The Department of Transportation Services

Annual Report
Fiscal Year 2009

Division of Student Affairs
University of Maryland, College Park
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I. OVERVIEW OF BASIC SERVICES

A. Organizational Chart

Please see addendum “A” following Section III

B. Functions and Responsibility Summary

The University of Maryland College Park, Department of Transportation Services (UMCPDOTS) is a self-support agency under the staff supervision of the Vice President for Student Affairs. DOTS is dedicated to providing service to the campus community through planning, education, and enforcement. DOTS is the primary agency responsible for administering parking and transit management programs on the College Park campus.

The primary activities of the Department of Transportation Services include: Parking registration for faculty, staff and students; Parking enforcement; Transit and charter operations; Departmental fleet vehicle and bus maintenance; Development of programs relating to, and promotion of, alternative transportation options; Event parking; Revenue and fine collection; Appeals processing; Visitor parking; Facilities and lot maintenance.

Departmental Mission Statement

In working across the department and including all staff in the process DOTS has set the following mission statement:

*The Department of Transportation Services will honor the mission and values of the University of Maryland by providing safe, cost effective, and innovative services which anticipate the needs of our campus community and constituents as they relate to accessing institutionally supported facilities and destinations.*

The goals set by the Department of Transportation Services to meet the above stated mission is to coordinate the availability and safe use of campus transportation venues, which include parking facilities and transit vehicles, by students, faculty, staff and visitors. In order to accomplish this, the Department of Transportation Services is charged with operational objectives that include:

- Effective planning to ensure the maximum allotment of parking spaces and safe and dependable transit service routes provided
- Creation and dissemination of administrative policies, procedures and regulations
- Equitable availability of transit services, parking spaces utilizing permit assignments, standardized enforcement, and parking violation reviews
- Facility management, including lot placement, construction, and repair and transit vehicle replacement and maintenance
- Coordination of permanent and special parking and transit programs
Public relations programs offering additional services and promoting community interaction through formal and informal exchanges

DOTS' Commitments

In order to accomplish its mission, the Department of Transportation is committed to the following:

1. Establishing and prioritizing short-term goals and long-term plans to provide a broad direction to all phases of the program.

2. Formulation of policies, procedures and programs necessary to efficiently manage and address the changing needs of the campus community.

3. Development of annual budgets and management of the collection and disbursement of revenue.

4. Provision of training and staff development resources in order to maintain an efficient and diverse public relations and customer service oriented office.

5. Proper registration of all University of Maryland, College Park affiliated individuals. This includes faculty/staff, students and regular or special visitors.

6. Consistent enforcement of all University, transit, and parking rules and regulations in order to ensure the availability of transport services and parking spaces and to maintain a safe campus environment.

7. Education of the University of Maryland College Park community regarding transit and parking rules and regulations, the availability of parking and transit services and other alternative means of transportation to and from campus, and maintaining accessible services.

8. Maintain consistent and equitable administration of the parking violations review process.

9. Participation in long-range planning sessions designed to discuss campus trends, program changes, and capital projects in order to anticipate and address the impact upon parking and transit services.

10. Assessment of safety and maintenance requirements associated with campus parking lots, garages, and transit vehicles and to work with relevant campus agencies to resolve identified problems.

11. Respond to unforeseen and/or emergency problems, which impact upon the provision of parking and transit services on campus. This includes assisting or providing services that support the transportation program such as the availability of emergency response vehicles, lot attendant services (PITCrew), and construction projects that affect parking and the flow of traffic in and out of parking areas.
12. Development of a means to effectively manage the parking requirements and transportation demands associated with special events.

13. Act as principle coordinator of the State of Maryland Flagging Program, which is designed to collect campus-generated parking fines from individuals.

14. Organize Departmental Transportation Services Coordinator workshops in order to heighten communication between Department of Transportation Services and University of Maryland College Park faculty/staff.

15. Promote student development, learning, and involvement opportunities for student employees as they represent a high percentage of our overall staff.

16. Disseminate parking, transit services, and alternative transportation information to University of Maryland College Park, using various methods of communication.

17. Provide parking and traffic flow management information to campus decision-makers in order to help facilitate decisions for future campus development.

18. Initiate service provision surveys in order to identify general concerns, to forecast trends, and to anticipate transportation needs of campus community.

19. Communicate with peer universities regarding their operational programs in order to potentially improve the University of Maryland College Park Department of Transportation Services operations and act as a resource to them.

20. Actively participate in professional organizations such as the International Parking Institute (IPI), the Middle Atlantic Parking Association (MAPA), American Public Transportation Association (APTA), and the American College Personnel Association (ACPA) in order to stay abreast of the latest techniques and technology as they relate to parking and transit management in a university environment.

C. Key Statistics

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II. ANNUAL REPORT

A. / B. 2008 – 2009 Goals / Objectives and Accomplishments

Goal: Customer Service Initiative
As a continuation to last year’s goal, we are making strides toward improving our customer service approach and devising plans for improvement. DOTS has staff members, situated throughout the building, who see walk-in customers on a consistent basis. This decentralization is not only inconvenient and dysfunctional for our walk-in customers by not being able to service them in a single area; it also has prevented us from developing more functional “back-office” space because we have had to keep these back areas accessible for the customers. Over the course of this year, DOTS will change its customer service approach – from the way customers are greeted upon entering the lobby and channeled / directed to the proper individual, to their interaction with our personnel and leaving the office feeling positive about their DOTS experience. We will undergo a Senior Staff reorganization and have also created a Customer Service Coordinator position to ensure this initiative and image makeover proves successful. The job posting for this position closes in mid-July 2008, and we are hopeful to have someone hired by early-to-mid September. We will shift some employee work stations around and DOTS will also complete some minor renovations and cosmetic changes to accomplish this, while at the same time creating a more functional and user-friendly lobby. In the coming year we will continue to strive to improve in this area and improve our methods for soliciting and tracking customer feedback.

Accomplishment:
The second phase of our customer service initiative was completed during the fiscal year. A key component was the hiring of a Customer Service Coordinator, Joel Solorzano, which we did in October 2008. Shortly after his arrival, we began working on the other components simultaneously.

