

#Parking

Integrating Social Media into Parking



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A B R A Z O
MULTICULTURAL
MARKETING + COMMUNICATION



What Social Media Is



- Communication is no longer neatly organized by signage, traditional advertising, and web sites



Communications Strategy

More Users = Increased Utility for Businesses



- **Facebook**

- More than 845 million active users
 - ✦ 1 in every 13 people on Earth
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook



- **Twitter**

- 100 million active users
- One BILLION tweets per week
- 143,199 is the record for tweets per second



What Social Media Is



- Search engine that harnesses personal networks



twitter

Home Profil

What's happening?

140

New! Add a location to your tweets. Turn it on - No thanks

Latest: Apr 8 Double lane closure scheduled on I-94 EB & WB in Waukesha Co from WIS 16-124th St 11:59pm-7:30am. Only 1 lane available during those hrs 2 days ago

Tweet

Tweets mentioning @WIRepave94



BrookfdWPatch Driving tonight? only 1 lane will be available on I-94 EB and WB from midnight to 7:30am Sat, 124th St west to Highway 16. Via @WIRepave94

9:56 PM Apr 8th via TweetDeck



whoapossom @bbmaggee You can follow @WIRepave94 for fast updates! Or just talk to me for unofficial updates.

11:13 AM Mar 31st via Twitter for iPhone in reply to bbmaggee



WaukeshaPatch Expect delays tonight in #Waukesha County on I-94, <http://patch.com/A-gn55> @WIRepave94

6:41 PM Mar 29th via web



herrpigu @RiggsRadio @WIRepave94 yea, i hear ya!!!! i am so glad that i dont work out in waukesha any more....i hated that commute every day.

4:28 PM Mar 23rd via web in reply to RiggsRadio



AlanHamari_CNI RT @WIRepave94: 3/15: Ramp closures scheduled for I-94 EB exit ramp to Highway 164/J and Moorland Rd entrance ramp to I-94 EB, 8p-5:30a

4:02 PM Mar 15th via TweetDeck



"Tinny" Pewaukee Tin Man

Follow the I-94 project at Wisconsin Repave 94!! You can also check out the project website at www.Repave94.org and follow them on Twitter @WIRepave94.



94 East-West Repaving Project: A Better Ride Ahead

www.Repave94.org

The I-94 East-West Freeway in Waukesha County from WIS 16 to 124th Street and Milwaukee County from 72nd Street to 32nd Street is being repaved in 2011 and 2012. Use this site to help plan the best route to your destination.

April 15 at 12:21pm · View Post

The Ripple Effect



TOTAL
3,025

1,000
followers

1,600
followers

425
followers



brewtownandy @Bjaardker @HeyJessyPants RT
@WisconsinPlan94: 3/2:Full closures on I-43/94 SB & I-894/43 EB
near Mitchell 10p-5a <http://bit.ly/erGigX>

4:40 PM Mar 2nd via Echofon

Retweeted by 3 people



Mar.2:Full frwy closures scheduled tonight on I-43/94 SB & I-894/43
EB near the Mitchell Interchange 10pm-5am <http://bit.ly/erGigX>

3:49 PM Mar 2nd via web

What Social Media Isn't



- **A fad**
 - 8 in 10 Americans are online today
 - 1 in 3 have a profile on a social networking site
- **A generational tool**
 - Most common user of transportation Facebook pages are 35-44 years old
- **Succinctly measurable (i.e. vs. print ad)**
 - Reach is always further than available measurables



Current Uses in Transportation



- Construction progress
- Scheduled closures



Wisconsin Repave94 @WIRepave94

19 Feb

Remember, long-term lane closure on I-94 EB from 86th-25th St starts tomorrow at 530am-consider alt route/mode. RT to give ur pals a heads up!



