Parking System Branding & Marketing

Best Practices

Strategies and Tools

For Your Toolbox

ParkiT™

Appendix N

City of Stockton, CA, Parking Operations Assessment

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Presentation Overview

- **Marketing Program Development Strategies**
  - Goals & Objectives
  - Communications Issues
  - Planning Process Overview
- **Marketing Program Budget Guidelines**
- **Tools for Your Marketing Tool Box**
  - Examples of Parking Marketing Best Practices
    - The Latest in Parking/Transportation Web-Sites

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What Can Be Gained?

What can be gained by implementing a comprehensive parking marketing plan?

- Increased facility usage
- Increased parking system revenues
- Decreased negative perceptions of parking
- Increased consumer acceptance and understanding of parking
- Increased activity in the downtown
- Promotion of Parking program accomplishments / contributions

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Perception of Parking

What is the Perception of Parking in your Community?

- Parking is one of the biggest deterrents to downtown usage.

OR

- Our parking program is a significant contributor to the success of our downtown.

Consider the possibility that…

- Parking can also be a tool that helps drive increased usage of downtown or campus offerings.
- What if parking could be turned from an impediment to visiting to an amenity?

Elements of Success

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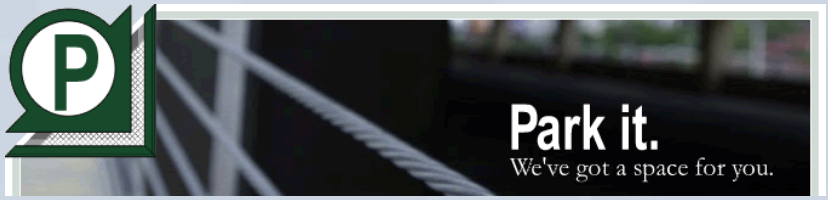
What are some of the elements of a successful Parking Marketing program?

- Coordinated parking system branding
- Consumer marketing/communications
- Internal training and communications
- Public information and public relations
- Usage of parking to drive other downtown usage
- Cooperative strategies/partnerships with other agencies

do it downtown. Lincoln



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Developing Your Marketing Plan

Parking System Branding & Marketing

Best Practices

Overview of the Planning Process

- Situation Analysis and Profile of the Parking Product
- Identification of Target Markets
- Establish Marketing Objectives
- Establish Key Strategies and Tactical Plan
- Brand and Image Development
- Budget and Timeline Development

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Developing Your Marketing Plan

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Step One: Situation Analysis And Product Profile

- Interviews with customers, stakeholders
  - Can be formal or informal
- Analysis of existing research
- Create SWOT analysis
- Identify key issues and challenges
- Coordination with other campaigns

PARKING SERVICES
P
City of Boulder

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Step One: Situation Analysis and Product Profile

Situational Analysis Keys

- Identify positive program elements
- Identify potential issues
- Sorting out perception vs. Reality
- Seeing the system from various customer perspectives

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Parking System Branding & Marketing

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Step One: Situation Analysis and Product Profile

Each Facility Can Be Defined as a Product

- Different characteristics are attractive to different parker groups
- Develop a profile for each facility
  - List the characteristics of each facility
    - Generational differences
    - National heritage
  - Match your facilities to your customer profiles
  - Compare with competing facilities

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Step One: Situation Analysis and Product Profile

Facility Characteristics

- ❑ Distance from generator(s)?
- ❑ Garage or surface lot?
- ❑ Clearly identifiable?
- ❑ External traffic flow?
- ❑ Internal traffic flow and parking geometrics?
- ❑ Parking availability information

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Step One: Situation Analysis and Product Profile

Facility Characteristics

Security

– Activity levels?

– Glass-backed stair/elevator towers?

– Lighting (levels/distribution)?

– Emergency phones?

– Security patrols?

– History of security incidents?

– Openness/floor-to-floor heights?

– Security cameras?

– Panic buttons?

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Step One: Situation Analysis and Product Profile

Facility Characteristics

Physical Condition / Maintenance

- Cleanliness?
- Painted Interior?
- Painting and stripping?
- Signage and wayfinding?
- Landscaping (CPTED compliant)?
- Expansion joints in good repair?
- Concrete damage?
- Condition of elevator lobbies?
- Drains clear?

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Developing Your Marketing Plan

Step One: Situation Analysis and Product Profile

Facility Characteristics

Rates

- Rates at competing facilities (local/regional)
- Surface vs. structured?
- Validation programs?
  - Merchant validations
  - One-hour free programs
  - Holiday programs
- On-street vs. off-street rates?
- Rate structure Options?
  - Front-end loaded
  - Back-end loaded

Enforcement

- Parking fine structure
- Negative perception mitigation strategies

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Step One: Situation Analysis and Product Profile

Facility Characteristics

Amenities

- Attendants on duty?
- Valet parking?
- Car wash?
- Battery/flat tire services?
- Shuttle service?
- Dry cleaning/laundry?
- Audio books?
- Customer service patrols?
- Frequent parker programs?

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Developing Your Marketing Plan

Step One: Situation Analysis and Product Profile

Facility Characteristics

Use of Technology

- Traditional attended facility?
- Automated pay stations?
- Pay-by space options?
- Pay-by cell phone options?
- Automatic vehicle identification (avi)?
- Credit card in / credit card out?
- Credit card payment for monthly/daily patrons?
- Use of internet-based payment options?
- Parking availability information
- Parking reservation services

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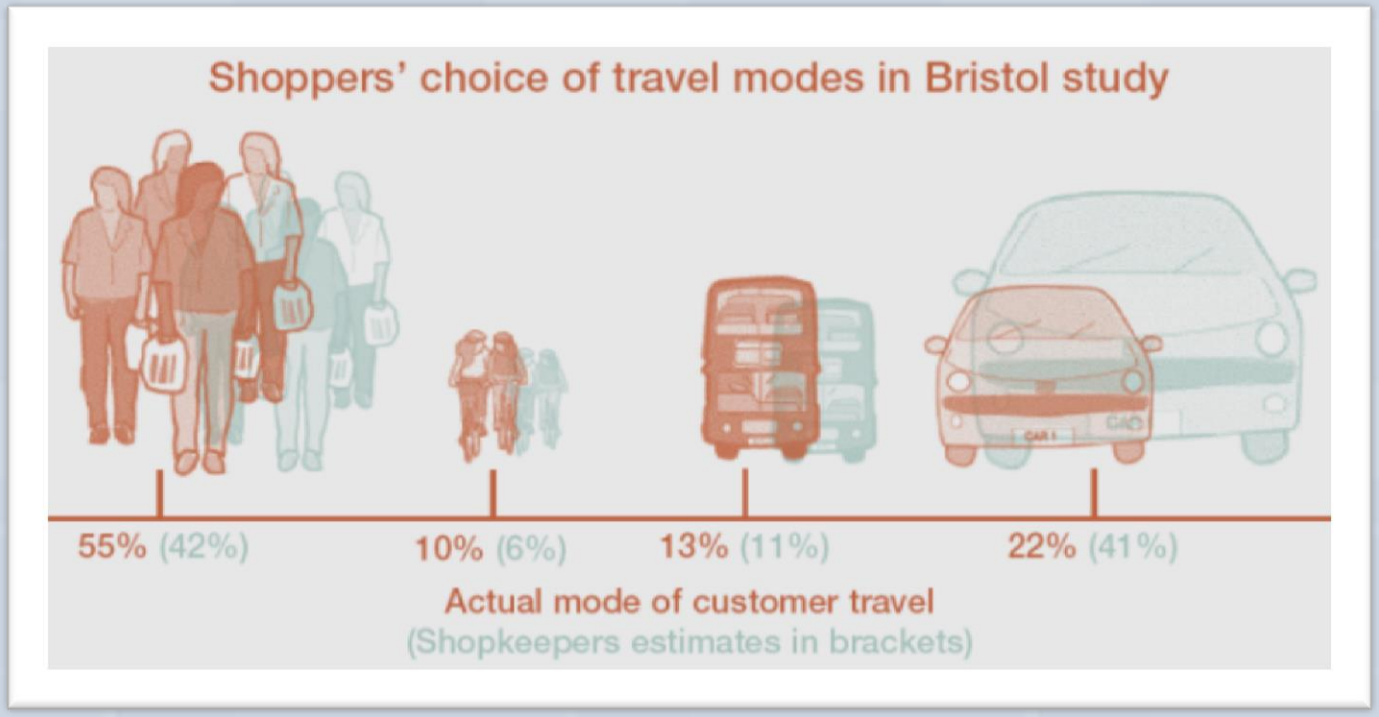
Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

- Perception vs. Reality



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Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

42% travelled under ½ mile

86% travelled under 2 miles

Underestimated local market by 2/3

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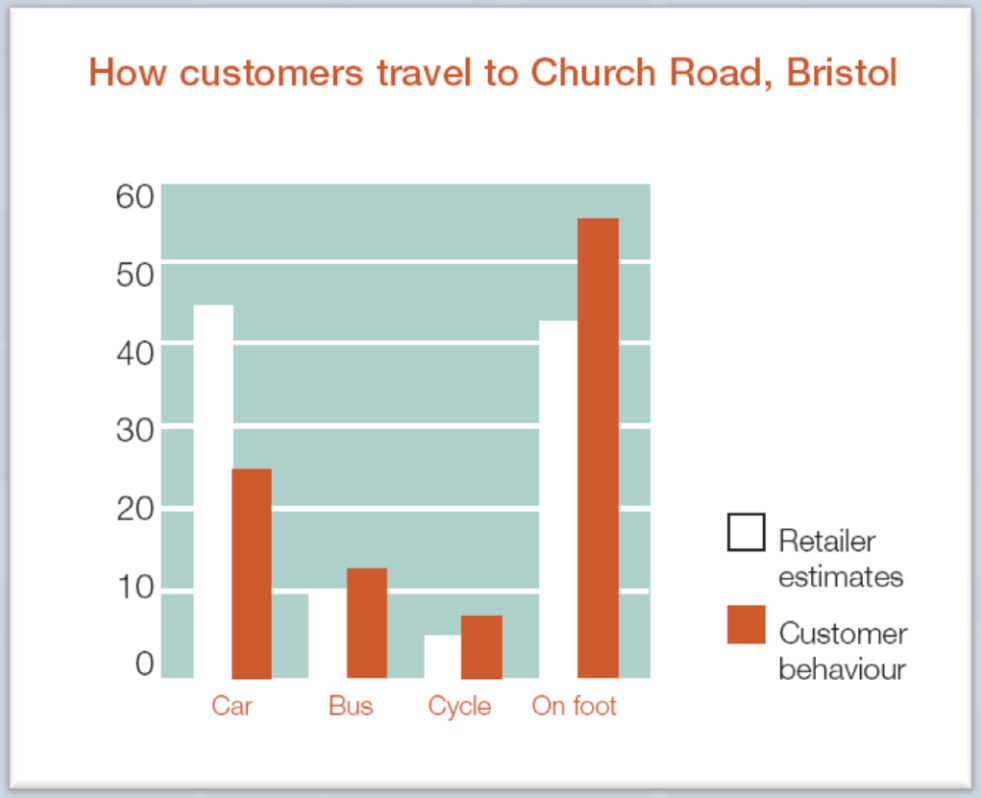
Best Practices

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

Overestimated importance of the car by 80%



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Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

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Step Two: Identify Target Markets

Possible Target Markets Include:

- Consumers (specific types)
- Store owners/employees
- Key stakeholders (board, DDA, city management, etc.)
- Parking staff: management and operations
- Media

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Step Two: Identify Target Markets

Develop a customer profile

- Info to match parker needs to services provided
- Understand the wants and desires of your customers
- What role do they play in the market?

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Step Two: Identify Target Markets

Customer profiles

Visitors

- One-time or frequent
- Regular
- Length of stay
  - Short-term
  - All day
  - Multi-day
  - Week or more
- Male or female
- All of the above
- Individuals with disabilities
- VIPs

Employees

- Principals
- Senior management
- Middle management
- Staff
- Clerical
- Hourly / Transient

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Best Practices

Step Three: Establish Program Objectives

- ❑ Enhance parking revenues
- ❑ Improve awareness levels of specific programs/offers (I.E. validations, free parking on weekends, etc.)
- ❑ Service measurement
- ❑ Usage of marketing programs
- ❑ Customer satisfaction survey
- ❑ Awareness of program contributions

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Parking System Branding & Marketing

Best Practices

Step Four: Establish Strategies

Tactical Planning

- What are you trying to achieve?
  - Increase downtown utilization
  - New technology introduction
  - Change the perception of inadequate parking supply
  - Change the perception that parking is over-priced
  - Facilitate a parking rate increase
  - Educate the community on parking issues
- How will you execute your parking marketing program?
- What specific promotions, collateral materials, advertising, etc. will be needed?

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Parking System Branding & Marketing

Best Practices

Defining your Parking Brand?

- What is your parking brand?
- More than a parking system logo!
- Parking brand — what sets your parking program apart?
  - Can your brand have a personality? Yes!
  - What is your brand's core message?
  - What is your brand's voice?
  - What is your brand's look/feel?

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Developing Your Marketing Plan

Parking System Branding & Marketing

Best Practices

Program Budgets

- The average US parking system branding and marketing budget is $6.00 - $10.00 per space per year.
- Average US Parking Program Marketing Budget $35,000 – $60,000 per year.
- The largest US parking system branding and marketing budget we have documented was $21.00 per space per year.

Developing Your Marketing Plan

Parking System Branding & Marketing

Best Practices

Execution and Measurement

- Before setting out on a marketing program try to establish a set of goals
- Prior to rolling out the campaign do some base-line measurements
  - Customer surveys
  - Facility utilization statistics
  - Parking and/or area sales tax revenues
  - Etc.
- Following the campaign, reassess program goals and re-measure key benchmarks

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Parking System Branding & Marketing

Best Practices

In Summary… Now that you have analyzed your operation, your environment and developed customer profiles - now comes the hard part….

