

CAMPUS
MASTER
PLAN

THE UNIVERSITY OF TEXAS AT AUSTIN

Campus Master Plan

FALL 2012

APPENDIX

UT Austin Campus Historic Resource Categories

EXCEPTIONAL

A historic resource with exceptional architectural and/or cultural significance and which the university is dedicated to permanently servicing and maintaining. Character-defining historic interior, exterior, and landscape features shall be preserved or restored. Any proposed additions and alterations must be carefully considered and comply with the Secretary of the Interior’s Standards for the Treatment of Historic Properties.

PRIMARY

A historic resource with architectural and/or cultural significance and which the university is dedicated to servicing and maintaining unless there is compelling reason to do otherwise. Character-defining historic interior, exterior, and landscape features shall be preserved or restored when appropriate. Any proposed additions and alterations must be carefully considered and comply with the Secretary of the Interior’s Standards.

SECONDARY

A historic resource that is architecturally or historically subordinate to Primary resources. The university recognizes the architectural and cultural value of these resources as assets above and beyond their utilitarian value. Planning will presume their service and maintenance except where these resources are found to be functionally obsolete and impractical for adaptive use, and where the removal or modification substantially benefits the University or is necessary to the broader Campus Master Plan. Character-defining historic interior, exterior, and landscape features may be preserved or restored where appropriate.

NON-CONTRIBUTING

A resource that is not considered to have architectural and/or cultural significance to the University Campus

Refer to Additional Notes on page 8

Exceptional

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
657	AHG	1931	ANNA HISS GYMNASIUM	Exceptional	
722	ANB	1857	ARNO NOWOTNY BUILDING	Exceptional	The Little Campus is a National Register District bounded by 18th, Oldham, 19th, and Red River Sts. and includes the Arno Nowotny Building and John W. Hargis Hall. Any proposed work within the district shall conform to the Secretary of the Interior's Standards for the Treatment of Historic Properties.
165	WAT	1853	ARTHUR P. WATSON HOUSE	Exceptional	
65	BTL	1910	BATTLE HALL	Exceptional	The Arthur P. Watson House is particularly significant for its age and importance to the history of the City of Austin.
89	BIO	1925	BIOLOGICAL LABORATORIES	Exceptional	
569	GEB	1904	DOROTHY L. GEBAUER BUILDING	Exceptional	
249	GAR	1926	GARRISON HALL	Exceptional	

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Exceptional, Continued

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
17	GOL	1933	GOLDSMITH HALL	Exceptional	
273	GRE	1930	GREGORY GYMNASIUM	Exceptional	
297	HMA	1933	HOGG MEMORIAL AUDITORIUM	Exceptional	
737	JHH	1888	JOHN W. HARGIS HALL	Exceptional	The Little Campus is a National Register District bounded by 18th, Oldham, 19th, and Red River Sts. and includes the Arno Nowotny Building and John W. Hargis Hall. Any proposed work within the district shall conform to the Secretary of the Interior's Standards.
521	LCH	1893	LITTLEFIELD CARRIAGE HOUSE	Exceptional	The Littlefield Property, including the Home, Carriage House and grounds, is a State Archeological Landmark. All work affecting the interior and exterior of any resources requires review and permitting through the Texas Historical Commission. These Properties are to be interpreted collectively as part of a larger whole with the Littlefield Home.
377	LFH	1894	LITTLEFIELD HOME	Exceptional	
369	LTD	1926	LITTLEFIELD DORMITORY		
113	LBJ	1971	LYNDON B. JOHNSON LIBRARY and SID	Exceptional	The Lyndon B. Johnson Library is a district comprised of Sid Richardson Hall, the adjoining plaza, fountain and grounds. Any proposed work must
118	SRH	1970			
393	MAI	1937	MAIN BUILDING	Exceptional	The "six pack" of buildings on the South Mall is defined architecturally by Rainey Hall, the first and most significant of the composition. Any proposed work should be undertaken with the understanding that Rainey Hall is an exceptional resource and is to be preserved. The other five resources in the collection shall be preserved or adapted in a manner that respects their architectural relationship with Rainey Hall and the South Mall.
305	GEA	1932	MARY E. GEARING HALL	Exceptional	
605	FAC	1963	PETER T. FLAWN ACADEMIC CENTER	Exceptional	
433	HRH	1942	RAINEY HALL	Exceptional	
585	SUT	1918	SUTTON HALL	Exceptional	
473	PAI	1933	T.S. PAINTER HALL	Exceptional	
593	TMM	1936	TEXAS MEMORIAL MUSEUM	Exceptional	
609	UNB	1933	UNION BUILDING	Exceptional	
649	WAG	1931	WAGGENER HALL	Exceptional	
257	WCH	1933	WILL C. HOGG BLDG.	Exceptional	

Primary

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
9	AND	1935	ANDREWS DORMITORY	Primary	Any proposed work will be undertaken in a manner that respects the building's architectural relationship with with Littlefield Dormitory and the women's dormitory quad.
73	BAT	1953	BATTS HALL	Primary	The "six pack" of buildings on the South Mall is defined architecturally by Rainey Hall, the first and most significant of the composition. Any proposed work should be undertaken with the understanding that Rainey Hall is an exceptional resource and is to be preserved. The other five resources in the collection shall be preserved or adapted in a manner that respects their architectural relationship with Rainey Hall and the South Mall.
81	BEN	1953	BENEDICT HALL	Primary	The "six pack" of buildings on the South Mall is defined architecturally by Rainey Hall, the first and most significant of the composition. Any proposed work should be undertaken with the understanding that Rainey Hall is an exceptional resource and is to be preserved. The other five resources in the collection shall be preserved or adapted in a manner that respects their architectural relationship with Rainey Hall and the South Mall.
457	BRB	1941	BERNARD AND AUDRE RAPOPORT BUILDING	Primary	Along with the Schoch building, the Rapoport Building is an important defining element of the East Mall. Construction affecting these buildings shall be done in a manner that respects their relationship to one another and to the East Mall.
105	BHD	1932	BRACKENRIDGE HALL DORM.	Primary	
954	CAL	1967	CALHOUN HALL	Primary	The "six pack" of buildings on the South Mall is defined architecturally by Rainey Hall, the first and most significant of the composition. Any proposed work should be undertaken with the understanding that Rainey Hall is an exceptional resource and is to be preserved. The other five resources in the collection shall be preserved or adapted in a manner that respects their architectural relationship with Rainey Hall and the South Mall.
129	CRD	1935	CAROTHERS DORMITORY	Primary	Any proposed work will be undertaken in a manner that respects the building's architectural relationship with with Littlefield Dormitory and the women's dormitory quad.

Primary, Continued

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
153	EPS	1941	E.P. SCHOCH BUILDING	Primary	Along with the Rapoport building, the Schoch Building is an important defining element of the East Mall. Construction affecting these buildings shall be done in a manner that respects their relationship to one another and to the East mall.
489	PPL	1927	HAL C. WEAVER POWER PLANT	Primary	
310	HRC	1971	HARRY RANSOM CENTER	Primary	
606	FDH	1926	J. FRANK DOBIE HOUSE	Primary	The "six pack" of buildings on the South Mall is defined architecturally by Rainey Hall, the first and most significant of the composition. Any proposed work should be undertaken with the understanding that Rainey Hall is an exceptional resource and is to be preserved. The other five resources in the collection shall be preserved or adapted in a manner that respects their architectural relationship with Rainey Hall and the South Mall.
425	MEZ	1953	MEZES HALL	Primary	
233	PAR	1955	PARLIN HALL	Primary	
497	PHD	1937	PRATHER HALL DORMITORY	Primary	
161	WEL	1929	ROBERT A. WELCH HALL	Primary	
537	RHD	1936	ROBERTS HALL DORMITORY	Primary	
601	TNH	1952	TOWNES HALL	Primary	

Secondary

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
435	BWY	1949	2616 WICHITA	Secondary	
49	ART	1963	ART BUILDING AND MUSEUM	Secondary	

Secondary, Continued

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
598	JES	1969	BEAUFORD H. JESTER CENTER	Secondary	
97	BOT	1926	BIOLOGICAL GREENHOUSE	Secondary	
178	COM	1962	COMPUTATION CENTER	Secondary	
562	CRH	1955	CREEKSIDE RESIDENCE HALL	Secondary	
594	DTB	1937	DINOSAUR TRACKWAY BUILDING	Secondary	The Dinosaur Trackway Building is an important example of WPA National Park Service architecture on campus. If the dinosaur tracks displayed in the building are removed for display elsewhere, consideration should be given to repurposing this building on its original site or an alternate site.
226	ENS	1963	ENGINEERING-SCIENCE BLDG.	Secondary	
201	WIN	1961	F. L. WINSHIP DRAMA BLDG.	Secondary	
645	GRG	1952	GEOGRAPHY BUILDING	Secondary	
	GOL-A	1986	GOLDSMITH HALL ADDITION	Secondary	A compatible addition, any work to this building shall be undertaken in a manner respects Goldsmith Hall which is considered a permanent and exceptional resource.
	GRE-A	1963	GREGORY GYMNASIUM ADDITION	Secondary	
427	MHD	1939	HILL DORMITORY	Secondary	
952	PAT	1967	J.T. PATTERSON LABS. BLDG.	Secondary	
950	JGB	1967	JACKSON GEOLOGICAL SCIENCES BLDG.	Secondary	
599	JCD	1969	JESTER DORMITORY	Secondary	
119	TCC	1970	JOE C THOMPSON CONFERENCE CENTER	Secondary	
346	KIN	1958	KINSOLVING DORMITORY	Secondary	
669	LLA	1969	LIVING LEARNING HALL A	Secondary	
670	LLB	1969	LIVING LEARNING HALL B	Secondary	

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Secondary, Continued

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
671	LLC	1969	LIVING LEARNING HALL C	Secondary	
666	LLD	1952	LIVING LEARNING HALL D	Secondary	
667	LLE	1952	LIVING LEARNING HALL E	Secondary	
668	LLF	1953	LIVING LEARNING HALL F	Secondary	
107	CBA	1962	MCCOMBS SCHOOL OF BUSINESS	Secondary	
8008	MHD-A	1954	MOORE DORMITORY	Secondary	
	NUR	1973	NURSING SCHOOL	Secondary	
465	PHR	1952	PHARMACY BUILDING	Secondary	
625	WEL-A	1961	ROBERT A. WELCH HALL ADDITION 1	Secondary	
	SSW	1933	SCHOOL OF SOCIAL WORK BUILDING	Secondary	
561	SER	1952	SERVICE BUILDING	Secondary	
	PAI-A	1958	T.S. PAINTER HALL ADDITION	Secondary	
	UNB-A	1958	UNION BUILDING ADDITION	Secondary	
442	WRW	1959	W.R. WOOLRICH LABS.	Secondary	
652	WMB	1962	WEST MALL OFFICE BLDG.	Secondary	The West Mall Office Building directly adjoins Battle Hall. Any work
98	BLD	1954	BLANTON DORMITORY	Secondary	Any proposed work will be undertaken in a manner that respects the

