

To: Dr. Erika Patterson

From: Daniel Kim

Date: February 23rd, 2023

Subject: Proposal for subsidization of parking for UBC students and staff members

Introduction:

Within UBC's inception of building various parking lots such as West, North, Rose, Health, Fraser, and Thunderbird parkade, pay-for parking has always been integrated. With over 10,000 students and faculty members at UBC coming and going throughout the day, especially for commuters, finding a space for those who drive to park their vehicles on campus is paramount, helping contribute to the overall functioning of UBC. Without parking spaces or the inability of critical members of UBC's community to get to campus is an issue that requires consistent attention so that the university fluently runs without issue. With that said, the quality, affordable-ness, and experience with UBC's parking have deteriorated dramatically, despite the importance.

Intended Audience:

UBC students, staff members, and overall stakeholders within UBC, which include the president of UBC, dean of faculties, and board members.

Statement of Problem:

UBC's parking prices have been increasing annually over the past seven years. The annual increase in pricing is limiting the number of students and staff members to commute to campus affordably, leading to conflict in scheduling, increasing their expenses in an already inflating economy, and disrupting Point Grey's neighborhood side parking for homeowners in that area.

Proposed Solution:

- UBC re-budgeting its expenses so that parking prices lowered
- Creating more parking spaces within the available land at UBC at a lower cost
- Increasing the tuition for each member of UBC (at a very marginal amount) for increased parking subsidization

Scope:

To assess the methods of lowering the cost of UBC's parking prices, I plan to pursue these six areas of inquiry.

- 1) How much revenue does UBC's parking generate annually?
- 2) How can we re-budget UBC's expenses to allocate more monetary resources toward UBC parking?
- 3) Based on the existing model, which existing passes are the most frequently bought and which are bought the least?
- 4) What is the amount of tickets given per day to unpaid vehicles?
- 5) Has there been an increase in demand for parking passes at UBC? If so, by how much or how much has it decreased?
- 6) Which parking lot has the most cars?

Methods:

My method to gain insight into my inquiries will come in two ways. The first method is that I will interview UBC's Urban Planning Committee to gain information on UBC's current budget for UBC parking and its resource allocation within parking at UBC. The second method is that I will create and distribute a survey to examine and evaluate the overall trend of UBC's parking to students and staff members who have been at UBC, consistently used, or have used UBC parking. Collecting this data will address the areas of inquiry and is relevant to the overall population of UBC as this will assist change.

Qualifications:

With my experience working as a data analyst intern, I gain experience collecting data, analyzing the data, and formulating strategies to help rectify an issue or create a plan to further assist within my working field. Moreover, my experience gave me exposure to speaking to clients and stakeholders, which will be invaluable as I will be interacting with individuals within UBC in pursuit of solving the problem.

Conclusion:

As a UBC student for the past seven years, I have always advocated for fair treatment for all members of UBC. With prices increasing for items we consume daily, it has made it more difficult for individuals to juggle everyday life consistently. As a publicly funded university that consistently voices concerns for student and staff adversity, the school has not adequately rectified the issues we face. In fact, the consistent increase in pricing adds to the countless stress students and staff face. Thus, there needs to change, and I am seeking approval to proceed with this project.