Asst. VP Auxiliary Services

Parking & Transit Services

Expected Outcome 1: Provide better customer service by mailing permits
By mailing faculty/staff permits through campus mail, mailing permits through USPS to commuter students and distributing on-campus resident student permits at move-in; reduce the number of faculty, staff and students that have to stand in line at the Parking Services Office to pick up permits.

Assessment Method 1: Number of Transactions

Assessment Method Description
Prior to the 2011-2012 permit year, all permits that were pre-ordered by August 10th were picked up in the Coliseum. This created long lines of faculty, staff and students who had to stand in line to receive a permit.

For the 2011-2012 permit year it was decided that faculty and staff who ordered their permit on-line before August 30th and opted to pay through payroll deduction, would have their permit mailed to them through campus mail. There were 2,385 faculty and staff who opted for this and did not have to stand in a line to receive their permit out of the 4,610 permits issued. For the 2012-2013 permit year the number increased to 2,841 out of the 4,780 permits issued that year, indicating that faculty/staff preferred to have their permit delivered to them.

In 2010-2011, only 1,135 students ordered their permit early and 6,650 came to the Coliseum to pick up their permit. For the 2011-2012 permit year, the option to have the permit mailed was extended to commuter students and the permits were mailed to the home address. A list of students with their mailing address was sent to a clearing house and 5,092 permits were mailed and only 2,735 students picked up their permit at the Coliseum. The 2012-2013 permit year, the PC permit option was added for commuter students and the program changed so that the student
could provide an address other than their home address. The second year Parking Services mailed 5,793 permits and the number of students who picked up their permit at either the Student Center or at the Parking Office decreased to only 840.

In addition, for the 2011-2012 permit year, it was decided to distribute the on-campus resident student permits during their scheduled move-in date. The student had to register online before July 31st. 2,538 permits were distributed that first year and in 2012-2013 the number increased to 2,838 which again showed the preference of students to have their permit distributed to them as opposed to coming to the Parking Services Office and standing in a line.

**Findings**

The percentage of faculty/staff who preferred this option went from 44% in the 2010-2011 year to 51% in the 2011-2012 year to 60% in the 2012-2013 year.

The percentage of commuter students who preferred this option went from 14% in 2010-2011 to 87% in 2012-2013.

Since prior to the 2011-2012 permit year, on-campus resident students had to pick up their permit in the office the percentage went from 0% to 98%. There were still a few on-campus resident students who did not pick up their permit at move-in and had to come to the Parking Services Office to get their permits.

**How did you use findings for improvement?**

To provide better service to students, the Parking Services Office set up a distribution point at the Student Center for the first two weeks of the Fall Semester starting in Fall 2011. This area remained open until 5:00 pm allowing evening students the option to pick up their permits without having to come to the Parking Services Office during the day. During the 2011-2012 permit year, 450 students picked up their permits at this location. For the 2012-2013 permit year, the number increased to 750 indicating that students were pleased with the ability to pick up their permit without having to go across campus. During the 2012-2013 permit year, we also distributed motorcycle and bicycle permits at this location.
Allowing alternate methods to receive a permit, provides better customer satisfaction as is proven by the increase in the number of faculty, staff and students using the new distribution methods. The Parking Services Office will continue to explore additional methods to provide this service such as the distribution of motorcycle and bicycle permit to faculty and staff through campus mail. Other possibilities include the distribution of permits at the College of Veterinary Medicine Orientation and at Graduate Orientation. The students majoring in Veterinary Medicine have grueling schedules and are unable to come to the Parking Services Office once their classes begin. By distributing permits at orientation, it will provide better customer relations as well as preventing those students from receiving a ticket for not having a permit.

**Additional Comments**

**Expected Outcome 2: Reduction in number of tickets written**
Using e-mails, AU Daily, hand-out maps and personal communication provide better information to faculty, staff and students concerning the rules and regulations for parking on the Auburn University campus. This will improve compliance of the parking rules and regulations so that the number of tickets written each year is less than the previous year and the number of tickets for the last month in the academic year is less than the number written in the first month.

**Assessment Method 1:** Analysis of existing data

**Assessment Method Description**
Parking Services keeps data pertaining to the number of tickets written each month. This data provided a comparison of the number of tickets written between years as well as between months within the year.

**Findings**
The number of tickets decreased dramatically between the 2011-2012 permit year and the 2012-2013 permit year. See the attached chart.
How did you use findings for improvement?
This is an indication that the education program instituted by the Parking Services Office was successful in making faculty, staff and students more compliant with the parking policies at Auburn University. The signs concerning where to park on campus where made clearer and more apparent of the areas where you could park or not park. In addition, the rules and regulations were changed so that they were easier to understand. The use of e-mail to notify faculty, staff and students when they received a ticket; provided more notification of a violation. The parking campus map was condensed into a small fold-up map that would fit into a pocket, provided a quick reference to know where you could or could not park. The back of the map contained a QR code that when scanned provided the person with the most recent parking rules and regulations.

