

<b>Truax Campus Parking Analysis</b>	<b>February 19, 2010</b>	<b>1</b>	<b>7</b>
SUBJECT	DATE	PAGE	OF PAGES
<b>Madison College Facilities Master Plan</b>	<b>50070.000</b>		
	PROJECT NO.		
<b>Fred Brechlin, Department of Facilities Management</b>	<b>(608) 246-6837</b>		
TO	TELEPHONE NO.		
<b>Madison College</b>	<b>(608) 246-6331</b>		
LOCATION	FAX NO.		
<b>Jon Hoffman</b>	<b>(608) 327-4441</b>		
FROM	TELEPHONE NO.		
<b>JJR - Madison</b>	<b>(734) 780-8997</b>		
LOCATION	FAX NO.		

Madison Area Technical College has not performed a full parking demand study. Rather, the need for on-site vehicle parking is demonstrated through the current use of existing surface parking lots, trends in College enrollment, and the College's significant efforts at providing options for driving to Truax.

The Truax campus is a commuter campus in a suburban setting, so vehicle parking is a major concern. Both the distance between parking spaces and Truax Main Building and the walk experience are major complaints for students, faculty, and staff. Faculty and students complain that the distance that some students must walk from available parking results in them being late to class.

*Existing Facilities*

There are approximately 3,400 vehicle parking spaces at the Truax campus. Over 75 percent of these spaces are reserved for students, 12 percent for faculty and staff, and the remainder for Visitors, ADA, Administration and Visitors, Service, 25 minute parking, 15 minute attended parking, Special Permit, Lab Projects, and District Vehicles (see *Distribution of Existing Parking Spaces – by Type*).

Parking is located around the Main Building and the Truax campus in ten separate lots. For students, parking is located in three surface lots: Wright/Hoffman lot, Hoffman/Pearson lot, and the distant Wright/Straubel lots (see *Distribution of Existing Parking Spaces – by Location*).

In 2008 and 2009, the Truax campus experienced extraordinary flooding in the student areas of the Wright/Hoffman lot. To avoid future flooding and damage, the College will remove approximately 100 stalls from the Wright/Hoffman lot in 2010.

Madison College charges for all on-campus student parking at the Truax campus. All vehicles parked at the Truax campus must display a valid parking permit or be subject to ticketing and towing without warning. Student parking permits cost \$25 per semester. Permits are required for all campus users, including those enrolled in one hour non-credit courses. No parking permits are required for motorcycles, mopeds, and bicycles.

Free on-site parking is considered an employment benefit for faculty and staff as part of three union contracts. The Truax campus currently employs 575 full-time staff and 332 part-time staff that have been issued permits for the 409 reserved faculty spaces on the Truax campus.

*Current Use*

Despite the efforts of Madison College to encourage students, faculty, and staff to use alternative transportation to commute to campus (see Transportation Demand Management Plan), most Truax students, faculty, staff, and visitors drive to campus in their personal vehicles. Students, faculty, and staff have reported that vehicle parking is often full in the Wright/Hoffman lot and the Hoffman/Pearson lot. Campus commuters tend to park in the Wright/Straubel lot last due to the perceived further distance and

safety concerns from the lack of visibility on the bike path through the woods, the lack of sidewalks along the Westside of Wright Street, and fear of activity in the Truax Apartments neighborhood.

The parking demand pattern mirrors that of campus activity – the highest demand is between 8am and 5pm, Mondays through Thursdays. The parking demand is typically highest in the first three weeks of each semester. Campus users reported that students initially come to campus and stay all day as they figure out their class, study, and activity schedules. Students then come to the Truax campus only when they need to be there, so campus activity and hence parking demand decreases after the first few weeks.

Students park in adjacent commercial lots, either to avoid paying for parking or due to a lack of nearby available spaces. This off-campus parking has created concerns of adjacent businesses, prompting large signage warning of students to park legally.

#### *Enrollment Trends*

Parking demand is related directly to campus activity, with the student enrollment driving the majority of parking demand. The current Truax full-time equivalent enrollment of 7,272 is the highest in the history of the College, surpassing the surge in enrollment during the early 1990's economic recession.<sup>1</sup>

Not only has enrollment dramatically increased in the past few years, but the student enrollment type has also changed dramatically. The number of degree-seeking students is increasing as the number non-degree students (such as career enhancement, personal enrichment, and adult basic education) continues to decline. For example, the high of 1,033 full-time equivalent non-degree students in 1991 has reduced to only 133 full-time equivalent students today. The Madison College Academic Plan includes further reduction in community education courses and other non-degree offerings, so this shift in student enrollment type should continue.

