Current Mobility System Issues:

- Does not meet expected safety needs
- Does not meet ADA and other accessibility needs
- Hinders recruitment and retention of students
- Current business model does not support an adequate mobility system
- Enrollment growth and new project developments require a quick solution
- Reached the point of insufficient space to continue to expand surface parking
- No choice in viable options to move to, from and around campus by all modes
- Campus community desires an improved mobility system more in line with LSU peers
Implications of NOT initiating a plan NOW:

- Without a plan, parking in levee lots would become required with a lack of waiting areas and reliable frequent bus service to the core of campus, creating safety issues.
- Without a plan, the transit system routes, which are currently inadequate, will be reduced and/or eliminated every year going forward.
- Without a plan, additional safe, fully accessible and viable mobility options would not be developed.
- Without a plan, new Greenhouse District housing will not have parking.
- Without a plan, continued enrollment growth would be hindered beginning Fall of 2020.
- Without a plan, recruitment and retention would be stifled.
The Mobility Implementation Plan is a core recommendation of the Comprehensive and Strategic Campus Master Plan. It improves travel to, from and around campus for faculty, staff, students and visitors in a safe and equitable manner.

To Accommodate Safe, Equitable and Accessible Campus Growth due to: 1) student enrollment targets and new faculty and staff hires, and 2) construction of new buildings in the core that will displace parking to the edges. In addition, the many parking areas in the campus core threaten safe and appropriate ADA and other pedestrian accessibility and mobility.

With A Modern Transportation System that includes safer, more equitable ADA accessible transit, as well as walking, biking and micro-transit options. These provide efficient and cost-effective solutions that reflect LSU's flagship status and uphold the principals of the Master Plan.
OVERVIEW
Planning Support

Recruitment and Retention
- Make campus more attractive
- Easier to travel around

Comprehensive and Strategic Campus Master Plan
- Sets stage for future campus growth
- Improves accessibility and mobility

Sustainability
- Reduce driving demand
- Reduce CO2 and emissions

Health and Well-being
- Support walk, bike culture
OVERVIEW:
Master Plan Principals

- Connect Campus and Community
  - Seek partnership opportunities
  - Enhance physical and programmatic campus connections to community
  - **Integrate campus and city edges to create seamless transitions**
  - **Design surface parking to connect urban fabric with the campus**

- Celebrate Distinct LSU Campus and Context
  - Integrate the historic fabric while designing for the future
  - Respect the lowland and celebrate the bluff
  - Celebrate the iconic landscape
  - Utilize a diverse palette of plants that is responsive to underlying site characteristics of topography, hydrology, soil, and exposure
  - Reflect the efficiency and economy of the historic character of architectural & landscape
  - **Preserve LSU history and the culture of Athletics**

- Support High Performance Academic and Research
  - Renovate interior academic and research space to support contemporary pedagogies
  - **Provide facilities that support diverse research needs**
  - Enhance visibility of academic programs
  - Provide formal and informal spaces that inspire learning

- Enhance Student Life
  - **Provide open spaces that accommodate flexible uses at a variety of scales**
  - Create places for engagement, interaction, and student life
  - Design welcoming and safe spaces
  - Prioritize pedestrian movement through a safe, accessible network with a clear circulation hierarchy

- Promote Environmental Stewardship
  - Use resources responsibly
  - **Encourage sustainable travel modes as alternative to driving**
  - Maximize shade through arcades and tree canopy
  - Integrate natural systems throughout campus by strategically incorporating landscape infrastructure
  - Emphasize densification and rehabilitation over expansion and growth
OVERVIEW
Master Plan Building Growth
New Buildings, Green Spaces + Walking/Biking Network

- New buildings and green space displace parking lots
- Anticipates enrollment growth
- Increase faculty and staff
Master Plan principles will be upheld related to open space, safe accessibility for ALL students, staff, faculty and visitors, and the history and culture of athletic and other major events.
OVERVIEW
Support for Change
How and why do we do this?
OVERVIEW
Support for Change
More than 3,300 staff, faculty and students responded to the transportation survey.
OVERVIEW
Support for Change
Meetings and Consultation With Campus, Community and Partners

Campus Community
- Staff Senate
- LSU Sustainability
- Student Government
- University Leadership
- Eight (8) financial meetings
- Four (4) town hall meetings
- Deans’ Council Presentation
- Student focus group meetings
- Campus Community Resources
- Three (3) meetings with Athletics
- Student Government Leadership meetings
- Seven (7) Mobility Implementation Committee Meetings
- Bi-weekly meetings since spring 2018 with Core Committee
- Two (2) meetings and several discussions with Residential Life
- Weekly meetings with PDC, PTS and Strat Comm since March 2019

City Parish
- Bike/Ped Plan consultants
- Parish Planning Department
- Baton Rouge/Commuter Krewe
- Doug Moore, local bike advocate
- Nicholson Drive BRT consultants
- Lindsay Grey, Baton Rouge Bikeshare

Upcoming Meetings
- Student Life
- Faculty Senate
- LSU Board of Supervisors
- Mobility Implementation Committee
- Campus Planning Oversight Committee
- East Baton Rouge Dept. of Public Works
- Offsite Apartments
Support for Change

More than 3,300 staff, faculty and students responded to the transportation survey.

