



## FY 2018 Final Marketing Communications Plan and Schedule September 19, 2017

**Mission:** Commuter Connections is a regional network of organizations providing commute services and information to area residents and employers in the Washington metropolitan region to help reduce traffic congestion and emissions caused by single occupant vehicles (SOVs).

As part of the Regional Mass Marketing Transportation Emission Reduction Measure, the Commuter Connections Marketing program will provide frequent promotion of Ridematching services, Guaranteed Ride Home, 'Pool Rewards, and, new to FY 2018, the CarpoolNow Mobile Application, in addition to special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. These various services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY 2018 marketing program will raise awareness of commuting choices available in the Washington metropolitan region, and seek the adoption of alternative modes of travel. Additionally, the program will support Commuter Connections network members in educating area workers and the general public on how to find and use alternatives to driving alone, for both work and nonwork trips.

**Marketing Input:** The background for this marketing brief was derived from the following sources:

- [2016 State of the Commute Survey Report](#)
- [2016 Commuter Connections Guaranteed Ride Home \(GRH\) Program Washington DC Region Survey Report](#)
- [2016 Commuter Connections Guaranteed Ride Home \(GRH\) Program Baltimore Region Survey Report](#)
- [2016 Bike to Work Survey TERM Analysis Report](#)
- [FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [FY2012-FY 2014 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)

These reports and surveys are the cornerstone for the FY 2018 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by workers and Commuter Connections program applicants throughout the Washington metropolitan region and the impact of this behavior on traffic congestion and air quality.

In addition to comprehensive data provided by these reports, the marketing team has considered performance data from past campaigns as well as information gathered through industry reports, surveys, and trends, and how it might be applied to the Commuter Connections mass marketing campaign efforts. This information is used to support the development of the media and/or messaging strategies.

The fluctuating nature of gas prices has had a measured effect on ridesharing over the past several years. Typically, gas prices tend to go down after summer, as demand decreases. However, during the course of the regional marketing campaign, costs are likely to climb for a period of time due to natural and/or man-made disasters. The price at the pump will continue to be an important issue for commuters as it is increasingly influential in commuter's willingness and availability to use alternative modes of transportation. The economic benefit of ridesharing remains a strong, simple message that resonates and will continue to be emphasized.

In addition to gas prices and the economy, other regional events will impact this year's messaging and strategy, such as construction projects to improve the highways in the region. Commuter Connections has an opportunity to team up with the state DOT's to provide commuters with project updates and ride to work alternatives, such as Ridesharing, which has benefits and incentives including Guaranteed Ride Home and 'Pool Rewards. In the 2016 State of the Commute Survey, awareness of commute options is shown to correlate positively with awareness of Commuter Connections, and commute advertising has been shown to influence consideration of commute alternatives. Train commuters exhibit the highest level of alternative commute awareness, as well as a relatively high level of satisfaction with their commutes, particularly compared to those who drive alone. This satisfaction disparity can be leveraged as part of the Mass Marketing campaign. Continuing a partnership between Commuter Connections and the state DOT's with regard to major highway projects would stand to greatly benefit both parties toward a common goal.

Legislative action may have an impact on the use of transportation alternatives around the region for drivers who work in the District. A commuter law is being considered by the DC City Council that would require employers who provide employees with free or subsidized parking, with the choice to forgo the parking benefit and instead receive an equivalent cash payout. With such an option, workers would be more likely to switch out of cars and into more sustainable modes of travel to work. The proposed new law is in response to research suggesting that commuting alone by car is associated with the availability of free parking.

Many commuters rely on the Metro system to get to and from work. Metro's SafeTrack project, now complete, repaired the Metrorail system on an accelerated one year schedule. This program dramatically impacted commuters through the inconvenience of select station closures and single tracking for weeks at a time. Additional safety improvements will affect commuters on a daily basis, which can be leveraged in marketing messaging efforts. Ultimately the improvements have and will continue to provide a safer and more reliable Metrorail system, as rider confidence builds.

