



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
March 21, 2017**

1. Introductions

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

2. Meeting Minutes

The Committee approved the December 20, 2016 meeting notes as written.

3. Marketing Campaign Summary Report

Douglas Franklin from the Metropolitan Washington Council of Governments (COG/TPB) discussed the FY17 1st Half Regional TDM Marketing Campaign Summary final report which was distributed as part of the agenda packet. The report provided an overview of Commuter Connections marketing activity between July and December 2016, and will be posted to SharePoint for informational purposes.

4. Loudoun County Marketing

Sharon Affinito from Loudoun County Commuter Services provided an update on the county's marketing initiatives. A brief update of the branding development process of their logo, tag, and imagery was given. The "Oh, the Places You'll Go!" Loudoun County Transit promotion was designed to get younger audiences to ride the bus to their favorite spots for only \$1 a ride. The colorful ads appeared in the form of large vinyl banners, and stadium signage at several area high schools. A spring campaign showing a hand-pulled wagon stuffed with a fresh bouquet of spring flowers, with the headline "Pick a Better Way!" encouraged commuters to discover fresh ideas for getting to work. A blue pinwheel stuck within the bouquet, represents the Loudoun County Commuter Services logo image. The ads will be repurposed to fit onto wagons for customer use at summer Farmers Market events. Exterior signage for the "Roll with Us" campaign was placed onto local fixed route bus sides. "Commute your way" ads promoted a vanpool open house event where interested customers could tour a van, and obtain more information about vanpooling. Adhesive "I'm a Bike Locker - Rent Me" signage was affixed to identify otherwise non-descript utilitarian bike lockers at county Park and Ride Lots.

5. Commuter Connections FY16 Marketing Activity

Dan O'Donnell from Odonnell Company provided a review of the regional TDM spring marketing campaign, and the FY17 2nd Half Marketing Regional TDM

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Campaign Summary draft report was distributed. The new spring campaign themes include “Just a Couple Clicks” for Rideshare, and “Problem. Solved.” for Guaranteed Ride Home (GRH). Both launched in February on radio, online/digital, and paid social media. The Rideshare radio ads were translated into Spanish as well. Also for Rideshare, table tents and back-lit ad panels were placed at Fashion Centre Pentagon City. The value ad from the campaigns is being used to promote SafeTrack and the CarpoolNow app. A flash file reflecting the new Mass Marketing campaign creative was placed onto the Commuter Connections home page. The GRH, and Employer Recognition Awards programs are both celebrating 20th year anniversary milestones and will be recognized through earned and social media. For ‘Pool Rewards, a spring campaign includes paid social media, print and digital/online ads.

The Bike to Work Day sponsorship drive reached a cash total of \$54,550. Bike to Work Day posters and rack cards were developed and 90,000 items were printed, including extra-large posters and small posters that were translated into Spanish. The materials were distributed to all pit stop managers and employers throughout the region. Other marketing items/platforms for Bike to Work Day include T-shirts, vinyl banners, web site, and social media sites. A radio ad will be produced for Bike to Work Day to begin airing in May.

6. Maryland Transit Administration

Janeen Kuser, Maryland Transit Administration (MTA) discussed the BaltimoreLink bus plan, featuring Baltimore Ravens player, Joe Flacco. BaltimoreLink is a multi-phase plan to redesign the bus systems throughout Baltimore by adding new high-frequency, color-coded bus routes that improve connections to jobs and to interlinking transit. The plan includes installation of bus-only dedicated lanes, transit signal priority, a transfer hub network, replacement of thousands of transit signs, expanded commuter bus service, and more.

MTA has teamed up with Super Bowl winning quarterback Joe Flacco to help promote the Governor’s transformative BaltimoreLink improvement plan. Flacco’s likeness is wrapped around five MTA buses that serve routes throughout Baltimore. This ground-breaking relationship will help introduce the changes BaltimoreLink will deliver to the half-century-old transit network, to create a restored transit experience, and better connections for residents and commuters.

A video of the press conference was played for the Committee. In the video, MTA Administrator Paul Comfort sat down with #5 from the Ravens, and discussed the new buses that will lead MTA’s fleet, which transports 400,000 people a day. During the interview, Flacco spoke about how partnering with MTA is a great way to be part

of the community, and how public transportation connects people to all of life's opportunities.

7. Street Smart

Mike Farrell COG/TPB staff, introduced the 2017 Street Smart Pedestrian and Bicyclist Safety marketing campaign, scheduled to launch mid-April. Street Smart is a public education and awareness program in the Washington, DC region supported by WMATA, TPB member governments, and federal funds administered by the District of Columbia, Maryland, and Virginia. Street Smart began in 2002 with the objective of reducing pedestrian and bicyclist injuries and deaths, by changing behavior through mass media, and concurrent law enforcement.

Street Smart's 2017 creative is a continuation of the recognizable "Tired Faces" campaign from previous years, depicting headshots of diverse people with automobile tire tread marks tracked across their faces. The campaign uses pointed headlines targeting drivers, pedestrians, and bicyclists, such as "You can't fix a pedestrian at a body shop," "Chase a bus and you might catch a car," "Don't be caught dead wearing black," and "It wouldn't hurt to use the crosswalk." Advertising consists of television, radio, gas pump toppers, transit signage, and digital/online. Street teams wearing sandwich board versions of the Tired Faces ads canvassed pedestrian Alert Zones throughout the region, and handed out safety tip brochures. Other Alert Zone components included sidewalk graphics, temporary roadside signs, and stepped up police enforcement.

8. Calendar of Events/Marketing Round Table

Meeting participants discussed relevant marketing, and upcoming events involving their organizations.

Mark Sofman, Montgomery County Commuter Services - On March 22, the county will have a ribbon cutting ceremony in Wheaton to announce five new Capital Bikeshare stations. In May, the county is hosting Bike to Work Day pit stops within the various Transportation Management Districts. Other upcoming events and activities include Earth Day and Green Fest.

Kendall Tiffany, Frederick County TransIT Services - The county marketing placement includes radio (Key103 and WFRE), online with the Frederick News Post, "fillboard" advertising at four gas stations, and on social media. In addition, three events are being planned to include Earth Day, Commuter Appreciation, and Bike to Work Day.

Susanna Parker, Bethesda Transportation Solutions – On March 22, WMATA is hosting a ribbon cutting for Bethesda Metro station escalators, with General Manager Paul Wiedefeld, and Montgomery County elected officials.

Meredith Hill, Maryland Department of Transportation – Administrator Greg Johnson has left Maryland State Highway Administration, and Greg Slater has been named as the new Administrator.

Antoinette Rucker, Washington Metropolitan Area Transit Authority - Metro is clearing most weekend track work to accommodate Cherry Blossom visitors. The University Pass program has been extended through June 2018, which benefits more than 10,000 students by providing unlimited riding privileges on Metrobus and Metrorail at a substantially discounted price. On March 20, Metrobus added MetroExtra G9, a limited-stop rush-hour service route running along Rhode Island Avenue. A SmartBenefits® seminar will occur on May 4 in Bethesda.

9. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is Tuesday, June 20, 2017 from Noon – 2:00 p.m.