

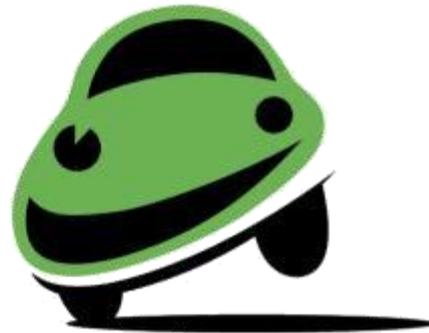
Parking System

Branding & Marketing

Best Practices

Strategies and Tools

For Your Toolbox



ParkiT™

Appendix N

City of Stockton, CA, Parking Operations Assessment

Presentation Overview

Parking System
Branding &
Marketing

Best Practices

- ❑ **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



What Can Be Gained?

Parking System
Branding &
Marketing

Best Practices

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



Perception of Parking

Parking System
Branding &
Marketing

Best Practices

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

Parking System
Branding &
Marketing

Best Practices

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



Park it.
We've got a space for you.

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



Developing Your Marketing Plan

Parking System
Branding &
Marketing

Best Practices

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



Introducing Parking Validation Downtown



Look for the P!

Visit These New Program Members

• 8th Street Salon	• Boulder School of Music	• Fion Flowers	• John Atencio Jewelers	• Perry's Shoe Shop
• Agri Cornell	• Cat-Man Do	• Fleet Feet Sports	• Juanita's	• Pharmaco
• Art Source Intl.	• Colorado Canines	• Fresh Produce	• Little Mountain	• Pampadours
• Bloemenhuis	• Costa Rican Conn.	• Frolic Shoes for Her	• Lolita's	• Rio Grande
• Body Balance	• CTX Mortgage	• Guaranty Bank	• Middlefish	• Rocky Mtn. Joe's
• Bookend Cafe	• DecorAsian	• Hello Mommy	• Millstone Evans	• Smith-Klein
• Borders Bookstore	• Eastern Acupuncture	• Heritage Bank	• MontBell	• Stars Clothing
• Boulder Army Store	• Elena Ciccone	• High Crimes Books	• Morning Star	• The Parlour
• Boulder Arts & Crafts	• En Vision	• Hurdle's Jewelry	• Paul Morrison Colours	• Tom's Tavern
• Boulder Bookstore	• Express Press	• Inlighten	• Pedestrian Shops	• Walnut Brewery
• Boulder Realty Brokers	• Feather Tiny Nest	• Jila Design	• Peppercorn	• Weekends

Win \$150 Downtown Boulder Shopping Spree

Visit www.boulderdowntown.com/parking.htm or stop by the information kiosk near 13th & Pearl to learn more about parking validation and to register for your chance to win.



www.boulderdowntown.com/park.htm

Developing Your Marketing Plan

Parking System
Branding &
Marketing

Best Practices

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



Developing Your Marketing Plan

Parking System
Branding &
Marketing

Best Practices

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



Developing Your Marketing Plan

Parking System
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Best Practices

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



Developing Your Marketing Plan

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Best Practices

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?



Developing Your Marketing Plan

Parking System
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Best Practices

Step One: Situation Analysis and Product Profile

Facility Characteristics

Physical Condition / Maintenance

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



Developing Your Marketing Plan

Parking System
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Best Practices

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



Developing Your Marketing Plan

Parking System
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Best Practices

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?



Developing Your Marketing Plan

Parking System
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Best Practices

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



Developing Your Marketing Plan

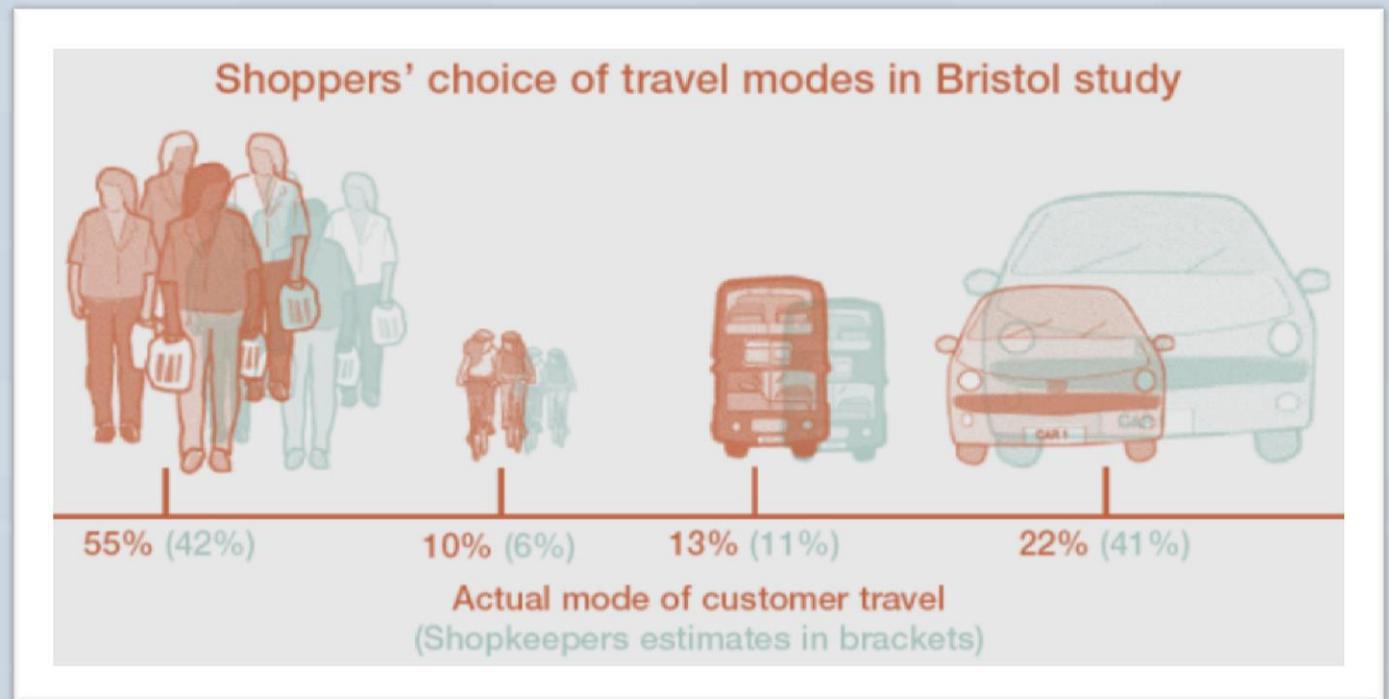
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Best Practices

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

- ❑ Perception vs. Reality



Developing Your Marketing Plan

Parking System
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Best Practices

