

Regional TDM Marketing Meeting

June 7, 2005

Metropolitan Washington Council of Governments
10:00 a.m. – Noon Meeting Room 3

1. Introductions

2. Minutes of April 5th Meeting

The minutes were approved as written

3. OmniLink Anniversary Promotion

Althea Evans of The Potomac and Rappahannock Transportation Commission (PRTC) discussed the recent promotion “Celebrating 10 Years of OmniLink Bus Service.” The objective of the anniversary promotion was to celebrate this milestone and engage all target audiences including PRTC Commissioners (past & present), passengers, public officials, local transit supporters, media, general public, PRTC and contractor staff.

A logo was designed especially for the 10th anniversary to capture the essence of the milestone and create an air of excitement. Other requirements of the logo design was that it be professional and easily re-purposed for a variety of uses.

A marketing plan was developed with a budget of \$25,000 (final cost came under budget). This was coupled with in-kind donations from local merchants for prize drawings.

The anniversary celebration was kicked-off with a party recognizing past & present PRTC Commissioners. This encompassed a festive atmosphere, using a star motif, an assortment of banners and former marketing materials to bring back the past. Commissioners were honored with certificates and mementos. Faces of OmniLink were honored and thanked for patronage. Faces of OmniLink are profiles of passengers that exemplify the tried and true bus riders. These spotlighted passengers were selected through suggestions from the customer service staff.

Elements of the passenger & public celebration consisted of the following:

- Thank passengers for their patronage and continue to position the service as important to the community
- Designed special “Anniversary Bus” graphics
- On-board notices announcing celebration and print ads

- Free rides during celebration and grand finale day through the “Mystery Bus” – Each day during the first week of celebrations, unannounced free rides were given on a different bus. On the grand finale wrap-up day, June 17 a grand prize passenger drawing was held and *all* OmniLink buses provided free rides
- On-board contest – 10 weekly prize drawings
- Faces of OmniLink posters



Public Officials & Community-based Transit Supporters received a letter thanking them for their support over the years along with a brochure highlighting accomplishments over 10 years of service.

A media kit was developed that was hand-delivered along with delicious treats. The kit included a news release, brochure, the “Faces of OmniLink” rider profiles, copy of the print ad, and the list of sponsors. This resulted in stories appearing in the Prince William edition of The Washington Post as well as local community papers.

PRTC & First Transit Staff were also recognized for the job they do to get the service on the road every day. This was initiated to thank the staff and to generate some internal excitement for the promotion. The fun included ten weekly staff prize drawings. As part of the staff recognition, ten-year PRTC and contractor staff were honored and presented with “goodie” bags.

4. Commuter Connections FY05 Marketing Campaign Update

Paula Johnson of NDW Communications provided an update on Commuter Connections marketing activities and COG staff distributed a draft of the FY05 2nd Half Commuter Connections Marketing Campaign Summary report.

Mass Marketing:

- Radio \$245,429; online \$27,115 – added value PSAs \$69,600
- 60-second spot radio on 14 mainstream stations reaching 86% of the target audience an average of 24 times
- Radio spots on two Hispanic stations
- Four weeks of banner display advertising on Washingtonpost.com and ongoing keyword search maintenance
- Tested bus back signage on commuter buses traveling on HOV lanes, boasting the “stress free” benefits of ridesharing. February through April

Guaranteed Ride Home:

- Radio \$333,688 and online \$29,396; added value PSAs \$86,350
- 60-second spot radio on 15 mainstream stations, reaching 94% of the target audience an average of 27 times
- Radio spots on three Hispanic stations
- Four weeks of banner display advertising on Washingtonpost.com and Mapquest and ongoing keyword search maintenance
- Bike to Work Day Event supported via radio, collateral, public relations
- Full Page four-color ad in May/June New Homes Guide
- Direct mail drop to 400,000 + households – week of April 18, tied to Gevalia Promotion
- Hispanic promotions with El Zol April/May/June

Guaranteed Ride Home Direct Mail – Spring 2005:

- Commuter Connections and Gevalia Kaffe teamed up for the “Ridesharing with Commuter Connections and Gevalia Top Ten Contest”
- Contestants provide their reasons why getting to work is better with Commuter Connections and Gevalia coffee
- Gevalia supplying the following prizes-
 - Grand prize: All expense paid trip for two to Hawaii’s big island including guest of Gevalia at world’s premier coffee tasting competition
 - Nine second prizes: Thermal coffeemaker and Gevalia coffee
 - Those who register and qualify for GRH can also receive a free travel mug and Gevalia coffee sample
- **Contest support:**
 - Direct mail to over 400,000 households
 - 60-second live reads on targeted radio stations
 - Three jointly sponsored Park ‘n Ride morning coffee events (Loudoun, Prince Georges and Frederick County)
 - Republican Pat Buchanan and Democrat James Carville teamed up in Loudoun to promote carpooling by sharing a ride to DC.