John Augustyniak and 5 others retweeted you

20 Feb

19 Feb : Remember, long-term lane closure on I-94 EB from 86th-25th St...



Wisconsin Plan 94

Alright everybody, we are in the home stretch - looking forward to this Thursday when the new system ramp from I-894 Eastbound to I-43/94 Northbound is scheduled to reopen (weather-permitting). Click "LIKE" to join our countdown!!

20 people like this.

Current Uses in Transportation



- Comment function
- Message reinforcement



Wisconsin Repave 94

If you've driven in the I-94 East-West construction zone, you've seen the DLMS. What is the DLMS & how do you use it? Find out here:



124 People Reached · 6 People Talking About This

Like · Comment · Share · February 21 at 5:49pm

3 people like this.

David Johnson It's a DLMS! I've seen it but, I didn't know what it was or, how to use it. Thanks
February 21 at 6:07pm · Unlike · 1



Wisconsin Plan 94

Wall Info Photos Discussions +

What's on your mind?

Attach: [Icons]

Wisconsin Plan 94 + Others Wisconsin Plan 94 Just Others

Penny Hansen So , when is the NB ramps at G going to be open ?
August 13 at 7:31pm · Comment · Like · Flag

Penny Hansen Got an email update :) G opens next Friday at 5 PM!
August 13 at 9:26pm · Like · Delete · Flag

See All

Advantages of Social Media



- Low cost
- Easy to target users
- Content repurposing
- Timely, quality messages
- Receive instant feedback

Opportunities for Social Media in Parking



- Educational opportunity
 - Hours
 - How your system works
 - Updates on repairs, maintenance for regular users



Sherman Parking @ShermanParking

Halloween Parade Street Closures - Thursday, October 31 AVOID
6th Ave from Spring to Varrick St. ow.ly/qkaBl



Philadelphia Parking Authority

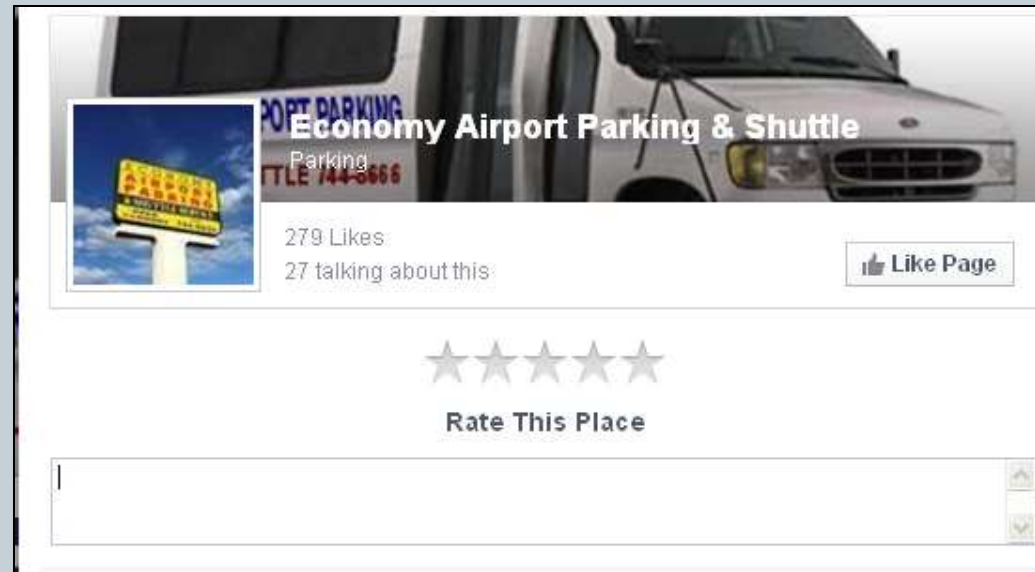
Yesterday

On Wednesdays, we offer free parking at Center City meters after
5 p.m. Get more info here >> <http://bit.ly/16F6GoC>

Opportunities for Social Media in Parking



- Marketing opportunity
 - Build awareness of your lot/structure
 - Respond to customer comments and questions
 - Ratings
 - Offers (digital coupons)



Boulder Parking @BoulderParking

All meters/pay stations and city garages are FREE every Sunday in Boulder.

