

**Metropolitan Washington Council of Governments
FY 2013 Second Half Marketing Campaign Second Draft Summary**

Introduction

The Commuter Connections' marketing campaign builds on the organization's wealth of extensive research and campaign experience. The FY2013 Marketing Communications Plan and Schedule, distributed to network members in August 2012, laid the foundation for FY2013's marketing efforts. The strategy behind the FY2013 marketing campaign reflects the current state of events for the regions commuters and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2013; to convert Single Occupant Vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as real Social Networking.

Second Half FY13 Regional Marketing Campaign promotes the following:

- The cost savings of ridesharing and reminding commuters that GRH is a safety net in the event they get left stranded by their carpool/vanpool.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bike to Work Day provides the opportunity to consider bicycling as a viable alternate way to commute.
- Employer Recognition Awards program recognizes employers in the region who promote and encourage the use of alternate modes of transportation besides SOV vehicles.
- Newsletters that provide a number of articles focusing on different transportation issues and updates.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections offers free services to those who work in the metropolitan Washington area. Major services include ridematching for carpools and vanpools and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections' Regional Transportation Demand Management (TDM) Marketing Group include:

City of Alexandria	Virginia Railway Express (VRE)
Annapolis Regional Transportation Management Association (ARTMA)	Washington Area Bicyclist Association (WABA)
Fairfax City	Washington Metropolitan Area Transit Authority (WMATA)
Fairfax County Office of Transportation	Arlington County
National Institutes of Health (NIH)	Maryland Department of Transportation (MDOT)
Mass Transit Administration (MTA)	Vride
Northern Virginia Transportation Commission (NVTC)	General Services Administration (GSA)
Potomac and Rappahannock Transportation Commission (PRTC)	District Department of Transportation (DDOT)
Virginia Department of Transportation Northern Virginia District Office	Loudoun County Office of Transportation Services
TYTRAN	Maryland State Highway Administration
Virginia Department of Transportation (VDOT)	Montgomery County Ride On
LINK	Montgomery County Commuter Services
Virginia Department of Rail and Public Transportation	Northern Neck Rideshare/PDC
Dulles Area Transportation Association (DATA)	Rappahannock Area Development Commission (RADCO)
Tri-County Council for Southern Maryland	Rappahannock-Rapidan Regional Commission

Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the GRH and Ridematching programs. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the program include the following:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the GRH service among commuters and increase applications for the program.
- Use special events such as Bike to Work Day, to encourage commuters to use the occasion to try an alternative form of transportation.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

Brand Character

The Commuter Connections network wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to other commuters who are looking to carpool along with as access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

FY13 Second Half Regional TDM Media Campaigns

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and will run through June. Radio is the primary media for this campaign with spots running for a total of sixteen weeks. Television running for seven weeks and online banner ads for thirteen weeks.

Value Add Promotions

Rideshare

In addition to paid media spots, over \$118,070, an additional 27% was negotiated in no charge promotional media value. Radio and TV stations will provide value add for Rideshare during the Spring Campaign to include five traffic sponsorships per week on WAFY, WWEG, WFMD, and WFRE, bonus spots at no charge on WBOB, WFLS, WJLA, WUSA, WILC, and Comcast, 70,000 bonus impressions on NBC4 as well as eighty :30s promotional announcements and a custom promotion on WRQX .

WRQX Custom Promotion

Radio personality Chili Amar voiced :30-second pre-recorded (to sound live) spots to encourage commuters to enter positive car pool/rideshare stories for a chance to win a \$100 gift certificate to Chevy's Restaurants.

WRQX :30 "promo" copy

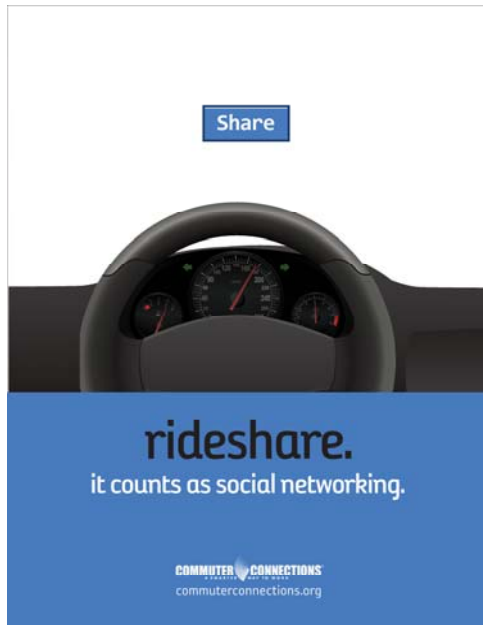
Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it's free! Visit Commuter Connections dot org or call 800-745-RIDE. Want to win a Chevy's \$100 dinner gift certificate? Go to MIX1073FM.com, contests, and tell us your most unique, fun, and positive car pool story for your chance to win! Chevys invites you to experience the freshest of Mex! From handcrafted margaritas to Fajitas hot off the mesquite grill served with hand-made tortillas, Chevys Fresh Mex is the ultimate fiesta! Go to MIX1073FM.com, contests, and enter today!