Noncontributing

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
163	MSB	1959	2207 COMAL (MAIL SERVICE BUILDING)	Noncontributing	

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984	UA9	1968	2609 UNIVERSITY AVENUE	Noncontributing
988	SW7	1966	2617 SPEEDWAY (OFC.	Noncontributing

Noncontributing, Continued

Number	Abbrev.	Const. Date	Name	Preservation Category	Considerations
	ART-A	1974	ART BUILDING AND MUSEUM Addition	Noncontributing	
99	BUR	1970	BURDINE HALL	Noncontributing	
138	CS3	1970	CENTRAL CHILLING STATION NO. 3	Noncontributing	
	WIN-A	1974	F. L. WINSHIP DRAMA BLDG. addition	Noncontributing	
106	GSB	1976	GRADUATE SCHOOL OF BUSINESS	Noncontributing	
490	PPA	1968	HAL C. WEAVER POWER PLANT ANNEX	Noncontributing	
	JGB-A	2001	JACKSON GEOLOGICAL SCIENCES BLDG. ADDITION	Noncontributing	
602	JON	1980	JESSE H JONES HALL	Noncontributing	
	TNH-A	1964	JOHN B CONNALLY CENTER FOR JUSTICE	Noncontributing	
	WEL-B	Unknown	ROBERT A. WELCH HALL ADDITION 2	Noncontributing	
	WEL-C	1974	ROBERT A. WELCH HALL ADDITION 3	Noncontributing	
	SER-A		SERVICE BUILDING ADDITION	Noncontributing	
634	UPB	1960	UNIVERSITY POLICE BUILDING	Noncontributing	
665	LTH	1959	LABORATORY THEATER BLDG.	Non-contributing	

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162	CDL	1966	COLLECTIONS DEPOSIT	Non-contributing	
986	CEE	1961	LIBRARY CONTINUING ENGINEERING EDUCATION	Non-contributing	

UT Historic Resource Survey Notes

The purpose of the UT Historic Resource Survey was to identify historic structures that are valued by the university because of their architectural and cultural

The methodology of the historic resource survey included:

- **Identifying historic structures** that were constructed prior to 1970 and collecting basic historic data on those structures
- **Defining Historic Resource Categories** for architectural structures on campus
- **Making a determination on the level of historical significance** each structure has within the context of the main campus and place each one in a historic resource
- **Mapping data** from the survey

This survey should be considered as a guide in the initial understanding of a buildings historical significance, and the value to the university in terms of exterior

- **Adaptability** for the intended use
- Significance of historic **interiors**
- **Condition** of existing building systems and materials
- **Cost effectiveness** to integrate new MEP systems into the structure, comply with ADA and Building Code, or meet requirements for structural integrity for the
- Urban **context**, sculptures, water features, and historic landscape features and materials that contribute to the integrity of the building and its site
- Ability to make the building more **energy efficient**.

Buildings on campus have interior spaces that contribute to a buildings architectural identity and character, and these spaces and finishes vary in their level of historic significance. Many of the highly decorative historic spaces, character-defining features, finishes, forms, and materials are visible, while others are concealed, have been

Historic landscapes, water features, and sculptures also contribute to the urban fabric and these elements were not included as part of this study. Further research

TRANSPORTATION DEMAND MANAGEMENT

FEHR & PEERS

S A S A K I

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Introduction

1. INTRODUCTION

1.1 PROJECT OVERVIEW

The University of Texas at Austin (UT), one of the largest universities in the United States, is located in the heart of the City adjacent to downtown Austin. The campus is bordered by Guadalupe Street to the west, Martin Luther King Jr. Boulevard to the south, Red River Street to the east, and Dean Keeton Street to the north. The East campus, mainly comprising of sports facilities and administrative functions, lies on the east side of the I-35. See **Figure 1-1** for campus location. The university has roughly 51,000 students enrolled and employs 24,000 faculty and staff.

UT Parking and Transportation Services (PTS) has a number of Transportation Demand Management (TDM) measures in place, including carpool/vanpool and car share (short-term rental) programs, a garage debit card, and long-term bicycle share, in addition to the largest university shuttle system in the country. In support of the master plan for the University's development, space management, mobility systems and sustainability, this report documents the current TDM efforts and recommends a comprehensive TDM program for inclusion in the campus master plan, including a phasing and monitoring element.

1.2 REPORT ORGANIZATION

The information provided in this report is broken down by the following chapters:

- Chapter 2 – Existing Conditions describes the existing travel patterns of the UT faculty, staff and students, along with a detailed description of all existing TDM strategies in place at UT.
- Chapter 3 – Recommended TDM Program Enhancements describes a recommended TDM program that provides suggestions for enhancement of existing strategies, as well as new strategies to complement the existing program.
- Chapter 4 – Phasing and Monitoring Plan provides a framework for implementation and continued success of the recommended TDM strategies.

Figure 1-1 Campus Context

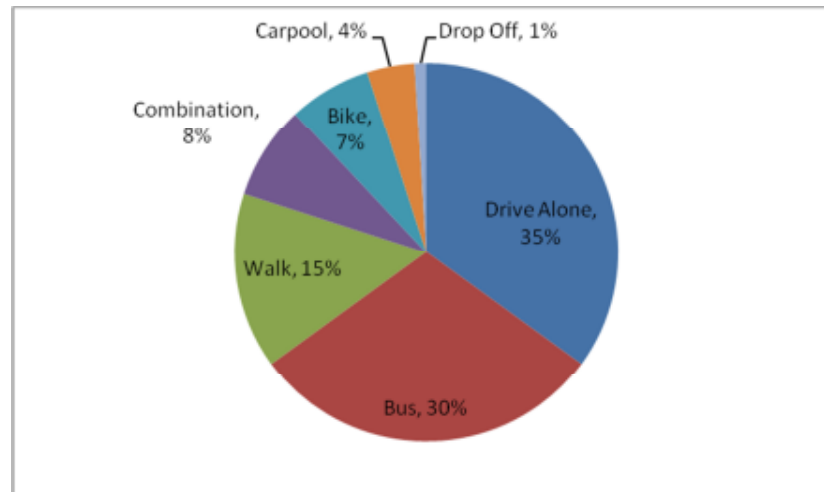
Existing Conditions

2. EXISTING CONDITIONS

This chapter describes the existing travel patterns of the UT faculty, staff and students, along with a detailed description of all existing TDM strategies in place at UT.

2.1 EXISTING TRAVEL PATTERNS

PTS conducted a transportation mode survey in 2009 (see **Appendix A** for survey report). This survey was administered online and distributed via a campus-wide email blast. Survey responses were also collected on campus via student interceptors. The survey was available to all faculty, staff and students. PTS collected approximately 3,500 responses over a three-week period. According to the survey responses, the drive-alone and bus mode shares for access to campus were 35% and 30%, respectively. Walking accounted for 15%, while bicycling, ridesharing, and other combined modes made up the other 20%. Altogether, 65% of commuters used alternatives to driving alone. See **Graphic 2-1** for detailed mode split data.



Graphic 2-1: Existing Mode Split – Access to Campus, All Users (source: PTS Transportation Mode Survey, 2009)

As a comparison, the PTS Annual Report 2009/2010 shows that 25,881 student / faculty / staff parking permits were purchased. With approximately 77,000 faculty, staff, and students, 34% of the UT population purchased a parking permit. This is consistent with the drive alone/ carpool mode share derived from the survey.

2.2 EXISTING TDM STRATEGIES

Table 2.1 summarizes the existing TDM strategies implemented at UT Austin. These strategies are broken out in several categories: transit, bicycle, commute, and other. The remainder of this section describes each strategy in further detail.

TABLE 2-1: EXISTING TDM STRATEGIES	
Category	Strategy
Transit	UT Shuttle System
	Subsidized Public Transit
	Late Night Bus Service
	Weekend Bus Service to Dallas, Houston, and San Antonio
Bicycle	Bicycle Racks and Lockers
	Mobile Bicycle Shop
	Bicycle Pumps and Tools
	Orange Bike Project (Long-Term Bicycle Share)
	Commuter Showers
	Bicycle Auction
	Free Bicycle Registration
Commute	Priced Parking on Campus
	Student Parking Permits
	Faculty Parking Permits
	Visitor Parking
	UT Share Pass
	Electronic Signage at Garages
	Car Share
	Guaranteed Ride Home
	Carpool
	Vanpool
	Other
Smartphone Application	

