



REGIONAL TDM MARKETING GROUP

September 16, 2025

1. INTRODUCTIONS

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

2. MEETING HIGHLIGHTS

Highlights from the June 17th Regional TDM Marketing Group meeting were posted to the COG website meeting page for committee records.

3. CHANGE OF CHAIRPERSONS

Antoinette Rucker, Washington Metropolitan Area Transit Authority, was presented with a plaque to recognize her service as Chair of the FY 2025 Regional TDM Marketing Group. George Clark, Tri-County for Southern Maryland, was announced as the new Chair for FY 2026, and Ivanna Baez, Prince William County, was announced as the new Vice Chair.

4. COMMUTER CONNECTIONS MARKETING

Dan O'Donnell and Mark Wirth from Odonnell Company provided a review of Commuter Connections' regional TDM marketing activity for fall FY 2026. The primary focus was on marketing campaigns for CommuterCash, Guaranteed Ride Home (GRH), and Ridematching. Likely due to federal RTO mandates—FY 2025 2nd half phone calls, web visits, and GRH and Rideshare applications were each 74 percent or more higher than the same time period in FY 2024. Other topics noted were the Bike to Work Day sponsor drive, development of a new event website, and creative concepts; the goDMV Commuter Competition sponsor drive and marketing campaign development; the spring umbrella campaign and creative development; and the Employer Awards call for nominations. The FY 2025 2nd Half Regional TDM Marketing Campaign Summary final report was issued.

5. FAIRFAX COUNTY MARKETING

Benjamin Boxer, Fairfax County Department of Transportation, gave a presentation on the county's marketing campaigns to promote the new I-66 Parallel Trail and the new Monument Drive Commuter Parking Garage and Transit Center in Springfield. Other campaigns promoted the county's ten new Capital Bikeshare stations; now at every Metrorail station in the county. Try Transit Week held a car versus bus challenge and there will be an upcoming event to celebrate the Fairfax Connector's 40th anniversary. Plans are underway for themed bus wraps for the fall spooky Halloween and winter holiday themed buses. Lastly, the county is working on potential employer recipients for Best Workplaces for Commuters designation.

6. FY26 MARKETING COMMUNICATIONS PLAN AND SCHEDULE

The Commuter Connections FY26 final Marketing Communications Plan and Schedule was issued. The document outlines the planned regional TDM marketing strategy for FY 2026 to promote Ridesharing, GRH, incentives programs, and special events. The document also includes timeline schedules for FY 2026 creative development, and media campaigns.

7. MARKETING ROUNDTABLE/CALENDAR OF EVENTS

Terri Lamb, Dulles Area Transportation Association, is beginning travel training with ABM Aviation at Dulles Airport, and next month with the Metropolitan Washington Airports Authority. Travel training outreach will continue over a ten-month period, with a different employer each month.

Kendall Tiffany, Loudoun County is still running its microtransit Go Beyond the Bus campaign in Leesburg, and began its Let's Get You Where You Need to Go transit campaign. Another campaign is in the developmental process for the commuter assistance program. Several community events have taken place and a new pilot commuter bus from Prince William County, VA and Frederick County Maryland into Loudoun County starts October 20th.

Cate Longino, goDCgo, is continuing to improve and expand a travel training program which was presented at a mobility summit. The Parking Cashout law reporting portal is opening in October.

Elijah Burckin, Montgomery County, is in the planning process for a commuter benefits employer webinar.

Jennifer Bolick, Montgomery County, is promoting the county's Walk & Ride Challenge in the Shady Grove, and Silver Spring TMD's.

Ivanna Baez, OmniRide, is running their Cure for Congestion campaign.

Leigh Anderson, George Washington Regional Commission, is developing a new logo for GWRideConnect.

Sabrina Arce, City of Alexandria, held an Electric Vehicle Ride and Drive Showcase where electric vehicles, including e-bikes and scooters, could be test driven and purchased ahead of the tax credit expiration. Also, collateral materials are being developed for Capital Bikeshare, and a social media post will celebrate CaBi's 20th birthday. Lastly, planning stages of the Operation Illumination pop up event are underway, which will provide lights and safety accessories for pedestrians and bicyclists for the upcoming daylight savings time change.

Bobby Greenberg, Arlington County, noted that outreach and events take place at a pace of about ten outreach events a month, plus BikeArlington's bike classes, and WalkArlington's series of walk events. Arlington County Commuter Services will be announcing a new name soon.

Antoinette Rucker, WMATA, is promoting MetroPulse, a new real-time app for bus and train information. This does not replace SmartBenefits. Selection has been made for the design of the future 8000 series trains, based on online voting by Metro riders.

Mary Dennis, Frederick County, has a new fall commute campaign which promotes vanpooling and carpooling. The county partnered with the local tourism office to showcase its rural transit routes. Video content has been collected for use on social media for reels to showcase bicycling along trails and transit.

Christian Bacon, Prince George's County, continues ongoing engagement with the University of Maryland and Prince George's Community College at faculty and staff events. The county is

promoting CommuterCash in the transit newsletter, instituted by the county executive, and engaging with local businesses to promote CommuterCash, Guaranteed Ride Home, and ridematching. Lastly, a fall fest sponsored by the Fort Washington Healthcare Center will be attended.

LaToya Crump, Prince George's County, is planning a guided bus tour at the Department of Parks & Recreation's Spooky Blaze the Trails event featuring a de-commissioned stationary bus transformed into a Halloween themed spooky bus, with staff wearing costumes. Swag items will promote transit and public safety, and bike and pedestrian safety.

George Clark, Tri-County Council for Southern Maryland, started a new media campaign using streaming TV commercials, in addition to the continuation of traditional print ads. Tri-County is also working on promoting SchoolPool and posting on social media about upcoming events.

8. OTHER BUSINESS

A. FY26 Shared Marketing Calendar - a shared calendar file was created by Commuter Connections which was made accessible to Regional TDM Marketing Group members to visually plot paid marketing campaigns for the first half of FY 2026 (June thru December 2025). Tabs were built into the spreadsheet for each individual jurisdiction. Committee members may voluntarily contribute to the shared.

B. FY27 Commuter Connections Strategic Direction Work Group Update - a workgroup met several times during the summer to provide direction and identify strategies for implementing Commuter Connections programs in FY27 and beyond. Among the various topics discussed was regional TDM marketing. Feedback from the workgroup will help shape the RFP for the regional TDM marketing contract.

C. Suggested Discussion Topics for Next Meeting - George Clark suggested a presentation from Prince George's County.

9. ADJOURN

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, January 20, 2026, from 1:00 P.M. to 2:30 P.M.