



# Communication, Collaboration and Coordination

The three C's to getting your message out



# About Us



# Introductions



**Nicole Holman**

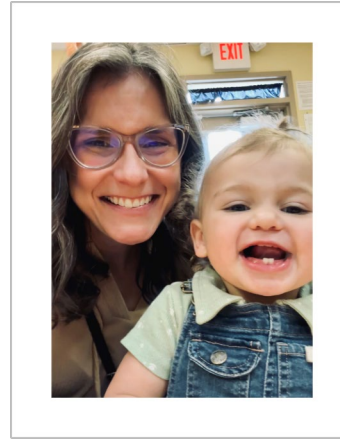
Assistant Director

The Ohio State University

Office of Administration and Planning

Marketing and Communications

**[holman.126@osu.edu](mailto:holman.126@osu.edu)**



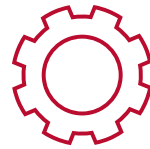
**Nikole Thomas**

Communication and Public Relations Manager

CampusParc

**[nthomas@campusparc.com](mailto:nthomas@campusparc.com)**

# Office of Administration and Planning



## CITY SERVICES OF OHIO STATE

Transportation, construction, real estate, public safety, printing



## OUR COMMUNICATION TEAM

Five full-time staff dedicated to supporting the communication needs for the “City Services of Ohio State”



## SERVICE OFFERINGS

Strategic communications, crisis management, media relations, social media, email marketing, graphic design, videography and more

# CampusParc



## OHIO STATE'S PARKING CONCESSION MANAGER

Parking operations, CapEx projects, event management, sustainability, sponsorships



## OUR COMMUNICATION TEAM

Three full-time staff dedicated to supporting the communication needs for Ohio State's parking system

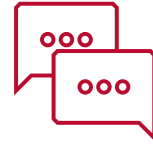


## SERVICE OFFERINGS

Customer communications, crisis support, public relations management, social media, website content management, NIL coordination and sponsorship promotion

# How we Collaborate

With growth comes communication



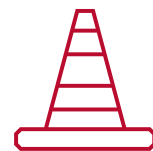
## BI-WEEKLY COMMUNICATION MEETINGS

A re-occurring cadence assists with consistency



## MICROSOFT TEAMS

Communication members from across the university contribute



## CONSTRUCTION/EVENT IMPACTS

Coordinate to communicate parking and travel impacts

# Our Strategy



**“The role of transparent, frequent, and encouraging communication when navigating uncertainty shouldn't be underestimated.”**

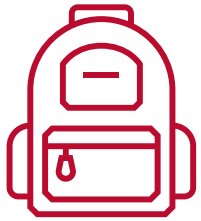
- Corporate Communications Are Key to Success During a Pandemic, National Library of Medicine



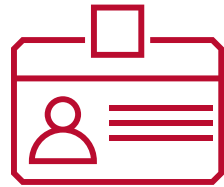
# The 3 C's

- **Collaboration**
  - Identify issues and goals early
- **Coordination**
  - Determine resolution, roles and responsibilities
- **Communication**
  - Develop and implement plan
  - Maintain transparent, consistent messaging
- **Parking and transportation impacts are not always “glamorous”**
- **Provide the gift of time**

