



# Releasing

THE

*PARKING BRAKE*

BY

# Engaging

THE

*CUSTOMER*

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Harnessing Parking to Create  
Competitive Advantage Through  
Vibrant Arrival and Departure  
Experiences

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**Kimley»Horn**

Expect More. Experience Better.

# *Releasing the Parking Brake by **Engaging the Customer***

*Harnessing Parking to Create  
Competitive Advantage  
Through Vibrant Arrival and  
Departure Experiences*



DENNIS BURNS, CAPP  
Kimley-Horn

The background features abstract, organic shapes in shades of teal and grey, separated by white lines. A prominent horizontal red band is centered across the image, containing the main text.

**Key Concept:  
Release the Parking Brake!**

# Presentation Overview – Key Concepts

- Creating Competitive Advantage
- It's an Experience Economy
- Parking as “Preshow”
- Know the Main Stage
- Know Your Audience
- Set the Stage
- Script the Pre-Show
- Scripting is Critical
- Stage the Encore
- From Invisible to Extraordinary!

# Everyone has a parking story (and few are positive...)

- For years parking was viewed as a potential drag on business
- Parking conjured memories of strange smells, creepy corners, arbitrary rules and aggressive enforcement
- Our main goal? Remove negative cues and *make parking invisible*



# Negative -> Neutral -> Positive

Parking Guidance

**TDM**

Lighting

Placemaking

Automation

**Wayfinding**

**Valet**



Loyalty Programs

**AMENITIES**

# We need to make smart investments.

Which strategies will my customers or client reward me for?

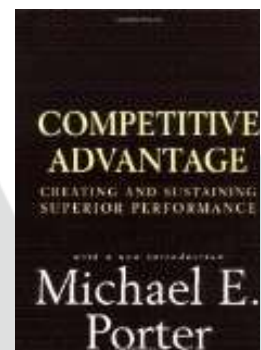


What strategies will provide a **competitive advantage**?

# Key Concept: Create Competitive Advantage

## Resources for continued learning:

- *Competitive Advantage: Creating and Sustaining Superior Performance*, Porter
- *Creating Competitive Advantage*, Smith
- “Blue Ocean Strategy,” *Harvard Business Review*, Kim & Mauborgne

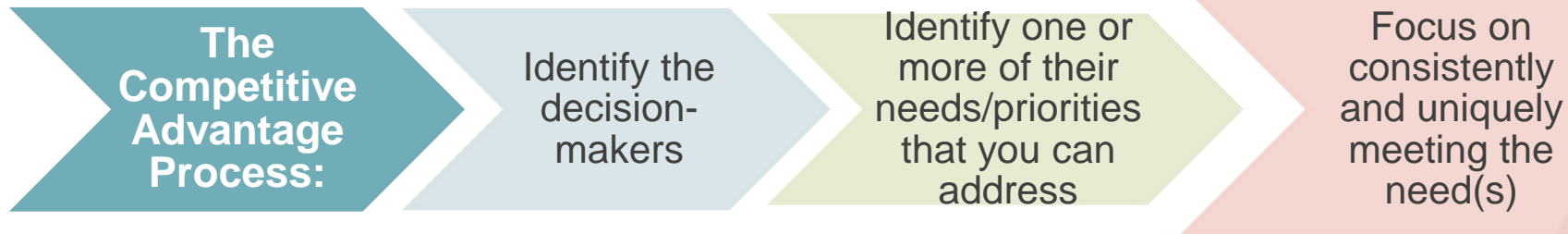




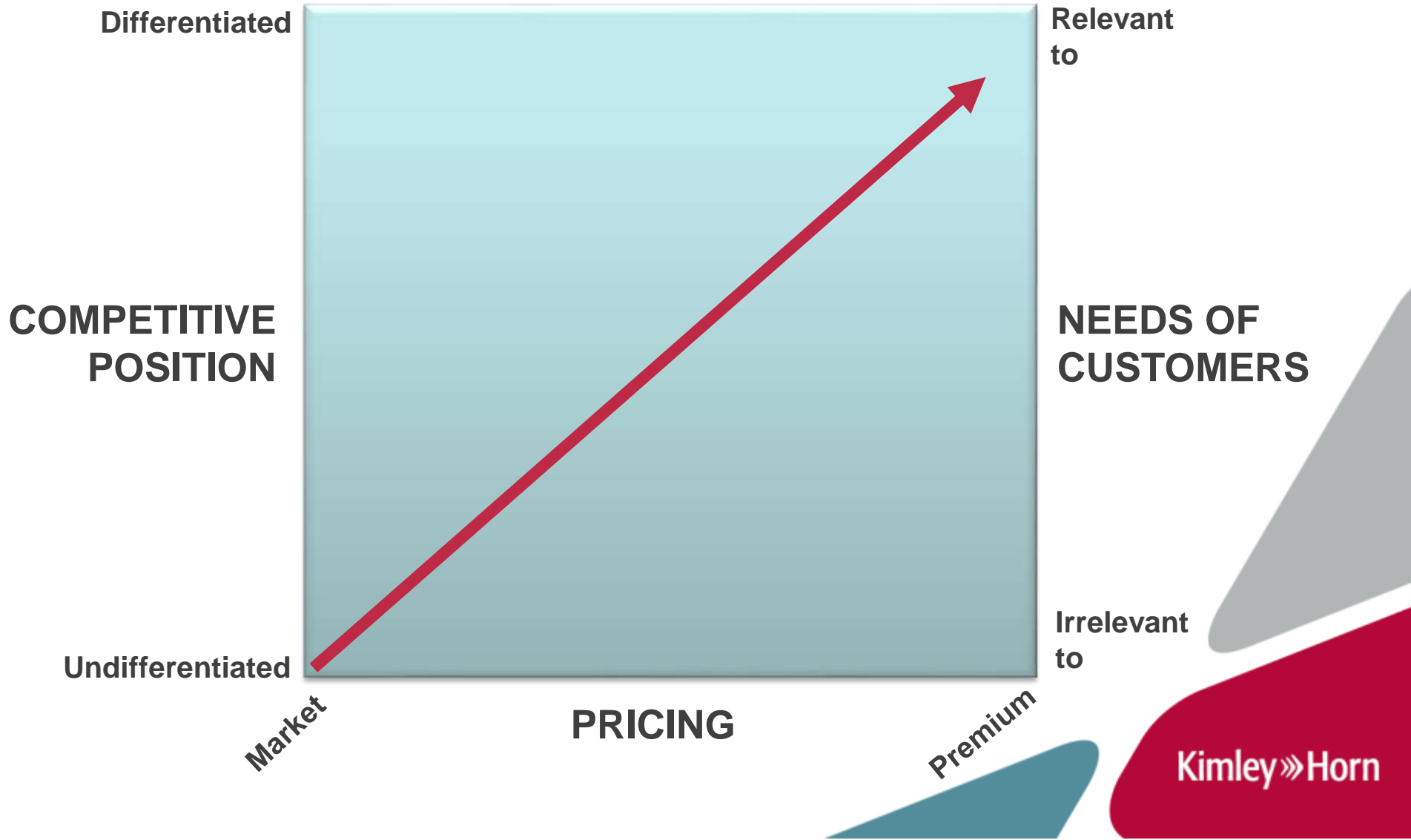
# How do businesses gain competitive advantage?

