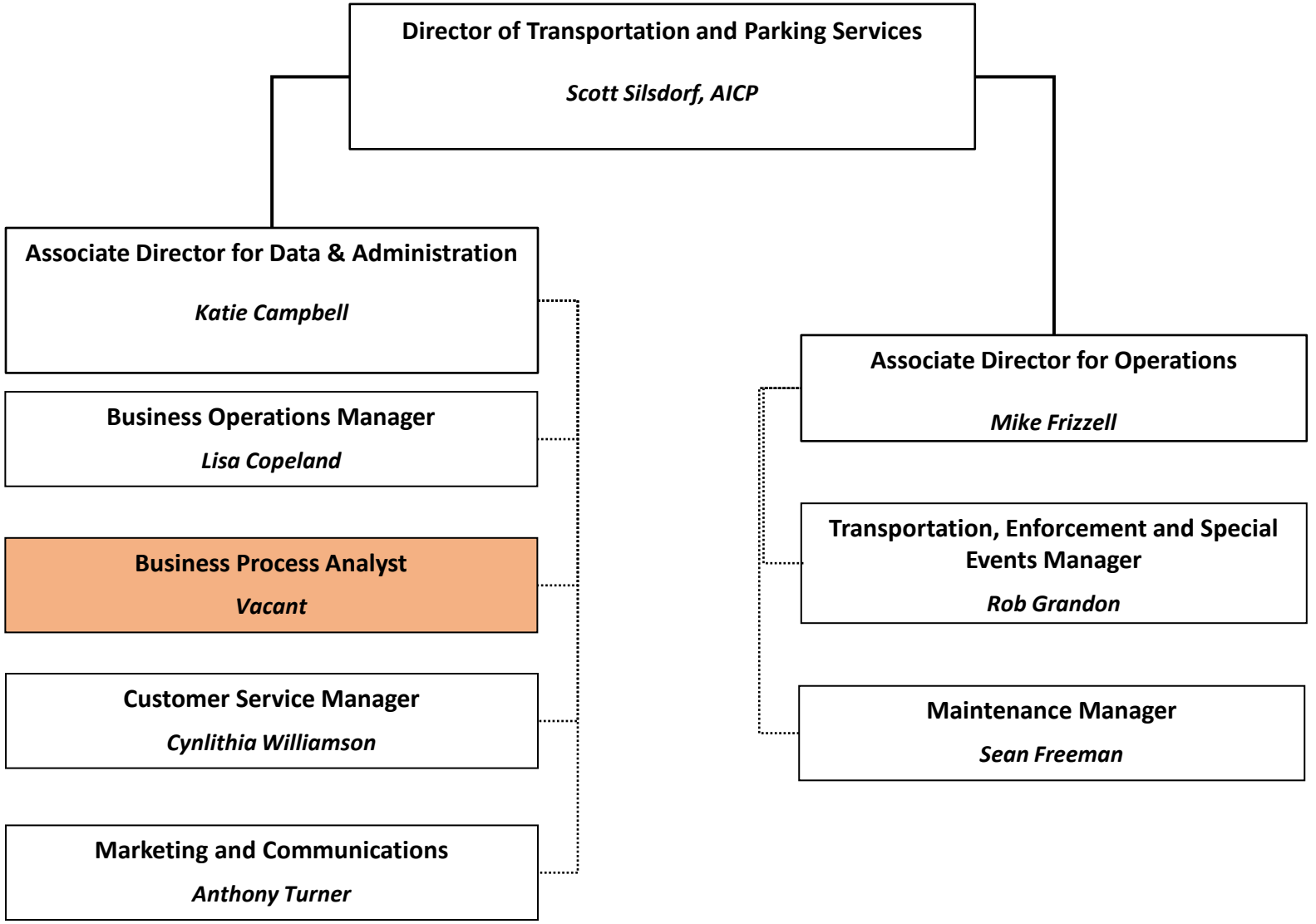
Transportation and Parking Advisory Committee

November 3, 2021

OLD DOMINION UNIVERSITY

TODAY's AGENDA

- Department Overview
- What's New?
  - Hourly Parking with Mobile Pay
  - Parking Permit Options
  - Parking Citations
  - Transportation Updates
- Budget Big Picture
- Open Discussion
- Trivia Question
- Next Meeting: December 1st (?)