Post



Marketing & Functionality Example



Philadelphia Parking Authority
1,117 likes · 71 talking about this

Government Organization
The Philadelphia Parking Authority provides residents, businesses and visitors to Philadelphia with comprehensive parking management services.

About – Suggest an Edit

PHILADELPHIA Parking Authority
SUPPORT TAB

Special Coupon

Parking Poll

Photos Support Parking Coupon Parking Poll

PHILADELPHIA Parking Authority
RESOURCE TAB

Frequently Requested Forms

@PhilaParking

1,117 Likes

Resources Frequently Requ... @PhilaParking Likes

Welcome!

Christmas Village in Philadelphia

PPA Temporarily Relaxes Neighbor
After meeting with Philadelphia City

Marketing & Functionality



City of Milwaukee Parking Structures 2013 – 2014 Milwaukee Bucks Season and Half Season Parking Books



4th & Highland Parking Structure

324 W. Highland Avenue

Full Season Rate: \$784.00 Number of Books: _____

Half Season Rate: \$406.00 Number of Books: _____

*Includes \$10.00 Administrative Fee Half: Red [] or Green []



MacArthur Square Parking Structure

841 N. James Lovell Street

Full Season Rate: \$440.00 Number of Books: _____

Half Season Rate: \$230.00 Number of Books: _____

*Includes \$10.00 Administrative Fee Half: Red [] or Green []



Water Street Parking Structure

1000 N. Water Street

Full Season Rate: \$268.00 Number of Books: _____

Half Season Rate: \$142.00 Number of Books: _____

*Includes \$10.00 Administrative Fee Half: Red [] or Green []



Phone: 414-266-6028

E-Mail: jurdink@impark.com

Twitter: @MKXCityGarages

Amount Enclosed:

\$ _____

Make Checks Payable to: Impark

To Order Your Season or Half Season Ticket Parking Book:

Mail this order form with check made out to Impark to:

Impark

Milwaukee Bucks Parking

841 N. James Lovell Street

Milwaukee WI, 53233

Name: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____



4th & Highland Parking Structure

Like This Page · September 11

Milwaukee Bucks Fans! The City of Milwaukee Parking Structures are offering discounted season and partial season ticket parking pricing at three of our parking structures in downtown Milwaukee.

Click on the photo for more information!

Like · Comment · Share

Sue Kitkowski-Weisman likes this.



Write a comment...



Friend Requests

See All



Regina Falange

3 mutual friends

Confirm Friend

Recommended Pages

See All



MSOE Lacrosse

Tien Dinh and 13 other friends like this.

Like

A Local Example



f Economy Airport Parking & Shuttle Q Hot



Economy Airport Parking & Shuttle

279 likes · 27 talking about this · [View here](#)

Like **Review** **Message** **⌵**

279

Chat (Off)

Location: Parking · Airport Shuttle · Airport
5855 S Howell Ave, Milwaukee, Wisconsin 53207-6229
(414) 755-8161



Forum for Customer Comments & Questions



Husar Cindy

I LOVE Economy Parking..been parking here for about 6-7 years! I love the people, the service, and the professionalism! You cant go wrong here.I would NEVER park anywhere else!

Like · Comment · November 8, 2012 at 12:02pm

 Economy Airport Parking & Shuttle likes this.



Write a comment...



Ernesto Cuellar

Do I need to leave my car keys?

Like · Comment · October 22, 2012 at 11:03pm near Green Bay, WI



Economy Airport Parking & Shuttle No, we do not keep your keys.

October 22, 2012 at 11:18pm · Like ·  1



Write a comment...



Katrina Nelson

do you have 24 hour shuttle service, and if so, how do I make a reservation?

