



**MEETING NOTICE AND AGENDA  
FY15 REGIONAL TDM MARKETING GROUP  
September 16, 2014**

**1. Introductions**

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

**2. Meeting Minutes**

Notes from the June 17, 2014 meeting were approved as written.

**3. Change of Chairpersons**

Sandra Brecher from Montgomery County Commuter Services was presented with a plaque and thanked for her service as Chair of the FY14 Regional TDM Marketing Group. Gabriel Ortiz, City of Alexandria will become the new Chairperson for the FY 2015 Regional TDM Marketing Group. The new Vice Chair will be Meredyth Jensen of goDCgo.

**4. Commuter Connections FY14 Marketing Campaign Summary Report**

The Second Half FY14 Marketing Campaign Summary final report was distributed to the Committee. It provides a final wrap up of marketing activity from January-June 2014. Substantive additions since the previous draft version included Park & Ride events and the carpool in a limo contest with Redskins quarterback, Kirk Cousins; supplemental 'Pool Rewards media buy; Employer Recognition Awards photos and congratulatory print ad in the Washington Post; digital timeline; 40<sup>th</sup> anniversary celebration; and updated response data through the end of the fiscal year. Rideshare applications ended the fiscal year on a positive note at 15% up, and the trend of GRH applications, although down for the fiscal year, began trending in an upwardly direction.

**5. FY15 Marketing Communications Plan and Schedule**

The FY15 Marketing Communications Plan and Schedule was included as part of the meeting announcement materials and issued as a final document. The document was posted onto the Commuter Connections SharePoint site for an open comment period and incorporates all edits. The FY15 Marketing Communications Plan and Schedule notes the target audience and tactics used for each of the TDM services including GRH and

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Ridematching, and outlines the media budget allocation for each. It also charts out the FY 2015 creative development schedule from concept to campaign launch.

**6. FY15 Marketing Workgroup Volunteers**

FY 2014 Marketing Workgroup members were recognized for their valuable input. Members included Antoinette Rucker, Washington Metropolitan Area Transit Authority; Marcus Moore, Fairfax County Department of Transportation; and Shawntea Smith, Prince George's Department of Public Works & Transportation. Committee members who volunteered to serve on the FY15 Commuter Connections Marketing Workgroup are Adrienne Moretz, Frederick County TransIT Services; Meredyth Jensen, goDCgo; and Sharon Affinito, Loudoun County Commuter Services. Workgroup members will review and comment on creative and radio scripts developed for the Commuter Connections FY 2015 spring campaign and other marketing developed throughout the fiscal year.

**7. Commuter Connections FY15 Marketing Activity**

Dan O'Donnell of Odonnell Company discussed FY15 marketing activity including Car Free Day, the upcoming fall media buy, and conceptual approaches for the FY15 spring marketing campaign.

The Car Free Day poster depicted a car placed on a coat hanger with the headline "Put it Away". A Car Free Day 2014 proclamation signing took place at the July TPB meeting. Several press releases were sent out in August and September to build momentum for Car Free Day. Coverage was received on NBC4 TV, the Washington Post, WAMU, and WUSA9 TV. A 60 second commercial was produced and aired several weeks leading up to through the event. The radio spot aired on WTOP, DC101 and Hispanic station, El Zol.

The marketing campaign consisted of radio, text messaging, posters, donated transit signage, email blasts, online banner ads, social media and an earned media effort. The efforts brought attention to the event and drove the public to take the pledge to go car free or car-lite. The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses in the region. Six universities encouraged their students, faculty and administration to take the Car Free pledge. Georgetown edged out George Washington for total number of pledges. Sande Brecher suggested that next year's college competition should look to include a separate challenge among Community College Campuses.

Social media accounts were active to keep the Car Free Day event relevant and to garner more friends and followers. Nearly 3,900 people liked the Car Free Day Facebook page, up 8 percent since last year's event; and the number of followers on the Car Free Day Twitter page increased almost 19% to 475. Donated prizes were offered as incentives to

people pledging to go car free or car-lite. New sponsors for 2014 included Sole' Bicycles, SEE eyewear, sweetgreen, Walking Role Models, and Six Flags America. Commuter Connections network members hosted numerous events and promotions to celebrate the trial and use of car-free alternatives. Nearly 4,656 took the pledge to go Car Free or Car-Lite on September 22, nearly an 11% increase over 2013.

The upcoming fall FY 2015 regional TDM mass marketing campaign will use ads that were originally produced for the spring FY14 campaign. Rideshare will encompass news, music, and Hispanic radio stations; network and cable TV (abc7 and Comcast); and Pandora online radio. GRH will include sports, news, and music radio stations. Commuter Connections produced the summer 2014 newsletter and it was distributed to the Employer database and TDM stakeholders. The cover story was on the 2014 Employer Recognition Award winners. Lisa Dumetz from the Virginia Department of Rail and Public Transportation suggested that Commuter Connections should promote the use of its mobile app to a larger extent.

Various stages of planning were reviewed for the FY 2015 marketing campaign. During the meeting, three concepts for each GRH and Rideshare Feedback were presented. Final selections will be provided by the marketing workgroup, who will narrow the concepts down to those which will be refined for use during the FY 2015 second half of fiscal year regional TDM marketing campaign .

#### **8. FY15 Strategic Marketing Plan**

The FY15 Regional TDM Resource Guide and Strategic Marketing Plan Draft report (SMP) was included as part of the meeting announcement. 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 contains summaries of recent TDM research from the last several years.

Commuter Connections network members were asked to contribute by updating all sections of the report pertaining to their organizations. The report was inclusive of initial edits received during the first round of changes that took place in August. The draft report was posted onto SharePoint in PDF form for download and final edits will be taken through October 31st. In 2014 COG completed an extensive re-examination of Washington metropolitan region Activity Centers. For purposes of the SMP, COG will group Activity Centers into clusters which serve as key employment areas containing 25,000 jobs or more (2015 forecasts). Based on these changes, it is possible that Committee members may want to make some adjustments to the document in order to align the existing information with the newly defined Activity Centers. The final draft report will be distributed at the December 16<sup>th</sup> meeting for adoption and release.

**9. Calendar of Events/Marketing Round Table**

Meeting participants shared recent advertising/marketing collateral and discussed news and upcoming events and happenings within their organizations.

WMATA is giving away tickets to Redskins game as promotional as part of a promotion for SmartBenefits.

**10. Other Business/Suggested Agenda items for next meeting**

The next FY15 Regional TDM Marketing Group meeting date is Tuesday, December 16, 2014, from 12:00 pm – 2:00 pm, in the COG 3<sup>rd</sup> Floor Board Room.