

Regional TDM Marketing Meeting

Meeting Notes April 5, 2005

1. Introduction

See Sign in Sheet.

2. Minutes of February 1st Meeting

The minutes were approved as written.

3. Prince George's County Marketing Update

Mr. Napolitano of Joint Venture Marketing discussed upcoming plans to give Prince George's County a new identity, called "Commuter Partners." Mr. Napolitano explained that Commuter Partners has a mission statement of "Enhancing livable communities thru transportation." He discussed the creative strategy that has gone into creating Commuter Partners. With Commuter Partners, "Nothing can stop people from getting to work" in Prince George's County.

Mr. Napolitano concluded with a review of the media plan for Commuter Partners. This plan will consist of a 30-second TV spot to be shown at movie theatres and cable television networks such as CNN, ESPN and BET. The outreach will also include signage on twenty bus shelters targeted in and around Prince George's County. Further advertising will be a combination of direct mail and bus back advertising on 'The Bus.' Mr. Napolitano stated that the collateral to accompany the campaign would be named, "The Commuter Kit" and will be used to summarize the features of the Prince George's County Rideshare programs. Lynn Sivals was on hand to showcase the County's new table top display, to coincide with the launch of Commuter Partners.

Ann King asked when this advertising was going to begin and Mr. Napolitano replied that the campaign would begin the first week in May.

4. Pedestrian Safety Education Campaign

Mike Farrell with COG explained the background of the Street Smart Pedestrian and Bicycle Safety Program. He stated that the TPB Technical Committee requested additional information on pedestrian safety in the Washington region, how pedestrian safety can be improved and a stronger justification for the Street Smart Program.

Mr. Farrell mentioned some of the specifics of the Street Smart Pedestrian and Bicycle Safety Program. He stated that in the Washington, DC metro area, over 2,600 pedestrians and bicyclists are injured every year, and 89 are killed.

According to his presentation, pedestrians account for a quarter of the deaths in the DC area.

Mr. Farrell discussed how Street Smart was going to be addressed through the mass media. Some of the points he highlighted were:

- Mass media complements the three E's: engineering, enforcement, and school-based education by the State and localities.
- The goal through the mass media campaign is to change driver and pedestrian behavior in order to reduce pedestrian deaths and injuries.
- Mass media is also focused on increasing the awareness of a suburban pedestrian safety which was a major problem for this program.

Mr. Farrell informed the group that the campaign was initially launched in the fall of 2002, and another wave of advertising was released in spring of 2004. The April 2004 media campaign consisted of:

- Radio (680 spots) \$114,614
- TV (241 spots) \$56,500
- Print (12 insertions) \$9,556
- Media Relations \$10,000
- Collateral Materials \$28,000
 - Posters (1,500)
 - Brochures (100,000)
 - Transit Shelters (41)
- Outdoor Media \$96,064
 - Bus backs (150)
 - Bus Cards (375)
 - Transit Shelters (41)

Total: \$315,000

The primary target for this advertising were male drivers between the ages of 18-34. A Montgomery County study indicated that motorists are at fault as often as pedestrians and bicyclists. Furthermore, even when the pedestrian is at fault, motorists often have some ability to avoid the collision. Male motorists aged 18 to 34 are disproportionately involved in collisions of all types, including collisions with pedestrians. DDOT found that male drivers account for 73% of collisions with pedestrians or bicyclists in the District of Columbia, and the average age of those drivers was 26.7 years. Male drivers account for 83% of fatal pedestrian or bicycle collisions in the State of Maryland.

Mr. Farrell stated that going forward, the committee direction is to allocate more of the media dollars into advertising during drive time radio, as a way of utilizing ad dollars more efficiently and in a way that is going to reach the highest number of drivers. Mr. Farrell explained that it is easier to target motorists, as

pedestrians and bicyclists generally do not carry radios etc. Transit advertising such as interior bus cards and transit shelter ads accomplish the outreach to pedestrians and bicyclists. Bus back advertising is a component to reach both motorists and bicyclist.

Muriel Bowser asked how the advertising was going to reach out to the Hispanic community. Mr. Farrell explained that all advertisements are in both English and Spanish.

In discussing the fault data for pedestrian-involved crashes, Mr. Farrell mentioned that DC data showed that 45% of pedestrians were either not in the crosswalk, walked from between cars, or crossed against a pedestrian signal. He also said that a 2002 Insurance Institute for Highway Safety study cited driver negligence in 40% of pedestrian collisions in the Washington-Baltimore area.

Mr. Farrell discussed that alcohol related pedestrian/bicycle fatalities is a serious problem, one that requires the attention of the Street Smart campaign. Intoxicated drivers accounted for about 1/3 of all fatal and injury crashes in Maryland from 1999 to 2003.

The Street Smart campaign has had significant impact on its target base. Since 2002, there has been a notable improvement in reported driver behavior regarding yielding to pedestrians in crosswalks. Among target male drivers under 35 years of age, awareness of police efforts to crack down on drivers who did not yield to pedestrians increased 22 points, from 10% to 32%, in 2004.

5. Commuter Connections FY05 Marketing Campaign Status Report

Paula Johnson discussed the marketing campaign summary for the second half of FY05 for Commuter Connections. For the Mass Marketing campaign, \$239,275 was going toward radio and \$25,800 toward online advertising. There are 60-second radio spots airing on nine mainstream stations. This advertising is reaching 85% of the target audience an average of 24 times. Advertising appears on Hispanic radio stations as well. There has been ongoing banner display advertising on Washingtonpost.com and Mapquest, as well as ongoing keyword search maintenance throughout the year. From February through April, there has been bus back signage on commuter buses traveling on or near HOV lanes, boasting the 'stress free' benefits of ridesharing.