One project was to begin the recruitment, hiring and training process of 12 – 15 students to serve as Customer Service Representatives (CSRs). The plan was to have these CSRs eventually replace the existing lobby personnel, all whom were staff members of our Pit Crew team, and whose job function was primarily related to outside obligations such as working special events, performing vehicle lockouts, gasoline transports and changing flat tires. Because of these outside obligations, there were times when they were out performing these functions, leaving nobody available to be posted in the lobby to greet, meet or direct walk-in customers. Additionally, due to the primary nature of their outdoor duties, attire was less conducive to an office setting. These things were of particular concern since these staff members represented the initial point of contact a walk-in customer had with our department. We recognized this was counter-productive to our desire to offer the campus community a more professional presentation, and were some of the factors that were considered in our decision to improve our image.

Position postings were done prior to the University’s Winter Break and we began interviewing when students returned to school for the spring semester. Those being offered positions were all scheduled together for a series of mandatory group training sessions involving customer service and departmental expectations. These sessions were supplemented with on-the-job training by Mr. Solorzano, and also included shadowing the Pit Crew Staff while they were still staffing the lobby desk during this transitional period. Once the department felt comfortable with their level of knowledge, Mr. Solorzano and his new CSR staff assumed full responsibility of the lobby reception area.
The second project involved remodeling the main lobby area with the following (specific) goals in mind…personalized customer service, appearance, aesthetics and functionality. Whenever possible, work was completed by “in-house” staff to keep costs to a minimum.

Carpeting was stripped off the lobby walls and the walls painted a bright color. A laminate hardwood flooring material was installed to replace the old tile flooring. A new, more customer-oriented, reception desk was installed. A waiting area was constructed, complete with an LCD television. Two self-service wall computer kiosks were installed so visitors can view our web page, pay parking citations, register for a parking permit, or submit an online appeal of a parking violation notice. Glass panels were removed from the cashier windows to more-personalize our interactions with customers.

In FY ’10, we plan to implement programs that will serve as the final pieces of our customer service initiative by using surveys and timely follow-up telephone calls to solicit customer feedback regarding their recent experience with our department.

A customer service outreach program held during the year was the DOTS first annual Transportation Fair, which was held September 24, 2008. The concept of the fair derived from our undergraduate Student Human Resources Manager, who worked with a team of student Human Resources Assistants to develop a proposal that was presented to our senior staff team early last summer. This was done in an effort to assist our continuous efforts to improve our customer service. The thought was that DOTS should do something big to connect with the campus community – to disseminate information about our services in a public forum rather than through the usual channels such as the internet, inserts that accompany parking permits, and Departmental Transportation Coordinators.

The fair was held on Hornbake Plaza and consisted of numerous tents highlighting all of our services. The main tent held information about employment opportunities at DOTS, a table where you could stop and talk with the Director or a member of senior staff, a large suggestion box, treats and also the ability to enter our raffle. Visitors to the fair could obtain raffle tickets by visiting the booths (tents) spread in a semicircle around the main tent. These tents housed information on special events, the bicycle program, green options for commuting, shuttle services, Metrochek program, parking permits, enforcement, sustainability efforts, Zipcar and visitor parking. Each of the tents was staffed with current departmental full-time and student staff. The fair was an enormous success with hundreds of visitors throughout the 3+ hours it was in effect. We had over 150 suggestions in the suggestion box, over 800 raffle entries and lines of people collecting information and asking questions at all of our information tables. It was also a way to get a large portion of all of the leadership in our department involved in our customer outreach efforts and afford them the ability to interact with customers in a proactive, rather than reactive, way.

**Goal: Strategic Five-Year Plan**
We will support the university’s strategic initiative of transforming UMD and elevating its rank among world class research universities. We will develop innovative, and measureable, initiatives that serve and better connect the university to the surrounding community. We will advance and promote operations that will increase transportation options in and around the campus and enhance the university experience with a heightened priority on alternative transportation choices.
Accomplishment:
In order to address the University’s Strategic Plan and the American College and University Presidents Climate Commitment, DOTS developed a plan that addresses both Issues. This plan is housed on one spreadsheet that tracks our commitment to reducing the number of commuter parkers by 3,450 while keeping track of our commitment to the Strategic Plan. This spreadsheet tracks parking loss due to building construction, lost parkers due to alternative transportation efforts, parking fees, parking inventories, the on-campus parking needs for off-campus developers, and existing trends that cause parking demand fluctuations. This tracking tool projects out five years and is constantly updated as information becomes available.

Goal: Ongoing Wellness Program for Staff
DOTS will continue to develop and promote wellness programs for departmental staff, with an emphasis on “team wellness”, so as to foster a natural support system. We will encourage activities such as racquetball, walking and bicycling. Instructors will be brought in to teach classes in meditation and CPR. The ultimate goal is for our staff to make exercise and activity a routine inclusion in their daily lives.

Accomplishment:
This was our second year of having a departmental Wellness Committee. We held our second annual wellness fair which included information on Smoking Cessation, Nutrition, Fitness and offered blood pressure screening by Health Center staff. Employees were able to “get fit” by playing Dance Dance Revolution on Playstaton2 and sign up for the Eppley Recreation Center all in one place. Employees who attended had the opportunity to make a wellness pledge and join a departmental weight loss competition. In October, we started our “Health Break” informational sessions by having a staff member from the Health Center speak about Breast Cancer Awareness. Also in October, DOTS employees raised money and participated in the "American Cancer Society - Making Strides Against Breast Cancer" walk. In December, a staff member from the Center for Health and Wellbeing came in to do a Mediation class for our employees. Employees learned different meditation techniques and learned how "Meditation" can help with Health and Wellness.

The Wellness Committee also continues to host "Break Walks". These short 15 minute walks happen every Tuesday and Thursday afternoons and have proven to be a hit with our employees. Employees have a card so they can receive a stamp every time they walk. Those with the highest numbers for participation are eligible for Wellness Prizes.

Goal: Green Initiatives – Carpooling & Bicycling
The Smart Park Carpool Program for commuting students has seen a reduction in participants since its inception in 2002. Enrollment in the program peaked in the Fall 2003 semester, with 31 two-person carpools and 3 three-person carpools. In the Spring 2008 semester, there were 12 two-person carpools registered with DOTS – although carpool registration has historically been lower every year during the Spring semesters as compared to the Fall. In an effort to revamp this program and increase participation, for the upcoming year the carpool program will offer reduced regulations, increased flexibility, and greater financial benefits for participants.