# Target Audience



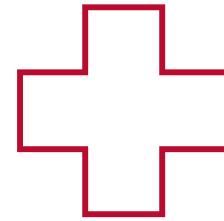
**Students**



**Staff**



**Faculty**



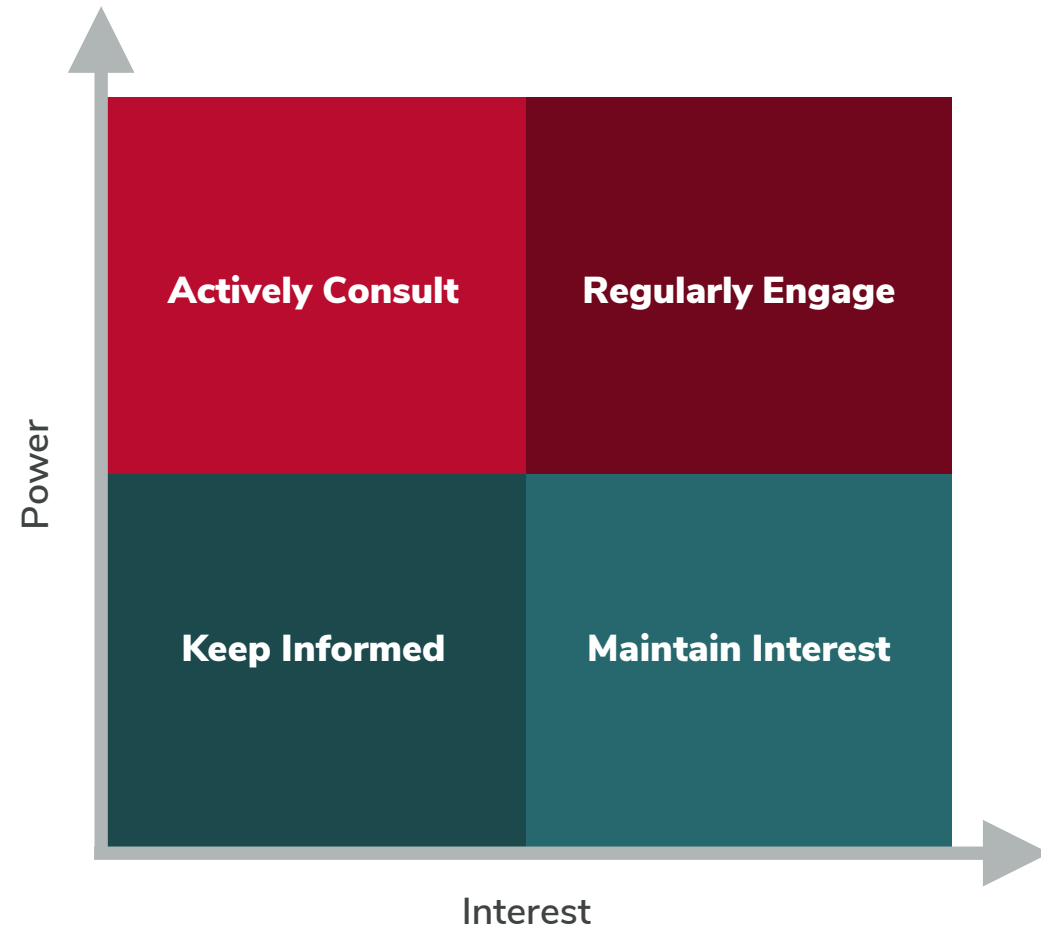
**Patients**



**Visitors**

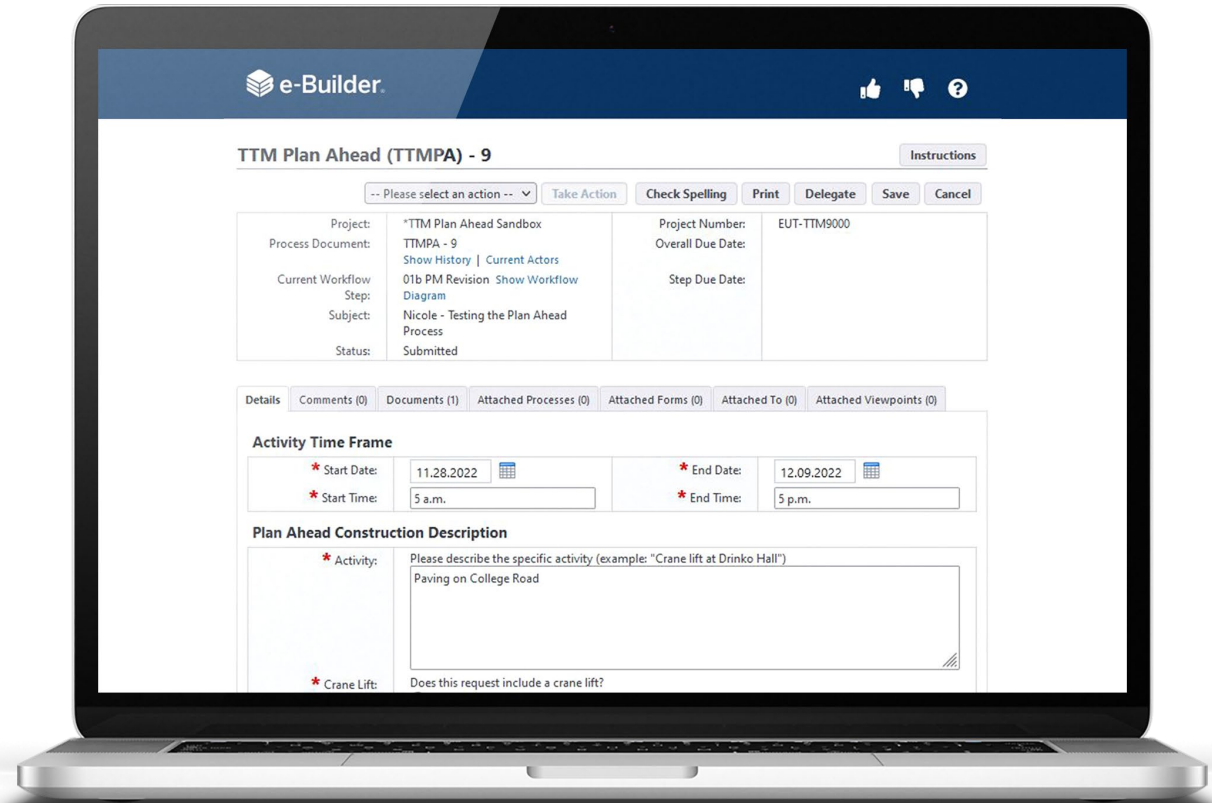
# Audience Engagement

- Identify stakeholders and potential gaps
- Develop tailored strategies
- Maximize resources



# Global Logistics Coordination

- Formal Impact Approval Process
- Microsoft Office Teams
  - Weekly Virtual Meetings, Recordings
  - Impact Notes
- Representatives
  - Transportation and Traffic
  - Parking
  - Public Safety
  - Construction
  - Athletics
  - Student Life
  - Medical Center
  - University Registrar
  - IT
- Travel Impact Map
- University Communication Channels



# Parking Advisory Committee (PAC)

- **Microsoft Office Teams**

- Quarterly updates

- **Representatives**

- Academic Departments
- Student Government
- University Staff Advisory Committee
- Transportation and Traffic
- Parking
- Public Safety
- Construction
- Athletics
- Student Life
- Medical Center
- University Registrar

# Channel Considerations

1

**DIGITAL**

Websites  
University newsletters  
Targeted customer emails  
Ohio State App  
Text Alert

2

**SIGNAGE**

Parking lot signage  
Solar signboards  
Digital screens

3

**SOCIAL**

Facebook  
Instagram  
Twitter  
Reddit

# Social Trends

Posted by u/AlanTalarczyk **B.S. 2023** 24 days ago



