

# 2010-11 FUNDAMENTAL FACTS & FIGURES



*Parking and  
Transportation Services*

UNIVERSITY OF MINNESOTA

**July 1, 2010-June 30, 2011**

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# VISION

*Parking and Transportation Services is committed to establishing, maintaining and improving a comprehensive transportation system that reduces congestion, eases accessibility and enhances a friendly University community.*



# THE DIRECTOR'S LETTER



Dear Colleagues and Readers,

This year could be a testimonial to the fact that the University of Minnesota does not stand still!

The Light Rail Transit project is really starting to transform our campus. We see narrow sidewalks in construction zones; significantly-increased traffic levels on Pleasant, Harvard and Fourth Streets and on University Avenue; and heavy equipment throughout campus.

Staying safe is the responsibility of every pedestrian, bicyclist, and motorist. Bicyclists must stay off sidewalks and stop at red lights and stop signs; pedestrians must wait for walk signs and not tune out when their ear buds are in; and motorists must stay alert and watch out for pedestrians and bicyclists. Do your part to stay safe and don't be shy about reminding others to be safe as well.

The primary goals for Parking and Transportation Services have not changed:

- Encourage transportation alternatives on and around the Twin Cities campus.
- Provide quality service with an emphasis on customer relations for all individuals and departments including those with specific needs, unique situations and physical challenges.
- Design, build and maintain campus parking and transportation systems that are operationally sound, safe, efficient and aesthetically pleasing, while minimizing conflicts between modes.
- Evaluate and maintain a climate of fiscal integrity. Provide financial integration to support overall transportation objectives of the University including transit, bicycle, pedestrian and parking.

We strive to respond effectively and responsibly to the needs of our University community and to deliver a positive patron experience at the same time.

Our office is organized into five areas: Parking; Facilities; Transportation Systems; Finance; and Transit/Fleet. Our Fundamental Facts Guide will help you to learn more about our programs. We look forward to serving you.

Sincerely,

A handwritten signature in black ink that reads "Bob Baker". The signature is written in a cursive, flowing style.

Bob Baker, CAPP, Executive Director  
612.626.7275  
Baker006@umn.edu

# MISSION & STRUCTURE

Parking and Transportation Services (PTS) is a self-supporting unit of the University of Minnesota responsible for the administration, operation and maintenance of reliable and efficient transportation services on the Twin Cities campus including transit, parking, fleet, biking, streets, walkways and way-finding.

