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Getting to YES for Parking Cash Out Programs



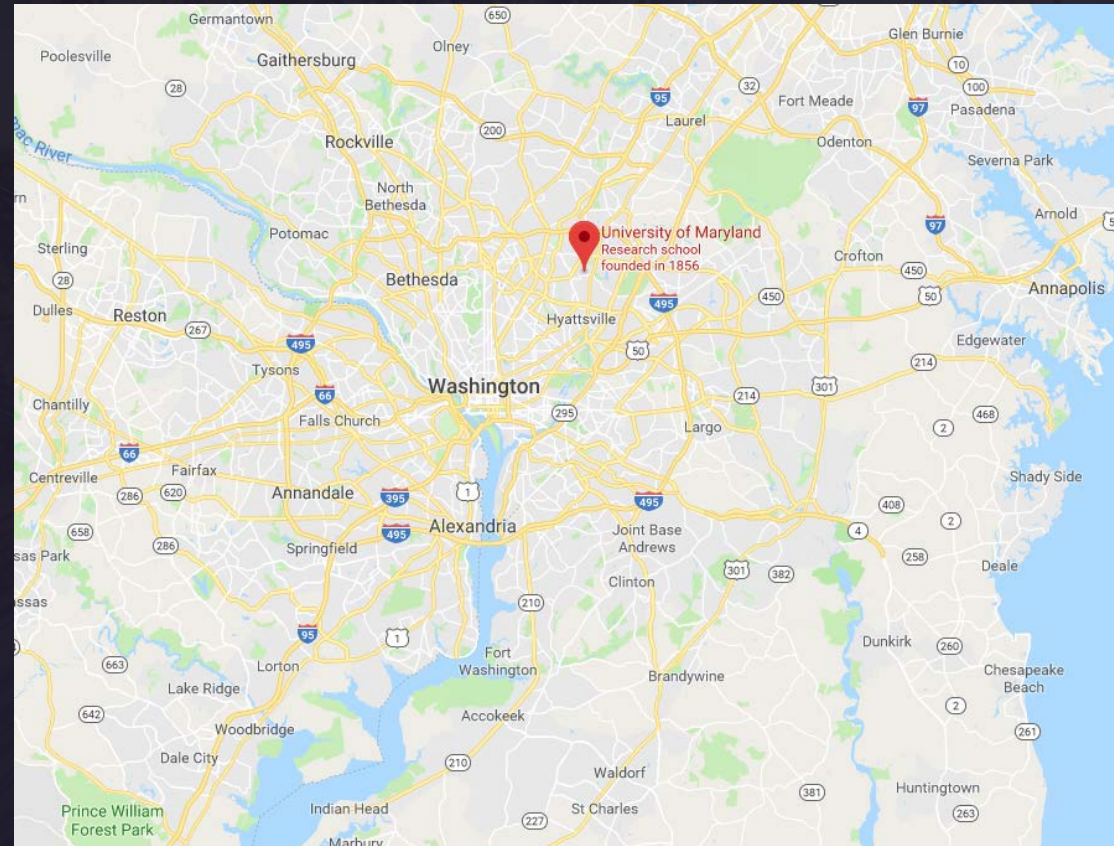
University of Maryland, College Park

- Flagship institution of the University System of Maryland
- Located approximately 4 miles from the northeast border of Washington, DC
- 10,000 Faculty and Staff
- 39,000 Students



Transportation & Parking

- College Park – University of Maryland Metro Station
- MARC Train Commuter Rail Station
- Shuttle-UM
 - 3.5 million riders annually
- 17,805 Parking Spaces
- Parking Permits
 - 6,922 Faculty/Staff
 - 13,935 Student

