UK Transportation Master Plan
Public Meetings October 8-9, 2015
A COMPREHENSIVE, HOLISTIC AND STRATEGIC ASSESSMENT OF THE CAMPUS TRANSPORTATION SYSTEM

- Pedestrians
- Bicycles
- Automobiles and Parking
- Transit
- Disability Access
- Cooperation: between UK divisions; between UK and Lextran
- Looking Ahead: a growing, urban campus
- Getting Started
PLANNING PROCESS

- **2014**
  - Data collection
  - Analysis
  - Stakeholder consultation
    - Web survey
    - Public mtg.
    - Sasaki engagement
  - Develop recommendations

- **2015**
  - Prepare plan
TRANSPORTATION MASTER PLAN GUIDING PRINCIPLES

• Enhance Campus Mobility and Access
• Promote and Support Safety
• Foster Environmental Sustainability
• Right Size Parking Supply & Allocation
• Accommodate Campus Growth and Transformation
• Assure Financial Self-Sufficiency
MASTER PLAN VISION

THE TRANSPORTATION PLAN IS ALSO GUIDED BY THE CAMPUS MASTER PLAN
The parking permit system should be re-designed to give more choice options with regard to price and location. **but only IF**

- Parking supply and demand are balanced.

**which means BOTH**

- New parking must be created, with the costs that entails, which will increase the cost of parking. This must not compromise the University’s commitment to the integrity of its campus landscape and important open spaces.

**AND**

- The University community must make sincere and concerted efforts to reduce dependence on Single Occupant Vehicles through Transportation Demand Management.

**ALSO:**

- Campus transit routes should be restructured to allow more frequent and predictable service, resulting in faster door-to-door transportation.
THE SOLUTION ENTAILS EFFORTS ON THE SUPPLY AND DEMAND SIDES (BUT REDUCING DEMAND IS MUCH LESS EXPENSIVE)
MAJOR RECOMMENDATIONS

MITIGATE PARKING NEED AND MODERATE TRAFFIC THROUGH TRANSPORTATION DEMAND MANAGEMENT
Organize TDM efforts into a coordinated program of mutually supportive elements that can be marketed as a whole. Sustainability and parking relief go hand in hand.

AMEND CAMPUS TRANSIT ROUTES
A simplified pattern and two-way loop operation reduces passenger travel times; shorter headways reduce wait times.

RESTRUCTURE THE PARKING PERMIT SYSTEM
A zone system will provide users with choices and financial incentives to use parking at the periphery of campus.

MAXIMIZE ON-CAMPUS PARKING RESOURCES
There are opportunities to achieve moderate increases in parking supply. New parking facilities must not impinge on campus open spaces or contribute to traffic congestion.

ENHANCE USER EXPERIENCE THROUGH COMMUNICATION AND TECHNOLOGY
Communication, enriched through adoption of advanced technologies, should consistently convey information about policies and transportation options.
TWO-WAY LOOP SERVES ALL OF CAMPUS EFFICIENTLY
SYSTEM COVERAGE

ALL POINTS ON CAMPUS ARE WITHIN A 5-MINUTE WALK OF A BUS STOP
ENHANCED USER EXPERIENCE

Proud architecture for a dignified commuting experience

Transit Hub is sited as a node of campus activity

Real-time bus arrival display

Places to sit, protected from the elements

Dedicated bus berth with no-parking regulations

TRANSLT HUB

• at UK/Lextran transfer points
• highly visible and attractive
• user amenities: protection, technology
• sized for shared use and schedule coordination

POINT OF DEPARTURE

• Project of UK Colleges of Design and Engineering
• cutting-edge sustainable design
• could contribute power back to the grid
• multi-purpose public structure – landmark and campus asset
• Will Be Built!
UK/LEXTRAN PARTNERSHIP

- WILDCARD AS GOOD AS LEXTRAN PASS
  BluPass: UK ID valid as fare payment on any Lextran route

- ON-CAMPUS CIRCULATION
  Redesign of current UK Stadium Route 14

- BRANDING CONCEPTS
  UK identity and content on UK routes

- DIRECT CONNECTIONS & PARK-AND-RIDES
  Targeted marketing for routes 1, 3, 5 and 16
PROPOSED BICYCLE FACILITIES
DISABILITY ACCESS

BETTER TRANSIT AND PARATRANSIT
- As part of BluPass, all UK students, faculty and staff have free access to the Wheels On Demand paratransit service.
- PTS is currently testing a pilot program for UK's own on-demand paratransit.
- All UK and Lextran buses are 100% lift-equipped.

BETTER PARKING
- The parking lot at the corner of Huguelet Dr. and Rose St. has been converted from reserved to accessible spaces.
- Maximize accessible spaces in Funkhouser/Library Dr. area.

