

## **Regional TDM Marketing Meeting**

### **Meeting Notes- February 1, 2005**

#### **1. Introductions**

See Sign-In sheet for attendance.

#### **2. Minutes of December 7<sup>th</sup> Meeting**

The minutes were approved as written.

#### **3. Arlington Residential Marketing Program**

*Christina Gordon of Arlington Transportation Partners discussed Arlington's Residential Marketing Program.*

Ms. Gordon provided an overview of the ATP Residential Outreach Program. She explained that the program kicked off in fall 2002 and included focus groups. After the first year, FY03, 29 residential clients were being served. Ms. Gordon emphasized that due to the marketing efforts put forth in August-September 2003, the numbers increased to 53 clients served by the end of November 2003. Marketing efforts for the Residential Marketing Program were boosted by the introduction of Pike Ride, a new family of bus services made available in September 2003. Ms. Gordon explained that this was a grassroots campaign put in place with the hope of educating residents in the community about the new options available. The goal of the project was to increase residential client base by one third. As a result of Pike Ride, ATP was able to add 21 new clients to their program.

Borne through the experience gained from the PikeRide awareness campaign was a second marketing effort entitled the ART 61 Residential Marketing Blitz, taking place in December 2003. ART 61 is a neighborhood line connecting Rosslyn and Courthouse neighborhoods with Metro stations. As a result of the ART 61 blitz to increase ridership, ATP was able to establish 31 new clients. Also, ART 61 ridership increased to a new high in January 2004 with an average of 198 riders per day.

ATP received several awards for the success of their Residential Program, including the ACT Creative Excellence Award runner-up for ART 61 residential marketing and the ACT Chesapeake Chapter Award for Outstanding TDM Program.

#### **4. Maryland Commuter Choice Campaign**

*Rich Solli of the Maryland Transit Administration presented the Maryland Commuter Choice campaign.*

Rich Solli explained that the Commuter Choice campaign had a goal of providing commuters with as many options as possible. He also stated that MTA was trying to promote all alternative modes of transportation through this campaign. The overarching objective of this campaign, as stated by Mr. Solli, was to encourage commuters to get out of their cars, in order to curb air pollution throughout the Washington DC area. Mr. Solli went on to talk about the strategies that MTA went through in order to achieve the results they wanted with this campaign. He said that the MTA Commuter Choice campaign was funded with CMAQ dollars and “planted a seed” to cause Marylanders to question their commuting behaviors. Through metaphors and exaggeration, MTA was able to create humorous situations that resulted in new levels of self-awareness for commuters.

Mr. Solli then went on to discuss the various media used to market the Commuter Choice campaign; Radio, television, print and the web. There were two 60-second radio spots created consisting of four 30-second spots. These messages were primarily targeted towards Maryland residents commuting to DC, and aired on major DC stations from 11/8-1/10 with a media budget of \$875,000. For television, there were two 30-second spots produced. The spots aired on cable and network television stations from 11/8-1/10 and had a media budget of \$190,000 for cable and \$500,000 for network. Production costs for the Commuter Choice television ads were \$200,000. For the print media, four color ads were produced and printed for Transit displays and Outdoor signage. These ads targeted users of mass transit systems and commuters on major artery roads. The outdoor budget was \$69,000 and the transit advertising budget was \$265,300. Mr. Solli presented sample poster ads that were placed on buses and other billboard locations. Mr. Solli was asked to comment on the response from the campaign. He mentioned that at this stage, they didn't have a sense of what the results were to date, and that there are no plans to evaluate it in the near future.

Finally, Mr. Solli briefly discussed the website aspect of the Commuter Choice campaign. He said that MDOT wanted to drive people toward the website and worked to develop a user-friendly and more streamlined site.

