



Regional TDM Marketing Group

Meeting Notes Tuesday June 19, 2007

Metropolitan Washington Council of Governments

COG Board Room - 12:00 p.m. – 2:00 p.m.

1. Introductions

2. Minutes of March 20, 2007 Meeting

The minutes were approved as written.

3. MTA Marketing

Rich Solli from the Maryland Transit Administration gave a presentation on the “High Gas Prices” campaign. The spots were humorous in nature poking fun at hypothetical means of extreme things commuters might do to save on gas. One spot depicted a commuter that was drilling for own oil in his backyard. The message from MTA was to save money by not driving and instead take public transportation. The campaign will run in mid July and then again in September. The \$50K campaign will also include bus wraps and bus shelters. GKV Communications out of Baltimore was the marketing contractor who produced the spots. The signage had the following creative messages:

- A simple solution to rising gas prices; Don’t drive!
- Gas Prices. Blood Pressure. Which is rising faster?
- Ride the MTA and read the paper, or read license plates, the choice is yours!

4. Commuter Connections Marketing Update

Dan O’Donnell from Bus Design provided an update on Commuter Connections marketing activities for FY07. Additionally, an updated draft of the Commuter Connections FY07 2nd half marketing campaign summary was issued.

Radio Value Added Promotions:

As part of the value added promotions, Commuter Connections members had the opportunity to receive free advertising from some of the radio stations that were part of the regional TDM marketing campaign. All Commuter Connections members were invited to use a portion of these radio spots to promote their local services or events. Content was open-ended and all ads included a tag mentioning their affiliation with the Commuter Connections network. Mr. O’Donnell played the radio spots that took part in this free PSA offer which included: VRE, RRRC, DDOT (goDCgo.com) and Frederick TransIT.

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THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

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The Commuter Connections logo, web address and phone number were imprinted on Emergency Car Care Kits giveaway items. They were given out over a two week period in June by six radio stations through on-air promotions to listeners who rideshare.

A paid sponsorship with the Washington Nationals Major League baseball team ran on Washington Post Radio. This package included live in-game broadcast mentions during opening week and GRH spots airing during games on opening week. Other promotional mentions gave listeners a chance to win emergency car care kits along with a pair of Washington Nationals tickets, courtesy of Commuter Connections. Eligible winners were commuters that rideshare. Tickets were for the Washington Nationals vs. Colorado Rockies game on July 20th at RFK Stadium.

Mr. O'Donnell also reviewed collateral developed for the Bike to Work Day and Employer Recognition Awards event.

5. Frederick Douglass Bridge Project

Michelle Holland from Stratacomm presented the Frederick Douglass Bridge "Extreme Makeover" outreach campaign. The 55 year old bridge which carries 75K users per day is also known as the South Capitol St. Bridge. The bridge will not be replaced but lowered and reinforced. As a result of the makeover, the bridge will be closed for approximately two months from the beginning of July to the end of August 2007. The rehabbed bridge is being billed as the "Gateway to the Future" as it leads to the new Nationals ball park and emerging Navy Yard and Anacostia waterfront area. DDOT is reinstating BridgeBucks (formerly used in conjunction with the Wilson Bridge project) which is a program that will provide a \$50 per month transit subsidy on a first-come, first-served basis to 1,500 qualified enrollees who travel across the Douglass Bridge to and from work on a daily basis. The BridgeBucks program sends a positive goodwill message and helps boost the public's confidence in DDOT's to provide assistance to commuters during the inconvenience of the bridge construction. A radio spot was produced to promote the BridgeBucks program and internet ads appeared on Traffic.com and TrafficLand.com. Nicholas Ramfos asked if carpooling was part of the TDM alternatives promoted during the campaign. Ms. Holland stated that while that was not specifically addressed in the radio advertisement, they could provide mention on the bridge website. Ms. Holland was invited to present at the July Employer Outreach Ad Hoc meeting, to partner on ways to extend the bridge message to employers in Washington D.C. who may be affected by the bridge closure.

6. WMATA Customer Surveys

Donna Murray from WMATA gave a presentation on customer satisfaction measurement and mentioned that capturing the voice of the customer will be essential to assessing the performance of the transit agency and deliver what is most important to the customer. WMATA would like to achieve a goal of doubling transit ridership by 2025. In order to accomplish this objective effectively, WMATA would like to retain existing riders, increase the frequency of trips and attract new riders into the system. Ms. Murray noted that measuring customer satisfaction allows for resources to be directed toward critical areas. And managing pro-actively with regard to

customer needs will lead to enhanced system reputation. Essentially the mission is to learn what is meaningful to the customer and actionable by management. She pointed to 1999 research that mentioned reliability (in terms of on-time performance) as a key indicator for the entire Metro system whereas there are some differences between rail and bus elements that effect customer satisfaction. For example clean, well-maintained buses and availability of seats are of high concern to bus passengers, while rail passengers have concerns about parking and escalators/elevators being in good working order. Data is collected by WMATA through four major sources; a Customer Satisfaction Survey, Public Perception of Transit Tracking Study, Complaint Data and the Customer Environment Survey.

7. 2007 Regional TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin discussed the upcoming Regional TDM Resource Guide and Strategic Marketing Plan. Pertinent sections from last year's report will be emailed to the corresponding committee members in mid July for edits. The due date will be approximately one month. A first draft of the new report will include all updates provided and will be issued at the September Regional TDM Marketing Group meeting.

8. Calendar of Events / Marketing Round Table

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

Dotty Dalphon mentioned that Frederick TransIT placed interior bus cards for Clean Air Partners (CAP) as well as for the "Dump the Pump" campaign. Transit also offered free rides on Earth Day and as a result enjoyed an 18% increase in ridership for the day. Lastly, an email was sent to employers about the new CAP web site.

Donna Norfleet from the City of Alexandria stated that a new "Bikeways" map was now available. Maps are free and can be ordered through the website. Also free bus service is being offered in Alexandria on both Code Red and Code Orange days.

Chris Arabia announced the "soft launch" of the TeleworkVA! web site and noted that the actual launch will occur in the Fall. The major reason for the re-launch was to publicize that the once pilot program will now be offered to employers statewide.

Nicholas Ramfos noted that the ACT website now has a gas resource page.

Bobbi Greenburg mentioned a new static kiosk program targeted to middle and high school students to encourage usage of buses.

9. Other Business / Set Agenda for June 19, 2007 meeting

Nicholas Ramfos mentioned that Commuter Connections would be posting information pertaining to the FY08 marketing campaign next month (July) and would provide an open comment period for feedback.