



## MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report

Date: December 12, 2012

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The Marketing Committee met on December 10th - attended by Paddi LeShane, Mark McGovern, Carey Redd, Terry Leonowicz, Rich Wagner, Tod Kallenbach, Jessica Jones and Aaron Goldenthal. The following items were discussed:

### **New Committee Members**

Ms. LeShane welcomed Jessica Jones, Director of Convention and Membership Services, and Aaron Goldenthal, of the Camera Bar, as new advisory members of the committee. Both are also Board members with Business for Downtown Hartford.

### **Consumer Issues / Public Information Plan**

- **Neighborhood Initiatives** – Staff continues outreach to Rosemont Street residents to re-establish a Residential Permit Program in that area. Two meetings held for residents were poorly attended and staff is researching additional ways to reach residents.
- **BFDH Priorities** – Street signage improvements have been completed. Staff will attend a quarterly meeting of local Restaurant representatives at Ms. Jones' invitation. This will provide an opportunity to offer support and assistance with any parking concerns. Concern regarding employees of local businesses parking over the two-hour limit especially on Asylum St. was discussed and Republic will research further and address as needed.
- **Customer Survey Results** – Analysis of survey results by Republic are complete. A Park, Shop, Dine gift card drawing encouraged responses and two winners were drawn randomly.

CSG had a 13% return - 89% were monthly parkers. Overall satisfaction with facility was 43%. Some complaints were made about the condition and cleanliness of the facility. Some of these issues will be rectified by the completion of the construction, while others will result in more focus on general maintenance. High satisfaction scores were received for customer service, ease of exiting and payment process.

MSG had an 8% return - 58% were monthly parkers. Overall satisfaction was 87%. Notable comments included the need for improved lighting in some areas and more traffic safety measures on ramps. High satisfaction rates were received for professionalism of staff, security, and cleanliness.

The survey also found that 26% had visited HPA's website and 23% would like to receive parking information and offers.

The Committee is researching ways to respond to concerns voiced by survey takers such as website and/or newsletter.

### **Promotions and Partnerships**

- UConn – Staff is researching additional ways for HPA to incorporate the Husky head logo and tag line “Proud Partner of UConn Athletics” into event parking promotions. Meter decals and building banner mock ups were reviewed and revisions suggested.
- UHart – The HPA-sponsored halftime trivia contest at Hartford Hawks games has proved to be very popular and is building a customer database for our use. The promotion also supports the BFDH downtown merchant-sponsored gift card. A banner was installed on MSG Dec. 1st, promoting Hartford Hawk's tickets with MSG monthly parking registration. To date, 15 new parkers have received ticket packets. Customer feedback has been extremely positive.
- Park-On-U's - Parking Ambassadors have gifted over \$300 in meter transactions to grateful on-street parkers since the Pilot Program started November 1<sup>st</sup>. Several businesses have expressed interest in participating and details of a “sponsor package” are being drafted. Ms. Jones offered to carry the message to her membership and recommended use of social media to increase exposure.

### **Recommendation**

First Night Hartford – This annual event is Mon. 12/31 and runs 2pm – midnight. The Mayor as the City Traffic Authority intends on authorizing free metered parking starting at noon in support of this city-wide event. Subsequently, the Committee recommends offering free parking at MSG starting at 12:00 noon, as well as the traditional \$2 discounted parking at CSG and MAT Garages also starting at noon.