BWC Webinar

Stephanie Jackson
Manager, Parking, Transportation and Valet Services

January 31, 2020
Table of Contents

- Organizational Statistics
- Challenges
- Current Initiatives
- Advice to Employers
Organizational Statistics
Organizational Statistics

• 1,010 bed hospital, Davis Islands, near Downtown Tampa
• 875 average daily census (2019 calendar year)
• 8,500+ team members
• 1,200+ credentialed physicians
• 250,000+ valet parked vehicles annually
• Over 190,000+ riders transported via shuttle annually
Organizational Statistics
Onsite Garages

• One of the largest parking structures in Hillsborough County

• Main Campus Garage
  • 4,477 spot garage
    • 3,103 employee spots
    • 320 physician spots
    • 715 visitor spots
    • 232 valet spots
    • 107 oversized spots

• ED Garage
  • 90 valet spots

• Rehab Parking
  • 51 valet spots
Organizational Statistics
Offsite Parking
• 5 offsite parking lots
  • 2 lots owned
  • 3 lots leased
• Total spots 1,425
• Shuttle service
  • Monday – Friday
  • 5am – midnight
• Transport 700-800 riders each day

<table>
<thead>
<tr>
<th></th>
<th>Lot 1</th>
<th>Lot 2</th>
<th>Lot 3</th>
<th>Lot 4</th>
<th>Corporate</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>118</td>
<td>72</td>
<td>15</td>
<td>485</td>
<td>289</td>
<td>979</td>
</tr>
<tr>
<td>July</td>
<td>115</td>
<td>69</td>
<td>26</td>
<td>486</td>
<td>267</td>
<td>963</td>
</tr>
<tr>
<td>August</td>
<td>115</td>
<td>64</td>
<td>27</td>
<td>525</td>
<td>293</td>
<td>1024</td>
</tr>
<tr>
<td>September</td>
<td>124</td>
<td>63</td>
<td>23</td>
<td>538</td>
<td>293</td>
<td>1041</td>
</tr>
<tr>
<td>October</td>
<td>133</td>
<td>59</td>
<td>35</td>
<td>550</td>
<td>302</td>
<td>1079</td>
</tr>
<tr>
<td>November</td>
<td>127</td>
<td>58</td>
<td>37</td>
<td>538</td>
<td>300</td>
<td>1060</td>
</tr>
<tr>
<td>LOT CAPACITY</td>
<td>175</td>
<td>125</td>
<td>100</td>
<td>575</td>
<td>450</td>
<td>1425</td>
</tr>
</tbody>
</table>
An Average Wednesday at Tampa General

- Employee Garage Transactions: 4,040
- Visitor Garage Transactions: 2,409
- Shuttle Trips: 424
- Valet Parking Transactions: 934
  - Main Lobby: 301
  - USF: 226
  - HMT: 200
  - Rehab: 46
  - ED: 161
- Total Campus Traffic: 7,807

Does not account for deliveries, drop-offs, etc.
Challenges
Challenge
Geography

- Located on an island
- Highly developed, no possibility of island expansion
- Garage cannot accommodate additions
- Must expand off the island
- Alternative means of transportation
• 18% increase
• Forecast growth to continue
• Current team members: 8,570
• Over 3 – year wait for garage parking
Hospital initiatives
- Improve throughput
- Adding clinical space

Patient and visitor volumes increases demand for:
- Garage space
- Offsite Parking
- Shuttle Services
- Valet Services
Challenge
Development of Offsite Lots

• Development of leased lots and
• Development of lots owned by TGH.
• Where do we put team members?
• How should we plan shuttle services in the future?
Initiatives
• TIC = Transportation Innovation Committee
• Started in April 2019
• Members consist of Parking Services, HR, Green Committee, Process Improvement and Employee Wellness
• Mission: Find innovative ways to reduce congestion on our campus and solve parking issues through alternative means of transportation
Initiatives
Transportation Innovation Committee

• 4-day work week
• HART bus pass employee benefit
• Enterprise Commute, Van share program
  • Van share pilot program
• Enterprise ZimRide
• *New Initiative* Cross Bay Ferry
Initiatives
Improve Shuttle Service

• In-house shuttle program
  • 15 shuttle drivers
  • 1 transportation supervisor
• Improve employee engagement
• Reduce turnover
• TGH Team Shuttle App
Initiatives
Improve Shuttle Service
Initiative
Bike to Work Program

- Two bicycle cages
  - Visitors
  - Employees
- Badge access
- No charge
- Free U-lock for participants
- TIC is working on incentives to bike to work
Best Workplaces for Commuters
Advice to Colleagues
Advice to Colleagues

Forge partnerships with local business owners
Find innovative ways to improve transit
Start a committee
Listen to team members