



**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
September 20, 2016**

**1. Introductions**

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

**2. Meeting Minutes**

Notes from the June 21, 2016 Regional TDM Marketing Group meeting were approved as written.

**3. Change of Chairpersons**

Marina Budimir, District Department of Transportation was presented with a plaque and thanked for her service as Chair of the FY16 Regional TDM Marketing Group. Jeannie Fazio, Maryland Transit Administration was announced as the new Chairperson for FY17, and the FY17 Vice Chairperson will be Sharon Affinito from Loudoun County.

**4. Marketing Campaign Summary Report**

The FY16 Second Half Marketing Campaign Summary Final Report reflects marketing activity between January and June 2016. Substantive additions to the report from the previous draft include Bike to Work Day earned media placements and online analytics, Employer Recognition Awards winner photos and print advertisement, Clean Air Partners update, and campaign performance measures updates.

**5. FY17 Marketing Communications Plan**

In mid-August, the FY17 Marketing Communications Plan and Schedule was posted in draft form onto the Commuter Connections SharePoint site, and an open comment period followed. The Marketing Communications Plan and Schedule outlines Commuter Connections' planned regional marketing strategy for FY17 to create awareness and generate applicants for Ridesharing, GRH, and 'Pool Rewards, and to garner participation in its various special events. Each component lists an objective, target market, tactics and media budget allocation. The document also includes time line schedules for FY17 creative development and media campaigns. Marketing workgroup members will review and comment on creative designs and radio scripts developed for the Commuter Connections FY17 spring campaign and other marketing developed throughout the fiscal year.

**6. PRTC Marketing**

Katy Nicholson from Potomac and Rappahannock Transportation Commission gave a presentation on PRTC's upcoming 30th anniversary celebration on October 8, 2016, to be

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held at the PRTC Transit Center in Prince William County. The celebration will feature a youth talent show of local performing arts groups, plus other family-friendly fun. Activities will include a petting zoo, balloon artist, juggler, photo booth, police K-9 demonstration, fire department “touch-a-truck”, Ronald McDonald, food trucks, transit center tours, and bus excursions. Attendees who help “stuff-a-bus” by bringing non-perishable food or toiletry items for local shelters will receive a voucher for free ice cream. Marketing for the event includes on-board flyers, bus stop notices, outdoor signage, commemorative video, local media ads, Facebook, anniversary web page, and a press release. PRTC’s tag line for their 30<sup>th</sup> anniversary logo is “Moving Forward for the Community”.

#### **7. Commuter Connections FY17 Marketing Activity**

Dan O’Donnell of Odonnell Company discussed FY17 marketing activity including the 2016 Car Free Day event, the upcoming fall media buy, and written conceptual approaches for the FY17 spring marketing campaign.

This year’s Car Free Day poster was updated from the previous year with the message “Change Things Up”. The call to action directed area workers, residents and students to go online at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and take the pledge to join Team Bus, Rail, Pool, Bike, Walk or Telework on September 22, 2016. A Car Free Day proclamation signing took place at the July National Capitol Region Transportation Planning Board (TPB) meeting with TPB Vice Chair and City of Rockville Mayor, Bridget Newton. Radio spots entitled “Press play on a new routine” are airing on HOT 99 and DC101. For the Car Free Day prize raffle, WMZQ donated a pair of concert tickets and backstage passes to the Fall Fest concert on October 1st at Jiffy Lube Live. Emails blasts were sent out to employers and past Car Free Day participants. Clean Air Partners produced a video for the Car Free Day web site and embarked on a social media campaign to encourage pledges. Text messages were sent to those who opted-in, prompting them to encourage co-workers, family, and friends to take the pledge as well. The media buy included paid social media ad placements on Facebook, Twitter and Instagram, and also a paid social media takeover with NBC4. Online/mobile ads were placed on WTOP.com. An earned media campaign has been working to secure interviews and encourage media outlets to place Car Free Day news stories. Bus signage was donated by Montgomery County Ride On, Metrobus, Arlington Transit, Fairfax, and Prince George’s County. A complimentary internet banner ad was also created for placement onto the Metro website. The Capital Area Car Free College Campus Challenge was held as a friendly competition to generate a buzz about Car Free Day on college campuses within the region and to garner pledges.

The upcoming fall FY 2017 regional TDM mass marketing campaign will use radio ads that were originally produced for the spring FY16 campaign. The media plan calls for a mix of news, music, and Hispanic radio stations, plus television, and social media. Commuter Connections produced the summer 2016 newsletter which was distributed to the Employer database and TDM stakeholders in hard copy and e-mail format. The cover story was on the 2016 Employer Recognition Award winners. Planning stages for the spring FY 2017

marketing campaign were reviewed and several written concepts were presented. Creative ad concept selections will be made by the marketing workgroup, and the materials will be refined for use during the FY 2017 spring regional TDM marketing campaign.

#### **8. FY17 Strategic Marketing Plan**

The FY17 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 metropolitan region by Commuter Connections and its network members. It contains a profile of the region and its forecast population and employment growth trends. Other sections include regional activity centers, TDM product profiles with benefits and challenges of each, and summaries of recent TDM research. The draft report was inclusive of initial edits received during the first round of changes that took place in August. Commuter Connections network members who have not yet contributed were asked to provide updates to sections of the report pertaining to their organizations by October 31st. The final draft report will be distributed at the December 20<sup>th</sup> Regional TDM Marketing meeting for endorsement.

#### **9. Calendar of Events/Marketing Round Table**

Meeting participants shared recent advertising and marketing collateral and discussed news and upcoming events and happenings within their organizations.

Mark Sofman, Montgomery County Commuter Services is currently in the midst of managing the Walk & Ride Challenge. The County is re-introducing its FareShare transit subsidy program, and is preparing to conduct its annual commuter survey.

Traci McPhail, North Bethesda Transportation Center is one week into the Walk & Ride Challenge. Employers in North Bethesda are being contacted about the FareShare transit subsidy matching program. Staff will be at the Grosvenor-Strathmore Metrorail station for Car Free Day. Express bus service to and from Rock Spring Park is being promoted.

Kendall Tiffany reported that TransIT Services of Frederick County participated at the "In the Street" festival in downtown Frederick on September 10th, and will be stationed at the Great Frederick Fair through September 20th. Free rides on all TransIT Shuttles and Connector buses will be given on Car Free Day. A telework boot-camp series will be offered to county employers this fall to plan for winter weather preparedness. Radio ads are running on KEY103, and online ads will appear on the Frederick News Post website in November. The RouteShout app will be launched in October to provide riders with real-time bus arrival information.

Sharon Affinito, Loudoun County Commuter Services, placed advertisements on outdoor banners at five football stadiums within the county. The ads targeted teens and young adults to ride transit with the theme "Oh, the Places You'll Go." In addition, ads will appear on the school's athletic team websites and in the program booklets.

**10. Other Business/Suggested Agenda items for the next meeting.**

The next Regional TDM Marketing Group meeting will be held on Tuesday, December 20, 2016 from noon – 2:00 p.m.