Annual Report FY20

Parking Services
UNIVERSITY OF COLORADO BOULDER
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### MISSION

We provide solutions to access the University of Colorado Boulder campus.

### VISION

To provide the best first and lasting experience.
Parking financials  Six-year history
Parking financials

FY 19 Return per meter space (direct only)
- $0
- $500
- $1,000
- $1,500
- $2,000
- $2,500

FY 20 Return per meter space (direct only)
- 20% decrease
- $2,084

Revenue per permit space
- 20% decrease
- $1,637

Revenue per meter space
- 3% decrease
- $722

Return per permit space (direct only)
- 3% decrease
- $559

Parking financials
Effective parking lot management practices and initiatives have been established to enhance customer service and operational efficiency. Key accomplishments include:

**Culture**
- Updated events and enforcement job descriptions
- Enacted “Reasonable Suspicion” policy and training
- Held flagger training for event staff
- 12 newsletters to team
- New enforcement license plate recognition vehicle operational
- All department performance management plans in Cornerstone
- Implemented Teams and ServiceNow to improve communication and delivery of service
- Created and filled a customer service lead position

**Community**
- SEEL Lot transitioned to Pay-to-Park
- Built Lot 532 on East Campus
- Enacted “one-price” permit initiative
- Tiered student permit sale
- Expanded electric vehicle chargers
- Implemented early pay deduct for citations
- Lot-specific email communication
- Created and managed critical services employee permits in response to COVID-19
- Presented retiree permit strategy (1-, 3-, 5-year plans) and implemented virtual retiree permits

**Business**
- Pre-sold Tier 4 events
- Enacted new communications at customer service window
- Loaded T2 data in CU Data Lake
- 1135 Broadway converted to Pay-to-Park
- Monthly budget templates
- Began implementation of pretax permit deductions
- Transitioned to providing services remotely in response to COVID-19
- Took over ownership of all parking lots previously owned by Real Estate Services
- Completed all parking lot crack seal and patching in-house
- Completed all parking lot striping in-house
- Purchased Kubota to save on vendor costs for clearing small storms and hot spots
## Inventory

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total university</td>
<td>11,484</td>
<td>11,501</td>
<td>11,484</td>
</tr>
<tr>
<td>parking spaces</td>
<td></td>
<td></td>
<td>11,501</td>
</tr>
<tr>
<td>Parking Services</td>
<td>9,231</td>
<td>9,993</td>
<td>8% increase</td>
</tr>
<tr>
<td>controlled spaces</td>
<td></td>
<td></td>
<td>9,993</td>
</tr>
<tr>
<td>Permit</td>
<td>7,383</td>
<td>8,066</td>
<td>9% increase</td>
</tr>
<tr>
<td>Visitor</td>
<td>1,295</td>
<td>1,317</td>
<td>2% increase</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>266</td>
<td>283</td>
<td>6% increase</td>
</tr>
<tr>
<td>Service</td>
<td>148</td>
<td>194</td>
<td>31% increase</td>
</tr>
<tr>
<td>Loading</td>
<td>139</td>
<td>133</td>
<td>4% decrease</td>
</tr>
</tbody>
</table>
Infrastructure and capital projects

Direct unit cost per meter space

FY19: $546  
FY20: $447  
18% decrease

Direct unit cost per permit space

FY19: $169  
FY20: $163  
4% decrease
Enforcement

**Voids**

FY19: 3,970  
FY20: 3,209  
19% decrease

**Warnings**

FY19: 31,137  
FY20: 25,980  
17% decrease

**Citations**

FY19: 29,951  
FY20: 22,025  
26% decrease
Enforcement

Notifications

- **FY19**: 61,088
- **FY20**: 48,005
- **Change**: 21% decrease

Average percentage of time spent in the field

- **FY19**: 80%
- **FY20**: 74%
- **Change**: 6% decrease

Notifications per hour of field time

- **FY19**: 6.7
- **FY20**: 8.0
- **Change**: 19% increase

[Diagram with bars showing enforcement metrics for FY19 and FY20]
Events

Number of events

- FY19: 1,919
- FY20: 1,488

22% decrease

Revenue

- FY19: $1,262,065
- FY20: $1,208,453

4% decrease

Revenue per event (average)

