RISD Transportation Management Plan

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1 OVERVIEW

This report summarizes the key strategies recommended as part of the RISD Transportation Management Plan. A Transportation Management Plan will help RISD address ongoing and future transportation-related challenges while ensuring the institution is able to sustain its competitive reputation as one of the nation's leading design schools. This plan was developed with guidance from a Transportation Working Group comprised of representatives from departments across the university administration as well as community partners. The university-at-large was invited to participate in a campus-wide survey in the Spring of 2019 and as part of a series of "Open House" style workshops in early May 2019. A detailed summary of that input and an existing network assessment are documented in the Key Issues and Opportunities memorandum. The below synopsis recaps key points and challenges from that memo to set the stage for the recommended strategies that follow.

HOW RISD TRAVELS: A SNAPSHOT

From travel behavior and preference survey responses, we learned that two-thirds of faculty and staff drive alone to work, while the majority of students walk, take a RIPTA bus, or ride a bicycle (Figure 1), which is not surprising given most students reside on or near campus and RISD does not offer student parking.

Location analyses shows that the RISD employee population is widely distributed with the majority (55%) residing more than five miles from campus, meaning driving may be their only option unless a direct transit connection is possible. Though driving may be a convenient option for those residing farther away, RISD's campus is located within a transit-rich environment, with multiple options within a short walking distance of campus. In fact, our analysis shows that 53% of RISD employees reside within a five-minute walk of a one-seat RIPTA bus ride to campus and/or a 10-minute walk from a commuter rail station. Through the University Pass Program (U-Pass), RISD staff, faculty, and students ride RIPTA buses for free by tapping their school ID.

RISD Rides has offered free door-to-door, on-demand van service for students, faculty, and staff within a designated service area. RISD Rides can be requested by calling the Department of Public Safety, online at my.risd.edu, or by using the My RISD app on a mobile device. Riders showing a RISD ID can also make use of the two daytime shuttle routes Brown University offers between College Hill, the Jewelry District, and the hospitals and the one evening College Hill shuttle, although the closest Brown shuttle stops are not located in locations convenient to the RISD campus.

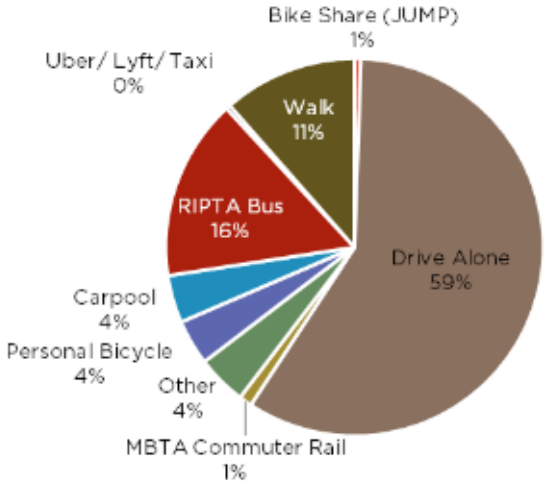
No dedicated in-road cycling facilities exist within the heart of RISD's campus, though the City of Providence's Great Streets Master Plan[1] envisions many new such facilities. Bike parking facilities are present throughout the campus but are insufficient for demand and for ease of use.

A majority (63%) of surveyed off-campus undergrads identified walking as their primary commute mode. By contrast, just 6% of staff and 10% of faculty survey respondents reported walking as their primary means of commuting, while 21% of graduate students walk to campus. The importance of walking, however, is not limited to commuting. No matter how people travel to RISD, at some point everyone is a pedestrian or a wheelchair user, making pedestrian access/mobility conditions a core determinant of not just campus transportation patterns, but the overall RISD campus experience.

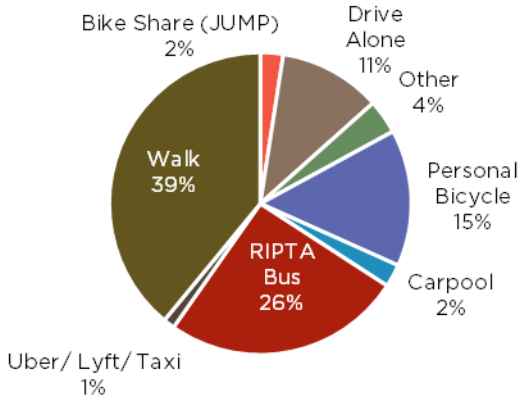
RISDs parking supply is highly constrained and facilities are always in high demand. Parking surveys completed in the spring of 2019 showed that highest overall demand occurs 12:30-2:30pm when over 85% of parking spaces are in use near campus and many RISD lots are over 95% utilized. RISD has leased on-street spaces from the City of Providence and in private lots, but demand still exceeds a functional threshold for being available to those in need.

RISD currently manages and communicates information related to transportation and parking across numerous platforms and points of contact. Some sources share more detailed information than others and there are opportunities to offer more clarity about transportation alternatives and benefits.

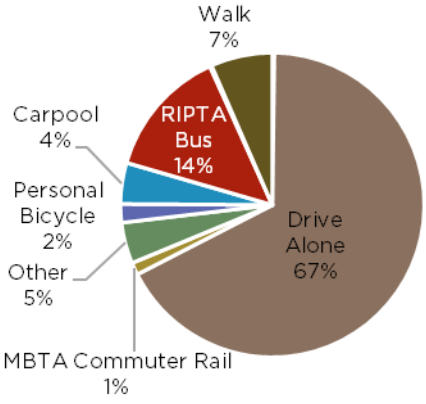
Figure 1 How the RISD Community Gets to Campus