Step One: Situation Analysis and Product Profile

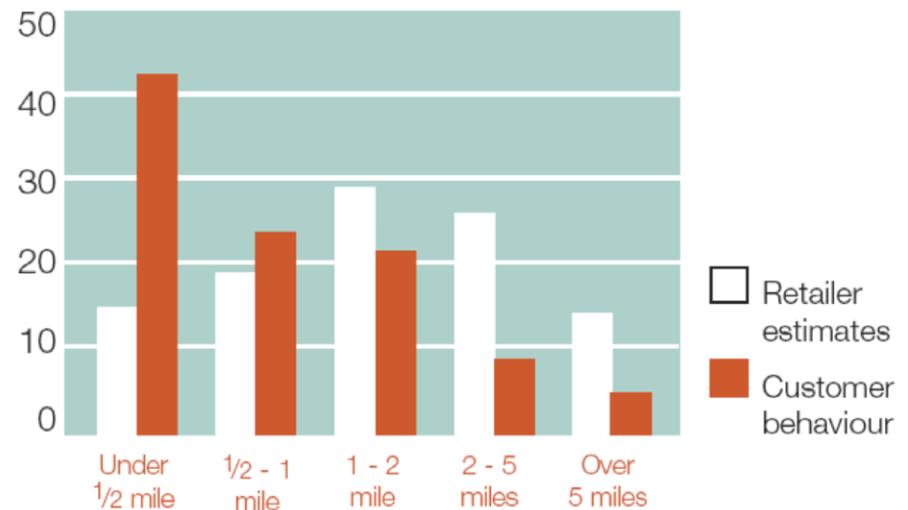
Understanding Customer Travel Patterns and Preferences

42% travelled under
 $\frac{1}{2}$ mile

86% travelled under
2 miles

Underestimated
local market by 2/3

Distance travelled to shops in Bristol study



Developing Your Marketing Plan

Parking System
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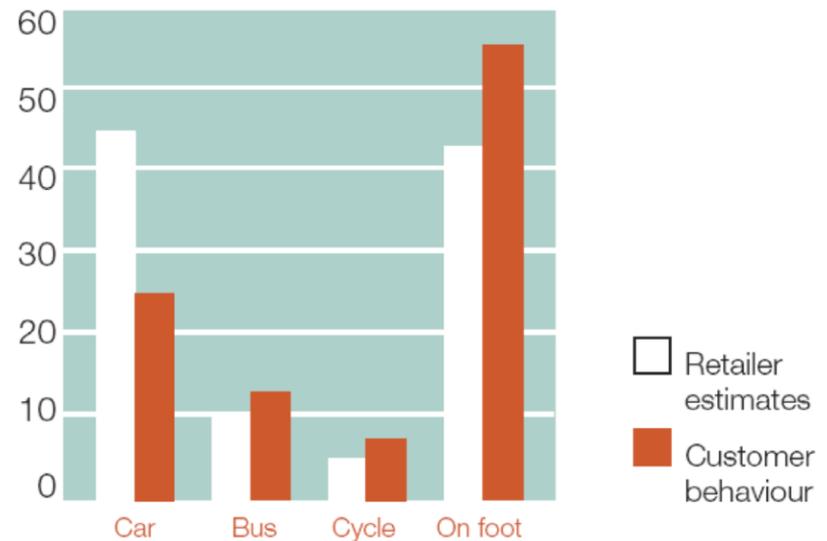
Best Practices

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

Overestimated
importance of
the car by 80%

How customers travel to Church Road, Bristol



Developing Your Marketing Plan

Parking System
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Marketing

Best Practices

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences



Developing Your Marketing Plan

Parking System
Branding &
Marketing

Best Practices

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



Developing Your Marketing Plan

Parking System
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Best Practices

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?



Developing Your Marketing Plan

Parking System
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Marketing

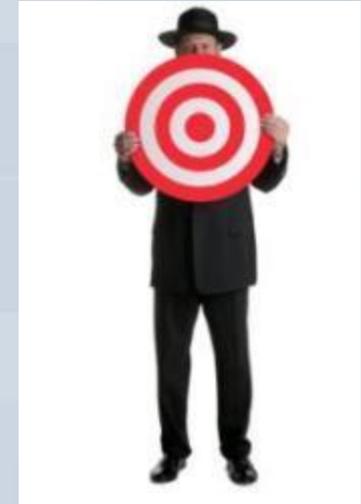
Best Practices

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



Developing Your Marketing Plan

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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

**Now Available
\$1/hr. Parking**

Affordable,
easy to find
parking

.....**Downtown!**



Developing Your Marketing Plan

Parking System
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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?



Developing Your Marketing Plan

Parking System
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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?



Developing Your Marketing Plan

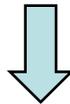
Parking System
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Marketing

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.

US Average



US High



\$1 --- \$2 --- \$3 --- \$4 --- \$5 --- \$6 --- \$7 --- \$8 --- \$9 --- \$10 --- \$11 --- \$12 --- \$13 --- \$14 --- \$15 --- \$16 --- \$17 --- \$18 --- \$19 --- \$20 --- \$21

\$ Per Parking Space Per Yr.

Developing Your Marketing Plan

Parking System
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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



Developing Your Marketing Plan

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

Developing Your Marketing Plan

Ideas For Your Toolbox

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



Parking System
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Best Practices



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices



Downtown Branding Strategies

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Parking System
Branding &
Marketing

Best Practices

Portland's Smart Park Branding and
New Technology Intro



PARK PAY DISPLAY

USING **SmartMeter** IS AS EASY AS 1-2-3!

1 INSERT COIN

2 PUSH BLUE BUTTON TO ADD TIME

3 PUSH GREEN BUTTON TO PRINT RECEIPT

DISPLAY THE RECEIPT IN YOUR CURBSIDE CAR WINDOW

© 2010 Metro

SmartMeter Receipts

- SmartMeter prints a receipt that must be placed in your car window.
- Detach the smaller portion of the receipt and take it with you as a reminder of when your parking time expires.
- On the back of the receipt is a removable sticky label. Simply peel this off and re-position it on the sticky side can be attached to the inside of your curbside car window.
- Make sure the expiration time is facing out.

FORGET HOW MUCH TIME IS LEFT ON THE METER? SmartMeter receipts show the expiration time on both portions.

STILL HAVE TIME LEFT? SmartMeter receipts allow you to move your car to another parking space as long as you don't exceed the posted time limit in the new space.

NEED TO SHOW PROOF OF PAYMENT? The receipt eliminates any questions about when you paid for parking, and can also be used as expense reports.



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices



Toledo's Park Smart Program



SPECIAL V.I.P. SERVICES
for ParkSmart Reserved Customers

Port Lawrence, Superior and Visalia garages

As a ParkSmart Reserved parking customer, you are entitled to V.I.P. extras that make using our Premium Auto Services easier and more convenient.

1. Park in your Reserved space as you normally do.
2. Follow the directional signs to the kiosk in your garage. Open the kiosk drawer, select a vendor, complete a service form, keep the yellow copy. Place the form and your key into a ParkSmart Security Envelope, deposit the envelope into the Dropbox.
3. Your vehicle will be serviced while you work and your key will be delivered to your office before you go home.

It's that easy! Be sure to watch for **monthly specials** at the entrance of your garage!

ParkSmart puts more between the tires than just space.™

PARK Smart
419-242-7515
www.parksmart.org



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
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Best Practices

Parking Positioning Taglines

The Toronto Parking Authority
Making History • 1952-2004 and Beyond



Parking Without A Care.
Green P Parking Is Everywhere.



