Ohio State restores free parking for students in apartments

By Encarnacion Pyle
The Columbus Dispatch  Thursday March 7, 2013 3:31 PM

Ohio State officials announced this afternoon that students living at the university’s family apartment complex won’t be charged for parking after all.

Lindsay Komlane, an OSU spokeswoman, said the decision now holds only for the next academic year, which ends July 13, 2014.

Students living at Buckeye Village had started organizing a petition drive this week after the school’s new private parking operator informed them that it was going to start charging them $620 a year per car to park near their apartments.

The students would have been charged $147 starting on May 16 to cover them until they could buy a yearly $620 permit that runs from Aug. 1, 2013 through July 13, 2014.

Up to now students didn’t have to pay for the assigned spots because the university had covered the costs to maintain the parking lot.

Yesterday, OSU officials confirmed that a new concession agreement allowed CampusParc to begin charging residents for the spaces, saying the change would be consistent with what students living at Ohio State’s other residence halls are charged to keep a car on campus.

But students at Buckeye Village complained the new fee was exorbitant and didn’t take into consideration their situations. All of the residents are

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The change, they said they would also continue to work with all parties to see if they could come up with an alternative solution.

This afternoon, they issued a statement saying “As a result of ongoing discussions with the university community and CampusParc, there will be no changes to the current structure of fees for parking permits or the manner in which parking spaces are assigned at Buckeye Village.”

Ohio State is still working through the details, said Lindsay Komlane, an OSU spokeswoman, “however, residents can be assured that, at this time, there will be no changes to the parking fees and assignment of parking spaces at Buckeye Village.”

This story is an update from an earlier story. The original story:
Students living in Ohio State’s family apartment complex are peeved that
the university’s new private parking contractor will soon start charging
them $620 a year per car to park near their homes.

CampusParc sent an email to the 344 OSU students at Buckeye Village
this week telling them that starting on May 16, they’ll have to pay for
parking spots that until now have been free. Several residents say they
can’t afford the permits. And they don’t think Ohio State or CampusParc,
which paid the university $483 million last year to lease its parking
operation, appreciates their unique circumstances.

All of the residents are either married or have children. Some are single
parents, juggling school and work. Many are graduate or international
students who pay higher tuition and fees and are restricted in the number
of hours they can work.

“It’s a very un-family-friendly move,” said Maria Almeida. “And we’re
considering moving out.”

Almeida, 25, said her husband, Sam, can’t afford to pay an extra $1,240 a
year to park their two cars because neither works full time. They also
can’t afford to give up a car because her husband needs to get to his part-
time job at Honda, and she needs a vehicle for errands and in caring for
their two sons.

Residents also are unhappy that Buckeye Village residents will lose their
assigned spaces. “We’d be paying for a permit, not a guaranteed space,”
said Sun Yee, a 34-year-old nurse-practitioner student who is organizing
a petition. They also might be competing with other OSU students and
even community members who will be able to use their parking passes or
new pay meters in the complex.

“This is a residential neighborhood, not a commercial parking lot.
Children play here, and we’re all worried about their safety,” said Andrew
Skabelund, a 27-year-old doctoral student in history who lives at Buckeye
Village with his wife and their 6-month-old son.

CampusParc said the new concession agreement with Ohio State allows it
to charge for parking at Buckeye Village because it is now responsible for
maintaining the lot. OSU’s housing department subsidized those costs
before the new contract, said Sarah Blouch, who was director of
transportation and parking for Ohio State before becoming president of
CampusParc last fall.

Students with a car at OSU’s other on-campus housing already have to
buy permits, and Buckeye Village residents would be treated the same,
she said.

Blouch said students can instead buy a permit that’s about $400 to park
at a 24-hour lot on West Campus that has bus access to Buckeye Village.

There will be enough spaces to accommodate everyone, she said. There
also will be no public parking in the lot during football games and other
events. And Blouch doubts that many outsiders would want to park there
during other times, because it’s so far north of Main Campus.

Students who buy the $620 pass also will be able to park on parts of Main
Campus, a benefit they don’t now enjoy, she said.

