



# Student Fee Review Board Funding Application for Fiscal Year 2015-2016

UNM Parking & Transportation Services  
Name of Unit

Barbara Morck Director  
Dean/Director Title

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Campus Address

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Campus Phone E-mail Address

\$ 100,000.00  
Total Amount Requested

### CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Barbara Morck  
Submitted By (Print Name)

  
Department Head Signature Sept. 4, 2014  
Date

Please submit an electronic version of this application via email to SFRB@unm.edu and a 15 hard copies of this application plus to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 5, 2014, 5:00 PM.**

**\*Late applications will not be accepted**

## **Executive Summary**

### **UNM Parking & Transportation Services' ABQRide Bus Sticker Program**

UNM Parking & Transportation Services (PATS) helps ensure access to key programs for students, faculty, staff and visitors of UNM through a variety of transportation services that consider the needs of each customer. Over 44,000 students, faculty and staff are on the UNM campus at any given time; these numbers are in addition to UNM being the number one destination in the Albuquerque metropolitan area. To meet the parking and transportation needs of its customers, PATS provides a range of services that include alternative transportation programs such as the ABQRide Bus Sticker Program.

PATS, as self-funded operation, currently does not receive any reoccurring funds from the University or other sources to fund its business and transportation operations, parking enforcement, parking facilities, and alternative transportation services. All of PATS' services are funded primarily by permit sales, hourly parking revenue, and citations. In the past, SFRB funding has been used towards partial payment of the ABQRide Bus Sticker program, with the remainder paid by PATS. This funding model has allowed students to utilize the city bus system for approximately \$5.42 per year, instead of having to pay \$225 per year for an annual city bus pass.

PATS' alternative transportation program, which includes the ABQRide Bus Sticker Program, supports UNM's continued commitment to diversity and equitable access to the campus community. Alternative transportation programs are critical part of meeting the department and University mission's in two key ways: 1) provision of free and/or low-cost transportation service that helps to ensure equitable access to UNM, and 2) helping to reduce the University's carbon footprint while advancing UNM's sustainability goals.

UNM growth and the subsequent transformation into a more urban environment are two key themes that have greatly impacted PATS services and how it meets its access mission for the University. UNM growth has placed larger demands on the PATS Transportation Division to provide more extensive inner campus shuttle service and support greater ridership as a key transportation connector between main, north, and south campuses and the remote parking lots. UNM growth has also challenged PATS to continue to provide transportation service and parking spaces consistent with demand on less inventory and fewer financial resources, as UNM expansion tends to be on revenue generating parking lots.

Because of the continued need for access to low-cost alternative transportation resources, PATS is requesting funding of \$100,000, which will be split over the next two academic years (2015-2016 and 2016-2017) for use towards the ABQRide Bus Sticker program.

Thank you for your consideration and support of this program,

Barbara Morck, Director  
UNM Parking & Transportation Services

## SFRB Application Guidelines

### *Instructions*

Please remember that a completed application includes the SFRB-provided cover sheet, signed by your unit's chair/director/head; an executive summary; and a comprehensive, itemized budget spreadsheet for your entire unit, including all funding sources. **Your application will be considered incomplete if it is missing any of these components.**

Please type your executive summary and answer the questions below in a document **no longer than 10 pages**, single-spaced with 1-inch margins, left-aligned, in size 12 Times New Roman. Any graphics or tables may be included as appendices, cited at your discretion in the main text of your application.

**DEADLINE:** 5:00 p.m., Friday, September 5, 2014

**Email completed application to:** [SFRB@unm.edu](mailto:SFRB@unm.edu)

**Deliver fifteen (15) printed copies to:** ASUNM Office - Student Union Building, suite 1016

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### *Executive Summary*

Please provide an executive summary, **no longer than 1 page**, to introduce your application. This document will repeat, in a condensed form, the most important information in your answers to the questions above. This serves two purposes: providing SFRB members with a guide to reading your full-length application, and improving transparency to students and other constituents who may review SFRB materials for their own purposes and do not have the time to read full-length applications.

- Briefly describe your unit's role in supporting student success, particularly those services not available elsewhere within UNM.
  - Briefly describe how you have used and/or would in the future use student fee funding to benefit UNM.
  - Explain why your unit is seeking SFRB funding as opposed to other funding sources.
  - Briefly describe your unit's partnerships and collaborations both within and outside UNM.
  - If you are requesting a funding increase, briefly describe the reasons for, and intended uses of, the increase.
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### *Notes*

- Chartered Student Organizations are **NOT** eligible for SFRB funding.
- First-time applicants, and applicants that did not receive funding last year, do not need to complete questions 2, 3, and 9.

