



REGIONAL TDM MARKETING GROUP

MEETING NOTES

September 18, 2018

1. Introductions

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

2. Meeting Minutes

Notes from the June 19, 2018 Regional TDM Marketing Group meeting were approved as written.

3. Change of Chairpersons

Sharon Affinito, Loudoun County Commuter Services was presented with a plaque and thanked for her service as Chairperson of the FY18 Regional TDM Marketing Group. Antoinette Rucker of the Washington Metropolitan Area Transit Authority was announced as the new Chairperson for FY19, and the FY19 Vice Chairperson will be Semia Hackett, Prince George's County.

4. FY18 Marketing Campaign Summary Report

The FY18 Second Half Marketing Campaign Summary final report reflecting marketing activity between January and June 2018 was reviewed. Substantive additions to the report from the previous draft included transit signage and Bike to Work Day photos, Bike to Work Day earned media placements, Employer Recognition Awards collateral and photos, 'Pool Rewards Facebook ads, performance measures, and digital media results.

5. FY19 Marketing Communications Plan and Schedule

The Marketing Communications Plan and Schedule outlines Commuter Connections' planned regional marketing strategy for FY19 to create awareness and generate interest in Ridesharing, GRH, CarpoolNow, 'Pool Rewards, Flextime Rewards, Employer Outreach, and Special Events. On August 22, 2018 the document was posted in draft form onto SharePoint for an open comment period, and all edits and comments received were worked into the final document. Each FY19 Work Program component listed an objective, target market, tactics and media budget allocation. The document also includes timeline schedules for FY19 creative development and media campaigns.

6. Commuter Connections FY19 Marketing Activity

Dan O'Donnell of Odonnell Company discussed FY19 marketing activity including the 2018 Car Free Day event, the upcoming fall media buy, and written conceptual approaches for the FY19 spring marketing campaign. The Car Free Day campaign continued the same message "Drop it for a Day" as the previous year, with the visual of a hand dropping car keys. The call to action directed area workers, residents and students to go online and take the pledge to use transportation alternatives on September 21-22, 2018. A promotion with District Taco offered \$3 off online orders of \$10 to those who take the Car Free Day pledge. In addition, a number of sponsors donated prizes for the regional raffle.

The Car Free Day ad campaign ran from September 1-22 and included paid ads and boosted posts on Facebook, two paid blogs, Pandora, YouTube, and text messages to opt-in cell phone numbers. Endorsement ads were pre-recorded by on-air personalities from three area radio stations and an earned media campaign has been working to secure interviews and encourage media outlets to place Car Free Day news stories. Bus signage was donated by Arlington Transit, Fairfax Connector, Montgomery County Ride On, Metrobus, and Prince George's County.

The upcoming fall FY 2019 regional TDM mass marketing campaign will use radio ads that were originally produced for the spring FY18 campaign. The media plan calls for a mix of radio, social media, blogs, digital ads, and streaming TV. Commuter Connections produced the summer 2018 newsletter which was distributed to the employer database and TDM stakeholders in hard copy and e-mail format. Planning stages for the spring FY 2019 marketing campaign were reviewed, and several written concepts were presented. The state funding agencies will review and comment on creative designs developed at their October meeting, after which the marketing workgroup members will have an opportunity to review and comment on the materials as well. The creative materials will be refined based on the various feedback and finalized for the spring campaign.

7. Frederick County Marketing

Kendall Tiffany, TransIT Services of Frederick County, gave a presentation on the agency's recent marketing activity. Print advertising included the Visit Frederick tourism guide book, Fort Detrick map and guide, and ValPak mailer. Signage appears at the Frederick Indoor Sports Center and on buses. GRH and Ridesharing radio spots ran on WFRE/WFMD, and a commuter alternatives and Car Free Day spot ran on KEY103 (WAFY). Radio stations conducted on-site remotes for Bike to Work Day. Online ads were also placed through Manning Media.

8. FY19 Strategic Marketing Plan

The FY19 Regional TDM Resource Guide and Strategic Marketing Plan report (SMP) is an annual guide that serves as a resource for current and planned marketing strategies and activities conducted within the Washington metropolitan region by Commuter Connections and its network members. It contains a profile of the region and forecasted population and employment growth trends. Other sections include regional activity centers, TDM product profiles with benefits and challenges of each, and summaries of recent TDM research. The draft report was inclusive of initial edits received during the first round of changes that took place in August 2018. Commuter Connections network members who have not yet contributed were asked to provide updates to sections of the report pertaining to their organizations by October 31st. The final draft report will be distributed at the December 18, 2018 Regional TDM Marketing meeting for endorsement.

9. Calendar of Events/Marketing Round Table

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

Kendall Tiffany, TransIT Services of Frederick County, attended the In the Street Festival on September 8. Car Free Day will be promoted at the Great Frederick Fair and free rides will be given on all County Connectors and Shuttles on September 21. Try Transit Week will be celebrated in Frederick October 15-19, and updates are being made to the TransIT website and brochures.

Antoinette Rucker of the Washington Metropolitan Area Transit Authority mentioned that a new Marketing Director was hired, Jill Mohel who came from Hilton Hotels, and that there will be a new SmartBenefits employee portal coming later this year.

Jessica Charles-Allen, Anne Arundel County Office of Transportation, will be giving presentations at a number of senior centers through September 27 and will attend the Spanish Health and Resource Festival on September 28 and Homeless Resource Day on October 27. A Bike to Work Day event on October 7 will include county first responders. Promotional items geared toward millennials are being developed for upcoming youth career fairs, and after high school events.

Nancy Huggins, Maryland Transit Administration, conducted a training session with MDOT MTA Customer Service on Guaranteed Ride Home, Commuter Connections, and IncentRIP. Commuter Choice Maryland will be holding a webinar on the Maryland Employer Tax Credit for the Maryland Rideshare Coordinators/TDM Specialists.

Mark Sofman, Montgomery County Commuter Services, participated in PARKing Day in Silver Spring. Car Free Day activities will include the Commuter Services van appearing at several transit locations, and free rides will be provided on Ride On ExtRa Buses from Shady Grove Metro to Black Hill Regional Park, with stops at the Germantown Transit Center and Clarksburg Premium Outlets. A palm card was developed to help promote the event.

Sharon Affinito, Loudoun County Commuter Services, shared a Spanish rack card highlighting bus service and carpool/vanpool information. The cards will be distributed to libraries and other areas with a large concentration of Hispanic residents. Additional ads were shared which promote Try Transit Week, free rides on Metro Connection buses, and a new bus service for the Purcellville Park & Ride lot.

Katy Nicholson, Potomac and Rappahannock Transportation Commission, is currently promoting Try Transit Week and Car Free Day with on-board notices, print ads, website, Facebook posts, and email messages to passengers, and will be at the Manassas Farmers Market on Saturday. PRTC is in the process of rebranding its transit agency and services with new theme colors, logos, service name, and a website to consistently carry the OmniRide name.

James Davenport, VDOT GEC/Transform 66, will be at the Manassas Farmers Market event on Car Free Day to promote Transform66, and OmniRide will display a Transform66 Wrap around commuter bus. Mr. Davenport will also attend the DATA Block party in October.

10. Other Business/Suggested Agenda items for the next meeting.

The next Regional TDM Marketing Group meeting is Tuesday, December 18, 2018 from noon – 2:00 p.m.