Achieved when a business differentiates itself from the competition by creating a favorable impression regarding:

- Environment
- Quality
- Cost
- Delivery (service)



# Customers Reward Need-based Differentiation



# Targeted Market Segments

Two key concepts related to creating competitive advantage for your downtown include:

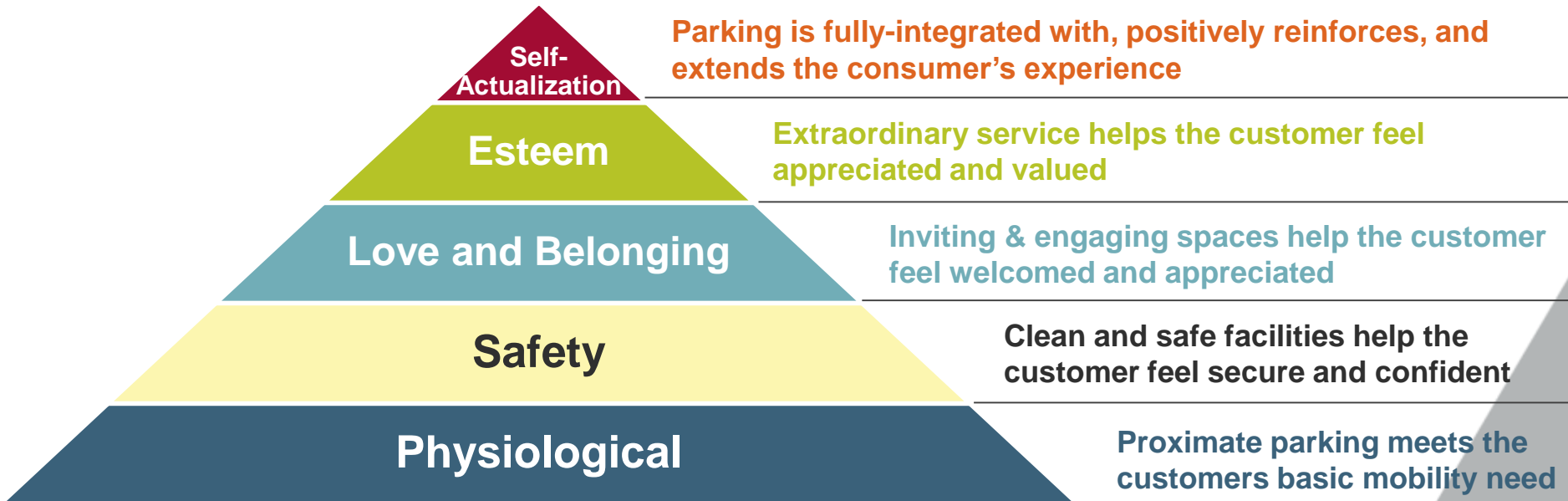
- Identifying groups that can have a significant impact and
- Understanding their key issues/concerns

# Example: Women as a Targeted Demographic

- **Statistics:** Women account for 85% of consumer purchases including everything from autos to healthcare:
  - 91% of New Homes
  - 66% PCs
  - 92% Vacations
  - 80% Healthcare
  - 65% New Cars
  - 89% Bank Accounts
  - 93% Food
- **Importance:** American women spend about \$5 trillion annually—over half the US GDP
- **Opportunity:** Women have very specific concerns related to downtown parking. What if we designed our programs specifically to address these concerns?

Source: She-conomy.com // New book by David Feehan: *“Design Downtowns for Women – Men Will Follow”*

# Maslow's Hierarchy of [Parking] Needs



# Most Customers View Parking as a Commodity

As a result, competitive advantage is often based solely on:

- Price (diminishes profits)
- Location (inflexible and typically diminishes profits)
- Avoidance of negative cues (limited opportunity)

# Parking = Key Competitive Advantage

- Consumers' primary interest is in the business, event, or other attractor that they are attending
- Enhancing that experience creates a “rising tide”
- Fully-integrated parking represents a way to add to the value of the consumer's experience by leveraging existing resources rather than adding new ones



# The Blue Oceans Strategy

Competing in overcrowded industries is no way to sustain high performance. The real opportunity is to create blue oceans of uncontested market space.

## Red Ocean Versus Blue Ocean Strategy

The imperatives for red ocean and blue ocean strategies are starkly different.

Red ocean strategy	Blue ocean strategy
Compete in existing market space.	Create uncontested market space.
Beat the competition.	Make the competition irrelevant.
Exploit existing demand.	Create and capture new demand.
Make the value/cost trade-off.	Break the value/cost trade-off.
Align the whole system of a company's activities with its strategic choice of differentiation <i>or</i> low cost.	Align the whole system of a company's activities in pursuit of differentiation <i>and</i> low cost.

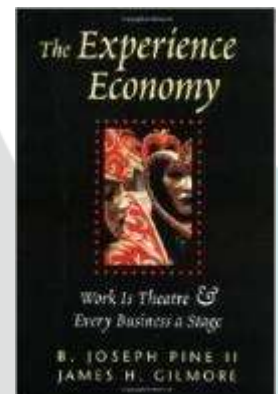




# Key Concept: It's An Experience Economy

Resources for continued learning:

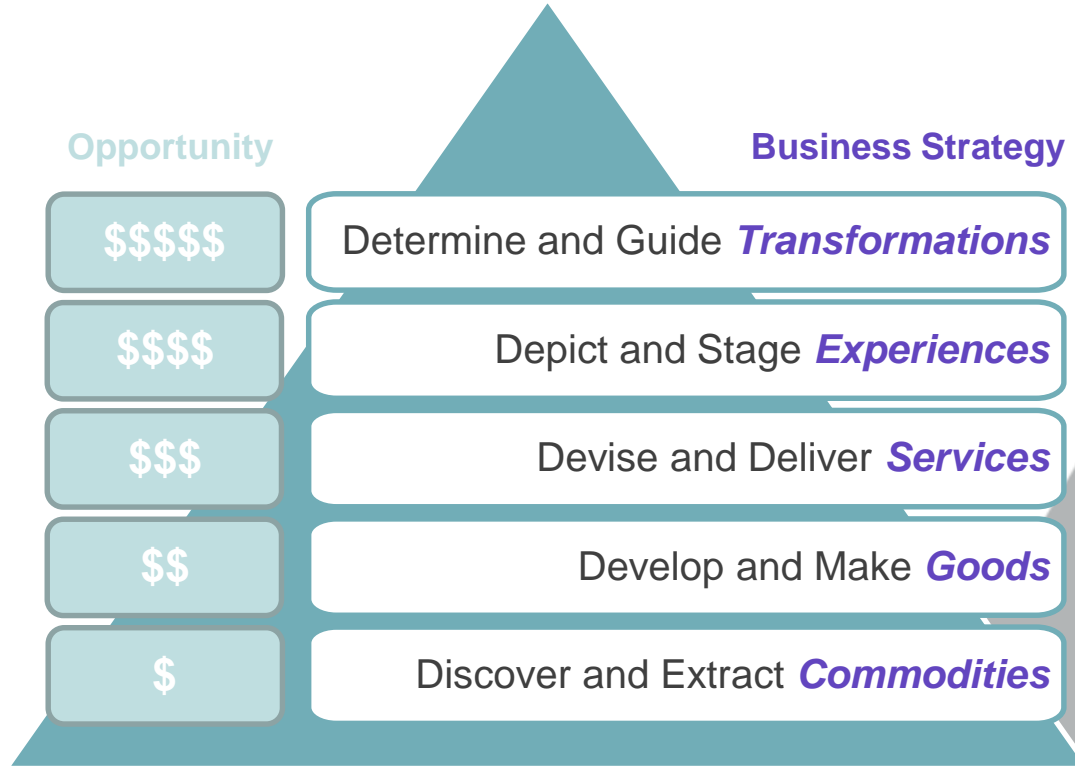
- *The Experience Economy*, Pine & Gilmore