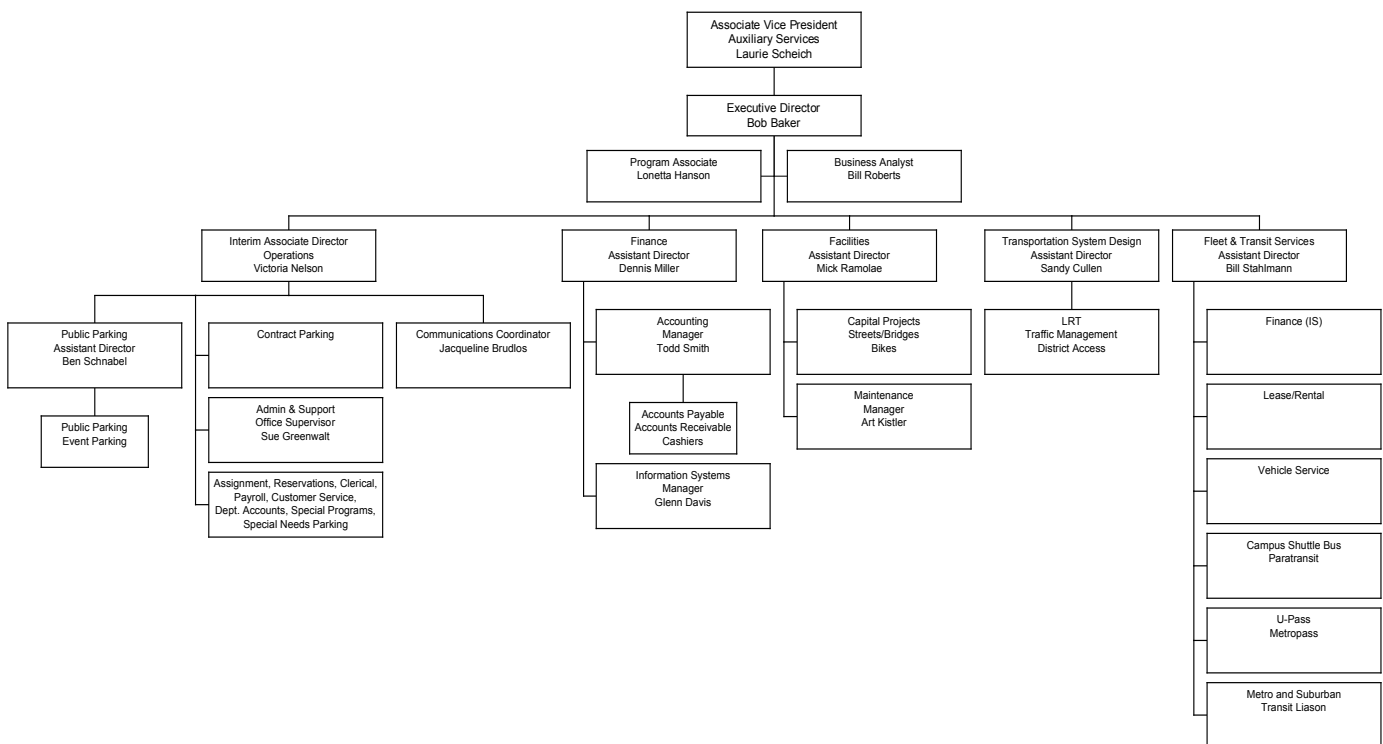
PTS supports alternatives to the single occupant vehicle and promotes programs to encourage the University community to walk, bike, carpool or take the bus.

The department handles compliance documentation for all University vehicles or licensed equipment and administers the fuel credit card, vehicle insurance and safety, and employee driver training programs.

## Mission

- To facilitate safe and convenient access to the University and around campus while encouraging alternate modes of transportation.
- To support University endeavors by giving departments a selection of vehicle choices to fulfill their needs.

## Organizational Chart



# AUDIENCE DEMOGRAPHIC

## Population Served

Students (Fall 2011)	52,557
Full-time Staff and Faculty (active status, Fall 2011)	14,063
Estimated Visitors (per day)	15,000
Total (per day)	Approximately 80,000
Events	Up to 20,000 per event
In 2009-10, PTS serviced 980 events	
In 2010-11, PTS serviced 1,092 events	

## Population Density - Students, Staff, Faculty combined

- 4% live within one mile of campus
  - 29% live one to five miles from campus
  - 67% live more than five miles away from campus
- (April 2011 data)

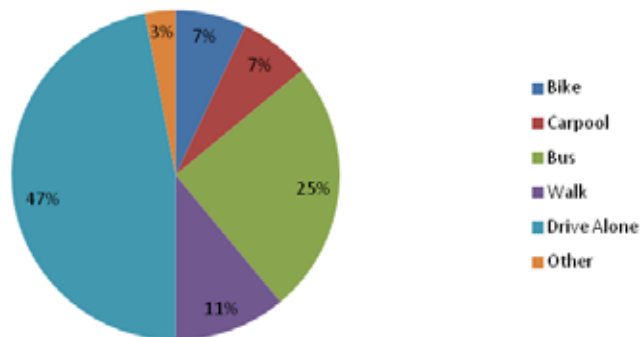
## Travel Modes

Students, Staff, Faculty (combined)

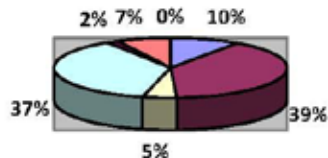
Bike	7%
Carpool	7%
Bus	25%
Walk	11%
Drive alone	47%
Other	3%

(April 2011 data\*)

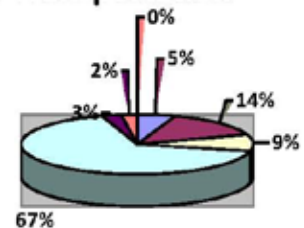
## Modeshare



## Student's Primary Mode of Transportation



## Staff & Faculty's Primary Mode of Transportation



\* The purpose of the PTS modeshare study is to get updated statistics on transportation patterns used by the University of Minnesota community. This e-survey was done using UMSurvey in April 2011. The survey link was e-mailed to a random 30,000 Twin Cities students and 8,400 faculty and staff (roughly 50% of total population) as the sample size.

