



Parking and
Transportation Services
Division of Administration
& Finance

2024

ANNUAL REPORT



DOES THIS LOT NEED ATTENTION?

If you spot a light that is out, garbage
tossed on the pavement, or any other issue,
let us know by scanning this QR code:



Thank you!

 Parking and
Transportation Services
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Welcome

Dear University of Houston Community,

We are pleased to present the 2024 Parking Annual Report, offering insights into our operations for the past year. This report is designed to provide transparency on parking revenue and expenses, as well as to shed light on some of the additional services our department oversees, such as the campus shuttle system, event parking, and visitor parking. We hope this report helps you better understand the various ways Parking and Transportation Services contributes to the University of Houston community.

This past academic year has been one of significant progress and achievement. Notably, we reduced the cost of permits for the East-University Gateway Garages and kept price increases for all other permits to a minimum. Additionally, we were proud to be recognized as an Accredited Parking Organization (APO) by the International Parking and Mobility Institute (IPMI). This prestigious designation reflects our commitment to excellence in customer service and our ongoing efforts to develop the parking, transportation, and mobility operations on campus.

One of our key initiatives was the successful merger of the separate student and faculty-staff sections at the Stadium Garage. This change allowed us to maximize the use of available spaces and sell more permits without the need for additional construction. In the year ahead, we plan to apply this same approach to the Welcome Center Garage and the Welcome Center Student Garage.

We also partnered with the Student Government Association on a food drive program where certain parking citations can be waived in exchange for donations to the Cougar Cupboard. This week-long program will continue several times throughout the year, offering an opportunity for community engagement while benefiting those in need.

As we look ahead, we remain committed to providing safe, accessible parking facilities while leveraging technology to enhance the parking experience for our customers. Thank you for your continued support.

Sincerely,

The Parking and Transportation Services Team

Customer Service

Customers who email the Parking and Transportation Services Customer Service Team can leave a rating (Great / Okay / Not Good) of the service they received. From Jan. 1, 2024 through Dec. 31, 2024, a total of 1,103 ratings were made.

“Quick response to my email inquiries has been great!”

Nov. 12 review in response to assistance by Evelin Ramirez

“Prompt responses and portal issue was resolved instantly.”

Aug. 21 review in response to assistance by Alondra Bocanegra

“Timely, concise, effective and cooperative.”

Sept. 11 review in response to assistance by Ana Araiza

“I received extremely helpful information and quick response/ Thank you so much!”

Aug. 9 review in response to assistance by Cindy Crews

“Customer service was courteous and timely! Great job!”

July 17 review in response to assistance by L’Oreal O’Reilly-Smith

“Answered my question perfectly.”

March 5 review in response to assistance by Gazelle Galvan

“Thank you for promptly fixing my permit issue, I appreciate it.”

Feb. 13 review in response to assistance by Evelin Ramirez

“Directions were clear and I was able to do what I needed to do.”

Jan. 24 review in response to assistance by Alondra Bocanegra

At a Glance



28,996

CUSTOMER
EMAILS
ANSWERED



15,335

CUSTOMER
SERVICE CALLS
(JULY 8-DEC. 31, 2024)



5,842

COUGAR RIDE
PASSENGERS



97,766

COUGAR LINE
PASSENGERS



194,562

NUMBER OF
TEXT-TO-PAY
VISITOR PARKING
TRANSACTIONS



\$2,027,860

TEXT-TO-PAY
VISITOR PARKING
REVENUE GENERATED

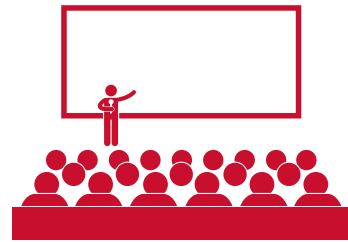
Communication



1,394,486
INDIVIDUAL
EMAILS SENT TO
UH COMMUNITY



57,884
TEXT MESSAGES
SENT TO STUDENTS,
STAFF & FACULTY



2
VIRTUAL TOWN
HALLS HOSTED IN
CALENDAR YEAR 2024



3,377
X/TWITTER
FOLLOWERS



2,300
FACEBOOK
FOLLOWERS



6
YOUTUBE VIDEOS
POSTED



2,327
INSTAGRAM
FOLLOWERS



8
POSTS ON NEW
LINKEDIN PAGE

Outreach

Our communications and marketing outreach efforts over the course of the year allows our team to meet students, faculty, staff, parents and others to answer questions and explain our services and programs.



