

A man in a pinstriped suit is walking across a crosswalk. He is carrying a black briefcase in his right hand and holding a smartphone in his left hand. The background is a blurred city street with many other people walking. The lighting is bright, suggesting it's daytime.

Item #7

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

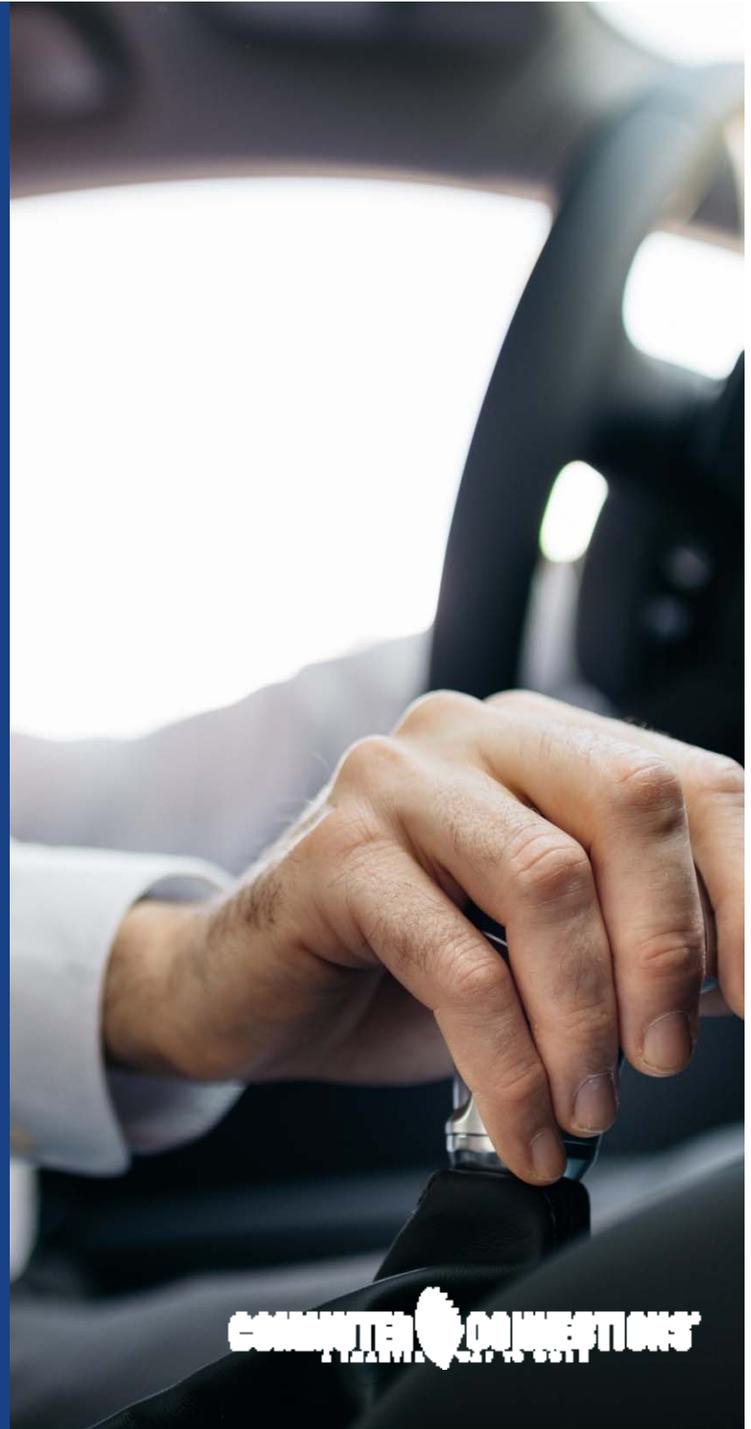
FY2018 MARKETING ACTIVITY

September 19, 2017

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality

odonnellCOMPANY

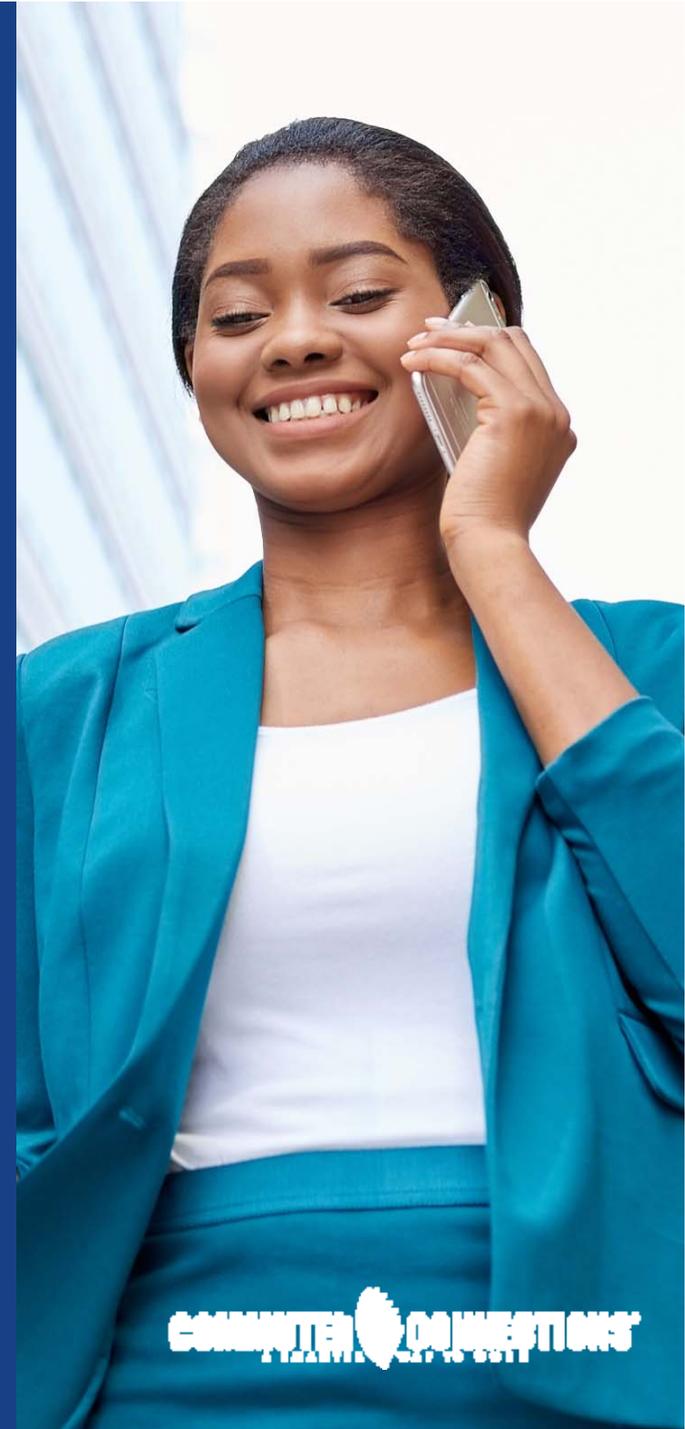


COMMUTER CONNECTIONS
TRAFFIC. AIR. COST.

INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- CarpoolNow Mobile App
- 'Pool Rewards
- Employer Recognition Awards
- Newsletter

odonnellCOMPANY



COMMITTER QUESTIONS
IT TAKES A VILLAGE TO GET IT DONE

FALL SCHEDULE

AUG	Spring FY 2018 Concept Development
SEPT	Quarterly Newsletter & E-Newsletter Distributed
SEPT	Car Free Day Promotion
SEPT	GRH Campaigns Launch
OCT	Rideshare Campaign Launch
OCT	CarpoolNow Mobile App Launch
OCT	'Pool Rewards Promotion Launch
DEC	Direct Mailer



Car Free Day

odonnellCOMPANY

COMPUTER CONNECTIONS
ESTABLISHED 1981

STRATEGY

