Meeting Synopsis

1. Call to order
2. Review and approval of the minutes from February 7, 2019
3. Chair’s remarks
4. Discussion of GPSS sustainability resolution and vote on endorsement
5. Annual transportation services update – Anne Eskridge and Lori Smith
6. Good of the order
7. Adjourn

1. Call to order

The meeting was called to order at 10:00 a.m.

2. Review and approval of the minutes from February 7, 2019

The minutes from February 7, 2019 were approved as written.

3. Chair’s remarks

Borys, the chair, attended the January Space Advisory Committee meeting. The committee discussed the backfill of available space of South Campus buildings once the Population Health building is occupied. The Health Sciences Deans were charged with the backfill study; the Space Advisory Committee has forwarded their plan, along with a variation for one part of it, to the Provost for his approval/final decision.

The chair spoke with the chair of the Faculty Council on Women and Academia about renovations to Laurel Village daycare. They also spoke about how the University ensures wellness rooms are included in new capital development projects. Lou Cariello, Vice President of Facilities, commented that Facilities is committed to making standards and guidance to include features that the University values (wellness rooms, sustainability, etc.). Both Mike McCormick, Associate Vice President of Facilities, and Cariello noted that they are committed to including such features unless budget or other priorities get in the way.

The chair attended the Architectural Commission meeting where preliminary concepts for Founders Hall (including landscape) were reviewed. The building will increase in size, but the footprint will not change.

4. Discussion of GPSS sustainability resolution and vote on endorsement

The chair noted that the Faculty Senate Chair, George Sandison, requested that FCUFS review the joint resolution from ASUW and GPSS and determine whether this resolution should receive an endorsement
from the Senate. Several members acknowledged that they were pleased to see a resolution around sustainability from the students. Cariello and McCormick also agreed that the resolution aligned well with the direction Facilities is heading.

A member moved that the council forward the resolution to the Senate Executive Committee. The motion received a second. Members discussed the resolution elements and the lack of specificity in the request. Some members were concerned that the request was not specific enough. Other members responded that this resolution indicates the need for a strategic plan and makes sustainability a key initiative (a strategy used for Population Health). Angelia Miranda, ASUW Director of University Affairs, explained that the resolution is broad, but the intention (spirit of the resolution) is that students want to work with faculty and the administration to refine the details and develop an implementation plan.

The council voted to approve that the resolution be endorsed by the Faculty Senate.

5. Annual transportation services update – Anne Eskridge and Lori Smith

Anne Eskridge, Director of Transportation Services, and Lori Smith, Communications and Marketing Manager for UW Facilities, provided a UW Transportation Services (UWTS) update using a PowerPoint (Exhibit 1). Smith also demonstrated the website redesign (https://transportation.uw.edu/). A member asked about website accessibility. Both Eskridge and Smith responded that accessibility was a priority in the redesign. The member also asked about accessible parking. Smith demonstrated where to find this information on the website. McCormick further responded that Facilities is working with an outside contractor to survey accessibility roots (from parking spaces to end destinations). Another member asked about University signage to the light rail. Eskridge responded that that is a gap that UWTS is working on.

A member asked for further clarification around removing a late fee associated with citations. Eskridge responded that late fees did not effectively pressure folks to pay their citation. Instead, it created more confusion.

A member asked what revenue streams support older parking structures that will need repairs in the near future. Eskridge responded that people who pay to park their vehicle on campus are the primary revenue stream, but they can only support so much of the associated maintenance cost. Aging infrastructure is an issue that the University must address. Parking spaces will be consolidated under the Campus Master Plan.

Another member asked why the U-PASS works with the Kitsap ferry system but not the Washington State Ferry system. Eskridge responded that Washington State Department of Transportation’s software does not interface with U-PASS. It is also very expensive to use the ferry.

6. Good of the order

Nothing was stated.