# Bus

PTS provides the University community with a multi-faceted transit program consisting of a comprehensive campus shuttle service and discounted metro-area bus passes.

## Quick Facts

▪ Campus connector buses	19
▪ Campus circulator shuttles	3
▪ Paratransit vans	2
▪ Lyons Research Building shuttle vans	2
▪ U-Passes sold, Fall 2000 – Summer 2010	379,786

## Campus Shuttle Service

Campus Shuttle Service includes the Campus Connectors, East Bank Circulator, Washington Avenue Bridge Circulator and St. Paul Circulator.

Total Ridership for 2010-11	\$3,811,287
Total Annual Cost	\$3,836,345
Cost Per Passenger	\$1.01
Cost Per Mile	\$7.86
Annual Mileage	488,100
Total Hours Operated	36,852

<b>2010-11 Rider Details</b>	<b>Annual</b>	<b>Daily Average</b>
Campus Connector	3,333,549	13,228
Washington Avenue Bridge Circulator*	342,851	1,767
East Bank Circulator	39,326	202
St. Paul Campus Circulator	29,624	152
Night & Weekend Connector	52,937	210
<b>Total</b>	<b>3,798,287</b>	<b>15,559</b>

\*Due to construction, this route discontinued operation in May 2011.





Paratransit Service is a curb-to-curb transportation service for people with permanent or temporary disabilities.

Total Ridership for 2010-11	4,259
Total Annual Cost	\$103,763
Cost Per Passenger	\$24.36
Cost Per Mile	\$7.00
Annual Mileage	14,821
Total Hours Operated	3,141
Average Daily Riders	17

### Commuter Service

U-Pass/Metropass is a deeply-discounted, unlimited-ride bus pass good on every metro-area bus.

U-Pass Sales (students)		Metropass Sales (staff, faculty)
Fall 2008	21,873	2,227
Spring 2009	20,103	2,220
Summer 2009	8,013	2,043
Fall 2009	21,186	1,957
Spring 2010	19,888	1,985
Summer 2010	7217	1,845
Fall 2010	20,480	1,957

The U-Pass/Metropass program was introduced in Fall 2000 with the support of a \$5.5 million Congestion Mitigation Air Quality (CMAQ) grant from the federal government. Prior to the program's inception, there were 7,020 bus riders to the university. In Fall 2010, there were 20,480 bus pass holders.

- Since September 2000, more than 400 tons of carbon monoxide have been prevented from entering the atmosphere due to the increased use of mass transit (factoring only school/work commuter trips to the University).
- 39% of University students are U-Pass holders (Fall 2010).
- 61% of U-Pass holders were not bus riders before purchase.<sup>1</sup>
- 77% of U-Pass holders use it on weekends or weeknights (after 6 pm) <sup>1</sup>
- 67% of U-Pass holders use it to travel to destinations other than the University. <sup>1</sup>

*1. 2008 survey results*

### Service Provider:

Bill Stahlmann, Assistant Director - Transit, 612-625-8020, stahl001@umn.edu

# WALK/BIKE

## Quick Facts

▪ Miles of campus sidewalks and plazas	46
▪ Miles of Gopher Way tunnels/skyways	6
▪ Pedestrian bridges/skyways	7
▪ Miles of bike lanes/paths	5.95
▪ Bike racks/hoops	6,700
▪ Bike lockers	169

## Gopher Way

The Gopher Way is a network of tunnels and skyways connecting many buildings on campus. The system was developed into a signed way-finding system by the department in 2000. There are more than 700 signs directing walkers along the accessible routes.



## Helmets and Headlights

Supported by Boynton Health Service, Housing & Residential Life and Human Resources Wellness Program, PTS introduced a bike safety program in 2005 called Helmet and Headlights. University students, staff and faculty can purchase a helmet and headlight set for the low cost of \$20. Since its inception, more than 8,000 helmets and headlights have been sold.



