This is to advise that the Executive Committee of the Board of Governors approved the following motion at its meeting of August 15, 2013:

That the Executive Committee, on recommendation of the Vice-President (Finance & Administration), approves the 2013 Parking Plan and consequential amendments to Appendix II: Parking Regulations to Policy AD 1.03 Parking and Vehicle Traffic, as indicated in the attached Black-lined document, for implementation effective September 1, 2013.

/VT

attachments: 2013 SFU Parking Plan – Burnaby Campus, dated August 15, 2013
Revised Appendix II: Parking Regulations (Policy AD 1.03)

c: M. McLaughlin, Executive Director, Ancillary Services
D. Agosti, Director of Parking Services
L. Broshko, General Counsel & Associate University Secretary
E. Oertwig, Senior Confidential Secretary, President’s Office
2013 SFU Parking Plan - Burnaby Campus

August 15, 2013

1) Final plan to be implemented:

The following revised plan is being recommended for a September 1, 2013 implementation:

1. West Mall
   - Reserved parking maintained as per community feedback but consolidated onto one floor (West Mall 8000 level). Pricing maintained at current level ($96 / month pre-tax).
   - Reservation hours limited to 7 a.m. to 4:30 p.m. Monday through Friday, rather than previous 24/7. Visitor parking permitted outside reserved hours.
   - All remaining West Mall floors open to both Visitor and “Indoor” permits.
   - “Indoor” permit created at a reduced rate of $75 / month (pre-tax) but are “search” space and not “reserved” space. This represents a 22% price reduction from the previous $96 rate.
   - Visitor pricing unchanged.
   - Any permit holder, including outdoor permits, may park in West Mall after 4:30 p.m. weekdays and all day on weekends (to facilitate use of Lorne Davies Complex and Dining Hall).
   - Eliminate the manned kiosk at the West Mall parkade and replace with ticket vending machines when possible.

2. Convocation Mall
   - Reserved parking maintained as per community feedback. Pricing maintained at current level ($96 / month pre-tax).
   - Reservation hours limited to 7 a.m. to 4:30 p.m. Monday through Friday, rather than previous 24/7. Visitor parking permitted outside reserved hours.
   - Current visitor floor remains open for Visitors only. Visitor pricing unchanged.

3. Outdoor parking
   - Outdoor reserved (B Lot Reserved, C Lot Reserved, E Lot Reserved) maintained as per community feedback. Pricing maintained at current level ($82 / month pre-tax). Unused reserved parking stalls eliminated.
   - A, D, E, H and Discovery P4 lots maintained as per Departmental feedback. Pricing maintained at current level ($67.50 / month pre-tax).
   - “Indoor” permit created that allows parking in any of B Lot, C Lot and Discovery P3 at the reduced rate of $55 / month (pre-tax). This represents an 18% price reduction from previous $67.50 rate. These previously segregated Visitor and Permit lots are now merged and open to both types of users. Visitor pricing unchanged.
   - West Mall, Convocation Mall and Discovery P1/P2 permit holders may also park in these B, C and P3 lots.

4. Discovery Park
   - Discovery P1/P2 to be used primarily for Visitor parking with an Early Bird Visitor daily maximum rate set at $5 before 9 a.m., else usual Visitor rates apply. $5 all day weekends.
   - A small number of “Indoor” permits, similar to West Mall, are created at Indoor rate of $75 /month (pre-tax).
   - Discovery P3/P4 as described in Outdoor parking above.
5. Other
   • Students will not need to renew their parking for semesters when not attending classes in order to maintain their permits, as before.
   • Visitor North (VN) lot (former gas station) remains Visitor only, so as to accommodate over height vehicles.
   • Disable/Handicap parking spaces remain unchanged.
   • Department reserved spaces remain unchanged.
   • Selected non-standard permits to be consolidated (e.g. Motorcycle, 4 day/week permits).
   • UniverCity Cornerstone & Hub and SFU Residence parking to be included in directional signage and way-finding communications.
   • Convocation parking to be determined with Convocation planners.

