



**COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP
MEETING NOTES**

Tuesday, June 20, 2017

1. Introductions

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

2. Meeting Minutes

The Committee approved the March 21, 2017 meeting notes with the following correction-
The title of agenda item number five was edited to change the year from FY16 to FY17.

3. Commuter Connections FY17 Marketing Activity

Douglas Franklin, COG/TPB staff provided a review of the regional TDM marketing campaign, and the FY17 2nd Half Regional TDM Marketing Campaign Summary draft report was distributed. The spring campaign themes were "Just a Couple Clicks" (Rideshare), and "Problem. Solved." (Guaranteed Ride Home). Both campaigns included radio, online/digital, and paid social media and will wrap up by the end of June 2017. Table tent and back-lit ad panel Rideshare ads will also run through June at Fashion Centre Pentagon City.

At its April meeting, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by City of Rockville Mayor and TPB Chairman, Bridget Donnell Newton. A new Bike to Work Day radio ad was produced for the 2017 event and aired on an assortment of stations. Vinyl banners were created as tools to promote Bike to Work Day, and served as backdrops at the pit stop events. Bike to Work Day was held at 86 locations throughout the Washington metropolitan region on May 19th. The number of registered bicyclists reached more than 18,700, an increase of 7.4 percent. The 20th annual Employer Recognition Awards ceremony will take place on June 22 at the National Press Club. The anniversary milestone will be recognized through a special commemorative video compilation of past winners. A podium sign and invitations were also created for the event. Giveaways selected by the workgroup will be provided to guests, along with commemorative program booklets. To recognize the employer winners, a display ad will appear in the Washington Business Journal.

4. FY18 Marketing Workgroup Call for Volunteers

COG/TPB staff recognized the following Commuter Connections marketing workgroup volunteers for serving in FY17: George Clark, Tri-County Council for Southern Maryland; Bobbi Greenberg, Arlington County; and Marina Budimir, District Department of Transportation. For FY18, a volunteer is needed from each state to serve on the FY 2018 marketing workgroup. Workgroup members will review and comment on regional TDM marketing creative. FY 2018 workgroup members will be Thornette Leacock, Prince George's County; Katy Nicholson, Potomac and Rappahannock Transportation Commission; and Antoinette Rucker, Washington Area Metropolitan Transit Authority. Heidi Mitter from the Virginia Department of Transportation also expressed interested in joining the marketing workgroup for FY18.

5. TransIT Services Marketing

Kendall Tiffany, TransIT Services of Frederick County gave a presentation of the agency's recent marketing activity. Magazine and print ad placements included Conexiones Hispanic magazine, Visit Frederick tourism guide book, and the Fort Detrick map and guide. Backlit signage was placed at the FSK Mall, and on gas station pump handles, known as "fillboards". Radio spots ran on KEY103 (WAFY), WFRE, and WFMD to promote the mobile ticketing app, Rideshare, GRH, and Bike to Work Day. A commuter appreciation event was held at the Monocacy transit station, which included an on-site broadcast by WFRE. A video promoting vanpooling also appeared before movies at the local cinema.

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

COG/TPB staff discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. To facilitate editing, in mid-July, Committee members will be sent Word documents of sections pertaining to their organizations. A draft of the FY18 SMP report encompassing network member updates will be issued at the September meeting, and the final report will be distributed in December, for adoption and release.

7. Marketing Round Table

Meeting participants shared recent advertising/marketing occurring within their organizations.

Katy Nicholson, Potomac and Rappahannock Transportation Commission discussed PRTC's MyLink teen summer pass, which provides teenagers with unlimited rides on local buses all summer long, for \$30. In conjunction with the Dump the Pump Day "Tell a Friend" campaign, passengers had a chance to win a gift card for referring a friend to take a survey and receive information about PRTC services.

Traci McPhail, North Bethesda Transportation Center, reported on a successful 2017 Bike to Work Day pit stop at Pike and Rose, which enjoyed a 13% increase in registration. The Montgomery County contractor will be attending benefits and health fairs at employer sites, and will soon be preparing to promote the Walk & Ride Challenge event.

Mark Sofman, Montgomery County Commuter Services, is gearing up for the 2017 edition of the Walk & Ride Challenge within the County's five Transportation Management Districts in October. The event web site will be hosted on county servers using PCI-compliant payment processing. County staff is continuing to promote MCLiberty, the county's low income bikeshare program. Qualified individuals receive a free Capital Bikeshare membership, helmet, bike safety training, and route planning information. The Commuter Services' website will be undergoing some design changes.

Sharon Affinito, Loudoun County Commuter Services (LCCS), spoke about brand ambassadors which have been stationed at various Farmers Markets throughout the county who interacted with the public and handing out brochures and transit schedules. LCCS is in the process of developing a "How to Ride the Bus" video, as well as an animated video on the benefits of carpooling. LCCS is creating a "Next Stop Silver Line" marketing campaign to highlight traveling to the Silver Line via local and Metrobus connections. The Silver Line campaign will include advertising on bus backs, and print and online ads.

George Clack, Tri-County Council for Southern Maryland, has coordinated with Comcast for both Rideshare and GRH TV ads, Rideshare signage at the Blue Crabs baseball stadium, a SchoolPool ad in Parent Line Magazine, and will be attending commuter fairs.

8. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 19, 2017 from 10:00 a.m. to 12:00 p.m.