

**MEETING NOTES**  
**REGIONAL TDM MARKETING GROUP**  
**December 20, 2022**

**1. Introductions**

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

**2. Meeting Minutes**

Meeting notes from the September 20, 2022 Regional TDM Marketing Group meeting were approved as written.

**3. FY23 Regional TDM Resource Guide and Strategic Marketing Plan**

Douglas Franklin, COG/TPB staff, reviewed the FY 2023 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan (SMP) final draft report. The initial FY23 SMP draft document was presented at the September 20, 2022 meeting and an open comment period was held through November 10, 2022. The SMP serves as a resource for TDM products and services available in the region; features key activity centers; provides a snapshot of planned marketing activity by Commuter Connections and its various network members; and contains summaries of TDM research conducted over the past five years. The SMP also includes a profile of the region's population and job growth, its impact on mobility, and how transportation planning and TDM play a vital role as part of the Congestion Management Process. The SMP FY23 document was endorsed by the Regional TDM Marketing Group for final release and will be posted to the Commuter Connections website upon receipt of bike count data.

**4. Southern Maryland Marketing**

George Clark, Tri-County Council for Southern Maryland (TCCSMD), presented background on the regional planning and development organization for Southern Maryland and its TDM marketing activity. At least 68 percent of Calvert and Charles County residents commute out of county, and Charles County is the fastest growing county in the state. The majority (60%) of St. Mary's County residents work within the county at the NAS Pax River Base, which boasts a workforce of 55,000. All three counties have a combined population of 340,445 and 27 Park & Ride Lots. MTA commuter bus service in southern Maryland is the largest in the state, with 291 trips traveling to Washington, DC. TCCSMD marketing includes Commuter Connections TV spots on Comcast/Xfinity cable stations, digital ads through Verizon Fios, Park & Ride Lot and other signage, and various print ads. Press releases and public notices are sent out and brochures and schedules are distributed at government buildings, Chambers of Commerce, visitor centers, and many libraries throughout the Tri-county region.

**5. Commuter Connections FY23 Marketing Activity**

Dan O'Donnell and Mark Wirth, Odonnell Company, presented regional TDM marketing activity of Commuter Connections for the first half of FY23. A regional marketing campaign ran in fall 2022 to

promote the Rideshare and GRH programs. This marked the reintroduction of GRH marketing since before the pandemic, for both the Washington DC and Baltimore markets.

The FY23 fall media buy for Rideshare was \$255,000 with a theme of “Look Again”. The campaign consisted of internet radio, traditional English and Spanish radio, social media, influencers, digital banner ads, YouTube, blogs, and direct mail. The FY23 fall media buy for Guaranteed Ride Home (GRH) was \$170,000 and used a similarly themed “Take a Look” message. The GRH campaign consisted of traditional English and Spanish radio, digital banner ads, blogs, social media, influencers, and direct mail. The GRH Baltimore portion of the FY23 fall campaign was \$25,000 and consisted of traditional English radio.

Two marketing campaigns ran in the fall for ‘Pool Rewards. The media buy for the ‘Pool Rewards traditional regional campaign was \$20,000 and promoted the standard \$130 payout to carpoolers, and \$200 monthly to vanpools. The media mix included broadcast radio, digital banner ads, social media, influencers, and blogs. The media buy for the ‘Pool Rewards VDOT specific campaign was \$60,000 and promoted the opening of the new I-66 Express Lanes Outside the Beltway, HOV3 conversion, and a bonus ‘Pool Rewards offer of \$236, on top of the usual \$130, for a total of \$366. The VDOT sponsored media campaign included broadcast radio, digital banner ads, social media, influencers, and blogs. The FY23 fall media buy for CarpoolNow was \$15,000 and promoted the real-time app for carpools and vanpools, and the \$10 per trip driver incentive. The campaign consisted of radio and social media.