- Promote alternative modes of transportation for both commute and lifestyle
- Encourage pledging to go car free or car-lite by telework, bicycling, walking, carpooling, vanpooling or taking transit
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage area universities



car free day

PROCLAMATION



Car Free Day 2017 Proclamation
Signing July 19th

odonnellCOMPANY

COMPUTER CONNECTIONS
IT & NETWORK SOLUTIONS

MARKETING EFFORTS FOR CAR FREE DAY

- Web site
- Poster
- Direct Mailer to Employers
- Social Media
- Traditional and Internet Radio
- Radio Endorsements
- Digital (all devices)
- Text Messaging
- Earned Media Placements
- Donated Transit Space
- Jurisdiction Special Events
- Key Influencer Blogs

POSTER



WEBSITE



DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAY
METRO DC
9.22.17

[HOME](#) [ABOUT CAR FREE DAY](#) [HOW TO BE CAR FREE](#) [THE CAR FREE PLEDGE](#) [PRIZES & PROMOTIONS](#) [NEWS](#) [OUR SPONSORS](#) [CONTACT](#)

Home Home

**Take the Pledge Today, it's Free.
And you could Win Great Prizes!**

[Take The Pledge](#)

FACEBOOK

CAR FREE DAY METRO DC
9.22.17

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**
TO BE ELIGIBLE FOR GREAT **PRIZES!**

