



## Student Fee Review Board Application Checklist



Cover Sheet



Executive Summary



Application Questions



Budget Form A



Budget Form B (**one-time requests**)



Budget Form C (**non-SFRB funding**)

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu) and 13 hard copies of this application to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 9, 2016, 5:00 PM.**

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

**Student Fee Review Board**  
**Funding Application for Fiscal Year 2017-2018**

UNM Parking & Transportation Services (PATS)  
Name of Unit

Barbara Morck Director  
Dean/Director Title

2401 Redondo Dr. NE  
Campus Address

277-1969 bmorck@unm.edu  
Campus Phone Email Address


\$ 50,000.00 patsbusiness@unm.edu  
**Total Amount Requested** Alternative Email Address

**One-Time Funding** X **Reoccurring**     **Requesting Increase**    

**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 review by the Budget Leadership Team before final approval.

Barbara Morck  
Submitted By (Print Name)

  
Department Head Signature

August 31, 2016  
Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu) and 13 hard copies of this application to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 9, 2016, 5:00 PM.**

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## Executive Summary

### UNM Parking & Transportation Services (PATS)' ABQ RIDE Bus Sticker Program

UNM Parking & Transportation Services (PATS) mission is to help ensure access to the University by students, faculty, staff and visitors. This is accomplished through a variety of services that consider the needs of each customer. Currently data indicates that over 44,000 students, faculty, staff and visitors are on the UNM campus at any given time and are in addition those accessing services offered at the UNM Hospital. To meet parking and transportation needs, PATS provides a range of services that include the ABQ RIDE Bus Sticker Program.

PATS is 100% self-funded. PATS operations are funded primarily by permit sales and hourly parking revenue. The funding request to the Student Fee Review Board (SFRB) of \$50,000, has and will continue to be used exclusively for the Bus Sticker program. It does not fund operational needs that include but are not limited to: business services; shuttle services; parking enforcement; parking facilities (repair and maintenance); and alternative transportation services. As in previous years SFRB funding will be used towards partial payment of the ABQ RIDE Bus Sticker program, with the remainder to be paid by PATS. This funding model last year allowed approximately 9,638 UNM students to utilize the city bus system at a program cost of approximately \$5.08 per year, thereby saving students \$225 (cost of an annual city bus pass).

PATS' alternative transportation programs, which include the ABQ RIDE Bus Sticker Program, support UNM's continued commitment to ensuring access to and for the campus community, and to pursuing sustainable transportation modalities. Alternative transportation programs are a vital element in the support of PATS and UNM's mission to: 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 by decreasing (e.g.) use of Single Occupancy Vehicles (SOV) while advancing UNM's sustainability goals.

UNM's continued growth and expansion are two key elements impacting PATS efforts towards ensuring and improving access to the University. New construction occurs on UNM parking lots, which reduces available parking spaces while increasing demand in affected areas. With increased demand on parking resources and shuttle services, PATS takes these opportunities to improve services so service demands can be met in more efficient and effective manner. The Night Bus route, which began service August 22<sup>nd</sup>, operates from Monday through Thursday from 7pm to 10pm and enables passengers to ride from one end of the campus to the other without having to change buses with a maximum 10-minute wait time at major bus stops.

Because of the continued need for access to low-cost alternative transportation resources, PATS is requesting that the reoccurring funding of \$50,000 per year for use towards the ABQ RIDE Bus Sticker program be continued in the next funding SFRB cycle (2017-2018).

Thank you for your consideration and support of this program,

Barbara Moreck, Director  
UNM Parking & Transportation Services

## *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) mission is to ensure access to the University by students, faculty, staff and visitors through the provision of a wide range of services. With over 44,000 individuals on campus at any given time and approximately 13,000 parking spaces for them to choose from, without looking past merely providing parking spaces to meet customers' needs and encourage sustainable transportation behaviors, we as a community would be hard-pressed to meet the need for appropriate and adequate access to the UNM campus. In effort to meet the needs of our customers, the services provided by and through PATS include, but are not limited to, parking (permitting, hourly parking), transportation services (aka shuttle service, as the second largest transportation system in the state with over 1.6 million passengers boardings in FY 2016), UNM-related special event support (e.g. parking and shuttle service of Popejoy, commencement ceremonies, student activities), a Transportation Information Center (TIC) located in the ground floor of the Student Union Building (SUB), and a variety of alternative transportation programs that include but are not limited to providing assistance with ABQ RIDE trip planning, bike lockers, and the ABQ RIDE Bus Sticker Program. The Bus Sticker Program is the most popular of PATS' alternative transportation programs, and in the past has been partially funded by student fees (\$10,000 SFRB 2009-2010; \$15,000 SFRB 2010-2011; \$100,000 SFRB which was split between 2012-2013 and 2013-2014; \$50,000 SFRB 2014-2015; and \$50,000 (reduced to \$49,250 due to UNM budget cuts) SFRB 2015-2016).

