%
- Maintenance/Repairs: 7%
PARKING OPERATIONS

Includes all thing parking – formulating parking strategy, finding the optimum balance between the number of permits available for sale while ensuring available space, exploring strategies to maximize facilities, i.e., adjunct professors only needing parking during non-peak hours and creating a non-peak permit to accommodate these needs. This strategy helps the department to optimize use of the facilities and is a benefit for part-time employees because they are offered a permit at a reduced cost that meets their needs.

Our parking enforcement philosophy uses parking citations to attain voluntary compliance with rules and regulations. In most cases, we issue a warning citation which allows us to educate parkers and encourage them to comply. A warning ticket is discretionary, non-safety related and dependent on the situation. It’s one of several educational strategies employed.

We’d like to promote Transportation Enforcement Officers as a valuable information service to the community – they possess a wealth of information about campus and are able to provide direction and assistance including free jump starts to motorists parked on campus. From August, 2014 through July, 2015, officers assisted 254 campus motorists. This Academic Year to date, they have assisted 249 stranded campus motorists.

Parking Operations also provides visitors and members of the community a way to settle contested parking citations, administrative fines, restitution and suspension of parking privileges. It’s a venue for fair and impartial review for each individual’s case. Most cases are eligible to be presented to an Appeals Board which is comprised of faculty, staff and students. Transportation presents information, but does not vote on the decision; the Appeals Board is the final arbitrator.

To better serve campus visitors while balancing parking needs of our staff and faculty, several campus locations which generate high visitor volume were identified. Pay-by-Space machines were recently installed in the West Lot (Main Campus), Weisiger-Brown Athletic Facility (with future expanded employee parking in the planning stage), Capability Lot (Centennial Campus), CBC, and the conversion of the Partners Way Paylot.

New credit card compliant paylot equipment was installed in both Main Campus paylots – Dan Allen Deck and Coliseum Deck. The new equipment meets stringent credit card security guidelines and offers more customer-friendly payment options.

Our event staff works with the entire campus to provide parking and logistical assistance for all large campus events. For example, Transportation assisted approximately 4,230 students (and their families) during the fall, 2015, Move-In Operation.

Event assistance needs are increasing with Hunt Library showcasing the 21st-century face of NC State. More events are gravitating to the Centennial Campus venue.

<table>
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<tr>
<th>Percentage of Violations by Type</th>
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<tbody>
<tr>
<td>Warnings</td>
</tr>
<tr>
<td>Citations</td>
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</tbody>
</table>

Realizing that many parking customers may not fully understand parking rules and regulations, NCSU Transportation utilizes a warning citation as an educational tool. As reflected in the chart, almost 65 percent of citations last year were issued as “warnings.”
Eighty percent of collected citation fines is returned to the NC General Fund. Although the amount fluctuates year-to-year, the loss of this revenue has to be replaced and equates to an approximately $22 offset per parking permit for FY 2014/15.
FACILITIES MAINTENANCE

Responsible for maintenance and repairs to parking facilities and equipment, manages parking deck structural assessment conducted by engineering consultants, maintains lighting, fire, storm systems. Handles servicing of 35 gates, 16 pay stations in 10 different locations, and maintenance and repair of 22 bus shelters.

Increasingly, the majority of new parking space is in parking decks. We currently maintain nine parking decks, with a potential new deck planned for Centennial Campus. Many campus decks are reaching the age where extensive, expensive repairs are necessary to maintain the integrity of the structure. Our decks are on a 5-year engineering assessment which dictates specific maintenance tasks. However, due to the age of some structures, we are contracting with a structural engineering firm to conduct visual inspections every year for every deck.

Implemented a new, online work order system which enables better tracking of work order requests and more up-to-date information about status of requests.
TRANSPORTATION ALTERNATIVES

WolfTrails

WolfTrails provides commuter incentives for employees and students who choose to carpool, vanpool, take transit, telecommute, bike or walk to campus. WolfTrails participants receive discounted priority parking, free occasional parking passes, emergency ride home assistance and additional benefits based on the mode. Other services available include Share the Ride NC (a ridematching service for NCSU faculty, staff and students), Zipcar (a carsharing service), WolfWheels (a bike-rental program), and the WolfLine (NCSU’s free transit system). All faculty, students and staff are also eligible for a GoPass, which can be used on GoRaleigh and GoTriangle buses.

GoPass

The GoPass partnership between NC State, GoRaleigh and GoTriangle (city and regional bus systems) allows participants to ride any city or regional bus anytime for no fare. GoPass is free to students and employees pay a small annual fee of $60, which can be payroll deducted. The bulk of the program is funded from student transit fees. GoPass has been an attractive perk for students (and their parents) when they realize students do not need the added expense of a car on campus to partake of all the amenities Raleigh and the Triangle Region offer. For employees, the marginal cost of their subsidized GoPass is a recognized benefit which saves them commuting expenses, as well as the cost of purchasing a parking permit. Employees choosing to use GoPass enable NCSU Transportation to offer parking opportunities to more people whose personal situation is not conducive to either carpooling, vanpooling or transit.
Fixed costs and service hours continue to increase despite reconfiguration of routes, closure of an under-utilized park and ride lot and a windfall in decreasing fuel costs. However, despite rising operating costs, Wolfline average cost per passenger trip has reduced from a high of $2 per passenger trip (2011) to $1.71 (2015).

