

The Parking Professional

THE INTERNATIONAL PARKING INSTITUTE

ADVANCING TRANSPORTATION AND MOBILITY

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Excellence Indeed

The IPI Awards of
Excellence competition.



LEADING THE WAY

This year's IPI Professional Recognition Program awards shine. **32**

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Colorado State University is growing—what about its parking program? **48**

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ASK THE EXPERTS

What's the single-most important quality a parking professional should have to be considered a leader?



Art Noriega
Chief Executive Officer
Miami Parking Authority

Be a decision-maker and act on your convictions. If you are well-informed and prepared, making decisions is that much easier. It's becoming a lost skill.



Stephen J. Rebora, RA
President
DESMAN Design Management

The parking industry is diverse. Do not assume your team views the world as you do. Inspire action. It's not about getting people to follow you; it's about creating a purpose and empowering them to perform.



Joseph P. Sciulli, CAPP
Vice President, Senior Operations Consultant
CHANCE Management Advisors, Inc.

Patience. Patience to learn your employees' abilities and what motivates them, for everyone has not been given the same talents, nor are they motivated by the same things. Patience with customers, for they haven't the same depth of parking knowledge as you. Patience to teach all of them, to listen before acting, and to encourage all employees to do the same.



Peter Lange
Associate Vice President,
Transportation Services
Texas A&M University

They've got to be able to listen—listen to their team, listen to their customers, listen to their community, listen to their leadership, listen to their partners.



Casey Jones, CAPP
Vice President
TimHaahs

Our ability to advance the parking industry comes by harnessing the power and creativity of human capital. Leaders who understand this and support, nurture, and empower their teams will have the greatest impact.

||| HAVE A QUESTION? Send it to editor@parking.org and watch this space for answers from the experts.

The opinions and thoughts expressed by the contributors do not necessarily reflect the opinions and viewpoints of the International Parking Institute or official policies of IPI.

Seattle Department of Transportation

Marketing initiative dramatically boosts adoption of PayByPhone app.

After eliminating its single-space meters, the Seattle Department of Transportation (SDOT) adopted PayByPhone service in 2013 to make parking payment more convenient for residents and visitors. PayByPhone's \$0.35 user transaction fee and the public's lack of knowledge about its



benefits had proven to be roadblocks in the path to the desired adoption rate. Four years later, SDOT and PayByPhone dropped the user fee and mounted an aggressive year-long \$90,000 marketing campaign to turn the numbers around.

A January 2017 media event announced the fee absorption and campaign launch, which included city bus advertising, roaming street teams, digital advertising, paid social media ads, influencer marketing, sweepstakes prizes (such as Seahawks tickets and a helicopter ride over the city), and ads on Waze, a smartphone GPS app with more than 500,000 users. Existing PayByPhone users were encouraged to share why they loved the app, and the resulting 200 posts garnered 300,000 followers. Influencer endorsements on social media and blog posts attracted another 500,000 followers and 24,000 likes. During the holiday season, temporary decals were placed on pay stations to advertise free parking for first-time users. Within 10 months, 23 percent of parking transactions were paid by phone—a 53 percent increase over the previous year—and the number of new users was up 62 percent. SDOT decreased its pay stations by 300 during a recent upgrade as it moves closer to a multimodal transportation system that connects people to where they live, work, play, and shop.

MARKETING COMMUNICATIONS TAKEAWAY:

With a little prompting, your customers can become your spokespeople, and social media channels make it easy to spread your message.

Texas A&M Transportation Services Marketing and Communications

Sleek, new design and robust promotion lure users to mobile app.

In 2015, Texas A&M University's Transportation Services Marketing and Communications team was invited to participate in the planning and design of a new mobile app with the goal of creating a more innovative and user-focused experience. After reviewing analytics and user data and engaging focus groups to weigh in on multiple versions of the app's redesign, the new version was unveiled to the campus community in April 2016. Its sleeker, more innovative design quickly transformed the way Transportation Services promoted its services. Added features included rotating banners for special campaigns, call-out modules for various departments, and push-notification capabilities targeting the entire mobile app community.

