



ANNUAL REPORT 2021-2022

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UNIVERSITY OF
OREGON

Transportation
Services

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MESSAGE FROM THE DIRECTOR



It's my pleasure to introduce Transportation Services' 2021-2022 Annual Report. The purpose of this document is to outline Transportation Services' progress this past year toward accomplishing our 5-year actions identified in our 2020-2025 Strategic Plan. This report also allows us to share our story with campus partners, highlighting the many ways that our team of dedicated transportation professionals serves campus students, faculty, staff, and visitors each day.

Transportation Services meets an array of needs across campus, including vehicular parking management for daily commuters, overnight residents, service vehicles, and events. The department also promotes and facilitates sustainable transportation options, including biking, walking, bus ridership, and ride-share services. We collaborate with regional agency partners, including Lane Transit District, City of Eugene, and PeaceHealth Rides bike share to reduce campus' transportation carbon footprint when possible, and we continue to strive to do more.

This past year represented a significant change to how parking is managed on campus. In fall 2021, when many students, staff, and faculty returned to campus after COVID lock-down, Transportation Services implemented a holistic change to how parking was managed through the new zonal parking system. This parking management strategy offers three price options for paid permit parking on campus, providing enhanced cost and location choices to the campus community. It further utilized the new virtual permit system, that was first implemented by Transportation Services in March, 2020. The virtual permit system has significantly reduced plastic hangtag waste when outdated permits were discarded into the landfill each year, while also increasing convenience and flexibility to purchasers, and reducing the need for in-person trips to the east side of campus.

In summer 2022, department staff played a critical role in the UO's hosting of the World Athletics Championships, Oregon 22, at historic Hayward Field. The Transportation Services team also continues to plan for the future, and completed planning studies this year that included a daytime campus shuttle feasibility study. Transportation Services also welcomed the Duck Rides program into our department with a goal of consolidating shuttle services, including the existing Access Shuttle service and potential future integration of a daytime shuttle program.

We hope that you enjoy learning more about Transportation Services in this report, and we welcome continued feedback and ideas from the campus community. We look forward to continuing to serve the University of Oregon transportation needs this coming year!

Sincerely,

A handwritten signature in cursive script that reads "Dave Reesor". The signature is written in dark ink on a white background.

Dave Reesor

Director of Transportation Services

ABOUT US



Transportation Services Strategic Plan 2020 - 2025

The strategic plan guides programs, investments, and overall customer service for the department. It contains a mission statement that provides a foundation for goals, objectives, and actions taken by the department. Throughout this report, the strategic plan forms a framework for evaluating department success in eight primary goals.

Mission Statement

UO Transportation Services provides access, mobility, and parking services in support of the campus.

Goals

Customer Service – Creating value for our customers and stakeholders, both on and off-campus.

Equity – Assuring equitable access and travel options for all of our stakeholders.

Fiscal Responsibility – Identifying sources and uses of funds which create value for stakeholders.

Safety and Efficiency – Supporting a transportation network which moves people and goods through campus efficiently while protecting needs of vulnerable populations.

Sustainability – Reducing our direct environmental impacts while facilitating the reduction of carbon-intensive modes in support of university sustainability goals.

Innovation – Serving as a leader in campus mobility by leveraging creative partnerships, programs, and services as well as emerging technologies.

Congestion Reduction – Reducing congestion in the campus core through investments, curb management, and pricing which shift auto parking to the periphery.

Asset Management – Assuring that transportation assets on campus are in a state of good repair.

PERFORMANCE MEASURES

Sustainability

Measure of Success

Transportation Services serves as a leader in sustainable transportation on campus in reducing its own emissions from department operations.

Key Performance Indicator

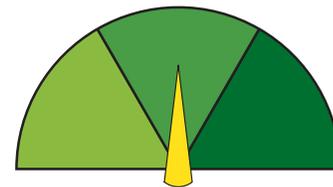
By 2025, the department will reduce emissions from Transportation Services-owned vehicles by 50% from 2018 baseline.

Measure of Success

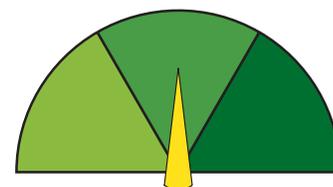
Transportation Services provides support for its customers to choose sustainable travel options

Key Performance Indicator

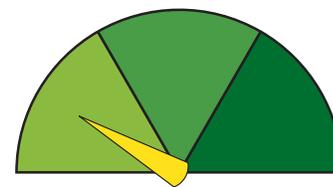
By 2023, the campus commute survey “drive alone” rate as a percentage of total mode split will not increase year over year. By 2025, the percentage of commuters using shared and active transportation modes should increase annually.



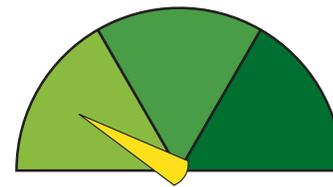
IN PROGRESS



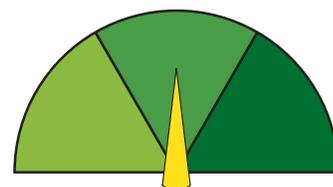
IN PROGRESS



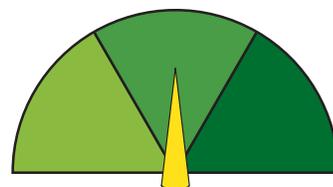
UPCOMING



UPCOMING



IN PROGRESS



IN PROGRESS

Equity

Measure of Success

Creation of ADA Transition Plan and beginning of implementation.

Key Performance Indicator

ADA Transition Plan is published by 2025, and at least 10% of priorities and recommended improvements are implemented each year thereafter.

Fiscal Responsibility

Measure of Success

Future funding needs are met by revenue projections.

Key Performance Indicator

Funding for necessary services, programs, and infrastructure is assessed and prioritized annually, with reasonably likely funding sources identified for a 20-year transportation infrastructure project list by 2025.

Safety & Efficiency

Measure of Success

Transportation assets are monitored regularly to determine that they are safe for all to travel through.

Key Performance Indicator

By 2025, Transportation Services will establish and budget for priority transportation improvement priorities through the Campus Transportation Master Plan.

Measure of Success

Transportation programs educate the campus community about safe travel and align with City of Eugene Vision Zero principles.

Key Performance Indicator

By 2023, Transportation Services will support annual programs and events to educate the campus community on transportation safety, such as bike safety programs.