- FY19: $658
- FY20: $812

23% increase
## Customer service

### Customer service calls

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls</td>
<td>21,519</td>
<td>22,189</td>
</tr>
</tbody>
</table>

3% increase

### Average call wait time

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1m29s</td>
<td>1m03s</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Jul 19</th>
<th>Aug 19</th>
<th>Sep 19</th>
<th>Oct 19</th>
<th>Nov 19</th>
<th>Dec 19</th>
<th>Jan 20</th>
<th>Feb 20</th>
<th>Mar 20</th>
<th>Apr 20</th>
<th>May 20</th>
<th>Jun 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls</td>
<td>2,312</td>
<td>3,788</td>
<td>2,155</td>
<td>2,051</td>
<td>1,363</td>
<td>1,428</td>
<td>2,247</td>
<td>2,722</td>
<td>1,753</td>
<td>733</td>
<td>715</td>
<td>922</td>
</tr>
<tr>
<td>Time</td>
<td>1:27</td>
<td>2:11</td>
<td>1:07</td>
<td>1:13</td>
<td>0:44</td>
<td>1:31</td>
<td>1:16</td>
<td>0:59</td>
<td>0:46</td>
<td>0:19</td>
<td>0:23</td>
<td>0:36</td>
</tr>
</tbody>
</table>
**Permits**

- **Faculty/staff permits**
  - FY19: 4,051
  - FY20: 4,187
  - 3% increase

- **Fall & academic year student permits**
  - FY19: 3,788
  - FY20: 3,568
  - 6% decrease

- **Temporary permits**
  - FY19: 24,947
  - FY20: 18,139
  - 27% decrease

- **Fall waitlist**
  - FY19: 1,536
  - FY20: 1,716
  - 12% increase

- **Unmet student demand**
  - FY19: 29%
  - FY20: 32%
  - 4% increase

- **Employee, student, vendor & visitor permit revenue**
  - FY19: $5,213,486
  - FY20: $5,116,192
  - 2% decrease
Communications

Number of email recipients

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>124,583</td>
<td>110,937</td>
</tr>
</tbody>
</table>

11% decrease

Number of emails opened

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77,242</td>
<td>69,890</td>
</tr>
</tbody>
</table>

10% decrease

Website visits

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
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<tbody>
<tr>
<td></td>
<td>558,623</td>
<td>499,933</td>
</tr>
</tbody>
</table>

11% decrease

Time spent on website (average)

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1m36s</td>
<td>1m25s</td>
</tr>
</tbody>
</table>

Top webpages visited:
- Student permits
- Homepage
- Getting around by bus
- Parking permits
Employee development

1,132hrs

FY20

Training hours

Conference hours

54hrs

FY20

Employee development
## Giveback

<table>
<thead>
<tr>
<th>Unit</th>
<th>FY19</th>
<th>FY20</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits</td>
<td>$1,355,247</td>
<td>$1,256,634</td>
<td>7.3% decrease</td>
</tr>
<tr>
<td>Infrastructure &amp; capital projects</td>
<td>$901,275</td>
<td>$464,637</td>
<td>48.4% decrease</td>
</tr>
<tr>
<td>Events</td>
<td>$525,476</td>
<td>$223,625</td>
<td>57.9% decrease</td>
</tr>
<tr>
<td>Administration</td>
<td>$148,321</td>
<td>$138,240</td>
<td>6.8% decrease</td>
</tr>
<tr>
<td>Enforcement</td>
<td>$743,127</td>
<td>$81,538</td>
<td>89.1% decrease</td>
</tr>
<tr>
<td>Communications</td>
<td>$3,862</td>
<td>$2,277</td>
<td>40.5% decrease</td>
</tr>
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FY20 giveback includes $75,321 in COVID-19 parking for critical services employees and virus testing.

Total giveback: FY19 = $3,677,308

Total giveback: FY20 = $2,166,951

41% decrease