Student Split



Faculty and Staff Split



[1] http://www.providenceri.gov/planning/great-streets/

Figure 2 Walking and Biking Facilities Proximate to the RISD Campus

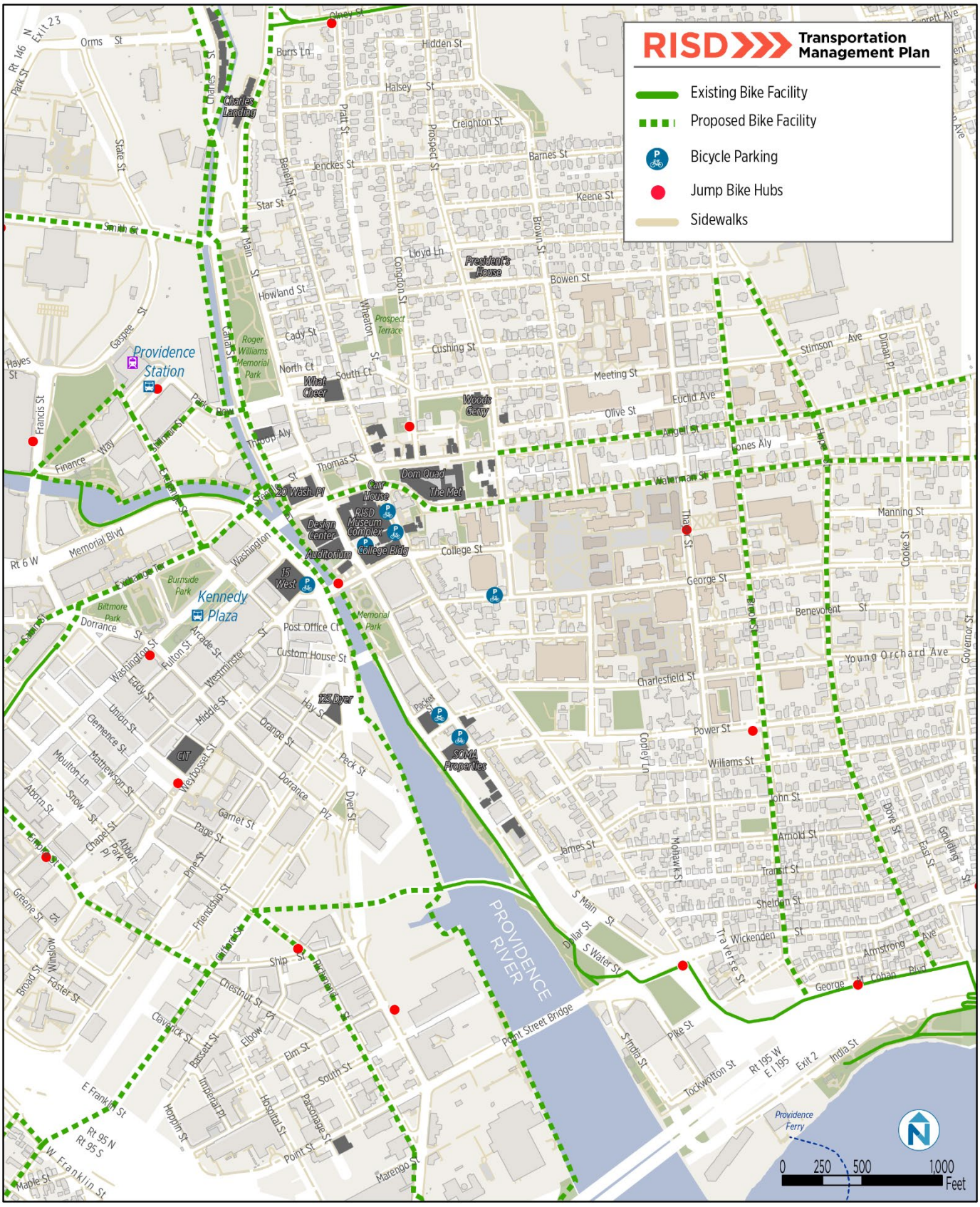
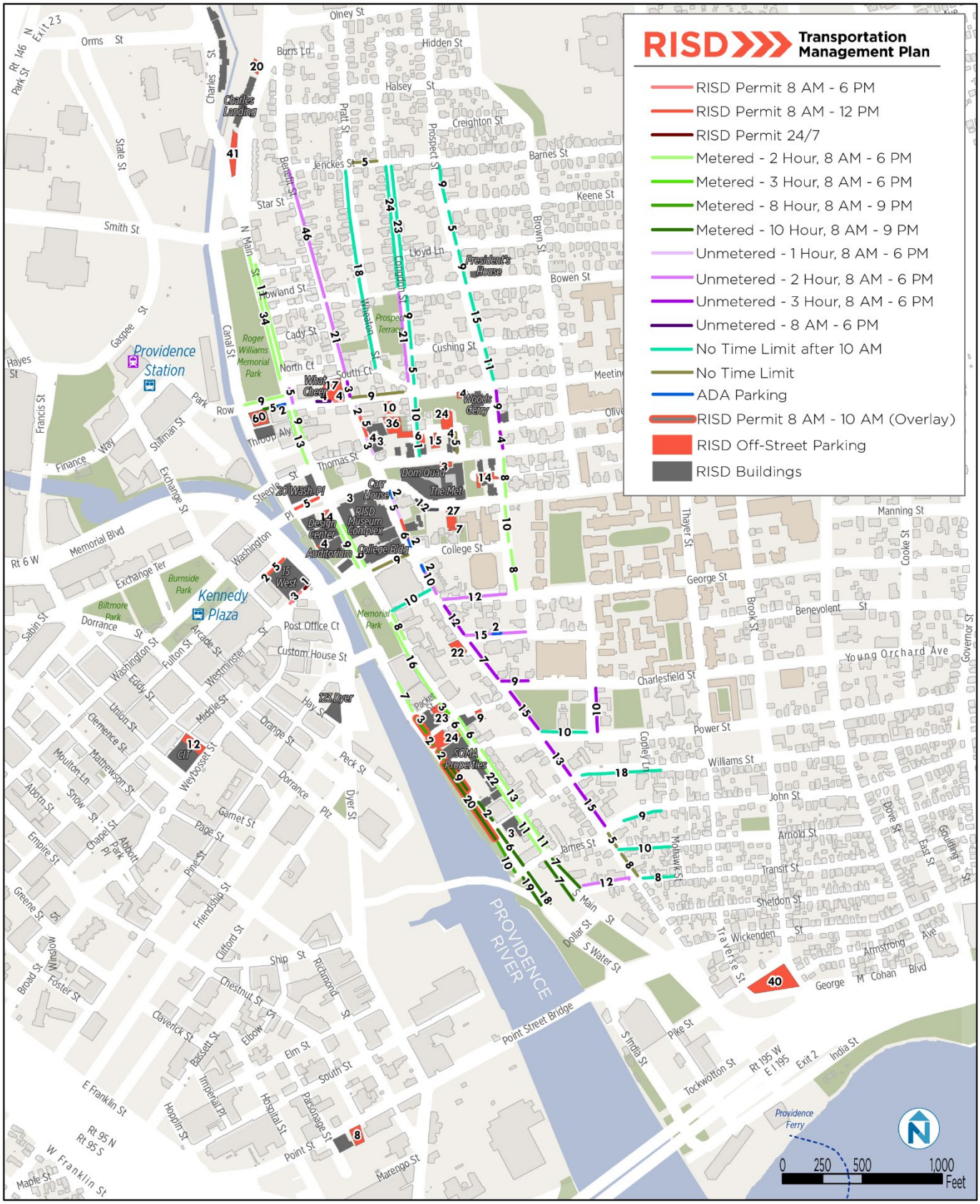


Figure 3 RIPTA, Rail, and Brown University Shuttles Providing Access to and from RISD Campus

Figure 4 Campus-Area Parking Supply



2 STRATEGIES

This report presents a menu of strategies to improve the transportation experience for all who travel to/from and within the RISD campus. To be effective and sustainable, these options require buy-in from the RISD community, an annual investment in resources and time, and improved internal coordination and communications. Investing additional time and up-front resources can ultimately lead to reduced transportation-related costs and improvements in the transportation experience for students, visitors, faculty, and staff, albeit less tangible but equally important. Because some strategies require additional funds, additional revenues will be needed. When implemented, many of the proposed transportation management strategies will offer meaningful alternatives to driving alone to campus.

