



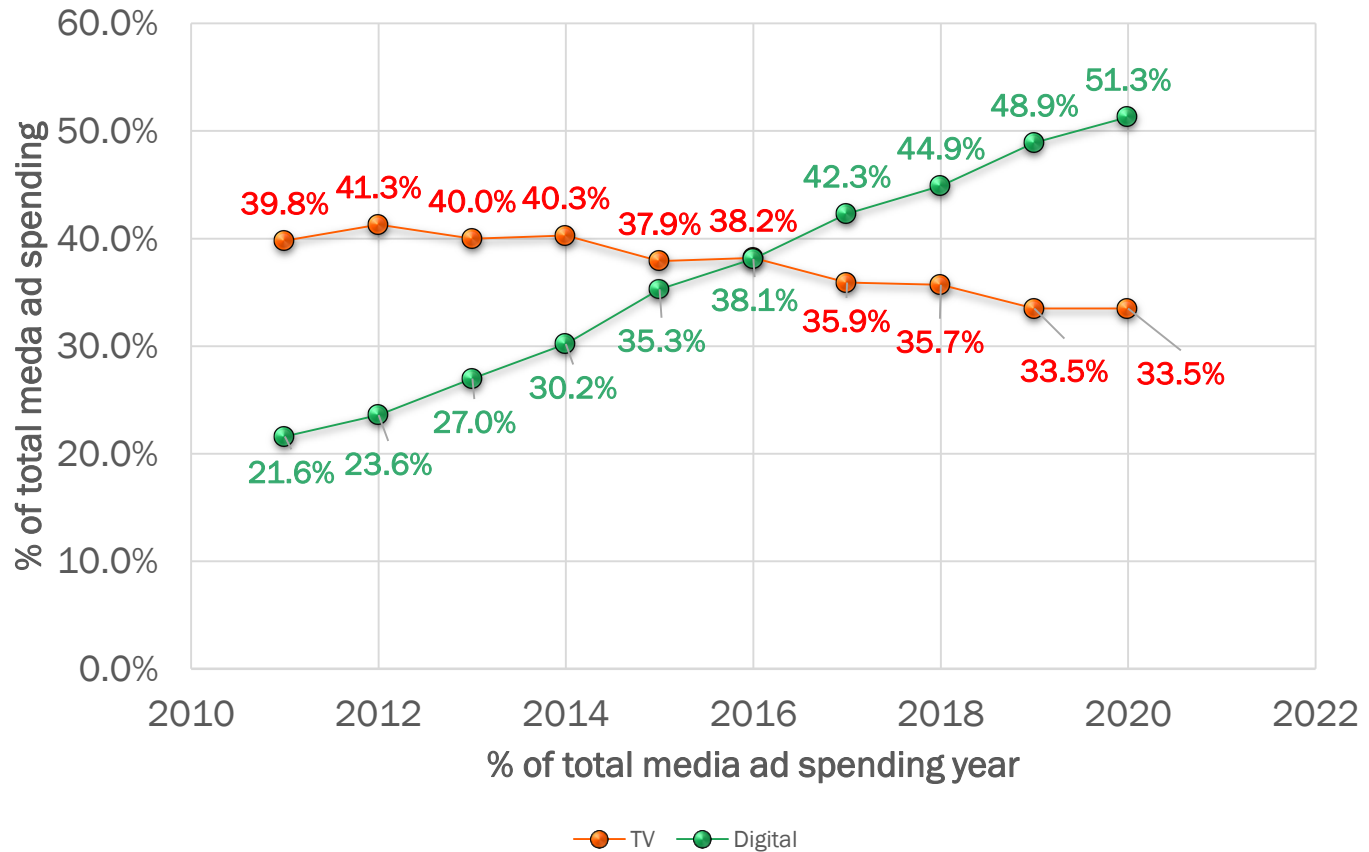
**COMMUTER CONNECTIONS**  
**REGIONAL TDM MARKETING GROUP**  
FY2017 MARKETING ACTIVITY

December 20, 2016

## CONSUMPTION TRENDS

- CONVERSION FROM DESKTOP TO MOBILE (35%D/65%M)
- 81% USE AD BLOCKING SOFTWARE
- VIDEO VIEWERSHIP RISING
- MULTI-SCREEN VIEWING

TV vs Digital\* Ad spending Share, 2011 - 2020



Note: based on net media owner revenues; excludes political and Olympic ad spending;  
 \*includes desktop and mobile advertising; Source: Magna Global, July 14, 2016

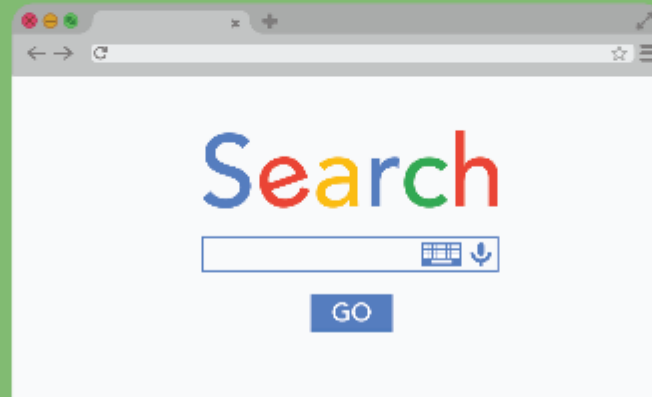
## TOP VISITED WEBSITES (US POPULATION)