The campaign long online/ on-air contest will draw one lucky winner each week over the 13 weeks. Total prizes awarded are valued at \$1,300 and supplied by Chevy's Restaurants.

GRH

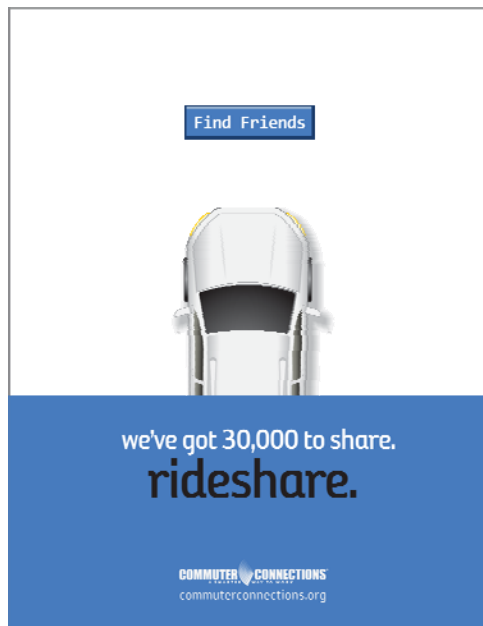
Radio stations are providing value add for GRH during the Spring Campaign that include bonus spots at no charge on ESPN and WTOP, 40 billboards on WASH, WWDC, WITH, and WBIG.

FY13 Second Half Ridematching Campaign



The second half of the FY2013 campaign promotes ridesharing as a way for real people to save real money. The messaging strategy stresses that along with real savings comes an added benefit — real conversation.

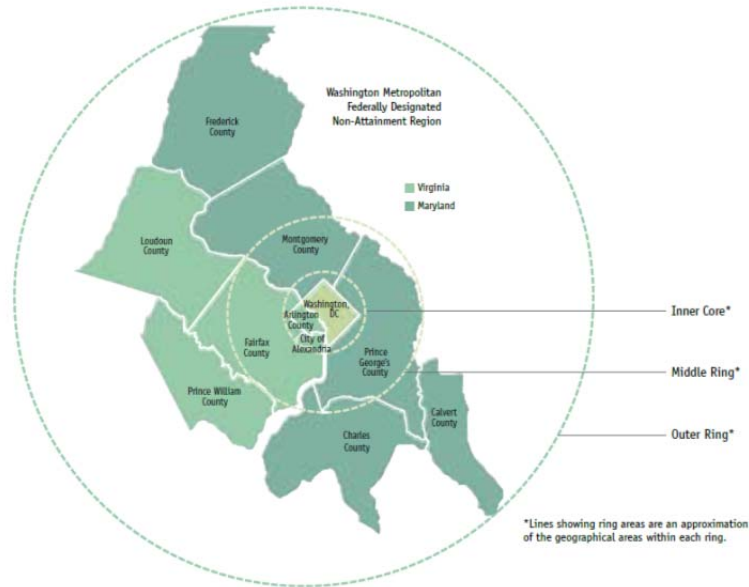
Campaign creative was developed to highlight the contrast between the ever-increasing pressure and chaos caused by new technologies and media platforms with the calm relaxation of sharing a ride. Messaging for the ads touched on the benefits of getting back to the things that we value most — what's real, such as conversations with real people, real relaxation, and real savings.



The spots for radio and TV juxtapose the frantic pace of the workday with its phones and keyboards messages and mail with the calm of a car ride with familiar faces. The message highlights that Commuter Connections offers real people, real savings, and real conversation. The call to action directs viewers/listeners to sign up at commuterconnections.org.

