Legislation Text

File #: 160107, **Version:** 0

Recognizing the talents of Kathleen “Kat” Webb for her winning submission marketing “meterUP” for the City of Philadelphia and for the Philadelphia Parking Authority.

WHEREAS, On July 9, 2015, the Philadelphia Parking Authority entered into a contract to provide a pay-by-cell service for residents and visitors to Philadelphia to easily and conveniently pay for on-street parking; and

WHEREAS, The Authority desired a specifically branded application, exclusive only to users in the City of Philadelphia, the Authority needed to craft a memorable name while also unique, communicating the purpose of the application clearly to drivers; and

WHEREAS, On July 31, 2015, the Authority held an internal “Name That App” contest, with all employees eligible to submit application names; and

WHEREAS, Over 381 submissions were collected and checked for trademark restrictions. The list of the final 50 names were then posted and Authority employees were able to vote for their favorite name; and

WHEREAS, On August 20, 2015, Executive Directive Vincent Fenerty, Jr. and Senior Director of Administration, Sue Cornell, announced the winning name submission; and

WHEREAS, “meterUP” was submitted by Kathleen “Kat” Webb, a Parking Enforcement Officer with the Authority since 2014; and

WHEREAS, The Authority has filed an application to trademark the name “meterUP” with the U.S. Patent and Trademark Office (US Trademark Application No. 86/765,307); and

WHEREAS, ”meterUP” is currently available in a six-month pilot period in the area bound by Arch and Locust Streets, from 4th to 20th Streets, on Columbus Boulevard from Spring Garden to Race Street and in the Torresdale, Fern Rock and Fox Chase train station lots; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby recognizes and honors Kathleen “Kat” Webb for her creativity and ingenuity in marketing “meterUP” and branding one of the most innovative advancements for the Philadelphia Parking Authority in decades.