1. GOOGLE
2. FACEBOOK
3. YOUTUBE
4. AMAZON
5. YAHOO

## DIGITAL HABITS (US POP)

- 20% OF TOTAL TIME ONLINE IN SOCIAL MEDIA
- FACEBOOK ALONE MAKES UP 14% OF TIME ONLINE

GOOGLE



**#1** most visited site in the world

**Google** 71% of every internet trip starts at google

**500-600 CHANGES PER YEAR**

**PENGUIN 4.0 - SEPTEMBER 23, 2016**

**REAL-TIME & MORE GRANULAR**

**ABOVE THE FOLD, KEYWORD STUFFING, LINKS**

**IMAGE/UNIVERSAL DROP – SEPTEMBER 13, 2016**

**POSSUM – SEPTEMBER 1, 2016**

**NEW FILTER FOR LOCAL RESULTS**

**MOBILE-FRIENDLY 2 – MAY 12, 2016**

FACEBOOK



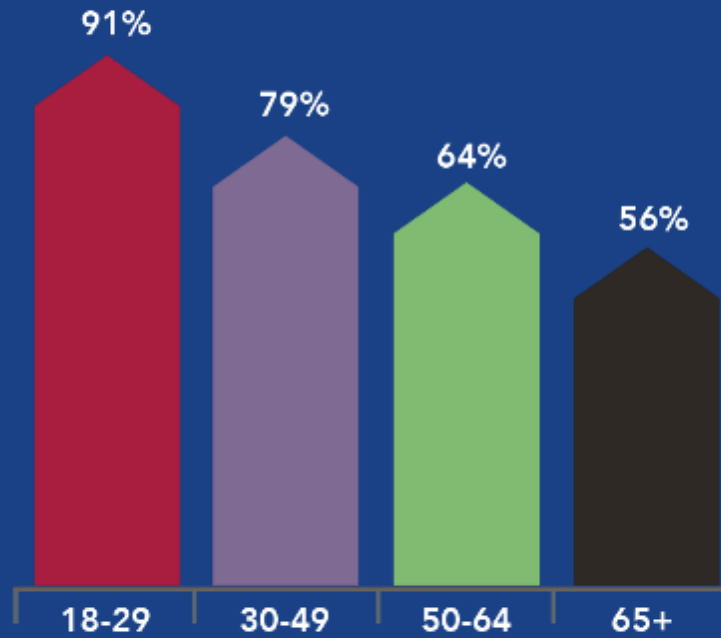
the largest social network in the world



40+ minutes/day



## FACEBOOK AUDIENCE



NEWS FEED TO PREDICT & HIGHLIGHT INFORMATIVE POSTS – AUGUST 2016

NEWS FEED TO SHOW FEWER CLICKBAIT HEADLINES – AUGUST 2016

ALGORITHM PRIORITIZES, FRIENDS, FAMILY, AND OTHER CORE VALUES – JUNE 2016

NEWS FEED TO HIGHLIGHT CLICKS YOU'RE ACTUALLY INTERESTED IN – APRIL 2016

YOUTUBE

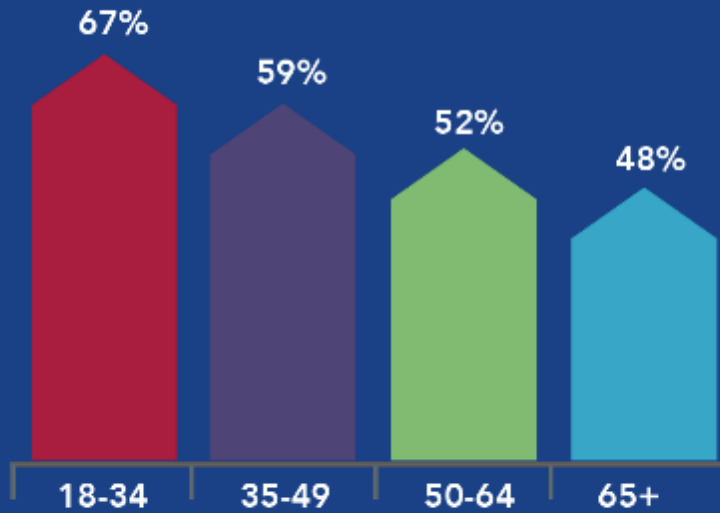


the 2nd largest search engine in the world



76+ minutes/day

## YOUTUBE AUDIENCE



INSTAGRAM

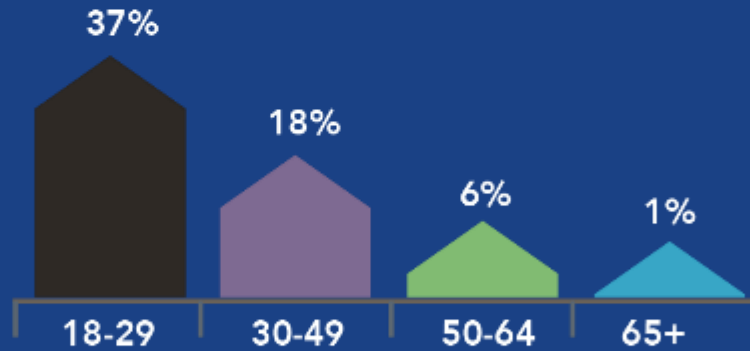


3.5 billion likes a day



90% of users are under age 35

## INSTAGRAM AUDIENCE



LINKEDIN

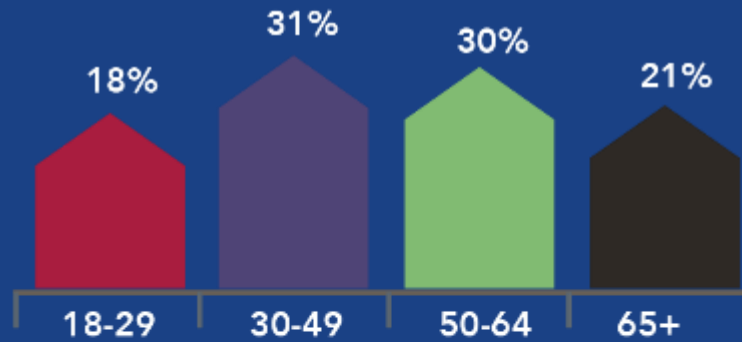


3 million companies have accounts



average CEO has 930 connections

## LINKEDIN AUDIENCE





TWITTER

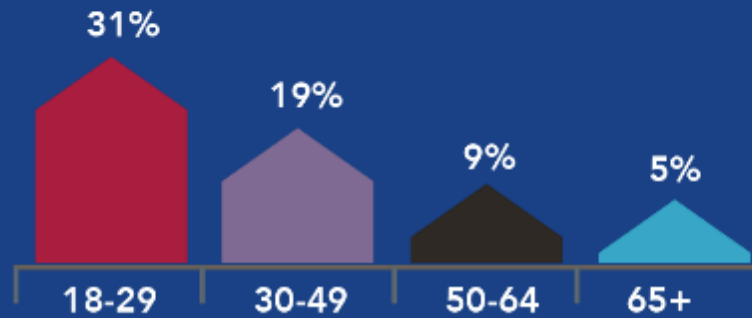


500 million tweets sent out each day



6000 tweets/second

## TWITTER AUDIENCE



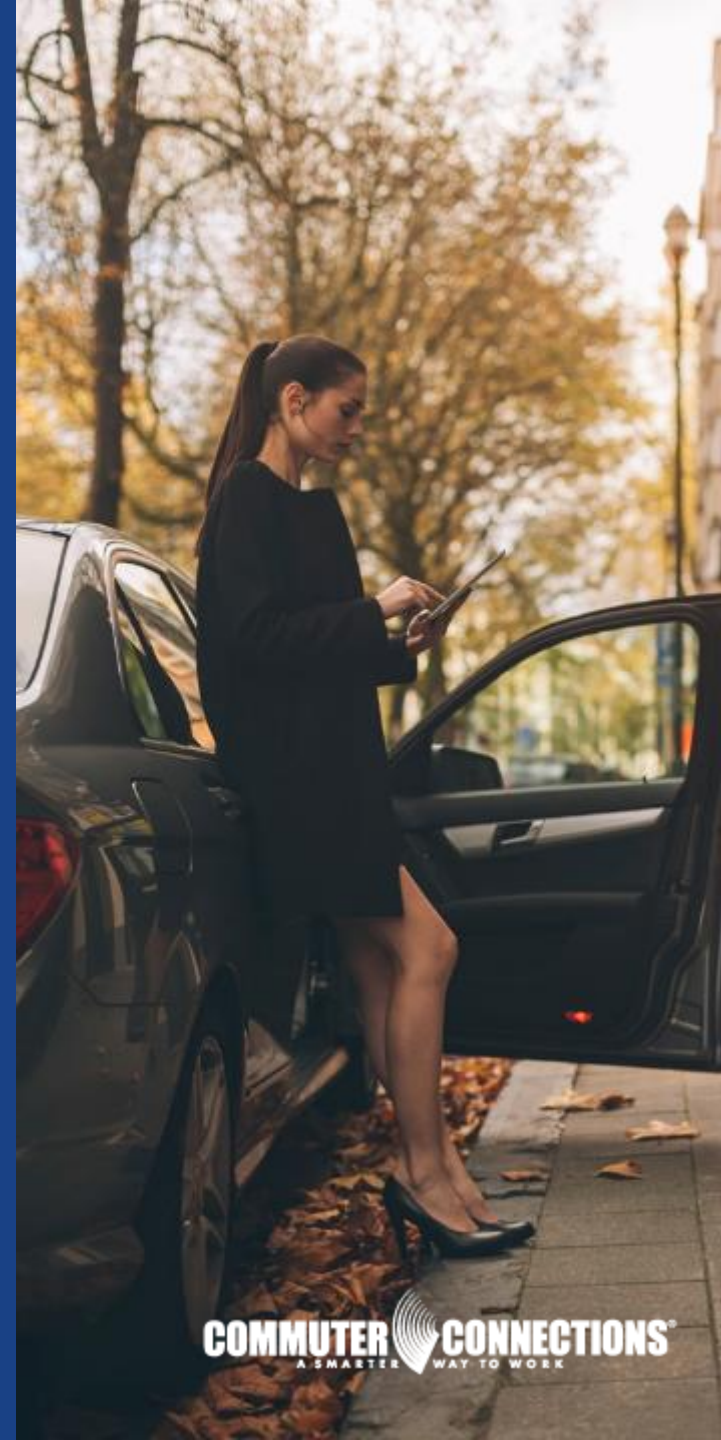
# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



# INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards



# FALL 2016 TIMELINE

- SEP Car Free Day Promotion
- SEP GRH Campaign Launches
- OCT Rideshare & GRH Baltimore Campaigns Launch
- OCT 'Pool Rewards Promotion
- NOV Bike to Work Day Sponsor Drive
- NOV Employer Recognition Awards Nomination Application
- DEC Direct Mail
- DEC Quarterly Newsletter & E-Newsletter Distributed



Car Free Day

## STRATEGY

- Promote alternative modes of transportation for leisure commuting
- Encourage pledging to go car free or car-lite
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage area universities



## MEDIA STRATEGY

- Digital and social media campaign
- Radio personalities promote through their social networks
- Pokémon Go promotion





## MEDIA BUDGET (NET)

Radio	\$ 31,709
TV	\$ 5,000
Paid Social Media	\$ 4,500
Online	\$ 3,000
Text Messaging	\$ 400
<b>Total Paid Media:</b>	<b>\$ 44,609</b>
Added Value:	\$ 25,945



# MARKETING EFFORTS FOR CAR FREE DAY

- Web site
- Posters
- Direct mail
- Paid social media
- Radio
- Radio Promotion
- Value add online banners, radio reads, and endorsements
- Text Messaging
- Earned media placements
- Donated transit space
- Jurisdiction special events



# CREATIVE APPROACH



Poster



Website

# FACEBOOK

The screenshot shows the desktop version of the Car Free Day Facebook page. At the top left is the Car Free Day Metro DC logo with the date 9.22.16. Below it is the page name 'Car Free Day' and the handle '@carfreemetrod'. A navigation menu on the left includes Home, About, Photos, Pledge, Likes, Events, Videos, and Posts. The main content area features a large graphic with icons for various transportation modes: BICYCLE, CARPOOLING, RIDE SHARING, METRO, WALKING, and METROBUS. To the right of this graphic is the text: 'READY TO TAKE THE CAR FREE DAY TEAM PLEDGE? JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG'. Below this is a post from 'Car Free Day' dated August 9 at 11:47am, which says: 'The Car Free Day web site for 2016 is now live at www.carfreemetrod.org. Please take the pledge today to go car free or rideshare (car-free) on September 22, 2016. It's free and you could win some cool prizes!'. The post includes a photo of a train. Below the post are interaction buttons for Like, Comment, and Share, and a comment section with one comment.

The screenshot shows the mobile version of the Car Free Day Facebook page. At the top is a search bar and navigation icons. The main content area shows a post from 'Car Free Day' shared by 'Clean Air Partners'. The post text reads: 'Our friends at Car Free Day are asking you to try alternate transportation option on September 22! Check it out and take the pledge!'. Below the text is the Car Free Day Metro DC logo and the text 'Car Free Day | Are You Ready To Take The Pledge? carfreemetrod.org'. At the bottom, there are 2 likes and a comment icon.

# TWITTER

**READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?**  
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!  
AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)

Twitter profile for **Commuter Connections** (@CarFreeMetroDC) featuring a banner with icons for various transportation modes: #TEAMBIKE, #TEAMCAR, #TEAMPOOL, #TEAMTAXI, #TEAMBUS, #TEAMWALK, #TEAMTELEPHONE, and #TEAMWHEELCHAIR. The profile shows 200 tweets, 81 followers, 663 following, and 81 likes.



