### **Meeting Minutes**

### **Transportation & Parking Services Advisory Committee Meeting**

Tuesday, February 12, 2019

10:30AM - 12:00PM

Location: Facilities Services Building A, Conference Room A

#### **Attendees:**

Karin Groth Alan Coker Eric Walle

Michelle Comer William Delmas Sona Garsevanyan

Jourjina Alkhouri Stacey Ascencio

Attendees on Zoom: Martin Reed, Melissa Tessier, Drew Shelburne, and Rosalva Barriga

Call to Order Time: 10:35 am

#### **Meeting Minutes:**

1. Tuesday, December 11, 2018

a. Motion to Approve: William Delmas

b. Motion to Second: Michelle Comer

2. Tuesday, January 8, 2019

a. Motion to Approve: William Delmas

b. Motion to Second: Eric Walle

#### **Auxiliaries Enterprises Presentation: [Presentation Link]**

- 1. Auxiliaries Exists for Student Success
  - a. Establishing Student Advisory Committees for:
    - i. TAPS
    - ii. Auxiliary Enterprises
- 2. Reorganized Under One Umbrella to Increase Financial Stability
- 3. Benchmarking Empowering Directors to Handle Their Budgets
- 4. Hiring a Designated Auxiliaries Communications Personnel to Streamline Messaging
- 5. Merced County Association of Governments MCAG Study in July 2019
  - a. MCAG Oversees Merced County's Transit Systems
  - b. How Can UC Merced & Merced County Combine Services to Reduce Duplicated Routes
  - c. 6 12 Month Execution
  - d. Park and Ride Possibilities and Faculty & Staff Transit Fees
- 6. Current and Future Contracts and Request for Proposals (RFP)
  - a. Undergoing a Massive Review
  - b. Cost Analysis, Functionality, and Expectations
- 7. TAPS Advisory Committee Purpose: To Make Policy and Procedure Recommendations to the Vice Chancellor of Finance and Administration Related to TAPS

#### Committee Members - Roundtable:

- 1. Michelle Comer & Melissa Tessier
  - a. Downtown Campus Center (DCC) Parking Permit Pricing
    - i. 125 DCC Parking Spaces
    - ii. 370 DCC Staff Members
    - iii. Parking Permit to Parking Space Ratio
    - iv. 5 Year Contract with City of Merced Began August 18, 2018
    - v. UC Merced Pays ~ \$50 Per Space for 100 Spaces Per Month
    - vi. UC Merced Pays ~ \$35 Per Space for 25 Spaces Per Month
  - b. Remote Work or Work at Home Policy Advertisement
- 2. Eric Walle
  - a. DCC Parking Enforcement LPR
  - b. City of Merced Relationship & DCC Parking
  - c. Faculty Representation
- 3. William Delmas
  - a. Reciprocal UC Merced & DCC Permissions

### **Next Meeting:**

Date: Tuesday, March 12, 2019 from 10:30AM-12:00PM

Proposed Agenda Topics:

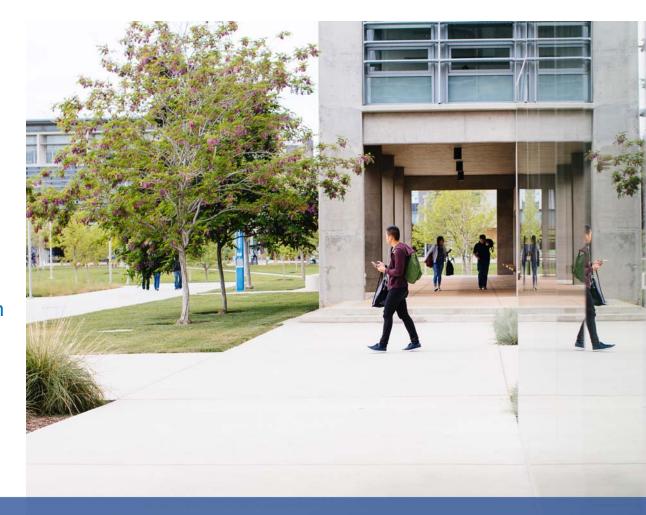
- a. DCC Parking Permit Recommendations
- b. Rollout of New Parking Allocation Modernizing Parking Zones

Action Items: Send Senate Contact Information to Eric Walle

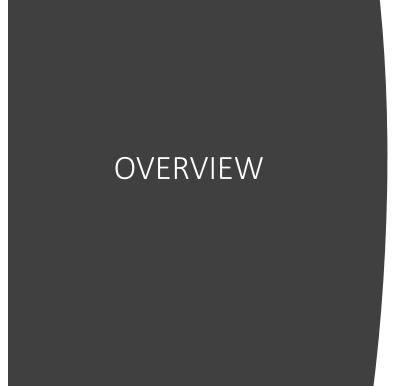
**Meeting Adjournment Time:** 11:46 am

## AUXILIARY ENTERPRISES OVERVIEW

Auxiliary Enterprises & Fiscal Innovation

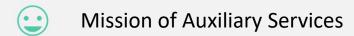


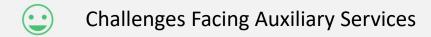












Opportunities for Auxiliary Services

Future of Auxiliary Services

## Auxiliary Services ..... Defined

- Webster defines auxiliary as a person or thing providing supplementary or additional help and support
- The State University of New York defines it as a set of services where students and faculty/staff have a significant interest in the quality and price of the services provided
- The University System of Georgia (USG) defines it as all revenues received and expenditures made for functions and activities that are related to the mission of USG institutions
- The National Association of College Auxiliary Services (NACAS)
   defines it only with the various units that comprise Auxiliary Services