Students also complained that they were given about three weeks — until
March 25 — to decide if they want to renew their leases, after learning

www.dispatch.com/content/stories/local/2013/03/06/osu-students-lose-free-parking.html
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about the parking charge. Ohio State has extended the deadline to March 31, said Lindsay Komlanc, an OSU spokeswoman, and is working to determine if there are other options for parking.

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Year in Review
Marking our first anniversary as Ohio State’s parking partner
Message from the President

It was just more than a year ago that CampusParec acquired the right to operate the parking system at The Ohio State University. We operate under the terms and conditions of a 50-year contract with the university. The contract, called a Concession Agreement, regulates parking rates, operating standards, and maintenance of all parking assets. The relationship between CampusParec and Ohio State created by the concession is a true partnership. We are both committed to the success of the university, with CampusParec working to ensure good stewardship of the assets and delivering efficient, secure parking to the university's faculty, staff, students, parents, and visitors.

No university has entered into a public/private partnership such as this ever before, so together we are inventing a future that provides opportunities and benefits for all stakeholders. Through the benefits of the lasta, the university was able to redeploy capital from its essential, but non-core asset into an initiative in the future of its primary mission of teaching, research, and service. CampusParec is able to focus on its mission of providing an efficient, accessible, and user-friendly parking system within the practical realities of space constraints. The change from a university-operated system to a commercially operated system also requires a cultural change on campus that presents its own challenges.

We are making new rules, and both CampusParec and the university gain valuable experience every day.

In our first year we have had to deal with long-planned construction, new programs, and a shift from quarters to semesters, all occurring simultaneously with the transition of the parking system from the university to CampusParec. The resulting changes in parking patterns and new constraints to the parking system pose a challenge, and those challenges are only going to increase. But those challenges are not new and do not amount due to privatization.

Such challenges are a function of there being a finite number of spaces in an environment where demand for parking is growing, particularly in the Wexner Medical Center area. The university's stated objective is not to build more garages but to protect central campus as a pedestrian-friendly space.

The university balances on remote parking as a solution making addressing individual customer requests for proximate parking challenging. Nonetheless, our commitment to you, our customers, is a steadfast dedication to a continuing partnership with the university, while balancing the vision for its future with the needs and expectations of faculty, staff, students, parents, and visitors approaching our campus behind a steering wheel.

Best Regards,
Sarah Bloch
President, CampusParec
From the General Manager

I am among the few who wake up every morning thinking about parking. And that is by design so the university can focus on the business of education, and my colleagues and I focus on the business of parking.

The reality is we find ourselves engaged and intertwined with the university in every aspect of what we do and every decision we make. Our Concession Agreement with the university regulates parking rates, operating standards, and maintenance of all parking assets, and we work every day to ensure a smooth and professional implementation of the agreement.

What is the most significant intersection between CampusParc and Ohio State? Without a doubt it is you, the customer. We share a dedication to serving faculty, staff, students, visitors, fans, virtually anyone who sets foot—or, more accurately, parks—on campus. Like the university, we exist for and because of you. So while we know there are challenges and opportunities for improvement, we will continue to seek creative, collaborative, and practical solutions to enhance your parking experience.

You will find on these pages examples of improvements we have made in just our first year. While we are proud of the physical and technological infrastructure improvements we made in 2013, we recognize that service, communication, and transparency are just as important. Accordingly, one of our goals in 2014 is to establish “best in class” customer service—from our dedicated and knowledgeable staff who work in our Customer Service Center, to our ambassadors who assist in our garages and lots, to our maintenance engineers who work behind the scenes to keep our footprint clean and our operations running smoothly. Increased investments in training and more granular performance metrics will be designed to facilitate a more responsive and seamless operation. More frequent communications with you, our customers, will be designed to facilitate transparency and provide you with the information you need to know, when you need to know it.

Meanwhile, with one year under our belt, we will celebrate our accomplishments, absorb lessons learned, initiate improvements, and recommit to being a valued parking partner for many years to come.

