



MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP
Tuesday, June 18, 2019

1. Introductions

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

2. Meeting Minutes

The Committee approved the March 19, 2019 meeting notes as presented.

3. Commuter Connections FY19 Marketing Activity

Dan Odonnell, Odonnell Company, provided a review of the Spring Umbrella Regional TDM Mass Marketing campaign, and the FY19 2nd Half Regional TDM Mass Marketing Campaign Summary draft report was distributed. The campaign themes were “Why Rideshare? Why Not?” for Rideshare, and “Don’t Freak Out” for Guaranteed Ride Home (GRH). Both GRH and Rideshare advertising were placed onto radio, WTOP.com native articles, iHeart mobile/digital, paid Facebook and YouTube, and postcards. In addition, Rideshare was promoted on Pandora, and GRH was promoted on TV (NBC4) and through donated bus advertising space on Arlington Transit, Prince George’s County, PRTC OmniRide, Fairfax County Connector, and Montgomery County Ride On. The FY19 2nd Half campaign for GRH Baltimore consists of radio, YouTube, and Facebook.

Marketing for Bike to Work Day included flyers, posters, rack cards, radio personality endorsements, paid social media on Facebook and Twitter, a native article on WTOP.com, Pandora, and Spotify. Each pit stop was provided with a large vinyl banner and registrants who attended a pit stop received a free T-shirt.

The Flextime Rewards Program campaign includes an employer postcard, WTOP.com homepage takeover, and paid social media. The CarpoolNow mobile app was promoted through a native article on WTOP.com, Facebook posts, and at various pop-up events in May/June 2019 in partnership with radio stations who attended and promoted the mobile app through on-air promotions. Two of the events were held at Metrorail stations (Huntington-Yellow Line/Van Dorn Street-Blue Line) affected by the summer platform work shutdowns. Additionally, an event was held at the Urbana Park & Ride Lot, Frederick, MD and another will be held at the National Capital BBQ Battle, in Washington, DC.

The annual Employer Recognition Awards ceremony will take place on June 21, 2019 at the National Press Club in Washington, DC. A video, podium sign, program booklet and invitations were created for the event. Coffee mugs will serve as giveaways for the guests. Winners will receive a trophy, custom press release, and winner seal. To recognize the employer winners, a display ad will appear in the Wall Street Journal.

4. FY20 Marketing Workgroup Call for Volunteers

Douglas Franklin, COG/TPB staff, recognized the following Commuter Connections marketing workgroup volunteers for serving in FY19: Marina Budimir, District Department of Transportation; Kendall Tiffany, TransIT Services of Frederick County; and Anna Nissinen, Fairfax County Commuter Services. For FY20, a volunteer from each state will serve on the marketing workgroup to review and comment on regional TDM marketing creative. FY20 workgroup members were announced as Antionette Rucker, Washington Area Metropolitan Transportation Authority; Michelle Golden, Montgomery County Commuter Services; and Sharon Affinito, Loudoun County Commuter Services. Starting October, workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2020 regional TDM mass marketing campaign to be unveiled next calendar year in February 2020.

5. Fairfax County Marketing

Anna Nissinen, Fairfax County Commuter Services, presented the County's TDM marketing and communications efforts. The county's population is over 1.1 million and is rich in diversity, as nearly 40 percent of residents age 5 and older speak a language other than English at home. The county is also one of the wealthiest in the country, with nearly 60 percent of households earning at least \$100,000 in annual income, and more than one-fifth of households earning at least \$200,000. The drive alone rate is 76 percent, while 24 percent use transportation alternatives. The average one-way commute time is 38 minutes. Fairfax County Commuter Services maintains a multi-pronged marketing strategy to reaching commuters through several different touchpoints focused on target audiences, with tailored messaging, services and incentives. Core tactics for successful strategy implementation are to decrease barriers, build awareness, and reward action. Marketing campaigns include social media, YouTube pre-roll, pay-per-click and search engine optimization, radio, TV, print media, outdoor, direct-to-community and employer marketing, and partner-delivered and collaborative marketing. Ms. Nissinen showed several :30 second humorous video ads that promote SOV alternatives.