Like Follow Share ... Sign Up Message

Car Free Day
@carfreemetrodc

Home
About
Photos
Pledge
Events
Videos
Posts
Community
Create a Page

Videos
Car Free Day 2017 Promo
CAR FREE DAY METRO DC
9.22.17

Nonprofit Organization

Community See All
Invite your friends to like this Page
4,139 people like this
4,051 people follow this

About See All
Send Message
www.carfreemetrodc.org
Nonprofit Organization · Transportation Service - Event

People Also Like

TWITTER

Home Moments Notifications Messages Search Twitter Tweet

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**
TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAY METRO DC
9.22.17

Commuter Connections
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

carfreemetrodc.org
Joined July 2009

Tweets 271 Following 89 Followers 684 Likes 161

Commuter Connections @CarFreeMetroDC · Aug 10
Check out our 2017 Car Free Day Promo Video and make sure to pledge to go car free or car-lite this September 22nd!

Car Free Day 2017 Promo
Drop those car keys on Tuesday, September 22, 2017 and join us in participating in Car Free Day! It's a worldwide event that encourages greener methods of tr...
youtube.com

Who to follow · Refresh · View all

- Commuter Connections** ...
Follow
- Capital Bikeshare** @bik...
Follow
- FABB @BikeFairfax**
Follow

Find people you know

CAR FREE DAY MEDIA BUDGET (NET)

Radio	\$28,556.15
Pandora	\$ 8,542.50
WTOP Digital Ads	\$ 3,000.00
Social Media	\$ 3,000.00
Key Influence Blog	\$ 1,500.00
Text Messaging	\$ 400.00
Total Paid Media:	\$44,998.65

Estimated Added Value: \$40,080.00

car free day

PAID MEDIA: CFD RADIO

Flight dates: 9/4, 9/11, 9/18

PANDORA
internet radio



College Focus



Drop It For a Day



Telework Focus

odonnellCOMPANY

COMPUTER CONNECTIONS
www.computerconnections.com

car free day

PAID MEDIA: WTOP.COM DIGITAL

Flight dates: 9/4, 9/11, 9/18

**DROP IT
FOR A
DAY!**

TAKE
THE **FREE**
PLEDGE

**CAR
FREE
DAY**
METRO DC

COMMUTER CONNECTIONS

9.22.17

CAR FREE DAY 9.22.17
TAKE THE **FREE** PLEDGE

**CAR
FREE
DAY**
METRO DC

**DROP IT
FOR A
DAY!**

TAKE
THE **FREE**
PLEDGE

**CAR
FREE
DAY**
METRO DC

COMMUTER CONNECTIONS

9.22.17

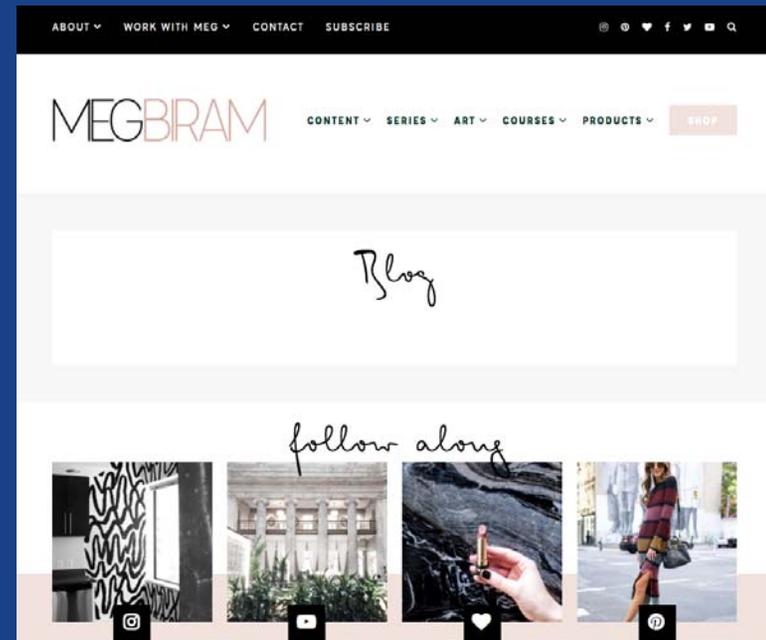
odonnellCOMPANY

COMMUTER CONNECTIONS

PAID MEDIA: KEY INFLUENCER BLOG

Post Date: Week of 9/18

- Leveraging Key Influencers in DC Region to Help Promote Car Free Day.
- 1 Post targeted specifically to a very dedicated audience with a professional photoshoot of various ways to get around.



car free day

SOCIAL MEDIA

Flight dates: 9/4, 9/11, 9/18



LOSE THE
SUIT, DROP
THE COMMUTE



**CAR
FREE
DAY**
METRO DC
9.22.17

WORK FROM
HOME ON
FRIDAY!