## Service Provider:

Steve Sanders, Project/Program Manager, 612-625-1333, sande017@umn.edu



## Quick Facts

- Vehicular bridges 3
- Miles of campus streets 14.3
- Zipcars on campus 10
- Registered carpoolers (11/10) 61

## Motorist Assistance Program

The Motorist Assistance Program (MAP) is a free service for all legally parked PTS customers that covers lock-outs, jump starts and flat tires. Since its launch in 1993, MAP has answered more than 38,000 calls. September was the busiest month for jump starts and July was the busiest for lock-outs. Tire service calls were heaviest in November and December.

Total calls for 2010-11	923
Jump start calls	65%
Lock-out calls	25%
Tire service calls	10%
Number of successful calls	887
Percentage of successful calls	96%

## Zipcar

Zipcar is a membership-based, car-sharing program on campus.

Membership fee	\$35
(University students, staff, faculty - 18 and over)	
Rental Rate	\$8 / hour or \$66 / day
Rental includes:	Gas, insurance, parking
Locations	East Bank - Washington Avenue Ramp - Lot C43 - Lot C75 West Bank - 21st Avenue Ramp Como Area - Printing Services Building
Total miles driven (07/10-06/11)	158,010
Total hours reserved (07/10-06/11)	26,809
Total members (July 2011)	788

### Service Providers:

Art Kistler, MAP Program Supervisor, 612-626-8601, kistl003@umn.edu  
 Bill Stahlmann, Zipcar Administrator, 612-625-8020, stahl001@umn.edu



# PARK

PTS offers an array of parking services: public parking with hourly or daily options, short-term meters, event rates, off-peak parking; staff/faculty parking contracts with reciprocal parking, pre-tax payroll deduction, reserved stall option; student and evening/weekend parking contracts; department reservations, budget charge cards, guest/VIP stamps, eStatements; and specialty plans for carpools, disability, motorcycles, official vehicles, vendors, construction, loading docks, senior administrators.

## Quick Facts

▪ Garages	8	▪ Surface Lots	132
▪ Ramps	8	▪ University Meters	354

## Parking Data

	<b>2010-11</b>	<b>2009-10</b>	<b>2008-09</b>	<b>2007-08</b>
Total Cars Parked	5,129,678	5,230,898	5,008,160	5,292,611
Total Carpool Spaces	1,521	1,521	1,521	1,521
Total Parking Reservations	89,242	110,727	110,404	105,098
Total Budget Charge Card / VIP Parkers	186,286	190,178	193,893	204,135
Number of Events Serviced	1,092	1,091	1,075	1,052

## Total

## Structured Facilities

	<b>Year Built</b>	<b>Cost</b>	<b>Sq. Feet</b>	<b>Spaces</b>
<b>East Bank</b>				
Northrop Auditorium Garage	1931	\$379,077	28,890	74
Nolte Center Garage	1938	\$213,779	45,960	185
Armory Garage	1941	\$57,000	5,070	19
717 Delaware Garage	1967	n/a	32,000	88
Oak Street Ramp	1975	\$5,380,654	702,000	2174
2221 University Ave Garage	1981	n/a	29,000	59
Washington Avenue Ramp	1985 - North	\$4,390,566		
	1995 - South	\$7,437,900	512,000	1293
Church Street Garage	1987	\$4,624,000	74,949	234
West Bank Office Bldg Ramp	1987 - West	\$3,262,000		
	2000 - East	\$1,600,000	226,425	643
4th Street Ramp	1991	\$9,800,000	390,000	1215
Weisman Art Museum Garage	1993	\$2,500,000	40,786	124
University Avenue Ramp	2001	\$9,000,000	197,244	526
East River Road Garage	2002	\$53,000,000	679,514	1914
<b>West Bank</b>				
19th Avenue Ramp	1995	\$5,676,023	173,000	535
21st Avenue Ramp	1984	\$3,647,769	256,000	700
<b>St. Paul</b>				
Gortner Avenue Ramp	2000	\$12,100,000	252,096	762