6. Rates
   Included as Appendix A

2) Implementation Date & Adjustment Period:
The implementation date will be September 1, 2013 in order to have the new plan in place for the fall semester.

A follow-up survey will be conducted with Permit Holders and Visitors in the first months of the fall semester to obtain new feedback.

As parking management is not an exact science and involves intangible and personal factors, Parking Services will observe the new structure and resultant behavior in practice and allow for adjustments to be made as need arises. Significant adjustments will be brought to VP’s.

3) Implementation Communication Plan:
In conjunction with PAMR, the roll-out of the 2013 Parking Plan will be communicated in August as follows:
   1) Through e-mails sent to those who had purchased parking permits.
   2) Through information in the “SFU Events” e-mails sent out weekly by PAMR.
   3) Through social media and SFSS and GSS e-mails.
   4) Through our Parking Services website.
   5) Through The Peak’s next edition September 3rd.

4) The Recommendation

Following consultation with various stakeholder groups and the community, we recommend that the 2013 SFU Parking Plan – Burnaby Campus, be implemented effective September 1, 2013.

Mark McLaughlin  Executive Director, Ancillary Services
David Agosti  Director of Parking Services

Revised August 9, 2013.
## Appendix A - Rate Structures

<table>
<thead>
<tr>
<th>Tier</th>
<th>Existing Rate Structure</th>
<th>Pre-Tax Rate</th>
<th>Total Cost*</th>
<th>Proposed Rate Structure</th>
<th>Pre-Tax Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Convocation Mall &amp; West Mall Reserved</td>
<td>$96.43</td>
<td>$130.69</td>
<td>Tier 1</td>
<td>$96.43</td>
<td>$122.51</td>
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<tr>
<td>Tier 2</td>
<td>B Lot Reserved, C Lot Reserved, E Lot Reserved</td>
<td>$81.97</td>
<td>$111.09</td>
<td>Tier 2</td>
<td>$81.97</td>
<td>$104.44</td>
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<tr>
<td>Tier 2a</td>
<td>Indoor Permits (Unreserved): West Mall &amp; Discovery P1/P2</td>
<td>$75.00</td>
<td>$95.29</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Tier 3</td>
<td>A Lot, D Lot, H Lot, E Lot, Discovery P4</td>
<td>$67.50</td>
<td>$85.76</td>
<td>Tier 3</td>
<td>$67.50</td>
<td>$85.76</td>
</tr>
<tr>
<td>Tier 3a</td>
<td>Outdoor Permits (B Lot, C Lot, Discovery P3)</td>
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<td>$69.88</td>
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</tr>
<tr>
<td>Tier 4 (G Lot)</td>
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<td>$38.57</td>
<td>$52.27</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
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### Selected Non-Standard Permits

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<tr>
<th>Description</th>
<th>Existing Rate Structure</th>
<th>Pre-Tax Rate</th>
<th>Total Cost*</th>
<th>Proposed Rate Structure</th>
<th>Pre-Tax Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle Outdoor</td>
<td></td>
<td>$13.50</td>
<td>$17.15</td>
<td>Consolidated</td>
<td>$15.00</td>
<td>$19.06</td>
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<tr>
<td>Motorcycle Indoor</td>
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<td>$19.29</td>
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<tr>
<td>Four Day a Week Permit</td>
<td></td>
<td>$54.00</td>
<td>$68.61</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UniverCity - Restricted</td>
<td></td>
<td>$38.57</td>
<td>$49.00</td>
<td>Eliminated – Now Outdoor</td>
<td>$55.00</td>
<td>$69.88</td>
</tr>
<tr>
<td>UniverCity - Unrestricted</td>
<td></td>
<td>$67.50</td>
<td>$85.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PDP (Education)</td>
<td></td>
<td>$33.75</td>
<td>$42.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evenings &amp; Weekends</td>
<td></td>
<td>$33.75</td>
<td>$42.88</td>
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</tr>
</tbody>
</table>