DOTS has begun efforts to improve bicycling conditions on campus, and to encourage the community to consider the bicycle as a viable mode of transportation on, to and from the UMD campus. Most campus transportation planning efforts and investments to date have focused primarily on motorized transportation. However, with the increasing concerns about congestion,
parking, environmental damage and health, many peer universities have started improving nonmotorized transportation conditions on their campuses. We would like UMD campus to be one of the pioneering campuses in this regard: committed to healthy lifestyles, reduced congestion, and a clean environment.

In June 2007, Gulsah Akar, a Doctoral Candidate in Civil and Environmental Engineering - Transportation Division, was hired with the intention of making UMD a more bike-friendly campus. Subsequently, a Bicycle Advisory Group was formed, which is comprised of staff from several University departments, the GSG, SGA, and a representative from the City of College Park. The Bicycle Advisory Group is responsible for reviewing the existing cycling conditions at UMD and recommending creation, or modification to, transportation policy and regulations to improve bicycling conditions on and to campus. The committee also discusses several bicycle infrastructure issues (such as bicycle racks, bicycle lanes, etc.) to support and accommodate bicycles.

By September 2008, DOTS will contract with a consulting firm, specializing in campus bicycle planning, to develop a comprehensive Campus Bicycle Plan. The plan is expected to call for improvements in both the quality and number of bicycle parking facilities on campus. Circulation improvements may include bicycle lanes, routes and paths, and better connections to surrounding communities. The Department of Public Safety, Residential Facilities, Resident Life and Facilities Management have agreed to work jointly with DOTS to implement the plans recommended by the consultant. DOTS will be the leading agency and coordinate the efforts.

In addition to the Campus Bicycle Plan, in the Fall 2008 semester, DOTS will begin registering bicycles on campus. In addition to having a record of ownership, this program will offer cyclists several incentives such as discounted U-locks or discounted daily parking permits (Bundle-Packs). Registration will be available at the DOTS Regents Drive Office, the Department of Public Safety, and at publicized special events.

**Accomplishment:**
In June 2008, Sevgi Erdogan, a Doctoral Candidate in Civil and Environmental Engineering Department, Transportation Division, was hired as Graduate Research Assistant (in place of Gulsah Akar) with the intention of coordinating the UMD Campus Bicycle Program efforts. She began working with the Bicycle Advisory Group (BAG), which is comprised of staff from several University departments, the GSG, SGA, and a representative from the City of College Park, formed in fall 2007.

In September 2008, the Toole Design Group of Hyattsville, a leading consulting firm specialized in campus bicycle planning area is awarded with developing the University of Maryland Campus Bicycle Plan. Support for the development of the study was provided by the Department of Facilities Management, Campus Recreation Services, the Department of Residential Facilities, the Department of Residential Life, and the Department of Transportation Services. The study was prepared under the guidance of DOTS and BAG.

The company representatives, BAG, DOTS and the funding university departments worked closely for 8 months and the work was completed in April 2009. Throughout the project development period, DOTS followed a transparent and interactive approach, in the form of interviews, newspaper articles, forums, etc. DOTS organized a campus wide Bicycle Forum at Stamp Student Union in February 2009. The final work is named and publicized in the DOTS web site as "University of Maryland Campus Bicycle Study" with the consensus of BAG since a Campus Bicycle Plan would require financial and physical details specific to UMD that was
exceeding the scope of the project. The Campus Bicycle Study presents strategies for physical and programmatic changes to foster the development of a campus transportation system that facilitates bicycling and a culture where students, faculty, and staff think of it as a viable transportation mode. The goal of the Campus Bicycle Study is to significantly increase bicycling on campus as an alternative to automobile travel. The study also establishes bicycling as a vital contributor to the University’s sustainability goals. In order to accomplish these goals, the study recommends a phased implementation of recommendations.

The first steps toward accomplishing these goals have already been taken. The Bicycle Program web site is updated to reach out campus community, including information on bicycle registration, bicycle and motorized bicycles regulations, safety and security, commuting sources and other resources. Collaborations between DOTS and other campus departments have been established; with Campus Recreation Services (CRS) regarding Campus Bike Shop and possible bicycle clinics, workshops and future programs, with Department of Public Safety regarding safety, security and enforcement, with Facilities Management regarding design approval issues, and with Sustainability Office regarding GHG emission reduction efforts. In addition to campus departments, DOTS is working closely with the city of College Park and State Highway Administration regarding off-campus connections and grant applications.

As anticipated, the Campus Bicycle Plan identified routes on campus that receive the most bicycle traffic as well as routes and intersections that need improvements to ensure cyclist safety and comfort. This plan, and the input of the Bicycle Advisory Group (BAG), was instrumental in developing the Bicycle Program Implementation Plan which will govern the installation of painted bike lanes and “sharrows” within campus boundaries in FY 2010. This will be in addition to infrastructure DOTS added in FY 2009 including additional bicycle racks and covered and secure bicycle parking in Mowatt Garage.

The bicycle registration program successfully registered more than 400 bicycles since Fall 2008. As an incentive, the first 100 registrants were offered a U-lock to prevent thefts that occur due to low quality locks. The program will be expanded to include scooters and DOTS will promote a unified campus program for recovery of stolen or abandoned registered bicycles and scooters.

Additional Accomplishments (of note) not previously listed as goals for FY’09:

Transitional Leadership
During the last fiscal year our Senior Associate Director Janice Summons retired from the department. Ms. Summons was responsible for major sections of the department which included Operations, Enforcement, IT and Special Events. In an effort to streamline our department and save payroll dollars, it was decided to not replace her position and spread out her responsibilities between our existing senior staff, and then hire an Assistant Director for IT.

This transition has been very successful. By thinning our organization by one Senior Associate Director, we have been able to flatten our organization and provide better supervision and customer services. Our operation section has been greatly upgraded and is clearly providing the best customer service the section has ever offered. Additionally, our lobby was upgraded with features like two standup kiosks’ and a new student run greeting station.

With the hiring of our new Assistant Director for IT, DOTS has made great improvements in the area of IT security. The department experienced significant problems in this area and we are proud to report that DOTS has a secure IT platform. Additionally, our newly revamped IT section
has added additional staff and office space to accommodate upgraded servers.

Parking Enforcement has also flourished under the new reorganization. Parking enforcement is writing more tickets per person and continues to develop new strategies and techniques in order to provide the campus with consistent and equitable parking enforcement.

