



REGIONAL TDM MARKETING GROUP

MEETING NOTES

September 19, 2017

1. Introductions

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

2. Meeting Minutes

Notes from the June 20, 2017 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Jeannie Fazio, from the Maryland Transit Administration was presented with a plaque and thanked for her service (via conference phone) as Chairperson of the FY17 Regional TDM Marketing Group. Sharon Affinito, from Loudoun County Commuter Services was announced as the new Chairperson for FY18, and the FY18 Vice Chairperson will be Antoinette Rucker of the Washington Metropolitan Area Transit Authority.

4. Marketing Campaign Summary Report

The FY17 Second Half Marketing Campaign Summary Final Report reflects marketing activity between January and June 2017. Substantive additions to the report from the previous draft include WTOP digital ads, transit signage photos, Employer Recognition Awards winner photos and print advertisement, Bike to Work Day earned media placements, and analytics of social media and digital advertising.

5. FY18 Marketing Communications Plan

The Marketing Communications Plan and Schedule outlines Commuter Connections' planned regional marketing strategy for FY18 to create awareness and generate interest in Ridesharing, GRH, CarpoolNow, 'Pool Rewards, and special events. In mid-August, the document was posted in draft form onto SharePoint, and an open comment period followed. All edits and comments received were worked into the final document. Each FY18 Work Program component listed an objective, target market, tactics and media budget allocation. The document also includes timeline schedules for FY18 creative development and media campaigns.

6. Inside the Beltway Express Lanes

Michelle Holland from the Virginia Department of Transportation provided an update on the I-66 Express Lanes project and its outreach efforts. The scope of the program includes widening eastbound I-66 between the Dulles Connector Road and Fairfax Drive (approximately four miles) by December 2017. Single occupant drivers will pay a variable toll while carpoolers with two or more passengers and an E-ZPass Flex will travel free. A portion of the toll revenue from the I-66 Express Lanes will fund improvements in bus travel and other commuter options including new park and ride lots, bikesharing, and expanded bus routes. The marketing campaign objectives are to inform and educate about the new I-66 Express Lanes, and how to obtain an E-ZPass. The target audience is first responders, Dulles International Airport travelers, commuters, law enforcement, transportation providers, and hybrid drivers. Media will include print, online, television, paid social media, bus exteriors, and gas pump toppers. Community and stakeholder outreach and earned media will be employed as well.

7. Commuter Connections FY18 Marketing Activity

Dan O'Donnell of Odonnell Company discussed FY18 marketing activity including the 2017 Car Free Day event, the upcoming fall media buy, and written conceptual approaches for the FY18 spring marketing campaign. This year's Car Free Day poster contained the message "Drop it for a Day," with the visual of a hand dropping car keys. The call to action directed area workers, residents and students to go online at www.carfreemetrodc.org and take the pledge to use transportation alternatives on September 22, 2017. A promotion with Chipotle Mexican Grill offered buy one get one free meals to those who take the Car Free Day pledge. The marketing campaign includes radio, text messages, paid and boosted social media, and online/mobile ads on WTOP.com. Clean Air Partners produced a video for the Car Free Day web site and embarked on a social media campaign to encourage pledges. An earned media campaign has been working to secure interviews and encourage media outlets to place Car Free Day news stories. Bus signage was donated by Montgomery County Ride On, Metrobus, Arlington Transit, and Prince George's County. The Capital Area Car Free College Campus Challenge is being held as a friendly competition to generate a buzz about Car Free Day on college campuses within the region and to garner pledges. New this year, a key influencer blog, megbiram.com was commissioned to write about Car Free Day.

The upcoming fall FY 2018 regional TDM mass marketing campaign will use radio ads that were originally produced for the spring FY17 campaign. The media plan calls for a mix of news, music, sports, and Hispanic radio stations, plus social media. Commuter Connections produced the summer 2017 newsletter which was distributed to the employer database and TDM stakeholders in hard copy and e-mail format. Planning stages for the spring FY 2018 marketing campaign were reviewed, and several written concepts were presented. The

state funding agencies will review and comment on creative designs developed for the Commuter Connections FY18 spring marketing campaign on October 10th. Following that meeting, the marketing workgroup members will review and comment on the materials as well. The creative materials will be refined based on comments, and finalized for the spring campaign.

8. PRTC Marketing

Katy Nicholson from Potomac and Rappahannock Transportation Commission (PRTC) gave a presentation on recent marketing activity in Prince William County. The MyLink Teen Summer Pass offers three months of unlimited local bus rides for \$30. Challenges have persisted over the past decade as participation in the program has declined. Marketing efforts included school flyers, social media, community outreach events, mentions in print and online ads, email and text alerts, and on-board notices. PRTC partnered with minor league baseball team the Potomac Nationals, which included advertising in the program booklet, and sponsorship of a team photo giveaway/autograph session. A postcard was sent to promote OmniRide commuter bus routes from Gainesville to downtown DC, and the Pentagon, and was funded by the Northern Virginia Transportation Commission as part of I-66 congestion relief. A campaign was developed to generate response to a passenger questionnaire which awarded \$20 Starbucks cards, plus \$20 SmarTrip cards for referrals.

9. FY18 Strategic Marketing Plan

The FY18 Regional TDM Resource Guide and Strategic Marketing Plan report (SMP) is an annual guide that serves as a resource for current and planned marketing strategies and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. It contains a profile of the region and its forecast population and employment growth trends. Other sections include regional activity centers, TDM product profiles with benefits and challenges of each, and summaries of recent TDM research. The draft report was inclusive of initial edits received during the first round of changes that took place in August 2017. Commuter Connections network members who have not yet contributed were asked to provide updates to sections of the report pertaining to their organizations by October 31st. The final draft report will be distributed at the December Regional TDM Marketing meeting for endorsement.

10. Calendar of Events/Marketing Round Table

Time did not permit this agenda item.

11. Other Business/Suggested Agenda items for the next meeting.

The next Regional TDM Marketing Group meeting is Tuesday, December 19, 2017 from noon – 2:00 p.m.