



**MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP
Tuesday, March 17, 2015**

1. Introductions

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

2. Meeting Minutes

Notes from the December 16, 2014 Regional TDM Marketing Group meeting were approved as written.

3. Marketing Campaign Summary Reports

The final FY15 1st Half Regional TDM Marketing Campaign Summary Report was distributed. The report provided an overview of Commuter Connections marketing activity between July and December 2014.

4. PRTC Marketing

Kathryn Nicholson from the Potomac and Rappahannock Transportation Commission (PRTC) gave a presentation on recent marketing activities of the transit agency. PRTC re-launched its web site welcoming a fresh, more current look, which had remained the same since 2008. Larger, more prominent photos are displayed on the home page along with new menu/tab navigation. In addition, the new site contains more technically advanced tools such as a transit trip planner integrated with Google, and a survey platform.

A recent promotion focused on PRTC's OmniRide and Metro Direct's express bus service from Prince William County to Tysons Corner. The services were promoted on WTOP's website during a 60-day online campaign to targeted zip codes, and within print media in various local Prince William newspapers. The online ads link to a Tysons Corner service landing page on the PRTC website. Mailings were sent out to local home owners associations, libraries, Tysons employers and Prince William residents.

A pilot program in conjunction with the Virginia Department of Transportation which begins March 23rd will allow buses traveling along I-66 to use the shoulder on designated areas inside the Beltway, and when traffic speeds fall below 35 mph. Buses will be limited to a top shoulder speed of 25 mph. A press release garnered positive media coverage including NBC, WTOP, The Washington Post and a number of popular local websites and newspapers.

National Capital Region Transportation Planning Board
777 North Capitol Street, N.E., Suite 300, Washington, DC 20002-4290

The Commuter Information Source For Maryland, Virginia And The District Of Columbia

5. **Commuter Connections FY15 Marketing Activity**

Dan O'Donnell from Odonnell Company presented a review of the Commuter Connections Regional TDM FY2015 second half regional TDM marketing campaign. A draft of the FY15 2nd Half Regional TDM Marketing Campaign Summary Report was also distributed. The spring "Ride Happy" campaign was launched in late February 2015 with new Rideshare radio spots, followed in March by the newly produced GRH "Just in Case" radio spots. The radio ads were also translated into Spanish. The Rideshare campaign included online ads as well as a new TV spot appearing on Comcast Sportsnet. A flash file reflecting the new Mass Marketing campaign creative was placed onto the Commuter Connections home page. As part of a value-add radio promotion by WRQX, chances to win tickets to see national acts at major concert venues were offered to commuters who posted a picture of Riding Happy onto the Commuter Connections facebook page. WTOP also raffled off \$100 Silver Diner restaurant gift cards, courtesy of Commuter Connections.

DVR proof television advertising in the form of snipes and squeezebacks appeared during the campaign. Snipes appear at the bottom of the screen on Comcast Sportsnet during Capitals, Wizards and Redskins sports programming, and squeezebacks surround programming content on early morning and late news on ABC7 (WJLA)

Geo-targeted advertising is appearing on smart phones and tablets. Internet desktop advertising is appearing in the form of leaderboards and cube size ads. In addition to paid media, extra Rideshare advertising was negotiated at no charge through Comcast, including on-air promotional announcements, homepage takeover banner ads, e-newsletter mentions, and matching bonus spots on Comcast SportsNet's Baltimore feed.

Bike to Work Day cash sponsorships reached a total of \$47,100. In addition, in-kind sponsorships totaled \$10,945. Bike to Work Day posters and rack cards were developed and over 86,000 items were printed, including extra-large posters and flyers that 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.

6. **StreetSmart**

Michael Farrell, COG/TPB staff, presented the spring 2015 Street Smart Pedestrian and Bicyclist Safety Campaign. Street Smart is a public education and awareness program in the Washington, DC region supported by WMATA, TPB member governments, and federal funds administered by the District of Columbia, Maryland, and Virginia. Street Smart began in 2002 with the objective of reducing pedestrian

and bicyclist injuries and deaths by changing behavior through mass media, and law enforcement.

The Washington Metropolitan Area ranks 24th out of the 51 largest metro areas in pedestrian fatalities per capita. Pedestrian and bicyclist fatalities account for more than a quarter of the region's traffic fatalities. Of traffic fatalities occurring within the region in 2014, 66 deaths were pedestrians, and seven were bicyclists.

Street Smart's FY2015 campaign creative is a continuation of the popular campaign from the previous year which depicts headshots of diverse people with automobile tire tread marks across their faces. The campaign uses pointed headlines such as "Pedestrians don't come with airbags", "You can't fix a pedestrian at a body shop.", "Kids don't come with turn signals", and "Bicycles don't come with bumpers".

The spring 2015 press event will take place on March 25th in College Park with the Prince George's County Executive, other elected officials, and law enforcement. Advertising consists of broadcast- television and radio; outdoor - gas pump toppers and Metrobus exteriors and bus shelters; and digital/online- YouTube and Pandora. Street teams will be wearing sandwich board versions of the ads and will walk around pedestrian hot spots throughout the region and hand out safety tip brochures. www.beststreetsmart.net

7. Calendar of Events/Marketing Round Table

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

Gabe Ortiz of the City of Alexandria mentioned that Local Motion will conduct its Employer Commuter Challenge in April.

Kelly Woodward of Dulles Area Transportation Association mentioned its @Livemore bi-monthly tabloid publication, which is seeking advertisers and guest articles.

8. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is Tuesday, June 16, 2015 from noon – 2:00 p.m.

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