

1. Welcome

Attendees: Bill Digges, Aaron Fowler, Sara Franka, D.J. Gilliland, Tom Kolenko, Justin Koonz, Ron Lunk, Erica Massicott, Robert Milam, Tim Murphy, Heather Nunes, Stephen Plate, Lee White, Jennifer Wilson, Julie Wilson, Craig VanDevere

2. Announcements & Discussion Points

Parking & Transportation updates

1) Talon One Center – Heather Nunes

- Talon One Center has been created as a new model of customer service for Parking and Transportation as well as other campus services. The Center is designed to be the first stop for student/staff needs which includes Parking and Transportation, Student ID's, Housing, and Door Access. Talon One staff are the front line for student/staff contact and they will pass on questions to the proper departments if they cannot provide the information.
- Talon One has 2 systems set up to monitor customer service questions.
 - a) Platform 28 Call System
All customer service phone calls go to one phone number for both campuses. Talon One can determine how many phone calls are related to Parking and Transportation. Parking had 3044 calls in August while that number decreased to 939 in September.
 - b) Change Gear System
Change Gear tracks emails, phone calls, and walk-ins and creates a ticket for each interaction. Talon One has received 13,000 tickets across campus services, out of those, 6000 were related to Parking and Transportation.
- The Talon One Center uses data recorded by each system to see trends in questions being asked. This information is provided to each department to address specific issues to see if adjustments are needed.

2) Review Lot Changes – DJ Gilliland

- Parking has changed lot D and Cartersville Drive from Central Parking areas to faculty/staff parking areas. This has added 149 more faculty/staff spaces and will help with cutting down traffic flow in the core campus.
- Parking has also changed Lot J from a Central Parking area to visitors parking. This should be helpful for the arts district and it helps our guests in the residential area.
- Parking has restriped and will close the entrance to Lot C located off Owl Drive. Both the exit and entrance to Lot C will be located off Bartow Drive. This will reduce the traffic on Owl Drive and is a first step to make OWL Drive more bus/pedestrian/bicycle friendly.

3) Back-in Plate Rollout – DJ Gilliland

- Parking uses new License Plate Recognition technology (LPR) to monitor parking permits. We now offer a back-in license plate to mount to the front of the car or truck so that the vehicle can back in to a parking space and we can use the LPR technology.
- Parking has been handing out flyers to vehicles backed-in to spaces to begin informing the campus of the back-in plate. Parking is trying to provide as much information as possible before we begin enforcement.
- The back-in plate costs \$15.00 and it is a onetime fee. It is linked to your parking permit.

- Enforcement:
 - a) First Offense – Warning
 - b) Second Offense – Zero Dollar Citation
 - c) Third Offense - \$10.00 Citation with the \$10.00 fee used towards the purchase of a back-in plate.
- 4) Fall Permit Overview – DJ Gilliland
 - Fall semester was our first semester to allow all students to purchase their parking permits online through the parking portal. Because of this, most of the students were already permitted before they came to campus to start the new semester.
 - 5) Virtual Permitting – Lee White
 - Parking uses an industry standard formula to determine the number of parking permits to be sold for each lot. The standard is 3 cars to 1 space, However, because we are a University and have large amounts of people arriving and leaving at the same times for classes, we are more conservative and use a 2 to 2.5 cars to 1 space formula to determine the number of permits to sell per lot. Once the semester begins, we conduct space count 3 times a day for each area to determine how the lots are filling. Our goal is for the lot to be 90% full during peak times. As of now, with the current permitting, occupancy rate is 88% to 93 % and that is right on target. We are where we need to be capacity wise. This helps prevent circling in the parking facilities, and the traffic that can build up as a result.
 - We are working through new issues with selling parking permits online. We discovered a problem with students thinking they had purchased a permit but they were leaving the permit in their basket and not completing the purchase. We understand that when students reach the purchase overview screen, they may be overlooking the button that finalizes the transaction. Instead they believe that the transaction is completed and exit the system. We are already implementing new strategies to address this in preparation for next fall. In our communication, we will emphasize the importance of the order confirmation that they receive after their purchase has been made. We are also working with UITS to add additional prompts on the web page.
 - 6) Marietta Parking Lot Addition – Lee White
 - Parking has received BOR approval for the Marietta lot construction. The new lot will be located near the Rec Center on the Marietta campus. The lot will provide an additional 298 parking spaces.
 - 7) Guest Log In – Lee White
 - Parking is working to allow guests to sign into the parking portal to take care of the same administrative items that our students and employees currently can. Currently, there is a separate process visitors use to pay or appeal citations. We are in the testing phase. We will have an update for our next meeting.
 - 8) Big Owl Bus Update/Marietta Trip Time – Lee White
 - Parking and Transportation is excited about the new express lanes that have opened along Hwy 75. The Big Owl Bus has begun using the express lanes to travel between campus. As a result, the Kennesaw Marietta route has seen on average, a 12-minute reduction in round trip time. It is still in the early stages but we will continue to monitor trip times and ridership patterns for this route.

3. Future Initiatives & Goals

Cobb County is planning to roll out their 10x route beginning next year. KSU Parking and Transportation are in preliminary discussions with Cobb County about the possibility of a partnership. Parking is hoping the partnership can supplement and support the current service

on both the Kennesaw and Marietta campuses. It is also an opportunity for our students to learn about using public transportation.

4. Items from the floor – Committee Members

- Question was asked about the number of ADA Spaces in Lot C. It was noted that the spaces fill quickly every day.

KSU Parking must follow federal guidelines as to the number of ADA spaces per lot. Currently KSU campus has more than the required spaces available per the guideline. There are more ADA spaces available in the surrounding lots close to that area.

- Question was asked if the back-in plate could be placed on the dashboard instead of being mounted to the front of the vehicle.

The back-in plate must be mounted to the front of the vehicle because our LPR cameras cannot read the plate at that height.

- Question was asked if Transportation needs to pay the express lane fees for the Big Owl Bus.

All public transit vehicles can operate in the express lanes free of charge. There is no cost to us.

- Question was asked where the Cobb County 10X route bus stop would be on the Kennesaw campus if a partnership is formed?

The bus stop would be on Parliament Garden Way off Frey Road. It still in the discussion stage.

- Question was asked if Parking plans to put more EV charging stations on campus. It was noted that if KSU charged for this service, it might be a source of income.

Parking has evaluated several methods for expanding the program while ensuring that the cost is only covered by those using the service. It was noted that point of payment on the stations does not cover the cost of infrastructure. Parking is reviewing selling an EV permit that may be issued at a yearly cost to pay for the stations. This is all in the preliminary stages.

5. Adjourn