EVENTS WE HAVE BEEN:

- Summer Orientation Resource Fairs (22)
- Winter Orientation Resource Fairs (4)
- Biketober Fest (1)
- Christmas Crafts with UH Parking (1)
- Student Center Tablings First Two Weeks of Fall Semester (4)



Events

Parking and Transportation Services has provided staffing, signage and customer service for many events on campus in 2024, including (but not limited to) the following:



6

FOOTBALL
GAMES



17

MEN'S BASKETBALL
GAMES



3

DAYS FOR
FRONTIER FIESTA



36

CULLEN
PERFORMANCE
HALL CONCERTS &
EVENTS



28

COMMENCEMENT
CEREMONIES



167

ARTS DISTRICT
SHOWS & EVENTS

What's New



IDENTIFYING PROBLEMS FASTER

In 2024, the Lot Spotter program rolled out across campus. The program allows the UH community to easily report issues and concerns within the parking lots and garages. Signs with unique QR Codes are strategically placed in parking areas, allowing anyone with a smart phone to scan in and fill out a short form.



PARTNERING WITH FORT BEND

Parking and Transportation Services has worked closely with Fort Bend County to offer a new cost-effective option for Coogs to commute to campus from the Sugar Land area. Fort Bend Transit accomplished this by adding UH as one of its stops on its downtown route.



DEPARTMENT EARNS DISTINCTION

The International Parking and Mobility Institute has recognized Parking and Transportation Services as an Accredited Parking Organization (APO), which is awarded to organizations that exhibit excellence in areas such as customer service and professional development.



TEXT-TO-PAY EXPANDS AT UHSL

Anyone parking at UH at Sugar Land who does not have a valid UH parking permit can now use the text-to-pay visitor parking service in any of the unrestricted spaces, making the process more convenient.

Completed Projects



ELGIN STREET GARAGE CROSSWALK

At the suggestion of the Transportation and Parking Advisory Committee, the crosswalk on the east side of the Elgin Street Garage was relocated 20 feet north, providing a clearer line of vision for pedestrians and motorists. Signage was also added.



TEXT-TO-PAY AT UH AT KATY

The gates at UH at Katy were removed and text-to-pay was implemented for all those without a valid UH parking permit. License plate readers are being installed to make enforcement even easier.



STADIUM GARAGE CONVERSION

The faculty-staff and student parking sections were merged into one, allowing all permit holders for the garage to share all of the areas. This allowed more permits to be sold, thus creating space without building it.