Toronto Parking Authority

Downtown Branding Strategies

Ideas For Your Toolbox

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Branding &
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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 secu-

rity 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 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, thieves 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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Ideas For Your Toolbox

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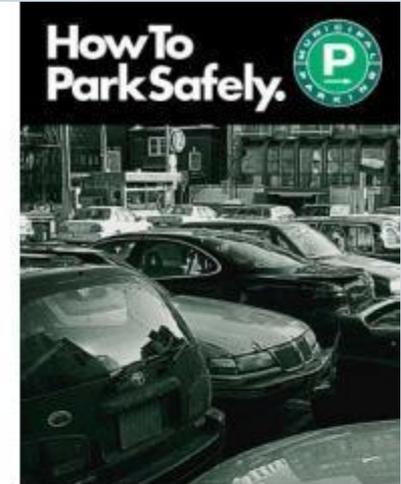
Best Practices

Parking Educational Materials



Parking Without A Care.
Green P Parkings Everywhere.

Compliments of the Toronto Parking Authority



Safety In Numbers.
43 Things You Never Knew
About Parking Safety.
(And A Few You Did.)



Parking Without A Care.
Green P Parkings Everywhere.



Toronto Parking Authority

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Card Features

Monthly Card:

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

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.

Discount Card:

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

Card Features-continued

Value Card:

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.

Flexible Payment Instructions

The Convenient Way to Pay!

No more line-ups at exit

VISA **MasterCard**

CREDIT CARDS

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

New Technology Introduction



Toronto Parking Authority

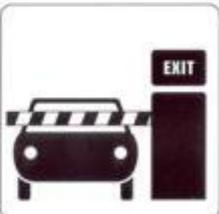
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

New Technology Introduction

AutoExpress™ Cards & Credit Cards	Regular Ticket	
<p>1. </p> <p>At Entry, insert card for validation. Enter and park.</p>	<p>1. </p> <p>Obtain ticket at gate to enter and park. Keep your ticket! It is required for payment.</p>	<p>3. </p> <p>On returning to garage: Pay and validate ticket at AutoExpress; then return to your car.</p>
<p>2. </p> <p>At Exit, insert card to obtain receipt (credit cards only) and to lift gate.</p>	<p>2. </p> <p>Before leaving garage: If departure time is known, prepay at AutoExpress™, or...</p>	<p>4. </p> <p>Drive to Exit. Insert validated ticket to raise gate and exit.</p>



Toronto Parking Authority

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

New Technology Introduction

E-TICKET EXPRESS

**Introducing Ticketless Parking!
An E-Ticket for your car!**

Republic Parking is proud to introduce the easiest way to pay when you park. Simply use the **E-TICKET EXPRESS**.

Insert your credit card upon entering the parking facilities. When you are ready to exit insert the same credit card in the exit reader. The fee is automatically calculated, a receipt issued and the gate is opened. There is no faster, easier way to go!

VISA MasterCard DISCOVER American Express

Pay-on-Foot Parking!

With the "Pay-on-Foot" system take a ticket when entering the parking facility and upon return simply pay for the time you have used, at the automated pay station in the Airport Terminal. The machine will accept cash and credit cards. The pay station validates the parking ticket to be used as an exit pass. Insert the exit pass in the exit reader and the gate will open.

PAY ON FOOT

1 Insert credit card, gate will open

2 Park

3 Insert same credit card to exit.

1 Push Button Take Ticket

2 Park

3 Pay in Terminal.

4 Insert Exit Pass

Republic Parking –
E-Ticket Express

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

New Technology Introduction

Process Is Important !

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



DOWNTOWN BOULDER PARKING NEWS

Vol. 1, Issue 3 | www.BoulderDowntown.com | September 2012

Dear Downtown Parking User,
On August 23rd, Parking Services began installing and operating new "pay and display" parking pay stations to replace aging parking meters in Downtown Boulder. All the new machines should be installed by the end of September. This newsletter outlines what you need to know about the new system. Thank you for taking time to educate yourself about this convenient new technology.
Sincerely,
Gerard Cole, Downtown Boulder

New Parking Info
Does your car have to pay? Most 2nd Hours you have to pay: 8AM-9PM
Rate you have to pay: \$1.25/hour

Bike Parking
In addition to the existing 1100 bike rack spaces, the City of Boulder will be adding 150 new bike racks to old meter poles.

Lost on the street?
City Meter-Operators wearing white T-shirts feature "Ask me about Park, Pay and Display" will be out and about helping new users with the pay stations.

FAQ
Frequently Asked Questions
Q: Will I be able to purchase less than an hour of parking on the pay station?
A: Yes, the pay stations will accept tokens, coins and quarters to purchase less than an hour.
Q: Will meter keys still work?
A: The new pay stations will not accept the meter's keys, but the City intends to make buttons on the keys to a permanent "Emergency Call".
Q: How will I find the pay station?
A: Look for "Park and Pay" directional signs at the end of each block with arrows pointing toward the pay station. Above each pay station, a "Pay to Park" sign points to the pay station.

Using the Pay Station is as easy as 1, 2, 3...

1 PAY
Coins & Tokens or Credit Card
No Change Given
1 Hour Minimum
Press silver buttons for time

2 PRINT
Press green button to print receipt

3 DISPLAY
Place receipt face up on passenger side dash

For more information, visit www.BoulderDowntown.com
City Parking Garages are FREE on Saturdays & Sundays

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices



New Technology Introduction

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

New Technology Introduction Pay-On-Foot Systems

Effective Signage



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Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

New Technology Introduction Pay & Display Systems



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Ideas For Your Toolbox

Parking System
Branding &
Marketing

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.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices



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: ...”



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Radio Ads



Toronto Parking Authority



Downtown Branding Strategies

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

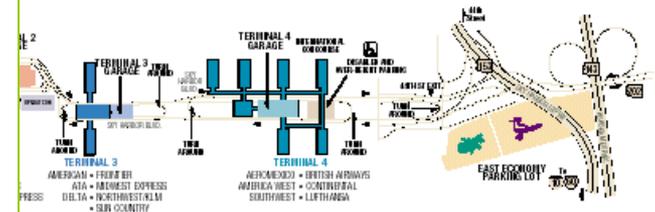


Phoenix Sky Harbor
INTERNATIONAL AIRPORT

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

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.

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.

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.

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 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.