Like · Comment · August 22, 2012 at 8:28pm



Economy Airport Parking & Shuttle Yes! Our shuttles run 24 hours a day. We do not take reservations, you can just show up and park when your ready. We do suggest you allow an additional 10-15 minutes just for us to get you to ticketing on time. Thanks!!

Opportunities for Social Media in Parking



- Increase usage by providing instantaneous information
 - Tweets of how many spots are available during an event
 - Use hashtags, tags/hyperlinks to access the crowd
- Test the waters by using existing platforms to provide information instead of investing in an app



EcoWatch @EcoWatch

Searching for a **parking** space is a routine that burns about 1 million barrels of the world's oil every day.

Event-Based Opportunities



The BMO Harris Bradley Center is home to three sports teams; the NBA Milwaukee Bucks, the AHL Milwaukee Admirals, and

Like · Comment · Share



City of Milwaukee Parking Structures shared a link.
Yesterday

Walk the Moon comes to the Pabst Theater to

#Parking for the show is available at the Water Street Parking Structure for just \$6.00 after 5:00 PM.

<http://pabsttheater.org/show/walkthemoon2013>



Walk The Moon | Wednesday, October 30 | The Pabst Theater
pabsttheater.org

Who has their colors chosen for face painting? This is a band with super catchy songs that will get stuck in your head and stay there! Expect plenty of



City of Milwaukee Parking Structures shared a link.
Yesterday

Beach Boys cofounder Brian Wilson takes the Riverside Theater stage with guitar icon Jeff Beck.

Convenient #parking is available at the 2nd & Plankinton Parking Structure located just a half a block from the Riverside for just \$10.00.

<http://pabsttheater.org/show/jeffbeckbrianwilson2013>



Brian Wilson and Jeff Beck | Wednesday, October 30 | The Riverside Theater
pabsttheater.org

Legendary Beach Boys cofounder Brian Wilson and Guitar icon Jeff Beck. Together they bring you a night of music you will never forget. 2 legends

Like · Comment · Share

Event-Based Opportunities



Tweets

 **Milwaukee Parking** @MKECityGarages 2h
The @4thStreetForum kicks off at @MilwTurners at noon! We have plenty of #parking available at our 4th & Highland Structure.
Expand Reply Retweet Favorite More

 **Milwaukee Parking** @MKECityGarages 2h
@umphreysmcgee kicks off a 3 day run at the Riverside Theater. #Parking is available at the 2nd & Plankinton Structure for just \$10.00!
Expand Reply Retweet Favorite More

 **Milwaukee Parking** @MKECityGarages 4h
Celebrate #Halloween with @thisispolice tonight at Turner Hall! #Parking is available at the 4th & Highland Structure for \$6 after 5:00 PM.
Expand Reply Retweet Favorite More

 **Milwaukee Parking** @MKECityGarages 30 Oct
The @mkeadmirals take on the @TexasStars again tonight at the @BMOHBC. #Parking for the game is available at the 4th & Highland Structure.
Expand Reply Retweet Favorite More

 **Milwaukee Parking** @MKECityGarages 30 Oct
@BrianWilsonLive & @jeffbeckmusic headline the Riverside Theater tonight! Parking is available at the 2nd & Plankinton Structure for \$10.00!

Social Media Dos



- Plan your messaging ahead of time
- Unite it with other communications tools
- Use available functionality: hashtags, Facebook ads, analytics, offers, ratings
- Re-focus your messaging, tone, strategy occasionally

Social Media Don'ts



- Be afraid to use it on the fly
- Try to tell your life story in 140 characters
- Leave comments, complaints, RTs unattended

Integrating Social Media



- How does it fit into your current communication strategy?
- Understand that regular, new content is necessary to engage users & keep them interested
 - Do you have enough info to share?
 - Do you have enough staff to maintain & oversee these mediums?
- Your customers and users are already talking about you. Are you at the table?



Questions?



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