

Weeknight Parking Working Group

30 JANUARY 2019

Agenda

Weeknight Parking Events Update

Marketing & Communications Plan

Late Night Travel

Round Table



Weeknight Parking Events Update

Meeting with stakeholders

Developing individual plans for events

Marketing & Communications strategy

Marketing & Communications Plan

OLIVIA JAMES, CAMPUS ENTERPRISES

Communications Plan

Meeting with
Town

Provost
Leadership
Cabinet

Stakeholder
Groups

Social
Media

DTH &
Gazette

Formal
Notices

Signs at
Lots

Digital
Displays

Website Info
& FAQ

Parking Info
App

Messaging

Individualized Messaging

Town & Administration

Educational Messaging and Materials

Late Night Travel

THAN AUSTIN

Round Table