- ❑ Don't try to communicate too much
- ❑ Develop a simple core message for each campaign
- ❑ Target different audiences with distinct messages
- ❑ Parking marketing campaigns can be multi-faceted and multi-dimensional
- ❑ Find the right voice!
- ❑ Image is everything – use graphic design professionals
- ❑ Monitor program impacts

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Developing Your Marketing Plan

Parking System Branding & Marketing

Best Practices

Ideas For Your Toolbox

Examples of Parking Marketing from around the U.S. and Canada.

SMART PARK

ParkiT™

CITYPark

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Downtown Branding Strategies

Ideas For Your Toolbox

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Best Practices

ParkiT™

ParkiTempe™

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Portland's Smart Park Branding and New Technology Intro

SMART PARK

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Toledo's Park Smart Program

PARK Smart

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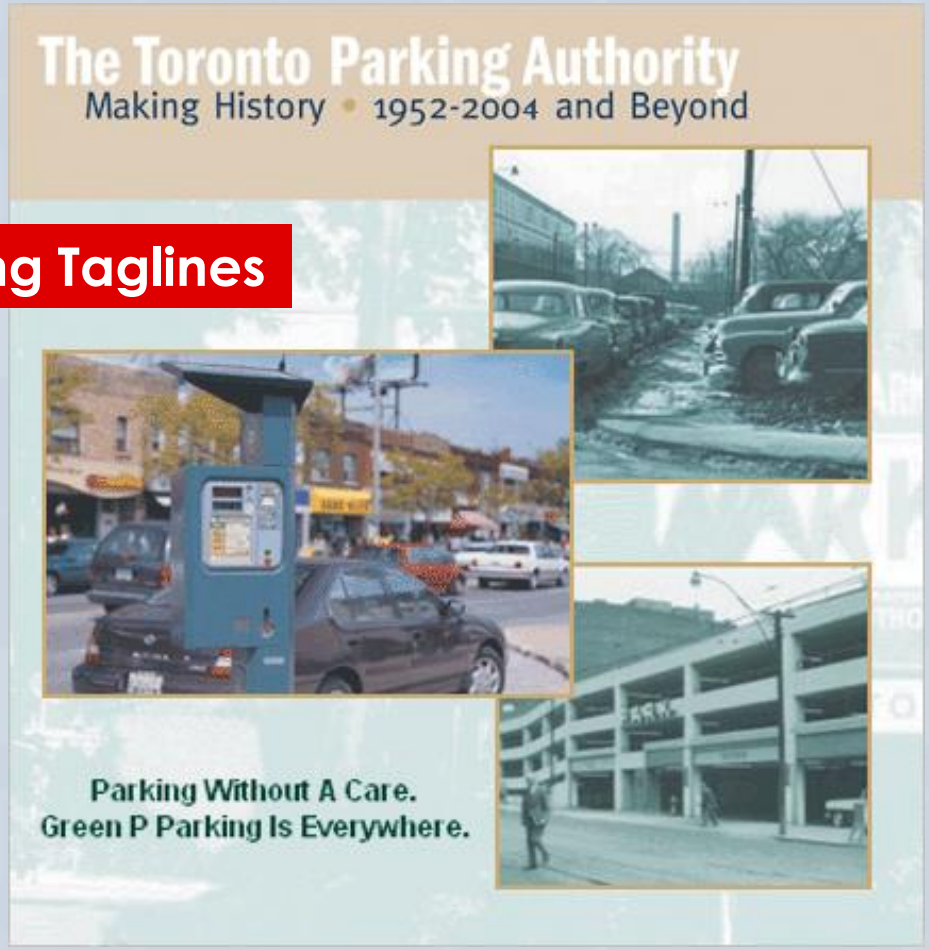
Best Practices

Parking Positioning Taglines



Toronto Parking Authority

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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Parking Educational Materials

•What are their methods?

Most thieves look for cars left unattended with keys in the ignition. In a very small number of cases the thief may tow the vehicle away. If keys are not present the thief opens the vehicle by using a 'Slim Jim' down the window glass of the driver's door, drills out the lock, or breaks a window. Once inside, the ignition lock is punched out and the wires crossed to "hot wire" or activate the ignition. Depending on the method used and the skill of the thief, the process generally takes from 30 seconds to three minutes.

•What cars do they target?

The favourite cars to target may change from city to city or even by area of the city. In Toronto popular vehicles appear to be Chrysler vans and wagons, Nissan Maximas and a variety of Hondas. The cars easiest to steal go first. It is as simple as that. This means unattended cars with the keys in the ignition and the engine running.

•How can you protect against this type of theft?

There are electronic disabling products on the market that make a car virtually impossible to steal unless the key is in the vehicle with the ignition on, or, if the thief tows the vehicle away. Cheaper than electronic kill systems are car alarms. Alarms may scare off a less than determined thief and may alert security or neighbours to a problem. Additionally, visible extra mechanical steering wheel locks offer some deterrence even though they can be sawed through. No anti-theft system is 100% guaranteed, but each increasing level of security added to your vehicle and its environment make it more likely that the thief will pick an easier target in a more congenial environment.

This is a client service bulletin for the Parking Authority of Toronto by Intelligarde International Inc.

For further information, security audits, recommendations, seminars or services call (416) 760-0000 or 1-800-387-0000.

An Information Bulletin for the Parking Authority of Toronto

Car Crime

by Intelligarde International Inc.

The Problem : There is now an epidemic of car related crime in most major North American cities. Car crime has attracted a broad range of criminals because of the possibility of quick gain and nominal penalties.

Car Break-Ins

•What do the thieves want?

Cash, including visible 'meter money' billfolds, credit cards, compact discs, stereo tapes, keys, remote door openers, cellular phones, pagers, photographic and electronic equipment, expensive sound systems, expensive clothing, sunglasses, brief cases, suitcases. Cash is preferable but anything that can quickly be turned into cash has almost equal appeal.

•Who are the thieves?

Independent criminals acting alone or in pairs, youth gang members, users of hard drugs, vagrants. Many thieves who steal from parked cars are young men (14-22) who are looking for meter money to use directly and other items to turn into quick cash.

Toronto Parking Authority

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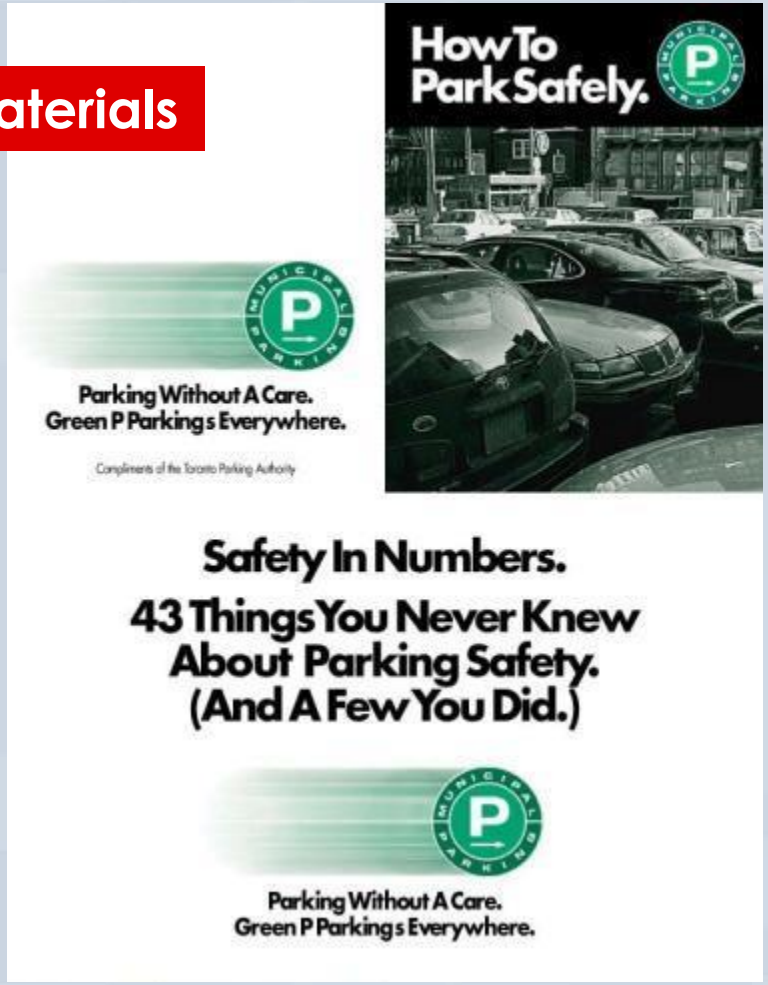
Parking Educational Materials



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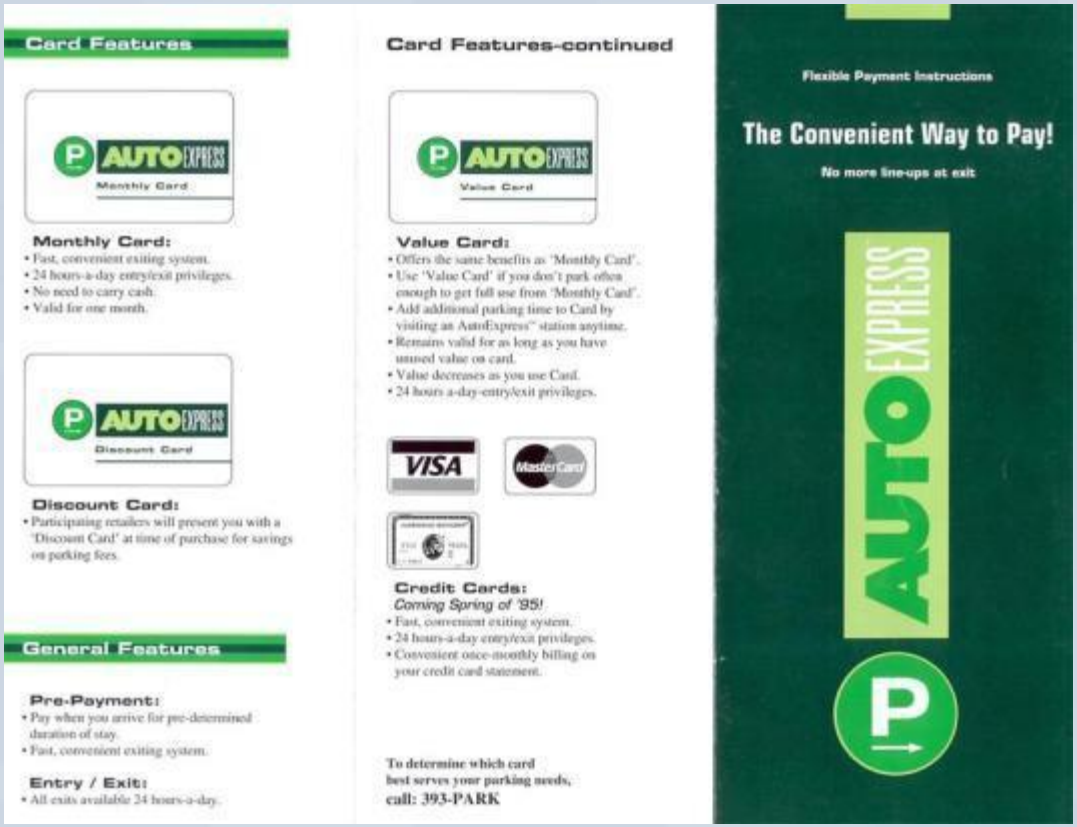

Card Features

AUTOEXPRESS Monthly Card

Monthly Card:
- Fast, convenient exiting system.
- 24 hours-a-day entry/exit privileges.
- No need to carry cash.
- Valid for one month.

AUTOEXPRESS Discount Card

Discount Card:
- Participating retailers will present you with a 'Discount Card' at time of purchase for savings on parking fees.

General Features

Pre-Payment:
- Pay when you arrive for pre-determined duration of stay.
- Fast, convenient exiting system.

Entry / Exit:
- All exits available 24 hours-a-day.

Card Features-continued

AUTOEXPRESS Value Card

Value Card:
- Offers the same benefits as 'Monthly Card'.
- Use 'Value Card' if you don't park often enough to get full use from 'Monthly Card'.
- Add additional parking time to Card by visiting an AutoExpress™ station anytime.
- Remains valid for as long as you have unused value on card.
- Value decreases as you use Card.
- 24 hours a-day-entry/exit privileges.

VISA MasterCard

Credit Cards:
Coming Spring of '95!
- Fast, convenient exiting system.
- 24 hours-a-day entry/exit privileges.
- Convenient once-monthly billing on your credit card statement.

To determine which card best serves your parking needs, call: 393-PARK

Flexible Payment Instructions

The Convenient Way to Pay!