**Cost Center Implementation**
In FY09, during the FY10 budget process, separate cost centers were created in the ARES portal to facilitate more efficient expense management and accountability. Each member of DOTS senior staff will have specific FRS account budgets with controllable expenses under their purview. In this checkbook accounting method, costs must be contained with continuous operating adjustments and strategic planning made to abate overall account budget variances. Non allocated overhead expenses will be recorded in separate accounts. These overhead accounts will predominately consist of indirectly controlled expenses such as insurance, MOU costs, small vehicle maintenance, etc.

**An Awesome “Winning Year”**
The theme for our End of The Year Celebration held in December was “A Winning Year”. This was due to a year of events that we think highlighted a slight shift in culture here at DOTS. At the end of the 08-09 fiscal year DOTS attended the Division’s End of Year Celebration en masse. We proceeded to take first place in the Regatta and win the spirit award. This represented a united and excited department that may not always have been evident in the past. It was extremely gratifying to see teams made up of “up the hill” and “down the hill” employees working together to show our department strength and spirit.

This was highlighted again at our first annual DOTS Transportation Fair, where employees from across our entire department worked together to produce a very successful customer service outreach event. DOTS continued its winning streak by claiming first prize for their Homecoming Parade entry – “Test Your Fate! Vote in ‘08”. Again numerous employees from all our sections worked together as a winning team.

Finally, the DOTS team placed 1st in the Annual Student Affairs Bowling Tournament and produced another recipient of the Student Affairs Outstanding Service Awards – our third in 3 years. All of these things happened in a year of transition as units were moved around after the retirement of Senior Associate Director Janice Summons. Each success highlighted our ability to adapt to and succeed even in the midst of significant change and also showed a department of proud, energetic and positive employees. This is significant for us and important in our continuous efforts to bring about a more positive and proactive image for our department.

**C. 2009 – 2010 Goals and Objectives:**

**Goal: Multi-Space Pay Station Implementation**
During the summer 2009, DOTS will phase-out all existing cashier-attended facilities in Union Lane Garage, Mowatt Lane Garage, Stadium Drive Garage, and the Paint Branch Drive Visitor Lot and replace the designated visitor spaces with multi-space pay stations. In addition to these cashiered locations, pay stations will also replace a majority of the single-space meters throughout the campus. In addition to the technologically advanced features these pay stations boast, the procurement of them will save DOTS over $500,000 per year in labor costs, equipment maintenance, vehicle rentals, and supplies. They also assist in enhancing the campus landscape through the reduction in the number of single-space meters.
Some of the technologically-advanced features involve payment options. They accept cash, coin and credit cards for the required pre-payment of a parking space (similar to a parking meter). But, in addition, they also accept pre-approved PIN code validations, and have a pay-by-cell phone option that can send a text message to your phone several minutes before your time expires, and give you the option to add more time to your space instead of risking your vehicle being issued a parking violation notice. With the pay-by-cell phone option, once you set up your account the first time you use this feature, the system will recognize your phone number for future usages and save you time from having to re-enter all your information again.

**Goal: Financial Planning / Restructuring**
DOTS has realized the need to restructure operations to support sustainability initiatives designed to reduce the number of cars on campus while providing wide ranging alternative transportation options to the campus community. In such, Shuttle-UM is the enterprise that most effects this initiative and has been identified as our core business with biking, carpooling, green permit program and partnerships with WMATA and Zipcar adding value to robust alternative transportation commuter options.

To deliver service accommodating increasing ridership demand and supporting university strategic planning, DOTS will respond by shifting conventional labor and operating funding from parking to Shuttle-UM operations, which is contained in the FY10 budget.
To achieve this, garage and pay lot operations will be automated and traditional expenses will be reprioritized and permanently redirected to achieve this goal.

**Goal: Refinement of Cost Center Implementation**
Continuing the FY09 cost center implementation accomplishment, processes will be introduced and refined to assist DOTS senior staff with ARES navigation, financial report analysis, operational evaluation, prioritizing and flexing expenses relative to revenue performance, reforecasting expenses for FY10 and budgeting for FY11.

This ownership process is expected to generate a more creative and efficient management approach that will support evolving customer needs, sustainability initiatives and university strategic plans.

**Goal: Redesign of Lot HH Bus Slip**
In fiscal year 2010 the Department of Transportation Services (DOTS) will begin the process of significantly modifying the existing bus stop area located next to parking lot ‘HH’ across from the Adele H. Stamp Student Union. This bus stop area has become one of the most widely utilized hubs for many of the current Shuttle-UM transit routes. In response to the demands of system-wide ridership increases, DOTS is scheduled to begin taking delivery of larger 40’ transit vehicles this coming fiscal year. These larger vehicles, which will service the ‘HH’ bus stop, will require a greater area in which to safely maneuver then what is required by the department’s current fleet and the ‘HH’ bus stop location will consequently need to be redesigned for this purpose. While the possibility exists for this project to infringe upon the existing parking spaces in lot ‘HH’ every reasonable effort will be made to minimize the impact on those persons who are currently assigned to park in lot ‘HH’.
**Goal: Permitless Campus**

In FY ’10, DOTS is planning to purchase license recognition software to conduct a feasibility study for converting the University of Maryland, College Park, to a permitless campus. Under this program, a vehicles’ license plate number will replace hanging permits by serving as the parking permit number. Faculty/Staff lot access rights will continue to be determined by the locations designated, within their lot quotas, by the Departmental Parking Coordinators. Student lot access rights will continue to be determined through the online registration system and based on lot availability, class standing, and commuter or resident status. The only differences are that registrants will insert their license plate number as part of the registration process, and they won’t be issued a physical parking permit.

Enforcement, under this type program, is also enhanced because enforcement vehicles will be equipped with high capacity cameras that can quickly read license plates while the vehicle is being driven. The cameras are in constant communication with the software to determine if a license plate is authorized to be parked in that location and, if not, it immediately alerts the enforcement officer of the violation. Policies and procedures would be developed to cover situations when individuals are driving a different vehicle.

Such a program would contribute to DOTS sustainability efforts through the reduction of printed materials. It could also save DOTS approximately $70K per year in printing and postage costs, and will also eliminate lost and stolen hangtags.

Again, this is strictly a feasibility study at this point, and an evaluation could possibly take one, two or more years, and may still never reach fruition. Even if it doesn’t, the equipment being procured this fiscal year will still have immediate and long term benefits in our towing program through our ability to read license plate numbers and identify scofflaws.

