



MEETING NOTES
REGIONAL TDM MARKETING GROUP
Tuesday, December 17, 2019

1. Introductions

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

2. Meeting Minutes Approval

Notes from the September 17, 2019 Regional TDM Marketing Group meeting were approved as written.

3. FY 2020 Regional TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin, COG/TPB staff, reviewed the FY 2020 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan (SMP) final draft report. The SMP serves as a resource for TDM products and services available in the region; provides a snapshot of key activity centers and planned marketing activity within them by Commuter Connections and its various network members; and contains summaries of TDM research conducted over the past five years. As reported by COG's Visualize 2045 long range transportation plan, the SMP provides a profile of the region's population and job growth and its impact on mobility, and how transportation planning and TDM plays a vital role as part of the Congestion Management Process. The SMP document was endorsed by the Committee for final release and will be posted to the Commuter Connections website; bound copies will be available on a request basis.

4. Commuter Connections FY 2020 Marketing Activity

Dan O'Donnell, Odonnell Company, presented Commuter Connections' fall FY 2020 marketing activity, and a preview of the upcoming spring regional TDM marketing campaign. The FY 2020 1st Half Marketing Campaign Summary draft report, which reflected marketing activity occurring from July to December 2019, was distributed as an initial draft; the final version will be distributed at the March 2020 meeting.

The Car Free Day campaign raised public awareness of transportation alternatives and challenged drivers to "drop it for a day" and go car free or car-lite during Car Free Days from September 21 to 23, 2019. Sponsor agreements for raffle prizes were awarded including a \$30 promocode from NiftGift, exclusively available to those who took the Car Free Day pledge. The Car Free Day marketing campaign included media interviews, an email blast, text messages, pre-recorded radio endorsement ads with on-air personalities, a native sponsored article on WTOP.com, paid blogs, and a social media marketing campaign on Facebook, Instagram, and YouTube. The Capital Area Car Free College Campus Challenge was held to garner pledges on college campuses; the winner, Georgetown University will receive a Ledo Pizza party with iHeart Radio. A total of 4,756 took the pledge to go Car Free or Car-Lite as a result of the event.

The FY 2020 1st half of the fiscal year regional TDM marketing campaign media buy was launched in October and runs through the end of December, using ads originally produced for spring FY 2019. The GRH media plan includes Facebook, You Tube, Spotify, Popville blog, radio (including Hispanic), wtop.com

digital banner ads and sponsored articles, and Podcasts, Digital, Social Media through NBC4 TV and Fox5. GRH Baltimore and Rideshare both encompass radio, Facebook, and YouTube.

New creative concepts for the 2nd half of the FY 2020 regional TDM marketing campaign were developed, and feedback was solicited from marketing workgroup members and the state funding agencies. Selected concepts were 'The Big Deal' for Rideshare, and 'Why Ride Alone?' for Guaranteed Ride Home. A postcard mailing will be sent out later in December targeting the Washington, DC region and commuter shed households and will incorporate the new creative.

Advertising for 'Pool Rewards was placed on WTOP radio, wtop.com, Popville native content, and Facebook. For incenTrip, FY 2020 fall marketing consisted of radio, Facebook, Instagram, and Google. A nomination brochure was created and distributed in early December for the 2020 Employer Recognition Awards. In addition, the Bike to Work Day sponsor drive began in November.

5. NovaRides Marketing Campaign

Matthew Friedman, Northern Virginia Transportation Commission (NVTC), presented a joint marketing campaign by area transit partners to get Northern Virginia commuters back to transit following the Metrorail station shutdowns which occurred during the summer months. NVTC serves as a regional forum for discussion and analysis of transit issues and is charged with the funding and stewardship of WMATA and the Virginia Railway Express. The \$395,725 marketing campaign was funded largely (80%) by the Virginia Department of Rail and Public Transportation, along with a 20 percent local match from the City of Alexandria, Arlington County, Fairfax County, Virginia Railway Express, and PRTC/OmniRide. The campaign launched in September 2019 and was made up of radio, social media, digital banner ads, YouTube, and movie theater lobby video. Advertising was placed on hold during the Fairfax Connector strike and resumed thereafter.

6. Southern Maryland TDM Marketing

George Clark, Tri-County Council Southern Maryland (TCCSMD), presented background on the regional planning and development organization for Southern Maryland and its TDM marketing activity. At least 68% of Calvert and Charles county residents commute out of county, and Charles county is also the fastest growing county in the state. The majority (63%) of St. Mary's County residents work within the county at the NAS Pax River Base, which boasts a workforce of 25,000. Calvert, Charles, and St. Mary's Counties have a combined population of 340,400 and has 17 Park & Ride Lots. MTA commuter bus service in southern Maryland is the largest in the state, with 291 trips traveling to Washington, DC. Marketing includes Commuter Connections TV spots on Comcast, special events, corrugated signs, Park & Ride Lot signage, print ads, and brochures and schedules are distributed at government buildings, Chamber of Commerces, visitor centers, and many libraries throughout the tri-county region.

7. FY 2019 Guaranteed Ride Home Customer Satisfaction Surveys

Douglas Franklin, COG/TPB staff, reported preliminary findings from the FY 2019 Guaranteed Ride Home (GRH) Customer Satisfaction surveys conducted within the Washington and Baltimore metropolitan regions.

The total number of Washington, DC region GRH surveys distributed in FY 2019 was 2,302, with a response rate of 13 percent. The vast majority of respondents, 95 percent, were pleased with overall service. Written comments were received by 69 percent of respondents, and compliments outweighed criticism by a 5.5 to 1 ratio. For each of the four categories, a good or excellent rating was given by 95 percent or more of the respondents. The average wait time was 13 minutes, and 96 percent waited 30 minutes or less. Personal Illness was the most prevalent reasons for using GRH in the Washington, DC region.

The total number of Baltimore region GRH surveys distributed in FY 2019 was 118, with a response rate of 14 percent. The vast majority, 93% of survey respondents were pleased with the overall GRH service. Two categories reached all-time high marks, Transportation Services 94%, and Response Time 88%. Written comments were received by 75 percent of respondents, and no complaints were made. The average wait time was 31 minutes and overtime was the most common reason for using GRH in the Baltimore region.

8. Calendar of Events/Marketing Round Table

Time did not permit for this agenda item.

9. Other Business/Suggested Agenda Items for Next Meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 17, 2020 from 2:00 p.m. – 4:00 p.m.