

Metropolitan Washington Council of Governments
Commuter Connections
Second Half FY2011 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
June 21, 2011

Second Half FY2011 Marketing Activities

Spring Umbrella Campaign

'Pool Rewards

Bike to Work Day

Employer Recognition Awards

Spring Newsletter

GRH Rewards

Spring Umbrella Rideshare Campaign

New creative

Campaign live February – June 2011

Media

- Radio
- Gas pump toppers
- Member donated transit space
- Internet banner ads

Rideshare Creative

**SAVE
HALF.
EVERY TIME.**
share a ride.

free ridematching services
get started at commuterconnections.org



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A SMARTER WAY TO WORK

Rideshare Creative

**SAVE
HALF.
EVERY TIME.**
share a ride.

free ridematching services
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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Rideshare Radio

5 radio stations airing Rideshare spots



MIX 107.3 FM



Rideshare Gas Pump Toppers

Gas pump toppers displayed at 125 stations

- 15 stations in DC
- 56 stations in MD
- 54 stations in VA

Rideshare Banner Ads

- High performance job, weather, and news sites from past campaigns
- Included Realtor.com
- Placement on masnsports.com as part of TV buy




The Washington Times

Rideshare Campaign


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share a ride.



EVERY TIME.

NEWS MLB NFL NBA NHL NCAAF NCAAB GOLF

Down 12 late, Heat rally to reach finals

mash ORIOLES NATIONALS RAVENS MEDIA


Ben Goessling
For Nationals, opportunity to stop tailspin is now - or possibly never

Byron Kerr
No. 2 prospect Sammy Solis has reported to Single-A Hagerstown

Ben Goessling
Just as offense starts to come around, starting pitching takes a step back

Byron Kerr
Prospect Marrero turning heads, but will stay at Syracuse to refine skills


Mel Antonen
With interleague play getting under way, Mel compares the AL East and NL East



MASN NEWS Stay informed with our mobile alerts - text MASN to 29292 for a menu of options [click for more info]

GameZone Live Boxscore Nats Notes Team Roster Schedule Statistics

Fri, May 27



Rideshare Member Donated Space



- Bus kings Frederick County Transit



- Bus kings Montgomery County RideOn
- Bus shelters from Montgomery County

Rideshare Campaign



Rideshare Campaign



Spring Umbrella GRH Campaign

New creative

Campaign live February – June 2011

Media

- Radio
- Television
- Member donated transit space
- Internet banner ads
- Flippin' Pizza co-promotion

GRH Creative



NO NEED
**TO
FLIP
OUT**

SIGN UP FOR
GUARANTEED
RIDE HOME.

Register today!

GUARANTEED RIDE HOME*

commuterconnections.org 800.745.RIDE
* some restrictions apply



DON'T
**BE
LEFT
HANGING**

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GRH Radio

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The Washington Times

GRH Campaign

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RIDESHARE, BUT ASKED TO WORK LATE?

NEWS MLB NFL NBA NHL NCAAF NCAAb GOLF

Stevenson: James 'checked out' of Game 4



ORIOLES



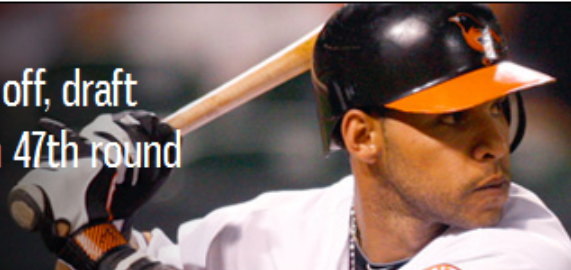
NATIONALS

RAVENS

MEDIA

Roch Kubatko

Andino leading off, draft update through 47th round



Ben Goessling

On anniversary of Strasburg's debut, Nationals still searching for pitching



Steve Melewski

Having won 12 of their last 13, it's time to give the Frederick Keys some credit

Amber Theoharis

Wieters is having a complete year for O's; does he deserve All-Star nod?

