



## **Regional TDM Marketing Group**

**Meeting Notes Tuesday March 18, 2008**

**Metropolitan Washington Council of Governments**

**COG Board Room - 2:00 p.m. – 4:00 p.m.**

### **1. Introductions**

### **2. Minutes of December 18, 2007 Meeting**

The minutes were approved as written

### **3. Transportation Planning Board Bus Subcommittee**

Jim Hamre from WMATA presented information on the status of the newly formed TPB Bus Subcommittee. Mr. Hamre is the outgoing chair of the Committee. The Bus Committee was formed in January 2007 by the TPB to provide a permanent process for the coordination of bus planning throughout the Washington region, and to incorporate regional bus plans into the Constrained Long Range Plan (CLRP) and the Transportation Improvement Program (TIP). Membership includes representatives from all 13 transit bus transit operators in the region as well as the DOT's and other regional transportation agencies. Types of bus systems include commuter/express buses, local buses and feeder/circulator buses. Mr. Hamre noted that bus ridership is growing steadily and buses are very important to the region as they have a greater reach than Metrorail. Twenty percent (20%) of Metrorail riders reach the system by bus and buses make up 45% of all regional transit trips. Regional operation costs for buses within the region equals 47%.

### **4. Commuter Connections FY08 Spring Marketing Activity**

Dan O'Donnell from Bus Design presented a recap of Commuter Connections' marketing activities planned for the spring of 2008. Activities occurring in spring 2008 will include radio advertising, bus shelters, internet advertising, gas pump toppers, coffee cup sleeves and direct mail. In addition, Commuter Connections will develop collateral and radio in support of the May Bike to Work Day event. A presentation included listening to audio of the radio spots and visuals of the various advertising. A draft of the FY08 First Half Marketing Campaign Summary Report was issued to provide further detail regarding the various marketing components of the campaign.

### **5. Arlington County Commuter Services**

Christopher Hamilton presented results from Arlington County's recently conducted TDM research. The presentation was titled "The Importance of Transportation & TDM to Arlington". In a survey of business leaders within the county, at 40%, access/transportation was the number one attribute driving them to rate Arlington County as a great business location. At 92%, the quality of the transportation

system rated highest among all factors influencing location decisions. Sixty-two percent (62%) of Arlington County business leaders are satisfied with the County's transportation system and services. Those highly satisfied with Arlington's transportation system give higher ratings to the County as a business location, by 23 percentage points. The survey found that TDM services have an impact on locating a business in Arlington. Among those aware of the availability of TDM transportation support services, business location ratings are 15 percentage points higher. And among those who have had prior or current use of Arlington Transportation Partners' (ATP) services, ratings were 20 percentage points over those unaware of ATP. Through the survey, Arlington County business leaders recommend allocating almost half of the County's transportation system budget on TDM related services. Residents highly rate many of the county's quality of life attributes. Transportation system and services received an 83% high approval rating with residents, and ease of getting around received a 76% high rating. Compared to the region, Arlington's 58% drive alone rate is 1/3 lower. Specifically, transit use is double, biking is triple, and walking is six times higher. One in five residents received assistance from Arlington County Commuter Services (ACCS) in the past last year. Four in ten residents who sought info/services from ACCS took action to change travel behavior. Nearly half said they were "not likely" to have taken the action without the info or service.

#### **6. Virginia Railway Express**

Ann King presented Virginia Railway Express' spring radio campaign. Two 60-second radio spots were produced that promote commuter lines from Fredericksburg and Manassas to Union Station. The spots boast that there's no better way to commute along the I-95 and I-66 corridors, stating that the VRE can get you to work quicker, cheaper and happier. The ads encourage commuters to visit the new Riders Page on VRE.org and find a better way to get to work and back home. One of the spots asked drivers to ponder what they could be doing on their commutes instead of driving, and suggested that aboard the VRE they could read, work, plan their day, or even snooze. Both spots end with the tag "*Car bad....Train good*".

#### **7. FY07 Guaranteed Ride Home Customer Satisfaction Survey**

Douglas Franklin presented the final draft of the FY 2007 Guaranteed Ride Home Customer Satisfaction Survey Report. A preliminary draft report was presented at the December meeting and all feedback was incorporated into the document. The Regional TDM Marketing Group provided approval of the report.

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

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