



**REGIONAL TDM MARKETING GROUP
Meeting Notes September 15, 2009**

1. Introductions

2. Minutes of June 16, 2009 Meeting

The minutes were approved as written

3. Change of Chairpersons

Anna McLaughlin of the District Department of Transportation was installed as the new Chairperson for FY10. Glenn Hiner of Fairfax County Department of Transportation was presented with a plaque for his service as FY09 Chair.

4. Commuter Connections FY09 Marketing Campaign Summary Report

The Final FY09 2nd Half Marketing Campaign Summary report was distributed to provide detail regarding the media buy and each of the various components of the Commuter Connections marketing campaign, from January 2009 through June 2009.

**5. FY10 Marketing
Workgroup Volunteers**

Douglas Franklin announced committee members from each state who volunteered to serve on the FY10 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative and radio scripts developed for the Commuter Connections FY10 spring campaign and other marketing developed throughout the fiscal year. Members include Doris Chism – Potomac and Rappahannock Transportation Commission, Anna McLaughlin – District Department of Transportation, and Jim McAllister, Tri-County Council for Southern Maryland.

6. Metro Marketing

Ron Rydstrom, Marketing Director of the Washington Metropolitan Area Transit Authority provided an update on Metro public outreach over the last year. Mr. Rydstrom discussed the elimination of paper transfers as one of the largest public information efforts in recent memory. Instead of using a paper transfer, riders are now required to use a SmarTrip. The coordinated transition unfolded as planned without problems, which included well-versed bus drivers.

Metro has partnered with CVS pharmacy to sell SmarTrip cards in stores throughout the Washington region. To help customers identify which CVS/pharmacy stores sell SmarTrip cards, "SmarTrip sold here" decals were developed and posted on the door of each store. CVS has helped

to sell 170,000 SmarTrip cards and will be looking to get reload capabilities in the future. Metro also hopes to develop relationships with RiteAid and Walgreens pharmacies next.

A tragic Red Line accident took place on Monday, June 22, 2009 between Takoma and Fort Totten Metrorail stations. An outreach effort provided information about the crash, explained the need for continued delays during the investigation and thanked customers for their patience.

When limited-stop bus route service was first implemented, buses were branded as MetroExtra. With the recent introduction of Metro's new advanced design buses, Metro has rebranded them as Metro Express. New signage was developed for the rollout.

7. Street Smart Campaign

Mike Farrell from COG provided a recap of the 2009 Street Smart campaign which first started in 2002 to encourage behavioral change in drivers, pedestrians and cyclists through public education and awareness. Pedestrian fatalities in the District of Columbia, suburban Maryland and northern Virginia from 2002-2007 accounted for 21% of the total traffic fatalities. Bicycles represented 2% of total traffic fatalities during that same time period. The Street Smart initiative is a program of the National Capital Region Transportation Planning Board (TPB) and had an FY09 budget of \$700,000 which included significant contributions from WMATA. The campaign appears twice each year for a one month period, in the fall and spring.

To an area as congested as the greater Washington region, the challenge of pedestrian and bicyclist safety is of grave concern to the public, law enforcement, and transportation officials. The Street Smart campaign used media outreach and stepped up law enforcement in an effort to change motorist and pedestrian behavior and to reduce related deaths and injuries. In FY09, law enforcement issued 38,961 citations and 4,803 warnings to motorists, pedestrians and cyclists in Alexandria, Fairfax County, Montgomery County and the District of Columbia during the campaign.

The advertising theme for FY09 was far more subdued than the previous year's "Cross like your life depends on it" campaign which depicted a pedestrian struck and on the hood of a car. The new campaign's message was geared in an instructional manor, rather than the shock value approach. Ads appeared on radio, transit signage and internet advertising. Additionally, a Safety Tips card was created for drivers, pedestrians and bicyclists. An earned media component added further exposure for the campaign. Some ads were created in Spanish and strategically placed based on area. The Street Smart press briefing/kickoff was held at the Reeve's Center in the District of Columbia. The press event was hosted by COG Chair, Fairfax County Supervisor Penny Gross and other elected officials and law enforcement officers throughout the region were present.

8. Commuter Connections FY10 Marketing Activity

Dan O'Donnell, with Odonnell Company discussed recent FY10 marketing activity and presented conceptual approaches for the FY10 new marketing campaign.

September 22, 2009 marked the second region-wide celebration of Car Free Day, a worldwide event to encourage commuters to pledge to “uncar” for a day. Radio, posters, bus sides, and bus shelter ads were created to bring attention to the event and drive pledges to www.carfreemetrodc.com. Text messaging was also used to encourage those who already made a pledge to ask family, friends, and colleagues to join them in going car free for the day.

The fall umbrella campaign will begin in October and radio will be used as the anchor medium with a broad mix of radio stations. Radio ads produced for the Guaranteed Ride Home and Ridematching campaigns in Spring 2009 will be recycled for the fall campaign. Radio spots for the two staple services will be evenly rotated through the end of December.

Run of site web banner and run of network popunder ads continued during the fall campaign. Based on impressions delivered and click through rates, ad sizes and site placements will be adjusted to provide optimal performance. Value added spots and promos from the radio stations are under negotiation and will provide additional exposure for Commuter Connections.

Pool Rewards will be kicked off in late October and will include logo development, direct mail post cards, and internet banners. The incentive program will target commuters who currently drive alone to work through one of three specific corridors in the Washington region - I-495 from Bethesda to Tyson’s Corner; I-495 from Baltimore-Washington Parkway to I-270; and I-395 from D.C. to Northern Virginia. The pilot program aims to encourage current drive alone commuters to try carpooling for a 90-day trial period. In exchange for logging weekly carpool information online and completing surveys about the experience, participants may earn up to \$130 in cash for starting or joining a new carpool.

A timeline for the FY10 Commuter Connections marketing campaign was reviewed as follows:

Commuter Connections FY10 Marketing Timeline

Review research and results from recent campaigns	Jun-09
Develop Marketing Brief	Jul-09
Collect feedback from Marketing Committee on Marketing Brief	Aug-09
Present conceptual approaches to Reg. TDM Mktg Committee	Sep-09
Present visual concepts and scripts to Mktg Workgroup for feedback	Sep-09
Refine and develop approach based on Workgroup feedback	Oct-09
Finalize and produce creative	Nov-Dec 2009
Distribute creative to media vendors	Jan-10
Campaign goes live	Feb-June 2010

9. FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

Douglas Franklin distributed the FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Draft report. The report was inclusive of initial edits received during the first round of changes. A comment period was established until October 30 for all final edits, after which the final report will be distributed at the December meeting for adoption and release.

10. Calendar of Events/Marketing Round Table

Meeting participants shared recent advertising/marketing collateral and discussed news and upcoming events happening within their organizations, highlights included: Fairfax County is introducing the Tysons Midday Lunch Shuttle in November 2009. Fairfax also ran a half page ad in the Virginia Today HR magazine, which has a circulation in northern Virginia of approximately 4,500. DDOT helped organize the Feet in the Street event on August 29 and held a downtown street closure celebration for Car Free Day on September 22. North Bethesda Transportation Center is having a Walk & Ride challenge during the month of September.

11. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting will be held on Tuesday, December 15, 2009 from 12:00 pm –2:00 pm, COG Board Room – 3rd floor.