

REGIONAL TDM MARKETING GROUP MEETING HIGHLIGHTS

May 19, 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 ACTIVITY

Dan O'Donnell and Mark Wirth from Odonnell Company provided a review of Commuter Connections' FY 2026 spring marketing activity. Enhanced ad tracking capabilities are being used to capture deeper engagement insights across digital media channels for all marketing campaigns, providing measurement of responses beyond ad clicks only, and towards action taken such as Commuter Connections account registration. The FY 2026 2nd Half Marketing Campaign Summary Draft Report was issued, and the final report will be made available in September.

The marketing campaign for the 2026 goDMV Commuter Competition began the last week of February and ran through the first week of April. The media budget was \$47,500 and consisted of digital display ads, paid social media, and text messaging. Also, a tutorial video was produced to show commuters how easy and fun it is to join the goDMV Commuter Competition, log sustainable trips, and earn rewards points through the CommuterCash app.

An all-new carpool ridematching marketing campaign launched mid-February with a media budget of \$375,266 and runs through the beginning of June using headlines of "Every Friend Made" and "Every Dollar Saved". Based on findings from the 2025 State of the Commute survey, new insights indicated high stress levels were being experienced by commuters, likely due to the elevated traffic congestion spurred by RTO workers. Based on these newfound findings and to better resonate with commuter sentiments, Commuter Connections introduced "Every Moment of Calm" visuals and messaging into the spring carpool campaign. Commuter Connections also integrated "Every Gallon Saved" into the campaign to address the surge in gas prices.

Marketing for the Guaranteed Ride Home (GRH) program began late February and runs through the end of May, with a media budget of \$247,613 and the theme of "What If?", asking the questions "What if I get sick while at work?" and "What if I have to work late?" The carpool ridematching and GRH campaigns consist of traditional radio, streaming radio, podcasts, digital display, streaming network video, and social media. The GRH Baltimore campaign ran in March and April for seven weeks and mirrored the Washington region's "What If?" creative. The GRH Baltimore budget was \$23,750 and consisted of digital display and paid social media.

The Bike to Work Day marketing campaign had a media budget of \$63,645 and ran over a

four-week period between late April and the first half of May. The marketing mix consisted of traditional radio, streaming radio, digital display, video, and paid social media. A small digital ad campaign congratulating winners of the Employer Awards will run for two weeks, starting July 1st. Other assets developed for the awards ceremony include podium signage, trophies, program booklet, and swag.

3. SOUTHERN MARYLAND MARKETING

George Clark, Tri-County Council for Southern Maryland, gave a presentation of TDM marketing for Southern Maryland jurisdictions. At least 68 percent of Calvert and Charles County residents commute to jobs outside of Southern Maryland. With no commuter rail options commuter buses are in high demand, absorbing 61 percent of MTA's commuter bus operating budget for the state. Bus route schedules and Commuter Connections brochures are placed at government buildings, Chambers of Commerce, visitor centers, and libraries. Press releases & public notices are sent to media, military bases, economic development entities, local governments, and Chambers of Commerce. TV spots on Comcast/Xfinity and Verizon/Fios are placed by Tri-County Council to promote its commuter/employer services. Other marketing includes mailings such as ValPak and post cards. Lastly, corrugated GRH signage has been placed at Tri-County area Park & Ride Lots.

4. MARKETING ROUNDTABLE / CALENDAR OF EVENTS

All Committee Members

Meeting participants may share recent or planned marketing-related activity occurring within their organizations.

George Clark, Tri-County Council for Southern Maryland, mentioned participation at a recent transportation fair event at the Pentagon, and noted that a marketing contract was being renewed for streaming services.

Necole Jackson, noted that goDCgo is running a spring bicycling campaign and staff are attending farmer's market popup events in May and June. Also, a social media ambassadors campaign ran which featured community leaders serving as influencers.

Sabrina Arce, City of Alexandria, ran a visitor's guide ad to promote Capital Bikeshare to business travelers, and a separate ad for tourism visitors. Also, Capital Bikeshare station maps are being updated. Recent advertising promoted various commuter apps available to residents and workers, including CommuterCash.

