

PARKING

JUNE 2019

INTERNATIONAL PARKING & MOBILITY INSTITUTE

& MOBILITY

Excellence and Leadership

The 2019
IPMI Award
Winners



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IPMI's Marketing Awards winners showcase the best creative thinking that works.

There's a lot of creative marketing and communications going on in parking and mobility! Winners of the sixth annual IPMI Marketing Awards (formerly *Parking Matters*® Awards) promoted acceptance of new technology, alternative transportation, safe habits, and other positive changes through creative, multi-faceted campaigns.

Four of the 11 winners received "Best of 2019" awards for their marketing programs:

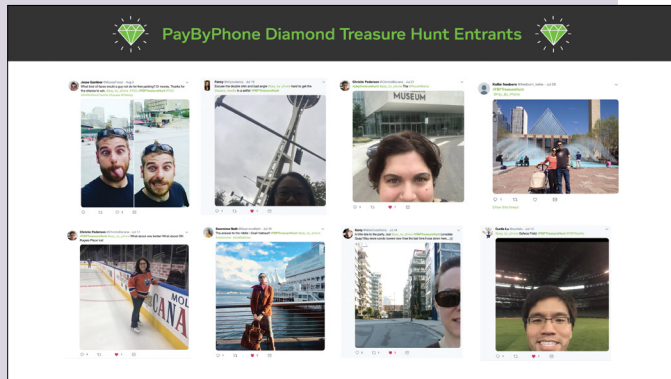
Best of 2019

Treasure Hunt

Diamond Parking and PayByPhone

Want to motivate a young, mobile audience with a robust social media presence to embrace a new app? Send them on a treasure hunt! Diamond Parking's Pay-By-Phone Diamond Treasure Hunt campaign sought to increase the adoption rate of its four-year-old mobile parking payment app. It chose four cities with the highest number of pay-by-phone-compatible lot locations: Seattle, Metro Vancouver, Edmonton, and Calgary.

Drivers were asked to solve a riddle alluding to a landmark near a Diamond Parking lot (such as Seattle's Space Needle), snap a photo, and post it on social media with the hashtag #PBPTreasureHunt. Each city's weekly riddle and entry requirements were posted on its website and reinforced by articles on local news sites and posters and handouts at popular hubs. In Vancouver, a partnership with a local chocolate company provided further enticements. The first riddle solver in each city won \$300 in free parking and qualified for a \$1,000 cash prize drawing.



The July-August 2018 campaign's social media drew more than a million impressions and earned a 19 percent engagement rate. By August, Diamond's Pay-By-Phone transactions increased 32.2 percent and new users were up 52 percent.

MARKETING COMMUNICATIONS TAKEAWAY:
A unique concept can help you create a brand attachment to paid parking.

Best of 2019

Game Day/Class Day Playbook for Success

Texas A&M Transportation Services

Texas A&M University kicked off its busiest week of the year with a football game against Northwestern State—the first held on a class day in more than a decade. This was going to be anything but routine.

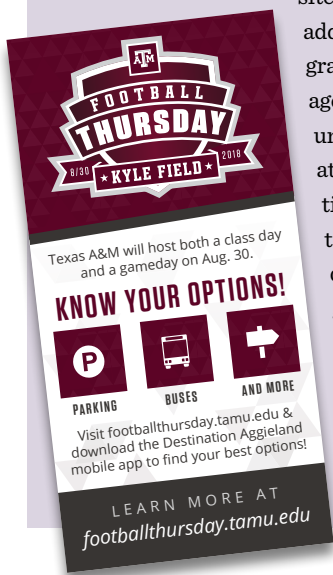
The Texas A&M Transportation Services Marketing and Communications team designed an event web-

site, a designated link and email address for questions, branded graphics, and a marketing package that went to athletic groups, university partners and affiliates, departmental representatives, organizational representatives, community partners, donor associations, student groups, and the media. In-person presentations targeted 33,000 students and family members; a student-focused video featuring Texas A&M running back Trayveon

Williams and key student representatives reached 70,000 students. The Destination Aggieland gameday mobile app added a Football Thursday section. Media outreach targeted more than 20 print, television, and radio affiliates. Total expense for printed collateral and paid advertising was only \$4,000.

