

## **Regional TDM Marketing Meeting**

### **Meeting Notes- October 5, 2004**

#### **1. Introductions**

See Sign in Sheet.

#### **2. Minutes of the August 3<sup>rd</sup> Meeting**

The minutes were approved as written.

#### **3. New Chair Announcement**

Ronald Mitchell announced that due to the new fiscal year, a chair rotation will take place for the Regional TDM Marketing Group. Mr. Mitchell announced that Victor Egu from Prince George's County will be the new Chair and Ann King from VRE will be the new Vice Chair. Mr. Egu presented Ronald Mitchell with a plaque to recognize his service as the FY04 chair of the Regional TDM Marketing Group.

#### **4. 2004 TDM Resource Guide and Marketing Update**

Douglas Franklin of COG distributed the final draft of the 2004 TDM Resource Guide and Strategic Marketing Plan. Mr. Egu asked for a motion to approve the document. Ronald Mitchell asked how long the SMP has been available for public comment. Nicholas Ramfos responded that the draft document was released two months prior and members have been able to provide comments or changes since then. Additionally it was posted to the web a week prior to the October 5<sup>th</sup> meeting as a final procedure. Mr. Mitchell made a motion to approve the SMP and Ann King seconded the motion.

Douglas Franklin discussed the upcoming October WACOT Senior Executive's Forum that is taking place at the Tower Club at Tyson's Corner on October 12th. Mr. Franklin explained that the event was to focus mainly on private-sector businesses. The purpose of the conference is to promote telework as a best business practice and to reaffirm the goal of increasing the total number of employees in the region who telework up to 20%. Leann Landry from WMATA inquired as to what telework percentage level we are at now. Mr. Franklin responded that the region has 12.8% of the workforce teleworking, but the potential of those currently teleworking together with those who are not currently teleworking, but would like to, is well beyond 20%. This suggests that there is realistic potential to meet the eventual goal of 20% of the workforce teleworking, given employer buy-in.

## **5. Fairfax County Bus Service**

Carol Smith from the Fairfax County Department of Transportation (FCDOT) discussed the new South County bus plan and Richmond Highway Express Service (REX) service. Ms. Smith went through a PowerPoint presentation which highlighted FCDOT plans to increase mobility and commuter options. Some of the major elements of this new service include providing new ways to travel in South County, restructuring almost all of the existing bus services, emphasizing the Richmond Highway Corridor, and expanding the Fairfax Connector. Ms. Smith stated that FCDOT's goal for the South County Bus Plan is to increase the average weekday trips from 14,000 in FY04 to 20,000 by the end of FY07.

REX links Southern Fairfax County and Ft. Belvoir to the Huntington and King St. Metro stations. The most interesting feature is that of a transponder that allows the bus to sustain green traffic signals along the Route 1 corridor. The buses are also equipped with SmartCard technology. The service will run every fifteen minutes during peak periods and every thirty minutes in the evening. The cost per trip is one dollar.

## **6. Commuter Connections FY05 Marketing Campaigns**

Gail Cooperman from NDW, Dudnyk Group of Marketing Companies discussed FY04 accomplishments and the FY05 Commuter Connections Media Plan. In an overview of the recent GRH direct mail findings Ms. Cooperman stated several observations; the self-mailers were more effective than the postcards; households with children responded more than those households without children; households near HOV lanes respond more than those not near HOV lanes; and the message appealing to families living near HOV lanes created more response than any other message.

In regards to the FY05 Media Strategy, Ms. Cooperman presented two newly produced 60-second radio spots for Mass Marketing and two for GRH. In addition, she mentioned that a spot was created in Spanish for Hispanic radio air play. With a reduced media budget this year, it is even more important that these spots make an impact and the advertising has to work harder. Having been on the air aggressively for the past year with testimonial style spots, earlier adopters were able to react and switch modes. For FY05, our job is tougher as we must penetrate the next layer of SOV fence sitters who did not react to the initial wave of advertising. The new radio spots therefore take a new approach and are meant to "break through the clutter." However they are still centered around market research from last year which identified "frustration" as the greatest reason people are willing to give up their cars and get out of traffic. The new spots are both informative and entertaining and aim to peak the interest of those who have been reluctant to give alternative commuting a try thus far.

## **7. Wilson Bridge Project**

John Undeland from Potomac Crossing Consultants presented new radio spots in conjunction with the Wilson Bridge Congestion Management Program. Mr. Undeland played three radio spots for the group, each going along with the theme of "Mission Possible: Keeping you Moving." The three spots played consisted of a car ad, a telework ad, and a Bridge Bucks ad. The Bridge Bucks program is a way to encourage customers who are affected by the Wilson Bridge construction, to switch from SOV driving patterns into alternative commute modes. This is done by compensating them monetarily. The program provides \$50 a month in vouchers, for one year, toward train, bus and vanpool alternatives based on the commuters individual needs. Applications are taken online at [www.wilsonbridge.com](http://www.wilsonbridge.com) Mr. Undeland stated that the construction project is one-third complete after starting in 2000, and the first bridge is scheduled to open in 2006, while the second bridge is scheduled to open in 2008.

## **8. WMATA Marketing Update**

Leann Landry discussed WMATA's recent and upcoming marketing initiatives and promotions. The metro is now open at 5:00 a.m. (a half hour earlier) at the ends of each line. Ms. Landry explained to the group that the Board of Directors gave WMATA \$100,000 to spend on their campaign to market the new opening time for the metro. Two radio spots were made for the 5:00 a.m. opening, one in English and one in Spanish. In the first week, WMATA exceeded its goal of 30,000 riders before 5:00 a.m.

Leann Landry also discussed WMATA's marketing campaign for SmarTrip on buses. The objective of that campaign is to inform metrobus and rail riders that SmarTrip is now available on the bus and encourage them to purchase SmarTrip cards via the website.

## **9. Calendar of Events/ Other Marketing Information**

Time did not permit for this agenda item.

## **10. Other Business/ Set Agenda for December 2004 Meeting**

No agenda items were suggested.