



FY 2013 REGIONAL TDM MARKETING GROUP

MEETING NOTES

March 19, 2013

1. Introductions

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

2. Meeting Minutes

Notes from the December 18, 2012 meeting were reviewed and approved by the Committee as written.

3. Marketing Campaign Summary Report

The final FY13 1st Half Regional TDM Marketing Campaign Summary Report and a draft of the FY13 2nd Half Regional TDM Marketing Campaign Summary Report were distributed. The final copy will also be posted to the committee SharePoint site for future reference.

4. goDCgo

Kristin Howard from goDCgo reviewed the new online Getting around Guide. It's another tool to allow students, workers, residents and visitors explore and learn more about the various transportation options available in the District. The Getting around Guide is different from standard web pages, in that it has more of an interactive magazine feel where one can turn the pages. The guide features DC transportation including Capital Bikeshare, carsharing, Metrorail, and Metrobus and is accessible by iPad and iPhone. The Circulator portion of the guide highlights individual neighborhoods in and around the District where buses travel.

5. Commuter Connections FY13 Marketing Activity

Dan O'Donnell from Odonnell Company provided a review of the Commuter Connections Regional TDM second half of the year marketing campaign which launched in late February. The new Mass Marketing Rideshare campaign promotes the benefits of getting back to the real things that we value most, conversations, relaxation, and savings.

The newly produced television ad reinforces the radio spots and depicts tension building based on the stressfulness of constantly using technology throughout the day, and then

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showing the relief and relaxation upon entering the carpool for the commute home with a rideshare partner. The television ad is running on a mix of stations including WJLA News Channel 7, WUSA News Fox 5, and Comcast.

Internet advertising will appear on several key local media sites that have performed well for Commuter Connections in the past to promote the Ridematching program for the campaign. The web sites selected were WJLA.com (ABC 7 News); WashingtonTimes.com; NBC4.com (NBC4); and the interactive network.

Radio is being used exclusively for the GRH campaign through :15 second live reads reminding listeners that GRH won't leave you "Dangling." The focus is on D.C. stations using a mix of genres including sports, news, rock, and adult contemporary. The radio campaign runs continuously for eight weeks and will pause for Bike to Work Day.

Bike to Work Day posters and rack cards were developed and printed and a portion were translated into Spanish. The materials were distributed to all pit stops managers and other Bike to Work Day stakeholders. Posters were also distributed through the Commuter Connections Employer Outreach database to employers throughout the region, along with a letter asking employers to display the poster and encourage participation with their employees. Other items created for Bike to Work Day include T-Shirts, banners, the event web site and social media sites. A radio ad was produced for Bike to Work Day to begin airing in April on DC101, and WJFK.

A 'Pool Rewards contest began running in February, asking ETC's to inform and promote the 'Pool Rewards program to employees and encourage them to register. The main prize will be winning an office party hosted by a popular radio station, complete with food and beverage, music, and entertainment.

6. **StreetSmart Campaign**

Michael Farrell, COG/TPB staff, presented the spring 2013 Street Smart campaign kickoff. Street Smart is a public education, awareness and behavioral change program in the Washington, DC region. The goals of the campaign are to change motorist and pedestrian behavior, and reduce pedestrian and bicyclist deaths and injuries through education, and law enforcement.

Street Smart's new FY2013 campaign creative depicts headshots of diverse people with car tire tread marks on their faces and uses the headlines of "Pedestrians don't come with airbags" and "You can't fix a pedestrian at a body shop." The campaign will run for three weeks beginning April 15th and will consist of extensive transit ads, including digital shelters,

and radio traffic sponsorships. The campaign will also include safety tip brochures, tip cards, T-shirts giveaways, and reflective zipper pulls. The total budget is \$341,000.

Street Smart is funded by the District Department of Transportation, Maryland Motor Vehicle Administration, Virginia Highway Safety Office, and the Washington Metropolitan Area Transit Authority.

7. Calendar of Events/Marketing Round Table

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

The Maryland Transit Administration is working with Commuter Direct to begin to include its commuter bus riders with access to electronic SmartBenefits monthly passes.

Metro has two newly revised Transit and Parking Benefits brochures, one for employees and one for employers.

8. Other Business/Suggested Agenda items for next meeting

The next FY13 Regional TDM Marketing Group meeting date is Tuesday, June 18, 2013 from 12:00 p.m. – 2:00 p.m. in the COG Board Room, 3rd Floor.