Adam Jones

Spending some time with the family as the All-Star Game approaches

Ben Goessling

Sidelined again with ankle injury, Werth hopes to return to lineup in San Diego

Byron Kerr

Rick Hague done for the season, will have surgery to repair April shoulder injury

Ben Goessling

With another stellar outing, Zimmermann is asserting himself atop the rotation

Wed, Jun 8

7:05 PM ET

CSCA/MAS2

Oakland (27-35, 13-20 Road)

Baltimore (28-31, 18-16 Home)

Oak: J. Outman (1-0, 4.02 ERA)

Bal: Z. Britton (5-4, 3.33 ERA)

Wed, Jun 8

3:45 ET

1 2 3 4 5 6 7 8 9 R H E

Washington

San Francisco

[Preview](#) | [Box](#) | [Gameview](#)

GRH Campaign Member Donated Space



- Bus kings Frederick County Transit



- Bus kings Montgomery County RideOn



- Bus kings from PRTC



- Bus interiors on Arlington Transit

GRH Campaign Member Donated Space



- Bus interiors Fairfax Connector



- Train cards on MARC



- Bus shelters from Montgomery County

GRH Campaign



GRH Campaign



GRH Campaign



GRH Campaign



GRH TV Commercial

New commercial produced using GRH “Don’t Flip Out” concept

Commercial ran on Mid-Atlantic Sports Network (MASN)

Interview during pre-game show



GRH TV Commercial

We'll get you home. Guaranteed.

Spring Campaign Value Add

Approximately \$90,000 in value add

Radio station PSAs

- WASH, WBIG provided 7 and 8 weeks respectively of :15 PSAs, March through June
- WTOP provided 8 weeks respectively of :10 PSAs, March through June
- WRQX, WVRX provided :10 PSAs through March
- Interview on Tom Grooms' Spectrum Show on WRQX/WVRX in March

Spring Campaign Value Add

- Promotions on WRQX in April, May, June
- 50x on-air promotional announcements week of 5/16 on WASH
- Online ad serving company delivered 40,000 bonus impressions
- Gas pump toppers ran at 8 additional stations
- Window clings at all gas stations

Co-Promotion with Flippin' Pizza

- Inspired by “Don’t Flip Out” message, partnered with Flippin’ Pizza
- Flippin’ Pizza has 8 locations
 - D.C.: Dupont Circle
 - Maryland: Bethesda, Arundel Mills, Silver Spring
 - Virginia: Annandale, Chantilly, Falls Church, Reston



Co-Promotion with Flippin' Pizza

- Commuter Connections stickers distributed on 45,000 pizza boxes (April-June)
- Commuter Connections one of Flippin' Pizza's VIP partners, 10% off with a valid GRH card
- Promoted on WRQX
- Flippin' Pizza provided coupons as GRH Rewards sponsor



Co-Promotion with Flippin' Pizza



**NO NEED
TO
FLIP
OUT**

SIGN UP FOR
GUARANTEED
RIDE HOME.*

* some restrictions apply

Free registration! Visit commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FLIPPIN' PIZZA FLIPPIN' PIZZA VIP PARTNER. 10% OFF WITH GRH CARD.



Co-Promotion with Flippin' Pizza

Promotions on WRQX

- April: Lunch for your carpool, Flippin' Pizza delivered to your office
- May: 2 week promotion, win pizza for a year
- June: GRH promotion with free pizza
 - At TRiPs (Montgomery County Commuter Store), Downtown Silver Spring, June 15th
 - Free slice of pizza from Flippin' Pizza's mobile truck
 - WRQX van on-site to promote
 - GRH brochures distributed



Co-Promotion with Flippin' Pizza



Co-Promotion with Flippin' Pizza



Co-Promotion with Flippin' Pizza



Co-Promotion with Flippin' Pizza



'Pool Rewards

March through June

- Value add reads on WTOP, WASH, WBIG
- Value add reads on WRQX, WVRX (March only)

Additional promotions in June

- Facebook ad (started running in May)
- 160x600 wide skyscraper ad on washingtonpost.com, Dr. Gridlock page
- Spots on WTOP and WMAL



Special Events

Bike to Work Day,
May 20

Employer Recognition
Awards, June 28



Bike To Work Day

Sponsorship Drive

- Goal for sponsorship dollars exceeded by 8.5%
- 3 new first time sponsors
 - Marriott International (Gold)
 - goDCgo (Gold)
 - Bike Arlington (Silver)



Bike To Work Day

Great organizational and promotional effort!

