



**Regional TDM Marketing Group
Meeting Notes
Tuesday June 19, 2012**

1. Introductions

2. Meeting Minutes

Notes of the March 20, 2012 meeting were approved as written.

3. PRTC Youth Outreach Program

Christine Rodrigo from the Potomac and Rappahannock Transportation Commission presented the Youth Outreach program entitled “Your Ride to a Better Environment” which encourages middle school students to learn about public transportation.

The program was designed to complement PRTC’s existing programs for elementary-age children and teen-agers. With an engaging PowerPoint presentation and fun handouts, the “tween” students were schooled about public transportation and the role that it plays in maintaining a healthy environment. In addition to educating the children, the program’s secondary goal was for students to share information with their parents.

PRTC created a brochure for school administrators and teachers and also made a PDF version of the brochure available. A PowerPoint presentation utilized colorful graphics with minimal text to keep the content fun. Students learned how to plan a trip by reading maps and timetables. An activity book was developed for students which featured an easy word search and more challenging crossword puzzle.

Since its February 2012 launch, 1,100 students have participated in the program. After an initial round of presentations to more than 700 students at three middle schools, impressed teachers recommended the program to colleagues. As a

result, subsequent presentations were booked for all sixth graders at another middle school.

4. Commuter Connections FY12 Marketing Activity

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections FY12 marketing campaign and discussed a timeline for FY13. An updated draft of the FY12 2nd Half Regional TDM Marketing Campaign Summary Report was distributed.

The marketing campaign for Rideshare included radio spots, online banners ads, transit signage and a television ad which appeared on Fox and ABC7 during morning and evening news programs. GRH was promoted through radio and transit signage. A new HTML flash file on the Commuter Connections home page reflects new visuals of the spring marketing campaign. The quarterly Commuter Connections newsletter and Federal ETC insert were created and distributed to employers and stakeholders.

For the Bike to Work Day event the posters and rack cards reflected a theme of "Bike in Good Company" and were lime green in color. Posters were mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at your Work Site." A new Bike to Work Day radio campaign was developed for the 2012 event and print ads were created and placed in the Express newspaper. Vinyl banners were made and delivered to nearly all pit stops for use as tools to promote Bike to Work Day. For the 2012 event Commuter Connections designed and managed the Bike to Work Day web site. The web site's masthead reflected the marketing materials and provided a uniform look and feel. Bike to Work Day was held at 58 simultaneous locations throughout the Washington metropolitan region. A record setting nearly 12,700 bicyclists registered for the May 18th event, a 15.5 percent increase over 2011.

The fifteenth annual Commuter Connections Employer Recognition Awards is scheduled for June 26th at the National Press Club. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be handed out to all guests along with commemorative program booklets. A display ad will appear in the Washington Business Journal on the day following the event in order to recognize the employer winners.

5. FY13 Marketing Workgroup Call for Volunteers

COG/TPB staff asked for at least one member to volunteer from each state to serve as part of the FY 2013 Commuter Connections Marketing Workgroup.

Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2013 spring campaign. Other creative will also be reviewed by the workgroup as it becomes available throughout the new fiscal year.

6. Car-Free Diet

Arlington County Commuter Services Marketing Director Bobbi Greenberg presented the Car-Free Diet Show which is a series of five minute sketch comedy shows with appearances from four former car-free skeptics. The videos are hosted by Car-Free Matt, winner of the Car-Free Diet Skeptics Challenge and can be seen at www.carfreediet.com. In episode one, Matt and his car-free friends find better uses for parking spots (yoga); interview Commuter Services Bureau Chief, Chris Hamilton; and strap a bike helmet on one watermelon and none on another to see which survives the drop test. Lastly, he demonstrates how walking helps him stop and smell the roses, in addition to other random objects. In episode three the group turns a parking spot into a dance club, complete with a disco ball; interview's Walk Arlington staff; and discusses the perils of walking with loud earphones on.

7. FY13 Regional TDM Resource Guide and Strategic Marketing Plan

COG/TPB staff discussed procedures for the updating of the FY 2013 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. The SMP is an annual guide that serves as a resource for planned marketing strategy and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. It also provides profiles of TDM products, and summarizes TDM research conducted within the region. Commuter Connections network members were asked to contribute by updating sections of the report pertaining to their organizations. An email will be sent by the end of June and initial edits will be due by the end of July. A draft of the report will be issued at the September 18, 2012 marketing meeting and the final report will be distributed at the December 18, 2012 meeting, for adoption and release.

8. Marketing Round Table

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

Antoinette Rucker from WMATA shared Metro-Plus pocket guides and rack cards indicating the new fare increase as of July 1st. Also as of July 1st, paper farecards

will be \$1 extra and paper farecards with under \$20 in value can be transferred to SmarTrip (the previous threshold was under \$7). SmarTrip cards will still cost \$5 but when registered, a \$2 credit is added to the value.

9. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting is Tuesday, September 18th, 10:00 a.m. – 2:00 p.m.