The Parking Services Office has added additional processes to the communication of the parking rules and regulations by being present at Camp War Eagle, placing articles in the AU Daily concerning special parking changes and additional e-mails to faculty, staff and students of special parking changes.
We have already made arrangements to have a break-out session at Camp War Eagle in the coming years that will discuss the parking rules and regulations at Auburn University with parents and students. We are also working on a brochure to hand out to new students at Camp War Eagle, students who are moving in to the residence halls and other students who come to the Parking Services Office. The brochure has quick tips about parking and what to do to avoid receiving a ticket.

**Additional Comments**

**Expected Outcome 3: Reduction in the number of Game Day tows**

By sending e-mails to students, posting of signs at the lots where towing can occur and personal communication; the number of student vehicles towed on home football game weekends will be reduced from the previous year and there will also be a reduction in the number of towed vehicles from the first game of each year to the last game of each year.

**Assessment Method 1: Analysis of existing data**

**Assessment Method Description**

A tow sheet is prepared for every vehicle that is towed from the Auburn University campus and we maintain this information for several years.

**Findings**

The data from 2011-2012 was before we started sending emails to students on the Monday and Wednesday of the week of each home football game. The chart clearly shows that there is a decrease in the number of tows from one year to the next and from the first home game to the last home game. Beginning with the 2012 football season, Parking Services set up a program that e-mailed all students that had to move their vehicles for home football games and a sample of each e-mail is included in the attachments. The students with C-zone, PC-zone, RO-zone, RW-zone and RQ-zone were sent an e-mail based on the residence hall area with information concerning where they needed to move from to avoid being towed and where they could move to so that they would be safe.

Parking Services provided students who were mailed a permit or
were distributed a permit from the Parking Services Office or at move-in, information as to what areas had to be vacated for game day and where the vehicles could be moved to. This document is also included in the attachments.

Parking Services ensured that the signs at the entrance to any of the lots that students needed to be out of by a certain day and time, were clearly visible and displayed the proper information.

### Game Day E-mails

#### Quad Residents

This is a reminder that there is a football game this Saturday and if you have a vehicle parked in the Stadium Deck; it must be removed by 10:00 PM Friday evening. If your vehicle is still there after that time it will be towed to the impound lot and you will have to pay $85 to have your vehicle released.

Please avoid these penalties and have your vehicle moved by 10:00 PM Friday evening. You may move your vehicle to any valid parking space in either the West 2 RO/C lot, the parking lot on Wire Road in front of the CDV extension, the Library Deck or to the Hay Field on Donahue in the area marked "Alternate R" parking. Be sure to park your vehicle in a valid parking space at one of these locations or you will receive a ticket.

Auburn University Parking Services  
330 Lem Morrison Drive  
Auburn University, AL 36849  
Phone: (334) 844-4143  
Fax: (334) 844-2253

#### Village Residents

This is a reminder that there is a football game this Saturday and if you have a vehicle parked in the RW-Village lot, it must be removed by 10:00 PM Friday evening. If your vehicle is still there after that time it will be towed to the impound lot and you will have to pay $85 to have your vehicle released.

Please avoid having your vehicle towed and paying the tow fee by moving your vehicle before Friday at 10:00 PM. You may move your vehicle to any valid parking space in either the West 2 RO/C lot, the parking lot on Wire Road in front of the CDV extension or to the Hay Field on Donahue in the area marked "Alternate R" parking. Be sure to park your vehicle in a valid parking space at one of these locations or you will receive a ticket.
Resident Overflow

This is a reminder that there is a football game this Saturday and if you have a vehicle parked in the West 1 RO lot, it must be removed by 8:00 AM Friday morning. If your vehicle is still there at that time it will be towed to the impound lot and you will have to pay $85 to have your vehicle released. In addition, you will receive a ticket for $50 that will be placed on your student account and is not appealable.

Please avoid these penalties and have your vehicle moved by 8:00 AM on Friday morning. You may move your vehicle to any valid parking space in either the West 2 RO/C lot, the parking lot on Wire Road in front of the CDV extension or to the Hay Field on Donahue in the area marked "Alternate R" parking. Be sure to park your vehicle in a valid parking space at one of these locations or you will receive a ticket.
PARKING SERVICES

GAMEDAY PARKING POLICY NOTICE

THE FOLLOWING LOTS CARRY CERTAIN RESTRICTIONS FOR THE DAY BEFORE AND DAY OF HOME FOOTBALL GAMES. THESE LOTS MUST BE CLEARED BY THE TIMES LISTED BELOW. WE APOLOGIZE FOR ANY INCONVENIENCE.

Coliseum, PC-Zone Lot: All vehicles must be removed by 11 a.m. on the day before a home football game. Signs posted.

West #1, RO/C-Zone lot: All vehicles must be removed by 11 a.m. on the day before a home football game. Signs posted.

