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**MEETING NOTICE AND AGENDA  
REGIONAL TDM MARKETING GROUP**

**Tuesday, October 5, 2004  
10:00 a.m. – Noon  
Training Center**

Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E.  
Washington, DC 20002

Chair: Ronald Mitchell, DC Department of Transportation  
Vice Chair: Victor Egu, Prince George’s County  
Staff Contact: Douglas Franklin (202) 962-3792

**Parking Note:** On-street parking surrounding the COG offices has been severely restricted, therefore parking in the building’s garage fills up quickly. Visitors are strongly encouraged to either take transit to Union Station or carpool to meetings. Additional garages are located at 750 First St. and in Union Station; however, due to the on-street parking restrictions, there are no guarantees that parking will be available in these garages.

- District of Columbia*
- Bowie*
- College Park*
- Frederick County*
- Gaithersburg*
- Greenbelt*
- Montgomery County*
- Prince George’s County*
- Rockville*
- Takoma Park*
- Alexandria*
- Arlington County*
- Fairfax*
- Fairfax County*
- Falls Church*
- Loudoun County*
- Manassas*
- Manassas Park*
- Prince William County*

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of August 3rd Meeting	<b>(5 MIN)</b> APPROVE
3. New Chair Announcement	<b>(5 MIN)</b> INFORMATION
Change of chairs for Regional TDM Marketing Group.	
4. 2004 TDM Resource Guide and SMP Marketing Update	<b>(10 MIN)</b> APPROVAL
Douglas Franklin of COG will distribute the 2004 TDM Resource Guide and Strategic Marketing Plan and discuss October WACOT press conference.	

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|--|-----------------|-------------|
| 5. Fairfax County Bus Service  | <b>(15 MIN)</b> | INFORMATION |
| Carol Smith from Fairfax County DOT will discuss the new South County bus plan including the Richmond Highway Express Service (REX).   |                 |             |
| 6. Commuter Connections<br>FY05 Marketing Campaigns  | <b>(20 MIN)</b> | INFORMATION |
| Gail Cooperman from Dudnyk Advertising will discuss the FY05 Commuter Connections Media Plan and present new radio spots for the Mass Marketing and Guaranteed Ride Home campaigns.                                  |                 |             |
| 7. Wilson Bridge Project   | <b>(10 MIN)</b> | INFORMATION |
| John Undeland from Potomac Crossing Consultants will present new radio spots in conjunction with the Wilson Bridge Congestion Management Program.  |                 |             |
| 8. WMATA Marketing Update  | <b>(20 MIN)</b> | INFORMATION |
| Leann Landry will discuss WMATA's recent and upcoming marketing initiatives and promotions.  |                 |             |
| 9. Calendar of Events / Other<br>Marketing Information   | <b>(30 MIN)</b> | DISCUSSION  |
| This is an opportunity to go around the room and have each meeting participant spend a minute or two to share information about marketing materials, plans, and upcoming events happening within their organization. |                 |             |
| 10. Other Business / Set Agenda for  | <b>(5 MIN)</b>  | DISCUSSION  |

## **Regional TDM Marketing Meeting**

**Meeting Notes- August 3, 2004**

### **1. Introductions**

Ronald Mitchell noted that there will be a change in the chairs for the October meeting. Victor Egu will be the chair and Ann King will be Vice Chair.

See Sign in Sheet.

### **2. Minutes of the June 1<sup>st</sup> Meeting**

The minutes were approved as written.

### **3. Media Impact Analysis**

Gail Cooperman, the Director of Client Services for Dudnyk Marketing presented a Media Impact analysis of Commuter Connections Marketing programs for FY04. The presentation highlighted heightened awareness and increased levels of Commuter Connections program participation over the previous fiscal year's activity. This incremental change was mainly due to the launch of the regional mass marketing campaign, which included an additional \$1,045,000 in media spending, allowing for heavier media exposure compared to previous years. Between Mass Marketing and the Guaranteed Ride Home (GRH) program, some form of advertising was present throughout the year, with the exception of the summer months prior to the campaign launch (September 2003). Ms. Cooperman displayed graphs indicating the number of web visits, phone calls as well as applications culled for ridematching and GRH. The results have driven an increase of 29,000 more customer inquiries, a 36% improvement, and over 6,100 more rideshare applicants, 173% above previous year's figures.

