

**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
March 15, 2022**

**1. Introductions**

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

**2. Meeting Minutes**

Notes from the December 21, 2021 Regional TDM Marketing Group meeting were approved as written.

**3. Marketing Campaign Summary Report**

Douglas Franklin, COG/TPB staff, reviewed substantive updates to the FY2022 First Half Regional TDM Marketing Campaign Summary final report. The report provides a full overview of Commuter Connections marketing activity between July and December 2021. Notable additions included a paid ad placed on LinkedIn in late December to help generate nominations for the Employer Recognition Awards. Other changes and additions noted were made to the appendix section and included final updates to the FY2022 first half performance measurements, and results of the LinkedIn ad. The Marketing Campaign Summary document will be posted to SharePoint for download.

**4. Commuter Connections FY2022 Marketing Activity**

Dan Odonnell and Mark Wirth, Odonnell Company, presented Commuter Connections marketing activities for the second half of fiscal year 2022. The main portion encompassed Phase II of the Regional TDM Recovery Campaign to promote Ridesharing and Guaranteed Ride Home (GRH) services, with media budgets of \$325,000 and \$125,000 respectively. An additional \$50,000 was allocated for GRH within the Baltimore market. The campaign's focus is to encourage commuters returning to the office to use ridesharing and other alternative modes of transportation, and to register or re-register for GRH. Media for both rideshare and GRH campaigns consisted of radio (including Spanish), YouTube, social media, digital, and key influencers. The rideshare campaign also includes streaming TV, and a combined Rideshare/GRH direct mail piece will be sent in late spring. As part of the earned media campaign, a series of "Commute with Confidence" interviews were posted onto Facebook Live; COG/TPB staff continue to search for additional interviewees. Rideshare visuals developed for Phase I of the Regional TDM Recovery Campaign (summer 2021) with a message of "Look Again, a Safe Way to Rideshare", are being used again. New visuals were developed for the GRH portion of the campaign, with the message of 'Take a Look, Skip the Worry'. The Rideshare campaign kicked off in late January 2022 and is running every other week through mid-April 2022. The GRH campaign kicked off in late February 2022 and is running every other week (during Rideshare off-weeks), through late April 2022.

Media buy plans for Incentive Programs are under development. The Employer Recognition Awards 2022 nomination period deadline concluded at the end of January 2022, and nominations will be presented before a Selection Committee in late March 2022. The Bike to Work Day 2022 sponsorship drive secured 19 sponsors, reaching \$45,950 in cash and \$9,250

of in-kind donations, including several bicycles. Bike to Work Day flyers (including Spanish), rack cards, and large posters were printed and distributed to pit stop managers and employers throughout the region. Bike to Work Day officially launched registration on March 1, 2022 with an announcement made on social media. In addition, large vinyl banners are being created for each pit stop. The Bike to Work Day media buy plan is under development. Douglas Franklin, COG/TPB staff, reviewed the FY2022 Second Half Marketing Campaign Summary Draft Report which provides a detailed overview of Commuter Connections' TDM marketing activity from January to June 2022. Information includes ad images, spending for each media platform, and associated impressions. An appendix section contains preliminary performance measurements.

#### **5. Vanpool Alliance Marketing**

Ben Matters, Vanpool Alliance, presented recent marketing efforts to support vanpooling in Northern Virginia. Vanpool Alliance is a public-private partnership together with the support of The George Washington Regional Commission, Northern Virginia Transportation Commission, and Potomac and Rappahannock Transportation Commission. The Alliance works with 39 active vendors including ABS Van Rentals, Beltway Commuter Services, Commute with Enterprise, Commuter Express, K&K Connections, and Patriotic Advantures,

Ridership levels are rebounding but still remain about 55% of pre-pandemic levels. Vanpool Alliance is supported by toll revenue and monthly subsidies were temporarily increased to further incentivize vanpooling. Vanpool Alliance's campaign included advertising on WTOP, Facebook, LinkedIn, Google, and Waze. A testimonial video ad featured vanpoolers espousing the virtues of commuting via vanpool, and another video ad was environmentally focused, using a retro "flower power" look and feel. The environmental ads received the best response.

#### **6. Marketing Round Table/Calendar of Events**

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

Kendall Tiffany, Frederick County TransIT Services, noted that marketing focus has been on local public transit, due to high gas prices and fare free transit service. Advertising included local radio, mobile ad scroll, social media/social mirror, native online advertising, and upcoming community events.

Korrea Johnston, goDCgo, mentioned that a custom 2022 'Getting to the Blossoms Guide' was developed to encourage National Cherry Blossom Festival attendees to plan their visit using sustainable methods of travel. The guide was also incorporated into goDCgo's interactive map for route planning. The 'Be a Roll Model' winter bike campaign is ending and the spring 'Pledge to Pedal' campaign is starting. A group bike ride will be held on March 20, 2022.

George Clark, Tri-County Council for Southern Maryland, stated that promotion of Bike to Work Day has begun, and a press release has been sent about a new vanpool incentive program. TV and internet ads have transitioned away from the 'Commute with Confidence' pandemic message, and back to a pre-pandemic approach. Lastly, staff will be attending the U.S. Patent and Trademark Office Green Day fair.

Bobbi Greenberg, Arlington County Commuter Services, noted that a return to transit marketing campaign is scheduled for the spring, and the following upcoming events are being held:

BikeArlington - Bike for Pie on 3/13, Cherry Blossom Bike Ride on 3/14, Vernal Equinox Ride on 3/20, and Bike to Work Day on 5/20; and WalkArlington - Full Moon Walk on 2/16, Swedish Coffee Break Walk On 2/22, and Photo Walk on 3/11.

Stacey King, Prince George's County DPW&T, stated that RideSmart is planning a two-week online incentive around Earth Day and events will take place with county agencies and employers. Marketing will support the rollout of a new real-time bus tracking app, PGC Connect, and the expansion of the county's on-demand microtransit service, PGC Link. Employer toolkits are being developed which will serve as 'leave behinds' or can be mailed. A new website for RideSmart was launched at [www.ridesmartsolutions.com](http://www.ridesmartsolutions.com). Also, in development is a springtime advertising campaign to include radio ads, digital banner ads, gas station ads, restaurant advertising, and Bowie Baysox stadium signage and tabling. A new Marketing and Outreach Specialist, Kadisha Wickham, has been hired. Lastly, plans are underway for Bike to Work Day 2022.

Mark Sofman, Montgomery County Commuter Services, noted that the county has commenced its BTWD 2022 planning and also discussing deploying its biennial commuter survey to take place in the fall of 2022.

Renee Moore, City of Alexandria, noted that Bike to Work Day is being promoted and National Walking Day will be celebrated on April 6, 2022 with a walk along Eisenhower Ave. An event will also celebrate the 50<sup>th</sup> anniversary of the Mt. Vernon Trail.

**7. Other Business/Suggested Agenda items for next meeting**

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 21, 2022 from 12:00 pm – 2:00 pm.