Downtown Branding Strategies

Ideas For Your Toolbox

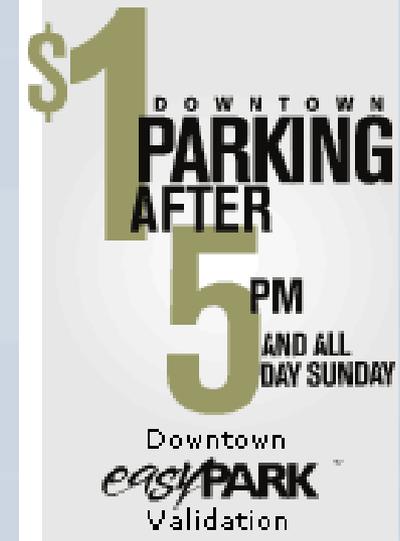
Parking System
Branding &
Marketing

Best Practices

Parking System Special Promotions



Now Available
\$1/hr. Parking



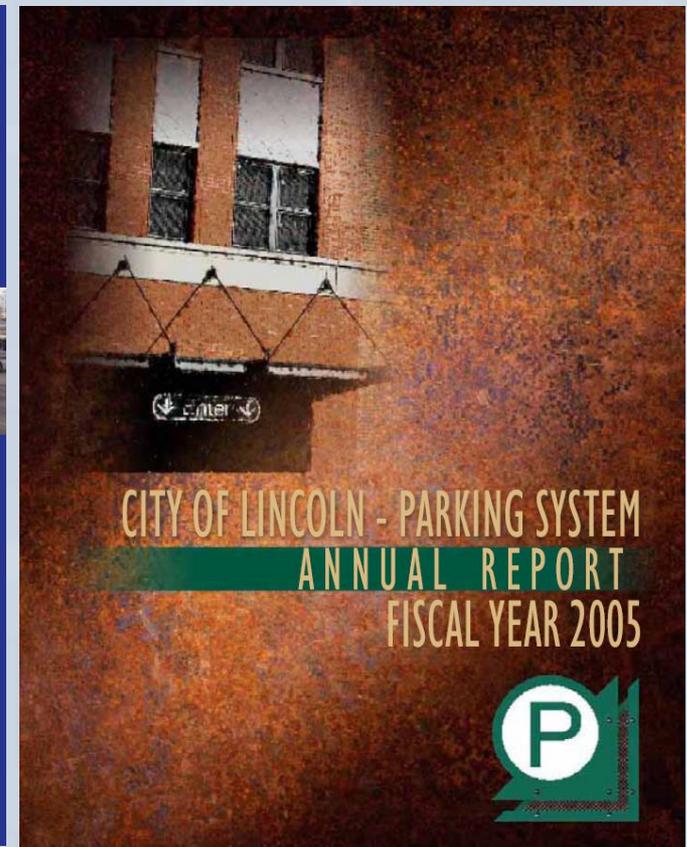
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Annual Parking Reports
to Promote Parking System Accomplishments



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Annual Parking Reports to Promote Parking System Accomplishments



Annual Report Fiscal Year 2006-2007

Parking & Transportation Services
University of Colorado at Boulder

Parking & Transportation Services

mission The University of Colorado's Parking & Transportation Services is committed to providing safe, efficient, and convenient parking and transportation services for the University community. We strive to be a leader in providing high-quality service to our customers.

vision The University of Colorado's Parking & Transportation Services will be a leader in providing high-quality service to our customers. We will be a leader in providing high-quality service to our customers.

Contents

- Financial Highlights
- Projects and Initiatives
- Sustainability
- Business Operations
- Recognition and Awards

Financial Highlights

Financial performance summary with charts and data.

Field Operations

Summary of field operations and performance metrics.

Category	2006-2007	2005-2006
Revenue	\$1,200,000	\$1,100,000
Expenses	\$800,000	\$750,000
Net Income	\$400,000	\$350,000

Projects and Initiatives

Summary of key projects and initiatives, including 'Slow down please' and 'Parking Management Authority'.

Sustainability

Summary of sustainability efforts and programs.

Transportation Services

Summary of transportation services and performance metrics.

Category	2006-2007	2005-2006
Revenue	\$1,500,000	\$1,400,000
Expenses	\$1,000,000	\$950,000
Net Income	\$500,000	\$450,000

Business Operations

Summary of business operations and performance metrics.

Recognition and Awards

Summary of awards and recognition received.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Parking System Logos



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Parking System Signage



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Parking Meter Angels



Thanks
for your business!

We saw that your meter was close to expiring. The Downtown Boulder Business Community appreciates your patronage so we gave you an extra 15 minutes. We hope it helped!



boulderdowntown.com
info@dbi.org

Free parking every Saturday & Sunday in the Downtown city parking garages.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Meter Promotions

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



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

❑ **“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.



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

“Howdy Partner”

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



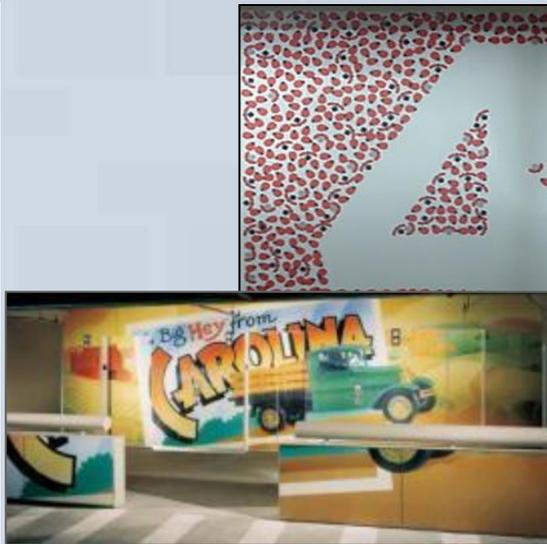
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Incorporating Art &
Interior Parking
Environment Improvements



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Incorporating Art &
Interior Parking
Environment Improvements



O'HARE PARKING		
FLOOR REMINDER SYSTEM!		
LEVEL	TEAM/SPORT	ADVICE
6	WOLVES	Nature's Loneliness Don't Panic
5	BULLS	Good Luck! Don't Panic
4	BLACK HAWKS	Blue, Green for Stinky Don't Panic
3	WHITE SOX	No No No No All For Goodbye Don't Panic
2	BEARS	Don't Panic Chicago Bears Don't Panic
1	CHICAGO CUBS	Just Go Out to Get Backstage Don't Panic



Downtown Branding Strategies

Ideas For Your Toolbox

Sample Web-Based Communications Strategies

Parking System
Branding &
Marketing

Best Practices



The screenshot shows the goDCgo.com website. At the top left is the logo with three stars and the text "goDCgo.com Straight to the Point". At the top right are links for "Contact Us", "FAQs", and "Tell A Friend". A navigation menu on the left includes "Getting There", "Special Events & Attractions", "Delivery Vehicles & Tour Buses", and "Helpful Links". A "Find It Fast!" section features an interactive map and a "START NOW!" button. A "News & Alerts" section lists items like "Metrorail, Metrobus Alerts", "Next Bus Arrivals", "DC Area Street Closures", "DDOT's Traffic Camera", and "Traffic.com". A "Fourth of July Festivities!" section includes a date "July 4th, 2007", a celebratory message about the National Mall, and a "Click Here" link for event information. A "Tell Me More..." section contains a welcome message and a description of the site's features. A photograph of fireworks is shown in the bottom right corner.

[Contact Us](#) | [FAQs](#) | [Tell A Friend](#)

goDCgo.com
Straight to the Point

Getting There

Special Events & Attractions

Delivery Vehicles & Tour Buses

Helpful Links

Find It Fast!

Use the [Interactive Map](#) to find the best way to get to your destination.

[START NOW!](#)

ALERTS: There are no alerts at this time.

News & Alerts

- [Metrorail, Metrobus Alerts](#)
- [Next Bus Arrivals](#)
- [DC Area Street Closures](#)
- [DDOT's Traffic Camera](#)
- [Traffic.com](#)

Tell Me More...

Welcome to goDCgo.com... a web tool with all the transportation information you need to make getting around greater Downtown DC easy. The site includes information on parking, transit, bicycling, carsharing, and more. Cool features include an interactive map, as well as tons of useful links.

Straight to the Point

Fourth of July Festivities!

July 4th, 2007

Celebrate on the National Mall!
What better way to celebrate our Independence Day than in the Nation's Capital? This all-day event includes entertainment such as DC's Independence Day Parade, a live concert by the National Symphony Orchestra, cultural festivities at the Smithsonian Folklife Festival, and of course...Fireworks!