## Service Provider:

Mick Ramolae, Assistant Director - Facilities, 612-626-9266, ramol001@umn.edu



### Parking Spaces (October 2011)

Total	20,084
Contract	13,071
Public	7,013
Motorcycle	136
Meters	354
Disability 3-hour	88
Combined Official Vehicle/Vendor	270
By Facility	
Parking Garages	2,509
Parking Ramps	7,716
Surface Lots	8,744
By Area	
East Bank	13,066
West Bank	2,482
St. Paul	3,982

### Contract Parking

Staff/Faculty Contracts (Summer 10-Spring 11)	10,424
Student Contracts	5,418
Reserved Parking Contracts	520
Number on Waiting List (Fiscal Year '11)	3,261
Number on Waiting List Without Contract	1,198
Occasional Use Contracts (Fiscal Year '11)	234

### Permits Issued:

Loading Zone	665
Official Vehicle	673
Vendor	105

### 2010-2011 Parking Rates

Daily Lot Rate	\$3.75 / \$6.00
Daily Carpool Rate	\$2.50
Event Rate	\$8.00 / \$10.00 / \$20.00
Hourly Rate:	
Hours:	0-1   1-2   2-3   3-4   4-5   5-6   6-7   Daily Max
	\$3   \$6   \$7   \$8   \$9   \$10   \$11   \$12
Monthly Surface Lot Contract	\$65.50
Monthly Ramp Contract	\$97.25
Monthly Garage Contract	\$127.25

### Service Providers:

Ben Schnabel, Assistant Director - Public & Event Parking,  
 612-624-5001, schna015@umn.edu  
 Victoria Nelson, Interim Associate Director of Operations, 612-625-0754,  
 nelso043@umn.edu

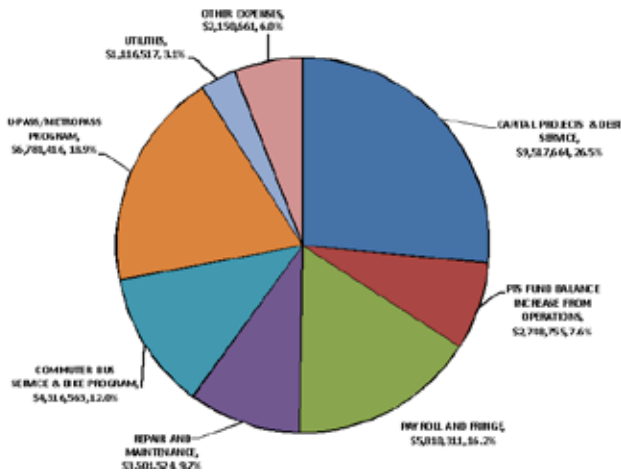
# FINANCIALS

## Foundation

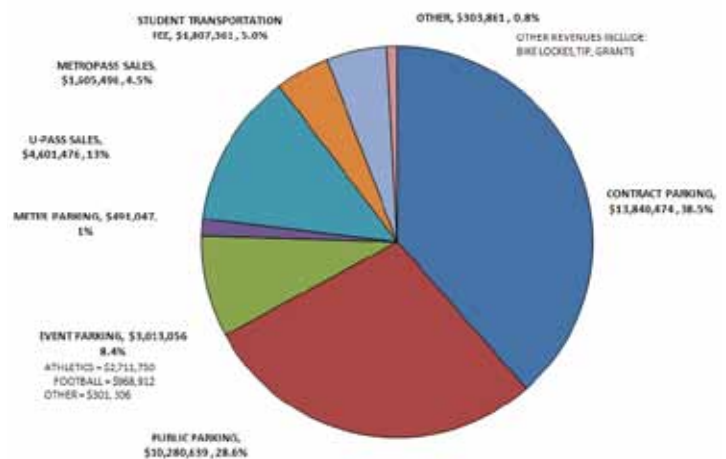
- The department is self-supporting with no legislative funding. A portion of the student transportation fee is allocated to support the on-campus transit system and U-Pass program.
- If central funding is used to subsidize parking costs, less money will be available for academic purposes.
- As lower-cost surface lots disappear and are replaced with higher cost structural facilities, additional revenues must be generated to balance the budget.
- Parking revenues are used to support transit and other transportation alternatives.
- Parking rates are based on facility types and their associated costs, with lot spaces as the least expensive and garage spaces as the most expensive. Public parking rates are influenced by market factors of facility type, location and demand.

