

REGIONAL TDM MARKETING GROUP MEETING HIGHLIGHTS JUNE 17, 2025

1. INTRODUCTIONS

New committee members and in-person attendees introduced themselves by name and affiliation.

2. MEETING HIGHLIGHTS

Highlights from the March 18, 2025 Regional TDM Marketing Group meeting were distributed.

3. COMMUTER CONNECTIONS MARKETING ACTIVITY

Dan Odonnell and Mark Wirth from Odonnell Company provided a review of regional TDM marketing activity for the second half of FY25. The main focus of the presentation were campaigns for the Bike to Work Day and Employer Awards events. COG/TPB staff also reviewed the FY25 2nd Half Regional TDM Marketing Campaign Summary Draft Report.

The Bike to Work Day 2025 media budget was \$65,000 and included a balance of traditional radio, social media, digital ads, and a YouTube video. The earned media component included calendar listings, press releases, social media and promotional toolkits for sponsors and organizations. A total of 12,777 bicyclists registered for Bike to Work Day 2025, held on Thursday May 15th.

The annual Employer Awards ceremony will take place on June 25th at the National Press Club. Trophies, videos, podium signage, branded giveaway items, and a program booklet were created for the event. To recognize the employer winners, a COG press release was sent, print and digital ads appeared in the Washington Business Journal, and a winner webpage touted the award-winning employers on the Commuter Connections website.

4. CITY OF ALEXANDRIA MARKETING

Sabrina Arce, City of Alexandria gave a presentation of GO Alex marketing. A “Free to Ride” campaign promoted the free DASH bus through a mailer, radio, digital banners, YouTube video, bus decals, and bus wraps. DASH experienced its highest ever ridership in 2024 with over 5 million rides given. Another ad campaign placed signage at VRE and Metro stations to promote multi-modal transportation options available within the city, along with geofenced mobile ads for

the GRH program. A printed guide was developed using a passport motif, with a detailed map to encourage residents and visitors to explore Alexandria using sustainable transportation options. Social media posts introduced dockless scooters and new Capital Bikeshare stations. Videos were created for use on social media for Bike to Work Day, and a “Walk Zone” street closure pilot, along the 200 block of King Street. Blue fabric with the City of Alexandria Seal covered the normally unfriendly looking street barricades. Bike and scooter parking signage was updated, including A-frame and yard signs for bike valet use. A mailer was developed to reintroduce commute options for federal employees returning to the office, and digital ads complemented the mailer.

5. MARKETING ROUNDTABLE

Danelle Carey, goDCgo, noted that a employer forum was held, and also a residential campaign called “Go Far with No Car”.

Victoria Bailey, Frederick, promoted its “Adopt a Stop” program, and are looking to reach a goal of 925,000 transit rides by the end of the fiscal year.

Brenda Nguyen, Montgomery County is promoting zero fares on Ride On buses which begins June 30th.

Jennifer Bolick and Isobel Readdie, Montgomery County conducted an outreach survey to employees who work within the various Transportation Management Districts.

Sarah McGowan, Prince William County, mentioned a Senior Summit event on June 22nd, to focus on transportation for seniors. Also, virtual employer webinars are being held about the Connecting VA initiative for the Pentagon and Navy Yard.

Christian Bacon, Prince George’s County Department of Public Works & Transportation is promoting its Transit Vision Plan to launch June 30th, which is an effort to make transit more reliable and efficient.

Bobbi Greenberg, Arlington County Commuter Services, talked about its Bike to Work Day efforts, and noted that about ten outreach events each are attended each month at various locations such as Farmers Markets. A video series with the Arlington County Library was developed called “Ride Read”, about reading books while commuting. Lastly, the county is helping to amplify the Metrobus Better Bus Network changes.

Ben Boxer, Fairfax County, stated that marketing initiatives promoted the I-66 Parallel Bike Trail, SmartBenefits Plu\$50, Monument Drive commuter parking garage and transit center, new Capital Bikeshare stations coming, and Fairfax Connector’s 40th year anniversary bus wraps.

Kendall Tiffany, Loudoun County, noted that ads are running for the Travel Training program to help residents navigate public transit. Also, micro transit begins in Leesburg in July, and the county is refreshing its summer marketing campaign.

Antoinette Rucker, WMATA, shared that Metrorail can be paid via credit card, debit card, Apple and Google Pay. These payment methods however are not SmartBenefits applicable and are geared toward visitors and non-frequent system riders. The Better Bus Network starts on June 29th, with new bus numbers and routes. A new mobile app called MetroPulse was introduced

which provides real-time bus and train information. Lastly, summer Metrorail shutdowns will affect the Blue and Green Lines this summer, and shuttle buses will be provided.

6. OTHER BUSINESS/STAFF UPDATES

Douglas Franklin, COG/TPB staff, spoke about the FY 2026 shared online marketing calendar to begin with the fall media campaigns and will be accessible to all Regional TDM Marketing Group members. Each jurisdiction may voluntarily post their marketing campaign schedules onto the shared spreadsheet document.

Dan Sheehan, COG/TPB staff, noted that there will be upcoming virtual meetings this summer to discuss the Commuter Connections FY 2027 Work Program (CCWP). Committee members can voluntarily join the workgroups and provide feedback on the strategic direction of future Commuter Connections' programs and services.

7. ADJOURN

The next Regional TDM Marketing Group meeting will be held on Tuesday, September 16, 2025, from 10:00 A.M. to 12:00 P.M.