**CAR
FREE
DAY**
METRO DC
9.22.17

DO
SOMETHING
VAN-TASTIC



**CAR
FREE
DAY**
METRO DC
9.22.17

odonnellCOMPANY

COMPUTER CONNECTIONS

VALUE ADD

- :30 Radio Reads
- Pandora Display Ads



SPONSORSHIP RAFFLE PRIZES

- Capital Bikeshare annual memberships, courtesy godcgo
- Kindle Fire, courtesy Tri-County Council for Southern Maryland
- Virginia Railway Express round-trip passes
- KIND Healthy Snacks gift bag
- SmarTrip cards with \$25 in fare, courtesy WAMATA
- Pizza Restaurant \$50 gift card, courtesy Mellow Mushroom Adams Morgan
- Giant Food Stores \$25 gift cards
- Sweetgreen Restaurant \$25 gift card
- Men's Wearhouse, 40% off coupons, ties & accessories
- Sunday Brunch & Bocce at Pinstripes N. Bethesda, \$180 value
- One-year Gym Membership, \$599.98 value, courtesy Crunch Fitness
- Swag Bag including SmartTrip card, courtesy DC Circulator

EARNED MEDIA

- Partnering with American Lung Association
- Publication and outlet calendar listings
- Press releases/media advisories
- Facebook Live poll
- Content for association solicitation and communications
- Radio/TV interview placements
- College Campus Challenge kits
- Implement grassroots social media influencers campaign

DONATED SPACE



Transit space donated by:

- Arlington Transit (ART buses)
- Metrobus
- Montgomery Co Ride On buses
- Prince George's Co bus shelters

COLLEGE CAMPUS CHALLENGE





Ridesharing

odonnellCOMPANY

COMPUTER CONNECTIONS
ESTABLISHED 1981

FY18 FALL STRATEGY

- Geographic emphasis on middle and outer ring commutes
- Continue spring FY 2017 creative
- Leverage value add to support Flex Time messaging

FALL RIDESHARE CREATIVE

**A COUPLE CLICKS
IS ALL IT TAKES**

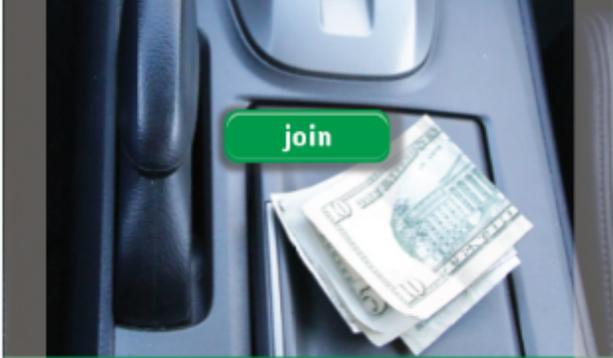


share

Share a ride when you want, where you want - a couple clicks will get you there. With on demand and on route ridematching, we have more options to more places than ever before. And, as always, it's free!

COMMUTER CONNECTIONS
A TRANSIT WAY TO GO!
commuterconnections.org 800.786.8118

**A COUPLE CLICKS
CAN SAVE YOU**



join

A couple clicks joins you with those already saving by sharing a ride. Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you.

COMMUTER CONNECTIONS
A TRANSIT WAY TO GO!

FALL RIDESHARE RADIO ADS

- :30 English radio spots (2)



- :30 Spanish radio spots (2)



FALL RIDESHARE VALUE ADD

- :05 & :10 radio reads
- Banner ads
- E-newsletter promotion



Guaranteed Ride Home

odonnellCOMPANY

COMPUTER CONNECTIONS

STRATEGY

- Guaranteed Ride Home is another great benefit for people who use SOV alternatives
- Position GRH as a commuter's rideshare benefit in case of an emergency

guaranteed ride home

GRH FALL CREATIVE

another free service from **COMPUTER CONNECTIONS**

problem. solved.

GUARANTEED RIDE HOME

A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED.
REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
computerconnections.org 1-800-745-RIDE

The advertisement is split into two vertical panels. The left panel has a dark blue background with a glowing clock and a desk with a laptop, coffee, and papers. The right panel has a dark blue background with a hand holding a smartphone displaying 'GUARANTEED RIDE HOME'. A green box at the bottom right of the right panel contains the text 'A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED. REGISTER OR RENEW TODAY!'. The bottom of the entire ad features the text 'GUARANTEED RIDE HOME computerconnections.org 1-800-745-RIDE'.

another free service from **COMPUTER CONNECTIONS**

problem. solved.

