

MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

From: Paddi LeShane, Committee Chair
Mark K. McGovern, Chief Executive Officer

Re: Marketing Report/Minutes (October 9, 2012 Meeting)

Date: October 12, 2012

The Marketing Committee met on October 9th - attended by Paddi LeShane, Terry Leonowicz, Rich Wagner, and Tod Kallenbach and Mark McGovern. The following items were discussed:

Proposed Deliverables – Dornenburg

- Proposed Marketing Strategy FY 2012-2013 – *Please refer to attached report provided by Dornenburg Group.* A summary of Marketing accomplishments was reviewed in relation to HPA's Strategic Plan noting items completed, ongoing, and approach for remaining items. Areas of focus for the Committee will be on-street metered parking in the Courthouse area and the potential for extending length of stay at meters at a premium rate for high-demand spaces.
- Staff will research and draft an on-line survey for Committee approval, designed to gauge parking needs and interests of Hartford's tourism-related organizations.
- The Committee discussed the potential for LED signage placement at HPA Garages, specifically Morgan Street Garage. Staff will research current city zoning requirements and CT DOT regulations to determine feasibility.

Consumer Issues / Communications Plan:

- Customer Survey – Customer surveys are now being distributed by Republic Parking for Morgan and Church Street Garages and will be collected through the end of October. A drawing for a \$50 Business for Downtown "Park, Shop & Dine" gift card is being offered as incentive to complete and return surveys. Comments and rating results will be and tallied by Republic Parking. Staff is researching an on-line version of the survey for MAT Garage.

Promotions and Partnerships:

- UCONN – Staff and Dornenburg Group have been working with representatives from the UCONN Athletics Department and their marketing partner IMG and have proposed mutually beneficial terms for an initial partnership. An in-kind services proposal

(attached) would give HPA the rights to use the Husky logo in conjunction with the term “Proud Partner of UConn Athletics”, a full-page HPA color ad in UCONN’s Game Day publication for the season, and an ad on the scoreboard JumboTron at every Men’s/Women’s basketball game in exchange for 10 monthly parking passes at the Church St. Garage for twelve (12) months. The value of in-kind services from UCONN is estimated at \$48,000 and the value of ten (10) unused parking spaces at Church Street is \$18,000. Any costs related to parking promotions, printing, banners etc. (as approved by the Committee) would be as needed.

The Committee recommends that the Board approve this proposal, via motion and vote, as it is as an excellent opportunity to attract game day parkers to all facilities.

- Envisionfest Hartford (9/29) – This free city-wide event attracted thousands of visitors to Hartford. HPA provided two (2) Parking Ambassadors who volunteered at the event and were available to answer questions about on-street parking and demonstrate use of a Pay and Display meter. “Parking Tips” cards were distributed and over 300 drawing entries were collected for a drawing for ten-\$50 BFDH gift cards. All contact info will be added to HPA’s newsletter distribution list and the ten (10) winners will be showcased on HPA’s website and next newsletter. Approximately 443 vehicles took advantage of the free parking at HPA’s three garages that day.
- On-street Parking Promotion –The “Park on us” promotion will have HPA Parking Ambassadors randomly offering free at-meter parking which will create an opportunity for positive and helpful consumer interaction. A “soft-launch” will start on October 11 and will run through the last week of October. During this time feedback from parkers will be monitored and the approach will be refined as needed. A roll-out is planned for Halloween with a Press Release, website banners etc. Expansion of this program to potential sponsors will be gauged after the roll-out.

Green Initiatives

- Staff is compiling a listing of confirmed bike rack locations in Hartford to be displayed on a map of Hartford which will be added to the HPA website.



OCTOBER 2012 – JUNE 2013 MARKETING STRATEGY

Marketing Program Accomplishments 2011-2012

- New **brand identity** for Hartford Parking Authority and its garages, including logos, tagline, graphic standards, signage and collateral materials
- Launch of **Public Information Campaign** linked with Strategic Plan marketing goals
- **Press releases and media interviews** announcing parking promotions and parking system enhancements
- New **website**
- **Social media overview** and recommendations
- Parking **promotion campaigns** implemented in collaboration with Hartford attractions:
 - Winterfest
 - Connecticut Whale Loyalty Parking Program
 - First Night
 - February Park & Dine
 - Downtown Hartford Park, Shop & Dine Gift Card
 - Saint Patrick's Day
 - Big East Women's Basketball Tournament
 - XL Center
 - June Restaurant Week
 - Riverfest Fireworks
 - ENVISIONFEST
- Parking promotion campaigns now in planning:
 - IMG - University of Connecticut Athletics
 - University of Hartford Athletics

