

# Appalachian Energy Summit

APPALACHIAN STATE UNIVERSITY

*The University of North Carolina Energy Leadership Challenge*

## Breakout Session Notes

### Transportation-Oriented Opportunities

**Charged with reducing the energy usage and environmental footprint in all university-related travel including transportation, transit, and alternative fuel sources**

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Please provide notes that are clear, concise, high level, and actionable. These notes will be initially forwarded to team leaders for final editing before publishing. Working Groups will utilize these discussion points as a basis going forward in taking action towards the Energy Leadership Challenge.

#### Best Practices

**UNCG-using Enterprise Rentals managed by parking and transportation. Also have a fuel depot. Feels like it works.**

**Purchasing – set a standard for fuel efficiency. Is the car the president drives a statement on our values? Chancellor drives a prius. If agreed upon university-wide could effect image, branding.**

**Zip car (fleet stays on campus), ride sharing, and Enterprise rather than motorpool for about 3 yrs. There has been a cost savings. Zip car used by faculty, staff, and students. Quality of vehicle and efficiency is both better. Go to UNCG Parking website there's a link for. Provides 24/7 service rather than office hours motorpool had which were 8 to 5.**

**Zip car and Enterprise contracts both provide an opportunity to designate what type of cars are provided for campus use. Mazda 3, Honda Insight, are more popular w/ students than Prius's, which are "soccer mom" cars their parents drive.**

**Asheville is using call ins as an opportunity for "upselling" customers to use public transportation rather than rental. Opportunity for influence and sales.**

**Have all options for transportation in one place so you can compare. Include prices, times. "we have racks on our buses"**

## Opportunities

Would like to purchase vehicles w/o going thru motor fleet. Can buy and maintain cheaper than going thru motorfleet b/c motorfleet has to follow legislated guidelines.

If motorpool, transportation and parking are combined, the website/outreach can focus on alternative transportation more than parking. Can tailor marketing toward energy savings rather than having a competitive structure w/ competing goals.

Data on how zip cars are used would be interesting to prove it is useful beyond marketing. Most usage is by international students or out of state residents. UNCG is seeing usage by faculty growing as they commute in by bike, but need a car for a short trip during the day.

UNC System's legislative liaison. He should draft "we've discovered where there's an inefficiency due to current legislature, let's draft a change to allow for the purchase of more efficient cars." (Need to present data to show that the more expensive, fuel efficient cars pay off in the long run.)

Is there a policy in place for calling Enterprise if motorpool vehicles are not available? Are there active referrals.

Share the Ride NC – opportunity for ride sharing

### METRIC

Decreased demand for parking permits (UNCG has reduced demand 2%-5% per year at the same time enrollment was increasing.)

Parking utilization - % of spaces used (sweet spot is 85% of spaces)

Bike rack usage

Track amount of people using Zim ride

Bicycle Friendly University designation

Institute a transportation fee so that parking isn't the only way to raise money to cover transportation.

Create a transportation masterplan to include alternative transportation, greenways, riverways. Caveat, a greenway does bring additional people onto your campus from the outside. Stranger-danger. (Used consultants. "Sold" idea to community via Community forums. Committee included: Design and Construction, Operations, Faculty, Staff, Housing/Residence Life, students.)

Graduated parking fees, the closer to campus, the more expensive the space. Wilmington has a sliding scale.

Communicate transportation alternatives to each department on campus.

-zimride.unc.edu

-sharetheridenc.org

-have a way to share a parking permit w/ direct (split) billing to faculty

-lease vans from public transit, they cover gas, maintenance, insurance and road-side assistance

-explain bike racks on buses, tout bike racks on campus

-marry promotions with other community events (classes, inspections, and cruiser rides)

**-provide and highlight the costs savings to employees and staff as benefits**

**Some universities don't have permits available for all employees, therefore, they have parking coordinators for each department, and individual departments determine how they will distribute permits. This provides an automatic audience for sharing information: Departmental Parking Coordinators.**

**Eco-driving programs are extremely successful when information is given back to supervisors and drivers. Half a day. Some time in classroom, then a pre-test drive, then leave a gauge. UNCG saw a 27% drop in fuel consumption. Potential for 20%-30% improvement. Flat fee is \$1000 with 20 to 30 gauges to leave behind.**

**Switch from being a parking campus, to a TDM model. Focus on the positives of commuting, saving, better use of your time rather than the "bummer" of not being able to park. Say "yes, yes, yes" and craft all language to the benefits rather than highlighting the negatives.**

**Use a product called MoGo Track. Pay an annual fee. Not as robust as NextBus. Get reports if they're idling, running, off route, stopped, Beyond GPS tracked so students can see where buses are.**

**"Best Workplace for Commuters" website is a great resource for ideas.**

## Challenges

**Fuel cost reduction-applies to fleet**

**Energy cost reduction – includes transit. Riding bikes more doesn't impact the bottom line.**

**Motorpool, transportation, and parking are split – this is a challenge to have one conversation about improving transportation. Where you put parking affects transportation and can subsidize transportation.**

**Buying less efficient vehicles so that they can circumvent motorpool, b/c their services are expensive. Ties them to buying certain types of vehicles that are not most efficient.**

**Not being approved for assets/cars that they do need, b/c there's a min. requirement of mileage that must be used. 3100 miles per month? This regulation is impeding the ability to buy efficient vehicles. It would take legislation to change rule. (Reason for rule: if you don't meet the min. requirement, then you don't need the vehicle.)**

**Bike center hub – bike share, bike rental, bike sale, bike repair, skateboard repair (Wilmington). Alta, B-Cycle, Via Cycle (developed by Georgia Tech) bike share is cheaper and a good alternative for smaller universities. Asheville disagrees: they were sued b/c a rental bike failed and person was hurt. (UNCG has 50 bikes. Waiting list. Students would love an automated bike share.) Barrier is cost, and institutional concern over liability.**

**All universities tasked with naming a Sustainability Director. East Carolina just starting this process.**

**Parking lots are disappearing as ground b/c more valuable for buildings. Cost of flipping parking lots to parking decks is astronomical, but more efficient use of space. Alternatively, public transportation.**

**Idling buses create waste – reasons are heating and cooling interior climate/environment for passengers, and starters on the buses are very expensive. Police need to idle b/c of all the equipment in vehicle. Opportunities exist for service trucks, however. Could be a policy for service trucks.**

**Easier to switch to biodiesel than C&D, b/c of start up cost and inability to find fuel. This is where partnerships are important.**

**Housebill 61 – motorfleet management required to investigate telematics installed in vehicles.**

**Not one person on most campuses that can tell you what kind of vehicles, how many, what fuel they use.**

**Purchasing person is not incentivized to make purchases based on long term savings and total cost of ownership. For example, might be looking for the lowest purchase cost on a bus, without considering the long term cost to maintain or run the bus.**

**Creating greenways presents safety challenges as well as maintenance and accessibility.**

**How does parking impact public transportation? What other ways can sustainability weave thru university in order to break down silos.**