PERFORMANCE MEASURES

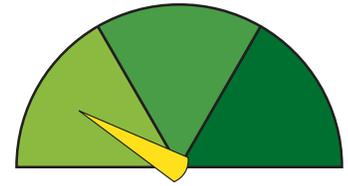
Customer Service

Measure of Success

Customer awareness of programs and satisfaction with the quality of our customer service.

Key Performance Indicator

85% of customers report satisfaction with department in areas such as timeliness, technical knowledge, helpfulness, and professionalism on annual surveys by 2025.



UPCOMING

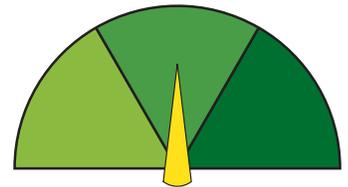
Innovation

Measure of Success

Expansion of programs and services enabled by emerging technologies, a culture of innovation, and academic research.

Key Performance Indicator

Technology is benchmarked against industry standard regularly and department pilots one new program, service, or technology each year by 2025.



IN PROGRESS

Congestion Reduction

Measure of Success

Parking demand and supply are brought into balance that meets industry standard and operational needs.

Key Performance Indicator

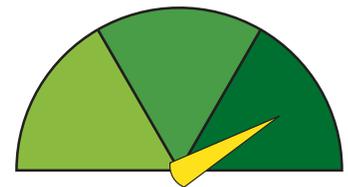
By 2022, the department has fully implemented a zonal parking system which balances supply and demand through pricing and oversell ratios.

Measure of Success

Congestion is minimized on campus to align with City of Eugene level of service standards.

Key Performance Indicator

By 2025, conduct periodic traffic counts at priority intersections and, if necessary, pursue additional congestion reduction measures to align with city level of service standards.



COMPLETE

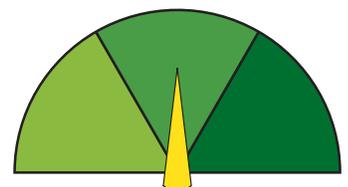
Asset Management

Measure of Success

Transportation assets are monitored periodically through pavement management study and remain in a state of good repair.

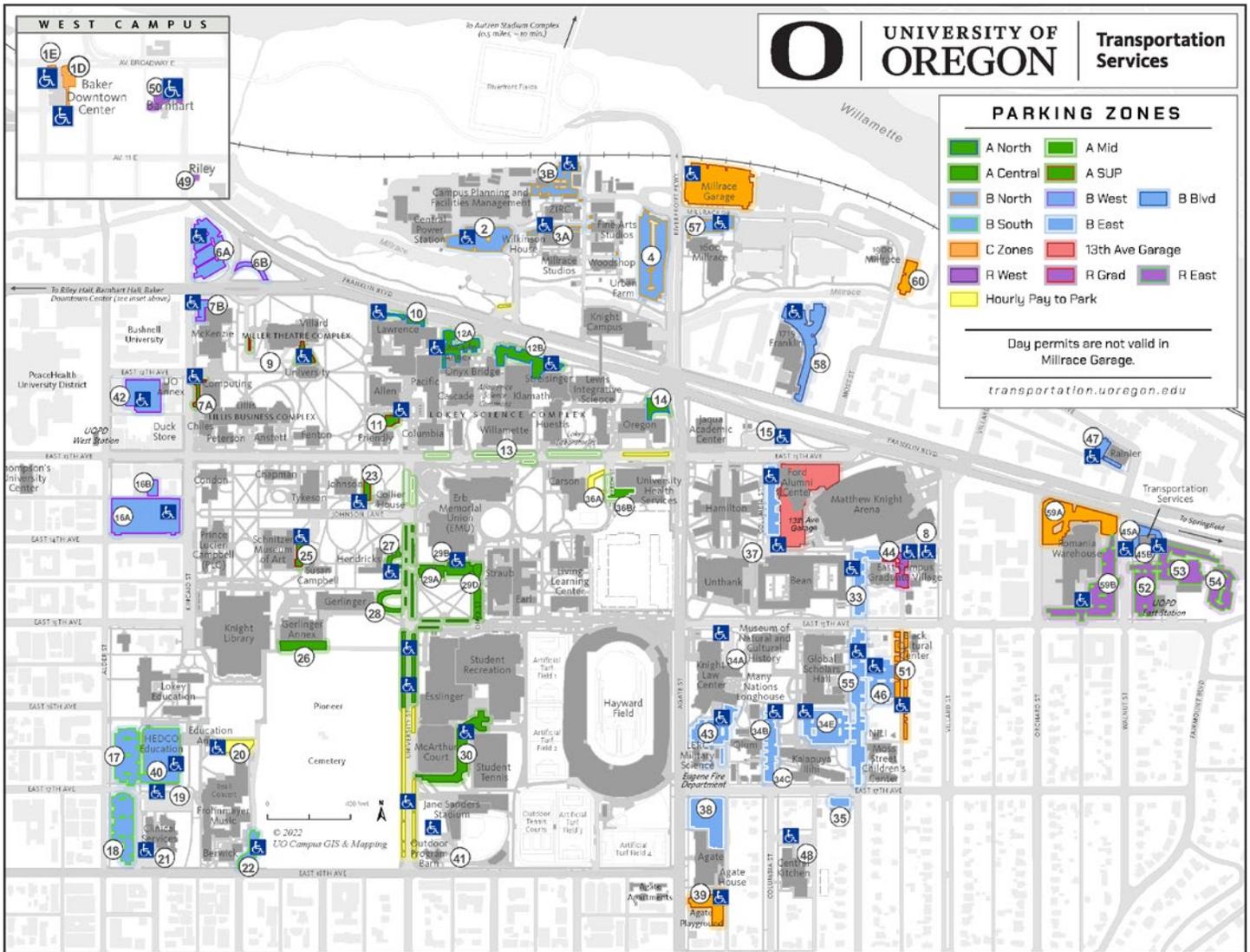
Key Performance Indicator

Where necessary repairs are identified, prioritize capital projects accordingly and begin implementation of improvements by 2025.



IN PROGRESS

AUTOMOBILE PARKING ASSETS



4250

Parking Spaces

74

Lots

3

Garages

Zonal Parking Transition

The zonal parking feasibility study was initiated by UO Transportation Services to rethink UO's parking system to more effectively balance parking supply and demand, while offering more price options for those who drive to campus. A zonal parking system disperses demand through the use of pricing incentives and increases the likelihood of quickly locating parking in an expected area. In alignment with the Campus Plan, it decreases vehicle traffic and congestion caused by circulating vehicles seeking parking spaces in core campus areas. This system allows Transportation Services to better manage parking demand and more efficiently use parking spaces throughout campus, while also

AUTOMOBILE PARKING MANAGEMENT

providing additional pricing options to those who drive to campus.

