



MEETING NOTES
REGIONAL TDM MARKETING GROUP
June 20, 2023

1. Introductions

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

2. Meeting Minutes Approval

Meeting notes from the March 21, 2023 Regional TDM Marketing Group meeting were approved as written.

3. Commuter Connections FY23 Marketing Activity

Dan Odonnell and Mark Wirth from Odonnell Company provided a review of regional TDM marketing activity for the second half of FY23. The focus of the presentation was on Bike to Work Day, Incentive Programs, and the Employer Recognition Awards. COG/TPB staff reviewed updates made to the FY23 2nd Half Regional TDM Marketing Campaign Summary draft report.

The Bike to Work Day 2023 media budget was \$65,000 and included traditional radio, radio endorsements, streaming TV, social media, social media influencers, sponsored article, digital ads, and a YouTube video. The earned media component included calendar listings, press releases, developed a social media toolkit for sponsors, and an outreach toolkit to minority and women's organizations. A total of 14,617 registered for the Bike to Work Day 2023 event, a 14 percent increase over the previous year.

Commuter Connections conducted several campaigns during the months of May and June 2023 for its various incentive programs. Flextime Rewards (now part of the incenTrip app) was promoted through digital banners and social media. The incenTrip regional and incenTrip MDOT media buys encompassed radio, digital banner ads, and social media.

The annual Employer Recognition Awards ceremony took place on June 30, 2023 at the National Press Club. To recognize the employer winners, a display ad appeared in the Washington Business Journal. Videos, podium signage, branded giveaway items, and a program booklet were created for the event. Winners received a trophy, custom press release, and electronic winner seal.

4. FY24 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

COG/TPB staff discussed the process to begin updates for the FY2024 Regional TDM Resource Guide and Strategic Marketing Plan report. Main sections of the document include Regional Activity Centers, key findings and strategic implications, summary of adopted strategy, regional profile, profiles of multi-modal options, summary tables of bus and rail activity, marketing write-ups from network members and regional partners, tables of current and recommended marketing strategies by jurisdiction, and TDM research summaries. The process to begin updating the SMP document for FY2024 will take place in late July. Sections pertaining to each jurisdiction will be sent in a Word document format to Regional TDM Marketing Group members

to allow for easy editing. A first draft of the FY2024 report will be issued at the September 19, 2023 meeting.

5. Loudoun County Marketing

Kendall Tiffany, Loudoun County Commuter Services, gave a presentation regarding the County's TDM marketing and outreach efforts. Loudoun County Transit and Commuter Services falls under the Department of General Services and includes transit, commuter, and employer services. Loudoun County Transit consists of commuter bus, local bus, and paratransit services. In addition to the vacancy of the TDM marketing position, several other unforeseen labor challenges over the past several years have hampered the County's ability to move forward with a comprehensive marketing plan. Now with full staffing in place and the Metrorail extension to Loudoun County, marketing will be taking more of a lead role.

During early 2022, the "Re-Discover Your Ride" campaign aimed to increase public awareness about Loudoun County Transit. Media included radio, social media, digital display, and digital out-of-home. In mid-2022 the "Let's Go" campaign was launched, with a goal of increasing public awareness of Loudoun County's cost-effective commuting options. Marketing included radio, social media, Google display, Wunderkind display, and digital out-of-home. The "Let's Go" campaign was extended into FY2023 with radio, social media, Google display, and digital out-of-home. Other materials in the works include a "Welcome to Loudoun" collateral folder, a one-page flyer on Loudoun commuting options, rack cards for vanpooling and GRH, and videos for commuting and GRH. Going forward in FY2024, the County will differentiate its marketing channels with a focus on local transit options and paratransit, participation in commuter programs and incentives, and usage of its transit app. In part, this will be accomplished through in-person outreach, training, and organizational participation. Starting in FY2024 and beyond, the County will look toward a rebranding of its programs.

6. Marketing Round Table

Halie Mitchell, Virginia Department of Transportation, mentioned that VDOT is in the early stages of kicking off the 495 NEXT Transportation Management Plan TDM strategies. Strategies will include a pilot bus service from Tysons to Bethesda, vanpool incentives, 'Pool Rewards, targeted employer outreach efforts, and telework technical assistance.

Samantha Huff, goDCgo, spoke about the annual bike campaign during the month of June. Participants get a chance to win a new bike, bike shop gift card, and annual bikeshare memberships. Upcoming events include free bike tune ups and a group bike ride. goDCgo relaunched "Get Paid to Pedal" with an equity focus, that allows income-eligible District residents to apply for \$400 toward the purchase of a new bike or a discount of 50% on bike repair.

George Clark, Tri County Council for Southern Maryland, mentioned that TV ads are placed on Comcast/Verizon, and print ads are placed in local newspapers. Work is also being done with Chambers and economic development organizations.

Stacey King, Maryland Department of Transportation, talked about the incenTrip campaign with Commuter Connections and promoting the MD Commuter Tax Credit, which was expanded almost one year ago. MDOT outreach and engagement opportunities include Artscape in Baltimore and the Maryland State Fair.

Ivanna Baez, OmniRide, mentioned that it hosted its first Senior Summit event on June 15th where local community partners provided beneficial information and resources for older adults, their families, and caregivers.

7. Other Business/Suggested Items for Next Meeting

Halie Mitchell, Virginia Department of Transportation, noted that the Megaprojects team would like to present at the September Regional TDM Marketing Group meeting to share marketing materials for a campaign that's currently in development.

The next Regional TDM Marketing Group meeting is Tuesday, September 19, 2023 from 10:00 am to 12:00 pm.