Thank you for taking the time to complete your unit/department's Annual Assessment Report. Assessment is on ongoing and systematic process aimed at understanding and improving student learning, the environment for student success and college operations. To demonstrate that Temple is fully compliant with Middle States standards on assessment and institutional effectiveness, we must document our assessment processes and the uses of assessment information for improvement. We have designed the following report to streamline the collection of assessment information.

Unit/Department Name: Parking Services

Sub-Unit Name (if applicable):

(Ex: Compensation)

Contact Name (Who can we reach out to if we have a question about the report?):

Karen Sherlock

Contact Email:

Karen.sherlock@temple.edu

Section 1: Professional Association or Standards

Is there a professional association that outlines standards for best practice in your area of higher education? (Examples: CAS – *Council for the Advancement of Standards*, Student Affairs; NACADA – *National Academic Advising Association* – Academic Advising; NACE – *National Association of Colleges and Employers* – Career Center)

☒ Yes
☐ No

If yes, what is the name of the association/organization?

International Parking Institute (IPI) and Pennsylvania Parking Association (PPA)

Section 2: Mission & Program Outcomes

Good assessment begins with well-defined and clearly articulated Program Outcomes (POs) aligned with the mission of the department/unit. POs are overarching expectations of support provided by the unit/department and are focused on the delivery of services, processes, activities or functions to students, faculty or staff. POs are unlikely to change from year-to-year unless there are substantial changes to the mission of your unit. POs should be "SMART": Specific, Measurable, Attainable, Relevant and Time Related.

What is your department's/unit's mission statement?

The Office of Parking Services is an auxiliary department committed to providing safe, affordable and convenient parking for the Temple University community. Given the University's large commuter population, students, employees, patients, and guests are encouraged to park in our facilities rather than on public streets, not only for safety and convenience, but to foster a better relationship with our neighbors in the community.

Parking Services maintains all garages and lots, and performs a variety of transactional, financial, and strategic activities to ensure effective operations for members of the Temple community and the public.

Please list your unit/department's (or sub-unit/department's) Program Outcomes:

1. Provide parking options/services that are safe, affordable and convenient.
2. Distribute timely and relevant information regarding how to purchase parking, and information related to various events or closures that may affect the ingress/egress of vehicles parking in our facilities.
3. Analyze usage of parking facilities to make operational (time schedules, rates, durations) changes to better support the needs of students, employees and visitors.

We recommend 3-5 Program Outcomes, the number of outcomes is up to your department. If you have more than 5 POs, just add rows to the Table and add the additional outcomes.

Section 3: Completed Assessment Activity Since 2015

In this section, you will provide details about program level assessments your unit/department has completed since 2015. We ask you to describe the assessment(s), tell us about the findings, describe how and with whom you shared the findings and tell us how you used (or plan to use) the findings for making improvements. Examples of assessments include: surveys, focus groups, activity volume, log data, transactions, and pre/post-tests.

Assessment Strategy 1

Describe the assessment strategy. Please provide enough detail so that we understand the nature of the project.

In order to better track parking facility utilization, duration, and payment type, any new parking facility (starting with the Montgomery Garage) is fit with automated equipment. We have retrofitted two existing surface lots (Tuttleman Lot and Cecil B. Moore Lot) with this equipment as well, and plan on doing more in the future. Because of this equipment, Parking Services is now able to collect the essential data (frequency, usage, payment type and duration) we need in order to make better-informed operational decisions.

From the list of Program Outcomes above, which POs were assessed using this strategy? Just list the number of the PO(s) assessed.

#1 and #3

What were the findings from this assessment?

The short-term parking rate option has taken off in the volume of transactions at Temple University Main Campus. It has become a much-utilized affordable parking rate structure. Since the inception of the metered/automated parking facilities, we can see an increase in the number of transient/short-term parking transactions from FY15 – FY17:

- Montgomery Garage 77%
- Cecil B. Moore Lot 97%
- Tuttleman Lot 303%

We will continue to offer this option to the students, employee and visitors of the university.

With whom and how did you share findings from this assessment? Check the box next to the person/group(s) with whom you shared the findings and in the box tell us HOW you shared the data with them. For example, you may share findings at a meeting, in an email, in a one-on-one meeting, or via a website.

☒ **Department/Unit Staff**

How: These accomplishments were shared with staff during our meetings.

