

**MEETING NOTICE AND AGENDA  
FY11 REGIONAL TDM MARKETING GROUP**

**Meeting Notes - Tuesday September 21, 2010**

**1. Introductions**

See attached attendance sheet

**2. Minutes of June 15, 2010 Meeting**

The minutes from the June 15, 2010 Regional TDM Marketing Group meeting were approved as written.

**3. Change of Chairpersons**

Toyja Somerville of the Tri-County Council for Southern Maryland was named as the new Chairperson for FY 2011. Anna McLaughlin of the District Department of Transportation was presented with a plaque for her service as FY10 Chair. Christine Rodrigo from the Potomac and Rappahannock Transportation Commission was named as the new FY11 Vice Chair.

**4. Commuter Connections FY10 Marketing Campaign Summary Report**

The Final FY10 2nd Half Marketing Campaign Summary report was distributed which provides detail regarding the media buy and each of the various components of the Commuter Connections marketing campaign, from January 2010 through June 2010.

**5. FY11 Marketing Workgroup Volunteers**

Committee members from each state who volunteered to serve on the FY10 Commuter Connections Marketing Workgroup were announced. Workgroup members will review and comment on creative and radio scripts developed for the Commuter Connections FY11 spring campaign and other marketing developed throughout the fiscal year. Members include Mirza Donegan, North Bethesda Transportation Center; Kristin Howard, goDCgo representing the District Department of Transportation, and Rico Fleshman, VPSI Inc.

**6. Capital Bikeshare**

Chris Eatough of Bike Arlington and Katie Sihler from goDCgo presented marketing and outreach conducted for the launch of Capital Bikeshare. The District Department of Transportation pioneered the concept of bikesharing in the United States when they introduced SmartBike DC in August 2008. Two years later the new broader system was officially launched. When complete,

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Capital Bikeshare will contain a total of 1,100 heavy duty durable bikes at 100 stations in the District and 14 stations in Arlington County. New stations are being installed on a daily basis, with completion scheduled for this fall. One aim for the new system is to lay groundwork for future expansion throughout other parts of the region, in order to form a cohesive regional bikesharing system. In fact, a \$12 million dollar TIGER grant proposal has been submitted to expand the Bikeshare system into Montgomery County, Alexandria, College Park and Reston. Most stations contain eleven docks, although the stations are modular and based on space requirements and neighborhood demands. The Bikeshare system is available 24 hours a day, 365 days a year. Pricing is \$5 a day, \$25 a month or \$50 per year (introductory annual rate). The bikes are geared for short term usage but there is no limit to the number of trips that can be taken. Bikes can be returned to any station within the system, and if done so within 30 minutes, no additional charges apply. Each additional 30 minutes incurs an extra fee. Helmets are not supplied or required, they are encouraged however. Capital Bikeshare is partnering with area bicycle stores to provide discounts on helmets.

The marketing plan was developed in mid July and targets well educated males ages 18-35 with upper incomes. Marketing will reach out to residents, employers and commuters as well as one-day memberships for visitors. Capital Bikeshare staff has attended many community events during the launch, including a Washington Nationals game where team mascots rode Capital Bikeshare bicycles. Rack cards and free 24 hour membership coupons were created for distribution at such events. A kick off promotion called "Become a Founding Member" offered limited edition Capital Bikeshare T-shirts to the first 2,000 members. Slides promoting Capital Bikeshare were placed before Crystal City movie night showings and an online newsletter has been developed. Each bike station has a large static map of other nearby bike stations and the web site [www.capitalbikeshare.com](http://www.capitalbikeshare.com) provides users with an interactive map. At the launch on September 20, 2011, many bike friendly elected officials were on hand, including D.C. Mayor Adrian Fenty, Arlington County Board Chair Jay Fissette, Congresswoman Eleanor Holmes Norton, and D.C. Office of Planning Director Harriet Tregoning. Capital Bikeshare received over 100 articles to date in various media outlets.