The change in student enrollment type has an impact on parking. Non-degree students typically take courses that have no or less than one credit, so students are on campus once a week for a hour or two at a time with little work outside of class and rare involvement in campus activities. Degree students are on campus much longer. A full-time student has 12 to 30 hours of courses in a semester, with additional time for studying and campus activities. Although the overall FTE number is similar to the 1990's enrollment surge, the time spent on campus per student is higher as the student enrollment type transitions.

With increased campus activity, the parking demand increases. The recent spike in student enrollment – a 14 percent increase in January 2010 from the year before – has exacerbated existing parking demand. The Madison College Academic Plan recommends and plans for continued student enrollment growth, assumed three percent per year, with two percent of that growth requiring students to visit physical facilities on campus.

#### *Vehicle Parking in the Facilities Master Plan*

The long-range facilities master plan increases activity on the Truax campus, making it the flagship campus of the expanding Madison College system. The increased campus activity will increase commuter demand, only a portion of which can be provided through transportation alternatives. Therefore, the facilities master plan addresses the parking concern on three levels: the amount of parking and the real and perceived distances from parking.

The facilities master plan recommends that quantity of vehicle parking at Truax must increase. Moving programs from the Commercial Avenue campus to the Truax campus will increase parking needs. The Truax campus must provide enough vehicle parking spaces for current Truax programs, plus moved Commercial Avenue programs, plus expected program growth.

---

<sup>1</sup> FTE is calculated by adding the total number of enrolled hours by 30 hours (a full-time student), and it indicates the level of campus activity by those taking both full and part-time course loads. The actual headcount of those on campus is always higher than FTE. (For example, in Fall 2009, the FTE enrollment was 7,272 students, but 13,750 students attended courses on the Truax campus.)

The facilities master plan recommends the construction of new buildings and open spaces on the Wright/Hoffman lot and the Wright/Straubel lots, removal of the Administration Building parking, and accessible-only parking at the west entrance. The facilities master plan also parking lot expansions to provide more parking than currently provided at the Truax and Commercial Avenue campuses combined. New and expanded parking on the Truax campus include:

- Athletic fields parking lot - located at the southwest corner of Anderson Street and Hoffman Street
- Transportation Center and Advanced Manufacturing Center parking - located on the northeast edge of campus, convenient to the Transportation Center and Advanced Manufacturing Center
- Center Wing - the movement of transportation programs out of the Center Wing will allow the bay doors to be converted and allow additional vehicle parking with access to the center of the Main Building (half of parking is accessible-only)
- Stoughton Road parking - located east of the Main Building; moving the Vet Tech program to another campus and removing the Vet Tech structure will allow an expansion of parking
- Wright Street parking - Accessible-only and visitor parking adjacent to the Student Success Center entrance.
- Straubel Street parking - located on the existing underutilized tennis courts; in the short term, this entire area can be parking, in the long-term a residence hall is planned here
- Parking ramp - in the long-term, a multi-story parking ramp is proposed north of the New Academic Building site

In the recommended facilities master plan, the Truax campus, prior to the construction of the parking ramp, has 3,830 spaces. Of these, 118 (3.0 percent) are accessible spaces. This represents an increase of 20 percent over existing supply. After the construction of a two-story parking ramp, the Truax campus has 4,125 spaces. Of these, 124 (3.0 percent) are accessible spaces. This represents a 30 percent increase over current supply.

As academic programs grow and classrooms and teaching labs utilization changes, the temporal parking needs will change. However, the 20 percent increase in parking spaces, even without the parking ramp, is consistent with the planned 20 percent increase in enrollment.

