Parking System Branding & Marketing

Best Practices

Strategies and Tools For Your Toolbox

Appendix N
City of Stockton, CA, Parking Operations Assessment
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
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

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?
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
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
Introducing Parking Validation Downtown

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
Developing Your Marketing Plan

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
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

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

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

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)?
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

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

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

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

- Perception vs. Reality

Shoppers’ choice of travel modes in Bristol study

- 55% (42%) - Actual mode of customer travel (Shopkeepers estimates in brackets)
- 10% (6%)
- 13% (11%)
- 22% (41%)
Developing Your Marketing Plan

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

Distance travelled to shops in Bristol study

- Under ½ mile
- ½ - 1 mile
- 1 - 2 mile
- 2 - 5 miles
- Over 5 miles

Retailer estimates vs. Customer behaviour
Developing Your Marketing Plan

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Retailer estimates</th>
<th>Customer behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>40</td>
<td>20</td>
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<tr>
<td>Bus</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Cycle</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>On foot</td>
<td>10</td>
<td>50</td>
</tr>
</tbody>
</table>
Developing Your Marketing Plan

Step One: Situation Analysis and Product Profile

Understanding Customer Travel Patterns and Preferences

Who visits most shops?
Number of businesses visited by mode of travel

![Bar chart showing visits by mode of travel](chart.png)
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

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?
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
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
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?
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?
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.
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
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.
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ParkiT™

ParkiTempe

ParkiTempe
480 894 1800

ParkiT™

ParkiTempe

Kimley-Horn and Associates, Inc.
Downtown Branding Strategies
Ideas For Your Toolbox

Portland’s Smart Park Branding and New Technology Intro
Downtown Branding Strategies
Ideas For Your Toolbox

Toledo’s Park Smart Program

Cash Key

PARK Smart

Special V.I.P. Services for ParkSmart Reserved Customers

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

Port Lawrence, Superior and Vincula garages

Cash Key
Parking System
Branding &
Marketing

Best Practices

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Parking Positioning Taglines

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

Toronto Parking Authority

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Parking Educational Materials

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How To Park Safely

Parking Educational Materials

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

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New Technology Introduction

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New Technology Introduction

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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.

1. Push Button Take Ticket
2. Park
3. Pay in Terminal
4. Insert Exit Pass

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.

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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New Technology Introduction
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Ideas For Your Toolbox

New Technology Introduction
Pay-On-Foot Systems

Effective Signage
Downtown Branding Strategies
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New Technology Introduction
Pay & Display Systems
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.
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: ...”
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Radio Ads

Toronto Parking Authority
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Parking System
Branding & Marketing
Best Practices

Hot Tips! Pocket Pointers

Pick up a map 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. New items are not allowed on board the aircraft or in storage. Report any unattended package or luggage to airport personnel.

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

Place any bottles, cans or sharp objects into your checked baggage only.

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

Packages and gifts should be wrapped to get through security.

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

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 parking ticket or find the nearest information booth inside the terminal and the agent will call it for you. ACE will also assist with unimprinted, locked keys and flat tires.

Contact us!
Parking Info: (602) 273-4545, 4546 or 4547

Airport Info: (602) 273-3300

Radio: 3610 AM

3400 Sky Harbor Blvd, Phoenix, AZ 85034

www.skyharbor.com

Special accommodations/alternate format materials (large print, braille, audio tape or brochure) are available upon request. Call 602-434-3663, ADA (T) 1-800-366-8110.

Phoenix Sky Harbor
INTERNATIONAL AIRPORT

Parking Pocket Pal

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 color shuttle bus on your return.

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

Baggage Claim: If you stay with your vehicle at the airport, please park near the baggage claim.

Cars are for Active Pickups & Drop-offs Only: Please stay with your vehicle at all times while loading or unloading. Outside airport staff are there for your safety and security. Please cooperate with them as they follow federal government guidelines.

Tips & Friendly Tips: If you have something, contact the active on the airport, when 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/Southwest of Airport

Downtown Phoenix • West Phoenix
Take I-10 west to 7th Street north.

North Central Phoenix
Take 1-10 west to 43rd St.

Glendale • Peoria • Sun City West
Take 1-10 west to 43rd Street.

Directions to Areas North of Airport

North Phoenix • Scottsdale • Pinnacle Peak
Take I-17 1/2 mile to 5th Street south to the I-202.