Sustainable Transportation Alternatives



150

BICYCLE PERMITS
ISSUED



862

COAST METRO
CARDS ISSUED IN
FALL 2024 SEMESTER



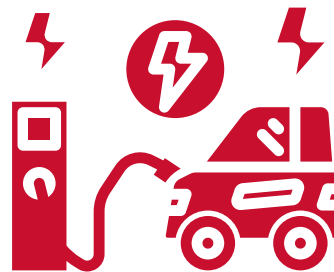
30/62

EV CHARGING
STATIONS/PORTS



14

ACTIVE COAST
CARPOOL PERMITS IN
FALL 2024 SEMESTER

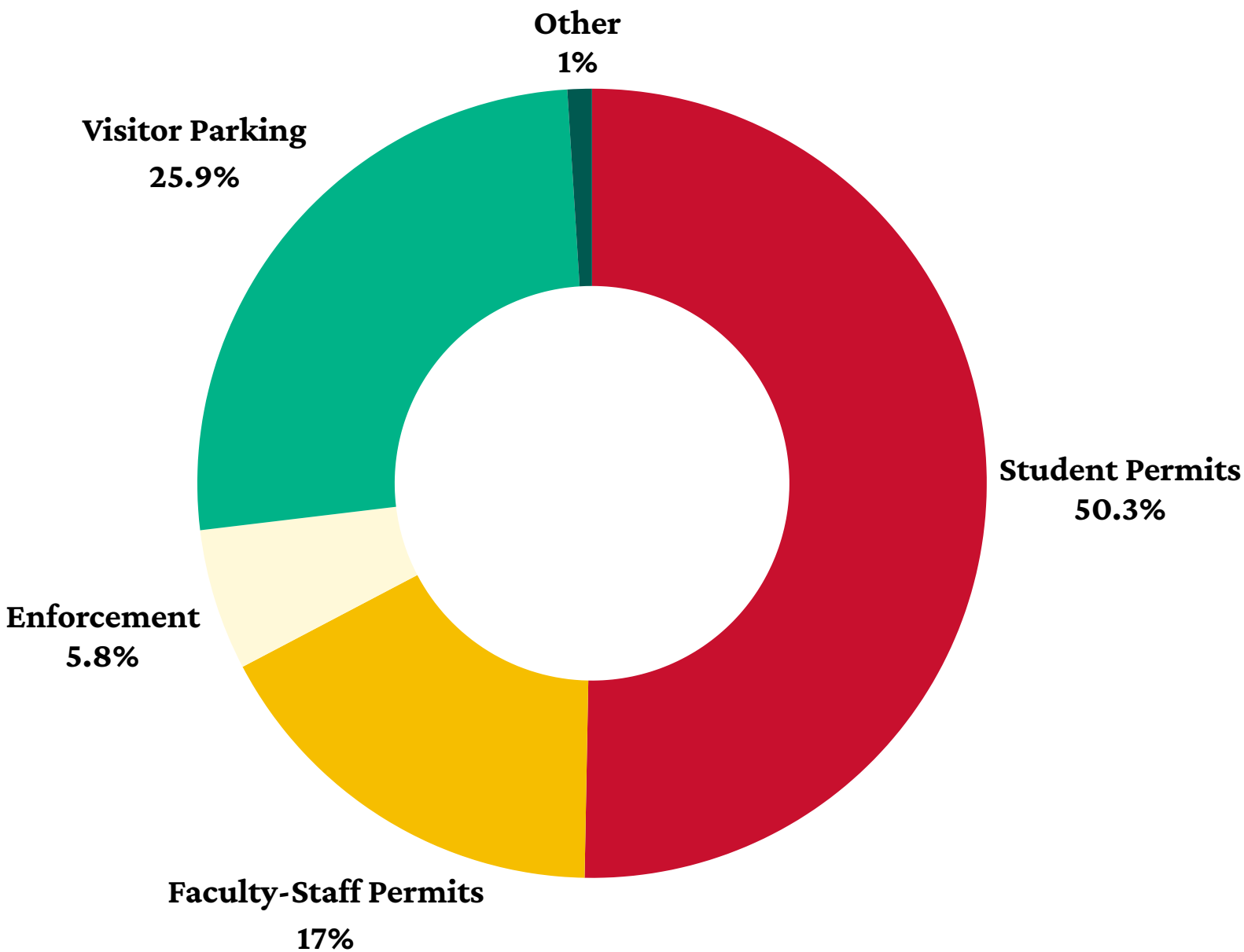


78

NUMBER OF PEOPLE WHO
HAVE SIGNED UP FOR
EV MEMBERSHIP

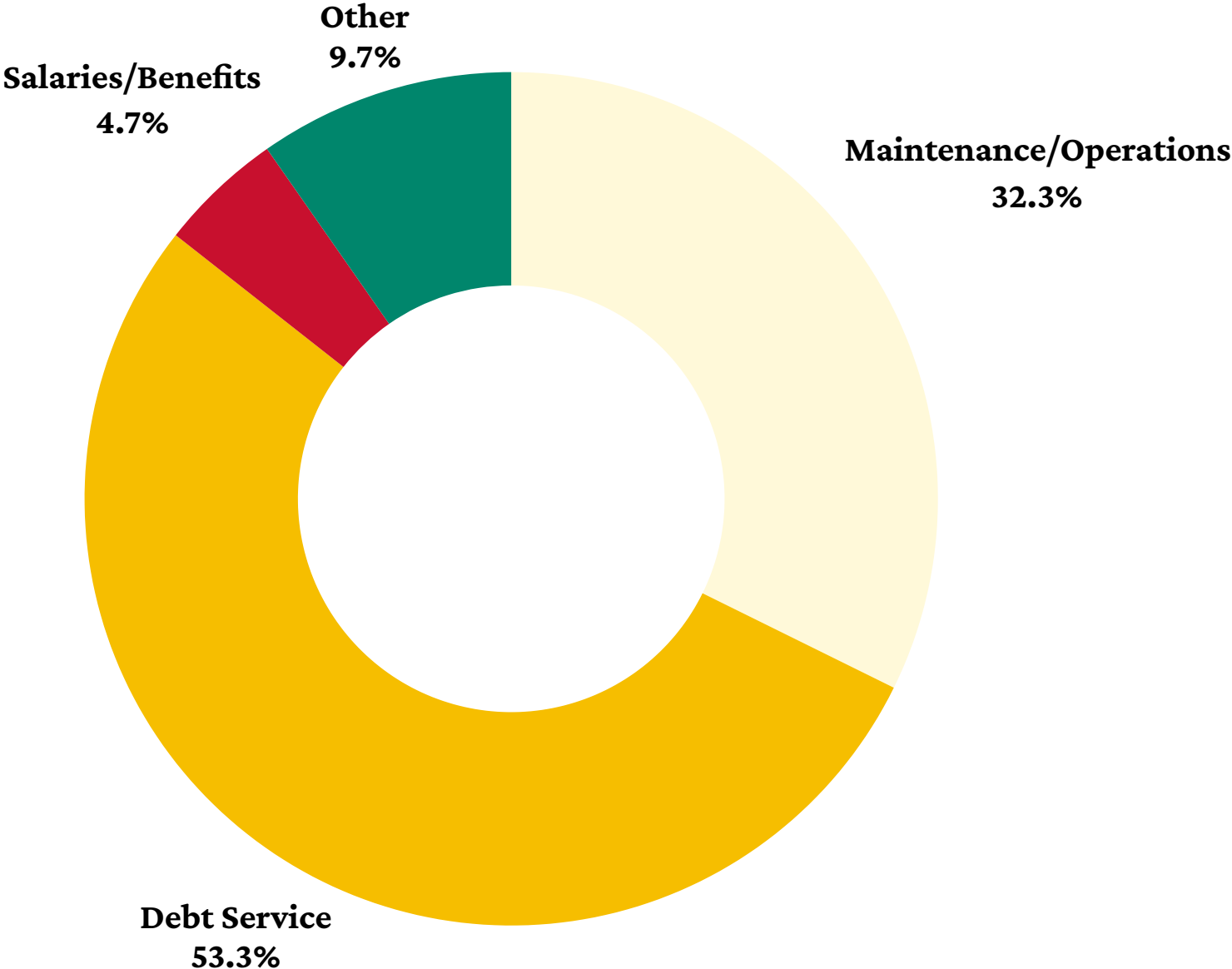
Parking Revenue

\$22.78 MILLION



Parking Expenses

\$23.41 MILLION



Looking Ahead



ADDITIONAL TEXT-TO-PAY LOCATIONS

Visitors to campus will be able to take advantage of two new locations that will be converted to text-to-pay: the current gated lot 1A and the roof of the Welcome Center Garage.



WELCOME CENTER GARAGES CONVERSION

The current Welcome Center Garage and Welcome Center Student Garage will be merged under one parking permit, allowing students, faculty and staff to park in both garages. By doing this, the garages will be in alignment with the other campus garages, none of which have separate areas for students and for faculty-staff. This frees up more available parking spaces without the need to build more parking spaces.

Customer Survey

In November, Parking and Transportation Services surveyed students, faculty and staff to measure satisfaction levels and receive feedback on its programs and service. The survey was distributed to 6,500 individuals, of whom 526 completed the survey. Highlights include:

Is the permit that you have your top choice?

YES: 71.68%

NO: 28.32%

If price was not a factor, where would you want to park?

STADIUM GARAGE
83 responses

*WELCOME CENTER
GARAGE*
64 responses

NO PREFERENCE
51 responses

ZONE C
48 responses

*ONE OF THE FACULTY-
STAFF GATED LOTS*
44 responses

ELGIN STREET GARAGE
38 responses

How often do you use the Cougar Line shuttle buses?