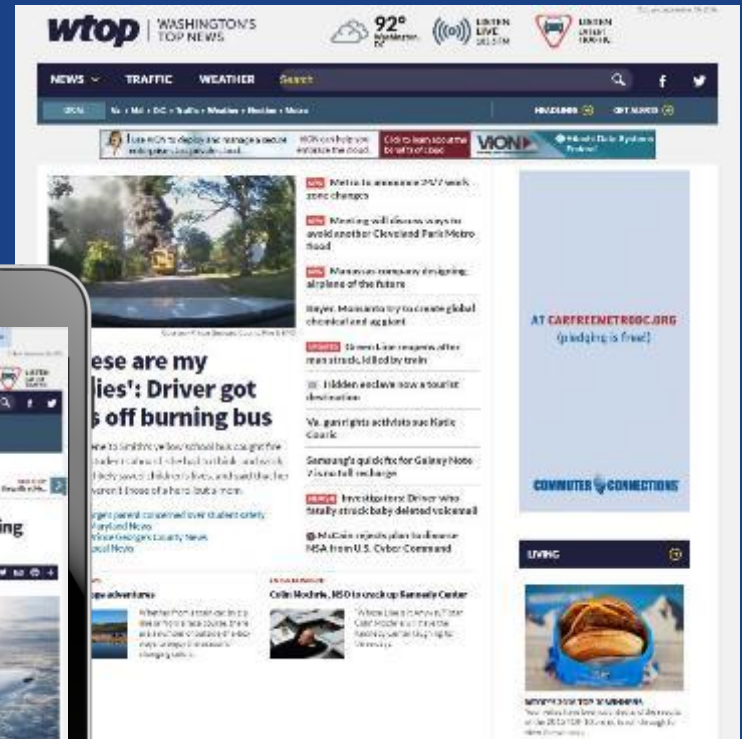
# RADIO

30 – second radio spot airing August 29 – September 21 on:

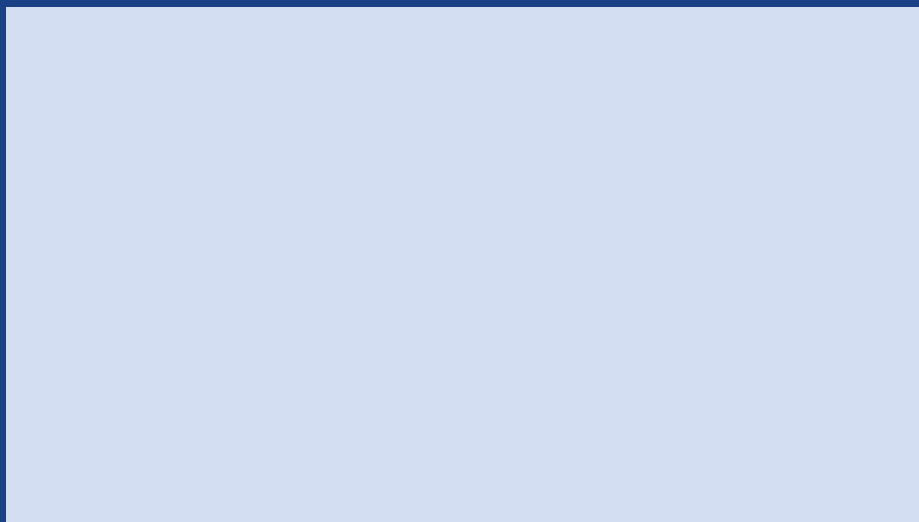


:30 A New Tune

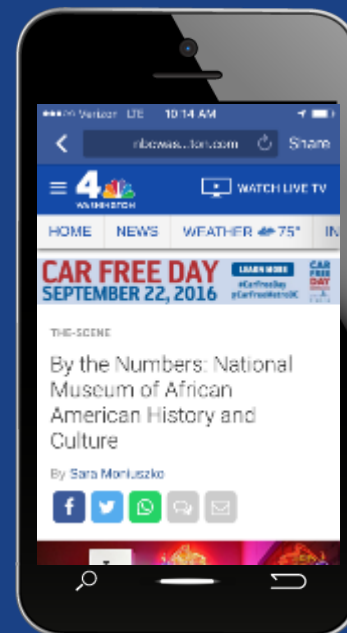
# WTOP.COM DIGITAL MEDIA



# NBC 4 SOCIAL MEDIA MOBILE TAKEOVER



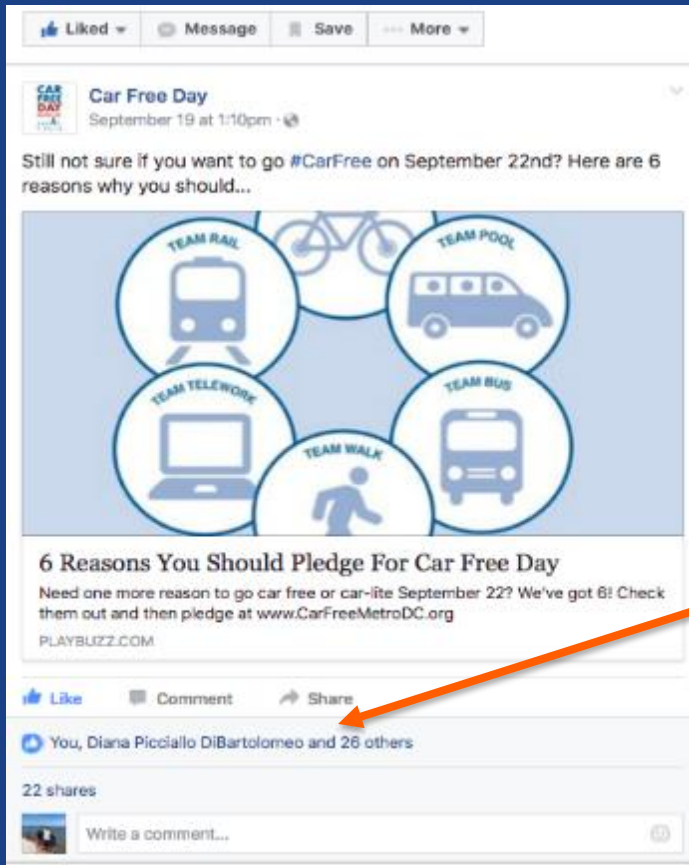
Video pre-roll





# SOCIAL MEDIA

Facebook, Twitter, and Instagram sponsored ad image



89 Likes & 34 shares!!

28 Likes & 22 shares!!



# POKÉMON GO EVENT

- Pokémon Go: an on foot, extremely popular free GPS-based reality game played on a phone.
- Game lures can be dropped to entice people to come to specific locations to catch virtual Pokémon.
- For Car Free Day, lures were dropped near
  - Capital Bikeshare locations in DC, Alexandria, Arlington, and Montgomery.
  - Mellow Mushroom in Adams Morgan.
- Promoted through social media and website.



# POKEMON GO EVENT

**Commuter Connections** @CarFreeMetroDC

Join us tomorrow in playing #pokemongodc with @bikeshare! Sign up at [carfreemetrodc.org](http://carfreemetrodc.org) and join us at the locations listed below:

catch the spirit and some Pokemon (they won't be driving either!) more pledges more lures!

pledge for free at [carfreemetrodc.org](http://carfreemetrodc.org) (see locations)

**CAR FREE DAY**  
METRO DC  
9.22.16

7:06 AM - 21 Sep 2016

**Commuter Connections** @CarFreeMetroDC - 39m  
@bikeshare DC - Dupont Circle & Massachusetts Ave. There is a Gym at Dupont Circle and a Pokestop up the street. #gottacatchemall

**Commuter Connections** @CarFreeMetroDC - 37m  
@bikeshare Arlington - Ballston Metro / N Stuart & 8th St N. There is a Pokestop that is in an apt building a block or so over #pokemongo

**Commuter Connections** @CarFreeMetroDC - 32m  
@bikeshare @MellowMushroom - 2436 18th Street NW, DC. Lures to be placed at Pokestop Madam's Organ. #gottacatchemall

**Commuter Connections** @CarFreeMetroDC - 35m  
@bikeshare Alexandria - King Street Metro; Gym at the Metro station; Pokestop across the street at the Natural Amphitheatre #catchemall

**Commuter Connections** @CarFreeMetroDC - 35m  
@bikeshare Montgomery - Montgomery College / W Campus Dr & Mannakee St. Pokestop #pokestops

Twitter ad

**Mellow MUSHROOM PIZZA BAKERS**

2,607 TWEETS 2,036 FOLLOWINGS 1,286 FOLLOWERS 762 LIKES 9 LISTS

**Mel Morgan** @MellowMushroom  
I land-iced, stone-baked pizzas

**#CarFreeDay** is Thursday. Take the pledge [metroDC.org](http://metroDC.org), telework with \$5 a pizzas & free w-fi. #metroDC

catch the spirit and some Pokemon (they won't be driving either!) more pledges more lures!

pledge for free at [carfreemetrodc.org](http://carfreemetrodc.org) (see locations)

**CAR FREE DAY**  
METRO DC  
9.22.16

New to Twitter? Sign up now to get your own profile and tweets!

You may also like:

- The Black Squirrel @TheBlackSquirrel
- Smile and Darnel @SmileandDarnel
- Yves @YvesDC
- Roofers Union DC @RoofersUnionDC
- The Maguard @TheMaguard

Worldwide Trends #CarFreeDay

catch the spirit and some Pokemon [carfreemetrodc.org](http://carfreemetrodc.org)

**CAR FREE DAY**  
METRO DC  
9.22.16

Like Comment Share

24

5 shares

Facebook ad

24 Likes & 5 shares

# VALUE ADD



Hot 99.5 and DC101 Station personality tweets promoting Car Free Day



WWDC-FM Promo



WIHT-FM Promo

## VALUE ADD

- 334 bonus :30 spots
- 10,802,894 bonus spot impressions
- 208 promo mentions in the WMZQ Fall Fest concert ticket giveaway

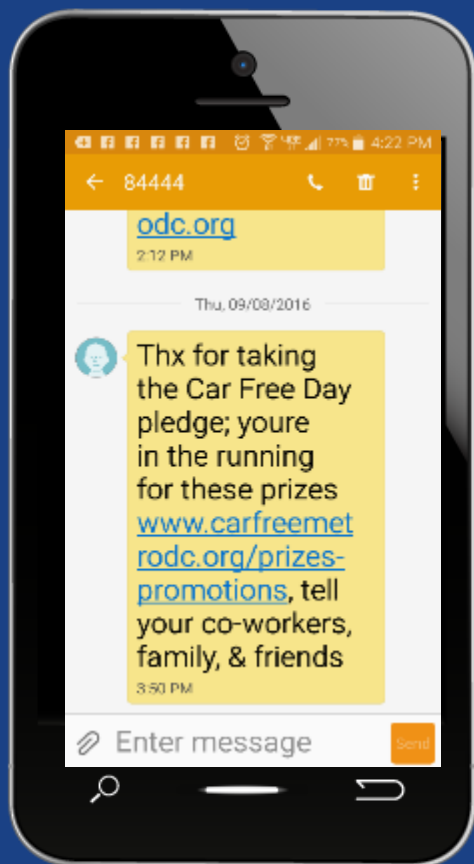


WMZQFest Thomas Rhett Interview – viewed live on station website



WMZQ Fall Fest Promo

# TEXT MESSAGES



Text #1, Sept 1: Mother Earth says thanks for taking the Car Free Day pledge. She needs more to do the same. Please ask your co-workers, family, & friends [www.carfreemetrodc.org](http://www.carfreemetrodc.org)

Text #2, Sept 8: Thx for taking the Car Free Day pledge; you're in the running for these prizes [www.carfreemetrodc.org/prizes-promotions](http://www.carfreemetrodc.org/prizes-promotions), tell your co-workers, family, & friends

Text #3, Sept 19: Tell us how you're getting around on Car Free Day, Sept 22 [www.facebook.com/carfreemetrodc](http://www.facebook.com/carfreemetrodc) [www.twitter.com/CarFreeMetroDC](http://www.twitter.com/CarFreeMetroDC) bike, transit, carpool, walk, etc.

