



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
Tuesday June 18, 2013**

1. Introductions

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

2. Meeting Minutes

Notes from the March 19, 2013 meeting were reviewed and approved by the Committee as written.

3. Maryland Transit Administration

Buddy Alves, Office of Communications & Marketing, Maryland Transit Administration provided an overview of recent MTA marketing activity. Many new brochures have been recently developed or updated for the Baltimore market and were distributed at the meeting; including Commuter Choice Maryland Benefits, Downtown Baltimore Visitors Ride Guide, Guaranteed Ride Home, 2013 Ravens Transit Service and Destination Anne Arundel. Mr. Alves is currently working on the 2013 Grand Prix of Baltimore Transit Guide for the racing event occurring over Labor Day weekend.

4. Commuter Connections FY13 Marketing Activity

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections FY13 second half marketing campaign and discussed a timeline for FY14. An updated draft of the FY13 2nd Half Regional TDM Marketing Campaign Summary Report was distributed.

The second half of the FY2013 Rideshare campaign creative was developed to highlight the contrast between the ever-increasing pressure caused by new technologies and social networking with the calm and relaxation of sharing a ride with an actual person. Messaging for the ads touched on the benefits of getting back to real things, such as conversations with real people, real relaxation, and real savings. The Rideshare spots for both radio and TV reflected this message. A new HTML flash file on the Commuter Connections home page mirrored the new visuals of the spring marketing campaign. The quarterly Commuter Connections newsletter and Federal ETC insert were created and distributed to employers and stakeholders.

The Bike to Work Day event color theme for 2013 was teal. Posters and rack cards were developed and printed, with a small quantity printed in Spanish for the second consecutive year. The materials were color coordinated to coincide with the T-Shirts.

Posters were distributed to pit stops managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on “How to Organize a Bike to Work Day Event at the Work Site.” COG/TPB staff briefed the Transportation Planning Board Technical Committee on Bike to Work Day on April 5th and at the TPB meeting on April 17th, where the Board adopted a regional Bike to Work Day Proclamation. The proclamation was enlarged and signed by City of College Park Councilmember and National Capital Region Transportation Planning Board member Patrick Wojahn.

A new Bike to Work Day radio campaign was developed for the 2013 event and aired on stations DC 101, and WJFK over a three week period. A ½ page color ad was placed in several editions of the Express newspaper. Vinyl banners were made and delivered to nearly all pit stops for use as tools to promote Bike to Work Day and used as a backdrop at the events. Commuter Connections designed and managed the Bike to Work Day web site and customized the Twitter and Facebook event pages with relevant graphics. Online presence reflected the marketing materials and provided a uniform look and feel. Bike to Work Day was held at 72 simultaneous locations throughout the Washington metropolitan region. Nearly 14,600 bicyclists registered for the May 17th event, a 14.5 percent increase over 2012.

The sixteenth annual Commuter Connections Employer Recognition Awards is scheduled for June 25th at the National Press Club. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be handed out to all guests along with commemorative program booklets. A display ad will appear in the Wall St. Journal on the day following the event in order to recognize the employer winners.

5. Marketing Workgroup Call for Volunteers

COG/TPB staff asked for at least one member to volunteer from each state to serve as part of the FY 2014 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2014 spring campaign. Other creative will also be reviewed by the workgroup as it becomes available throughout the new fiscal year

6. Washington Metropolitan Area Transit Authority

Antoinette Rucker from WMATA provided an update on the latest Metro promotions and outreach. A rack card was created to promote the commemorative SmarTrip card developed for the Independence Day celebrations, which features an unlimited One Day Pass for \$14. Also created was a one-pager Silver Line Update which explains the timing of the two construction phases, and the Metrorail and Metrobus service changes.

7. FY14 Regional TDM Resource Guide and Strategic Marketing Plan

COG/TPB staff discussed procedures for updating of the FY 2014 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. 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 provides profiles of TDM products, and summarizes TDM research conducted within the region. Commuter Connections network members were asked to contribute by updating sections of the report pertaining to their organizations. A draft of the report will be issued at the September 17, 2013 marketing meeting and the final report will be distributed at the December 17, 2013 meeting, for adoption and release. The current version of the report distributed last December is available on Sharepoint. Edits are due by August 15th.

8. Marketing Round Table

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations.

The City of Alexandria's Local Motion program sent Welcome packets to new home owners.

9. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 17th, 10:00 a.m. – 12:00 p.m.