- 40% of students are interested in Park & Ride.
- Parking location and convenience is the #1 concern above price.
- 50% of students are unaware of Zipcars.
- 60% of students would commute by bus if frequency were increased.
- 16% currently take the bus.
- 50% of students want more EV charging.
- Students, Faculty and Staff want more EV charging.
- Students, Faculty & Staff want better lighting and more walk infrastructure.
- Students, Faculty and Staff want better lighting and more walk infrastructure.
- Students, Faculty & Staff Want: Bike lanes, protected paths, incentives.
- Student, Faculty and Staff: Almost 50% do not know Tiger Trails off-campus routes.
- Student, Faculty and Staff: Strong interest in on-demand services.
Support for Change

Park and Geaux

Survey

40% of students are interested in Park & Ride

• Preferred/premium bus service for commuter lots
• Greater comfort and amenities
• Distinct branding
PLAN ELEMENTS
Support for Change
Better Parking System

Survey
Student, Faculty and Staff:
Parking location and convenience #1 concern above price

Peers

- Greater predictability
- Less circling
- Less frustration
- Greater choice
Plan Elements
Performance-Based Parking Pricing

Survey
40% of students are interested in Park & Ride

Survey
25% of students and 36% of faculty and staff would pay a higher price for premium/convenience

Survey
Student, Faculty and Staff: Parking location and convenience #1 concern above price
PLA N ELE M ENTS
Support for Change

Better Tiger Trails

60% of Students would commute by bus if frequency were increased

- Preferred
- Predictable
- Reliable
- Frequent

- Coordinate with CATS and the future BR Transit Route

Core Campus Bus Hub
PLAN ELEMENTS
Support for Change

Better Tiger Trails – A Preferred and Cheaper Way to Get To and Around Campus

60% of Students would commute by bus if frequency were increased

Flexible, on-demand off-peak service

Faster, more direct off-campus service

New buses with amenities

Upgraded bus stops
PLAN ELEMENTS
Support for Change
A Campus Bicycle Network

Survey
Students, Faculty & Staff Want:
Bike lanes, protected paths, incentives

• Greater cyclist visibility
• Improved safety
• Regional and local network connectivity
PLAN ELEMENTS
Support for Change
Better, Safer Walking Paths

Survey
Student, Faculty, and Staff want: Better lighting and more walk infrastructure

Peers

- Improve Crosswalks and Sidewalks
- Improve Lighting
- Greater comfort and safety for trips on foot
**PLAN ELEMENTS**

**Support for Change**

**Transportation Communications**

- Proactive outreach to different commuter groups
- Tailored-travel solutions
- Greater program awareness
Support for Change
More EV/Car Share

Survey
Student, Faculty and Staff want:
More EV charging

• Plan for future network demand
• Promote sustainability goals
• Offer benefits for early adopters
• Position campus to recruit faculty, staff and students
Support for Change

Commuter Benefit Programs

Survey
Students, Faculty, and Staff:
52% unaware of Zipcars, 80% unaware of bike repair stations

Peers

- Financial incentives to walk, bike and carshare
- Bikeshare program/lockers and shower privileges
- Free bike tune-ups
- Emergency ride home
- Free Zipcar membership
- Preferential parking
- Raffles/prizes
Plan Elements
Support for Change
LSU Micro-Transit Services

Survey
Students, Faculty, and Staff: Strong interest in Park & Geaux and on-demand services

- Flexible
- On-demand
- Reduces need for private vehicle
- Strengthens transit system
- Supports Park and Geaux and low turnover lots
PLAN ELEMENTS
Essential for the success of the Strategic Plan 2025 and the Master Plan

- Student Union
- Park & Geaux, Mobility Hub
- GIC
- UREC & Sororities
- Greenhouse District
- Mobility Path
- Tiger Walk
- BRT Transit