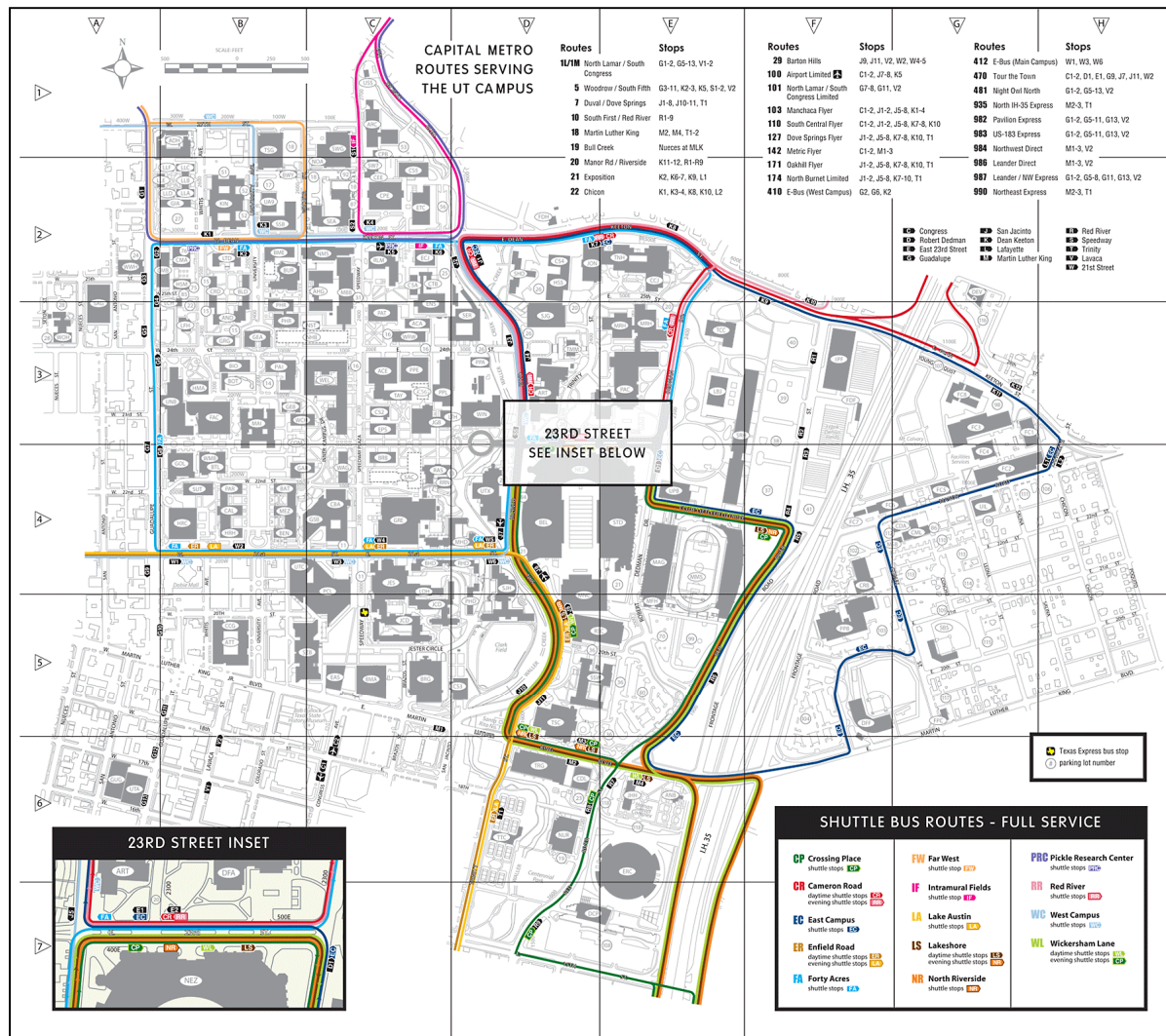
Source: Parking and Transportation Services, Fehr & Peers, 2012.

2.2.1 TRANSIT STRATEGIES

2.2.1.1 UT Shuttle System

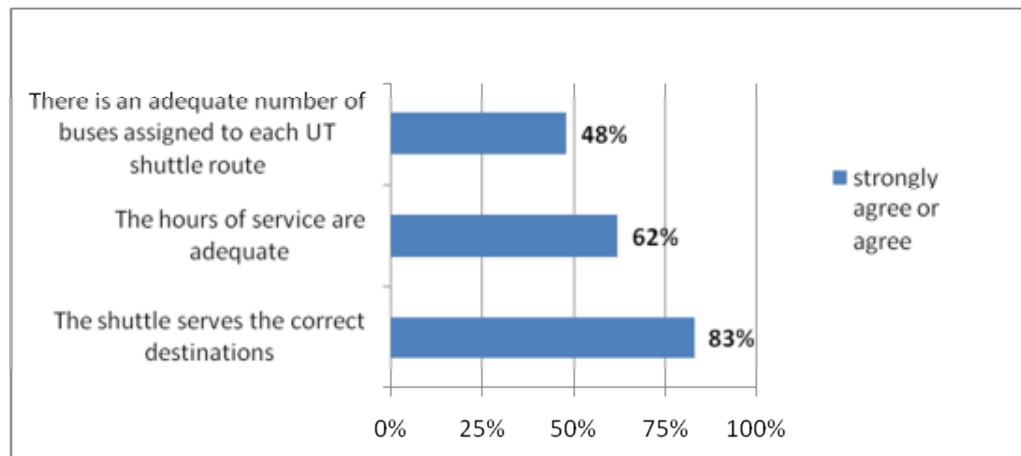
The UT Shuttle System is among the largest university shuttle systems in the country, with 13 routes and over 7.5 million passengers annually. See **Graphic 2-2** for a shuttle map. The shuttle system provides an easy and cost effective way for students, faculty, staff, and visitors to access and travel within the UT

campus. UT students, faculty, and staff may ride the shuttles at no charge with a valid UT photo ID. Service hours are generally from 6:30AM to 11:05PM. Most routes run with five to ten minute headways during the weekdays with no service on Saturdays and limited service on Sundays.



Graphic 2-2 Shuttle Route Map (source: www.utexas.edu/parking/transportation/shuttle/map.html)

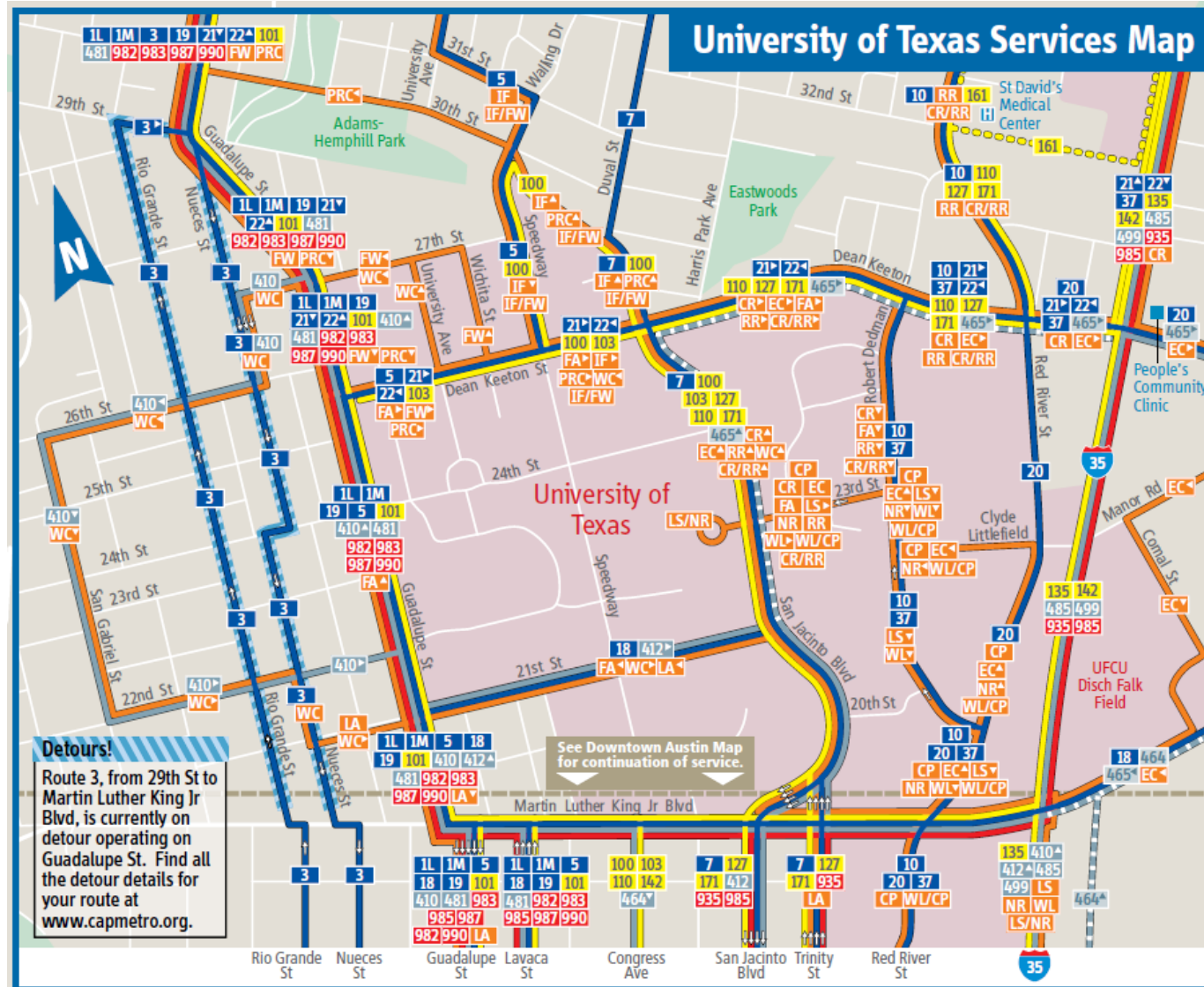
PTS conducts an annual online survey to obtain shuttle rider satisfaction information. The 2011 Shuttle Survey received almost 2,000 responses. Seventy-nine percent of respondents ride the UT shuttle daily or 2-3 times per week, while 40% of respondents ride the Capital Metropolitan Transportation Authority (Capital Metro) mainline buses daily or 2-3 times per week. Fifty-one percent of respondents rated the bus arrival timeliness as good or excellent and 66% rated UT shuttle service information availability as good or excellent. Only 48% of respondents agree that the system provides an adequate number of buses assigned to each shuttle route. In parallel, 52% of respondents very often, or often, wait for the bus for less than 10 minutes. This indicates that respondents are looking for more buses to each route to reduce their wait time. Sixty-two percent of respondents agree that the hours of service are adequate. See **Graphic 2-3** for survey results of a sample of questions.



Graphic 2-3 Shuttle Customer Satisfaction Survey Responses (source: PTS Shuttle Survey 2011)

2.2.1.2 Subsidized Public Transit

UT students, faculty, and staff may ride Capital Metro mainline buses free by presenting a UT ID. According to the 2011 Shuttle Survey, the mainline routes most used by the UT community include the #1 Guadalupe, #7 Duval, and #10 Red-River-South First. **Graphic 2-4** presents a Capital Metro transit map focused on the UT Campus. The #1 Guadalupe is a major north-south route that runs along the west-side of campus along South Congress Avenue, Guadalupe Street, and Lamar Boulevard. The #7 Duval runs through the center of Campus along San Jacinto Boulevard while the #10 Red-River-South First runs along the east-side of Campus along Robert Dedman Drive. These three routes run with roughly 20 minute headways on weekdays and 30 to 60 minute headways on the weekend.