## i hate campus parc

**Rant**

Everyone does, but they gave me an 83-dollar ticket and a 50-dollar ticket on the same day 🤪 and I was only over the time limit by a few min. I tried to use an old ticket and keep it on my window so they would leave me alone, but that didn't work. And they kept giving me "no front plate" tickets all last year, so now I need to park head in...



21 Comments



Award



Share




Save



# Social Trends

 mando44646 🍌 +3 · 24 days ago

1. You used an old ticket
2. They notified everyone last year they need to see a plate. So if no front plate, you have to park appropriately

They're s, but this was all your fault

🌟 81 🌟  Reply  Share ...

 tinui1 🍌 +1 · 22 days ago

I thought ohio did not require front plates? Last time I went to the BMV they only gave one plate

🌟 1 🌟  Reply  Share ...

 mando44646 🍌 +3 · 22 days ago

You're right.

But Campus Parc needs to scan your plate to see if you have a parking pass registered

🌟 2 🌟  Reply  Share ...



# Social Trends



FlashyHippo 🦄 +3 · 24 days ago

It seems like everyone that hates campus parc can't follow rules.

🌟 69 🌟 Reply Share ...



That\_Description4759 🍌 +1 · 24 days ago

Like the guy on here a couple weeks ago that was mad that they caught him parked in the handicap spot?

🌟 50 🌟 Reply Share ...



OSUStudent272 🦉 +2 · 24 days ago

Ngl, these posters has improved my perception of Campus Parc

🌟 21 🌟 Reply Share ...