No more line-ups at exit

AUTOEXPRESS

New Technology Introduction

MUNICIPAL PARKING

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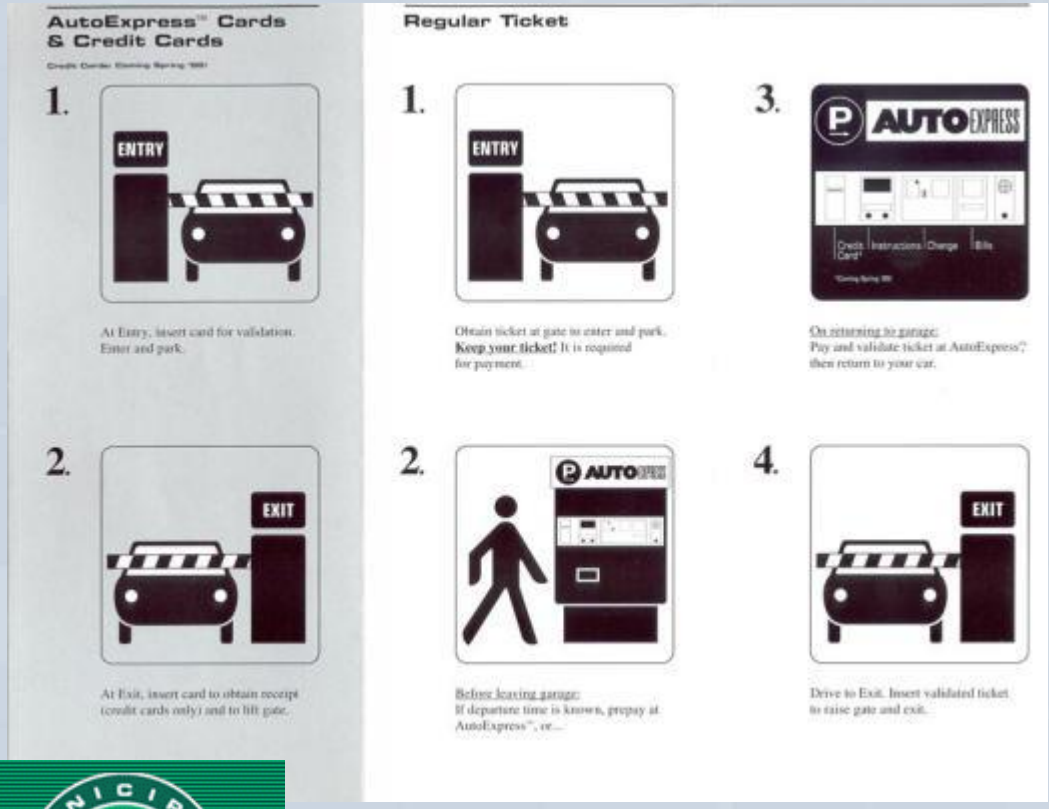
New Technology Introduction



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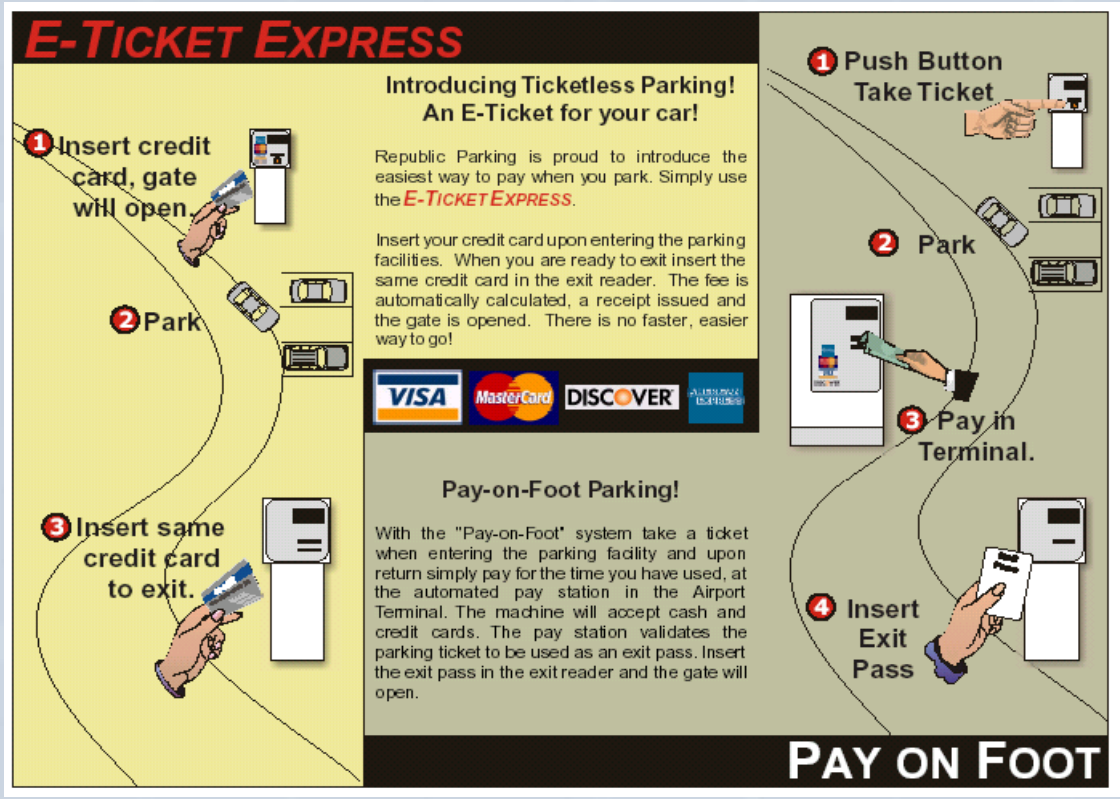
New Technology Introduction



Republic Parking – E-Ticket Express

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Ideas For Your Toolbox

New Technology Introduction

Process Is Important !

- Get stakeholder input
- Use parking greeters
- Give warnings
- Provide good information

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Ideas For Your Toolbox

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Best Practices

New Technology Introduction

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Best Practices

New Technology Introduction
Pay-On- Foot Systems

Effective Signage

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New Technology Introduction
Pay & Display Systems

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Best Practices

Express Pay Parking

Press Releases

PRESS RELEASE
06 June 2003
"PAY-ON-FOOT" - MAKING PORTLAND AIRPORT PARKING MORE CUSTOMER-FRIENDLY

The Port of Portland is introducing Pay-On-Foot parking to improve customer service at Portland International Airport. "We believe that people visiting the airport and using the parking facilities should be encouraged to relax and stay longer rather than being ever conscious of the fact that they have bought a parking ticket and need to be back to their cars by a certain time. If people stay longer they can enjoy more of the airport or see their loved ones off.

With the "Pay-on-Foot" system people take a ticket when entering the park deck and upon their return they simply pay for the time they have used, at a machine in the terminal. The machine validates their ticket for exiting the park deck, and can also provide change if necessary. The machines are also capable of using smart card technology, opening up all sorts of opportunities for the future. "Pay-on-Foot" is a much more customer-friendly system and has been adopted by many airports across the country. It also reduces the time spent in line at peak times exiting the parking deck or lots and also has positive environmental impacts by reducing the time vehicles spend idling in exit lines.

We support the extension of Park & Ride and the use of light rail and see the introduction of the "Pay-on-Foot" system as another important part of the overall strategy of enhancing the visitor experience through accessibility, transportation alternatives and advanced the use of technology for all those who choose to visit Portland.

Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

Press Editorials

THE IDAHO STATESMAN

Edition Date: 02-09-2004

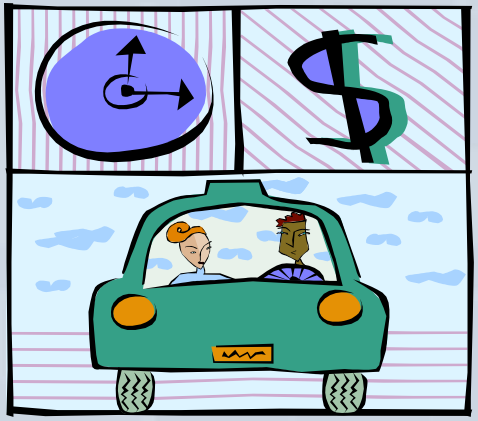
Our View: Parking plan will work for customers, merchants

"Give the Capital City Development Corp. credit for paying attention to the critics and coming up with parking fees that meet the needs of people who work and play downtown.

The CCDC board will discuss the parking fee changes today. If the changes are approved — and they deserve to be — they would go into effect March 1.

Here's what we like: …"

CAPITAL CITY DEVELOPMENT CORP.



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Best Practices

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Radio Ads

Toronto Parking Authority

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Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Hot Tips!

Pocket Pointers

Pick up a meal to take on the plane, since many airlines do not include food.

Purchase a unique Arizona gift to give to associates, family and friends when you reach your destination.

Protect carry-on bags. Never leave baggage unattended or carry anything on board the aircraft for a stranger. Report any unattended packages or baggage to airport personnel.

Passengers with tickets only and those accompanying children or persons with disabilities will be allowed past the security checkpoint.

Place any knives, scissors or sharp objects in your checked baggage only.

Please check as much baggage as possible. One carry-on plus one personal item are permitted beyond the checkpoints.

Packages and gifts should be unwrapped to get through security.

Purple-shirted Navigator volunteers are available throughout the terminals to answer your questions.

Phoenix Sky Harbor International Airport
www.phxskyharbor.com

Remember where you parked:

(Write it here!)

CAN'T FIND YOUR CAR? If you forgot where your car is parked, call ACE Parking at (602)273-4545, pick up a white paging phone or find the nearest information booth inside the terminal and the agent will call for you. ACE will also assist with jumpstarts, locked keys and flat tires.

Contact us!

Parking Info: (602) 273-4545, 4546 or 4547
Airport Info: (602)273-3300
Radio: 1610 AM

3400 Sky Harbor Blvd, Phoenix, AZ 85034
www.phxskyharbor.com

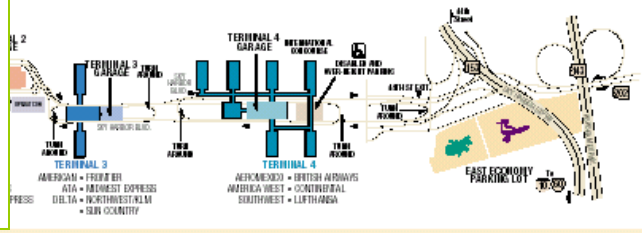
Special accommodations/alternate format materials (large print, braille, audio tape or diskette) are available upon request. Call 602-683-3654. ADA/TTY 1-800-781-1010.

April 2002

Phoenix Sky Harbor
INTERNATIONAL AIRPORT

Parking Pocket Pal

Parking System Orientation Tools



Economy Lots: For long term visits, use the east or west economy lots. Remember which lot and section you park in and look for the same free shuttle bus on your return.

GECKO *east* · ROADRUNNER *east* · JACKRABBIT *west*

Terminal Garage Parking: The Terminal 4 garage is now complete with double the number of original spaces. Convenient Terminal parking is also available in Terminals 2 & 3. As of April 1, Terminal parking rates are $16/day and $1/half hour.

Express Greeter Parking: For quick trips to the terminal and easy pick-up or drop-off, try the Express Greeter Parking. Located in Terminal 4, Level 4, these spaces are reserved for short-term use at only $1 for thirty minutes.

Curbs Are for Active Pick-up & Drop-off Only: Please stay with your vehicle at all times while loading or unloading. Curbside airport staff are there for your safety and security. Please cooperate with them as they follow federal government guidelines.

Lost & Found Tips: If you lose something, contact the airline or the airport where you think you lost it. Label personal items such as keys, cameras and computers with name and telephone number. Airport Lost and Found Office: (602)273-3307.

DIRECTIONS TO AREAS WEST OF AIRPORT

Downtown Phoenix • West Phoenix:
Take I-10 west; exit 7th Street south.

North-Central Phoenix:
Take I-10 west to AZ-51 north.

Glendale • Peoria • Sun City West
Take I-10 west to AZ-101.

DIRECTIONS TO AREAS NORTH OF AIRPORT

Northeast Phoenix • Scottsdale • Paradise Valley:
Take AZ-153 north to 44th Street or to the AZ-202.

Flagstaff:
Take I-10 west to I-17 north.

DIRECTIONS TO AREAS EAST/SOUTHEAST OF AIRPORT

Gilbert • Mesa • Tempe:
Take Sky Harbor Blvd. east to AZ-202 east to AZ-101 south to US-60.

Chandler • Tucson:
Take Sky Harbor Blvd. east to AZ-153 south to University Drive to Hohokam Expressway AZ-143 south to I-10 east.

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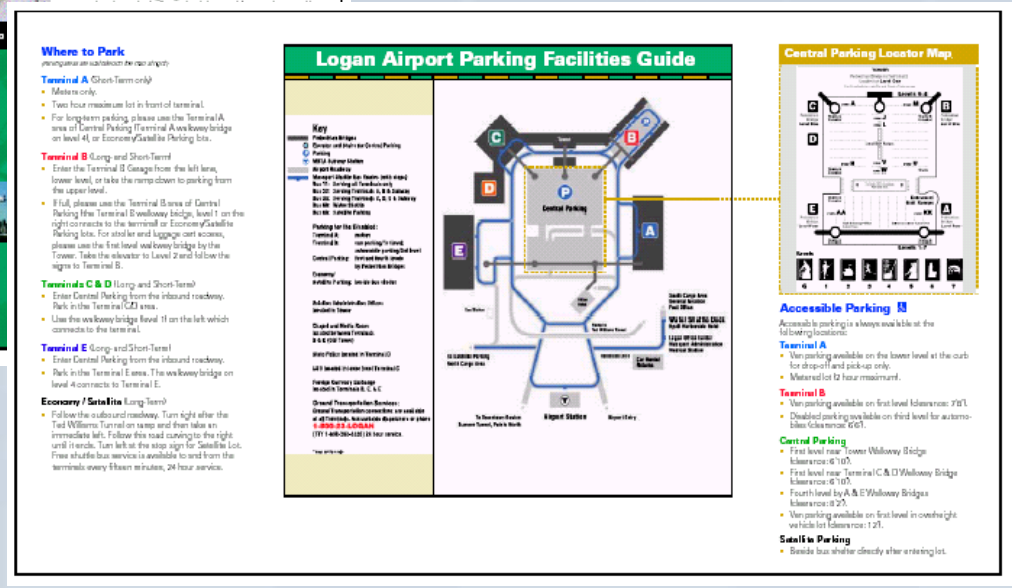
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices



Parking System Orientation Tools/ Brochures

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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Parking System Special Promotions

FIRST HOUR PUBLIC PARKING GARAGE FREE!

Now Available $1/hr. Parking

Affordable, easy to find parking .....Downtown!

