



REGIONAL TDM MARKETING GROUP

January 20, 2026

1. INTRODUCTIONS

The Regional TDM Marketing Group meeting was called to order. New members introduced themselves by name and affiliation.

2. COMMUTER CONNECTIONS MARKETING

Dan O'Donnell and Mark Wirth from Odonnell Company provided a review of Commuter Connections' regional TDM marketing activity to occur in the second half of FY 2026. The Ridematching marketing campaign starts mid-February and runs through the beginning of June, with a media budget of \$371,500 and a theme of "Every Friend Made" and "Every Dollar Saved". The Guaranteed Ride Home (GRH) marketing campaign begins late February and runs through the end of May, with a media budget of \$247,700 and will use the theme of "What If?", asking the questions "What if I get sick while at work?" or "What if I have to work late?" Both campaigns will consist of traditional radio, streaming radio, podcasts, digital display, streaming network video, and social media. The GRH Baltimore campaign will mirror the main GRH campaign's visuals and messaging, with a budget of \$23,800, consisting of digital display and social media and will run for seven weeks during March and April. First-time ever GRH logos were unveiled and will debut as part of the spring campaign. The goDMV Commuter Competition all-digital marketing campaign has a media budget of \$47,500 and will run late February through early April. The Bike to Work Day marketing campaign is under development, and the media budget will be \$63,700. Bike to Work Day will also have a brand-new website this year. The Employer Awards program has a theme of "Champion for Change", and the awards ceremony will occur in June.

The FY 2025 First Half Regional TDM Marketing Campaign Summary draft report was issued. Web visits and phone calls during the fall were extremely high, compared to the same time period the previous year. Web visits were up 306 percent, with the month of October surpassing the 100,000 mark for the first time ever. These numbers are mainly attributed to federal return to office mandates along with some federal contractors which may have followed suit. Phone calls increased year over year by 80 percent. The final report will be issued in March and include Ridematching and GRH application numbers.

3. PRINCE GEORGE'S COUNTY MARKETING

Christian Bacon, Prince George's County, gave a presentation on the county's marketing efforts. Community and employer outreach while participating in transportation, wellness, and sustainability events allow for stakeholder engagement and building relationships. Major events occurred in conjunction with the City of Greenbelt, State Highway Administration, and NASA. The county conducted a digital marketing campaign about major changes in relation to TheBus, including that it's now free to ride and has a new look. Additionally, the county

worked in tandem with WMATA as part of the Better Bus network initiative and to align route numbers to begin with the letter “P”.

An in-house video was created featuring new bus routes to major hubs such as National Harbor/MGM, the University of Maryland, and the Bowie Fairwood Medical Center. In addition to social media, TheBus itself is used as a form of marketing, using bus wraps to increase brand visibility. Paid advertising includes Urban One radio which owns a number of popular radio stations covering the Prince George’s market. Lastly, the Prince George’s Department of Public Works and Transportation also collaborates with the “Safe Passage” public schools initiative, a pilot program to provide a visibly deterrent presence on student walking routes, to address concerns about violence and traffic safety.

4. MARKETING ROUNDTABLE/CALENDAR OF EVENTS

Necole Jackson, goDCgo

A carpool incentive program is taking place from February to March, where participants can log their trips into CommuterCash to win prizes. The goDMV Commuter Competition is also being promoted through the goDCgo employee team. goDCgo is partnering with senior organizations to host events to share accessible transportation information and services. Travel trainings are taking place for the Cherry Blossom Festival and for residential apartment properties. The DC bike maps will be getting an updated design based on a graphics contest held with residents. goDCgo will also have a blog article coming out featuring a DDOT employee who vanpools.

Kevin Obike, Montgomery County

Transportation Trivia Tuesdays is a contest to drive more traffic to the county’s website. It poses five questions on social media about transportation history, infrastructure, and commuting culture. Answers are scattered among various pages within the website, and there are points earned for each correct answer. Each Monday, answers are revealed and prizes are awarded.

Elijah Burckin, Montgomery County

Travel trainings for non-TMD areas of the county with limited access to transit are under works and will be held in partnership with different housing organizations and public libraries.