# Highlights: Travel Impacts



# Calendar

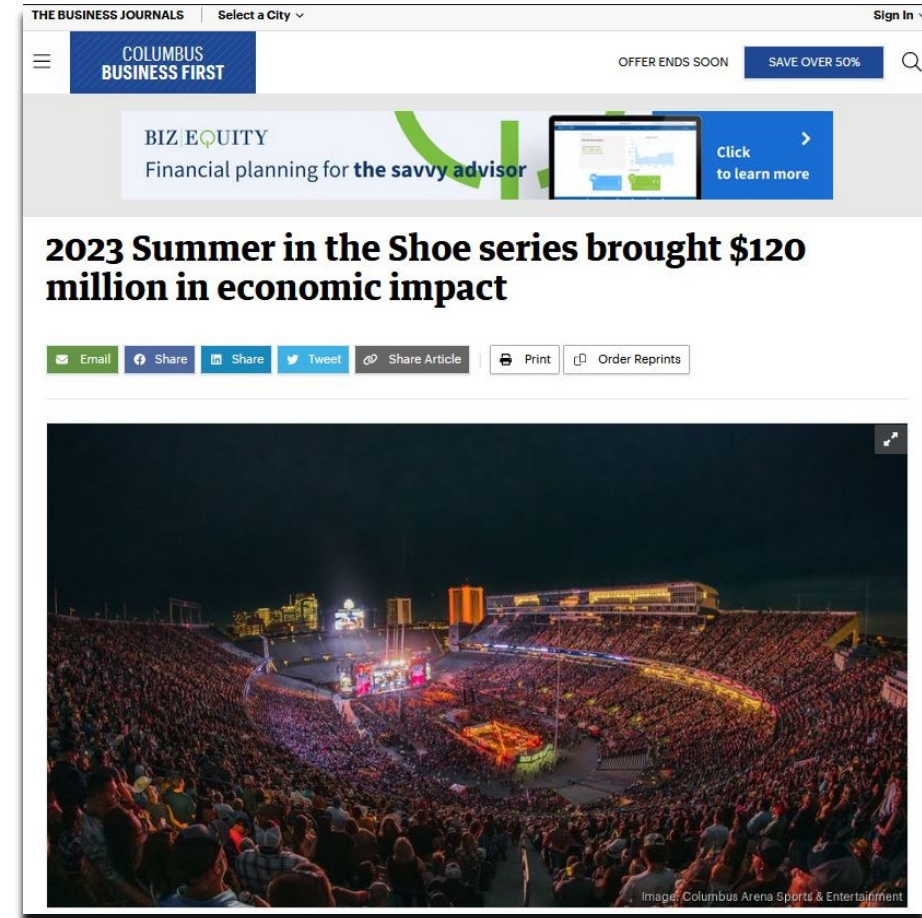


# Travel & Parking Impact Communications



# By the Numbers:

- Events:
  - Stevie Nicks and Billy Joel
  - Motley Crue, Def Leppard
  - Morgan Wallen, 2-Days
- Social: 200 engagements
- Website: 3,500
- App: 2,000
- University-wide Email:
  - Unique content: 18,759 opens (26% open rate) of 72,507
  - Other content: ~11-18% open rate, increases over time



# Highlights: Safety



# Safety

**CampusParc**  
at The Ohio State University

September 6, 2022

The following message is being shared with parking permit holders in collaboration with The Ohio State University Police Division.

Theft of Hyundai and Kia model vehicles has been on the rise in Columbus and nationally. Specifically, models that use an inserted key instead of push button ignition are being targeted by thieves as easier to steal.

One possible deterrent to auto theft is a physical anti-theft steering lock (like the Club) on the steering wheel of your vehicle. While Kia and Hyundai vehicles are being targeted, any vehicle can be stolen or targeted.

Additional steps to prevent theft include:

- Use an anti-theft steering wheel lock
- Lock doors and secure the vehicle
- Park in well-lit areas
- Do not leave keys or other valuables inside your vehicle

If you see something suspicious, report it to the police. On campus, call University Police at 614-292-2121. Off-campus, report incidents to the Columbus Division of Police at 614-645-4545. Always dial 9-1-1 in emergencies.

## Protect Against Auto Theft

August 11, 2022



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OSU Police  
@OSUPOLICE

Keep these tips in mind before leaving your vehicle behind. Don't become a victim of theft from a motor vehicle! #StaySafeBuckeyes



## Safety tips

### Protect yourself.

- Park in well-lit, high-traffic areas.
- Be aware of your surroundings.
- Avoid distractions while walking.
- Avoid walking alone, particularly at night.

### Protect your things.

- Take any valuables with you.
- Lock your vehicle.

Report suspicious behavior to University Police by calling **614-292-2121**, or dial **911** in emergencies.