7. Adjourn

The meeting was adjourned at 11:35 a.m.
Minutes by Lauren Hatchett, lehatch@uw.edu, council analyst

Present:  
**Faculty:** Ann Marie Borys (Chair), Rich Christie, Ashley Emery, Murray Maitland, Giovanni Migliaccio, Laura Little, Bill Rorabaugh  
**Ex-officio reps:** Alena Wolotira, Angelia Miranda, Bruce Balick  
**Guests:** Mike McCormick, Anne Eskridge, Lori Smith

Absent:  
**Faculty:** Jan Whittington, Ann Mescher, Bill Erdly  
**President’s designee:** Lou Cariello  
**Ex-officio reps:** JoAnn Taricani, John Carroll, David Tomporowski

Exhibits

Exhibit 1 – UWTS FCUFS 2019.pptx
Transportation Services
2019 Annual Update
Agenda

- New Web Site Rebuild Successful
- PayPerUse Parking - PPUP Launches
  - UW Tower Garage – March/19
- WAC Changes Proposed [Requires BOR Approval]
- Citation Charges Increased [Requires BOR Approval]
- Parking Modernization Updates
  - LPR – License Plate Recognition
  - Mobile Pay
  - FLEX/Permit Update
- Fleet & Shuttles [Internal and External MOU]
  - UW Laundry Return
  - SCCA Shuttle Contract
- Parking & U-PASS Rate Changes Proposal
  - In development
  - Implementation 1/2020 or 7/2020
Building a new website

Project staff
Andy Krikawa, Web Information Specialist
Jeanna Vogt, Senior Web Developer
Lori Smith, Communications & Marketing Manager

Project sponsor
Anne Eskridge
Director of Transportation Services
Where we started

> Popular site, but ...
  - 21,000 users/month
  - 200,000 users/year
  - 38% on mobile devices

> Content issues
  - Confusing structure with too many pages, difficult for customers to navigate
  - Didn’t match UW theme

> Technical issues
  - Software platform outdated & unsupported
  - Not optimized for mobile
  - Search didn’t work

Exhibit 1
What customers were saying

“The website is a real challenge to navigate. The information is there, but there are so many places to click and work through to get information.”

“Website is a confusing morass. Really hard to get answers online.”

“Their online documentation is abysmal, it's impossible to find a phone number to talk to an actual person.”

“It's hard to find information I need on the website. Information about employee parking is buried. I often have trouble finding instructions and guidelines about ICTs.”

- quotes from 2017 TAP survey
Customer research

- 2017 TAP survey
- Committee feedback
- Site analytics
- Survey of current site users in early June
  - 170 responses in 2 weeks (2/3 were faculty/staff)
  - Questions focused on usability and customer satisfaction
  - Results helped guide design & set baseline for post-launch metrics
  > For ex., we ranked 94% on trust but only 66% on discoverability
  > Differences based on customer profile emerged:

Did you find what you were looking for today?

<table>
<thead>
<tr>
<th></th>
<th>Students</th>
<th>Faculty/Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50%</td>
<td>78%</td>
</tr>
<tr>
<td>No</td>
<td>50%</td>
<td>22%</td>
</tr>
</tbody>
</table>
**Internal stakeholders**

> A dozen plus TS employees spent months giving detailed feedback:
  > Card-sorting & content audit
  > Customer personas
  > Content page edits
  > Forms overhaul

> Plus:
  > Monthly status updates w/ TS leaders
  > Early previews with U-PASS Advisory Board & UMAC
Customer personas

> Core 4:

> New UW student
> New UW employee
> Current student/staff
> Visitor

> Supporting personas:

> Carpooler
> Bike commuter
> Department administrator
> Hiring manager
> Construction coordinator
> Guest speaker
> Campus picker-upper
Technical updates

> **Customer-focused design**
  > Cross-site search between Transportation & other Facilities sites
  > Responsive mobile-friendly pages
  > Content organized by user path
  > Easy to remember URL
  > Custom icon set gives visual clues
  > Maps & forms linked in multiple places