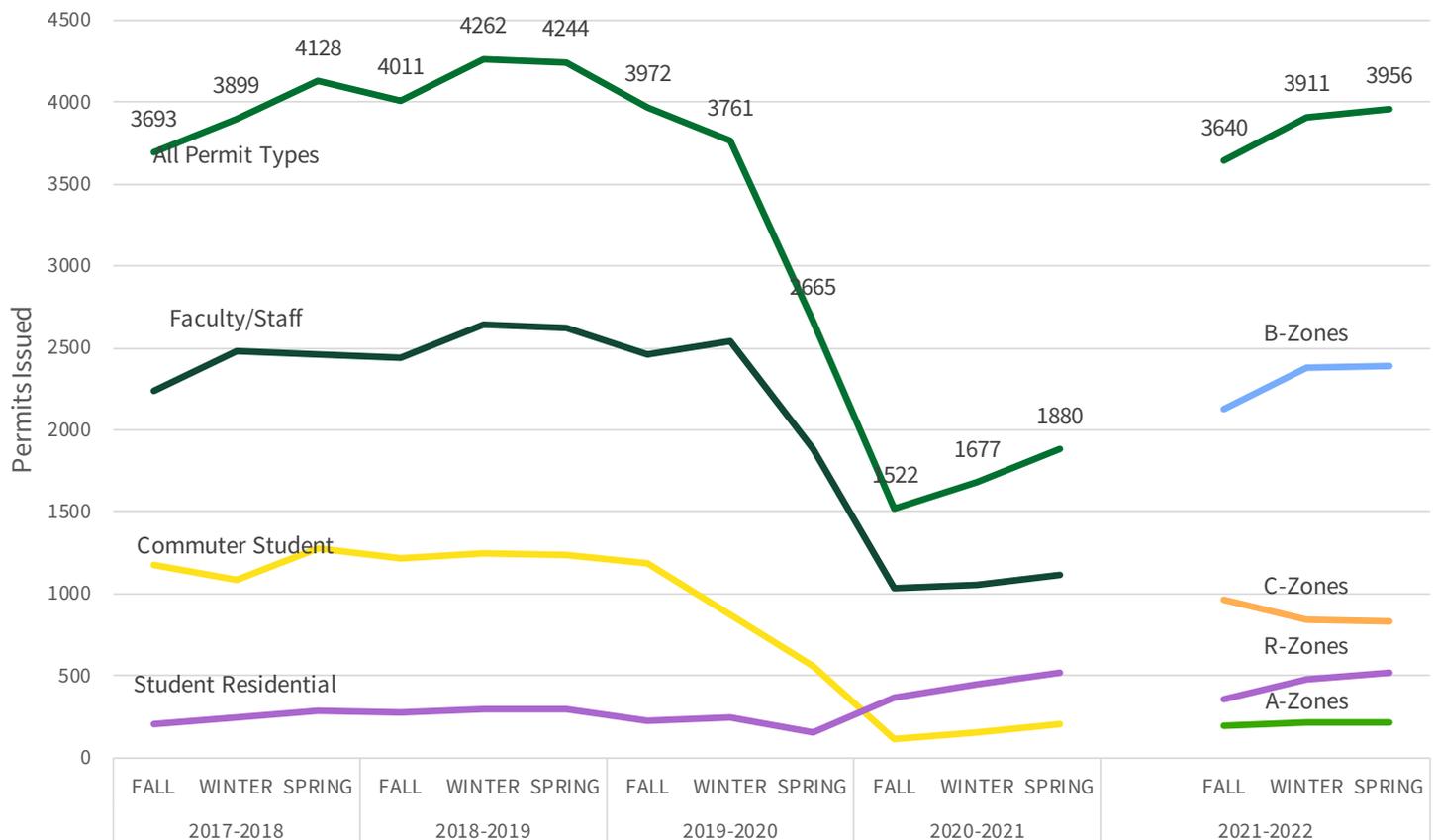
In 2020-2021, Transportation Services conducted an extensive study and outreach process, including focus groups, presentations, and an online survey to UO community members. The survey reached over 6,300 individuals, and coupled with well-attended focus groups, facilitated input and feedback into the potential zonal parking system. The new zonal system was launched fall term 2021, and was UO's largest and first-ever comprehensive change to parking management across campus. The Transportation Services team routinely collects data throughout the year and makes modifications to parking zones in real time based on up-to-date parking supply and demand data. Today, UO's zonal system continues to operate well, and is monitored throughout the year for any needed adjustments.

COVID-19 Pandemic

On March 1st, 2020, Transportation Services launched its first-ever virtual permit system using EDC-AIMS software. The virtual permits replaced outdated plastic hang tags that were previously used across campus. By mid-March, 2020, COVID lock-down measures were implemented across campus, resulting in large numbers of parking permit returns and refunds. The result was a significant lack of campus parking demand until fall term 2021.

As an auxiliary unit (non-General Fund), revenue losses had immediate effects on Transportation Services. Previously planned capital projects were suspended, and eventually, employee hours and positions were reduced and/or eliminated in some cases. Despite these challenges, some office staff were reassigned to planning and research projects that helped us reach long-term strategic goals faster.

Permits Issued 2017 - 2022



SHUTTLE PROGRAMS

Access Shuttle

The Access Shuttle is an on-campus ride service provided at no cost to students, faculty, staff, and visitors with conditions that limit mobility. This service is critical to those with mobility constraints who might otherwise be forced to travel long distances in areas where vehicular parking is limited. The shuttle prioritizes pre-scheduled rides for students with mobility constraints, followed by staff and faculty, and then visitors, and primarily operates on or immediately adjacent to campus.

2639

Access Shuttle Rides Given

Duck Rides

Duck Rides is a student-led organization dedicated to providing free and accessible transportation to all university students, staff and faculty. Aside from two professional staff, the program is entirely staffed by UO students, including a student leadership team, dispatchers, and drivers. Rides are dispatched on a first-come, first-served basis each day and are scheduled by calling **541-346-7433**.