Ben Boxer, stated that Fairfax County placed several sponsored (paid) articles on WTOP featuring slugging and Capital Bikeshare. In 2026, CaBi is being extended to 27 new stations within the county. Also, "Park Free Ride Easy" and "Park Free Slug Easy" campaigns are promoting use of Park & Ride Lots within the county.

Bobby Greenberg, Arlington County mentioned that Bike to Work Day was a success at all three county-run pit stops and there were a total of seven overall pit stops within the county. A new brochure has been created to correspond to WMATA's new bus route numbering system. Additionally, new two-sheet posters have been installed at Metrorail Stations. The county participates in approximately ten various outreach events each month. A recent video series showcased county libraries and featured a librarian advocating for book reading while waiting for or riding the bus. Lastly, Bobby announced her retirement and expressed pleasure working with colleagues over the years from throughout the region.

Abigail Hillerich, stated that NVTA's six-year funding program through 2031 is getting closer to completion, which will enhance all modes of transportation in Northern Virginia.

Katy Lang, DDOT, mentioned the I-66 Slugging Challenge, a 66-day initiative occurring this fall to encourage commuters to try slug lines from Park & Ride Lots along the I-66 corridor.

Ivanna Baez, stated that OmniRide is running print and digital "Ditch the Pump" ads to address high gas prices. The OmniRide logo is appearing on signage at Spotsylvania Town Center and on "Adopt a Highway" signs in the southern service areas near Stafford and Spotsylvania Counties. All users of the transit app have been upgraded to allow access to real-time bus arrival information. The app also connects with micro transit services.

Nikki Trasmonte, noted that Commuter Choice Maryland billboards have been placed along the I-295 corridor and will run throughout summer. The area has experienced reduced travel reliability and slower speeds due to the Key Bridge collapse.

Christian Bacon, Prince George's County, mentioned that an announcement will be made during an event this summer to reveal the new brand name for "The Bus".

Brenda Nguyen stated that Montgomery County is offering adult bicycling classes from April to June. Also, transportation alternatives are being promoted during the Metro Red Line summer shutdown which will close three stations. During the construction period, free shuttle buses will replace trains between North Bethesda and Friendship Heights.

Jennifer Bolick, Montgomery County, is attending various commuter information events in the Silver Spring and Greater Shady Grove TMD's to help increase awareness that Ride On buses are free.

Antoinette Rucker, WMATA noted that Metro has a new website design and asked committee members to check relevant links to ensure that they are still directing properly. Also, Metro has expanded its dollar a day university pass program to include part-time students.

5. OTHER BUSINESS

A. Google Analytics

Dan Sheehan, COG/TPB noted that GRH has seen its highest usage since the pandemic. Also, custom url's are available from Commuter Connections for use by jurisdictions to track response to marketing initiatives. Ads can include a QR code to the custom url for measurement purposes. For digital ads, cookie placement can not only determine whether a person clicked on an ad, but also if they took further action to create a Commuter Connections account.

B. Employer Awards Update

Douglas Franklin, COG/TPB mentioned that invitations to the June 30th Employer Awards ceremony will go out next week via email. Also, to recognize the employer winners, digital display ads will appear for two weeks starting July 1 and target C-suite and HR professionals.

C. goDMV Commuter Competition Wrap-up

James Davenport, COG/TPB, stated that goDMV concluded on May 15 after six weeks of friendly competition with employers and commuters. The challenge rewarded commuters with points for tracking sustainable trips using the CommuterCash app. A total of

1,224 participants logged more than 43,000 sustainable trips. Five of 37 employers that participated in the competition were named as 2026 goDMV Champions and received a trophy. Each Champion employer was further celebrated with a catered luncheon and swag for its participating goDMV employees.

D. Suggested Topics for Next Meeting

No suggestions were made by the committee.

6. ADJOURN

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 15, 2026, from 1:00 P.M. to 2:30 P.M. (lunch meeting).

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.
Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

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