



REGIONAL TDM MARKETING GROUP

MEETING NOTES

March 21, 2023

1. Introductions

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

2. Meeting Minutes

Meeting notes from the December 20, 2022 Regional TDM Marketing Group meeting were approved as written.

3. Marketing Campaign Summary Report

Douglas Franklin, COG/TPB staff, reviewed substantive updates to the FY2023 First Half Regional TDM Marketing Campaign Summary final report. The report provides a full overview of Commuter Connections marketing activity between July and December 2022. It was noted that a portion of the media buys were extended into January 2023 for the CarpoolNow and 'Pool Rewards VDOT I-66 campaigns. Final media impressions were added to each of the media buy summaries and images were added for the following campaigns: Car Free Day Clean Air Partners, 'Pool Rewards Regional, and 'Pool Rewards VDOT. Other changes reviewed were updates to the appendix section, including final FY2023 first half performance measurements, and results of the digital campaigns. The Marketing Campaign Summary document will be posted to SharePoint for download.

4. VRE Marketing

Chet Dunston, Virginia Railway Express (VRE), presented 2022 marketing highlights. VRE's sustainability and safety campaign positioned commuter rail as an environmentally friendly and safe transportation choice. During the month of September 2022, VRE offered fare-free service to thank the core group of riders who used VRE throughout the pandemic and to help welcome new and returning riders. The free fare also helped commuters affected by the Metrorail Blue and Yellow line station closures. For 2023, marketing initiatives will begin at the end of April and continue throughout the summer. The campaign will include realtor outreach, direct mail, organic and paid media, radio, podcast ads, community outreach events, and VRE branded content. In late 2023, VRE's website will undergo a map redesign and update of its mobile system.

5. Commuter Connections FY23 Marketing Activity

Dan Odonnell and Mark Wirth, Odonnell Company, presented Commuter Connections' marketing activities for the second half of fiscal year 2023. The spring 2023 campaign is geared toward workers returning to the office, even for just a few days a week. The "Together" concept conveys that ridesharing is better and happier when done so together, through trusted channels, offering many positive social and financial benefits. The Guaranteed Ride Home (GRH) portion of the campaign encourages registrations using a similarly themed message. The FY23 second half media buy is \$325,000 each for Rideshare and GRH. The GRH Baltimore media buy is \$25,000.

The Employer Recognition Awards 2023 nomination period deadline concluded at the end of January 2023, and nominations will be presented before a Selection Committee in late March. The Bike to Work Day 2023 sponsorship drive secured 16 sponsors, reaching \$38,550 in cash donations and several bicycles for the regional raffle. Bike to Work Day flyers (including Spanish), rack cards, and large posters were printed and distributed to pit stop managers and employers throughout the region. In addition, large vinyl banners are being created for each pit stop. Bike to Work Day officially launched registration on March 1, 2023 with an announcement on social media. The Bike to Work Day media plan is under development.

Douglas Franklin, COG/TPB staff, reviewed the FY2023 Second Half Marketing Campaign Summary Draft Report which provided a detailed overview of Commuter Connections' ongoing and planned TDM marketing activity from January to June 2023. Information includes ad images, spending for each media platform, and associated impressions. An appendix section contains preliminary performance measurements.

6. Arlington County Marketing

Bobbi Greenberg, Arlington County Commuter Services, presented the fall 2022 "Arlington is Open" marketing campaign. Launched on Car Free Day, the campaign encouraged existing Arlington Transit (ART) bus riders to use the service more frequently and potential riders to try ART buses and other transit options in Arlington. The 3.5-monthlong campaign ran from late September through December 2022 and included Metro station posters and digital ads, a new bilingual brochure, Spotify ads, digital banners on ARLnow.com, paid Facebook posts, videos, and Google Adwords. The Facebook campaign generated nearly 300,000 impressions and 2,291 clicks with a click thru rate (CTR) of 0.88 percent. The majority of Facebook activity occurred Thursdays through Saturdays and was almost entirely via mobile device. The Google Adwords campaign generated 2,398 impressions and a CTR of 6.07 percent. The ARLnow digital banner ads generated approximately 600,000 impressions. ARLnow also provided an added value e-newsletter which had over 3.6 million page views. Spotify audio ads generated significant impressions and the added value banner ads generated a CTR of 0.91%, with Wednesday and Thursday being the highest performing days. The campaign's landing page, www.arlingtontransit.com/open had 2,816 unique visits between September and December 2022. The Spanish landing page had only a few dozen visitors. ART bus ridership increased 39 percent between July and December 2022 compared to the same time period in 2021.

