



**MEETING NOTICE AND AGENDA
FY14 REGIONAL TDM MARKETING GROUP
September 17, 2013**

1. Introductions

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

2. Meeting Minutes

Notes from the June 18, 2013 meeting were approved as written.

3. Change of Chairpersons

Antoinette Rucker from WMATA was presented with a plaque and thanked for her service as Chair of the FY13 Regional TDM Marketing Group. The Vice Chairperson, Sandra Brecher from Montgomery County Commuter Services will become the new Chairperson for the FY 2014 Regional TDM Marketing Group. The new Vice Chair will be Gabriel Ortiz from the City of Alexandria.

4. Commuter Connections FY13 Marketing Campaign Summary Report

The second half FY13 campaign summary report was distributed to the Committee. It provides a final wrap up of marketing activity from January-June 2013. Substantive additions since the previous draft version included Bike to Work Day photos, media placements, and an ad placed in the Washington Examiner; 'Pool Rewards employer contest winners; Employer Recognition Awards ceremony winners photos and a congratulatory ad placed in the Wall Street Journal; and up to date performance results indicating Rideshare applications were up 4.5%, GRH Applications down 3.7%, and web visits down by 2.3% compared to the same time period from a year ago. These results reflect a designed heavier media allocation toward Rideshare, and less marketing emphasis on GRH.

5. FY13 Marketing Workgroup Volunteers

FY 2013 Marketing Workgroup members were recognized for their valuable input. Members included Christine Rodrigo, Potomac and Rappahannock Transportation Commission; George Clark, Tri County Council for Southern Maryland; and Kristin

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Howard, goDCgo. Committee members who volunteered to serve on the FY14 Commuter Connections Marketing Workgroup are Deanna Reed, Prince George's Co. Dept Public Works & Transportation; Marcus Moore, Fairfax Department of Transportation; and Antoinette Rucker, Washington Metropolitan Area Transit Authority. Workgroup members will review and comment on creative and radio scripts developed for the Commuter Connections FY 2014 spring campaign and other marketing developed throughout the fiscal year.

6. Arlington PAL Campaign

Bobbi Greenberg from Arlington County spoke about the PAL Safety on Our Streets campaign. The PAL campaign was developed as increasing numbers of people in Arlington are getting around by bicycling and walking. The campaign shows how easily sharing the roads safely with others can be. Being a PAL means travel in a PREDICTABLE way by not making sudden unexpected moves; Be ALERT, pay attention to your surroundings and to others around you; and be LAWFUL, obey the traffic laws, whether in a car, on a bicycle, or as a pedestrian. The campaign reminds us that the streets don't belong to any one or group in particular, and that there's an inherent responsibility to share the streets in a courteous and safe manner.

7. Commuter Connections FY14 Marketing Activity

Dan O'Donnell of Odonnell Company discussed FY14 marketing activity including Car Free Days, the upcoming fall media buy, and conceptual approaches for the FY14 spring marketing campaign.

The Car Free Days poster theme was "Park It" depicting a car with action phrases written all over it that are Car free or car-lite related ways of getting around. A poster mailing was sent to the employers throughout the region and to military personnel. A 60 second radio spot was produced and began airing several weeks prior to the event. The radio spot is airing on WTOP, DC101, and BIG-FM. The Clear Channel radio stations ran banner ads on their web site's home pages.

Bus signage was secured for Car Free Days from several transit agencies. Signage appeared on Fairfax Connector, Montgomery County Ride On, Metro, and Arlington Transit. An internet banner ad was created for placement onto the Metro website; the web banner ad was donated by WMATA.

At its July meeting, the TPB adopted a proclamation to make Sept 20-22 Car Free Days and an enlarged proclamation was signed by TPB Chair, Scott York of Loudoun County. Social media accounts were updated to reflect graphics from the 2013 poster.