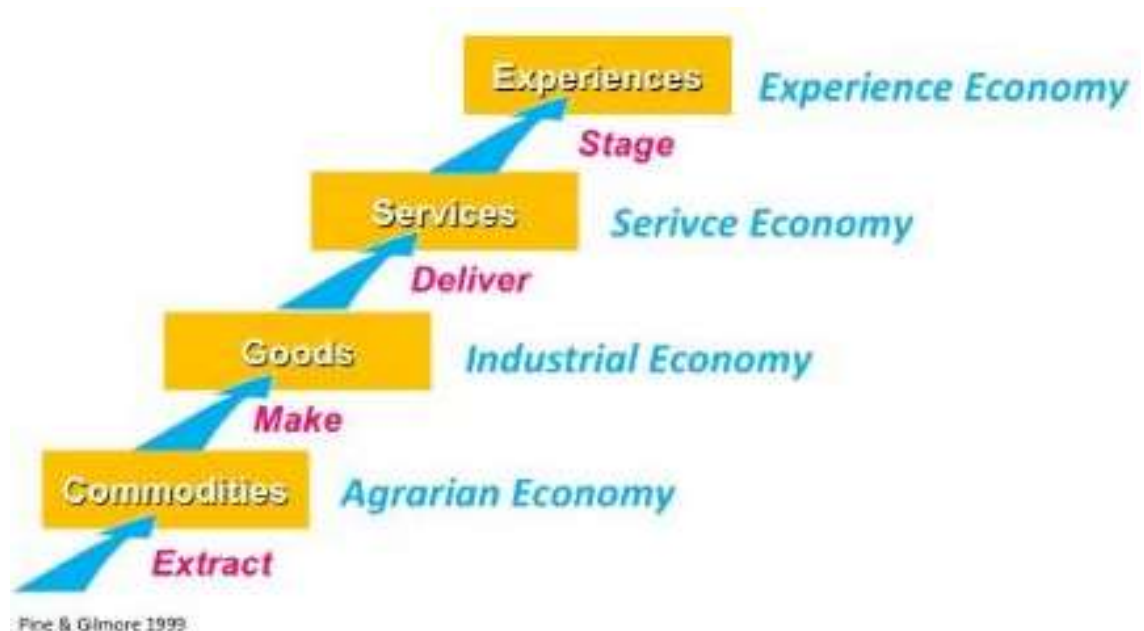
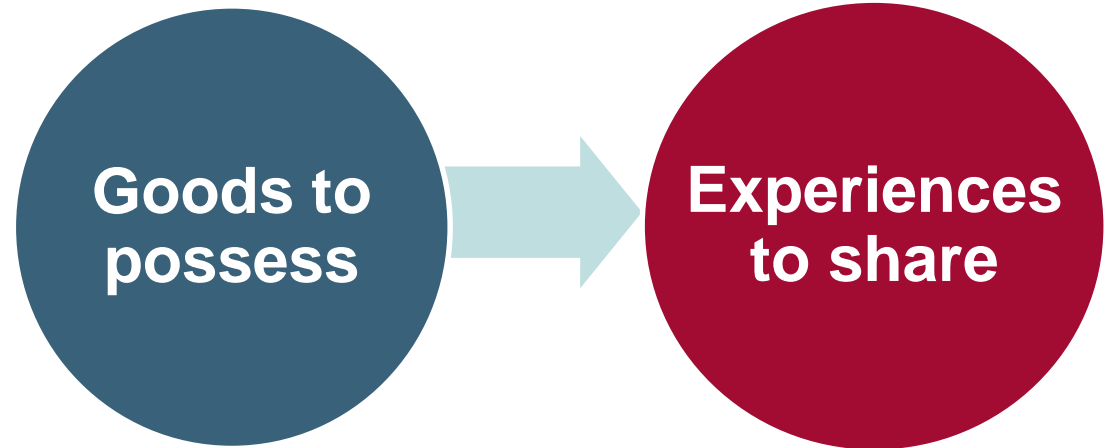
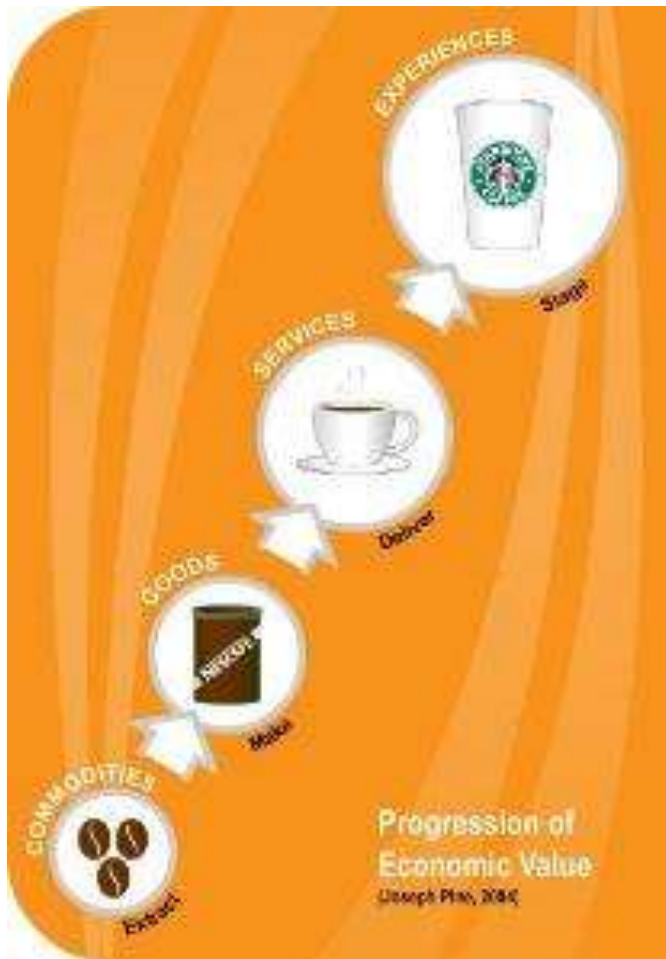
# The Experience Pyramid

## Remember Maslow?

- Our potential business reward grows as we move beyond being a commodity to addressing higher level consumer needs.
- Experiences typically target needs for love, belonging, and esteem.



# Consumer Preferences Have Changed



# Experientializing Goods and Services

## Three Opportunities

- Embedding

How do we make parking an extension of the broader experience the customer has come to enjoy?

- Sensorializing

How do we use sight, sounds, and smells to create a positive and memorable experience?

- Goods Clubs

How do we leverage parking to provide a sense of exclusivity that feeds the need for belonging or esteem?

# Experientializing Goods and Services

## Five Key Experience-Design Principles

- Theme the Experience
- Harmonize Impressions with Positive Cues
- Eliminate Negative Cues
- Mix In Memorabilia
- Engage All Five Senses



# Key Concept: Embedding Parking as Preshow

Resources for continued learning:

- *Service Design: From Insight to Implementation*, Polaine, Lovlie, & Reason



# Parking as a Support Function

- Pine and Gilmore argue that “Work is Theatre and Every Business a Stage”
- Think of parking as the “House Management” we own the Pre-show and the Post-show or everything that happens before the curtain rises and after it falls



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**Key Concept:  
Know the Main Stage Show**



# Know the Main Stage Show

We now live in an

# Experience Economy

where people have shifted from  
**passive consumption to active participation.**

*-Pine & Gilmore*

***What kind of experience are you designing  
the preshow and post-show for?***

# Know the Main Stage Show

Planning your preshow starts with understanding what you're warming up the audience for

Travel



Sporting



Dining



Retail



Entertainment





# Know the Main Stage Show

Entertainment

Education

EXPERIENCE  
TYPES

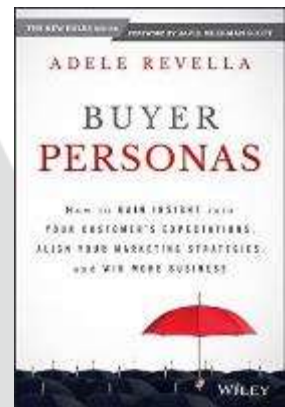
Escape

Estheticism

# Key Concept: Know Your Audience

Resources for continued learning:

- *Buyer Personas*, Adele Revella





# Conduct an Audience Analysis

- Who makes the decisions?
- What need are they trying to fulfill?
- Are age, experience, socioeconomic, or other demographic information factors to consider?
- Develop personas to test experiences.



