

DEALING WITH DEMAND AT FSU

Moving People Out of Automobiles and into the Future



FSU TRANSPORTATION AND PARKING SERVICES

What We Do:

- Parking
 - Administration
 - Enforcement
 - Maintenance
 - Event and Visitor Parking
- Transportation Services
 - Seminole Express and Nite Nole
 - Nole Cab
 - SAFE Connection
 - Gotcha Ride
 - Zipcar
 - FSU Rideshare
 - GMG Transport
- System Planning



CHANGING TRANSPORTATION LANDSCAPE



The Opportunities:

- More Students Living Near Campus
- Additional Businesses and Amenities
- Greater Sense of Community

The Challenges:

- More Traffic (Cars, Bikes, and Pedestrians)
- Less Parking
- Neighborhood Connections
- Finding Funds for Needed Improvements

The Solutions:

- Pricing Parking Appropriately
- Allocating Parking Appropriately
- Growing and Supporting Other Forms of Transportation

FIRST, DEAL WITH PARKING...

- We Need to Recognize We have a Parking Demand Problem
- Adding More Parking isn't a Solution – It Makes the Situation Worse
- So, What Can We do?
 - Price Parking Appropriately
 - Make Parking More Self-Supporting
 - Free Up Funds to Support Other Forms of Transportation
 - Manage Parking Demand Better – Improve Allocations
 - Prioritize Other Transportation Options
 - Improve Marketing and Communications
 - Make Investments in New Technologies



MODERNIZE THE PARKING SYSTEM



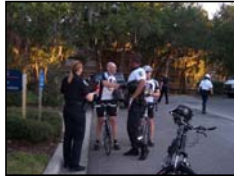
- The Existing System isn't Sustainable
- Steps to Modernizing Campus Parking:
 - Increase Parking Fees to Existing Markets
 - Different Prices for Commuter and Resident Students
 - Consider Daily and Demand Based Pricing
 - Adjust Allocation Strategies:
 - Limit Student Parking Permit Sales
 - Reduce Overall Permits Available
 - Limit Number of Residential Permits Available
 - Prioritize Students Living Further from Campus
 - Limit the Number of Permits Available to Freshmen
 - Move to a Lot Specific Permit System
 - Improve Predictability and Limit Flexibility
 - Improve Technology, Enforcement, and Communications
 - Provide Flexible Parking Options

IMPROVE CAMPUS TRANSIT

- Campus Transit ITN
- Upgrade the Bus Fleet – Move to Electric
- Improve Information Available to Riders
 - Upgraded Tracking System
 - Automatic Passenger Counts
 - Variable Message Signs at Key Stops
 - Better Communication of Routes and Services
- Provide Amenities to Riders
 - Wi-Fi
 - Smartphone Charging
 - Better Bus Stops
 - Improved Accessibility for Riders with Physical Challenges
- Expand Seminole Express and Nite Nole Service Area
- Improve Customer Experiences



SUPPORT CAMPUS BIKING



- Reduce Parking and Traffic in the Campus Core
 - Prioritize Bikes and Pedestrians
- Add More Bike Parking with Better Amenities
- Increase Number of Bike Lanes/Paths
- Improve Connections to the Community
- Provide Bikeshare Program on Campus
- Improve Safety
 - Increase Enforcement of Speed Limits
 - Designate Dismount Zones in Core
 - Change Bike Enforcement
- Foster a Culture of Biking

MAKE WALKING SAFER



- Monitor and Reduce Campus Traffic
 - Monitor Vehicle Speeds and Target Enforcement
- Improve Crosswalk Markings, Signage, and Signals
- Improve Sidewalks and Paths
- Improve Connections to Neighborhoods
- Upgrade Campus Wayfinding
- Make Campus Safer:
 - Improve Lighting
 - LPR Cameras in Garages
 - More CCTV Cameras
 - Visible Security Presence

EXPAND AND IMPROVE OTHER SERVICES

- Increase Utilization of FSU Rideshare
 - Supports all Forms of Transportation
- Improve SAFE Connection Service
 - New Vehicles
 - Better Accessibility
 - Incorporate New Tracking Systems
- Grow Zipcar and Nole Cab
- Expand Transportation Options Between Tallahassee and Other Florida and South Georgia Locations
- Expand Campus Cart Services and Improve Accessibility
- Faculty/Staff On-Demand Campus Transit



IMPROVE MARKETING OF OTHER FORMS OF TRANSPORTATION

- Prioritize Other Transportation Options
 - Update Website and Apps to Encourage Better Transportation Choices
 - Explain the Benefits of Not Driving – Find the Message that Works
 - Financial Concerns
 - Environmental Issues
 - Personal Health
- Expand Reach to Every Student and Their Parents
- Improve Coordination with Other Campus Groups and Organizations
- Increase the Frequency of Messages
- Change the Perception of Transit, Biking, and Walking



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