On September 6th, 2022, Transportation Services took on responsibility of the Duck Rides Program in a planned transition from UOPD to Transportation Services. The team is excited to have just welcomed this new program within the department, and to continue expanding our connection to students on campus!



EVENT MANAGEMENT

Supporting Special Events

Transportation Services supports a variety of campus events by providing flexible parking options for event coordinators to choose from: reserved spaces, daily guest permits, and garage parking validations. Special consideration is given when allocating parking for events to ensure the daily needs of faculty, staff, students, and departments are maintained.

Although events and parking needs vary, there are annual trends that show common times and locations for event parking. These trends highlight increased event parking needs in A-Central, B-East, University Street, and the 13th Avenue Garage during the months when the Career Center, Resident Halls, Jane Sanders Stadium, Hayward Field, and Matthew Knight Arena host events. Events at the Matthew Knight Arena often require all vehicles to exit the 13th Avenue Garage to support event parking needs.

11,017

Spaces Reserved

7432

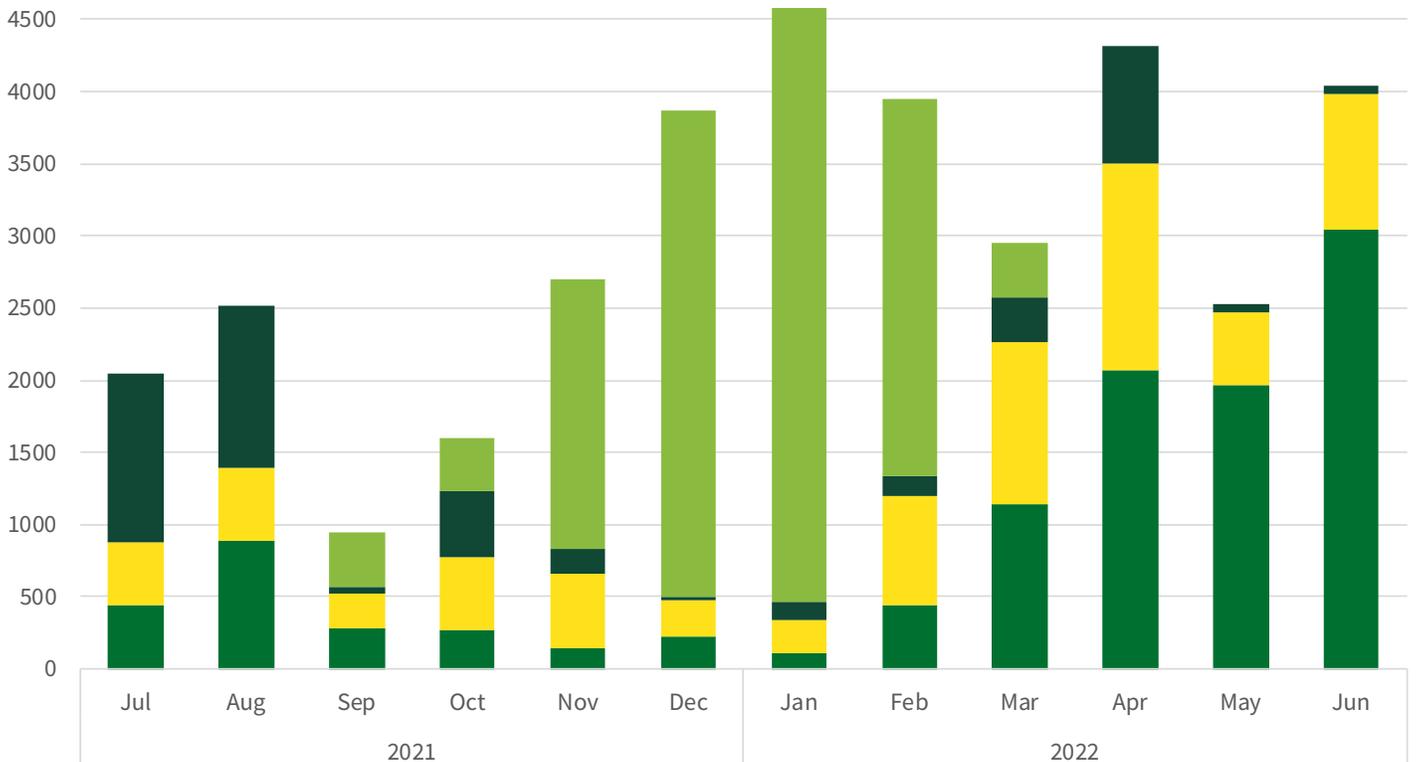
Garage Validations

4489

Guest Permits Claimed

Special Events by Month, 2021 - 2022

Reserved Spaces Garage Validations Daily Guest Permits Garage Spaces Vacated



FIELD MANAGEMENT

2021- 2022 Parking Citations

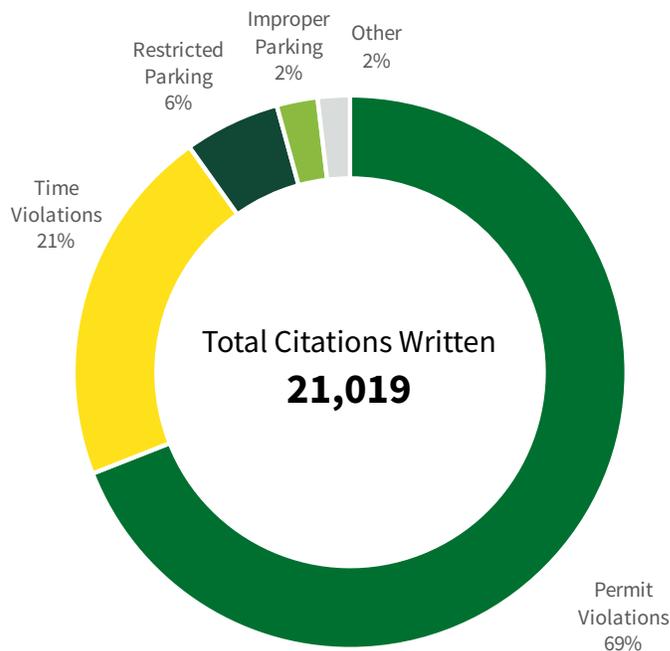
Permit Violations – This category includes failure to obtain a permit and having the wrong permit for the zone in which the vehicle is parked.

Time Violations – Includes expired hourly pay-to-park sessions and parking for longer than the posted time in a loading zone or other short-term parking area.