The Washington metropolitan area offers multi-modal transportation choices, particularly within the inner core where transit, bike/carsharing, and apps to navigate it are robust. Paving, construction, and bridge repair projects continue for I-495, I-66, Route 50, Route 1, Virginia Ave Tunnel, Gallows Road Bridge, and Old Centerville Bridge. Revitalization projects in select Washington D.C., Maryland, and Virginia areas include highway and bridge improvements, paving, and pedestrian safety features. I-495 ramps to I-395 bridge repairs began in spring 2017. Work on the bridges include replacing concrete and bearings, paving the approach bridge, and repairs to concrete beams, piers, and abutments. Newly revised plans for I-66 toll lanes, between the beltway and U.S. 29 Gainesville, were finalized and presented to the public in June 2017. The proposed two new toll lanes in each direction will be between three regular lanes and a shoulder along the 22-mile corridor in either direction. The plan also indicated these toll lanes will be free for three-occupant vehicles with E-ZPass Flex switched to HOV mode. Lanes are scheduled to open in 2022. Other drivers can pay a toll to use the lanes, which will rise and fall based on demand, to encourage or discourage more drivers from using the lanes. This will encourage commuters to carpool to save money and time. Those that use regular lanes should move faster if more people are using toll lanes, carpooling, or taking the bus. Benefits to the toll lanes will provide new support in revenue for carpooling, slugging, or buses. Commuter Connections will be teaming up with VDOT to promote an enhanced 'Pool Rewards incentive as part of the project's adopted transit and TDM multi-modal solutions.

Maryland announced a \$100 million I-270 Congestion Management Project, which will save drivers up to 30 minutes on their morning commute, southbound from Frederick to I-495. The innovative project will deliver a modern, adaptable highway by creating an automated smart traffic system to move vehicles faster and farther on I-270 between I-70 and I-495. The project aims to break over a dozen bottlenecks and add 23 new lane miles, more than 25 real-time traffic communication signs, and more than 30 intelligent signals that will work together to deliver dynamic traffic management along the entire I-270 corridor. For all these reasons, the Washington metropolitan area lends itself to an ideal location to continue to promote events and programs centered on alternative modes of transportation.

Carpooling continues to receive growing national and regional attention through social media and mobile apps. Social media and digital presence are important aspects of a campaign that aims to reach a growing demographic. For Commuter Connections, introducing a competitive element into some campaigns, may build more excitement. Interaction can be increased with the use of hashtags, live video, and social media postings geared towards target audiences. Not only may users be willing to incorporate hashtags into their postings, but through sharing, an even wider audience may become aware of Commuter Connections. Millennials (those born 1983 to 2000) make up 25 percent of the population, and are causing a decline in car use and ownership.<sup>1</sup> The attention that newcomers give to carpooling is positive news for Commuter Connections. Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for over 40 years, while building the customer

<sup>1</sup> Trends in Transportation Demand Management Report

base.

Commuter Connections has an established, trusted brand across the region and boasts a database of over 15,000 commuter accounts.<sup>2</sup> The Ridematching service offered by Commuter Connections allows commuters to easily find and establish carpools to meet their day-to-day commuting needs. Cost savings, the need for back up transportation (GRH), and commuting choices from a trusted source, can also help establish a lasting carpool. These messages will continue to be explored in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system, and locating park-and-ride lots through a mobile platform. Commuter Connections' mobile Ridematching app; CarpoolNow, released in FY2017, allows the region's commuters easy access to finding carpool partners in real-time. Increasing interest in more and easier ways to find a shared ride, work in favor of promoting the use of both Ridematching apps.

In addition, the personal benefits of ridesharing; the most important of which are saving commuters time and money, are impacting the way people use transportation. The demographics are changing as well, switching from baby boomers to millennials, who by 2030 will represent the majority of the population and will be influential when it comes to driving habits at their peak age of 35 to 54 years old. Currently, millennials are driving less, buying fewer cars, prefer dense and walkable neighborhoods, and have reduced the miles traveled for personal business and shopping. Two-thirds own smartphones and internet use is universal, even among low income levels and minority populations. A recent Washington Business Journal report about millennials, states that they value short commute times or proximity to public transportation more than low crime rates.<sup>3</sup> More drivers are taking road trips and commuting to the office after total employment in the U.S. rose by 2.078 million last year, according to data from the Bureau of Labor Statistics.<sup>4</sup> Americans are increasing fuel consumption and burning more gasoline on their daily commutes. This recent increase in gasoline consumption has been glaringly apparent to many people, particularly millennials. The sharing economy has greatly increased the interest in alternative fuels and modes of transportation. Fewer people own cars, more people are renting them, and even more people are sharing them.

