

**REGIONAL TDM MARKETING GROUP
MEETING NOTES
September 20, 2022**

1. Introductions

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

2. Meeting Minutes Approval

Notes from the June 21, 2022 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Danelle Carey, goDCgo, was presented with a plaque to recognize her service as Chair of the FY 2022 Regional TDM Marketing Group Committee. Kendall Tiffany, Frederick County TransIT Services, was announced as the new Chair for FY 2023. Robin Geiger, Fairfax Department of Transportation, was announced as the new Vice Chair for FY 2023.

4. Marketing Campaign Summary Report

The FY2022 Second Half Marketing Campaign Summary final report was presented which reflected marketing activity occurring between January and June 2022. The primary focus during that time period was on Phase II of the Regional Recovery Campaign, Bike to Work Day, Incentive Programs, and the Employer Recognition Awards 2022 event. Substantive additions to the report from the previous draft included the Employer Recognition Awards print ad, summer newsletter, updated performance measures, and digital media results.

5. Transform I-66

Michelle Holland, Virginia Department of Transportation, presented about the opening of the I-66 Express Lanes (Outside the Beltway) project and subsequent HOV-2 to HOV-3 conversion. The new I-66 (Outside the Beltway) Express Lanes project is a \$2.3 billion, 22.5-mile public-private partnership and construction began in late 2017. Variable tolls will manage demand and keep lanes free flowing, with the use of E-ZPass transponders. The project includes two Express Lanes in each direction, alongside the existing general-purpose lanes, with median space for future transit. There are also two Park and Ride lots with more than 3,200 parking spaces, eleven miles of bike trail, and improved pedestrian facilities on bridges. The nine-mile western segment of the I-66 Express Lanes Outside the Beltway opened in September 2022, while the remaining portion is scheduled to open in December 2022.

Upon full opening of the I-66 Express Lanes, HOV requirement will switch from 2 to 3 occupants for toll-free travel. The new I-66 HOV-3 requirement is consistent with all other Express Lanes in Northern Virginia. To travel toll-free, vehicles must have an

E-ZPass Flex switched to HOV mode. The new commuter parking facilities with Express Lanes access are located at University Boulevard (2,000+ spaces), Balls Ford Road (1,300+ spaces), and Monument Drive garage (820 spaces).

The I-66 Express Mobility Partners messaging for pre-opening is “Prepare to be Moved” and the post-opening message is “Sit Less. Live More”. The website is Ride66Express.com. VDOT’s “I-66 Travel Changes” campaign focused on multimodal travel options by carpool, vanpool, or bus, with a message of “Changing the Way You Move”. These initiatives support regional goals of reducing greenhouse gas emissions and the Commonwealth’s goal of moving more people and providing multimodal travel choices.

The Transform 66 Outside the Beltway Project agreement provides for annual transit/TDM payments to the Commonwealth from 2021 through 2065. The I-66 Corridor Transit/TDM Plan will be updated every 5-6 years to reflect changing travel behaviors/patterns. Annual transit payment uses include new/expanded Fairfax Connector and OmniRide I-66 express bus services, VRE commuter rail service expansion along the Manassas Line, and funding for the Northern Virginia Transportation Commission.

VDOT-sponsored Transit Incentive Programs encouraging use of transit and alternative travel strategies on I-66 will continue for up to three months after the I-66 Express Lanes open. Fairfax Connector buses on I-66 with access to Vienna Metro will have \$1 fares, OmniRide commuter buses on I-66 from Gainesville and Manassas will be half price, and the ‘Pool Rewards program is providing up to \$366 per person for new 3-person carpools.

6. **FY23 Marketing Communications Plan and Schedule**

The Marketing Communications Plan and Schedule outlines Commuter Connections’ planned regional marketing strategy for FY 2023 to promote Ridesharing, GRH, Incentives Programs, Employer Outreach, and Special Events. The document was posted onto SharePoint in draft form on August 12, 2022 for an open comment period through August 26, 2022. Edits and comments received were worked into the final document and presented during the meeting. Each FY 2023 Work Program component listed an objective, target market, tactics and media budget allocation. The document also includes timeline schedules for FY 2023 research, creative development, and media campaigns.

7. **Commuter Connections FY23 Marketing Activity**

Dan O’Donnell and Mark Wirth, Odonnell Company, presented FY 2023 marketing activity consisting of the Car Free Day 2022 campaign, newsletters, initial plans for upcoming fall campaigns, and research ahead of spring 2023 campaign development. Fall 2022 activity will also include the Bike to Work Day 2023 sponsor drive and collateral for the 2023 Employer Recognition Awards call for nominations.

New images were created for Car Free Day 2022 for inclusion into the marketing materials to reflect a post-COVID environment and movement back to the physical workplace. Specifically, health/safety language and images with travelers wearing

face coverings were removed. Flyers were developed and a mailing was sent to employers inclusive of a cover letter and flyer.

The Car Free Day 2022 media campaign ran during the month of September and will run through Car Free Day. Radio spots are airing on stations WJFK, WPGC, and WTOP; and on Spotify along with a companion image. A video was created for YouTube, and an email blast was sent out. Online banner ads were placed onto NBC4 and El Tiempo Latino websites and a sponsored article with companion banner was placed on local District blog, Popville.com. Text messages are being sent to those who voluntarily provided their mobile numbers. Social media influencers produced selfie videos to engage their followers on TikTok and Instagram about Car Free Day. The marketing budget for Car Free Day was \$45,000.

