



MEETING NOTES
REGIONAL TDM MARKETING GROUP
December 15, 2015

1. Introductions

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

2. Meeting Minutes

Notes from the September 15, 2015 Regional TDM Marketing Group meeting were approved as written.

3. FY16 Regional TDM Resource Guide and Strategic Marketing Plan

Douglas Franklin, COG/TPB staff, distributed and reviewed the FY16 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan Final Draft Report. The document contains a profile of the region's population and job growth through 2040, how that will impact travel congestion and air quality, and the significant capital improvements planned for the region's highway and transit systems to help manage such growth; serves as a resource for current TDM products & services available in the region; provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections and its various network members; lastly it contains summaries of TDM research conducted over the previous five years. The report was endorsed by the Committee for final release, and It will be posted to the Commuter Connections web site in January.

4. 95 Express Lanes

Mike McGurk from Transurban provided an update on marketing for the Express Lanes, a network of variable priced toll roads providing faster, more predictable travel in Northern Virginia. Carpools of three or more travel toll-free on the Express Lanes with an E-ZPass Flex. Topics of the presentation included a survey of area drivers, a customer testimonial campaign, and expanded efforts on social media and mobile. The online survey which consisted of 1,700 D.C. area drivers indicated that 59 percent have used the Express Lanes. For customer of the Express Lanes, satisfaction is at 75 percent overall, and 86 percent with carpoolers. The top makes of cars driven on the Express Lanes (with at least 6 percent share) are Toyota, Honda, Ford, Chevy and Nissan. This was measured to dispel the notion that the so-called 'Lexus Lanes' are unaffordable for the average driver. A customer testimonial campaign was developed that shared real stories from Express Lanes drivers about why they use the lanes. The campaign has netted 19 million impressions and includes customer testimonial videos which can be found online at

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THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

www.expresslanes.com/realstories. Express Lanes customers have a higher propensity to use social media on a daily basis compared to the region as a whole. On Facebook, the Express Lanes received nearly 200,000 video views during the campaign, and 84 percent of customers viewed that content on mobile devices.

5. **Commuter Connections FY15 Marketing Activity**

Dan O'Donnell from Odonnell Company discussed recent FY16 marketing activity and presented a preview of the upcoming spring campaign. The FY 2016 1st Half Marketing Campaign Summary draft report was also distributed.

In September, 3,442 people took the pledge to go Car Free or car-lite. Earned media encompassed 41 placements in radio, television, print, online, newsletters, calendar listings, and blogs. Transit ads were donated by Arlington, Montgomery and Prince George's Counties and Metrobus. In addition the Washington Metropolitan Area Transit Authority provided a rotating tile ad on the Metro web site.

The fall umbrella media buy was launched in October and runs through the end of December, using ads developed in the previous fiscal year. Rideshare radio encompasses a mix of news, music, and Hispanic stations; television; and social media, including Instagram. GRH includes news and music radio stations.

WTOP promoted Commuter Connections with on-air mentions of an online contest. Listeners were prompted to indicate how they used alternative modes of transportation to get to and from work. Once a week a winner was randomly chosen and awarded a \$100 gift certificate to the Silver Diner.

Creative concepts for the new spring campaign were developed and feedback was solicited from the marketing workgroup members. The workgroup made selections out of a series of creative visuals and draft radio scripts for both GRH and Rideshare. Winning concepts were 'Baby' for the Guaranteed Ride Home theme, and 'It's never too early' for Rideshare. A direct mail piece to be released in late December will incorporate the new creative in a mass mailing to Washington region households.

The Bike to Work Day sponsor drive began in November and a nomination brochure was created for the 2016 Employer Recognition Awards, based on feedback from the Employer Recognition Awards workgroup.

6. **Walk & Ride Challenge**

Kristen Blackmon and Traci McPhail of Bethesda Transportation Solutions, and the North Bethesda Transportation Center presented the fall 2015 Montgomery County Walk & Ride Challenge. During the Challenge, teams of employees working in the County tracked their

steps using pedometers during a three week period in September. The main goals of the Walk & Ride challenge were to provide a fun event that helps Montgomery County employees learn how easy it is to get around on foot or by using transit rather than driving; and to promote businesses supporting traffic mitigation while developing relationships between TMD staff and employers and employees. The Walk & Ride Challenge started in the Bethesda TMD in 2007, registering 100 participants. Since 2012 the Challenge expanded to include all Montgomery County TMD's, and garners nearly 1,000 participating employees.

The Walk & Ride Challenge was promoted through various methods which included, flyers, letters, emails, print ads, newsletters, street banners, the web site, and phone calls to employers. In addition, weekly promotions keep the enthusiasm afloat, such as a website scavenger hunt and a 'show us your commute' photo contest. The theme of the Challenge was 'put a little step in your commute'. After signing up, each participant received a bag containing Walk & Ride Challenge branded items such as a t-shirt, pedometer, mug and a walking/transit map.

Those who walked at least 50,000 steps per week were entered into a drawing for an Amazon Kindle. Those who walked at least 25,000 steps per week were entered into weekly drawings for \$25 gift cards to local businesses. Each member of the team with the highest average steps won a \$125 gift card. Runner up team members each won a \$75 gift card, and third place team members won a \$50 gift card.

A brief post event survey was distributed via email to all participants. As an incentive to encourage participation in the survey, respondents were placed into a random drawing for a \$25 gift card. A majority of survey respondents indicated they saw health benefits over the course of the program, and have changed their commuting habits as a result.

7. FY15 Guaranteed Ride Home Customer Satisfaction Survey

Douglas Franklin, COG/TPB staff reported preliminary findings from the FY15 Guaranteed Ride Home Customer Satisfaction Surveys conducted within the Washington and Baltimore metropolitan regions.

The total number of Washington Region Guaranteed Ride Home (GRH) surveys distributed in fiscal year 2015 was 2,280, with a response rate of 15 percent. The vast majority of respondents, 94 percent were pleased with the overall GRH service. Written responses were received by nearly three-quarters of respondents, 73 percent. The vast majority of which, 81 percent, contained compliments. Compliments outweighed criticism at a four to one ratio. For each of the four categories, a good or excellent rating was given by 91 percent or more of the respondents. The average wait time was 15 minutes, and 92 percent waited 30 minutes or less.

The FY 2015 Baltimore GRH Customer Satisfaction Survey draft report was reflective of 25 completed surveys out of 146 distributed, a 17 percent return rate. The vast majority, 88% of the survey respondents were pleased with the overall GRH service. Written responses were received by three quarters of respondents, the majority of which, 74 percent contained compliments. Compliments however outweighed complaints by only a 1.6 to 1 margin. Only 60 percent of respondents felt the response time was good or better. The average response wait time was 32 minutes, and 64 percent waited 30 minutes or less.

8. Calendar of Events/Marketing Round Table

Time did not allow for this agenda item. Antoinette Rucker from WMATA brought 2015 Metro Holiday Shopping Guide brochure booklets for meeting participants to take.

9. Other Business/Suggested Agenda items for next meeting

The next FY16 Regional TDM Marketing Group meeting is Tuesday, March 15, 2016 from 2:00 to 4:00 pm in the COG Board Room, 3rd Floor.