## Use of Funds

2010 -2011 Parking Budget = \$35,943,411



## 2010-2011 Income



Service Provider:

Dennis Miller, Assistant Director - Finance, 612-625-1561, mille077@umn.edu

## Quick Facts

▪ Total vehicles in the fleet	852
▪ Vehicles/equipment in the central motor pool	545
▪ Total hybrid vehicles	77
▪ Miles driven (Central Pool)	3,671,705
▪ Total gallons of gas pumped (UMTC)	272,857
▪ Number of driver training sessions (2010)	12

## Function

The Fleet division rents or leases vehicles to University departments and maintains a fully serviced fleet with on-site maintenance and fuel stations. Fleet handles compliance documentation for all University vehicles and licensed equipment. The division administers the fuel credit card, vehicle insurance and safety, and employee driver training programs.

## Lease/Rent Data

	2010-11	2009-10	2008-09	2007-08
Rental Days	14,633	13,658	13,557	15,340
Rental Income Miles	1,569,564	1,463,178	1,424,528	1,439,235
Lease Income Miles	1,562,692	1,552,442	1,800,457	1,995,927
Income per Mile (Rental)	\$0.23	\$0.23	\$0.22	\$0.23
Cost per Mile (Rental)	\$0.24	\$0.20	\$0.18	\$0.23
Income per Mile (Lease)	\$0.28	\$0.27	\$0.27	\$0.46
Cost per Mile (Lease)	\$0.28	\$0.32	\$0.25	\$0.52
Vehicle Insurance Cost	\$151,590	\$131,486	\$109,770	\$109,423
Insurance Claims Paid	\$324,876	\$333,604	\$348,468	\$217,913

## Service Provider:

Bill Stahlmann, Assistant Director, 612-625-8020, stahl001@umn.edu



# PERFORMANCE MEASURES

## Campus Shuttle Service

Average responses based on a 5-point scale with five as excellent and one as poor.

	<b>2010-11*</b>	<b>2009-10*</b>	<b>2008-09*</b>	<b>2007-08*</b>
Friendly, helpful drivers	4.64	4.49	4.53	4.50
Clean, well-maintained buses	4.57	4.51	4.49	4.52
I feel safe on board	4.66	4.66	4.71	4.72
Frequency of service	3.69	3.72	3.84	3.57
Adequate passenger service	n/a	n/a	4.21	4.25
Overall rating	4.26	4.26	4.36	4.27

\* Sample size: 2010-11 = 681 / 2009-10 = 1,605 / 2008-09 = 1,196 / 2007-08 = 966

## Parking Customer Survey

Average responses based on a 5-point scale with five as excellent and one as poor.

	<b>2010-11*</b>	<b>2009-10*</b>	<b>2008-09*</b>	<b>2007-08*</b>
Friendly, helpful attendants	4.04	4.29	4.03	4.02
Clean facilities	4.24	4.36	4.32	4.40
Convenient locations	4.14	4.31	3.30	4.20
Reasonable parking rates	2.73	2.96	2.82	2.85
Safety perceptions	4.23	4.18	4.00	3.96
Overall rating	3.88	4.02	3.49	3.89

\* Sample size: 2010-11 = 1,062 / 2009-10 = 605 / 2008-09 = 664 / 2007-08 = 731

## Marketing Delivery

	<b>2010-11</b>	<b>2009-10</b>	<b>2008-09</b>
Web Site Hits	42,689,360	48,361,347	31,338,479
Web Site Visits	396,948	377,146	288,183
Orientation Sessions	49	85	101
Freshmen	21	41	44
Transfer	12	24	34
Graduate	2	4	6
Staff/Faculty	11	11	10
Other	3	5	7
Transportation Fair	3,000	(cancelled)	6,500
Minneapolis	3,000	0	6,000
St. Paul	(cancelled)	0	500
Exhibitors	15	0	19
Publications Distributed	132,000	176,000	194,000
Campus maps	85,000	125,000	140,000
Transportation Guide	11,000	14,000	19,000
Campus Walking Guide	27,000	25,000	25,000
Transit Guide	9,000	10,000	10,000

