



**REGIONAL TDM MARKETING GROUP  
MEETING HIGHLIGHTS  
March 18, 2025**

**1. Introductions**

In-person attendees introduced themselves by name and affiliation and any online attendees who were first-time participants of the Regional TDM Marketing Group did the same.

**2. Meeting highlights**

The highlights from the September 17, 2024 meeting were posted to the COG website for review and reference.

**3. Commuter Connections Marketing Activity**

Dan O'Donnell and Mark Wirth, Odonnell Company, presented on FY2025 Commuter Connections marketing activities. Douglas Franklin, COG/TPB staff, reviewed the FY2025 First Half Marketing Campaign Summary final report. The report provided a detailed overview of Commuter Connections' TDM marketing activity from July to December 2024.

The spring 2025 rideshare campaign's theme is "Rideshare Together", focusing on the social side of rideshare as well as saving money and time. For Guaranteed Ride Home, the "Life Happens" concept presents relatable scenarios of why a commuter would need the GRH service. The FY2025 second half spring media buy is \$312,000 each for Rideshare and GRH and includes digital, streaming TV, radio, and paid social media advertising. The GRH Baltimore media buy is \$25,000 and encompasses the use of radio and digital.

The 'Pool Rewards media buy was \$20,000 and the campaign included digital and paid social media. Commuter Connections' first ever marketing campaign under the rebranded app name, CommuterCash launched this week with a media budget of \$70,000 and \$50,000 for CommuterCash MDOT. Each campaign includes radio, digital, and paid social media advertising. Another first-ever initiative was a marketing campaign for goDMV, promoting the regional commuter competition. A \$10,000 budget included digital and paid social media advertising. The goDMV initiative is tied to the CommuterCash app as participants of the competition are required to use the app in order to document their commute trips.

The Employer Recognition Awards 2025 nomination period deadline concluded at the end of January 2025, and nominations will be evaluated by a Selection Committee later this week. The Bike to Work Day event to be held in May secured eighteen sponsors, with cash donations reaching \$50,150, plus several bicycles for the regional raffle. Bike to Work Day flyers (including Spanish), rack cards, and large posters were made available. In addition, vinyl banner template artwork was created for use by each pit stop. Registration for Bike to Work Day 2025 officially

launched on March 3<sup>rd</sup> with announcements made on social media and a press release. The media plan for Bike to Work Day 2025 is under development.

#### **4. GWRideConnect**

Kerry McKenney, George Washington Regional Commission, presented on GWRideConnect's marketing campaign. GWRideConnect provides commuter assistance to Stafford, Spotsylvania, King George, and Caroline counties, and the City of Fredericksburg. All alternative modes are promoted by GWRideConnect, with emphasis placed on vanpool connections. The "Revolutionize Your Commute" campaign capitalized on the significance of George Washington to the region, who's boyhood home was located. Cheeky headlines include "Declare your Independence from Driving Alone", "Liberate Yourself from Traffic and Parking!", and "Together We Ride!". The ads feature a cool-looking George wearing sunglasses with fife and drum corps music playing in the background. Graphics depicted the revolutionary war general and first U.S. President driving the vanpool, bus, etc. The campaign ran on YouTube, Facebook, and radio. Ads entice potential riders to try a vanpool by offering the first two months for free.

#### **5. Marketing Shared Calendar**

COG/TPB staff, Douglas Franklin, reviewed the FY2025 spring campaign media calendar. The chart represents paid media campaigns for the second half of FY2025, from late January to June. Each campaign is denoted as a different color. The objective of the media calendar is to Consolidate all Commuter Connections campaigns onto one chart, for a quick at a glance understanding of when each campaign starts and ends over the course of the six-month window. At any given time, Commuter Connections can be running multiple campaigns simultaneously.

Other than the summer months, Commuter Connections is always running marketing campaigns for any of its various programs and events. The fall campaign will begin in October and the intent is to provide an online shared-file location for this regional marketing calendar, with access given to Regional TDM Marketing Group members, so they may voluntarily post their local campaign schedules to the platform as well.

#### **6. Roundtable**

Meeting participants discussed recent marketing related plans and events occurring within their jurisdictions.

##### **goDCgo**

Cate Longino noted that goDCgo is working with Commuter Connections on the goDMV Commuter Competition, and the Cherry Blossom Festival guide is available on the goDCgo website. The All-Star Awards ceremony will take place on April 9<sup>th</sup>, and the spring bike campaign will launch in April as well.

##### **Prince George's County**

Christian Bacon mentioned that the Community College open house will take place on April 15<sup>th</sup> and the County will be attending a number of green fairs in April, including at NASA and the U.S. Patent & Trademark Office. A press release will outline bus stops and Park & Ride Lots available within the county to assist with federal workers' return to office.

##### **Frederick County**

Mary Dennis stated its "People We're Proud Of" campaign for Transit Worker Appreciation Week. Each day on social media a different behind scenes staff worker will be highlighted. The county is

also conducting a “Commute Smarter not Harder” campaign on radio, social media, and info boxes at Park & Ride Lots. Lastly, Bike to Work Day is being promoted on radio and social media.

#### GWRide Connect

Leigh Anderson mentioned that GWRide Connect is conducting an AdVANTage lunch & learn on March 19<sup>th</sup> for operators of vanpools originating in Virginia. AdVANTage is an insurance program for vanpools.

#### Fairfax County

Benjamin Boxer noted that ads are running on WTOP radio and social media to support the federal workforce’s return to office. A dozen Fairfax County employers are being recognized as Best Workplaces for Commuters and a video will highlight them. WTOP developed a story about the 66 parallel bike trail, featuring Capital Bikeshare. Lastly, Bike to Work Day is being promoted.

#### Loudoun County

Kendall Tiffany stated that the county is conducting a public input survey for two new commuter bus routes into Loudoun, from Frederick and Prince William. Outreach is also taking place to promote expanded weekend bus service and first time ever Sunday service. Bike to Work Day registration events will take place at two local bike shops, in Leesburg and Ashburn. Lastly, an outreach strategy is being developed for a microtransit pilot in July.

#### City of Alexandria

Sabrina Arce noted that the city is promoting Bike to Work Day and will continue to offer bike valet services at various upcoming events. A guide is being developed for Mobility Ride.

#### Washington Metropolitan Area Transit Authority

Antoinette Rucker announced that Cherry Blossom SmartTrip Cards are available at select stations. Metro just launched MetroPulse, a mobile app that allows customers to plan trips, chat with customer service, and report issues on the system. Marketing is being ramped up for the Better Bus Network initiative that will see regionwide changes taking place to Metrobus starting June 30<sup>th</sup>. Bus routes are being renamed and some will run at different times or serve new areas. Lastly, seven SmartBenefits webinars were conducted specifically for federal agencies, with 120 in attendance.

#### Northern Virginia Transportation Authority

Abigail Hillerich shared that public engagement for the regional bus rapid transit (BRT) system’s preliminary deployment plan will take place in April. Opportunities for public comment will be taken through an online feedback form, various popup events, and an open house. The GoMyWayVA rewards app is also being promoted.

## **7. Other Business**

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 17, 2025, from 12:00 P.M. to 2:00 P.M.

## **8. Adjourn**