- 49 pit stops for event, up 40% from 2010
- 11,000 participants, almost 20% increase from 2010



BTWD - Frederick



BTWD - NoMa



BTWD - Rosslyn



BTWD – Freedom Plaza



Bike to Work Day

Radio spot

Facebook page

Poster and rack cards

Twitter updates

Circulator Bus signage

Media placements

T-shirt

Print ads with City Paper,
Washington Examiner,
Washington Post Express

Pit stop banners

Bike to Work Day Print Ad

LOCAL NEWS

TRANSPORTATION

D.C. ranks 17th for commuter transit

By Kyria Weir
Staff Writer

The Washington region may have one of the largest transit networks in the country, but a new report says that doesn't necessarily mean it offers the best experience for workers to get to their jobs. Washington ranks 17th out of the 100 largest metropolitan areas nationwide in having its transit system connect workers to their jobs, according to a Brookings Institution report to be released Thursday. That puts it behind New York City and San Francisco but also more surprising places such as Honolulu, San Jose, Calif., and Salt Lake City.

"These are not places that are well known for their transit, but what they do have is a compact footprint," said Alan Hirsch, a senior fellow who co-authored the report. "They're not as sprawling." The report found that 82 percent of workers in Washington-area residents live near a transit stop of some kind. But only 37 percent of jobs are reachable via transit within 90 minutes. The authors said they realize that 90 minutes represents a long commute, but

Top towns for commuter transit

1. Honolulu
2. San Jose, Calif.
3. Salt Lake City
4. Tucson, Ariz.
5. Irvine, Calif.
13. New York City
16. San Francisco
17. Washington
18. Seattle
34. Boston
46. Chicago
49. Philadelphia

BASED ON 2008 DATA FROM BUREAU OF ECONOMIC ANALYSIS AND BUREAU OF TRANSPORTATION STATISTICS

when they looked at 40-minute commutes, only 7 percent of jobs were accessible by transit in metropolitan areas nationwide. The report looked at 371 transit systems ranging from buses to ferries to subways and used schedule and mapping data to determine how well transit systems are able to connect workers to jobs. Although urban pioneers have traditionally laid out and evaluated transit systems on other measures, the report said they need to focus

on how the transit helps get people to jobs. Such connections are critical to helping the economic recovery, the authors said.

The Washington region does serve the people who need transit services the most, though, the report found. Low-income residents had better coverage, more frequent service and better job access than middle- and high-income workers, the report found. The median wait time during rush hour for a low-income worker was 4.3 minutes, compared with 9.8 minutes for high-income workers locally and 10 minutes nationally.

Hirsch said that the key to improving access to Washington-area jobs will be to better connect suburban job centers, not just running trips downtown. Planned projects like the Purple Line between New Carrollton and Bethesda would help, he said.

**Up to the minute...
FOR BREAKING NEWS
THROUGH THE DAY, CLICK ON
Washington
Examiner.com/Local**

D.C. officials could face tough questions during Hill hearing

By Freeman Klopoff
Staff Writer

Top District officials will push for greater independence from federal oversight Thursday at a House hearing on the city's budget that is unprecedented in its timing and could have the city's mayor and council chairman answering tough questions.

"The balanced budget ought to be an example that we can make decisions for ourselves," Mayor Vincent Gray said Wednesday when asked about Thursday's hearing, where he, D.C. Council Chairman Howard Brown and Chief Financial Officer Natwar Gaudhi are scheduled to testify. The three officials are typically called to Capitol Hill to testify about the budget after it's passed by the council and signed by the mayor.

"This is unprecedented, it never happens," said Ward 2 Councilman Jack Evans, who will celebrate his sixth year on the council Friday. "Maybe he's not," Evans said of the chairman of the subcommittee that oversees the District.

It is Sen. Charles Schumer's Republican Trey Gowdy's first term, but the hearing also gives committee mem-

bers a chance to question Gray about an ongoing House investigation into claims the mayor's campaign paid off another mayor candidate so he could stay on the campaign trail to attack then-Mayor Adrian Fenty.

Although a committee spokesman said questions would be focused "on the budget and the fiscal stability of District spending," committee members can ask anything they'd like.

And it seems the committee is ready to get tough with its questions. When it approached the hearing, the House oversight committee raised the prospect of the District returning to the federal control board that took over the city's government in the mid-2000s and pulled it back from the brink of bankruptcy.

Brown and Gaudhi will push back against the control board specter as they ask for greater autonomy, according to copies of their written testimony obtained by The Washington Examiner.

Despite the control board language in the hearing announcement, it doesn't appear the city needs any of the seven factors that would allow Congress to bring the board back.

Ad in Washington Examiner


Register at waba.org or call 202.518.0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!