# SPONSORS

**Subject:**Dive into History, Take the Car Free Pledge and More this Month!

**Date:**Wed, 21 Sep 2016 16:22:48 +0000

**From:**goDCgo <[info@goDCgo.com](mailto:info@goDCgo.com)>

**Reply-To:**goDCgo <[info@goDCgo.com](mailto:info@goDCgo.com)>

goDCgo's September 2016 Newsletter

[View this email in your browser](#)



goDCgo Newsletter



## Only One Day Left to Take the Pledge

Mark your calendars and join goDCgo and thousands of other DC area commuters **tomorrow**, as they take sustainable transportation on **Car Free Day** — think riding trains, buses, bicycles, carpooling or good old-fashioned walking — and help reduce carbon emissions along the way.

All participants will be entered for a chance to **win awesome prizes** including a [Capital Bikeshare](#) annual membership, Crunch Fitness gym membership, concert tickets and more!

To learn more about Car Free Day and options to go car free or car-lite, visit [Carfreemetrodc.org](http://Carfreemetrodc.org). You can also click the red button below to skip straight to the pledge form.

**Take the Pledge**

# INSTAGRAM PAID CAMPAIGN

- FAIRLY NEW ADVERTISING VENUE
- BUDGET: \$1,350
- IMPRESSIONS: 113,440 (\$11.90/1,000)
- CLICKS: 252 (\$5.34 PER CLICK)





# FACEBOOK PAID CAMPAIGN

- TOTAL BUDGET: \$1,290
- IMPRESSIONS: 88,912 (\$14.50/1,000)
- CLICKS: 7,676 (\$0.17/CLICK, AVG. \$0.30)



# TWITTER ORGANIC IMPRESSIONS

- 13,900 ACTIVE IMPRESSIONS
- 1390% INCREASE DURING CAMPAIGN

**Account home** **Commuter Connections** @CarFreeMetroDC

**28 day summary** with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
27 ↑800.0%	13.9K ↑1,390.3%	1,307 ↑385.9%	74 ↑2,366.7%	700 ↑46

**Sep 2016** • 27 days so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 1,247 impressions  
 Thank you to more than 4,500 people who took the Car Free Day 2016 pledge in the Washington D.C. region, up 30% from 2015.  
[pic.twitter.com/FomC3EEICK](http://pic.twitter.com/FomC3EEICK)

**Top mention** earned 24 engagements  
**WalkArlington** @WalkArlington • Sep 21  
 We're on Team Walk tomorrow for Car Free Day! Join us and take the pledge:  
[carfreemetrodc.org](http://carfreemetrodc.org) #TeamWalk @CarFreeMetroDC @ArlingtonVA  
[pic.twitter.com/as2b5Cf8VVM](http://pic.twitter.com/as2b5Cf8VVM)

**SEP 2016 SUMMARY**

Tweets	Tweet impressions
25	13.5K
Profile visits	Mentions
1,263	74
New followers	
46	

# TWITTER ORGANIC IMPRESSIONS



# FACEBOOK ORGANIC IMPRESSIONS

**Car Free Day**  
Published by Go Greenman IT · Yesterday at 7:33am · 🌍

Happy #CarFreeDay! How are you getting around today?

676 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👍 20. Chronological

1 share 10 Comments

- Jim Casey Bicycle**  
Unlike · Reply · Message · 2 · Yesterday at 7:34am
- Jaime Mmkay #TeamRail**  
Unlike · Reply · Message · 1 · Yesterday at 7:36am
- Brian Cheung #TeamBike** <https://www.strava.com/activities/720877070>  
Unlike · Reply · Message · 1 · Yesterday at 7:44am
- Mallanagouda** Today I attended car free day programme and bicycle rally at mangalore and commuted to office by walk.  
Unlike · Reply · Message · 3 · Yesterday at 7:45am
- Celeste Heath #TeamWalk**  
Unlike · Reply · Message · 2 · Yesterday at 7:51am
- Tom Greenwell** bus then metro- it was nice playing on my phone and not worrying about traffic.  
Unlike · Reply · Message · 1 · Yesterday at 9:34am
- Susannah Rast #Teambus**  
Unlike · Reply · Message · 2 · 23 hrs
- Ellen Lazarus** Telework. Did the family grocery shopping last night while out on another errand. I'm fortunate and happy to be car-free today.  
Unlike · Reply · Message · 1 · 20 hrs
- RA Lorenzo Bike!**  
Unlike · Reply · Message · 1 · 20 hrs
- Allison Lee Young** Walked, but we live in an easy neighborhood to do so.  
Unlike · Reply · Message · 1 · 18 hrs

Write a comment...

# RESULTS

## WTOP.com

- 361,541 total impressions
- 312 clicks
- 0.08% CTR

## College Campus Challenge

- 1<sup>st</sup> Place: Georgetown University with 837 out of the 952 total College Campus pledges

## Car Free Day Website

- Higher level of single day web traffic on September 21st– 3,068 2016 vs. 2,431 2015

## Pledges

- Digital strategy reversed the negative trend by 30% over last year

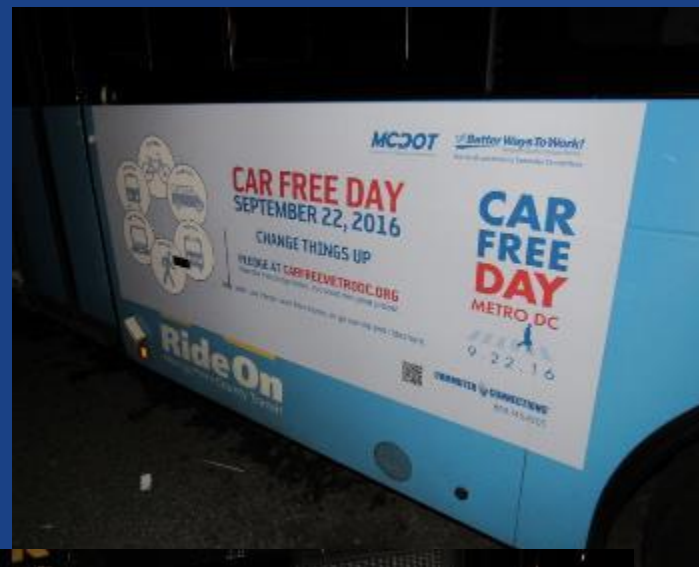
## EARNED MEDIA

- Publication and outlet calendar listings
- Press releases/media advisories
- Social media content
- Content for association solicitation and communications
- Radio/TV interview placements
- Partner and sponsor kits
- College Campus Challenge kits

## DONATED SPACE

Free transit ads donated by:

- Arlington Interior Bus Card
- Montgomery County Ride On Exteriors
- Fairfax Connector Bus Tail
- MetroBus Interior Bus Card
- Prince George's County Bus Shelter



# CLEAN AIR PARTNERS



Try something new. TAKE the PLEDGE.  
#CarFreeDay, coming September 22!

CLEAN AIR PARTNERS DC-MD-VA  
COMMUTER CONNECTIONS

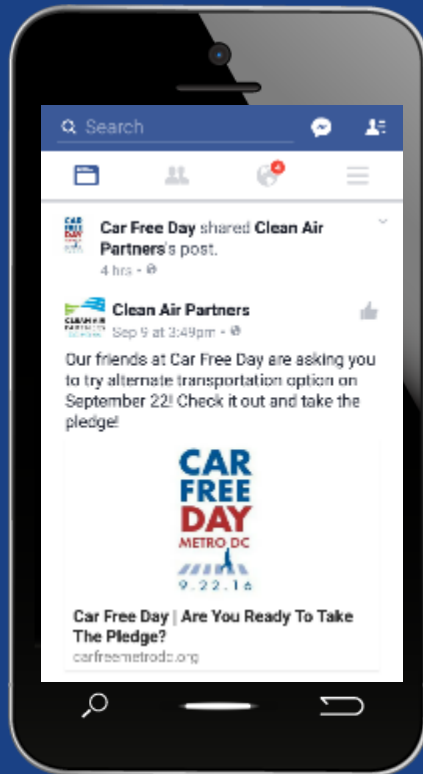


CLEAN AIR PARTNERS DC-MD-VA  
CAR FREE DAY METRO DC  
COMMUTER CONNECTIONS

#CarFreeDay



# CLEAN AIR PARTNERS

A website banner for 'CLEAN AIR PARTNERS DC-MD-VA'. The banner features a navigation menu with links: 'YOUR AIR QUALITY', 'GET INVOLVED', 'AIR QUALITY FACTS', 'EDUCATION', 'SUPPORTERS', 'RESOURCES', and 'ABOUT'. Below the menu is a large image of a young boy in a red and white striped shirt, smiling and running. The text 'CLEAN AIR PARTNERS DC-MD-VA' is overlaid on the image.

**Sign Up for AirAlerts**

(Enter your email here)

Air Quality information delivered straight to your inbox.