Flagstaff
Take I-10 east to I-17 north.

Directions to Areas East/Southeast of Airport

Gilbert • Mesa • Tempe
Take Sky Harbor Blvd east to 1-200 south to I-17.

Chandler • Tempe
Take Sky Harbor Blvd east to 1-200 south to University Drive to Tempe/Phoenix Expressway 202 south to 1-10 east.
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Ideas For Your Toolbox

Parking System Special Promotions

- First Hour Public Parking Garage Free!
- Downtown Parking After 5 PM and All Sunday
- Affordable, easy to find parking.....Downtown!
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Annual Parking Reports
to Promote Parking System Accomplishments
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Annual Parking Reports
to Promote Parking System Accomplishments
Downtown Branding Strategies

Ideas For Your Toolbox

“Fast-Fact” Categories

- 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

- 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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Parking System Logos

- Downtown Branding Strategies
- Ideas For Your Toolbox
- Parking System Logos

[Images of various parking system logos]
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Ideas For Your Toolbox

Parking System Signage
Downtown Branding Strategies
Ideas For Your Toolbox

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!

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

boulderdowntown.com
info@dbi.org
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Meter Promotions

- Use meters to promote:
  - Downtown Attractions
  - Events
  - Special Programs
  - Transportation Alternatives
  - Local Businesses
  - Etc.
“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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“Howdy Partner”

- Warning citations – creatively marketed & combined with parking educational information.
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Incorporating Art & Interior Parking Environment Improvements
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Ideas For Your Toolbox

Incorporating Art &
Interior Parking
Environment Improvements
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Sample Web–Based Communications Strategies
Downtown Branding Strategies
Ideas For Your Toolbox
Sample Web–Based Communications Strategies
Downtown Branding Strategies
Ideas For Your Toolbox

Sample Web–Based Communications Strategies
### Downtown Branding Strategies

#### Ideas For Your Toolbox

#### Sample Web–Based Communications Strategies

**Legend**
- Zip Car Location (click icon on map for more information)
- Flexcar Location (click icon on map for more information)

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#### 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](http://www.flexcar.com)
- [www.zipcar.com](http://www.zipcar.com)

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**Turn On/Off Layers**

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<thead>
<tr>
<th>Layer</th>
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<td>Carsharing</td>
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Downtown Branding Strategies
Ideas For Your Toolbox
Sample Web–Based Communications Strategies
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Sample Web-Based Communications Strategies

Parking System Branding & Marketing

Best Practices

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 provided 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

Bank of America Corp. #642

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

- Payment Type: credit card

- 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

- Special Notes
  - Event parking rate is variable. Bank of America
  - NOTE: Prices are subject to change.
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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Ideas For Your Toolbox

Quality Parking Maps
Downtown Branding Strategies
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Parking System Maps

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
Downtown Branding Strategies
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Parking System
Maps
Linking Downtown and University Parking Resources
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](http://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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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.
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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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)
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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**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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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.

Happy Holidays from Downtown Boulder!
Downtown Branding Strategies
Ideas For Your Toolbox

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

<table>
<thead>
<tr>
<th>City Garages</th>
<th>Spaces</th>
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<tbody>
<tr>
<td>10th &amp; Walnut (St. Julien)</td>
<td>556</td>
</tr>
<tr>
<td>11th &amp; Walnut (Randolph)</td>
<td>273</td>
</tr>
<tr>
<td>14th &amp; Walnut (RTD)</td>
<td>302</td>
</tr>
<tr>
<td>11th &amp; Spruce</td>
<td>392</td>
</tr>
<tr>
<td>15th &amp; Pearl</td>
<td>686</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,209</td>
</tr>
</tbody>
</table>
Downtown Branding Strategies
Ideas For Your Toolbox

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
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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Celebrating Program Accomplishments

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.bouldercoloardo.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.
Downtown Branding Strategies

Ideas For Your Toolbox

- Chooses to pay and park
- Learns about options.
- Use alternative transportation next time.

City of Austin, TX

Revenue for improvements in neighborhood.

Promote Transportation Alternative & Community Reinvestment
Downtown Branding Strategies
Ideas For Your Toolbox

Promoting Transportation Alternatives
Downtown Branding Strategies
Ideas For Your Toolbox

Continue To Be Creative!

Think Beyond The Parking Space!

This is just the beginning!!!
Thank You!