PATS is 100% self-funded, and other than the SFRB funding grant, does not receive other funds from the University or other sources to fund its operational services that include the business office, transportation/shuttle service, parking enforcement, parking facilities maintenance and alternative transportation services. PATS services are funded primarily through the sale of annual parking permits and hourly parking, and its revenues are reinvested in services, operations and capital projects (e.g. purchase of new buses and Compressed Natural Gas (CNG) tank replacement for buses, major repairs of parking lots and structures, purchase of parking-related IT equipment, etc.), and also provides direct financial support to UNM.

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

PATS employs a multi-modal approach in meeting the needs of the UNM community, which includes its alternative transportation services. This range of services helps support UNM's continued commitment to diversity, and equitable access to the campus. Alternative transportation programs play a vital role in supporting the department and the University's mission in two key ways: 1) provision of free and/or low-cost transportation services that helps ensure equitable access to the campus, and 2) helping to reduce the University's carbon footprint while

advancing its overarching 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 ABQ RIDE Bus Sticker program, as provided by PATS, distributes bus stickers to students, faculty and staff. The bus stickers are good for the entire academic year and allows the bearer to ride the City of Albuquerque's public transit systems – ABQ RIDE – whenever and at no cost.

The current cost for the ABQ RIDE Bus Sticker program is \$100,000 per year. Half of this cost is paid directly by PATS, and in previous years the remaining half by SFRB funds. The positive outcome of this program can be seen in several ways. In 2015-2016, 11,833 bus stickers were distributed to students, faculty and staff of UNM: 10,172/ 86% to students and 1,661/14% to faculty/staff. For FY 2016, ABQ RIDE reported that over 755,000 of its boardings were UNM students, faculty and staff using the Bus Sticker program. With this program, students are able to ride an ABQ RIDE bus at will at a cost of approximately \$4.86 per year, saving them \$225 in the cost of an annual City bus pass.

With continued emphasis and an overall increased awareness of the need to practice sustainable modes of transportation, we have continued to see a gradual increase in the distribution of bus stickers. Once the cost of oil increases in the US, we will once again see a similar increase in the use of public transportation.

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.
  - a. **Please complete Budget Form B for funding increases and one-time requests.** PATS is not requesting an increase in funding.
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 has a standing history of welcoming and encouraging student involvement in its programs and services, through student employment positions in its Business and Facilities/Maintenance operations. Since 2013 during each fall and spring semester PATS has collaborated with ASUNM and GPSA in holding a "Parking and Transportation Summit" on the main and north campuses. These events provide students with a venue that allows them an opportunity to ask questions and voice concerns directly to PATS, about topics such as the cost of permits, how eligibility requirements are determined, requests for changes in shuttle service (out of which came the new Night Bus route), the purpose of enforcement activities, etc. PATS continues to collaborate with other UNM departments including but not limited to: Dean of Students offices; Student Affairs; Health Sciences Center; Real Estate; Planning, Development and Construction (PDC), etc. In effort to be as responsive to student needs, questions and concerns as is feasible, PATS will continue to engage

with students whatever format is appropriate to the task at hand, e.g. Facebook, Twitter, email notices, etc.

The Transportation Information Center (aka TIC) is located on the ground floor of the Student Union Building (SUB), and continues to be a key intersect between PATS and students. The TIC, which is staffed solely by student employees, helps promote awareness and use of PATS' alternative transportation programs and public transit services (e.g. trip planning), and is a primary distribution point for the ABQ RIDE Bus Sticker program. Student employees also provide information about PATS' business services and are directly involved in the promotion, data collection and distribution of the bus sticker, as well as the promotion of alternative modes of transportation. The student employees maintain a Frequently Asked Questions (FAQ) sheet, follow up with PATS management on what programs are working well, and assist in helping us improve our service.

b. How many students do you employ (including graduate assistants, interns, etc.)? PATS currently employs seven (7) students (with aspirations of hiring more). 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.