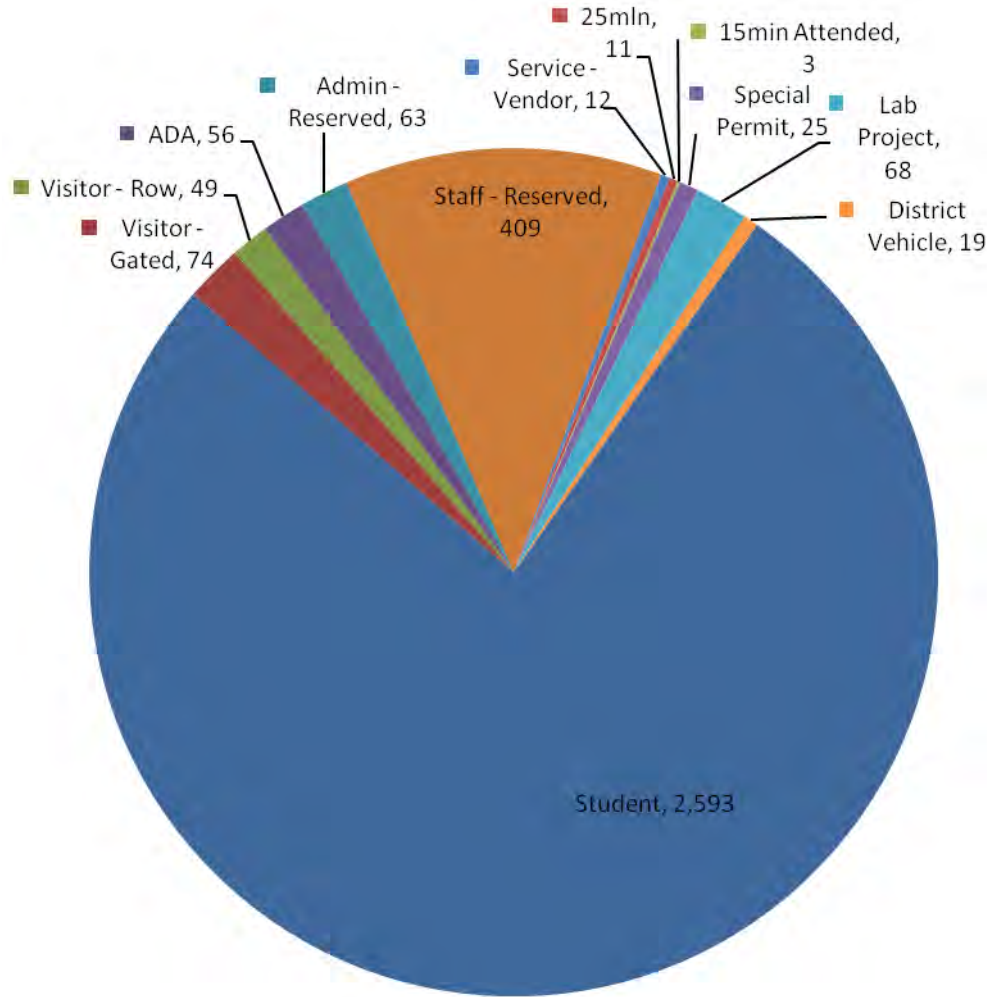
The real and perceived distances between parking is partially a factor of the physical distance that must be walked and partially the experience of the walk. By moving buildings west of Wright Street and closer to the primary parking pool, existing parking spaces are now closer to building entrances. For example, on the current campus, 40 percent of parking spaces are within ¼ mile walk of a building entry. Since the facilities master plan has more buildings that are more spread out and have more building entrances, the recommended campus plan has 100 percent of all parking spaces within a ¼ mile walk of a building entry. Improving the walk from parking to destination shortens the perceived distance. The current walk from the primary parking pool across large fields of asphalt can be a brutal walk, particularly in inclement weather, so the moderate walk seems even longer. The facilities master plan improves the quality of the walk by making it more pedestrian-oriented and humane. New buildings west of Wright Street will add interest for the pedestrian and the Central Open Space landscaping and pedestrian walks will make the walk more pleasant.

A special category of parking is parking for the physically handicapped. Most accessible parking spaces are now provided in a loop off Wright Street in front of the west entrance to the Main Building. The facilities master plan not only increases the percentage of accessible parking spaces (from 2.0 percent of the total to 3.0 percent of the total), but also distributes it throughout the campus so that it is convenient to all building entrances. The Truax facilities master plan indicates the locations of accessible parking, but three deserve additional mention:

- Stoughton Road parking lot: the removal of the Vet Tech building allows for the expansion of accessible parking to serve the east end of the Main Building
- West/Center Wing Court: all parking in this court is reserved for accessible parking to serve the mid-section of the Main Building including the Campus Center
- Wright Street: west of the Wright Wing and with direct access to Wright Street, a new accessible parking lot serves the west end of the Main Building

The facilities master plan recommends an increase in activity on the Truax campus, and thus improvements to meet and manage the increased parking demand. The proposed parking lot at the southwest corner of Hoffman Street and Anderson Street is a critical component of the current and future parking supply at the Truax campus.

*Distribution of Existing Parking Spaces – by Type*



*Distribution of Existing Parking Spaces – by Location*

