

Regional TDM Marketing Group

Meeting Minutes

Tuesday, December 19, 2006

12:00 p.m. – 2:00 p.m.

Metropolitan Washington Council of Governments

777 North Capitol Street, NE

First Floor, Room 1

1. Introductions

2. Minutes of September 19, 2006 Meeting

The minutes were approved as written.

3. Regional TDM Resource Guide/SMP

Douglas Franklin issued the final report of the FY07 Washington Region TDM Resource Guide and Strategic Marketing Plan. This annual guide serves as a resource for TDM products, research, and planned marketing activities conducted within the Washington metropolitan region. The document was approved for final release.

4. GRH Customer Satisfaction Survey

Douglas Franklin presented preliminary findings from the FY 2006 Guaranteed Ride Home (GRH) Customer Satisfaction Survey. The results encompassed a survey of trip recipients during fiscal year 2006 (July 2005 through June 2006). The customer satisfaction survey for GRH was collected on an ongoing basis throughout the fiscal year. All commuters who obtained a free ride home through the program received a survey response card for each ride taken.

Of the 2,846 surveys distributed in fiscal year 2006, 927 completed surveys were received, a 33% response rate. The vast majority, 96% of the survey respondents were satisfied with the overall GRH service. Written responses were entered on 60% of the 927 returned survey cards. Compliments made up 70% of the written responses. Good or above ratings were given by 93% of the respondents for all categories. Average response wait was 16 minutes and 92% waited 30 minutes or less.

5. Commuter Connections Marketing Campaign

Dan O'Donnell from Bus Design presented a preview of upcoming FY 2007 Commuter Connections marketing. Plans include an integrated marketing campaign consisting of drive time radio as well as direct mail, exterior transit, bus shelters and online marketing. This year's campaign will use a "small step, big difference concept". With one small action, a call to Commuter Connections, commuters can get the info they need to make a positive change which can make a big difference. Employer outreach will include print and electronic collateral for the Live Near Your Work initiative, the employer newsletter, as well as a redesign of the employer sales portfolio. Special events planned by Commuter Connections for FY07 will include the Live Near Your Work kick-off, Bike to Work Day and the tenth annual Employer Recognition Awards. Lastly the Commuter Connections web site will undergo a complete redesign.

6. Web Launch goDCgo.com

Representatives from Downtown DC BID and Anna McLaughlin from DDOT discussed the development and launch of goDCgo.com, the new downtown D.C. traveler web site. Officially launched in October 2006, the web tool serves District residents, employees and visitors and provides all you need to make getting around downtown DC easier. The cornerstone of the site features a cutting edge interactive map which displays the following:

- Bicycle Routes, Lanes & Trails
- DC Circulator Bus
- Metrorail stations
- Metrobus stops
- Taxicab Fare Zones
- Parking Facilities – (including cost for most garages)
- Carsharing locations

The web site's mapping features will undergo further enhancements in order to provide even greater usability. For example, programmers are working on making the address locator more intelligent, in order to limit the amount of information that a user must enter to plot the starting point and desired destination. Also being considered is the expansion of the map display area beyond just the downtown geography. The site will feature special events that impact traffic such as the Taste of Georgetown or the National Cherry Blossom Festival. The site also contains many useful links to other transportation related web sites, including Commuter Connections and Metro's Trip Planner. Prior to the developmental stages of creating the new web site, focus groups were conducted to gain a better understanding of what users look for in a website of

this kind. One focus group was made up of both downtown residents and employees of the District, and a separate focus group study was made up of DC tourists. Participants were very destination focused and interested in finding quick information on how to get around. Hence, the web site's tag line "Straight to the Point" communicates straightforwardness when it comes to getting information quickly.

The marketing campaign consisted of onsite promotions as well as advertising on Circulator Bus Panels, the Golden Triangle 2007 Guide, Bike to Work Day e-mail marketing, partnership with ZipCar, various newsletters, downtown holiday shopping brochure and a press event to launch the site with The District Department of Transportation. Web visits for September 2006 prior to the official October web launch were 1,500 and increased to 6,900 during October.

7. Calendar of Events / Marketing Round Table

This was an opportunity for meeting participants to share recent advertising, marketing collateral and other information, and to discuss news or upcoming events happening within their organizations.

8. Other Business / Set Agenda for Next Meeting

Marketing Group members were asked to provide any suggestions for topics for the next Regional TDM Marketing meeting to be held on March 20, 2007. Donna Norfleet will present methodology and findings from the City of Alexandria's recently conducted TDM study which tested three types of marketing approaches. Donna Murray expressed interest in presenting WMATA customer research at a future marketing meeting.