

Regional TDM Marketing Meeting

Minutes – February 3, 2004

1. Introductions – See Sign-in sheet

2. Minutes of the December 2, 2003 meeting

Minutes were approved

3. Prince George's County Vanpool CD

Chris Napolitano from Joint Venture Marketing & Communications stated the goal of the Prince George's County vanpool subsidy program was to create more vanpools. The CD developed was designed to make information readily available and easy to start a vanpool. The CD discusses vanpool subsidies and links to various sites via the internet, making the information more easily available to interested parties. Mr. Napolitano said they were distributing these new CDs to HR directors in the county. Mr. Napolitano then provided a demonstration of the CD.

Nicholas Ramfos asked what the response to the CD had been. Mr. Napolitano replied that they had ten companies respond so far and noted his initiative had just gotten underway. It was also asked how many companies they mailed the CDs to. Mr. Napolitano said it was approximately 240 and they were in the process of conducting follow up. Leann Landry asked how they compiled the database they used for the mailing. Mr. Ramfos said they had used Dun & Bradstreet marketing.

4. Pedestrian Safety Education Campaign

Mike Farrell from COG discussed the Street Smart Campaign. Mr. Farrell explained how the program originated a couple of years ago to raise pedestrian and bicycle safety awareness. He also discussed the media campaign for the program, which featured radio spots. Mr. Farrell discussed the formation of a regional committee to work with this public outreach campaign. He added that the program applied for funds with a variety of organizations, including the Maryland State Highway Administration, Virginia Department of Transportation, the DC government, and Fairfax County. In 2002, they ran four weeks of radio ads and bus back advertisements. They also put 350,000 inserts into driver's license renewal packets. A survey of 500 people was conducted in order to gauge the effectiveness of the campaign. It was found that there was a 15% increase in knowledge of facts related to pedestrian safety following the campaign.

Mr. Farrell mentioned that the funding agreements held up through the spring and COG therefore re-applied for funds, managing to secure further financial assistance. The total budget for the program for this year is \$382,500. Plans entail re-running some of the previous spots, together with new ones, with brochures mixed in. The campaign is targeted for April 2004, and will include involvement with law enforcement efforts to

raise awareness. Muriel Bowser asked if they had Spanish language ads. Mr. Farrell replied yes, stating they had both TV and radio ads in Spanish.

5. Wilson Bridge Project

John Undeland discussed the Bridge Bucks program. The program is designed to provide a \$50 dollar a month subsidy towards transportation for commuters who are impacted by the Woodrow Wilson bridge construction project. Mr. Undeland also mentioned the easy to use website to help commuters find solutions to their commuting needs. He discussed the January 8th kickoff, which involved a briefing and was attended by some elected officials. He also noted they negotiated an exclusive about the story with the Washington Post and received a good deal of coverage from that paper. The kickoff also generated 30 electronic media stories and all regional papers gave it some press. He noted that after two days of the program, they were already halfway to their goal. The program is available for 1,000 commuters, 500 for Virginia and 500 for Maryland. The Wilson Bridge Project created three radio spots, but shifted more focus toward the telework radio spot, due to the already high enrollment in the Bridge Bucks program. Mr. Undeland then played the radio spots and the TV ad. He added that there was going to be advertising in the Washington Post Extras section. So far, there has been a 2 to 1 ratio of enrollment, 2 Marylanders for every Virginian. 85% of those approved were drive-alone commuters.

Mr. Undeland pointed out that 12% of the Capital Beltway was being replaced, so the project was going to affect a significant number of commuters. Muriel Bowser asked if they were checking to see if the employee was also getting a subsidy from their employer. Mr. Undeland said they weren't because it would be extremely difficult to police. Ms. Bowser noted she liked the fun approach that they were taking in their ads.

6. Maryland Transit Administration Update

Rich Solli of the Maryland Transit Administration handed out samples of MTA's first Pocket Size System Map. He explained how they managed to condense the map down some, without losing a great deal of print. He also noted they had some room for a couple of ads to help offset costs, which allowed the maps to be made available at no charge to the general public. The new maps cost 34 cents per unit to produce. Nicholas Ramfos asked if there was room to add a GRH add, and Mr. Solli said they'd look into it in the next version. Douglas Franklin asked how much they charged for ad space. Mr. Solli said it was from \$25,000 to \$35,000.

Mr. Solli shared the 2004 Baltimore Visitors Ride Guide with the group, pointing out this brochure provides information on getting around Baltimore and the nearby attractions, along with a summary of all MTA services (Subway, Light Rail, MARC, Bus). Fare Guide cards we passed out to the group which outline bus fares for the various zones as well as Light Rail and Metro Subway rates. He also presented the new Braille map, making MTA one of only three transit agencies in the country to have one.