Graphic 2-4 Capital Metro Transit Map (source: www.capmetro.org/riding/schedulesandmaps.asp)

2.2.1.3 Late Night Bus Service

The Eating and Entertainment Bus (E-Bus) is a service provided by Capital Metro in conjunction with PTS and the Austin Police Department. The E-Bus is a late night service that provides service to Austin's entertainment district during weekend evenings (Thursday - Saturday from 8:30PM – 3:00AM). Three fixed routes run on 15 to 25 minute headways from 9PM to 3AM Monday through Saturday. As shown in **Graphic 2-4**, Route 410 serves the west of campus area and Route 412 serves the main campus area. Route 411 serves the Riverside and South Austin area. The E-Bus is free for UT students, faculty, and staff.

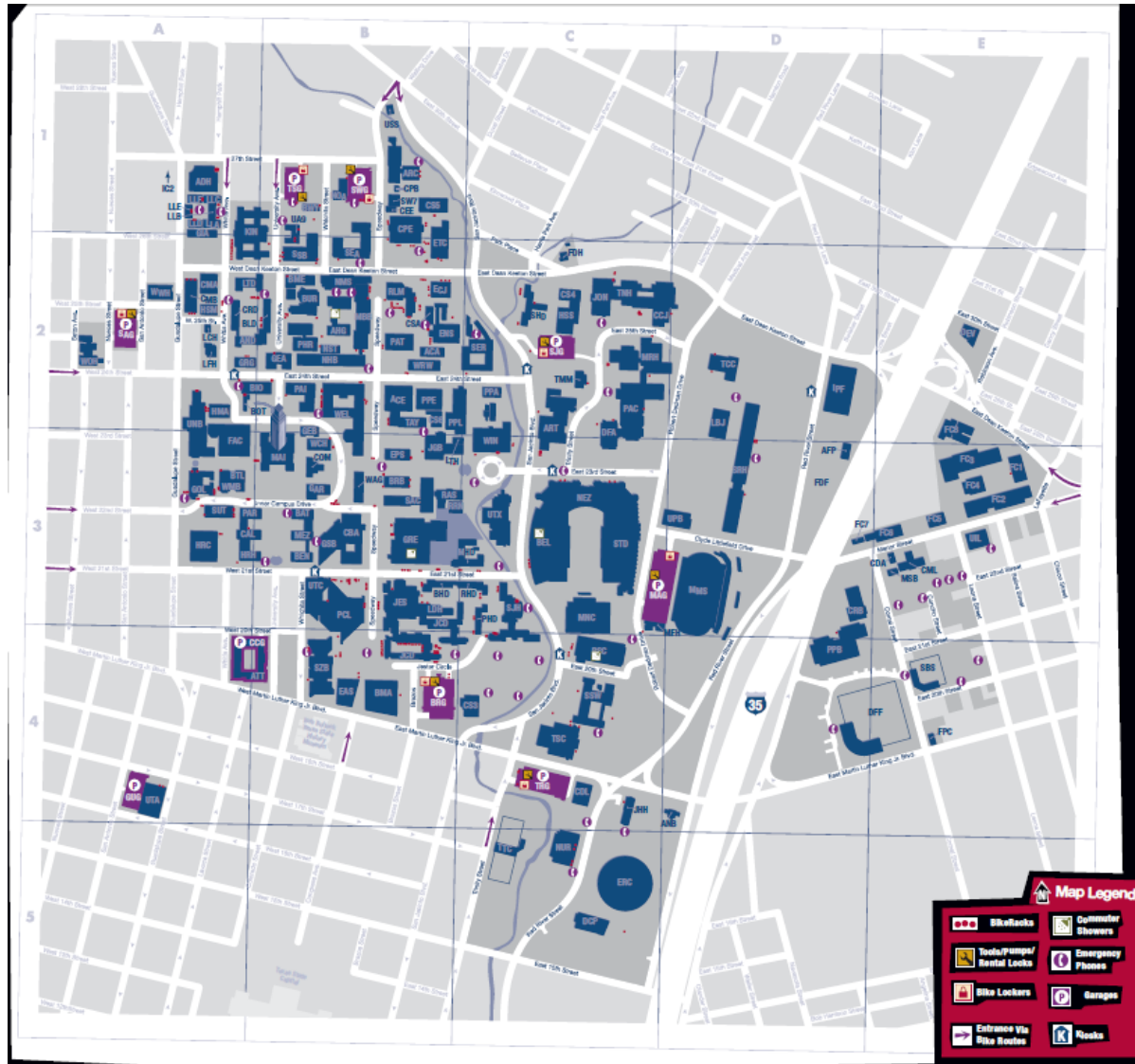
2.2.1.4 Weekend Bus Service to Dallas, Houston, and San Antonio

Texas Express is an exclusive, non-stop service run by PTS and Star Shuttle that provides chartered buses from campus to Dallas (Mockingbird Station and Spring Valley Station), Houston (Northwest Station and University of Houston), and San Antonio (UT San Antonio Main Campus and Downtown Campus) on weekends. The cost is \$40 to \$55 roundtrip. The buses depart from UT Campus Texas Express Stop at 4PM on Fridays and return at 7PM on Sundays.

2.2.2 BICYCLE STRATEGIES

2.2.2.1 Bicycle Racks and Lockers

The campus has approximately 4,400 bicycle parking spaces providing in racks. See **Graphic 2-5** for locations of all bicycle racks on Campus. Racks experience over 100% utilization at many locations. Bicycle lockers are available for rent at \$50 per year. The campus has 64 locker spaces. Bicycle parking demand varies by semester but lockers are typically 100% utilized.



Graphic 2-5 Bicycle Facilities (source: www.utexas.edu/parking/maps/rack-map.gif)

2.2.2.2 Mobile Bicycle Shop

The Kickstand is a bicycle hub located on Speedway Plaza. The mobile bicycle shop offers bicycle registration, sells gear (helmets, locks, lights, tubes, patch kits, etc.), rents locks, and provides air pumps and other tools, as well as maps/brochures. The Kickstand is open Monday through Friday from 11AM to 3PM.



Graphic 2-6 The Kickstand on Speedway Plaza

2.2.2.3 Bicycle Pumps and Tools

In addition to the Kickstand mobile hub, bicycle pumps and tools are provided at the following buildings: San Antonio Garage (SAG), 27th Street Garage (TSG), Speedway Garage (SWG), San Jacinto Garage (SJG), Brazos Garage (BRG), Manor Garage (MAG), and Trinity Garage (TRG). See **Graphic 2-5** for locations of bicycle pumps and tools.

2.2.2.4 Orange Bicycle Project

The Orange Bike Project (www.utenvironment.org/orangebike) is a bicycle shop and bicycle share program created by the University of Texas Campus Environmental Center. The program is run by student volunteers. The shop is located in the Guadalupe garage and offers semester long bicycle rentals for \$20 and tools/shop space to work on bicycles. The shop has 70 bicycles available, and all are rented each semester.



2.2.2.5 Commuter Showers

Bicycle commuters can use showers if they are registered commuters. Registration is administrated through the Recreational Sports Center (RSC). Showers are located at the RSC, Ann Hiss Gymnasium (AHG), Gregory Gymnasium (GRE), and L. Theo Bellmont Hall (BEL). See **Graphic 2-5** for locations of showers. BEL offers free use of shower facilities for all commuters. At all other locations, student commuters, must display a student ID for free use of the amenities. For staff, a monthly membership fee is assessed for use of the facilities. Clothes lockers are provided in most facilities.

2.2.2.6 Bicycle Auction

Once a year, PTS auctions off abandoned, impounded, and donated bicycles that have gone unclaimed for over 60 days. The bicycle auction takes place at the beginning of the fall semester and all proceeds are returned to the bicycle program. In 2011, 162 bicycles were auctioned.

2.2.2.7 Free Bicycle Registration

Bicycle registration with PTS is required for everyone who bicycles on campus. PTS stores the serial number for registered bicycles, which can be used to identify stolen bicycles. When a bicycle is pawned, the pawn shop reports the serial number to the Austin Police Department, which enters the number into a database. If a stolen bicycle is found through this process, it can then be returned to the owner

2.2.3 COMMUTE STRATEGIES

2.2.3.1 Priced Parking on Campus

PTS runs a comprehensive parking program, which includes priced parking on campus and other strategies to efficiently manage parking demand. Over the past several years, the University has eliminated many parking lots within the core of campus in favor of edge parking structures. This has made parking less convenient while also reducing the impact of parking on the campus environment.

A permit is required at all times to park on campus. Permits are available on a monthly basis or for an hourly rate in a University garage. A parking permit does not guarantee a parking space. **Table 2-2** provides a summary of parking prices by user group.

TABLE 2-2: PARKING PRICING

Type	Annual	Evening / Weekend Annual	Daily
Student Permit	\$120 - \$743	\$36 – 60	--
Faculty / Staff Permit	\$464	\$36 – 60	--
Visitor – Garage	--	--	First 30 minutes free \$3 – 18 for >30 minutes
Visitor – Meter	--	--	\$0.25 per 15 minutes
UT Share Pass	--	--	\$3 – 9

Source: PTS, 2011.

UT Share Pass is a parking pass program for occasional parkers. The pass (a debit card) has an initial price of \$20, but can be purchased in larger amounts. Each time the card is used at Manor or Trinity Garage, \$3 is deducted. The rate is \$5 at Guadalupe Garage, \$9 at the Conference Center Garage (CCG), and \$7 at all other garages. The regular daily rate for garage parking is a maximum of \$18, so the debit card provides a substantial discount. The Share Pass is only available to those eligible to purchase an A permit¹ or registered carpoolers.

2.2.3.2 Electronic Signage at Garages

The Brazos Garage has an electronic message sign that indicates parking availability in the garage. This technology will be installed at the San Antonio Garage as well.

2.2.3.3 Car Share

Discounted Zipcar membership rates are provided for UT faculty, staff, and students with 10 cars on campus. The Zipcar membership and utilization numbers are confidential for the private company. In general, the program has experienced enough new member growth and vehicle utilization to warrant increasing the fleet size each semester.

2.2.3.4 Guaranteed Ride Home

Mass transit or taxi service is provided to carpool and vanpool members in the event of an emergency. Only those who are part of a registered carpool/vanpool are eligible. Each member is eligible for up to two taxi rides home per semester (up to \$49.50 per ride). The taxi is eligible only for those who live outside of the Capital Metro service area.

