Introduction
Transportation and Parking Services (TAPS) proposes a three-year series of annual increases to most Parking fees and program fares starting in July 2016 and continuing through June 2019. This multi-year proposal will increase these fees for the first time since July 2006, generating revenues adequate to maintain existing service levels of Parking-subsidized sustainable transportation programs and fund planned and future capital improvements.

TAPS is supported solely by user fees. Income generated by parking fees is used to fund both parking management (including parking lot construction, maintenance and operations) and sustainable transportation programs. These programs include: commuter vanpools; the faculty/staff bus pass; the Zimride ride-matching service; all bicycle safety programs and infrastructure improvements; and Traffic Control staff who manage pedestrian crossings at busy campus intersections during class changes. These sustainable transportation programs function as mitigation measures arising from UCSC’s Long Range Development Plan (LRDP) Environmental Impact Report (EIR) designed to reduce the impacts of campus traffic on the campus, local and regional community, and to ensure compliance with the Comprehensive Settlement Agreement between the University, the City of Santa Cruz, and the County of Santa Cruz. Additionally, these programs help satisfy the university’s Policy Guidelines for Sustainable Practices concerning transportation, alternative energy, and the reduction of greenhouse gas emissions as required by the Climate Action Plan. One simple measure of these programs’ effectiveness is the fact that total campus traffic volumes measured during Spring 2015 have declined to levels last seen in Spring 1996, despite enrollment growing from 9,092 students to 16,522 students during that timeframe.

In the years since implementation of the last parking fee increase, annual parking revenues have declined from a high of $3.97 million in 2006-07 to $3.81 million in 2014-15. Additionally, operating costs have increased in several areas, including salaries and benefits, regulatory compliance, technology costs and maintenance of existing facilities. TAPS also relies on these revenues to fund planned major and minor capital improvements, acquire new technology, and build a reserve capacity to support future capital construction and other operating needs.

In order to generate adequate revenues to sustain existing services and meet debt requirements, parking fees must increase. The proposed package of fee increases is forecast to raise total annual parking revenues by approximately $540,000 in the first year (when parking management is extended to the Coastal Science Campus and 2300 Delaware), $300,000 in the second year, and $300,000 in the third year.

In an effort to mitigate the impacts on long-term parkers (i.e., faculty, staff, graduate and undergraduate students who purchase annual or quarterly permits), this proposal aims to minimize their fee increases by placing greater reliance on revenues derived from short-term parkers who purchase temporary permits or use paystations and meters. The proposed fee increases would raise the proportion of parking sales revenue derived from short-term parkers from 19% to 25% while the long-term parkers’ share would drop from 81% to 75%.

Recommendation
A complete listing of the current and proposed fees and fares appears in the document titled “TAPS Fees & Fares: Three-Year Proposal, 2016-17 through 2018-19.” Each element of the proposal is summarized below.
**Long-Term Permit Rates:** This group of parking permits are primarily used by faculty, staff, graduate and undergraduate students who require parking for an academic quarter, an academic year, or a full calendar year. Unless otherwise noted, the fees described below represent the monthly cost used for Payroll Deduction.

- **Annual A and B Permits** increase $3 each year, raising the monthly cost from the current $66 to $69, $72, and $75 per month over the next three years. Annual increases range between 4.55% and 4.17%. During 2013-14, annual A/B permits accounted for 25% of all parking sales revenue.

- **Annual A and B Carpool Permits** increase by approximately 10% per year in order to eventually reach parity with the standard annual A/B permit cost. Monthly costs will rise from the current $47.50 to $52, $57 and $62.50 per month.

- **Annual Multi-Day A and B Permits** increase by 3.45% in the first year, 5% the second year, and 3.17% the third year. These irregular annual increases result from rounding monthly costs to the nearest 25¢.

- **Annual R Remote and R Carpool Permits** increase from the current $39.50 to $43.25, $47.50, and $49.50 over the next three years. Annual increases of 9.49% and 9.83% over the first two years raise the R permit to approximately two-thirds the cost of the A permit, with an increase of 4.21% in the third year.