Director of Transportation and Parking Services
Scott Silsdorf, AICP
Associate Director for Data & Administration
Katie Campbell
Business Operations Manager
Lisa Copeland
Business Process Analyst
Vacant
Customer Service Manager
Cynlithia Williamson
Marketing and Communications
Anthony Turner
Associate Director for Operations
Mike Frizzell
Transportation, Enforcement and Special Events Manager
Rob Grandon
Maintenance Manager
Sean Freeman

TPS Department Overview

- Auxiliary Business Service
  - No state / tuition funding
  - Supported by fees for services
- 7,300 parking spaces (main campus)
  - Five parking garages (4,190 spaces)
  - 30 parking lots (3,110) spaces
- Permits / Meter payment required
  - Student Resident areas: 24/7
  - Faculty/Staff / Commuter student M-F 7AM – 10PM
- No gates on facilities – open access with mobile enforcement

TPS Department Overview

- Five Shuttle Buses
  - On campus & off campus routes
  - Funded by student transportation fee
- Seven Safe Ride Vans / Minivans
  - Nightly on-demand service until 2:30 AM
  - Colley Ave to Elizabeth River; 38th Street to Magnolia Ave
  - COVID quarantine / isolation return
  - Daytime Accessible transportation for students
- Hampton Roads Transit GoPass
  - Annual unlimited ridership
  - Bus / Tide / Express Bus / Ferry
- Event Transportation
  - For fee services

LICENSE PLATE RECOGNITION IMPLEMENTATION

ODU
Transportation & Parking Services

Phase 1	Phase 2	Phase 3	Phase 4
2017-2018	Spring 2019	Spring 2019-Fall 2020	Summer-Fall 2020
• Data Review • Installation • Testing	• Student Permits • Faculty/ Staff Permits • Online Daily Permits	• Special Permits • Vendors/ Contractors Permits • Events Permits • Conferences Permits	• Meter Pay Stations: Pay by Plate • Mobile Pay

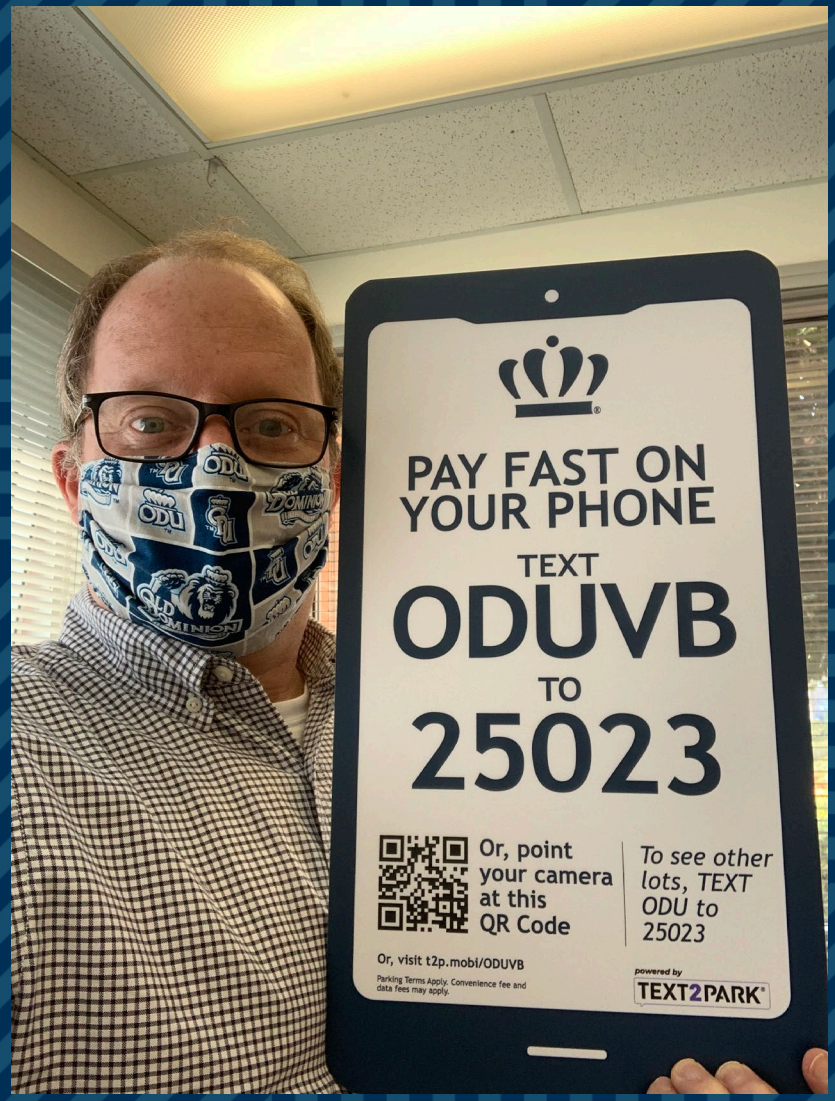
What's New? - Hourly Parking Upgrades

REMOVED 15 Pay Stations from campus:

- 8 to 12 years old
- 3G Cellular Service Upgrade Required
- Credit cards not EMV-compliant
- No Alpha Numeric keypad for Pay by Plate
- Did not support License Plate Recognition (LPR)
- Whoosh / Flowbird App required for mobile
- Pay by Space – inefficient use of parking space

What's New? - Mobile Pay Hourly Parking

- No App Required – Text or Scan QR code
- Pay by License Plate
- Not connected to pay stations
- Extend parking from phone
- Fully integrated into LPR enforcement
- ODU Main Campus and Virginia Beach Higher Education Center



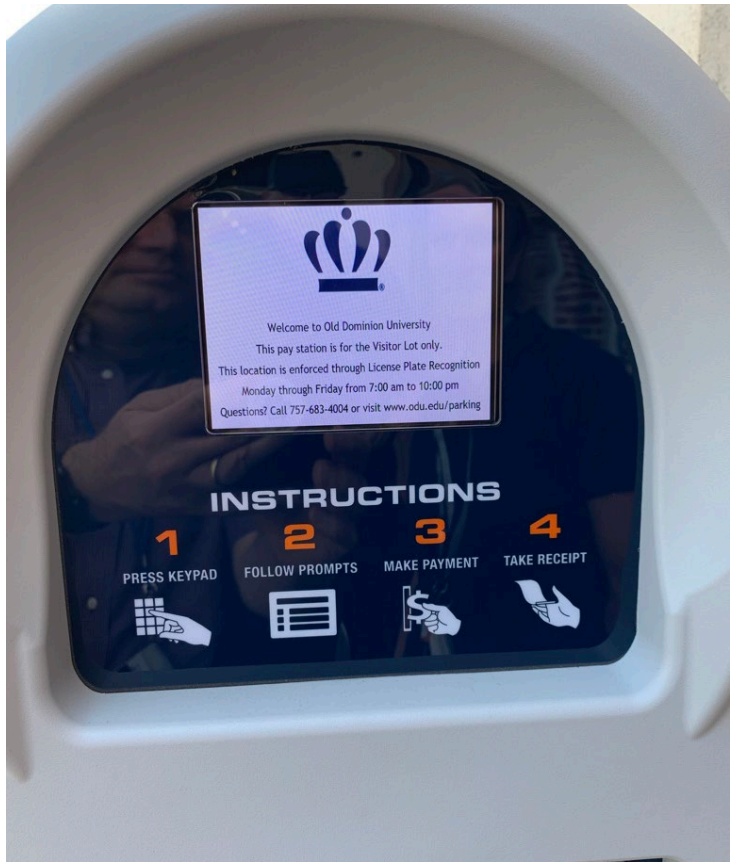
Previous Pay By Space Locations
444 Spaces (Pay By Space only)
11
86
59
10
42
170
66
Google
Screenshot

Mobile Pay Fall 2021
4,223 spaces available for hourly parking
11
720
59
20
74
20
421
769
583
430
1,116
Google
Screenshot

Mobile Pay signs / locations

- Text “ODU” to “25023” or text:
  - “Lot 35”
  - “Lot 42”
  - “Lot 43”
  - “Lot 49”
  - “Lot 57”
  - “Lot 58”
  - ”43ELK”
  - “CC43”
  - “CC45”
  - “STADIUM”
  - “VISITOR”
  - “ODUVB”

What's New? - Visitor Lot / Virginia Beach Pay Stations



- Accepts Credit Cards, Bills and Coins
- Pay by License Plate
- ODU Main Campus and Virginia Beach Higher Education Center
- Hourly Rate or $8 Daily Permit

