

- Princeton University
Princeton, New Jersey

Parking and Transportation Master Plan

BACKGROUND

Princeton University retained the architectural firm Beyer Blinder Belle (BBB) to lead a team to prepare a new Master Plan for the Princeton campus. BBB subsequently retained CHANCE Management Advisors, Inc. (CMA) to develop the parking and transportation components of the Master Plan. Anticipating the construction of both academic and performing arts facilities, Princeton desired to obtain a better understanding of the effectiveness of existing parking and shuttle systems to meet future needs. Due to the University's location and surrounding neighborhoods, coordination of the transportation system with neighborhood groups was essential.

During the master planning process, CMA also performed numerous special analyses as issues arose. Campus-wide surveys, parking demand projections for specific projects, design issues, and coordination with the design team were part of this effort.

SCOPE OF SERVICES

The following tasks were included in the Master Plan and related assignments:

- estimation of future parking demand for all campus populations in order to forecast the necessary size of the parking and transportation system;
- development of a new parking location plan to maximize use of the existing parking supply and minimize walking distances to destinations;

- creation of route concepts for Princeton shuttle service to accommodate different access needs and changes during construction periods;
- development of long-term strategies to match needs for 20 years planning horizon, incorporating Transportation Demand Management programs to reduce single occupant vehicle trips;
- projection of parking capital construction costs, operating costs, and carbon footprint;
- recommendation of access control changes to encourage transportation mode shifts and forecast cost and benefits;
- preparation, implementation, and analysis of a campus-wide survey on parking, transportation, and commuting behaviors;
- assistance with the reorganization of parking and transportation functions at Princeton, bringing state-of-the-art management and information processes to these functions.

RESULTS

The Master Plan has been adopted by the University Trustees. It received the Honor Award from the Society for College and University Planning for an established campus plan. CMA's work is ongoing, focused on contracting for a service provider for the new transit system, implementing the TDM plans, and developing a new allocation system.



Review of Parking and Transportation System

Projection of Future Parking and Transportation Needs

Development of Access Management Strategies