**Goal: Continuing the Improvement of Information Technology Unit & Infrastructure**

In FY’10, the DOTS IT department will be placing a great emphasis on stability. As the first step towards achieving this goal, the IT area is undergoing modification. The new IT area will include a development server room consisting of test servers which replicate true production environment, a desktop test/staging area with the capacity to host 10 PC’s at a time, adequate storage space and seating space for the staff. Establishing a well-designed IT area with adequate network jacks, hardware and tools, will provide the staff with the ability to test and document both existing and new hardware/software, prior to releasing them into production, thereby greatly reducing end user downtime.

To enhance stability and to meet end user needs, IT will be setting up forums, to include key personnel from the various sub divisions in DOTS. This forum will discuss end users needs, standards, policies, processes, upcoming upgrades/deployments and revisions that pertain to IT. The key personnel will also be engaged in all pilot testing prior to production deployments. IT will also be holding brown bag training sessions in an effort to educate users on IT related matters.

A DOTS Intranet is currently being constructed that will help DOTS student and staff employees gain access to information that pertain to the department. We will be gathering input, ideas and feedback from all employees to ensure that the intranet meets the needs of the DOTS employees. A contest will be held within DOTS employees to come up with a suitable name for the intranet.
DOTS will be purchasing licenses from OIT for Numara Footprints, a helpdesk request and reporting tool. DOTS users will be able to send in helpdesk requests to the IT staff using Numara Footprints, which will then track and provide customizable reports. Requests will be worked on per preset service level agreement (SLA’s internal to DOTS only).

Alongside these projects, IT is strengthening both the desktop and the infrastructure we support. IT has already begun the server consolidation process using Virtualization Technology. The server consolidation project in addition to providing lesser space consumption, Disaster Recovery and Business Continuity, will also aid in the University’s Sustainability plan by greatly reducing the power consumption and cooling requirements necessary to sustain multiple servers. DOTS IT will be taking this even a step further by relocating all production servers into the AV Williams Data Center, doing away with the need for a server room at Regents Drive Garage. The elimination of the server room will help recover much needed space and remove any power requirements associated with the server room, once again helping reach the University’s sustainability goals.

While improving the infrastructure, DOTS IT will accelerate the ongoing multiyear desktop hardware upgrade project, replacing almost all existing old hardware. This will provide users with a more reliable and stable platform to work with. Also, IT will work on standardizing the hardware and software used, bringing consistency across the board so as to enable the IT team to maintain a more secure and predictable platform. In an effort to “go green”, IT will survey the area and work with supervisors, to replace local printers with network printers. This will enable us to reduce the paper and power usage while reducing the cost incurred with printer cartridge purchases.

IT will review and perform a health check on all existing applications that aid DOTS operation such as McGann, T2 systems, ShuttleTrac, Trapeze, etc. We will be working very closely with the associated vendors to ensure that these application work as designed and intended. Amongst other projects, IT is looking into establishing a more secure network to comply with the University guidelines in response to the State IT security policy and audit compliance. We are currently looking into tools that will help reach this goal. IT staff will continue to look into avenues that will help and improve our internal and external customer IT needs.

D. Issues, Problems, and Challenges

The most significant issue facing DOTS is the continued movement of the department away from parking and more toward transit. As part of the American College and University Presidents Climate Commitment, DOTS has committed to reduce the number of parking commuters by 3450. This is the equivalent of all the parking in Lot 1. This will mean significant changes to our department. The revenue from these parkers is significant and our department has already taken painful steps to retool itself to best serve our changing environment.

Our goal will be to support the areas in our department that reduce the number of cars on our campus. Ultimately, this could be to the detriment of some parking services that we supply. This is part of the difficult process of moving away from a financial structure primarily based on parking revenue.

Additionally, a portion of non-mandatory parking permit fees have traditionally been apportioned to support alternative transportation operations including Shuttle-UM services. However, several important planned campus construction developments are planned to reduce parking space
inventory by a little over 8% (approximately 1,600 spaces) over the next 2 – 3 years, thereby reducing potential revenue needed to support alternative transportation initiatives. The planned and potential construction includes additional student residence housing, East Campus project, Knight Journalism building, Computer Space Science building, Southwest District Mall and the Tracking Center. To offset these potential revenue shortfalls, parking permit fees will need to be increased proportionate to the reduction in supply.

E. Key User Statistics

Remote Cashier Operations (Visitor Parking Spaces)

<table>
<thead>
<tr>
<th>Garage</th>
<th>Abbrev.</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union Lane Garage</td>
<td>ULG</td>
<td>285</td>
</tr>
<tr>
<td>Stadium Drive Garage*</td>
<td>SDG</td>
<td>350</td>
</tr>
<tr>
<td>Paint Branch Drive Visitor Lot*</td>
<td>PBDVL</td>
<td>159</td>
</tr>
<tr>
<td>Mowatt Lane Garage</td>
<td>MLG</td>
<td>400</td>
</tr>
</tbody>
</table>

* Mixed-use facility that has parking spaces designated for faculty, staff, and students in addition to visitors. The number of spaces shown here reflects the allocation for visitor parking within each facility.

Cashier Attended Facilities FY '09 Revenue

<table>
<thead>
<tr>
<th></th>
<th>Union Lane</th>
<th>Stadium Dr.</th>
<th>Pt. Branch Dr.</th>
<th>Mowatt Ln.</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$ 626,636</td>
<td>$ 148,068</td>
<td>$ 203,663</td>
<td>$ 428,568</td>
<td>$1,406,935</td>
</tr>
<tr>
<td>Coupons</td>
<td>$ 23,427</td>
<td>$ 4,921</td>
<td>$ 5,716</td>
<td>$ 10,209</td>
<td>$ 44,273</td>
</tr>
<tr>
<td>Validations</td>
<td>$ 14,213*</td>
<td>$ 20,844**</td>
<td>$ 63,926</td>
<td>$ 45,836</td>
<td>$ 144,819</td>
</tr>
<tr>
<td>FY TOTALS</td>
<td>$ 664,276</td>
<td>$ 173,833</td>
<td>$ 273,305</td>
<td>$ 484,613</td>
<td>$1,596,027</td>
</tr>
</tbody>
</table>

* - Union Lane Garage was not in operation from 7/1/08 – 7/31/08 due to renovations
** - Stadium Drive Garage was not in operation from 6/4/09 – 6/30/09 due to renovations

Student & Faculty / Staff Parking Registrations

FY '09 Total Permits Issued:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>14,929</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>8,192</td>
</tr>
<tr>
<td>TOTAL</td>
<td>23,121</td>
</tr>
</tbody>
</table>