Ms. Johnson provided a media overview of Guaranteed Ride Home marketing for spring 2005. In addition to radio and online presence, there is going to be a full page four color ad in the May/June issue of *The New Homes Guide*. Hispanic radio and Hispanic promotions will be incorporated throughout the months of April, May and June.

Ms. Johnson discussed the spring 2005 promotion; a collaboration with Gevalia Coffee Company. Throughout the region, 400,000 + direct mailers will drop in the second part of April, in order to drive awareness of the promotion. The direct mailer will feature a “Ridesharing with Commuter Connections and Gevalia Top Ten Contest” and the contestants will give reasons “Why getting to work is better with Commuter Connections and Gevalia coffee.” Gevalia is providing the prizes for this contest, which consist of a grand prize trip for two to Hawaii’s big island, including a guest pass to Gevalia’s world premier coffee tasting competition. Nine second place prizes will be awarded, which are thermal coffeemakers and a supply of Gevalia coffee. Commuters who register and qualify for GRH or Ridematching during the promotion period, (April 20 – May 27) will receive a free Gevalia travel mug and coffee sample packet.

To support the promotion, one week of live-reads will air on targeted radio stations to coincide with the contest kick off. Additionally, a special web site is being developed for the contest, with an online entry form. A public relations component is also part of the promotion. On April 20th, Commuter Connections is coordinating with three jurisdictions to host “Commuter Meet & Greets” at Park and Ride Lots in Loudoun, Frederick and Prince George’s counties. Fresh Gevalia coffee will be served and commuters will be encouraged to sign up for GRH and the contest. Media will be invited.

Advertising for the Spring Telework Workshops consisted of a 60-second radio spot airing on seven radio stations, a brochure mailer sent to employers and a banner on the Greater Washington Board of Trade’s online newsletter. There will also be radio station web site tie-ins as part of negotiated value-added exposure. In addition, a new poster promoting the value of telework as a commuting alternative was created and distributed to employers known to have formal or informal telework programs. The poster was aimed at employees, but also provided support to employers for offering telework.

Ms. Johnson also provided a media overview for Bike to Work Day. Bike to Work Day is an annual event provided by Commuter Connections and WABA that has resulted in positive coverage for Commuter Connections with both print and broadcast media. Commuter Connections coordinates the marketing efforts in support of the event with posters, “take-one” cards, radio, HTML email, T-shirts and banner development. In addition, COG and Commuter Connections play an integral role with the public relations aspect. This includes development of press materials, and establishment of interviews with the media for coverage leading up to and during event,

For the Info Express Kiosks, Ms. Johnson explained that an ambassador is present at each kiosk on several occasions to drive awareness and use of the kiosks and to promote the Guaranteed Ride Home program. Customers are provided with free giveaway items for filling out applications for ridematching or GRH.

Ms. Johnson reviewed the amount of GRH applications generated (6,738 +35%), and the amount of Rideshare applicants (10,065 +46%) in FY05 through February 2005.

6. Clean Air Partners

Ms. Desimone started her presentation by mentioning that Clean Air Partners' new managing director is Harriet West who is a senior manager with Clifton Gunderson's public management consulting practice. Clean Air Partners also has a new marketing consultant: PRR. PRR is a social marketing firm and has expertise in developing advertising and communication campaigns that lead to behavior change.

Ms. Desimone went on to discuss the marketing initiative for Clean Air Partners. This initiative consists of messaging that will take a multi-pollutant approach to incorporate information on ozone and particles. Clean Air Partners will redesign their Air Quality Action Days logo and update brochures to cover the aspects of both ozone and particle matter. Hand fan giveaways will be redesigned and the school curriculum will reoccur.

Media advertising for this campaign has a budget goal of \$100,000 that will be paid by sponsors. Five radio ads are going to run and will focus on transit, lawn and garden equipment, health, commuting (rideshare, transit, telework), and aerosols. The radio ads will run in June and July and the amount of time will be determined by the final amount of sponsorship dollars raised. Ms. Desimone explained that Comcast agreed to run Clean Air Partners' television ads again this summer free of charge.

Ms. Desimone stated that there is going to be an Air Quality Action Day Conference on May 12, 2005 at the Alexandria Hilton in Old Towne. Invitations will go out in the next few weeks. A presentation will be given at this conference regarding health effects of particles, forecasting, new tools, and Action Days programs.

7. Calendar of Events

Ann King from Virginia Railway Express briefly mentioned their recent safety campaign. She said that VRE has been distributing travel tags to passengers and putting safety brochures on trains as a precautionary method for commuters.

Leann Landry from WMATA spoke about Metro's off-peak campaign. WMATA is trying to use this campaign to encourage more ridership on Metro during off-peak hours. To do so, they have allocated a \$250,000 budget toward radio spots such as "Lost keys" and "Sounds of the Game". WMATA also purchased Metro

Game of the Day / Week and will advertise on radio stations during certain sporting events, such as Washington Nationals games.

8. Other Business. Set Agenda for June 7, 2005 meeting

Marketing Group members were asked to provide any suggestions for topics at the next Regional TDM Marketing meeting. No suggestions were offered at this time.