The strategies herein were developed in collaboration with the Transportation Working Group. The strategies are listed in the order of their priority within a timeline for initiating implementation. As graphically summarized in the sample priority dashboard below, each strategy was customized and considered with regards to:

- Ability to address progress in meeting RISD's transportation goals, generally
- Effectiveness in improving the RISD commuter experience
- Potential to reduce parking demand and/or reduce the number of faculty and staff who drive alone to and from campus
- How difficult it would be for RISD to implement due to staffing capacity and coordination required
- What year the strategy should be initiated versus achieved or completed
- A consideration on level of cost relative to other strategies

As with any plan, strategies require some level of inter-dependence and select strategies must happen in order for others to occur at all down the road. Those that play such a key role are demarcated as being "foundational to plan success." Further, a tailored communication effort will be inherent as part of the rollout of almost any strategy included herein. Crafting messaging, promotion, and campus outreach strategies ensure clarity and usability from the perspective of any person that travels to or from the campus. In order to overcome ongoing challenges RISD has faced with respect to transportation, it is important that communications are designed in as consistent a manner as possible and that any given means of outreach points back to a centralized landing hub of information.

Sample Strategy Priority Dashboard

YEAR 1 STRATEGIES

Formally Adopt Transportation Goals

FOUNDATIONAL TO PLAN SUCCESS

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	Low	High	High	2019 Ongoing	N.A.

One of the top Transportation Management Plan recommendations is to adopt formal transportation goals. These serve as the charter, foundation, and basis for all of the strategies included within. Adopting goals can be easy. Achieving them is harder. Measuring progress will be key to ensure RISD is on track. This will be discussed further in the data tracking strategy.

The following transportation goals were developed for RISD as part of this process:

- Improve the Overall Commuter and Parking Experience
- Increase Use of Alternatives to Driving
- Reduce Parking Demand / Driving Alone Rate
- Reduce the Carbon Footprint of RISD's Commute
- Centralize Management, Communications, and Outreach
- Increase Parking and Travel Convenience
- Improve Active Transportation Environment
- Enhance Pedestrian Safety around Campus
- Enhance Transit Access to/from the Campus
- Improve the Experience of Visiting the Campus
- Improve Accessibility to and within Campus
- Identify Solutions to Increase Parking Supply and Availability Over Time

Designate a Central Point of Contact for Transportation Responsibilities and Communications

FOUNDATIONAL TO PLAN SUCCESS

High	Medium	High	Low	2020 2021	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

This foundational strategy involves designating a single point of contact for transportation programs and related communications. Many universities have centralized transportation-related coordination and communications within a single office or department. Some schools employ transportation demand management (TDM) and/or mobility coordinators to centralize information, develop and manage TDM programs, and track and report data. RISD has experienced repeated frustration related to dispersed transportation decision making and communications. From a user perspective, not having a single point of contact can be frustrating and it can also lead to a wide array of other staff overextending themselves beyond their principal set of work duties in order to address unexpected requests. From an administrative point of view, having a central lead will bring many efficiencies to the way RISD operates. It would also ensure someone is continually responsible for implementing improvements as a chief part of their role.

Given limited resources, hiring a new staff person dedicated solely to RISD Transportation into this role may not feasible, but options available include working with other community partners to share a new position, or hiring an outside consultant for a period to design and implement a program.

The person (or entity) in this role would be responsible for developing the communications plan, organizing information, updating materials (webpages, printed documents and forms, and other messaging), and working with various departments on focused marketing strategies. They would work with those currently involved in transportation to clarify roles and reporting and would lead training sessions and workshops. Ideally, they would also become the central point of contact with respect to all RISD Transportation communications and decision-making, as well. Lastly, they would also coordinate and manage data collecting efforts needed as part of this transportation plan.

Measure and Track Transportation Data and Performance

FOUNDATIONAL TO PLAN SUCCESS

Low	Low	Medium	Medium	2019 Ongoing	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

Measuring how RISD travels, who purchases parking permits, and how the Transportation Plan recommendations are improving the RISD commuter experience and meeting other established goals will inform each subsequent year of the implementation strategy. It is important to collecting ongoing data and measure performance both for internal reporting and for understanding where RISD is relative to meeting

the Plan's goals. Capturing this data will help ensure accountability, transparency, and ability to communicate success at all levels of the university. Data from this effort could be displayed on the RISD dashboard and on a central transportation webpage. Staff resources will be required to undertake this data collection and communication curating process, especially in the first year or two of launching the effort, but it a foundational element of the Plan. Level of effort should decrease after a system and precedent are established. The following are the proposed metrics for measuring transportation performance at RISD:

- How RISD travels (percent of employees driving alone against established target)
- Parking availability (utilization studies) – annual field study (not exceeding 90% average in RISD facilities or 80% in study area)
- Bicycle parking availability – annual field study (same or increase)
- Parking satisfaction: via user surveys (same or increase)
- Awareness of mobility and transportation demand management (TDM) resources (increase, measures effectiveness of information systems)
- Transit pass usage (increase)
- Carpooling participation (increase)
- Number of no-hang tag parking violations (reduce)
- Crash rates (within ¼ mile of campus) – those involving people walking and biking

The following data should be collected:

- Annual survey: commute mode, satisfaction, awareness
- Annual field study: vehicular and bike parking occupancy
- Addresses of students that live off-campus (in order to understand travel patterns, issues, and needs) – capture through emergency contact process
- More detailed info during the parking permit process, like part-time vs full-time affiliation

Create a Transportation Management Communications Plan

FOUNDATIONAL

High	Low	High	Medium	2019 2020	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

As noted above, RISD currently manages and communicates information related to transportation and parking across numerous platforms and points of contact. Some sources share more detailed information than others and there are opportunities to offer more clarity about transportation alternatives and benefits. This strategy would establish internal and external protocols for communicating information on RISD transportation services and programs. A foundational strategy that relates to other Plan goals, a communications plan would address public-facing information on RISD's webpages, the RISD Dashboard, the RISD app, and published materials, department-issued communications on how to travel to campus (e.g., museum, continuing education, admissions, special events, etc.), onboarding materials for new hires, student orientation materials, and regular staff transportation communications. It would also be key that this communication plan prioritize clarifying the relationship with the City's on-street parking assets given ongoing confusion related to what RISD does or does not have access to at what time. A simple means of communicating transportation programs is to develop clear information on transportation programs and

options to be printed on tickets. To be successful, RISD will need to identify a single point of contact for coordinating communications and provide that individual the needed resources and authority to implement the plan. (See separate strategy regarding a centralized point of contact.)

