



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
March 20, 2018**

1. Introductions

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

2. Meeting Minutes

The Committee approved the December 19, 2017 meeting notes as written.

3. Marketing Campaign Summary Report

Douglas Franklin from the Metropolitan Washington Council of Governments (COG/TPB) reviewed substantive updates to the FY18 1st Half Regional TDM Marketing Campaign Summary report. The report provided an overview of Commuter Connections marketing activity between July and December 2017. Based on committee feedback, a footnote will be added to the appendix section to provide the overall industry average “cost per result” for Facebook. The final version will be posted to SharePoint for download and review.

4. Commuter Connections FY18 Marketing Activity

Dan O’Donnell from Odonnell Company provided a review of the regional TDM spring marketing campaign, and the FY18 2nd Half Marketing Regional TDM Campaign Summary draft report was distributed. The new spring campaign themes include “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for Guaranteed Ride Home (GRH). Both launched in February on radio, podcasts, Pandora, streaming services, and paid social media. In addition, both paid and donated GRH transit signage was placed throughout the region. GRH Baltimore advertising includes radio and paid social media.

For ‘Pool Rewards, the spring campaign consists of radio, Pandora, paid social media, direct mail, and online ads. The CarpoolNow campaign includes radio, Pandora, out of home, digital, and print publications.

The Bike to Work Day 2018 sponsorship drive reached a cash total of \$58,600. A total of 100,000 Bike to Work Day flyers, rack cards, large posters, plus flyers translated into Spanish were printed and distributed to pit stop managers and

employers throughout the region. Other marketing items/platforms for Bike to Work Day include T-shirts, vinyl banners, web site, and social media sites. A radio ad will be produced for Bike to Work Day in April.

5. Calendar of Events/Marketing Round Table

Meeting participants discussed relevant marketing, and upcoming events involving their organizations.

Sharon Affinito, Loudoun County Commuter Services is sponsoring the Loudoun County Public Library summer reading program. On Earth Day, the county will be giving away tree seedlings at various county buildings and libraries. In early April, ISHARE66, Loudoun's TDM program will be launching a new website and providing incentives for new carpoolers, vanpoolers, and bus riders who travel on I-66 inside the beltway.

Heidi Mitter, Virginia Department of Transportation noted that a "Pardon Our Dust" public meeting for the Haymarket Park & Ride will take place on April 4, 2018 at Battlefield High School.

Mark Sofman, Montgomery County Commuter Services stated that a ribbon cutting ceremony will take place in Wheaton to announce five new Capital Bikeshare stations. In May, the county is hosting Bike to Work Day pit stops within each of the various Transportation Management Districts. Other upcoming spring events and activities include Bike to College Day, and many Commuter Information Days and Earth Day events. The mobile commuter store visits two locations per day.

6. Street Smart

Mike Farrell COG/TPB staff, presented the Street Smart pedestrian and bicyclist safety marketing campaign. Street Smart began in 2002 with the objective of reducing pedestrian and bicyclist injuries and deaths, by changing behavior through mass media, and concurrent law enforcement. Street Smart is funded by Washington Metropolitan Area Transit Authority, District Department of Transportation, Maryland Highway Safety Office, and Virginia Highway Safety Office.

A Street Smart press event kickoff will take place within the District in mid-April. The messaging and creative for FY18 is a departure of the "Tired Faces" campaigns of the past several years. The spring marketing campaign will launch under the theme "Shattered Lives," along with visuals depicting pedestrians and bicyclists, seen through a shattered car windshield. Pointed headlines targeting drivers, pedestrians, and bicyclists are used such as "Speeding Shatters Lives," "Your Life is Fragile," and "Lives are Easily Broken." Advertising consists of gas pump toppers, bus exteriors, digital shelters, and social media. To bring street-level messaging to pedestrians, the

campaign will also include street teams wearing “walking billboards,” positioned at higher risk areas throughout the region. Street teams will handout bi-lingual safety tips brochures and talk to passerby’s.

7. **Other Business/Suggested Agenda items for next meeting**

The next Regional TDM Marketing Group meeting is Tuesday, June 19, 2018 from Noon – 2:00 p.m.