1. Support Services Report Template

Report Info
Name of the person completing this report: Martin Castillo
Title of the person completing this report: Director - Housing, Dining and Parking Svgs
Supervisor/dean reviewing report: Stan Hebert
Service: Parking Services
Division/College: Student Affairs

3. Mandated Service

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1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.

Title 5: Section 42200 - 42203, 41803
Federal Law: ADA

Provide a brief explanation, if necessary, in < 60 words.

ADA--legal mandates ensure a certain % of disable access parking spaces within each parking lot.

Title 5--addresses administration and fees pursuant to university-owned parking and addresses requirement for # of faculty spaces are available within the campus border.

4. Importance of Service

Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words

Parking Services manages all aspects of on-campus parking services for university students, guests and summer groups. This includes, but is not limited to the following:

1. Maintain the parking permit system.
2. Coordinate parking permit distribution with Bookstore and Cashiering Services.
3. Issue e-permits to colleges and departments.
4. Patrol campus and issue citations as needed.
5. Adjudicate citation reviews.
6. Prepare budget planning to maintain parking lots and roadways.
7. Manage offsite ticket processing software.
8. Coordinate parking dispensers (collecting money and ensuring functionality).
9. Staff information kiosks.
10. Coordinate parking needs during special events.
11. Manage overflow parking needs.

Link to Scoring Rubric

2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

Students: 65%
2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while managing utility services would be indirect).

<table>
<thead>
<tr>
<th>Area</th>
<th>Direct Impact on Students</th>
<th>Indirect Impact on Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Area</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Parking Services works to ensure that admitted students receive information about parking on campus during orientation sessions and/or information packets.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Parking Services is directly involved with ensuring students have access to campus/classes by monitoring that there are sufficient parking spaces available. Parking Services also works collaboratively with Alternative Transportation Services to address alternate options when parking spaces are insufficient (shuttle service).</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Positive experiences navigating parking needs can lead to fully engaged students who become active alums.</td>
</tr>
</tbody>
</table>

2.3 Applying the four choices presented below, please indicate the consequence of NOT having this service on each of the actions in the left hand column.

<table>
<thead>
<tr>
<th>Area</th>
<th>4 - Service provides evidence of direct impact in more than one area</th>
<th>3 - Service provides evidence of direct impact in one area</th>
<th>2 - Service provides evidence of indirect impact in more than one area</th>
<th>1 - Service provides evidence of indirect impact in one area</th>
</tr>
</thead>
<tbody>
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Provide a brief narrative (<60 words each) explaining your choice.
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**Link to Scoring Rubric**

2.4 Alignment with Shared Strategic Commitments

How does this service contribute to or align with any of the eight Shared Strategic Commitments (SSC) listed below?

<table>
<thead>
<tr>
<th>If aligned or contributing, provide a description. (&lt;60 words for each SSC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</td>
</tr>
<tr>
<td>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student’s educational experience and prospects for success as a graduate and life-long learner</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
</tr>
</tbody>
</table>

**Link to Scoring Rubric**

2.5 How might the demand for this service change over the next five years? (Please choose one category below).

Likely to increase
Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.
As enrollment targets grow, the need for Parking Services will increase despite efforts to expand Alternative Transportation efforts.

5. Quality of Service

3.1 Do you assess the quality of the service you provide?

No

If “Yes”, what benchmarks, best practices or measures of success, either internal or external, do you use to measure service quality (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

Although student input is welcome, no formal quality assessment is performed for Parking Services at this time. However, Parking Services is in the process of reviewing assessment tools and reaching out to other CSU parking programs to ascertain the most effective method for assessment.

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in <120 words.

Parking Services has developed a funding model to ensure that all parking lots and streets are being maintained on a regular consistent basis. In addition, an intentional focus on improving safety (LCD/plasma lighting) has been initiated including the Concord campus.

3.3 What idea(s) do you have for improving the quality of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in < 120 words.

Parking Services already compares itself annually to the other 22 CSU campuses. However, this year there will be a focus on developing benchmarks and soliciting feedback via surveys will be implemented.

3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Parking Services would explore providing more timely information to students by utilizing parking space counters with large, strategically-placed display boards which would provide information. The space counters would allow for timely reporting of how many open spaces and in which lots were available at any given time. In addition, Parking Services will continue to assess whether there is a need to explore additional parking spaces as campus enrollment grows.

3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

Parking Services receives informal feedback consistently from students, staff and faculty via social media, phone calls and office
Parking Services will incorporate a more formal means for collecting and assessing the satisfaction of service users.

3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

All scores were over the mark of “3” which was denoted as “Fair.” This is a good indication that the University is moving in the right direction.

3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain

Formal guidelines are shared and discussed during annual performance reviews. Informal guidelines are discussed during weekly meetings. In all cases, civility, professionalism and customer advocacy are required.

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Area goals will be expanded with the information provided via assessment; however, the main goal has been to ensure that there are sufficient and safe parking options for students throughout each quarter. From conducting space counts throughout the quarter and utilizing temporary parking areas (practice soccer field), the lowest # of spaces available at any given time was 22 with most days providing higher available counts.

3.9 Does your service have annual goals (targets) of achievement regarding the quantity of service provided?

Yes

If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Parking Services relies on the # of permits purchased to determine whether annual goals are being met. Per counts from 2011/12 which totaled 24,202 permits, that goal is being met.

6. Efficiency of Service (cost effectiveness)

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

341746
Attach your allocated spreadsheet here.

AF- Housing Ent Park 2011-12 Expenses costs distributed.xlsx

Link to Scoring Rubric

4.2 Using the spreadsheet provided, please distribute your department’s annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

3544587

Link to Scoring Rubric

4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach an educated or reasonable estimate of the use of this resource.

Attach your allocated spreadsheet here.

Link to Scoring Rubric

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

If yes, please describe the measures in <120 words. If this is a new service introduced over the past three years, please indicate. If no, please explain.

Parking Services has worked on automating many manual processes to help improve efficiency. In addition an organizational restructure provided a more streamlined staffing approach with an added intentional focus on Alternative Transportation efforts.

Link to Scoring Rubric

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)? Please describe those ideas in <120 words.

Parking Services is exploring new software to help with automating permits used by departments/colleges. This software will also help track invoices, payments, etc. to reduce manual processes which have been in place.

Link to Scoring Rubric

4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Although the current Parking Services systems are maintaining a good level of efficiency, providing state-of-the-art options (space counters, solar panels, etc.) to meet the demands and expectations for immediacy with the current generation would be beneficial.

Link to Scoring Rubric

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next 1-2 years (e.g. reducing costs, increasing productivity, etc.)?

Yes

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses and/or use of space. Please
describe your plan(s) in <120 words. If no, please explain.

Parking Services will explore software programs that can automate many manual processes. In addition, as parking lots come into the queue for maintenance, Parking Services will take the opportunity to review safety (lighting, cameras, etc.) and technology options that can be incorporated into capital improvement projects.

5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

No

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

Parking Services manages all university parking needs throughout the year.

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.

For the last year, a renewed focus on providing better quality service has been implemented. The two parking kiosks are staffed from 7:30AM - 5PM. In addition, Parking Services is planning for the future with a 30 year planned maintenance projected budget.

In addition, a large portion of the operating budget ($2.7 million) is allocated for annual improvements and moved to the Parking Services reserve fund. This leaves approximately $800K of "true" annual expenses (including salaries and benefits).