# Developing Your Staging Plan

## Develop Customer Profiles

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

### Visitors

- One-time or frequent
- Hourly / Transient
  - Short-term
  - All day
  - Multi-day
  - Week or more
- Individuals with disabilities
- Male or female
- Length of stay
- VIPs

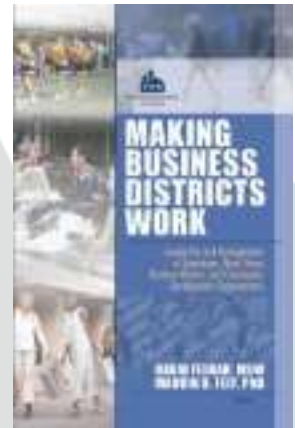
### Internal Customers

- Boards
- Principals
- Senior management
- Middle management
- Staff
- Clerical
- Front-line

# Key Concept: Set the Stage

## Resources for continued learning:

- *Making Business Districts Work*, Feit & Feehan





**We have all the tools of the theatre.  
Use them to set your stage.**



**SETS**

# Test your Set Design

- Different characteristics are attractive to different parker groups
- Develop a profile for each facility
- List the characteristics of each facility
- Test your facilities using your customer personas





**We have all the tools of the theatre.  
Use them to set your stage.**



**PROPS**



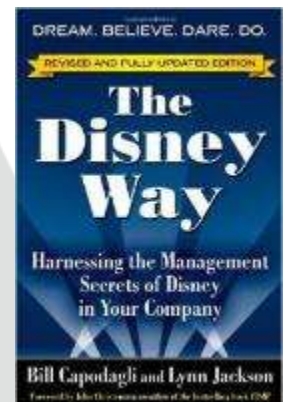
**We have all the tools of the theatre.  
Use them to set your stage.**



# Key Concept: Script the Preshow

## Resources for continued learning:

- *The Disney Way*, Capodagli & Jackson



# Script the Preshow

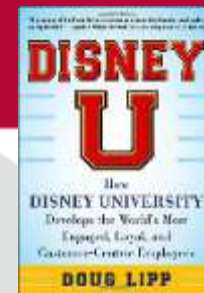
- Use storyboarding or flowcharting to script the user experience
- Test experience with using consumer personas
- Integrate into training
- Improvisation within a framework



# Key Concept: Casting is Critical

## Resources for continued learning:

- *Hiring for Attitude*, Murphy
- *Disney U*, Lipp
- *The Talent Management Handbook*, Berger & Berger
- *Talent: Making People Your Competitive Advantage*, Lawler & Ulrich





# Directors Don't Cast From Resumes

- Does the body language match the words?
- Ask that candidates “show, don't tell.”
  - What happens when the consumer goes off script? Test critical thinking and the ability to co-create the experience
  - Experience at the job tasks matters little when the job is in service versus production





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**Key Concept:  
Stage the Encore**

# Stage the Encore

- Use sensory cues to extend the experience
- Cobranded memorabilia
- Extend an invitation to return
  - Thank you with verbal invitation
  - Incentive to return



# Concepts in Action

**Example application in Parking, Business Districts, and other Service Industries.**



# Ann Arbor, MI



All are parking “users”, even those without cars.  
Redefine the parking system: “everyone is a pedestrian”



# Ann Arbor, MI

Rethink the design of parking facilities from the perspective of humans, not cars.



# Boise, ID



- Wayfinding experience from beginning to end
- Quick access to parking information online and on-street
- Include parking messaging in all marketing
  - *“Don’t forget your first hour is free!”*





# Boise, ID



- Encourage pre-payment option for events
- Promote parking alongside events – reinforce the “how to get there” message
- Work with merchants to include parking information on their websites



# Billings, MT

Billings<sup>Downtown</sup>  
Starts here.

Land use drivers,  
cultural amenities,  
regional economy,  
*oh my!*





# Billings, MT



- **Stakeholder Concerns & Questions**

- Need for a shared vision
- Parking viewed as a major obstacle
- Too expensive
- Intimidating
- Complex – not user friendly
- Where will money for parking development/improvement come from?
- Negative parking perception



# Billings, MT



- **Time for Change!**

- A more strategic approach to downtown parking management was requested by the Downtown Billings Business Improvement District Board of Directors.
- Plan was developed with input from a variety of sources:
  - ✓ International Parking Institute
  - ✓ International Downtown Association
  - ✓ Progressive parking programs in Montana and other western states
  - ✓ Support from industry experts

The background features abstract, organic shapes in shades of teal and grey, separated by white lines, creating a modern and clean aesthetic.

# **From Invisible to Extraordinary!**

**Moving parking from “non-event” to competitive advantage.**

# Get Engaged!

Why just observe a local event when you can immerse yourself in it!



New Delhi, India - "The Festival of Colors"



# Customer Satisfaction & Training Go Hand-In-Hand

The best parking companies have excellent training programs.



American Valet

**RI**  **online**  
**Courses & Training**

Kimley»Horn

# Mission & Philosophy Matter!

Example: *CCDC Boise implemented a “First Hour Free” program to give Downtown a positive parking message to promote.*

## “Dual Mission Philosophy”

Some of the most effective and progressive parking programs in operation today are those being managed by Business Improvement Districts, Downtown Development Authorities, Urban Renewal Agencies, etc.

- » One of characteristics that helps make these organizations so successful is what we refer to as the “Dual Mission Philosophy”.
- » The primary goal of the agency is to create a revitalized downtown. Because of this, parking is managed as a tool to support this primary goal.
- » The result is that different decisions are made relative to parking than those made in traditional city parking departments.

ex.

Examples of high quality parking programs that fit into this category include:

- » The City of Boulder, Boulder, CO 
- » The Capital City Development Corporation – Boise, ID 
- » The Ann Arbor Downtown Development Authority – Ann Arbor, MI 
- » The Anchorage Community Development Authority – Anchorage, AK 
- » Downtown Tempe Community, Inc. – Tempe, AZ 
- » The Cedar Rapids Downtown District – Cedar Rapids, IA 
- » Charlotte CENTER CITY Partners, - Charlotte, NC 
- » Missoula Parking Commission – Missoula, MT 

# Celebrating Accomplishments

The IPI Parking Matters program has done a great job of changing the image of our industry. Each program should be its own best promoter too!

## Celebrating Program Accomplishments

The University of Washington created the piece below as part of a “strategic communications initiative”. They were facing great financial pressure and had an urgent need to raise parking rates to be able to pay for dramatic fare increases from the local transit agency.

The summary of program successes and accomplishments helped garner needed administrative support for an unpopular, but essential rate increase.

*“U-PASS: 17 Years of Success - Almost 80% of the campus population -approximately 52,000 people - commutes to campus using a greener transportation mode than driving alone. One third chooses biking or walking - emissions-free commute options.”*



ex.

### » U-PASS: 17 Years of Success

- ▶ Creating Value for UW Commuters
- ▶ Creating Value for the Institution
- ▶ Reducing Carbon Emissions
- ▶ Improving Neighborhood Relations
- ▶ Serving as a Model

### » A component of a larger “Strategic Communications Plan”





# Establishing Industry Standards

At this conference IPI is launching its new “Accredited Parking Organization” program.

***This program will help define industry standards and best practices.***



ex.

Customer amenities provided by the Winnipeg Parking Authority.

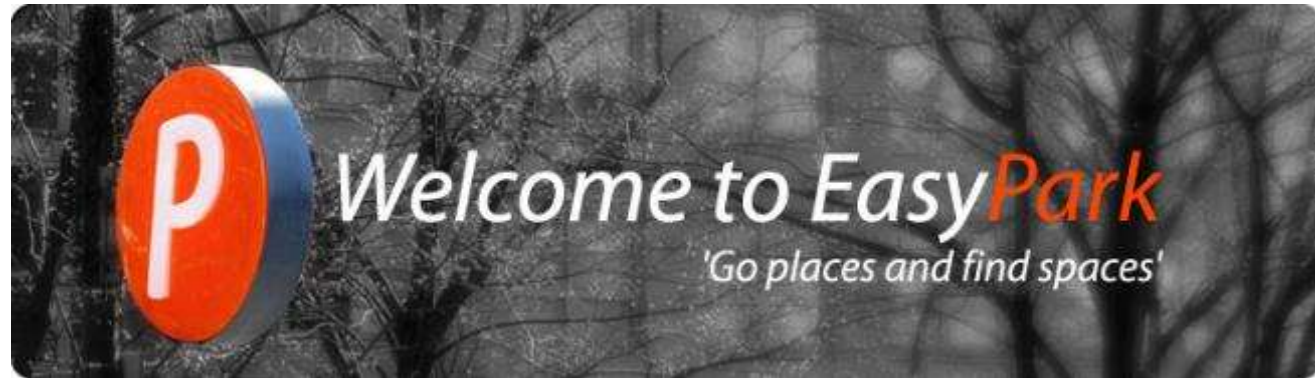


*Is your program Accredited?*



# Branding and Image Management

Creating and maintaining a positive and brand image for your parking program creates a confidence in your program and promotes an image of quality and professionalism.