> **Integrated with other UW sites & databases**
  > “My Products” connects UW NetID with TS Wheels database
  > UW-IT’s Person Web Service allows form auto-completion
  > Boundless theme implemented across site for first time
  > Parking events calendar now uses Trumba

> **Behind-the-scenes improvements**
  > Forms overhaul streamlines process & reduces rework for sales staff
  > New doctypes allow updates in one place to appear all over
User testing

> One-on-one user testing in November

  > 4 staff, 3 students, 2 visitors

  > 45-minute sessions, tasks tailored to each persona

  > Reviewed and documented 7 hours of test video
BEFORE AND AFTER

Home page
BEFORE AND AFTER
BEFORE AND AFTER

Exhibit 1

Department parking products order form

Orders take up to five business days for processing (1-2 days for a rush order), longer at the start and end of each quarter. If your department has immediate parking needs, consider arranged parking. (Link opens in a new tab)

For assistance or feedback, contact Transportation Services at ucommute@uw.edu or 206-221-3701.

Choose your products:
- Out of area permits
- Validation coupons
- Department commuter tickets
- Short term permits
- Recipients

Additional information
BEFORE AND AFTER

Mobile views

Home page
Mobile menu
Content page
BEFORE AND AFTER

Mobile views

Home page  Mobile menu  Content page
LIVE DEMO

LET’S GO POKE AROUND A BIT

> Homepage (link)
> My Products (link)
> Faculty/Staff (link)
> ICT reorder (link)
> Maps (link)
> Search
PayPerUse Parking – PPUP Launches

- 4545 Garage – Wells Fargo Building
  - [N27/N28/N29] – Nov/18
- UW Tower Garage
  - [W45/W46] - March/19
PPUP Evaluation

What went well
- Tabling/communication with permit holders
- Onsite staff during first days of transition
- Post transition follow up for customers who still needed to make decisions
- Providing options to customers who parked for free and now must pay for the time parked
- Worked with enforcement to strategically monitor/stand down during the transition & reassured customers that we were here to help

Challenges during transition
- Hesitancy and complaints with change. Talking points prepped - used for E12 transition
- Holding tabling sessions in spaces that didn't disrupt the office space
- S&A staffing levels onsite along with providing the proper level of service in the main office
- Lingering technical questions, about the rolling garage door
- Elevator in UW-IT building and not technically part of the garage.
  This impacted access times to the elevator for non-UWIT permit holders and loading zones users

Remaining Challenge
- Access to SW pedestrian door. S & A working with TS Maintenance, UW-IT, and lock shop for resolution
Clarifying language for bicycles, e-bikes, and scooters

Previous versions did not address the growing use of electric assisted bicycles and scooters and the changes in rules regarding their use.

- How are they defined?
- What is a motor vehicle, what is not?
- Where they can travel?
- Where they can be parked?
- Can they be cited?

Clarifying rules for ADA

Clarifying language to reflect that all persons parking on campus requires a permit even those persons parking in a disability designated space; no matter if you have a state issued disability placard or license plate.
Why we are removing listed fees from the WAC

Combining the approval process for both citation fines and parking fees into the rate approval process simplifies the approval process and aligns all rate changes to be submitted as part of the same process and timeline.

Appeal and payment processes made easier

The ability to pay and appeal citations online using web based technologies has streamlined the process and the WAC language is updated to reflect these changes.
Technology is changing how we manage parking

New definitions for LPR, AVI, and mobile phone applications are being rolled out on the Seattle Campus and the WAC language is updated to include these new technologies.

WAC 478-116-191 Regulatory signs, markings, barricades, etc.
(2) No one without authorization from transportation services or UWPD shall move, deface, install/erect or in any way change a sign, barricade, structure, marking, or direction that regulates traffic or parking.

WAC 478-116-321 Use of recalled, revoked, lost, stolen, or forged/altered permits prohibited.
(1) Vehicles displaying parking products that have been recalled, revoked, forged, altered, or reported lost or stolen will be subject to a citation and may be immobilized or impounded on sight.