BETTER COMMUNICATION
- Signage should clearly indicate where accessible parking can be found.
- Update mapping of accessible routes.
- Clearly communicate disability permit issuance procedures and criteria.
PARKING: ZONE PRICING

PARKING IS ZONED BY CONDITIONS OF ACCESS TO THE CORE
PROTECTING THE CAMPUS CORE, DISCOUNTING PARKING AT THE PERIPHERY
PERMIT PRICE STRUCTURE – ZONE SYSTEM

<table>
<thead>
<tr>
<th>Zone</th>
<th>Price Structure</th>
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<tbody>
<tr>
<td>RESERVED</td>
<td>200% of base</td>
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<tr>
<td>CORE</td>
<td>125% - 175% of base</td>
</tr>
<tr>
<td>BASE PERMIT PRICE</td>
<td>BASE PRICE</td>
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<tr>
<td>PERIPHERY</td>
<td>25% - 50% of base</td>
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Reserved parking will be available at a price fee structure will favor parking at the periphery.
## UK COMMUTE CLUB BENEFITS

<table>
<thead>
<tr>
<th>UK COMMUTE CLUB OPTION (CHOOSE ONE)</th>
<th>CASH VALUE</th>
<th>CONDITIONS</th>
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</thead>
<tbody>
<tr>
<td>Parking Cash Out (available each year)</td>
<td>$100 / year</td>
<td>Must forgo parking permit while enrolled</td>
</tr>
<tr>
<td>Bicycle Voucher (available once only)</td>
<td>$400 / participant</td>
<td>Must forgo parking permit for two years</td>
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</tbody>
</table>

### GENERAL FEATURES AVAILABLE TO ALL UK COMMUTE CLUB

<table>
<thead>
<tr>
<th>Feature</th>
<th>CASH VALUE</th>
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<tbody>
<tr>
<td>Driving Credit for Car Sharing Service</td>
<td>$100 / year</td>
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<tr>
<td>Ten occasional parking vouchers</td>
<td>$35 / year</td>
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<tr>
<td>Emergency Ride Home</td>
<td>$40 / ride</td>
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<tr>
<td>Referral bonus</td>
<td>$50 / referral</td>
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<tr>
<td>UK Commute Club TShirt/Mug</td>
<td>$15 / person</td>
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CASH VALUE FOR FORGOING A PARKING PERMIT
CHOICES AND INCENTIVES

MANY CHOICES, MANY WAYS TO SAVE
## Parking Needs and Costs

### Parking Demand Scenarios - 2020

<table>
<thead>
<tr>
<th>Impact Scenario</th>
<th>% Fewer Spaces Demanded</th>
<th>Parking Deficit (#)</th>
<th>Parking Spaces ($)</th>
<th>TDM Costs ($)</th>
<th>Total Cost ($)</th>
</tr>
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<tbody>
<tr>
<td>No TDM</td>
<td>0%</td>
<td>3,800</td>
<td>$109.3 M</td>
<td>$0</td>
<td>$109.3 M</td>
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<tr>
<td>Downside Effect</td>
<td>3.4%</td>
<td>3,120</td>
<td>$103.2 M</td>
<td>$730k</td>
<td>$103.9 M</td>
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<tr>
<td>Expected TDM Effect</td>
<td>5.9%</td>
<td>2,270</td>
<td>$95.5 M</td>
<td>$730k</td>
<td>$96.3 M</td>
</tr>
<tr>
<td>Upside Effect</td>
<td>6.4%</td>
<td>2,090</td>
<td>$93.9 M</td>
<td>$730k</td>
<td>$94.6 M</td>
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**TDM investments of <$1M could yield savings of nearly $15M in parking construction**
POTENTIAL NEW PARKING LOCATIONS

AS NECESSARY, NEW PARKING SHOULD BE BUILT
OTHER INITIATIVES

- CONTINUE TO INCREASE ON-CAMPUS STUDENT HOUSING
  Less auto traffic

- INCREASE STUDENT JOBS ON CAMPUS
  Reduce need for resident students to drive

- ENCOURAGE GRADUATE-STUDENT HOUSING CLOSE TO SHOPPING AND RECREATION
  Walkable trips for grad students and their families

- FLEXIBLE SCHEDULES AND SHIFTS
  Better fit lifestyles, spread peak demand. Also tele-commuting

- FLEET MANAGEMENT AND REDUCTION
  Procure and assign vehicles with traffic reduction in mind

- PROVIDE INCENTIVES TO LIVE NEAR CAMPUS
  Employee Assisted Housing Program
### PHASING AND IMPLEMENTATION

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<tr>
<td><strong>MARKETING</strong></td>
<td>Transportation Master Plan Launch Fall 2015</td>
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<td><strong>CARS/CARPOOLS</strong></td>
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<td>Carshare relaunch</td>
<td>Park &amp; Ride, UK Commute Club carpool incentives, parking technology upgrades</td>
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<td><strong>PEDESTRIAN</strong></td>
<td>Establish Pedestrian Advisory Committee</td>
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<td>Improvements to pedestrian environment in conjunction with Facilities Department</td>
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<td><strong>CYCLING</strong></td>
<td>Bike Voucher Program</td>
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<td>Investment in bicycle infrastructure, education, and initiatives</td>
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<td><strong>TRANSIT</strong></td>
<td>Lextran partnership launch • BluPass • Rerouted campus shuttle • Real time bus tracking • Transit rebranding</td>
<td>Stadium bus shelter</td>
<td>Transit hub shelters</td>
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<tr>
<td><strong>PARKING PERMIT RESTRUCTURING</strong></td>
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<tr>
<td><strong>ON CAMPUS POTENTIAL PARKING CONSTRUCTION SCHEDULE</strong></td>
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**IMPLEMENTATION HAS BEGUN**