## *Application Questions*

1. Describe the history and mission of your unit, and how its services support the mission of the University. Please address each of the following bullet points in your answer.

- a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?

UNM Parking & Transportation Services (PATS) helps ensure access to key programs for students, faculty, staff and visitors of UNM through a variety of transportation services that consider the needs of each customer. Without the provision of reasonable access for all who travel to campus, the University would not be able to meet its mission. Over 44,000 students, faculty and staff are on the UNM campus at any given time; these numbers are in addition to UNM being the number one destination in the Albuquerque metropolitan area. To support continued and equitable access to the UNM campus, PATS provides a full range of services that includes parking permits, hourly parking, transportation services (it is the second largest transportation system in the state with more than 1.5 million boardings per year), special event parking (e.g. Popejoy, commencement ceremonies and Student Fall Festival activities), a satellite customer service/transportation information center in the Student Union Building, and a range of alternative transportation programs. The most popular of PATS' alternative transportation programs is the ABQRide Bus Sticker Program, which in the past has been partially funded by student fees.

PATS, as self-funded operation, currently does not receive any reoccurring funds from the University or other sources to fund its business and transportation operations, parking enforcement, parking facilities, and alternative transportation services. All of PATS' services are funded primarily by permit sales, hourly parking revenue, and citations. All PATS revenue is reinvested in services, operations and capital projects (e.g. shuttle bus purchases, parking structure or lot repairs), and provides financial support to UNM.

- b. How does your unit serve the University's commitment to diversity?

By employing a multi-modal approach to meeting UNM's access requirements, PATS is able to maximize benefits to all students through the provision of alternative transportation programs. These programs in turn support UNM's continued commitment to diversity and equitable access to the campus community. Alternative transportation programs are critical part of meeting the department and University mission in two key ways: 1) provision of free and/or low-cost transportation service that helps to ensure equitable access to UNM, and 2) helping to reduce the University's carbon footprint while advancing UNM's sustainability goals.

2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project?

The bus pass program provided by PATS services distributes ABQRide bus stickers to students, faculty and staff. These bus stickers are good for an entire academic year and allow the bearer to ride the city bus system at will and at no cost.

The outcome of the program has been positive in many ways. In the 2013-2014 academic year, over 11,001 bus pass stickers were distributed to students, faculty and staff, 9,237 (84%) of which went to UNM students. In 2014, the City of Albuquerque tracked over 950,000 boardings of UNM students, faculty and staff using the bus sticker program.

This program allows students to ride the city bus system for approximately \$5.42 per year; an annual city bus pass would otherwise cost a student \$225 per year. PATS continues its effort to improve awareness of the program and increase the distribution and usage of the stickers; this activity results in a decreased per student cost for the program. The current cost to PATS for the ABQRide Bus Sticker Program is \$100,000 per year. In both the 2013-2014 and 2014-2015 academic years, half the annual cost the program (\$50,000 or 50%) was paid for with SFRB funds.

3. Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population.

PATS is requesting funding for a portion of the total cost of the bus pass program based on the anticipated usage of the student population. All funds from the SFRB would go into index 314047 and be paid directly to the City of Albuquerque as Contract Services, Account Code 63T0. Because the bus sticker program subsidizes both the student and faculty/staff usage of the city bus system, the portion of the total funding that would be funded through this request is determined by the ratio of student-to-faculty/staff distribution that occurred in the 2013-2014 academic year. The total number of bus stickers handed out in this period was 11,001, of which 9,237 (or 84% of the total) were distributed to students. PATS is requesting from SFRB \$100,000, which would fund cover 50% of the total cost of the bus sticker program in the 2015-2016 and 2016-2017 academic years (at \$50,000 per year).

- a. Please complete **Budget Form B** for funding increases and one-time requests.  
Attached

4. Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.

- a. How are students involved in the governance/decision-making of your unit?

PATS encourages and embraces student involvement in its programs and services. In April 2014, a student-led initiative through ASUNM resulted in the first UNM Parking & Transportation Summit. PATS collaborated with ASUNM, the Dean of Students, and Planning and Campus Development to respond to questions from students concerning parking and transportation on campus. This event was held in

the SUB atrium and was well attended by students. PATS addressed questions ranging from the cost of parking on campus to the role of the bus pass program in the departments plans to continue to promote alternative transportation. PATS plans on continuing to engage students in this type of format to ensure that we are responsive to student questions and suggestions. A student led initiative in conjunction with UNM Sustainability Services has led to a new Park Share program that will be implemented Fall 2014. The idea for Park Share was developed by students for students.