## **Defining Auxiliary Services**

- Typically operates as a business on campus
- Entrepreneurial by nature
- Profit is usually not the primary mission, but "contribution" to the general fund is often an expectation
- Full Cost Recovery is expected
- Customer Service is an important priority
- Active student involvement is an important priority

# MOST COMMON AUXILIARY SERVICES ON UNIVERSITY CAMPUSES











**FOOD** 

SERVICES

**BOOKSTORE** 

AND

**CONVENIENCE STORES** 

HOUSING

AND

RESIDENTIAL LIFE

**PARKING** 

AND

**TRANSPORTATION** 

CAMPUS

CARD

## OTHER AUXILIARY SERVICES PROVIDED











BANKING
AND
FINANCIAL SERVICES

CHILD CARE
CENTERS

CONFERENCES

**EVENTS** 

RETAIL OPERATIONS

TRADEMARKS

AND

**LICENSING** 

## MORE AUXILIARY SERVICES PROVIDED











GOLF

AND
DRY CLEANING

**SERVICES** 

POST OFFICE
AND
PACKAGE SERVICES

PRINTING SERVICES

HEALTH SERVICES

## **EVEN MORE AUXILIARY SERVICES PROVIDED**









ANY OTHERS
YOU CAN
THINK OF ...

STUDENT

VENDING
AND
POURING RIGHTS

BARBERSHOPS
AND
SALONS

TELECOMMUNICATION
SERVICES

???

# UC MERCED AUXILIARY ENTERPRISES AND FISCAL INNOVATION MISSION STATEMENT

"Auxiliary Enterprises & Fiscal Innovation is a diverse group of service units offering goods and services to the UC Merced community that are essential to academic and administrative success. By operating in a financially self-supporting manner and providing convenient, user friendly, customer driven and cost-effective goods and services, Auxiliary Enterprises & Fiscal Innovation supports the University's mission and enhances the student experience."

## Challenges Facing Auxiliary Services

- The Economy
- Online Learning
- Enrollment
- State Appropriations
- Faculty and Staff Morale
- Debt
- Student Expectations
- Perception

## Opportunities For Auxiliary Services

- Reorganization
- Marketing / Social Media
- Outsourcing vs. Self Operation
- Benchmarking

# **UC Merced Auxiliary Enterprises**

	Reorganization	
CURRENT	TRANSITIONING JULY 1ST	
-Office of Budget & Financial Planning	-Vendor Management and Contracts	
-TAPS	-Food Services	
-ECEC	Dining Halls	

## --Dining Halls --Catering

--The Lantern --Food Trucks

-Campus Store

--The Market

-Conference and Event Services

--Conference Center

-Housing

--Operations and Finances

### **FUTURE OPPORTUNITIES**

-CatCard

-Copy and Print Center

-Post Office and Package Delivery

-???

## Social Media

- Facebook
- YouTube
- Instagram
- Qzone
- Weibo
- Twitter
- Reddit
- Pinterest
- Ask.fm
- Tumblr
- Flickr
- Google+
- LinkedIn
- VK
- Odnoklassniki
- Meetup

- Impact
- Best Use
- Apps
- Challenges
- Strategies
- Marketing

# Outsourcing vs Self-Operation Considerations

- Staff
- Financial Standing
- Financial Benefits
- Facility Needs
- Service Quality
- Tradition
- Soft Costs
- Contract Management

# Benchmarking



Why should we benchmark?

What should be benchmarked?

How do we benchmark?

www.graphicriver.net/goashape

## FUTURE FOR AUXILIARY SERVICES???

- Priorities
- Debt Management
- Relationships
- Future Planning
- Trends
- Marketing
- Economy
- Expectations
- Partners
- Legislation



# **Questions?**





# TAPS Advisory Committee <u>Purpose</u>

"To <u>make recommendations</u> to the Vice Chancellor of Finance and Administration the formulation of policies and procedures related to the overall transportation and parking program at UC Merced. This Advisory Committee also <u>assists the Director of TAPS in the development of the procedures, program and planning</u> for both Transit and Parking units. This includes, but is not limited to: vehicles, bicycles, and pedestrian traffic, as well as the operations and services of the CatTracks and county transit systems; to <u>provide a communication link</u> between the users of the transportation and parking programs and those responsibility for providing such programs and enforcing the regulations governing them."