CityPark

DOWNTOWN SPOKANE

$1 DOWNTOWN PARKING AFTER 5 PM AND ALL DAY SUNDAY

Downtown easyPARK Validation

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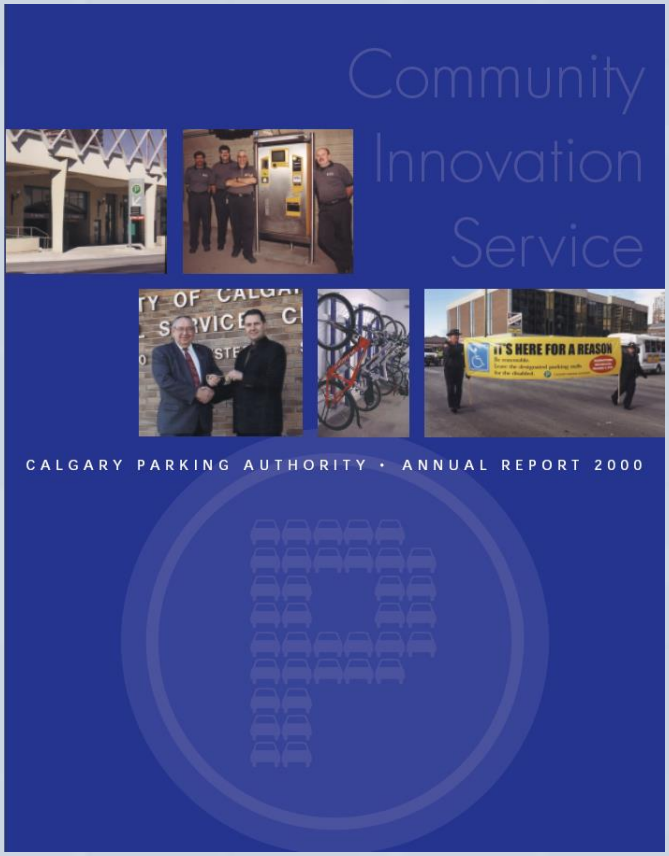
Parking System Branding & Marketing

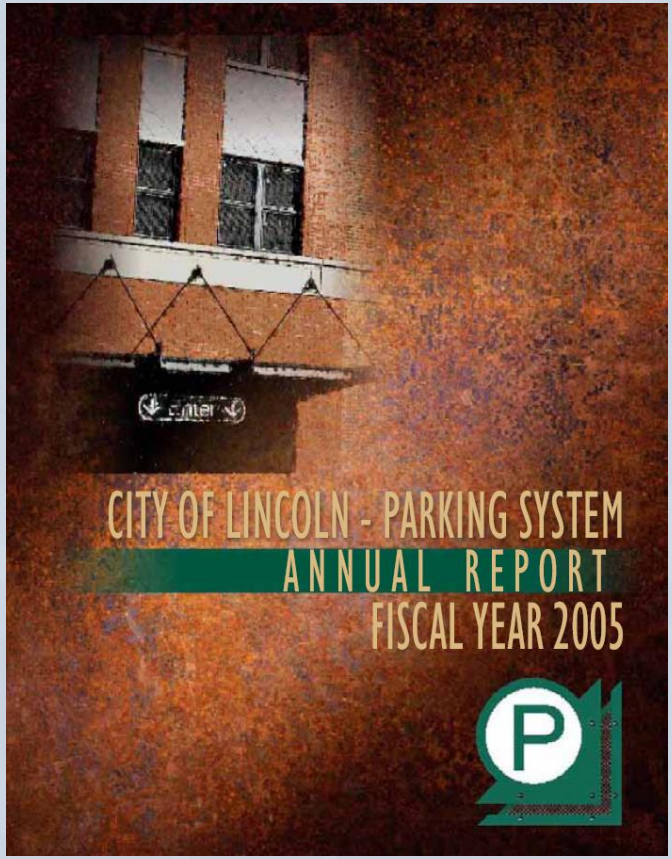
Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

Annual Parking Reports to Promote Parking System Accomplishments





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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Annual Parking Reports to Promote Parking System Accomplishments

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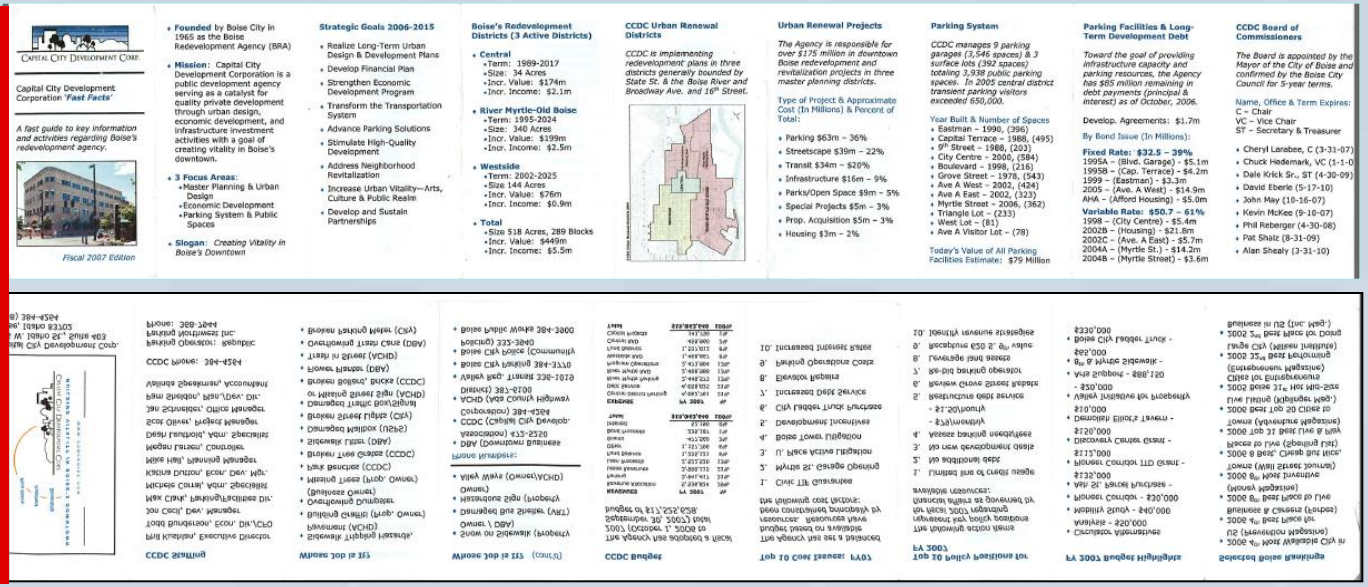
Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

Program "Fast Facts"



- Founded
- Mission
- 3 Focus Areas
- Slogan
- Strategic Goals
- Redevelopment Districts
- Urban Renewal Districts
- Urban Renewal Projects
- Parking System
- Parking Facilities & Long-Term Debt
- Board of Commissioners

"Fast-Fact" Categories

- Staffing
- Whose Job Is it?
- Phone Numbers
- Budget
- Top 10 Policy Positions
- Budget Highlights
- Selected Boise Rankings
- Address/Phone Numbers
- Website

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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Parking System Logos

PARKING SERVICES
City of Boulder

Park!
CENTER CITY

PARK IT!
DOWNTOWN

CENTRAL CITY PARKING

PARK 'n GO

SMART PARK

PARK Smart

ParkiT

CITYPark

MUNICIPAL PARKING

PARK IT!
TAKING IT TO THE STREET

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Best Practices

Downtown Branding Strategies

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Parking System Signage

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Parking System Branding & Marketing

Best Practices

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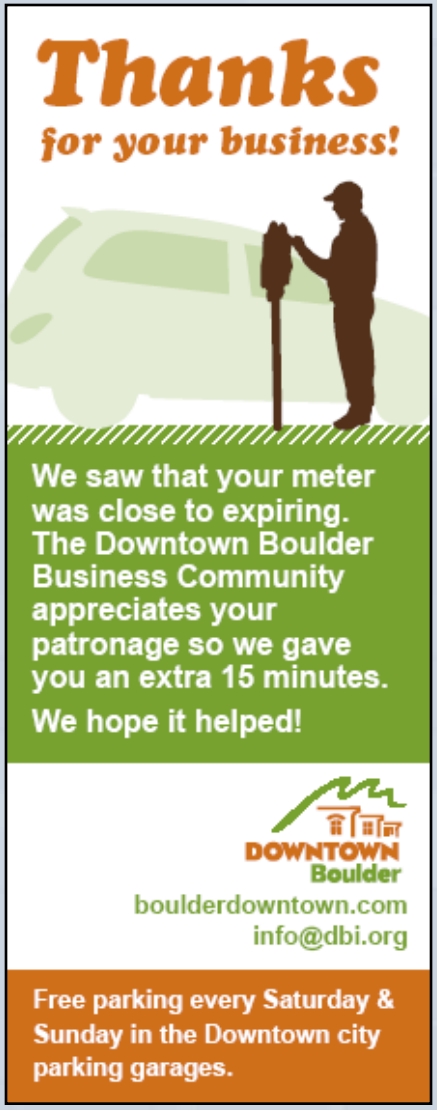
Parking Meter Angels



Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

Meter Promotions

- **Use meters to promote:**
  - Downtown Attractions
  - Events
  - Special Programs
  - Transportation Alternatives
  - Local Businesses
  - Etc.

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Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

- **"Green Meters" set aside meter revenues from specific meters for various purposes.**

- Some systems create special meters and dedicate the revenues from those meters for specific community valued goals. Examples include:
  - Downtown beautification
  - Investment in sustainability programs
  - Support of the homeless
  - Support for women's/children's shelters.

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Ideas For Your Toolbox

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Best Practices

"Howdy Partner"

- Warning citations – creatively marketed & combined with parking educational information.

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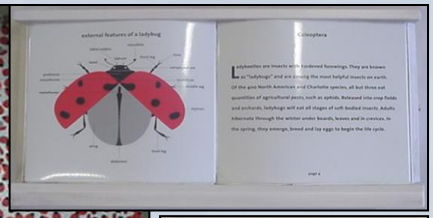
Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Incorporating Art & Interior Parking Environment Improvements



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Best Practices

Incorporating Art & Interior Parking Environment Improvements

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Downtown Branding Strategies

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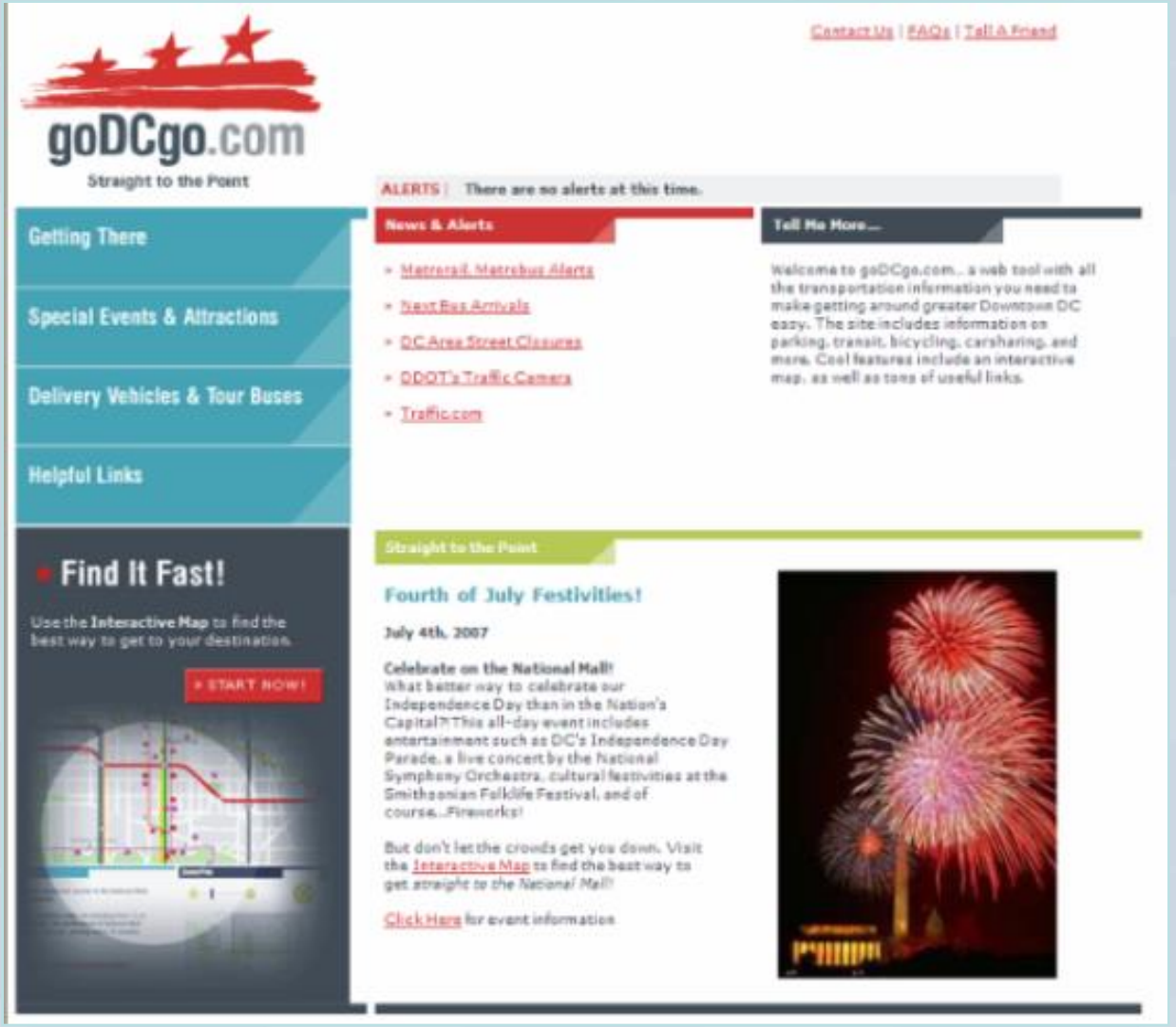
Sample Web–Based Communications Strategies



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Downtown Branding Strategies