Best Regards,

Richelle Simonsen
General Manager, CampusParc

Significant Returns
CampusParc Investment Generating Revenue

Ohio State entered into the 50-year agreement with CampusParc last year to lease the management of its parking operations for an up-front payment of $483 million. The primary intent of the lease? To redeploy the university’s capital from non-core parking into mission-critical educational purposes. The capital paid up by the transaction will generate new revenue in support of academic initiatives. Over 50 years, the $483 million is expected to provide $3.1 billion in investment earnings for such academic initiatives as hiring more faculty, offering more student scholarships, and supporting the arts and humanities. Too, it increases the long-term investment pool by $4.9 billion.

In the first year alone, the $483 million infusion into Ohio State’s endowment has earned more than $50 million. The long-term investment pool earned an 11.5 percent return in FY13. Approximately $20 million was distributed to directly support core university priorities, including teaching, learning, research, and transportation. Following are three important initiatives benefiting from the increased revenue provided by the lease.

Eminence Fellowship Program

The new program in the University Honors and Scholars Center is providing financial support and academic and leadership opportunities for some of Ohio State’s best and brightest students. The university expects to fund 25 of these scholarships each year, thanks to the leasing of the parking operations. Eminence Fellows receive full cost-of-attendance scholarships to attend Ohio State and are eligible to receive $3,000 in enrichment grant funding after their first year.

Staff Grants

The university is increasing the money available for Staff Career Development Grants fourfold. What was a $10,000 to $15,000 pool has been increased to $150,000 each year for staff development. Applications are now available, with grant distribution beginning in 2014.

Advancement of Discovery Themes Initiative

Through the addition of new tenured and tenure-track faculty, the ten-year Discovery Themes Initiative will allow the university to develop transformational approaches to issues of worldwide significance in the thematic areas of Energy and Environment, Food Production and Security, and Health and Wellness. The first Discovery Themes RFP, released in mid-September, targets the hiring of tenured and tenure-track faculty in data analytics. A second RFP, to be released in early 2014, will build on and leverage the first one. The first Discovery Themes faculty are expected to join Ohio State for the 2014 fall semester. This multi-million dollar investment is being supported by the stability and permanent revenue source provided by the proceeds of the parking lease.
Service and Equipment
Improvements Made in Year One

Pay Machines Have Been Installed in 50 Locations
Pay machines have been used for several years in parking lots to accommodate visitor parking. This past summer, 24 new machines were installed across campus, bringing the total pay machine locations for parking to 50. The older “Pay-N-Display” machines are being upgraded to “Pay-by-Plate” machines to work in coordination with the license plate reader technology so that visitors will no longer have to walk back to their car and display a receipt. Pay-by-Plate machines allow visitors or students without parking permits to purchase short-term parking.

Pay-on-Foot Machines Installed in Select Garages
By the end of fall, the Asia, Ohio Union North, South Campus Gateway, North Cannon, and Tuttle Park Place garages will have Pay-on-Foot machines installed that allow visitors to pay their parking fee prior to returning to their cars and exiting garages. These are in addition to machines that have already been installed in the SARAUTO Hospitals, South Cannon (currently closed for repairs), and 12th Ave. Garages. This payment option facilitates a speedier garage exit.

Online Purchases
Customers are saving time by going online.

Garage Tracker Provides Real-time Space Availability
Garage Tracker is a web widget that provides current space availability in each university garage in the form of a bar chart. The chart is refreshed every five minutes, providing visitors and permit holders with a graphic representation of garage status. You can view the graph on the CampusParc homepage.

Parkmobile Provides Alternative Method of Payment
Students, faculty, staff, and visitors are now able to pay for parking on all surface lots with their cell phone using the Parkmobile application for smartphones. After setting up the account, customers can immediately start using the system with their registered mobile phone.

1,289
Vehicle assistants provided over the first year

New Transaction Equipment Installed in Garages
This past summer, new transaction equipment was installed at garage entrances and exits in the Ohio Union North and Tuttle Park Place garages, resulting in decreased time to enter and exit garages.

