



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
September 21, 2021**

1. Introductions

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

2. Meeting Minutes

Meeting notes from the June 15, 2021 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Bobbi Greenberg, Arlington County Commuter Services, was presented from Danelle Carey with a plaque to recognize her service as Chair of the FY 2021 Regional TDM Marketing Group Committee. Danelle Carey, goDCgo was announced as the new Chair for FY 2022, and Kendall Tiffany was announced as the new Vice Chair.

4. Marketing Campaign Summary Report

The FY2021 Second Half Marketing Campaign Summary final report was presented which reflected marketing activity occurring between January and June 2021. The primary focus during that time period was on the Bike to Work Day and Employer Recognition Awards 2021 events, and planning for and staging creative assets for the FY 2022 Regional TDM Recovery Marketing Campaign. Substantive additions to the report from the previous draft included the Employer Recognition Awards print ad, a small introductory portion of the Regional Recovery Campaign, consisting of paid newsletters, and updated performance measures and digital media results. The group will be sent a follow-up message indicating that the final report has been posted to the group's SharePoint site.

5. Fairfax County Marketing

Robin Geiger, Fairfax County DOT, presented marketing activity conducted within the jurisdiction. A video was produced called "Let's Get There Together" to convey the message that when riders are ready to get back on Fairfax Connector, the transit agency is there for them in a safe and responsible manner. The video showcased enhanced cleaning protocols to ensure rider well-being during the pandemic. Also during the peak of the pandemic, ads were developed for the "Active Fairfax" initiative promoting road closures at the Fairfax County Government Center and along a portion of Tysons Boulevard. A lane was closed to vehicular traffic to allow for community recreation such as bicycling, walking, and running. Active Fairfax also helped to promote heavy expansion of Capital Bikeshare stations, from 15 to 35 in the Reston area. A series of images promoting "Commuting Safely and Confidently" were placed on Facebook which generated 200 new followers and 228 comments. A groundbreaking will take place at

the new Springfield Business Center on September 30, 2021 and planning is underway for the promotion of Phase 2 of the Metrorail Silver Line extension.

6. Commuter Connections FY22 Marketing Activity

Dan O'Donnell, Odonnell Company, presented FY 2022 marketing activity consisting of the Regional TDM Recovery Campaign and the 2021 Car Free Day event. The recovery campaign carried a message theme of "Look Again," aimed to provide reassurance to help transition commuters back to using non-SOV methods of travel in a safe and healthy manner. The objective was to prevent avoidance of public transit and ridesharing due to apprehension about the COVID pandemic. A facet of the regional recovery campaign's target audience includes COG/TPB's designated Equity Emphasis Area (EEA) households, of which a noteworthy percentage are disproportionately transit dependent. EEA's are small geographic areas with high concentrations of low-income and/or minority populations, compared to the regional average. The media spending for the overall campaign was approximately \$423,000, with the EEA portion comprising of roughly two-thirds. Marketing components for the EEA consisted of streaming and traditional radio, Spanish radio, transit signage, direct mail, text messaging, streaming TV, social media, and a sponsored blog article. The general campaign marketing consisted of streaming and traditional radio, broadcast TV, newsletters, direct mail, transit signage, social media, and text messaging.

New images were created for Car Free Day 2021 to reflect travel modes useful for the transition back to the workplace. Specifically, bus and carpool images with travelers wearing face coverings were added to accompany existing images of telework and bicycling, carried forward from the previous year's campaign. The media campaign ran for three weeks leading up to Car Free Day. Radio spots aired on stations WHUR, WPGC, and WTOP, and on Spotify along with a companion image. A :30 second animated video appeared on YouTube and an HTML email blast was sent out. Online banner ads were placed on El Tiempo Latino's website, and a sponsored article about Car Free Day appeared on local District blog, Popville.com. Text messages were sent to those who voluntarily provided their mobile numbers and opted in to receive such. The following transit agencies collectively provided more than 300 complimentary transit ads as part of the Car Free Day marketing campaign: Arlington Transit ART bus, Metrobus, Prince George's TheBus, Fairfax County Connector, and Montgomery County Ride On. Lastly, a series of Car Free Day posts were placed on Facebook, with a different image and message every few days. The marketing budget for Car Free Day was \$45,000.

7. FY22 Strategic Marketing Plan

The Regional TDM Resource Guide and Strategic Marketing Plan report (SMP) is an annual guide that serves as a resource for current and planned marketing strategies and activities conducted within the Washington, DC metropolitan region by Commuter Connections and its network members. Other sections include regional activity centers, TDM product profiles with benefits and challenges of each, and summaries of TDM research conducted over the past five years. The 24th draft volume of the report was inclusive of initial edits received during the first round of changes that took place in August 2021. Commuter Connections network members who have not yet contributed to the report were asked to provide updates to sections pertaining to their organizations by November 12, 2021. The final draft report will be distributed at the December 2021

Regional TDM Marketing meeting for endorsement. A follow up reminder message regarding the open comment period will be sent out and the draft document will be posted to the group's SharePoint site for downloading and review. A few sections were reviewed during the meeting, including a new section regarding the EEA's.