The team's marketing and communications plan worked seamlessly: The website pages garnered more than 100,000 visits in the two weeks surrounding the game (a 488 percent increase over the previous year), and the mobile app gained 20,627 active users—a 401 percent increase over the previous year. Collaboration between university and community partners greatly helped expand community outreach, aided by free video production and invitations to present about the event at various locations.

MARKETING COMMUNICATIONS TAKEAWAY:
A coordinated effort and a solid branding package with one-voice communications is a winning combination for frictionless special events.



Best of 2019

Rideshare Month Alternative Transportation

University of California, Los Angeles

In a city known for the worst congestion in the U.S., with limited parking and a growing population, UCLA has faced a tough challenge: it is mandated to reduce mobile sources of greenhouse gas emissions while providing campus-goers with mobility and access options that work.

To encourage more employees and students to embrace walking, bicycling, carpooling, vanpooling, and public transit, the campus' 2018 National Rideshare Month campaign employed a peer-to-peer strategy that profiled alternative commuters. Testimonials were featured in print ads, the UCLA Transportation website and Be A Green Commuter blog, email communications, and social media platforms. The spokespersons endorsed discounted bus passes offered by the university, Bruin Commuter Club benefits program, and more.

The individual stories helped UCLA exceed its goal of acquiring alternative-transportation 2,000 pledges by 200 commuters and raised awareness of the department's alternative transportation offerings. The department's social media accounts saw explosive

growth: Twitter received 202,500 impressions (one tweet garnered 12,000), with a 20 percent increase in new followers and a 60 percent increase in retweets and favorites. UCLA, UCLA Health, and L.A.'s major transit agencies regularly shared campaign content on their Twitter accounts. UCLA Transportation's Facebook page's reach increased by more than 200 percent and its Instagram increased more than 430 percent. In addition, more than 1,500 UCLA commuters registered for the UCLA Trip Planner, a tool for identifying the best alternative transportation options to campus.



MARKETING COMMUNICATIONS TAKEAWAY: Authentic, real-life endorsements can lend invaluable credibility and promote peer buy-in.

Best of 2019

Park that Phone: Road to a New Brand

University of Cincinnati

In *A Deadly Wandering*, Pulitzer Prize-winning reporter Matt Richtel recounts the true story of a tragic accident to illustrate the deadly consequences of texting while driving and walking. The book provided a natural impetus for University of Cincinnati's Parking Services' 2016-2017 PR campaign.

For the 2017-2018 year, the safe-driving message expanded to include all types of distractions, and in 2018-19, the department partnered with the public safety department to raise general safety awareness and theft prevention. Components included a Technology Distractions student pledge, and communications included digital signage, social media, participation in campus-wide events, and parking email taglines.

The campaign's video was set to autoplay on the website's home page and survey questions elicited student feedback. Participants qualified to win \$25 gift cards and a chance at the grand

prize: a semester of free parking for students or three months of free parking for faculty and staff. Parking services promoted the pledge at campus-wide events, providing popcorn and giving away branded "Park that Phone!" phone sleeves.

The program's participation rate jumped from 734 in the first year to 3,095 in the second and yielded a 26 percent increase in favorable perception of parking, which increased to 91 percent the next year. The program generated more than 183,000 communication impressions. Participants surveyed said they were significantly less likely to text and drive. "Park that Phone" earned accolades from university leadership and coverage by the student newspaper and college services.

MARKETING COMMUNICATIONS TAKEAWAY: If dealing with a sensitive subject, avoid too-graphic content and focus on positive messaging to encourage adoption.



Parking Made Easy

Parking Division, Integrated Transport Centre
DOT, Abu Dhabi



With the 2018 expansion of its parking operation to create 27 percent more parking bays, the Abu Dhabi Parking Division (MAWAQIF) sought to counter a misconception that prices were increased solely to generate revenue. Patrons were not used to paid parking and stinging from a recent VAT tax, contributing to misperceptions and plenty of negative press. MAWAQIF's Parking Made Easy campaign focused on how parking's contribution to mobility, connectivity, and safety equal "More Time for You."