7. Marketing Round Table/Calendar of Events

Kendall Tiffany, Loudoun County Commuter Services, stated that new GRH collateral is being developed as well as a 'Welcome to Loudoun' informational packet for new homeowners. Targeted outreach will include new construction developers, HOAs, and realtors. Promotion of Loudoun County Transit is resuming following a labor agreement between the contractor and bus operators. In partnership with Loudoun Economic Development, the County will recognize employers who were designated as Best Workplaces for Commuters in 2023. Loudoun's "Let's Go" campaign and Bike to Work Day 2023 are being promoted. Loudoun County Commuter Services will attend a variety of community events in April and May 2023.

Lakeshia Lewis, Omniride, mentioned a number of events over the next month including the Prince William County Chamber of Commerce Economic Development Series breakfast, Pentagon WHS Transportation Fair, Commuter Connections Employer Outreach Training, 150th City of Manassas Birthday Celebration, Earth Day fairs at Tyson's, Freddie Mac, and the U.S. Patent and Trademark Office; Quantico Welcome Aboard Brief, and the Prince William County Chamber of Commerce Education and Workforce Breakfast.

Traci McPhail, North Bethesda Transportation Center, is preparing for a contest, Earth Day, promoting Bike to Work Day, and participating in Community Information Days events, both in person and virtually.

Mark Sofman, Montgomery County Commuter Services, is working on re-writing the Walk & Ride application. The county will attend "Greenfest" on April 22 at Brookside Gardens and April 23 at Downtown Wheaton. Bike to Work Day will be adding a new pit stop in Wheaton, and the Rockville-Falls Grove pit stop is relocating to Thomas Farm Community Center.

Brandan Stuckey, Bethesda Transportation Solutions (BTS), is running a "Cool Commute" photo campaign. People For Bikes named the Bethesda Urban Partnership and BTS "Gold Bicycle Friendly Businesses" and named the Capital Crescent Trail as was one of the "Top 10 Bike Trails in the U.S." A strategic planning and transportation survey is being given to residents and business representatives. Bike To Work Day planning is underway and the "Golden Pedal" award is returning this year.

Samantha Huff, goDCgo, shared that the Transportation All-Star Awards Ceremony will be on April 19th, the first time to be held in person since 2019. A Commuter Challenge is in progress through May 31st and open to all DC commuters and residents; participants can win prizes. Bike month and Bike to Work Day are being promoted through an annual campaign which includes popup events with an on-site bike mechanic to provide free tune-ups. goDCgo will be launching a neighborhood transit desert campaign in April, targeting Brightwood/Brightwood Park. The campaign works to educate residents on how to bridge the first mile/last mile in their neighborhood. goDCgo will be attending DC Spirit Sustainability Night and working to create content on how to get to Audi Field.

George Clark, Tri County Council for Southern Maryland, noted that recent past events included the Southern Maryland Delegation Reception and monthly Chamber business after hours events. Upcoming events include U.S. Patent and Trademark Office Earth Day Fair, and the Pentagon WHS Transportation Fair. Bike to Work Day marketing will consist of Comcast and Verizon TV & internet, local newspapers, local internet sites, on-site events, and press releases.

Kim Mitchell, GWRideConnect, noted the following upcoming events: Welcome Aboard Quantico MCB, Pentagon WHS Transportation Fair, U.S. Patent and Trademark Office Earth Day Fair, Rockhill Management Earth Day Fair in Tysons, and events in Fredericksburg including Earth Day on the Rappahannock and The Great Train Race. GWRideConnect hosted its second Vanpool Workshop which introduced the New Rider Vanpool Assistance Pilot Program and Flexible Vanpooling from Commuter Connections. Community outreach will take place at Farmer's Markets. Social media posts are promoting Earth Day, Bike to Work Month, Department of Rail and Public Transportation's Transit Worker

Appreciation Month (March) and Discover Transit Month (April). Marketing for GWRideConnect includes radio ads and native ads.

Bobbi Greenberg, Arlington County Commuter Services, shared that Arlington Transportation Partners hosted their Champions Awards luncheon in February which recognized Arlington businesses that provide transit benefits to their employees. Over 200 people attended with four Arlington County Board members also in attendance. Arlington is also promoting its Bike to Work Day pit stops.

8. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 20, 2023 from 12:00 pm to 2:00 pm.