



## MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report

Date: June 10, 2013

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The Marketing Committee met on June 10, 2013 - attended by Paddi LeShane, Terry Leonowicz, Kyle Nichols, Tod Kallenbach, Carey Redd, Jessica Jones and Mark McGovern. The following items were discussed:

### **Consumer Issues / Communications Plan:**

- BFDH Membership Parking Survey – The BFDH/CCSB employee parking survey was approved for release in mid-June. The goal of the survey is to assist parking operators gain a better understanding of the parking habits and needs of downtown employees in order to provide information and potentially improve parking options available to them.
- Progressive Meter Rates – An Request for Quotes for purchase and installation of fourteen (14) single post meters and supportive software on Lafayette St. will be reviewed by the Property Management Committee. DPW and the Traffic Authority have been notified regarding the request for an on-street parking rate change in area of the courthouse. A tentative timeline was submitted and will eventually include public information strategy.

### **Promotions and Partnerships:**

- UConn – UConn/IMG has expressed interest in including a parking promotion from HPA in their Husky basketball season ticket holder packages. One idea is to offer a parking voucher package at HPA's non-event evening/weekend rate of \$6.50 for both MAT and CSG to attract parkers during the XL Center games.
- "Park on Us" Sponsorship Update – USA Gymnastics will be the "Park on Us" sponsor for July/August. The event planner will also pay to install a banner on the Church St. Garage which will partner CSG's \$10 event rate with the August 15-18<sup>th</sup> event at the XL Center. Additional sponsors for 2013 being researched.
- HPA Calendar of Promotions – Calendar of HPA's historic and future parking promotions was created by staff. Several potential events will be added as recommended by the Committee including Parking Day in September and Small Business Saturday which is the day after Black Friday.

### **New Marketing Ideas**

- Market Research/Best Practices – Kyle Nichols of Republic Parking gave a PowerPoint presentation showcasing some of the latest parking technologies and marketing practices used in cities similar to Hartford. Republic will be launching a new merchant partnership in Scranton, PA that was reviewed, as well as new smart kiosk technology, street sensors, parking apps and mobile citation payments.
- Budget Update – Remaining Marketing Budget = \$6,379.50. Remaining projects include on-going Park on Us program and PR/PI campaign for the progressive rate pilot program.