



## MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report/Minutes

Date: June 21, 2012

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The Marketing Committee met on June 11th and was attended by Paddi LeShane, Mark McGovern, Terry Leonowicz, Tod Kallenbach. The following items were reviewed:

### Proposed Deliverables

- Website Redesign – Committee has approved the format of the new website and is fine-tuning content. Online payment capability and procedures for monthly and event parking is being provided by Republic. Invitation to view test site will be extended to Commissioners prior to end of June roll-out.
- Public Information Campaign Activities – First of four (4) planned press releases is scheduled for mid-June announcing HPA's new on-street parking initiatives and introducing Republic Parking System as HPA's new subcontractor. Press release will be issued with photo of new Parking Ambassadors and branding ad in the Hartford News. Subsequent press releases will cover garage enhancements (i.e. Church St. Garage renovations), on-line payments, and soft roll-out of new website.
- Budget Review - To date \$66,340 has been spent this fiscal year, leaving a balance of \$3,160. Remaining balance will fund Dornenburg services for website redesign and Public Information Campaign activities above.

### Green Initiatives

- Staff is continuing a feasibility study for installation of solar power equipment on rooftop at Morgan Street Garage. Fuss & O'Neill has been engaged to provide recommendations regarding structural feasibility.

### Consumer Issues / Communications Plan:

- Seymour Street Residential Parking Permits – More permits have been submitted since the start of enforcement ticketing. The Mayor's Chief of Staff will be notified that enforcement towing will begin and is a vital to the success of the program.

- Park Street Meter Opportunity – A parking count study on Park Street is planned using the LPR equipment. Staff will be meeting with area merchants to gauge employee parking needs and gain support to better utilize the corner surface lot in that area.
- BFDH Priorities - Staff will be meeting with DPW Director to request the Department's assistance with the punch list prior to the next BFDH meeting. June meeting was postponed.

#### **Promotions and Partnerships:**

- The CT Whale Loyalty Program – The Loyalty program enticed 139 paid parkers to MSG on Friday Whale game nights since Dec. 27. A total of seventeen (17) free parking visits were redeemed. Staff will meet with CT Whale to discuss partnership opportunities for new season.
- XL Center – Staff continues to build partnership ties with XL Center displaying a website link to XL Center event schedule and focusing on Morgan Street \$4 rate as “the most affordable XL Center event parking”.
- Riverfest 2012, Saturday, July 7<sup>th</sup> - Discussion regarding the best approach to promote Riverfest would be to focus on MSG's affordable \$4 rate and its convenient proximity to the Riverfront to view Fireworks at 9:30pm. Dornenburg will recommend a website ad, additional parking incentives and press release. Staff will work with Republic and Hartford Guides to arrange a pre-pay staffing schedule and security plan.
- invisionfest Hartford – I-Quilt / City of Hartford sponsored event scheduled for September 27, 28, 29. The City has requested free parking at HPA facilities and Committee will make recommendations at the July Board meeting. Staff will work with Dornenburg to find additional ways to partner with the City and associated organizations to enhance festivities.

#### **Strategic Plan:**

- Marketing Consultant Services – Staff will begin the RFP process for public bid of marketing and communication services this month in anticipation of the expiration of the Dornenburg contract on September 14<sup>th</sup>.