

## **Service Improvement Area: Parking and Transportation**

### **Service Goal:**

Enhance customer service skills and practices.

### **Area Service Improvement Summary:**

- In a collaborative effort, the management and staff of Parking and Transportation (PaTS) developed a service credo which states its commitment to providing courteous, dependable and knowledgeable service to the Rutgers community.
- Ongoing customer service training programs have been conducted. Also, staff has been cross trained in several areas to ensure continuous service.
- Created service newsletter that is circulated monthly to PaTS employees to coach and reinforce department service values.
- Instituted the use of name tags by all service providers for easy identification.
- Developed a “Frequently Asked Questions” list and posted on website for users to find quick answers to their questions.
- Posted organizational chart on website.
- Provided designation names for all bus stop locations for user identification and installed bus route maps on each bus.

### **Future Service Improvements:**

- Create online survey to gather customer needs/satisfaction.
- Provide bus shelter information packets at all bus shelters (weekday, weekend and evening schedules).
- Have all bus stops announced by bus operators.

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## Service Improvement Area: Parking and Transportation

### Service Goal:

Evaluate parking capacity and develop new parking policies that allocate parking assignments on all campuses.

### Area Service Improvement Summary:

- Evaluated Parking Capacity
  - In a collaborative effort, the staff of Parking and Transportation (PaTS) and the University Planner from the Office of University Planning and Development prepared a table of existing parking capacities.
  - The existing parking was evaluated by campus, type of parking, time of day, and by type of permit allowed in a given lot.
  - Ratios of parking to permits-allocated were determined by campus and type of permit, to determine the level of shortfall or excess.

### Future Service Improvements:

- Changes to parking policy that will help to better distribute the number of permits sold.
- Reduction in traffic congestion caused by motor vehicles looking for parking stalls that do not exist because of a high over sale of parking permits.

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## **Service Improvement Area: Parking and Transportation**

### **Service Goal:**

Reduce problems created by peak travel periods.

### **Area Service Improvement Summary:**

- The university has hired a consultant to recommend changes to existing policies to help mitigate the impacts of the Route 18 construction traffic.
- The university has also partnered with the City of New Brunswick and the County of Middlesex to jointly fund and sponsor a transportation study of the downtown area.

The overall goal of both efforts is to make travel easier between all the campuses for all transportation modes (driving, mass transit, bicycling and walking).

### **Future Service Improvements:**

- Changes to the bus routes to and from the Cook/Douglass campus.
- Changes to parking policies are also being considered. Type of permits, cost of permits and who is eligible for a permit are all being reviewed.
- Implementation of Park-N-Rides are being considered.

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## **Service Improvement Area: Parking and Transportation**

### **Service Goal:**

Enhance and improve the provision of parking services to the student community.

### **Area Service Improvement Summary:**

- Working with Cook and Livingston Colleges, developed new Guest permit programs which are operated by the student centers on the respective campuses. These programs provide students with the convenience of obtaining a guest permit for their visitors without having to come to 26 Mine St.
- Removed the \$5 court fee assessed for all appeals that are denied in the court appeal process.
- Reduced the number of Zone A commuter permits issued in an effort to relieve traffic congestion on the College Avenue Campus. This action also resulted in an increased opportunity to locate a parking space for authorized Zone A permit holders.

### **Future Service Improvements:**

- Enhance online permit purchasing processes, i.e., allow users to register additional vehicles online; develop summer session online permit purchasing.
- Improve pedestrian access to and from all parking lots.
- Improve lighting in all parking lot areas for safety.
- Improve signage in all lots.

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## **Service Improvement Area: Parking and Transportation**

**Service Goal:** Improve the quality of general transportation services.

### **Area Service Improvement Summary:**

- Provided designation names for all bus stop locations for easy user identification.
- Installed bus route maps and information on each bus.
- Increased bus service between the Busch and Livingston Campuses.

### **Future Service Improvements:**

- Provide more shuttle routes to adjoining neighborhoods and commercial areas.
- Add additional busses to busiest routes.
- Enhance [www.whereismybus.com](http://www.whereismybus.com).
- Improve parking lot maps.
- Investigate the implementation of a car share service.
- Install cameras and better lighting at bus stops.

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