* Based on tax rates prior to April 1, 2013

### Visitor Rates

<table>
<thead>
<tr>
<th></th>
<th>Existing Rate Structure</th>
<th>Proposed Rate Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hourly</td>
<td>Daily Max</td>
</tr>
<tr>
<td>Monday to Friday</td>
<td>$3.25</td>
<td>$13.00</td>
</tr>
<tr>
<td>Evenings &amp; Weekends</td>
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<td>$6.50</td>
</tr>
<tr>
<td>Lot 1 (Early Bird)</td>
<td>N/A</td>
<td>$3.25</td>
</tr>
<tr>
<td>Discovery P1/P2 (Early Bird)</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
Appendix B - Campus Parking Map
Background Information – SFU 2013 Parking Plan

Executive Summary and context:
With the loss of 1,000 parking spots on the Burnaby campus this summer due to new UniverCity residential expansion, a new Parking Plan needs to be implemented to ensure that use of all parking lots and stalls are maximized, and not left vacant, so that members of our SFU community who choose to drive to campus can be accommodated upon return to classes in September 2013.

The plan was presented to various groups over the summer, including the VP’s and the recently-formed SFU Sustainable Mobility Advisory Committee that has stakeholders from various sustainability interest groups at SFU. The larger community was consulted, most notably through a series of on-campus information sessions.

After taking into consideration the comments provided during the consultation process in conjunction with the objectives set out, the revised plan, as per below, is being recommended for a September 1, 2013 implementation.

1) Current situation:
SFU Burnaby had 5,069 parking stalls of which 1,025 stalls (G Lot, lower lot 1 and B Lot extension) have been permanently lost due to the commencement of construction over the summer. This 20% decrease in supply is significant and its impact will be fully felt September 1st. Moreover, these eliminated lots are located the furthest from the centre of campus, and as such, have historically been the lowest priced lots.

A study conducted in May 2013 confirms that the lot utilization rate for combined permit holders and visitors before the construction was approximately 74% and is estimated to be at 83% this fall.

The introduction of the 21% Translink parking tax in 2009 combined with the popularity of the student U-Pass transit program, has resulted in the higher-priced lots getting low usage by permit holders (e.g. West Mall at 30%) with the less expensive lots being over-subscribed (G Lot at 120%).

2) Objectives for solutions:
The main objectives targeted by the new parking plan are as follows:
1. Maximize use of all parking stalls, in all lots.
2. Simplify parking lot and rate structure.
3. Use Pricing as a tool to encourage increased parking on the West side of campus and to spread use across all lots as evenly as possible.
4. Introduce changes for September 1st.
5. Revisit Parking Plan after a few months to determine if adjustments are warranted.
6. If needed, introduce further lower rates on a temporary basis to encourage users to use certain unfilled lots.
7. Continue to encourage alternative transportation options (mass transit).
8. Avoid pushing transit users to start driving to campus.
9. Minimize overall impact to global parking revenue budget.
Consultation process:
In May 2013, the consulting firm Collings Johnson Inc. provided SFU with an assessment of the impacts of the projected loss of parking and provided recommendations that served as the framework for the new plan. The recommendations, based on the objectives set out, called for:

- Simplification of lot configurations combining permit parking and visitor parking.
- Elimination of reserved stall parking.
- Simplification of permit regulations to allow Outdoor permit holders to park in any Outdoor lot and to allow Indoor lot permit holders to park in any Indoor or Outdoor lot.
- Decrease in Indoor permit rates by 22% (pre-tax) to encourage use of available parking.
- Decrease in Outdoor permit rates by 18% (pre-tax) to provide some pricing relief for G Lot permit holders who would have faced a $39 after-tax monthly increase, reducing it to an $18 increase.
- Creation of an "early bird" discount lot in Discovery 1 parkade to replace Lot 1.
- Consolidation of some of the special permit and visitor rates.
- Elimination of the manned kiosk at the West Mall Visitor parkade and replacement with ticket vending machines.
- Reserve entirety of Convocation Mall and West Mall parkades for graduates and families for Convocation ceremonies.

