



MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP
September 15, 2015

1. Introductions

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

2. Meeting Minutes

Notes from the June 16, 2015 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Gabriel Ortiz, City of Alexandria was presented with a plaque and thanked for his service as Chair of the FY15 Regional TDM Marketing Group. Meredyth Jensen, goDCgo will become the new Chairperson for the FY16 Regional TDM Marketing Group. The new Vice Chair for FY16 is Jeannie Fazio, Maryland Transit Administration.

4. FY 2015 Second Half Marketing Campaign Summary Final Report

The FY15 Second Half Marketing Campaign Summary Final Report reflects marketing activity between January and June 2015. Substantive additions to the report from the previous draft included - Bike to Work Day earned media placements and online analytics, Employer Recognition Awards winner photos and print advertisement, live action transit advertising photos, digital advertising results, June direct mailer, and campaign performance measure updates. Fatemeh Allahdoust, Virginia Department of Transportation recommended the inclusion of advertising impressions.

5. FY 2016 Marketing Communications Plan Final Report

In mid-August, the FY16 Marketing Communications Plan and Schedule was posted in draft form onto the Commuter Connections SharePoint site, and an open comment period followed. The Marketing Communications Plan and Schedule outlines Commuter Connections' regional marketing strategy for FY16 to create awareness of alternative transportation modes, generate applicants for Ridesharing, GRH, and 'Pool Rewards, and to garner participation in various special events. Each component lists an objective, target market, tactics and media budget allocation. Also included are FY16 time line schedules for

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creative development and media campaigns. The Marketing Workgroup members for FY16 are Gabe Ortiz, City of Alexandria; Mark Sofman, Montgomery County Commuter Services; and Antoinette Rucker, Washington Metropolitan Area Transit Authority. Workgroup members will review and comment on creative designs and radio scripts developed for the Commuter Connections FY16 spring campaign and other marketing developed throughout the fiscal year.

6. SmartBenefits Plus50

Marcus Moore, Fairfax County Department of Transportation (FCDOT) presented the SmartBenefits® Plus50 program. The program was primarily designed to encourage companies to implement SmartBenefits® and motivate commuters to use the Metro Silver Line and Fairfax Connector bus service. Eligible employees of participating companies are provided with a \$50 incentive to stimulate trial use of transit service with the objective of getting the commuters to enroll full-time into the monthly SmartBenefits® commuter program, after the \$50 trial fare expires. To become eligible, employees must be new to transit, not have a SmartTrip® card, and not receiving commuter benefits. To market the program, FCDOT developed radio spots on WMAL and WRQX, movie theatre ads, social media, brochures, email blasts, SmartBenefits® employer seminars, and attended the Reston-Wiehle station open house. As a result of these efforts, 16 employers registered with SmartBenefits® Plus50, and more than 500 employees commuting within Fairfax County have signed up to participate.

7. Commuter Connections FY16 Marketing Activity

Dan O'Donnell of Odonnell Company discussed FY16 marketing activity including the 2015 Car Free Day event, the upcoming fall media buy, and conceptual approaches for the FY16 spring marketing campaign.

An all new Car Free Day poster was created which used a team approach with the message "Join a team that fits your mobility best". The teams includes Team Bus, Team Rail, Team Pool, Team Bike, Team Walk and Team Telework. The call to action directed people to carfreemetrodc.org to take the team pledge. A Car Free Day 2015 proclamation signing took place at the July National Capitol Region Transportation Planning Board (TPB) meeting with TPB Chair, and District of Columbia Councilmember Phil Mendelson. An all new responsive website was created for Car Free Day 2015. Emails blasts were sent out to employers and past Car Free Day participants. Text messages were sent to those who opted-in, prompting them to encourage friends to pledge as well. Radio spots are airing on WASH, WBIG, WTOP and WITH. An earned media campaign has been working to secure interviews and encourage media outlets to place Car Free Day news stories. Bus signage was donated by Montgomery County Ride On, Metrobus, Arlington Transit, and Prince George's County. A

complimentary internet banner ad was also created for placement onto the Metro website. The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses within the region. Eight universities are participating and encouraged their students, faculty and administration to take the Car Free pledge. Social media accounts were updated to reflect graphics from the 2015 poster. Facebook postings and tweets are being placed on a regular basis to keep the Car Free Day event relevant and to garner more friends and followers. A promotional video was filmed with the Committee Chair, Jonathan Bollhoefer, for use on social media. In addition, a paid ad was placed on Facebook.

The upcoming fall FY 2016 regional TDM mass marketing campaign will use ads that were originally produced for the spring FY15 campaign. The media plan calls for Rideshare to encompass a mix of news, music, and Hispanic radio stations, plus television, and social media. GRH will include news and music radio stations. A value-add promotion took place in early September in collaboration with Comcast Sports Net, where Washington Capitals player, Karl Alzner participated in a carpool. The winner and her carpool members commuted with the pro-hockey defenseman in a limousine. A cameraman followed along for the ride and the segment was aired on Sports Talk Live. Commuter Connections received several mentions during the broadcast. Commuter Connections produced the summer 2015 newsletter which was distributed to the Employer database and TDM stakeholders. The cover story was on the 2015 Employer Recognition Award winners. Various stages of planning were reviewed for the FY 2016 marketing campaign. During the meeting, several concepts for each GRH and Rideshare were presented. Final ad concept selections will be made by the marketing workgroup, and the materials will be refined for use during the FY 2016 spring regional TDM marketing campaign.

8. FY 2016 Regional TDM Resource Guide and Strategic Marketing Plan

The FY16 Regional TDM Resource Guide and Strategic Marketing Plan report (SMP) is an annual guide that serves as a resource for current and planned marketing strategies and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. It contains a profile indicating growth trends of the Washington Metropolitan region, top regional activity centers, product profiles listing benefits and challenges of each transportation mode and TDM service, and summaries of recent TDM research. The draft report was inclusive of initial edits received during the first round of changes that took place in August. Commuter Connections network members who have not yet contributed were asked to provide updates to sections of the report pertaining to their organizations. The draft report was posted onto SharePoint in PDF form for download, and final edits will be taken through October 30th. The final draft report will be distributed at the December 15th meeting for endorsement.

9. Calendar of Events/Marketing Round Table

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

Antoinette Rucker, Washington Metropolitan Area Transit Authority mentioned an upcoming SmartBenefits seminar in Dumfries in October. In addition, a rack card was created to communicate that Metro is going paperless in March 2016 as paper farecards will be completely phased out of the system.

Lisa Dumetz, Virginia Department of Rail and Public Transportation spoke about the commonwealth's Try Transit Week to be held September 21-25, 2015. Those who take the pledge are eligible to win raffle prizes consisting of passes to local or regional transit.

Meredyth Jensen, goDCgo mentioned Yards Park, the centerpiece of the Capitol Riverfront neighborhood, south of Capitol Hill accessible by the DC Circulator, Navy Yard Metro, and Capital Bikeshare.

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

The next Regional TDM Marketing Group meeting is Tuesday, December 15, 2015 from noon – 2:00 p.m.