977
Average number of on-scene emails received each month

Technology Introduced to Verify Permits, Payment
On August 1, CampusParc began using Permit-By-Plate technology that eliminates the need for the traditional hangtag, with permit verification now conducted by license plate scanning. Because of the new technology, with permits linked to license plates, account information must be kept current by permit holders at all times. Account information can be updated 24/7 at osu.campusparc.com. Customers are permitted to have up to three active license plates associated with a permit at any given time.

Customers who purchased a permit with garage access also received an access keyboard that they scan at garage entrances/exits. A hangtag was also provided that allows access to athletic and special event parking.

On surface lots, the technology also eliminates the need for visitors to display receipts because parkers register their license plate number at the Pay machines located in the parking lots.

Garage Parking Available to Upper-class Students
CampusParc now offers overnight parking permits to second-year-and-above students in the Lane Avenue and West Lane Avenue garages. The permits are annual permits (August 1 – July 31). Garage parking had previously been offered only to juniors and above.

Fast Facts
Parking Garages 16
Paring Garage Spaces 11,987
Parking Lots 196
Parking Lot Spaces 24,896
You Have Questions  
We Have Answers!

What is a parking concession?
A parking concession is an agreement with a private company to operate the parking system, subject to terms and conditions outlined in the Concession Agreement for the specified period of time. The Concession Agreement between the university and CampusParc regulates parking rates, operating standards, and maintenance of all parking assets. CampusParc was granted a 50-year lease with The Ohio State University to operate the university's parking assets. These assets remain university property, but the right to operate the system and the responsibility for maintaining the system is transferred to CampusParc.

What are the terms of the lease agreement?
CampusParc paid the university $483 million to enter into the 50-year lease. Parking rate increases are set by the university for the first ten years at 5.5 percent annually. The university continues to own its garages and parking lots and predicted that over the 50-year lease, the initial $483-million payment will generate $3.1 billion in investment earnings for academic initiatives. It also funds the Campus Area Bus Service (CABS) and will increase the university's endowment by $4.3 billion.

Why did the university lease its parking systems?
Higher education is under increasing funding pressures from federal and state governments and is seeking ways to reduce operating costs and to make a higher return on assets employed. Parking systems at universities demand capital unrelated to the performance of the core education purposes of a university, and privatizing parking is a method of redeploying that capital from a non-core activity to mission-critical educational purposes. Beyond allowing redeployment of its capital, the university is also able to move away from managing parking to focus on managing education. By selecting a private concessionaire to manage its parking operations, the university can maintain its focus on its mission of teaching, learning, and research, and the concessionaire can operate an efficient and user-friendly parking system.

Does a concession mean a loss of control for the university?
Not at all. The university has defined the parking rates, operating standards, and maintenance requirements in the Concession Agreement, and any deviation from that agreement requires approval from both the university and CampusParc. Changes in permit eligibility require university approval. New parking permits cannot be introduced, existing permits cannot be eliminated, and rate changes beyond those outlined in the Concession Agreement cannot be introduced without university approval. The university also retains the right to add to, or reduce, the number of parking spaces and to convert land use from parking to other university purposes. (Continued on next page.)
Who owns the parking facilities in a parking concession?
CampusParc was granted a 50-year lease with The Ohio State University to operate the university's parking assets. These assets remain university property, but the right to operate the system and the responsibility for maintaining the system is transferred to CampusParc.

How will customers be assured of fair parking fees in the future?
Both the university population and the investors want certainty in a concession agreement, to include certainty of the rate plan. In the Concession Agreement for the Ohio State parking system, the parking fees are defined by the university for the full 50-year term. Fees will increase 5.5% each year for the first ten years, then 4% or the Midwest CPI (whichever is greater) for years 11-50.

Do I get value for what I pay to park?
Yes. Building and parking parking lots and garages; maintenance for the surfaces as well as supporting items such as signs, elevators and lights; snow removal and customer service staff to assist when problems occur are all costs. The university’s parking system has always required the users of the parking system to pay for the costs through parking permits and hourly fees and this did not change through the privatization.

CampusParc has invested over $12 million in capital maintenance and equipment during the first year of operations, and will spend over $369 million on all the parking facilities over the course of the 50-year concession. We understand that for the parking fees you expect a value and that parking needs are not one-size fits all. Remember that under the Concession Agreement, the university is required to approve changes to the parking system.