WAC 478-116-335 Discount language removed
If a parking citation is paid within twenty calendar days, the citation fine shall be discounted according to the amounts listed in WAC 478-116-325.
CITATION INCREASES ARE COMING

How UW Compares with Peer Institutions

<table>
<thead>
<tr>
<th>Category</th>
<th>UW</th>
<th>USC</th>
<th>UCLA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor - Parked in the Wrong Area (Out of Area)</td>
<td>$20</td>
<td>$50</td>
<td>$68</td>
</tr>
<tr>
<td>General - No Valid Permit</td>
<td>$40</td>
<td>$50</td>
<td>$68</td>
</tr>
<tr>
<td>Major - Obstructing Traffic, Ped Walkway or Parked Reserved Stall</td>
<td>$60</td>
<td>$60</td>
<td>$68</td>
</tr>
<tr>
<td>Serious - Parked in ADA / Forged Permit</td>
<td></td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Late Fee</td>
<td></td>
<td></td>
<td>$25</td>
</tr>
</tbody>
</table>

University of Washington citation amounts for minor parking offences is far below our peer institutions.
University of Washington citation amounts for minor parking offences is far below what is levied in the surrounding area’s by the City of Seattle.
## 2019 Proposed Citation Fines

<table>
<thead>
<tr>
<th>Offense Category</th>
<th>Applicable Violations</th>
<th>Maximum Citation Fine</th>
<th>+5% increase</th>
<th>+10% increase</th>
<th>+15% increase</th>
<th>+25% increase</th>
<th>City of Seattle +/- (%) compared to UW</th>
<th>Proposed Fee</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor</td>
<td>Permit not registered to vehicle; Parking outside of area assigned by permit; Improper display of permit.</td>
<td>$20</td>
<td>$21</td>
<td>$22</td>
<td>$23</td>
<td>$25</td>
<td>$47</td>
<td>$47</td>
<td>135%</td>
</tr>
<tr>
<td>General</td>
<td>No valid permit displayed, no valid permit for space or parking without making payment; Occupying more than one space; Parking at expired meter; Overtime parking.</td>
<td>$40</td>
<td>$42</td>
<td>$44</td>
<td>$46</td>
<td>$50</td>
<td>$47</td>
<td>$47</td>
<td>18%</td>
</tr>
<tr>
<td>Major</td>
<td>Obstructing traffic or pedestrian movements; Parking in restricted, prohibited, or non-parking areas.</td>
<td>$60</td>
<td>$63</td>
<td>$66</td>
<td>$69</td>
<td>$75</td>
<td>$60</td>
<td>$60</td>
<td>0%</td>
</tr>
<tr>
<td>Serious</td>
<td>Disability/wheelchair space violations; Use of revoked, stolen, forged, or altered parking products;</td>
<td>$300</td>
<td>$315</td>
<td>$330</td>
<td>$345</td>
<td>$375</td>
<td>$450</td>
<td>$450</td>
<td>50%</td>
</tr>
<tr>
<td>Late Payment Fee</td>
<td>Penalty for failure to pay fine, respond, or comply with final decision of the citation hearing office within time limits.</td>
<td>$25</td>
<td>$26</td>
<td>$28</td>
<td>$29</td>
<td>$31</td>
<td>$30</td>
<td>$30</td>
<td>20%</td>
</tr>
</tbody>
</table>

*The discount for paying within 20 days would be eliminated.*
Parking Modernization Updates
- LPR – License Plate Recognition
- Mobile Pay
- FLEX/Permit Update

Fleet & Shuttles [Internal and External MOU]
- UW Laundry Return
- SCCA Shuttle Contract

Parking & U-PASS Rate Changes Proposal
- In development
- Implementation 1/2020 or 7/2020

n·ta be·ne
verb FORMAL
observe carefully or take special notice (used in written text to draw attention to what follows).