Societal benefits like saving energy and reducing pollution and congestion rank among the top motivators for those who use commute alternatives. According to the 2016 State of the Commute survey, respondents who used alternative modes for their commute were asked about regional/community benefits of doing so. Less traffic and congestion (59%), and reducing pollution and greenhouse gases (48%) were by far named as the main benefits. Trends point toward people actively working to improve their commutes and willingly trying alternative commute options.

<sup>2</sup> Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan

<sup>3</sup> "D.C. ranks high among the worst cities for commuting", Washington Business Journal, March 3, 2016

<sup>4</sup> <https://data.bls.gov/timeseries/LNS12000000>

Many people are increasingly aware of their own impact on environmental quality and are familiar with ways to positively impact the current environmental situation, including the use of public and alternate transportation. There is also a connection between health and transportation that should be considered as part of the message. It should be noted however, that *personal* benefits of alternative mode use continue to be saving money or receiving a financial incentive (33%), avoiding stress or relaxing (22%), and using time productively (18%).

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a valuable service in securing a ride home in case of an unexpected personal or family illness or emergency, or unscheduled overtime. To increase GRH awareness and drive applications, the most receptive areas need to be targeted, both geographically and demographically. This year's campaign will continue to promote GRH registration within the inner core for those switching to or already using transit, bicycling, and walking to and from work. For commuters in the middle and outer rings, Baltimore Metropolitan region, and St. Mary's County, the campaign will focus on positioning GRH as a service provided to those who convert from SOV driving to other mobility modes, or who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on registration for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using transportation alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include Car Free Day and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative transportation modes. The intention is to change their behavior so that individuals will choose to incorporate such alternatives as part of their regular, or at least occasional, commute or lifestyle patterns.

**Marketing Strategies:** The marketing strategy will focus on achieving the following:

- Emphasize the cost savings benefits of ridesharing, specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Capitalize on the Commuter Connections mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for 40 years.
- Draw on the additional savings of 'Pool Rewards as an incentive within Rideshare ads.
- Drive inner core and Baltimore Metropolitan region, St. Mary's County commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle and outer ring commuters, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.

- Increase the number of commuters download and usage of the CarpoolNow mobile application in Howard County, Maryland, through the use of creative materials used in traditional and digital media outlets.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards; incorporate human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.
- Increase reach to younger demographic, Spanish, and African American audiences in radio and print messages.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Explore opportunities to advertise with transit and/or bus wraps.
- Reduce work trips.
- Leverage umbrella campaign value add to support Flextime Incentive messaging.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each program and event: Ridesharing, Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Day, Bike to Work Day, 'Pool Rewards, CarpoolNow App, and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

For FY 2018, radio is recommended as the anchor medium for the program. Radio can reach a large portion of the Commuter Connections target markets (90%) with significant frequency, especially when commuters are engaged in potentially stressful, frustrating, costly, and time consuming commutes.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2018's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage, shelters, and network cable TV will be evaluated as potential visual elements for the campaign.

Google, YouTube, and social media, are also recommended to compliment the overall campaign. Online advertising with visuals will drive target audiences searching for commuter or carpool/vanpool options to the Commuter Connections website. Utilizing retargeting with the audience at key decision making moments, will increase the reach to the target audiences. Facebook continues to be the third largest advertising platform and dominates 96% of social media. Twitter is an ideal platform for real time marketing and responses within minutes of an event. Instagram user interactions deliver 58 times more engagement per follower than Facebook and 120 times more engagement per follower than Twitter. Snapchat is best when you want to show insight into a business, event or product or advertising through geographically set filters. For all these reasons, these will be evaluated for use and best practices for each campaign.