As in prior years, PATS continues to in its efforts to make technology improve the provision of customer service and increase its ability to effectively communicate with customers. PATS continues to use social media (Twitter, Facebook, etc.) as well as more traditional methods to promote participation in and use of the Bus Sticker program. The bus sticker program is marketed during each New and Transfer/Non-Traditional Student Orientation activities in the presentations and tabling events (flyers and brochures), and continues to work closely with the City regarding the support and promotion of the proposed Albuquerque Rapid Transit (A.R.T.).

In 2013 and in order to improve the tracking of the distribution of bus stickers, PATS began using a magnetic swipe card reader to scan the student's Lobo ID. This change in practice allows PATS to confirm a student's eligibility and issue a bus sticker in less than 1 minute, and accurately records the transaction into a database.

During the bi-annual summits, students expressed concern with having to walk across campus at night in order to get from (e.g.) the G/Q bus to the (e.g.) South Lot bus. Based on these concerns, PATS initiated a new shuttle route called the Night Bus. The successful goal of the route was to link the south, main and north campuses in one seamless and continuous route, thereby eliminating the need for passengers to transfer between buses in order to get from one end of campus to the other. The new Night Bus route, which began on Monday, August 22, 2016, operates Monday through Thursday from 7pm to 10pm (Friday service ends at 7pm).

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

As in prior years, PATS to provide access to the ABQ RIDE Bus Sticker program to the following programs and organizations, which they in turn distribute to their participants:

- AIMS (Albuquerque Institute for Mathematics and Science) - AIMS is a public charter school located on the UNM 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 are enrolled concurrently at the University 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) – CELAC, which is based at UNM, 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 U.S. academic studies or for work purposes. CELAC students can easily transition into University studies at UNM upon successful completion of the CELAC courses.
- NACA (Native American Community Academy) – UNM’s commitment to Indigenous cultures is also reflected in its support of 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 Services Corps program, which has provided educational and leadership opportunities for students in NACA since its founding.
- HEP (High School Equivalency Program) – UNM’s 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 gather information about the usage and impact of the ABQ RIDE Bus Sticker program:

- In late spring 2016, PATS sent out a Customer Service survey using Opinio to student permit holders (as well as faculty/staff), and received the following information:
  - “Have your visited the TIC in the SUB in the past year?” Students response – 19% yes, and 81% no
  - “When using our services at the TIC did you receive useful

information?" Student response – 92% yes, 8% no

- "Have you used any other parking services in the past year? Check all that apply:" Student response – 35% use the ABQ RIDE Bus Sticker program

- As mentioned above, PATS uses a magnetic swipe card reader for bus sticker distribution. The card reader allows for a check of eligibility and provision of the bus sticker to the customer in a much more efficient manner. Because it enters the user information into the data base (name and Banner ID number), we are able to separate bus sticker "use" by customer group, sub-classification and date of issuance. In FY 2016, PATS issued 11,833 bus stickers, and of these 10,172 or 86% went to UNM students.
- PATS receives ridership data from ABQ RIDE annually. This data is used in the evaluation of usage of the bus sticker program. ABQ RIDE bus drivers manually log UNM's ridership, based on the number of customers who show the driver their UNM ID and that bears a valid bus sticker. ABQ RIDE has reported that in FY2015, 7% or 887,698 of their total passenger boardings of 12,360,445 were attributed to the Bus Sticker program. For FY2016, ABQ RIDE counted 765,008 Bus Sticker passengers boarded their buses (their total passenger counts for the fiscal year is pending).

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?

PATS is 100% self-funded and does not receive any outside funding.

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

The agreement between UNM PATS and UNMH PATS is that each year, they pay to PATS a percentage of the cost of the bus sticker program based on usage/distribution to UNMH employees. Over the years and more so with their move to new office space, there has been a decrease in the number of bus stickers issued to UNMH employees. UNMH, as a collaborator in the Bus Sticker program, has contributed the following amounts: 2013-2014 \$1,860 (1.86%); 2014-2015 \$6,698 (13.4%); and for 2015-2016 will contribute \$6,960 (6.9%).

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

Not applicable, see attachment(s).