NEVER
471 responses

1-2 TIMES A MONTH
42 responses

1-2 DAYS A WEEK
28 responses

3-4 DAYS A WEEK
18 responses

EVERY DAY
16 responses

Customer Survey

How often do you use the Cougar Ride late-night on-demand shuttle service?

NEVER
529 responses

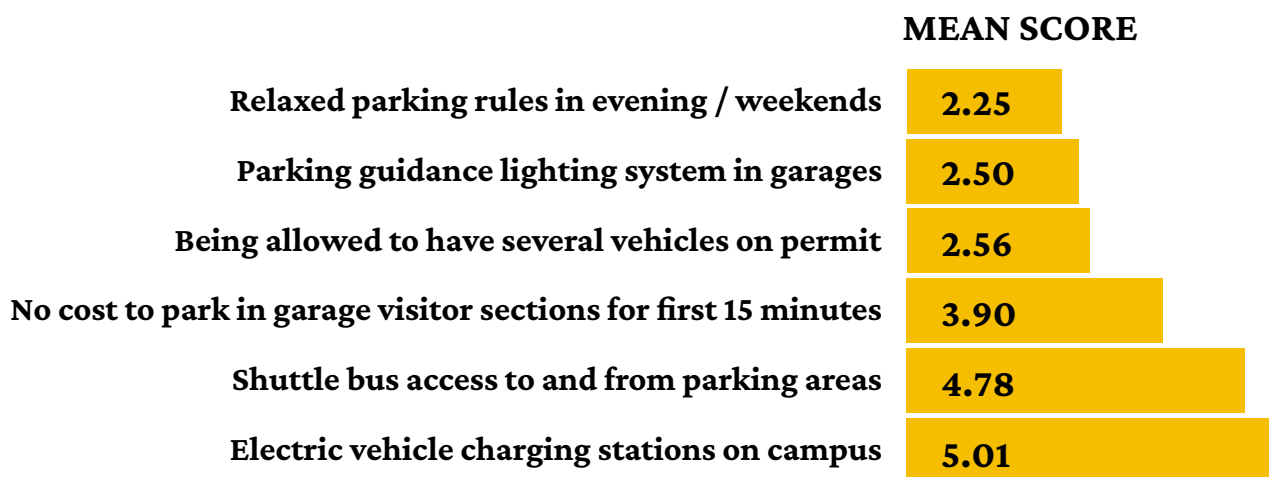
1-2 TIMES A MONTH
29 responses

3-4 TIMES A WEEK
7 responses

1-2 TIMES A WEEK
6 responses

EVERY DAY
4 responses

What has had the most positive impact on your parking experience? (Rank in order from 1-6)

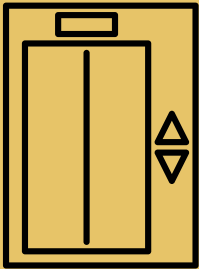


STUDENT SATISFACTION SCORES

Every spring semester, the University of Houston conducts a student satisfaction survey. The following scores related to Parking and Transportation Services came from the 2024 survey and are based on a scale of 1 to 5.

Availability of Parking: 3.25
Campus Shuttle Services: 3.84

The department's goal is to improve these scores to 4.0 in the 2025 survey through the following four proactive initiatives:



ELEVATORS

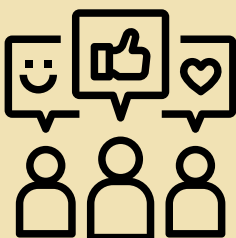
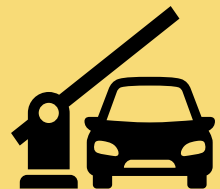
Ensure all elevators are well-maintained and operational for student convenience and safety.

GARAGE CONVERSIONS

Increase permit availability and access through merging the student and faculty-staff parking areas at the Welcome Center and WC Student garages.

ENHANCED GATE EQUIPMENT TROUBLESHOOTING

Transition from using contractor to the PTS customer service office to answer calls from the gates on campus during normal business hours to improve gate functionality.



CUSTOMER SERVICE POP UP BLITZ

Stage “pop ups” throughout the spring semester in parking zones and garages to answer questions, provide information on services and programs, and thank students for parking with us.

PARKING & TRANSPORTATION

PARKING AND TRANSPORTATION SERVICES

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ELGIN STREET

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