



MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report

Date: April 12, 2013

The Marketing Committee met on March 11, 2013 - attended by Paddi LeShane, Terry Leonowicz, Kyle Nichols, Tod Kallenbach, Carey Redd, Jessica Jones and Aaron Goldenthal. The following items were discussed:

Consumer Issues / Communications Plan:

- BFDH Membership Parking Survey – A parking survey draft, to be sent out by the BFDH to their membership, was discussed. The survey is meant to determine what the specific parking needs are for the employees of businesses in the Central Business District. Mr. Goldenthal will present the draft at the April BFDH meeting and Ms. Jones recommended using an on-line survey service to better compile results. The HPA would then engage private parking operators in discussion based on results of the survey.
- Customer Survey (MAT Garage) – Customer survey results were presented. CT Parking Service staff was commended by patrons for their excellent level of customer service and personal attention. Discussion regarding how best to let survey responders know that their feedback was heard and acted on, including HPA's newsletter, website, and signage in the garage.
- Progressive Meter Rates – Utilization data in the courthouse area provided by Republic was discussed and is the basis of research by staff for potential progressive meter rates. Necessary action items including rate approval by the City Traffic Authority, new meter purchase and signage approval by DPW will extend project completion into the fall. Staff will stay in contact with CT Bar Association with updates so that they can inform their membership.

Promotions and Partnerships:

- UCONN – Statistics for attendance and parking at HPA facilities this year compared to previous year were presented and discussed. Data was shared with IMG to augment a discussion about continuing HPA's partnership with UCONN Athletics. IMG expressed interest in an HPA promotion proposal for season ticket holders such as a discount rate, reserved or valet parking for their package mailing in time for their July mailing.

The Committee discussed increasing focus on promoting event parking at MAT Garage

since data showed low parking volume at this facility for UConn games. Staff will research capacity at MAT during games that coincide with Hartford Stage events.

- “Park on Us” Sponsorship Update – City Steam’s sponsorship of the program ran for 24 days in March, with a total of 416 complimentary parking meter transactions awarded to Hartford visitors. A wrap-up meeting is scheduled with City Steam to get feedback on coupon redemption rate and program in general. Black-eyed Sally’s is committed as “Sponsor of the Month” for May. Discussions with Hot Tomato’s, Max Downtown and Trumbull Kitchen to secure a “sponsor” month are in progress. Follow up as to Republics interest in serving as the fallback sponsor in the case that HPA does not secure the next monthly sponsor.
- Greater Hartford Arts Council (GHAC) – Staff is awaiting a response from GHAC regarding partnership opportunities.

New Marketing Ideas

- Market Research – The Committee discussed strategic versus operational market research and what the objectives and target audience would be for additional surveys during the next fiscal year. With the potential sale of the MSG and Church and MAT Garages filled to capacity, suggestions were to shift marketing focus to on-street parking - trends and technology. Staff will research how Authorities in other cities market their parking both on-street and off-street. Additionally HPA will provide Republic for review and analysis a copy of HPA’s initial market research that was the spark for the marketing committee activities.
- Calendar of Promotions – A calendar of events and promotions that HPA has offered or participated in over the past few years, was drafted and presented to the Committee. Additional details describing each promotion will be added.
- Budget Update – Remaining Marketing Budget = \$14,290. Planned projects will include on-going Park on Us program promotion, quarterly newsletter and miscellaneous event promotions.