



**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
Tuesday, June 21, 2016**

**1. Introductions**

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

**2. Meeting Minutes of**

The March 15, 2016 meeting notes were approved by the Committee as written.

**3. Commuter Connections FY16 Marketing Activity**

Michelle Schiess from Odonnell Company provided an overview of the Commuter Connections FY16 second half marketing campaign and discussed a timeline for FY17. An updated draft of the FY16 2nd Half Regional TDM Marketing Campaign Summary report was reviewed.

The FY16 campaign for Rideshare and GRH both continue through the end of June, airing on six radio stations and three paid social media sites. A new Rideshare TV spot was produced and aired on NBC4 News and Comcast SportsNet. Rideshare ads also appeared online on Pandora radio and within DC Military magazine. GRH ads also ran online on WTOP.com.

GRH was also promoted through donated transit advertising space. The signage included exteriors on PRTC and Fairfax Connector buses, interiors on ART buses and MARC trains, and bus shelter ads in Prince George's County. A new HTML flash file was placed onto the Commuter Connections home page to mirror the spring marketing campaign visuals. The winter and spring Commuter Connections newsletters were created and distributed to employers and stakeholders in print and e-mail format.

The Bike to Work Day event color theme for 2016 was gray and yellow. Posters and rack cards were developed and printed, with a portion made available in Spanish. At its April meeting, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by City of Alexandria

Councilmember and TPB Chair, Timothy Lovain. A new Bike to Work Day radio ad was produced for the 2016 event and aired on four stations. As part of an effort to resonate with more women and minorities, a female announcer was used for the radio voiceover. COG also produced brief video clips which were posted to social media. The video shorts featured TPB members Cathy Hudgins- Fairfax Supervisor, Elissa Silverman- DC Councilmember, and Kerry Russell- City of Frederick Alderman. Vinyl banners were created as tools to promote Bike to Work Day and served as backdrops at the pit stop events. Bike to Work Day was held at 83 simultaneous locations throughout the Washington metropolitan region. The number of registered bicyclists was more than 17,500 for the May 20th event.

Paid ads promoting 'Pool Rewards ran on Facebook and Twitter, and a :30 second television ad from the previous year was revised to promote the 'Pool Rewards program on NBC4 for a six-week period.

Advertising was placed to promote SafeTrack which included WTOP digital, WTOP and WFED radio, Washington Business Journal (SafeTrack supplement), paid Facebook ads, and email blasts to employers and commuters.

The nineteenth annual Commuter Connections Employer Recognition Awards ceremony is scheduled for June 30th at the Marriott Metro Center. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be provided to guests, along with commemorative program booklets. To recognize the employer winners, a display ad will appear in the Wall Street Journal on the day following the awards ceremony.

#### **4. FY17 Marketing Workgroup Call for Volunteers**

COG/TPB staff recognized FY16 marketing workgroup volunteers for serving; including Antoinette Rucker- Washington Metropolitan Area Transit Authority, Mark Sofman- Montgomery County Commuter Services, and Gabe Ortiz- City of Alexandria. A volunteer is needed from each state to serve on the FY 2017 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2017 regional marketing campaigns.

#### **5. TransIT Services Marketing**

Kendall Tiffany, TransIT Services of Frederick County gave a presentation of the agency's recent marketing activity. Magazine and print ad placements have included Conexiones Hispanic, Frederick County Chamber Magazine, Frederick County Tourism Guide Book, and the Fort Detrick Guide & Map. Radio spots ran on KEY103 (WAFY) to promote the mobile ticketing app, Rideshare, GRH, Earth Day, BTWD, and the electric bus launch. In addition, on-site remotes were held with the radio station. Online ads appeared monthly on the Frederick News Post website, and pre-roll video and banner video appeared on Comcast Spotlight (TLC, MLB.TV & News).

## **6. FY17 Regional TDM Resource Guide and Strategic Marketing Plan**

COG/TPB staff discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. For reference purposes, the FY16 version of the report is available on SharePoint and the Commuter Connections website. To facilitate editing, in mid-July, Committee members will be sent Word documents of sections pertaining to their organizations. A draft of the FY17 report encompassing network member updates will be issued at the September meeting, and the final draft report will be distributed in December, for adoption and release.

## **7. Marketing Round Table**

Meeting participants shared recent advertising/marketing occurring within their organizations.

Kendall Tiffany of Frederick County TransIT Services is concluding an online marketing campaign with Comcast Spotlight featuring GRH and Rideshare, and is working on developing a marketing plan for FY2017. Automatic Vehicle Location systems are being installed on all Connector buses which will be promoted in tandem with TransIT's mobile ticketing app. The transit agency also plans to have commercial vendor space at the Great Frederick Fair in September.

Katy Nicholson Potomac and Rappahannock Transportation Commission discussed its Teen Summer Pass, which provides teenagers with unlimited rides on local and Metro Direct buses all summer long, at a cost of \$30. Communication has been extensive for the upcoming impending service changes to include fare increases and reductions in service.

Fatemeh Allahdoust from the Virginia Department of Transportation is working with the Department of Rail and Public Transportation on a press release encouraging commuters to telework, and about available assistance for employers to set up telework programs.

Traci McPhail, North Bethesda Transportation Center is hosting vanpool formation meetings at employer worksites.

Michelle Landrum-Althoff, from Enterprise Rideshare created a SafeTrack promotion to offer SmarTrip Card holders 10% off the standard daily rate; another limited time promotion offers free memberships and \$10 in driving credits through the end of July. Enterprise Rideshare is also working with the Greater Washington Board of Trade regarding a Zimride initiative.

Mark Sofman from Montgomery County Commuter Services is gearing up for the 2016 edition of the Walk & Ride Challenge within the County's five TMD's, to be held September 11 – 30, 2016. Commuter Services will be presenting two webinars in late

June entitled “Telework During SafeTrack: Quick-Start Programs for Business Continuity”.

Marina Budimir from the District Department of Transportation is working with the slugline community to add additional drop-off/pick-up locations in downtown DC and Foggy Bottom. Capital Bikeshare introduced a \$2 one-way trip fare to allow anyone to ride at a very low price.

Antoinette Rucker from the Washington Metropolitan Area Transit Authority has been involved in outreach efforts for SafeTrack through employer forums and community events, and through street teams at select stations. The website has been updated to include links to all regional partners about alternative transportation options. New monthly Select Passes are available at \$135 for trips of \$3.75 or less, and \$81 for trips \$2.25 or less. TakeOne’s were distributed at station pop up and community events, and SmartBenefits seminars/employer meetings. The top 100 employers have been contacted and information was sent to all SmartBenefits administrators. Outreach efforts have been occurring regarding the elimination of paper fare cards beginning June 30<sup>th</sup>. Dedicated SmarTrip dispensers are in the process of being removed from all stations. Riders can now purchase SmarTrip cards at the regular passes machines for \$2, plus a minimum \$1.75 in fare.

Kelly Woodward from the Dulles Area Transportation Association (DATA) is working with Fairfax Supervisor Cathy Hudgins to host a SafeTrack event for Reston employers. The presentation will include ZimRide (Enterprise Rideshare), Telework!VA, and the Fairfax County Van Start/Van Save program. DATA is also working on some strategies to lure Metro riders back after area surges have ended.

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

The next Regional TDM Marketing Group meeting is Tuesday, September 20, 2016 from 10:00 a.m. to 12:00 p.m.