- Special Web site for contest and home page link.
- **Preliminary Results Reported:**
 - Park 'n Ride morning coffee events yielded broad publicity – print media, radio and television.
 - 155 Contest entries were received - 83% opted-in to receive travel mug
 - Over 436 GRH and/or Rideshare hard copy applications received - 81% opted-in to receive travel mug
 - Online applications is not yet available
- **Public Relations Follow Up:**
 - Winners announced and prizes awarded in July – photo of Grand Prize winner and story to be pitched to the media.
 - Top Ten list announced and stories behind the top reasons why getting to work is better with Commuter Connections and Gevalia also pitched

Bike to Work Day

- Commuter Connections worked with WABA to promote Bike to Work Day
- Event garnered successful positive publicity for Commuter Connections.
- Commuter Connections along with numerous sponsors supported the event with:
 - Posters and Rack Cards
 - Radio
 - Banner Development
 - HTML email
 - Giveaways
 - Public Relations

Bike to Work Day Results

- 12 cash sponsors (\$250-\$5,000) / 12 In-kind sponsors
- Over 4,800 pre-registered for the event
- Despite a downpour on the morning of the event, an estimated 1,000 bicyclists braved the commute.
- Media Coverage
 - TV: Channels 4, 5, 7 and 8; Washington Post—Sunday Source, Washington Examiner, Alexandria Gazette, Bethesda Gazette, Bowie Star, Burke Connection, Fairfax Connection, Loudoun Times-Mirror, Reston Times, Silver Spring Gazette, Springfield Times, Vienna Connection.

Hispanic Promotions

- Radio spot advertising on El Zol/WLZL FM
- El Zol vehicle promotion - Four El Zol vans outfitted with magnetic Commuter Connections signs made appearances at every available Hispanic event in the DC area.
- Spanish language versions of the Commuter Connections brochures provided and distributed at events

- Promotional consideration on air with announcements of where the El Zol vans will be on hand.
- On air interview with Commuter Connections representative

Telework Workshops

- Radio \$94,019 with added value of \$43,325
- 60 second spot radio on seven radio stations promoting the Telework Workshops in March, April and May
- Reached 60% of the audience an average of 9 times
- Radio web site tie-ins
- Board of Trade “Across the Board Newsletter”
- Brochure mailed to employers

Telework Workshops Attendance

- 157 participants attended the 2005 workshops
- Attendance was the third highest in past eight years

Telework Centers

- Radio \$21,000
- 60-second spot radio on WTOP AM/FM in January
- Newspaper ad in Wall Street Journal Metro edition

Telework Poster

- Employer poster to support teleworking for placement at office work sites
- Sent to employers offering Telework

Integrated Rideshare

- Continuance of “ambassadors” program up at each InfoExpress Kiosk for promotional purposes to create awareness and use of the kiosks.
- Nine malls in the Washington metropolitan area and 18 Ambassador program dates.

Employer Awards Program

- Collateral includes invitations, signage, recognition print ads, and program booklet. Giveaways are also provided to guests


5. WMATA Marketing Update

Leann Landry discussed WMATA’s Spring-Summer 2005 marketing initiatives.

Citi – SmarTrip Card promotion

The Citi – SmarTrip Card promotion objective was to inform customers and potential customers that you can now get a credit card and SmarTrip card all in one. Anything you can do with a SmarTrip Card, you can do with a Citi card. The ads were designed to be

eye catching and combine the Citi and Metro messages. Existing Citi customers with expiring cards who have utilized their Citi card to buy Metro fare media were sent the new card as replacement for old card. Citi reports that customers with the dual card now spend more on average on both their total Citi purchases as well as Metro purchases than the Control Group. However, no specific numbers were available to date. Ms. Landry added that 95% of expenses for the promotion were from Citibank. They do not have exclusivity as any credit card service can do this if they approach Metro.


Gets you on Metro faster.
And pays for what really moves you.



SmarTrip® Card and
credit card in one.

Just tap it and
hop on Metro.

Use it to shop, dine
and play everywhere.