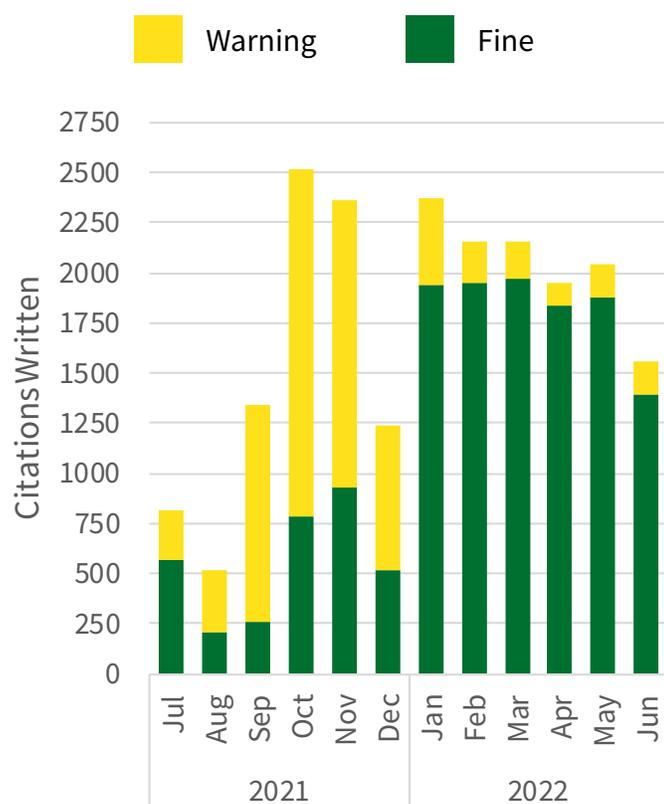
Restricted Parking – This category encompasses parking in a location or at a time that is restricted, such as reserved spaces, ADA spaces, and overnight parking in lots not designated for overnight parking.

Improper Parking – Violations for parking where there is no parking space, for blocking entrances, or parking in front of fire hydrants.

Other – Various administrative violations such as boot warnings or tow fees.



Education and Enforcement



Enforcement is a necessary mechanism to ensure that rules are followed and permit holders have access to parking. Transportation Services uses two primary types of citations to accomplish this: a warning citation that documents a violation occurred and a fine which varies based on the severity of the violation. At the beginning of each academic year, Transportation Services field staff will typically issue a limited number of warning citations. Warnings, along with lot signs, campus maps, and the Transportation Services website, help educate people parking on campus. In September 2021, parking transitioned to a zonal parking system. The large change involved broad communication with the campus community, including a significant percentage of warning citations. As fall term ended and the zonal parking system became more familiar, citations reverted to a more typical ratio of warnings to fines.

TRANSPORTATION OPTIONS

New Options

LTD UMO Pass – UO’s group pass contract gives students and employees unlimited rides on Lane Transit District buses. As a result of LTD’s transition to a paperless fare system, UO ID cards are no longer accepted as proof of valid fare. Transportation Services took on the responsibility of distributing benefit codes to the campus community, allowing students and employees to continue riding the bus for free. The department also obtained tap cards that can be provided at no cost to those who don’t have access to a smart phone.

PeaceHealth Rides Updated Rates – Eugene’s bike share system implemented its first rate change since it launched in 2017. Transportation Services, in conjunction with the VPFA’s office, contributed \$125,000 to Peacehealth Rides to ensure a discounted rate continues to be provided to UO community members.

Outreach and Education

Transportation Day – This annual event on the Chapman Lawn in fall term brings community transportation options to campus for students and employees to learn and provide feedback.

Duck Days – Campus visits for prospective students provide an early opportunity to educate on the many options to live car-free in Eugene.

Spring Transportation Day – Held in front of the EMU Bike Program, this event capitalizes on warming weather to remind students that opportunities for recreation are available without a car.

May is Bike Month – This national movement is supported locally by organized bike rides, movie nights, trivia, and other great events.

IntroDUCKtion – Incoming students learn everything they need to know to succeed at UO, including all of the transportation options available.



TRANSPORTATION OPTIONS

Measuring Success: 2021 Commute Survey

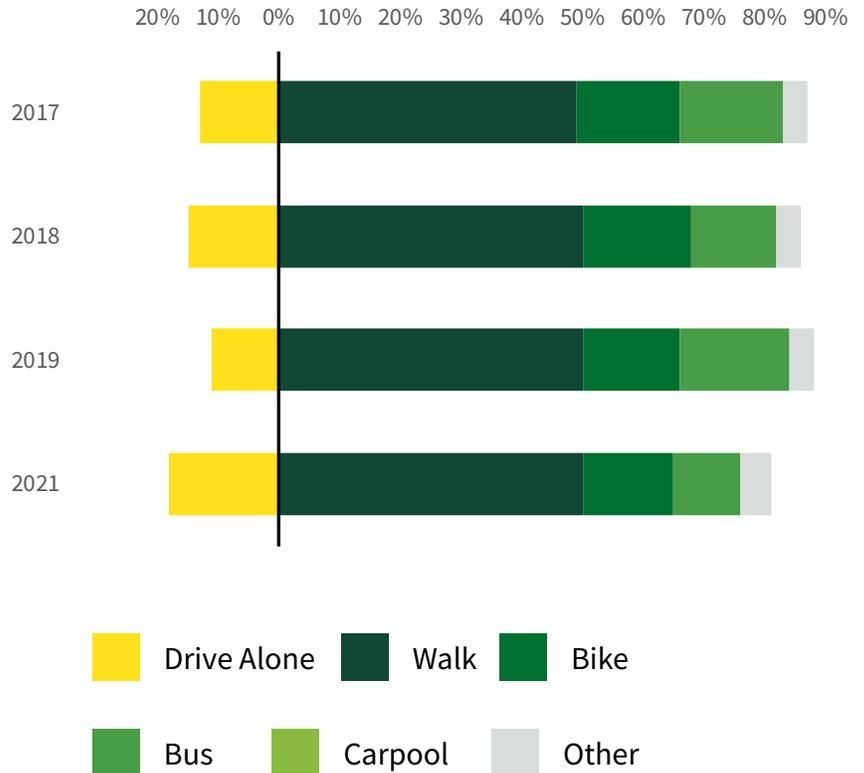
Transportation Services conducts an annual survey of employees and students to gather information on travel modes to campus. The survey was not conducted in 2020 as most classes were online.