GUARANTEED RIDE HOME

A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED.
REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
computerconnections.org 1-800-745-RIDE

The advertisement is split into two vertical panels. The left panel has a white background with a clock and a desk with a laptop, water bottle, and tissues. The right panel has a dark blue background with a hand holding a smartphone displaying 'GUARANTEED RIDE HOME'. A green box at the bottom right of the right panel contains the text 'A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED. REGISTER OR RENEW TODAY!'. The bottom of the entire ad features the text 'GUARANTEED RIDE HOME computerconnections.org 1-800-745-RIDE'.

odonnellCOMPANY

COMPUTER CONNECTIONS
IT. TRAINING. SUPPORT.

guaranteed ride home

FALL CREATIVE RADIO GRH WASHINGTON AND BALTIMORE REGIONS

Flight dates: 9/25, 10/19, 10/23, 11/6, 11/20, 12/4, & 12/18



Problem Solved – Emergency



Problem Solved – Work Late

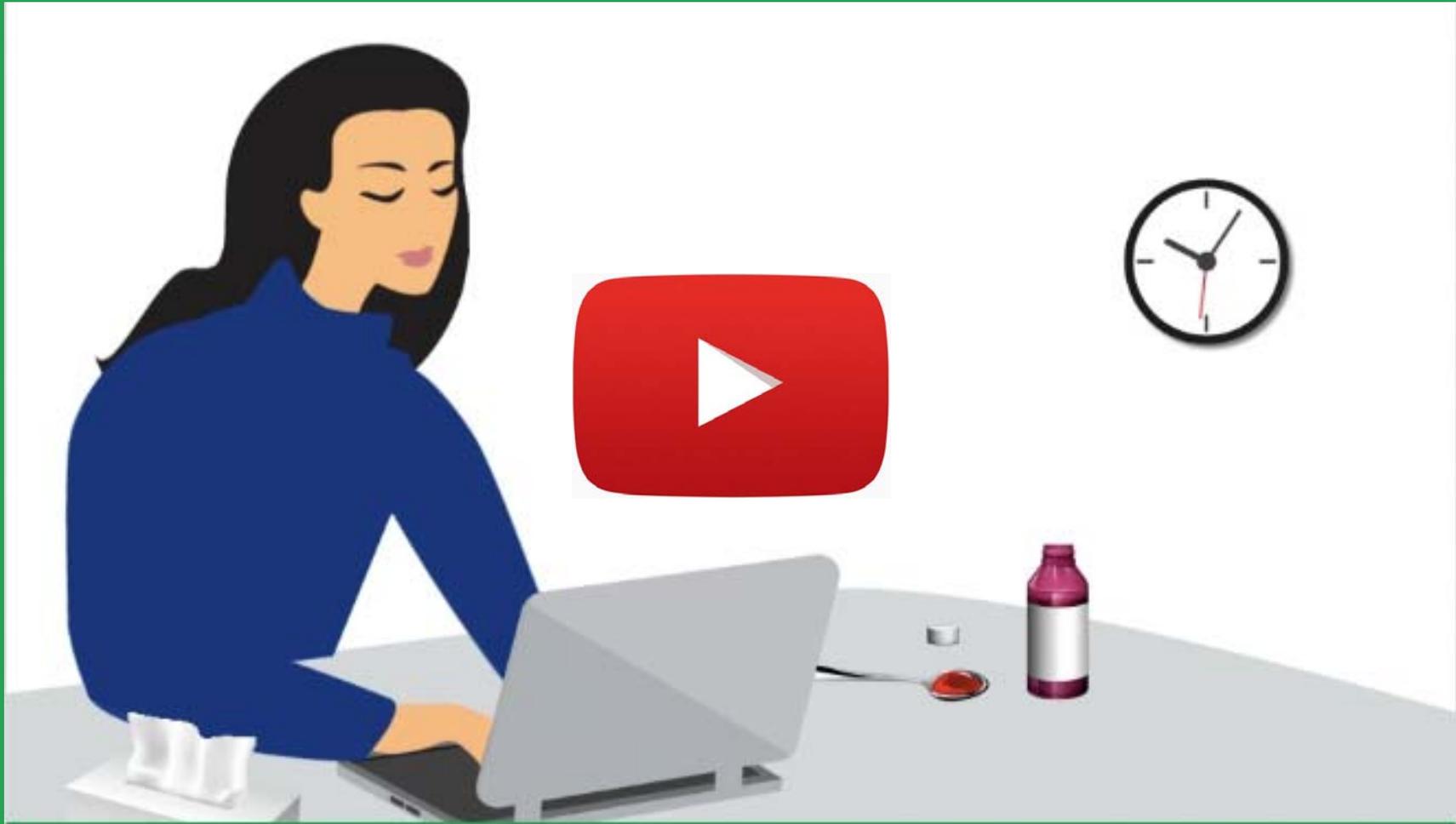
odonnellCOMPANY

COMPUTER CONNECTIONS

YOUTUBE

guaranteed ride home

GRH WASHINGTON AND BALTIMORE REGIONS



odonnellCOMPANY

COMPUTER CONNECTIONS
IT & NETWORK SOLUTIONS

guaranteed ride home

GRH BANNER ADS

problem.

odonnellCOMPANY

COMPUTER CONNECTIONS
IT & NETWORK SERVICES

guaranteed ride home

FALL GRH VALUE ADD

- :30 Flex Time Incentive bonus messages
- Banner ads

guaranteed ride home

EARNED MEDIA

OBJECTIVES

- Increase impressions
- Build Trust

STRATEGY

- Position as key resource & Innovator
- Promote economical, environmental, and social benefits



Spring Umbrella Campaign

FY2018 CAMPAIGN DEVELOPMENT TIMELINE

- Review Research, Trends, and Prior Campaign Results July 2017
- Draft Marketing Communications Plan July 2017
- Reg TDM Marketing Group Feedback via SharePoint Aug 2017
- Conceptual Approaches at Reg TDM Marketing Mtg Sep 2017
- Feedback from Marketing Workgroup Oct 2017
- Refine, Develop and Finalize Nov 2017
- Media Selection Dec 2017
- Production and Distribution to Media Jan 2018
- New FY18 Creative Campaign Goes Live Feb 2018

FY2018 SPRING RIDESHARING CONCEPT

Strategy:

- Focus on benefits that reduce stress and promote a better quality of life
- Key differentiator will continue to be the program's FREE service

FY2018 SPRING RIDESHARING CONCEPT

Concept: Work. Life. Balance.

This concept uses emotional appeal to remind the audience that they have a choice-to-rideshare-and improve the quality of life they have by reducing the stress they experience when commuting.

FY2018 SPRING RIDESHARING CONCEPT

Concept: Belonging Has Its Benefits

This concept informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options AND a host of commuting benefits and programs. Positions the program as a full set of options and benefits, all within reach once registered.

FY2018 SPRING RIDESHARING CONCEPT