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 continues to seek alternatives to SFRB funding, but has not yet been



successful. Possible sources include Federal Transit Administration (FTA) funding, private sponsorship, sale of on-bus advertising, etc. PATS is not currently eligible for FTA funding, however continues to explore the strict and somewhat onerous eligibility requirements in effort to determine whether or not it could become a viable funding source in the future.

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

PATS has and will continue to work on improving its practices and products, and how it delivers services to and intersects with the UNM community. As a department, we look at who our customers are, e.g. UNM students, what their needs are based on actual input as well as (our) perception, and how best to meet these varied and wide-ranging needs.

The ABQ RIDE Bus Sticker program is one of PATS most popular alternative transportation programs. Although over the last several years the cost of gas has seen a steady decrease, which in turn affects ridership on public transit (as well as the financial solvency of the state), the continued awareness of the need for the creation and involvement in sustainable practices that include consideration economic value and environmental impact. The program supports UNM's sustainability efforts in that it helps reduce the carbon footprint through removal of single occupancy vehicles (SOVs) from the City's and UNM's roadways. PATS continues to promote the Bus Sticker program through a variety of modalities that include: tabling events; presentations to new students, faculty and staff; social media; listserv communications; and printed media (advertising in the Daily Lobo, brochures/flyers, etc.).

The SFRB funding for the ABQ RIDE Bus Sticker program supports and assists PATS effort to ensure students have safe, convenient and economical access to the UNM campus. It allows PATS to devote funds towards additional alternative transportation initiatives including purchase of bike lockers (rentals), annual maintenance and repair of bikes used in the Lobo Bike program, and exploration of possible UNM's future involvement in the City's ZipBike/Bike Share program.

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2017-2018

DEPARTMENT Parking and Transportation Services  
VICE PRESIDENT Chris Vallejos

INDEX # 314047

|   | A                                       | B                        | C                       | D                        | E                                 | F  |
|---|---|--------------------------|-------------------------|--------------------------|-----------------------------------|--|
| DESCRIPTION                                 | ORGANIZATION OPERATING BUDGET 2015-2016 | TOTAL BUDGET 2016 - 2017 | SFRB BUDGET 2016 - 2017 | TOTAL BUDGET 2017 - 2018 | SFRB BUDGET REQUESTED 2017 - 2018 | SFRB FUNDING INCREASE/DECREASE REQUEST 2017 - 2018 |
| 1 Faculty salaries                          |   |                          |                         |                          |                                   |  |
| 2 Staff salaries                            | 2,822,645                               | 2,858,150                |                         |                          |                                   |  |
| 3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)  | \$ 2,822,645.00                         | \$ 2,858,150.00          | \$ -                    | \$ -                     | \$ -                              | \$ -   |
| 4 Student (student employment & workstudy)  | 47,440                                  | 47,440                   |                         |                          |                                   |  |
| 5 GA, TA, RA - Pay and Benefits             |   |                          |                         |                          |                                   |  |
| 6 Fringe Benefits on Staff & Faculty salary | 1,235,572                               | 1,249,924                |                         |                          |                                   |  |
| 7 TOTAL COMPENSATION (Lines 3 - 6)          | \$ 4,105,657.00                         | \$ 4,155,514.00          | \$ -                    | \$ -                     | \$ -                              | \$ -   |
| <b>GENERAL EXPENSES</b>                     |   |                          |                         |                          |                                   |  |
| 8 6370 - Contract Services Gen              |   |                          | 50,000                  |                          | 50,000                            |  |
| 9 Other Account Codes                       | 2,287,347                               | 2,280,748                |                         |                          |                                   |  |
| 10  |   |                          |                         |                          |                                   |  |
| 11  |   |                          |                         |                          |                                   |  |
| 12  |   |                          |                         |                          |                                   |  |
| 13  |   |                          |                         |                          |                                   |  |
| 14  |   |                          |                         |                          |                                   |  |
| 15  |   |                          |                         |                          |                                   |  |
| 16  |   |                          |                         |                          |                                   |  |
| 17  |   |                          |                         |                          |                                   |  |
| 18  |   |                          |                         |                          |                                   |  |
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| 23  |   |                          |                         |                          |                                   |  |
| 24  |   |                          |                         |                          |                                   |  |
| 25  |   |                          |                         |                          |                                   |  |
| 26  |   |                          |                         |                          |                                   |  |
| 27  |   |                          |                         |                          |                                   |  |
| 28  |   |                          |                         |                          |                                   |  |
| 29  |   |                          |                         |                          |                                   |  |
| 30  |   |                          |                         |                          |                                   |  |
| 32 TOTAL GENERAL EXPENSES (Line 8 - 30)     | \$ 2,287,347.00                         | \$ 2,280,748.00          | \$ 50,000.00            | \$ -                     | \$ 50,000.00                      | \$ -   |
| 34 GRAND TOTAL EXPENSES (Line 7+32)         | \$ 6,393,004.00                         | \$ 6,436,262.00          | \$ 50,000.00            | \$ -                     | \$ 50,000.00                      | \$ -   |