Christian Bacon, Prince George’s County

County staff will be attending the Maryland Quality Initiative Conference alongside Commuter Choice Maryland in February. Also, focusing on engaging with Chambers of Commerce.

George Clark, Tri-County Council for Southern Maryland

Tri-County is placing more streaming content, a departure from previous more traditional ad placement. Also, working with Chambers of Commerce within each county to promote Commuter Connections services and Commuter Choice Maryland. A reminder that the IRS has increased the maximum monthly pre-tax commuter benefit limit to \$340 for transit fare and qualified vanpools, up from \$315 in 2025.

Leigh Anderson, George Washington Regional Commission

GWRideConnect wrapped up a campaign focused on vanpools which used online streaming, and are currently running a “Vanuary” campaign which spotlights vanpool companies. The next promotion will be “Love on the Move” for February, which focuses on all transit modes.

Ivanna Baez, OmniRide

A “Care for Congestion” campaign is running which encompasses print, digital, TV, and radio to promote express commuter routes. Ads have been centered around the transit app, which provides real-time data for OmniRide buses. Riders are pleased with the app and feel it’s extremely accurate.

Alyson Foster, OmniRide

The transit app tracks ridership metrics, and the data has been valuable in helping to make recommendations for service changes. OmniRide is in the process of reviewing previous marketing and advertising to determine possible ways to enhance and optimize them.

Ben Boxer, Fairfax County

The county is wrapping up a movie theater advertising campaign featuring parking facilities at Monument Drive and Springfield, and is working with a local social media influencer for a story on using the facilities. There are plans to launch new bus advertising for a SmartBenefits plus 50 campaign on Fairfax Connector buses, and a Best Workplaces for Commuters ceremony will be held in February. Capital Bikeshare campaigns are also in the works, as is winter Bike to Work Day.

Sabrina Arce, City of Alexandria

GO Alex is focusing on updating bicycling materials starting with the City of Alexandria bike map in February, and an ad in Alexandria's visitor guide in March. Metro station posters and Metrobus cards will promote Capital Bikeshare, and upcoming bike safety promotions will give away bike helmets and visible accessories such as bike lights and vests. Lastly, a spring mailer will focus on various commuter rewards apps, including CommuterCash.

Kendall Tiffany, Loudoun County

Commuter Services is refreshing advertising for a pilot commuter bus originating from Prince William County and Frederick County, MD. The “Go Beyond the Bus” campaign focuses on Leesburg’s on-demand micro-transit pilot, which will be expanding service into the weekend starting July. The pilot will also expand into Sterling this summer. The goDMV Commuter Competition is being promoted to Loudoun County employers.

Terri Lamb, Dulles Area Transportation Association

DATA has recently revamped social media from quarterly frequency to daily posts on Facebook, Instagram, and LinkedIn due to a new hire with strong social media skills.

Becky Sandretzky, Northern Shenandoah Valley Regional Commission

There are two RideSmart billboards within two of the larger counties in the Valley, and movie theater ads are appearing in all four counties. Other marketing efforts include radio ads, digital banner ads, and social media.

Katy Lang, District Department of Transportation

Alerted committee members to update their websites to remove mention of DC streetcars, which will cease operations at the end of March, and to update Capital Bikeshare’s new fare structure before the spring bike season ramps up.

5. OTHER BUSINESS

A. FY26 Shared Marketing Calendar

COG/TPB staff will provide a shared calendar file, accessible to committee members which visually plots paid marketing campaigns occurring between January and June. A spreadsheet will be provided with a tab for each jurisdiction for network members to voluntarily contribute to the shared calendar.

B. Various Important January Deadlines

COG/TPB staff noted several upcoming deadlines occurring at the end of January, including the Employer Awards call for nominations, employer registration for the goDMV Commuter Competition, and regional sponsor declaration forms for the Bike to Work Day event.

C. Suggested Discussion Topics for Next Meeting

George Clark, Tri-County Council for Southern Maryland, suggested a presentation from Prince George's County.

6. ADJOURN

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, May 19, 2026, from 1:00 P.M. to 2:30 P.M.