- **Annual MC Motorcycle Permits** increase at the same annual percentage as the annual A permit, rising from the current monthly cost of $16.50 to $17.25, $18.00 and $18.75 over the next three years.

- **Annual N Night Permits** are available to faculty, staff and graduate students, and will increase from the current $9.25 per month to $10.00, $10.75, and $11.25 over the next three years. These rates rise faster than the annual A permit as they move toward a cost equivalent to approximately 15% the annual A permit fee. Annual increases over the three years equal 8.11%, 7.50%, and 4.65%.

- **Annual O Permits** are available to a small number of senior administrators who pay 1.75 times the annual A permit fee for this higher-access permit. Monthly fees will increase from the current $115.50 to $120.75, $126, and $131.25 over the next three years—increasing at the same annual rate as the annual A permit.

- **Annual A/Construction Permits** will be eliminated. Instead, contractors will be directed to obtain monthly or daily A/Construction permits or rely on Contractor Parking and Staging permit recharges for all construction-related parking.

- **Academic Year C Permits** provide undergraduate students access to select but limited parking in designated close-in parking lots. C permits are not oversold, so recipients have a very high likelihood of obtaining close-in parking at any time. Assumed to equal 90% the cost of an annual A permit, these nine-month permits will increase from the current $519.75 to $558, $583, and $607 per year over the next three years. Additionally, the Academic Year C Carpool Permit will be eliminated due to lack of demand.

- **Academic Year R Remote Permits** are available to any UCSC affiliate eligible to purchase parking permits, but are primarily purchased by residential and commuting undergraduate students. In 2013-14, these permits generated approximately 18% of all parking sales revenue. These permits would increase from the current $355.50 to $389.25, $427.50, and $445.50—based on the same monthly rates described above for the annual R Remote permit.
• **Academic Year NC Night Permits** are available to undergraduate students at the same monthly rate as the annual N Night permits, but for a nine-month academic year. These permits would increase from the current $83.25 to $90.00, $96.75 and $101.25 over the next three years.

• **Quarterly A and B Permits** are available to faculty, staff, and graduate students at a cost equivalent to 25% of the annual A permit plus 15%. This permit would increase from the current $226.50 to $238, $248, and $259 over the next three years.

• **Quarterly A and B Carpool Permits** will increase from the current $142.50 to $156.50, $172, and $189 over the next three years—the same percentage increases applied to the annual A carpool permit.

• **Quarterly Multi-Day A and B Permits** will increase at the same annual percentages as the annual A permit: by 3.45% in the first year, 5% the second year, and 3.17% the third year.

• **Quarterly R Permits** have become increasingly popular as a means of distributing the cost of an annual R permit over the course of the academic year. Fees will increase from the current $136.50 to $150, $158, and $165 over the next three years.

• **Quarterly N and NC Night Permits** will adjust to a cost equivalent to 25% of the annual N permit fee plus 15%. Their fee will increase from the current $30 to $35, $37, and $39 over the next three years.

• **Daily A/B “Scratcher” Packets** will increase in cost by nearly 10% per year over the next three years. A packet of 25 A/B permits will increase in cost from the current $99 to $108.75, $119.50, and $131.25 over the next three years. Packets of 50 A/B permits will increase at the same rate, but cost twice as much per year (due to double the number of permits in each packet). These costs would apply to all users, including A/B carpoolers, MC permit holders, and vanpool participants.

• **Daily R “Scratcher Packets** will increase by approximately 10% per year over the next three years. A packet of 25 R permits will increase in cost from the current $90 to $99, $108.75, and $119.50 over this period.

**Short-Term Temporary Permit Rates:** This group of parking permits is primarily used by campus visitors and occasional drivers who commute to campus infrequently for time periods of less than an academic quarter. UCSC and UC Merced have the least-expensive daily permit rates in the UC system ($6 a day). Increases to daily, weekly, and monthly permits are detailed below—as well as increases to the hourly rate and “flat rate” used by campus parking meters and paystations. Together, revenues generated by temporary permits, meters and paystations accounted for 18.8% of total parking sales revenues in 2014-15 and are slated to account for nearly 26% by 2018-19 if the proposed rates are approved.