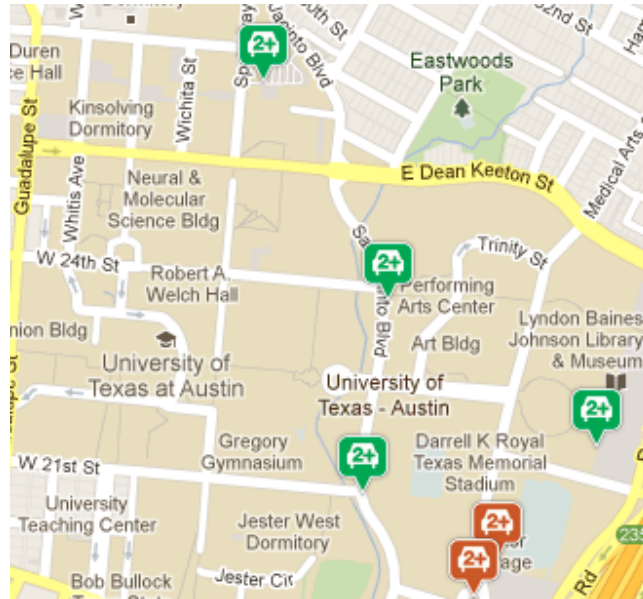
¹ <http://www.utexas.edu/parking/parking/utsharepass/>

2.2.3.5 Carpool

Registered carpoolers are provided with the following benefits:

- Access to reserved carpool spaces on a first-come first served basis until 10AM – a total of 54 spaces around campus
 - Lot 53 – six spaces
 - 2400 San Jacinto Blvd– 17 spaces
 - 2000 San Jacinto Blvd – 4 spaces
 - Lot 37 – 10 spaces
 - Lot 70 – nine spaces
 - Lot 80 – eight spaces
- Reduced permit fees (\$50 reduced per additional carpooler) paid through payroll deduction
- Preloaded UT Share Pass – Carpooler receives a shared parking permit that works as a debit card with a balance based on the permit term
- Automatic enrollment in Guaranteed Ride Home

Carpool riders are not allowed to purchase a parking permit. Currently, 1,109 carpoolers are enrolled in 430 carpools. See **Graphic 2-7** for carpool parking locations.



Graphic 2-7 Carpool Parking Spaces (source: www.utexas.edu/parking/transportation/carpool/spaces.html)

2.2.3.6 Vanpool

The vanpool program is run by Capital Metro and uses Capital Metro vans. Registered vanpoolers are provided with the following benefits:

- Reserved vanpool spaces – each vanpool can request a dedicated parking space (currently four spaces are reserved for the four registered vanpools). Locations of vanpool spaces are determined through coordination with the vanpooler and PTS.
- Reduced permit fees (\$50 reduced per additional vanpooler) paid through payroll deduction
- Preloaded UT Share Pass – Carpooler receives a shared parking permit that works as a debit card with a balance based on the permit term
- Automatic enrollment in Guaranteed Ride Home

2.2.4 OTHER TDM STRATEGIES

2.2.4.1 Marketing Efforts

TDM Marketing on campus consists of ads in the student newspaper, *The Daily Texan*; web banners on UT's football page texassports.com and the PTS home page; placards on shuttle buses; brochures and flyers handed out at kiosks, the Kickstand, student orientations, and events; messages on the backs

of permits and access cards; signs on dorm message boards and garage elevators; video board stills at sporting events (jumbotron); magazines/leaflets in *Student Insider* and football/basketball yearbooks; Twitter accounts that provide followers updates on UT parking, bicycles, and shuttles; and email blasts.



Graphic 2-8 UT PTS Twitter Page (source: <http://twitter.com/#!/utaustinparking>)

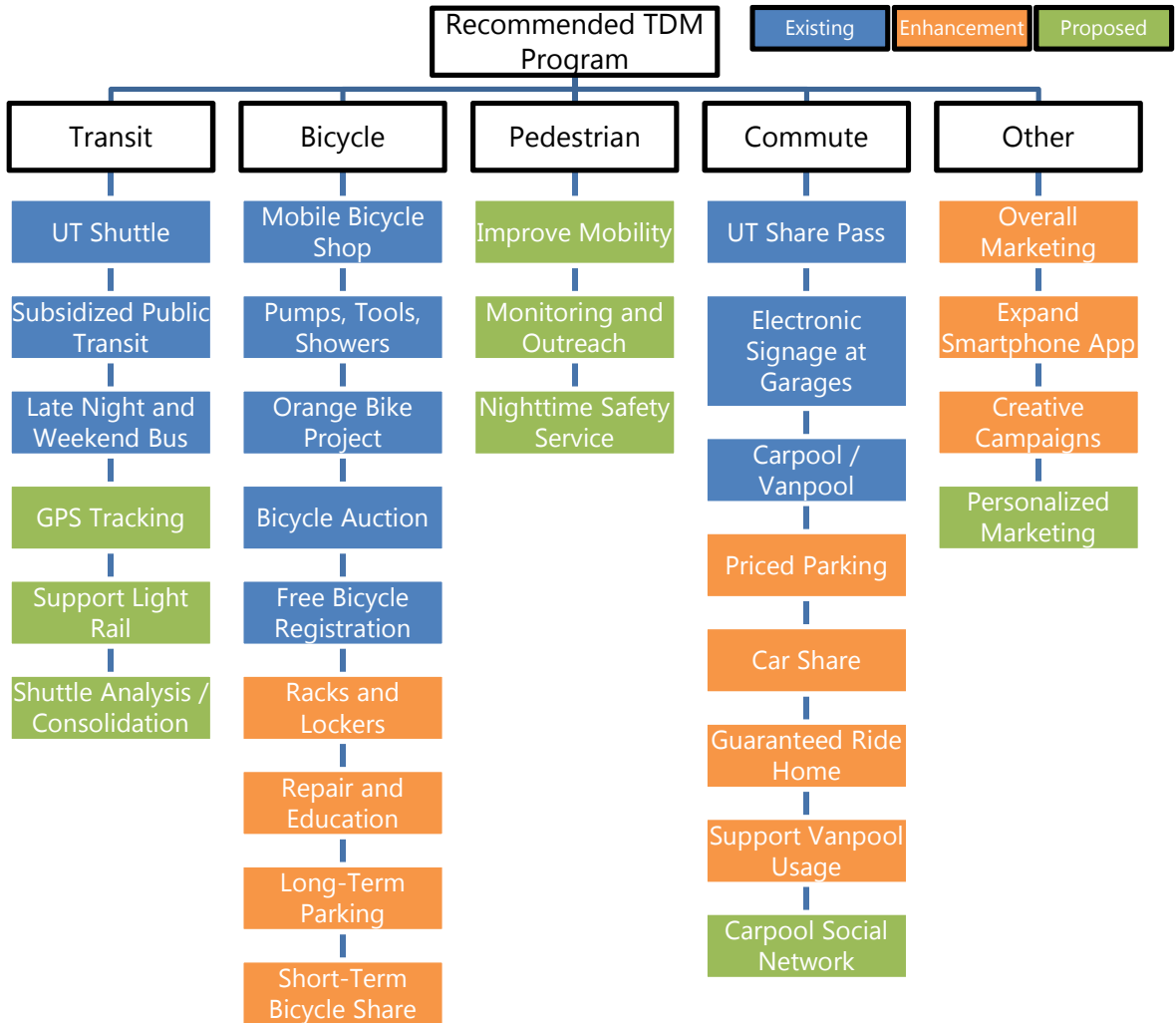
2.2.4.2 Smartphone Application

A smartphone application (“app”) is available for free to iPhone users via the iPhone app store and <http://www.utexas.edu/iphoneapp/>. The UT app provides access to news, sports, campus maps, event calendar, UT directory, and the UT President’s online blog. The UT app currently does not provide any public transit information.

Recommended TDM Program Enhancements

3. RECOMMENDED TDM PROGRAM ENHANCEMENTS

UT has a very successful TDM Program that focuses on reducing single-occupant vehicle travel. The recommended Program presented in this chapter builds upon its success and provides suggestions for enhancement of existing strategies, as well as new strategies to complement the existing program. **Graphic 3-1** provides an illustrative summary of the recommended Program. **Table 3-1** provides a summary of the parking demand reduction potential and cost range of the recommended TDM strategies by category. The remainder of Chapter 3 provides further detail into each of the recommended strategies.



Graphic 3-1 Recommended TDM Program

TABLE 3-1: RECOMMENDED TDM PROGRAM SUMMARY

Category	Strategy #	Strategy	New v. Enhancement	Cost	Implementation Party	Parking Demand Reduction Potential
Transit	3.1.1	Support Installation of GPS Tracking Systems on All Shuttles	New	Cost incurred by Capital Metro	PTS	< 1%
	3.1.2	Support City's Plans for a Light Rail System	New	Cost incurred by the City	Campus Planning, PTS	
	3.1.3	Shuttle Analysis / Consolidation	New	Net neutral	PTS	
Bicycle	3.2.1	Racks and Lockers for Bicycles	Enhancement	\$40 - \$80K / year	PTS - Bicycle Coordinator	< 1%
	3.2.2	Bicycle Repair Access and Education	Enhancement	\$2K / year	PTS - Bicycle Coordinator, Kickstand	
	3.2.3	Long-Term Parking for Bicycles	New	\$25 - \$150K / location	Campus Planning, PTS	
	3.2.4	Short-Term Bicycle Share Program	New	Dependent on agreement with City	Campus Planning, PTS	
Pedestrian	3.3.1	Improve Campus Mobility for Pedestrians and Bicyclists	Enhancement	Ancillary benefit of campus design improvements	University Operations & Campus Planning	< 1%
	3.3.2	Annual Monitoring and Outreach Efforts	New	minimal	Campus Safety & Security	
	3.3.3	Nighttime Safety Service	New	\$3 - \$10K	Campus Safety & Security	
Commute	3.4.1	Priced and Variable Priced Parking	Enhancement	Revenue Generating (\$1.4 to \$2.2M)	PTS	2 – 4%
	3.4.2	Car Share	Enhancement	Minimal revenue	PTS	
	3.4.3	Guaranteed Ride Home	Enhancement	minimal	PTS	
	3.4.4	Support Vanpool Usage	Enhancement	minimal	PTS	
	3.4.5	Carpool Social Network	New	minimal to \$12K	PTS	
Other	3.5.1	Overall Marketing	Enhancement	minimal	PTS	1 – 3.5%
	3.5.2	Expand Smartphone Application	Enhancement	Dependent on Implementation Level	PTS, Development Office	
	3.5.3	Creative Marketing Campaigns	Enhancement	\$10 - \$20K	PTS	
	3.5.4	Personalized Marketing Plan	New	\$10 - \$20K	PTS	
Total				\$100 - \$400K (not including parking revenue)	--	3.5 – 8.5%

Fehr & Peers, 2012.

