



MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

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

Re: Marketing Report/Minutes (August 13, 2012 Meeting)

Date: September 20, 2012

The Marketing Committee met on Aug. 13th, attended by Paddi LeShane, Mark McGovern, Terry Leonowicz, Carey Redd, Rich Wagner, Tod Kallenbach. The following items were reviewed:

- Marketing Consultant Services RFP – Two (2) responses were received with one company declining to submit. A committee of five (5) will review responses, determine if interviews are required, and make recommendations to at the September 10th Marketing Committee meeting.

Proposed Deliverables

- Website – New website software now utilizes Google Analytics to track a variety of viewing statistics and automatically generate reports which analyze data including number of viewers, viewer preferences, demographics etc.
- Public Information Campaign Activities – August 3rd press release for launch of HPA's new website generated good press and feedback.
- Summary of 2011-2012 Marketing Activities (attached)

Green Initiatives

- Feasibility study by Desman acknowledges that solar power equipment on MSG rooftop is acceptable. If portions of MSG roof were to be leased, Council approval would be needed. Committee is researching what types of green services can be practically supported at HPA garages.

Consumer Issues / Communications Plan:

- On-street Meter Opportunities – Staff has scheduled meetings with SAMA and SODO representatives to discuss parking concerns.
- BFDH Priorities – Recommended BFDH action items are mostly complete; striping project on Pratt St. will be done by end of August. Staff is working with DPW to install medallions which will identify loading zones.

Promotions and Partnerships:

- UCONN – Committee members met with representatives from UCONN Athletic Department to discuss partnership opportunities for basketball season events at XL Center. The concept of mutually promoting event parking at HPA garages was well received and UCONN will discuss co-promotion guidelines with their promoter – IMG.
- UHART – Staff continues discussions with UHART Athletic Department to define co-promotions that could attract parkers to Hartford. UHART contact understands that moving forward with any UHART opportunities will greatly depend on negotiations with UCONN.
- Envisionfest Hartford (9/29) – HPA will offer free parking on Sat. 9/29 at (3) HPA garages starting at 9:00am. Press release, newsletter, and website graphics will be distributed. Republic will provide two (2) Ambassadors to staff a volunteer tent, demonstrate meter usage, and distribute “parking tips” material. A drawing for (10) \$50 BFDH gift cards will be held for exchange of contact info for HPA newsletters and parking promotions.
- On-street Parking Promotion – Staff are finalizing details of a pilot program with Dornenburg called “Park on us”. Parking Ambassadors would randomly award complimentary parking at various meters around the Central Business District using a BFDH Park, Shop, Dine card and provide a PR opportunity for pointing out street signage and demonstrating meter operation). Local sponsorship options are being researched. Staff will present the program at the August 23rd BFDH monthly meeting for feedback.
- CT Whale – AEG has taken over management of CT Whale events. Staff has reached out to AEG contacts to determine parking needs and promotional opportunities after they expressed interest in continuing the beneficial partnership during their 2012-13 season.

Signage

- Garage Façade Signage - Examples of signage were reviewed. The Committee concurs that any new building signage should fit into the HPA’s existing branding theme.
- Way-finding Signage - Signs will lead vehicle traffic to HPA parking garages from major highway exits. Hartford Sign was awarded the project. Completed signs will be delivered to DPW for installation.