Parking Enforcement

FY '09 Parking Violation Notices (PVNs) Issued:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PVNs</td>
<td>84,352</td>
</tr>
<tr>
<td>Friendly Tickets</td>
<td>20,614</td>
</tr>
</tbody>
</table>
Parking Violation Reviews

Ticket Review Section Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Reviewed</th>
<th>Voided</th>
<th>Reduced</th>
<th>Denied</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITOR</td>
<td>7,925</td>
<td>4,904</td>
<td>1,664</td>
<td>1,357</td>
</tr>
<tr>
<td>FACULTY/STAFF</td>
<td>2,511</td>
<td>1,734</td>
<td>719</td>
<td>58</td>
</tr>
</tbody>
</table>

Student Ticket Review Section (STRS) Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Reviewed</th>
<th>Voided</th>
<th>Reduced</th>
<th>Denied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appeals</td>
<td>7,668</td>
<td>3,129</td>
<td>1,871</td>
<td>2,668</td>
</tr>
</tbody>
</table>

Prince George’s County Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Court Appeals</th>
<th>Failure to Appear</th>
<th>DOTS Voided</th>
<th>Court-Paid PVNs</th>
<th>Found Not Guilty</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITOR</td>
<td>82</td>
<td>7</td>
<td>58</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>FACULTY/STAFF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MAV Operations (Motorist Assistance Vehicle)

Basic MAV Statistics

<table>
<thead>
<tr>
<th>Days Operational</th>
<th>Motorists Serviced</th>
</tr>
</thead>
<tbody>
<tr>
<td>270</td>
<td>843</td>
</tr>
</tbody>
</table>

MAV Statistics by Classification

<table>
<thead>
<tr>
<th>Category</th>
<th>Gas Transports</th>
<th>Tire Inflations</th>
<th>Jumpstarts</th>
<th>Lockouts</th>
<th>Tire Changes</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor</td>
<td>5</td>
<td>4</td>
<td>31</td>
<td>31</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>Student</td>
<td>17</td>
<td>26</td>
<td>316</td>
<td>185</td>
<td>39</td>
<td>583</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>7</td>
<td>1</td>
<td>17</td>
</tr>
</tbody>
</table>

Flagging Program

| Number of Flagged Tags Released | 653 |
| Total Collected                 | $ 120,842 |
| Average Amount Per Tag          | $ 185.06 |

Note: The DOTS Administrative Flagging Fee of $20 per flag release is included in the above figure

PVN Linking & Billing

<table>
<thead>
<tr>
<th>Classification</th>
<th>No. of Vehicles Linked</th>
<th>Amount Billed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliated</td>
<td>6,979</td>
<td>$ 456,648</td>
</tr>
<tr>
<td>Non-Affiliated</td>
<td>6,576</td>
<td>$ 415,573</td>
</tr>
<tr>
<td>TOTALS</td>
<td>13,555</td>
<td>$ 872,221</td>
</tr>
</tbody>
</table>
Special Events
The special events section coordinates and manages parking for individuals and groups during special events on campus.

<table>
<thead>
<tr>
<th>Landmark/Non-MOU Revenue</th>
<th>Athletics/MOU Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Landmark Revenue</td>
<td><strong>$ 24,715</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Event Revenue</th>
<th>Special Events Grand Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue FY ’09</td>
<td></td>
</tr>
<tr>
<td>PITCrew Services</td>
<td><strong>$ 107,222</strong></td>
</tr>
<tr>
<td>Signs</td>
<td><strong>$ 8,385</strong></td>
</tr>
<tr>
<td>Meter Permits</td>
<td><strong>$ 13,235</strong></td>
</tr>
<tr>
<td>Surface/Visitor Permits</td>
<td><strong>$ 234,820.36</strong></td>
</tr>
<tr>
<td><strong>Total Other Event Revenue</strong></td>
<td><strong>$ 363,662.36</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sport</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball</td>
<td><strong>$ 334,524</strong></td>
</tr>
<tr>
<td>Football</td>
<td><strong>$ 192,355</strong></td>
</tr>
<tr>
<td><strong>Total Athletics/MOU Revenue</strong></td>
<td><strong>$ 526,879</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shuttle-UM</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership Data</td>
<td></td>
</tr>
<tr>
<td>FY ’09</td>
<td></td>
</tr>
<tr>
<td>Commuter</td>
<td>Evening</td>
</tr>
<tr>
<td>Summer 08</td>
<td>142,592</td>
</tr>
<tr>
<td>Fall 08</td>
<td>807,890</td>
</tr>
<tr>
<td>Winter 08/09</td>
<td>29,932</td>
</tr>
<tr>
<td>Spring 09</td>
<td>753,843</td>
</tr>
<tr>
<td>Summer 09</td>
<td>78,466</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>1,812,723</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Charters</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Bus Charters</td>
<td><strong>231</strong></td>
</tr>
<tr>
<td>Motorcoach Charters</td>
<td><strong>337</strong></td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF CHARTERS</strong></td>
<td><strong>568</strong></td>
</tr>
</tbody>
</table>

Financial & Informational Data (Parking and Shuttle-UM Budgets) are shown on the following two pages
## FY 2009 PARKING BUDGET TOTALS

### Revenue:

- Student Parking Fees: $4,182,311
- Faculty/Staff Parking Fees: $3,925,020
- Visitor Parking Fees: $2,241,011
- Special Event Parking Fees: $819,893
- Parking Meter Income: $452,725
- Parking Fines: $2,335,120
- Other Income: $3,000
- Credit Card Sales/Fees (Misc.): $(51,712)

**Total Revenue**: $13,907,369

### Expenditures:

- Salaries & Wages*: $6,434,255
- General Operating: $1,512,877
- WMATA Charges: $172,225
- Utilities: $321,489
- Maintenance & Renewal (FM): $618,520
- Special Event Parking: $261,500
- Capital Set-Aside (Bond): $3,441,593

**Total Expenditures**: $12,762,460

### Transfers:

- Overhead - 3.5%: $323,961
- Cost Containment: $416,752
- Facilities Renewal: $-
- Transfer for SDG (Bond): $(120,705)
- Transfer for Computer Lab (RDG): $(9,580)
- Transfer to Office of Student Conduct: $10,000
- Transfer to VPSA: $14,032
- Transfer to CVS: $7,000
- Transfer to Shuttle-UM: $625,000

**Total Transfers**: $1,266,460

**Total Adjusted Expenditures**: $14,028,920

### FY 2009 UNEXPENDED/UNCOMMITTED BALANCE

$ (121,551)