Internet advertising is also visual and closer to one-to-one selling than any other form of media. Optimized placement of banner ads on websites targeted to key counties, news, weather, television affiliates, and job sites may be used to reach commuters who are just a click away from Commuter Connections' online Ridematching service or GRH registration and re-registration.

Opportunities to involve retailers and local businesses in sponsorship or promotion of Commuter Connections programs such as GRH Rewards, Bike to Work Day, and Car Free Day will be considered. We aim to identify businesses interested in both encouraging people to explore the use of sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship through giveaways or discounts for events such as Car Free Day, or could be involved in co-promotional opportunities.

In addition to traditional media, the marketing team will look to further expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook (Commuter Connections, Telework, Bike to Work Day, and Car Free Day) and accounts on Twitter (Bike to Work Day and Car Free Day), which have received increasing attention over the last few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The marketing team will examine opportunities to provide improved smartphone access to Commuter Connections resources and commute option information and benefits. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and provide smart phone users with immediate access to Commuter Connections' information and registration or pledge pages. This would also improve digital presence and help us to reach a newly targeted younger demographic and increase engagement.

Existing creative developed in FY 2017 will be used for the FY 2018 fall campaign; results of the complete FY 2017 campaign will be studied and best practices will be carried forward for the FY 2018 campaign. The creative team will consider past performance measurements along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2018.

The marketing team will investigate format and layout options for print pieces, including the Commuter Connections newsletter, direct mailer, and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: decrease print costs, increase usability and response rates, and provide a fresh, new look.

Focus Group sessions held in the fall of 2014 with stakeholders, specifically network members, funding organizations, and the general public, provided valuable insight to enhance the Commuter Connections overall marketing efforts. The results will be considered in planning FY 2018 media plans and print materials.

The Marketing Communications Plan will effectively and efficiently reach its target markets based on a review and analysis of third party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.



## **Guaranteed Ride Home Washington DC Region**

**Objective:** Increase the number of applicants in the GRH database by promoting GRH as a fast and reliable transportation rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

**Target market** (from 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report):

- 35-64 years old (87%)
- Caucasian (70%) and African-American (17%)
- Male (53%) / Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ annual household income (30%)
- GRH registrants commute more than 30 miles (62%) / 45 minutes (72%)
- Live in Virginia (55%) or Maryland (40%) or District of Columbia (2%), another state (3%) with emphasis on Prince William (16%) and Fairfax Counties (12%).
- Works in D.C (64%), Maryland (15%) and Virginia (21%).

### **Tactics:**

- Focus will be to target commuters in the Washington D.C. metropolitan statistical area, encouraging them to register for GRH
- New and alternative media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll – will be incorporated into the media mix, both paid media and value add.
- Radio advertising will focus on district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region’s Hispanic and African American commuters.
- TV may be considered as an opportunity to visually present the message that’s conveyed in radio spots.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/or transit signage to increase awareness of the GRH program.
- Leverage human interest stories on social media e.g. a quick video to be used on the Commuter Connections website.
- Update website images to integrate with the campaign.
- Direct Mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

**GRH Media Allocation:** 30.2 percent of media budget.

## **Guaranteed Ride Home Baltimore Region**

**Objective:** Increase the number of applicants in the GRH database by promoting GRH as a fast and reliable transportation rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

**Target market:** (from 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report – draft):

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%) / Female (47%).
- Annual household income \$80,000+ (73%), \$120,000+ (38%).
- Commute 30+ miles (61%) / more than 45 minutes (58%).
- Lives in Maryland (71%), Virginia (15%), or Pennsylvania (6%), New Jersey (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Fredrick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

### **Tactics:**

- Focus will be to target commuters in the Baltimore metropolitan statistical area and St. Mary's County in Southern Maryland, encouraging them to register for GRH
- New and alternative media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll – will be considered as part of the media mix, as value add.
- Radio Advertising will focus on district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- Evaluate web advertisement (banner ads) and interactive ads geared directly towards generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/ or transit signage to increase awareness of the GRH program.
- Leverage Human Interest stories on social media; e.g. short video shown on website and pages
- Update website images to integrate with campaign.