MOBILITY HUB ELEMENTS
SEAMLESS MOBILITY PLACEMAKING
# PLAN ELEMENTS

## Peer Comparison of Parking Policies and Amenities

<table>
<thead>
<tr>
<th></th>
<th>LSU</th>
<th>Clemson</th>
<th>Auburn</th>
<th>Texas A &amp; M</th>
<th>University of Alabama</th>
<th>University of Central Florida</th>
</tr>
</thead>
</table>
| **Parking Permit Fee Increase Model** | • No Student, B, C or D Permit increases since 2008 | • 3 increases over past 7 years  
• Annual review of all college fees | • 90%-225% increases proposed  
• 3-5 year increase typically | • Annual increases  
• 3% for 5 years and then indexed to inflation | • Usually annual  
• Not raising this year | • Not raised for 5 years |
| **Rationale for Increases** | • No consistent policy | • Equitable distribution of the cost of Parking and Transportation operations to the users  
• Generally every other year | • Central fund pays for parking improvements  
• **Policy changing:** zonal pricing proposed, permits to increase, P & T to contribute to parking costs | • “Easier to raise rates slowly over time (each year) rather than large jumps”  
• They have many garages too | • Permit prices are determined by known budgetary requirements and expected expenditures | • Permit prices raised based on costs – “usually parking garages” |
| **Approvals for Increases** | • Parking rates: CFO/Senior VP for Finance and Administration  
• Student fees: Board of Supervisors | • Reviewed by Finance and final approval from the President’s Executive | • Approved by Parking Committee & Board of Trustees | • Originally approved by Board of Regents, now President | • Parking and Transportation Committee then Administration | • Rates raised through Board of Trustees |
FINANCIAL MODEL SUMMARY
LSU Parking and Transportation is a Self-Funded, Auxiliary Unit

Streetscape Costs
$510,000 per football field
($1,700 per foot)

- Parking
- Operations and Maintenance
- Sidewalk reconstruction
- Road repaving
- Lighting and Safety

Parking Operations and Maintenance

Sidewalk reconstruction

Road repaving

Lighting and Safety

$510,000 per football field ($1,700 per foot)
FINANCIAL MODEL SUMMARY
LSU Parking and Transportation is a Self-Funded, Auxiliary Unit

Structured Parking
$25,000 per space

Surface Parking
$4,000 per space

$2,000+ Parking Fees
No change to permit pricing

- Continued unabated demand for parking requiring two unplanned garages not recommended in the Master Plan
- Need to expand supply
- No funding available for additional system improvements
No change to permit pricing

- Continued unabated demand for parking requiring two unplanned garages not recommended in the Master Plan
- Need to expand supply
- No funding available for additional system improvements

This scenario is unsustainable.

To compensate for this deficit, parking permits would cost over $2,000 each.
Parking Permit Only Scenario

Increase in parking permit fees only

- Parking permit prices increase
- Transit fee unchanged
- Fewer permits sold
FINANCIAL MODEL SUMMARY
Student Fee Only Scenario
Increase in transit fees only

- Transit Fee pricing increase
- Parking Permit prices unchanged
- Revenue increase based on population growth
- A new garage required in 2027
FINANCIAL MODEL SUMMARY
Blended Scenario - Recommended

Increase in parking permits and transit fees

- Funds mobility improvements in response to LSU community needs
- Addresses intent of Strategic Plan 2025 and Comprehensive and Strategic Campus Master Plan
FINANCIAL MODEL SUMMARY
Parking and Transportation Demand Model
Increase in parking permits and transit fees

Status Quo Scenario

Proposed- Blended Scenario

Other funding opportunities may include private apartment transit partnerships, grants, etc.
"If I buy a car to commute to LSU"

JOHN SMITH

Average annual cost > $4,000

Compact Car: insurance, fuel, maintenance, license & registration, parking fees on campus.

Not including the cost of the car itself.

Time

DRIVE to campus
HUNT for parking
WALK to class

20 to 55 minutes average among those polled
“If I *buy* a car to commute to LSU”

**JOHN SMITH**

**Average annual cost**

> $4,000

Compact Car: insurance, fuel, maintenance, license & registration, parking fees on campus. *Not including the cost of the car itself.*

**Time**

**Drive**

20 to 55 minutes

average among those polled

**Hunt**

for parking

**Walk**

**Travel choice**

**“Additional choices”**

**Average annual cost**

< $500

**Gotcha Bike Subscription, Zipcar subscription**

**FlixBus trips home, Future micro-transit subscription**

**Time**

**Walk**

10 to 20 minutes

average among those polled

**Bus**

15 to 45 minutes

average among those polled

**Bike/Walk**

**Travel choices**

Direct access to the core of campus
Performance-Based Pricing

- Parking pricing based on convenience and value and adjusted on annual basis.
  - Provides parking options
  - Reduces core congestion
  - Balances parking ratios