3.1 RECOMMENDED TRANSIT STRATEGIES

The following recommended transit strategies complement the existing, and heavily used UT shuttle system.

3.1.1 SUPPORT INSTALLATION OF GPS TRACKING SYSTEMS ON ALL SHUTTLES

Proposed Strategy: PTS may consider working with Capital Metro to support installation of GPS tracking systems on all shuttles. To complement the GPS tracking systems, PTS may also work with Capital Metro to support real-time bus arrival signage at shuttle stops. The implementation could be achieved by PTS staff's meeting with a point-person at Capital Metro on a quarterly basis to discuss relevant topics, issues, and determine future steps.

STRATEGY 3.1.1 SUMMARY	
Strategy	Support Installation of GPS Tracking Systems on All Shuttles
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Cost incurred by Capital Metro
Implementation Party	PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Increased reliability, reduced tardiness, increased user satisfaction

3.1.2 SUPPORT CITY'S PLANS FOR A LIGHT RAIL SYSTEM

Proposed Strategy: UT may consider working with the City of Austin to support their plans for light rail system that will provide enhanced transit access to the University. The City's plans may include transit enhancements and additions along Guadalupe and through campus. The support may be achieved by having representatives from UT Campus Planning and Parking and Transportation Services meet with City and Capital Metro key staff quarterly to continue active engagement and discussions of the City's plans.

STRATEGY 3.1.2 SUMMARY	
Strategy	Support City's Plans for a Light Rail System
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Cost incurred by the City
Implementation Party	Campus Planning, PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Increased Accessibility, Tourism Activity

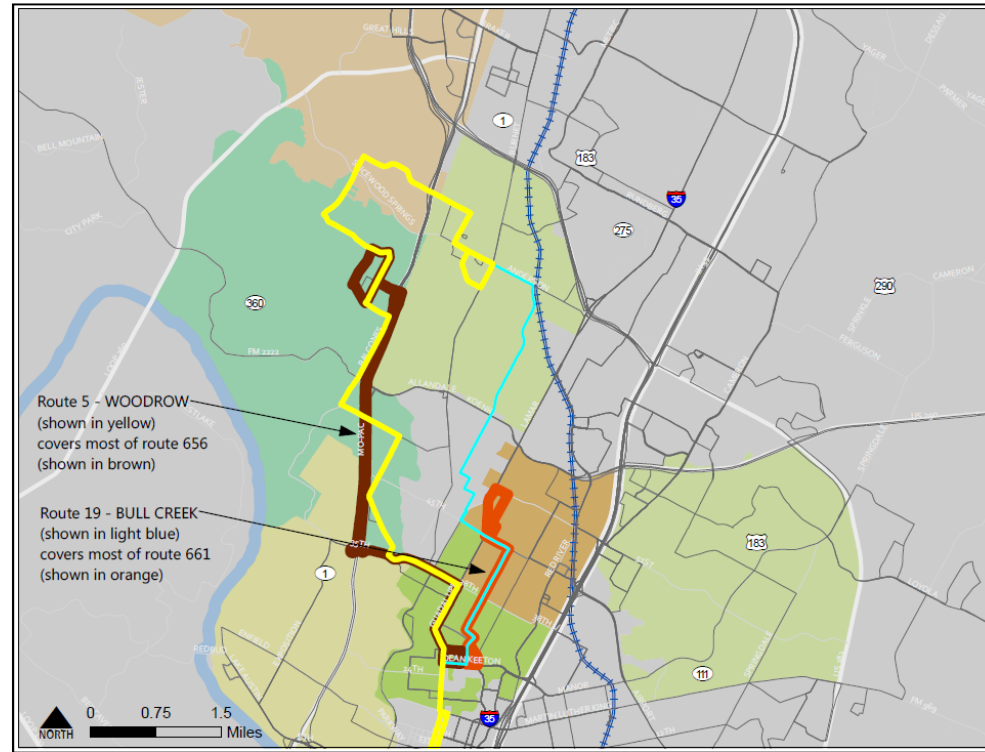
3.1.3 SHUTTLE ANALYSIS / CONSOLIDATION

Proposed Strategy: UT PTS may work with Capital Metro key staff to optimize shuttle operations to maximize ridership and non-auto access to the UT campus. This process may look to identify redundancy in service between Capital Metro routes and UT shuttle routes and also identify potential opportunities for consolidation. Potential opportunities may be prioritized by using metrics such as:

- Student locations near routes
- Total cost of routes
- Cost per boarding
- Average route delay
- Total usage

If priority opportunities for consolidation are identified, the following next steps may be taken: (1) compare headways and current operating hours of overlapping routes, (2) compare stop locations of operating routes, and (3) identify capacity constraints that may preclude consolidation. If consolidation is ultimately determined to be beneficial, the next step may be to identify a preferred operational model for consolidating services, whether it is to eliminate redundant UT Shuttle routes and/or rebrand redundant Capital Metro routes as UT shuttles. **Graphic 3-2** provides an example of the first step taken to identify potential opportunities for consolidation. In this example, UT Shuttle route #656 overlaps with Capital Metro route #5 (Woodrow) while UT Shuttle route #661 overlaps with Capital Metro route #19 (Bull Creek).

UT will achieve cost savings by eliminating redundant shuttle routes. If these former shuttle riders take a Capital Metro route instead, UT will also incur costs in the form of payment to Capital Metro for every ride taken by a UT affiliate. The cost savings and newly incurred costs will be similar. Capital Metro will experience a cost savings of roughly \$300K per shuttle by eliminating redundant routes.



Graphic 3-2 Shuttle Analysis and Consolidation Example

Another analysis that may be conducted is to geocode and map the home locations of faculty, staff and students. This mapping can be compared to the UT shuttle and Capital Metro routes to identify opportunities to reroute or extend existing shuttle or transit lines to better serve the UT community. This mapping may be updated every few years to provide an accurate illustration of home locations and identify any new opportunities.

STRATEGY 3.1.3 SUMMARY	
Strategy	Shuttle Analysis / Consolidation
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Net Neutral
Implementation Party	PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Operational Cost Savings

3.2 BICYCLE STRATEGIES

The following recommended bicycle strategies will encourage bicycling for intermittent users as well as provide enhanced amenities and securities for the daily bicycle commuter. Increased education and facilities may also encourage commuters to switch from their original travel mode to bicycling.

3.2.1 RACKS AND LOCKERS FOR BICYCLES

Enhancement to Existing Strategy: UT may develop a methodology and plan to provide additional bicycle racks and lockers throughout campus. As discussed in Chapter 2, many racks experience over 100% utilization. This has led to bicycles being parked in unsafe locations such as railings along stairways. The existing bicycle coordinator may conduct an annual review of bicycle capacity to assess areas of high demand and identify locations for additional racks/lockers. The annual review should involve conducting bicycle occupancy counts of the racks/lockers on campus, including identifying illegal bicycle parking. These counts should be conducted at several periods throughout the day. Based on the review, the plan may include installing additional bicycle racks and lockers (increasing capacity by an estimated 100 to 200 spaces per year), until bicycle rack and locker occupancy dropped to 85% or less. As discussed in Chapter 2, the UT campus already has numerous bicycle racks and lockers throughout campus which are heavily used.

Graphic 3-3 provides examples of types of bicycle racks and lockers that are recommended by the Association of Pedestrian and Bicycle Professionals (APBP)². The inverted U rack (shown in the graphic) is recommended due to the ability to lock the bicycle and at least one wheel easily when properly sited.



Graphic 3-3 Bicycle Rack and Locker Examples (source: APBP)

² *Bicycle Parking Guidelines*, 2nd Edition. Association of Pedestrian and Bicycle Professionals (APBP). 2010.

STRATEGY 3.2.1 SUMMARY	
Strategy	Racks and Lockers for Bicycles
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	\$ 40K - \$80K per year
Implementation Party	PTS – Bicycle Coordinator
Administrative Issues	--
Other Benefits	Reduced bicycle theft, less unsafe/illegal bicycle parking

3.2.2 BICYCLE REPAIR ACCESS AND EDUCATION

Enhancement to Existing Strategy: UT may improve bicycle repair access and education by providing the following:

- Provide targeted bicycle education to key demographics and locations, including the dormitories during the beginning of the school year and off-campus housing locations. The education campaign can be coordinated with The Kickstand (the mobile bicycle shop)
- Increase the hours of operation of The Kickstand to provide students greater access to bicycle registration, gear, tools, and maps.
- Provide additional bicycle repair stations on campus to provide students greater accessibility to tools. **Graphic 3-4** is an example of a compact bicycle repair stand that allows the bicycle to hang so wheels can spin freely. Bicycle tools and a pump are also attached to the stand. This repair stand has recently been installed on Speedway Plaza.
- Offer bicycle education courses throughout the year. Provide incentives for attending courses, such as: bicycle lights, bicycle helmets, or waiving a bicycle citation.
- Offer bicycle buddies to new bicycle commuters – this is discussed in further detail in Strategy 3.5.4.



Graphic 3-4 Bicycle repair station example (source: www.dero.com)

STRATEGY 3.2.2 SUMMARY	
Strategy	Bicycle Repair Access and Education
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	\$2K per year
Implementation Party	PTS – Bicycle Coordinator, The KickStand
Administrative Issues	--
Other Benefits	Increased awareness

3.2.3 LONG-TERM PARKING FOR BICYCLES

Proposed Strategy: UT PTS may provide long-term bicycle parking within future residence halls, adjacent to existing residence halls, and within parking structures where feasible. PTS should coordinate with Campus Planning to ensure that the long-term bicycle parking will match the aesthetics of the university and be optimally located for maximum usage. The long-term parking should include the following:

- Easy access with clear signage
- Controlled access via keycard or code
- Higher security measures such as effective lighting, visible surveillance cameras, or security guards
- Weather protection – free-standing shelter or indoor cage/room
- Effective marketing to residents of available facilities

Long-term parking for this strategy is separate from bicycle lockers discussed in Strategy 3.2.2. Long-term parking will generally be targeted to students living on campus who may not use their bicycles every day, park for longer periods of time, and desire a secure parking location close to their residence.