Gus Robey asked, "If you look at the percentage increase in Rideshare applicants, does that coincide with the money spent on advertising because it appears as if this Term is doing exactly what we thought it would do. Nicholas Ramfos pointed out that we would have to look at the specific numbers but that he believes the increased percentage of response to our ridesharing services was larger than the increase in cost for the Mass Marketing campaign.

The behavioral studies conducted prior to the campaign revealed that we are dealing with a well educated and particularly web-savvy audience. Therefore, the media strategy for FY04 was more focused on leveraging the Internet for both targeting prospects, and for enrollment in the various programs. Banner ads were placed on sites such as Mapquest and radio sites such as WTOP.com, along with key word search promotions. This proved to be very successful in driving visitors to the web site and generating click thru's. Ms. Cooperman pointed out that Commuter Connections web site activity rose 49% during the course of the ten month campaign (Sept 2003-June 2004).

Ms. Cooperman went through a chart outlining the media expenditures designated to each individual campaign including mass marketing, telework centers, telework workshops and GRH. Call and Web Visits per month were shown in a bar graph format. Ms. Cooperman stated that when advertising was placed, there was a corresponding spike in response. She said that the audience seems to be accustomed to going online more, which is where the peaks were, although calls were steady throughout.

Gus Robey made a point to mention that every time she saw TV in the graphs, the line went up. Ms. Cooperman responded by saying that the results seem to be reasonably steady and that as long as there is media out there, there seems to be some kind of a response. However going forward, there is not a sufficient amount of budget to effectively get the proper reach from TV as well as radio. Therefore with a significantly reduced budget in FY05, the focus on broadcast media will be shifted exclusively to radio.

One of the most important measurements used to evaluate the success of the Commuter Connections GRH campaign is the number of applications received for enrollment in the Guaranteed Ride Home program. The new campaign strategy has helped to generate over 1,400 more Guaranteed Ride Home program applications, a 22% increase in FY04.

This was before a second direct mailer was sent to almost 457,000 households in the metropolitan area. Interested commuters had a choice to return and mailed back applications, or complete them online. The mailer was complex in nature and designed to reach 12 different demographic attributes, using two different mailing vehicles (postcards and self-mailers containing applications) and three different GRH creative strategies. The postcard mailings dropped in late June 2004 and the self-mailers dropped in July. Preliminary results of the GRH mailer indicated that over 400 applications were returned, however this was still early on in the process and more applications were expected to arrive.

Ms. Cooperman also discussed the marketing approach for the upcoming year, stating it would be the same as it has been in the previous year. The approach is centered around the research previously conducted that indicated that the best way to get people to give up control of driving was to reduce their frustration of sitting in traffic. For FY05, more emphasis will be placed on the Internet. Signage on bus backs are also being considered, as well as sponsorship of traffic reports on the radio.

#### **4. Commuter Connections Marketing Update**

Douglas Franklin of COG distributed a final report of the FY04 2<sup>nd</sup> Half Commuter Connections Marketing Campaign Summary. This document highlights marketing and advertising which occurred between January – June 2004 for the Guaranteed Ride Home, Mass Marketing and Telework programs. It encompasses radio, television, direct mail and internet advertising campaigns, as well as promotional and public relations activities conducted by Commuter Connections within the Washington metropolitan area.