## EasyPark Programs:

**EasyGreen** ↘  
EasyPark's environmental initiatives.

**EasyFlicks** ↘  
Shooting a movie in Vancouver?

**EasyRider** ↘  
EasyPark programs for 2-wheelers.

**EasyAccess** ↘  
EasyPark's easy accessibility.



**EasySearch** ▶ 🔍  
Click here for parking lots and rates

PICTOFORM

**EasyPay** ▶ 💰  
Click here for secure online payment.

**Violation Dispute**  
Click here to dispute a violation.

# Know Your Customers – Offer them Perks!

Sometimes it's the little things that customers remember.

Expectant mothers have plenty on their minds. Finding a premium parking space reserved for them can leave a lasting impression.

## Specialized Reserve Spaces for Retail Customers

Understanding the special needs of your customers and providing for their special needs can boost sales of specialty programs.



ex.



### » Examples include:

- ▶ Short-term spaces for quick turn-over customers such as "Coffee Customers"
- ▶ Quick and convenient "run-in / run-out" spaces for pre-prepared meal customers.
- ▶ Close-in, convenient spaces (generally next to accessible spaces) reserved for "Expectant Mothers".

# Retail Support Strategies

Downtown retail is under extreme pressure from on-line entities such as Amazon.

***Progressive parking programs find ways to improve the odds for retailers.***

## Lincoln's "Shopper Zones"

Reserving the most convenient off-street parking spaces for retail customers, Lincoln's new "Shopper Zones", takes this best practice to a new level!



ex.

**Shopper Zone**

**8 am - 5 pm**

**3 Hour  
Parking**

**Park & Go**



**Shopper Zone**





# Holiday Specials & Customer Appreciation Days

Programs that focus on customer appreciation such as the “Your Lucky Day” promotion can help support downtown retailers during peak sales period.

## On-Street Parking Holiday Shopping Program

Holiday parking ticket amnesties and other forgiveness programs are tools to balance the need for parking enforcement with business encouragement through customer appreciation.

- » The Downtown Association paid over \$6,000 in customer’s parking tickets over the Christmas holidays in Boulder last year.
- » In other communities, the parking system simply suspends parking enforcement or replaces citations with holiday notices.

ex.

**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.



**Happy Holidays from Downtown Boulder!**

\*Valid 12/18/14 only. Downtown Boulder has paid this ticket, receipt and is required to do an inquiry and record of this ticket be kept. Contact us: 303.440.3774 info@dtb.com

# Thanks for Shopping Downtown!

Creative and collaborative programs between parking and downtown management districts can make customers feel valued and appreciated.

## Public Relations – “Meter Angels”

Sometimes called the “Meter Angels” program, the Business Improvement District in Boulder will add 15 minutes of time to customer’s meters and leave the note below on the vehicle’s windshield.



ex.

- » On one hand local businesses directly benefit from the parking space turn-over that an effective enforcement program helps provide.
- » On the other hand no one likes to receive a parking ticket.
- » This program aims at taking the edge off by providing a cushion for those who may be running just a little late.
- » Even if the patron still receives a ticket, the effort by the BID is still appreciated.

# How Easy Can We Make Parking?

Encourage Your Downtown Customers to wander!

*Drop your car at a variety of locations and have it delivered to wherever your customers end up!*

## Centralized Downtown Valet Parking Programs

### CASE STUDY:

Coral Gables, FL  
Miracle Mile Shopping District



### Webpage Introduction:

- » Don't worry about looking for parking or looking for spare change and best of all, don't worry about parking tickets.
- » Parking on Miracle Mile has become easier than ever. How you ask? It's simple, use the Centralized Valet Parking System on Miracle Mile. Drop off your car at any valet station below and pick it up at the nearest valet station.

ex.

- » Valet Stations:
  - » Between Houston's & JohnMartin's
  - » In front of Tarpon Bend
  - » Between Benihana & Ortanique
  - » Next to Morton's
  - » In front of Seasons 52

**MIRACLE MILE**  
Downtown Coral Gables

Centralized Valet Parking on Miracle Mile

Don't worry about looking for parking or looking for spare change and best of all, don't worry about parking tickets. Parking on Miracle Mile has become easier than ever. How you ask? It's simple, use the Centralized Valet Parking System on Miracle Mile. Drop off your car at any valet station below and pick it up at the nearest valet station.

Stations:  
Between Houston's & JohnMartin's  
In front of Tarpon Bend  
Between Benihana & Ortanique  
Next to Morton's  
In front of Seasons 52

Price:  
11am - 6pm: \$7  
After 6pm: \$8

Valet Parking is free for disabled patrons with permits.

- » **Price:**  
11am – 6pm: \$7  
After 6pm: \$8
- » Valet Parking is free for disabled patrons with permits.



# Embrace Technology - Improve Customer Experiences



From “Hands Free Access” via AVI Technology to parking guidance systems to mobile apps, today we have many opportunities to overcome common parking frustrations

-- Parker App



## Parker

### Free!

Available on the App Store



for Android™

Stop driving in circles—get Parker™!

Streetline's Parker app saves you the frustration of circling the block by guiding you directly to available parking—even in congested neighborhoods and tourist destinations. Just start it up to see how many spaces are available on nearby blocks. Parker's got your back from start to finish—from finding a space, to the steps in-between, to finding your car.

With Parker, you'll be able to:

- Pay directly from your phone in 34 U.S. cities
- Use convenient reminders – set a timer that alerts you when your meter is about to expire
- Get parking tips based on your preferences
- Find your car – drop Google Maps pins, take pictures & add comments
- Save parking history for easy access later
- Save gas & reduce frustration

## TagMaster

North America, Inc.

## Kimley»Horn

# Don't Forget Your Manners!

Again,  
back to basics!

***Saying  
“Welcome”  
and  
“Thank You”  
never goes  
out of fashion.***

## Don't Forget Your Manners?

Someone once said, “everything we really need to know, we learned in Kindergarten”

- » Remember to welcome your guests and to always say “thank you”!

