



MEETING NOTES
REGIONAL TDM MARKETING GROUP
December 18, 2018

1. Introductions

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

2. Meeting Minutes

The notes from the September 18, 2018 Regional TDM Marketing Group meeting were approved as written.

3. FY19 Regional TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin, COG/TPB staff, reviewed the FY19 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan (SMP) final draft report. The SMP serves as a resource for TDM products and services available in the region; provides a snapshot of key activity centers, and planned marketing activity within them by Commuter Connections and its various network members; and contains summaries of TDM research conducted over the past five years. Through the recently approved Visualize 2045 long range transportation plan, the SMP provides a profile of the region's population and job growth, and its subsequent impact on mobility and how transportation planning and TDM plays a vital role as part of the Congestion Management Process. The document was endorsed by the Committee for final release, pending final edits provided by the Virginia Department of Transportation. Upon finalization, the SMP will be posted to the Commuter Connections website and bound copies will be available by request.

4. Commuter Connections FY19 Marketing Activity

Dan O'Donnell, Odonnell Company, presented Commuter Connections' fall FY19 marketing activity, and a preview of the upcoming spring regional TDM marketing campaign. The FY 2019 1st Half Marketing Campaign Summary draft report, which reflected marketing activity occurring from July to December 2018, was distributed as an initial draft; the final version will be distributed at the March 2019 meeting.

The Car Free Day campaign raised public awareness of transportation alternatives and challenged drivers to "drop it for a day" and go car free or car-lite on September 21 and/or 22, 2018. Sponsor agreements for raffle prizes were secured including a promocode from District Taco for discounted online orders, exclusively available to those who took the Car Free Day pledge. The Car Free Day ad campaign began September 1, 2018 and ran through Car Free Day; the ad campaign included paid ads and boosted posts on Facebook, two paid blogs, Pandora, YouTube, text messages, email blasts, flyers, radio personality endorsements, and donated transit signage. The Capital Area Car Free College Campus Challenge was held to garner pledges on college campuses. An earned media campaign was engaged and more than 2,700 took the pledge to go Car Free or Car-Lite as a result of the event.

The FY19 1st half of the fiscal year umbrella TDM marketing campaign media buy was launched in October and runs through the end of December, using ads originally produced for spring FY18. The media plan calls for a mix of traditional media and Pandora internet radio, social media (YouTube,

Facebook), paid blogs, digital ads (Waze, Google), native online content, transit signage, and streaming TV. GRH Baltimore included news and music radio, Facebook and YouTube.

New creative concepts for the 2nd half of the fiscal year umbrella marketing campaign were developed and feedback was solicited from marketing workgroup members and the state funding agencies. Winning concepts were 'Don't Freak Out' for the Guaranteed Ride Home, and 'Why Rideshare, Why Not?' for Rideshare. A direct mail piece will be released in late December targeting Washington, DC region households and will incorporate the new creative.

Advertising for 'Pool Rewards was placed on iHeart and NBCTV social media. The Bike to Work Day sponsor drive began in November, and a nomination brochure was created and distributed in early December for the 2019 Employer Recognition Awards.

5. FY18 Guaranteed Ride Home Customer Satisfaction Surveys

Douglas Franklin, COG/TPB staff, reported preliminary findings from the FY18 Guaranteed Ride Home (GRH) Customer Satisfaction surveys conducted within the Washington and Baltimore metropolitan regions. Both surveys revealed significant customer satisfaction improvements.

The total number of Washington, DC region GRH surveys distributed in FY 2018 was 2,317, with a response rate of 15 percent. The overwhelming majority of respondents, 97 percent, were pleased with overall service, an all-time high. Two other categories, Reservations Staff and Response Time ratings also reached all-time high marks. Written comments were received by 71 percent of respondents. Compliments outweighed criticism by an 8 to 1 ratio. For each of the four categories, a good or excellent rating was given by 92 percent or more of the respondents. The average wait time was 13 minutes, and 94 percent waited 30 minutes or less. Personal Illness followed by Unexpected Emergency were the most prevalent reasons for using GRH in the Washington, DC region.

The total number of Baltimore region GRH surveys distributed in FY 2018 was 125, with a response rate of 9 percent. The vast majority, 82% of the survey respondents, were pleased with the overall GRH service. Three categories reached all-time high marks (Reservations Staff 91%, Transportation Service 91%, and Response Time 82% ratings). Written comments were received by 73 percent of respondents, and compliments outweighed complaints by a 4 to 1 margin. The average wait time was 25 minutes. Unexpected Emergency followed by Personal Illness were the most common reasons for using GRH in the Baltimore region.

6. Calendar of Events/Marketing Round Table

Maggie Awad, Arlington Transportation Partners (ATP), noted that there were 243 "Champions" for 2018, and over 20 percent have been in the program for five years. Champions is a designation given to businesses, multi-family residential communities, commercial properties, hotels, and schools in Arlington County who reach a determined level of enhanced transportation programs. ATP is also promoting the Metrorail shutdowns happening during summer 2019 to employer clients.

Bobbi Greenberg from Arlington County Commuter Services announced that the Pentagon Commuter Store opened in September 2018, and a new "Car-Free Diet Stories" video was produced and placed onto

www.carfreediet.com and YouTube. New Car-Free Diet transit map brochures were mailed to all households in Arlington; the maps were distributed at the meeting.

Mark Sofman, Montgomery County Commuter Services, reported that the County Department of Transportation conducted three town hall meetings, plus meetings with civic and business organizations concerning the expansion of the dockless bike pilot program. As of December 14, the dockless bike pilot program expanded beyond Takoma Park and Silver Spring to include North Bethesda. The inclusion of dockless e-scooters is being considered as well. More information can be found at www.montgomerycountymd.gov/bikeshare.

Traci McPhail, North Bethesda Transportation Center, is promoting transit benefits, preparing annual reports, working the dockless bikeshare expansion to North Bethesda, and reminding employers about the Commuter Tax Credit.

Nancy Huggins, Maryland Transit Administration consultant, announced that the Maryland Rideshare/Commuter Assistance Grant application has been released. Also, Commuter Choice Maryland has a new website at www.mdot.maryland.gov/newMDOT/Commuter/Commuting. The site includes videos, resources, and two webinars on the Maryland Commuter Tax Benefit program.

Leigh Anderson, GWRideConnect, mentioned that two vacancies (Director, Outreach position) are open due to a retirement and an unexpected passing.

Paul Gatons Jr., Montgomery County Commuter Services consultant, stated that the County will be organizing Bike to College Day in mid-April 2019 to include participation from Montgomery College (three campuses), The Universities at Shady Grove, Johns Hopkins University-Shady Grove, and perhaps several other small colleges.

Kendall Tiffany, Frederick County Transit Services, completed a three month long digital advertising "BARK" campaign that utilized a combination of behavioral targeting, ad networks, retargeting and keyword targeting with Manning Media focused on Rideshare and GRH. A pre-roll (:15 sec) commercial about commute alternatives is running with Comcast Spotlight. In addition, a telework promotion is running on Facebook. The County's current focus is on planning spring campaigns and events.

Antoinette Rucker, Washington Area Metropolitan Transit Authority, noted that as of January 1, 2019 customers using a registered SmarTrip card who experience a rush-hour delay of 10-minutes or more will receive a Metro credit for future travel. As part of a continuing effort to make SmartBenefits easier to use, Metro released the first component of a new self-service feature for SmartBenefits participants; the feature allows participants to see their upcoming SmartBenefits enrollment status and monthly benefits online.

7. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 19, 2019 from 2:00 p.m. – 4:00 p.m.