

Presented By

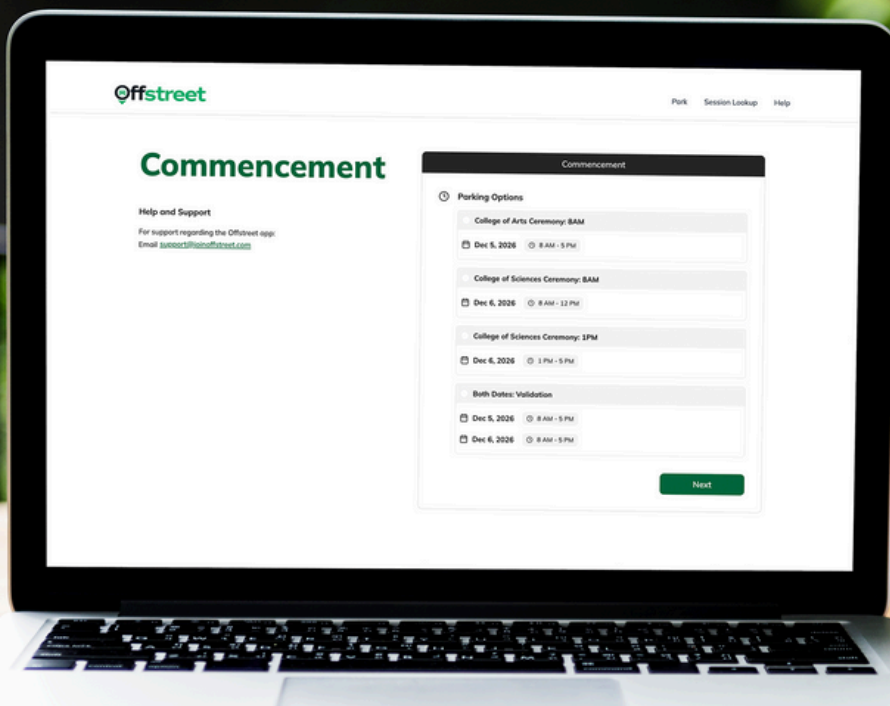


2026

Commencement Planner

A simple, customizable toolkit to help parking teams prepare for graduation events of any size. Use this planner to outline ceremonies, assign lots, coordinate guest groups, and organize communications.

Commencement Overview



Why Parking Validation Matters on Graduation Day

Commencement is often one of the largest and most complex events a university coordinates, with multiple ceremonies, varied departmental schedules, and thousands of guests arriving across different times and locations. While parking validation is just one part of the broader commencement planning process, it plays a critical role in ensuring a smooth experience for graduates, families, and campus staff.

Summary

The purpose of this planner is to give you a simple, high-level template to organize your commencement parking logistics and outline the information needed to configure your setup in Offstreet. Our goal is to help simplify the process for parking teams, individual departments, and guests - making arrival, navigation, and management easier for everyone involved.



Commencement



Pros



Cons

FREE

- ✓ **Improved Guest Experience:** Eliminates payment steps and reduces stress for visiting families, many of whom are unfamiliar with campus systems.
- ✓ **Faster Traffic Flow:** Without payment checkpoints, vehicles move more quickly into garages and lots, lowering the chance of congestion.
- ✓ **Simplified Communication:** Clear messaging (“Parking is complimentary”) minimizes pre-event questions and reduces the need for detailed wayfinding or payment instructions.
- ✓ **Lower Operational Overhead:** Staff spend less time troubleshooting payment issues, issuing refunds, or supporting multiple payment channels.
- ✓ **Equity & Accessibility Considerations:** Removes financial barriers for guests who may already be facing travel, lodging, and ceremony expenses.
- ✗ **Loss of Revenue:** Missing out on parking income that could offset event-related costs.
- ✗ **Potential for Higher Demand:** Without a price signal, more guests may choose to drive and crowd closer lots, requiring additional planning for traffic distribution.

PAID

- ✓ **Revenue Generation:** Helps recover staffing, traffic control, and facility costs associated with hosting a large event.
- ✓ **Demand Management:** Pricing can encourage guests to choose less congested garages, reducing pressure on prime lots.
- ✓ **Strategic Flexibility:** Tiered or discounted pricing can guide guests toward preferred locations or time windows.
- ✗ **Slower Entry Processes:** Payment - whether via links, kiosks, apps, or online codes - adds friction that can cause queuing at entrances.
- ✗ **Higher Chance of Guest Confusion:** Out-of-town visitors may not be familiar with campus payment systems or enforcement rules.
- ✗ **Increased Staff Workload:** Staff must support payment tools, handle exceptions, answer questions, and troubleshoot technology issues.
- ✗ **Risk of Negative Perception:** Some guests may view paying for parking during a celebratory event as inconvenient or insensitive.