▶

TRANSPORTATION SERVICES

 TRANSPORT SERVICES game day shuttles, park & ride, daily routes, charters	 MOBILE APPS Destination Aggieland, TAMU, ParkMobile
 BICYCLE PROGRAMS borrow a bike, bike lease, fix-it stations, summer storage	 MOTORIST ASSISTANCE help with flat tires, empty gas tanks & dead batteries
 CAR, BIKE & RIDE SHARING share cars with Zipcar, rides with Zimride, & bikes with Zagster	 PARKING SERVICES expanded parking privileges during summer & breaks

visit transport.tamu.edu for more info ◀

The team planned a robust \$3,000-per-year communications campaign to promote the app's dynamic media platform. It included informational handouts at new student conferences, in-person summer presentations to more than 33,000 students and family members, Howdy Week welcome events and packet inserts for new and returning students, resource tables at special events, ads in on- and off-campus publications, Twitter and Facebook campaigns (aimed at more than 9,000 followers), and a new website. Since its 2016 rollout, the Transportation Services' app modules have garnered 60 percent of clicks by more than 80,000 users—

142.6 times higher than any of the app's other sections. The campaign was so successful that the department was invited to create a Destination Aggieland Game Day mobile app component for the university's mobile app.

MARKETING COMMUNICATIONS TAKEAWAY:

University students are natural app users provided the app is appealing and user-friendly and you cover all the bases to tell them about it.

Other 2018 winners included:

Assembly Row–SP+ Somerville, Mass.

'3 for Free' campaign curbs parking abuse and frees up space for retail customers.

Sometimes free parking negatively affects the customers it was designed to serve. That was the case at Assembly Row's outdoor Marketplace lot, which serves Staples, T.J. Maxx, Bed Bath & Beyond, and Trader Joe's in Somerville, Mass. When a new four-garage mixed-used facility was added in 2014, it provided a new green space and a public-transit station—and attracted commuters who wanted to take advantage of the free spaces and board the T (public subway) for downtown Boston. After a year of planning, owners decided to make the switch to a controlled parking structure for Assembly Row visitors and guests and restrict commuter parking to one location.

Two different rate structures would provide three hours of free parking for retail customers in the surface lot, but sensors in the asphalt would reveal when that time was up. "3 For Free" signage advertised the new system throughout the four garages, which were given customer-friendly names and unique color schemes. Custom overlays at entrance/exit machines provided information on facility rates and hours and how to use the credit-card system. A redesigned website directed visitors to easily find parking information by destination (restaurant, retail, attraction) and enticed employees to sign up for parking.

MARKETING COMMUNICATIONS TAKEAWAY:

When abuse makes paying for parking necessary, making it simple and easy can ease the transition to a new system.



University of Arizona Parking & Transportation Services

Citation diversion program lessens fines and boosts knowledge and goodwill.

The University of Arizona Parking & Transportation Services (UA PTS) provides campus transportation services to 50,000 users a day, which requires enforcement by issuing citations for violations. To reduce or eliminate citation fees, customers can participate in an online education/quiz program that nets more than 360 customer requests a year. A score of 85 percent or more will waive or reduce a parking fine, depending on the offense. To create better campus citizens and reduce recidivism, UA PTS decided to leverage the program's popularity and revamp it while seizing the opportunity to educate customers about the different sides of parking on campus.

Initially designed in a workbook format with content from Campus Health and the dean of students, the program was reformatted into a 70-question online test that provides automated metrics and gives participants sources to find the answers. The content reflects a positive message about campus parking and transportation services. Responses are awarded points based on effort and thought. In educating users, UA PTS also learned several lessons: refresh the questions each year, direct users to the website for information (and thus solicit feedback on its

