

1. Welcome

Attendees: Daniel Coley, Sara Franka, D.J. Gilliland, Joseph Madison, Erica Massicott, Robert Milam, Stephen Plate, Lee White, Jennifer Wilson, Julie Wilson, Kelley Wisniewski

2. Announcements & Discussion Points

Parking & Transportation updates

1) Parking and Transportation Team Update – Lee White

- Parking welcomes Joseph Madison as the newest addition to the Parking team. He will fill the role of Associate Director of Parking Operations. Joseph has moved to Atlanta from Maryland and has a background in urban planning in transportation. He has experience working on military installations designing airline parking lots. He has worked for the City of Baltimore Parking Authority where he was responsible for all the infrastructure measurements in order to manage large amounts of information and data for policy changes. He worked for Montgomery County where he was introduced to parking. This led to strategic planning efforts that resulted in a redesign of the website in order to address concerns from the public. Also in this role, he managed 4 parking districts which included residential parking, both on street and off street, using parking permits. Parking is excited to have Joseph join the team. We are moving towards a parking strategy that aligns with the university's transportation policies. The goal is to have strategies from both departments that are in support of each other in order to meet the needs of the campus community.

2) Spring Permitting – Lee White

- White Water Shuttle Lot - There 846 students currently permitted in the White Water shuttle lot. We are moving them on the Marietta campus for the spring semester. We began messaging the students on November 12. As of now 187 students have come in to the office to convert their permits to on campus parking. One effective way to get students to come in is to close the White Water lot the week of finals. We switch to flex parking and this sends the message of urgency to get their permits changed. The White Water permit is no longer valid, please come in to the office to get a different permit. We are continuing messaging through EML and Inform, signage in the White Water lot, in addition to signs on the shuttles. We are targeting those individuals and asking them to come in to make the switch before the spring semester begins. We are on track number wise where we were last year.
- Incoming Students – We had our first orientation on November 16 on the Kennesaw campus. Those students were able to register early. 214 new students purchased their permit online which is over 60% of the incoming students that attended that orientation. We will continue to message them and overall that number is higher than we normally see after a week in half after orientation. Marietta is expecting approximately 200 students for its upcoming orientation. They will begin registration on December 1 for the spring semester and they will be able to select their permits online.

3) Striping– DJ Gilliland

- Recently Parking has completed striping in lots P43 and P35 on the Marietta campus. P43 is a residential area and it was very faded while P35 had the directional arrows enhanced so they could be clearly seen.

- Parking is planning to create a cross hatched area at the loading/unloading dock at Chastain Pointe. As Chastain Pointe is a faculty/staff lot, students tend to park in this area because it does not have clearly defined parking spaces. Parking has had complaints from programs using the dock of having to drive around cars to get into and out of the loading area. The marked area will help with safety and access for vehicles using the docks.

4) Cobb Avenue Bollards – DJ Gilliland

Parking often receives questions about the bollards on Cobb Avenue, especially for event parking. Currently the bollards are down and they are in the process of being repaired. Some background on Cobb Avenue is that Public Safety has had the task of managing access to that area. Parking does partner with Public Safety to ask for access for groups who request it. This is an area that Parking has no authority over. We do evaluate requests from a transportation stand point to see if there will be any interference with our buses leaving and arriving from that area. From a parking stand point, we do not have the authority to control the privileges of using the road. Once the bollards are repaired, we will be working with door access and all the parties involved in that area to figure out what access will look like. There will be changes once the bollards are repaired and we will communicate that information once we have it.

5) Software Updates – DJ Gilliland

- LPR Technology Upgrade - In the past, our LPR cameras have had about a 10 to 12 percent misread rate, which is not a large percentage but when driving through a parking lot can make a big difference for the driver's time. A misread does not mean someone receives a citation, it means the truck has picked it up and upon reviewing the "hit" the driver determines that there was an error and no action should be taken. This update will improve the misread rates by 90%. The new software change will improve efficiency.
- Pay Station Upgrade – It takes an average of 30 seconds to complete the transaction at a pay station. With the software upgrade, this will reduce the amount of time a customer needs to complete a transaction. All information will be updated more quickly for reporting.
- Enforcement Updates – The software upgrade will help us receive information much quicker on our hand-held units used out in the field. Any updates in the parking portal and any updates that go through our T2 system will be updated promptly. Our enforcement will have the most up to date information available with the new upgrade.

6) Big Owl Bus Ridership Update – Lee White

We are tracking the average ridership for the month of November and we see a slight increase compared to last year at this time. Year to date we are already 20% higher in ridership compared to 2017. We are excited to see our students continue to use our Big Owl Bus. Another update we have is due to the use of the express lanes, we are able to add 8 additional round trips a day between the Marietta and Kennesaw campus. We are continuing to make improvements and add service to create a program that serves our campus community.

7) New Bus Sign Concept – Lee White

Parking and Transportation is working on a new concept for our Big Owl Bus signs at each bus stop. We do observe a learning curve at the beginning of the semester as new students learn how the bus system works. We wanted to communicate clearly that all our bus stops do not service all our bus routes. We would like our bus signs to help communicate this and provide some additional "wayfinding" information. We also try to be very mindful in providing the educational element of using public transportation. We do try to replicate what you may see in a city environment to help educate the use of public transit.

8) Bicycle/Pedestrian Plan Update – Lee White

We have seen a slight increase in bike ridership since last month. Cold weather has made an impact. Last month we were 53% towards reaching our goal and now we are at 57%. February is our one-year mark to review our goal.

We have met with our consultants to refine a rough draft of our plans for a bike/pedestrian plan. They have created a plan that refines our original rough concept and we have reviewed with facilities. We will continue meeting with other stakeholders and give an update when the concept is approved and finalized.

3. Items from the floor – Committee Members

- Was there a difference in messaging that led to the increased number of incoming students purchasing permits?

Parking had a list of the students who were registering early and we communicated to them directly. Students registered early because of early orientation, not because of special efforts from Parking.

- Are current students allowed to change their parking permits?

Parking will complete space counts the first two weeks of spring semester. We do this every day of the semester, 3 times a day, and we monitor capacity. If we are below the optimum parking capacity then we will release additional parking permits in the parking portal the week of January 14, 2019.

- How many trips a day does the Big Owl Bus make between the Marietta and Kennesaw campus?

The Big Owl Bus makes 12 trips a day on the Kennesaw/Marietta route.

- Will there be a QR Code on the new bus signs that you can scan that will link to Trans loc?

What we have now is a specific url that takes you directly to Trans loc. Yes, we will look into the suggestion.

- Will the new bus signs be permanent signage and how easy would it be to change as routes change?

That is one of the considerations we reviewed. Part of the sign is created with plaques that are interchangeable. This allows us to make changes quickly and inexpensively as needed.

- Kennesaw State University has recently received national recognition for being a Bike Friendly University for both campuses. The award reflects a lot of the work that has been done by establishing a bike share program and by allowing bicycles on buses in addition to the work being done on the bicycle/pedestrian path.

4. Adjourn