



**OFFICE OF THE PRESIDENT**  
GEORGIA COLLEGE & STATE UNIVERSITY

**MEMORANDUM**

TO: Members of the University Senate & Staff Council  
FROM: GCSU Executive Cabinet (Cathy Cox, Holley Roberts, Susan Allen, Dan Nadler, Seth Walker, Monica Starley)  
DATE: April 29, 2025  
RE: Parking plans

The Executive Cabinet met this week and discussed the concerns raised by members of the University Senate at its meeting on Friday, April 25, 2025, (five of the six Cabinet members were present at the Senate meeting), along with the concerns raised in a memorandum from Staff Council. The Cabinet agreed on the need to move forward with the parking plan promulgated by the Office of Parking & Transportation, on the timeline recommended by Parking & Transportation – with registration opening this Friday, May 2, at 2:00 p.m.

The Cabinet wanted to provide you with this background and context for its decision:

As most of you understand, parking and transportation are auxiliary services for the university, which essentially means that they can and should generate revenue sufficient to cover their costs of operations. The costs of maintaining parking lots, including paving, striping, lighting, fencing when needed, cleaning, and acquiring new space for parking when available, have all increased over the past decade. The costs of operating, repairing and replacing buses and shuttles have exploded in just the past three to five years. So the starting point for a review of parking and transportation plans and procedures arose last year out of the need to generate additional revenue to cover our costs of providing these services.

The university engaged an experienced consulting firm, which undertook a six-month study of our parking and transportation systems and assets and made recommendations to increase parking and transportation fees. In exchange for an increase in fees, the consulting firm recommended that we change our parking system to provide employees more predictability in parking — in other words issuing permits that aligned with the amount of available parking space so that faculty and staff would have more certainty in finding a parking space both in morning “rush hours” as well as when they had to leave campus during the workday and return.

The goal of the Office of Parking & Transportation and of the Executive Cabinet in accepting the recommendations of the consulting firm has been to provide faculty and staff with a more understandable and predictable plan for parking, given limited resources on our campus. As with every campus we know, GCSU has ample parking spaces but not all of them are located in the closest proximity to all employees' workplaces. These factors assure that any plan, including the current one, will not be perfect nor make all members of our community happy. The plan has been through a number of adjustments from the consultants' original recommendations and ultimately, the Executive Cabinet chose to simplify the plan as much as possible in its final iteration so that an employees' choice of a main campus parking permit would provide access to multiple lots, and would be issued in numbers that aligned with the available space so that actually finding a space would become much easier.

We recognize that this plan will be an adjustment for all parts of our campus community, and we have assurances from the staff of Parking & Transportation that they will (a) monitor permit purchases immediately after the registration period to assure needs are met, and (b) monitor ridership and parking lot usage when the new plan goes into effect on July 1 (enforcement beginning August 18 when classes for fall start), especially in the first several weeks, and take driver surveys to get direct feedback on the implementation of the plan. They promise to make changes and improvements to the plan and permitting process based on user feedback as we go forward. The Executive Cabinet members likewise stand ready to promote additional changes based on this feedback and actual usage patterns and needs.

Below you will find the Cabinet's responses to various concerns and questions raised at the Senate meeting and in the Staff Council letter:

**CONCERN #1:** The parking plan should be delayed for further discussion by the Senate

**Cabinet response:** Parking & Transportation and Auxiliary staff members began attending the Senate's RPIPC meetings in January, 2025, to discuss the consultants' report and recommendations for revisions to the campus parking plans. RPIPC Chair Fowler and President Cox mentioned the parking study and plan at numerous Senate meetings since January. Now, the timing is critical because students must be billed for their parking fees over the summer, and if Faculty/Staff are to have parking priority in lots like Irwin Street and enhanced enforcement of student parking within faculty/staff parking lots on main campus is to begin, then we must move ahead now so that all plans are in place when Fall semester begins.

**CONCERN #2:** How will this plan be any different than the current "hunting license" for parking spaces now?

**Cabinet response:** The new plan has identified 524 spaces for employee parking in the main campus lots (see red lots on the attached campus map) and Parking & Transportation plans to sell 524 permits during the initial registration window opening on Friday, May 2. To preserve flexibility for new hires while maintaining overall fairness, Parking & Transportation is internally reserving 5%

of the total capacity – approximately 26 spaces – for incoming faculty and staff, who will be given first priority for these spaces in the fall.

Accordingly, when you register for a permit later this week there should be a space for you in one of the main campus lots. After the new plan begins, Parking & Transportation will assess permit selections and parking patterns, and if usage justifies it, they may authorize a controlled “oversell” to any waitlisted faculty/staff of up to 10% of the spaces, if they are confident the such decisions are aligned with actual employee choices and campus service capacity.

As a reminder, under the current plan, some 750+ permitted cars are routinely looking for spaces among the 500+ spaces, so the new plan will better assure employees that one of the main campus lots will be available to them both at the start of the work day and when they have to leave campus and return during the day.

**CONCERN #3:** The new parking plan violates a parking “policy” adopted in 2017.

**Cabinet response:** Whenever a new policy, rule or law is passed at GCSU, by the Board of Regents, or by the Georgia General Assembly, there is no violation of a prior policy. Policies, rules and laws change frequently. There is merely a recognition that changed circumstances led to the adoption of a new policy, rule or law. In this situation, it is not clear that the procedures governing parking lots on a campus, which help to manage a limited resource and a need as an auxiliary service to make it a self-supporting function, is a proper item for a “policy” any more than would the allocation of classroom spaces on campus. Nevertheless, because in this case, Auxiliary Services has a critical need to increase revenue generated by parking permits in order to support maintenance of parking lots (paving, lighting, striping, cleaning, etc.) and operations, repair, and replacement of shuttle buses (a cost that has more than doubled in the past five years), it was time after more than a decade of no parking permit increases at GCSU to raise permit costs by a significant amount to generate funds to support these services. That precipitated a six-month professional study, which led to the current plan.