**#BreatheEasy This Summer**

Download the Air Quality App

**News**

**Car Free Day 2016!**

Trying something new has never been so easy! Clean Air Partners and Commuter Connections ask you to try a new routine and pledge to go Car Free on Car Free Day, September 22, 2016.

**Pledge** for a chance to win prizes from Capital Bikeshare, Crunch Fitness, Giant Food, and more!

People spend 70+ hours a year waiting in traffic. Get out of your car and try on a new transportation style for size – you can save money, improve your health, improve air quality, and increase productivity! **Pledge** to go Car Free on Car Free Day!

**CAR FREE DAY METRO DC**  
9.22.16

# RECOMMENDATIONS FOR 2017

- Re-evaluate mode focus, participants found it confusing and more interested in just being on the “car free” team than a mode team.

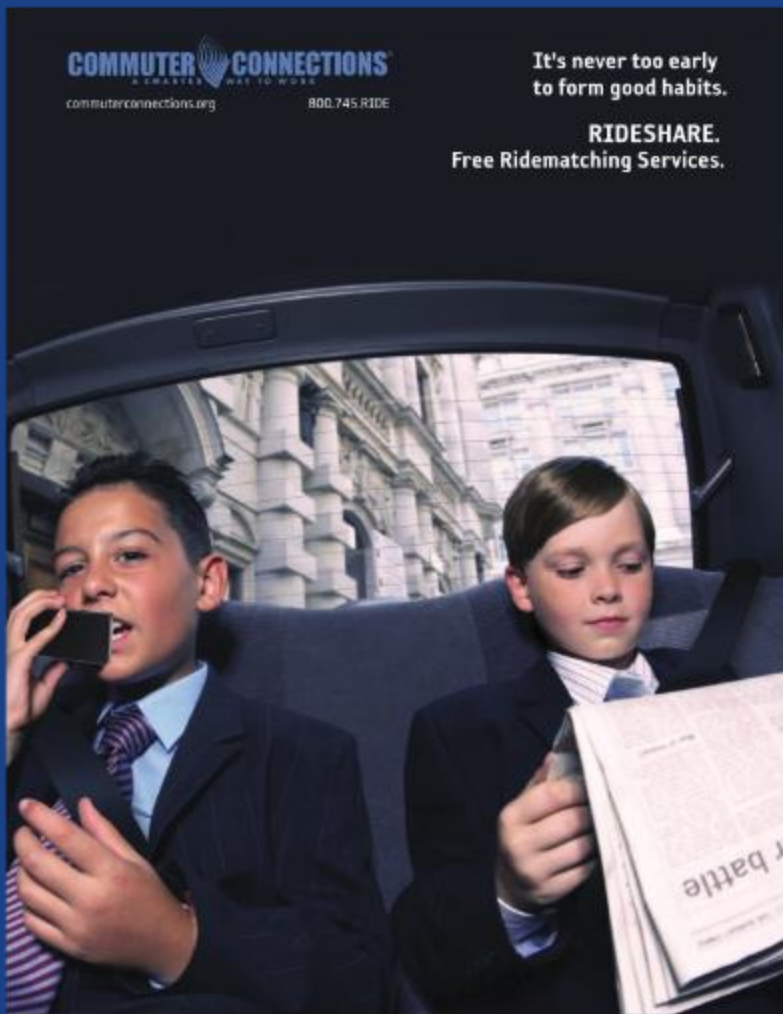


## Fall Umbrella: Rideshare

## FY17 FALL STRATEGY

- Continue spring FY 2016 creative
- Geographic emphasis on middle and outer ring commutes
- Leverage value add to support SafeTrack messaging
- Engage and connect with the audience through social media

# CREATIVE



## FALL RIDESHARE MEDIA

- Radio
- TV
- Digital
- Social media
- Direct mail

Campaign Live: October 3, 2016 – December 31, 2016

## FALL FY17 MEDIA BUDGET (NET)

Radio \$186,027

Network TV \$ 89,930

NBC 4 Digital/Social \$ 24,926

Social Media \$ 9,870

SafeTrack Digital \$ 25,000

**Total Paid Media: \$335,753**

Added Value: \$108,755

Direct Mail: \$ 43,495

# FALL RIDESHARE RADIO ADS

- :30 English radio spots (2)



Kids Stock Market



Kids Stressed Out

- :30 Spanish radio spots (2)



Kids Stock Market



Kids Stressed Out



# FALL RIDESHARE RADIO

Flight dates: October –3 December 31, 2016



# FALL RIDESHARE TV AD – “SAVE YOUR SANITY”



Flight dates: October 3 - December 31, 2016

# FALL RIDESHARE SOCIAL & DIGITAL

Flight weeks: October 3 – December 31, 2016



Facebook



Twitter



Instagram



Top Performing News sites

# FALL RIDESHARE SOCIAL & DIGITAL



WTOP.com SafeTrack Digital

NBC 4 Social Media Takeover

# FALL PAID MEDIA

## MEDIA

9/26 10/3 10/10 10/17 10/24 10/31 11/7 11/14 11/21 11/28 12/5 12/12 12/19 12/26

### Guaranteed Ride Home

Radio	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### Rideshare

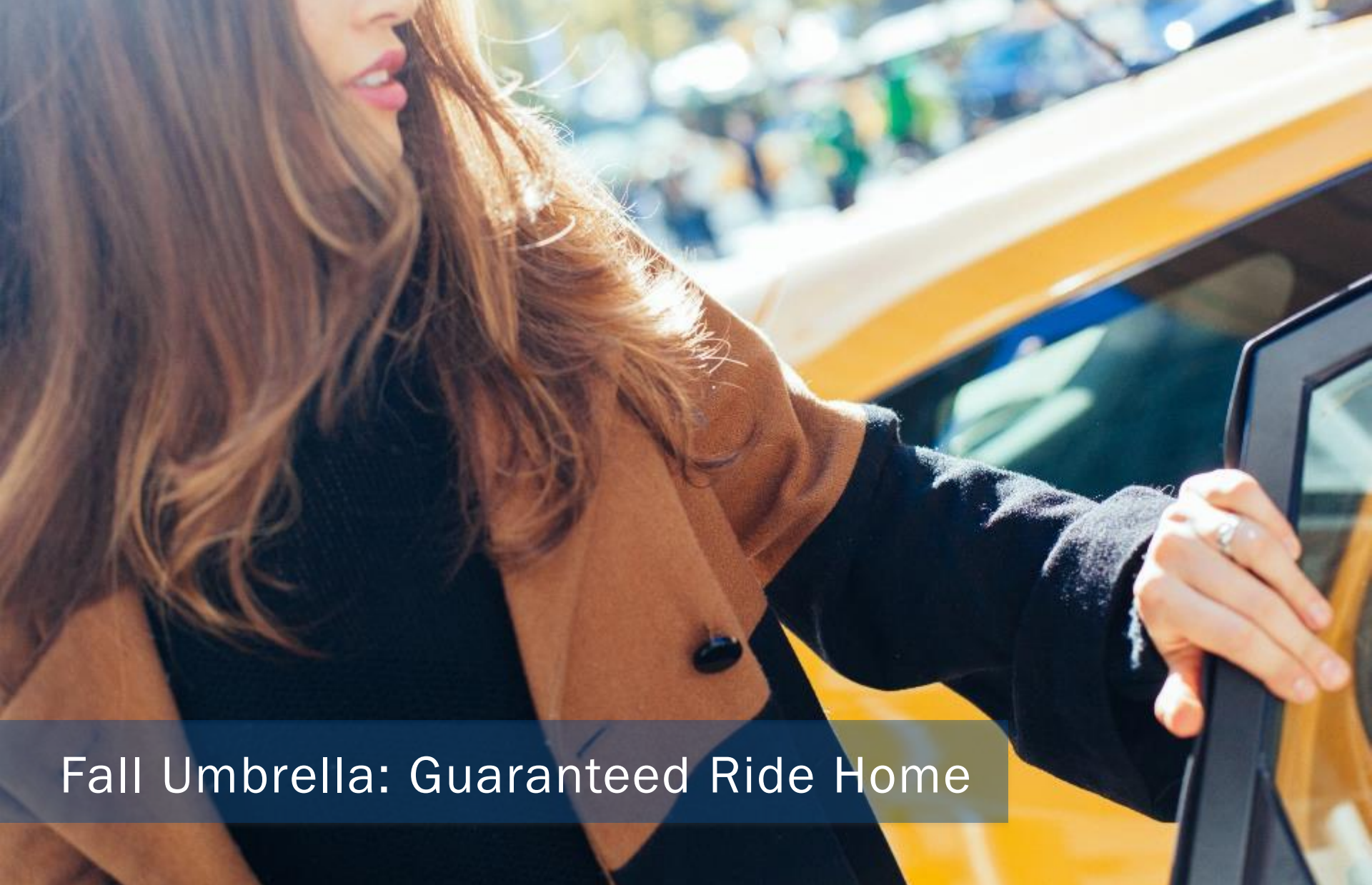
Radio	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
TV	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

# FALL RIDESHARE VALUE AD

Added value to Promote SafeTrack and CarpoolNow App :

- :30 Radio reads
- Banner ads

The screenshot shows a news website interface. At the top, there's a navigation bar with 'wtop WASHINGTON'S TOP NEWS' logo, weather information for Washington, DC (57°), and a 'LISTEN LIVE 103.5 FM' button. Below the navigation bar, there's a search bar and social media icons. The main content area features a headline: 'Another earthquake hits Oklahoma area shook by major temblor' by AP, dated November 2, 2016. To the right of the article, there is a prominent banner advertisement for 'CarpoolNow with our free app!'. The banner includes a car icon and a 'CLICK HERE' button. Below the banner, there's a photo of a woman using a smartphone displaying the CarpoolNow app interface. The bottom of the banner features the 'COMMUTER CONNECTIONS' logo with the tagline 'A SMARTER WAY TO WORK'.



