



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
September 15, 2020**

1. Introductions

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

2. Meeting Minutes

Notes from the June 16, 2020 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Semia Hackett, Prince George's County, was presented with a plaque and thanked for her service as Chair of the FY2020 Regional TDM Marketing Group Committee. Bobbi Greenberg, Arlington County, was announced as the new Chair for FY2021, and Danelle Carey, goDCgo, was announced as the new FY2021 Vice Chair.

4. Marketing Campaign Summary Report

The FY2021 Second Half Marketing Campaign Summary final report reflecting marketing activity between January and June 2020 was presented. This final document encompasses updated media spending as a result of various marketing campaign suspensions and cutbacks made due to the Coronavirus pandemic. Substantive additions to the report from the previous draft included outreach to essential workers and the "Commute with Confidence" campaign. Other sections were expanded to include the Employer Recognition Awards print ad, and updated performance measures and digital media results.

5. Montgomery County Update

Michelle Golden, Montgomery County Commuter Services, reported on marketing activity within the jurisdiction. Commuter services are available throughout the county, with primary focus on six Transportation Management Districts (TMDs) within the more urbanized areas. Advisory Committees for each TMD provide input from diverse perspectives. Commuter Services programs provide assistance to over 4,400 employers and approximately 600,000 employees. Recent top social media posts boosted on Twitter and Instagram surrounded the topics of Metro, Shared Streets/Open Roads, and COVID Corps (the County's summer job program for ages 16 to 23 to help with coronavirus testing, and related special projects). A recent FareShare marketing campaign included digital ads, a native content article on WTOP, and boosted social media posts. Annual events promoted are Bike to Work Day, Car Free Day, Walk & Ride, and Earth Day. Other initiatives include Advisory Committee meetings, employer meetings and outreach events, bike/scooter classes, and more. A bi-annual commuter

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survey is used to track achievement of several TMD goals including Non-Auto Driver Mode Share, transit ridership, mode choices and trends, and marketing/outreach.

6. Commuter Connections FY21 Marketing Activity

Dan O'Donnell and Mark Wirth, Odonnell Company, discussed marketing for the 2020 Car Free Day event. The Car Free Day campaign started the first week of September and continues through the week leading up to the event. It comprises of radio on WHUR, WPGC, and WTOP; a digital campaign on Spotify with a :30 second audio and companion image; YouTube :30 second pre-roll video; a series of boosted Facebook posts; banner ads on ElTiempoLatino.com; and a sponsored article on local blog, Popville.com. Bus signage was donated by Arlington Transit, Fairfax Connector, Montgomery County Ride On, Metrobus, and Prince George's County. The Car Free Day campaign also included an HTML email blast, text messages, and an earned media component with outreach to universities for the "Car Free Day College Campus Challenge". A press release will be sent with a quote from the American Heart Association in support of Car Free Day. All who take the Car Free Day pledge are sent a confirmation email with promocodes for a \$30 Nift gift credit, and another for a free vegan burger from LEON. Those who take the Car Free Day pledge are also automatically entered into a free raffle for an assortment of prizes from ten sponsors. Other recent efforts by Commuter Connections included the summer 2020 newsletter and a revamped Park & Ride Lot map.

7. Marketing Round Table

Meeting participants discussed the Coronavirus pandemic response or other marketing related news/plans within their organizations.

Bobbi Greenberg, Arlington County, played a transit safety video developed to communicate steps taken to sanitize and make the bus system safe for both passengers and drivers. Events are starting up again with outreach at farmers markets and George Mason University. Virtual events are being held with Virginia Hospital Center and other community centers.

Antoinette Rucker, Washington Metropolitan Area Transit Authority, announced the recent launch of SmarTrip on iPhone and Apple Watch. A webinar was held with 350 participants to demonstrate the new app and how it works with the SmartBenefits program. More webinars will be scheduled, and a Recovery Marketing campaign is being developed.

Judy Galen, Loudoun County Commuter Services, noted that traditional ad placement ceased due to the COVID-19 pandemic, other than those which pertain to safety protocols, per CDC guidelines. Transit Safety Month will be promoted in October in cooperation with the Virginia Department of Rail and Public Transportation. The employer outreach program continues to leverage existing sponsorships with the Loudoun Chamber of Commerce and the Loudoun Society for Human Resource Management. Social media posts are executed by the public affairs team.

Korrea Johnston, goDCgo, has been promoting "Commute with Care" through infographics and a YouTube video to educate commuters about how to travel safely by bike, bus, scooter, or Metro. Commute with Care signage will be placed at Capital

Bikeshare stations. Commute with Care packages which include goDCgo-branded masks and hand sanitizers are available by request.

Kari Snyder, Maryland Department of Transportation, is preparing for Walktober events which include a series of free webinars in October spotlighting Maryland pedestrian health and safety, commuting options, and current walk programs and initiatives. The four webinars are tailored to interest pedestrian enthusiasts, advocates, planners, and residents. Topics center on how walking is an easy and accessible exercise, how to safely use pedestrian infrastructure, and how to incorporate walking in your daily routines within the provisions of social distancing and other restrictions.

Fatemeh Allahdoust, Virginia Department of Transportation, noted that no TDM promotional activities are occurring due to low traffic volume, however, telework technical assistance continues. There will be an Employer Outreach event with the Westfields Business Owners Association on September 30th. The audience will include tenant representatives from various government contractors located within the Route 28 corridor.

Ivanna Baez, OmniRide, reported the launch of a two-part campaign “We’re Ready When You Are” and “Welcome Back!”, which highlights enhanced cleaning of buses and implementation of safety guidelines to reassure riders. Marketing included print (English and Spanish), digital, and paid social media advertising.

George Clark, Tri County Council for Southern Maryland, mentioned that current marketing focus is on Car Free Day 2020, with coverage on the Charles County Government webpage and all three county newspapers. Car Free Day is visible on tccsmd.org and on Facebook. Commute with Confidence marketing includes ads placed on the internet and in newspapers.

Thomas Hamed, City of Alexandria, noted recent “Safer at Home” messaging. The Complete Streets initiative continues with the recent boom in bicycling. Transit Safety Month will be promoted in October in cooperation with the Virginia Department of Rail and Public Transportation.

8. Other Business/Suggested Agenda Items for Next Meeting.

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, December 15, 2020 from noon to 2:00 p.m.