Some Peers with Performance Based Pricing:

- Alabama
- Auburn
- Texas A&M
- Clemson
- University of Central Florida
FINANCIAL MODEL SUMMARY
Performance-Based Parking Pricing

CURRENT OPTIONS

<table>
<thead>
<tr>
<th>STUDENTS</th>
<th>FACULTY &amp; STAFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>B C D</td>
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</tbody>
</table>

PROPOSED OPTIONS

<table>
<thead>
<tr>
<th>STUDENTS</th>
<th>FACULTY &amp; STAFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park&amp;Geaux Perimeter</td>
<td>Park&amp;Geaux Perimeter Core Reserved</td>
</tr>
</tbody>
</table>

May be sub-zones, such as residential, within these primary zones

- Parking reduction in the Core will happen through attrition. Current “C” permit holders will still have a Core parking option.
- ADA accessible parking and paths will be enhanced in the Core.
- Teaching, research and other visitors will have appropriate improved access to campus Core.

Anticipated Price Range by 2025:

Incrementally increased to these levels over 5 years beginning fall of 2021 then annual inflation adjustment

$100 $200 $300 $400 $500 $600 $700 $800 $900

WEST PERIMETER CORE
# IMPROVEMENT PLAN

## Transforming LSU Transportation

### More Affordable Choices, Safer Biking, Better Parking for Commuters

- Bike Share/New Bike Lanes
- On-Demand Electric Shuttles
- Improved Accessibility
- Upgraded Parking Lots
- Park and Goaux Shuttles

### New Campus Walk Spine, Safer Walking off-Campus, Better on-Campus Transit

- Initiation of Tiger Walk
- Intersection Safety Improvements
- New Campus Transit Circulators
- New Student Union Bus Hub
- Improved Tiger Trails

### Complete Streets Reconstruction, Better Regional Transit Access

- Dedicated South Side Bus Lane
- Complete Streets
- Highland Road Reconstruction
- Expansion of Tiger Walk
- Better CATS Service

---

**SHORT-TERM IMPROVEMENTS**  (2-3 YEARS)

**MID-TERM IMPROVEMENTS**  (3-5 YEARS)

**LONG-TERM IMPROVEMENTS**  (5+ YEARS)
IMPROVEMENT PLAN
Transforming LSU Transportation
IMPROVEMENT PLAN
Transforming LSU Transportation

SHORT-TERM (2-3 YEARS)
- Initiation of Tiger Walk

MID-TERM (3-5 YEARS)
- Intersection Safety Improvements
- New Campus Transit Circulator
- Better Walk / Bike / Bus Access to UREC

LONG-TERM (5+ YEARS)
- Improved Tiger Trails
**IMPROVEMENT PLAN**
Transforming LSU Transportation

<table>
<thead>
<tr>
<th>SHORT-TERM (2-3 YEARS)</th>
<th>MID-TERM (3-5 YEARS)</th>
<th>LONG-TERM (5+ YEARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated South Side Bus Lane</td>
<td>Complete Streets (Fieldhouse Drive, Dahymple Drive)</td>
<td>Expansion of Tiger Walk</td>
</tr>
<tr>
<td>Highland Road Reconstruction</td>
<td></td>
<td>Better CATS Service</td>
</tr>
</tbody>
</table>

[Map of IMPROVEMENT PLAN showing short-term, mid-term, and long-term projects]
IMPROVEMENT PLAN

Park & Geaux Concept 5,000 spaces (3,000 Phase 1)

Mobility Hub Amenities:

- Zipcars
- Restrooms
- A/C Waiting
- Bike Share
- Personal Bikes
- WiFi
- 24/7 Service
- Safe & secure
- Levee Trailhead
- 7 Minute Bus Intervals
IMPROVEMENT PLAN
Streetscape Improvements

Mobility Capital Improvements

• Streetscape Improvements
  • Accessibility
  • Bike Paths
  • Sidewalks
  • Lighting
  • Bus Routes and Stops
  • Seating
  • Landscaping

• New South Transit Spine
• Southern Section of Tiger Walk
IMPROVEMENTS IN PLACE
Field House Drive Realignment
IMPROVEMENTS IN PLACE
Nicholson Drive