## Service Provider:

Jacqueline Brudlos, Communications Coordinator, 612-624-4161, jbrudlos@umn.edu

# AWARDS & ACHIEVEMENTS

2011

**AIR (Awards Incentive & Recognition)** from Business & Community Economic Development at the U of M - for purchasing practices from diverse suppliers

2010

**Transit System of the Year** – from Minnesota Public Transit Association

**Bicycle Friendly Business Silver Award** from League of American Bicyclists

**Fleet Equipment Magazine 100 Best Fleets in North America Award**

2009

**Best Workplaces for Commuters** – sustained designation

**AIR (Awards Incentive & Recognition)** from Business & Community Economic Development at the U of M - for purchasing practices from diverse suppliers

**Fleet Equipment Magazine 100 Best Fleets in North America Award**

2008

**Best Workplaces for Commuters** – sustained designation

**Fleet Equipment Magazine 100 Best Fleets in North America Award**

2007

**Parking Organization of the Year** – from International Parking Institute

**Commuter Choice Award** - Outstanding Promotion for Large Organization category – I-35W bridge collapse response

**Best Workplaces for Commuters** – sustained designation

**Fleet Equipment Magazine's 100 Best Fleets in North America Award**

2006

**Best Workplaces for Commuters** – sustained designation

**Fleet Equipment Magazine 100 Best Fleets in North America Award**

2005

**Best Workplaces for Commuters** – sustained designation

**Fleet Equipment Magazine 100 Best Fleets in North America Award**

**International Association of Business Communicators Pacific Plains**

**Silver Quill Awards:**

Publications Category – “A Blogger’s Diary” direct mail

Writing Category – “A Blogger’s Diary” direct mail

**Minnesota Association of Government Communicators Northern Lights Awards:**

Feature Writing Category – for International Parking Institute article, October 2005 issue

Special Event Category – for Zipcar program rollout

**Minnesota Governor's Minnesota Great Award** – in recognition of the E85 fuel program

**Minnesota Public Relation Society of America Classics Award:**

Feature Writing Category – “A Blogger’s Diary” direct mail

2004

**United States Environmental Protection Agency / United States Department of Transportation's Best Workplaces for Commuters Award**

**American Lung Association's Extra Mile Award** – in recognition of the E85 fuel program

**Minnesota Association of Government Communicators' Northern Lights Award** – for “Transportation Unscrambled” direct mail

**Minnesota Environmental Initiative Awards Finalist** – in recognition of the E85 fuel program

**Women in Communications, Twin Cities Chapter Crystal Clarion Awards:**

Direct Mail Piece Category – for “Transportation Unscrambled” direct mail piece

Educational Institution Brochure – for Transportation Super Guide

On-Going Campaign Category – for Integrated Marketing Communications Plan

Event Planning Category (student division) – for staff event

**Communicators Forum Gold Award** – for Communications Procedure Manual

2003

**National Association of Government Communicators Blue Pencil Awards:**

Electronic Communications Category – for Web site

Promotional Campaigns Category – for Integrated Marketing Communications Plan

Brochures/Booklets Category – for Super Guide

**Minnesota Association of Government Communicators Northern Lights Awards** – for Parking Guide and Web site

2002

**Minnesota Concrete and Masonry Contractors Association's Excellence Award** – in recognition of the functional design of a commercial facility for University Avenue Ramp

**Minnesota Governor's Award of Excellence in Waste and Pollution Prevention** – in recognition of U-Pass/Metropass

2001

**International Parking Institute Award of Merit for Parking Design and Program Innovation** – for Gortner Avenue Ramp

**National Wildlife Federation Achievement** – in recognition of one of the leading transportation programs in the country

**Consulting Engineers Council of Minnesota Award of Honor** – in recognition of the Riverbend Commons permanent retention system

**Minnesota Public Relations Society of America Classics Awards:**

Established Services Category – for U-Pass/Metropass Marketing Plan

Integrated Communications Category – for Integrated Marketing Communications Plan

2000

**Metro Commuter Services Commuter Choice Award** – in recognition of U-Pass program



*Parking and  
Transportation Services*

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UNIVERSITY OF MINNESOTA

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