Media Objectives

The campaign to promote the Ridematching program uses a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis is being placed on middle and outer ring commuters. With fewer public transit options, ridesharing is a preferred commute alternative for commuters with longer commute distances and times.



Target market (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$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. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic Sub-Areas – Inner Core, Middle Ring, Outer Ring

Geographic Targeting

Washington D.C. DMA

Rideshare Spring Budget	COG Cost	Gross Dollars
Radio	\$136,000	\$160,000
Television	\$100,000	\$117,650
Cable Television	\$ 50,000	\$ 58,825
Online Banner Ads	\$ 22,000	\$ 25,883
Total Budget	\$308,000	\$362,358

Radio

Radio is the anchor medium for the Rideshare campaign, with focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The campaign ran on the following stations:

- WAFY/WWEG (103/106.9 AC/Classic Hits)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFRE (99.9 Country)
- WFMD (930 AM News Talk)
- WRXQ (107.3 Adult AC)
- WILC (900 AM Spanish)

The radio campaign will run continuously for eight weeks through June 30 with the following spots promoting the Ridematching program in both English and Spanish languages:

Ridesharing::30 “ Rideshare for Real 1” English

Sfx: Marimba iphone sounds, Blackberry sounds

Incoming email, Typing on keyboard

“You have 5 messages” (repeat/overlap)

Announcer: Is this what your day sounds like? Make a different connection. Through ridesharing. Sfx: Car door closing. Audible sigh of relief.

The kind that involves Real Friends. Real Conversation, and oh yeah. Real Savings. Rideshare through Commuter Connections. At [Commuter Connections.org](http://CommuterConnections.org)

Ridesharing::30 “ Rideshare for Real 1” Spanish

Sonido de Marimba del Iphone, sonidos de la Blackberry, correo entrando en el buzón de entrada. Escribiendo sobre el teclado.

Tienes 5 mensajes

¿Es así como se ve tu día? Has una conexión diferente. Compartiendo tu viaje (Sonido: puerta del auto/carro cerrándose y que se escuche suspiro de alivio)

Con amigos de verdad. Conversación verdadera

¡Y claro!... ahorros de verdad.

Comparte el viaje con Commuter Connections, en commuterconnections.org

Commuter Connections te facilita conexión gratuita con personas que pueden compartir el viaje contigo en el área metropolitana de Washington

Regístrate en [commuterconnections punto org](http://commuterconnections.punto.org) o llama al 1-800-745-7433

Radio

Ridesharing::30 “Rideshare for Real 2” English

Person1: Pin it, tag it, friend it, follow it, like it, tweet it, link it, text me, mail me, save me!

Announcer: You do it all day: link, connect, friend, follow. You find people who share your interests and you share your ideas, work, or sometimes just a laugh...

Why not share your ride? Extend your social network. Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it's free! Visit CommuterConnections.org or call 800-745-RIDE.

Ridesharing::30 “Rideshare for Real 2” Spanish

Cuélgalo, etiquétalo, hazte amigo, síguelo, di que te gusta, tuitea, enlázalo, textéame, envíame un correo, ¡sálvame! Lo haces todo el día: Te enlazas, te conectas, haces nuevos amigos, y sigues a alguien. Encuentras a personas que comparten tus intereses, tus ideas, trabajo o simplemente sonrisas....

¿Por qué no compartir el viaje?

Extiende tu red social. Encuentra gente verdadera, conversaciones verdaderas, y ahorros verdaderos.

¡Con más de 15000 personas que viajan y buscan compartir el viaje, Commuter Connections te ayuda a empezar y es gratis!

Visita CommuterConnections.org o llama al 1-800-745-7433

Television

A television commercial reinforces the radio spots with the depiction of tension building with the use of technology throughout the day, and then showing the relief/relaxation upon entering the carpool for the commute home with a rideshare partner.

The commercial is running on a mix of stations including WJLA News Channel 7, WUSA News Fox 5, and Comcast.



Internet Advertising

Internet advertising will appear on several key local media sites that performed well for Commuter Connections in the past to promote the Ridematching program for the campaign. The web sites selected were:

- WJLA.com (ABC 7 News)
- WashingtonTimes.com
- NBC4.com (NBC4)
- Interactive Network

Ads were placed on the Washington Times; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4. Various banner ad sizes will run from through June 30, with performance monitored throughout the campaign.