# Fall Umbrella: Guaranteed Ride Home

odonnellCOMPANY

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK

## FALL STRATEGY

- Position GRH as a commuter's rideshare benefit in case of an emergency



guaranteed ride home

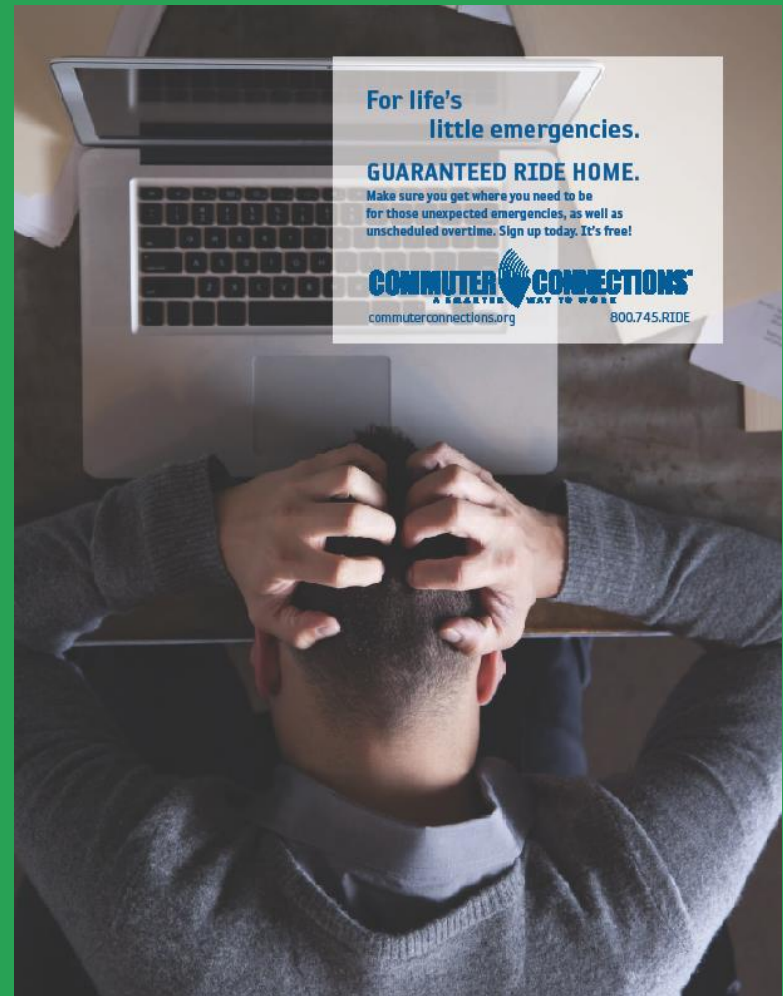
# CREATIVE



For life's  
little emergencies.

**GUARANTEED RIDE HOME.**  
Make sure you get where you need to be  
for those unexpected emergencies, as well as  
unscheduled overtime. Sign up today. It's free!

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
commuterconnections.org 800.745.RIDE



For life's  
little emergencies.

**GUARANTEED RIDE HOME.**  
Make sure you get where you need to be  
for those unexpected emergencies, as well as  
unscheduled overtime. Sign up today. It's free!

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
commuterconnections.org 800.745.RIDE

## GRH MEDIA

Metropolitan D.C.: September 26, 2016 – December 25, 2016

- Radio
- Digital
- Direct mail

Baltimore: October 17, 2016 – December 18, 2016

- Radio

guaranteed ride home

## FALL MEDIA BUDGET (NET)

Radio	\$ 202,975
Radio – GRH Baltimore	\$ 37,497
Digital	\$ 20,000
Total Paid Media:	\$ 260,473
Added Value:	\$ 130,781
Direct Mail:	\$ 43,495

odonnellCOMPANY



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

guaranteed ride home

# RADIO

Flight dates:



Baby



Working Late



# DIGITAL

The screenshot shows the WTOP website interface. At the top, there's a navigation bar with 'wtop WASHINGTON'S TOP NEWS' logo, weather information (54° Washington, DC), and 'LISTEN LIVE 102.5 FM' and 'LISTEN LATEST TRAFFIC' buttons. Below the navigation bar, there are tabs for 'NEWS', 'TRAFFIC', 'WEATHER', and a search bar. A secondary navigation bar includes 'LOCAL', 'Va. + Md. + D.C.', 'Traffic + Weather + Election + Metro', 'HEADLINES', and 'GET ALERTS'. A red banner highlights a 'MONEY NEWS' article: 'President-elect Donald Trump picks Sen. Jeff Sessions for attorney general and Rep. Mike Pompeo to head the CIA.' The main content area is titled 'WASHINGTON, DC NEWS' and features a 'Latest' section with four news items:
 

- Trump taps Sessions, Flynn, Pompeo for top positions**: President-elect Donald Trump is moving ahead with filling key posts in his administration, picking Alabama Sen. Jeff Sessions for the job of attorney general and Rep. Mike Pompeo as head of the CIA. (WASHINGTON DC NEWS | 3 hours ago)
- Report: 2016 saw record D.C. residential growth, while office market slowed**: The District is experiencing record residential growth, says a new report by the Washington D.C. Economic Partnership. (WASHINGTON DC NEWS | 4 hours ago)
- WeWork to open Capitol Riverfront location as tenant mix there broadens**: WeWork plans to open a new location in the Navy Yard area, the popular coworking space provider's ninth in the D.C. region and a positive sign of demand for office space in the Capitol Riverfront business district. (MONEY NEWS | 4 hours ago)
- National Portrait Gallery opening new Bill Viola exhibit**: Today is opening day for "Bill Viola: The Moving Portrait." The exhibit runs through May 7. (ARTS NEWS | 6 hours ago)
- Flynn outspoken general, intelligence pro, Trump supporter**: Retired Lt. Gen. Michael Flynn, the man Donald Trump has asked to be his national security adviser, built a reputation in the Army as an astute intelligence professional and a straight talker. (WASHINGTON DC NEWS | 7 hours ago)

 On the right side of the page, there are two advertisements: a blue one for 'CarpoolNow with our free app!' featuring a car icon, and a green one for 'COMMUTER CONNECTIONS' with a 'CLICK HERE' button. Below these is a 'TRACKING METRO 24/7' section with a 'TRACKING METRO 24/7' button and a video thumbnail for 'WHAT COMMUTERS NEED TO KNOW' with a 'WATCH' button. The video thumbnail shows a person and text about Metro's year-long repairs and service disruptions.



# FALL GRH VALUE ADD

- :30 SafeTrack/CarpoolNow App bonus messages
- Banner ads



# VALUE ADD RESULTS

WTOP.com

Week of	Impressions	Clicks	CTR %
Oct 3	186,763	622	0.33%
Oct 10	178,591	597	0.33%
Oct 17	174,422	366	0.31%
Oct 24	171,698	247	0.14%
Oct 31	170,977	247	0.14%
Nov 7	204,232	270	0.13%
Total	1,086,683	2,349	

# EARNED MEDIA

## OBJECTIVES

- Educate
- Build trust

## STRATEGY

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





Fall 'Pool Rewards

# STRATEGY

Maximize impressions  
Engage audience

**'POOL REWARDS**  
it pays to rideshare

# FALL FY17 MEDIA BUDGET

TV	\$ 23,290
Facebook	\$ 870
LinkedIn	\$ 840
<b>Total Paid Media</b>	<b>\$ 25,000</b>
Added Value:	\$ 5,000



Campaign Live: October 17 – December 25, 2016

# CREATIVE - TV AD



# SOCIAL MEDIA

**Commuter Connections**  
Written by Go Greenman · 71 · 34 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day?  
Sign up for 'Pool Rewards!

**'POOL REWARDS**  
Earn up to \$200/mo

**Form a Carpool, Earn CASH**  
Sharing a ride can get you that extra boost you need to get that latte' you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/)

10 people reached

👍 Like    💬 Comment    ➦ Share

Write a comment...

Facebook ads

**Commuter Connections**  
Written by Go Greenman · 71 · 52 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day?

**Form a Carpool, Earn CASH**  
Sharing a ride can get you that extra boost you need to get that latte' you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/)

