

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



OVERVIEW



Defining Auxiliary Services



Various Auxiliary Operations



Mission of Auxiliary Services



Challenges Facing Auxiliary Services



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
AND
EVENTS**



**RETAIL
OPERATIONS**



**TRADEMARKS
AND
LICENSING**

MORE AUXILIARY SERVICES PROVIDED



GOLF
COURSE



LAUNDRY
AND
DRY CLEANING
SERVICES



POST OFFICE
AND
PACKAGE SERVICES



PRINTING
SERVICES



HEALTH
SERVICES

EVEN MORE AUXILIARY SERVICES PROVIDED



STUDENT
UNIONS



VENDING
AND
POURING RIGHTS



BARBERSHOPS
AND
SALONS



TELECOMMUNICATION
SERVICES

ANY OTHERS
YOU CAN
THINK OF ...

???

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

- Office of Budget & Financial Planning
- TAPS
- ECEC

TRANSITIONING JULY 1ST

- Vendor Management and Contracts
- Food Services
 - 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?

FUTURE FOR AUXILIARY SERVICES???

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



Questions?



TAPS Advisory Committee

Purpose

“To make recommendations 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 assists the Director of TAPS in the development of the procedures, program and planning 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 provide a communication link between the users of the transportation and parking programs and those responsibility for providing such programs and enforcing the regulations governing them.”