



MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report

Date: January 17, 2013

The Marketing Committee met on January 14, 2013 - attended by Paddi LeShane, Terry Leonowicz, Rich Wagner, Tod Kallenbach and Carey Redd. The following items were discussed:

Consumer Issues / Communications Plan:

- BFDH Priorities - New Committee member Jessica Jones shared a list of parking concerns voiced at a CCSB meeting she hosted. Items such as timely removal of temporary “no parking” signage and parking restrictions on Ann and Allyn Streets are being researched by staff. Information outlining handicapped parking statutes will be added to a dedicated section on HPA website. Staff will work with BFDH to review parking needs of small business employees in the Central Business District, particularly restaurant staff, for lower cost parking options at Church St. Garage.
- Neighborhood Initiatives – Survey of Seymour Street Residential Permit Program applicants is complete. Satisfaction levels were high and feedback was favorable. Staff will notify Hartford Bar Association that HPA is currently looking into extending meter limits in the Courthouse area.
- Customer Survey (MAT Garage) – Customer surveys are now being distributed for MAT Garage and will be collected through the end of February. Comments and rating results will be analyzed and presented to the Committee in March.
- Newsletter - HPA’s quarterly newsletter is being prepared by staff. Content will include summary of customer survey and facility improvements, photo of way-finding signage, update on sports partnerships, and summary of the Seymour St. Residential Permit Program.

Promotions and Partnerships:

- UCONN – A new larger banner promoting CSG \$10 event rate and HPA website with Husky Head logo and tagline was installed on 1/12. Also, decals which display HPA logo, website, mobile app scan code and Husky logo were applied to 150 Pay and Display meters in the Central Business District.
- UHART – Over 56 new parkers registered at MSG received free tickets to Hartford Hawks basketball games and over 100 e-mails addresses have been added to HPA’s newsletter

distribution list. HPA/Hartford Hawks promotional banner was installed at MSG in December. HPA's 1st Night promotion was included in Hawks e-newsletter.

- On-street Parking Promotion – Meetings are scheduled in January with several downtown businesses who expressed interest in sponsoring the Park on Us program. Staff will draft program guidelines using feedback regarding program affordability, goals and visibility for sponsors.
- Taste of Hartford – January 21 - February 3 - Over 30 Hartford restaurants are participating in this annual event sponsored by the Hartford Advocate. The Committee approved an on-line/print advertising campaign to promote free on-street parking after 6-pm/weekends and MSG's \$4 weeknights / free weekends during this 2- week event. No other large scale XL Center events are scheduled during this promotion.

New Marketing Ideas

- CT Convention and Sports Bureau Opportunities – Staff is working with Ms. Jones to improve HPA marketing materials and outreach to convention attendees to include parking information at HPA facilities.
- Marketing ideas for spring and beyond were discussed and are being considered including Big East, St. Patrick's Day Parade, and other event-specific promotional opportunities.