☐ **Department/Unit Leaders**

How:

☐ **Students**

How:

☐ **Faculty**

How:

☒ **University Administration/Leadership**

How: We share the changes in utilization and revenue results with Office of the Executive Vice President & Chief Operating Officer during budget preparation.

☐ **External Community Members**

How:

☐ **Other**

Who:
How:

How did you use or how are you planning to use the findings from this assessment for improvement? Where applicable, give specific examples of changes you make (are making) as a result of your findings.

The data on volume of purchases and duration directed the hourly rate change instituted during FY17 and the decision to keep the rate consistent in rate projection for FY19. In addition, the immense popularity of the metered facilities led to the engagement of Temple University with a mobile payment processor (Park Mobile) to increase the ease in which the customers use the facilities.

Assessment Strategy 2

Describe the assessment strategy. Please provide enough detail so that we understand the nature of the project.

Parking Services wanted to seek feedback from students about the number of parking options available to them, so the staff engaged in email and in-person conversations with student parkers.

From the list of Program Outcomes above, which POs were assessed using this strategy? Just list the number of the PO(s) assessed.

#1, #2

What were the findings from this assessment?

As a result of these conversations, we discovered there was a preference for students to have the ability to purchase parking on a month-to-month basis (vs. just being able to purchase a semester at a time).   During FY16, we piloted a program to allow students to purchase parking on a monthly basis. We gave students the ability to purchase this option in our office and online. We advertised this new option by word-of-mouth, email, and print and social media platforms.   Month-month permit sales have increased 10% from FY16 to FY17.

With whom and how did you share findings from this assessment? Check the box next to the person/group(s) with whom you shared the findings and in the box tell us HOW you shared the data with them. For example, you may share findings at a meeting, in an email, in a one-on-one meeting, or via a website.

☐ **Department/Unit Staff**

How:

☐ **Department/Unit Leaders**

How:

☐ **Students**

How:

☐ **Faculty**

How:

☒ **University Administration/Leadership**

How: We share the changes in utilization and revenue results with the Office of the Executive Vice President & Chief Operating Officer during budget preparation.

☐ **External Community Members**

How:

☐ **Other**

Who:
How:

How did you use or how are you planning to use the findings from this assessment for improvement? Where applicable, give specific examples of changes you make (are making) as a result of your findings.

Given this option's popularity, we continue to offer it.

Assessment Strategy 3

Describe the assessment strategy. Please provide enough detail so that we understand the nature of the project.

During FY 17, the Office of Parking Services engaged the Walker Parking Consultant group to provide a parking evaluation of the Liacouras Garage. This evaluation was to determine the effectiveness of signage, effectiveness of cash handling controls and traffic management (including ingress and egress times).   The survey compiled data points from special events, historical parking utilization of various facilities.

From the list of Program Outcomes above, which POs were assessed using this strategy? Just list the number of the PO(s) assessed.

#3

What were the findings from this assessment?

The evaluation provided a recommendation to have equipment installed on additional exits, utilized during events only, at the Liacouras Garage to provide more accurate occupancy counts.

Another recommendation was to increase our transient rate from $17 to $20.
Additionally, recommendations were provided for technological improvements for cash handling, event mobile payments, traffic management and possible reconfiguring of the Liacouras Garage drive lanes.

With whom and how did you share findings from this assessment? Check the box next to the person/group(s) with whom you shared the findings and in the box tell us HOW you shared the data with them. For example, you may share findings at a meeting, in an email, in a one-on-one meeting, or via a website.

☐ **Department/Unit Staff**

How:

☐ **Department/Unit Leaders**

How:

☐ **Students**

How:

☐ **Faculty**

How:

☒ **University Administration/Leadership**

How: The findings of the survey was shared with the Office of the Executive Vice President & Chief Operating Officer.

☐ **External Community Members**

How:

☐ **Other**

Who:
How:

How did you use or how are you planning to use the findings from this assessment for improvement? Where applicable, give specific examples of changes you make (are making) as a result of your findings.

The event rate at the Liacouras Garage will increase to $20 for FY19.

Assessment Strategy 4

Describe the assessment strategy. Please provide enough detail so that we understand the nature of the project.

Parking Services wanted to seek feedback from students and employees about their feelings on the wait times when trying to register for parking and obtain their permit at the beginning of each semester. The staff engaged in email and in-person conversations with parkers in order to obtain this feedback. Additionally, the Parking staff noticed an increase in the line outside of the office at the beginning of each semester of students and employees waiting to pick-up their permits.