What's New? - Updated Garage Signs

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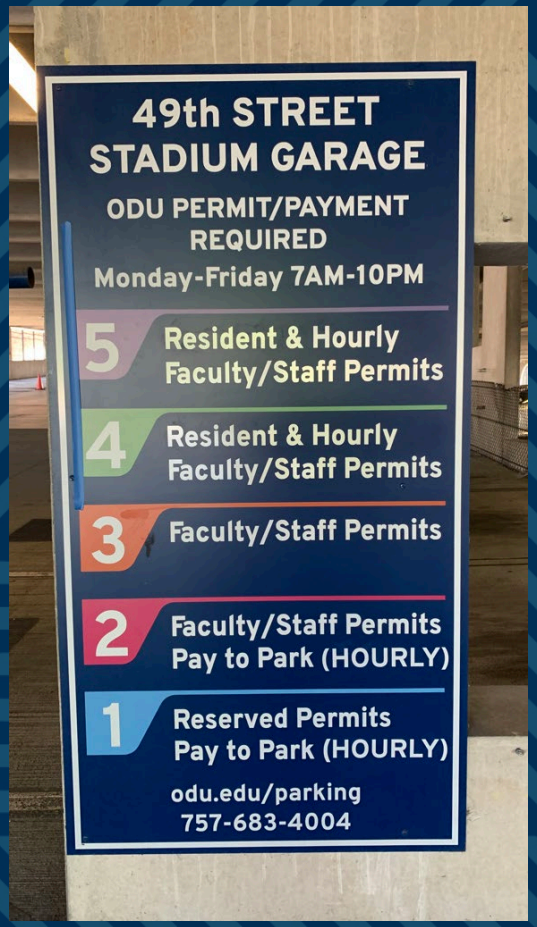