1-877-282-0155

SmarTrip.citicards.com



Off-Peak advertising

The new Off-Peak advertising objective was to bring to life the “Metro Opens Doors” tagline in order to have people consider and remember to ride Metro to their non-commuting destinations. This is a continuation of the campaign that was started spring 2004. The advertising is “in-system” and includes Car Cards, Dioramas, Interior Bus, and Tails. The ads will run from April – August and include scenes from baseball stadium, library, shoe store, museum and fitness club. Paid Advertising includes print ads in the City Paper and the Washington Post Express.



METRO. WHEREVER YOU GO.

It's not just for work. Ride Metro to see people, visit places and enjoy events all over the area. On weekends, late at night, in the middle of the day—there's always a good time and place for Metro.

INFORMATION ANYTIME 202-637-7000



TTY 202-638-3780

MetroOpensDoors.com

Ridership Totals

- April '05 vs. '04:
- Average Weekday Midday up +1.5%
- Weekday Evenings +15.24%
- Weekend +10.78%.

Eleven all-time high ridership days in April 2005 largely due to Washington Nationals games. Reporting from Nationals baseball team official attendance records indicate to date, a little over 50% of sports fans take Metro to/from the games.

May '05 vs. '04:

- Avg. Weekday Midday up +1.3%

- Weekday Evenings +9.85%
- Weekend +6.12%

Sports Related Ridership Wizards / Nationals:

- 10/04 – 86,569
- 11/04 – 60,482
- 12/04 – 135,854
- 01/05 – 92,820
- 02/05 – 117,320
- 03/05 – 190,206
- 04/05 – 466,444

Wrapped Trains

The first wrapped train was McDonald’s for the Fruit Salad Buzz. It started in May and is running for three months. Several others are in the works including Chevy Chase starting in September. Ms. Landry mentioned that a WMATA policy prevents the wraps from covering the windows which unfortunately limits the amount of space for potential advertiser messages. This consequently reduces the potential to see the space to would be advertisers.



6. 2005 Washington Metropolitan TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin discussed the schedule for the 2005 TDM Resource Guide and Strategic Marketing Plan (SMP). The purpose of the SMP is to have a comprehensive guide summarizing Transportation Demand Management marketing plans, activities and budgets within the Washington region. The SMP is compiled based on input from the local COG jurisdictions, transit agencies, TMA’s state DOT’s and a number of other sources. The report is a living document that shares a wealth of information about TDM programs and promotions as well summaries on research conducted within the region.

The initial draft will be issued by early August and updates will be taken through mid Sept. The final plan version will be distributed in October 2005. This will mark the 9th year of the report’s release.

7. Calendar of Events / Marketing Round Table

This is an opportunity to go around the room and have meeting participant share recent advertising, marketing collateral and information, and to discuss news or upcoming events happening within their organizations.

Linda Provost from Montgomery County provided an update on their Transportation Awards ceremony. The 19th annual event took place on May 13th at the Bethesda North Hotel & Conference Center. The event featured many notable speakers including keynote U.S. Senator Paul Sarbanes, Congressman Chris Van Hollen, County Executive Doug Duncan and Department of Public Works and Transportation Director Arthur Homes Jr. Twenty-five award winners received recognition under three main categories including Commuter Services Awards, Best of the Best and Keep Montgomery County Moving Awards.

Victor Egu from Prince Georges County reviewed Rideshare activities conducted during the last quarter.

April

- Senior Employment Transportation Fair in Camp Springs, MD (100 giveaways, literature distr., 8 applications collected, display set-up)
- COG held the Gevalia Coffee / Commuter Connections GRH Promotion at the Beltway P&R near College Park. (DPW&T staff attended and distributed giveaways)
- Rideshare Day at Verizon in Calverton, MD (60 giveaways, literature distr., 8 applications collected, display set-up)

May

- Rideshare Day at the National Science Foundation in Arlington, VA (80 giveaways, literature distr., 7 applications collected; display set-up)
- Bike-to-Work Day at College Park (20 giveaways, literature distr., display set-up)
- The New Directions Spring Newsletter was printed and distributed. (I'll provide you copies for distribution at the meeting)
- Represented Dept. at the 16th Annual Public Transit Forum (Shared details of new/modified THEBUS routes; discussed the impact of Blue Line ext. on Co. transit; discussed other topics related to Co. Transit.)
- Attended the opening of the Potomac Heritage Trail (pedestrian/cycling) at Ft. Washington Park.