RW Zone Lot (bound by Wire Rd, Village View Lane and War Eagle Way): All vehicles must be removed by 10 p.m. on the day before a home football game. Signs posted.

The entire Stadium parking deck located by the football stadium: All vehicles must be removed by 10 p.m. on the day before a home football game. Signs posted.

The Arena lot located across the street from the north side of the Coliseum on Heisman Drive: All vehicles must be removed by 10 p.m. on the day before a home football game. Signs posted.

The entire South Quad Parking Deck (including the RX Zone): All vehicles must be removed by 10 p.m. on the day before a home football game. Signs posted.

The lots bound by Village View Lane, Donahue, Magnolia and War Eagle Way: All vehicles must be removed by 10 p.m. on the day before a home football game. Signs posted.

AN ALTERNATE PARKING AREA FOR C, PC, RW, RH, RX AND RO HANGTAG HOLDERS, WHO ARE DISPLACED BY GAMEDAY PARKING, ARE AVAILABLE AT THE FOLLOWING LOCATIONS. SECURITY IS PROVIDED AT ALL LOTS.

The Alternate C/PC/R Parking Lot is located on the corner of Donahue Drive and College Street across from Kinzua: Opens at noon the Thursday before and closes at noon the Sunday after each home game.

Additional C/PC/R Parking Lot is located outside of the West #1 parking lot off West Thach in the gravel lot: Opens at noon the Thursday before and closes at noon the Sunday after each home game.

The Poultry Science Lot is located in front of and behind the College of Poultry Science off Lem Morrison Drive. The back parking area opens at 10 p.m. the day before and the front opens at 2:00 p.m. the day before; both areas close at noon the Sunday after each home game.

Transit Service from the Hayfield is provided on the Thursday and Friday before each home football game. Thursday operational hours are from noon-6 p.m. Friday operational hours are from 7 a.m.-6 p.m. For services between the hours of 6 p.m.-7 a.m., call (334) 844-7400. Service may also be obtained on the Sunday after each home football game, from 8 a.m.-1 p.m., by calling (334) 844-4018.

August 2013
How did you use findings for improvement?
Based on the decrease in the number of tows from the first game to the last game, we have added additional e-mails to be sent to the students for the next football season to hopefully decrease the number of game day tows. The handout literature has also proved to be effective and we will continue to hand this out at move-in as well as including it in the mailing with the commuter student’s permit.

Additional Comments

Expected Outcome 4: Transit Services

1) The combined ridership demand for the revised Opelika Road line and North College line results in a total increase when compared to the previous ridership demand for the Opelika Road line.
2) Students are satisfied with Auburn University’s Transit Services.
3) Transit Services will utilize available resources effectively.
**Assessment Method 1:** Key Performance Indicators (KPIs)

Transit Services continues to utilize several Key Performance Indicators (KPIs) to assess performance. They are: student satisfaction, reliability of service, ridership, cost of operations and the number of requested consultations with Peer institutions. Specifically the measurement and analysis of two KPIs (1. Student Satisfaction and 2. Ridership Trends) revealed an issue with regard to Transit Services needing to resolve or mitigate expressed dissatisfaction with the Opelika Road line.

**Student Surveys:** During the period of SY 12 - 13, August 2012 thru July 2013, students riding the Tiger Transit system were asked to complete a survey. The survey was aimed at rating reliability, safety, convenience, and space during the ride. The answers were grouped by student standing and level. Survey respondents were also asked to provide additional comments and suggestions.

**Findings:**

A comparison between the Opelika Road line and the entire transit system resulted in the determination of a need to adjust service for this portion of the transit system. On the rating scale from F—unreliable, unsafe, inconvenient, crowded—to A—reliable, safe, convenient, spacious— the overall ratings for the system were 64% for reliability; 87% for safety; 64% for convenience; 65% for spaciousness. Ratings for the Opelika Road line were 50% for reliability, 68% for safety, 64% for convenience; 64% for spaciousness.

Additional comments included: SY 12-13:

- Less stops on the Opelika Road line.
- Don’t go all the way to the Mall.
- The majority of riders live in Creekside and Aspen Heights. It takes far too long to get from campus to home.
- Ensure smooth operations for finals week.
- Drivers should not be speeding. It’s unsafe.
- Make drivers slow down for speed bumps.
- Too cold! Too many stops! Shorter bus trip, please.:-)
**Assessment Method 2: Ridership Trends**

Passenger counts are compiled for all buses in service on each route during all hours of operation.

**Findings:** The analysis of this data resulted in finding the Opelika Road during specific times and days of the week experiences an increase in demonstrated demand. This increased demand would at times create a situation where buses were overcrowded and created dissatisfaction with the students.

**Use of findings for improvement:** Results of the analysis determined the most cost effective and sustainable course of action (COA) would be to divide this route into two separate distinct routes. This course of action not only negated the risk of degrading the quality of service on the other established transit routes but also resulted in an increase in ridership when comparing the combined ridership for the two routes, North College and Opelika Road, to the ridership of the previous Opelika Road route.