The 2021 survey was taken by 690 students and 1,366 employees in the third and fourth weeks of fall term. With many classes still in a hybrid format and a significant number of employees working remotely or in a hybrid format, there were fewer commute trips to campus overall. Telecommute, included in 'Other', was the primary mode for 4% of employees.

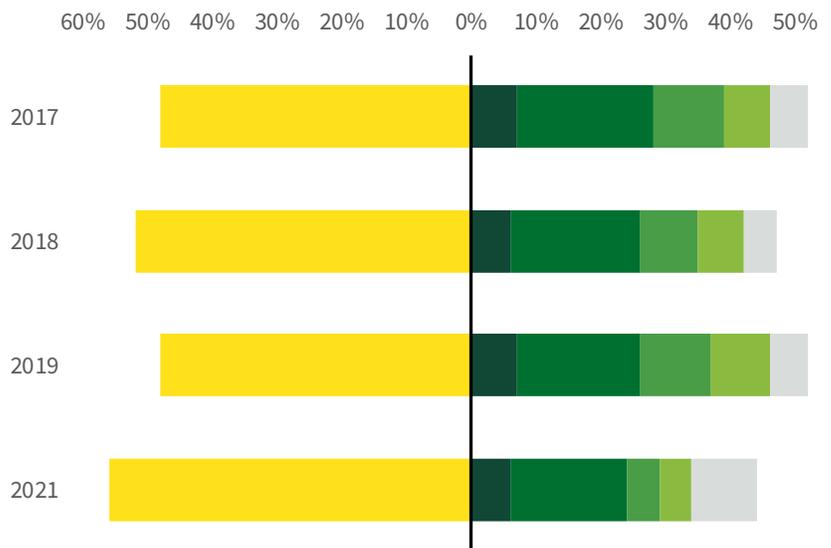
Lane Transit District experienced a driver shortage and was unable to deploy a pre-pandemic level of service on most routes, resulting in an additional drop in people commuting by bus.

In winter and spring terms, commutes by bicycle increased as demand for secure bike parking in bike lockers and cages exceeded pre-pandemic levels.

Student Commute Mode Share



Employee Commute Mode Share



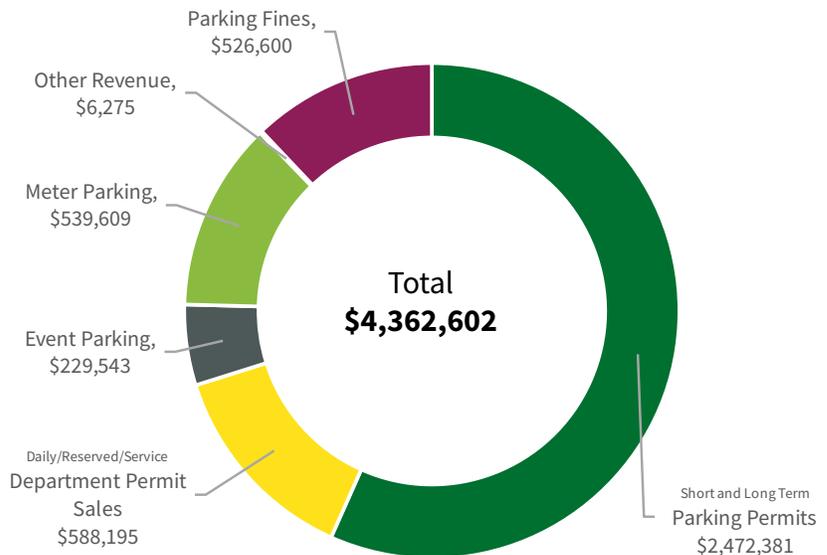
DEPARTMENT FINANCES

Funding

Transportation Services is an auxiliary unit, which means it is required to meet its budgetary responsibilities through independent revenue rather than through the university General Fund (i.e. tuition dollars, state appropriated funds, etc.). As illustrated in this report, the majority of the department's funding comes from short and long term parking permit sales. Smaller amounts of revenue are generated through departmental reserved spaces, event parking, hourly pay-to-park spaces, and parking citations.

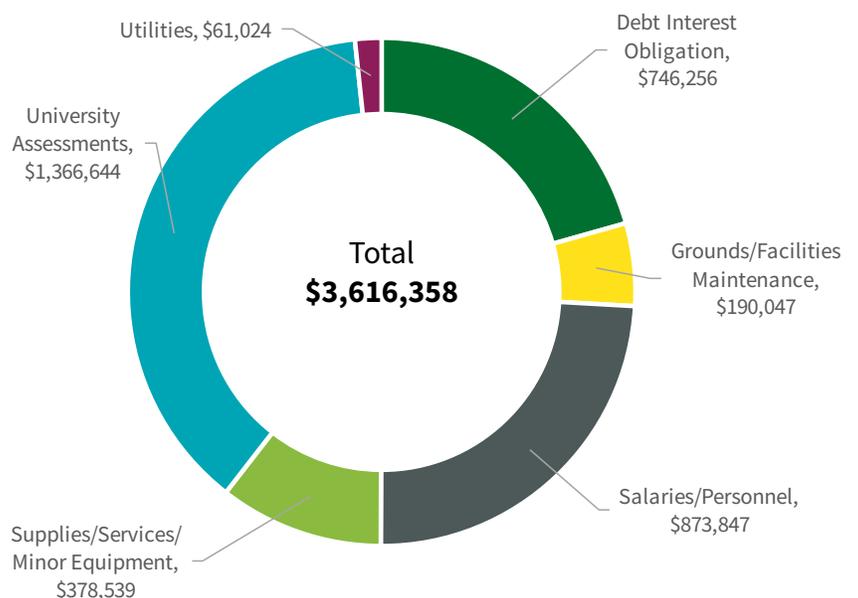
Department revenue is used to pay for continuing operating expenses and other financial commitments. These expenses include staffing, parking lot and landscape maintenance, university campus lighting, university administrative costs, supplemental support of campus safety efforts, and capital infrastructure. Annual revenue generated by Transportation Services does not meet the transportation capital infrastructure needs on its own, however. A portion of department revenue is dedicated to capital debt obligations, including parking garages. Other high cost infrastructure needs include repaving of streets and lots, recurring parking lot striping, sweeping, electric charging infrastructure, and much more.