But don't let the crowds get you down. Visit the [Interactive Map](#) to find the best way to get straight to the National Mall!

[Click Here](#) for event information.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Sample Web-Based Communications Strategies



goDCgo.com Straight to the Point Print X

Find It Fast ?

A Location A: Placename or Address

Select Placename
Select

Enter Exact Address (i.e. 1600 Pennsylvania Ave)

B Location B: Placename or Address

Select Placename
Select

Enter Exact Address (i.e. 1600 Pennsylvania Ave)

Find
Clear

Turn On/Off Layers ?

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

Selected Layer Information

Legend **Zoom/Pan** ?

← → + - ?

Downtown Branding Strategies Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Sample Web-Based Communications Strategies

goDCgo.com Straight to the Point

Print X

Find It Fast

A Location A: Placename or Address

Select Placename

Select

Enter Exact Address (i.e. 1600 Pennsylvania Ave)

B Location B: Placename or Address

Select Placename

Select

Enter Exact Address (i.e. 1600 Pennsylvania Ave)

Find

Clear

Turn On/Off Layers

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

Parking

(Map: rollover/click on a "P" icon for garage/lot information)

Almost all parking facilities in downtown are operated by private companies. Hours and rates may vary.

[View map of park and ride lots outside the downtown area](#)

Central Parking
1225 I St NW
click for facility info

Legend

- P** Car Parking Facilities (various companies)

Zoom/Pan

Downtown Branding Strategies

Ideas For Your Toolbox

Sample Web-Based Communications Strategies

Parking System
Branding &
Marketing

Best Practice

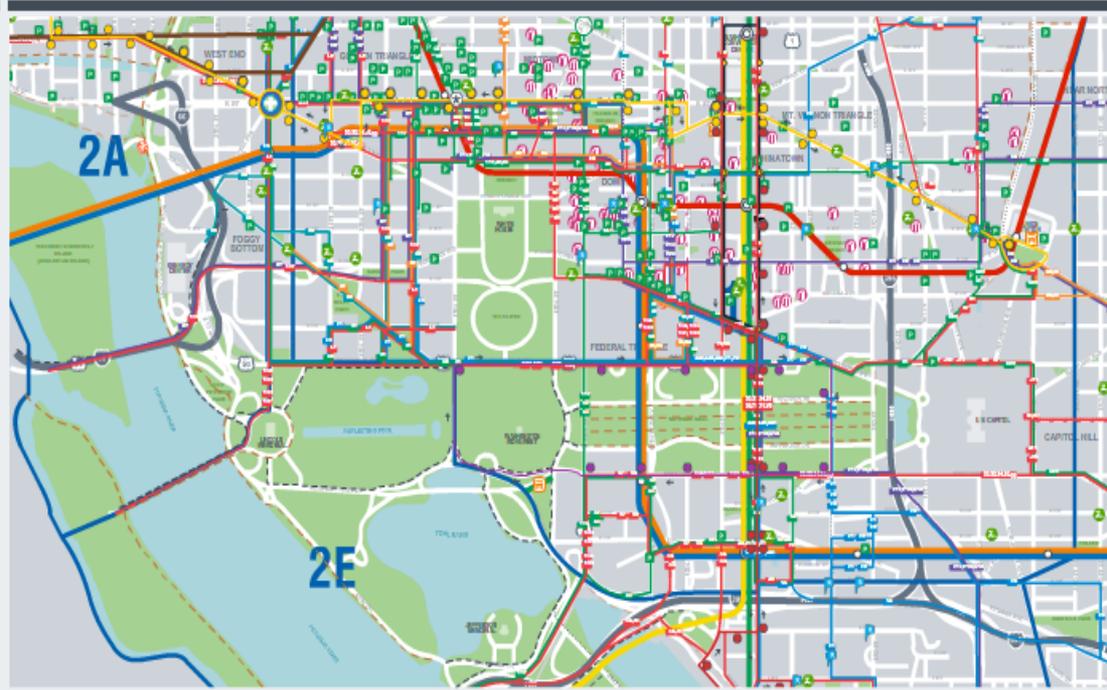


Turn On/Off Layers	
<input type="radio"/> Bicycle Routes, Lanes, & Trails	legend/info
<input type="radio"/> DC Circulator & The Blue Bus	legend/info
<input type="radio"/> Metrorail	legend/info
<input type="radio"/> Metrobus	legend/info
<input type="radio"/> Taxicab Fare Zones	legend/info
<input type="radio"/> Special Events	legend/info
<input type="radio"/> Parking	legend/info
<input type="radio"/> 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



Downtown Branding Strategies

Ideas For Your Toolbox

Sample Web-Based Communications Strategies

Parking System
Branding &
Marketing

Best Practices



COPPER SQUARE
DOWNTOWN PHOENIX



Interactive Map

WELCOME

Get around the map with the move and zoom buttons, or click and drag the map with your mouse.

Use the Legend tab below to display restaurants, parking, construction, ATM's and more.

Click any map icon for information.

LEGEND					
OPTIONS		Attractions	Restaurants	DASH Route Day	ASU Campus
Hide All Show All		Major Buildings	Parking	DASH Route Night	CONSTRUCTION
<input type="button" value="Metro Phoenix"/>		Building Names	ATMs	DASH Stop Day	Road Closure
<input type="button" value="HELP"/>	<input type="button" value="PRINT"/>	Mail Drops	Urban Living	DASH Stop Night	Lane Closures

Downtown Branding Strategies

Ideas For Your Toolbox

Sample Web-Based Communications Strategies

Parking System
Branding &
Marketing

Best Practices



LEGEND					
Attractions	Restaurants	DASH Route Day	ASU Campus	CONSTRUCTION	
Major Buildings	Parking	DASH Route Night	Road Closure		
Building Names	ATMs	DASH Stop Day	Lane Closures		
Mail Drops	Urban Living	DASH Stop Night			

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Sample Web-
Based
Communications
Strategies

The screenshot displays the aboutParking.com website. At the top, there is a navigation bar with links: Home, Charlotte Parking Map, Bobcats Arena Parking, Bank of America Stadium Parking, Visitor Parking, Uptown Events, Uptown Charlotte Restaurants, and Contact Us. The main content area is divided into several sections:

- Left Sidebar:** A vertical menu with icons and text for: Parking 101 (Arena Parking Tips, Stadium Parking Tips, Onstreet Parking FAQ), Parking Maps (Power Parking Search, Charlotte Map, Monthly Parking Map, Visitor Parking Map), Parking Alerts (Parking Alerts, Onstreet Parking Restrictions), Uptown Events (Find all of the Uptown Events here!), Parking Blog (Hear what others have to say about parking in Charlotte), Parking Classfields (Rent out your individual space), and Suggestion Box (Contact us with your comments).
- Header:** The aboutParking.com logo and a "Parking Alerts" box with a "New Maps!" announcement.
- Uptown Charlotte Parking Maps:** A section with a yellow banner for "Win FREE tickets to The Lion King" and a "CLICK HERE!" button. Below it are links for: Entire Parking Map, Bobcats Arena Parking Map, Visitor & Hourly Parking Map, Entertainment & Events, and Uptown Charlotte Restaurants (marked as NEW).
- Parking Search:** A section with a "Parking Search" heading, a text input field for "Street Address", and a "Search" button. To the right is a map of downtown Charlotte divided into four colored wards: 4th Ward (Historic District), 1st Ward (Bobcats Arena), 3rd Ward (Panthers Stadium), and 2nd Ward (Convention Center).
- Bottom Section:** Three columns of "Parking by Destination", "Uptown Eating & Sleeping", and "Event Parking".
- Right Sidebar:** Promotional banners for "about Parking Ads" (Rock Bottom Brewery), "RESTAURANT.COM" (Click Here), "ASCOT INN" (1025 S. Tryon Street, Charlotte, NC 28203), "Charlotte Nc Hotel" (Quickly Find & Book the Right Hotel in Charlotte for Less at Expedia), "Uptown Charlotte Condos" (Reserve your place in The Vue), and "PreFlight Parking - Hobby" (Free Reservations and Coupons for Hobby Airport Parking).