PR components featured a series of 30-second TV spots that captured an artist chalk-drawing leisure activities (children swinging, football, hammock-time) on paved parking spots in time-lapsed footage with upbeat music. The videos were an asset to social media engagement. In addition, parking inspectors distributed handouts on the importance of parking management in everyday life. The campaign's lighthearted, simple approach drove home the message and engaged target audiences, leading to 98.3 percent improved compliance and customer satisfaction. Parking-related road accidents and injuries dropped 21 percent.

MARKETING COMMUNICATIONS TAKEAWAY:
Counter misperceptions by taking a light-hearted approach, and use creative videos to convey your message.

Driving Change with Art

QPark and ParkCloud

Grappling with a widely held view that parking is a nuisance, two international companies teamed up to shift the spotlight to urban mobility. In 2018, ParkCloud and Q-Park teamed up to use PARK(ing) Day as an opportunity to convey a positive message about parking. Q-Park's First Street car park in Manchester, England, was selected as the canvas for the event—an art project that could help launch a young person's career.

ParkCloud and Q-Park first considered using professional artists to heighten the creative impact of the relatively unknown event, but realized this was an opportunity to scale up and give something back. PARK(ing) Day became a student-led project with a long-term impact: the winning artwork would be displayed for one year in the car park and the winner would get £500 toward their education.

The marketing team integrated elements of the PARK(ing) Day project to ensure consistency through all communications, including social media competitions and exhibition activities. The 10 finalists had six hours to create artwork to adorn a parking space on the school/college premises under the theme "Manchester and Urban Mobility." Their work was filmed and photographed for judging. PR support and invitations to the press and local dignitaries helped publicize the event.



MARKETING COMMUNICATIONS TAKEAWAY:
Riding the coattails of an existing event can be a good marketing strategy, especially with a local tie-in to show community support.

Parking Marketing Campaign

City of Virginia Beach, Va.

■ Parking near the beach can be tricky, so the parking management team for the City of Virginia Beach wanted to make it as easy as possible. Their 2018 marketing plan, aimed at increasing return customers, targeted a diverse audience with a large focus on local residents. Print ads, parking surveys, promotional materials at events, an updated website, and a strong presence on social media supported the campaign's messaging. Print ads informed residents of the residential parking discount while tourist brochures highlighted the Passport parking app and featured municipal parking locations, pricing, and other information. Print ads featuring the app increased app use by 14 percent. The updated website featured catchy visuals that portrayed the city's excitement while an online survey gathered opinions on customers' parking experiences at municipal locations. Facebook and Twitter spotlighted municipal parking availability and pricing for special events and holidays. An information booth supplied wayfinding maps of parking locations and promotional materials and sold seasonal passes.

P_{VB} Discount Parking Opportunities

Seasonal Parking Pass

\$80 for the season
April 2018 thru October 2018
Purchase passes at 2nd St, 4th St,
Rudee Loop, 19th St, and Croatan.
Passes allow for unlimited use
at municipal parking lots.

Loyalty Card

Pay to Park 5 times get the 6th FREE!

Card must be presented at time of parking
Punch card NOT valid at parking meters
No Guarantee for Space Availability
Valid only at Resort Municipal Parking Facilities

Ask your cashier for more details!

The parking department also designed two new programs to encourage repeat business and parking ease. Its Loyalty Program attracts offers a bonus to entice local return customers. The distribution of more than 28,000 punch cards netted a 20 percent redemption rate. The Seasonal Pass, upgraded to include all municipal surface lots, was embraced by more than 400 residents, business employees, and long-term tourists.

■ **MARKETING COMMUNICATIONS TAKEAWAY:** A loyalty program coupled with a focus on meeting the needs of local constituents can create a lasting positive impression of your parking program.