#### **5. Commuter Connections FY05 Marketing Campaigns**

*Paula Johnson of NDW Communications provided an update on Commuter Connections marketing activities.*

Paula Johnson provided an overview of the current marketing status of Commuter Connections. She discussed the FY05 2<sup>nd</sup> half fiscal year strategies which included the continuance of utilizing radio as the primary branding vehicle for the mass

marketing campaign. These ads target commuters where and when they feel the most pain and frustration (during drive times). In addition, she discussed the testing of a campaign consisting of signage on the backs of buses traveling on and around HOV lanes in the region. The ads boast the 'stress free' benefits of ridesharing in the HOV lanes.

Ms. Johnson reviewed the FY05 2<sup>nd</sup> half fiscal [year strategies](#) for GRH which included using radio as the main source of branding for the GRH program and dropping GRH direct mailers in the spring. GRH advertising will also appear in the New Homes Guide, targeting residents who must establish new commute patterns. Lastly, the GRH campaign will support Bike to Work Day registration with collateral materials, radio, HTML email, public relations and more.

Ms. Johnson briefly touched on the interactive media strategies that were taking place during the 2<sup>nd</sup> half of FY05. This encompassed web banners placed on Mapquest and Washingtonpost.com's metro traffic page, as well as key word sponsorship links on Google and Overture, a network of high profile search engines.

For telework, Ms. Johnson discussed the print advertising in the Wall Street Journal-DC Metro edition, along with radio in support of the Washington Metropolitan Telework Centers (WMTC).

In addition, employer posters are being developed to promote teleworking. The telework posters will be 11 x 17 and designed to be placed onto employer office bulletin boards for employers who offer telework both as a formal policy or informally. The posters explain the benefits of teleworking and encourage employees to explore telework as a "No stress, productivity boosting and quality of life improving venture". Finally, other marketing efforts include developing brochures and placing radio spots to help drive enrollment in free Employer Telework Workshops offered through COG in the Spring of 2005.

In regards to the 2<sup>nd</sup> half of FY05 Integrated Rideshare marketing, Ms. Johnson discussed that there will be a continuance of 'ambassadors' set up at each InfoExpress Kiosk for promotional purposes.

## **6. GRH Customer Satisfaction Survey**

*COG staff provided a draft of the FY04 GRH Customer Satisfaction Survey Report.*

Christopher Arabia reviewed the changes and additions that had been made to the FY04 GRH Customer Satisfaction Survey Report since the previous marketing meeting. Mr. Arabia asked the group to provide any necessary changes or comments by February 11, 2004 and stated that the report was going to be

presented to the Commuter Connections Subcommittee for review and approval at the March 15<sup>th</sup> meeting.

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

*At this time, meeting participants had the opportunity to share recent advertising, marketing collateral and information, and discuss news or upcoming events happening within their organizations.*

Katie Sihler from Arlington Transportation Partners discussed the newly developed Urban Villages Guide which touches on ATP's services.

Althea Evans from PRTC provided an overview of her organization's fall marketing activities, which included the addition of a new route from Gainesville to West Falls Church. Also, PRTC introduced Saturday services on local routes and had a marketing campaign to coincide with the announcement. She also explained that PRTC is getting ready for the 10<sup>th</sup> Anniversary of the OmniLink service and a celebration is being planned for that in April.

Christopher Arabia offered the availability of Commuter Connections staff to attend any upcoming events with coordinated by member jurisdictions and transit organizations.

Victor Egu from Prince George's County mentioned that the new marketing plan for Prince George's County is geared towards utilizing movie theater goers to promote ridesharing.

## **8. Other Business / Set Agenda for April 5, 2005 meeting**

*Marketing group members were asked to provide the group with any suggestions for topics at the next Regional TDM Marketing meeting.*

No suggestions were given at this time.

# REGIONAL TDM MARKETING GROUP MEETING SIGN-IN SHEET February 1, 2005

(Please put a **T** beside your name, or add it using the space provided on the last page.)

(Please cross out your e-mail if you DO NOT wish to receive information electronically.)

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