



**MEETING NOTES
REGIONAL TDM MARKETING GROUP
June 16, 2015**

1. Introductions

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

2. Meeting Minutes

Notes from the March 17, 2015 Regional TDM Marketing Group meeting were approved as written.

3. Express Lanes Marketing

Mike McGurk from Transurban regrettably was not able to attend.

4. Commuter Connections FY15 Marketing Activity

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections FY15 second half marketing campaign and discussed a timeline for FY16. An updated draft of the FY15 2nd Half Regional TDM Marketing Campaign Summary report was distributed.

The 'Ride Happy' campaign was launched in late February 2015 with new Rideshare radio spots. The radio ads were also translated into Spanish for the campaign. Television squeezeback advertising ran on WJLA news (ABC News 7), and television snipes ran on Comcast during Capitals, Wizards, and Redskins programming. As part of a value-added promotion, a facebook contest was coordinated with Comcast Sportsnet, featuring Washington Capitals player Karl Alzner. The winner's carpool will ride to work in a limo with the athlete. In March, the newly produced 'Just in Case' GRH radio spots began airing. GRH was also promoted through donated transit advertising space. The signage included exteriors on PRTC and Fairfax Connector buses; interiors on ART buses and MARC trains, and bus shelter ads in Prince George's County. Complimentary display ads were also provided within several printed publications, such as VRE's newsletter, and in DATA's Livemore tabloid format periodical. A new HTML flash file was placed onto the Commuter Connections home page to mirror the spring marketing campaign visuals. The winter and spring Commuter Connections newsletters and Federal ETC inserts were created and distributed to employers and stakeholders.

The Bike to Work Day event color theme for 2015 was bright orange. Posters and rack cards were developed and printed, with a portion made available in Spanish. Posters were distributed to pit stops managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on “How to Organize a Bike to Work Day Event at the Work Site.” At its April meeting, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by DC Councilmember and TPB Chair, Phil Mendelson. A new Bike to Work Day radio campaign was developed for the 2015 event and aired on DC 101, WPGC, and Hot 99.5 radio stations over a three week period. Vinyl banners were made and delivered to nearly all pit stops for use as tools to promote Bike to Work Day and serve as backdrops at the events. The Bike to Work Day web site and social media reflected a uniform look and feel. Bike to Work Day was held at 79 simultaneous locations throughout the Washington metropolitan region. The number of registered bicyclists reached 17,500 for the May 15th event, a 4 percent increase over 2014.

Paid ads promoting ‘Pool Rewards ran April through mid-June on Facebook. Over 5,000 click thrus were generated. A :30 second television ad was developed to promote the ‘Pool Rewards program on NBC4 for approximately two months.

The eighteenth annual Commuter Connections Employer Recognition Awards ceremony is scheduled for June 30th at the Grand Hyatt Washington. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be handed out to all guests along with commemorative program booklets. To recognize the employer winners, a display ad will appear in the Wall Street Journal on the day of the awards ceremony.

5. FY16 Marketing Workgroup Call for Volunteers

COG/TPB staff asked for a member to volunteer from each state to serve on the FY 2016 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2016 regional marketing campaigns.

6. FY16 Regional TDM Resource Guide and Strategic Marketing Plan

COG/TPB staff discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. For reference purposes, the FY15 version of the report is available on SharePoint. To facilitate editing, Committee members will be sent Word documents of any sections of the report pertaining to their organizations. A draft of the FY16 report encompassing contributor updates will be issued at the September marketing meeting, and the final draft report will be distributed in December, for adoption and release.

7. Metropia Incentives Presentation

Mia Zmud from Metropia presented an incentive-based mobility management system that uses unique traffic prediction technology to empower commuters to change travel behavior. Drivers are able to make smarter route decisions by planning ahead, shifting departure times apart from peak traffic, and taking alternative routes to avoid congestion. While other apps send drivers through the same congested routes, Metropia finds alternative time-saving routes. The program awards points based on the number of trips taken, and departure time flexibility. Points can be redeemed for prizes such as gift cards to Amazon, Starbucks, Target, local restaurants, and downloadable music. In addition, for every 100 pounds of carbon dioxide emissions saved by users staying out of traffic and reaching their destination faster, Metropia contributes to forest restoration by planting a tree. In Austin, over a six month period 575 users tested the system. Collectively 6,900 trips were made using Metropia with an average time savings per trip of 1 minute and 52 seconds. As a result, 85 trees were planted.

8. Marketing Round Table

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

Antoinette Rucker from the Washington Metropolitan Area Transit Authority (WMATA) shared a promotional piece for a special performance of Peter Pan, sponsored by Metro and occurring at Tysons Corner Center within a Three-sixty Theatre. Also WMATA is hosting a free movie night at Ft. Totten station on Saturday, June 27th.

Michelle Landrum from Enterprise Rideshare mentioned that the ACT Conference has sponsorship opportunities, and that attendance scholarships are available.

9. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 15, 2015 from 10:00 a.m. – 12:00 p.m.