6. GWRideConnect Facebook

Leigh Anderson, George Washington Regional Commission, shared GWRideConnect's recent Facebook strategy. To preface her presentation, Ms. Anderson noted that the fastest growing segment of Facebook users are age 50 years and older; this is the fastest growing demographic largely because it had hardly been present in the past. Ms. Anderson also noted the low rates of Generation Z on Facebook and acknowledged however, that the social media platform remains relevant as other age groups are still

on Facebook with frequency. More than 14,500 users “Like” the GWRideConnect Facebook page, the majority are women (56/44%), and most use it from their work location. GWRideConnect limits postings to two messages per day and outsources social media posting to a local marketing firm in order to focus on other larger time-consuming projects. Vanpools are permitted to place posts seeking riders and may do so up to three times per month.

7. FY20 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

Douglas Franklin, COG/TPB staff, discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report for FY20. To facilitate editing, in mid-July, Committee members will be sent Word documents of sections pertaining to their organizations. A draft of the FY19 SMP is located on the Commuter Connections website publication page. A first draft of the FY20 report encompassing network member updates will be issued at the September 17, 2019 meeting and the final report will be distributed in December 2019.

8. Marketing Round Table

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

Sharon Affinito, Loudoun County Commuter Services (LCCS), said that Loudoun County Commuter Services is partnering with county public libraries to sponsor the summer reading program. The sponsorship package includes ads in their bi-monthly publications during the summer, screening of LCCS videos in the lobbies, and recognition at two library events. For the Loudoun Chamber “Superhero 5K Race”, LCCS staff set up tents and were dressed in superhero costumes as part of their sponsorship of the June 2, 2019 event. Additionally, a van from Commute with Enterprise was present.

Marina Budimir, District Department of Transportation, stated that DDOT is currently running two campaigns, “Spring Pedal Push” to enroll employers into the Capital Bikeshare corporate membership program and “goGreen to saveGreen” to educate the public about various bike facilities and amenities in the District. This fall, goDCgo will also host its first ever Open Streets DC event.

Antoinette Rucker, Washington Area Metropolitan Transportation Authority, announced that starting July 1, 2019 Metro is introducing a new 3-day unlimited pass, and that all Metrorail passes will now include free Metrobus service. A brochure was distributed at the meeting. In addition, Metro has partnered with Dunkin Donuts to allow riders to receive discounts on “Transit Tuesdays” when they present their SmarTrip card.

Walter Daniels, Fairfax County Commuter Services, noted that 300 employees took a recent survey and that a third qualified for the County’s SmartBenefits Plus \$50 program, an incentive that offers a free \$50 SmarTrip card (via employers) to try transit.

Heidi Mitter, Virginia Department of Transportation, noted that the minimum passenger requirement for the \$150 monthly vanpool subsidy has been lowered to five or more and Telework! VA removed the minimum requirement of ten employees at a worksite to qualify for free program services.

Bobbi Greenberg, Arlington County Commuter Services, stated that a policy is being developed regarding scooters. Also, work continues with Amazon's new East Coast Headquarters.

Mark Sofman, Montgomery County Commuter Services, mentioned that e-bikes and e-scooters are now available countywide (except for Garrett Park and Washington Grove). Also, effective July 1, 2019, all Montgomery County youth ages 18 and under (or still in high school) ride free on Ride On buses with a Youth Cruiser SmarTrip Card. Lastly, the Ride On Flex on-demand mobile app transit service has recently launched.

Traci McPhail, North Bethesda Transportation Center, noted that they are hosting ice cream socials at employer sites. Also, the Walk & Ride Challenge is coming in September.

Katy Nicholson, Potomac and Rappahannock Transportation Commission, discussed OmniRide's new website and their free VRE shuttle during the summer 2019 Metrorail shutdown.

Fatemeh Allahdoust, Virginia Department of Transportation, is planning for the opening of a new Park and Ride Lot in Gainesville in October 2019.

9. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting is Tuesday, September 17, 2019 from 10:00 a.m. to 12:00 p.m.