49 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS


Visit waba.org for specific pit stop locations and times.
T-Shirts available at pit stops to first 9,000 who register.




DCLottery




go2go




Whole Foods




Local Initiatives




BicycleSpace



Bike Arlington



red-Atlantic




Bike to Work Day

Bike to Work Day

FRIDAY MAY 20, 2011

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.



Bike to Work Day on Facebook

facebook

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Bike to Work Day

Non-Profit Organization

GEAR UP!

Wall Bike to Work Day · **Most Recent** ▾

GEAR UP! **Bike to Work Day**
Anyone joining us for Bike to Work Day for the first time? Let us know! Friday, May 20, there's still time to register! www.waba.org
Yesterday at 2:16pm

5 people like this.

Tammy Hale Me!
Yesterday at 2:22pm

Jim Cunningham me too, have already registered, but am not very fond of road riding in the rain, so will see if the weather cooperates this Friday.
Yesterday at 2:47pm

GEAR UP! **Bike to Work Day**
At its April 20, 2011 Board meeting held at the Metropolitan Washington Council of Governments, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday May 20, 2011 as Bike to Work Day throughout the Washington Metropolitan Region. L to R Muriel Bowser- District of Columbia Councilmember and Chair, National Capital Region Transportation Planning Board; Nicholas Ramfos- Director, Commuter Connections ; Greg Billing-Outreach Coordinator, Washington Area Bicyclist Association.

180
people like this

Likes

Commuter Connections
1.800.742.BIKE

Bike to Work Day on Twitter



twitter Home Profile Messages Who To Follow   karenhopemurray



Commuter Connections

@BikeToWorkDay Washington DC
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
<http://commuterconnections.org>

Following

Tweets Favorites Following Followers Lists

Bike ToWorkDay Commuter Connections
President Lincoln from MadameTussauds will be riding around DC in a pedicab on Bike to Work Day (BTWD) to visit various BTWD celebrations.
1 hour ago

Bike ToWorkDay Commuter Connections
Will your employer have the most participating employees? Get your co-workers to register for Bike to Work Day at www.waba.org today!
17 May

Bike ToWorkDay Commuter Connections
Are you a regular bike commuter in DC and interested in talking with the media? Email ridematching@mwkog.org use subject line "BTWD Media"

About @BikeToWorkDay

74 Tweets 185 Following 466 Followers 49 Listed

Following 185

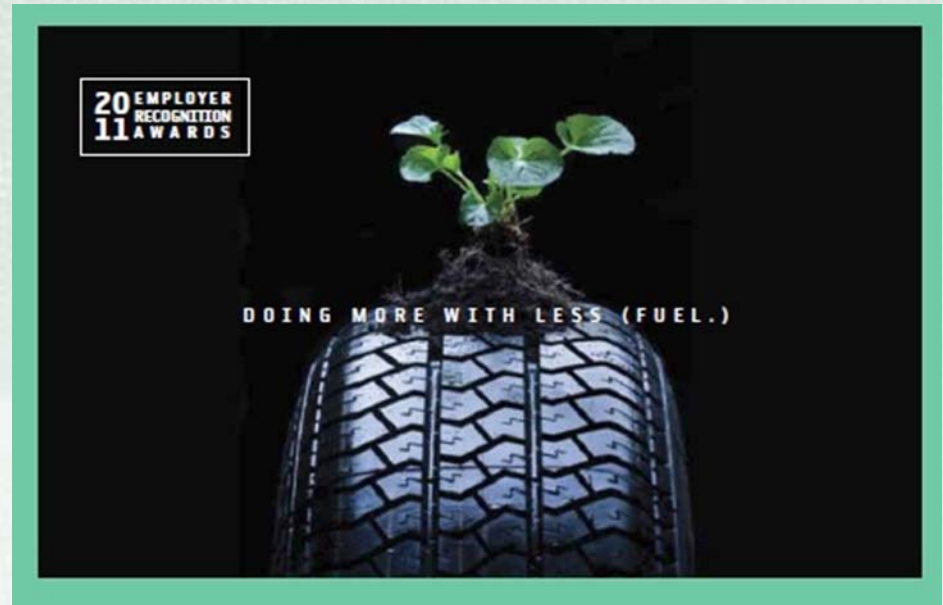
Connections
Also followed by @WABADC, @CarFreeDiet, and @drgridlock.
You both follow @WABADC, @CarFreeDiet, and @drgridlock.

