

MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners
From: Paddi LeShane, Committee Chair
Mark K. McGovern, Chief Executive Officer
Re: Marketing Report/Minutes
Date: July 19, 2012

The Marketing Committee met on July 9th - attended by Paddi LeShane, Mark McGovern, Terry Leonowicz, Carey Redd, Tod Kallenbach, and TJ Clynch. The following items were reviewed:

- Marketing Consultant Services RFP – A draft RFP document for the public bid of marketing and communication services has been prepared by staff. Scope of Services will be distributed to the Commissioners prior to the July Board Meeting for input.
 - Note: Mr. Kallenbach joined the meeting following discussion of the RFP.

Proposed Deliverables

- Website Redesign – Final revisions to the new HPA website are being made with a “soft” launch scheduled for 2nd week of July. Press release planned after initial public feedback can be considered. New features include a “Park Easy in Hartford” page with prepaid parking option for XL Center events; Traffic Advisory page with traffic-cam links and road closure info; and improved on-line citation payment and appeal process.
- Public Information Campaign Activities – Press Releases went out announcing 1. HPA’s new on-street initiatives and Republic Parking as HPA’s new subcontractor (6/18); and 2. Improved collection efforts for Scofflaws and Church St. Garage renovations (6/28). CEO interviews done with Fox 61 and WFSB as well as a feature article in the Hartford News (7/2 edition).

Green Initiatives

- Feasibility study for solar power equipment on MSG rooftop is ongoing. Completion of bike rack installations has been delayed due to reassessment of concrete specifications by DPW.

Consumer Issues / Communications Plan:

- Seymour Street Residential Parking Permits – Enforcement towing now in progress and has generated additional requests for permits. Additional target neighborhoods are being researched by staff.

- On-street Meter Opportunities – Republic Parking will utilize the LPR equipment to analyze which Hartford neighborhoods would benefit from metered parking - starting with Park St. Staff conducted a walk-thru of the North Main St. area and will meet with Councilman Anderson to recommend parking solutions.
- BFDH Priorities – Recommended BFDH action items for Allyn Street, Asylum Avenue, and Pratt Street have been addressed by staff, DPW and Republic. Staff will continue to meet with BFDH quarterly to review, assess and respond to future action items. Improvement updates and positive feedback regarding ongoing planning meetings with BFDH, HPA and DPW were recently posted by BFDH on their Social Media network. Staff met with HPD and DPW to discuss improved bagged-meter management and recommendations were made to use Republic Parking staff to remove bags in a timely manner to decrease lost time on metered spaces.
- Committee will research procedures to add HPA garage parking as an option to the current “Park, Shop, Dine” Gift Card sponsored by BFDH and research additional ways to promote the card such as decals on meters.

Promotions and Partnerships:

- UHart – Partnership opportunities are being researched for UHart’s college basketball season including the installation of a building banner at MSG in exchange for in-kind services such as radio and game-day advertising promoting MSG/HPA as a student and fan-friendly parking destination. Such a partnership serves to further build HPA’s relationships with local colleges.
- XL Center – AEG Management contacted staff to notify HPA that they will be taking over the management of the CT Whale business operations. They expressed interested in discussing partnership opportunities with HPA for the upcoming hockey season.
- Riverfest 2012, Saturday, July 7th – This pre-pay event drew 419 vehicles to the MSG and captured \$1675 in parking revenue. Approximately 70 people viewed the fireworks from the garage rooftop.
- Envisionfest Hartford (9/27 – 9/29) – HPA staff and Dornenburg are scheduled to meet with Envisionfest representatives in July to discuss creative ways to partner with the City and associated organizations to enhance festivities. The Committee will make recommendations at the July Board meeting.
- Winterfest 2013 – Staff will attend planning meetings and is working with Dornenburg to research promotional opportunities such as a special HPA/Winterfest Day involving the Mayor.
- Committee discussed ways to get a positive message to on-street parkers who receive over-the-limit citations at meters. Mr. Clynych suggested using “sponsors” such as a radio station or corporate business to pick up fees for these citations for random violators as a hospitality gesture.