Ideas For Your Toolbox

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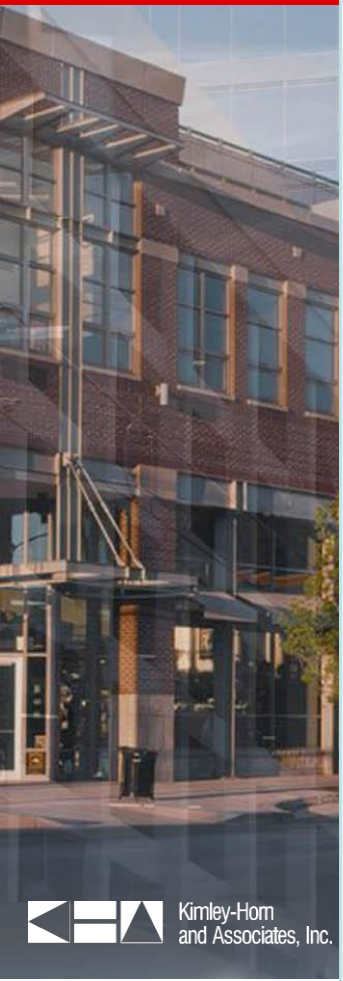
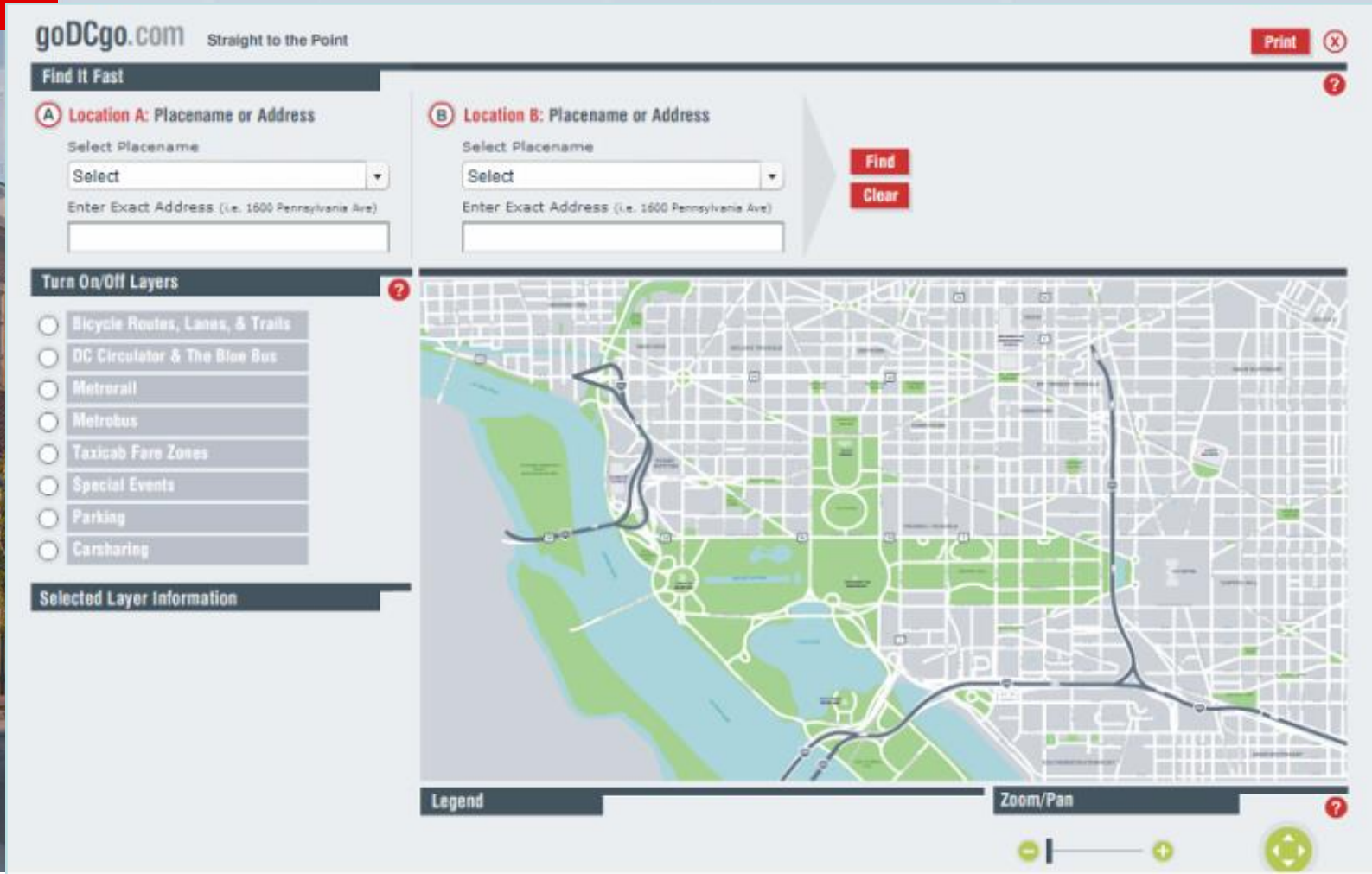
Best Practices

Sample Web–Based Communications Strategies





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Downtown Branding Strategies

Ideas For Your Toolbox

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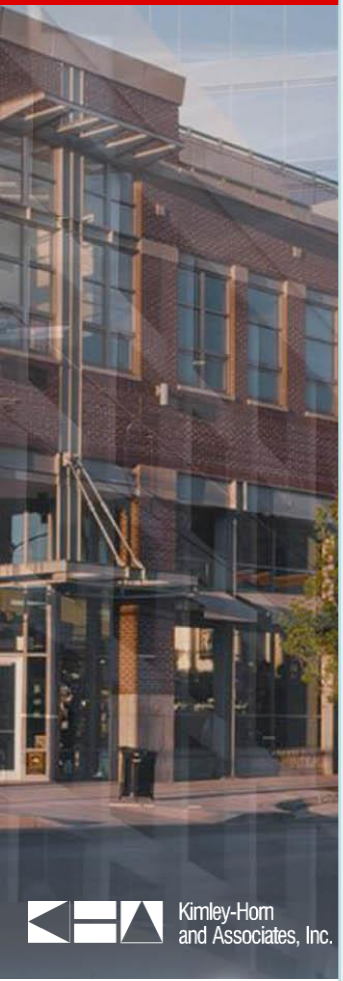
Best Practices

Sample Web–Based Communications Strategies



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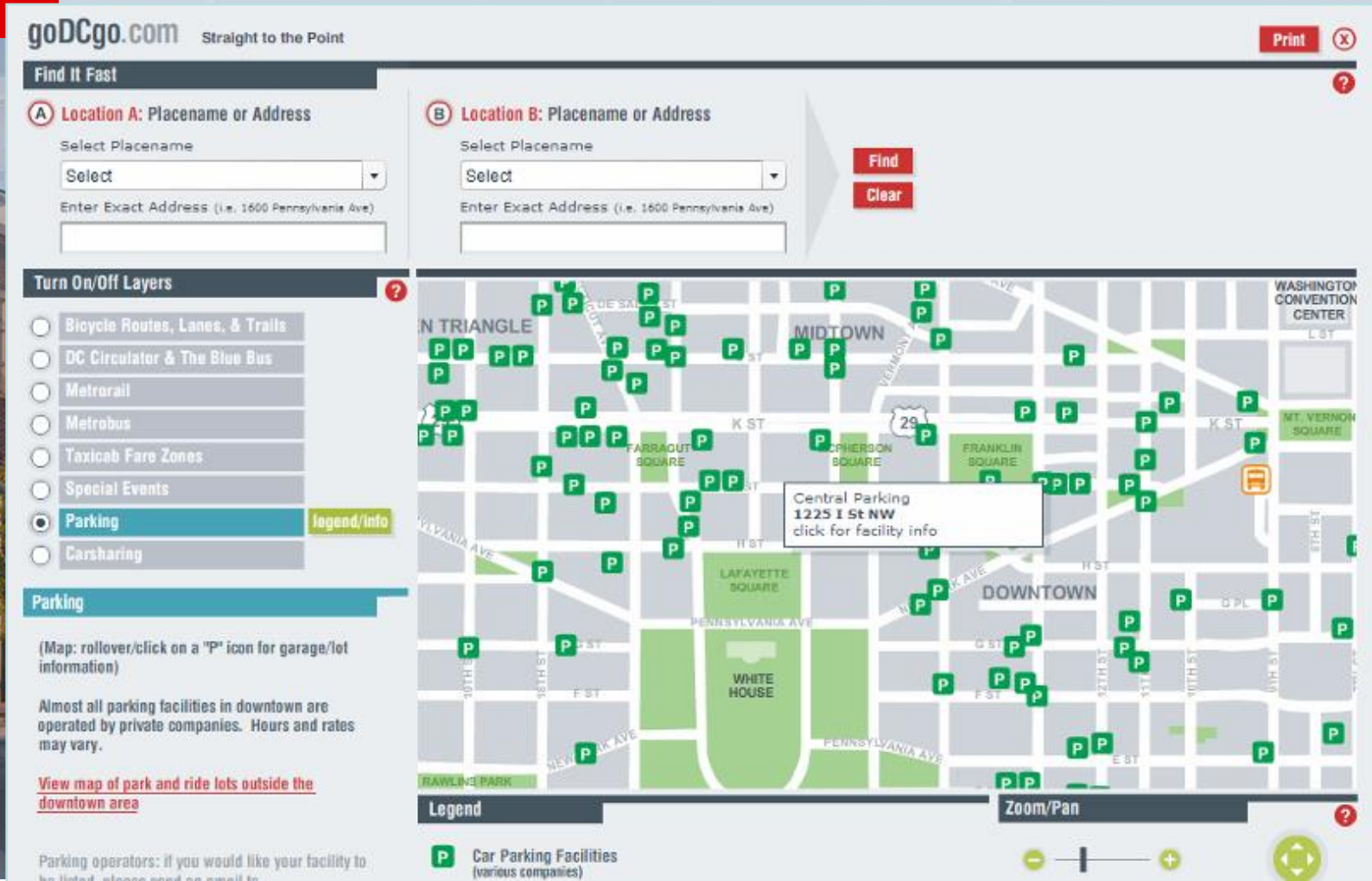


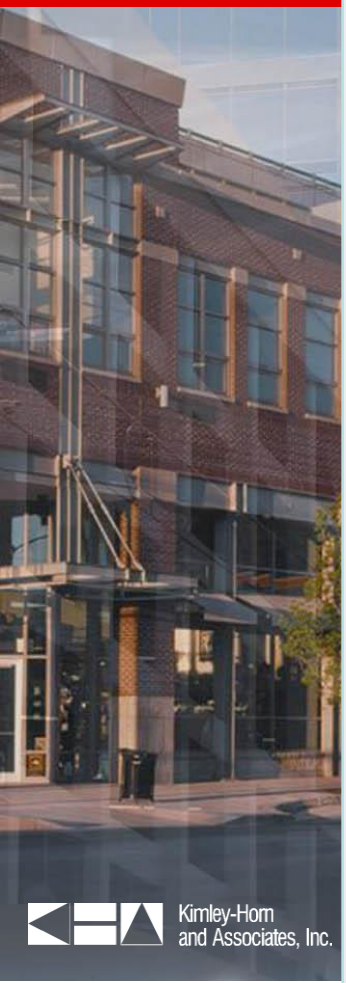
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practice

Sample Web–Based Communications Strategies



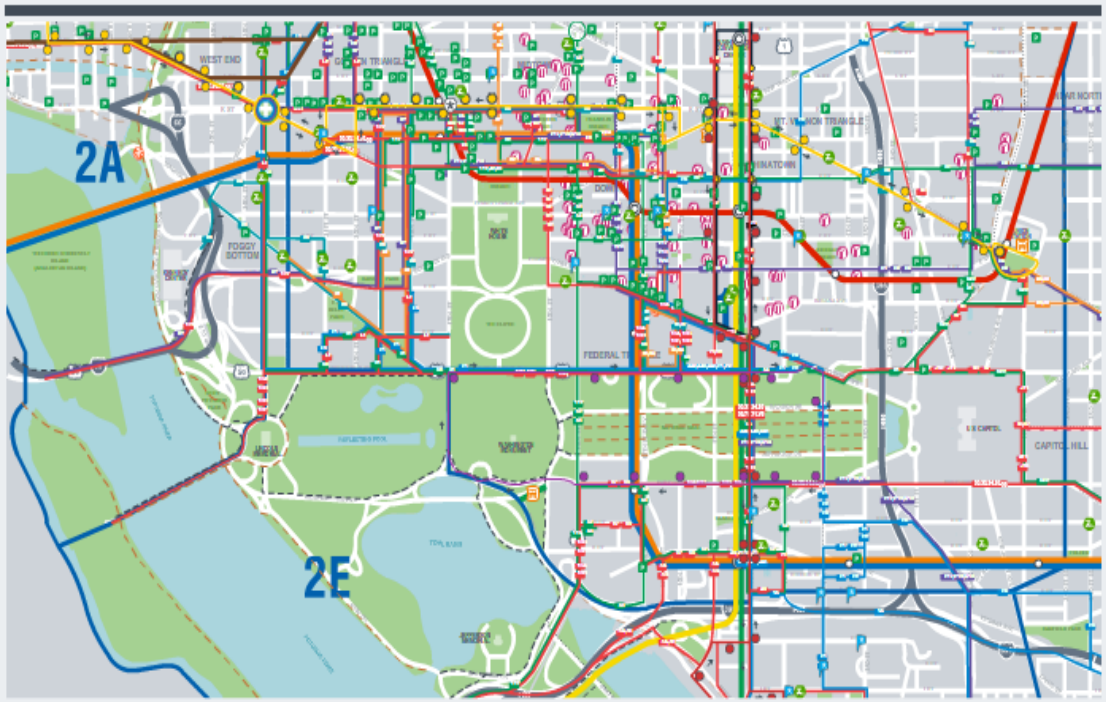
Turn On/Off Layers

- Bicycle Routes, Lanes, & Trails — legend/info
- DC Circulator & The Blue Bus — legend/info
- Metrorail — legend/info
- Metrobus — legend/info
- Taxicab Fare Zones — legend/info
- Special Events — legend/info
- Parking — legend/info
- Carsharing — legend/info

Carsharing

Carsharing is a membership-based program that provides the use of privately owned and maintained vehicles for short-term use in the metropolitan area. Vehicles can be rented for as little as an hour.