*Annual Amount of Student Wages: $141,624*
## FY 2009 SHUTTLE-UM BUDGET TOTALS

### Revenue:

- Shuttle Charter Coach Buses: $668,183
- Shuttle Charter Transit Buses: $275,265
- Shuttle Bus Fees: $4,088,561
- Transfer from Summer School: $118,792
- UMUC MOU for Shuttle Transit Service: $83,642
- Riverside Associates MOU for Transit Service: $31,680
- Powder Mill Village MOU for Transit Service: $31,466
- Beltway Plaza for Transit Service: $31,500
- University Club for Transit Service: $33,000
- University View for Transit Service: $108,940
- University Town Center: $159,848
- Seven Springs for Transit Service: $87,360
- City of College Park: $10,000
- Other Income: $415

**Total Revenue:** $5,728,651

### Expenditures (Auxiliary):

- Salaries & Wages*: $3,573,729
- General Operating: $601,489
- Utilities: $55,998
- Fuel Oil #2: $749,600
- Vehicle Maintenance/Repair: $360,223

**Total Expenditures:** $5,341,040

### Transfers:

- Cost Containment: $230,627
- Transfer from DOTS: $(625,000)
- Transfer to VPSA: $112,000
- Transfer to DOTS Plant Fund: $ -
- Transfer from DOTS Plant Fund: $(255,000)
- Loan Repayment: $890,066

**Total Transfers:** $352,693

**Total Adjusted Expenditures:** $5,693,733

### FY 2009 UNEXPENDED/UNCOMMITTED BALANCE #

- $34,919

*Annual Amount of Student Wages: $882,808
F. Recycling Initiatives & Accomplishments

Waste Reduction
Current practices, procedures, and/or work methods designed specifically to reduce the volume of waste generated in department buildings and/or operations.

- The following documents, which DOTS used to print every year, are available only on the department’s Web site: annual report, regulation report, and large folding color campus maps.

- DOTS purchased and fully implemented Fleet Maintenance Software. We have installed computers in each of our four maintenance bays making our computer maintenance records completely computerized.

- DOTS also purchased Port-A-Cool fans for our Fleet Maintenance which operates at a fraction of the cost of conventional air-conditioning.

- DOTS purchased four Dodge sprinter vans which operate on our para-transit service. The vehicles have a lower emission output because the models are equipped with an extra exhaust filter. These vehicles also have a better fuel mileage at 26 miles per gallon in the city.

- DOTS have also installed motion sensor lights in certain sections of our department to keep lights off when not in use.

- We have stopped ordering paper cups and have encouraged our students and staff to use their water bottles instead. This way we can reduce the expense and waste of paper cups.

- We continue to encourage our transit users to download our schedules to their PDAs or to print a schedule directly from our Web site to save paper and print only as needed. We cut the number of printed schedules this year and printed in black ink on a low-bleached paper.

- Every transit University of Maryland bus will now be required to shut down after idling for five minutes. Our buses are equipped with a turbo charger, thus it is recommended to idle engines for at least five minutes before shutting down so that the bus will cool down the turbo charger.

- Online ticket appeals and faculty/staff registration processes have been implemented to reduce the quantity of paper used.

- We have installed Diesel Oxidation Catalyst in eight of our 33 buses. This device is EPA verified, and proven on-the-road technology. DOC eliminates 25% of PM, 70% of CO and 70% HC gases. We plan to secure funding to install it in eight more buses.

Salvage and Reuse
Materials or products that are being salvaged for reuse on campus or through an outside agency. If known, estimated quantity or volume of materials salvaged for reuse annually.

- DOTS reuses all parking signs.
• DOTS retreads all rear tires for Shuttle-UM buses as opposed to using new tires.

• We have started installing crankcase ventilation systems on all of our buses. This will eliminate crankcase emission. Byproducts of combustion will no longer be venting into the atmosphere as it will be all going back into the engine and will be reused.

Waste Recycling
Existing department programs and/or practices in place for waste recycling including:
- Materials and products currently recycled through Facilities Management or other means
- Existing standards for placement/location of recycling containers in the department’s assigned buildings
  - The department recycles the following materials: paper, plastic, glass, metal, vehicle batteries, printer cartridges, cardboard, and oil.

- Recycling containers are in most office spaces.

- We have recycling containers on every level of all of our 5 garages

Public Information/Education – Waste Recycling, Reuse, and Reduction
Current means and methods the department employs to publicize existing waste recycling, reuse, and reduction programs and encourage increased student and staff participation.
• Our department promotes and publicizes the following programs: using public transportation, using university transit (Shuttle-UM), carpooling, and bicycling. We promote these alternatives by advertising on the department Web site, inside the buses, in campus mailings, etc.

• We have the current BIODOTS campaign which promotes the multitude of recycling steps we take, informs and encourages the use of alternative transportation options, and has a raffle to give away 10 bicycles over the next 9 weeks.

Energy and Water Conservation
Specific energy or water saving programs, work practices, equipment/fixture standards currently in use within the department.
• All garages on campus and some DOTS office spaces utilize new low-energy lights.

Building Design and Project Standards
Material, equipment, or design standards used in department building renovations and/or other projects that minimize environmental impacts and/or consumption of natural resources.

Nothing to report in this area

Product Purchasing
Environmentally conscious products or materials currently purchased and used in department operations that provide reduced environmental impacts.
• DOTS offices use recycled paper, lead-free paint for striping parking lots, environmentally friendly cleaning supplies like bus wash soap and detergents.

• We also use salt-free, environmentally friendly de-icing material for garage cleaning after winter storms.
• Paper with some post-consumer recycled content is used for new printed materials.

• We ran a test use of bio-diesel fuel in the early Summer of 2005. B20, which is 80% diesel and 20% alternate fuel source, was our test product. All our transit vehicles will now be run on bio-diesel.

Outdoor Environment
Department projects or activities designed to enhance the campus’ existing green space and or improve campus streams, wetlands, and/or air quality.
• DOTS encourages the following: carpooling, the Burtonsville and Laurel Park & Ride routes that provides free off-campus parking and transportation to campus, and the Metrochek program.