**GRH Baltimore Media Allocation:** 3.3 percent of media budget.

## **Ridematching**

**Objectives:** Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders; gain new applicants to the regional database.

- **Target market** (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):
- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with >100 employees (80%), work for employers with 1,000 or more employees (45%)
- Work for federal agencies (67%) and private sector (20%)

### **Tactics:**

- Radio advertising to increase awareness of benefits and ease of ridesharing. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- A Spanish-speaking radio station may be included to reach out to the region's Hispanic population.
- TV may be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Social media will be considered for real-time engagement with commuters.
- Optimized online banner ads may be used on select websites to drive users to the Commuter Connections website and/or mobile Ridematching service for registration.
- Out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations.
- Update website images to integrate with the campaign.
- Direct mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.
- Value add promoting Flex Time Incentive

**Rideshare Media Allocation:** 45.4 percent of media budget.

## **CarpoolNow Mobile App**

**Objectives:** Increase knowledge and activity of app use, in turn easing consumer access to ridesharing.

### **Target Market**

- Rideshare demographics
- Younger demographics, (30 years old and younger)

### **Tactics:**

- Media and public outreach will be used to build awareness of mobile app.
- To promote awareness, Facebook and Instagram ads will be the primary focus, and optimized online banner ads may also be used.
- Radio will be evaluated for use as a secondary media.
- Continue to include CarpoolNow App messaging in existing campaigns with call to action to download and use the CarpoolNow App.
- CarpoolNow App may be tied to Rideshare messages. For example, "...interested in Ridesharing? Check out the CarpoolNow App...."
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- YouTube tutorial will be explored and optimize usage of the features of the app. Value add from the mass marketing campaign may be used to expand the reach of the CarpoolNow Mobile App.
- Creation of a sell sheet to give to businesses and hand out at events.
- Integrate CarpoolNow marketing into Commuter Connection website.

**CarpoolNow Mobile App Media Allocation:** 10.3 percent of media budget.

## **'Pool Rewards**

**Objectives:** Recruit and retain commuters in carpools and vanpools through monetary incentives.

### **Target Market**

- Rideshare demographics
- Younger demographics, (30 years old and younger)

### **Tactics:**

- Media and public outreach will be used to build awareness of program and incentives.
- The primary message will be the cash incentive. Additional messaging will promote environmental/health benefits of ridesharing, such as tons of CO<sub>2</sub> emissions reduced, gallons of gas saved, miles of commutes and vehicle trips saved, and/or social responsibility of reducing traffic congestion and improving quality of life through better health and fitness.
- To promote awareness, Facebook and Instagram ads will be the primary focus, and optimized online banner ads may also be used.
- Radio will be evaluated for use as a secondary media.
- 'Pool Rewards eligibility may be tied to Rideshare messages. For example, "...interested in Ridesharing? You may be eligible for 'Pool Rewards..."
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- Value add from the mass marketing campaign may be used to expand the reach of 'Pool Rewards.
- Non-cost avenues such as the Commuter Connections bulletin board may be used.
- Consider opportunities to expand into Spanish radio.

**'Pool Rewards Media Allocation:** 3.3 percent of media budget.

## **Special Events**

**Objectives:** Use special events, such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Day.

### **Target Market**

- Car Free Day 2017: SOV drivers; car-heavy families and individuals; students; not just commuters
  - Ages 16-65
  - Male and female
  - Caucasian and Hispanic
  - Live/work in DC metropolitan area
- Bike to Work Day 2018 (from [FY 2016 BTWD TERM Analysis Report](#)):
  - Ages 25-55 (92%)
  - Male (64%) and Female (36%)
  - Caucasian (86%), Hispanic (4%), Asian (4%).
  - HH income \$80k+ (77%)
  - Works for federal agency (35%), private sector (32%), non-profit (21%)
  - Lives in VA (42%), DC (32%), and MD (26%)
  - Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
  - Works in DC (52%), VA 30%, and MD (18%)
  - Works for employer size of 100+ (66%)
- Employer Recognition Awards 2018: Level 3 & 4 Employers in Commuter Connections Network area

### **Tactics:**

#### **Car Free Day (CFD) September 22, 2017**

- Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers
- Focus on teleworking and vanpool in addition to family-friendly messaging.
- Explore teaming with media channels to promote and cover local events.
- Expand digital and social media, explore video ads, digital radio, digital video and YouTube as primary media.
- Evaluate using young radio personalities through on-air and online/social media communications to increase awareness of CFD and drive listeners to [carfreemetrodc.org](http://carfreemetrodc.org) to pledge.
- Provide marketing collateral such as posters.
- Transit /outdoor signage (bus interiors, exteriors, and bus shelter ads).
- Text messaging.
- Email blasts and mailings to employers and past participants.
- Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.

