

# Critical Analysis of Parking and Transit Alternatives

## *Analysis of Proposed Parking and Transportation Alternatives*

## *Recommendations for Future Parking and Transportation Systems*

## *Financial and Land Use Feasibility Analysis*

### **BACKGROUND**

The University of Kansas (KU) developed a comprehensive physical development plan to guide the University for twenty years. As part of the planning effort, the Physical Development Planning Task Force recommended that an outside consultant review campus transportation systems in order to have transportation concepts incorporated into the physical development plan, and a consultant was retained for that purpose. Prior to the conclusion of that effort, the Parking Department at KU retained a different firm to study parking on campus and to develop strategies that would address parking needs. Both reports were issued at the same time. Since each consulting firm was given its own "mission" -- one to look at transportation and the other to look at parking -- neither report recognized or integrated the systems that were the subjects of the other.

It became apparent on campus that there existed two general schools of thought on how to provide and enhance access to and within the campus. One side favored expanding the transit system on campus, while the other recommended building more garages. Supporting either option would have far reaching consequences for the University. It was finally decided by the Chancellor that an independent consultant with experience in both parking and transportation on university campuses should be retained to evaluate the two reports and recommend a course of action to the University.

### **SCOPE OF SERVICES**

*CHANCE Management Advisors, Inc. (CMA)* was retained to review the reports and identify which transportation (transit) and parking solutions were most feasible in terms of land use, aesthetics, and likely community compliance.

In addition, *CMA* was asked to identify the financial impact of the recommended transportation and parking solutions on the faculty, staff, and students at KU.

*CMA* interviewed representatives from 20 campus departments and organizations, and analyzed the final reports and backup technical memoranda produced by the previous consultants. As part of the analysis, *CMA* compared costs and operating characteristics presented in the reports to the experience of other universities with which *CMA* has worked.

### **RESULTS**

*CMA* presented recommendations to the Chancellor and the administration in ten specific areas:

- continued development of structured parking;
- establishment of a circulating campus shuttle system;
- controls and access to the main campus;
- establishment of a parking allocation system on campus;
- initiation of a more "market based" parking rate structure;
- development of incentives for ridesharing;
- development of peripheral parking to be served by shuttles;
- improved parking opportunities for commuter students;
- coordination of all access related functions on campus; and
- consolidation of parking and transportation services into one operating entity.

In addition, *CMA* specified many of the next steps that should be taken to implement these recommendations. These steps included obtaining better financial projections for both parking and transportation system costs. The University of Kansas administration accepted the recommendations and is now working on the implementation of them.