Carsharing is provided by two companies: www.flexcar.com and www.zipcar.com



Legend

Zip Car Location (click icon on map for more information)

Flexcar Location (click icon on map for more information)

Zoom/Pan

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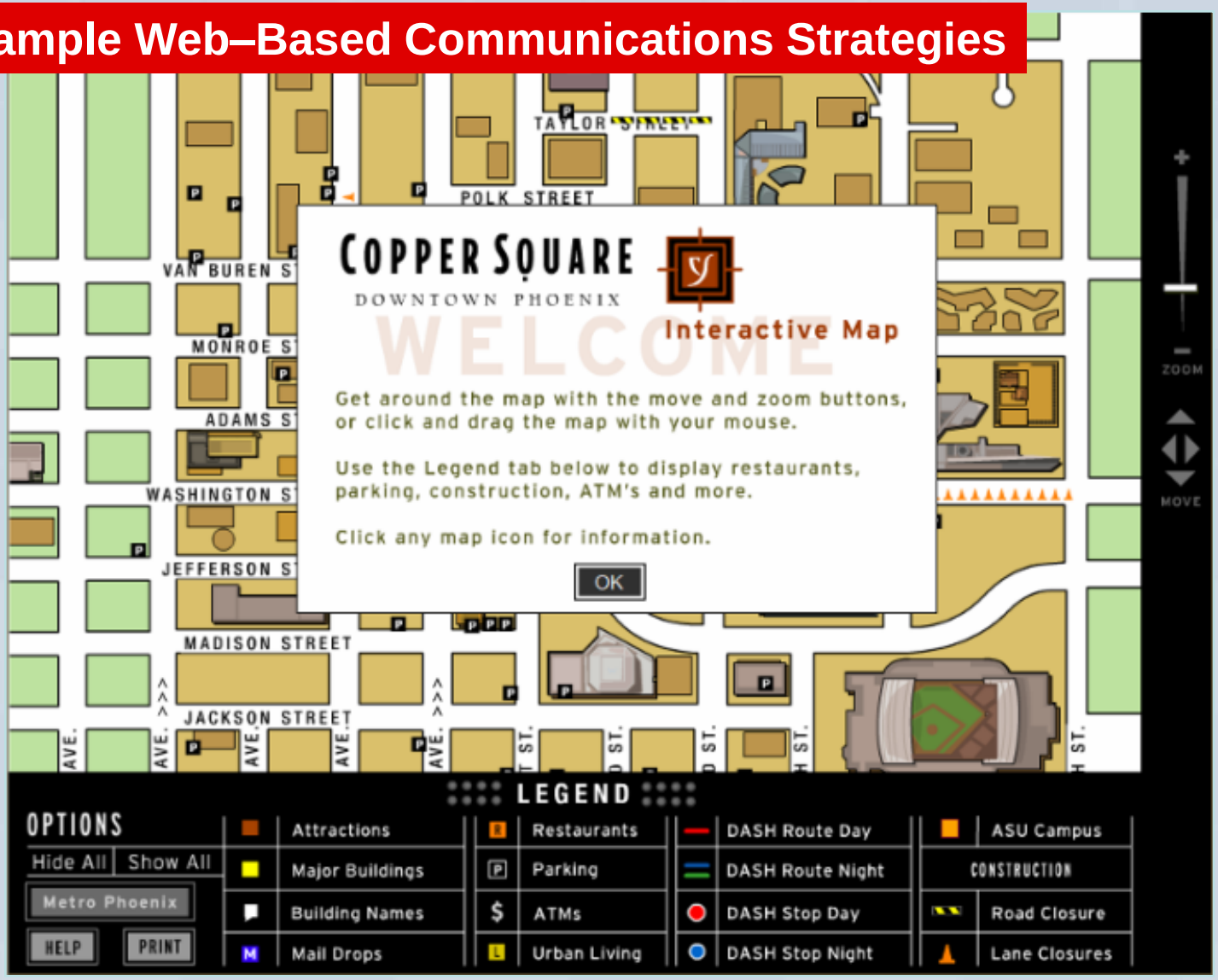
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Sample Web–Based Communications Strategies



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Sample Web–Based Communications Strategies

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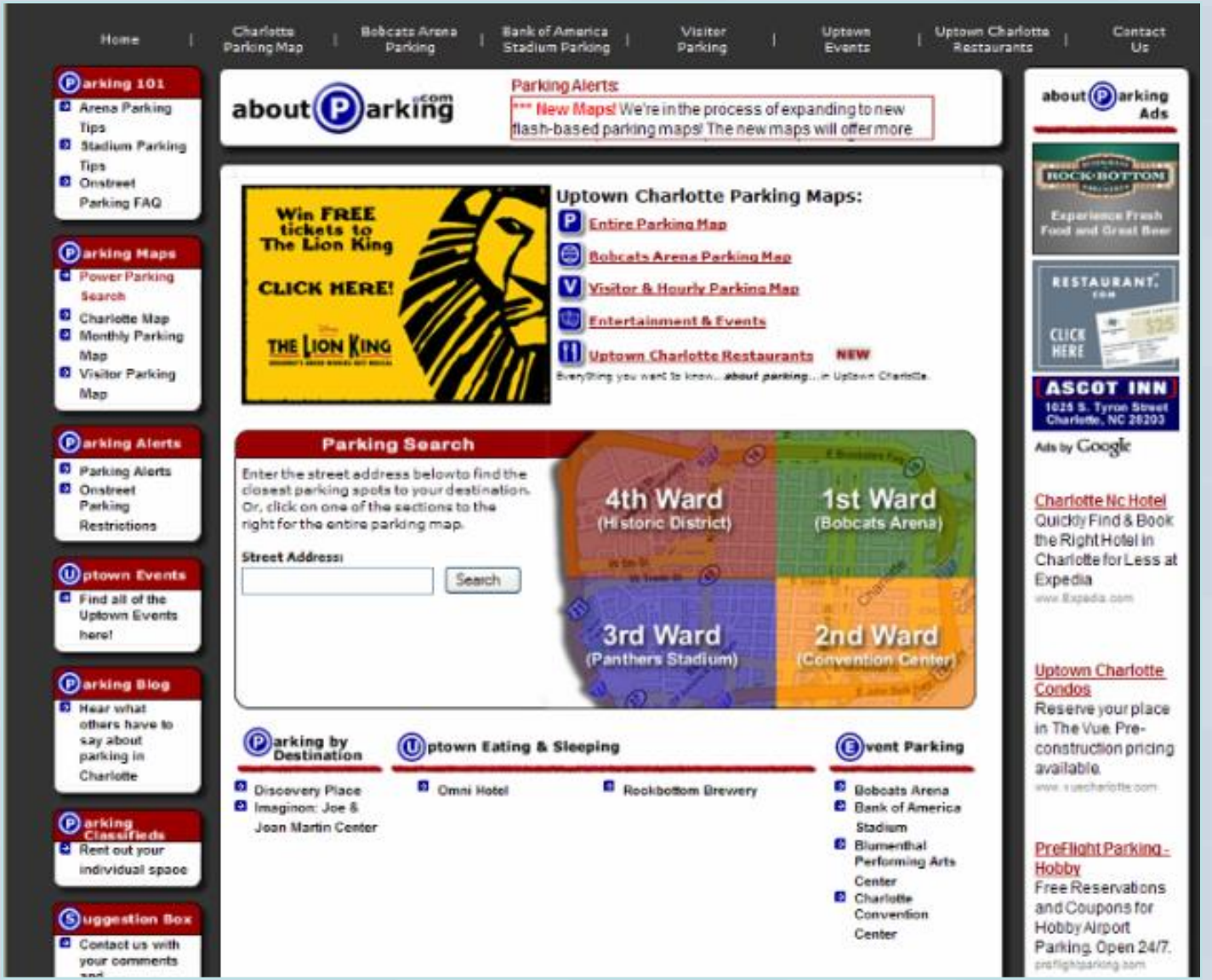
Sample Web–Based Communications Strategies



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Downtown Branding Strategies

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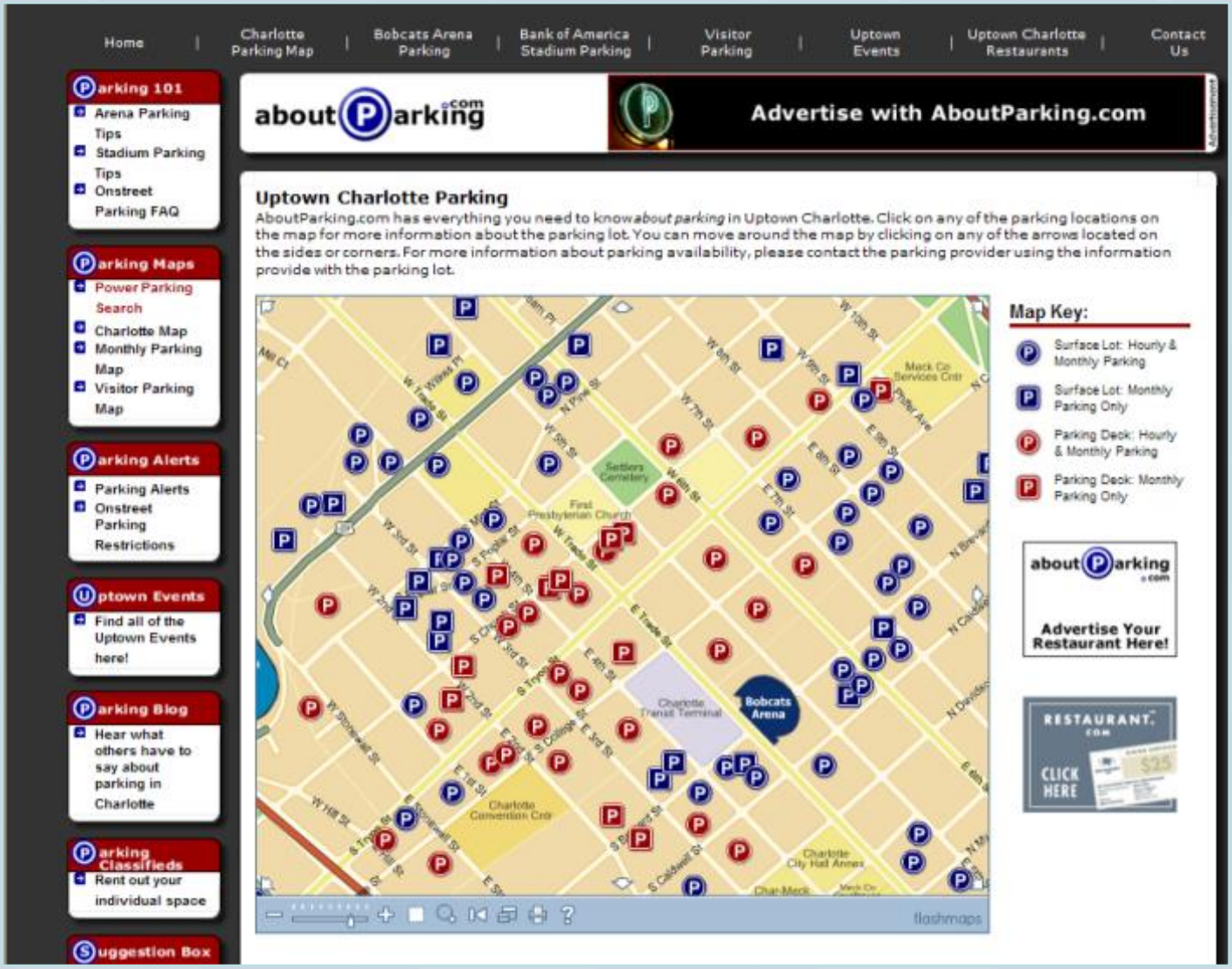
Best Practices

Sample Web–Based Communications Strategies



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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Sample Web–Based Communications Strategies

Uptown Charlotte Parking

AboutParking.com has everything you need to know *about parking* in Uptown Charlotte. Click on any of the parking locations on the map for more information about the parking lot. You can move around the map by clicking on any of the arrows located on the sides or corners. For more information about parking availability, please contact the parking provider using the information provide with the parking lot.

Map Key:

- Surface Lot: Hourly & Monthly Parking
- Surface Lot: Monthly Parking Only
- Parking Deck: Hourly & Monthly Parking
- Parking Deck: Monthly Parking Only

about Parking .com
Click Here for more Information

RESTAURANT.COM
$25 CERTIFICATES FOR ONLY $10

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Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Sample Web–Based Communications Strategies

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Map Key:

- Surface Lot: Hourly & Monthly Parking
- Surface Lot: Monthly Parking Only
- Parking Deck: Hourly & Monthly Parking
- Parking Deck: Monthly Parking Only

about Parking .com
Advertise Your Restaurant Here!

RESTAURANT.COM
$25 CERTIFICATES FOR ONLY $10

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Parking System Branding & Marketing

Best Practices

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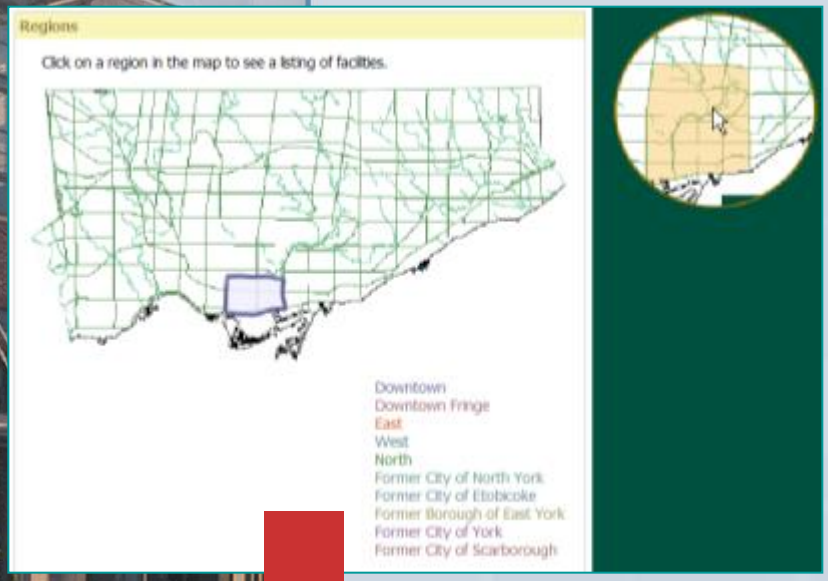
Ideas For Your Toolbox

Web-Based Parking Locators

Searchable Parking Locator map features on websites allow customers to zoom in on their areas of interest and get detailed parking location, contact info, maps, cost and sometimes parking availability information.



Visit www.greenP.com to see an example of this website feature.

