To: Dr. Priyanka Ganguly
From: Christian Jeter, Carolyn Karr, Angela Moreno, Kobie Wilhite, Evan Rae
Subject: *No Vacancy* Recommendation Report Draft
Date: 11/18/2024

As Texas Tech University has further grown under more student enrollment each year, the supply of available parking spaces has created many frustrations for students and faculty alike. In this subsequent study conducted to research issues and possible solutions, this recommendation report will serve as a means to locate, pursue, and outline a framework to tackle the struggles of the current parking situation.

Research Findings

Survey Results

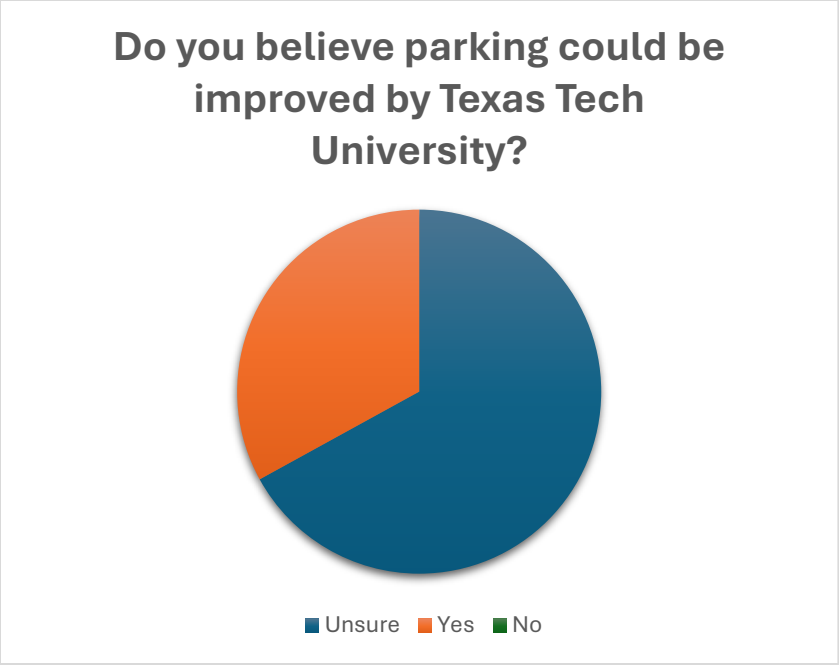
The number of participants that have been recorded so far total as **3 responses**. Through these individuals, 67% of participants are third-year students whilst 33% are fourth-year students. 100% of participants currently park on Texas Tech campus, and 100% do not believe there is enough parking spots to account for the number of currently enrolled students. However, despite the prior agreed upon information, there is much uncertainty on the applicability of potential solutions, with 67% of students being unsure if Texas Tech could effectively implement procedures to reduce parking issues.

Interview Findings

Several interviews were conducted, with varying levels of conversations that led to in-depth insights. One of the most prominent themes found through these interviews was that of the acknowledgement of parking aggression. Students seem to have identified that Texas Tech (operated in extension by Transportation and Parking Services) can act somewhat aggressive in terms of towing, booting, and ticketing.

Relevant Secondary Research

The most relevant secondary information that was used when conducting research was that of the statistics regarding student enrollment numbers in proportion to current parking space availability. With a total enrollment at Texas Tech being estimated at ~40,000 students, there is a significantly disproportionate amount of parking spaces, with less than half of the number of enrolled students.



Analysis of the Problem

Root Causes

The most fundamental problem that has been identified when conducting research, which is supported by a student consensus of 67%, is the low number of parking space availability. With a number less than 20,000 parking spaces, this quantity is a steep reflection in contrast of the number of currently enrolled students. This has led to many students being unable to get applicable parking or being forced to park upwards of a 20-minute walk out according to 67% of participants.

Contributing Factors

The most prevalent supporting factor to the frustration of low parking space availability is that of the aggressive restrictions and regulations that are currently enforced by Texas Tech. With an already low, disproportionate number of spaces, students feel they are being actively punished by the campus when parking in areas that they already currently pay for. These ideas have contributed to a much higher level of frustration by the student body.

Impact Analysis

These problems that have been analyzed have shown that there is a frustratingly high level of disconnect between Texas Tech and Transportation and Parking Services in contrast to the currently enrolled student body. These miscommunications have contributed to students feeling as if they are being punished by the university in tandem with not having an appropriate number of parking spaces being available to them. These problems can then have the adverse effect of negatively affecting student perceptions of the university, which can contribute to a worse academic performance overall.