Concept: \$22 a Day.

This concept takes a different twist on commuter savings, by showing the actual base dollar amount possible when someone shares a ride. By giving specifics, the audience can imagine that \$22 adding up in their wallet each day!

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Strategy:

- Encourage registering and re-registering for GRH
- Guaranteed Ride Home is another great benefit for people who rideshare
- Position GRH as a commuter's rideshare benefit in case of an emergency

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Objectives:

- Branding: raise awareness
- Attraction: increase registrations
- Retention: increase renewals

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Audience:

- 30% Heard ads & were influenced to register
- Brand Equity
 - 94% Who used service were satisfied

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Did Not Re-register:

- 43% forgot or didn't know they had to re-register
- 19% didn't use the service or were dissatisfied

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Benefits:

- Up to 4 free rides home per year
- Support for rideshare
- Peace of mind
- Seamless experience through Commuter Connections
- Secure & trusted provider
- Part of full benefits program

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Strategies:

- Increase impressions/frequency
- Clearly define benefit
- Evolve/strengthen brand

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Strategies:

- Review renewal process
- Consider additional reminders
- Include renewal messaging in ads

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Strategies:

- Use tracking codes to optimize for highest conversion tactics
- Consider urgency in messaging
- Consider concept of membership

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: Zip Home.

With a fun, graphic approach that lends itself to animation for social, this concept plays on zipping home in an emergency, and creates a visual play to show GRH as a critical connector between work and home.

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: Commute With Confidence.

This concept relates GRH to other premium benefits, like those used for travel. Frequent fliers are equipped with the best plans, points, and programs...and for commuters, GRH is like a platinum membership!

FY2018 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: Don't Get Stuck.

This concept offers a humorous scenario, where we can all imagine the idea of being stuck – without a way to get home. By creating a fun mock situation, we remind commuters that GRH can solve the “get stuck” feeling with a free ride home.

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data
- Reach & frequency of target demographics for each

Analyze

- Cost/value proposition of each option

Reality check

- Does it make sense?

