



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
Tuesday June 21, 2011**

1. Introductions

2. Minutes of March 15, 2011 Meeting

The minutes were approved as written.

3. Regional Bikeshare Program Outreach

Rex Hodgson from COG/TPB staff provided an update on outreach for the regional expansion of Capital Bikeshare. The objective is to promote the expansion of the Capital Bikeshare system into jurisdictions beyond Arlington and the District. Two fact sheets were distributed to the Committee, "The Benefits of Capital Bikeshare for Developers, Property Owners and Employers" and "How Jurisdictions Can Join Capital Bikeshare". The communication pieces address items such costs and steps involved with having a Bikeshare station installed and the operating expenses to maintain them.

4. Commuter Connections FY 2011 Marketing Activity

Dan O'Donnell from Odonnell Company provided an overview of the Commuter Connections FY 2011 marketing campaign and provided a look ahead for FY 2012 planning. An updated draft of the FY 2011 2nd Half Regional TDM Marketing Campaign Summary Report was distributed.

The regional TDM umbrella marketing campaign for GRH and Rideshare throughout the Washington region included radio spots, online banners, transit signage, Rideshare gas pump toppers and a GRH television ad which appeared on MASN during Washington Nationals programming. The HTML flash file on the Commuter Connections home page was also updated to reflect new visuals of the spring marketing campaign and the spring newsletter and Federal ETC insert was created.

A partnership with Flippin' Pizza was rolled out to coincide with the GRH "Don't Flip Out" campaign. Stickers were printed and affixed to Flippin' Pizza boxes to promote GRH. Flippin Pizza also provided coupons for the GRH Rewards program, good for a free pizza. The coupons were given to all GRH re-registrants in weekly mailings. A GRH/Flippin Pizza promotion called "Flips & Trips" was held at the TRiPs Commuter store in downtown Silver Spring last week. The Flippin' Pizza mobile truck was on hand to provide free slices of pizza, COG/TPB and Montgomery County Commuter Services staff were on hand to promote GRH, and the Mix 107 van was also at the event.

For the Bike to Work Day event held on May 20th, the event posters and rack cards reflected a theme of "Gear Up" and were dark purple in color. Posters were mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at your Work Site." A new Bike to Work Day radio campaign was developed for the 2011 event and additional value-add was delivered by the radio stations. Print ads were created and placed in the City Paper, Washington Examiner and Express newspapers. Ads for the downtown Circulator buses and T-Shirts were made. Vinyl banners were created and delivered to nearly all 49 pit stops for use as promotional tools for Bike to Work Day. Twitter and Facebook event pages were updated on a regular basis.

The fourteenth annual Commuter Connections Employer Recognition Awards is scheduled for June 28th at the National Press Club. A podium sign and invitations were created for the event. Giveaways selected by the workgroup will be handed out to all guests along with commemorative program booklets. A display ad will appear in the Wall St. Journal on the day following the event to recognize the employer winners.

A 'Pool Rewards campaign is running during the month of June to bolster participation in the program. A mix of internet and radio is being used to provide exposure for the carpool incentive. Web banners were placed on Washington Post.com including 40,000 impressions on the Dr. Gridlock page. Paid advertising has been placed on Facebook and 30-second spots are running on WTOP and WMAL.

5. FY 2012 Marketing Workgroup Call for Volunteers

COG/TPB staff asked for at least one member to volunteer from each state to serve as part of the FY 2012 Commuter Connections Marketing Workgroup. Workgroup members will review and comment on creative concepts developed for the Commuter Connections FY 2012 spring campaign. Other creative will also be reviewed by the workgroup as it becomes available throughout the new fiscal year.

6. Eco-Driving Program

Virginia Smith Reeder of Cambridge Systematics discussed the Eco-Driving program on behalf of the I-95 Corridor Coalition. The Coalition's Green Corridors Initiative working group launched a pilot program for a corridor-wide Eco-Driving campaign with support from Metropolitan Planning Organizations, state departments of transportation, transit agencies, commuter assistance programs, and other transportation providers. The purpose of the campaign is to educate drivers about easy changes they can make to improve fuel efficiency and wear and tear on their vehicles while saving money and reducing environmental impacts. The Eco-Driving initiative on the Eastern Seaboard was originally started by the North Carolina Department of Transportation's (NCDOT) Drive Green, Save Green program. With permission, the I-95 Corridor Coalition has created its own web site and public awareness poster modeled after NCDOT materials.

The initial I-95 Corridor Coalition program launch coincided with Memorial Day weekend 2011, at the start of the summer driving season. For this pilot launch, the I-95 Corridor Coalition partnered with the New York State Department of Transportation, Maryland State Highway Administration, and the Delaware Department of Transportation. After the initial launch, other interested agencies such as the Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board joined and will launch local outreach efforts to coincide with other heavy travel dates. COG is finalizing Eco-Driving pages for its web site and will send out a press release to coincide with the July 4th weekend in an effort to reach out to motorists heading to the festivities on the National Mall.

7. VPSI Contest

The scheduled presenter, Rico Fleshman from VPSI was unavailable to attend the meeting. His "Read it on the Road" presentation was however reviewed by the Committee. The contest was conceived as part of the VPSI customer appreciation and loyalty program. The contest was launched to engage with customers and find out some of the reasons why they have chosen vanpooling, not only as a means of commuting, but also as a facet of everyday life. Vanpool riders were queried for answers to questions which were published on VPSI's VanPools blog. Questions included "What would you do with all of the money you save from vanpooling?"; "If your vanpool had a name what would it be?"; and "What is the best conversation ever had in your vanpool?" The incentives included a weekly drawing to win Amazon Kindles. Over 950 responses were received over the four week contest period.

8. FY 2012 Regional TDM Resource Guide and Strategic Marketing Plan

COG/TPB staff discussed procedures for the updating of the FY 2012 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. 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 provides profiles of TDM products, and summarizes TDM research conducted within the region. Commuter Connections network members are asked to contribute by updating sections of the report pertaining to their organizations. Last year's report is posted on the Commuter Connections web site under the publications page. An email will be sent in July asking for initial edits by mid August. A draft of the report will be issued at the September 20, 2011 marketing meeting and the final report will be distributed at the December 20, 2011 meeting for adoption and release.

9. Calendar of Events/Marketing Round Table

Meeting participants shared recent advertising/marketing collateral and related news and events within their organizations. Highlights are as follows:

Potomac and Rappahannock Transportation Commission is planning for their 25th Anniversary celebration.

Arlington County shared its new Car-Free Diet guide "How to Get around Arlington without a Car".

Maryland Transit Administration distributed its new diagrammatical Baltimore maps including the Grand Prix diversion map.

10. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 20, 2011, from 10 a.m. – Noon.