FY22 Operating Revenues



FY22 Operating Expenses

Excluding Depreciation



STRATEGIC GOALS

Goal 1 – Customer Service

Provide efficient and effective customer service

1A	Department staff communicates actions early, often, and clearly to campus stakeholders	1.1	Develop department Annual Report, published at the beginning of each academic year	Recurring
		1.2	Update department website on an annual basis	In Progress
		1.3	Diversify outreach tactics (e.g. email, university-wide publications, presentations, etc.)	In Progress
		1.4	Create email lists for various customer segments (e.g. permit holders, ADA user groups, event coordinators, etc.)	Upcoming
		1.5	Create “Transportation Advisory Group” to provide relevant recommendations	Upcoming
1B	Customers are heard and understood	1.6	Routinely engage in cross-department meetings, events, and programs to seek stakeholder input	Recurring
		1.7	Conduct annual customer service survey, representing a diversity of customer input	Complete
1C	Prioritize parking and travel needs of students, staff, and faculty	1.8	Implement Contractor Parking Zone in underutilized, periphery lots, and establish a permit cap	Complete
		1.9	Measure, evaluate, and adjust service vehicle parking supply and demand	Complete
1D	Citation appeals are evaluated in a timely and thorough manner	1.10	Implement new citation appeals criteria and Citation Appeals Board Bylaws	Complete
		1.11	Citation appeals are reviewed and completed within a three-week period	Complete
1E	Campus events are supported with parking and transportation operations	1.12	Update staffing and decision protocol for after hours parking and transportation support	In Progress
		1.13	Collaborate with event organizers to advertise and promote transportation options	Recurring
		1.14	Update events validation with implementation of new parking management software	Complete
1F	Re-evaluate, map, and plan for visitor parking	1.15	Place visitor parking in high demand locations with high turnover rates	Complete

Goal 2 – Equity

Create an equitable transportation system that reduces travel barriers to and through campus

2A	Campus destinations are accessible to all customers	2.1	Develop ADA Accessibility Plan with inventory of conditions, evaluation of compliances, implementation timeline, and prioritization of projects	Upcoming
		2.2	Coordinate Pavement Management Study to assess conditions and prioritize ADA improvements	Upcoming
		2.3	Evaluate access shuttle demand and adjust available hours based on projected need	In Progress
		2.4	Work with UOPD to build accessible transport options into evening shuttle programs	Complete
		2.5	Collaborate with VP of Equity & Inclusion to facilitate vehicle-to-building assistance	In Progress
		2.6	Include accessibility questions on annual commute survey to better understand needs	Complete

STRATEGIC GOALS

2B	Offer a variety of parking location and price options	2.7	Develop a Zonal Parking System that provides demand-based parking price options	Complete
		2.8	Parking Zones should include appropriate target ratios to manage supply and demand	Complete

Goal 3 – Fiscal Responsibility

Plan and operate a fiscally responsible transportation system

3A	Fees, fines, and other revenue sources adequately fund existing operations, assist in funding capital projects, and systematically expand transportation options to reduce parking demand	3.1	Conduct studies (e.g. Pavement Conditional Analysis) to budget capital improvements	Upcoming
		3.2	Communicate in Annual Report how revenue is prioritized and spent	Complete
		3.3	Evaluate funding for all transportation-related services and make recommendation to campus leadership regarding efficient and effective use of funds and other resources	In Progress
		3.4	Adjust fees, fines, and rates annually to approach market rate while reducing demand	Complete
		3.5	Evaluate all transportation-related services on campus, including those not managed by Transportation Services, for potential operational efficiency improvements	In Progress
		3.6	Evaluate long term, reliable funding and operation efficiencies with UOPD and other campus partners for daytime and evening shuttle program	In Progress
		3.7	Collaborate with CPFM to monitor and adjust parking replacement fees charged to projects	In Progress

Goal 4 – Safety and Efficiency

Provide a safe and efficient transportation network through campus

4A	Provide safe travel options to vulnerable commuters, including people with ADA needs and those who walk and bike to campus.	4.1	Coordinate with UO Safety and Risk Services to identify key transportation corridors in need of lighting and other risk-reduction measures	In Progress
		4.2	Collaborate with VPFA to secure long-term, reliable fixed-route shuttle funding	Upcoming
		4.3	Launch day-time, fixed route campus shuttle if sustainable funding is secured	Upcoming
		4.4	Collaborate with UO Bike Program to create campus Bike Safety Program that educates students, staff, and faculty on best practices	In Progress
4B	Timely and efficient delivery of goods	4.5	Establish clear route-finding and loading zones for delivery vehicles through improved signage as well as pavement and curb markings	In Progress

STRATEGIC GOALS

Goal 5 – Sustainability

Promote and facilitate sustainable travel options aligned with campus-wide goals

5A	Increase transportation option programs and capital investments that support sustainable travel	5.1	Evaluate utilization of EV charging spaces and project future levels of demand	In Progress
		5.2	Update carpool program to include incentives that encourage program participation	Upcoming
		5.3	Partner with carshare providers to promote alternative travel options from campus	Complete
		5.4	Engage with new students and employees through booths at events and orientations	Complete
		5.5	Investigate potential park and ride sites and implement park and ride services for travel to and from campus, either through owned and operated services or third-party partnerships	In Progress
		5.6	Collaborate with UO Office of Sustainability to create a registry of campus-owned vehicles for the purposes of GHG measurement and future emissions-reduction programs	In Progress

Goal 6 – Innovation

Support campus travel with creative use of technology, communication, programs, and incentives

6A	Pilot new transportation programs and initiatives on campus	6.1	Collaborate with partner agencies to launch and integrate RideAmigos on campus	Complete
		6.2	Work with ride-hailing companies to coordinate safe operations on campus	In Progress
		6.3	Coordinate with City of Eugene and other stakeholders to pilot shared micromobility	Complete
6B	Use technology to aid in the convenience and efficiency of travel and parking options	6.4	Implement new Parking Management software which includes license plate recognition technology	Complete
		6.5	Improve parking hardware technology as funding becomes available	In Progress
		6.6	Purchase and install digital signage which displays parking availability in garages	Upcoming
		6.7	Monitor and establish policy for emerging modes and mobility technology (e.g. personal e-scooters)	Complete
6C	Establish campus transportation hub	6.8	Study and identify location of a future intermodal transportation hub on campus	Upcoming
6D	Serve as a campus transportation research lab	6.9	Routinely engage with faculty and students on projects that explore new transportation efficiency ideas, methods, and infrastructure	Recurring

