

**REGIONAL TDM MARKETING GROUP
Meeting Notes June 16, 2009**

1. Introductions

2. Minutes of March 17, 2009 Meeting

The minutes were approved as written

3. Clean Air Partners

Jennifer Desimone from COG presented marketing activity from the Clean Air Partners FY09 campaign. Clear Air Partners is a non-profit organization that educates residents about the health risks associated with poor air quality and the impacts that everyday actions have on the environment. They provide air quality forecasts and alerts to help residents and organizations take actions to reduce air pollution and greenhouse gas emissions.

The strategy for the marketing campaign was to encourage greater participation in Clean Air Partners activities and increase public awareness of the impact of their actions to air quality, climate change, and public health. Tactics included social networking sites, radio, special promotions, and transit ads. Ms. Desimone played two 60 second radio spots for the group.

As part of the campaign, Clean Air Partners also developed an educational outreach curriculum for 6th-grade students, which included an interactive teaching kit for schools and a non-formal outreach component for use in summer schools and camps. The educational outreach has reached more than 1,400 students over the past 12 months in the District of Columbia, Maryland and Virginia and included a poster and/or video contest for the students.

4. Commuter Connections FY09 Marketing Activity

Dan O'Donnell from Odonnell Co. provided a recap of the Commuter Connections spring umbrella marketing campaign. A draft of the FY09 2nd Half Marketing Campaign Summary report was also distributed. Steps outlining the FY10 Marketing Communications Brief process were discussed.

The radio campaign continued through the end of the fiscal year (June 2009) with rotating weeks of GRH and rideshare spots running on a dozen radio stations throughout the Washington area. Starting in mid-April, exclusive focus was paid to Bike to Work Day radio over several weeks. Mr. O'Donnell played all four radio spots produced for the spring 2009 Commuter Connections campaign. The ridematching radio ads asked commuters to "Try a Different Way to Get to Work" with Commuter Connections for a "fresh approach to saving money, time and the environment". The sense of fun and lightness were utilized by the use of a pogo stick and unicycle to grab the listeners' attention before delivering Commuter Connections' main message.

Various value-add promotions were negotiated with the radio stations and included: Rideshare Tuesday promotions, SmarTrip Card and bicycle giveaways, station e-blasts to listener databases, links on station websites and bonus radio spots.

Three different styles of coffee cup sleeves were created for the spring campaign and were distributed over a four month time period to coffee cafes located in Virginia, Maryland, and Washington DC. A total of 525k, customized 4-color ad sleeves were distributed. As part of a value added promotion, the coffee cup sleeve vendor sponsored a Commuter Connections coffee day on May 5th at the Cornerstone Cafe in Washington, D.C. The café provided free coffee for two hours for up to 200 customers. Balloons were provided and Commuter Connections representatives were on hand to meet with commuters.

Several pieces were developed for the Commuter Connections twelfth annual Employer Recognition Awards program. A special invitation, podium signage and program booklet were produced for this event. Following the event, a ¼ page advertisement will appear in the Wall Street Journal (Washington/Baltimore edition).

Run of site web banner and run of network popunder ads continued during the spring campaign. Based on impressions delivered and click through rates, ad sizes and site placements were adjusted to provide optimal performance. A social networking site, Facebook was also added into the mix.

Commuter Connections secured ad space donations from a host of network members on transit interiors/exterior, shelters and vanpools magnets. Commuter Connections received generous donations from the following network members: City of Alexandria, Arlington County, Frederick County, Loudoun County, Maryland Transit Administration, Montgomery County and VPSI.

Approximately 400 to 450k mailers will be sent in late June 2009 to households with persons age 35-54 with annual income levels above \$50,000. A tear-off card will be included to allow recipients to apply for either ridematching and/or the GRH program, or request additional information.

Collateral was developed for Bike to Work Day to include rack cards and posters. Over 8,000 commuters registered to bicycle to work on Bike to Work Day, May 15, 2009. Adults 25-49, slightly skewed toward men, with a household income above \$30,000 were targeted through radio advertising. Employers and employees were targeted through a distribution of 75,000 posters and rack cards. Signage appeared on Downtown Circulator buses. T-shirts were provided to 7,500 bicyclists who registered and participated. A sponsorship drive resulted in 31 sponsors and generated contributions to offset some of the marketing costs. The younger target audience was reached through pages on social networking sites, Facebook and Twitter.

5. Maryland Transit Administration

Buddy Alves from the Maryland Transit Administration provided an update on recent marketing activity. Several new brochures have been issued, all with new branding. The collateral material included a Visitors Ride Guide, Quick Info Guide, Transit Map, Ravens Football Transit Service and Commuter Tax Credit program brochure. Separate versions of the Visitors Ride Guide and

Quick Info Guide were created in Spanish. Samples of all of the items were passed out at the meeting.

6. FY10 Marketing Workgroup Call for Volunteers

Staff called for one member from each state to volunteer to serve as part of the FY10 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY10 spring campaign. Concepts will be available in November or December 2009 for the spring 2010 campaign. Other creative will also be reviewed by the workgroup as it becomes available throughout the fiscal year.

7. FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

Douglas Franklin discussed procedures for the upcoming FY10 SMP report. The SMP is an annual guide that serves as a resource for planned marketing strategy and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. It also provides profiles of TDM products, and summarizes TDM research conducted within the region. Mr. Franklin noted that we need Commuter Connections network members to contribute by updating sections of the report which profile their organizations. All organizations not currently represented in the report should provide a one page summary of marketing activity for the upcoming year. Last year's report is posted on the Commuter Connections web site under the publications page. An email will be sent out in July asking for initial edits by August 25, 2009. A draft of the report will be issued at the September 15, 2009 marketing meeting reflective of initial edits. The final report will be distributed at the December 15, 2009 meeting for adoption and release.

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: Montgomery County – Southwest airlines is advertising on all Montgomery County Ride On buses; Tri-County Council for Southern Maryland – Updating vanpool Resource Guide.

9. Other Business/Suggested Agenda items for next meeting

Nicholas Ramfos mentioned that the Commuter Connections Employer Recognition awards ceremony would be held a week from today at the National Press Club on June 23, 2009. Also that the ACT 2009 National Conference would be held from August 30 through September 2, 2009 at the Omni Shoreham Hotel in Washington, D.C.

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 15, 2009 from 10:00 am – 12:00 pm, COG Board Room – 3rd floor.