Negotiate

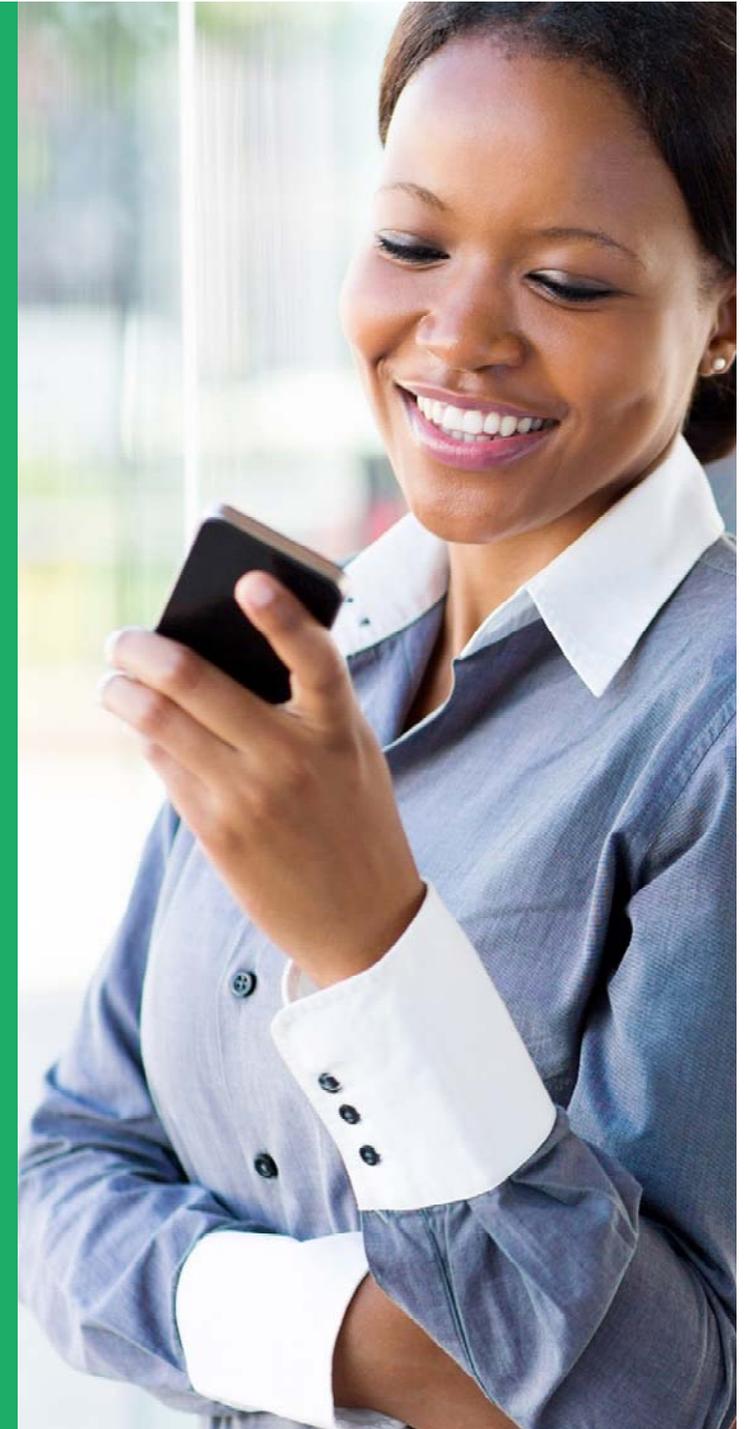
- Evaluate and negotiate best terms

Purchase media

Run campaign

Evaluate results

odonnellCOMPANY





'Pool Rewards

odonnellCOMPANY

COMPUTER CONNECTIONS

STRATEGY

Promote benefits & encourage registration

Use new & traditional media



Creative and Media in development

Campaign Live Start: Late Oct / Early Nov



CarpoolNow mobile app

odonnellCOMPANY

COMPUTER CONNECTIONS
ESTABLISHED 1987

STRATEGY

- Encourage download and usage of the new CarpoolNow mobile app
- Create 1-page website page to explain the benefits
- Market to commuters in Howard County, MD



newsletter

odonnellCOMPANY

COMPUTER CONNECTIONS
ESTABLISHED 1981

OBJECTIVES

- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events

STRATEGY

- Published quarterly and reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)
- e-Newsletter delivered quarterly

PRINT

Issue 3, Volume 21 Summer 2017 WHAT'S INSIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

The Commuter Information Source for Maryland, Virginia, and the District of Columbia

4 Drop Your Keys For A Day And Go Car Free
4 WE Celebrates 25 Years
5 SafeTrack Reaches Light At End Of Tunnel
5 World Bank Recognized For Participation In Walk To Work Day 2017

20 YEARS OF CELEBRATING TOP EMPLOYER COMMUTE PROGRAMS

For 20 years, Commuter Connections has celebrated the top employer commute benefits programs in the Washington, DC region through its annual Employer Recognition Awards. These companies offer more sustainable, healthy, and convenient commute options for their employees.