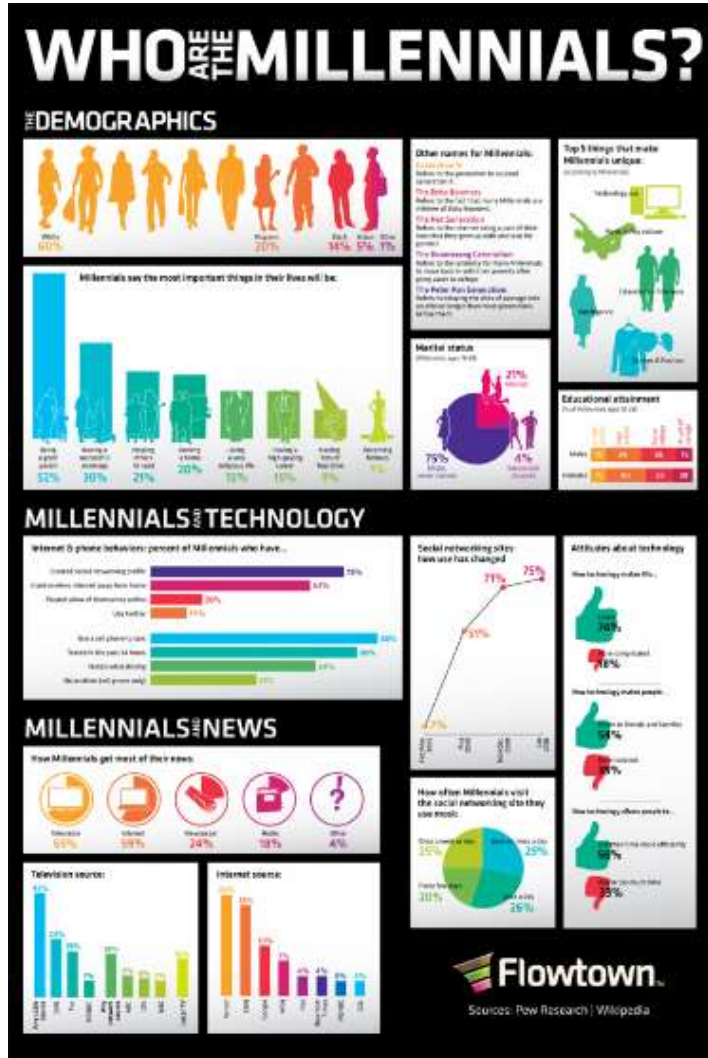


ex.





# Knowing Your Customer's Changing Preferences



Ripped straight from the headlines...

*Why Millennials Are Ditching Cars And Redefining Ownership*



*As Tastes Shift, Food Giant General Mills Gets a Makeover*

# Alignment with Community Goals

Example:

*Boulder, CO has embarked on an aggressive “Access Management and Parking Strategies” (AMPS) project to align their program with larger community goals.*

## Specific Guiding Principles



- **Provide for All Transportation Modes:** Support a balance of all modes of access in our transportation system: pedestrian, bicycle, transit, and multiple forms of motorized vehicles—with the pedestrian at the center.
- **Support a Diversity of People:** Address the transportation needs of different people at all ages and stages of life and with different levels of mobility – residents, employees, employers, seniors, business owners, students and visitors.
- **Customize Tools by Area:** Use of a toolbox with a variety of programs, policies, and initiatives customized for the unique needs and character of the city’s diverse neighborhoods both residential and commercial.
- **Seek Solutions with Co-Benefits:** Find common ground and address trade offs between community character, economic vitality, and community well-being with elegant solutions—those that achieve multiple objectives and have co-benefits.
- **Plan for the Present and Future:** While focusing on today’s needs, develop solutions that address future demographic, economic, travel, and community design needs.
- **Cultivate Partnerships:** Be open to collaboration and public and private partnerships to achieve desired outcomes.



# Alignment with Community Goals

Example:

- *“Walking Audits”*
- *Coffee Shop Talks*
- *Interactive Social Media Platforms*





# Customer Service as a Program Priority

Focusing on the experience of our customers and providing the services and products that they need and value is changing how parking is perceived.

## Quality Customer Service Programs

“Best in Class” parking programs have well defined customer service programs that typically include vehicle lock out assistance, dead battery assistance and vehicle location assistance at a minimum.



ex.

» Other key customer service areas include:

- ▶ Focus on employee training and hiring practices.
- ▶ Develop friendly, attentive, outgoing knowledgeable attendants.
- ▶ Increase personal contact between parking system manager, stake holders & customers.
- ▶ Institute performance measurements and utilize for company and employee incentives.
- ▶ Develop customer friendly payment options.



# Another Type of “Accessibility”

How accessible and attentive are you to your patrons?

*Listening and offering flexible and creative solutions can change perception of your program in a dramatic way.*

## “Coffee with the Parking Guy”

The Winnipeg Downtown BIZ sponsored “Coffee with the Parking Guy”!

As a service to it’s membership the BIZ would host monthly meetings connecting retailers, restaurateurs and other downtown business owners at a local coffee shop to the Winnipeg Parking Authority’s chief administrator (& IPI’s Parking Professional of the Year in 2010!).

ex.



- » This simple, but effective outreach strategy worked well in Winnipeg because of their smart and savvy parking administrator.
- » Discussion were lively and sometimes a little intense. People can get passionate over parking.
- » But in the end, it was a valuable learning experience and the educational benefits went in both directions.



Mr. David Hill, CAPP  
IPI's 2010 “Parking Professional of the Year”



# What's Your Program's "Personality"?

While we don't often think in these terms, it is interesting to consider how your customers would characterize the "Personality" of your program?

## Creating a Friendly "On-Street Personality"

If we think beyond the job of monitoring on-street parking and issuing citations to vehicles that are in violation of the rules, what else comes to mind?

- » Many communities, in an attempt to create an enhanced sense of place and to make downtown a more desirable destination, are transforming "parking enforcement officers" into "Downtown Ambassadors".
- » This expanded (and more positive role) can be very successful when a focus on creating a friendlier "On-Street Personality" is prioritized.
- » This goes beyond the attitude of the ambassadors; it includes streetscape design, retail enhancements, pedestrian amenities, etc.

ex.



# Paying for Memorable Experiences



When is a hotel room more than a hotel room?

When it is an experience in an of itself!



# Making Experiences Personal



Look for ways to personalize your day-to-day customer interactions.

**ABOUT US**

Thank you for parking with us.

**CUSTOMER APPRECIATION DAY**

One of the ways we say thank you to our monthly and daily customers is to hold Customer Appreciation Days each spring.

Here is the schedule for our parkades in 2015:

- Lot 54 (Centennial Parkade) - Tuesday, June 2 from 3:30-5:00pm
- Lot 36 (City Hall Parkade) - Wednesday, June 3 from 3:30-5:00pm
- Lot 40 (James Short Parkade) - Thursday, June 4 from 3:30-5:00pm
- Lot 28 (McDougal Parkade) - Tuesday, June 9 from 3:30-5:00pm
- Lot 25 (City Centre Parkade) - Thursday, June 11 from 3:30-5:00pm

CDA staff are on-site giving away free drinks and snacks and can help answer your questions or concerns. Customers also have a chance to win some great prizes with our "spin-and-win" game. Monthly customers can also enter to win a free month of parking by visiting us at a Customer Appreciation event.

Have further questions about Customer Appreciation Days? Please contact us at [improveservice@calgaryparking.com](mailto:improveservice@calgaryparking.com) or (403) 337-7000



# Parking Retail Storefronts

Changing the perception of parking operations begins with how we interact with our customers.

***Adopting a “retail approach” is a growing trend.***

## Parking Offices as a Retail Storefront?

As the parking industry matures, our interface with our customers is evolving.

Most parking offices had a distinctly “back office” feel to them in the past.

But some programs are beginning to change everything!

- » The examples to the right are:
  - A. The Winnipeg Parking Authority
  - B. The Calgary Parking Authority

ex.



# Strategic Communications Plans

More and more parking and transportation organizations are creating specific “Strategic Communications Plans”.

## Strategic Communications

A Strategic Communications Plan has the power to transform an organization:

- » Both in terms of your credibility and status in your community
- » And in terms of the way you work together as a team to achieve your mission and vision

### The Communications Plan Pyramid

- ✦ Assess your communications infrastructure
- ✦ Establish your goals
- ✦ Who is your target?
- ✦ Who is your audience?
- ✦ How to frame your issues?
- ✦ What is your message?

ex.





# Dark, Dull & Dangerous or Bright, Clean & Welcoming

The parking industry is in the midst of a radical transformation.

Positive first impressions and improved patron safety are becoming paramount.



# Integrated Access and Downtown Marketing

Linking access strategies to dining, shopping, events and other attractions highlights the importance of a positive access experience.

## Integrated Access and Downtown Marketing

Downtown Long Beach Associates (always at the cutting edge!) have integrated Parking, Transportation and Downtown Management in their new "Ride-Park-Play" web page.



ex.



