

## **Regional TDM Marketing Group**

### **September 19, 2006 Meeting Notes**

#### **Metropolitan Washington Council of Governments 10:00 a.m. – Training Center**

#### **1. Introductions**

#### **2. Minutes of June 6, 2006 Meeting**

The minutes were approved as written.

#### **3. New Chair and Vice Chair Announcements**

Donna Murray from WMATA was introduced as the new Chairperson for the Regional TDM Marketing Group. Dorothy Dalphon of Frederick County TransIT was introduced as the new Vice Chairperson.

#### **4. Clean Air Partners**

Jennifer Desimone of COG provided an update of the 2006 Clean Air Partners radio campaign and presented a recap of outreach events for 2006.

Over 500 paid radio advertising spots aired on eight stations in Washington and Baltimore over a five week span beginning June 26, 2006 at a net cost \$100,000. Stations included WASH, WBAL, WJZW, WLIF, WMMJ, WQSR, WTOP, WWIN. In addition, public service announcements and promotions were negotiated as part of the value-added component. Clean Air Partner brochures were distributed at all appearances and included the following:

##### Washington Events

- WMMJ - Two-hour station appearance at Exxon gas station to encourage listeners to fill up their gas tanks after dark. First 102 listeners who had a "Majic 30 & Over Club Card" received \$20 worth of free gas.
- WMMJ - One hour appearance at Metro stations over three consecutive days, \$5 Metro cards were given away to the first 102 people.

#### Baltimore Events

- WQSR-FM - "Evening Fill-up Party" Giveaway of \$20 of free gas to first 102 people at Shell gas station.
- WLIF - Clean Air Commuter Appreciation Day, on-site promotion at a local light rail station, where free transit passes were given away.
- WWIN - Station appearance at Home Depot to host contest and giveaway an electric lawnmower and additional prizes.

### **5. Crystal City Bus Campaign**

Jim Wright of Pulsar Advertising presented the integrated marketing and branding effort "from the City to the Yard". This introduced the new Metrobus 9S route service from Crystal City to the 2.8 million square feet of office space at Potomac Yard. The 9S bus service was created to replace the ART 90 line in April 2006 and provides constant service to the redeveloped Potomac Yard area.

The primary target audiences were existing ART90 riders and employees of the EPA (1800 employees), Charles E. Smith (16,000 employees) and other Crystal City employees. The secondary targets were new employers to Crystal City and Potomac Yard, residential and commercial property managers, sluggers on Crystal Drive, mall customers and VRE Riders.

The former ART 90 ran during rush-hour only, and averaged 275 riders a day. The 9S is priced same as ART 90 and provides all day service and averages 900 riders a day. EPA employees ride free based on a subsidy provided by the agency.

Collateral materials were developed for the launch of the 9S bus service, including a brochure and without and without free ride coupons. Ten riders who registered and used the free ride coupons received gift certificates to area restaurants along 9S route. Exterior and interior bus signage was created as well as VRE interior rail cards. Collateral was hand delivered to area businesses and letters were sent to regular ART 90 riders

A dedication ceremony occurred at the opening of the new EPA Potomac Yard facility. This special event was led by the EPA and also included top officials from Metro, Arlington County and representation from the US Congress.

The Arlington County Street Team assisted ART 90 riders on migrating to the new 9S and acted as ambassadors by providing information about routes, stops and service to riders at connecting Metro stops,.

## **6. Employer Outreach Promotion**

Douglas Franklin of COG presented the Commuter Connections Employer Outreach Direct Mailer campaign. The mailer was sent at the end of June to approximately 1,000 Level 2 and some Level 1 employers. These particular employers do not have any significant commuter programs in place. The following jurisdictions participated in the campaign: Alexandria, Arlington, District of Columbia, Fairfax, Frederick, Loudoun, Montgomery, Prince George's, Prince William and Southern Maryland.

The objectives were to drive awareness of Commuter Connections' Employer Outreach services and persuade employers to set up face to face discussions with local outreach representatives. Meetings would engage employers into discussions about establishing or expanding commuter benefit programs. The campaign approach was to develop an attention getting mailer that would market Commuter Connections as umbrella brand with a localized message; offer an incentive; and to create a supporting web site landing page.

The messages of the mailer communicate that - employers who provide support and assistance (with the aide of Commuter Connections) to help employees with their commutes, see a marked improvement in morale and can help retain and attract quality employees. The call to action of the mailer was "Schedule an appointment with your dedicated Commuter Connections representative and get a free gift!"

The headline used was "While you can't beam your employees to work, you can make them beam." Other panels when unfolded used sub headers "Give them something to beam about." and "Choose a smarter way to attract and retain the best employees with Commuter Connections." The mailer also had a supporting loose letter insert, sticking out from a pocket. The letters were tailored to each jurisdiction and contained more specifics about the types of free services made available through the local Commuter Connections employer outreach program.

The promotion included a \$50.00 Visa® gift card incentive and employers were directed to a special landing page at [www.commuterconnections.org/beam](http://www.commuterconnections.org/beam), which allowed them to enter their contact information. The web site's content reinforced the \$50.00 free Visa gift card offer, while the graphics mirrored the direct mail piece.

Mr. Franklin stressed the importance of the follow up phone calls as a critical part of the sales process and implored the sales representatives to follow through with employers who received the mailer. It was stated that appointments have been secured for those who have been ambitious to make the follow up calls. As the Visa gift cards do not expire until the end of the year, there is still plenty of time for the sales representatives to take advantage of the promotion and use it as tool

to get in front of employers. As of the September 19<sup>th</sup> Regional TDM Marketing Group meeting, the following employers have set up meetings as a result of this promotion:

Aramark - Leesburg  
Association of Fundraising Professionals - Alexandria  
Computer Sciences Corp - Sterling  
Hilton Mark Center – Alexandria  
Holiday Inn Select - Alexandria  
National Electronics Warranty, Dulles  
NeuStar, Inc. - Sterling  
SAS Institute - Rockville  
Society for Human Resource Professionals – Alexandria

Commuter Connections is considering sending an HTML email to employers about the promotional offer in order to extend awareness about this special offer. Commuter Connections is also making additional mailers available to the sales representatives for subsequent mail outs at the jurisdictional level. All employer meetings must occur by the end of November 2006 to qualify for the Visa gift card giveaway.

#### **7. Commuter Connections Reports**

Douglas Franklin issued the final report of the Commuter Connections FY 2006 2nd Half Marketing Campaign summary and discussed and distributed a draft release of the FY 2007 TDM Resource Guide and Strategic Marketing Plan. Mr. Franklin said that edits to the SMP are due back by October 1, 2006. The group will be asked to endorse the document at the December 19<sup>th</sup> meeting.

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

This was an opportunity for meeting participants to share recent advertising, marketing collateral and other information, and to discuss news or upcoming events happening within their organizations.

#### **9. Other Business / Set Agenda for Next Meeting**

Marketing Group members were asked to provide any suggestions for topics for the next Regional TDM Marketing meeting to be held on Tuesday December 19, 2006.

Mr. Franklin asked for volunteers for the FY07 Marketing workgroup, noting that at least one volunteer from each state was needed. The following individuals

volunteered for the workgroup: Donna Murray, Rich Solli, Chris Arabia, Robin Briscoe and Mirza Donegan.