



## REGIONAL TDM MARKETING GROUP

### MEETING NOTES

March 19, 2019

#### 1. **Introductions**

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

#### 2. **Meeting Minutes**

The Committee approved the December 18, 2018 meeting notes as written.

#### 3. **Marketing Campaign Summary Report**

Douglas Franklin, COG/TPB staff, reviewed substantive updates to the FY19 1st Half Regional TDM Marketing Campaign Summary report. The report provides a full overview of Commuter Connections marketing activity between July and December 2018. The final document will be posted to SharePoint for download and review.

#### 4. **Commuter Connections FY19 Marketing Activity**

Dan O'Donnell, Odonnell Company, provided a review of the regional TDM spring marketing campaign, and the FY19 2nd Half Regional TDM Marketing Campaign Summary draft report was distributed.

The new spring FY19 campaign themes are "Why Rideshare, Why Not?" for Rideshare, and "Don't Freak Out" for Guaranteed Ride Home; both launched in February. The campaigns included ad placement on radio, Facebook, YouTube, Pandora, TV, digital, transit signage, direct mail, and sponsored native articles. The 'Pool Rewards spring campaign consists of paid social media, the CarpoolNow and Flextime Rewards campaigns are in development.

The Bike to Work Day (BTWD) 2019 sponsorship drive reached \$50,700 in cash. A total of 100,000 BTWD flyers, rack cards, posters, plus flyers translated into Spanish were printed and distributed to pit stop managers and employers throughout the region. Other marketing items for BTWD will include radio, T-shirts, and vinyl banners. Registration for BTWD officially launched with a COG press release on March 12, 2019.

#### 5. **PRTC Marketing**

Katy Nicholson, Potomac and Rappahannock Transportation Commission (PRTC), presented an update about the agency's new branding and other activity. While PRTC remains the official agency name, OmniRide will be used as an umbrella brand for all

services, i.e. OmniRide Ridematching, OmniRide Local, OmniRide Metro Express etc. The OmniRide logo was refreshed and painted on new buses. In December 2018, a new OmniRide Express Service was launched to coincide with the grand opening of a Park and Ride Lot in Haymarket. The new commuter bus service travels from Haymarket to Rosslyn/Ballston. Free fares were promoted as part of the introduction of the new service, and after several months half-fares are currently in effect. New buildings scheduled for completion in 2020 are being constructed for administrative offices and a maintenance garage with capacity to house 100 buses. A groundbreaking ceremony to commend the new facilities took place in January 2019. To provide assistance during the Blue and Yellow Line Metrorail station shutdowns this summer, south of Reagan National Airport, OmniRide will provide free shuttles to Woodbridge and Rippon VRE stations, and boost support to promote other transportation alternatives.

#### **6. Metro Marketing**

The scheduled presenter Jill Mohel, Washington Metropolitan Area Transit Authority, was unavailable for the meeting.

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

Meeting participants briefed the group about marketing and upcoming events involving their organizations.

Sharon Affinito, Loudoun County Commuter Services, is rolling out a campaign this spring for a new local fixed bus route which travels from one end of the county to the other. The marketing campaign will use the theme “\$1 Goes a Long Way” and will include print, wrapped buses, and social media. Also, in spring a 30-second radio spot on WINC Winchester will promote [loudoun.gov/commute](http://loudoun.gov/commute), and service to DC and Metrorail.

Antoinette Rucker, Washington Metropolitan Area Transit Authority, will have new Bikes on Metro brochures to promote full-sized bicycles now permitted on trains during all hours. A federal employer SmartBenefits seminar will be held in April at Kennedy Center offices. The Maryland Transit Administration has launched CharmPass, a mobile app that works with SmartBenefits to allows riders to purchase and display fares for MARC and Commuter Bus service using mobile devices.

Heidi Mitter, Virginia Department of Transportation, noted that VDOT is developing new creative visuals for Transform 66.

Traci McPhail, North Bethesda Transportation Center, is preparing for Bike to Work Day and Earth Day events.

Mark Sofman, Montgomery County Commuter Services, noted that the downtown Silver Spring Bike to Work Day event found a new locale at Veterans Plaza. E-scooters are being expanded within the county, and upcoming fair participation includes Green Fest and Walter Reed.



**8. Other Business**

The next Regional TDM Marketing Group meeting will be held on Tuesday, June 18, 2019 from 12:00 noon – 2:00 p.m.