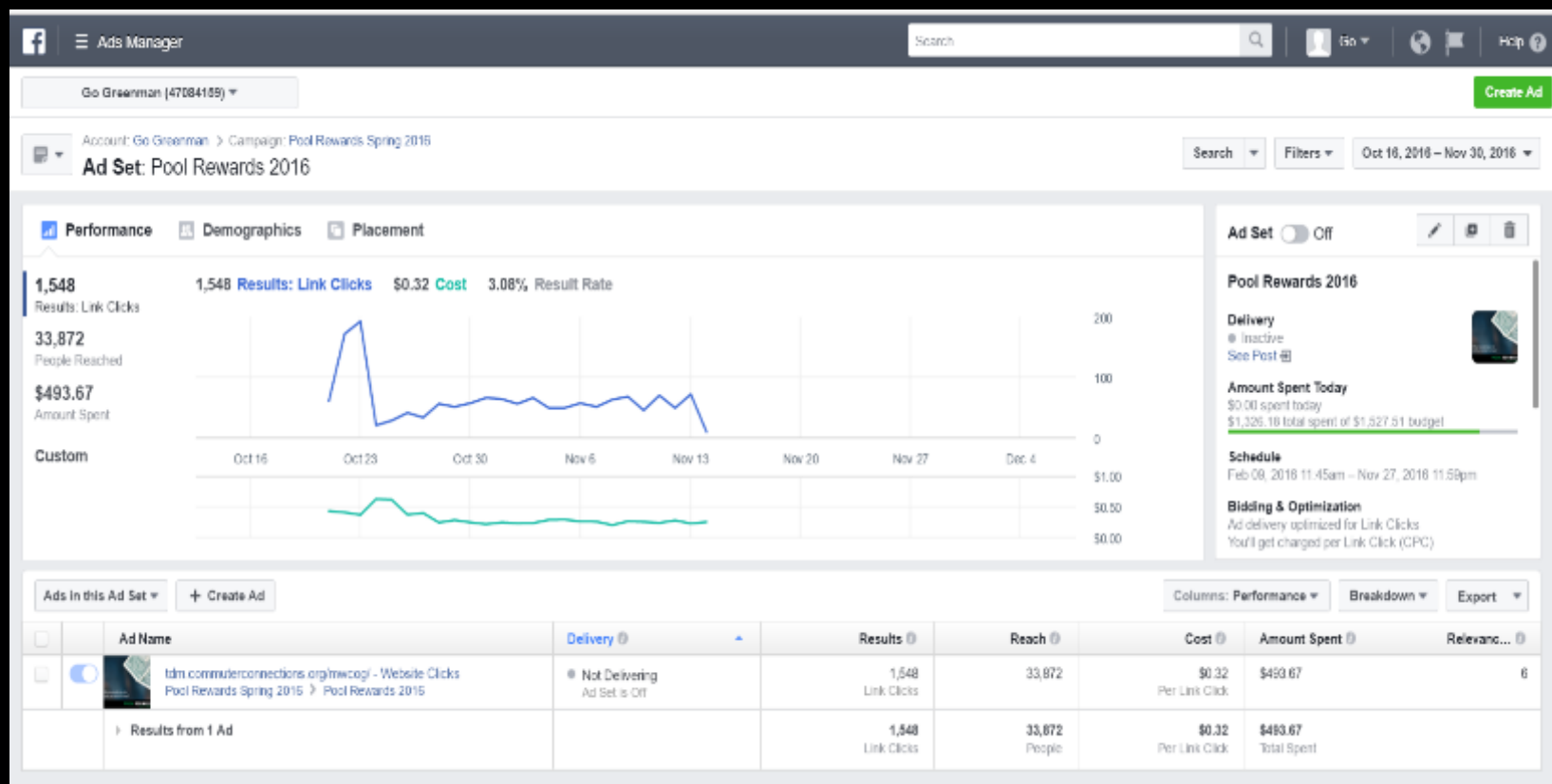
53 people reached

👍 Like    💬 Comment    ➦ Share

Write a comment...

LinkedIn ads

# RESULTS



'Pool Rewards Facebook October – November 2016: \$0.18 below avg CPC;

# FY2017 CAMPAIGN DEVELOPMENT TIMELINE

Review Research, Trends, and Prior Campaign Results	July 2016
Draft Marketing Communications Plan	July 2016
Reg TDM Marketing Group Feedback via SharePoint	Aug 2016
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2016
Feedback from Marketing Workgroup	Oct 2016
Media Selection	Dec 2016
Production and Distribution to Media	Jan 2017
Launch Campaign	Feb 2017

# MEDIA SELECTION PROCESS

## Review and analyze

- Marketing Communications Plan
- 3<sup>rd</sup> 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







Spring Umbrella Campaign

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK

# SPRING RIDESHARE

## Research:

- An average U.S. consumer will spend **14.0 hours** listening to radio reaching **93% Adults 18+** <sup>1</sup>
- 4 times as many consumers prefer **digestible video content** over text. <sup>2</sup>
- **4 out of 5 Americans** carry a smartphone with them every day (compared to 3 of 5 globally) <sup>2</sup>
- Nearly 80% of marketers found that spending at least six hours per week on social marketing led to increased traffic and increased brand recognition. (Social Media Examiner)

Sources: <sup>1</sup> RAB, 2016 Presentation - Nielsen Audio, RADAR 130, September 2016, (Mon-Sun, 24-Hour Weekly TSL Estimates)

<sup>2</sup> <https://thedma.org/blog/data-driven-marketing/7-trends-that-should-shape-your-2017-marketing-budget/>

# IN THE PROCESS OF PROMOTING IN FY2017



# CREATIVE CONCEPTS



# FY2017 SPRING RIDESHARING CONCEPT

## Media Strategy

- Drive time radio supported by social media and pre-roll video ads

## Creative Strategy

- This concept highlights the improvements to the system with a couple clicks once you sign up online at Commuter Connections. With just a couple clicks, users can save money, find a ride, tap into benefits, and explore options to make their commute much more positive.

# SELECTED CONCEPT

**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**  
www.commuterconnections.org 866.786.8136

**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**

# DIRECT MAIL

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

## A COUPLE CLICKS IS ALL IT TAKES

share

Free Ridematching and Commuter Services

### A couple of clicks is all it takes!

Delay the cost of gas, tolls, and parking, and raise your enjoyment levels! The over 250 Park & Ride Lots in the area make great meeting places - the vast majority offer free parking.

**Register for Ridematching or Guaranteed Ride Home at [commuterconnections.org](http://commuterconnections.org)!**

- 1 Simply visit: [commuterconnections.org](http://commuterconnections.org).
- 2 Once you create an account and sign up to rideshare, you'll receive an instant list of potential partners.
- 3 Simply reach out to those on your list of potential partners. It's that easy!
- 4 **Added Bonus: Guaranteed Ride Home.** When you carpool, vanpool, bicycle, walk or take public transit to work at least once a week, you're eligible for the Guaranteed Ride Home program\*. If an unexpected emergency or unscheduled overtime occurs, we'll arrange for you to get home for free up to four times a year!

**Register for Free Ridematching and/or Guaranteed Ride Home programs online today at [commuterconnections.org](http://commuterconnections.org). Or receive your materials via mail by filling out the application above. For questions, call 800.745.8336. You may also see our online bulletin board to locate carpool/vanpool partners.**

By registering with Commuter Connections, your contact information will be shared with other eligible commuters who are also registered at our database.

If you currently drive alone to work, sign up today to form a new carpool or vanpool with **Pool Rewards**! Vanpools may be subsidized by \$200 per month per van, and carpools receive up to \$120 in cash over a 90-day period! Visit [commuterconnections.org](http://commuterconnections.org).

**POOL REWARDS**  
A SMARTER WAY TO WORK

Download **CarpoolNow**, our free, real-time carpooling app and catch a ride along your route!

## A COUPLE CLICKS IS ALL IT TAKES

save

Free Ridematching and Commuter Services



Guaranteed Ride Home

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK



# GRH RESEARCH

- Nearly 7 in 10 (68%) registrants have been participating for more than three years.
- 23% don't know they have to re-register
- 6 in 10 GRH registrants say this is the most important Commuter Connections service.
- 68% of past participants are still using alternative modes, even though they were no longer registered for GRH.

Source: Commuter Connections 2016 GRH Washington DC Metropolitan Region Guaranteed Ride Home (GRH) Program 2016 GRH Applicant Survey Report

# CREATIVE CONCEPTS



# SPRING GUARANTEED RIDE HOME

## Media Strategy

- Radio as anchor supported by digital video pre-roll video and social media

## Creative Strategy

- Focus on registration and re-registration
- Problem. Solved. This concept shows how quick and easily GRH can support your choice to Rideshare. By first showing the problem, then showing how simple it is to solve it, GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness or unexpected emergencies. Reminder to register or renew is included in the messaging.

# SELECTED CONCEPT

another free service from **COMMUTER CONNECTIONS**

**problem. solved.**



**GUARANTEED RIDE HOME**

**A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED.**

**REGISTER OR RENEW TODAY!**

**GUARANTEED RIDE HOME**  
commuterconnections.org 1-800-745-RIDE

another free service from **COMMUTER CONNECTIONS**

**problem. solved.**



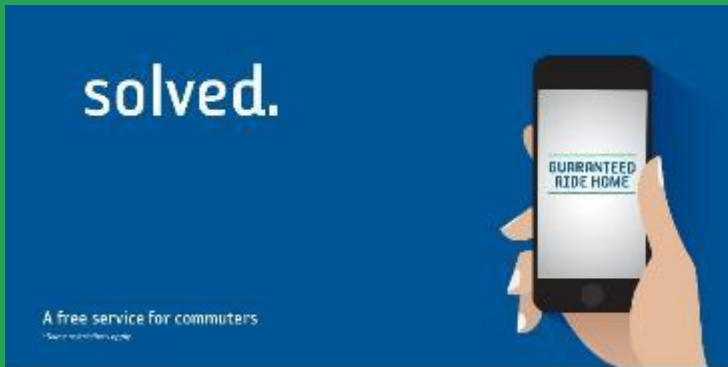
**GUARANTEED RIDE HOME**

**A FREE RIDE HOME IF YOU RIDESHARE. GUARANTEED.**

**REGISTER OR RENEW TODAY!**

**GUARANTEED RIDE HOME**  
commuterconnections.org 1-800-745-RIDE

# DIRECT MAIL



**Problem. Solved.**  
**FREE GUARANTEED RIDE HOME.** Register or renew today!  
Available in the Washington and Baltimore metropolitan areas.

**Guaranteed Ride Home:**  
As a commuter connecting to sign up for a Guaranteed Ride Home (GRH) - a FREE reliable ride home if an unexpected personal or family emergency, illness, or unanticipated overtime occurs. If you carpool, carpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help solve problems that may arise!

- We'll arrange for a free taxi to get you home up to four times each year!
- Available Monday through Friday from 6 a.m. to 4:00 p.m.
- GRH is for commuters working in Washington or Baltimore regions.

**Free Carpool and Vanpool Online Ridematching Service Available:**  
A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

**Register for Guaranteed Ride Home or Ridematching - today!**

- 1 To register for either free program simply visit [commuterconnections.org](http://commuterconnections.org) to get started or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and price an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.8100.

If you currently drive alone to work, sign up today to form a new carpool or vanpool with **Pool Rewards!** Vanpools may be subsidized by \$200 per month per van, and carpools receive up to \$120 in cash over a 90-day period! Visit [commuterconnections.org](http://commuterconnections.org).

**POOL REWARDS**  
A SMARTER WAY TO WORK

Download CarpoolNow, our free, real-time carpooling app and catch a ride along your route!

# EARNED MEDIA

## OBJECTIVES

- Position the Commuter Connections network as a trusted provider of commuter information & services.

## STRATEGY

- Build ongoing partnerships with the media, employers, business associations, and Greater Washington Board of Trade to educate and encourage alternatives to SOV commuting.
- Introduce CarpoolNow app; Expand and enhance social media presence; and identify approaches to reach millennials.