• **A and B Permits:** The daily A/B permit fee would increase from the current $6 to $8 in July 2016, to $9 in July 2017, and to $10 in July 2018. Weekly A/B permit rates would rise from the current $27 to $36, $41, and $45 over the same three years, while the monthly A/B permit fee would increase from $92 to $120, $135, and $150.

• **R Permits:** The daily R permit fee would increase from the current $4 to $5 in July 2016, and to $6 in July 2018. Weekly R permit rates would rise from the current $18 to $22.50 and $27.00 on this same schedule, while the monthly R permit fee would increase from $64 to $75 and $90.

• **N and NC Night Permits:** These equal half the daily A permit fee, and would increase from the current $3 to $4 in July 2016 and to $5 in July 2018.
• **MC Motorcycle Permits:** The daily MC permit fee would increase from $2 to $3 in July 2016 and to $4 in July 2018. Weekly MC permit rates would rise from the current $6 to $10 in July 2016, $13.50 in July 2017, and $18 in July 2018 while the monthly MC permit fee would increase from the current $20 to $30 in July 2016 and to $40 in July 2018.

• **A/Construction Permits:** The daily A/Construction permit would increase from the current $8.25 to $10 in July 2016, $12 in July 2017, and $15 in July 2018. Monthly A/Construction permits would increase from the current $137.50 to $150, $180, and $225 on the same schedule.

• **Daily Contractor Parking Permits:** This fee is recharged to contractors who park in designated areas restricted solely for their use. The current daily rate of $4.75 would drop to $4 in July 2016, then increase to $5 in July 2017 and $6.25 in July 2018.

• **Daily Contractor Staging:** This fee is recharged to contractors who need designated areas for storage of materials, equipment or general construction staging. The current $3 fee would increase to $5 in July 2016, $6 in July 2017, and $7.25 in July 2018.

  **Contractor Parking & Staging:** This new fee, a combination of the two fees above, would be recharged to contractors who need both the designated area and a parking permit for vehicles using it. It would be introduced at $9 per day in July 2016, and increase to $11 in July 2017 and $13.50 in July 2018. A monthly Contractor Parking & Staging Permit would also be available in July 2016 for $135, rising to $162 in July 2017 and $202.50 in July 2018.

• **Daily Departmental “Guest” Permits:** Available to campus visitors through departmental recharge, these daily permits cost the same as the daily A permits and would increase from the current $6 to $8 in July 2016, $9 in July 2017, and $10 in July 2018.

• **Daily Departmental 4-Hour “Guest Permits:** Available only through departmental recharge, these permits provide half-day parking at a cost equivalent to half the daily A permit rate. Fees would increase from the current $3 per day to $4 in July 2016, $4.50 in July 2017, and $5 in July 2018.

• **Hourly Rate at Meters & Paystations:** The cost to park for one hour at campus parking meters and paystations would increase from the current $1.50 to $2.00, $2.25, and $2.50 over the next three years.

• **Flat Rate at Paystations:** Individuals who park at paystation-controlled parking lots after 4:30pm and on weekends can currently pay a flat rate of $3.00. This rate would increase to $4 in July 2016 and to $5 in July 2018.

**Annual Recharge Rates for Parking:** A number of departmental recharges are associated with the cost of providing special parking permits to segments of the campus community. In general, these parking rates are based on the annual A permit fee.

• **Family Student Housing Parking** fees have been equivalent to the annual R permit rate for some years. As minimal cost is required for upkeep of these existing lots, the proposal recommends no increase to this rate during the next three years.