Looking Ahead
Opportunities Moving Forward

With year one of our Concession Agreement with the university now in the rearview mirror, CampusParc's sights are on the challenges, demands, obligations, and opportunities of the future.

As transportation systems evolve in Columbus, new technologies emerge, and the university continues to manage its growth while expanding its ability to achieve its mission, CampusParc will keep pace—and set the standards—by enhancing efficiencies, maximizing resources, and demonstrating expertise in numerous parking.

Among the challenges we face, the least is not the university's commitment to maintaining a pedestrian-friendly campus while significantly expanding its medical facilities and services. The result is the necessity to explore and implement alternatives to proximate parking along with ways to allocate the ever-shrinking number of remaining spaces. Creative, strategic, and collaborative parking solutions will be required. CampusParc is at the table with university leadership to define a plan for managing the needs and expectations of commuters well into the future.

While CampusParc has been able to introduce significant new parking technologies to the campus during year one, new ways to enhance the customer experience, maximize resources, and minimize frustration continue to emerge and will be implemented. We know that our partnership with Ohio State is catching the attention of other universities and organizations. Together, we are breaking new ground in privatization, with the primary intent of helping to fund the university's academic mission. We take our responsibility of serving as the standard bearers for parking expertise very seriously.

Our Values

Integrity
We are open and honest. We trust each other and our external partners and work to be trusted in return.

Collaboration
We work together with our partners, contribute our capabilities through open and effective communication to achieve our collective goals.

Accountability
We deliver on what we promise. We take ownership of our decisions and responsibility for our actions. We are proactive in identifying and solving problems.

Respect
We appreciate and consider diversity of views, cultures, and safety of each other and the environment.

Excellence
We embrace professionalism, change and flexibility and strive to exceed expectations.

Your feedback is important to us as we strive to improve your parking experience. Let us know how we are doing.

Contact Information
Customer Service Center
160 Bexley Hall
1080 Carmack Road
Columbus, OH 43210
Main Phone: 614-688-0000
Fax: 614-688-1529
E-mail: osuinfo@campusparc.com
Website: osu.campusparc.com
‘New’ permit allows CampusParc to exceed parking-fee cap

By Collin Binkley

When Ohio State University leased its parking operation in 2012, the private company that took control promised not to increase parking-permit costs by more than 5.5 percent this year. But some faculty members now must pay 50 percent more for the same privileges they had last year.

CampusParc, the company in charge now, says it avoided triggering the rate limit by creating a new parking permit, even though it’s identical to another one offered last year at a lower price.

University officials supported the change.

“Each year, the university and CampusParc discuss possible changes to the permit system,” Dan Hedman, a spokesman for the OSU Office of Administration and Planning, said in an email. “The university reserves the right to deny any changes if they do not best serve our evolving parking needs.”

Faculty members could buy a WA permit last year for $207, allowing them to park on West Campus surface lots and, in the evening, in campus garages. But CampusParc stripped garage access from that permit this year and created a new WAE pass with only one extra benefit: that same garage access.

The WAE pass costs $316 a year.

CampusParc officials said they created the pass to match a similar permit for students that costs $300 this year, the same as it cost last year.

“The past rate schedule required students to pay significantly more than faculty and administrative staff for the same parking privileges,” David Hoover, a spokesman for CampusParc, wrote in an email.

Last year, 1,800 faculty members or administrators bought WA permits, which grant access to lots along Kenny Road and in the Carmack Lot near the border of campus and Upper Arlington. Hoover said the company has not tallied how many permits it has issued for the upcoming school year.

Hoover said that 299 OSU workers used the “WA” pass to park in a garage 10 times or more last year. “It is unlikely that any of these 299 customers, which represent only 0.7 percent of all permit customers, are happy about paying more for the garage access, although we do not have specific record of how many have voiced their concerns,” he said.

The faculty representative on the Parking Advisory Committee at Ohio State, which includes faculty, staff and students, did not return calls seeking comment this week.