Mr. Franklin passed around the updated version of the Park & Ride Map. The bilingual (English / Spanish) Park & Ride map & Resource Guide, was created to prompt and assist commuters with planning ridesharing activity and taking transit to work. The helpful commuter tool provides a visual of the nearest park & ride locations and corresponding bus service. Also included are Metrorail, light rail and commuter train locations with parking facilities. For bicyclists, the map indicates the presence of bike racks/lockers. It was designed with an easy to read color-coded icon legend, which may be particularly beneficial to any non-English speaking commuters. These symbols indicate the type of transit service available at each location. For the convenience of commuters, a list of phone numbers of widely used Transit Services is also included.

Mr. Franklin distributed the first draft of the 2004 Regional TDM Resource Guide and Strategic Marketing Plan. This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region. It outlines the strategies used to develop and implement ongoing campaigns in order to increase overall awareness of TDM products and services and adoption of alternative transportation modes. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local Governments, state and Federal agencies. Edits will be accepted through early September and a final report will be released at the October 5<sup>th</sup> Regional TDM Marketing Group meeting. Gus Robey asked if the NuRide program should be added and Mr. Franklin agreed. Mr. Rybeck suggested exploring a Fannie Mae program that encouraged people to live closer to their work places.

## **5. VDOT HOV Enforcement**

Joan Morris, the Public Affairs manager of the Virginia Department of Transportation discussed the recent High Occupancy Vehicle (HOV) enforcement campaign. Ms. Morris distributed press materials and a PowerPoint handout on the enforcement communication plan. The new law has been enacted to discourage Single Occupant Vehicle motorists from traveling on HOV lanes in Northern Virginia during restricted time periods. Enforcement is being put into effect starting July 1. Fines for second and subsequent offenses will be doubled. Second offenses are now \$200, third offenses are \$500 and fourth offenses are \$1,000. First offense remains at \$50. In addition, third and fourth offenses will result in 3 points on the violating drivers' license. Ms. Morris played an audio of the new "get the point" 60-second radio spot used to drive awareness of the newly stepped up penalty guidelines. The spot uses a play on the word "point" to "get the point across" that if you drive illegally in the HOV lanes in Northern Virginia, you'll get points against your driver's license and heavy fines.

## **6. Children's Educational Bus Outreach**

Althea Evans from the Potomac and Rappahannock Transportation Commission provided a follow up on the educational outreach to introduce OmniLink bus service and bus safety to children. Ms. Evans handed out a promotional folder containing materials from this outreach program. She was accompanied by Christine Rodrigo who has visited several grade schools throughout Prince William County, Manassas and Manassas Park to promote the program to children, teachers and parents who attend. The program entitled "Ricky's Big Birthday Bus Adventure" includes a colorful game involving a 9-year old boy who is eager to take his first solo bus trip on his birthday to visit his grandmother. Supporting items for the program include a poster and brochure to promote the upcoming event, an oversized storybook, and giveaway items such as stickers, pencils, rulers and bus toys. In addition, a bookmark was given out with a perforated voucher for a free one way bus ride.

## **7. Calendar of Events/Other Marketing Information**

Ronald Mitchell took this time to ask meeting attendees to take a brief moment to share information about marketing materials, plans, and upcoming events happening within their organization.

Rich Solli with the Maryland Transit Administration briefly discussed the increase in price of a Park & Ride Express Bus to Orioles or Ravens game from \$7 to \$12. Mr. Solli stated that despite his prediction that ridership would decline as a result, MTA has instituted the increases in an effort to support more of the service cost through fares.

## **8. Other Business / Set Agenda for October 2004 Meeting**

Ronald Mitchell asked for volunteers for the Commuter Connections Marketing Workgroup. The workgroup will provide feedback on creative for the various Commuter Connections marketing campaigns, during the first half of the fiscal year. Leann Landry with WMATA volunteered to represent DC, Althea Evans with PRTC for Virginia and Victor Egu will represent Maryland.

The final release of the Regional TDM Resource Guide and Strategic Marketing Plan will be distributed in advance along with the meeting notice, and motioned for approval at the meeting.