Similar to @BikeToWorkDay - view all

- RevCycles** - Follow
Revolution Cycles
- PhoenixBikes** - Follow
Phoenix Bikes
- BikeandRollDC** - Follow
Bike and Roll
- goDCgo** - Follow
goDCgo

Employer Recognition Awards

- June 28, National Press Club
- Invitations
- Program brochures
- Podium sign
- Print ad (WSJ)
- Giveaways
- Trophies



Earned Media

Significant coverage of Bike to Work Day

- 112 earned media placements
- 100+ blog placements

Quarterly Newsletter

Newsletter produced on quarterly basis

Includes insert for Federal ETC

FEDERAL ETC UPDATES
Employee Transportation Coordinator

TELEWORK ENHANCEMENT ACT CALLS FOR AGGRESSIVE ACTION

FEDERAL ETC UPDATES
Employee Transportation Coordinator

CAPITAL BIKESHARE OFFERS PROGRAMS TO FEDERAL AGENCIES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
Issue 1, Volume 1 - Winter 2011

COMMUTER BENEFITS

Thanks to decisions made by Congress and the IRS, benefits changes that would have had significant impacts on thousands of employers and employees in this regard, have been deferred for another year. Recently passed tax legislation included language for another year the maximum allowable employer tax-free transit benefit, up to \$230 per month, a bill retained parity between the transit/vanpooling portions of the transportation fringe benefit \$230/month level. Without the legislation the benefit would have reverted back to \$120 per month of this year.

The IRS, which had initially announced rules in 2010 to separate transit and parking benefit employees, delayed this requirement to January 2011. The IRS's move provides public transportation agencies time to work through the challenging administrative complexities of implementing the mandate.

For its part, the Washington Metropolitan Area Transit Authority plans to phase in the IRS-required changes to Metro's SmartBenefits® program over a several-month period this year. Metro reported in December that it is notifying SmartBenefits® customers and employers about the extension. Visit www.wmata.com and click on the SmartBenefits® icon to stay abreast of developments.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
Issue 2, Volume 15 - Spring 2011

TAX-FREE COMMUTING BENEFITS

Many employers offer tax-free fringe benefits to their employees, from health insurance to retirement accounts. Under the U.S. Internal Revenue Service Code Section 132, these benefits can be deducted from an employee's gross income pre-tax, thus helping both the employer and employee save on taxes, or can simply be given to the employee as a tax-free benefit.

Section 132(f) is the federal tax code that covers transportation benefits. Transportation benefits pay toward the cost of commuting to and from work by transit, vanpool and bicycling. The amount can be as high as \$230 per month for transit and vanpools and \$20 per month for bicycling.

Starting this spring and for a limited time, Fairfax County Department of Transportation (CDOT) through their Employer Services Program will provide Fairfax County employees with

A joint venture by Arlington County and the District Department of Transportation, called Capital Bikeshare, or Cabi for short, was launched in May 2010, to build on the success of the SmartBike DC bikesharing program started in 2008.

With more than 1,100 red bikes at 114 stations across D.C. and Arlington, close to many Federal facilities, commuting by bicycle or getting around during the day for meetings and errands couldn't be easier.

Capital Bikeshare can be used for 24 hours, 30 days, or a year providing access to a fleet of bikes anytime you need one. For all memberships, the first 30 minutes of any trip is free with additional charges for longer periods of time. With a one day \$5 membership customers receive an unlocking code and can take as many trips as desired within 24 hours. For both the 30-day (\$25) and annual (\$75) memberships, Cabi customers can sign up online at www.capitalbikeshare.com and receive a key card to access the bikes.

With all memberships, access is given to the entire fleet of available bikes that can be picked up in one place and dropped off in another. "Look at Capital Bikeshare not just as a commuting choice but as a way to get around during the day," says Katie Shihler, Program Director of goDGo® Plus, it's a great way to get some exercise." For example, a commuter could pick up a bike in Arlington, ride into DC on the many available bikeways, drop the bike off at a station, and head to work. At the end of the day, just pick up another bike and head home. During the day, the bike sharing system can be used to run errands or go to meetings.

Shihler works with Federal ETCs to help them with the purchase of memberships. For example, the Office of Personnel Management has purchased 50 annual memberships. Annual memberships purchased by federal agencies are being offered at \$50 per member, regularly \$75.

