



Unit Strategic Plan

Updated May 2020

Our Mission

As a unit within the division of Finance and Administration, and Auxiliary Services, Parking and Transportation Services (PTS) keeps the University of Idaho moving by facilitating a safe and efficient parking and transportation system. PTS strives for excellence in customer service and is committed to serving the University of Idaho by providing clear and informative communications, making sound financial decisions, and engaging with stakeholders as our campus adapts to changing needs and growth.

Our Vision

To become a campus where a personally owned vehicle is not required to meet commuter and campus resident mobility needs.

Our Values

We believe in a work environment and programs characterized by transparency, respect, integrity, fairness and consistency. We are problem solvers who believe in collaboration, teamwork, and personal commitment with focus on cost-effectiveness and fiscal responsibility, as we are financial stewards for our customers. We have respect and appreciation for the entire campus community and are dedicated to providing friendly, courteous, knowledgeable and specific customer service.

About our Department

WHO WE ARE – WHAT WE DO

The Parking and Transportation Services (PTS) team provides daily and long-term management and planning for the campus parking and transportation system. Our department involvement, investments, and operations are essential in keeping university functions moving smoothly. Our services impact the experience of every person on the University of Idaho (U of I) campus.

PTS annually administers parking for nearly 5,500 parking spaces, with surface parking lots making up approximately 44 acres of the campus footprint. This includes permit distribution, enforcement, and space allocation for the various parkers as well as event parking and transportation management. Our multi-faceted in-house maintenance program provides annual savings, as well as increased efficiencies and quality of work, with our team performing campus hardscape repairs including crack repair and sealcoating, parking lot striping, and thermal plastic application for crosswalks, and traffic and bike lanes. Additionally, PTS plays a critical role in the campus snow removal program, providing direct funding to Facilities Services as well as necessary equipment and labor for clearing of snow in all campus residential lots. Maintaining this critical university infrastructure for maximum safety and function for campus patrons is essential to fulfilling our mission of keeping U of I moving.

Management, promotion, and advancement of alternative transportation options is also conducted by U of I PTS. Efforts are focused on supporting, promoting, and growing personal, shared, local transit, and regional transit mobility options. We currently provide financial and substantive support for ride-sharing with Zimride, car-sharing with Zipcar, our local SMART Transit, regional transportation provided by the Dean of Students Holiday Break Bus and Northwestern Trailways, and personal transportation – walking and biking in our community and on campus. The Vandal Access service, providing on-campus transportation to individuals with mobility impairments is managed and funded by PTS.

Our unit is comprised of two divisions, field and office operations, and includes 12 full-time positions, augmented with additional temporary staff and student employees. As a unit within Auxiliary Services, PTS must be self-supporting, as we receive no general education funding. All PTS salaries, operating expenses, and parking lot maintenance are funded through permit, meter, event service, and enforcement revenue. In keeping with our commitment to excellent customer service, our financial model is to generate needed funding from sources including permits, meters, and event services (approx. 85% of revenue), and not rely on a set amount of annual citation revenue. Parking enforcement, a key activity of the field division and a necessary tool for parking system management, generates roughly 15% of PTS revenue annually.

The goals outlined in this document are not intended to be achieved within the current year, but instead serve as long-term goals for the future of campus parking and transportation on campus. The identified goals allow our team to focus our efforts and our discussions with campus and community partners and leadership on initiatives and actions that will help us achieve our vision.

U of I PTS is proud to serve our students and university community, and highly values and appreciates the campus and community partnerships we have that help us fulfill our mission to keep U of I moving.

Alignment with University Strategic Plan

As PTS focuses on our mission of keeping U of I moving, we align with the institutions strategic plan by supporting the collaborative teaching, research, outreach, and engagement initiatives by providing access and navigation for all campus patrons. As the U of I grows and PTS narrows in on our vision of becoming a campus where a personally owned vehicle is not required to meet commuter and campus resident mobility needs, our efforts will increase the attractiveness of our Moscow campus for prospective students.

Specifically, the key activities and mission of PTS correlate with Goal 4 of the U of I Strategic Plan, Cultivate: “improve efficiency, transparency and communication, and invest wisely in resources to enhance end user experiences.” Our contribution toward campus transportation infrastructure improvements and our plans for future expansion and enhancement of mobility choices outlined within this plan directly impact campus aesthetics and the first impression of visitors, a critical element in supporting our university mission and attracting new students to enroll at the U of I.

Our Goals

1. Customer Service: Transportation Goals

a. Public Transit & Shuttles

- i. Support increases in service and convenience of local and regional public transit
 1. SMART Transit
 2. Northwestern Trailways
 3. Dean of Students Holiday Break Bus
- ii. Explore and support shuttle services focused on:
 1. Evening campus transportation (safe ride program)
 2. Moscow-Pullman airport transportation
 3. WSU-UI transportation
- iii. Expand vanpool use by campus commuters

b. Personal Transportation – Biking and Walking

- i. Provide bike share program
- ii. Maintain adequate supply of bicycle parking inventory
- iii. Support pedestrian and bicycle connectivity and safety measures
- iv. Support maintenance of Paradise Path and the Bill Chipman Palouse Trail
- v. Promote and maintain pedestrian priority campus walkway
 1. Develop campus walkway vehicle access policies
 2. Improve campus walkway entry points to reduce vehicle entry

c. Alternate Transportation Incentive Programs

- i. Provide incentives for choosing alternative transportation (walk, bike, transit)
- ii. Implement emergency ride home program

2. Customer Service: Parking Goals

- a. Parking Space Availability
 - i. Aim for 85% lot utilization in commuter lots
 - ii. Aim for 90% lot utilization in residential lots

- b. Permit Affordability
 - i. Maintain a low-cost perimeter parking option
 - ii. Provide multiple permit options

- c. Technology
 - i. Parking space availability apps
 - ii. Mobile payment for meters
 - iii. Expanded online permit availability for short and long-term needs

- d. Parking Lot Maintenance & Improvement
 - i. Achieve and maintain a pavement condition index (PCI) rating of 55 or above for paved parking lots
 - ii. Improve gravel parking lots: lot 14, lot 38, lot 57