



**MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP
December 16, 2014**

1. Introductions

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

2. Meeting Minutes

Notes from the September 16, 2014 Regional TDM Marketing Group meeting were approved as written.

3. FY15 Regional TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin, COG/TPB staff, distributed and reviewed the FY15 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan Final Draft Report. The document outlines a strategy for Commuter Connections to increase awareness of drive alone alternatives; serves as a resource for current TDM products & services available in the region; and provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections and its various network members. It also contains summaries of TDM research from the last five years. The report was endorsed by the Committee for final release contingent on updates to the Park & Ride Lot table. It will then be posted to the Commuter Connections web site for distribution to network members and the public.

4. 95 Express Lanes

Mike McGurk from Transurban provided an update on marketing for the brand new 95 Express Lanes, part of a network of variable priced toll roads providing faster, more predictable travel in Northern Virginia. With an E-ZPass Flex, carpools of three or more travel toll-free on the 95 Express Lanes. An extensive outreach campaign has informed the media, employers, the general public, and stakeholders through the use of educational videos and interactive tools. Contests and incentives have been promoted through festival attendance and on social media. An estimated 500 million impressions were secured through paid media running from October 2014 to June 2015 including print, radio, online, outdoor and on-road, gas station, and transit advertising.

5. Commuter Connections FY15 Marketing Activity

Dan O'Donnell from Odonnell Company discussed recent FY15 marketing activity and presented a preview of the upcoming spring campaign. The FY 2015 1st Half Marketing Campaign Summary draft report was also distributed.

NATIONAL CAPITOL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

In September, 4,656 people took the pledge to go Car Free or Car-Lite, a 13% increase over 2013. Earned media encompassed forty placements in radio, television, print, online, newsletters, calendar listings, and blogs.

Transit ads were donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services and Metrobus. In addition Metro provided a rotating tile ad on their web site.

The fall media buy was launched at the beginning October and ran through the end of the quarter, using ads developed in the previous fiscal year. In addition to radio for both GRH and Rideshare, TV spots ran for Rideshare on Comcast SportsNet during Capitals & Wizards games, and on ABC News Channel 7. Streaming audio with companion banner ads also ran on Pandora.

Live radio reads were aired for 'Pool Rewards as part of the fall media plan's value-added advertising. A press release was sent out in early December to promote the 95 Express Lanes and the special 'Pool Rewards E-ZPass Flex incentive offer. A 'Pool Rewards advertising campaign started in mid-December encompassing Hispanic and Federal News radio, and military advertising, both print and online.

Creative concepts for the new spring campaign were developed and feedback was solicited from the marketing workgroup members. The workgroup made selections out of a series of creative visuals and draft radio scripts for both GRH and Rideshare for the new FY15 regional marketing campaign to launch in February 2015. Winning concepts were "Just in Case" for GRH and "Ride Happy" for Rideshare. Previews of the workgroup selections were shown to the Committee. A direct mail piece will incorporate the new creative in a mass mailing of Washington region households in late December.

The Bike to Work Day sponsor drive began in November. Six sponsors were secured to date, including new sponsor, General Dynamics.

A nomination brochure was created for the 2015 Commuter Connections Employer Recognition Awards with feedback from the Employer Recognition Awards workgroup. The brochure was distributed during the first week of December to Level 3 & 4 Employee Transportation Coordinators. The nomination brochure and application form were also made available online. A call for nominations HTML email blast was also sent out to employers.

6. **DC Circulator**

Meredyth Jensen from goDCgo presented the Circulator's fall marketing campaign to increase brand awareness and ridership on the two routes with the least ridership; Potomac Ave to Skyland and Union Station to Navy Yard. The media campaign consisted of Print (Express, Washington Informer, and Washington Afro), digital and social media. It encouraged riders to share their love for the DC Circulator for a chance to win prizes. Collaboration was established with DC Surface Transit to partner with businesses along the routes. In addition, outreach was extended to schools, residents and community centers. Giveaway to riders included sunflowers and free coffee. For the new National Mall route coming in spring 2015, a microsite was developed at <http://nationalmall.dccirculator.com> and touts the slogan, a monumental journey.

7. **Arlington County CarFree AtoZ**

Bobbi Greenberg from Arlington County Commuter Services presented CarFreeAtoZ, Arlington's first multi-modal trip planning and comparison tool launched in September 2014 and currently in Beta testing. It was made possible through a DRPT Grant. CarFreeAtoZ offers directions, travel times, costs, and calories burned. Bus systems integrated into the site include ART, DASH, DC Circulator, Fairfax Connector, MTA, PRTC, Ride-On, VRE, and WMATA. Future additions to the site will include Capital Bikeshare, Park & Ride Lots, and carpool/vanpool, through a partnership with Commuter Connections.

Arlington plans to promote the platform through a full-page spread in The Citizen newsletter, hand-outs at Commuter Stores and events, presentations to community groups, and online through Commuter Page, blogs (Mobility Lab and Greater Greater Washington) and social media.

8. **FY14 Guaranteed Ride Home Customer Satisfaction Survey**

Douglas Franklin, COG/TPB staff reported preliminary findings from the FY14 Guaranteed Ride Home Customer Satisfaction Surveys conducted within the Washington and Baltimore metropolitan regions. The formal report will be presented to the Commuter Connections Subcommittee next month and a comment period will be established.

The total number of Washington Region Guaranteed Ride Home (GRH) surveys distributed in fiscal year 2014 was 2,276. Nearly 16 percent of the surveys were completed and returned. The vast majority of respondents, 94 percent were pleased with the overall GRH service. Written responses were received by more than two-thirds, 72 percent of survey respondents, the overwhelming majority of which, 77 percent, contained compliments. Compliments outweighed criticism at a more than five to one ratio. For every category, good or excellent ratings were given by 87 percent or more of the respondents. Average wait was 17 minutes, and 88 percent waited 30 minutes or less.

The FY 2014 Baltimore GRH Customer Satisfaction Survey draft report was comprised of 160 completed surveys out of 198 distributed. The vast majority, 85% of the survey respondents were pleased with the overall GRH service. Written responses were entered on nearly three quarters of returned surveys, the majority of which, 58% percent contained compliments. Compliments outweighed criticism more than two to one. For every category, good or above ratings were given by 75 percent or more of the respondents. Average response wait was 30 minutes, and 34 percent waited 30 minutes or less.

9. Calendar of Events/Marketing Round Table

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

Kelly Woodward from the Dulles Area Transportation Association distributed their new @livemore bi-monthly publication.

10. Other Business/Suggested Agenda items for next meeting

Employer Recognition Awards nomination brochures were made available.

The next FY15 Regional TDM Marketing Group meeting date is Tuesday, March 17, 2015 from 2:00 pm – 4:00 pm in the COG Board Room, 3rd Floor.