## **7. Commuter Connections FY11 Marketing Activity**

Dan O'Donnell, with Odonnell Company discussed recent FY11 marketing activity and presented conceptual approaches for the FY11 new marketing campaign. September 22, 2010 will be the third region-wide celebration of Car Free Day, a worldwide event to encourage commuters to pledge to "uncar" for a day. Radio, posters, bus sides, and bus shelter ads were created to bring attention to the event and drive pledges to [www.carfreemetrodc.com](http://www.carfreemetrodc.com). Text messaging has also been used to encourage those who already made a pledge to ask family, friends, and colleagues to join them in going car free for the day. New additions to the marketing tool kit for Car Free Day included placement of a facebook ad and a promotion using a new social networking tool called foursquare. Foursquare is a location based application that people use to keep track of where they and their friends are going. On Car Free Day, Commuter Connections is encouraging people to travel using alternate transportation methods and use foursquare to "check in". As part of the radio buy, a web site "take over" was negotiated with Clear Channel in which a multitude of Car Free Day banners appeared simultaneously on the home pages of WASH FM, DC 101 and Hot 99.5. Podcasts were conducted by COG with the following TPB members: Gabe Klein, DDOT

Director; Michael May, Prince William County Supervisor; Harriet Tregoning, DC Office of Planning Director and Patrick Wojahn College Park Council Member. An earned media campaign netted media coverage including the Washington Post. Commuter Connections partnered with AAA Mid-Atlantic to promote Terrible Traffic Tuesday (the day after Labor Day) which included a joint press release, Public Service Announcement and live radio station reads.

The fall umbrella campaign will begin in October and radio will be used as the anchor medium with a wide mix of radio stations. For cost effectiveness, radio ads produced for the Guaranteed Ride Home and Ridematching campaigns in Spring 2010 will be used again for the fall campaign. Web banner ads from the spring campaign continued during the fall as well. Hispanic print ads will be placed each Friday throughout the campaign in El Tiempo Latino newspaper.

An overview of the media selection and market research processes were given to underscore the thorough planning and placement adhered by Commuter Connections. The Final FY11 Marketing Communications Plan and Schedule document was issued which outlined the FY 2011 creative development preparation and marketing campaign rollout schedules. The Rideshare conceptual approaches presented for the Spring 2011 campaign considered themes on “Familiarity and Camaraderie”, inviting the audience into the experience. For the Guaranteed Ride Home conceptual approaches, themes considered included “Why not, it’s the obvious thing to do”, inviting others to join.

#### **8. FY11 Draft Regional TDM Resource Guide and Strategic Marketing Plan (SMP)**

The FY11 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Draft report was distributed. The SMP is an annual guide that serves as a resource for planned marketing strategy and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. The report was inclusive of initial edits received during the first round of changes. Commuter Connections network members were asked to contribute by updating sections of the report pertaining to their organizations. A comment period was established for all final edits, after which the final report will be distributed at the December meeting for adoption and release.

#### **9. Calendar of Events/Marketing Round Table**

Meeting participants shared recent advertising/marketing collateral and related news and events within their organizations. Highlights are as follows:

Lisa Dumetz from the Virginia Department of Rail and Public Transportation is promoting Try Transit Week from September 20-24. Prizes include an Amtrak ride for two and a year-long transit pass.

Mirza Donegan from the North Bethesda Transit Center is co-organizing a Walk & Ride challenge to encourage workers to change the way they commute.

Cheryl O'Connor from Arlington Transportation Partners noted that for Car Free Day, Capital Bikeshare staff will be on hand in Crystal City to let people check out the bikes, get a free ride coupon, and other prizes.

Glenn Hiner from the Fairfax County Department of Transportation is recognizing ten employers with plaques as part of the Best Workplaces for Commuters program. The DOT is also promoting Car Free Day and Try Transit Week.

Mark Sofman from Montgomery County Commuter Services mentioned that staff will be celebrating Car Free Day with a coffee and donuts promotion at several Park & Ride and Metro locations within the County. Also Montgomery College held a Bike to College Day to coincide with Car Free Day.

**10. Other Business/Suggested Agenda items for next meeting**

The next FY11 Regional TDM Marketing Group meeting date: Tuesday, December 21, 2010  
12:00 pm – 2:00 pm, Training Center A&B.