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Sample Web-
Based
Communications
Strategies

The screenshot displays the AboutParking.com website interface. At the top, there is a navigation menu with links for Home, Charlotte Parking Map, Bobcats Arena Parking, Bank of America Stadium Parking, Visitor Parking, Uptown Events, Uptown Charlotte Restaurants, and Contact Us. Below the navigation is a header with the AboutParking.com logo and an advertisement for "Advertise with AboutParking.com".

The main content area is titled "Uptown Charlotte Parking" and includes a descriptive paragraph: "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."

The central feature is a map of Uptown Charlotte with various parking locations marked by icons. A "Map Key" on the right side of the map explains the icons:

- Blue P icon: Surface Lot: Hourly & Monthly Parking
- Blue P icon: Surface Lot: Monthly Parking Only
- Red P icon: Parking Deck: Hourly & Monthly Parking
- Red P icon: Parking Deck: Monthly Parking Only

Below the map key are two advertisements: "about Parking .com Advertise Your Restaurant Here!" and "RESTAURANT.COM CLICK HERE".

On the left side of the website, there are several vertical navigation menus:

- Parking 101**: Arena Parking Tips, Stadium Parking Tips, Onstreet Parking FAQ
- Parking Maps**: Power Parking Search, Charlotte Map, Monthly Parking Map, Visitor Parking Map
- Parking Alerts**: Parking Alerts, Onstreet Parking Restrictions
- Uptown Events**: Find all of the Uptown Events here!
- Parking Blog**: Hear what others have to say about parking in Charlotte
- Parking Classifieds**: Rent out your individual space
- Suggestion Box**

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.

Bank of America Corp. #642

General Information

Address: 100 N. College
Phone: 704-331-0055

Payment Type: creditcard

Prices

Hourly: \$2 first 1/2 hour then \$1 each
Monthly: \$120 *

Weekday Max: \$15 *
Weekend Max: \$5 *

Parking Entrances & Exits

Entrance: Enter from Trade or 5th
Exit Street: Trade or 5th

Facility Type

Type of Facility: Parking Deck
Monthly/Daily: Hourly & Monthly Parking

Special Notes

Event parking rate is variable. Bank of America

*NOTE: Prices are subject to change.

Map Key:

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

**Advertise Your
Restaurant Here!**

**\$25 CERTIFICATES
FOR ONLY \$10**

Downtown Branding Strategies

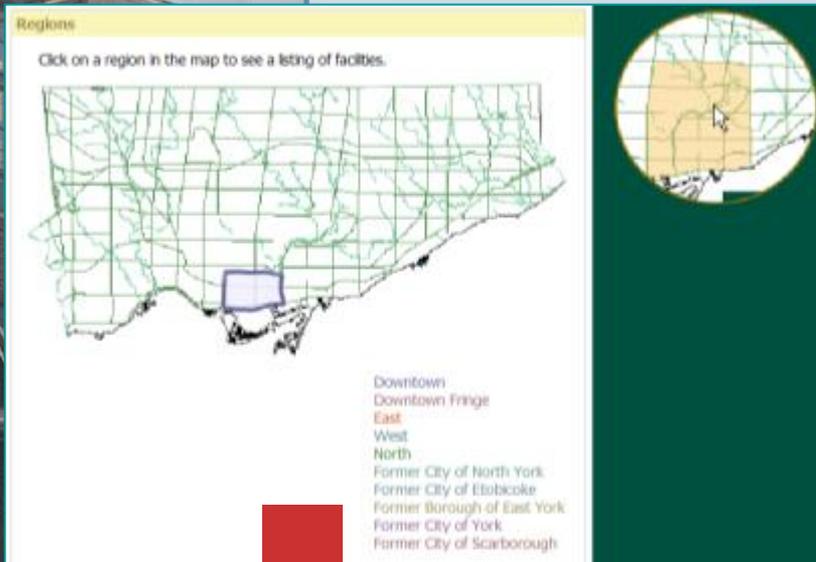
Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

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.

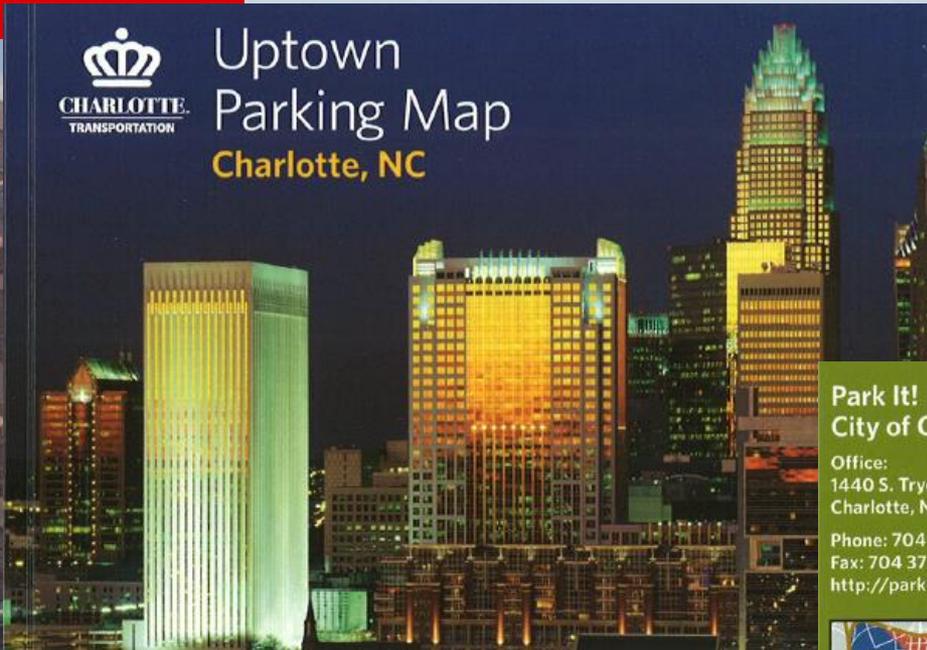
Downtown Branding Strategies

Ideas For Your Toolbox

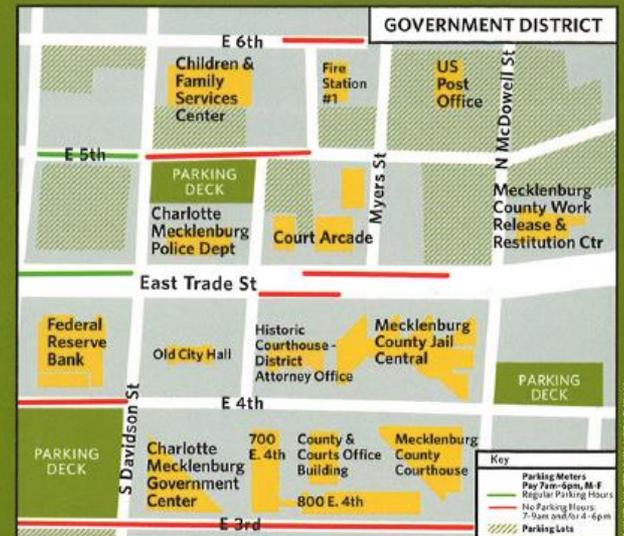
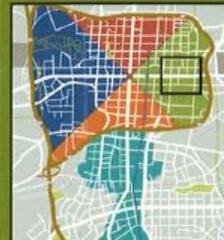
Parking System
Branding &
Marketing