SafeTrack

# MEDIA STRATEGY

Promote alternative options for commuters affected by SafeTrack through:

- :30 editorial content
- :30 commercial messaging
- Animated banner ads





# CREATIVE

- SafeTrack Reports



WTOP September 20, 2016



WTOP October 14, 2016

# VALUE ADD

- Online animated digital ads
- Run of site/multi-platform
- Est. 75,000 impressions

metrorail SafeTrack  
is now UNDERWAY!



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
(800) 745-7433

CarpoolNow with  
our free app!



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

[CLICK HERE](#)

Single-tracking, station  
shutdowns, crowding and longer  
wait times are expected



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# RESULTS

WTOP.com

Week of	Impressions	Clicks	CTR %
Sept 19	58,374	57	0.10%
Sept 26	58,261	67	0.11%
Oct 3	56,244	125	0.22%
Oct 10	37,126	28	0.08%
<b>Total</b>	<b>210,005</b>	<b>277</b>	

WFED.com

Week of	Impressions	Clicks	CTR %
Sept 19	16,572	10	0.06%
Sept 26	30,012	5	0.02%
Oct 3	23,808	4	0.02%
Oct 10	38,962	40	0.10%
<b>Total</b>	<b>109,354</b>	<b>59</b>	



bike to work day

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# BIKE TO WORK DAY

Friday May 19, 2017

Three cash sponsors  
secured to date:

\$6,000

Sponsorship drive to  
continue through January  
2017.

Poster concepts developed  
for Steering Committee  
review.





20<sup>th</sup> employer recognition awards

odonnellCOMPANY

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK

# 2017 EMPLOYER RECOGNITION AWARDS

## STRATEGY

Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs



# NOMINATION FORM SELF-MAILER

Awards are given in the following categories:

**INCENTIVES**  
Employers who provide recreational benefits, incentives, and amenities to make going alternative transportation modes easier and more attractive than driving alone.

**MARKETING**  
Employers who develop creative and innovative ways of promoting and championing the use of alternative transportation options within the workplace.

**TELEWORK**  
Employers who initiate or expand a successful telework program.

Has your organization made a difference in any of the following areas? If so, apply now.



**TELEWORKING**  
Providing managers, support, training, and technology to enable employees to work from home or a remote office either on a part-time, full-time or occasional basis.

**TRANSIT AND VEHICLES**  
Offering monthly carpool and valetpool programs or direct benefits through sources such as providing shuttle services to and from the workplace and transit stations.

**BIKING AND WALKING**  
Providing bike racks, lockers, and/or shower facilities for bicycles and walkers. Offering a direct monthly bicycle benefit for purchases, replacements, repair, or storage.

**RIDESHARING**  
Promoting Car2Go, Commuter's Drive, Ride-sharing services for car pools and valetpools, or providing your own on-site employee ridesharing service.

**PARKING STRATEGIES**  
Offering reduced parking fees and/or preferred parking spaces

A bit about last year's 2016 winners:

**MARKETING**

**MITRE Corporation, McLean, VA**

The MITRE Corporation is a private not-for-profit company that operates Federally Funded Research and Development Centers for the U.S. government. Of 60,000's 3,000 employees in the Washington, DC region, 100,000 participate in common activities, 274,000 use public transit, 130,000 use carpools, 117,000 bike or walk, and 100,000 telework five days a week.

MITRE promotes its commute program through weekly employee events, electronic signage, transportation articles and an intranet page. Employees are provided with commuter bikes and resources, including an internal message board for carpooling users, notices of upcoming events, the free annual Bike Home (BH) program, and incentives for the company's educational Metro and train/office shuttle. Display tables are regularly set up outside the station to promote alternative commuting and answer employee questions.



**INCENTIVES**

**Toole Design Group, Silver Spring, MD**

Toole Design Group (founded in 2001), is a leading planning, engineering, and design firm that has been named a top employer in mid-level transportation - walking, bicycling and transit. Since 2009, the company has a special alternative commuting program that provides its employees with a robust commuter benefits program. Of 46 employees walking at the Silver Spring headquarters, 41 (87%) use alternatives to drive alone commutes; 31 (67%) use public transit and 33 (76%) bicycle or walk to work.

As an incentive for employees to use mass transit, Toole Design offers full-time employees a year-to-10-month benefit up to \$125 per month. Close proximity to the Silver Spring Metro Station, and no additional car parking charges for employees to use alternative commute modes.



**TELEWORK**

**United Educators, Bethesda, MD**

Founded in 2001 as a family insurance and risk solutions group, United Educators (UE) serves nearly 1,500 schools, colleges, and universities across the country. UE employs 165 people, with 60 (36%) on any alternative transportation on average of 3 days per week and 100 (64%) teleworking an average of 3 days per week.

In the early 2000s, recognizing the impact of time demands on employees, UE began offering telework to improve employees' work-life balance and increase their ability to attend new hires. After one year of success at UE, employees complete a survey to help determine if teleworking is right for them. For those who telework, UE hosts quarterly meetings and "Zooming" has been every other month. To reduce telework hand gestures and program challenges, employees who are eligible for telework are supplied with a computer, dual screens, printer, and are reimbursed for phone internet charges. In an effort to encourage participation by all top performing staff, UE included its telework program to include both hourly and part-time workers.





# SCHEDULE

2016

- SEP Form Awards Workgroup
- OCT Develop concepts
- OCT Selection by Workgroup
- NOV Develop brochure and nomination form
- DEC Mailing to level 3 & 4 employers in database
- DEC Nomination period begins

2017

- JAN Email blast to level 3 & 4 employers in database
- FEB Nomination period ends
- MAR Selection Committee meets
- APR Develop program brochure, invitations, video, and other materials
- MAY Media coordination
- JUN Employer Recognition Awards ceremony
- JUN Print Ad



newsletter

odonnellCOMPANY

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK


## 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)


# PRINT



Issue 4, Volume 17 Fall 2016 **WHAT'S INSIDE**

- 1 Commuter Am Driving Myself
- 2 November: Your Company For The 2017 Employer Recognition Awards
- 4 Chevy College Park to reduce Hill-Country
- 5 November 4 Opportunities to Transportation Commission June 30


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



## SAFETRACK ROLLS ALONG AS COMMUTERS FIND ALTERNATIVES

Ten SafeTrack surges are complete, and five remain. Metro's accelerated track work plan which started June 2016 will continue its system rehabilitation through April 2017 to improve safety and reliability. The SafeTrack plan packs three years of work into less than one year, by expanding maintenance time on weeknights, weekends and midday hours. All except one of the remaining surges will be of the single-track variety. Surge number thirteen, Pentagon to Rosslyn will be the lone five segment shutdown as Metro's track work continues it's progress.

Commuter Connections encourages Metrolink riders to prepare in advance for upcoming surges that will affect their daily commute. "If your surge is on the remaining schedule, our expertise can help provide assistance about alternative ways of getting to and from work," said Director Nicholas Ranfies. "To avoid any last minute confusion, it's best for commuters



to start testing their options now and become familiar with them in advance of track work."


Continued on page 7

## COMMUTER CONNECTIONS LAUNCHES CARPOOLNOW APP

This fall, Commuter Connections launched CarpoolNow, a new ridesharing app that gives commuters in the Washington metropolitan region the ability to carpool on-demand in real-time, connecting users who are offering a ride with those seeking a ride. It also displays routes, estimates pickup times, and confirms pick-up and drop-off locations.

Commuter Connections' CarpoolNow can be used to start a new carpool or join an existing one, but unlike for-profit apps such as Uber and Lyft, CarpoolNow's focus is primarily on commuting, and it's no cost to use for both driver and passenger(s).


Continued on page 8




# FEDERAL ETC UPDATES

Employee Transportation Coordinator

## FEDERAL EMPLOYEES OFFERED DEBIT CARDS FOR TRANSIT FARE PURCHASES




The U.S. Department of Transportation (DOT) was one of the first government agencies to embrace transit benefits when it began distributing fare subsidies to employees in the 1990's. In fact, DOT's leadership with TRANServe won an Organization Achievement Award from Commuter Connections in 2003. Today, DOT has introduced an effective and cost-efficient way for government employees to receive their monthly transit benefit through the use of federal debit cards. The TRANServe Debit Card is a Visa branded electronic fare media card which makes it easier for federal employees to choose commuting options that improve air quality and reduce traffic congestion.



Under the program, government employees use a personalized VisaID debit card to purchase fare media from a ticket agent, online, or at a station kiosk. This saves the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs. Unused benefits will be returned to the government automatically, which could lead to additional savings.

This process also allows greater oversight through monthly reports detailing where benefits are purchased and used. Lost cards can be quickly canceled and easily replaced, further safeguarding government funds.

To read more about the TRANServe Card visit <http://transerve.dot.gov/debit-card.html>



Fall Newsletter

# E-NEWSLETTER



The Commuter Information Source  
for MD, VA, and Metropolitan DC



### SafeTrack Rolls Along As Commuters Find Alternatives

Ten SafeTrack surges are complete, and five remain. Metro's accelerated track work plan which started June 2016 will continue its system rehabilitation through April 2017 to improve safety and reliability. The SafeTrack plan...

[Read more](#)



### Commuter Connections Launches CarpoolNow App

This fall, Commuter Connections launched CarpoolNow, a new ride-sharing app that gives commuters the ability to carpool on demand...

[Read more](#)

### Commuters Are Driving Less Alone Less

Although driving alone continues to be the dominant mode of choice for commuters in the region, the number has dropped from 79.5 percent in 2011, to...

[Read more](#)

### Nominate Your Company For The 2017 Employer Recognition Awards

Nominations are now being accepted for the 2017 Employer Recognition Awards. This award event recognizes employers within the Washington DC area that show great care and regard to employee well-being, work-life balance...

[Read more](#)



National Capital Region Transportation Planning Board  
Metropolitan Washington Council of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

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[www.commuterconnections.org](http://www.commuterconnections.org)

# LOOKING AHEAD

Spring Campaign	Feb - June 2017
Bike to Work Day Campaign	Apr - May 2017
Employer Recognition Awards Event	June 2017

# Q&A