Short Term and Long Term Goals
New or additional waste recycling, reuse, reduction, and/or other environment related program changes, educational efforts, and/or initiatives planned by the department short term (2009-2010) and long term (2010-2014)

Short Term Goals
• We have started installing crankcase ventilation systems on all of our buses. This will eliminate crankcase emission. Byproducts of combustion will no longer be venting in to the atmosphere as it will be all going back into the engine and will be reused. We are planning to have the system installed on all of our buses by summer of 2006.

• We have installed Diesel Oxidation Catalyst in eight of our 33 buses. This device is EPA verified, and proven on-the-road technology. DOC eliminates 25% of PM, 70% of CO and 70% HC gases. We plan to secure funding to install it in eight more buses.

• We will require our vendors to provide recyclable and or recycled parking permits.

Long Term Goals
• DOTS will develop new park and ride routes and increase ridership on our current routes.

• We will initiate online parking appeal process and online faculty and staff parking registration process, to save unnecessary paper usage

III. DEPARTMENT DIVERSITY PLAN
A. Employee Demographics
Dept. of Transportation Services - Demographics - All Employees

<table>
<thead>
<tr>
<th>Year</th>
<th>Race/Ethnicity</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2005</td>
<td>Amer Indian/Alaska Nat: US</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Asian/Pacific Islander US</td>
<td>13</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Black/African American U.S.</td>
<td>70</td>
<td>88</td>
<td>158</td>
</tr>
<tr>
<td></td>
<td>Hispanic: U.S.</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>White: U.S.</td>
<td>39</td>
<td>114</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>Not Reported: U.S.</td>
<td>3</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------</td>
<td>---------------------------</td>
<td>-----------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>FY 2006</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>FY 2007</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>FY 2008</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>FY 2009</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

B. Participation in Services

This was the second year of our 2 hour diversity training workshop that is required as part of the PRD process as one of the trainings that are required for all staff members to attend. This fiscal year approximately 124 employees went through the workshop. We do not have male/female/ethnicity data for those who attended. In addition, our training department
developed a Level II training this year which will be implemented in the coming year. Employees who have already been through level one will then be required to complete level II in their third year with us. Other participation numbers are included in the descriptions of events below.

C. Current Accomplishments and Future Plans Related to Workforce Diversity and Programs

The Diversity Committee that was formed in the summer of 2005 did not continue to meet this fiscal year. Attendance and commitment to the committee had become sporadic and the activities arising out of the committee were generally determined and organized by the co-chairs due to lack of engagement on the part of committee members. We continued to have events throughout the year in order to promote an inclusive, respectful, and supportive community as well as to raise awareness and initiate professional development through recognition, understanding and advocacy of multicultural issues. We felt that that we could continue to provide opportunities for engagement that would expand awareness and increase knowledge for diversity through programming without continuing to struggle with a committee that was not generating significant additional ideas.

A brief description of the active and passive workforce diversity programs that we offered throughout 2008-2009 year is included below.

- DOTS Conversations – The outcome of Election 2008. Discussion on how people thought the outcome of the election would affect their lives and the nation. (Approximately 6 people attended)
- Rosa Parks Day was again commemorated December 1, 2007 by placing a 2’ by 3’ black and white photograph of Ms. Parks in the front seats of every Shuttle-UM commuter bus. This photograph prevented passengers from using these seats. The intent of the program was to honor the legacy of Ms. Parks.
- AIDS Awareness. Red Ribbons with information about AIDS Awareness attached to them were made available for staff and customers at our front desk during the week of December 1st which is World AIDS Day.
- Life in El Salvador Discussion: Presentation by one of our staff members that had done a study abroad trip in a small village in El Salvador. He highlighted living environments there, the organization that he went with and other community service opportunities that staff could become involved in. (Approximately 15 people of mixed age, race, gender attended)
- Donations for El Salvador – in preparation for an additional trip to El Salvador, donations for the community were gathered from departmental staff.
- PayDay Friday Newsletter: Each pay day we put out an electronic newsletter to the department. In each issue there was a section on Diversity. Some examples of items included were a quiz about Cinco De Mayo, Highlighted Women for Women’s History Month, Holiday Highlights of Diwali.
- Diversity Bulletin Board – continuous passive programming on a large bulletin board in the Regents offices. Board consisted of three sections: Diversity in the News which was updated with recent articles related to diversity issues, Resources which was descriptions of books related to diversity topics that employees might be interested in, and Campus Happenings which advertised campus events and trainings related to diversity.
- The following celebrations, traditions, practices and months were observed as passive programs and informational displays throughout department locations and in DOTS publications in 2008-2009.
D. Diversity Goals as part of the PRD Process

The DOTS diversity committee mission of promoting awareness and initiating professional development through recognition, understanding and advocacy of multicultural issues was to be directly linked to the PRD Process as of July 1, 2006. DOTS supervisors approved a professional development plan for exempt, non-exempt, contingent II and hourly employees establishing several yearly expectations that require employees to attend a diversity education workshop done by the Training and Development unit every two years. They are also required to attend at least two multicultural education activities of some kind within the performance review yearly timeframe. The multicultural activities could be those hosted on campus such as the Tunnel of Oppression or Provost’s Conversations on Diversity or they can be those hosted by the department such as attending one of the monthly dialogues. Employees who do not complete this requirement will not be eligible for merit increases. The DOTS Training and Development unit is responsible for coordinating the diversity education program and for tracking staff participation in other forms of multicultural education activities. This PRD requirement will go into effect for the FY 08 PRD cycle. Please note: As there has been some turnover in our IT department and some issues with our tracking database, participation in the main training was tracked but not in additional trainings. Participation was recorded on PRD’s but obviously didn’t affect merit as merit was not offered this fiscal year.

E. Summary of Highlights

Some of the highlights of the DOTS diversity initiative in 08-09 were the creation of the Level II Diversity Workshop, the continuation of the much more inclusive holiday display in the lobby and the utilization of current staff to share information on their own experiences or cultures.

A continual challenge to our diversity initiative has been low staff involvement for optional events. Despite positive feedback from attendees of DOTS diversity events, attendance has generally been lower than anticipated and usually includes many of the same core group of people. Inclusion of diversity programs into the PRD is a potential solution to this dilemma but the challenge of attracting more staff to optional programs remains.

Like many groups that engage in the task of multicultural awareness and education, we rarely focus on those topics that truly directly affect us or issues that we have observed, been frustrated by, or suffered from. We attempted to address this issue by having more dialogues focused on issues that committee members brought to our awareness but conversations still could go much deeper. We will continue to focus on this issue and how to deal with it for the coming year.
Addendum A
Please see previous page for details of employees in this unit.