Before

After

Before

After

Before

After

Before

After
IMPROVEMENTS IN PLACE
Pleasant Hall
IMPROVEMENTS UNDERWAY

Bike Lanes, Addressing
IMPROVEMENTS UNDERWAY

Bike Lanes, Addressing, Bikeshare
IMPROVEMENTS UNDERWAY

Bike Lanes, Addressing, Bikeshare, Commuter Krewe
IMPROVEMENTS UNDERWAY

Bike Lanes, Addressing, Bikeshare, Commuter Krewe, Parking System upgrades
IMPROVEMENTS UNDERWAY
Bike Lanes, Addressing, Bikeshare, Commuter Krewe, Parking System upgrades, FlixBus
OVERALL SUMMARY
Planned Improvements

ANNUAL IMPROVEMENTS
- Bus shelter upgrades
- Transit operations improvements
- Intersections upgrades/Walk Safety
- Bike lane improvements. Gotcha, etc.
- Walking path upgrades
- Parking technology upgrades
- Incentives, prizes, annual survey, etc.
- System audit/consulting
- Communications, promotions, rebranding, mobility updates
- Traffic planning consulting w/ Parish
- Micro Transit (golf carts, student drivers)

ONE-TIME CAPITAL IMPROVEMENTS
- Park & Geaux / Mobility Hubs
- Streetscape projects
- Tiger Walk / Pedestrian improvements
- Parking lot improvements
"LSU just wants more money from us!"

Parking and Transportation is an Auxiliary – they do not get funding from LSU – They have to fix all roads and lots, buy buses and pay bus drivers, and address all of our concerns about things we think need to be improved…

"Why don’t we just build more garages?!"

OK, Let’s do that. Garages cost five to six times more than surface parking (which we have plenty of). Your parking space would be $2,000 per year, and it would not be your reserved spot for football games…

“Just don’t let freshmen have cars on campus!”

Although this would help with immediate parking issues, we don’t get any other improvements. Additionally it would reduce revenue and increase expenses by requiring more services to students that do not have cars. Every one else's permits would increase, and it doesn’t work financially.
“Are they removing ALL of the Core parking?”

No. There will be a reduction in Core parking and other viable options will be created.

“If I have a handicap parking permit will there be Core parking for me?”

Absolutely! It is a primary goal of this plan to improve accessibility across campus.

“Are parking permits increasing?”

Permit prices are changing. While some are increasing, other less expensive, viable options will become available.
IMPLEMENTATION PLAN

2019

• Bike Share and Bike Lane Improvement
• Commuter Krewe
• Pay by Phone/Mobile Pay Option/Meter
• New Permit, Enforcement, Gate Software System (T2)
• Hire Transportation Demand Management (TDM) Manager
• New EV Charging Stations
• New campus addressing system
• Bus shelter upgrades and Transit operations improvements
• Intersection Upgrades/Walk Safety
• Bike Lanes and Walking Path Improvements
• Parking lot technology upgrades
IMPLEMENTATION PLAN

2021

- Bus shelter upgrades and Transit operations improvements
- Intersection Upgrades/Walk Safety
- Bike Lanes and Walking Path Improvements
- Parking lot technology upgrades
- Parking Lot Rehabilitation

- Micro-Transit
- Park and Geaux (Phase 1) and Student Union Bus Hub
IMPLEMENTATION PLAN

2022

- Bus shelter upgrades and Transit operations improvements
- Intersection Upgrades/Walk Safety
- Bike Lanes and Walking Path Improvements
- Parking lot technology upgrades
- Parking Lot Rehabilitation

- South Campus Drive East Corridor (includes bridge)
- East Transit Loop Improvements
- South Campus Drive and Pedestrian Access at UREC
- Off-Campus Road Network/Intersection improvements
• Bus shelter upgrades and Transit operations improvements
• Intersection Upgrades/Walk Safety
• Bike Lanes and Walking Path Improvements
• Parking lot technology upgrades
• Parking Lot Rehabilitation

• Tower Drive/Nicholson Hall Lot
• On-campus North and South Transit Circulators
IMPLEMENTATION PLAN

2024 and beyond

- Bus shelter upgrades and Transit operations improvements
- Intersection Upgrades/Walk Safety
- Bike Lanes and Walking Path Improvements
- Parking lot technology upgrades
- Parking Lot Rehabilitation
- Transit South Spine
- Tiger Walk South
- Additional Streetscape/Complete Streets Projects as funding allows
THANK YOU!
Student permit pricing currently below average

- **Current LSU Flat Rate (Commuter, Resident, Greek, and Graduate Students)**

- Auburn, Clemson, Texas A&M, and University of Central Florida do not have a mid-level parking permit price.
FINANCIAL MODEL SUMMARY
Peer Comparison of Parking Permit Pricing
Faculty/Staff permit pricing currently below average

Current LSU Rates (A, B, And C Zones)