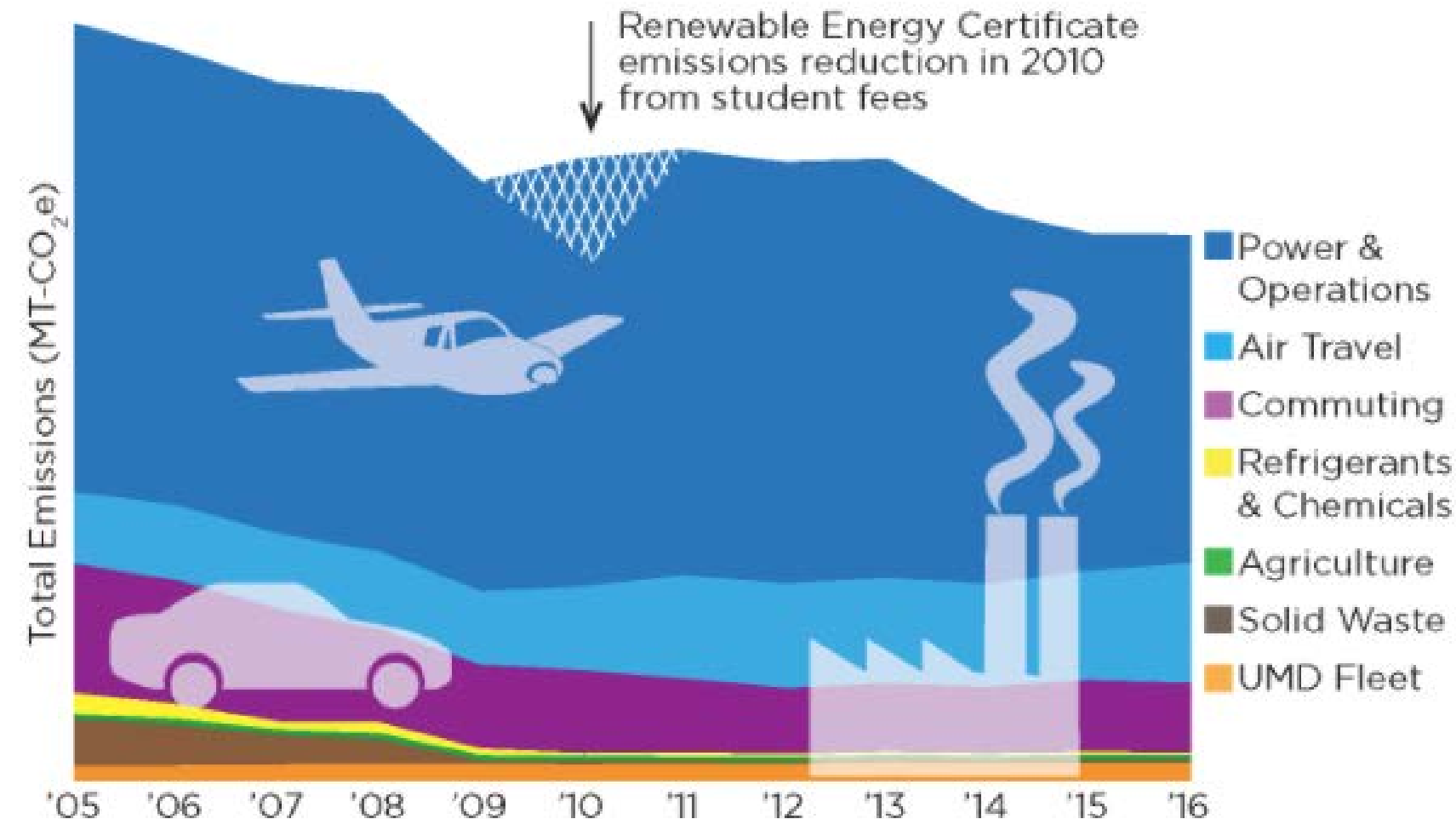




Project	Parking Spaces Lost
BIOENGINEERINGA. JAMES CLARK HALL	192
HOTEL AT UMD	61
UTILITY PROJECT	63
HUMAN PERFORMANCE & ACADEMIC RESEARCH FACILITY	984
TENNIS COURT RELOCATION	360
IRIBE CENTER FOR COMPUTER SCIENCE & INNOVATION	352
INNOVATION DISTRICT	563
PURPLE LINE	550
TOTAL PARKING LOSS	3,125

Climate Action Plan

UMD CARBON EMISSIONS BY SOURCE



The university will reduce its energy consumption, design energy efficient buildings, institute conservation efforts, measure building energy performance, and increase its use of renewable energy to **reduce greenhouse gas emissions 50% by 2020 and achieve carbon neutrality by 2050.**



SMART COMMUTE

Rethink your ride.

- UMD Smart Commute is all about how to get to, from and around UMD in a way that saves money, time and the planet. Biking, transit, walking and ridesharing are all healthy transportation options that take the stress out of your commute.
- **Program Goal:** to provide campus faculty, staff, students and visitors with options and incentives that encourage the use of sustainable transportation to reduce the number of single occupancy vehicles coming to and parking on campus.

UMD Smart Commute Incentives

- Pre-tax Transit Benefits
- Low Emission Vehicle Discount (20% off parking registration)
- Electric Vehicle Charging Stations
- Vanpool Start-Up Incentive
- Carpool Incentive (50% off parking registration)
- Guaranteed Ride Home
- Bike Commuter Incentive Program
- Parking Bundle Packs for Occasional Parking

Parking Garage v Parking Cash Out

Cost to Build a Parking Garage (Net 750 Parking Spaces)

Cost Per Parking Space	\$30,000
Number of Parking Spaces	900
Annual Maintenance & Security	\$450,000
Life of a Parking Garage	20 years
TOTAL COST	\$36,000,000

Cost of a Parking Cash Out Program

Cost Per Participant	\$500
Lost Parking Revenue Per Participant (average)	\$500
Number of Participants	750
Life of a Parking Garage	20 years
TOTAL COST	\$15,000,000

SAVE \$21 MILLION OVER 20 YEARS

Parking Cash Out

- Launch as a Pilot Program
- Limit to 100 Participants
 - Cost = \$50,000 direct incentive + \$50,000 lost parking revenue
- Participants must agree to give up parking registration for one year
- Upon agreement, participant will receive:
 - \$500
 - mBike annual membership
 - One parking bundle pack for occasional parking
 - Must log commute trips in RideAmigos/Smart Commute Platform
- If participant decides to purchase a parking permit during that year, an additional \$500 will be added to the cost of the permit

Parking Cash Out

- Currently working with Office of Comptroller and HR/Payroll to identify process to give employees \$500
- Currently working with Legal to develop an agreement that must be signed by participant
- Program launch = Summer 2018
 - Parking Permit year starts in late August/early September
 - Outreach to faculty/staff before permit year begins