The 20th annual Employer Recognition Awards was held June 22, 2017 at the National Press Club, in Washington DC, to honor three employers for their outstanding efforts to promote sustainable, healthy, and convenient employee commute options. Two awards were also given to organizations for providing employer-based support for commute programs and services.

commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting," said Nicholas Ramfos, Director of Commuter Connections.

2017 Winners



This is Presenter Kanathur Srikanth, Metropolitan Washington Council of Governments, Winner Kami Meredith, Cadmus Group, Inc., Master of Ceremonies Bridget Donnell Newton, Mayor, City of Rockville, MD.

Incentives Award - The Cadmus Group, Arlington, VA

The Cadmus Group (Cadmus), is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and several offices in the Washington metropolitan region. As an employee-owned firm, Cadmus is fully committed to supporting employee health and well-being, while advancing its mission to create social value and minimize its impact on the natural environment.

Cadmus' commuter incentives include reimbursement for use of public transit, up to \$160 monthly for each employee, and \$100 in annual reimbursement toward the purchase or upkeep of a bicycle

Employers were eligible for three award categories, Incentives, Marketing, and Telework. **Incentives** encourage and reward employees for using alternative means of commuting. **Marketing** promotes and influences the merits of alternative commuting. **Teleworking** allows employees to eliminate or dramatically reduce time and money spent commuting.

"For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering

Continued on page 2

Summer 2017

FEDERAL ETC UPDATES

STATE OF THE COMMUTE SURVEY SHOWS FEDS CONTINUE TO LEAD



The Commuter Connections 2016 State of the Commute (SOC) survey has shown that in the Washington, DC region, the federal government is responsible for almost all of the growth in teleworking over the last six years, and has, over the last nine years, consistently posted more significant gains than the private, non-profit, and state and local government sectors.

The growth in three of the respondent sectors - state/local government, private, and non-profit - remained relatively steady over the past nine years, while the growth of teleworking in the federal sector rose dramatically from 16 percent to 45, far outpacing the other sectors.

By comparison, 31 percent of private sector employees reported teleworking, up from 28 percent in 2010, and 33 percent of workers in the non-profit sector teleworked, up from 26 percent in 2010. Just 14 percent of state and local government employees said that they teleworked in the 2016 survey.

The federal Telework Enhancement Act of 2010 is credited as a major factor contributing to the increases. The law requires all federal agencies to develop formal telework policies, identify all positions suitable for teleworking, and to designate staff specifically to help implement and monitor telework programs. The law also provided guidance on developing written employer-employee telework agreements, and providing training to workers and managers on teleworking best practices.

The legislation sought to reduce the need for additional office

Additionally, respondents who worked for federal agencies were most likely to have more benefits/services available to them than those who worked for other types of employers.

The State of the Commute survey, conducted every three years by Commuter Connections, surveyed 5,903 randomly selected employed residents of the Washington region. The first survey in 2001, found that 11 percent of those surveyed teleworked regularly or at least occasionally. The 2016 survey saw that number rise to 32 percent. Additionally, the overall average frequency of teleworkers who did so at least one day a week increased to 58 percent in 2016, from 48 percent in 2010. Formal telework programs are most common among federal government employees. Nearly seven in ten (69%) federal employees stated that they teleworked under a formal program.

Summer 2017 Newsletter and Federal ETC Insert

FY18 LOOKING AHEAD

Spring Campaign Ideation	July 2017
Car Free Day Campaign	September 2017
Fall Campaign Live	Sept - Dec 2017
CarpoolNow Mobile App	Oct - Dec 2017
'Pool Rewards	Oct 2017- Mar 2018
Spring FY17 Campaign Live	Feb - June 2018
Bike to Work Day Campaign Live	Apr - May 2018
Employer Recognition Awards	June 2018

A group of four business professionals (two men and two women) are sitting around a table in a modern office setting. They are all smiling and shaking hands in a circle, signifying a successful agreement or partnership. The man on the left is wearing a light blue shirt and grey trousers. The woman next to him is wearing a white blazer and glasses. The man on the right is wearing a white shirt and a dark tie. The woman on the far right is wearing a white dress. On the table in front of them are a laptop, a white mug, and a glass of water. In the background, there are whiteboards with charts and documents pinned to them.

THANK YOU

odonnellCOMPANY

COMPUTER CONNECTIONS
ESTABLISHED 1988