Promote Use of Sustainable Alternatives

High	Medium	High	Medium	2019 Fall 2020	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

This strategy involves organizing and promoting sustainable alternatives such as walking, riding a bike, riding a non-motorized scooter, using RISD Rides sharing, or taking public transportation. Given RISD's proximity to RIPTA bus and to the train station, increasing transit use can realize immediate benefits in terms of reducing parking demand. For those that can walk or ride a bike, providing better information on these modes can help encourage active transportation behavior. These options should be included in all transportation materials, on webpages, and other key communications as part of RISD's commitment to sustainability. It should also be folded into all on-boarding for faculty and staff and in student orientation.

Expand Outdoor Bike Parking Supply

High	Low	Low	Medium	2019 Fall 2022	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

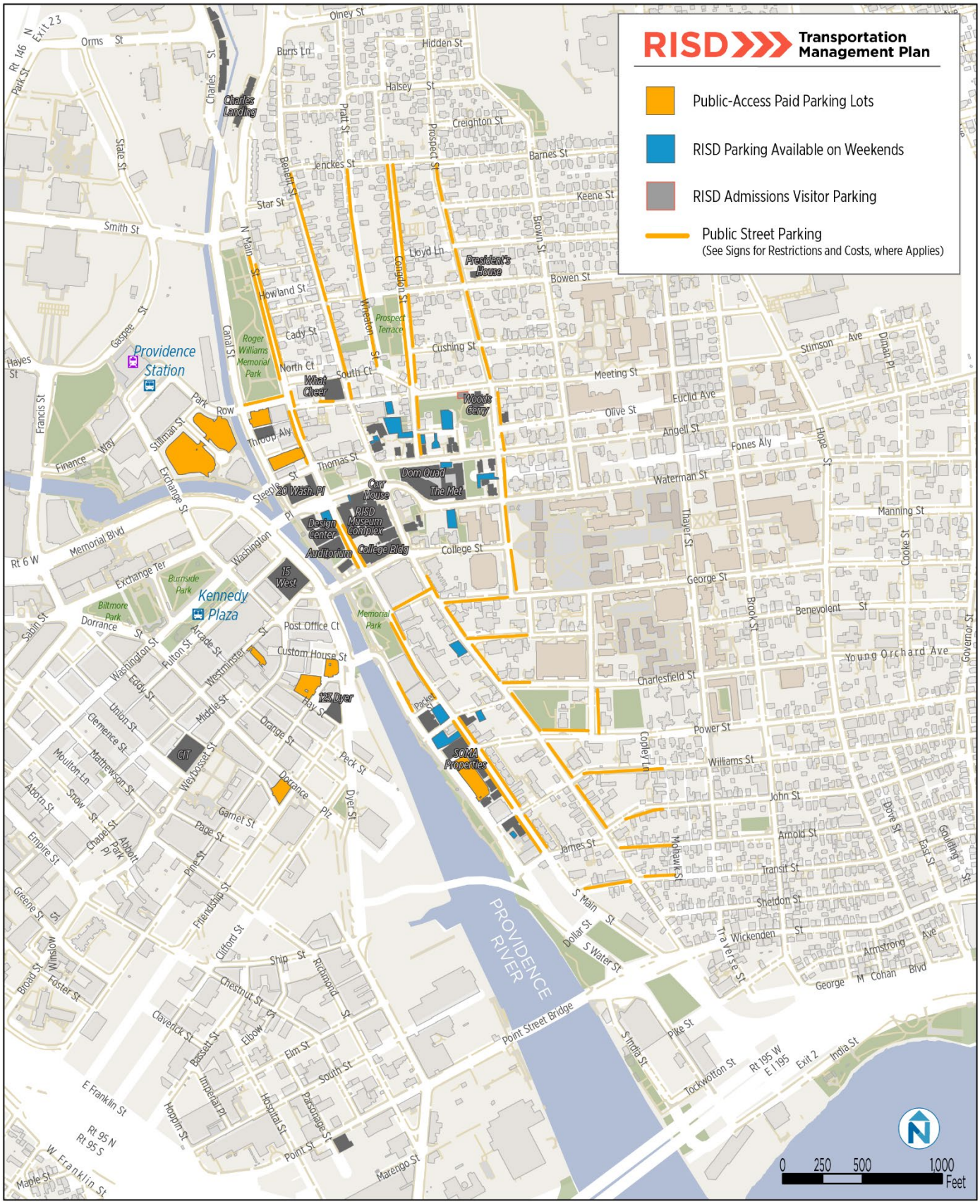
As an urban university campus, travel by bicycle is a viable option for many students, nearby visitors, and for faculty and staff. Accordingly, having enough convenient bike parking adjacent to building entrances throughout the campus helps to encourage bike use. The cost to install traditional outdoor bike racks is relatively low ($600 per 8 outdoor spaces.). In the longer-term, to encourage even more cycling, covered bike parking and other facilities like commuter showers can also be considered, as budget and space allows. The selection and location planning of added bike ride should heed the guidance of the Association for Pedestrian and Bicycle Planner bike parking guide and the guidelines that have been adopted by the City of Providence.

Enhance Visitor Parking Information

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
High	Low	High	Low	2019 Winter 2020	$

Transportation information provided to first-time RISD visitors is not geared to informing multimodal travel options. Providing more information with the visitor-as-customer mindset can help visitors make better-informed choices and improve lasting impressions about RISD. Information and mapping should highlight major visitor locations, how to travel by transit, how to walk to/from campus from nearby accommodations, and where visitors have permission to park (including at general access spaces and those that are free on weekends and at certain times of day) (See example in Figure 5). Once on campus, more thorough wayfinding signs would direct visitors to identified key destinations and visitor parking lots. This strategy could potentially reduce the number of people driving and circling around the campus and/or parking more than once due to lack of information. Given the limited parking supply, improving the visitor experience would also reduce potential frustration and negative feedback received.

Figure 5 Visitor-Oriented Parking Map Example



Advertise and Promote App-Based Carpool-Matching

Medium	Medium	Low	Low	2020 2020	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