Source: GoTriangle and GoRaleigh GoPass Data
Wolfline Transit Bus System

Wolfline is NC State’s oldest and best recognized alternative transportation mode. It has grown significantly from its initial two routes to a system that last year carried over 3 million passengers – a service milestone and much higher ridership than many North Carolina metro systems. Today, the fleet of 40 accessible, heavy-duty, urban transit buses encompasses ten daytime routes, three evening late night routes (until 3 a.m.), Sat./Sun. daytime service connecting the libraries, and Saturday Wolf Village/Main Campus circulator. In addition to Wolfline’s role in transporting students to classes, it’s also an integral part of the NC State school experience with “Red Terror” transportation to home football and basketball games and WolfProwl, Thurs./Sat. evening downtown entertainment connection.

On-time performance was helped tremendously by the closure of Dan Allen Drive to vehicular traffic from 9 a.m. – 5 p.m. Immediately after implementation, this action resulted in a system-wide, 8 percent on-time performance increase. The trend toward improved on-time performance has continued with over a 13 percent improvement in performance for Fall, 2016.

Wolfline is primarily funded from student transit fees and a subsidy from the sale of parking permits. Transportation actively explores ways to reduce students’ costs and is the recipient of approximately $350,000 annually from reporting ridership numbers to the National Transit database. Every request for expanded service must be weighed against cost to students – increased student transit fees.
Service challenges include rising fixed costs and service hours despite reconfiguration of routes, closure of an under-utilized park and ride lot and a windfall in decreasing fuel costs. However, despite rising operating costs, Wolfline average cost per passenger trip has reduced from a high of $2 per passenger trip (2011) to $1.70 (2015). NCSU has received bids for a new, 10-year service contract to be awarded in summer, 2016.
Avg. Cost per Passenger Trip

$2.20

$2.00

$1.80

$1.60

$1.40

$1.20

$1.00

2011 2012 2013 2014 2015
Carpooling
Student & Staff/Faculty

Carpool permits are available to full-time students and employees offering not only costs savings, but preferential parking opportunities. Benefits include up to 24 free daily parking permits for use when members must drive alone and eligibility to purchase up to 24 more daily permits at a discounted rate of $2/day. All participants qualify for the Emergency Ride Home Program, administered by GoTrangle.

Student carpools enjoy similar benefits with preferred deck parking on Main, Centennial or the CBC campus, along with 18 daily permits for individual use in those circumstances where participants must drive alone.

Vanpooling

NC State, in collaboration with GoTriangle, offers a vanpool service for commuters. Currently, two vanpools directly serve the campus. NCSU Transportation offers a $20/month subsidy for each campus vanpool rider, plus free van parking for campus destination vanpools. Vanpoolers are also eligible for up to 24 free daily parking permits for use when circumstances dictate driving alone.

Supplementary TDM Programs

The ZipCar program is very popular with students. Our initial 4-car allocation of ZipCars was recently increased to 8 - Locations: 1 at E.S. King Village, 2 at Bragaw Hall, 2 on Centennial Campus, and 3 at Avent Ferry Complex. This option has resonated with parents of incoming freshmen, i.e., reinforced arguments that a car is not needed to fully enjoy all the Triangle amenities, as well as proven very popular with NC State’s large international student population.

ZimRide complements alternative transportation programs by providing carpool partners to both employees and students for commuting and occasional trips. The program doesn’t require any fee and is funded by a grant from the North Carolina Department of Transportation (NCDOT). NCSU Transportation has been a key partner working with regional partners and universities to design a program that is even more attractive to users. The new NCShare program will replace ZimRide in late 2015, resulting in an 11K savings to the University.

Additionally, a new incentive program, GoPerks, launched by the University regional Transportation Demand Management (TDM) partner, GoSmart, incentivizes commuters with chances to win weekly and monthly prizes for choosing to use alternative modes of transportation.
NCSU TRANSPORTATION KUDOS

General

• Gold Medal in Best Workplaces for Commuters 2015 Race to Excellence.
• Triangle CleanCities Coalition Stakeholder Excellence Award – In recognition of outstanding use of alternative fuels in 2014 – “By deploying alternative fuels and electric vehicles, NC State University displaced about 37,941 gallons of gasoline.” Awarded May, 28, 2015.
• Successful migration from meters to Pay-by-Space visitor parking options/implementation of coupon program which allows departments to pay for guest parking.

Video Marketing

• Marketing award from IPI (International Parking Institute) - marketing campaign/educational video – The Zombie aParkalypse.
• 1st place Marketing award from CPA (Carolinas Parking Association) - marketing campaign/educational video – The Zombie aParkalypse.
• Submitted video All About the Bus celebrating Wolfline’s 35th anniversary of service/3M passenger to both parking professional organizations. Both videos can be viewed at: www.ncsu.edu/transportation

Website Marketing

• 2015 Hermes Gold Award, (International) Website Overall / Educational Institution.
• 2015 MarCom Gold Award, (International) Website Design Educational Institution.
• 2015 Summit International Awards, Marketing Effectiveness Silver Award, Website.
• 2015 Summit International Awards, Creative Silver Award, Services Website.
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