From the list of Program Outcomes above, which POs were assessed using this strategy? Just list the number of the PO(s) assessed.

#1 and #2

What were the findings from this assessment?

Based on our observations and conversations, we concluded that we needed to implement different processes and make technological enhancements to decrease wait times to pick-up permits and to make the purchase of parking an easier experience.

We can use recording tools from our T2 Flex (T2 Parking Management System) to identify the number of transactions performed in office and web. From FY15 through FY17, we have seen an increase of office sales by 9% as well as an increase of 35% of web sales.

Customers are able to purchase parking online and use the privileges immediately at our various facilities.

With whom and how did you share findings from this assessment? Check the box next to the person/group(s) with whom you shared the findings and in the box tell us HOW you shared the data with them. For example, you may share findings at a meeting, in an email, in a one-on-one meeting, or via a website.

☐ **Department/Unit Staff**

How:

☐ **Department/Unit Leaders**

How:

☐ **Students**

How:

☐ **Faculty**

How:

☒ **University Administration/Leadership**

How: We share the results with the Office of the Executive Vice President & Chief Operating Officer during budget preparation.

☐ **External Community Members**

How:

☐ **Other**

Who:

How:

How did you use or how are you planning to use the findings from this assessment for improvement? Where applicable, give specific examples of changes you make (are making) as a result of your findings.

The Office of Parking Services engaged our parking management system vendor to provide an online site for purchases. In addition, we worked closely with the Data Management and Payroll departments to implement the Employee Self Service payroll deduction process. Since its inception in April 2014, we have seen this convenient process to start/stop/change/adjust employee parking privileges utilized over 5,000 times.

Section 4: Other Changes based on Trends/Strategic Plan

Sometimes you make changes based on trends in higher education, new strategic plans or initiatives at the university, or for other reasons. In this section, you will describe changes made based on trends/strategic plans and how you plan to assess the effectiveness of the change.

Describe what change you made and what you based this change on.

> 1) Typically, during the fiscal year, the 15th Street Lot is closed during the Fall, Spring and Summer breaks. This was to reduce expenses and to fill an excess of space at the Liacouras Garage during these breaks. In FY17, the 15th Street Lot operated without a parking attendant so that assigned parkers could continue to utilize the facility during these breaks. In order to accommodate the number of transients parkers, additional signs were printed and posted to direct these parkers to Liacouras Garage. Email correspondence was sent before each break to inform all assigned parkers of the operational change. This customer-service initiative was well-received.
>
> **2)** After analyzing parking trends of students, we decided to provide Commuter parkers parking privileges only 5 days. We received some complaints from students that either had to come to campus to study or attend class on weekends.
>
> 3) We will implement the rate change (increase to $20) to our transient parkers in FY19 per the findings in the survey performed Walker Parking Consultant group.

Tell us how you plan to assess the effectiveness of the change.

> 1) In FY19, we plan to gather data on parking utilization during these periods for all assigned parkers of the 15th Street Lot to ensure that this was an effective change to our operation.
>
> 2) In FY19, we plan to change the commuter access to 7 days a week. We will keep data on commuter parkers utilizing their privileges on the weekend to determine if this was the best decision.
>
> 3) We will track the volume of transient parkers to analyze if the $3.00 increase will cause a reduction in the number of transient customers we have on average per fiscal year.

Section 5: Annual Objectives (optional section)

Do you have any unique goals/objectives for the year? If so, describe the objective(s) and how you are assessing progress.

> This year we are gathering data on when the last vehicle(s) leave our surface facilities to determine if we can cut down our security costs in these facilities.

Section 6: Next Steps (Planned Assessment)

Tell us about your next steps for assessing your unit/department.
What assessments are currently underway or planned for this academic year? For example, your area may have items on the TUSQ that will be administered in Spring 2018 or you might have conducted focus groups in the fall and are review in the fall and are reviewing findings.

During this fiscal year, we have strengthened our social media presence as well as developed tutorial videos on YouTube that demonstrate how to sign up for parking. Next fiscal year, we hope to find data regarding the effectiveness of our social media marketing strategy.

Do you have any documents you would like to share?

Please feel free to email supporting documents in addition to your completed report. Additional documents may include: assessment plans, survey instruments, reports created for other audiences, etc. If you are including supporting documents, please tell us below what documents you are attaching.