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 …
“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

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<th>CURRENT</th>
<th>TRANSITIONING JULY 1ST</th>
<th>FUTURE OPPORTUNITIES</th>
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<td>-Office of Budget &amp; Financial Planning</td>
<td>-Vendor Management and Contracts</td>
<td>-CatCard</td>
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<td>-TAPS</td>
<td>-Food Services</td>
<td>-Copy and Print Center</td>
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Social Media

• Impact
• Best Use
• Apps
• Challenges
• Strategies
• Marketing

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