- Engage the community through social networking sites such as Twitter and Facebook.
- Increase University Challenge participation through campus commuter programs, clubs, media, and RA Directors.
- Create challenges between universities and workplaces for most pledges.
- Compliment paid digital and social media with a strong earned media plan as well as outreach to employers, schools, and key influencers like bloggers and podcasters.
- Leverage “green” events in the region, including those of Network Members.
- Email after the event to all of those who pledged, offering congratulations, appreciation, and a list of the benefits of going Car Free or Car Lite, along with a link to the Commuter Connections website for more information on programs to sustain a car free lifestyle.
- Newsletter articles.
- Reach 10,000 pledges.
- Include a real-time pledge leaderboard by mode on the web site.

#### **Bike to Work Day (BTWD) May 18, 2018**

- Secure corporate and other sponsorship.
- Use an integrated mix of radio, social media, and display ad advertising to boost registration.
- Provide additional marketing collateral and advertising including t-shirts, posters, and rack cards.
- Should additional sponsor dollars become available, provide additional marketing such as pit stop banners, print ads, various signage, and participation identifiers (e.g. BTWD rubber bracelets).
- Email blasts and mailings to employers and past participants.
- Earned Media to reach minorities and women.
- Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
- Use social networking sites such as Twitter and Facebook to engage with commuters.
- Goal to be set by Committee.

#### **Employer Recognition Awards June 2018**

- Coordinate the Employer Recognition Awards ceremony, June 2018.
- Provide brochure/nomination form in support of the nomination process; online application and email blast to potential nominees.
- Marketing collateral for the event including invitations, program brochure, podium sign, and promotional giveaways.
- Print advertisement in major business publication(s) highlighting winning employers.
- Earned media for the event and winners.

**Special Events Media Allocation:** 4 percent of media budget for BTWD, 3.5 for CFD, and 0.5 percent for Employer Recognition Awards.

## **Employer Outreach**

**Objectives:** Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employers who have implemented successful employee commute benefit programs; increase the number of employers offering the tax-free commute benefits; increase use of SmarTrip® offered through employer programs as well as other TDM strategies such as telework, flextime, and Ridematching.

**Target Market** (from [FY 2015 Commuter Connections Applicant Database Annual Database Annual Placement Survey Report](#)):

- Employers with more than 250 employees (69%)
- Private sector employers (20%)

### **Tactics:**

- Update web content as required
- Update social media applications (e.g. Facebook) for Telework, such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Continuously update Federal ETC website information
- Employer Case Studies.

**Employer Outreach Media Allocation:** 0 percent of media budget.



## FY 2018 Schedules

### **Creative Development Schedule**

Review research and results from previous campaigns	June 2017
Develop Marketing Communications Plan	July 2017
Feedback on Plan from Regional TDM Marketing Group (SharePoint)	Aug 2017
Present conceptual approaches to Regional TDM Marketing Group then creative concepts to Marketing Workgroup	Sept 2017
Refine and develop creative based on all feedback	Oct 2017
Finalize creative	Nov 2017
Produce creative	Dec 2017
Distribute creative to media vendors	Jan 2018
Campaign launch	Feb 2018

### **Marketing Campaign Schedule**

Car Free Day	Aug – Sept 2017
CarpoolNow Mobile Application	Oct - Dec 2017
Fall Campaign (repeat FY17 creative)	Oct – Dec 2017
Spring Campaign (new FY18 creative)	Feb – June 2018
'Pool Rewards	Oct 2017 - June 2018
Bike to Work Day	Apr – May 2018
Employer Recognition Awards	June 2018