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Subject: Proposal for Improving Student's Parking Experience at UBC's Parkades.

Introduction

UBC's student population of Vancouver campus has a steady increase of 3% since 2013, yet the number of parking spots at parkades has remained the same. This results in a situation that the popular parkades can be full during peak hours because of their short distance to most of the lecture buildings. The purpose of this formal report is to investigate students' opinions and develop strategies in order to improve their parking experience on campus. My intended audience is University Community Services that in charge of UBC parking. By improving the parking situations in some parkades, University Community Services can provide a general better service for students. Moreover, the better service and parking situation could potentially lead to a growth of parking permit sales.

Statement of Problem

Most full-time students would pay for a one-term or two-term parkade permit due to its discounted price. Therefore, it's very frustrating and inconvenient to see the "Lot Full" sign when students arrive at the parkade for which they have pre-paid. Since the least expensive permit is only valid for one parkade, students would just have two options: drive into the parkade to look for a spot and wait for other cars to leave; drive to another parkade and pay extra for the parking. Both options are time-consuming and somewhat bothersome for students.

Proposed Solution

In my own experience, West Parkade and North Parkade tend to be full more often than other parkades because of their locations. A possible solution can be to introduce incentives for students to purchase less popular parkade permit such as: lowering the price. Another possible solution is to limit one's parking hours during peak time in the popular parkades. Instead of unlimited parking, letting students input their intended parking hours before purchasing the permit can be a way to prevent "Lot Full" situation as much as possible.

Scope

The following areas of inquiry will be presented in the formal report:

- 1) How many students purchased the popular parkades (West Parkade and North Parkade) permit?
- 2) Do students find it frustrated to find a parking spot during school hours at popular parkades?
- 3) Are students willing to park at less popular parkades if the permit price is lower?

- 4) What are students' opinions of limited hours parking vs. unlimited parking?
- 5) What are other suggestions to improve students parking experience at UBC?

Methods

My primary data source will be an online survey for UBC students who drive to school to evaluate their experience and satisfaction level of parking at UBC parkade. Also, the survey will investigate the consequences of frequent "Lot Full" situation as well as students' responses to it. Moreover, the survey will ask students if they have any suggestions for improving the current parking condition. My secondary data source will be my observation on parking condition of each parkade during peak hours. Data will be recorded on coding sheets.

My Qualifications

As a student who has purchased the West Parkade(popular) and Thunderbird Parkade(less popular) permit, I can compare the parking conditions between two different parkades. Therefore I am familiar with the problems and hoping to improve the whole parking experience. Also, I have a BA degree in psychology, and I have been a research assistant for years. I believe I can efficiently conduct this study and correctly interpret the data.

Conclusion

Parkade regulation needs improvement because the enrollment of UBC students is increasing, but the number of spots at parkades remains the same. By conducting this study, I can be better aware of students' opinions and then determine the best way to improve our parking experience. I hope to gain your approval and begin my research as soon as possible.