2012-2013 Moving Forward

MARKETING LINKS TO STRATEGIC PLAN STRATEGIES

Strategy 1: Right Location, Right Time, Right Price

Objectives:

- **Expand the HPA footprint and positively impact City neighborhoods.**
- **Evaluate opportunities for metered and off-street parking in neighborhood commercial districts based on parking demand, interest and economic development opportunity.**
- **Evaluate and implement, where appropriate, residential parking permits in targeted areas.**

Marketing Strategies

- Emphasize HPA's physical presence citywide through **press and grassroots efforts**, such as involving the Ambassadors in the ENViSIONFEST event and On-Street "Park On Us" program
- Emphasize HPA's virtual presence via the **website, email newsletter and social media** pages – this will further serve to inform and educate the public how HPA positively impacts City neighborhoods
- Gather input and feedback to guide the structuring of residential parking permit programs in ways that will best meet the needs of neighborhood residents, businesses and the HPA through a series of ongoing **community forum discussions**
- Publicize and document these community forums through the news media, as well as through HPA's website, e-newsletter, social networks and other communications vehicles – this will also serve to build awareness for HPA's mission and operations at the grassroots community level

Strategy 2: Financial Stability

Objectives:

- **Seek new, alternative and creative uses for the Morgan Street Garage to generate revenue and support the City's development needs.**
- **Restructure current rate structures to increase occupancy; leverage the on-street versus off-street parking options.**
- **Develop creative promotions to attract more event traffic.**

Marketing Strategies

- Design parking **special offers and promotions** to introduce HPA garage parking to new users, and to build awareness and loyalty among parkers by positioning HPA as "your place for a space"
- Utilize knowledge from prior promotions of how seasonality, pricing and logistics affect consumer parking behavior – and continue to build parking volume for HPA
- Promote HPA options as offering the **best parking value** in the City, measure consumer price sensitivity, and monitor parking volume, occupancy and site preferences during evenings and weekends

- Employ **target marketing strategies** to increase weekday and monthly parking, such as promoting HPA monthly garage parking affordability/value to younger downtown workers; for example, work with HYPE (Hartford Young Professionals & Entrepreneurs) and social media networks to build on our partnership promotional models and our ability to generate word-of-mouth PR

Strategy 3: “Frame the Debate”

Objectives:

- **Establish the importance of a well-run public parking system to stimulate economic and community development and communicate that revenue maximization, while important, should not be the HPA’s sole priority.**
- **Conduct public education campaign regarding on-street parking rules and the benefit of efficient enforcement.**
- **Evaluate on-street parking demand and consider variable pricing and enforcement hours.**

Marketing Strategies

- Utilize **public relations** to leverage HPA as a viable, credible economic and community development catalyst; promote parking as a key driver of visitation and quality of life for Hartford residents, businesses and visitors through key messages about HPA:
 - HPA is the go-to resource for parking information and education
 - HPA has best-practice customer service strategies, payment and collection technologies
 - HPA maintains first-quality facilities
 - HPA conserves energy and environmental resources

Strategy 4: Consumer First/Customer Friendly

Objectives:

- **Increase perception of the HPA as a valuable economic development partner and a convener/coordinator on City parking matters.**
- **Utilize the website to better engage customers, promote programs and receive and act on complaints.**
- **Survey a range of customers to evaluate ticket payment processing (online and in person) to ensure parking services are friendly to all customers.**
- **Survey HPA competition (services and rates) and ensure HPA offers the best value for its services in the City.**

Marketing Strategies

- Through the website and parking promotions, establish mechanisms to **obtain additional customer information and feedback** by collecting more information from and about HPA customers – this will provide valuable feedback and insight for refining pricing and promotional strategies
- Obtain email addresses for HPA customers and prospects to also open up new and cost-effective marketing channels for HPA, including the email newsletter and building social networks
- Utilize the “voice of the customer” to enable HPA to find the authentic conversations surrounding the brand
- Empower our customers with knowledge and they will take a shared ownership in our growth and success

Strategy 5: Leverage Technology

Objectives:

- **Evaluate the potential for solar power production on the roof of the Morgan Street Garage.**
- **Consider the installation of electric vehicle charging stations at the Morgan Street Garage.**
- **Consider use of social media for marketing purposes.**

Marketing Strategies

- Invest time in **social media** marketing as a key customer development strategy
- Appeal to today’s socially-conscious consumers that tend to be the innovators, early adopters and early majority in the customer life cycle