Once the initial plan was drafted, we first consulted with the newly formed SFU Sustainable Mobility Advisory Committee that has stakeholders from various sustainability interest groups at SFU. In June, the VP’s and various administration staff within the Finance group were presented the plan. Some adjustments were made to the proposal, based on their commentary, prior to the proposal being brought to the community.

In July, the community at large was consulted:

a) Understanding that time was of the essence on this matter we communicated with the community in the following ways:
   - Through e-mails sent to those who had purchased parking permits.
   - Through information in the "SFU Events" e-mails sent out weekly by PAMR.
   - Through social media (in conjunction with PAMR).
   - Through our Parking Services website.
   - Through an interview story that appeared in The Peak student newspaper.

b) Face-to-face community consultation took place through Information Sessions:
   - There were three separate sessions with display poster boards.
   - The sessions were over two separate weeks (in case people were absent from campus).
   - The sessions were from 11:30 a.m. – 1:30 p.m.
   - The sessions provided for one-on-one discussions, group discussions, and the opportunity for written feedback.
   - Attendees were encouraged to provide feedback either at the sessions or via e-mail.

In the midst of developing the proposal and the consultation process, Parking Services was made aware that UniverCity would not be able to return any parking spaces to SFU for September 1, 2013 which had been expected on a temporary basis. This made both the proposal and the time to consult and implement even more pressing.
Of the 272 pieces of written feedback received:
  ■ 33% commented that they did not want to lose their reserved parking spaces
  ■ 16% asked for clarifications
  ■ 14% stated they were worried about the lost time spent looking for available spaces
  ■ 12% stated they wanted to maintain the low G Lot pricing
  ■ 6% said they liked the new pricing and structure
  ■ 4% commented that not enough time was spent consulting or that it was an inappropriate
time of year to consult
  ■ 4% requested a dedicated faculty/staff or department lot
  ■ 3% were concerned about availability of visitor parking
  ■ 8% had various other concerns

3) Cooperation is essential:
In order to accommodate all users with 20% less parking stalls, everyone’s cooperation is needed.

The loss of these lots and the resulting changes will inconvenience certain individuals; however we must
take action in order to try to find a balance that will minimize these inconveniences while providing
space to all users.
Feedback received on the proposed parking changes

We received 230 e-mails and 42 comments via the three info. sessions (people at info. sessions encouraged to leave comment or e-mail feedback) for a total of 272 pieces of feedback.

There was a form letter circulated amongst one of the employee groups or departments and that was used in 10 pieces of feedback.

**Summary of Feedback:**

**“I don’t want to lose my reserved space”:**

*Email: 78  Info. Session: 12  Total Feedback on this topic: 90*

Feedback referenced four (4) different areas: I arrive/leave work at non-standard hours, I come and go from campus during the day, I have before/after work commitments (i.e. child at school) so I need a dedicated space, and the reserved space is the closest to my office (i.e. mobility issues).

Some feedback was from department heads stating their staff needed a reserved space or department lot.

**General enquiry/clarification questions:**

*Email: 44  Info. Session: 0  Total Feedback on this topic: 44*

If the clarification then resulted in a concern, that was recorded accordingly.

**“I’m worried about the time I will spend looking for a spot” or “the lots will be full”:**

*Email: 32  Info. Session: 5  Total Feedback on this topic: 37*

**“I want to maintain G Lot pricing”:**

*Email: 30  Info. Session: 3  Total Feedback on this topic: 33*

**“I like the new rates/structure”:**

*Email: 15  Info. Session: 0  Total Feedback on this topic: 15*

**“I don’t think there was enough time spent consulting”:**

*Email: 12  Info. Session: 0  Total Feedback on this topic: 12*

**“I want a dedicated faculty/staff or department lot”:**

*Email: 8  Info. Session: 3  Total Feedback on this topic: 11*

**“I’m concerned about visitor parking”:**

*Email: 7  Info. Session: 0  Total Feedback on this topic: 7*

**Other Concerns (UniverCity, Residences, etc.):**

*Email: 4  Info. Session: 19  Total Feedback on this topic: 23*