Never Miss a Moment Collaboration

Visa and PayByPhone

■ Anyone who's had to worry about getting a parking ticket on an expired meter can appreciate the convenience of remotely paying for and extending parking with a credit card. That was the premise of PayByPhone and Visa's "Never Miss A Moment" campaign, which targeted drivers in San Francisco, Miami, Seattle, and Metro Vancouver.

PayByPhone's creative team produced a series of videos showing people missing important moments of their lives because they left to pay for parking. Hosted on PayByPhone's YouTube channel, the videos were also promoted on Facebook, Instagram, and Twitter, generating 432 app downloads and reaching 1,175,064 Facebook and 255,010 Instagram users. The marketing team leveraged social media influencers in each of the target cities and enhanced the messaging with incentive and referral programs supported by the Visa partnership.

"Never Miss a Moment" yielded 500 trackable app installs and a noticeable increase in PayByPhone transactions, as well as a 10 percent increase in overall Visa transactions during the three-month campaign period. The partnership also provided 13.9 million impressions, 42,000 link clicks, and 7,862 app downloads via Visa's Facebook, Instagram, and Twitter pages in the three targeted cities.

■ **MARKETING COMMUNICATIONS TAKEAWAY:** Partnering with an established, reputed brand whose qualities and values align with yours will enhance your own brand.

Change: Virtual Parking to Residential TDM

Stanford University

With the construction of a new Redwood City campus that will relocate more than 2,200 Stanford University employees, many departments are having to adopt new habits. Parking & transportation services (P&TS), one of the departments preparing for a move, manages parking for 40,000 faculty, staff, students, departments, and contractors. P&TS took a proactive approach to its challenges with two 2018 initiatives. The first was a new virtual parking permit system that uses license plate recognition (LPR) enforcement from an off-campus location and provides parking utilization data. It allows customers to purchase daily and long-term parking permits and manage their Commute Club memberships through an online portal. The second initiative was the EVGR Car Free Club, its first residential TDM program. Faced with the loss of 863 parking spaces during construction of new on-campus housing, P&TS needed to entice students to go car-free.

Working closely with colleagues and university stakeholders, P&TS used multiple channels to build

awareness and provide support for customers. A comprehensive microsite featured how-to guides, FAQs, and other resources. A video, newsletter articles, emails, ads, and signage reinforced the messages and enticed 33,065 unique customers to log in to the portal.

The EVGR Car Free Club offered members a choice of rewards, including annual Zipcar membership; reimbursements for transit expenses and Lyft, Uber, and taxi rides; Amazon Prime memberships and more. The club gained 827 members (21 percent of the population) in its first year, with 995 going car-free without joining, surpassing the target car-free population by 134.

MARKETING COMMUNICATIONS TAKEAWAY:
Offer multiple incentives to encourage your customers to embrace change.



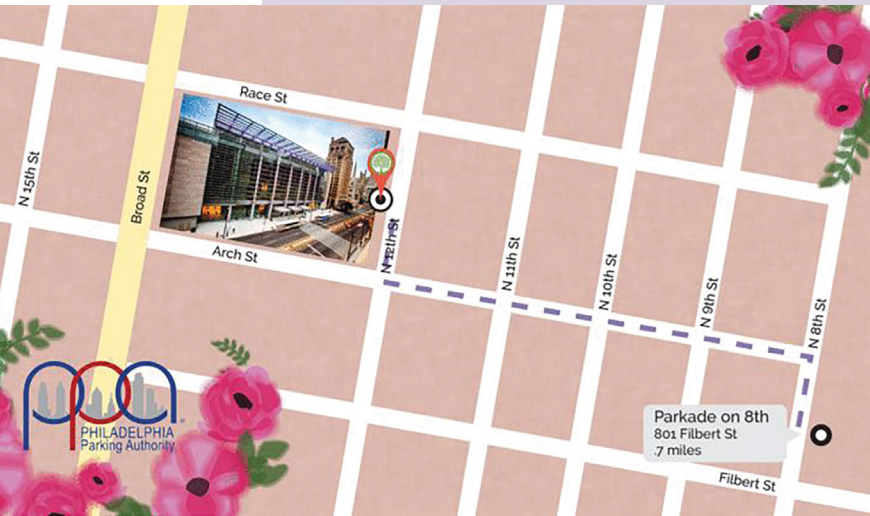
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Getting Visual

Philadelphia Parking Authority

■ The Philadelphia Parking Authority (PPA) knows communicating with current and future customers requires a robust digital presence, and that visual content must be kept fresh and engaging. PPA’s communications team has amassed a visual content library of GIFs, motion graphics, and video aimed at informing, educating, and assisting its customers.