The Transportation Information Center (TIC) in the Student Union Building is responsive to student concerns about the visibility and availability of alternative transportation information on campus. The TIC serves as a key bus pass distribution location for the ABQRide Bus Sticker Program. The TIC is solely staffed with our student employees. These students promote all of our alternative transportation programs and provided information on all of our business services. The students at the TIC are involved in the promotion, data collection, and distribution of the bus stickers. They maintain a Frequently Asked Questions sheet and follow up with PATS management on what programs are working well and assist in processes to improve our services. Future plans for the TIC include involvement with the Lobo Bike program which will involve tracking the use and maintenance of the bikes.

- b. How many students do you employ (including graduate assistants, interns, etc.)?

PATS currently employs seven students. We have a mix of work study and student employees.

5. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.

Over the last year, PATS made visibility/accessibility improvements through better utilization of technology. In July 2013, PATS created its first Twitter account and has been able to use this tool, as well as other social media outlets, to promote programs such as the ABQRide Bus Sticker Program. PATS has been able to work in collaboration with ABQRide and other UNM organizations/departments to increase their social media outreach. Additionally, PATS increased accessibility by making the issuance process quicker for students visiting sticker distribution locations. In prior years, PATS would ask students several questions through the Opinio survey system to collect data about the use of the program. PATS would also ask students to provide a copy of their class schedule to confirm eligibility. In July 2013, PATS consolidated both of these time consuming processes by implementing a magnetic stripe reader that helped transfer information into the customer database. PATS staff only need to swipe a customer's Lobo ID card now to confirm eligibility and record sticker number to the account. PATS is always looking to improve promotion of services and programs and plans to expand the marketing of the ABQRide Bus Sticker Program over the next year, including student orientations, advertisements, listserv communications, and partnered brochures.

6. How does your unit collaborate with other campus units and/or off-campus entities?

In addition to serving the main campus student population, the ABQRide Bus Sticker Program also serves select campus programs within the UNM community. To help build the UNM community, PATS partners with the following programs/organizations to provide bus pass stickers to their student participants:

- AIMS (Albuquerque Institute for Mathematics and Science)

The Albuquerque Institute for Mathematics and Science is a public charter school located on the University of New Mexico campus. AIMS@UNM seeks a diverse student population and provides a rigorous academic curriculum that rivals the best programs in the country. Students at AIMS@UNM will enroll concurrently at the University of New Mexico during their junior year, and begin working on their college education while earning their high school diploma.

- CELAC (Center for English Language and American Culture)

The Center for English Language and American Culture (CELAC) at the University of New Mexico is an intensive English program designed for international students and/or professionals who wish to develop college-level skills in listening, reading, writing, grammar and speaking in order to prepare for US academic studies or for work purposes. CELAC students can easily transition into University studies at UNM upon successfully completing CELAC classes.

- NACA (Native American Community Academy)

UNM's commitment to Indigenous cultures is also reflected in our support of the Native American Community Academy (NACA). NACA is a unique charter school located in Albuquerque that focuses on cultural identity development, health and well-being, academic preparedness, leadership, and community engagement for Native American students. NACA has strong connections to UNM's Community Engagement Center, specifically the Tribal Service Corps program, which has provided educational and leadership opportunities for the students of NACA since its founding.

- HEP (High School Equivalency Program)

The University of New Mexico High School Equivalency Program (HEP) is a unique opportunity for individuals with migratory or seasonal farm working backgrounds. This program offers participants the opportunity to earn a GED certificate through intensive GED preparatory instruction, tutoring, and supportive services.

7. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those methods been?

PATS uses the following instruments to provide information about the usage and impact of the ABQRide Bus Pass Program:

- As mentioned in question number 5, PATS can now collect data more quickly through the magnetic stripe reader process. This collection tool helps to separate sticker distribution by customer group, subclassification, and date of issuance. This new system has become highly effective in determining interest in the ABQRide Bus Sticker Program. In the 2013-2014 academic year PATS issued 11,001 bus pass stickers, of which 9,257 were distributed directly to students (approx. 84%).
- PATS receives quarterly ridership reports from ABQRide; these reports are used to evaluate the usage of the program. ABQRide Bus Drivers log UNM's ridership based on the number of customers who show them a UNM ID that bears a valid bus pass sticker. In the 2013-2014 academic ABQRide reported a total of 957,563 rides provided to the UNM community members using the bus sticker program, which equates to an average of 8.7 rides for every sticker issued.
- In addition to this quantitative data, PATS plans to conduct a new commuter survey this year using the Opinio survey system to gather more qualitative information. This survey will help provide feedback on the ABQRide Bus Sticker Program from directly from student users.