8. Marketing Round Table

Meeting participants discussed marketing related news, plans, and upcoming events within their organizations.

Bobbi Greenberg, Arlington County mentioned that Arlington's "Our Shared Streets" pop-up occurred on September 14 in Rosslyn. Arlington Transportation Partners, Car-Free Diet, BikeArlington, WalkArlington, Arlington's Vision Zero program and several scooter companies each had booths. Outreach events will continue at farmers markets and existing County events. BikeArlington and the Washington Area Bicyclist Association will be holding a bike ride on October 9, 2021 to celebrate Hispanic Heritage Month.

Mark Sofman, Montgomery County Commuter Services noted that staff will be at various transit locations on Car Free Day. A contest will continue through September 26, 2021 in which riders can post a selfie onto Instagram or Twitter showing them riding along a bike path or trail in the County. Those who tag @mocommuter are entered into a drawing for a chance to win a bicycle swag bag. The Walk & Ride Challenge registration site is open and takes place throughout the five TMD's from October 4-22, 2021. Commuter Services will also be participating in the Maryland Department of Transportation's Walktober event next month.

David Proctor, Montgomery County Friendship Heights TMD promoted Car Free Day and held a pop-up event at the Barlow Building on Wisconsin Avenue with the objective of increasing pledges. A table will also be set up on Car Free Day at the Friendship Heights Metrorail Station. Past and new participants for the Walk & Ride Challenge are being contacted. A Commuter Information Days event is in the works at the Courtyard Marriott in Chevy Chase. A Spanish speaking interpreter will be on hand to provide commuter information to hotel employees with limited English proficiency.

Traci McPhail, North Bethesda Transportation Center will be at the Westfield Montgomery Transit Center on Car Free Day giving away swag and getting folks to take the pledge. The Walk & Ride Challenge occurring in October will also be promoted.

Judy Galen, Loudoun County Commuter Services noted that Car Free Day has been promoted on Loudoun County Transit, at Park and Ride lots, and on social media. Bike Loudoun has assisted Car Free Day promotion by placing flyers at bike shops and in kiosks along the W&OD Trail. The County is conducting return-to-work marketing to amplify Virginia Department of Rail and Public Transportation's "Re-discover your Ride" and Commuter Connections' "Look Again" campaigns. Additionally, employers receive timely updates and helpful information through the Commuter Shortcuts employer outreach e-newsletter. The County is in the midst of recruiting a Transit Marketing Specialist and details are available at the jobs portal at loudoun.gov. The new team member will lead marketing campaigns focused on the Silver Line, newly relocated residents, and high-density communities.

Korrea Johnston, goDCgo will be presenting on its award-winning Pedal for Wellness campaign during the Association for Commuter Transportation's fall virtual discussion on September 2, 2021. The "Travel Like You Live Here" tourism campaign is winding down for the year. Through hotel partners, guests will be encouraged to take a post-stay survey to collect data on visitor travel behaviors/experiences for a chance to win \$300 toward a future hotel stay.

Halie Mitchell, Virginia Department of Transportation (VDOT) has been promoting Car Free Day internally and externally. Also, staff are presenting to VDOT leadership and project managers on September 23, 2021 to increase awareness about multimodal programs and to support VDOT's transportation planning efforts.

Holly Morello, OmniRide is conducting Car Free Day marketing and outreach through OmniRide 'Rider Express' messages, social media posts, and the Chambers of Commerce. Staff was at the Manassas Farmers Market to promote Car Free Day, and a Proclamation signing will take place at the Prince William County Government Board Meeting on September 21, 2021.

Althea Evans, OmniRide noted that through mid-August the transit agency has been promoting a message of "We're Ready When You're Ready (*to Start Riding Again*)", with an emphasis on safety protocols. Last month, a ribbon cutting ceremony took place at a new facility in Manassas and served as the kick-off of the agency's 35th anniversary celebration. A webpage was added which reflects on the transit agency's 35 years of service, with historical information and interactive contests. The contests have been publicized in print and digital ads and on social media. The staff component of the celebration was suspended as the Delta variant forced administrative staff back to working remotely. A grand finale event with food truck, desserts, and giveaways will be held once staff returns to the office.

Thomas Hamed, City of Alexandria, noted that Car Free Day was promoted via social media and outreach events. Staff also promoted the announcement that DASH buses are now fare free. Looking ahead, an employer incentive program is under development.

Kendall Tiffany, Frederick County Transit Services mentioned that recent promotions have focused on Car Free Day through radio, mobile ad scroll, and social media boosted posts. Staff was also at the popular downtown street fair, "In the Street" on September 11, 2021 to help generate Car Free Day pledges. Fair goers of the Great Frederick Fair are being encouraged to use Transit to get there fare-free.

9. Other Business/Suggested Agenda items for the next meeting

The next Regional TDM Marketing Group meeting is Tuesday, December 21, 2021 from 12:00 pm to 2:00 pm. The meeting will be held virtually.