



**MEETING NOTES**  
**REGIONAL TDM MARKETING GROUP**  
**Tuesday, June 21, 2022**

**1. Introductions**

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

**2. Meeting Minutes**

Notes from the March 15, 2022 Regional TDM Marketing Group meeting were approved as written.

**3. Commuter Connections FY22 Marketing Activity**

Dan Odonnell and Mark Wirth from Odonnell Company provided a review of regional TDM marketing activity for the second half of FY22. COG/TPB staff reviewed updates to the FY22 2nd Half Regional TDM Marketing Campaign Summary draft report.

A video series entitled “Commute with Confidence,” was posted onto Facebook Live and featured COG/TPB staff engaged with regional stakeholders and commuters in a discussion about mobility options within the region, and the how the commute can be navigated with confidence as commuters begin returning to the office full time or using a hybrid schedule.

The Phase II of the Commuter Connections Regional TDM Mass Marketing Recovery Campaign has concluded. The objective of the extended campaign’s “Look Again” theme was to help toward the region’s recovery efforts in getting area workers back into shared travel modes as they returned to the physical workplace. New creative was developed for the Guaranteed Ride Home program, incorporating a companion message by calling on commuters to “Take A Look” and register or re-register for the emergency ride home service. The \$305,000 Rideshare, \$122,400 GRH and \$50,000 GRH Baltimore ad spends consisted of a comprehensive and diverse mix of marketing strategies to include both traditional and non-traditional broadcast, digital, and social media. As part of the Rideshare campaign, a TikTok influencer was employed to create a buzz on the popular social media platform. The final component of the campaign was a mass mailing to households throughout the region, to promote ridematching and GRH.

The Bike to Work Day 2022 sponsorship drive netted total of \$45,950 cash toward the T-shirt purchase. The media budget was \$63,100 and included traditional radio, radio endorsements, streaming radio on Pandora, social media and social media influencers, paid blog and sponsored article, digital ads, and a video on YouTube. The earned media component placed calendar listings, pitched press releases, developed a social media toolkit for sponsors, and outreach toolkit for Chambers of Commerce and minority membership organizations. COG/TPB staff took part in television interviews about Bike to Work Day on WJLA-7 news and with WHUR radio (Howard University). A total of 12,740 registered for the May 20, 2022 event; a 43 percent increase over the previous year. The second edition of the regional bicycle map was issued and made available in time

for Bike to Work Day. The bike map includes major trail systems throughout the region, both on and off-street.

Commuter Connections conducted concentrated campaigns during the month of June 2022 for its various incentive programs. CarpoolNow was promoted on radio, social media, and at onsite events with WIHT (Hot 99.5) radio, at Park and Ride locations in Prince William and Prince George's Counties. The 'Pool Rewards campaign included a paid digital and social media campaign. Three distinct (incenTrip App, incenTrip Maryland, and incenTrip ATCMTD) yet interrelated marketing campaigns are occurring through the remainder of FY22 to encourage commuters to download and use the app. The incenTrip media buys encompass radio ads, influencers, Google Ads, Instagram, and digital banner ads.

The annual Employer Recognition Awards ceremony will take place on June 28, 2022 at the National Press Club. To recognize the employer winners, a display ad will appear in the Wall Street Journal. Videos, podium signage, branded giveaway items, and a program booklet were created for the event. Winners will receive a trophy, custom press release, and electronic winner seal.

#### **4. FY23 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)**

COG/TPB staff discussed the process to begin updates for the FY2023 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. Some of the main sections of the document include: Regional Activity Centers, key findings and strategic implications, summary of adopted strategy, regional profile, profiles of multi-modal options, summary tables of bus and rail activity, marketing write-ups from network members and regional partners, tables of current and recommended marketing strategies by jurisdiction, and TDM research summaries. The process to begin updating the SMP document for FY2023 will take place in late July. Sections pertaining to each jurisdiction will be sent in a Word document format to Regional TDM Marketing Group members to allow for easy editing. A first draft of the FY2023 report will be issued at the September 20, 2022 meeting.

#### **5. Prince George's County Marketing**

Stacey King, Prince George's County Department of Public Works & Transportation, presented an overview of the County's TDM marketing and outreach efforts entitled "Getting to Work in Prince George's County" which reintroduced RideSmart Commuter Solutions to commuters and employers. DPW&T initiatives include TheBus, Microtransit (PGC Link), County Park & Ride Lots, and Bicycle/Pedestrian (VisionZero and promoting Capital Bikeshare stations). The RideSmart mission is to reduce drive-alone trips to improve traffic congestion, air quality, personal and financial wellbeing.

