



## Selling Parking & Transportation

by Josh Cantor, PTMP, Director, Parking and Transportation, George Mason University



Many moons ago, when I got into the parking and transportation industry, I never realized that a significant portion of my job would entail something akin

to being a sales person. I'm definitely not a naturally gifted sales person, despite my tendency to talk a lot. While some parts of the job entail getting a student, faculty, staff or visitor, to spend money on parking, for the most part they're a captured audience and we want them to make the best choice that works for them while we ensure people have access to our many parking lots and garages. When it comes to transportation, that's where the "sales" part of the job comes more into play as part of our mission is to reduce single occupant vehicle drivers, both for sustainability reasons, but also to control parking demand and not have to build and spend as much on parking facilities.

With this need to sell people on using transit, whether it be shuttles, bikes, scooters, carpooling, vanpooling, or walking, the only way in which to convert people from driving to transit is by communicating with them about their options, how it's used, and the benefits. While my

department is fortunate enough to be able to email the entire university before each semester with an overview of all of our parking and transportation options, the real success comes from outreach events. Many events are ones that our department creates and runs, such as our Bike to Mason Days held each April during Earth Week. Many though are through participating in campus events, tabling at freshmen orientations, welcome week fairs, student carnivals as well as accepting invitations to speak at meetings for student government, staff and faculty senates, regional campuses and anywhere else that we can share our gospel of promoting and educating about campus access.

The ability to answer questions and speak to people about their individual needs is very instrumental in getting people to use our services, or to make an informed choice on which permit to purchase. In

### In this newsletter:

**Selling Parking & Transportation**

**Hot Topics in College Parking**

**CPTA 2025 Annual Conference Preview**

**Pick your Favorite Mascot Survey**

today's modern world, the need to talk to people online is crucial as well, from being on Reddit, Instagram, Facebook (for those Gen Xers and older), and X/Twitter. Investing time and resources to marketing is important, as well as enabling a sense of community as we support other departments and help share their messages, with them in turn promoting our programs.

While I'll never be a used car salesman, I know the more I have listened to what our users want and need, realizing that those two things can sometimes be incompatible, I have learned to focus on problem solving. That has led to helping create solutions with our team and then promoting them to convince people to take advantage of them, as without selling them, the effort and work to offer them goes wasted.

*Josh can be reached at [jcantor1@gmu.edu](mailto:jcantor1@gmu.edu)*

## **CPTA Annual Conference and Tradeshow – October 14, 2025 – October 17, 2025**

by Greg Hladik, Ph.D., Executive Director – Auxiliary Services, The University of Texas at Arlington





### **CPTA 2025: Join Us in Arlington, TX!**

*Where bold ideas meet a big stage. Hosted by the University of Texas at Arlington*

The Campus Parking & Transportation Association (CPTA) Conference is rolling into Arlington, Texas, and you're invited to be part of the ride!

- Location: Arlington, Texas
- Headquarters Hotel: Drury Plaza Hotel – Arlington
- Conference Dates: October 14–17, 2025

Held in the heart of Arlington's iconic Entertainment District, you'll be just steps away from:

-  AT&T Stadium – Home of the Dallas Cowboys
-  Globe Life Field – Home of the World Series Champion Texas Rangers
-  College Park Center – Home of the Dallas Wings
-  The new National Medal of Honor Museum

*This year's event delivers unmatched value — including an exclusive tour and dinner inside AT&T Stadium, offering a behind-the-scenes*

*experience at one of the most legendary venues in sports.*

#### **What to Expect:**

- Education tracks focused on innovation, AI, and operations built for tomorrow
- Hands-on tours of leading-edge transportation systems
- Evenings filled with networking, entertainment, and local flavor
- A front-row seat to the latest trends, real-world strategies, and smart solutions

Whether you're a seasoned pro or just getting started, CPTA 2025 is where industry leaders gather to connect, collaborate, and shape the future of campus mobility.