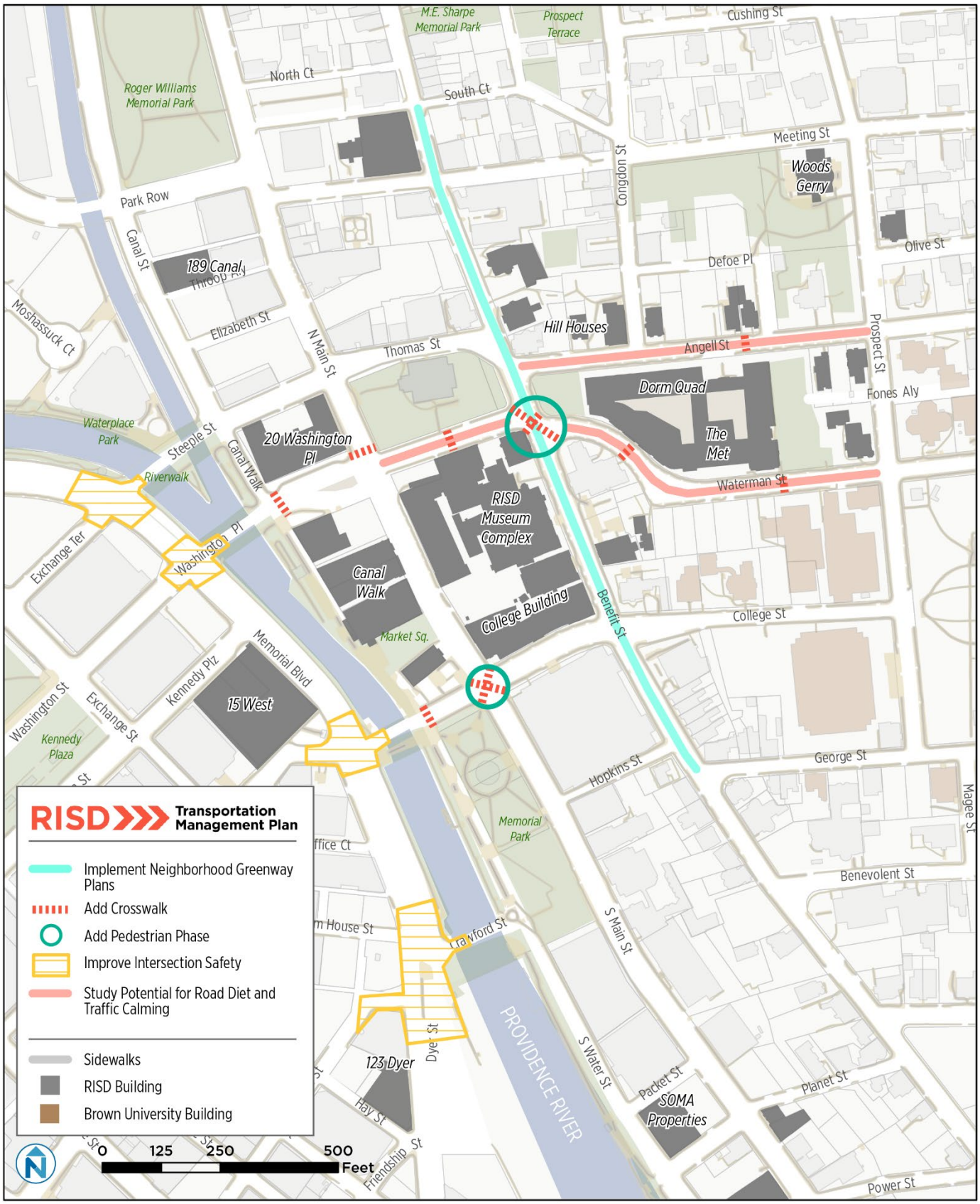
As smartphone technology continues to evolve, applications are now available to match riders with drivers traveling to and from the same locations. One such option is WAZE carpool, which involves the rider paying the driver for a ride. For those traveling to campus infrequently, including part-time faculty, using a carpool matching service can help with travel to/from campus. If the liability scenario makes sense, RISD can promote this and other services as an alternative to driving.

Enhance Pedestrian Safety at Key Streets and Intersections

High	Medium	High	High	Fall 2020 2025	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

The pedestrian experience is one of the single most important factor's for RISD's vitality as a place of education. Walking a campus creates lasting impressions for anyone that spends time at RISD no matter how they travel. If someone drives and parks a car at RISD, they must walk to and from that parking lot and the quality of that experience has an intrinsic impact on the demand of where people may choose to park. The decision of whether to take transit (or not) can also be colored by the experience one may have on their walk to and from it. Improving and enhancing pedestrian safety throughout the campus has been a long-term priority for RISD. Many intersections near the campus need shortened crossings and signal updates in order to ensure increased safety, comfort, and convenience for those on foot. This strategy will require a continued collaboration with the City of Providence to continually identify and address key trouble spots. As part of this process, key ongoing priority locations in need of improvements were sought, both through public outreach and in conversations between RISD and the City. Those key areas are documented in Figure 6. They include areas where pre-existing plans should be implemented, where crosswalks should be added, and where the potential for traffic calming and road diets should be studied to address repeatedly cited concerns regarding vehicles travelling at unsafe speeds (like on Angell and Waterman). RISD should continue to partner with the City to identify and seek solutions to these types of issues. Further, RISD should continue to ensure ongoing maintenance aspects are addressed, like mitigating trip hazards in the sidewalk space, prioritizing snow removal, maintaining high visibility continental standard crosswalks, and providing ADA-compliant sidewalks and curb ramps.

Figure 6 Pedestrian Safety Improvement Priorities



YEAR 2 STRATEGIES

Refine Student Admissions Tours and Orientation Guides to Include Travel Information

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Medium	High	Low	Fall 2020 Ongoing	$$$

Orientation and admissions tour guides are not currently trained to teach students about transportation alternative options available to them. Updated and comprehensive transportation options should be curated with the student in mind as part of the development of the communications plan strategy. Then, these should become modules as part of student orientation and admission tour guide training. Topics should include use of RIPTA pass benefits, public transit options, the Brown Shuttle, RISD Rides, Zipcar, and safety recommendations for walking, bicycling, ridesharing, and scootering. The main goal of this strategy is to improve the student experience, ensure they are making fully informed travel choices, and to ensure their travel safety and convenience. The information included in this training module could also be used within:
a) a guide for students on ways to avoid having to bring a car to Providence (i.e. how to take train or bus on breaks, how to use Zipcar, how to take transit, etc.)

b) the housing option packages students receive, specifically: highlighting what transportation considerations they should factor into where they choose a given option

c) other student-facing locations as determined fit by the university

In the case of admissions, students are becoming increasingly mobile and inclined to jetset in their leisure. Students are also becoming increasingly more inclined to make use of public and ridesharing options. These factors should be taken into account when RISD thinks about how it markets itself to prospective students.

Integrate Multimodal Commute Information into Employee Onboarding and Permit Renewal Process

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
High	Medium	High	Medium	Fall 2020 Ongoing	$$$

The permit renewal process is a key time for employees to think options available to them and how they flex their ability to make use of them. As part of the communications plan strategy, synthesize comprehensive multimodal commute information on transportation options and guidance into employee onboarding and permit renewal emails before they purchase permits. In addition to explaining the parking permit program and parking options, topics should include rout and cost information related to RIPTA buses, the Brown Shuttle, RISD Rides, and transportation alternatives. If resources are available, new hires could be provided with personalized transit directions based on their location of origin in order to promote transit usage among those that may be unfamiliar with RIPTA and MBTA.

Conduct a Wayfinding Study

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Low	Medium	Medium	Fall 2020 Spring 2021	$$$

RISD may be intuitive for seasoned employees of RISD but wayfinding is critical for prospective affiliates and visitors, as well as those that are new to the institution. A wayfinding study should create a comprehensive inventory of existing signs at parking lots, on streets and sidewalks around campus, and the surrounding area to understand how one would navigate to, from, and within campus by way of a car, by bicycle, or on foot. A study should also incorporate considerations for finding one's way in travel to/from Kennedy Plaza and Providence Station, from nearby hotels, and from the regional highway network. The study should flag missing or confusing locations and where new signs should be installed to convey information that would enable travelers to find and keep their way. The main benefit of this strategy is to improve the user experience. For connections to/from transit, improved wayfinding can also help to increase use of these options.

