



## MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners  
From: Paddi LeShane, Committee Chair  
Re: Marketing Report  
Date: January 14, 2014

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The Marketing Committee met on January 13, 2014 - attended by Paddi LeShane, Terry Leonowicz, Eric Boone and Carey Redd. The following items were discussed:

### **Public Information Plan**

- **NRZ Survey Results** – An Executive Summary of HPA’s NRZ parking survey results was presented to the Committee and will be presented to the Commissioners. Results will also be forwarded to each NRZ President and a summary will be presented at an upcoming Hartford 2000 meeting. Staff is researching workable action plans (by NRZ) based on survey feedback.
- **Residential Parking Permits** - City Council adopted the proposed ordinance in December and staff is currently developing HPA policies which will support regulations.
- **Social Media** – The contract between Barefoot Media and HPA was finalized. A kick-off meeting is scheduled for January 16<sup>th</sup> to discuss overall social media strategy, including identifying goals, choice of platform, content strategy, protocols and staff training.
- **New Kiosks** – Four (4) new Pay & Display kiosks and retrofit kits are ordered and delivery is expected in March. The kits include new color screen, citation payment capabilities and marketing enhancements such as coupon printing and advertisements.

Staff is working with the City’s IT Department to create the architecture for a new interactive map which would potentially be accessed from the new kiosks. In addition to parking information, additional layers would include restaurant locations, attractions, landmarks etc. The data for each layer of information would be maintained by the respective organization. MECA (Marketing, Events & Cultural Affairs) has agreed to manage all organizations contributing data to the map.

### **Events, Promotions and Partnerships**

- **First Night** - HPA attracted 980 parkers at MAT and Church St. Garage on 12/31 for the First Night \$2 parking promotion. XL Center partnered with HPA and promoted

HPA garages and on-line pre-pay at CSG for their 3PM Jeff Dunham event. 335 people pre-paid on line to park.

- **XL Center Partnership** – With the success of HPA's First Night \$2 parking promotion, staff has launched a pilot program to enhance its relationship with XL Center management – Global Spectrum - and develop a marketing strategy to increase event parking at HPA garages. Pilots will include special pricing for Disney on Ice and Nuclear Cowboys in exchange for XL's direct promotion of HPA Garages.
- **CT Convention & Sports Bureau** – Staff is working with CCSB Marketing Director on a pilot program which offers on-line pre-paid parking packages at Church Street Garage to conventioners - starting with NERVA Winterfest 1/17 through 1/20/14. These pilot programs will allow HPA to build a relationship and increase partnership opportunities with one of Hartford's largest event venues.
- **HPA Business Partners Quarterly Meeting** – Staff met with HPA Business Partner representatives from BFDH, CCSB and HYPE to discuss marketing ideas and parking concerns. Requests included URL links to specific pages on HPA's website, better management of street closures and timely meter bag removal. HPA is currently researching meter bag alternatives and improved removal management with Republic. Separation of HPA's website from the City's domain is being considered.

### **New Marketing Ideas**

- **HPA's 15<sup>th</sup> Anniversary** – On October 26, 2013, the Parking Authority turned 15! The Staff is researching fun ways to celebrate and promote HPA's success and initiatives over the years.
- **Budget Update** - Remaining FY 2013-14 Marketing Budget effective 1/13/14 is \$22,426.25.