The APBP Guidelines³ recommend one long-term bicycle parking space for every 10 students, or one space for each 20,000 square footage of floor area, whichever is greater. This recommendation is based on an assumption of 5% bicycle mode share. Since the UT bicycle mode share is closer to 7%, a greater number of parking spaces should be provided. The occupancy of long-term parking should also be monitored (as discussed in Strategy 3.2.1) and additional capacity should be provided as occupancy levels exceed 85%.

³ *Bicycle Parking Guidelines*, 2nd Edition. Association of Pedestrian and Bicycle Professionals (APBP). 2010.

Long-term bicycle parking has a considerable cost range depending on location. The least expensive long-term parking would utilize existing building space, such as a room within a residence hall. A mid-cost solution would be a bicycle cage that utilizes existing walls (e.g. within a parking structure or along the side of a building). A high-cost solution would be a free-standing bicycle cage requiring a completely separate structure.

STRATEGY 3.2.3 SUMMARY	
Strategy	Long-Term Parking for Bicycles
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	\$25 - \$150K per location
Implementation Party	Campus Planning, PTS
Administrative Issues	Siting
Other Benefits	Reduced bicycle theft

3.2.4 SHORT-TERM BICYCLE SHARE PROGRAM

Proposed Strategy: UT may consider implementing a bicycle share program on campus. The purpose of a campus bicycle share program is to allow the UT community access to free or inexpensive bicycles for short mid-day trips to, from, and around campus. This is a separate strategy from the Orange Bike Project, which offers semester-long rentals. UT should observe the success and challenges of the bicycle share program implementation in the cities of Austin and San Antonio. These observations will help inform the decision to implement a similar program on campus. UT may also consider the potential of integrating its system with the citywide bicycle share program.

Similar programs implemented in cities across the U.S. have received positive response and increased bicycle riding⁴. Washington State University implemented a bicycle share system in the fall of 2010 and have seen over 16,400 unique users checking out bicycles over 19,100 times⁵.

⁴ <http://www.bikesbelong.org/resources/stats-and-research/research/bike-sharing-in-the-united-states/>

⁵ <http://www.greenbike.wsu.edu/>

STRATEGY 3.2.4 SUMMARY	
Strategy	Short-Term Bicycle Share Program
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Dependent on agreement with City
Implementation Party	Campus Planning, PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Increased Accessibility, Tourism Activity

3.3 PEDESTRIAN STRATEGIES

The following recommended pedestrian strategies focus on providing a safe and comfortable pedestrian environment for all users.

3.3.1 IMPROVE CAMPUS MOBILITY FOR PEDESTRIANS AND BICYCLISTS

Enhancement to Existing Strategy: Implementation of the Campus Master Plan will provide improved campus mobility for pedestrians and bicyclists in a variety of ways. Improvements within the campus will include providing safety and comfort for all users. This includes an emphasis on shading along pedestrian desire lines and creating shared use paths for pedestrians and bicyclists. Many of the landscape and campus design principles outlined in the Master Plan will have the effect of improving the environment for pedestrians and bicyclists.

STRATEGY 3.3.1 SUMMARY	
Strategy	Improve Campus Mobility for Pedestrians and Bicyclists
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	Ancillary benefit of campus design improvements
Implementation Party	University Operations & Campus Planning
Administrative Issues	Long-term planning
Other Benefits	User comfort, increased safety

3.3.2 ANNUAL MONITORING AND OUTREACH EFFORTS

Proposed Strategy: UT Campus Safety & Security may conduct an annual review of campus collision and crime data. The review should identify any hotspots and trends. UT may conduct an annual public outreach process and review of data to select projects as high priority for annual pedestrian improvements.

STRATEGY 3.3.2 SUMMARY

Strategy	Annual Monitoring and Outreach Efforts
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Minimal
Implementation Party	Campus Safety & Security
Administrative Issues	--
Other Benefits	Increased safety

3.3.3 NIGHTTIME SAFETY SERVICE

Proposed Strategy: UT may provide a nighttime safety service for university affiliates walking home, to a bus stop, or to the car during late night hours. This service can be either a walking or vehicle escort service. The service may be requested via telephone, online, or a smartphone app integrated with the existing UT smartphone app. Other capabilities may be a text message when the escort has arrived and the ability to check the status of the request online or via the smartphone app. This program can potentially be a joint effort between an active student group and Campus Safety & Security. The student group can provide volunteer escorts with operational support provided by Campus Safety & Security, including desk space, phone line, advertising/marketing support, walkie talkies, and other items.

STRATEGY 3.3.3 SUMMARY

Strategy	Nighttime Safety Service
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	\$3 – \$10K
Implementation Party	Campus Safety & Security
Administrative Issues	Coordination with Student Group
Other Benefits	Increased safety

3.4 COMMUTE INCENTIVE STRATEGIES

The following recommended commute strategies work to encourage commuters to choose alternatives to driving alone to campus. These strategies focus on providing disincentives (e.g. priced parking) and incentives (e.g. guaranteed ride home) that make being car-less during the work day as easy for the commuter as possible.

3.4.1 PRICED AND VARIABLE PRICED PARKING

Enhancement to Existing Strategy: As discussed in Chapter 2, a permit is required at all times to park on campus (or users may pay an hourly rate in a University garage). Variable pricing is currently employed in two forms: (1) charging less for parking lots farther from campus, and (2) charging less for evening only permits. Metered parking based on time of day will be implemented in the future.

UT may review its current parking pricing structure and compare to market-rate parking costs in the surrounding areas. Based on this review, UT may consider updating its parking pricing structure. Increasing parking prices may provide two positive impacts:

1. Discourage drive alone campus access, and
2. Generate additional revenue to support recommended TDM strategies in this program or construction of a new parking garage

Studies have shown that increasing parking prices will dampen the demand for parking and reduce single-occupant vehicle travel⁶. This argues that increasing parking pricing will indeed discourage some commuters from driving alone to campus. **Table 3.2** provides a sample comparison of monthly parking costs of nearby public parking lots to the UT permit prices.

TABLE 3-2: PUBLIC PARKING COMPARISON			
Public Lot Location	Distance from Campus	Monthly Cost	Daily
2305 San Antonio	1 block	\$75	\$5
1715 Guadalupe Street	3 blocks	\$66	\$7
1720 Lavaca Street	3 blocks	\$67	\$6
UT Campus ¹	NA	Student: \$10 - \$62 Faculty/Staff: \$39	UT Share Pass: \$3 - \$9

Notes:

1. Using data from Table 2.2, divided by 12 months for estimated monthly parking cost.

Source: PTS, 2011.

Based on the sample of public parking lots, public lots costs are roughly 8% to 170% higher than permit prices on campus. A conservative increase of 10 to 15 percent of permit and visitor parking spaces may generate additional revenue of up to \$1.4 to \$2.2 million per year⁷. This additional revenue would offset the cost of the recommended TDM strategies in this report.

⁶ California Air Pollution Control Officers Association. *Quantifying Greenhouse Gas Mitigation Measures – A Resource for Local Government to Assess Emission Reductions from Greenhouse Gas Mitigation Measures*. August, 2010.

⁷ 10 to 15% of year 2011 parking revenue of \$15,040,000 provided by P&TS Assistant Director, less estimated parking demand reduction due to increased parking prices.

STRATEGY 3.4.1 SUMMARY

Strategy	Priced and Variable Priced Parking
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Medium
Cost	Revenue Generating (\$1.4 to \$2.2M)
Implementation Party	PTS
Administrative Issues	Required Campus Approvals
Other Benefits	Funding Mechanism

3.4.2 CAR SHARE

Enhancement to Existing Strategy: UT may continue to make parking spaces available for car sharing (hourly rental) vehicles. PTS may work with its current car share vendor to identify high demand locations to add car share vehicles. PTS may meet with Zipcar at least once a year to discuss new car share locations on campus.

STRATEGY 3.4.2 SUMMARY

Strategy	Car Share
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	Minimal revenue
Implementation Party	PTS
Administrative Issues	--
Other Benefits	Low Cost for Students

3.4.3 GUARANTEED RIDE HOME

Enhancement to Existing Strategy: UT may expand the existing guaranteed ride home program. As discussed in Chapter 2, the program is offered to registered carpool/vanpool members. Members are eligible for a taxi ride only if they live outside of the Capital Metro service area. Eligibility should be provided to those living within the Capital Metro service area as well – providing them with up to two taxi rides home per semester (up to \$49.50 per ride).

STRATEGY 3.4.3 SUMMARY

Strategy	Guaranteed Ride Home
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	Minimal
Implementation Party	PTS
Administrative Issues	--
Other Benefits	Increased Commuter Flexibility

3.4.4 SUPPORT VANPOOL USAGE

Enhancement to Existing Strategy: UT may work with Capital Metro to encourage university affiliates to use the existing Capital Metro vanpool program. As noted in Chapter 2, only four vanpools are registered with the University. Vanpooling is an important strategy that is able to target commuters that live further from campus and not along a UT shuttle or Capital Metro route. Vanpooling tends to be one of the most cost effective alternative modes for commuting. It also experiences economies of scale – as more commuters participate, it becomes easier for commuters to find fellow vanpoolers. A potential strategy may be to allow vanpool drivers access to on-campus maintenance shops. PTS will meet with Capital Metro quarterly to discuss potential strategies.

As discussed in Strategy 3.1.3, a geocoding and mapping may be conducted for shuttle analysis purposes. This map may also be utilized to help commuters create vanpools based on the location of faculty, staff, and students.

STRATEGY 3.4.4 SUMMARY

Strategy	Support Vanpool Usage
Parking Demand Reduction Potential	Low
Cost	Minimal
Implementation Party	PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Reduced Commute Costs

3.4.5 CARPOOL SOCIAL NETWORK

Proposed Strategy: UT may work to provide a ridesharing network for the UT community. A variety of options may be implemented by PTS, including:

- Deploying private rideshare services such as Zimride (www.zimride.com) to create a program where UT faculty, staff, and students can find and share rides with others in the UT community only. This requires an annual subscription by the University.

- Encouraging the UT community to use a ridesharing program (which is not University specific). The rideshare website and simple instructions should be posted on the PTS website and included in overall TDM marketing efforts. Examples of non-University specific ridesharing programs include assistance provided by Capital Metro via <http://www.capmetro.org/rideshare/> and Zimride’s free ridesharing website.

