

**Regional TDM Marketing Group
Meeting Notes
Tuesday March 15, 2011**

1. Introductions

2. Minutes of December 21, 2010 Meeting

Meeting notes were approved as written.

3. Tysons Express

Sharon Affinito of Loudoun County presented background on the Tysons Express Bus Service and its marketing efforts. The new bus service was developed as part of the Dulles Metrorail Transportation Management Plan. Four buses with 55 seats operate trips from Leesburg and Broadlands South Park and Ride lots. There are a total of 18 stops in Tysons Corner, and Tysons East stops will be added in September. To encourage electronic payments, the one-way cost is \$3.00 with a SmarTrip card and \$3.50 if paying cash. Two public input meetings were held in Ashburn and Leesburg, where the routes initiate from. For those not able to attend, a news release encouraged residents working in Tysons to complete an online survey to receive a SmarTrip card and lanyard. A total of 230 potential riders responded to the survey. This allowed for the collection of email addresses from residents interested in service to Tysons. Pulsar created the Tysons Express logo, bus wraps, and flyers were used as handouts. In addition, the Employer Solutions Team met with employers. Over a dozen Earth Day and employer transportation fairs and events were attended including those held at Northrop Grumman, Capital One, Mitre, Booz Allen Hamilton, and Freddie Mac. Loudoun County Office of Transportation Services placed print ads in the Loudoun Times Mirror newspaper, posters were placed in buildings and at the Park & Ride lots, and bus schedules were distributed to public buildings. Email blasts were sent out and additional press releases. Chocolates and water bottles were ordered as giveaway items and included the Tysons Express logo as well as the launch date of June 17, 2010. The number of average passengers measured in February excluding Fridays was 280.

4. Commuter Connections FY11 Marketing Activity

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections Spring regional TDM marketing campaign. The final FY11 1st Half regional TDM Marketing Campaign Summary Report and a draft of the FY11 2nd Half regional TDM Marketing Campaign Summary Report were distributed. Radio serves as the anchor medium

for the umbrella campaign with a broad mix of six radio stations. Two new radio spots were produced for both the Guaranteed Ride Home and Ridematching campaigns each. The radio campaign started running on February 28th and will alternate between Rideshare and Guaranteed Ride Home. Mr. Odonnell played audio of each of the four newly developed radio spots.

The Internet component started in March and uses a number of sites that have performed well in the past which includes accuweather.com, WTOP.com, monster.com, NBC4, and the Washington Times web sites. Research has shown that people reconsider their commute when they are looking to move. Based on this information, Realtor.com was added to the mix.

A new TV commercial was produced based on the GRH campaign's "Don't Flip Out" concept. The commercial features an end of the work day, mad dash for the door. A voice over reminds viewers with GRH there's no need to flip out if you rideshare and are asked to work late. The commercial will air on Mid-Atlantic Sports Network (MASN) during Washington Nationals baseball programming.

In anticipation of higher gas prices, gas pump toppers were planned as an integral part of this year's rideshare campaign. These ads will reach our target audience precisely at the time they are prone to our message of saving on gas by ridesharing. The advertising displays full-color, weatherproof ads in frames on top of gas pumps. The pump toppers were placed at 117 gas stations in D.C., Maryland, and Virginia beginning in March. As part of the added value portion of the campaign, eight additional gas pump toppers and free window clings were secured.

An ad was placed in Comprint Military Publications' special spring Relocation Guide section of their newspaper that gets delivered to several military bases. Commuter Connections has collaborated with Flippin Pizza to affix "Don't Flip Out" stickers onto their pizza boxes to promote the new GRH ad campaign. The stickers note that customers will receive a 10% discount by showing their GRH id cards. Free ad space was coordinated with a number of transit agencies throughout the region including: Arlington, Frederick, Montgomery, and Prince William Counties. A telework ad was placed into the Telework Exchange's spring Town Hall meeting program booklet for the April 28th event to be held at the Reagan building. A corporate sponsorship drive continued through the end of January for Bike to Work Day. All sponsors are included on the event collateral and the registration web site.

For a one-week period :10 second traffic sponsorships were placed on WTOP for the 'Pool Rewards program. Value-add air time was used from the spring marketing campaign to help promote the 'Pool Rewards program. WRQX, WVRX, WTOP, WASH and WBIG each ran live reads for several weeks in March. Postings were placed in the rideshare section of Craigslist about the 'Pool Rewards program, a notice was placed on the Commuter Connections Bulletin Board about the program and an article also appeared in the winter newsletter about 'Pool Rewards.

An email blast was sent to employers to promote the 'Pool Rewards contest. Employers were asked to encourage employees to sign-up for 'Pool Rewards. Prizes will be awarded to the companies who get the most qualified employees to form or join new carpools.

5. StreetSmart Campaign

Mike Farrell from COG presented the spring 2011 Street Smart campaign. Street Smart first started in 2002 to encourage behavioral change in drivers, pedestrians and cyclists through public education and awareness. It also informs its target audience about stepped up law enforcement and important safety laws that when adhered to can save lives. Pedestrian and bicyclist fatalities in the District of Columbia, suburban Maryland and northern Virginia between 2005-2009 accounted for a quarter of total traffic fatalities. The budget for FY11 is \$597,800 with the majority, \$430,000 allocated to the spring portion. The campaign which kicked off on March 20th consisted of radio, transit, cable, and internet advertising and is being supported by concurrent law enforcement. Street Smart is funded by federal funds with voluntary matching contributions from the Washington Metropolitan Area Transit Authority, and participating jurisdictions. A multi-lingual safety tips card was created for pedestrians and a bi-lingual brochure was created for drivers, pedestrians and bicyclists. The new campaign's message is a "Giant Pedestrian Safety Problem" and shows a giant woman in the literal sense, crossing the pedestrian crosswalk. Described as edgy and visually striking, the ad is aimed at grabbing the attention of its target audience. Changes will be made to the campaign wording based on TPB Tech Committee comments.

6. Calendar of Events/Marketing Round Table

Due to time constraints no items were reported.

7. Other Business/Suggested Agenda items for next meeting.

The next Regional TDM Marketing Group meeting will be held on Tuesday, June 21, 2011, from noon – 2:00 p.m.