



## MEETING NOTES

### FY13 REGIONAL TDM MARKETING GROUP

Tuesday September 18, 2012

#### 1. **Introductions**

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

#### 2. **Meeting Minutes**

The meeting notes from the June 19, 2012 meeting were approved as written.

#### 3. **Change of Chairpersons**

Christine Rodrigo of the Potomac and Rappahannock Transportation Commission was presented with a plaque and thanked for her service as Chair of the FY12 Regional TDM Marketing Group. The Vice Chairperson, Antoinette Rucker from the Washington Metropolitan Area Transit Authority will become the new Chairperson for the FY 2013 Regional TDM Marketing Group. The new Vice Chair will be Sam Oji from Montgomery County Commuter Services.

#### 4. **Commuter Connections FY12 Marketing Campaign Summary Report**

The Final FY12 2nd Half Marketing Campaign Summary report was included in the meeting announcement and reviewed. The report provided details about the media buy and each of the various components of the Commuter Connections regional TDM marketing campaign from January 2012 through June 2012. The report featured an all new television ad for Ridematching.

In review of the FY12 second half performance numbers Douglas Franklin of COG/TPB staff noted that when comparing the average between FY09-FY11 against FY12 results, web visits were nearly five percent more in the second half of FY12 than the average performance during that same time period over the prior three years. In addition, GRH and Rideshare applications during the second half of FY12 were 46 and 27.5 percent greater than the average GRH and Rideshare performance over the prior three years.

#### 5. **FY13 Marketing Workgroup Volunteers**

FY 2012 Marketing Workgroup members were recognized for valuable input. Members included Mark Sofman, Montgomery County Commuter Services; Bobbi

Greenburg, Arlington County; and Antoinette Rucker, WMATA. Committee members who volunteered to serve on the FY13 Commuter Connections Marketing Workgroup are Christine Rodrigo, Potomac and Rappahannock Transportation Commission; George Clark, Tri County Council for Southern Maryland; and Kristin Howard, goDCgo. Workgroup members will review and comment on creative and radio scripts developed for the Commuter Connections FY 2013 spring campaign and other marketing developed throughout the fiscal year.

**6. 495 Express Lanes**

Pierce Coffee from Transurban presented about the 495 Express Lanes marketing campaign. The new high occupancy toll (HOT) lanes scheduled to open in mid-November 2012 are on the Virginia side of the Capital Beltway and provide two new lanes in each direction, from the Springfield Interchange to just north of the Dulles Toll Road. The payoff for travelers to use the 495 Express Lanes is to be able to enjoy a faster, more predictable trip on the Capital Beltway. Since travelers need an E-ZPass® to use the 495 Express Lanes, a promotion was held to stimulate sales of the toll transponders. The offer gave away two free weeks to District of Columbia, Maryland and Virginia residents when signing up for a new E-ZPass® or E-ZPass® Flex account at [www.495ExpressLanes.com](http://www.495ExpressLanes.com). A second promotion was the “Win a MINI” car giveaway contest. To enter, E-ZPass® customers were asked to register at the 495 Express Lanes website to be automatically entered to win a custom MINI.

**7. Commuter Connections FY13 Marketing Activity**

Dan O’Donnell of Odonnell Company discussed FY13 marketing activity including Car Free Day, the upcoming fall media buy, and conceptual approaches for the FY13 spring marketing campaign.

Radio, posters, bus sides and shelters, email blasts and an earned media effort were created to bring attention to the Car Free Day 2012 event and drive the public to [www.carfreemetrodc.org](http://www.carfreemetrodc.org) to make a pledge to go car free or car-lite. The radio spot created for Car Free Day was done so with input from the Steering Committee and featured a child encouraging his parents to “Park it” for the day and go car free. Free transit ad space was donated by Arlington County (ART interior bus cards), Fairfax County (Connector exterior bus tails), Montgomery County Commuter Services (Ride On exterior bus kings and shelters) and WMATA (Metrobus interior cards and a website PSA). Email blasts were sent out to stakeholders, universities, employers, and previous Car Free and Bike to Work Day participants. Three text messages were sent out, each with a different variation about Car Free Day. Facebook and Twitter postings were made on a regular basis to keep the Car Free Day event in the social network limelight and garner more friends and followers.

A coupon for Flippin' Pizza was created and emailed to those who pledged through the designated cut-off date. At its July 18th meeting, the TPB adopted a proclamation to make Saturday September 22nd Car Free Day, and an enlarged proclamation was signed by TPB Chair, Todd Turner. Several press releases were sent out in the months leading up to Car Free Day as part of the earned media campaign. A number of media interviews took place about Car Free Day, including News Channel 8 TV, and WUSA Channel 9 TV. Radio interviews took place with Metro Networks, and WFLS – Fredericksburg. Metro Networks is distributed to twenty affiliate radio stations. A number of prominent news outlet such as WTOP's Sprawl and Crawl and the Washington Post's Dr. Gridlock had articles about Car Free Day on web sites and in print. About 7,000 residents took the pledge to go car free or car-lite on September 22nd. Grand prizes donated included an Apple iPad, courtesy of Base Technologies and a Dahon bicycle, courtesy of BicycleSPACE.

