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:

We are pleased to bring you this overview of Transportation’s activities and accomplishments during FY 2015/2016. Our focus continues towards providing effective, efficient and sustainable transportation services to the campus community.

By the numbers, FY 2015/16 was a very good year.

- Overall revenues increased by 4 percent. We had a slight increase of 7 percent in visitor revenues due to equipment upgrades and the expansion of visitor parking locations. As a receipt-supported department, increased visitor revenues can help offset increases in parking permit fees.
- Wolfline ridership increased by 3 percent, for a total annual ridership of 3.2M.
- Zipcar participants increased by 17 percent to 1,269. As a result of increased usage, Zipcar added another new vehicle to NC State’s assigned Zipcar fleet for a total of nine vehicles serving campus.
- Bike registrations increased by 64 percent to 679 registrations.
- 357 employees and students are members of the WolfTrails program, up by 136 percent over last year.
- GoPass costs decreased by 4.4 percent due to strengthening eligibility policies, which curbed abuse by non-University individuals who were benefiting from our program.

We have implemented new initiatives on campus:

- Updated existing and added two new electrical vehicle charge locations.
- Expanded visitor pay-by-space areas in several locations — Dan Allen Carriage Way, Weisiger-Brown Athletic Facility, and the Centennial Biomedical Campus.
- Upgraded the visitor pay lots at Dan Allen Deck and the Coliseum Deck with equipment that provides customers with more flexible payment options.
- Expanded Wolfline service to accommodate a shift in evening class schedule.
- In June, we awarded a new 10-year transit contract for Wolfline that will begin in August, 2017. As a part of the contract, 40 new 40-foot buses will comprise the Wolfline fleet, offering greater capacity and reliability to the campus.

As we look for ways to design and provide viable services for our community, we recognize the need for a comprehensive plan for the future. We plan to begin a comprehensive Transportation Master Plan in early 2017. We have had several good plans in recent years that looked singularly at transit, bicycles, pedestrians, and parking, but we need a comprehensive approach to ensure the best use of all our resources. We look forward to engaging the campus in this effort and working together to develop a program that supports our campus community and the mission of our University.

We welcome and appreciate comments and feedback. Please feel free to reach out and share your thoughts and perspectives.

Catherine G. Reeve, Director
NCSU Transportation
### FACILITIES
- Over 20,000 parking spaces
- 9 parking decks (7,020 spaces)
- 7 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 / 3.2M 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 City R-Line (Th/Fri/Sat) until 3 am

### WOLFTRAILS (ALTERNATIVE TRANSPORTATION)
- 155 participants (walk, bike, bus)
- GoPass (allows students to ride city/regional transit free); faculty/staff pay $60 annual fee
- Carpool participants (221 employees / 406 students)
- Zipcar — 8 vehicles (1,326 members)
- ShareThe Ride NC — 380

### # of Permits Issued

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</tr>
<tr>
<td>2016</td>
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### Revenue from Permits Issued ($ thousand)

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<tr>
<td>2016</td>
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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.

Transportation revenue increased by 4.3 percent which included a 4 percent increase in the cost of parking permits and an $11 increase in the Student Transit fee for FY 2015/16. Our goal is to offer as many people the opportunity to park while ensuring actual space availability – the “balance” of parking management. Fiscal year 15/16 parking revenue totaled $8,686,310. The charts below show revenue sources and expenditures.
PARKING OPERATIONS

Includes all things 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 (no monetary fine) 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, 2015 through July, 2016, officers assisted 380 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.

Realizing that many parking customers may not fully understand parking rules and regulations, NCSU Transportation utilizes a warning as an educational tool. As reflected in the chart, almost 63 percent of violations last year were issued as “warnings.”

To assist visitors in accessing services housed in Pullen Hall, we added 23 visitor spaces served by a Pay-by-Space machine in the Dan Allen Drive Carriageway. Adding designated visitor parking areas in areas which generate a high volume of visitors reduces conflict between visitor and staff parking needs.

Our event staff works with the entire campus to provide parking and logistical assistance for all large campus events. For example, Transportation assisted 6,222 students (and their families) during the fall, 2016, 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.
Eighty percent of collected citation fines are sent to the NC General Fund. Approximately $20 from every parking permit sold by NCSU Transportation must be used to offset this loss in revenue.
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, 17 pay stations in 11 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. 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 3-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.

Transportation processed 14,063 work orders and increased efficiencies utilizing the online work order system implemented in early 2014. The online system enables better tracking and up-to-date status of work order requests.
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 fare-free transit system). All faculty, students and staff and staff are also eligible for a GoPass, which can be used on GoRaleigh and GoTriangle transit systems.

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. Students pay a $5 administrative fee for GoPass and employees pay an 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.
Annual GoPass Ridership

Source: GoTriangle and GoRaleigh GoPass Data
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), $1.70 (2015), to $1.67 (2016).
Wolfline will begin Fall, 2017 service with a new 40-vehicle fleet of New Flyer low floor, heavy duty transit buses with capacity for 73 riders (seated and standing). The new buses are designed to maximize fuel economy and utilize environmentally-friendly clean fuel diesel. Low floor buses aid in quick and easy passenger loading and unloading and the increased size and rider capacity will be helpful in handling peak passenger loads. New graphics and logo provide a consistent Wolfline brand and were developed by NC State College of Design students.
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 $5/per day. All participants qualify for the Emergency Ride Home Program, administered by GoTriangle.

Student carpools enjoy similar benefits with preferred deck parking on Main, Centennial or the CBC campus, along with 8 “V”/Varsity 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.

ShareThe Ride NC 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.

Additionally, a new incentive program, GoPerks, launched by the 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.
General

- Silver Award for Bicycle Friendly University™ by the League of American Bicyclists
- NC State improve in 2016 from the bronze to silver level in the League of American Bicyclists’ annual Bicycle Friendly University recognition program.
- 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

- 2016 Marketing award from IPI (International Parking Institute) – marketing campaign/educational video All About the Bus – celebrating Wolfline’s 35th anniversary/3M passenger.
- 2015 1st place Marketing award from CPA (Carolinas Parking Association – marketing campaign/educational video All About the Bus.

Website Marketing

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