STRATEGY 3.4.5 SUMMARY	
Strategy	Carpool Social Network
New vs. Enhancement	New
Parking Demand Reduction Potential	Low
Cost	Minimal to \$12K
Implementation Party	PTS
Administrative Issues	Coordination with Outside Agency
Other Benefits	Reduced Commute Costs

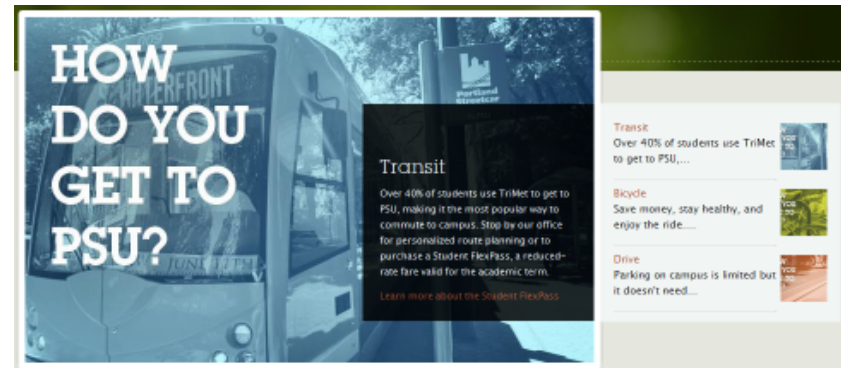
3.5 OTHER STRATEGIES

The following recommended strategies focus on educating the UT community on all the available TDM programs offered by the University. These efforts may encourage commuters to take advantage of these, often free, programs to increase non drive-alone travel to, from, and within campus.

3.5.1 OVERALL MARKETING

Enhancement to Existing Strategy: As an overarching strategy, UT PTS may continue to re-brand its website to provide multiple mobility options, shifting away from its focus as resource for parking related questions. The recommended TDM program should become the hallmark of the PTS department. The Portland State University website is an example of a multi-modal emphasis of its transportation services. The PTS website enhancements may include:

- Bicycling information, including: hours and location of the Kickstand, information on bicycle education courses, locations of long-term bicycle parking, and City of Austin bicycle share information (when available)
- Nighttime safety service information, including functionality for online requests



Graphic 3-6 Portland State University Transportation & Parking Services website

- Carpool social network page

STRATEGY 3.5.1 SUMMARY

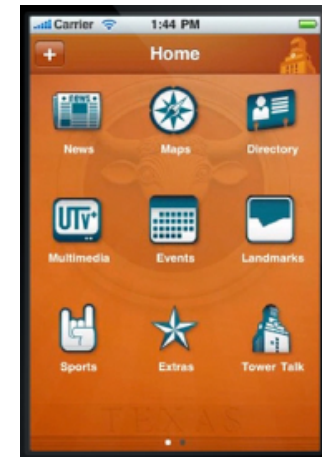
Strategy	Overall Marketing
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	Minimal
Implementation Party	PTS
Administrative Issues	--
Other Benefits	Increased Awareness

3.5.2 EXPAND SMARTPHONE APPLICATION

Enhancement to Existing Strategy: UT PTS may work with the Development Office to enhance the capabilities of the smartphone app. This may include:

- Tracking of available parking spaces at lots and garages
- Integrating with GPS tracking for shuttles to have access to real-time data (Strategy 3.1.1)
- Providing pedestrian and bicycle facility maps
- Providing a forum to report thefts and maintenance issues
- Integrating with nighttime safety service (Strategy 3.3.3)

UT may also coordinate with the Downtown Austin Transportation Management Association (TMA), which is in planning to develop a similar app, to discuss potential collaboration opportunities.



Graphic 3-7 iPhone App

STRATEGY 3.5.2 SUMMARY

Strategy	Expand Smartphone Application
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	Dependent on Implementation Level
Implementation Party	PTS and Development Office
Administrative Issues	Coordination with Outside Agency
Other Benefits	Increased Awareness, Increased Safety

3.5.3 CREATIVE MARKETING CAMPAIGNS

Enhancement to Existing Strategy: UT may work with student groups on campus to develop and implement creative marketing campaigns to encourage walking, bicycling, and use of transit to travel to and within the UT campus. UT may consider a contest for student groups to develop the most creative or innovative campaign. The winning campaign may receive funding to implement the program. In addition to creative campaigns, PTS should continue and expand regular marketing efforts, including: presenting at fairs, developing pamphlets and informational flyers, working with departments and student groups, participating in national and local “days” (bicycle to work day, clean air days, etc.), and conducting other marketing efforts.

STRATEGY 3.5.3 SUMMARY	
Strategy	Creative Marketing Campaigns
New vs. Enhancement	Enhancement
Parking Demand Reduction Potential	Low
Cost	\$10K - \$20K
Implementation Party	PTS
Administrative Issues	Coordination with Student Groups
Other Benefits	Increased Awareness

3.5.4 PERSONALIZED MARKETING PLAN

Proposed Strategy: UT PTS may implement marketing strategies that directly target individuals to shift their travel mode from single-occupant vehicle travel. This strategy can be implemented in varying degrees, from minimal effort/cost to a greater degree of effort/cost. Listed below are potential elements of the marketing plan. To provide a comprehensive plan, PTS should consider implementing a majority of the strategies listed below.

- Identify student groups as volunteers – these volunteers will target freshmen dormitories to provide one-on-one guidance on commute options and be a resource throughout the year
- Expand One-on-One Guidance – this program can be expanded to be run by a staff member of PTS and provide broader coverage beyond student dormitories (e.g. faculty/staff at each department, off-campus housing, graduate students, etc.). Guidance will include assistance in finding a carpool or vanpool match if requested.
- Offer Bicycle Buddies – work with student groups or solicit individual volunteers to become bicycle buddies to new commuters. The bicycle buddy will assist the new commuter on bicycle purchase, safety and bicycle parking tips and determining the best commute route, and accompany the new commuter on his/her first ride to campus. Bicycle buddies will receive prizes for participation.
- Develop a commute club program – This club would offer membership to those who promise not to drive to campus. Members are restricted from purchasing permits and are entered into monthly drawings. Members receive referral bonuses if they encourage friends to join.

STRATEGY 3.5.4 SUMMARY	
Strategy	Personalized Marketing Plan
New vs. Enhancement	New
Parking Demand Reduction Potential	Low - Medium
Cost	\$10K - \$20K
Implementation Party	PTS
Administrative Issues	Coordination with Student Groups
Other Benefits	Increased Awareness, Increased Safety, Reduced Commute Costs

Phasing and Monitoring Plan

4. PHASING AND MONITORING PLAN

The phasing and monitoring plan for the TDM program provides a framework for implementation and continued success of the recommended TDM strategies.

4.1 PHASING PLAN

The phasing plan is broken down by short term (one to two years) and mid-term (two years plus). Short term strategies are those that can generally be implemented immediately. Most short term strategies require continued involvement after the first two years. Mid-term strategies are those that may require a great lead time or coordination prior to implementation. Most mid-term strategies require continued involvement after its initial implementation. We estimate that implementation of the short term TDM strategies would increase expenditures from \$5.3M⁸ to \$5.7M, an 8% increase. We estimate that implementation of the mid-term TDM strategies would generate revenue of \$1.3M to \$2.1M (mainly due to the parking pricing strategy). This additional revenue will reduce the TDM expenditures (of \$5.3M - \$5.7M) by 25% to 40%.

4.1.1 SHORT TERM (ONE TO TWO YEARS)

- Create a TDM Committee to ensure implementation of phasing plan. The committee will oversee coordination, implementation, and marketing of the TDM program. The committee will also oversee the monitoring plan discussed in the subsequent section.
- Implement transit strategies:
 - Support for installation of GPS Tracking Systems on all shuttles
 - Support for City's plans for a light rail system
 - Shuttle analysis/consolidation
- Implement bicycle strategies:
 - Additional racks and lockers for bicycles
 - Bicycle repair access and education enhancements
 - Long-term parking for bicycles

⁸ Based on Existing Conditions Memo, Fehr & Peers, 1/10/12 and discussions with PTS.

- Implement commute strategies:
 - Car share enhancements
 - Guaranteed Ride Home enhancements
 - Vanpool usage support
- Implement other strategies:
 - Overall marketing (website improvements)
 - Expand smartphone application

4.1.2 MID-TERM (TWO TO FOUR YEARS)

- Implement transit strategies:
 - Continue implementation of strategies identified in the short-term phase
- Implement bicycle strategies:
 - Continue implementation of strategies identified in the short-term phase
 - Short term bicycle share program
- Implement pedestrian strategies:
 - Improve campus mobility for pedestrians and bicyclists
 - Annual monitoring and outreach efforts
 - Nighttime safety service
- Implement commute strategies:
 - Continue implementation of strategies identified in the short-term phase
 - Priced and variable priced parking
 - Carpool social network
- Implement other strategies:
 - Continue implementation of strategies identified in the short-term phase
 - Personalized marketing plan
 - Creative marketing campaigns

4.2 MONITORING PLAN

The TDM Committee may monitor transportation measures and programs on an annual basis to determine the success of the programs and to make decisions about the allocation of resources or changes in the services that may be needed to better address the needs of the University. The monitoring program should evaluate the success of the TDM Program by tracking key metrics and comparing to the existing conditions as documented in this study. These metrics may include: (1) drive-alone rates; (2) parking occupancy; (3) transit ridership; and (4) bicycle counts.

The following steps should be taken on an annual basis:

- Conduct annual campus traffic counts to evaluate the number of vehicles entering and exiting campus (traffic count locations to be determined by the TDM Committee)
- Conduct annual parking occupancy counts
- Conduct bicycle rack utilization survey (as discussed on strategy 3.2.1)
- Enhance existing mode share survey to include qualitative questions on TDM program success/failures and suggestions for improvements; have survey provide a broader coverage; report results for students and faculty/staff separately to identify unique travel behaviors.
- Submit an annual TDM monitoring report to document the results of the above steps
 - The TDM monitoring report may be a stand-alone report or integrated into the PTS annual report.
 - The TDM monitoring report will also provide a status of implementation of each recommended TDM strategy.
 - The TDM monitoring report will be administered by the TDM Committee and submitted to Campus Planning annually.

APPENDIX A: 2009 TRANSPORTATION MODE SURVEY