**CPTA 2025: Bold ideas. Big venues. Bigger impact.**

**Save the Date: CPTA 2025 Annual Conference, October 14-17, 2025, hosted by the University of Texas in Arlington, Texas.**



## Hot Topics in College Parking

by Sheryl Boyd, Assistant Director, Parking and Transportation Services, Chapman University,  
CPTA Board Vice President & Acting Treasurer



So, I decided to mix it up for this edition since many of us will be gathering in a couple weeks at the University of Texas, Arlington, and ask Google “What are Hot Topics in College Parking.” AI did a great job of summarizing many

of the challenges facing universities. I was surprised, although I shouldn’t have been. If any of these topics resonate with you, come ready to discuss challenges and solutions with your colleagues from other universities at the CPTA Annual Conference hosted by the University of Texas at Arlington.

---

Hot topics in college parking revolve around the struggle to manage demand for limited space while incorporating new technology, addressing changing needs post-COVID, and aligning with campus sustainability and mobility goals.

### Technology and smart solutions

- **Real-time data:** Campuses are using internet of Things (IoT) sensors and data analytics to provide drivers with real-time information on parking availability. This reduces traffic congestion from drivers circling lots and improves efficiency.
- **AI and Automation:** Advanced camera systems with AI analytics can detect and alert campus security to potential issues, such as loitering or unauthorized vehicles. Automated enforcement and virtual permits are also replacing manual processes.

- **Integrated systems:** The challenge for many campuses is integrating disparate technologies – like mobile payment, virtual permits, and entry/exit hardware – into one unified system. This fragmentation can create inefficiency and communication breakdowns.
- **Mobile apps:** Universities are adopting mobile payment and permit systems, allowing students, faculty and staff to manage their parking from smartphones.

### Adapting to changing user behavior

- **Post-COVID shifts:** The rise of remote work and hybrid classes means many students and staff no longer need to park on campus every day. This has created demand for more flexible, daily or hourly parking options rather than traditional monthly or semester-long permits.
- **Flexible permitting:** Universities are exploring more dynamic pricing models and permit types to accommodate the fluctuating demand and generate revenue.
- **Encouraging alternative transportation:** Campuses are incentivizing walking, biking, ridesharing, and public transit to reduce the overall number of vehicles. This can include reserved carpool spots, expanding shuttle services, and subsidizing rideshares.
- **Meeting EV demand:** As electric vehicles become more common, colleges are planning and installing more EV charging stations and integrating this new infrastructure into their long-term parking strategies.

## Financial and operational pressures

- **Revenue challenges:** Parking is often a crucial revenue stream for universities, but outdated infrastructure can lead to lost earnings. The shift to hybrid schedules has created revenue uncertainty, forcing campuses to find new ways to stabilize funds.
- **High costs:** Building new parking garages is extremely expensive, and universities are wary of the financial liability if autonomous vehicles or other future technologies reduce the need for parking.
- **Cost equity:** A persistent issue, particularly at public universities, is the discrepancy in parking costs between students and faculty/staff, which has sometimes led to students subsidizing employee parking.
- **Funding innovation:** Financial constraints can limit the adoption of expensive new parking technologies and infrastructure upgrades.

## Safety and security

- **Personal security:** Concerns over safety in parking lots are a major issue, particularly at night. Students and staff worry about theft, vandalism, and assault, especially in poorly lit or isolated areas.
- **Modern solutions:** Campuses are implementing new technologies, including high-resolution cameras, AI-powered alerts, and audio deterrents, to improve security and deter crime.

## Spatial planning and long-term strategy

- **Land use:** As campuses grow, administrators must balance the need for parking with campus aesthetics and the desire to use land for other purposes. This can lead to strategic decisions about building mixed-use garages or prioritizing alternative transit.
- **Addressing perceptions:** Student satisfaction and perception are closely tied to the ease of finding parking. For many, a frustrating parking experience can negatively impact their overall impression of the university. (Our Office of Admissions at Chapman would agree with this conjecture).
- **The “parking problem” vs. the “walking problem”:** Some experts argue that the issue isn’t a lack of parking, but rather that sprawling campuses require people to walk longer distances than they are willing to. Solutions, in this view, focus on improved transit and mobility rather than more parking spaces.

