



COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

MEETING NOTES

Tuesday, June 19, 2018

1. Introductions

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

2. Meeting Minutes

The Committee approved the March 20, 2018 meeting notes as presented.

3. Commuter Connections FY18 Marketing Activity

Dan Odonnell, Odonnell Company provided a review of the regional TDM marketing campaign, and the FY18 2nd Half Regional TDM Marketing Campaign Summary draft report was distributed. The campaign themes were “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for Guaranteed Ride Home (GRH). Both GRH and Rideshare advertising were placed onto radio, podcasts, Pandora, streaming services, and paid social media. In addition, GRH was promoted through paid transit ads on VRE and MARC commuter rail, as well as donated bus advertising space on Montgomery County Ride On, PRTC, Fairfax Connector, and ART, and bus shelters in Prince George’s County.

Marketing for Bike to Work Day included radio personality endorsements by four stations, paid social media on Facebook and Twitter, a digital banner campaign on WTOP.com, and an animated video for Pandora and YouTube. Each pit stop was provided with a large vinyl banner and a SnapChat filter of the Bike to Work Day 2018 logo. Registrants who attended received a free BTWD 2018 T-shirt.

The annual Employer Recognition Awards ceremony will take place on June 26 at the National Press Club in Washington, DC. A video, podium sign, program booklets and invitations were created for the event. Giveaways selected by the workgroup will be provided to guests. Winners will receive a trophy, custom press release, and winner seal. To recognize the employer winners, a display ad will appear in the Wall Street Journal.

4. FY19 Marketing Workgroup Call for Volunteers

COG/TPB staff recognized the following Commuter Connections marketing workgroup volunteers for serving in FY18: Antoinette Rucker, Washington Area Metropolitan Transportation Authority; Thornette Leacock, Prince George’s County Department of Public Works and Transportation; and Katy Nicholson, Potomac and Rappahannock Transportation Commission. For FY19, a volunteer from each state will serve on the marketing workgroup to review and comment on regional TDM marketing creative. FY 2019 workgroup members will be Marina Budimir, District Department of Transportation; Kendall Tiffany, TransIT Services of Frederick County; Anna Nissinen, Fairfax County Commuter Services.

5. I-66 Corridor Outreach

Michelle Holland from the Virginia Department of Transportation gave a presentation on marketing outreach for the I-66 Express Lanes Inside the Beltway, a nine-mile stretch from the Capital Beltway to U.S. Route 29 in Rosslyn. The new Express Lanes opened in December 2017 and converted all lanes to dynamically-tolled lanes in the peak direction during the rush hour period. Single Occupant Vehicles (SOV) have a new option to use the lanes by paying a toll, and vehicles with two or more people travel free. A marketing and outreach campaign was deployed to provide travelers with a clear understanding of how the new Express Lanes work.

Paid media ran November and December and included radio, online advertising, social media, print ads in magazines and local newspapers, TV, bus exteriors, gas pump toppers, and a direct mailer through the Washington Post. Direct outreach included the website www.66expresslanes.org, email blasts, earned media, social media, digital outreach, on-road signage, and event and park and ride lot signage. A ribbon cutting ceremony was held to announce a host of new I-66 multimodal projects, which received a total of \$9.8 million by the Commonwealth. Future multimodal projects will be funded by toll revenue generated by the Express Lanes. Usage data through April 2018 indicated that E-ZPass distribution for I-66 travelers increased from 56.7% to 88%, and there was equal usage of E-ZPass (SOV) and E-ZPass Flex (carpoolers).

A preview was also given on the I-66 Express Lanes Outside the Beltway to Haymarket project, scheduled to open in December 2022. The existing HOV lane will be converted to an Express Lane, plus a second express Lane will be added. The multimodal project includes high-frequency bus service during peak periods, expanded Park-and-Ride facilities, and bicycle and pedestrian trail improvements. Extensive stakeholder outreach and engagement will promote use of transit and alternative travel strategies during construction, including new bus service, 50% fare subsidies on local commuter buses, 'Pool Rewards bonus incentives, gas card incentives for passenger vans, telework funding, and new park and ride lots. The website for I-66 Express Lanes Outside the Beltway is www.transform66.org.

6. FY19 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)

Douglas Franklin, COG/TPB staff, discussed procedures for updating the Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report. To facilitate editing, in mid-July, Committee members will be sent Word documents of sections pertaining to their organizations. A draft of the FY19 SMP report encompassing network member updates will be issued at the September 18, 2018 meeting, and the final report will be distributed in December 2018, for adoption and release.

7. Marketing Round Table

Meeting participants shared recent advertising/marketing occurring within their organizations.

Sharon Affinito, Loudoun County Commuter Services, discussed a sponsorship of the Loudoun County Public Library Summer Reading Program. This partnership provides advertising on the library website, publications, and through the Commuter e-pick selections. Commuter Services is also partnering with the Loudoun Library Foundation to provide "Read Ride Relax" canvas tote bags and bookmarks to the Giant Book Sale taking place at a local middle school on June 22-24, 2018.

Antoinette Rucker, Washington Area Metropolitan Transportation Authority, stated that upcoming seminars will provide information on SmartBenefits[®], the Deals and Discounts Program, and How to do business with Metro. Jurisdictions include Prince George's County on June 27, 2018, and North Bethesda on June 28, 2018.

8. Other Business/Suggested Items for Next Meeting

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 18, 2018 from 10:00 a.m. to 12:00 p.m.