

**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
March 16, 2021**

**1. Introductions**

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

**2. Minutes of Meeting**

Notes from the December 15, 2020 Regional TDM Marketing Group meeting were approved as written.

**3. Marketing Campaign Summary Report**

Douglas Franklin, COG/TPB staff, reviewed substantive updates to the FY2021 1st Half Regional TDM Marketing Campaign Summary Final report. The report provides a full overview of Commuter Connections marketing activity between July and December 2020. Notable additions were made within the appendix and included updates to performance measurements, and results of digital campaigns for Car Free Day 2020. The document will be posted to SharePoint for download.

**4. Commuter Connections FY21 Marketing Activity**

Douglas Franklin, COG/TPB staff, provided a review of the regional TDM spring marketing activity and the FY2021 2nd Half Regional TDM Marketing Campaign Summary draft report was distributed. During the second half of FY21 the Bike to Work Day 2021 sponsorship drive concluded which secured 16 sponsors, sufficient to finance the procurement of T-shirts. Planning continues for the Bike to Work Day's 20<sup>th</sup> anniversary event, including the development of marketing materials. The poster from last year's cancelled event was modified for reuse and a Spanish version was also produced. The suite of materials will also include rack cards and a large format poster. Several COVID related references were added to reassure bicyclists of safety measures in place. A press release and social media announced the launch of 2021 registration, and calendar listings have been arranged. A formal earned media plan and media campaign are currently under development.

Planning for the 2021 Employer Recognition Awards is in progress, and this year's theme is "Leading the Pack". A Selection Committee meeting will be held on March 19, 2021, chaired by City of Manassas mayor and TPB vice chair, Pamela Sebesky. She will also serve as the Master of Ceremonies at the June 29, 2021 event at the National Press Club. Several deliverables ahead include giveaway items, invitations, print ad, program booklet, trophies, and video production. The winter 2021 newsletter was issued last month, its cover story was on 'Transit Innovations in the Region'.

A marketing campaign to help support the region's recovery from the COVID pandemic is in planning stages. The goal is to influence previous non-SOV commuters not to drive alone when returning to the worksite. The messaging aims to assuage concerns about public transit and carpooling and restore trust back to non-SOV commuting, particularly buses. The rideshare message will induce commuters to share a ride with those they already know, and Commuter Connections' employer-based ridematching component will assist toward that effort. The campaign will emphasize safe and reliable commuting options, focus in part on essential workers and equity emphasis areas, with a possible

incentive offer to get commuters back to transit. Lastly, the release of the campaign must have optimal timing in concert with worksite re-openings and regional recovery plans.

#### 5. **NVTC Marketing Campaign**

Matthew Friedman, Northern Virginia Transportation Commission, presented on its NoVaRides regional marketing campaign which began on January 25, 2021 and is scheduled to run through mid-June 2021. The campaign grant was provided by the Virginia Department of Rail and Public Transportation and the theme is “Moving forward together, public transit is here to get you there”. Digital banner ads were placed on WAMU.com, WTOP.com, and DCist.com directing users to a landing page residing at [www.novarides.org](http://www.novarides.org). Social media included Instagram and Twitter. Over-the-Top television offered ads directly to viewers via subscription-based video-on-demand services.

#### 6. **Frederick County TDM Marketing**

Kendall Tiffany, Frederick TransIT Services, provided an update on the jurisdiction’s TDM marketing initiatives. TransIT’s pre-pandemic marketing during 2020 included radio, print, social media, native online advertising, and Comcast Spotlight. During the pandemic, focus remained on telework support.

Key findings from an employee telework survey found that about 4 in 10 employees teleworked pre-pandemic. During the pandemic, 100 percent were satisfied with their experience and nearly 92 percent of employees reported they were just as productive or more productive working from home than in the office. Post pandemic, 94 percent of employees would like to telework at least once a week. TransIT staff presented as part of a telework training session at the Transportation Association of Maryland Conference in September 2020.

#### 7. **Calendar of Events/Marketing Round Table**

Meeting participants were invited to discuss COVID-19 response or other marketing related news/plans within their organizations.

Danelle Carey, goDCgo, stated that a month-long campaign was in place during February for #goTeleworkDC which led up to telework week held during the first week of March 2021, in which nearly 800 pledged to telework. goDCgo is currently working with five employers on creating or enhancing formal telework policies and hosted a telework webinar series. A residential campaign for the Brightwood neighborhood, “Go Far with No Car,” will be launched in early April 2021. Additional brainstorming is taking place on a pandemic recovery sub-campaign to the “Commute with Care” campaign which raised awareness of safe travel practices on public transit

Bobbi Greenberg, Arlington County Commuter Services, noted that the county was planning for Bike to Work Day pit stops in Rosslyn, Ballston, and Shirlington. Arlington is also attending outreach events at farmer’s markets, school lunch pickups, and community food pickups, as well as virtual events to promote transit, biking, and walking.

Kendall Tiffany, TransIT Services of Frederick County, mentioned two “pick up and go” locations for Bike to Work Day; one at the usual transit center location for morning commuters and a new afternoon location at a local brewery, Attaboy.

Holly Morello, OmniRide, shared that the county is refreshing last year’s Bike Awareness Month campaign. The county is partnering with the City of Manassas and George Mason University Sci Tech campus to develop areas of focus for an e-flyer. Topics will include bikes on transit, Park & Ride Lot



bike amenities, bike trails, and bike infrastructure. An Employer Challenge is also being considered for the campaign. Ivanna Baez, OmniRide, continues to advertise the county's "We're Ready When You Are" and "Welcome Back" campaigns which entails ads with updated COVID-19 messaging.

Thomas Hamed, City of Alexandria, is preparing for Bike Month and planning Bike to Work Day pit stops at three local bike shops.

Judy Galen, Loudoun County Commuter Services, stated that Bike to Work Day T-shirt distribution will take place at two socially distanced pit stops. The county is also preparing for the opening of Phase 2 of the Metro Silver Line. In February, a virtual public meeting featuring detailed graphics with comprehensive descriptions helped introduce ten proposed bus routes planned for the Ashburn and Loudoun Gateway Metro stations. Interest remains strong with more than 700 comments received and additional comments accepted through March 26, 2021.

Stacey King, Prince George's County DPW&T, noted that marketing opportunities include generating more online promotion of commuter programs through social media posts, digital content, and video. Bike to Work Day planning is underway, as well as a county-sponsored Earth Day event, virtual community meetings, and employee commuter information sessions. The microtransit pilot PGC Link is also anticipated to expand.

Mark Sofman, Montgomery County Commuter Services, is planning for Bike to Work Day to be held at bike shops throughout the county, the TRiPS Silver Spring Commuter Store, and the TRiPS Mobile Commuter Store. The Mobile Store will be stationed at the East County Regional Services Center in the morning and at the Walmart Supercenter in Germantown in the afternoon.

George Clark, Tri-County Council for Southern Maryland, began marketing for Bike to Work Day within newspapers, Facebook, and County Government websites. Ads continue to run for "Commute with Confidence" in Charles and Calvert counties on Comcast internet.

Elizabeth Mann, Fairfax County Department of Transportation, stated that the county is planning its Bike to Work Day pit stop locations, safe ways to use transit, and focusing on employers in the spring/summer.

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

The next Regional TDM Marketing Group meeting will be held on Tuesday, June 15, 2021 from 12:00 pm – 2:00 pm.