Implementation Plan for College Parking Management Plan
August 26, 2013*

Background

Saint Mary’s College currently has two active parking plans that were developed with assistance from Walker Parking Consultants and finalized in September 2012. Both plans are on file with the Town of Moraga as a condition of approval for the Athletics Corridor Project located at the front of the campus.

The special event traffic and parking plan memorializes existing procedures to park cars and direct traffic during major events on campus. Examples of major events include commencements, men’s basketball games and college fairs.

The parking management plan is designed to address the College’s current and future parking challenges. The plan indicates that the College has approximately 2,100 parking spaces with an additional 130 spaces at the Rheem Campus. The plan also details current parking policies and challenges.

The major parking challenge facing the College is that parking lots on campus are at 90% capacity during the week at peak mid-day hour (noon to 1:00pm), with most non-residential lots at 100% capacity and most residential parking lots at less than 90% capacity. This level and distribution of parking capacity is inefficient in that it causes drivers to expend too much time hunting for open parking stalls.

The parking management plan commits the College to improving this situation through the expansion of parking and the consideration and implementation of several parking management strategies to promote the efficient use of existing parking. It also commits the College to consider and implement various transportation demand management strategies that promote alternatives to bringing single occupancy vehicles to campus.

One of the primary parking management strategies is the enforcement of existing parking policies and regulations. Recent correspondence from the Department of Public Safety represents a first step in this enforcement effort with residence, commuter and faculty/staff permit holders.

Consideration and ranking of various transportation demand management strategies in the parking management plan was undertaken with input from the College’s Campus Facilities Planning Committee (CFPC). The membership of the CFPC is comprised of faculty, staff and student representatives.

It should be noted that Walker Parking Consultants have recommended, and the CFPC has confirmed, that transportation demand management strategies will not be effective without the imposition of a parking fee system on campus. In addition, a parking fee will be necessary to fund the construction of a proposed parking deck over the large De La Salle Drive commuter parking lot located at the front of the campus. The parking deck
will be needed to replace parking lost on campus when the new Library and Learning Commons (to be located on the parking areas adjacent to Garaventa Hall) is constructed (groundbreaking tentatively targeted for June 2017).

The imposition of a parking fee system will therefore coincide with the start of construction of the proposed parking deck. The parking deck needs to be in place and operational when construction is planned to start on the new Library and Learning Commons in June 2017.

Implementation Plan Goals and Monitoring

The implementation plan shall be focused on achieving two goals over time. The first goal of the implementation plan shall be to reduce the average occupancy of non-residential parking lots during the week at the peak mid-day hour (noon to 1:00 pm) from 100% to 95% by November 15, 2017 with a longer term by goal of 90% occupancy, while at the same time increasing the average occupancy of residential parking lots during the week at the peak mid-day hour (noon to 1:00 pm) to 90% capacity by November 15, 2017 with a longer term goal of 95% capacity. Monitoring of the implementation plan for this goal shall occur through annual vehicle counts of every campus parking lot at the peak mid-day hour (noon to 1:00 pm) during a consecutive three day period (preferably Tuesday, Wednesday and Thursday) between October 15th and November 15th. The monitoring program shall begin during 2013.

The second goal is to achieve and maintain an average of 1.3 occupants per vehicle during the afternoon peak period (3:00 pm to 6:00 pm) by November 15, 2017. Monitoring of the implementation plan for this goal shall occur through annual vehicle counts at the entrance of the campus at the afternoon peak period (3:00 pm to 6:00 pm) during a consecutive three day period (preferably Tuesday, Wednesday and Thursday) between October 15th and November 15th. The monitoring program shall begin during 2013.

The Buildings and Grounds Committee of the Board of Trustees shall provide oversight of the implementation plans on behalf of the Board of Trustees.

Parking and Transportation Demand Management Strategies

The following ten (10) parking and transportation demand management strategies will be implemented as indicated below.

1. Increased enforcement of existing parking regulations shall commence on March 1, 2013 and shall include a focus on employees and students who have numerous outstanding citations and on “Inappropriate Lot” violations.
2. All employees and students will be required to obtain current parking permits by September 1, 2013 so that the College gains an accurate count of permits issued and can eliminate duplicate permits.
3. Increase efforts to publicize the College’s “Gael Ride” and “Gael Rail” free public transit ride programs for enrolled students effective September 1, 2013 as well as to fund the costs associated with additional ridership.

4. Offer an IRS Section 132 program effective January 1, 2014 so that employees can purchase transit passes utilizing pre-tax dollars through payroll deductions.

5. Provide additional bicycle racks at varied campus locations effective July 1, 2015.

6. Implement a comprehensive fee for parking program for the campus effective July 1, 2016. The parking fee structure shall be utilized to fund the capital and operating costs associated with a planned parking deck over the De La Salle commuter parking lot, the capital and operating costs associated enforcement of a parking fee structure, and the costs associated with additional transportation demand management programs outlined below.

7. Offer free or subsidized transit passes to employees effective July 1, 2016.

8. Offer free or subsidized parking permits and/or preferential parking spaces to registered carpool and vanpools effective July 1, 2016.

9. Design, construct and open a parking deck over the De La Salle commuter parking lot by September 1, 2017. The parking lot shall be designed to, at minimum, replace the parking spaces lost to the construction of a proposed Library and Learning Commons.

10. Reinstate a car sharing program for employees and students effective September 1, 2017.

*Updated to reflect revised timeline for approval of campus master plan update by the Town of Moraga on or before December 31, 2015. Construction cannot begin on any new facility projects until after the campus master plan update is approved by the Town of Moraga.