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Best Practices

Quality Parking Maps

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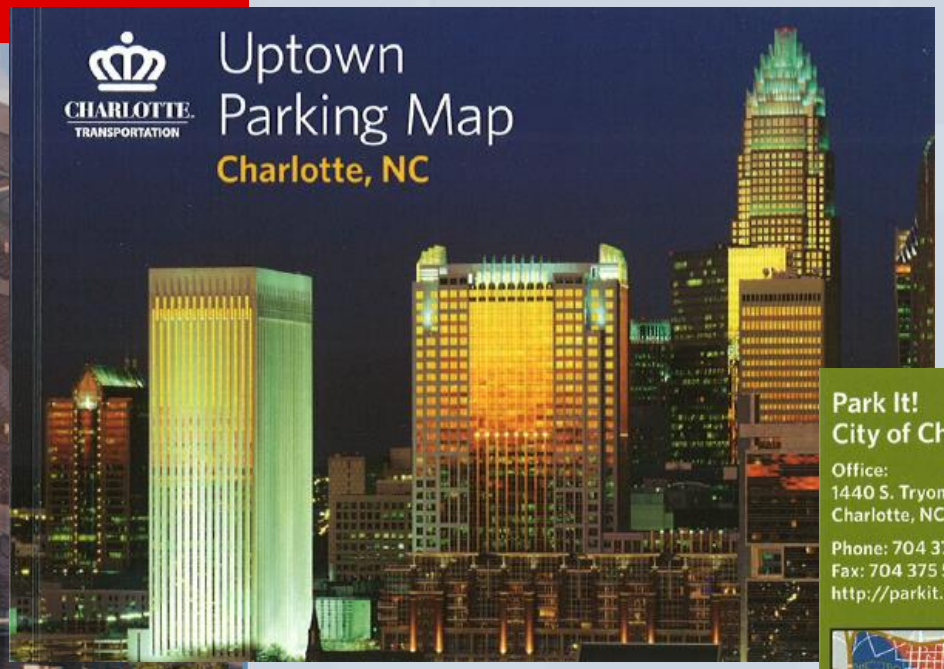
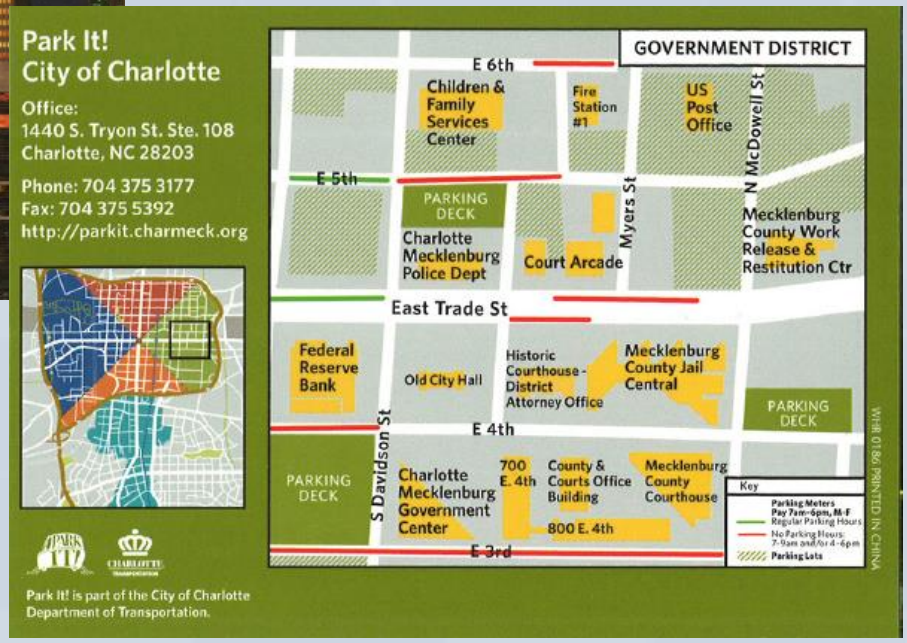
Best Practices

Parking System Maps





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Downtown Branding Strategies

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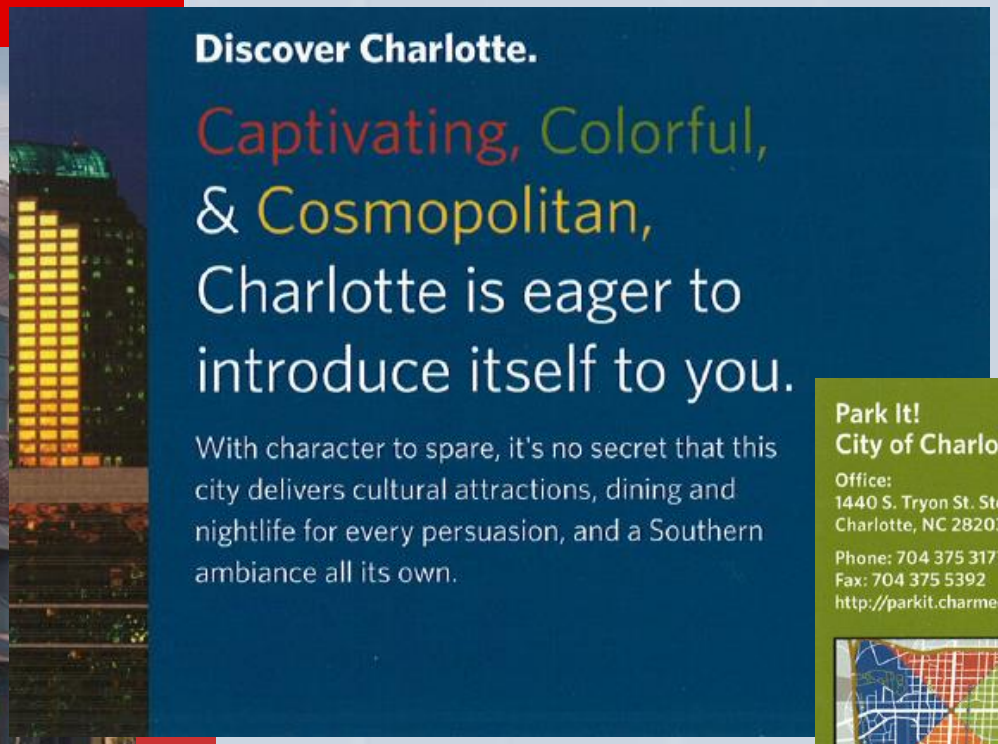
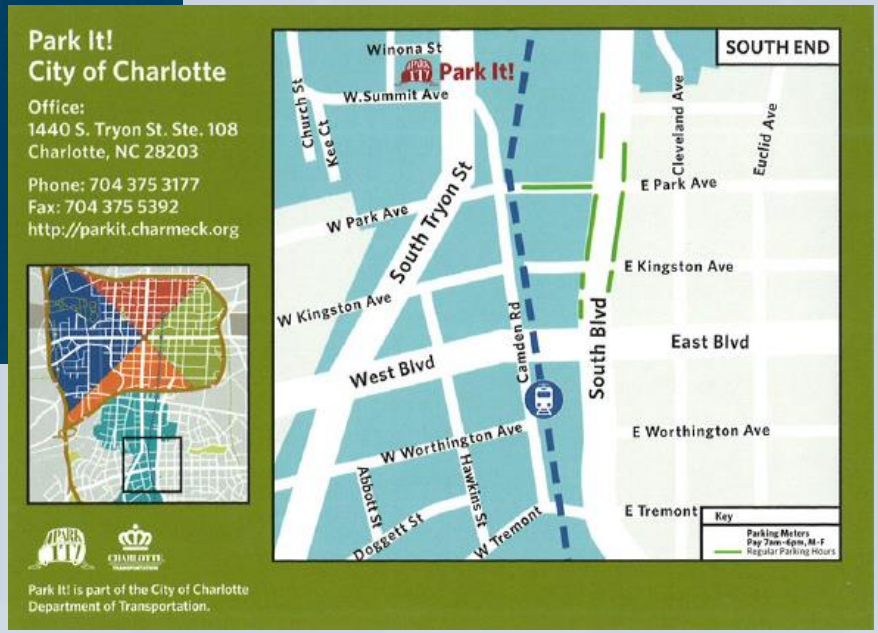
Best Practices



Parking System Maps Coordinated with Downtown Promotion



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Best Practices

Parking System Maps Linking Downtown and University Parking Resources

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Best Practices

Flash Based Mapping Programs

Flash based mapping programs provide the ability to map out walking routes from parking locations on campus to specific destinations and could also be translated to walking times.

- Visit www.wisc.edu to see an example of this technology application.
  - Click on the "Campus Map"
    - Ruler feature.

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Flash Based Mapping Programs

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Downtown Branding Strategies

Ideas For Your Toolbox

E-Newsletters

Even if you don't have your own parking "E-Newsletter (and why not?), see if you can tag a message onto other appropriate E-venues.

- Promote parking validations.
- Links to parking info/websites.
- Promote merchants that participate in validation programs.
- Promote parking availability.
- Promote alternative transportation options.

DOWNTOWN UPDATE

Hit the Bricks!

Downtown Boulder Business Improvement District — August 8, 2005

What's Cooking on the East End

Join us at our monthly Downtown Community Exchange and check out Coburn Development's newest projects.

When: Thursday, August 11, 2005, 5:30-7pm
Cost: FREE
Where Coburn Development--1811 Pearl Street (upstairs)
What Else: Great door prizes, updates on Downtown Boulder
RSVP: to Downtown Boulder info@dbi.org --303-449-3774 by August 9th--to ensure plenty of refreshments

Don't Miss These Events in Downtown Boulder!

August 5th-7th--Sidewalk Sales in Downtown Boulder. Take advantage of fabulous savings.

August 10th--Farmer's Market--4-8pm on 13th Street between Arapahoe and Canyon

August 13th & 14th--Asian Festival

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Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

VIP Services

Some parking systems have developed service programs through local vendors to provide "VIP" services for monthly customers. Examples of VIP services include: Vehicle Washing/Detailing, Oil Changes, Dry Cleaning, etc.

- The Downtown Toledo Parking Authority's VIP program directs customers to a specific area within their facilities and to a VIP Services Kiosk.
- A form is completed for the requested service and the vehicle keys are deposited in a security envelope.
- The requested service is completed while the customer is at work and the vehicle returned to the VIP area by a specified time.

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Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Complimentary Customer Services

ParkSmart Ambassador Arnold Theobolds finds the Segway to be very convenient for monitoring meters.

Customer Service Amenity Programs

- Free on-street parking at meters on weekends
- Free parking at meters between 11:00 a.m. and 2:00 p.m., and after 5:00 p.m. on weekdays
- Free lock service for lost or locked-in car keys
- Jump-start service for cars with dead batteries
- Escort service
- Package carrying service
- Downtown Toledo Location maps for customers
- Free candy at exit
- Lock de-icer
- Window washing (at scheduled locations)

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Parking System Branding & Marketing

Best Practices

Validation Program Promotions

- Many communities have parking validation programs that are only honored by a handful of merchants. Like everything else, these programs need to be promoted to extend their reach and success.

- The development of validation program promotions supports participating merchants, increases awareness of the program and educates patrons as to program specifics.
- The promotion noted below placed bookmarks on customers windshields and offered a chance to win a $150 Downtown Shopping Spree.

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Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

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Ideas For Your Toolbox

Valet Express Programs

- Call ahead service for Valet operations to reduce waiting times for vehicle retrieval.

- Preprinted cards handed out upon arrival with local phone number to call 10-minutes prior to departure.

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Best Practices

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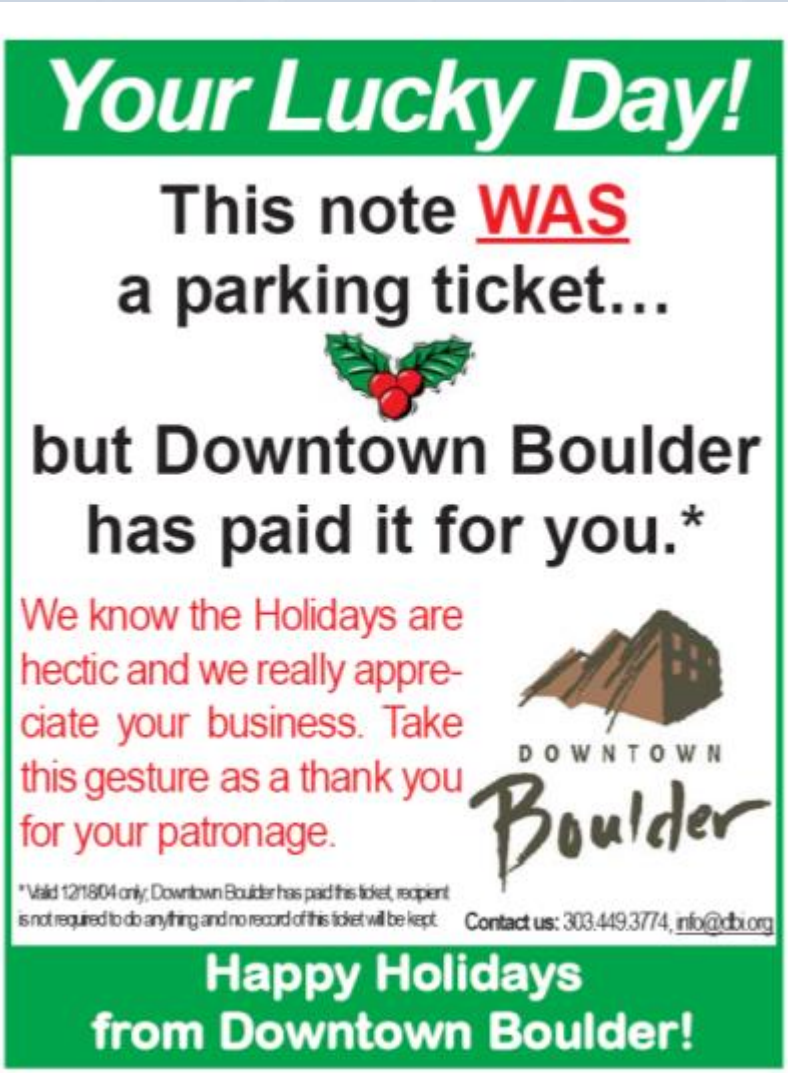
Holiday Parking Ticket Payment



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Parking System Branding & Marketing

Best Practices

Fight the Perception of "Lack of Parking"

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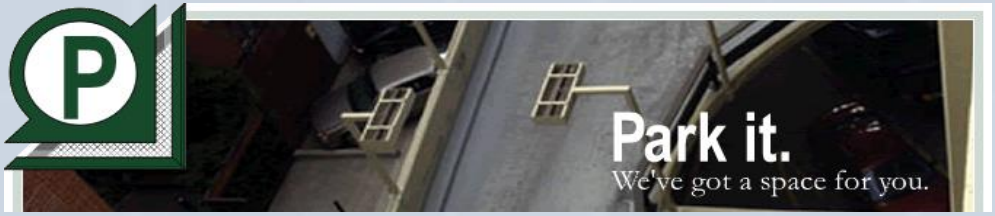
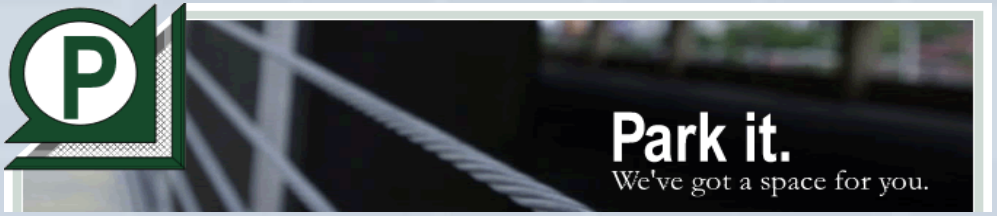
Best Practices

Ad Campaign Concept Development

The City of Lincoln and the Downtown Lincoln Association worked with the University of Nebraska – Lincoln staff and students to develop a parking marketing campaign.





