

**REGIONAL TDM MARKETING GROUP  
MEETING NOTES  
MARCH 19, 2024**

**1. INTRODUCTIONS**

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

**2. MEETING MINUTES**

The December 19, 2023 meeting minutes were approval as written.

**3. COMMUTER CONNECTIONS MARKETING ACTIVITY**

Dan O'Donnell and Mark Wirth, Odonnell Company, presented FY24 Commuter Connections marketing activities. Douglas Franklin, COG/TPB staff, reviewed the FY24 First Half Marketing Campaign Summary final report. The report provided a detailed overview of Commuter Connections' TDM marketing activity from July to December 2023.

The spring 2024 umbrella marketing campaign focuses on encouraging alternative modes of travel with an emphasis on hybrid workers. For Rideshare, the "Roll with Rideshare" concept focuses on companionship as well as saving money and time. For Guaranteed Ride Home, the "Did Someone Say Free?" concept uses a rhetorical question to emphasize the no-cost aspect of the emergency ride home program. The FY24 second half spring media buy is \$625,000 for Rideshare and \$240,000 for GRH and includes digital, radio, and out of home advertising. The GRH Baltimore media buy is \$25,000 and encompasses the use of radio.

A marketing campaign for incenTrip and incenTrip MDOT ran during the months of February and March, with funds from the federal ATCMD budget. The incenTrip media buy was \$43,200, while the incenTrip MDOT media buy was \$18,500. Media placement included broadcast radio and digital banner ads. A \$15,000 digital marketing campaign for Flextime Rewards will run following Bike to Work Day.

The Employer Recognition Awards 2024 nomination period deadline concluded at the end of January 2024, and nominations were presented to a Selection Committee during the first half of March. The Bike to Work Day event to be held in May secured twenty sponsors, with cash donations reaching \$37,674, plus 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, vinyl banner template artwork is being created for use by each pit stop. Bike to Work Day 2024 officially launched registration on

March 1<sup>st</sup> with announcements made on social media and through a press release. The media plan for Bike to Work Day 2024 is under development.

#### **4. 495 NEXT**

Michelle Holland, Virginia Department of Transportation (VDOT), presented the I-495 Express Lanes Northern Extension project. Known as 495 NEXT, the \$660 million project which began construction two years ago, is a public-private partnership between the Commonwealth of Virginia and Transurban to extend the Beltway's Express Lanes northwards by 2.5 miles. The project will comprise of new lanes from the Dulles Corridor interchange to the George Washington Memorial Parkway, near the American Legion Bridge. The goals for the 495 NEXT Transportation Management Plan during construction are to maintain mobility, worker and public safety, and to provide reliable information about the project.

A new commuter bus service between Tysons and Bethesda is launching this spring, operated by Fairfax Connector. The 495 NEXT project will also include a new 10' wide bicycle/pedestrian path. During construction, VDOT is partnering with the Commuter Connections 'Pool Rewards program to provide an additional \$100 above and beyond the existing \$130 for forming new carpools.

Marketing and outreach for 495NEXT includes newsletters and weekly lane closure reports, website with interactive map, news releases, media outreach, email updates, social media, information hotline, and employer, community and neighborhood outreach. The extended 495 Express Lanes are expected to open in late 2025 with final project completion targeted for mid-2026.

#### **5. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**

Kendall Tiffany, Loudoun County, noted that its Let's Go marketing campaign is continuing. Ads were refreshed for Q4 and the county is exploring marketing via our YouTube videos. The county just kicked off a Be Bus Savvy local transit campaign in mid-March. During April, a variety of Earth Day events are taking place, and Bike to Work Day planning is continuing. In May, the county will be attending the Pentagon's Transportation Fair.

Cate Longino, goDCgo, shared that it launched a Commuter Challenge on March 4<sup>th</sup>, with over 1,300 active participants to date. A Getting to the Blossoms guide was recently published, which shows ways to get to festival events without a car. A Travel Training program for multi-family properties is currently launching, which aims to educate residents on how to travel independently using sustainable transportation. Lastly, a six-week bike campaign will begin on April 22<sup>nd</sup>.

Antoinette Rucker, Washington Area Metropolitan Transit Authority, mentioned that Metro is hosting the Fleet of the Future Expo on the National Mall from March 20<sup>th</sup> to April 3<sup>rd</sup>. The exposition will provide a look at a future 8000-series train and a 60-foot electric bus. Beginning early June, Metrorail Stations along the Red Line from Glenmont to Takoma will be closed through early September for work related to Purple Line connectivity. Shuttle buses will be offered.

**6. OTHER BUSINESS / SUGGESTED ITEMS FOR NEXT MEETING**

The next Regional TDM Marketing Group meeting was announced as occurring on June 18, 2024.