Most of the 18 types of permits to park at Ohio State increased in price this year by the maximum 5.5 percent.
allowed under the lease between CampusParc and Ohio State. Annual prices now range from a $22 motorcycle permit to an $841 A pass that gives faculty broad parking benefits.

The new faculty permit won't generate any new revenue, Hoover said, because CampusParc kept the equivalent student price the same.

Ohio State agreed to turn over daily operations parking operations in a 50-year, $483 million lease with CampusParc, which is the business arm of QIC Global Infrastructure and its partner in the deal, LAZ Parking. Critics early on said the deal made bad business sense because Ohio State was giving up its parking revenue. Others have complained about long lines in garages and poor customer service.

But university leaders said the move allowed them to offer more students scholarships and boosted a long-term plan to hire 500 professors over the next decade.

Hedman would not say if anything stops CampusParc from creating other new, costlier permits in the future. The lease caps increases of existing permits at 5.5 percent for the first decade. After that, rates can increase by 4 percent or the change in the Midwest Consumer Price Index, whichever is higher.

"In this instance, the WAE is considered a new parking offering, and it was determined collaboratively that it is properly priced to ensure that students and staff pay the same for similar privileges," Hedman said in an email. He added that Ohio State "will continue to work with CampusParc to identify and review appropriate changes to our parking system as they are needed."

@cbinkley
Despite complaints, parking deal results in millions for Ohio State

People walk back to their cars and look for parking spaces in the east parking lot outside Ohio Stadium on Thursday. In 2012, Ohio State signed a 50-year, $483 million agreement with CampusParc to manage their parking services.

By Mary Mogan Edwards
The Columbus Dispatch • Friday January 29, 2016 6:58 AM

Three and a half years after Ohio State University turned its parking operations over to a private contractor, customers haven't gotten any happier but the deal has poured millions into university coffers and promises more each year.

Of $83 million in total payments from the endowment, the biggest chunk, $34.5 million, went toward recruiting and hiring faculty members, OSU trustees were told Thursday. Searches for nearly 100 faculty members are underway and 35 tenure-track positions have been filled.

Nearly $26 million has gone to operate the Campus Area Bus Service and other sustainability projects. More than $14 million has funded student scholarships and $8.6 million went toward development of an arts district in the area west of High Street and 15th Avenue.

The scholarships include 105 full-ride Eminence Scholars positions.

In a presentation to the OSU Board of Trustees Finance Committee on Thursday, Chief Financial Officer Geoff Chatas, who oversaw negotiation of the parking deal in 2012, laid out details of what the deal has yielded financially and how CampusParc has performed.

Along with creating a new source of yearly revenue, Chatas said, the deal freed the university from a system that needed hundreds of millions of dollars worth of maintenance. Since taking over, CampusParc has spent
The deal generated some controversy. Critics said customer service would suffer and employees would face layoffs or pay cuts. The university is now considering leasing the right to operate its utility systems and critics again are raising the concern that employees will lose their jobs or face pay cuts.

According to the university, none of the 72 parking employees at the time the CampusParc deal was reached was laid off. Spokesman Chris Davey said 10 took jobs with a new department, Transportation and Traffic Management. Another 19 accepted severance payments or retired; 10 were given agreements under which they work for CampusParc but Ohio State subsidizes a portion of their salaries and benefits; five took jobs with CampusParc and 19 took other university jobs.

Customer-service statistics kept by CampusParc suggest the age-old problems of parking on campus — not enough spaces, ticket machines that don’t work, long waits on the phone when you need help — aren’t improving.

For 2013 through 2015, indicators of trouble, such as the average number of calls made per month, the number of times customers gave up on those calls without an answer and the average hold time per call have steadily risen.

Last summer was especially bad, Chatas said, when big concerts in Ohio Stadium brought large crowds, all arriving at once and unfamiliar with campus geography. The average hold time for a call in August was more than seven minutes. The average for the whole year was more than two minutes.

There aren’t enough spaces in the busiest garages, especially those in the area of the Wexner Medical Center, and the problem is likely to get worse next year, when a planned realignment of Cannon Drive will displace 1,900 spaces.

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