



**REGIONAL TDM MARKETING GROUP
MEETING NOTES
March 15, 2016**

1. Introductions

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

2. Meeting Minutes

The Committee approved the December 15, 2015 meeting notes as written.

3. Marketing Campaign Summary Report

Douglas Franklin from the Metropolitan Washington Council of Governments (COG/TPB) discussed the FY16 1st Half Regional TDM Marketing Campaign Summary final report which was distributed as part of the agenda packet. The report provided an overview of Commuter Connections marketing activity between July and December 2015.

4. DC Circulator Marketing

Michelle Cragle from goDCgo gave a presentation on the DC Circulator's 10th anniversary marketing campaign. According to a 2014 DC Circulator survey, the majority of riders reported using the Circulator to commute to and from work. The purpose of the campaign was to help introduce the Circulator to new riders, and to increase use of the Circulator for off-peak travel.

The campaign was supported by in-bus rack cards, Facebook and Twitter ads, and Pandora radio (streaming audio, tied with a visual). All ads ran for a two week period starting on November 25th, targeting ages 24-35. The campaign asked people to post Circulator related photos to Facebook and use the tag #RidePlayWin, for a chance to win daily prizes. Winners were those who received the most Facebook likes, and the grand prize was a 10-year anniversary party-bus experience for the winner and 25 friends. To gain more likes, contestants were encouraged to share their Circulator contest post with their Facebook friends, resulting in more exposure for the Circulator. The Circulator received a total of 32 contest entries and increased their Facebook page likes by 8.5 percent.

To promote the DC Circulator's new National Mall route and its connectivity to the National Capital Cherry Blossom Festival, a Circulator bus has been wrapped in a pink cherry blossom theme. People who spot the pink bus, snap a picture, and share on social media using the hashtag #BlossomBus are entered to win prizes.

Nicholas Ramfos from COG/TPB inquired if goDCgo could also promote Commuter Connections' special event ridesharing for the National Cherry Blossom Festival. Ms. Cragle will follow up with COG/TPB staff about the opportunity to do so.

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5. **Commuter Connections FY16 Marketing Activity**

Dan O'Donnell from Odonnell Company provided a review of the regional TDM spring marketing campaign. The FY16 2nd Half Marketing Regional TDM Campaign Summary draft report was distributed. The new spring campaign themes include "It's never too early" (Rideshare), and "Baby" (GRH). Both launched in February on radio and paid social media. The radio ads were translated into Spanish as well.

Rideshare ads are also appearing online on Pandora radio. A new Rideshare TV spot is in the works and will be produced later this month to air on NBC4 News and Comcast SportsNet. GRH is also running online ads on WTOP.com. A flash file reflecting the new Mass Marketing campaign creative was placed onto the Commuter Connections home page. A 'Pool Rewards TV ad began airing in February on ABC7 News, as well as a paid ad on Facebook.

Bike to Work Day cash sponsorships reached a total of \$43,350. Bike to Work Day posters and rack cards were developed and 90,000 items were printed, including extra-large posters and small posters that were translated into Spanish. The materials were distributed to all pit stop managers and other Bike to Work Day stakeholders. Posters will be distributed to employers throughout the region, along with a letter asking employers to display the poster and to encourage employee participation. Other marketing items for Bike to Work Day include T-shirts, vinyl banners, web site, and social media sites. A radio ad will be produced for Bike to Work Day to begin airing in May.

6. **Street Smart**

Mike Farrell COG/TPB staff, presented the 2016 Street Smart Pedestrian and Bicyclist Safety marketing campaign. Street Smart is a public education and awareness program in the Washington, DC region supported by WMATA, TPB member governments, and Federal funds administered by the District of Columbia, Maryland, and Virginia. Street Smart began in 2002 with the objective of reducing pedestrian and bicyclist injuries and deaths by changing behavior through mass media, and concurrent law enforcement. In 2015, pedestrian and bicyclist fatalities accounted for 29 percent of the region's 261 traffic fatalities. Nearly all of the bike/ped fatalities were pedestrians, and a disproportionate percentage occurred within Prince George's County.

Street Smart's FY2016 creative is a continuation of the popular "Tired Faces" campaign from the previous year, depicting headshots of diverse people with automobile tire tread marks across their faces. The campaign uses pointed headlines such as "Pedestrians don't come with airbags", "You can't fix a pedestrian at a body shop.", "Kids don't come with turn signals", and "It wouldn't hurt to use the crosswalk". Advertising consists of television, radio, gas pump toppers, bus exteriors/shelters, and digital/online. Street teams wearing sandwich board versions of the Tired Faces ads also walked around pedestrian hot spots throughout the region and handed out safety tip brochures.

7. Calendar of Events/Marketing Round Table

Meeting participants discussed relevant marketing and upcoming events involving their organizations.

Marina Budimir from the District Department of Transportation mentioned that goDCgo will launch a Community Partners program to provide \$5 Capital Bikeshare memberships to low-income individuals. Capital Bikeshare will have a pink bike pedaling around the District during the National Cherry Blossom Festival. Riders who see the bike and post on its whereabouts on the Capital Bikeshare facebook page, while using the tag #bikeinbloom, will have a chance to win prizes.

Michelle Althoff from Enterprise Rideshare is developing an internal newsletter, and working on grants with Arlington Transportation Partners and the Dulles Area Transportation Association. Enterprise will also participate in ten earth day events.

Lisa Dumetz from the Virginia Department of Rail Public Transportation noted that Virginia Telework Week took place the week of March 7th and more than 361 pledged to telework one or more days during the week. Marketing activities for Virginia Telework Week included placement of print and digital ads in the Washington Business Journal, and a press release.

Mark Sofman of Montgomery County Commuter Services stated that the county is planning to again host four Bike to Work Day pit stops. Commuter Services will also attend Montgomery County's 2nd Annual Greenfest in Takoma Park on April 30th.

Kendall Tiffany, from Frederick County TransIT Services recently completed a radio marketing campaign with Key103, and online ads are running on the Frederick News Post web site. TransIT will be attending Earth Day events in April, and a ribbon cutting ceremony on May 11th to celebrate the introduction of five fully electric refurbished buses into the fleet. Plans for a Bike to Work Day pre-party event, and the Frederick Bike to Work Day local pit stop are underway.

8. Other Business/Suggested Agenda items for next meeting

The next Regional TDM Marketing Group meeting is Tuesday, June 21, 2016 from noon – 2:00 p.m.