# Form B

## SFRB One-Time Funding Request Form

Use this form ONLY if you are requesting ONE-TIME funding

DEPARTMENT Parking & Transportation Services (PATS)

VICE PRESIDENT Chris Vallejos

INDEX # 314047

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2017-2018

### Budget for SFRB Funding ONE-TIME Request

|    |  | I                          |                               | J                          |
|----|--|----------------------------|-------------------------------|----------------------------|
|    | DESCRIPTION  | 2016-2017 One-Time Request | 2016-2017 One-Time Allocation | 2017-2018 One-Time Request |
| 1  |  |                            |                               |                            |
| 2  | NOT APPLICABLE                                     |                            |                               |                            |
| 3  |  |                            |                               |                            |
| 4  |  |                            |                               |                            |
| 5  |  |                            |                               |                            |
| 6  |  |                            |                               |                            |
| 7  |  |                            |                               |                            |
| 8  |  |                            |                               |                            |
| 9  |  |                            |                               |                            |
| 10 |  |                            |                               |                            |
| 11 |  |                            |                               |                            |
| 12 |  |                            |                               |                            |
| 13 |  |                            |                               |                            |
| 14 |  |                            |                               |                            |
| 15 |  |                            |                               |                            |
| 16 |  |                            |                               |                            |
| 17 | <b>TOTAL One-Time funding (Line 1 thru Line 6)</b> | \$ -                       |                               | \$ -                       |

\*The narrative response to question #4 must reflect this information

# Form C

# External Funding Sources

This form is used ONLY if you have EXTERNAL FUNDING SOURCES

DEPARTMENT Parking & Transportation Services (PATSO)

VICE PRESIDENT Chris Vallejos

INDEX(es) # 314047

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2017-2018

| FUNDING SOURCE                           | 2016-2017<br>BUDGET | 2017-2018<br>FORECASTED<br>BUDGET | Funding Increase<br>Request for<br>2017-2018 |
|--|---------------------|-----------------------------------|--|
| 1 Student Fee Review Board (SFRB)        | NOT APPLICABLE      |                                   |  |
| 2 UNM Instruction & General              |                     |                                   | -  |
| 3 Private Donations                      |                     |                                   | -  |
| 4 Fundraising/Foundation/Development     |                     |                                   | -  |
| 5 State Funding                          |                     |                                   | -  |
| 6 Federal Funding                        |                     |                                   | -  |
| 7 Grants (including federal and private) |                     |                                   | -  |
| 8 Self-Generated Revenue                 |                     |                                   | -  |
| 9  |                     |                                   | -  |
| 10 If Other(s), please list below:       |                     |                                   | -  |
| 11                                       |                     |                                   | -  |
| 12                                       |                     |                                   | -  |
| 13                                       |                     |                                   | -  |
| 14                                       |                     |                                   | -  |
| 15                                       |                     |                                   | -  |
| 16                                       |                     |                                   | -  |
| 17                                       |                     |                                   | -  |
| 18                                       |                     |                                   | -  |
| 19                                       |                     |                                   | -  |
| 20                                       |                     |                                   | -  |
| 21                                       |                     |                                   | -  |
| 22                                       |                     |                                   | -  |
| 23                                       |                     |                                   | -  |
| 24                                       |                     |                                   | -  |
| 25                                       |                     |                                   | -  |
| 26                                       |                     |                                   | -  |
| 27                                       |                     |                                   | -  |
| 28                                       |                     |                                   | -  |
| 29                                       |                     |                                   | -  |
| 30                                       |                     |                                   | -  |
| <b>TOTAL OPERATING INCOME/REVENUE</b>    | <b>\$ -</b>         | <b>\$ -</b>                       | <b>\$ -</b>                                  |

\*The narrative response to question #5 must reflect this information