

- University of Kansas
Lawrence, Kansas

Critical Analysis of Parking and Transit Alternatives

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, 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. Ultimately, the University of Kansas administration accepted the recommendations and has begun implementing them.



*Analysis Proposed
Parking and
Transportation
Alternatives*

*Recommendations for
Future Parking and
Transportation System*

*Financial and Land Use
Feasibility Analysis*



Parking ■ Transportation ■ Access Management

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