**CONCERN #4:** Communications have not been clear regarding this plan.

**Cabinet response:** The Cabinet agrees that Communications have not been clear, as the plan has changed from the Consultants’ original recommendations, following their six-month study. Some details of how the plan will be implemented have also changed as discussion groups have provided feedback since January. Ultimately, the Executive Cabinet voted to simplify the plan by making the main campus permit applicable to all of the main campus parking lots (see the red lots on the attached map), rather than complicating it by requiring employees to choose only one of those lots and having no ability to park in the other red lots if their lot was full on a given day.

**CONCERN #5:** We should consider a tiered parking permit fee for employees who are paid at lower rates.

**Cabinet response:** For the first time, GCSU is going to provide a tiered permit fee by allowing employees to choose between the \$240/year permit and a \$50/year permit. Currently, all employees must pay \$120/year, so employees will have the opportunity to reduce their fee by \$70/year under the new plan.

**CONCERN #6:** Why won't we be allowed to continue parking our cars on the street and moving them every two hours to avoid tickets?

**Cabinet response:** Every time an employee leaves their office to move their car on the street, it takes approximately 10-15 minutes of time. If they do this four times in an eight-hour day, that becomes close to an hour a day that GCSU is paying employees to be away from their jobs. Multiply that by dozens and dozens of employees and the university is losing thousands of man-hours of productive work time each year. We simply have to be better stewards of the state dollars that compensate us for the work we are required to do. Additionally, given that parking tickets in the city cost around \$30 (and higher on historic residential streets), it only takes one or two tickets a year to exceed the cost of paying the \$50/year Irwin Street permit fee and avoiding tickets and lost work time.

**CONCERN #7:** What about guest parking?

**Cabinet response:** Guest parking will be designated primarily at Irwin Street, Centennial Center, and West Campus. Parking & Transportation will be adding approximately 75 new spaces to Centennial with an expansion of the Centennial lot over the summer. Additionally, GCSU is seeking approval to acquire Liberty Street between the Public Safety Office and the Peabody parking lot, and hopes to marking more spaces there for guest parking and for Public Safety Officers who must come to work carrying their service weapons.

**CONCERN #8:** What about shuttles/buses to/from the Irwin Street lot, especially for employees who need to report to work at 6:00 a.m. and those who teach classes that adjourn after 6:00 p.m.?

**Cabinet response:** Shuttles will regularly serve the Irwin Street parking lot from 7 a.m. to 10:30 p.m. Mondays through Thursdays, and from 7 a.m. to 8:30 p.m. on Fridays. Parking & Transportation has confirmed with the Director of Building Services that the custodial department does not require an early shuttle service and that they have developed a plan internally to address their early arrival needs without additional transportation support. Parking & Transportation has committed to monitoring the purchase of permits as well as ridership usage during the semester and if future demand emerges, they can begin earlier shuttle service. They will also monitor ridership patterns through real-time customer feedback and surveys, especially during the first few weeks of the new year, to identify urgent needs and inform the need for any early service adjustments or service improvements.

**CONCERN #9:** If I am parking in Irwin Street and cannot drop my children off at school before 7:30, will there be time for me to get on a shuttle to get to main campus – especially if shuttles are coming from West Campus packed with students heading to 8 a.m. classes?

**Cabinet response:** Parking & Transportation designed its shuttle route to minimize ride times for employees parking at the Irwin Street lot. It will provide a quick connection from Irwin to the A&S/Library stop in approximately five minutes, minimizing delays. After reaching central campus and stopping at the A&S/Library stop, the shuttle continues to Bell Hall and MSU, with travel time to MSU extended primarily because of the traffic signal at Hancock Street. This route will ensure

that employees commuting to the main campus are served efficiently during morning operations. The [PassioGo app](#), which all employees can download, will enable faculty and staff to track shuttle schedules and locations in real time and see, as students do, exactly when the next bus or shuttle will arrive at the Irwin Street lot.

According to Parking & Transportation, five shuttles will operate across the full route, with flexible staging based on real-time ridership patterns to provide the right level of service where it is needed most. In addition, a sixth floating shuttle — a proven strategy Parking & Transportation has successfully used for years to support West Campus — will be deployed to relieve congestion as necessary, with particular attention to early morning commuting times during the initial weeks of the semester.

To further support employees if demand exceeds expected patterns, up to four 14-passenger vans are available to provide temporary, direct service between Irwin Street Lot and the A&S shuttle stop. This route was selected to minimize travel time, with minimal traffic and stoplights, allowing for an estimated five-minute trip. Vans will be deployed based on real-time operational observations and will serve as a contingency measure to ensure efficient movement during the heaviest morning periods.

**CONCERN #10:** Is there hope for any additional parking lots?

**Cabinet response:** As you know, finding space for more parking is exceedingly difficult near our main campus primarily because of its historic designation. Nevertheless, we are preparing to add 75 new parking spaces to the Centennial parking lot over the summer months, and seeking approval to purchase the portion of Liberty Street between the Public Safety Office (Hall House) and the Peabody parking lot so that we can expand and control parking in this area. We will continue to seek more spaces when and wherever we can affordably do so.