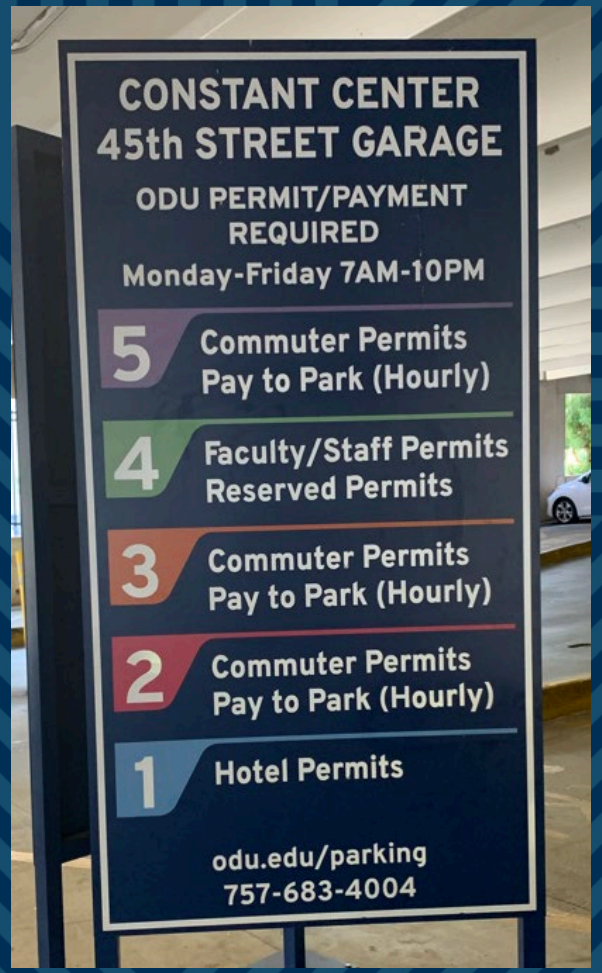
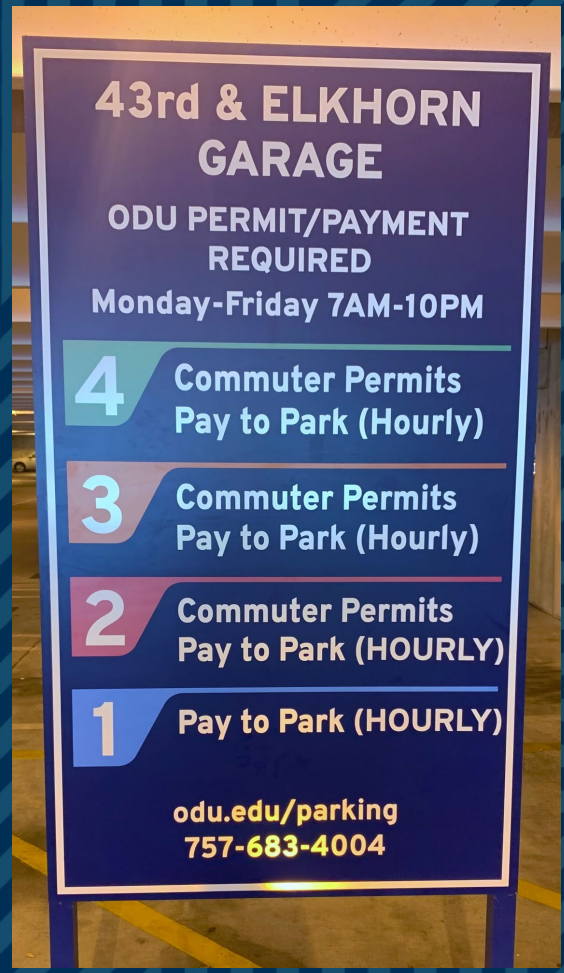
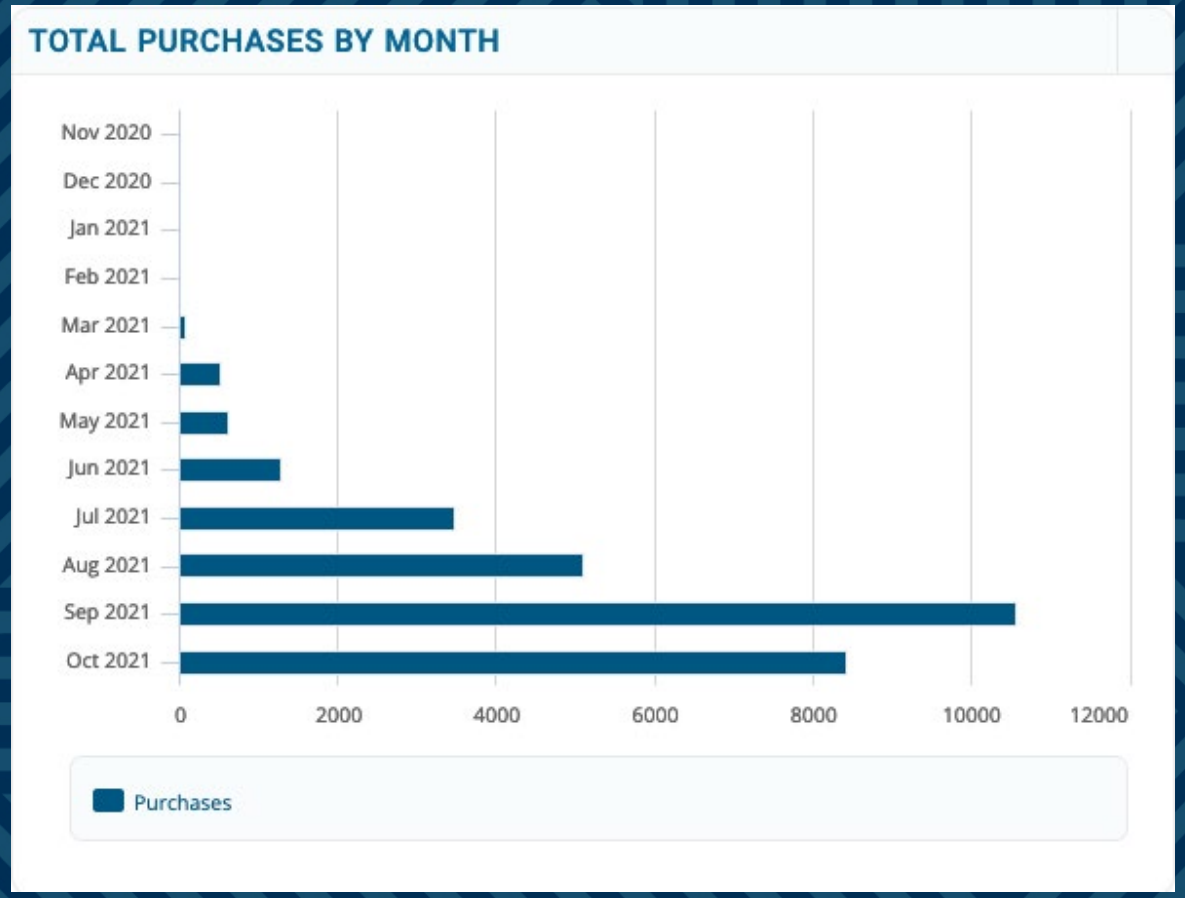