For employers, Cabi is another instrument to use in the promotion of alternative commuting and can be wrapped into a federal agency's sustainability and GreenGov program. With the General Services Administration's mandate that all new federal buildings, as well as renovations to existing buildings, be LEED Gold certified, promotion of bicycling can help gain LEED points.

Continued on back

GRH Rewards Sponsonrs

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A SMARTER WAY TO WORK

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COMMUTER PROGRAMS

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 - Participation Guidelines
 - Areas of Service
 - Commuter Testimonials
 - GRH Rewards
- RIDESHARING
- TRANSIT
- TELEWORKING
- BICYCLING
- WALKING
- FAQ

GRH Rewards

We'll Get You Home. Guaranteed.

GRH Rewards is our way of thanking commuters for renewing their Guaranteed Ride Home (GRH) annual membership. GRH is the free and reliable emergency ride home service by Commuter Connections that provides peace of mind. Commuters who renew their free GRH service will receive a new membership card along with our corporate sponsor coupon(s) for free and discounted products and services. The coupons serve as a thank you to commuters who take a minute to renew their free annual GRH membership and stay with the program.

Current coupons:
Flippin' Pizza (GOOD FOR ONE FREE PIZZA) - 9 Locations in the Washington D.C. area
Madame Tussauds (BUY ONE GET ONE FREE) - More than just a wax museum!

GRH CORPORATE SPONSORS



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METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
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GRH Rewards Coupons

Official Pizza of the Washington Nationals

**a free pie.
that's amore.**

and your reward for not flippin' out about your commute.

GOOD FOR ONE FREE PIZZA

valid at any of our Flippin' Pizza locations
in the greater Washington DC area.
For a complete list of locations, visit flippinpizza.com

Certificate required. One certificate per person per
visit. Not redeemable for cash. Not valid with
other offers. Non-transferable. Copies are void.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

10% off future purchases with GRH card.

"Voted Best Pizza in DC" - Washingtonian.com Pizza Poll

NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!

FLIPPIN' PIZZA

Madame Tussauds
WASHINGTON D.C.

Who do you want to meet?



More
than just a
wax museum

Web Site Visits

FY10	Web Visits	FY11	Web Visits	+/-	+/- %
Jan-10	8,570	Jan-11	9,849	1,279	14.92%
Feb-10	7,910	Feb-11	20,325	12,415	156.95%
Mar-10	11,151	Mar-11	12,013	862	7.73%
Apr-10	15,454	Apr-11	13,140	(2,314)	-14.97%
May-10	17,630	May-11	11,079	(6,551)	-37.16%
Jun-10		Jun-11			
	60,715		66,406	5,691	9.37%

GRH Applications

FY10	GRH Applications	FY11	GRH Applications	+/-	+/- %
Jan-10	345	Jan-11	1,106	761	220.58%
Feb-10	277	Feb-11	1,248	971	350.54%
Mar-10	691	Mar-11	1,033	342	49.49%
Apr-10		Apr-11			
May-10		May-11			
Jun-10		Jun-11			
	1,313		3,387	2,074	157.96%

Rideshare Applications

FY10	Rideshare Applications	FY11	Rideshare Applications	+/-	+/- %
Jan-10	401	Jan-11	1,024	623	155.36%
Feb-10	339	Feb-11	956	617	182.01%
Mar-10	682	Mar-11	1,135	453	66.42%
Apr-10		Apr-11			
May-10		May-11			
Jun-10		Jun-11			
	1,422		3,115	1,693	119.06%

FY12 Look Ahead

FY11 spring creative to be used for Fall FY12 campaign

New creative to be developed for Spring FY12 campaign

FY2012 Time Line

Car Free Day	Aug – Sept 2011
Fall Campaign (FY11 creative)	Sept – Dec 2011
Spring Campaign (New FY12 creative)	Feb – June 2012
Bike to Work Day	Apr – May 2012
Employer Recognition Awards	June 2012

FY12 Look Ahead

- Analyze research and results from recent campaigns June 2011
- Develop Marketing Brief - July 2011
post to Extranet for Marketing Committee Review
- Collect Feedback from Marketing Committee via Extranet Aug 2011
- Present conceptual approaches to Marketing Committee Sept 2011
at Regional TDM Marketing Group Meeting for feedback
- Use approach based on Marketing Committee Oct 2011
feedback/present creative concepts to
Marketing Workgroup
- Develop creative based on feedback from Nov-Dec 2011
Marketing Workgroup

Questions & Answers

Any questions or comments?