Enhance Visitor Parking Experience

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	Medium	Medium	High	2021 2025	$$$

As an add on to the related Year 1 strategy (Enhance Visitor Parking Information), this strategy involves communicating through public information and modifying on-street signage to clarify public parking availability. This includes updating signage to explain spaces reserved for courthouse parking on weekdays are available for weekend RISD museum visitors. In addition, all locations where visitor parking is permitted should include appropriate signs and be consistent with public information. RISD could also investigate more opportunities for accommodating visitors through a valet collaboration with the Hampton Inn garage and in a Metropark partnership. Finally, visitor spaces adjacent to the admissions office should be enforced so they are available to visitors.

Upgrade RISD Rides User Experience

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
High	Medium	Medium	Medium	2021 2022	$$$

RISD gets a lot of value for the level of investment it has applied to its on-demand RISD Rides service, especially given the scale of the service area. Given repeated comments about long wait times, especially if one is travelling a farther distance, RISD should seek opportunities with their vendor to improve the ride-match ranking process to ensure distance is overlaid with number in the queue (i.e. if someone requested a ride earlier than a group of individuals that lives closer, they do not keep getting bumped up the queue). This issue could also be addressed through an administrative discussion concerning feasibility of revising the limits of the service area to not cover quite as much ground in order to ensure the highest quality of service for the highest number of students. (If this was implemented, it would need to be communicated in Welcome to RISD and Housing Options packages).

Given the popularity of the RISD Rides service, reduction of the service area will require complementary investments in mobility choices that are attractive to and convenient for students. Improved outreach regarding RIPTA, bicycle sharing, and active transportation options can facilitate this. Longer-term, RISD may consider providing a dedicated fixed- or flex-route shuttle system that provides higher quality transit to students while minimizing the role of RISD Rides as an on-demand (and thereby less efficient) shuttle. The existing RISD Rides service could then serve primarily as a supplemental safety and comfort escort and limited-mobility shuttle.

Expand Zipcar Fleet and Relocate Zipcar Parking to On-Street Spaces

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	Medium	Low	Medium	2021 2023	$$$

Zipcar can also serve as a backup option for daytrips that may require a vehicle, where one might not otherwise bring a vehicle to campus. At present there are two Zipcar spaces in the Waterman Street lot. This strategy would relocate these spaces to the curb along the wide section of Waterman Street adjacent to the lot, ensuring people using Zipcar do not have issues accessing these vehicles within already-constrained lots, and potentially freeing up two additional off-street spaces for other RISD uses (pending re-striping). This strategy also recommends finding other on-street parking locations for adding more Zipcar vehicles to serve as an incentive for both students, faculty and staff to be able to have access to a vehicle while on campus. Zipcar has repeatedly been in demand by departments that need to go and purchase studio materials during the middle of the workday. In the past, departments would informally fund Zipcar for this purpose and RISD should examine implementing this as a formal long-term option.

Identify Opportunities within RISD Parking Facilities to Mitigate Access Conflicts due to Physical Barriers

High	Low	Low	Medium	2020 Fall 2021	$$$

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

Due to the unique nature of many of RISD's parking facilities, some have challenges for access on a regular basis. Many stakeholders cited frustration and issues around the following topics: ADA parking spots do not meet standards, some areas are so space-constrained that do not have any margin for slight parking errors barring others from getting in or out of a space, and the use of stacked parking spaces are misunderstood because they lack clarifying signage. Restriping and re-signing lots can ensure ADA access and general proper use to ensure optimal sustained access to parking spaces. Adding clarifying signage where needed can also ensure employees do not accidentally "park each other in" within stacked spaces.

Plan for Evaluating Parking Pricing Tier Rates

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	High	High	Medium	2019 Fall 2021	$$

As RISD advances its Transportation Plan, necessary investments in staff resources, programs, physical improvements, and incentive programs will require additional funds. Additionally, more funds are needed to ensure RISD can sustain the assets it already has and has planned prior to this plan effort. RISD has not increased its parking rates since 2013 and its rates are not on par with local peers. This strategy involves reviewing parking permit rates for faculty and staff parking across the salary price tiers. Rates and tiers will be evaluated and consideration given for a higher rate for parking in core locations and a lower rate for underutilized remote parking, like the Brooks Lot. This would create a structure to ensure equity, incentivize remote parking and alternate transportation, potentially increase funding of transportation programs, including subsidizing operating costs for longer-term needs like parking technology and operating a remote parking lot shuttle.

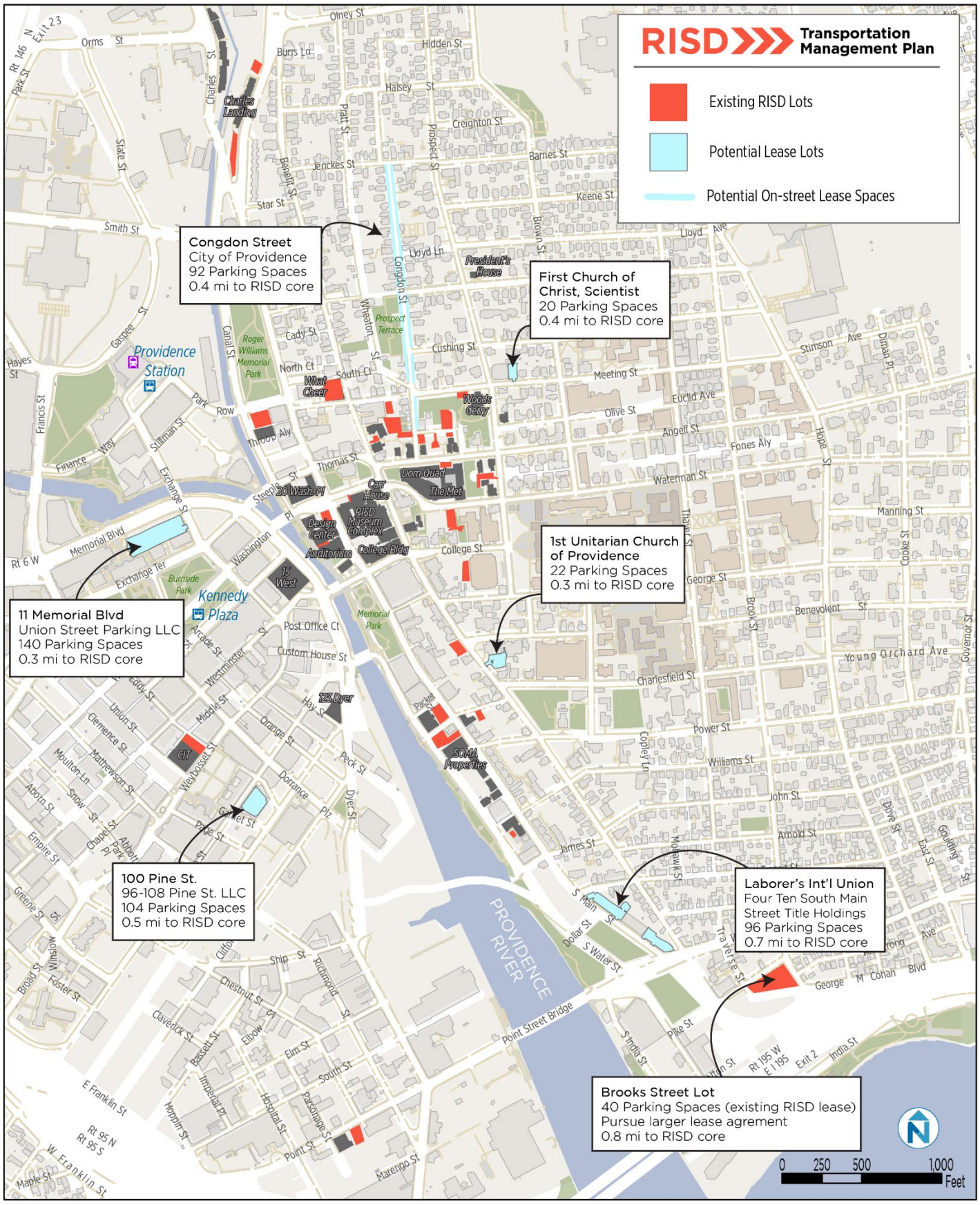
It should be noted that a zone-based parking system was evaluated for this Plan but determined as not viable in the RISD context as it would require more administration and enforcement with very low potential to reduce parking frustrations due to the limited supply where demand is highest.