Mobile Pay and Pay Stations – Year to Date



Month	Customers (License Plates)
July 2021	1,620
August 2021	2,915
September 2021	3,473
October 2021	3,091

What's New? - Parking Permit Options

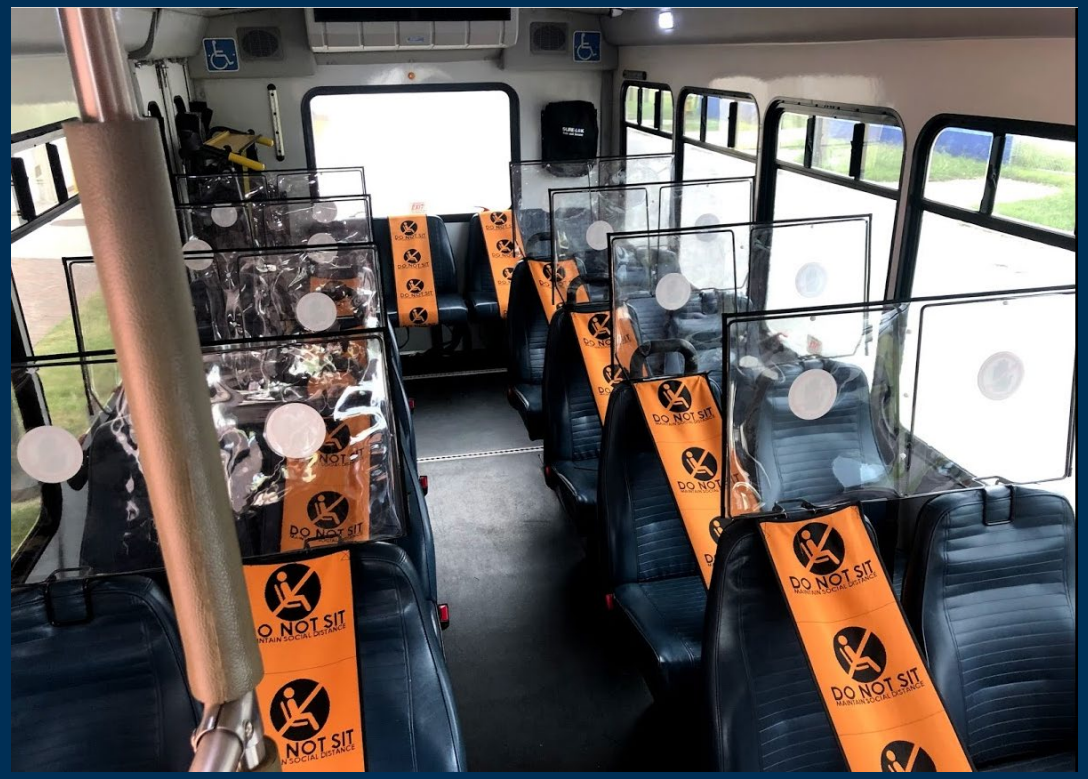
- No Permit Price Increase this year
- Ended Student Annual Permits
- $8 Daily Permit
- $20 Weekly Permit
- $45 Commuter Student Monthly Permit
- $56 Resident Student Monthly Permit
- $60 Faculty/Staff Monthly Permit

What's New? - Parking Citations

- $80 "No Valid Permit" & $20 "Expired Meter" retired – these are no longer issued
- New $50 "Unpaid Parking" issued whenever there is no current payment or permit on a vehicle

What's New with Monarch Transit?

- Seat barriers for each row
- Driver in plexiglass partition
- One bus per direction
- Reduced service to Wal-Mart
- Eliminated Downtown Mall
- Expanded weekday service to Ghent / pharmacies



What's New with Safe Ride?

- Driver separated from passenger compartment (vinyl barrier)
- One passenger per trip request
- Fewer vehicles in operation (demand based)
- Lower passenger volume with no weekend peaks
- Vans used for "COVID CARES" transportation back to residence hall after isolation or quarantine

Budget – Big Picture

- COVID-19 forced us to adapt
- Simplified Accounts and Sub-Codes
  - Seven accounts to three accounts
  - Revenue Sub-Codes now match services
- Focus on Expense Reduction
- Minimized Staffing

Questions?

Trivia Question

- Who manufactured the first electric vehicle in the United States, and in what year?

Trivia Answer

- Who manufactured the first electric vehicle in the United States, and in what year?

- William Morrison of Des Moines, Iowa
- 1890-1891

Next Meeting Date:

Wednesday January 12, 2022
1:00 PM via Zoom