

MINUTES

Downtown Advisory Board Sub Committee – Parking Garage Marketing

Thursday, July 19, 2018–2:00 P.M.
Urban Development Conference Room
350 Commercial St NE

1. Meeting started at 2:05

Attendees: Dana Vugteveen, Jesse Hayes

Staff: Sheri Wahrgren; Nicole Miller, Kenny Larson

2. Discussion:

Jesse Hayes reviewed the document he prepared titled “Parking Garage Branding” that highlighted obstacles/issues/observations relating to why parking garages may not be utilized and ideas/strategies to overcome these obstacles. The focus was increasing utilization in the Chemeketa Parkade as the first priority.

Attached is a copy of Jesse Hayes notes.

Nicole Miller, UD Public Relations Manager, and Kenny Larson, City-wide Communications Manager, discussed options available through City resources to increase exposure and/or market the parking garages. One of the suggestions was the development of short videos that could incorporate locations within and around the parking garages. City staff was also asked to look into why Chemeketa is not accessible on google map location.

There were several ideas shared that will require review and input from other departments prior to determining feasibility and potential costs. The following is a few of the potential project activities that staff will be exploring as a follow-up to the sub-committee meeting:

Art (murals, school partnerships, competitions, stairwells)

Lighting (exterior and interior)

Signage

Use of Color through paint

Location for art on a wall that encourages a photo opportunity

Use of cute/fun graphics to brand parking

3. Meeting concluded at approximately 3:30 p.m.

Downtown Salem

Parking Garage Branding

Why don't people use?

- Feel inconvenient
 - Parking counters, clear access
 - Marketing that stresses unlimited time, a garage within three blocks of every business
- Feel unsafe
 - Fix with art
 - Patrol more often
- Feel dirty
 - Clean more often
- Don't know about parkades
 - Marketing campaign, recruit businesses to spread by word of mouth
- Don't think about parkades
 - Make them memorable. Give them personality. Get people to take photos.
- Feel negatively about parkades
 - Use design to give people good feelings. Surprise them with easter eggs. Little things that make them smile, make them take a picture.

◦ Focus on primary target demographic

The Feel

Convenient, easy, guaranteed

Safe, clean

Fun, Cute

Target Demographics:

- Employees
- Residents
- Long stays
- Mall goers
- First thought after first pass

Strategy

Start with Chemeketa. Pour money first into a successful Chemeketa.

Focus on art, design, signage and lighting

Make Chemeketa feel cute, personable, beautiful

Follow with spreading the word

Tagline

Start here.

The experience starts here.

Free parking. It's good to land here.

Good for you, good for the community.

There's a place for you here.

The smart way to access the downtown life.

Art

Murals by school kids

- Murals in stairwells, on empty walls
- Salem middle school/high school art programs would take applications from students.
- Selected art programs would receive some money
- Artists would also receive some money
- Salem pays for paint, etc.
- Sign it by name and by school
- Press releases to accompany

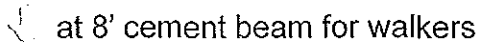
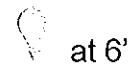
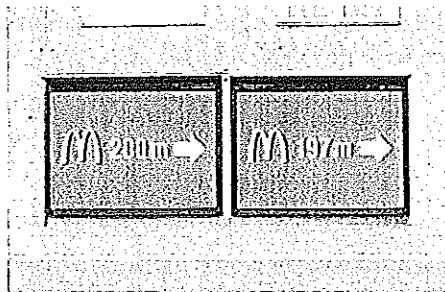
Design

Use graphics to give people good feelings. Surprise them with easter eggs. Little things that make them smile, make them take a picture.

- Make it fun

Hopscotch

Congratulations! You got the best spot




White T-Rex silhouette covering wall – something people will take a photo with


- Make it personal

Pedestrian exit, elevators: Welcome to Downtown Salem



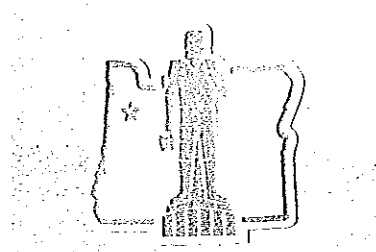
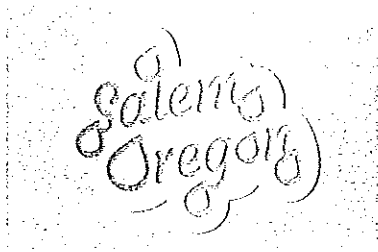
60' 



40' 

Pedestrian entry: See you soon!

- Make it Salem specific



Gold man, but in a car with arm out window holding axe

P.S. Downtown Salem could use a logo

Paint railings. All ^{putting yellow} blue or red or whatever. Give a consistent line of color throughout.
 Turn on fountain in Chemeketa courtyard
 ↓ white

Lighting

- upward facing led lights on columns. Different colors
- Even a projector – there's a place for you here. Park Downtown Salem

Signage

Huge blue letters

- Park Here above Chemeketa st
- Names: Chemeketa Parkade
- Park Downtown on ceiling

New blue signage will help

Parking counters

- Removes the "risk" of turning into the garage. Doesn't feel like a large commitment that might not pay off.

Marketing

Utilize Downtown Salem social media pages

- Show multiple photos of downtown culture stuff – fun, laughter, a group clinking glasses, and the last two of the Chemeketa parkade – hot couple walking down the mural stairs, and the entry.
- Take photos of the cute graphics. For example, take a photo with someone standing below the idea light bulb. Tagline: The smart way to access the downtown life. Free. No time limit. A parking garage within three blocks of every downtown business.

Concert – facing parking as tiered seating (like make music day)

Emails and handouts for businesses

Designed poster for business windows/events boards

Access

Make sure it shows up on cell phone maps. Chemeketa currently isn't on google maps.

Tiered Permit Pricing

Shift part-time parking to parking scholarships

- Especially Marion. Chemeketa and Liberty too.
- Prove two simple things with one document (pay stub): Downtown job, less than \$35k per year.
- \$20 / month for Marion. Priced according to demand. \$25 for others?

Package pricing for businesses - 5 for x, 10 for y

Businesses as Allies

Get them to spread the word customer to customer

- Parking garage within three blocks of every business.
- Parking map with some simple

Rent out space on top of garage 10x parking spaces to restaurant/bar in bottom

What Good Looks Like

1111 Lincoln Road

Retail, Office, Events

Design, lighting

Automobile shelter

Santa Monica Civic Center

LED colored panels/lighting

PDX

Hanging garden