A Creative Input Survey was sent to members of the Regional TDM Marketing Group in August 2022 to gather feedback to help guide the design of the FY 2023 spring creative. In addition, research will take place in fall 2022 to garner the general public's attitudes about commuting in a post-COVID environment.

The fall 2022 campaign will use the "Look Again" theme to promote ridematching while the Guaranteed Ride Home campaign will use a similarly themed "Take a Look" message. Fall media budgets are \$255K Rideshare, \$170K Guaranteed Ride Home DC region, and \$25K Guaranteed Ride Home Baltimore region. Media plans for GRH/Rideshare fall 2022 are in development. Fall 2022 incentive program budgets are \$15,000 for CarpoolNow and \$20,000 for 'Pool Rewards. In addition, a separate \$60,000 'Pool Rewards budget from VDOT will be used to promote the I-66 Express Lanes Outside the Beltway opening and its HOV 2 to 3 conversion. Fall incentive program media plans are in development.

8. FY23 Strategic Marketing Plan

The 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, DC metropolitan region by Commuter Connections and its network members. Other sections include regional activity centers, TDM product profiles with benefits and challenges of each, and summaries of TDM research conducted over the past five years. The draft report was inclusive of initial edits received during the first round of changes that took place in August 2022. Commuter Connections network members who have not yet contributed to the report were asked to provide updates to sections pertaining to their organizations by November 10, 2022. The final draft report will be distributed at the December 2022 Regional TDM Marketing meeting for endorsement. A follow up reminder message regarding the open comment period will be sent out and the draft document will be posted to the group's SharePoint site for download and review.

9. NVTC Marketing

Mathew Friedman, Northern Virginia Transportation Commission (NVTC), presented the "Re-Discover Your Ride" 2022 marketing campaign. The campaign was sponsored by the Virginia Department of Rail and Public Transportation (VDRPT) and partnered with transit agencies in Northern Virginia. The campaign was

promoted in both English and Spanish and ran on media including WTOP, WAMU, EIZol, Waze, and various social media platforms. The message to those returning back to commuting was “We’ve got this. So you can relax and ride!”. NoVaRides.org enjoyed a 370% increase in pageviews over the 2021 campaign, netting 50,000 English and 14,000 Spanish pageviews. Overall click-thru rates for digital ads were 0.26%, and 0.29% for ads in Spanish. NVTC is seeking a grant from VDRPT for a “return to ridership” marketing campaign, timed for when Metrorail resumes its opening of stations.

10. Marketing Round Table

Meeting participants discussed marketing related news, plans, and upcoming events within their organizations.

Robin Geiger, Fairfax Department of Transportation, mentioned that the County is promoting ridesharing and transit in anticipation of the Silver Line opening. Also, staff will have a table at the Mosaic Fall Festival.

Gabriel Ortiz, Virginia Department of Rail and Public Transportation, presented about Rideshare Month.

Bobbi Greenberg, Arlington County, mentioned the following BikeArlington events: Learn to Ride, Interactive Art Ride, Tour de Planets, Back to School Fair, and W&OD Trail Clean Up. WalkArlington events included Visual Artist Walk, Juneteenth Black Heritage Walk, W&OD Trail Clean Up, and the Arlington County Fair. Car Free Day/Car-Free Diet has been promoted at the following events: Arlington County Fair, Clarendon Day, Columbia Pike Blues Festival, and Rosslyn Jazz Festival. Marketing for Arlington Transit is resuming this month with a campaign theme of “Arlington is Open.” Ads will be placed on Spotify, Metro 2-sheets, Metro digital displays, brochures, social media, and Google Ad Words. Lastly, Arlington Transit is partnering with AFAC (Arlington Food Assistance Center) for a Stuff-a-Bus event.

Korrea Johnston, goDCgo, mentioned a residential neighborhood campaign from September 19 to November 11, 2022 for Ivy City residents and commuters to raise awareness about sustainable transportation options. Resources include a dedicated website, custom guide/map, and hosted lobby events.

Kim Mitchell, GWRideConnect, noted that Car Free Day is being promoted at several upcoming farmer’s markets in Spotsylvania, Stafford, and Fredericksburg. Rideshare Month will be promoted at the King George County Fall Fest.

Ivanna Baez, OmniRide, noted that Sunday bus service began in late August 2022 for eastern local routes and Prince William Metro Express, and that passenger feedback has been positive. With the opening of the I-66 Express lanes in December, there will be an expansion of bus service.

Holly Morello, OmniRide, is conducting Car Free Day outreach with a Car Free Day BINGO game and staff was at the City of Manassas Farmers Market. Car Free Day and the I-66 HOT Lanes have been promoted at several Chamber of Commerce

meetings and events, held both online and in-person. OmniRide will be introducing new commuter bus service to Reston in December.

11. Other Business

The next Regional TDM Marketing Group meeting will be held on Tuesday, December 20, 2022 from 12:00 pm to 2:00 pm, COG Board Room.