The FY13 Marketing Communications Plan and Schedule was included as part of the meeting announcement materials and issued as a final document. The document was posted onto the Commuter Connections SharePoint site for an open comment period and incorporates all edits. The FY13 Marketing Communications Plan and Schedule notes the target audience and tactics used for each of the TDM services including GRH and Ridematching, and outline the media budget allocation for each. It also charts out the FY 2013 creative development schedule from concept to campaign launch.

The fall FY 2013 regional TDM mass marketing campaign will be kicked off in October 2012. The campaign will include radio, television and internet banner ads for Rideshare and radio for GRH. The themes are "There are easier ways to keep your money" for Rideshare and "why risk it, and why take chances" for GRH , which were produced as part of the spring FY12 campaign. A half page vertical advertisement was placed into a Relocation Guide to publish in October as part of a newspaper distributed at military bases throughout the region. Commuter Connections produced the summer 2012 newsletter and it was distributed to the ACT! employer database and TDM stakeholders. The cover story was on the 2012 Employer Recognition Award winners.

Work began on the FY13 regional TDM Mass Marketing campaign to be kicked off in February of 2013. Creative concepts for the second half of the fiscal year were developed and feedback was solicited from marketing workgroup members. The marketing consultant reviewed the various stages of planning for the FY 2013 marketing campaign, including the media selection process.

## 8. **Clean Air Partners**

Scott St. Onge, Managing Director of Clean Air Partners discussed the Clean Commute Contest and other marketing activities. Clean Air Partners has 5,043 subscribers to its AirAlerts program and received over half a million calls to their weather line in 2012. The Washington metropolitan area experienced sixteen Code Orange days and three Code Red days in 2012. Clear Air Partners increased its presence at fairs and gatherings in 2012 to help drive AirAlert sign-ups and general awareness. Outreach events ranged from large scale events to community and transportation fairs.

In conjunction with the Maryland Green Registry, Clean Air Partners challenged Maryland based businesses with a Clean Commute Contest to develop viable action plans to reduce employee commuting miles in the year ahead. Seven organizations submitted entries and GEICO won with a plan to decrease commuting miles by nearly 6.3 million miles. Havre de Grace Seafood won the percentage based employer category by planning to cut vehicle miles traveled by nearly 69% this year. Winners received certificates and prizes.

Clean Air Partners' media campaign began on July 16<sup>th</sup> and ran for two weeks on four radio stations in D. C. and Baltimore, with a target audience of women ages 25-64. Transit ads were updated with new localized images of Washington and Baltimore and appeared on Metro, Charm City Circulator, Fairfax Cue, Fairfax Connector, and Prince George's County's The Bus.

Facebook ads promoted AirAlert sign-ups and online ads ran on the Washington Post and Baltimore Sun websites. Clean Air Partners has 495 Facebook fans and 980 Twitter followers. The Clean Air Partners social media team provides support and information on Facebook and Twitter to increase awareness and drive conversation on the platforms. Eight Board members participate in the effort with four members designated as weekly posters and four as commenters.

Clean Air Partners' educational summer outreach program included 28 site visits reaching over 1,500 youths with a curriculum of exploring air pollution sources and solutions. In order to build relationships and awareness within the business community, the website, [www.cleanairpartners.net](http://www.cleanairpartners.net) is focusing on promoting organizations that are already making strides in terms of Air Quality and to trumpet those stories to motivate other organizations to do the same.

**9. FY13 Draft Regional TDM Resource Guide and Strategic Marketing Plan (SMP)**

The FY13 Regional TDM Resource Guide and Strategic Marketing Plan Draft report (SMP) was included as part of the meeting announcement. 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 contains summaries of recent TDM research from the last several years. Commuter Connections network members were asked to contribute by updating sections of the report pertaining to their organizations. The report was inclusive of initial edits received during the first round of changes that took place in August. The draft report will be posted onto SharePoint in PDF form for download and final edits will be taken through October 30<sup>th</sup>. The final draft report will be distributed at the December meeting for adoption and release.

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

Meeting participants shared recent advertising/marketing collateral and discussed news or upcoming events happening within their organizations. Arlington Transportation Partners distributed their "Prepare your commute" flyer created for National Emergency Preparedness Month (September).

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

The next FY13 Regional TDM Marketing Group meeting date is Tuesday, December 18, 2012 from 12:00 pm to 2:00 pm, in the COG Board Room.