8. Other Business / Set Agenda for next meeting

Marketing Group members were asked to provide any suggestions for topics at the next Regional TDM Marketing meeting to be held on Tuesday August 2, 2005 meeting. No suggestions were offered at this time.

REGIONAL TDM MARKETING GROUP MEETING SIGN-IN SHEET JUNE 7, 2005

(Please put a **T** beside your name, or add it using the space provided on the last page.)

(Please cross out your e-mail if you DO NOT wish to receive information electronically.)

* Chair

** Vice Chair

*** COG Staff Contact

	NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
	Debra Adams	Maryland Transit Administration	410-767-8356
	Heidi Adams	Clean Air Partners	410-308-0190
	Franklin Bell	Prince George's County	301-883-5656
	Matt Benka	Virginia Railway Express	703-684-1001
T	Muriel Bowser	Montgomery County Commuter Services	301-565-5700
	Sandra Brecher	Montgomery County Commuter Services	301-565-5870
	Robin Briscoe	Tri-County Council for Southern Maryland	301-884-2144
	Jim Carlson	Montgomery DPWT	301-565-7378
	Laura Chin	Montgomery County Commuter Services	301-565-7378
	Rick Clawson	DRPT	804-786-7858
T	Paula Johnson	Dudnyk Group of Marketing Companies	267-532-1190
	Lois DeMeester	Arlington Transportation Partners	703-247-9293
	Mary Jane DeSonia Dye	Aleandria Transit Company	703-370-3274
	Victor Egu*	Prince George County DPW & T	301-883-5656
	Althea Evans	PRTC	703-580-6131
	Brian Fitzek	American Lung Association of Maryland	410-560-2120
	Christina Gordon	ATP	
	Bobbi Greenberg	Arlington County Department of Public Works	703-228-4787
	Howard Jennings	Arlington Transportation Partners	703-683-6630
	Eric Gilliland	Washington Area Bicyclist Association	202-628-2500
	Michael Jones	General Services Administration	202-260-4155

	NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
T	Ann King**	Virginia Railway Express	703-684-1001
	Brian V. King	Virginia Department of Transportation	804-786-3092
	Kate Konrad	Arlington Transportation Partners	703-247-9294
T	Leann Landry	WMATA – Marketing	202-962-2766
	Sheila Larson	PRTC	703-582-6129 127
	Wendy Lemieu	Virginia Railway Express	703-684-1001
	Sheila Lewin	Pathways	323-467-3847
	E. Earl Long	Baltimore Metropolitan Council	410-333-1750
	Laura Beth Maddox	Arlington County Commuter Store	703-413-4289
	Shelley Mann	Arlington Transportation Partners	703-247-9298
	Kris L. Miller	Fairfax County Office of Transportation	703-324-1123
	Damon Harvey	DC Department of Transportation	202-671-2556
	Jerry Morrison	VDOT	804-225-3709
T	Chris Napolitano	Joint Venture Marketing & Communications	301-577-0887
	Valerie Pardo	VDOT–NOVA	703-383-2227
	Linda Provost	Montgomery County Commuter Services	301-565-5889
T	Charlene Robey	Virginia Department of Rail & Public Transportation	804-786-7968
	Christine Rodrigo	PRTC	703-580-6127
	Rick Rybeck	DDOT	202-671-2325
	Mirza Donegan	Transportation Action Partnership	301-770-8108
	Katie Sihler	Arlington Transportation Partners	703-247-9290
	Richard Siskind	Washington Metropolitan Area Transit Authority	202-962-2792
T	Rich Solli	Maryland Transit Administration	410-767-8747
	Jane Taylor	WMATA – Marketing	202-962-1609
	Diana Utz	RADCO Rideshare	540-373-7665
	Francine Waters	Bethesda Transportation Solutions	301-656-0868
	Paul Wentworth	Environmental Protection Agency	215-814-2183

	NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
	Christopher Arabia	COG/TPB	202-962-3385
	Danette Campbell	COG/TPB	202-962-3286
T	Doug Franklin***	COG/TPB	202-962-3792
	Mark Hersey	COG/TPB	202-962-3383
T	Erin Bijas	COG/DTP	202-962-3328
	Nicholas Ramfos	COG/TPB	202-962-3313
T	Jen Desimone	COG	202-962-3360
T	Vanessa Vega	City of Alexandria	703-838-3800
T	Lynn Sivels	Prince Georges DPW&T	301-883-5650
T	Linda Stewart-Byrd	MDOT	410-865-1308