

Georgia Commute Options - Case Study

KENNESAW STATE UNIVERSITY

ORGANIZATION:

Kennesaw State University

INDUSTRY:

Higher Education

LOCATION:

Kennesaw, Georgia
Marietta, Georgia

NUMBER OF EMPLOYEES:

3,960

NUMBER OF STUDENTS:

35,000+

“With over 35,000 students commuting to our two campuses, Kennesaw State University has grown to be one of the 50 largest public institutions in the country. With this growth has come more students and staff traveling to KSU. Georgia Commute Options has helped market a robust set of commute programs to help ensure that our University continues to grow in size and stature.”

- Aaron Fowler, Director of Transportation

PARTNERSHIP SUMMARY

Kennesaw State University (KSU) is the third-largest university in Georgia. With more than 35,000 students and 4,000 employees competing for limited facilities and services, Georgia Commute Options is partnering with KSU to provide options for alleviating the strain on KSU’s limited parking and office space.

Out of a total 18,000 spaces on campus, only 2,000 are designated for employees. By offering incentives for clean commute modes such as carpools and vanpools, KSU has decreased the number of vehicles traveling to campus each day and increased the capacity of their limited parking. The KSU Alternative Work Arrangement (AWA) program includes telework and compressed work schedules as clean commute options that reduce the demand on office and work space for staff and faculty.

In addition to reducing parking demand, these programs and services result in increased productivity, improved morale, reduced vehicle miles traveled, saved time and improved air quality.

PARTNERSHIP RESULTS

During staff, faculty & student orientations, Georgia Commute Options worked with KSU Human Resources and Admission staff to provide information on clean commute choices and the incentives available to commuters that use them. Georgia Commute Options staff provides support for Federal Work Study students by helping identify information and resources for transportation and commute options via local transit agencies.

- **CARPPOOL/VANPOOL** | KSU reserves parking spaces for staff and faculty who carpool and vanpool to campus. These reserved spaces, joined with Georgia Commute Options’ incentives and rewards available to staff and faculty who use alternatives to driving alone, encourage carpooling among KSU employees.

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- **ALTERNATIVE WORK SCHEDULES** | KSU recognizes that alternative work schedules offer creative approaches to completing work while promoting better work-life balance. As a result, KSU and Georgia Commute Options facilitated a work session with more than 80 department heads and staff to review, revise and refresh existing guidelines and procedures for implementing alternative work arrangements including telework, flexible work hours and compressed work schedules. These procedures include quarterly in-service telework training for new and existing staff and faculty.
- **ADDITIONAL SERVICES** | Staff worked with both KSU Parking & Transportation and Sustainability departments, along with the Cobb County Department of Transportation, to facilitate a discussion of mutually beneficial transportation services and programs such as electric vehicle charging stations and KSU bike program.