Enforcement vs. Non-Enforcement for Commencement Parking

Enforced Parking (Registration or Permit Required)

- PRO Guaranteed Space for Guests**
Prevents students or unrelated visitors from taking spots meant for families and VIPs.
- PRO Predictable Traffic Flow**
Knowing who is coming and where they'll park makes staffing and ingress far smoother.
- PRO Consistent Guest Experience:**
Families arrive confident their parking is reserved and controlled.
- PRO Data for Future Planning**
Usage reports help improve next year's commencement operations.
- PRO Lower Operational Burden**
Fewer cones, attendants, and last-minute lot adjustments.
- CON Requires a system for collecting guest information or plates.**

Non-Enforcement / Blocked Lots Only

- PRO Lower Upfront Cost**
Non-enforcement avoids the administrative cost of managing registrations or verifying plates.
- CON Prone to Abuse**
Unauthorized vehicles often fill reserved spaces before guests arrive.
- CON No Data, No Oversight**
Parking teams can't validate use or plan improvements.
- CON High Labor**
Requires early lot blocking, attendants, and constant monitoring.
- CON Unpredictable Guest Experience**
Families may arrive to "reserved" areas that are already full or poorly marked.

Bottom line for commencement - one of the highest-visibility days of the year - enforcement ensures control, protects the guest experience, and dramatically reduces operational chaos, while non-enforcement risks confusion, misuse, and disappointed families.

Event Overview

Use this section to capture the basics before getting into logistics.



Commencement Name:

ex: Spring 2025 Commencement

Overall Event Dates:

ex: May 10–12, 2025

Primary Event Location(s):

ex: Main Arena, Stadium,
Performing Arts Center

Guest Support Contact:

ex: Email, phone, or help desk
information, etc.

Ceremony Breakdown by Department

Use this section to list each department participating in the commencement and the specific details for their individual ceremony or time block. This helps determine parking needs, arrival patterns, and Offstreet setup for each departmental ceremony.

*Sample Chart:

Department	Date	Start-End Times	Est. Attendance
Health & Human Sciences Ceremony	Dec 17, 2025	1-4pm	458
College of Sciences Ceremony	Dec 17, 2025	4-7pm	610



Ceremony Breakdown by Department



Fill out the charts below:

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Ceremony Breakdown by Department (Cont'd)



Fill out the charts below:

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Department	Date	Start-End Times	Est. Attendance
Notes			

Capacity & Guest Planning

Use this section to map out which parking lots you plan to use for each ceremony, how many spaces are available, and which guest groups are assigned to each lot. This helps you visualize capacity limits and ensure every group has an appropriate place to park. In Offstreet, you can set capacity controls for each lot and group so that once a lot reaches its limit, it automatically disappears as an option during registration- keeping the system accurate and preventing overbooking.

*Sample Chart:

Ceremony Name: Health & Human Sciences Ceremony

Lot	Capacity	Group
Lot 789	60	Graduates
Lot A	45	Staff
Lot G	20	Vendors
Lot C	100	