RideSmart employer outreach included postcards and LinkedIn promotions, and working with the Prince George's Chamber of Commerce, making presentations to employers, and developing employer toolkits. Two :30 second videos were created about Maryland's tax credits expansion.

Marketing to commuters and the general public has included social media, bus shelters/exterior, pizza boxes, and making community presentations and participating at various events. Examples of RideSmart commuter messaging include 'Commute Better Together', 'Be Driven', 'Commute Happy', and 'Vancoolest Kids in Town'. Contests have boosted Commuter Connections accounts and downloading of apps such as CarpoolNow and incenTrip. Other contests centered around special events such as Earth Day and Car Free Day. Participants are entered into a chance to win a RideSmart prize pack.

Internally, RideSmart will be conducting a survey about commuter benefits awareness with Prince George's County employees with the help of Human Resources. Moving forward, DPW&T is looking to focus on revamping the vanpool incentive, GIS-based custom marketing materials, and developing new and additional outreach and relationships.

## **6. Marketing Round Table**

Meeting participants shared recent advertising and marketing activity occurring within their organizations.

Antionette Rucker, Washington Metropolitan Area Transit Authority, stated that the sales office at Metro Center Station will close permanently on June 30, 2022. Services are still available through a variety of other sources including fare vending machines, SmarTrip app and online, commuter stores, and at participating retailers. Metro encourages customers to download the SmarTrip app and add SmarTrip to Apple Wallet or Google Pay. Starting July 1, 2022, Senior SmarTrip customer service will move to Metro's Transit Accessibility Center located in the District. Metro completed its final review to return eight 7000-series trains into service. Lastly, bus ridership and rail ridership has risen beyond levels projected by Metro's pandemic-recovery plan.

Brandon Stuckey, Bethesda Transportation Solutions (BTS), mentioned a recap video about Bike to Work Day was posted onto social media, as well as information around the I-270 southbound sinkhole which has slowed traffic. BTS is working with residential properties on traffic mitigation agreements and scheduling upcoming Commuter Information Days.

Gabe Ortiz, Virginia Department of Rail and Public Transportation (DRPT), noted that in September 2022, DRPT will be embarking on a Discover Transit paid marketing campaign to promote transit in the Commonwealth. The endeavor will include logging transit trips and a Try Transit contest in collaboration with transit agencies and commuter assistance programs.

Traci McPhail, North Bethesda Transportation Center, remarked on the continuation of virtual Commuter Information Day events, contests, increasing use of ridematch apps, marketing memes, and outreach efforts and events for Bus Rapid Transit.

Holly Morello and Ivanna Baez, OmniRide, mentioned the revamping of a ridematching ad campaign that previously ran prior to COVID which will mainly consist of social media and local print. Also, an event will take place in June 2022 with Commuter Connections to help promote CarpoolNow at the Horner Road Park and Ride Lot. Updates will be given at Hispanic and Employer Council meetings about various transportation infrastructure projects and a proposed expansion of OmniRide to service to include Sundays for the eastern side of the county, plus expanded commuter bus service between Manassas and Reston.

Samantha Huff, goDCgo, stated that a summer bike campaign is concluding. The campaign hosted four bike popups across the District, providing 100 bike tune ups during these events and had over 800 people pledge to pedal more this summer. The initiative also provided \$200 bike reimbursements to 100 District residents and school staff.

Judy Galen, Loudoun County Commuter Services, noted that a news release was issued to address the high gas prices to encourage the public to ride transit and consider other alternatives to driving

alone. Messaging was incorporated into a “Re-Discover Transit” campaign which had launched in January. The Public Affairs and Communications team’s “Let’s Go” campaign is running through the end of June 2022 and included the development of a bilingual brochure. Both campaigns comprised of ad placements on Facebook and Google, use of digital out of home advertising, and radio. Other recent marketing efforts focused on Bike to Work Day promotion and coverage. An employer outreach campaign is currently underway with ads placed in the Loudoun County Chamber e-newsletter and with local SHRM chapters. The objective is to encourage employers to establish SmartBenefits and take advantage of the County’s Plu\$50 program.

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

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 20, 2022 from 10:00 am to 12:00 pm.