



MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report

Date: March 18, 2013

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

Consumer Issues / Communications Plan:

- BFDH Priorities – Affordable parking options for downtown retail employees were discussed. Mr. Goldenthal will work with BFDH to survey membership to confirm what the specific parking needs are, i.e. what days, what hours, how far are they willing to walk, what neighborhoods etc. Once HPA receives that information it will reach out to private parking operators to share BFDH interests and open a dialogue for potential options to consider.

Best ways to inform retail and restaurant employees about currently available affordable parking options was discussed; including an orientation tour using the Star Shuttle, website links and having BFDH inform their membership directly.

- Customer Survey (MAT Garage) – Customer surveys for MAT Garage are being collected through the beginning of March. Data will be analyzed and presented to the Committee in April.
- HPA Newsletter - Topics for next quarterly newsletter were discussed including the Park on Us Sponsorship program with City Steam, MAT Garage customer survey results, and a brief summary about the recent successful collections program.

Promotions and Partnerships:

- UCONN – As a season wrap-up, staff will collect and assemble parking and attendance data for all UCONN games at the XL Center and compare to previous year's data for the Committee's review in April. Staff will also contact IMG to discuss future partnership opportunities.
- UHART – The season wrap-up for this partnership included the addition of almost 500 e-mail addresses to HPA's newsletter/promotion distribution list. UHart will continue distribution of its e-newsletter post-season and include HPA news/events as requested.

- “Park on Us” Sponsorship Update – City Steam took the first commercial Program Sponsorship opportunity and paid \$720 for complimentary on-street parking at meters to be offered randomly to Hartford visitors for the month of March. The Hartford Courant ran an article on March 9 positively portraying the HPA and its Initiatives. Press Release was released immediately following the Hartford Courant interview. Staff is researching additional businesses to sponsor the program in the coming months including Republic Parking’s offer to consider a sponsorship.
- Greater Hartford Arts Council (GHAC) – Ms. LeShane had a discussion with Greater Hartford Arts Council CEO regarding ways that the GHAC could increase attendance at Hartford’s art and cultural venues. Staff were charged to formulate several ideas on how to design a promotion for this key city audience. Ideas discussed included offering GHAC the opportunity to sponsor HPA’s “Park on Us” program to reach visitors, distribute coupons or venue information about parking easy in Hartford or a custom loyalty program. HPA currently links to the GHAC website. Staff will to reach out to GHAC and open a dialogue on what would best meet their needs.

Staff participated in event planning meetings for the Sandy Hook “Run for Families” charity event on Saturday, March 23 sponsored by Greater Hartford Marathon. The event starts at 10am and HPA’s regular “free parking” promotion for special events at MSG will be promoted by event planners. Upon request by Hartford Police Department, HPA agreed that HPD would direct overflow vehicle traffic to the MAT garage at no charge until noon.

New Marketing Ideas

- Budget Update – The Committee discussed best use of the remaining Marketing budget of \$17,900. Planned projects will include on-going Park on Us program promotion, quarterly newsletters and miscellaneous event promotions. Specifics to be discussed at the April marketing meeting.
- Market Research – The Committee discussed the best use of next FY’s smaller budget of \$50,000 and plans to revisit market research. A summary of HPA events and promotions and corresponding results (where applicable) were provided to the Committee. An evaluation of the successful promotions will be helpful to staff to create a “*Calendar of HPA Promotions*” for the upcoming year to plan and track spending.