- » The Innovative site features an interactive parking and route planning map as well as special links to:
  - ▶ [Downtown Long Beach Transportation](#)
  - ▶ [Downtown Dining](#)
  - ▶ [Downtown Shopping](#)
  - ▶ [Downtown Attractions](#)
  - ▶ [Downtown Calendar of Events](#)

# Parking Promotions

Parking marketing and collaborative promotions help shape a more positive image for parking programs.

## Collaborative Promotions

Marketing dollars can go further when parking programs collaborate and co-market with other downtown organizations.

» Examples include: adding parking system info to downtown maps & brochures, banners, wayfinding kiosks, print ads, etc.



ex.





# Design and Placemaking Matters!

When is a bridge more than a bridge?



# Design and Placemaking Matters!

Or a parking garage more than a place for temporary vehicle storage?





# Incorporating Art as a Defined Program Element

There are hundreds of opportunities to turn the functional into the inspiring or memorable.

*Examples include:*

- *Creative Bike Racks*
- *Bus Shelters*
- *Utility Boxes*

## Bike Parking As Public Art!

Bike racks have become a favorite medium for creating practical and engaging community public art.



# Incorporating Art as a Defined Program Element

The Missoula Parking Commission incorporated a significant and interactive public art element into their award-winning parking structure project.





# First Impressions Matter!

Adopting the “30’ Rule” regarding facility entrances is an effective strategy to keep a focus on how your program is perceived.

## The 30’ Rule for Garage Entry Points

First impressions mean a lot and you never get a second chance to make one! So, what you see within the first 30’ of a facility entrance sets the tone.

Make sure the first 30’ creates a positive experience!

» Typical issues at facility entrances include:

- » Too much or poor quality signage
- » Signage and equipment in poor condition
- » Inadequate lighting
- » Dirty walls and curbs
- » Trash and debris

ex.



“Where would you rather park?”



# Attention Grabbers!

Rock Star Parking!

*Creative attention grabbing ads can highlight special program offerings.*

## Attention Grabbers

OK, now really, who wouldn't want to park in the "Rockstar Parking Lot"?

"Cityplace" is located in downtown Winnipeg near the new MTA Center which hosts a variety of events including hockey, concerts, etc.

"Rockstar Parking" is a creative, attention getting marketing strategy for their closest surface parking lot.

ex.





# Infographics!

Infographics can be an effective tool to tell your program's complex story in a simple, understandable format.

## City of Houston's Smart Parking Solutions

Parking Management Division (PMD) has seen a significant drop in out-of-service meter requests



Technology platform is also used to manage Houston's Employee Fleet Program

Platform gathers data in real-time, allowing PMD to respond to community stakeholders faster & with more comprehensive analysis



### Optimized Parking Revenue

PMD's meter & enforcement program has generated a 52% increase in parking meter revenues and increased booting revenue by \$400,000 within 1st year of implementing the new technology

33% increase in productivity of parking meter staff



### Smart City Solutions

Through 'smart' Parking Technology program, vehicles can park & pay with their smart phones, tablets, computers or landlines

Less congestion = lower CO2 emissions



### One Solution For All

The Parkmobile system is fully integrated into the T2 handheld devices, all transactions initiated by phone are communicated in real time, & the integration lets officers move easily from the info provided in the app to citation issuance



### Leading Through Innovation

According to Houston Mayor Annise Parker "through the use of this innovation, motorists...conduct their parking transactions from the convenience of their car...[and] receive alerts before their time expires, helping them to avoid parking citations."



99.9% uptime



### A True Green Solution

PMD's mobile payment & enforcement program is a partnership between T2 and Parkmobile. It is a success story that exemplifies the qualifications for a Texas Parking and Transportation Association (TPTA) Parking Equipment and Technology Award



### A Single Gateway For All Parking

PMD's system is scalable and integratable with parking data aggregators, PARC's systems, digital permitting and pre-paid parking



# Simple Things Matter

Attention to detail is a large part of “Setting the Stage”.

***Small things like rusting bollards can ruin the image you are trying to create.***

## Bollard Sleeves

Question: What is at the entrance to almost every parking area?

Answer: Bollards!

Why not turn these ubiquitous elements into an opportunity for advertising or facility promotion?



ex.



- » Eliminating unsightly rusted bollards used to require regular maintenance and even then was often unsuccessful.
- » Bollard sleeves are an inexpensive and easy solution to the problem of rusted bollards. Low-density polyethylene thermoplastic sleeves slide over existing guard posts for quick and easy installation.
- » A new product (pictured above) includes solar powered lights.

# Annual Reports

Most Fortune 500 companies produce Annual Reports.

*Parking Programs are beginning to do the same!*

## Annual Parking Reports

Developing an Annual Parking Report is an effective tool for communicating with both internal and external customer groups.



ex.

### » Annual Parking Report Benefits:

- ▶ Identifies key departmental issues and challenges
- ▶ Promotes departmental achievements
- ▶ Documents the “state of parking”
- ▶ Builds confidence in the department
- ▶ Creates a historical record



# Keep Your Customers Informed

Avoiding negative cues such as unexpected closures or changes in rates is important.

***Becoming a trusted resource brings customers back!***

## Best Parking Website Features – Parking Conditions Updates

The San Jose parking website offers a page that keeps customers informed of “current conditions” related to city operated parking facilities”.

» You can even sign up to get “parking condition updates” sent directly to your cell phone via text message.

» San Jose is also on the leading edge with parking guidance signage systems with real-time information.





# Lighten Up and Brighten UP!

Parking garages don't have to be dull and gray!

*In addition to enhancing the interior environments of our facilities these graphics provide valuable orientation and wayfinding benefits.*

## Super Graphics

Using "Super Graphics" to indicate garage level, elevator and stair locations, etc. is a fairly common, but very effective best practice.

- » Using these graphics to orient parkers to surrounding streets is another recommended practice.



ex.





# Memorable!

Creative signage and graphics stick in the mind and help promote memorable experiences.

***While not all of us have as rich a set of memorable resources as Universal Studios, we can all spice up our facilities in creative ways.***

## Garage Signage Principle # 1: I am parked on \_\_\_\_\_.

Fundamental parking signage principle # 1 is simple: When you step out of your vehicle in any space, You should be able to look around and be able to identify where you are parked (i.e., Level 4, Row A).

- » This applies to parking lots as well as garages.
- » The more creative and memorable the signage clues provided, the better.

ex.



# Safety is a Serious, But We Can Still Have Fun With It

While there are some aspects of parking that are more challenging than others (such as safety and enforcement) that doesn't mean we can't have a little fun with them.

## Parking Signage

Can't get anyone to take your "No Parking" signage seriously?

Try a modest exaggeration.

ex.

» This sign caught my attention? (And no, I didn't park there.)



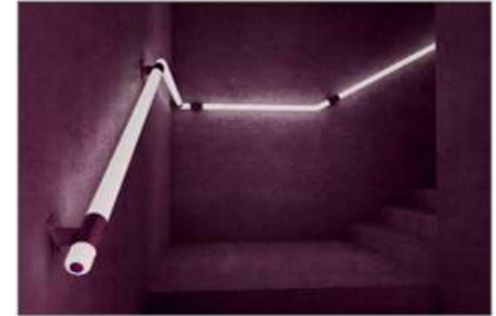
# When the Mundane is Memorable!

Unique touches can make the functional, memorable!

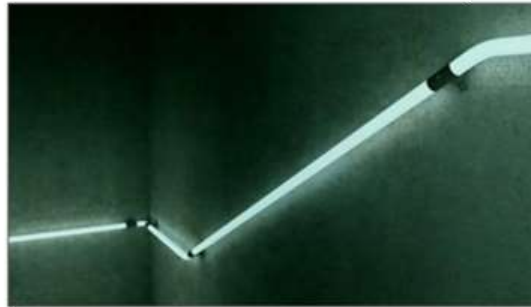
*A simple hand rail in a parking garage stair tower can become the conversation at the water cooler the next day!*

## Unique Touches!

Reminiscent of Luke Stairwalker, I mean Skywalker, here's a futuristic staircase handrail for the Jedi Master in all of us.



ex.