A marketing campaign promoted the Car Free Day event held on September 22, 2022. Pledges topped more than 4,000, a 35 percent increase above the 2021 event. The Bike to Work Day sponsor drive began in October 2022 and will remain open through January 31, 2023. To kick off the Employer Recognition Awards call for nominations, a nomination brochure and form with the “Commuting Front Runners” theme were developed and mailed to employers in early December 2022. The awards nomination period will remain open through January 31, 2023.

Research was conducted by Odonnell Co during fall 2022 to gauge the pulse of commuters and employers in the new hybrid landscape. The aim of the qualitative research was to gather insight to help towards the development of new creative concepts for the spring 2023 campaign. The messaging ideas that respondents said would help encourage alternative modes of travel on the days workers travel to their worksites are: Start with small changes to your commute, once per week or month; Commutes that offer relaxation are proven to improve health and quality of life; and sharing your commute is safe and affordable.

The FY23 First Half Marketing Campaign Summary Draft report was distributed, which covers the time period from July to December 2022. The final version of the report will be issued at the March 21, 2023 meeting.

#### **6. District of Columbia Marketing**

Samantha Huff, goDCgo, presented marketing activity for the District of Columbia. The goDCgo program encourages the use of sustainable transportation and offers free transit resources and consulting services to organizations and commuters within the District.

goDCgo is working on a pilot program with three public high schools within the District to provide free Capital Bikeshare annual memberships and bike helmets to select students. Learning sessions were coordinated with the Washington Area Bicyclist Association to educate students on how to use Capital Bikeshare and about rules of the road.

Through its employer services program, goDCgo has been engaged in an ongoing effort to inform District employers about DC's Parking Cashout Law and options on how to comply by the January 15, 2023 deadline. goDCgo is partnering with the Society for Human Resource Management (SHRM) and the DC Department of Employment Services. Social media, press releases, and webinars helped to inform employers about the new law.

goDCgo's Hospitality & Tourism Services "Travel Like You Live Here" campaign is an ongoing effort to provide sustainable travel information to visitors of the District. goDCgo Residential Services "Go Far with No Car" campaign targets "transit deserts" to connect residents with first mile, last mile solutions. The campaign uses neighborhood engagement and works with local residential properties.

The Commuter Challenge is an competition occurring March through May 2023 through goDCgo Employer Services and will involve ten or more employers. This will be the fourth annual Commuter Challenge. Participants track trips using Ride Amigo and earn badges to enter for raffle prizes. Promotion is through Greater Greater Washington.

Several accolades have been awarded to goDCgo, including the Commuter Connections 2022 Employer Services Sales Team Achievement Award, numerous ACT and other awards, and media coverage in major news outlets.

**7. FY22 Guaranteed Ride Home Customer Satisfaction Surveys**

Douglas Franklin, COG/TPB staff, discussed the status of the FY22 Guaranteed Ride Home (GRH) Customer Satisfaction Surveys for the Washington and Baltimore metropolitan regions. Due to the pandemic and also to technical problems with the TDM System not displaying the survey link, the survey response rate was lower than usual. In the Washington, DC region only 14 surveys were returned throughout the entire fiscal year and there were no respondents from the Baltimore region. Each year, COG/TPB staff provides a formal written report of the GRH Customer Satisfaction Survey findings to the Commuter Connections Subcommittee. Due to the lack of statistically significant response in the Washington, DC region, and the lack of any response in Baltimore, it was determined that formal reports will not be issued for FY22. In lieu of the reports, memorandums will be prepared to explain the reasoning. The draft memos will be presented at the January 17, 2023 Commuter Connections Subcommittee meeting and an open comment period will be established.

**8. Marketing Round Table/Calendar of Events**

Antoinette Rucker stated that Metro and Reston Town Center developer Boston Properties will host a seminar on February 1, 2023. The SmartBenefits/Silver Line Extension transportation seminar is for business tenants and prospects within the Silver Line corridor.

9. **Other Business**

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 21, 2023 from 2:00 pm to 4:00 pm.