Best Practices

Parking System Maps



Park It!
City of Charlotte
Office:
1440 S. Tryon St. Ste. 108
Charlotte, NC 28203
Phone: 704 375 3177
Fax: 704 375 5392
<http://parkit.charmeck.org>



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Discover Charlotte.

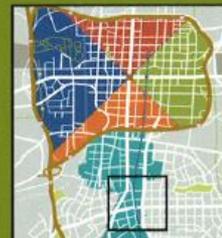
Captivating, Colorful,
& Cosmopolitan,
Charlotte is eager to
introduce itself to you.

With character to spare, it's no secret that this city delivers cultural attractions, dining and nightlife for every persuasion, and a Southern ambiance all its own.

Parking System Maps
Coordinated with
Downtown Promotion

Park It!
City of Charlotte

Office:
1440 S. Tryon St. Ste. 108
Charlotte, NC 28203
Phone: 704 375 3177
Fax: 704 375 5392
<http://parkit.charmeck.org>




Park It! is part of the City of Charlotte
Department of Transportation.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Parking System
Maps
Linking Downtown
and University
Parking Resources



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

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.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Flash Based Mapping Programs



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.

Parking System
Branding &
Marketing

Best Practices

DOWNTOWN Boulder **DOWNTOWN UPDATE**
Hit the Bricks!

Downtown Boulder Business Improvement District August 1, 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@dtbi.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

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.

Parking System
Branding &
Marketing

Best Practices



- 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.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Complimentary
Customer Services



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)



Downtown Branding Strategies

Ideas For Your Toolbox

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.

Introducing Parking Validation Downtown



Look for the P!

Visit These New Program Members

- | | | | | |
|--------------------------|---------------------------|------------------------|-------------------------|---------------------|
| • 8th Street Salon | • Boulder School of Music | • Fiori Flowers | • John Atencio Jewelers | • Perry's Shoe Shop |
| • April Cornell | • Cat-Man Do | • Fleet Feet Sports | • Juanita's | • Pharmacia |
| • Art Source Intl. | • Colorado Canines | • Fresh Produce | • Little Mountain | • Pompadours |
| • Bloemenhaus | • Costa Rican Conn. | • Frolic Shoes for Her | • Lolita's | • Rio Grande |
| • Body Balance | • CTX Mortgage | • Guaranty Bank | • Middlefish | • Rocky Mtn. Joe's |
| • Bookend Cafe | • DeorAsian | • Hello Mommy | • Millstone Evans | • Smith-Klein |
| • Borders Bookstore | • Eastern Acupuncture | • Heritage Bank | • MontBell | • Stars Clothing |
| • Boulder Army Store | • Elena Ciccione | • High Crimes Books | • Morning Star | • The Parlour |
| • Boulder Arts & Crafts | • En Vision | • Hurslie's Jewelry | • Paul Morrison Colours | • Tom's Tavern |
| • Boulder Bookstore | • Express Press | • Inlighten | • Pedestrian Shops | • Walnut Brewery |
| • Boulder Realty Brokers | • Feather Thy Nest | • Jila Design | • Peppercorn | • Weekends |

Win \$150 Downtown Boulder Shopping Spree

Visit www.boulderdowntown.com/parking.htm or stop by the information kiosk near 13th & Pearl to learn more about parking validation and to register for your chance to win.



www.boulderdowntown.com/park.htm

- 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.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

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.

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Holiday Parking
Ticket Payment



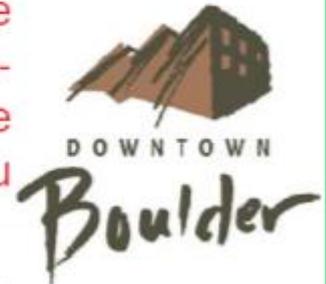
Your Lucky Day!

This note **WAS**
a parking ticket...



but Downtown Boulder
has paid it for you.*

We know the Holidays are
hectic and we really appreciate
your business. Take
this gesture as a thank you
for your patronage.



*Valid 12/18/04 only; Downtown Boulder has paid this ticket, recipient is not required to do anything and no record of this ticket will be kept.

Contact us: 303.449.3774, info@dbi.org

**Happy Holidays
from Downtown Boulder!**

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Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Fight the
Perception of
“Lack of Parking”

Plenty of Parking Downtown

* Know the Numbers *

34%

...more Downtown spaces with opening of 10th & Walnut (St. Julien)

3,778

...City parking spaces in Downtown Boulder

93

...merchants that reimburse their customers' parking (Look for the green P!)

2,209

...FREE covered Downtown parking spaces on Saturday & Sunday

Park for Free on Sat. & Sun.
in City Parking Structures

City Garages	Spaces
10th & Walnut (St. Julien)	556
11th & Walnut (Randolph)	273
14th & Walnut (RTD)	302
11th & Spruce	392
15th & Pearl	686

Total **2,209**

For more parking information visit
boulderdowntown.com

For more holiday information visit
boulderdowntown.com



Downtown Branding Strategies

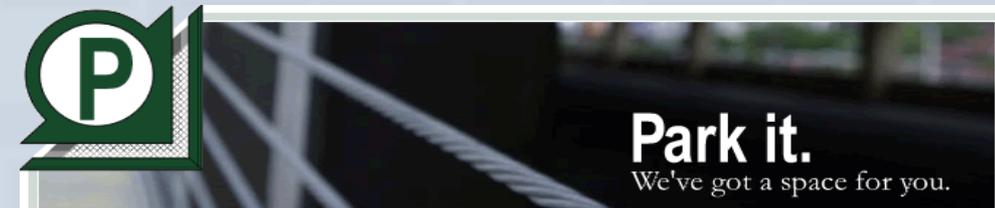
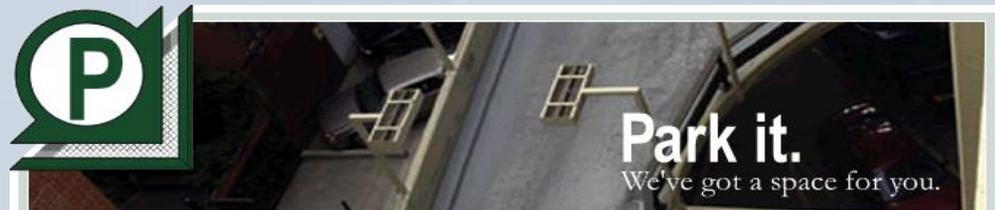
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Parking System
Branding &
Marketing

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.



Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices



**Parking Program Promotion
Co-Promotion with Other Agencies**

Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Celebrating Program Accomplishments



DESTINATION DOWNTOWN
THE CHANGING FACE OF DOWNTOWN ANCHORAGE

HOME
> Home

WHAT IS DESTINATION DOWNTOWN?
> What is it?

WHAT ARE THE PROJECTS?
> Denaina Civic & Convention Center
> Museum Expansion
> E Street Corridor
> Ship Creek Intermodal
> CBD Rewrite
> J.C. Penney Garage

OVERVIEW
IMAGES
IN THE NEWS
> 9th Avenue Reconstruction
> Atwood Parking Garage

**DESTINATION DOWNTOWN PROJECT:
JC PENNEYS PARKING GARAGE
(RENOVATION)**

New paint, improved lighting, safer elevators and security guards are just part of the \$1.6 million renovation underway at the JC Penney Garage in downtown Anchorage. Previous work on the garage took place in the early 80s and early 90s, but not on the scale of this latest project.

The first color of a multi-phase paint job is being put on the garage. The color scheme of cinnamon, sage, brown and a taupe-colored crown molding is designed to make the garage more inviting and a focal point for downtown.

The Anchorage Community Development Authority took over management of the garage in October as part of the administration's commitment to adding more parking spaces downtown. The garage has been under-utilized in recent years, and the security measures along with the renovation are designed to make it a safer, more enticing place to park.

For additional information, please contact Wendy Mikowski, Development Director of Anchorage Community Development Authority at 297-4431.

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.

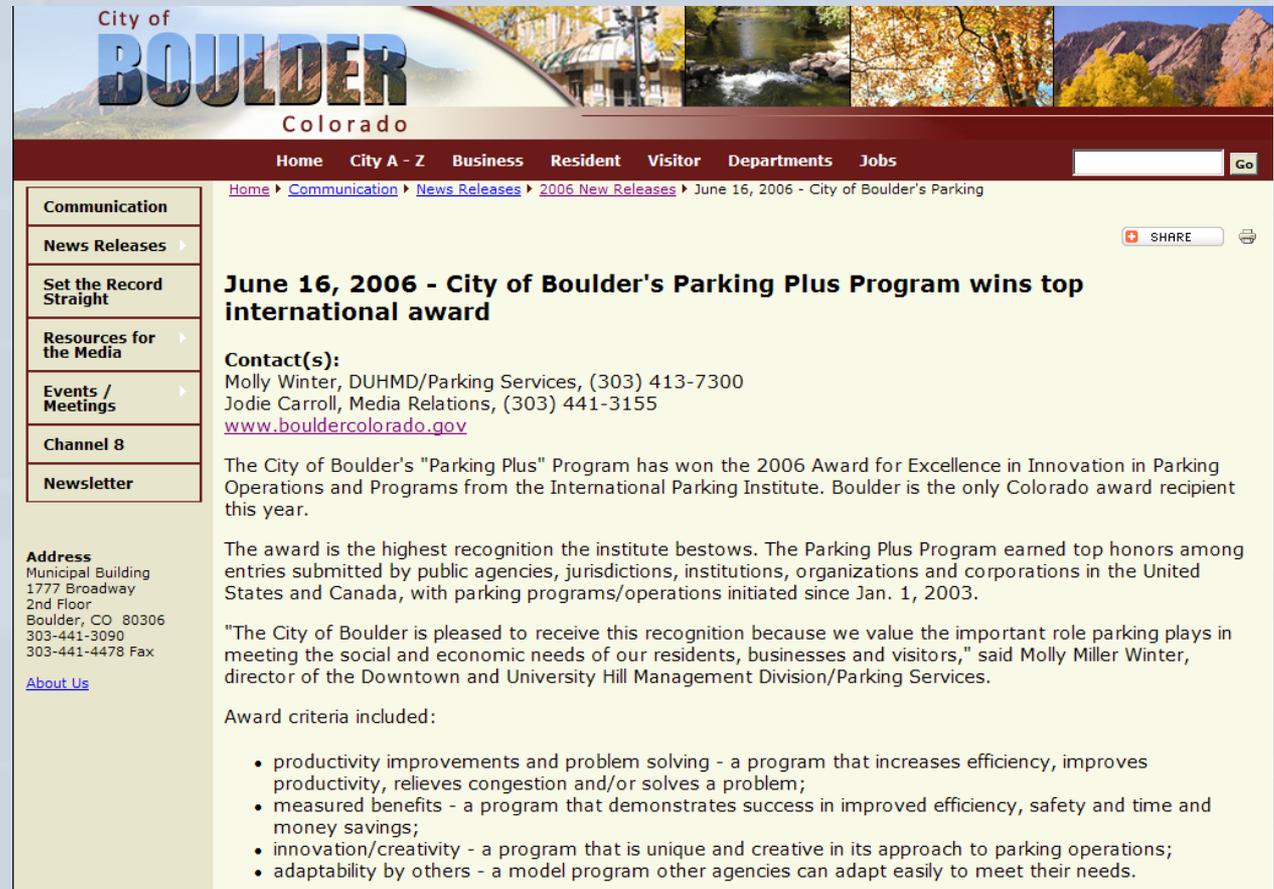
Downtown Branding Strategies

Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Celebrating Program
Accomplishments



The screenshot shows a news release from the City of Boulder website. The header features the City of Boulder logo and navigation links. The main content area highlights a news release from June 16, 2006, regarding the City of Boulder's Parking Plus Program winning a top international award. The page includes contact information for Molly Winter and Jodie Carroll, a detailed description of the award, and a list of award criteria.

City of
BOULDER
Colorado

Home City A - Z Business Resident Visitor Departments Jobs

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

Communication

News Releases

Set the Record Straight

Resources for the Media

Events / Meetings

Channel 8

Newsletter

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.

Address
Municipal Building
1777 Broadway
2nd Floor
Boulder, CO 80306
303-441-3090
303-441-4478 Fax
[About Us](#)

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Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

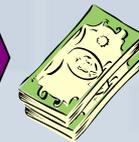


Learns about
options.

Use alternative
transportation
next time.

City of Austin, TX

Chooses to
pay and park



Revenue for
improvements in
neighborhood.

**Promote Transportation Alternative &
Community Reinvestment**

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Ideas For Your Toolbox

Parking System
Branding &
Marketing

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The nation's first and best car-sharing company. [Login](#) [Join Now](#)

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News: New TerraPass partnership enables members to offset CO2 emissions

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Promoting
Transportation
Alternatives



Smart, simple, sustainable persc

Flexcar is the progressive way to get around town emission, fuel-efficient vehicles are convenient when they need them, paying just a simple hour less expensive than owning and operating a car, the car when you can just own the drive?

Zipcar and Flexcar to merge! [Read press release.](#)

zipcar.

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Ideas For Your Toolbox

Parking System
Branding &
Marketing

Best Practices

Continue To Be Creative!

Think Beyond The Parking Space!

This is just the beginning!!!



Parking System
Branding &
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Best Practices



Thank You!

Discussion