- » The super cool LED-lit handrail by Croatia-based Zoran Sunjic is **perfect** for modern homes, restaurants and hot night clubs – even parking garages!
- » Multifunctional, the rail lights the way, makes the passage safe, and adds a touch of fantasy.
- » You can even color code to match your floors (OK, maybe not.)



# Who says Parking can't be Green (Literally)

Its amazing what an impact adding a little “Greenscape” to a parking environment can do!

## Green It Up!

Add a planter or two. It's amazing the difference adding plants can make in the look and feel of a parking structure, especially around elevator lobbies and entry/exit plazas.

Green the whole roof if you really want to make an impact!



ex.



- » At the Queensway Garage in Long Beach, planters are located at both entrance and exit plazas improving the look and feel of the parking environment. (Top left)
- » Attention to little details at a City Parking Garage in Ottawa. (Top)
- » If you do add significant landscaping above parking, be sure to hire a parking consultant to engineer it properly!



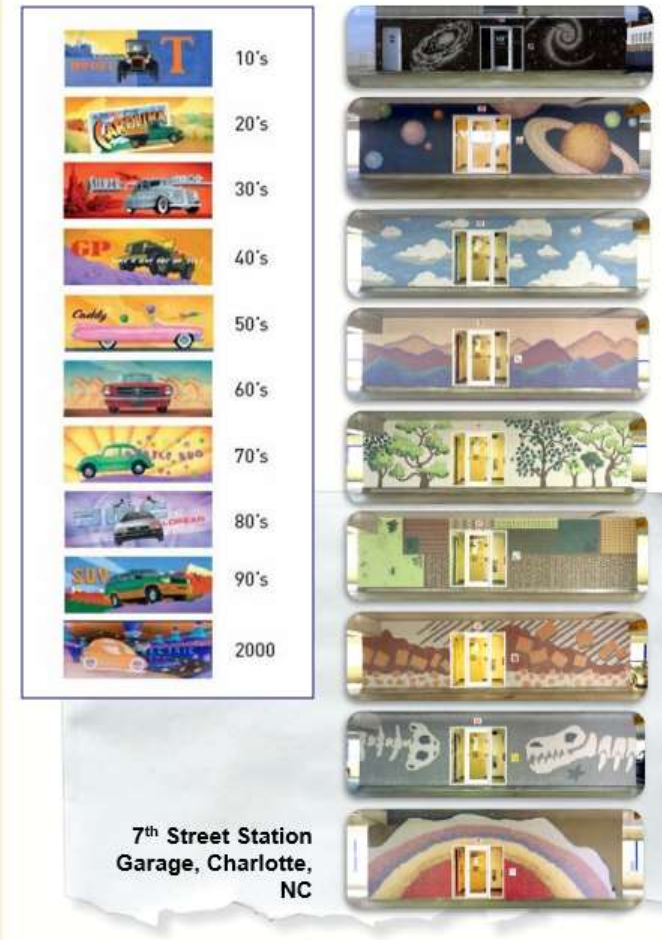
# Parking Garage as a Canvas for Creativity

Level theming & wayfinding are important functional elements of parking, but they can also be an opportunity to engage local artists and change the perception of your facilities.

## Engaging Local Artists

Charlotte, NC (and Bank of America in particular) has been a leader in investing in creative level theming and wayfinding as well as well as engaging local artists.

ex.



# Jazzed Up Pedestrian Pathways

Providing connectors from one point to another can be purely functional OR it can be truly memorable!

## “Jazzed up” Pedestrian Pathways

Sometimes we have long corridors or tunnels connecting parking to it's primary demand generators. Problem? No, an Opportunity!

ex.



O'Hare Airport



The New Indianapolis Airport



Detroit Wayne County Airport



- » Tunnels and connectors need not be dull or dark.
- » These airport examples use dramatic and changing lighting, people movers, art, music or interesting “soundscapes” to create an interesting and positive experience.

# Dramatic Lighting

The creative use of lighting can be both a dramatic and cost effective tool for “setting the stage” in your facilities!

## Dramatic Lighting – Now that makes a statement!

Lighting can set your facility apart from the background and create dramatic affects.

- » Indirect lighting in parking facilities and be very effective and attractive. (Right – Parking Garage at the Museum of Art in Milwaukee, WI.)

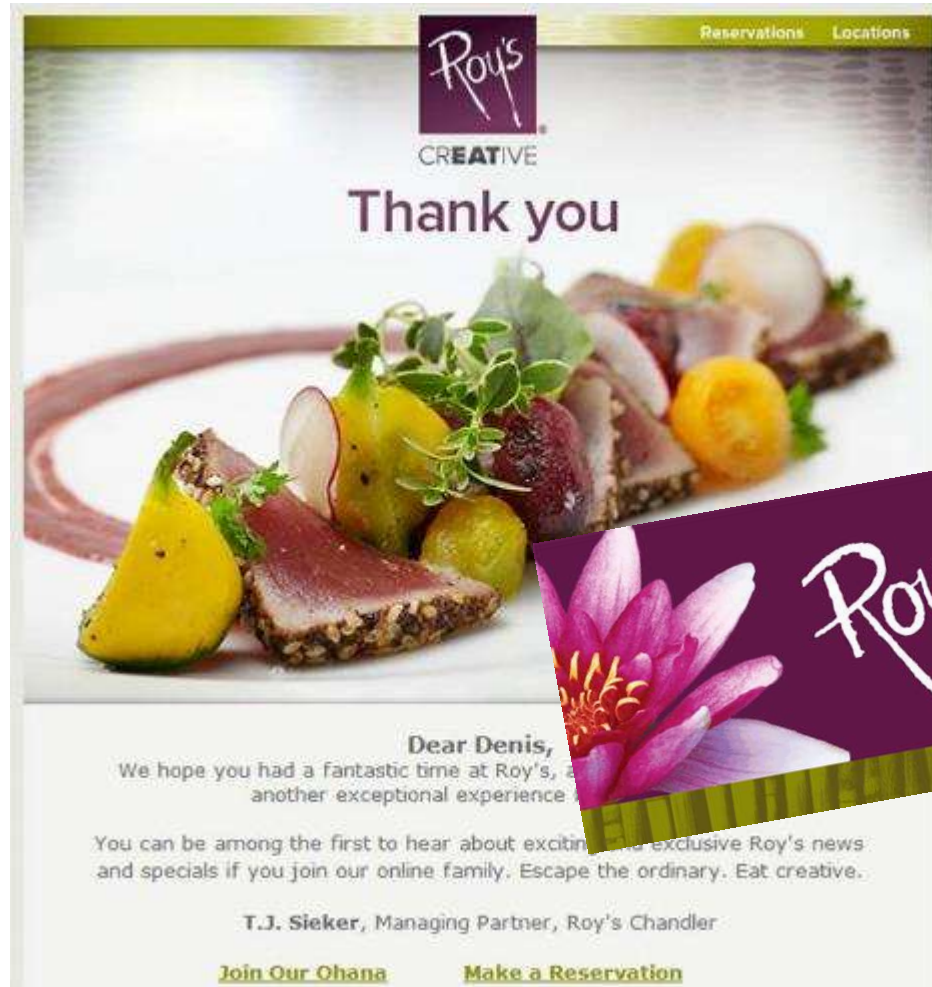
ex.





# Post Show Follow-up

Beyond quality food and great service, Roy's Hawaiian Fusion restaurant has become a favorite because of their special promotions and “encore follow-up”.





# In Summary

- Parking is uniquely positioned to provide competitive advantage to the businesses and communities we support.
- Understanding parking as pre-show and post-show – extensions of a primary experience – will help maximize effectiveness.
- Script a performance that is tailored to your audience.
- Use the tools of theatre – sets, props, costumes, and performers.



# Releasing

THE

*PARKING BRAKE*

BY

# Engaging

THE

*CUSTOMER*

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Harnessing Parking to Create  
Competitive Advantage Through  
Vibrant Arrival and Departure  
Experiences

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Dennis Burns, CAPP

**Kimley»Horn**

Expect More. Experience Better.