



FY 2014 REGIONAL TDM MARKETING GROUP

MEETING NOTES

March 18, 2014

1. Introductions

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

2. Meeting Minutes

Notes from the December 17, 2013 meeting were reviewed and approved by the Committee as written.

3. Marketing Campaign Summary Report

The final FY14 1st Half Regional TDM Marketing Campaign Summary Report was approved and will be posted to the Committee SharePoint site for accessibility. A draft of the FY14 2nd Half Regional TDM Marketing Campaign Summary Report was distributed.

4. Metro Silver Line

Antoinette Rucker from the Washington Metropolitan Area Transit Authority (WMATA) gave a presentation on Metro's Silver Line and its outreach efforts. Phase One of the Silver Line will be opening sometime in 2014 and is projected to reach an estimated 50,000 trips per day for year one. Although many new stations have been added to the system since the inception in 1976, this is the first addition of an entirely new color line. Phase One is a 11.4 mile section which includes five stations, with stops in McLean, Tysons Corner, Greensboro, Spring Hill and Wiehle-Reston East. Stations contain pedestrian bridges, bus drop-offs/pickups, Kiss & Rides, and bicycle facilities with racks and lockers. Bus lines to service the various stations will include Metrobus, Fairfax Connector, Loudoun County and Prince William County express buses, and the Washington Flyer.

Metro has reached out to schools near the new Silver Line stations through school assemblies and parent meetings to review Metro safety best practices. To familiarize riders with the upcoming new Silver Line service, a major effort entailed outreach to riders from other

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existing stations to which the Silver Line will be connected. Station events were held at Rosslyn, Metro Center, L'Enfant Plaza, Stadium-Armory and Largo Town Center stations. For more information, visit <http://silverlinemetro.com/>.

5. Commuter Connections FY14 Marketing Activity

Dan O'Donnell from Odonnell Company provided a review of Commuter Connections' Regional TDM FY2014 second half marketing campaign. The spring media campaign promoting Ridesharing and GRH and started at the end of February and the beginning of March respectively. Radio, television, web and mobile ads were part of the Rideshare campaign, while GRH was supported primarily by radio.

To celebrate Commuter Connections' 40 years of service, a commemorative logo was developed for use throughout the 2014 calendar year in all forms of print marketing and communication. The experience of Commuter Connections in the region was also developed into a straight forward tag line for radio "Providing trusted, free ride matching since 1974." The new Mass Marketing Rideshare campaign uses interesting facts to reinforce the average annual savings enjoyed by each Commuter Connections participants, and annual combined saved distance in miles. The message reveals \$600 in savings per year and how that could pay for life's daily expenses such as a year's worth of premium coffee; and the combined distance saved being equivalent to traveling to the moon and back 20 times. For Guaranteed Ride Home, the second half campaign portrays the emergency service as yet another sweet benefit that comes with ridesharing, a free ride home in an unexpected emergency. Visuals equate carpooling with GRH as the icing on the cake, and the cherry on top.

Commuter Connections placed DVR proof television advertising through ads known as "snipes" and "squeezebacks" which are served to the viewing audience during programming. Snipes appear at the bottom of the television screen, while squeezebacks surround the programming content. Squeezebacks will run in early morning and late news on WJLA (ABC News 7), and snipes on Comcast during Capitals, Wizards and Redskins sports programming.

Internet and mobile/tablet advertising will appear through YuMe and Pandora, as alternatives to the standard online ads used in the past. Pandora will run audio web and mobile friendly ads for the Rideshare campaign that encourages users to click on the follow up banner. In an attempt to find audiences that are most likely interested in carpooling, YuMe ads are targeted to vehicle owners with full-time employment.

In addition to paid media, extra advertising was negotiated as no charge items. Radio and TV stations will provide bonus spots at no charge, and matching spots on Comcast Sports Net's Baltimore feed; and live short messages. Comcast will also air 15-second promotional announcements, pre-roll and video overlay, and online banner ads.

Comcast Sports Network will host a contest for carpoolers to win a limo ride with a local sports celebrity. Entries must “Like” Commuter Connections on Facebook and enter an online contest page link found on the social media site. Comcast will promote the contest through many facets, including email blasts and social media.

During the spring campaign, Rideshare events will occur on select Tuesdays at Park and Ride lots throughout the region, one in each state. Radio stations and local jurisdictions will partner with Commuter Connections at the events. The radio stations will provide live reads to promote the events, plus a listing on their web page’s events section. Broadcasts will encourage commuters to stop in to join the fun. WPGC (95.5FM) and WLZL (El Zol) will promote the events and provide prizes. Where permitted, some events will have free refreshments such as Dunkin Donuts, and Commuter Connections will give away two Samsung tablets per event.

Bike to Work Day cash sponsorships reached a total of \$44,675. In addition, in-kind sponsorships totaled \$16,425. Bike to Work Day posters and rack cards were developed and over 80,000 were printed, including portions that were translated into Spanish. The materials were distributed to all pit stops managers and other Bike to Work Day stakeholders. Posters were also distributed through the Commuter Connections Employer Outreach database to employers throughout the region, along with a letter asking employers to display the poster and encourage participation with their employees. Other items created for Bike to Work Day include T-Shirts, banners, the event web site and social media sites. A radio ad was produced for Bike to Work Day to begin airing in April on HOT99.5, DC101, and BIG100.3.

6. Loudoun Brand Architecture

Sharon Affinito from Loudoun County presented results of the County’s customer satisfaction marketing research and its brand architecture blueprint. The survey and project were conducted by Southeastern Institute of Research and was funded by a grant from the Virginia Department of Rail and Public Transportation, along with a local match. The survey received 400 responses from residents and 11 employers, and was completed in September of 2013. Nearly 9 out of 10 (86%) were satisfied with the County’s rideshare/commuter services program; and 72% are likely to recommend services to those who need a commuter program. Employers’ overall view of the County’s rideshare/commuter services program was rated as favorable.

As a full-service provider of travel information and services, the short-term strategy was to develop a plan to improve the brand recognition and create a new name, logo, and/or other marketing materials. The new logo development needed to use a name that captured the service area; a tag line that advanced brand position; and to tie the name and tag line together with imagery.

The newly chosen organizational name of Loudoun County Commuter Services (LCCS) recognizes the location area; uses a term which identifies its customer base; and is catchall, as not to be tied to one mode or service. The tag line selected was Travel Options - Information - Advice – Solutions, which reinforces what LCCS does, and how and why they do it.

7. Calendar of Events/Marketing Round Table

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

Kelly Woodward from the Dulles Area Transportation Association mentioned their new web site at www.livemore.us

Antoinette Rucker from WMATA stated that Metro riders who work for participating SmartBenefits employers are now able to buy unlimited transit passes with SmartBenefits® pre-tax funds.

Lisa DuMetz from the Virginia Department of Rail and Public Transportation spoke of an updated Telework VA! brochure.

8. Other Business/Suggested Agenda items for next meeting

The next FY14 Regional TDM Marketing Group meeting date is Tuesday, June 17, 2014 from 12:00 p.m. – 2:00 p.m. in the COG Board Room, 3rd Floor.