



**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
Tuesday March 20, 2012**

**1. Introductions**

**2. Meeting Minutes**

Minutes from the December 20, 2011 meeting were approved as written.

**3. Marketing Campaign Summary Reports**

The final FY12 1st Half Regional TDM Marketing Campaign Summary Report and a draft of the FY11 2nd Half Regional TDM Marketing Campaign Summary Report were distributed.

**4. Circulator**

The District Department of Transportation through its goDCgo program launched a redesigned website for the DC Circulator. The DC Circulator provides daily bus service on five routes throughout Washington, DC for a cost of \$1. Kristin Howard from goDCgo reviewed the Circulator's web site, [www.DCCirculator.com](http://www.DCCirculator.com), which features a more interactive and user-friendly platform. Three main tabs entitled bus routes and schedules; rider information; and where we go, are displayed in an easy-to-view format. A direct mail piece was also handed out which promotes a new route from the Potomac Ave Metro Station, across the 11<sup>th</sup> Street Bridge to the Skyland neighborhood in SE. The mailer included a free ride coupon.

**5. Commuter Connections FY12 Marketing Activity**

Dan O'Donnell from Odonnell Company provided a review of the spring Commuter Connections Mass Marketing campaign. The new spring Mass Marketing Rideshare campaign was launched in February and includes messages to sign-up to rideshare, save on gas, and keep your money. Visuals of extreme money-saving scenarios such as freezing money in a block of ice or under a bed mattress were used. To draw attention the radio spot captures interest through sound effects such as chipping at ice, and broken bed springs. The GRH campaign radio spots use unlikely but humorous situations of employees relying on luck or survival skills to avoid or cope with the chance of having to work late

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and miss their carpool. Level-headed colleagues ground the spot in reality with Commuter Connections' GRH message to register and be prepared for an unexpected emergency or unscheduled overtime. For the GRH visuals the ads included a business woman walking on a tightrope and another shows fingers being crossed for good luck. The GRH copy states "Why risk it?" and "Why take chances?" GRH ads containing the new campaign visuals were placed on Fairfax Connector bus tails and an ad appeared in the VRE newsletter, both of which were provided through complimentary ad space. Future donated transit ads for the spring campaign will be installed on PRTC and Ride On bus sides and on Ride On bus shelters.

A new television commercial was produced featuring a carpool singing the virtues of ridesharing while driving through downtown D.C. The voice over states "You may never make it big singing on reality TV, but you can still bring home big money when you Rideshare. The commercial was shown at the meeting and will run on Fox and ABC7 during morning and evening news broadcasts.

Internet banners using the new rideshare campaign visuals and messages were placed on a number of local news web sites that have performed well in the past for Commuter Connections. Web sites include WUSA9.com, WJLA.com, NBCwashington.com, WashingtonTimes.com and various pop-under ads through iii-Interactive's extensive list of targeted web sites.

Bike to Work Day posters and rack cards were developed and printed with a portion printed in Spanish for the first time. 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 amongst employees. Other items created or in development for Bike to Work Day include T-Shirts, banners, event web site and social media sites. A radio script was created and produced for Bike to Work Day to begin airing in April on DC101, ESPN, and WJFK. The ESPN ad will feature a personal read and endorsement by ESPN's Andy Polin, an avid bicycle commuter.

A new logo was developed for 'Pool Rewards to include a fresh tagline, "It pays to rideshare" and a visual of a vehicle representing both carpools and vanpools. Marketing items in development include rack cards, radio ads and vehicle magnets.

## **6. StreetSmart Campaign**

Mike Farrell from COG presented the spring 2012 Street Smart campaign kickoff. Street Smart first started in 2002 to encourage behavioral change in drivers, pedestrians and cyclists through public education and awareness. It also informs its target audience about stepped up law enforcement and important safety laws that when adhered to can save lives. Total combined pedestrian and bicyclist traffic fatalities in the District of Columbia, suburban Maryland and northern Virginia between 1998 - 2010 accounted for 30% of total traffic fatalities. The FY12 spring media campaign kicked off on

March 28th in Prince George's County and consisted of four weeks of cable TV, outdoor, and two weeks of radio with a budget of \$218,000. The advertising is being supported by concurrent law enforcement within high-incidence areas. The radio spot has somber music in the background with a voice over stating "when it comes to death, there's no turning back the clock, that's why area police are out stopping killer pedestrian deaths." The TV ad has the same somber music in the background and depicts a scene of a pedestrian lying in the street after being struck by a vehicle. It then runs in reverse motion back in time until just before the pedestrian entered the crosswalk. The voice over is a shortened version of the radio ad with the visual doing most of the talking. Focus groups examined storyboards for the TV spot and headlines for outdoor signage.

Street Smart is funded through WMATA, TPB member governments and federal resources administered by the States. Street Smart's new outdoor billboard message geared toward pedestrians and bicyclists is "We are working for your Safety", and the outdoor message geared toward motorists is "We Stop Killer Pedestrian Crashes". Both show a visual of a baby doll lying in the middle of a double yellow line road among tire skid marks and broken glass with various law enforcement personnel looking stern.

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

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

WMATA is introducing SmarTrip cards with 20 digits and eliminating the unpopular peak of the peak fares. Rush+ service begins June 18<sup>th</sup>, when twenty one stations will get more frequent service with six additional trains every hour during rush hour. WMATA is rolling out a new Metro map depicting the added Yellow Line trains between Franconia-Springfield and Greenbelt by showing a dashed line to indicate rush-hour only.

#### **8. Other Business/Suggested Agenda items for Next Meeting**

Christine Rodrigo suggested PRTC's Youth Outreach program, and Bobbi Greenberg suggested the Car-Free Diet Show episodes as possible future agenda items.

The next Regional TDM Marketing Group meeting is on Tuesday, June 19th from noon to 2:00 p.m.