Facebook postings and tweets were placed on a regular basis to keep the Car Free Days event relevant and to garner more friends and followers. The first press release was sent by Commuter Connections on August 7th regarding the web site launch. Email blasts were sent out to past Car Free Day and Bike to Work Day participants, employers and universities. Text messages were sent to those who opted in, which prompted them to encourage friends to pledge.

The FY14 Marketing Communications Plan and Schedule was included as part of the meeting announcement materials and issued as a final document. The document was posted onto the Commuter Connections SharePoint site for an open comment period and incorporates all edits. The FY14 Marketing Communications Plan and Schedule notes the target audience and tactics used for each of the TDM services including GRH and Ridematching, and outlines the media budget allocation for each. It also charts out the FY 2014 creative development schedule from concept to campaign launch.

The fall FY 2014 regional TDM mass marketing campaign will be kicked off in October 2013 using ads that were produced for the spring FY13 campaign. The campaign will include radio, television and internet banner ads for Rideshare and radio for GRH. The themes are “Rideshare and Network in Real Time” and for GRH, “Don’t get left dangling on the job.” A half page vertical advertisement was placed into a Relocation Guide to publish in October as part of a newspaper distributed at military bases throughout the region. Commuter Connections produced the summer 2013 newsletter and it was distributed to the ACT! Employer database and TDM stakeholders. The cover story was on the 2013 Employer Recognition Award winners.

Work began on the FY14 regional TDM Mass Marketing campaign to be kicked off in February of 2014. Creative concepts for the second half of the fiscal year were developed and feedback was solicited from marketing workgroup members. The marketing consultant reviewed the various stages of planning for the FY 2014 marketing campaign, including the media selection process.

8. Commuter Challenge

Megan Cummings from the City of Alexandria presented Local Motion’s third Commuter Challenge event. The two-week friendly competition included fourteen employers and 500 employees who were challenged to try alternative transportation methods and tracked their trips online through the Commuter Connections trip tracking module. The budget for the Commuter Challenge was \$35,000. Baseline surveys provided a view of existing commute habits prior to the competition.

Outreach included a direct mailer and two emails to employers. Rack cards distributed to retail partners, DASH bus ads, marketing through City Communications, external website on GoDaddy.com, and social media. Employee Transportation Coordinators received a marketing package and personal outreach.

At kick-off events, all participants received a tumbler, plus chances to win individual prizes such as \$10 gift certificates from local businesses, SmarTrip Cards (\$10 value), and T-shirts. Winning companies received lunch and ice cream socials, and companies were recognized at Alexandria's Earth Day celebration. Prizes were awarded for best employee participation, trip reduction, most improved, etc. The event was responsible for VMT reductions of 64,745.

When employers were surveyed about what was most liked about the Commuter Challenge, the top answer was fun/team oriented, 32%; tied for second at 24% were the prizes and promotion of alternative transportation/exercise; and the commuter trip data was most liked by 20% of employers.

A survey to employees asked how they heard about the Commuter Challenge. The most popular answer was from their employer, 39%; co-workers was a close second at 36%; followed by marketing (postcards, bus ads, emails) at 21%; and through the kickoff event, 4%.

9. FY14 Strategic Marketing Plan

The FY14 Regional TDM Resource Guide and Strategic Marketing Plan Draft report (SMP) was included as part of the meeting announcement. 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. It also contains summaries of recent TDM research from the last several years. Commuter Connections network members were asked to contribute by updating sections of the report pertaining to their organizations. The report was inclusive of initial edits received during the first round of changes that took place in August. The draft report will be posted onto SharePoint in PDF form for download and final edits will be taken through October 31st. The final draft report will be distributed at the December 17th meeting for adoption and release.

10. Calendar of Events/Marketing Round Table

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

11. Other Business/Suggested Agenda items for next meeting

The next FY14 Regional TDM Marketing Group meeting date is Tuesday, December 17, 2013, from 12:00 pm – 2:00 pm, in the COG 3rd Floor Board Room.