STRATEGIC GOALS

Goal 7 – Congestion Reduction

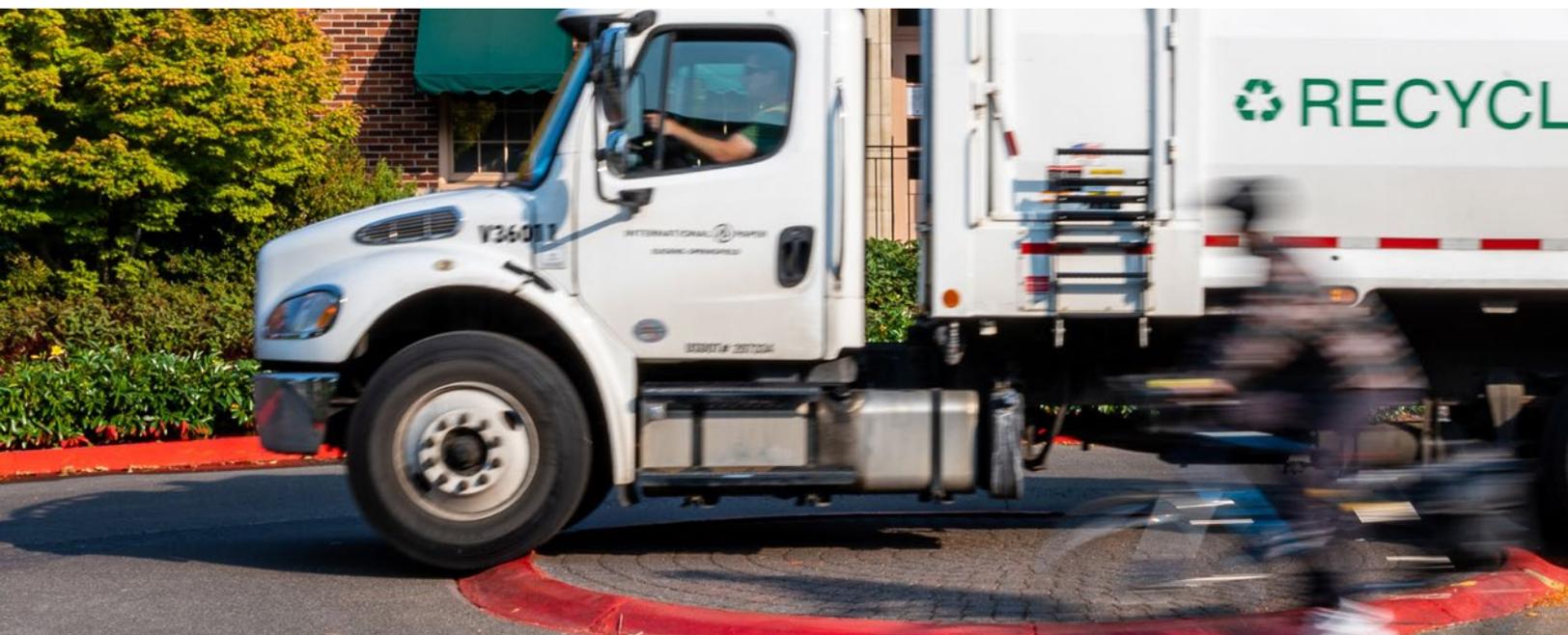
Reduce congestion to and through campus

7A	Provide parking outside campus core	7.1	Coordinate with Campus Planning to identify and evaluate campus periphery locations for surface and/or structured parking lots	In Progress
7B	Establish pavement and curb management standards	7.2	Designate industry standard colors, signage, and logos	In Progress
		7.3	Create clearly marked pickup and drop-off areas to reduce unnecessary congestion	Complete
7C	Conduct multimodal traffic counts	7.4	Coordinate with regional partner agencies to gather annual bike and pedestrian counts	In Progress
7D	Balance overnight and commuter parking demand	7.5	Primarily place overnight resident parking in periphery lots and place cap on permits	Complete
		7.6	Communicate with new students, staff, and faculty to promote modes that reduce parking demand	In Progress

Goal 8 – Asset Management

Assure that transportation assets remain in a state of good repair and functionality

8A	Identify and evaluate transportation capital project needs	8.1	Collaborate with CPM to conduct a Pavement Management Study to evaluate conditions and identify measures to increase longevity and prioritize improvement	Upcoming
		8.2	Update Campus Transportation Master Plan to identify 20 year infrastructure and operational needs based on travel patterns, congestion, and parking supply and demand	Upcoming
8B	Bicycle and other personal transportation device assets are adequately planned for, maintained, and organized	8.3	Evaluate campus bike parking utilization on an annual basis identify future needs	Recurring
		8.4	Identify parking facilities for e-scooters and other small personal transportation devices	Complete
		8.5	Explore solutions for final distribution of bicycle (and other personal transportation device) impounds	Complete
		8.6	Coordinate with UO Bike Program to routinely evaluate and replace bicycle repair station tools	Complete



2022-2023 PRIORITIES

To assist with prioritization of tasks and initiatives, department leadership routinely revisits its 2020-2025 Strategic Plan to help determine each year's departmental priorities. Transportation Services has developed a robust list of strategic priorities this year. Each priority listed below is purposefully placed at equal value to other, concurrent, departmental priorities. As the year progresses, emphasis on these priorities may ebb and flow depending on available resources and other daily commitments the department has.

Transportation Services looks forward to continued and expanded partnerships with other university departments, students, and faculty on campus as we continue to align our priorities with the department mission and vision.

Transportation Capital Improvement Plan

Develop Transportation CIP to identify and prioritize infrastructure improvements.
Begin allocating funds based on prioritization.

Duck Rides Transition

Successfully launch and manage this year's Duck Rides program under Transportation Services.
Continue to recruit student employees to increase program's level of service.

University Motor Pool Operations

Stabilize university motor pool operations by developing a 5-year lease and operational agreement.

E-scooter Share Program

Continue to collaborate with the City of Eugene to participate in the e-scooter share program this spring term.

Future Daytime Shuttle Program

Further investigate and pursue potential funding options for a future fixed-route daytime shuttle program.

PeaceHealth Rides Bike Share

Collaborate with university stakeholders and regional partners to help secure long term program funding that secures a reduced rate for UO community members.

Transportation Master Plan

Begin procurement process to create a 20+ year campus Transportation Master Plan.

UO Portland Transition

Assist with UO's transition to the former Concordia University site by planning and implementing needed transportation services, including parking management, transit, and bikeshare coordination.