A message from CampusParc and The Ohio State University Department of Public Safety

#StaySafeBuckeyes



# Safety

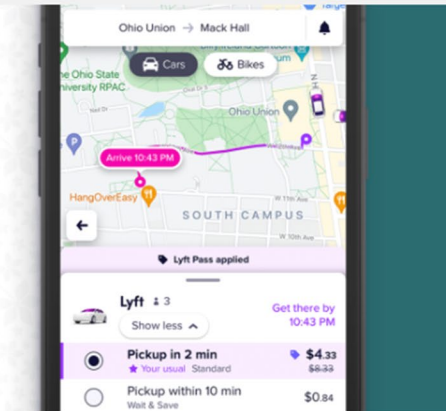
## Transportation and Traffic Management



About Bus Traffic Fleet Services Other Transit and Services Jobs News Contact

### Lyft Ride Smart at Ohio State®

Discounted rides offered to eligible students, inside the university-designated service area.



Home | Other Transit and Services | Lyft Ride Smart at Ohio State

### Lyft Ride Smart at Ohio State

Lyft Ride Smart at Ohio State offers eligible students discounted rides, inside the university-designated [service area](#), and has expanded service to the Short North area along High Street. Service runs from 7 p.m. to 7 a.m. Prices may be impacted by distance, traffic, time of day, special events and prime time surcharges.

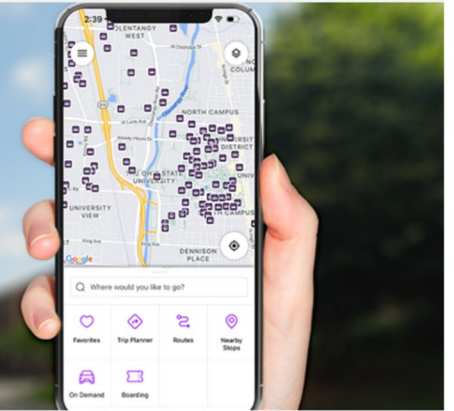
## Transportation and Traffic Management



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### CABS On-Demand

Download the Trip Shot app for scheduling and real-time tracking



Home | Bus | CABS On-Demand

### CABS On-Demand

The free CABS On-Demand provides daytime transportation between areas west of Olentangy River and six campus bus stops: RPAC, Stillman Hall, Mid Towers, Doan Hall, University Square and Gateway. There is no service from University Square and Gateway to Stillman, RPAC and Mid-Towers. Overnight, the service provides transportation between campus buildings.

Students, faculty and staff can [download the "TripShot" app](#) for scheduling and real-time tracking and allow push notifications to receive real-time updates about service delays. Estimated travel times may change based on traffic, so riders should allow additional time for travel



# Other Examples

**Time and Change: Building the Future**

THE OHIO STATE UNIVERSITY

PROJECTS PLANNING VISION NEWS

**Cannon Drive Relocation – Phase 2**

Cannon Drive Relocation – Phase 2, will rebuild the roadway between John Herrick Drive and Woody Hayes Drive at its current elevation and construct a certified ODNR flood protection levee. When complete, the project will add up to 500-year flood protection for the Columbus campus. Work also includes a new signalized intersection at Woody Hayes Drive and the continued expansion of the river park.

The project aligns with [Framework 2.0](#), and continues the work of [Cannon Drive – Phase 1](#) which created a certified flood levee between King Avenue and John Herrick Drive.

[VIEW CAMPUS TRAFFIC IMPACT MAP](#) [WATCH PROJECT OVERVIEW VIDEO](#)

**Project Timeline**

2017 2022 2025

OSU.EDU Help BuckeyeLink Map Find People Webmail Search Ohio State

**Transportation and Traffic Management**

THE OHIO STATE UNIVERSITY

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**CABS**

*The Campus Area Bus Service (CABS) is a free transit service provided by The Ohio State University Transportation and Traffic Management. CABS is dedicated to providing clean, reliable, and hassle-free transportation on and around Ohio State's Columbus Campus. [Track CABS in real-time via the Ohio State app.](#)*

**Earn Up to \$16 an Hour**

Earn up to \$10 an hour as a student bus driver for Ohio State's Campus Area Bus Service (CABS). We will train you to drive!

[Apply Online](#)

**2023-2024 Schedules and Routes**

[CABS System Map](#) [CABS On-Demand](#) [Med Center Map](#)

**Note:** CABS runs reduced service during academic breaks and no service on university holidays. On [home football Saturdays](#), CABS suspends service six hours prior to kickoff. Visit [Ohio State's academic calendar](#) for dates and the [TTM news feed](#) for information about service changes.

- CABS On-Demand Service (includes overnight and weekend hours)
- BE - Buckeye Express

# What's Next?



# The Future of Communications

What does the future of parking and traffic-related communications look like to you?

# Mentimeter