traffic, and social media targeted first-time campus visitors. The extensive communications and marketing effort paid off. The training camp had minimal effects on daily campus life, and LA Rams fans took home a positive experience. PARKby-PLATE also proved to be a winner: By 2017, more than 50 percent of campus parking was purchased online, saving valuable onsite processing time and reducing congestion.

Marketing Communications Takeaway:
With good planning and a solid, coordinated communication program, you can tackle any challenge head-on—even the LA Rams. For more, check out: parking.uci.edu/rams.

Cornell University Transportation and Delivery Services

Social media engagement keeps Cornell on the move and cements relationships.

In creating its social media strategy in 2015, Cornell University’s Transportation and Delivery Services (TDS) had two major goals: to improve the customer experience and reduce the number of emails and phone calls to the department. Knowing that negative posts about tickets, towing, and booting were a distinct possibility, the department chose to be transparent and proactive in its communication and use several communication channels. After researching other transportation social media platforms, TDS adopted the 70/20/10 rule: Spend 70 percent of the time posting useful universal content, 20 percent giving shout-outs to others in the community and industry, and 10 percent on self-promotion.

Facebook provided the ideal platform to educate followers about topics such as safety, using content from New York state’s departments of transportation and health and the Governor’s Traffic Safety Committee. One video garnered more than 55,000 views, 872 likes, and 129 shares. The launch of a bike-share program earned 4,000 followers in 10 months. Current events provided continually fresh content; ongoing features, such as “This Day in History” and “Safety Saturday,” attracted regular followers. By tracking metrics, TDS learned the days/times that produced the most engagement. By November 2017, Cornell ranked first in the nation for luxury-type bus services and related Facebook pages based on the number of followers and fans. For more, visit bit.ly/CornellParkingVideo.

Marketing Communications Takeaway:
Creating and sharing engaging content can improve the customer experience, help with department branding, and build sincere relationships.

Cal Poly Transportation and Parking Services

‘My Other Car Is’ campaign gets campus commuters to rethink their ride.

Cal Poly Transportation and Parking Services (TAPS) began the 2017 school year with the loss of two major parking lots, giving it an added impetus to encourage alternative transportation. TAPS also was undergoing a rebranding, with the need to educate students, faculty, and staff about its new initiatives. The “My Other Car Is” campaign served both purposes. It showcased students, faculty, and staff who carpool (“My Other Car Is Haley”), ride an bike (“My Other Car Is My Bike”), take the bus (“My Other Car Is the Bus”), and walk (“My Other Car Is Flip Flops/Boots/Etc.”) to campus. The campaign’s 141,779 social media impressions (six per campus member) in its first two months proved its popularity.

The marketing and communications team’s integrated marketing campaign was targeted to people living, working, and visiting Cal Poly. It included posters, flyers, digital...
Having pioneered mobile payment application in Canada, EasyPark expanded to feature all three of the leading local mobile payment platforms. It also became the first B.C. parking company to offer Chinese currency payment services for its growing Chinese population. More community support initiatives—including Bike the Night, the Abbotsford Air Show, and a community softball league—were added to its existing roster of partnerships. For improved sustainability, EasyPark purchased a locally manufactured electric car and switched to LED lighting in its lots. Brand-awareness initiatives included free-month-of-parking giveaways and $100 credit toward the EasyPark App for monthly users, and $5-off app card hand-outs at events, business meetings, and social activities and to customers standing in line at meters. It also gave its vehicle fleet an innovative new design. As a result of these measures, cold calls from prospective clients have risen by 50 percent each year.

MARKETING COMMUNICATIONS TAKEAWAY:
When you step back and examine your programs through a lens of greatness, you may discover many avenues for continued improvement.

University of Maryland Department of Transportation Services

Socks Box helps incoming freshmen get off on the right foot without a car on campus.

Easy Park, Vancouver, B.C., Canada

*Asking “What Would Disney Do?” challenges EasyPark to up its game.*

Founded in 1947, EasyPark has grown to 135 parking facilities across British Columbia. In keeping with its mission of making parking easy, safe, convenient, and affordable for customers, EasyPark challenged itself in 2017 to examine what parking would look like if Disney owned it. Was EasyPark exemplifying the highest ideals of leadership, customer experience, culture, creativity, innovation, and brand loyalty? The desire to reach higher resulted in a $30,000 program to improve customer access, community support, and brand awareness.

Several new buildings and a future Purple Line Washington, D.C., Metro (public subway) stop were about to change the face of the University of Maryland (UMD), but the positive changes necessitated the sacrifice of 3,000 parking spaces and parking permits for freshmen entering school in fall 2017. To cushion the blow, the university’s Department of Transportation Services (DOTS) sent the 4,895 freshmen a Socks Box containing a pair of DOTS socks and a pamphlet on UMD’s bikeshare and ride-sharing programs, shuttle system, walking on campus, and D.C.-area transit options. The Socks Box was announced with a welcome email featuring a call-to-action: Take a socks selfie and tag it #DOTS_UMD. Boxes arrived at...