



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
Tuesday, June 17, 2014**

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Meeting Minutes

Notes from the March 18, 2014 meeting were reviewed and approved by the Committee as written.

3. Street Smart Campaign

Michael Farrell, COG/TPB staff, presented the spring 2014 Street Smart Pedestrian and Bicycle Safety Campaign. Street Smart is a public education, awareness and behavioral change program in the Washington, DC region supported by Metro, the District of Columbia, Maryland, and Virginia. Street Smart began in 2002 with the objective of changing motorist and pedestrian behavior through mass media, and law enforcement, in order to reduce pedestrian and bicyclist injuries and deaths. Of traffic fatalities occurring within the region in 2013, 24 percent were pedestrians (66 deaths), and 3 percent were bicyclists (7 deaths).

Street Smart's FY2014 campaign creative depicts headshots of diverse people with automobile tire tread marks across their faces, accompanied by headlines such as "Pedestrians don't come with airbags" and "You can't fix a pedestrian at a body shop.", "Kids don't come with turn signals", and "Bicycles don't come with bumpers". The spring 2014 press event was held on April 17th in Woodbridge, VA with elected officials and law enforcement. Advertising consisting of 15 second radio, bus exteriors, bus shelters, and gas pump toppers ran in both English and Spanish for most of April through the beginning of May 2014. Radio stations included 93.9 WKYS, 94.7 Fresh, 95.5 WPGC, 99.1 WNEW, 102.3 Majic, 106.7 the FAN, and 107.9 El Zol. The gross media budget for the spring campaign was \$118,000. New for this year's campaign, street teams wearing sandwich board versions of the ads walked around a dozen pedestrian hot spots throughout the region and handed out safety tips brochures.

www.beststreetmart.net

4. **Commuter Connections FY14 Marketing Activity**

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections FY14 second half marketing campaign and discussed a timeline for FY15. An updated draft of the FY14 2nd Half Regional TDM Marketing Campaign Summary Report was distributed.

The campaign was launched in late February 2014 with new Rideshare radio spots. In March, the newly produced GRH radio spots began airing. The radio ads were also translated into Spanish for the campaign. The campaign included ads for online and mobile platforms, placed onto Pandora radio and YuMe. A new HTML flash file was placed onto the Commuter Connections home page to mirror the new visuals of the spring marketing campaign. The winter and spring Commuter Connections newsletters and Federal ETC inserts were created and distributed to employers and stakeholders.

The Bike to Work Day event color theme for 2014 was salmon. Posters and rack cards were developed printed, with a small quantity printed in Spanish. The materials were color coordinated to coincide with the T-Shirts. Posters were distributed to pit stops managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at the Work Site." On April 16th, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by City of College Park Councilmember and TPB Chair, Patrick Wojahn.

A new Bike to Work Day radio campaign was developed for the 2014 event and aired on DC 101, Big FM, and Hot 99.5 radio stations over a three week period. Vinyl banners were made and delivered to nearly all pit stops for use as tools to promote Bike to Work Day and serve as a backdrop at the events. The Bike to Work Day web site and social media reflected a uniform look and feel. Bike to Work Day was held at 79 simultaneous locations throughout the Washington metropolitan region. Nearly 17,000 bicyclists registered for the May 16th event, a 14 percent increase over 2013.

The seventeenth annual Commuter Connections Employer Recognition Awards is scheduled for June 24th at the National Press Club. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be handed out to all guests along with commemorative program booklets. A display ad will appear in the Washington Post following the event in order to recognize the employer winners.

5. **FY15 Marketing Workgroup Call for Volunteers**

COG/TPB staff asked for at least one member to volunteer from each state to serve as part of the FY 2015 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2015 spring campaign. Other creative will also be reviewed by the workgroup as it becomes available throughout the new fiscal year.

6. FY15 Regional TDM Resource Guide and Strategic Marketing Plan

COG/TPB staff discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. For reference purposes, the FY14 version of the report is available on SharePoint. Committee members will be sent Word documents of any sections of the report pertaining to their organizations. Edits are due back to COG by August 22nd. A draft of the FY15 report encompassing contributor updates will be issued at the next marketing meeting and the final draft report will be distributed in December, for adoption and release.

7. Marketing Round Table

Meeting participants shared recent advertising/marketing collateral and discussed news or upcoming events and happenings within their organizations.

Sande Brecher of Montgomery County Commuter Services noted that outreach is being conducted to County employees to join Capital Bikeshare at the discounted price of only \$25. Ms. Brecher also introduced their new Senior Marketing Manager, Michelle Golden.

Antoinette Rucker of WMATA mentioned an upcoming SmartBenefits seminar at the Tysons Corner Marriott and passed out a Silver Line station profile brochure and a Blue Line new options brochure.

Mr. Ramfos stated that a Save the Date notice will be sent out for a July 16th reception to recognize Commuter Connections' 40th Year Anniversary. The Emcee will be TPB Chair, Patrick Wojahn and there will be several guest speakers.

8. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 16th, 10:00 a.m. – 12:00 noon.