I hope you are able to join us at the annual conference in a short couple of weeks to do a deep dive into some of these topics with your fellow university colleagues and vendor representatives who will be able to propose some unique solutions.

**Working on a project on your campus you would like highlighted in a newsletter? Doing something creative, implementing a new product? Let us know! Email [sboyd@chapman.edu](mailto:sboyd@chapman.edu).**



## Battle of the Mascots

by Sheryl Boyd, Assistant Director, Parking and Transportation Services, Chapman University,  
CPTA Board Vice President & Acting Treasurer

Every year during March Madness, my sisters, cousins and friends have a little friendly competition to see who ends up with the highest points and therefore, bragging rights. Amongst our brackets is generally always a “Mascot” Bracket, selecting schools based on our favorite mascots vs. who we think will win on skill.

That got me to thinking, why not have a survey to see which mascot reigns supreme at the CPTA 2025 Annual Conference. Below are images of the mascots from universities which are registered, at time of publication, to attend the conference this year.



☐ Option 1 - Mountain Hawks



☐ Option 2 - Mustangs



☐ Option 11 - Rebels



☐ Option 12 - Eagles



☐ Option 3 - Tigers



☐ Option 4 - Pirates



☐ Option 13 - Aggies



☐ Option 14 - Rockets



☐ Option 5 - Bearcats



☐ Option 6 - Eagles



☐ Option 15 - Jayhawks



☐ Option 16 - Cardinals



☐ Option 7 - Kangaroos



☐ Option 8 - Nanooks



☐ Option 17 - SeaWolves



☐ Option 18 - Scotty



☐ Option 9 - Miners



☐ Option 10 - Mavericks



☐ Option 19 - Bulldogs



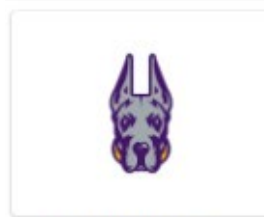
☐ Option 20 - Seminoles



☐ Option 21 - Razorbacks



☐ Option 22 - Bulldogs



☐ Option 33 - Great Danes



☐ Option 34 - Bears



☐ Option 23 - Shockers



☐ Option 24 - Panthers



☐ Option 35 - Raider Red



☐ Option 36 - Bobcats



☐ Option 25 - Buckeyes



☐ Option 26 - Cougars



☐ Option 37 - Blue Jays



☐ Option 38 - Nittany Lions



☐ Option 27 - Rams Tar Heels



☐ Option 28 - Gamecocks



☐ Option 39 - Owls



☐ Option 40 - Mules



☐ Option 29 - Big Al Crimson Tide



☐ Option 30 - Cavaliers



☐ Option 41 - Solo Cup (Raddy)



☐ Option 42 - Miners



☐ Option 31 - Rams



☐ Option 32 - Bulldogs



☐ Option 43 - Blue Jays



☐ Option 44 - Roadrunners

To participate in the Google Survey, Scan the QR Code below:



Voting is open until October 7, 2025, at 5:00 p.m.  
Winner will be announced at the Conference.

Instead of pin trading, those interested in mascot decal trading should bring several different mascot decals to trade with your colleagues.  
Time and location to be announced when you check-in for the conference.

Please join me in starting a new conference tradition. In case you need suggestions, Pete the Panther would be a great mascot to pick!

Looking forward to seeing everyone in a couple of weeks. I am excited to get together and share ideas, commiserate about common pain points, and meet with vendors to see what solutions are available for Chapman's unique challenges.

**Contact Information:**

**Address:** Campus Parking and Transportation Association  
155 S Razorback Road, Fayetteville, AR 72701

**Email:** [CPTA@uark.edu](mailto:CPTA@uark.edu)

**Website:** [cptaonline.org](http://cptaonline.org)

**CPTA Listserv (members only):** [CPTA-MEMBERS@LISTSERV.uark.edu](mailto:CPTA-MEMBERS@LISTSERV.uark.edu)

**Membership?**