Seek Additional Shared and Remote Parking Agreements

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Low	High	Medium	2020 Ongoing	$$$

Given the constrained urban environment, RISD should always be on the market for seeking savvy solutions for additional parking lots where spaces might be leased for employee parking. While the number of additional spaces needed is not substantial, new parking can address location-specific shortages where demand exceeds supply, replace parking not under RISD's control, or replace other existing RISD lots that may become future building sites. RISD should continue to identify and work with parking facility owners to lease additional spaces. Figure 7 identifies sites for additional investigation, including some sites that would be remote parking and offered at a discounted rate.

Figure 7 Potential Parking Supply Expansion Options



YEAR 3 STRATEGIES

Update Public Parking MOU Agreement with City of Providence

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Low	Medium	Medium	2022 2023	$

RISD leases on-street spaces for use by RISD parking permit holders without having to pay the meter fee. The Memorandum of Understanding will be up for renewal in 2023 and RISD needs to begin organizing priorities with this date looming soon on the horizon. Updates to the Memorandum should address the lack of clarity regarding space regulations, inconsistencies between space regulations in different areas, and the need to enforce these regulations and ensure that spaces are consistently available for RISD use. This strategy involves continuing to lease these spaces with the following requested modifications:

- For spaces limited to RISD-only parking, begin the start time at 7 AM to permit those that begin work before 8 to find an available space
- Simplify the rules and have the same regulation on every street
- Update content, layout, and location to ensure clarity and user-friendliness
- Update enforcement protocols and expectations – advocate for RISD issuing tickets and revenue and prosecution process be handled by the City

Expand the number of on-street spaces by leasing some spaces on Congdon Street, currently regulated as No Parking 8 AM – 10 AM, which would address employee parking constraints for that part of campus.In addition to these items, RISD should investigate the potential to directly enforce regulations at these parking spaces despite their City-owned status. RISD enforcement staff could patrol these spaces and issue citations while fine revenue continues to flow to the City. This will remove the burden of enforcement from the City and allow RISD, as the most invested stakeholder in these parking spaces, to ensure that their staff may fully benefit from the terms of the agreement.

Enhance Campus Parking Enforcement and Fine Collection

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	Low	Medium	Low	2022 2023	$

RISD For parking spaces that RISD owns, the approach to enforcement is slightly different. RISD already has a customer-friendly enforcement policy in place, allowing first tickets to be a warning for the purposes of education, and they have escalating fines for repeat offenders. However, RISD has not had success collecting fines from the tickets issued. There is a fine balance between enforcement that is too strict and

that which is too relaxed; if a middle ground is not reached, this can lead to frustration for all users, especially in a context where parking availability is already hard to find. The proper level of enforcement and consequences for fines are needed to ensure the limited facilities RISD has are not abused. Many other universities have policies and means for blocking access to academic credits and/or withholding employee pay if tickets are not paid, especially if it is a repeat offense.

RISD has already done the smart work in updating their parking fine scale to be context-relevant with the City of Providence. In reviewing the current fine scale, a few additional opportunities were identified. Currently, RISD's fine scale is a bit inconsistent in terms of placing higher fines on violations that would pose safety risks. Anything that poses potential safety or accessibility risks should carry higher fines than general parking violation fines. The following increases are recommended as consideration for incorporation into the parking fine scale:

- Parking on sidewalk/crosswalk (egregiously)- $100
- Obstructing a Fire Lane - $100
- Obstructing a Fire Hydrant - $100
- Obstructing snow removal or dumpster - $100
- Improper use of a handicapped parking space – this should be higher $150/$200

Double the Number of Transit Users

High	High	High	Medium	2021 Fall 2023	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

According to the faculty/staff survey and RISD data, it is estimated that 183 people (15% of commuters) use RIPTA services. This strategy would strive to double that number in the future by directly promoting RIPTA as a regular commuting option. The strategy would target those who could either commute via a one-seat rider from a bus stop near their home or could drive and park to a free RIPTA-served park and ride lot. Part of the mobility coordinator's (or contractor's) job would be to work directly with employees who are candidates for this option to discuss their travel needs and develop a commute plan with personalized transit directions. This program would apply to any new employees. While increased transit use will require further employee subsidies, a doubling of the number of commuters would also reduce parking demand, which in turn could alleviate the need to lease non RISD spaces and/or operate a future shuttle service. A guaranteed ride home program (see Year 4) is recommended for all employees that do not drive and as an incentive to those employees who are reluctant to lose convenient access to their car in cases of emergency.

Assess Expansion of Indoor Bike Parking Supply

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Medium	Low	Medium	2022 2024	$$$

This strategy involves capitalizing on opportunities to add indoor bike parking where feasible in residential buildings and in buildings with faculty and staff offices. In most instances, such investments would take place during major renovation or new construction projects.

Implement Plan for Improved and Unified Multimodal Wayfinding

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
High	Low	High	Medium	2021 Fall 2023	$$$

As a follow-on to the Year 2 wayfinding study, this strategy involves purchase and installation of unified wayfinding signs. As noted, new signs should be installed to convey information that would enable travelers to find and keep their way. Parking facility signs should be consistent and clear. Associated public information should match the signs and maps for visitors should be produced. The main benefit of this strategy is to improve the user experience. For connections to/from transit, improved wayfinding can help to increase use.