KEY MARKETING PROGRAMS

- Public Information Campaign
 - **Press releases and media relations** (*every month frequency*)
 - Keeping the **website** updated (*every month frequency*)
 - **Email newsletter** (*every month frequency*)
 - **Social media** campaign: create HPA pages (consider Facebook, Twitter, Blog (with understanding that this will require *weekly frequency to be effective*)
 - **Community forums** on localized new initiatives regarding on-street parking, such as residential parking permits, new way-finding and parking signage/painting, evening/event parking regulation, etc. (*2x to 4x pr year*)
 - **Parking Ambassadors: Park Easy Tips** cards and **Park On Us** on-street free parking promotion (*every week frequency*)

- Parking Promotions (chronological, in discussion/planning as of now)
 - *October (through December pilot): Park On Us* on-street free parking promotion
 - *November through March: UConn Basketball*, garage parking promotion
 - *November through March: University of Hartford Basketball* (TBD by UConn), garage parking promotion
 - *November through April: Connecticut Whale* (TBD by AEG), garage parking promotion
 - *Late November through early January: Winterfest and First Night Hartford*, garage parking promotions
 - *February: possible Park & Dine* garage promotion with participating downtown restaurants
 - *March: Big East Women's Basketball Tournament* (TBD by XL Center/Big East/UConn)
 - *April through June: TBD*

- "Parking Lot": additional ideas and wish list
 - **Sponsorship opportunities** (revenue generating; available to BFDH members and others) may include: inclusion on Park Easy Tips cards/Park On Us promotional materials, meter decals, promotional media campaigns
 - **Additional garage signage** (capital expense?)
 - **Additional garage literature/sales promotional materials** for monthly parking
 - **Others** (TBD)

Promotion Plan Outline: some options to consider

- Baseline Plan
 - Press release for each promotion
 - HPA website banners and PDF flyers for each promotion
 - Emails to HPA community/civic partners for each promotion
 - HPA email newsletter feature for each promotion

- Advertising Options
 - Online Campaigns with maintenance-level frequency (example: 100,000 gross impression per week at \$10 CPM = cost-per-thousand impressions)
 - Radio Campaigns: flighted, targeted campaigns during promotion periods (example: traffic reports)

- Other Potential Promotional Materials
 - Printed materials, such as Park Easy Tips cards
 - Pay-and-Display Station decals
 - Posters, banners, installation, etc.



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**MG and Hartford Parking Authority
UConn Sports Marketing Promotional Partnership Proposal
Revised Draft: October 11, 2012**

HPA Item	Type	Duration	Value Detail	Value	Comments
Church Street Garage Parking	Monthly Parking Spaces	11/1/2012 – 10/31/2013 (one year)	10 spaces @ \$150/months x 12 months	\$18,000	Assigned vehicle registration required for each space. All standard parking facility policies apply. Parking access cards enable 24-hour access to the Church Street Garage.
Special Parking Offer for UConn games at HPA Garages: promotional items	Including but not limited to: garage interior & exterior posters, handbill/ card for fan distribution at games, parking meter decals, walking route map, website banners, email newsletters	11/1/2012 – 4/1/2013	\$3,000 design, \$4,000 printing	\$7,000	Offer to be developed jointly with and exclusively for UConn Men's and Women's Basketball games at the XL Center during the 2012-13 season
Parking Redemptions: if special offer involves free or discounted parking	Examples: discounted or "buy one, get one free" HPA garage parking spot packaged with single game ticket purchase	11/1/2012 – 4/1/2013	Value of event parking/visit /garage x number of redemptions	To be determined	Restriction: after 5pm only.
Other ideas					
Total value				\$25,000	

IMG Item	Type	Duration	Value Detail	Value	Comments
Rights for HPA to use the Husky logo in conjunction with the term "Proud Partner of UConn Athletics"	Including but not limited to: Special Parking Offer for UConn Basketball - XL Center games ticketholders at HPA Garages and related promotional items; use of the logo/term in conjunction with Special Parking Offer/ promotional items for the 2013 Big East Women's Basketball Tournament	11/1/2012 – 10/31/2013 (one year)		\$25,000	Including but not limited to: garage interior & exterior posters, handbill/card for fan distribution at games, parking meter decals, walking route map, website banners, email newsletters
HPA ad in Game Day publication	Full-page, 4-color	11/1/2012 – 4/1/2013	Ad content can change approximately every 6 Men's/Women's basketball games	\$8,000	
HPA ad on the scoreboard JumboTron at every Men's/Women's basketball game		11/1/2012 – 4/1/2013		\$15,000	
Other ideas:					
Total value				\$48,000	