Mr. Solli discussed the Customer Satisfaction Survey. He noted this as the first time in a while that a qualitative survey had been done. He noted one of the more interesting facts was the rise in internet access among riders, going from 60% in 92, to 98% for MARC riders. Nicholas Ramfos asked how the survey was distributed between service modes, to which Mr. Solli replied it was 1,000 buses, 650 MARC and 800 METRO RAIL.

7. Telework and GRH Marketing Update

Douglas Franklin discussed and played the recent telework radio spots. The first was for the Telework Centers, which included a tag about the 60-day free trial period that began February 1st. He then discussed the radio spot promoting the upcoming telework workshops that begin the first week of March. He also discussed the new telework workshop brochure sent to employers, also made available online. To further promote the workshops, Commuter Connections sent an html email. Leann Landry asked how people were targeted for the e-mail. Mr. Franklin stated that Commuter Connections had purchased a list targeting HR contacts within the Washington area through an email marketing company.

Rich Solli asked if they had any experience with teleworkers in their own offices and how they measured productivity. Nicholas Ramfos said that there would need to be some productivity measures in place before telework began, in order to assess its effectiveness. Mr. Franklin added that most teleworkers are reliable employees to begin with and that some jobs are more suited to teleworking than others. He also noted that a large part of the upcoming workshops offered by Commuter Connections centers on how to manage offsite employees. Mr. Franklin stated that there was going to be a press briefing next Tuesday on the expanded telework initiative, which aims to add 50,000 more teleworkers and help move the region closer than the 20% telework goal. The briefing will be held at the downtown offices of KPMG, a Board of Trade member (BOT). Speakers include:

Greater Washington Board of Trade President, Robert Peck
KPMG Managing Partner, John B. Veihmeyer
Fairfax County Board of Supervisors Chairman, Gerald E. Connolly
U.S. DOT Asst Secretary for Transportation Policy, Emil H. Frankel
Office of Personnel Management Deputy Associate Director, Abby Block

Mr. Franklin mentioned there were talks with Comcast about sponsoring a partnership to promote telecommuting. This would most likely involve an incentive of high speed - broadband internet access for companies and employees participating in Teleworking.

Mr. Franklin also discussed radio interview opportunities set up through Commuter Connections. These interviews would profile a different company each week that has a successful telework program. The segment entitled "Commuter Conscious Companies

to Watch” will air starting in February on WTOP and sister station WGMS. He also added the fact that WBIG will be conducting a similar program by interviewing teleworkers during that time period.

Mr. Franklin discussed the FY04 second half marketing campaign report. He went over the contents of the document, noting the appendix contained print items from the various campaigns. He pointed out that web visits have increased dramatically for the Commuter Connections website, as many commuters prefer to contact Commuter Connections via the web. He also reminded everyone that the deadline for companies to submit applications to be considered for the Employer Recognition awards was Friday February 6th.

8. America Walks Conference

On behalf of Bill Smith, Muriel Bowser gave an impromptu update on the America Walks Conference. The conference is held by a pedestrian advocacy group working to improve pedestrian access. The America Walks conference will take place on May 6th through May 8th. Right now, there is an early registration fee period, and 300 to 400 people are expected to attend. The conference will feature a great deal of analysis on pedestrian issues. Ms. Bowser also noted there will be sponsorship opportunities available. Mr. Ramfos noted that Commuter Connections is one of the event sponsors. The conference will coincide with Bike to Work Day, with a pit stop at a nearby apartment complex.

9. WMATA Marketing Update

“Information Anytime” is WMATA’s current marketing promotion, designed to help promote the ease of access to Metro’s information. The increase in web hits will be a way of measuring the success of this campaign.

Radio has been airing as of Dec. 30, 2003 and will continue through March, 2004. Stations include the following formats - 60’s & 70’s, Progressive, Young Urban, Urban Sports, Rock, News and Hot Adult Contemporary.

Online ads include OnTapOnline.com and WashingtonPost.com. In-System ads will include: Bus Tails and Queens, plus Interior Bus and Rail Cards.

Print: Nov 2003 – March 2004

Publications include the Washington Post, Washington Post Express and the City Paper. Hispanic publications included in the campaign are El Tiempo Latino, La Nacion and Washington Hispanic.

Additional WMATA marketing campaigns in the works include the “Off-Peak” campaign print ads, designed to convey various places that Bus & Rail can take you during off-peak times. Ads will be B/W with Spot color and will appear March 2004 through June.

A new promotion for the “30’s” is part of a campaign partnered with the Sierra Club, promoting the 30 route bus line. It will feature additional promotion on March 30th and April 30th to reinforce the message, most likely a mall discount and a radio contest on WASH-FM.

Bi-lingual bus schedules are being rolled out. In June, WMATA will be distributing a bi-lingual bus map coming soon. This will be divided into a DC-Maryland Map, and a DC-Virginia map. The maps will be free and include advertising.

10. Agenda Topics for April 6, 2004 Meeting

Next meeting will include the rescheduled briefing on the **America Walks Conference** report from Bill Smith and update on Bike to Work Day.