How to prepare

Add Locations ✕

Require users to choose a location?
Enables location capacity

Select locations to add

Lot 789 Capacity: 60 [Remove Capacity](#) ✕

Lot A Capacity: 45 [Remove Capacity](#) ✕

Lot G Capacity: 20 [Remove Capacity](#) ✕

Lot C Capacity: 100 [Remove Capacity](#) ✕

[Cancel](#) Save

How it looks in Offstreet



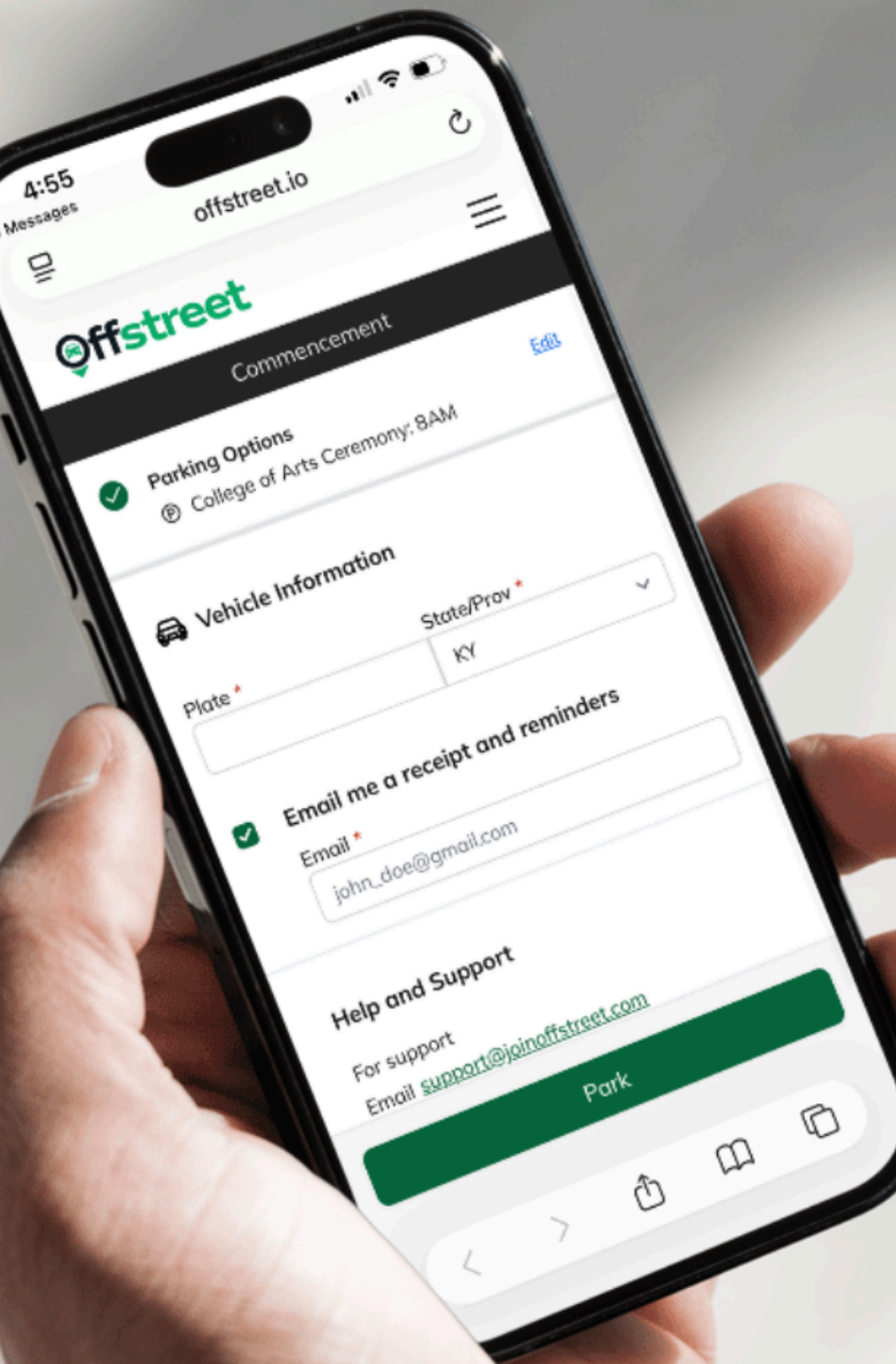
Communication Plan

Sharing with Event Hosts

Event hosts already have a great deal to coordinate when communicating commencement details, which makes parking instructions easy to overlook. With Offstreet, you can simplify this process by using our built-in host template to share a single parking link that they can pass along to their guests. All parking configurations - lot assignments, capacities, directions, and event details - are already set up in the backend, so hosts don't need to create instructions or manage any additional logistics. **They just share the link.**

Sharing with Guests

Guests can register for parking in just a few seconds - simply by entering their license plate. Once registered, they'll automatically receive directions to their assigned parking lot, the event venue, and any additional information you choose to provide. There's no need to download an app, create an account, print a hangtag, or use pay stations on campus. Parking can be set up as either free or paid through the same link, giving guests a simple, hassle-free experience from start to finish.



Communication Plan: Your Go-To Checklist



Create event host templates to share parking links



Ensure event hosts distribute the link to their guests



Share the registration link with internal stakeholders (staff, vendors, VIPs)



Attach any resources or PDFs you want guests to receive



Customize pre- and post-registration messaging so guests know they are validated



Confirm all lot locations are pinned in Offstreet



Confirm the ceremony event venue is selected in Offstreet

6,000+ Happy Parkers For SJSU's Spring Commencement

SJSU's Spring Commencement: one of the school's largest events with thousands of guests.

Offstreet provided a streamlined parking system to replace their older, clunky vendor module. The old system caused lots of friction: guests had to fill in too much vehicle info, administrators spent time fixing registrations, managing refunds, and reversing citations, and traffic control was hard during the multi-day event.

Simplified Guest Experience

Guests only needed to enter license plate + payment info, and could pick their ceremony and preferred garage, which made parking registration quick and easy.

Better Traffic & Space Management

Offstreet let SJSU cap active registrations per garage to avoid overbooking, helping prevent congestion and ensuring efficient use of parking resources.

Positive Feedback & Operational Savings

Attendees and staff reported much smoother arrivals, and the streamlined process reduced administrative burdens compared to prior years.

Check out the full case-study here:



SCAN ME

Want to see how Offstreet performs in different contexts?

Visit offstreet.com to browse other examples showing how Offstreet has improved parking logistics, guest experience, and administrative efficiency.

