



MEETING NOTES
REGIONAL TDM MARKETING GROUP
December 19, 2017

1. Introductions

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

2. Minutes of Meeting

The notes from the September 19, 2017 Regional TDM Marketing Group meeting were approved as written.

3. FY18 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

Douglas Franklin COG/TPB staff, reviewed the FY18 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan 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. The document contains population and job growth forecasts through 2040, how that will impact travel within the region, and the significant highway and transit systems capital improvements planned to help manage such growth. The SMP report was endorsed by the Committee for final release, and it will be posted to the Commuter Connections website.

4. Commuter Connections FY18 Marketing Activity

Dan O'Donnell, Odonnell Company, discussed Commuter Connections' fall FY18 marketing activity, and presented a preview of the upcoming 2nd half of the fiscal year regional TDM marketing campaign. The FY 2018 1st Half Marketing Campaign Summary draft report was distributed.

The Car Free Day campaign raised public awareness of more sustainable modes of transportation, and challenged drivers to "drop it [cars keys] for a day" and go car free or car-lite. Radio, text messaging, posters, transit signage, social media, digital, key influencer blog, and an earned media effort were used to bring attention to the Car Free Day event and drive the public to the web site to take the pledge. Chipotle Mexican Grill provided a BOGO offer to all who took the pledge. Pledges reached more than 11,200 which included over 2,000 pledges generated during the Car Free Day Capital Area College Campus Challenge. Following the event, an infographic was posted on Facebook, and personalized thank you emails were sent to those who took the pledge.

The 1st half of the fiscal year regional TDM marketing campaign umbrella media buy was launched in October and runs through the end of December, using ads developed in the previous fiscal year. Rideshare radio encompasses a mix of news/talk, music, sports, and Hispanic stations; digital podcasts

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and Facebook. GRH includes social media (YouTube, Facebook); news/talk, music, and internet (Pandora) radio. GRH Baltimore included news and music radio, Facebook and YouTube.

New creative concepts for the 2nd half of the fiscal year regional TDM marketing campaign were developed and feedback was solicited from marketing workgroup members and the state funding agencies. Winning concepts were 'Don't Get Stuck' for the Guaranteed Ride Home theme, and 'Belonging has its Benefits' for Rideshare. A direct mail piece will be released in late December and incorporate the new creative in a mass mailing to targeted Washington region households.

Advertising for 'Pool Rewards was placed on radio, Facebook, and Pandora, and a campaign to promote CarpoolNow launched in Howard County, MD on news and music radio, and Pandora. The Bike to Work Day sponsor drive began in November, and a nomination brochure was created and distributed in early December for the 2018 Employer Recognition Awards.

5. **Metro Update**

Antoinette Rucker from the Washington Metropolitan Area Transit Authority (WMATA) provided an update on Metro. Holiday Metro shopping bags were also given out to meeting participants. Large panda statues have been placed in major Metrorail stations, to promote the National Zoo's ZooLights event.

More price points have been added to Select Pass, and the following Metrobus service has been added: Route 52 has been extended via The Wharf, and trips have been added on routes 18P and 21D, funded by the I-395 Express Lanes, to serve the Pentagon Transit Center.

WMATA made changes to the Metro website to provide better navigation of SmartBenefits and SmarTrip information for both employers and employees. SmartBenefits has been placed under the business tab, and employers who forget their password can now reset them on online and receive a link through email; previously they had to make a phone call. A link to where employees can check their SmarTrip balance has been added. Two separate employer seminars will be held in January; one for federal/local government employers, and one for private-sector employers.

A few policy changes have taken place; riders can no longer carry a negative fare balance when exiting the system, and will be required to add equivalent value. Parking rates for certain Metrorail stations will be significantly increased for those exiting the parking lot, if the system detects that a transit trip was not taken that day.

6. **FY17 Guaranteed Ride Home Customer Satisfaction Surveys**

Douglas Franklin, COG/TPB staff, reported preliminary findings from the FY17 Guaranteed Ride Home Customer Satisfaction surveys conducted within the Washington and Baltimore metropolitan regions.

The total number of Washington Region Guaranteed Ride Home (GRH) surveys distributed in fiscal year 2017 was 2,405, with a response rate of 14 percent. The vast majority of respondents, 95 percent, were pleased with the overall GRH service. Written comments were received by 72 percent of respondents. Compliments outweighed criticism at a 7 to 1 ratio. For each of the four categories, a good or excellent

rating was given by 94 percent or more of the respondents. The average wait time was 14 minutes, and 94 percent waited 30 minutes or less. Personal Illness was the most prevalent reason for using GRH in the Washington DC region.

The total number of Baltimore Region Guaranteed Ride Home (GRH) surveys distributed in fiscal year 2017 was 128, with a response rate of 16 percent. The vast majority, 86% of the survey respondents, were pleased with the overall GRH service. Written comments were received by 76 percent of respondents, and compliments outweighed complaints by a 2 to 1 margin. The average response wait time was 46 minutes. Personal illness was the most prevalent reason for using GRH in the Baltimore region.

7. Calendar of Events/Marketing Round Table

Sharon Affinito, Loudoun County Commuter Services shared a promotional piece created for the I-66 Express Lanes inside the Beltway, and distributed Silver Line maps, and provided attendees with other giveaway items used for promotional purposes.

Bobbi Greenberg from Arlington County Commuter Services is working with WMATA, the Pentagon, and the Virginia Department of Transportation to open a new Commuter Store at the Pentagon. The opening is anticipated for spring 2018.

Douglas Franklin COG/TPB staff reminded the group about the 2018 Employer Recognition Awards call for nominations period.

8. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 20, 2018 from 2:00 p.m. – 4:00 p.m.