University of Louisiana at Lafayette

Mission / Purpose

The Mission of the Office of Transportation Services is to provide efficient transportation services to the University of Louisiana at Lafayette community. The Office of Transportation Services will continue to provide excellent customer service and ensure that our customer base has the information to park, ride the bus, bike and/or walk safely.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 6: Reduce Wait Time

Reduce the wait time for commuter students utilizing the transit system for the remote parking lot.

Related Measures

M 8: Measuring Route Times
Route times are measured each day based on number of students transported and the number of buses available.

Source of Evidence: Activity volume

Target:
To have customers get from their car to campus in 10 minutes or less.

Finding (2015-2016) - Target: Not Met
Target was not met. This was a result of traffic conditions on the route, availability of buses as well as availability of additional drivers.

Related Action Plans (by Established cycle, then alpha):

Increase Bus and Driver Count
Increase the number of available buses and drivers during peak times. Request assistance from the City of Lafayette Traffic Engineering Department to implement an automated solution when buses approach traffic signals. By decreasing the wait time at traffic signals the overall in transit time will be significantly lower.

Established in Cycle: 2015-2016
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Measuring Route Times | **Outcome/Objective:** Reduce Wait Time

O/O 7: Customer Experience
Improved customer experience when purchasing parking permits.

Related Measures

M 9: Analyze Customer Interaction

This is measured through observation of telephone calls, walk in customers, emails and the number of permits sold during the first month of the Fall 2016 semester.

Source of Evidence: Activity volume

Target:

> To decrease the amount of time it takes for individuals to purchase or renew their permits and to increase the availability time permits are available for sale prior to each semester.

Finding (2015-2016) - Target: Met

Through additional marketing strategies, improved orientation presentations and verified data sets from other campus entities, we were able to begin online permit sales earlier than normal. Analysis shows an increase of 19% during the first month of sales for Fall of 2016 in comparison to Fall of 2015.

Related Action Plans (by Established cycle, then alpha):

Increase Awareness

Continue marketing and communications campaign, increase social media awareness and expand on orientation opportunities.

Established in Cycle: 2015-2016
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Analyze Customer Interaction |
Outcome/Objective: Customer Experience

O/O 8: Improve Citation Issuance

Improve accuracy and efficiency of citation issuance throughout campus and reduce voided citations equated to "improper display"

Related Measures

M 10: Virtual Permits

> Immediate results regarding "improper display" were seen with the removal of physical permits. With virtual permits there is no physical attributes and therefore the amount of citations issued for this offense were eliminated.

Source of Evidence: Administrative measure - other

Target:

To reduce the number of appealed or voided citations based on inaccurate data input by enforcement officers and to reduce the number of voids related to improper display of permit.

Finding (2015-2016) - Target: Met

Target was met. Implementing a virtual permitting system allowed for more accurate enforcement and reduced the appeals for these type of citations by 100%.

Analysis Questions and Analysis Answers

How were assessment results shared and evaluated within the unit?

Reports are generated and discussed in localized staff meeting each week and then passed to administration for review.

Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?

1. We have hired additional drivers and are keeping more of our aging transit fleet operable.
2. We increased permit sales by 19% during the same time frame as the year before indicating that we were successful in our efforts of marketing and communication related to permit sales.
3. The issue was well received by the customer base that purchases permits. By utilizing virtual permits it reduced multiple costs associated with the purchase of physical permits. It also eliminated all aspects of inventory control related to issuance.

Changes to improve next years outcomes:
1. Continued hiring of additional bus drivers to adjust for varying class schedules and leasing additional buses to be available for route.
2. Additional resources are being added to ensure advanced marketing and communications related to online parking permit purchases.
3. Target goal was met. We will continue to monitor and improve the enforcement aspect by adding an additional mobile unit to better cover the campus community.