8. What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?

a. What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?

We anticipate a decrease in contributions made by University of New Mexico Hospital (UNMH). UNMH did not distribute as many bus pass stickers as they have historically. Parking and Transportation's agreement with them is they pay a % of the cost of the program based on the usage from the previous year. Last year their share was 8% of the program or \$8,000. In 2013 UNMH distributed 204 out of 11,001 total stickers. Thus, UNMH will contribute 1.86% of the program or \$1,860 compared to their previous amount. UNM Parking and Transportation will pay the difference. This will not affect the contribution requested from the SFRB.

b. Please complete **Budget Form C** for non-SFRB income.

Attached.

9. What are your unit's current plans to address the recommendations of last year's SFRB? We understand that these plans are subject to change in response to any unexpected



developments later in the fiscal year.

PATS has explored possible alternatives to SFRB funding, but to-date have not been able to secure outside-source funding. Possible sources looked at included but were not limited to Federal Transit Administration (FTA), private sponsorship, generating “new” revenue through the sales of on-bus advertising, etc. PATS is not currently eligible for FTA funding, however continues to search for funding for this unique program.

10. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.

PATS is committed to continuous improvement in our processes, products, services and business operations. With a broad range of student customers that includes drivers, bicyclists, pedestrians and public transit users, PATS provides a variety of transportation services that consider the needs of each.

The ABQRide Bus Sticker Program is one of PATS’ most popular alternative transportation programs. With the rising cost of gas, the UNM/ABQRide Bus Sticker Program is not only a “greener” option for those commuting to campus, but an economical one as well. By helping to reduce the University’s carbon footprint, the ABQRide Bus Sticker Program helps advance UNM’s sustainability goals.

PATS hopes to continue to build off the success of this program in the coming year by increasing awareness and use of the Bus Sticker Program through marketing initiatives, including student orientations, advertisements, social media, listserv communications, and partnered brochures.

SFRB funding for the ABQRide Bus Sticker Program will help PATS to continue to offer a safe, convenient and free transportation service to UNM students. In addition, it will allow PATS to spend its funds developing and supporting additional alternative transportation services for students, faculty and staff, including bike lockers for rent, discounted rates for the Rail Runner, the Park-share program, the Lobo Bike program.

## SFRB Hearing Presentation Guidelines

Your presentation may cover much of the same ground as your application, but in an oral and/or visual format that allows you more flexibility to emphasize what you think is most important.

- Time limits:
  - **Presentation:** 15 minutes
  - **Questions from SFRB:**
    - 15 minutes for organizations requesting under \$400,000
    - 30 minutes for organizations requesting \$400,000 or more
- Strong presentations will address most or all of the following elements:
  - **Background**
    - Mission statement
    - Standing/long-term goals
    - Services, with an emphasis on projects/programs funded by student fees
    - Plans for the upcoming academic year (e.g. pilot programs, special events)
    - Training and professional development opportunities available to students
    - Student organizations that partner with or are supported by your unit
    - Impact/contact metrics
    - Responses to SFRB recommendations
  - **Finances**
    - Breakdown of funding sources
    - Breakdown of spending/allocations
    - Funding trends (e.g. increases and decreases in I&G funding relative to student fees and other sources)
    - Details of request for new funding
- One or two student testimonials may be appropriate to include as examples of how your services improve student success. **However, your hearing presentation should not focus on testimonials, but on your unit's capabilities, goals, and finances.**
- As many (or as few) personnel and constituents as you like may attend your hearing, but their involvement should be limited to providing the information listed above. A large audience can convey support for your unit, but should not distract from your presentation.
- Creativity is encouraged, but concision and clarity should be your priorities.

If your unit has typically included other presentation elements not provided for in these guidelines, you will still have the opportunity to elaborate on your application at the student forums (see enclosed timeline). The board strongly encourages students served by your unit to attend these forums and relate their own stories about your unit's contribution to their academic, professional, and personal success.

Sample presentations will be available on the SFRB website.