Using audience demographics derived from social media reporting software, the team learned that its Facebook users were 58 percent female and mostly between the ages of 35 and 44. Twitter users were 59 percent male between 25 and 34 years old. Most users lived or worked within a 25-mile radius. This allowed them to target content strategically, choosing visuals that were likely to be shared.

As a result, the PPA’s digital presence has grown considerably. Since January 2017, the PPA’s social media following has grown by more than 5,000 followers, accounting for a 25 percent total increase. With over 4.2 million impressions, social media engagement has increased 32 percent, with content being absorbed and shared. PPA has tracked a 47 percent increase in received message volume, confirming that followers are receiving information and assistance.

■ **MARKETING COMMUNICATIONS TAKEAWAY:** Keep content fresh, engaging, and easy-to-understand; address your customers’ concerns; and adapt it to individual communication styles.

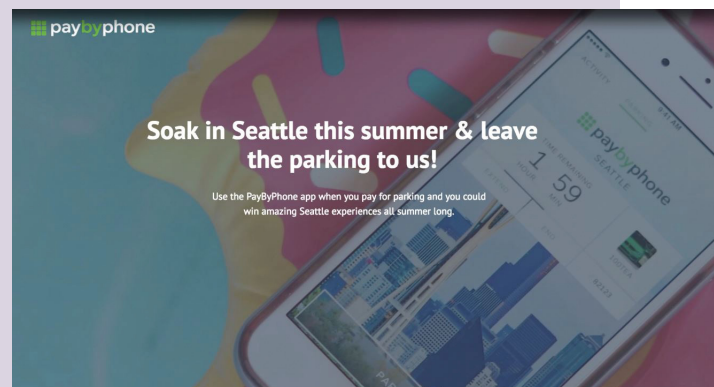
Soak in Seattle

City of Seattle and PayByPhone

■ The Seattle Department of Transportation (SDOT) teamed up with PayByPhone in 2013 for a fresh campaign with an ambitious goal: gain 6,000 new users and boost transactions to 840,000. The summer-themed “Soak in Seattle” is a double entendre for a city known for significant rainfall and limitless activities.

Street team ambassadors targeted locals with offers of free parking on select days for first-time app users. New users also qualified to win a Seattle experience, including tickets to a Mariners game or a heli-tour. Ambassadors attended the Fremont Fair to recruit new users with prize incentives. To drive home the app’s convenience, qualifiers selected a parking sticker off a car entirely covered further with stickers—the same ones required on car dashboards for parkers who do not use the PayByPhone app.

Outreach was complemented by leveraging paid PR and social media influencers. Social media users shared what they love about the app with #PBPSSeattle. PR efforts netted an article about the sweepstakes in *Seattle Met Magazine* that was shared with 56,000 magazine Facebook followers; two city newsletter articles reached more than 40,000 subscribers. Display ads on the *Seattle Times’* website generated 150,000 impressions; Facebook and Twitter tracked 534,857 impressions and 6,529 link clicks. Traffic and install ads encouraging drivers to download the app to get free parking generated 2,239 views on the sweepstakes’ custom landing page. Overall, PayByPhone tracked a 65 percent increase in new users and 868,000 transactions—a 47 percent increase over the previous summer—giving the partners the impetus to expand across the city into 2019. ♦



■ **MARKETING COMMUNICATIONS TAKEAWAY:** Analyze which past PR and marketing tactics have proved most successful and combine them with a fresh campaign.