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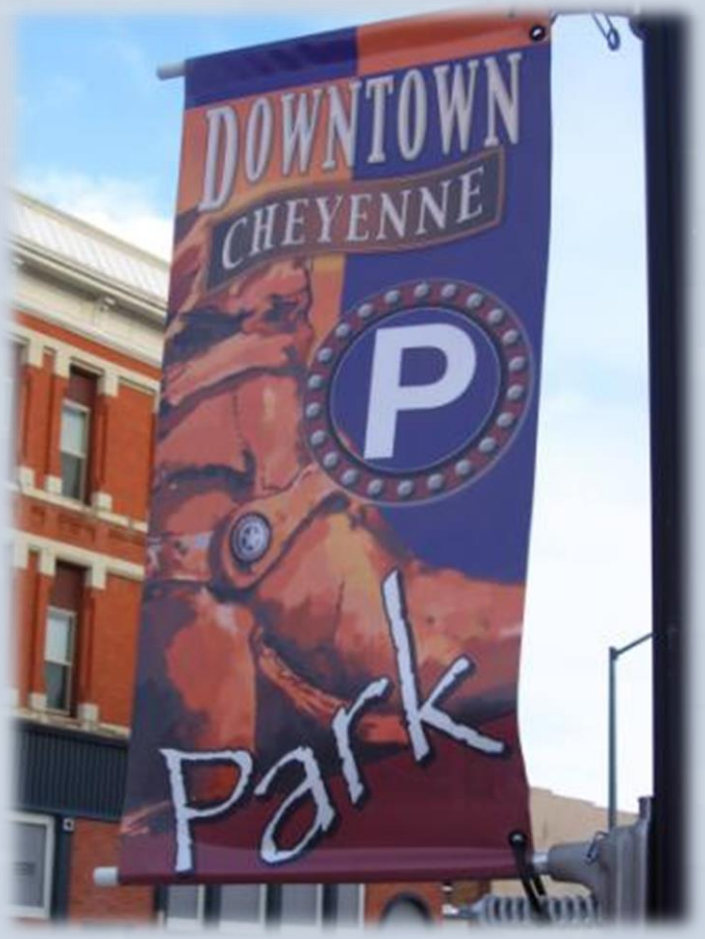

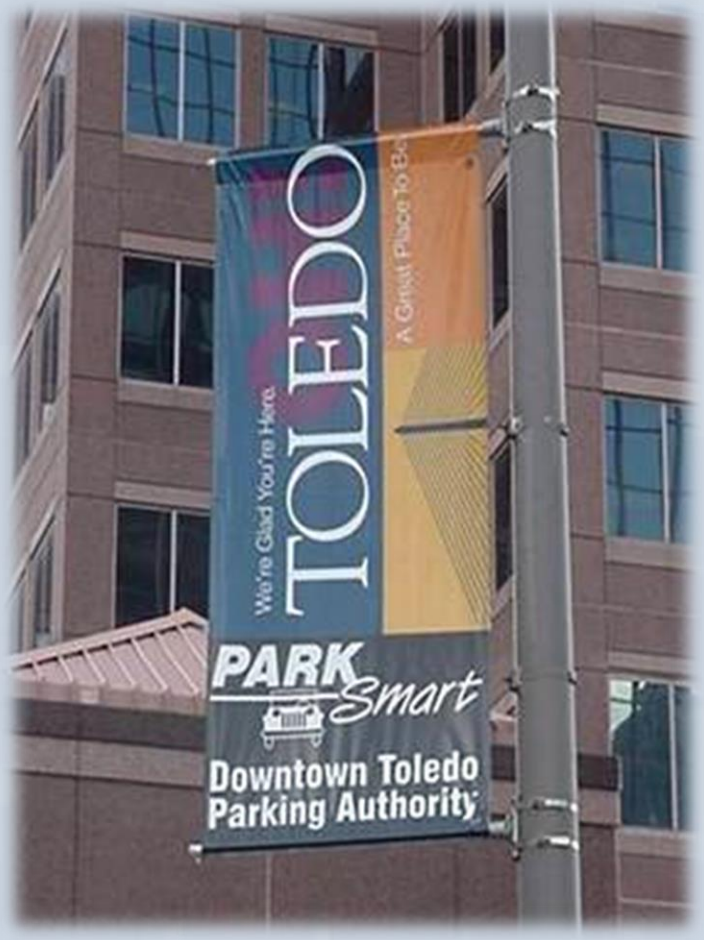

Parking Program Promotion
Co-Promotion with Other Agencies

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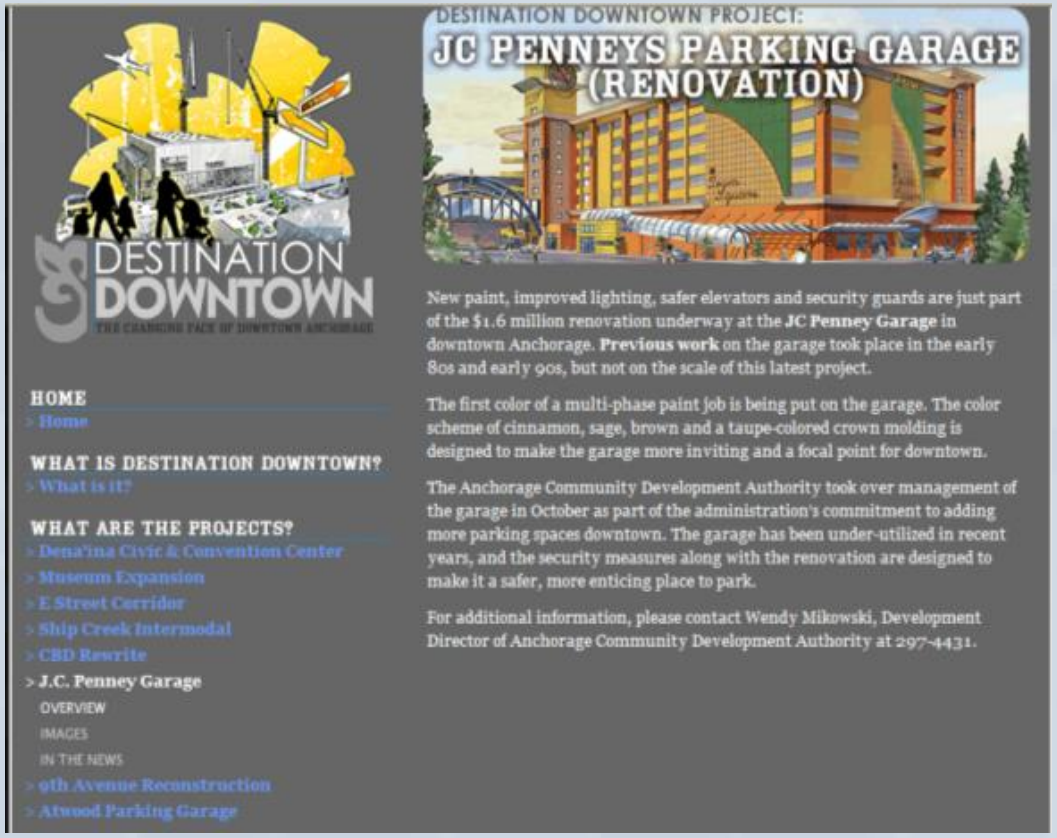
Best Practices

Celebrating Program Accomplishments



New paint, improved lighting, safer elevators and security guards are just part of the $1.6 million renovation recently completed at the JC Penney Garage in downtown Anchorage.

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Downtown Branding Strategies

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Celebrating Program Accomplishments

City of BOULDER Colorado

Home | City A - Z | Business | Resident | Visitor | Departments | Jobs | Go

Home ▸ Communication ▸ News Releases ▸ 2006 New Releases ▸ June 16, 2006 - City of Boulder's Parking

SHARE

- Communication
- News Releases
- Set the Record Straight
- Resources for the Media
- Events / Meetings
- Channel 8
- Newsletter

Address
Municipal Building
1777 Broadway
2nd Floor
Boulder, CO 80306
303-441-3090
303-441-4478 Fax

About Us

June 16, 2006 - City of Boulder's Parking Plus Program wins top international award

Contact(s):
Molly Winter, DUHMD/Parking Services, (303) 413-7300
Jodie Carroll, Media Relations, (303) 441-3155
www.bouldercolorado.gov

The City of Boulder's "Parking Plus" Program has won the 2006 Award for Excellence in Innovation in Parking Operations and Programs from the International Parking Institute. Boulder is the only Colorado award recipient this year.

The award is the highest recognition the institute bestows. The Parking Plus Program earned top honors among entries submitted by public agencies, jurisdictions, institutions, organizations and corporations in the United States and Canada, with parking programs/operations initiated since Jan. 1, 2003.

"The City of Boulder is pleased to receive this recognition because we value the important role parking plays in meeting the social and economic needs of our residents, businesses and visitors," said Molly Miller Winter, director of the Downtown and University Hill Management Division/Parking Services.

Award criteria included:

- productivity improvements and problem solving - a program that increases efficiency, improves productivity, relieves congestion and/or solves a problem;
- measured benefits - a program that demonstrates success in improved efficiency, safety and time and money savings;
- innovation/creativity - a program that is unique and creative in its approach to parking operations;
- adaptability by others - a model program other agencies can adapt easily to meet their needs.

Parking System Branding & Marketing

Best Practices

Downtown Branding Strategies

Ideas For Your Toolbox

Learns about options.

Use alternative transportation next time.

City of Austin, TX

Chooses to pay and park

Revenue for improvements in neighborhood.

Promote Transportation Alternative & Community Reinvestment

Kimley-Horn and Associates, Inc.

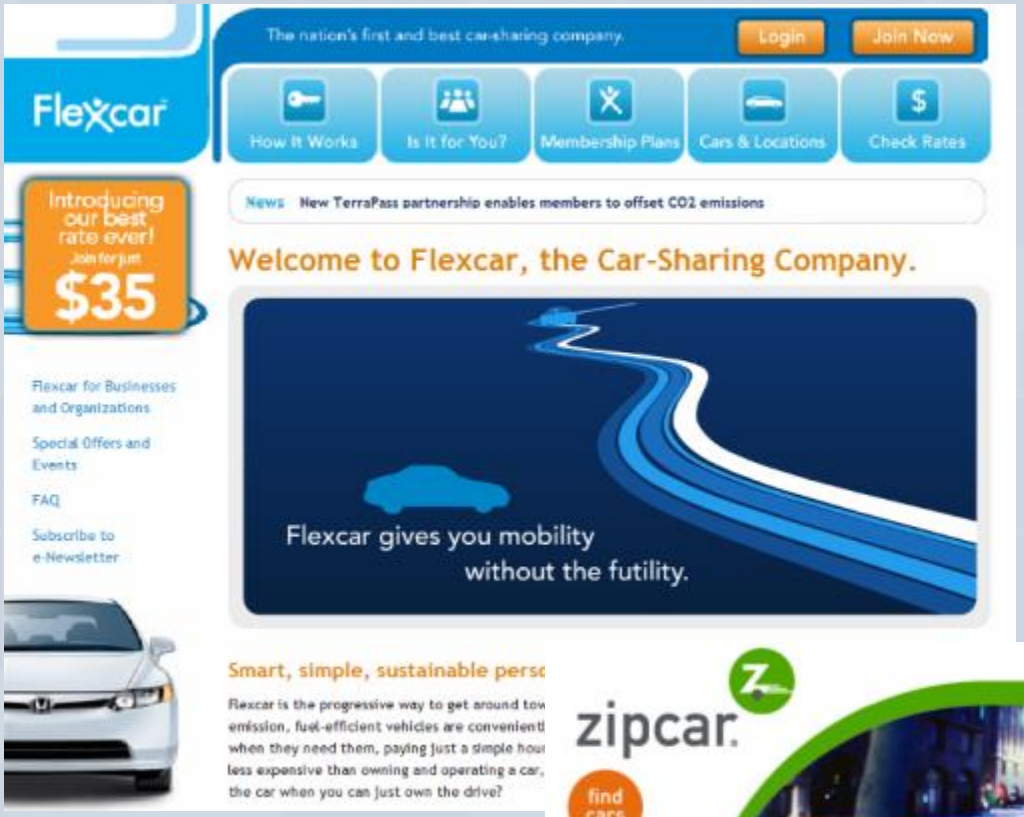
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System Branding & Marketing

Best Practices

Promoting Transportation Alternatives



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Continue To Be Creative!

Think Beyond The Parking Space!

This is just the beginning!!!

Discussion