• **Official Use/Plant Service Permits** are issued by departmental recharge for business-related use in private vehicles displaying a valid A permit. These fees equal 1.1 times the annual A permit rate, and are proposed to increase from the current annual recharge of $870 to $910, $950, and $990 over the next three years.
• **University Vehicles** managed by Fleet Services are recharged at a rate equivalent to the annual A permit rate, and would increase from the current $792 to $828, $864, and $900 over the next three years.

• **Reserved Space - Specific Individual**: Parking spaces reserved for departmental use by an individual are assigned a fee 2.75 times the current annual A permit fee. The proposal would increase these annual recharge rates from the current $2,079 to $2,277, $2,376, and $2,475 over the next three years.

• **Reserved Space – General**: Parking spaces reserved for departmental use by more than one individual are assigned a fee 1.75 times the current annual A permit fee. The proposal would increase these annual recharge rates from the current $1,245 to $1,449, $1,512 and $1,575 over the next three years.

• **Reserved Space – CRE**: Parking spaces reserved for use by a specific residential life staff member are assigned a fee equivalent to the current annual A permit fee. These annual rates would increase from the current $792 to, $828, $864, and $900 over the next three years.

**Event Parking Rates**: The Events Parking operation within TAPS charges event attendees a fee for parking, and recharges sponsoring departments for reserving parking spaces or producing additional event signage. These fee increases would take effect September 1st each year in order to reduce confusion for Summer Conference Services and other summer event sponsors.

• The **Event Parking Permit fee** is proposed to remain at $4 per vehicle until September 2018, when this rate would increase to $5 per vehicle.

• **Lot Allocation fees** recharged to sponsoring departments would increase from the current $35 per event to $40, $45, and $50 over the next three years.

• **Daytime Reserved Spaces** are recharged to the sponsoring department at the current rate of $25 per space, and would increase to $27, $28, and $30 per space over the next three years.

• **Nighttime Reserved Spaces** are currently recharged to the sponsoring department at a rate of $15 per space, and would increase to $20, $22, and $25 per space over the next three years.

• **Non-Parking Lot Signage** is provided by TAPS Event Parking as requested by sponsoring departments at the current cost of $25 per sign, and would increase to $27, $28, and $30 per sign over the next three years.

• **Attendants**: This hourly charge increases from the current $15 to $17, $18, and $20 over the next three years.

• **Change Fee**: This fee is charged for late-breaking changes to events. The current cost of $25 per occurrence would increase to $30, $32, and $35 over the next three years.

• **Late Fee**: This fee is charged when services are requested less than a week before the event. The current cost of $25 per event would increase to $50 in September 2016.

**Program Fares**: Two sustainable transportation programs subsidized by parking revenues are discussed below, but only one includes a fare increase under the current proposal.

• The **faculty/staff bus pass program** saw an increase from $8.75 to $10 in its monthly fare effective January 2015. This increase helped reduce the program’s subsidy level from 69.9% in 2013-14 to 67.2% in 2014-15. Additional fare increases to $12/month in July 2016, $14/month in
July 2017, and $16/month in July 2018 are proposed to reduce the anticipated program subsidy levels to 60.7%, 55.3%, and 50.1% over each of the next three years. For comparison, SCMTD’s Adult 31-Day Pass costs the general public $65 per month. *Note: The SCMTD is currently reviewing measures to address a “structural deficit” to their annual operating budget. In the event SCMTD increases UCSC’s billing rates more than currently planned, the faculty/staff bus pass fares may require additional increases sometime during this three-year period.*

- **Quarterly bus passes**, sold to residential family members of campus affiliates, are priced equivalent to the current quarterly Student Transit Fee paid by all undergraduate and graduate students minus the “return to aid” portion of the fee. At present, this cost is $102 per quarter and, since no increase to the current Student Transit Fee has been proposed or approved, no increase is proposed for this fare.

- Three years of **commuter vanpool fare** increases were approved in December 2014 and implemented in early 2015, and will continue through January 2017. Based on current participation rates and projected operating costs, the current vanpool program fares approved through 2016-17 are adequate to achieve the 50% subsidy level by 2017-18 and **no additional increase** is proposed for this fare at this time.