YEAR 4 STRATEGIES

Transition to Daily Parking Rates

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Organizational Baseline Priority	Overall Priority	Level of Effort to Implement	Involves a Communication Plan	Target Year for Initiating and Achieving	Cost
Medium	High	No	Medium	Medium	Yes	2022 Fall 2023	$$$

By offering a daily parking option to faculty and staff, this strategy addresses the current all-or-nothing decision faculty and staff face when opting to purchase a parking pass. For employees that can sometimes travel by a means other than driving, having a daily parking option encourages use of alternatives. Implementing this strategy may require additional operational management resources, either by using only attended facilities, issuing and enforcing separate permits, or using technology. See Advanced Parking Management in Year 5. Note there's a risk that more people will park if this option were provided to part-time faculty. Daily parking will ideally be managed through a flexible platform such as a mobile parking app or virtual permit system that allows for easy enforcement and maximum flexibility for the user (i.e. the choice to park or not can be made spontaneously rather than at the beginning of a fixed period). However, low-tech options to create a daily parking environment include:

- Meters at spaces that charge a daily rate and can be easily enforced without additional technology
- Physical permits that offer a set number of parking days per semester
  - Without virtual permits or apps, these must be manually enforced to ensure that individual usage is logged
  - Physical permits need to be purchased in advance and acquired by the holder so reduce the flexibility of the daily parking system
- A limited number of parking "convenience" days per year that are granted to all employees, even those without dedicated permits
  - These must be monitored by enforcement staff to ensure that parking privileges are not abused

Formalize a Dedicated Carpool Ride-Matching Service

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Medium	Medium	Medium	Medium	2022 Fall 2023	$$$

Part of the mobility coordinator's (or contractor's) job would include offering ride matching services for interested employees whose work and residence locations and hours are a match. A longstanding TDM staple, dedicated ride-matching services pair drivers and riders who then share the cost of commuting. Marketing this option should be part of the new employee onboarding process. Some employers also offer incentives for participation in such programs but providing these incentives is challenging as it requires

tracking of actual behavior. There are an increasing number of vendors that offer these types of services as part of a larger commute tracking and incentive platform, including AgileMile, RideAmigos, and Scoop. If RISD outsources such a service, careful consideration will need to be paid to understanding startup versus ongoing costs and in understanding who, between the vendor and the institution, carries what liability. RISD could also explore investing in this as part of a joint contract with other local partners seeking the same services.

Implement Guaranteed Ride Home Program for Non-Drivers

Medium	Low	Low	Medium	2020 Fall 2023	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

For employees who use transit or carpool, a key incentive for program participation and for not having a car conveniently available is a guaranteed ride home in case of emergency. This TDM staple is helpful to persuading people to try alternatives to driving and typically involves covering the cost of a taxi or Lyft/Uber to get a ride home. Programs typically establish a limit of the number of subsidized rides per year.

STRATEGIES FOR 5+ YEARS

Consider Purchasing Technology to Enable Advanced Parking Management using License Plate Recognition (LPR)

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
Low	Low	Medium	High	2021 Fall 2024	$$$

Many parking management entities use license plate recognition (LPR) systems to patrol and monitor parked vehicles. Such systems can be used in conjunction with pre-registered permit holders or in conjunction with pay by phone mobile applications or kiosks. The LPR technology enables personnel to scan parked cars to confirm payment, track occupancy, and monitor enforcement requirements. In conjunction with mobile apps or kiosks, these systems also permit ongoing tracking of revenue and utilization. Such a system would improve access to information and assist in potentially adjusting pricing by facility or to introduce daily pricing. As with other strategies, however, the high number of small lots on campus would render this option costly to implement.

Consider Purchasing and Installing Space-Availability Technology

Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost
High	Low	Medium	High	2024 Fall 2026	$$$

Space availability system have improved the experience for those seeking an open parking space and for managing campus circulation. Using occupancy sensors and variable message signs, these systems communicate in real time where and how many spaces are available in each facility. The strategy requires an investment in equipment at each facility included in the system, signs around campus to display parking availability status, associated software, and staff time to manage. The main benefit of such a system is to maximize the use of available parking, to alleviate stress for those seeking an available space, and to improve the visitor experience. However, the needed investment in capital equipment, the number of very small parking lots, and the need for staff to oversee and operate the system render this option challenging to pursue.

Study Need for a Dedicated Shuttle Connecting Remote Lots to Campus

Medium	Low	Medium	Medium	2022 Fall 2025	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

With the impending loss of the Charlesgate apartments parking lots due to other campus planning initiatives, the main remote parking facility is the leased located on Brook Street, south of Wickenden Street. For many commuters, this lot is located too far from their workplace. This strategy would involve studying the need and costs for a dedicated shuttle service to this and other distant parking facilities. The service might be operated only at the beginning and end of the workday with supplemental service provide by other RISD vehicles, such as RISD Rides or Public Safety vehicles. While the study would not be costly, operating the service would increase operating costs and should be balanced against the cost of other parking space rental costs.

Study Parking Garage Feasibility

Medium	Low	Low	High	2024 Fall 2026	$$$
Improving Commuter Experience	Reducing Parking Demand/ Driving Alone	Overall Priority	Level of Effort to Implement	Target Year for Initiating and Achieving	Cost

Existing parking lots (or other sites) could be considered for structured parking to expand parking supply. New parking can address existing shortages where demand exceeds supply including the area around the uphill part of campus, replace parking not under RISD's control, or replace other existing RISD lots that may become future building sites. However, currently, RISD does not own any parcels, not planned for other uses, that would have a footprint large enough to accommodate a parking structure that would satisfy supply needs.

The limited number of existing sites suitable for structured parking as well as the high cost of adding new spaces present challenges to this strategy. New parking structures in the New England region cost in excess of $25,000 per space to construct and require a multi-million dollar investment over time to significantly add to the parking supply. These same funds could achieve a greater per-dollar impact on the parking demand and supply balance when distributed across a complementary array of parking management and transportation demand management strategies. New parking construction also induces greater parking demand. Since RISD strives to improve the commute experience for all users and encourage sustainable commute habits, parking construction should be treated with caution. New dedicated parking facilities fail to support sustainability and non-vehicle commute goals even if they may improve the parking experience in the short-term after construction.

Beyond its prohibitive cost and conflict with sustainability goals, new parking construction faces uncertainty due to emerging mobility trends and their impacts on future parking demand. Autonomous vehicles, comprehensive mobility services, and ever-changing micro-mobility options will all reduce parking demand

in the future. While the timeframe to market saturation for these products is indefinite, they will continue to exert a downward influence on urban parking demand over the lifetime of any new parking structure. Investments made in commuting infrastructure must remain cognizant of these trends and plan to accommodate a more flexible future in which the personal automobile is no longer the de facto mode of choice for the majority of commuters.