The ads will use the Rideshare visuals with a call to action to visit commuterconnections.org.

The screenshot shows the NBC Washington website interface. At the top, there is a navigation bar with the NBC logo and the text "NBC WASHINGTON". To the right of the logo, there is a search bar and a temperature indicator showing "51°". Below the navigation bar, there are several menu items: HOME, NEWS, VIDEO, WEATHER, INVESTIGATIONS, ENTERTAINMENT, ON AIR, TRAFFIC, and CONTESTS. A secondary menu includes LOCAL, U.S. & WORLD, SPORTS, HEALTH, TECH, WEIRD, WEATHER BLOGS, FIRST READ - DMV, CAPITAL GAMES, and CONSUMER. A large banner ad is displayed across the top of the main content area, featuring a silhouette of a person hanging from a wire and the text "NEVER GET LEFT DANGLING ON THE JOB (if you rideshare.)". Below the banner, the main article is titled "Visitors Wait for Cherry Blossoms as Expected Peak Bloom Approaches" by Melissa Mollet, dated Tuesday, Apr 2, 2013. The article includes a sub-headline "Park Service is sticking by its peak prediction" and a photo of cherry blossoms. To the right of the main article, there is a "TOP STORIES" section with a "TODAY" tab selected, showing a story about "\$7.5M More Granted for Silver Spring Transit Center". Below this, there is a "SPONSORED" section with a story titled "Michael & Son Helps Single Mother and Son" featuring a photo of a man and a woman. At the bottom right, there is a small portrait of a woman.

FY13 Second Half GRH Campaign

For Guaranteed Ride Home, the second half of the FY2013 campaign promotes GRH as a “guarantee” for your commute, elevating ridesharing to a no-risk commute alternative.



Live :15s radio reads reinforce the message that in case of emergency or need to stay late at work arises, GRH provides a guaranteed a way to get home.

Media Objectives

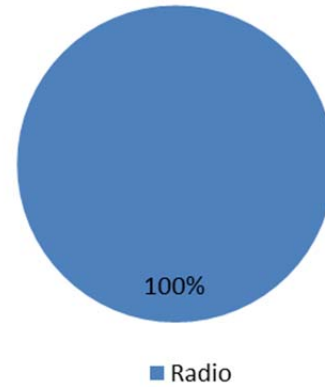
The Guaranteed Ride Home program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems, how to get home in case of an emergency. Geographic emphasis was placed on inner core commuters.

Target market (from [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 36.2 miles / 63 minutes
- Live in Virginia (60%) or Maryland (36%), with emphasis on Prince William (11%) and Fairfax Counties (14%); work in D.C (57%) and Virginia (27%)

Geographic Targeting

Washington D.C. DMA



GRH Fall Budget	COG Cost	Gross Dollars
Radio	\$132,000	\$155,298
Total Budget	\$132,000	\$155,298

Radio

Radio is being used exclusively for the GRH campaign. Focus is on D.C. stations using a mix of genres including sports, news, rock, and Adult AC with the campaign running on the following stations:

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 Soft Rock)
- WWDC (DC101.1 Rock)
- WIHT (Hot99.5 Adult AC)
- ESPN (980 AM Sports)

The radio campaign runs continuously for eight weeks with the GRH campaign starting one week later than the Rideshare campaign. It began airing on March 4th and will continue through June 30th.

The following spots are promoting GRH for the second half of FY2013:

Guaranteed Ride Home: live :15 Dangling 1"

Left dangling after sharing a ride into work? Get a Guaranteed Ride Home in case of emergency. Visit commuterconnections.org to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: live :15 Dangling 2"

Get home with the Guaranteed Ride Home program if you rideshare and are left dangling at work. Sign up at commuterconnections.org. That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions may apply.

Guaranteed Ride Home: live :15 Dangling 3"

Don't be left dangling. If you rideshare, you can get an emergency ride home through the Guaranteed Ride Home program. Sign up at commuterconnections.org or call 800-745-RIDE. Some restrictions apply.

Special Events

Bike to Work Day

Bike to Work Day continued its record-breaking trend in 2013, with increases in registration, participation, sponsorship and media coverage. 14,600 commuters registered this year to create the largest event in the Metro Washington DC area. The increased participation exceeded this year's goal by 15 percent. The May 18th event also drew a record number of local pit stops from 58 in 2012 to over 70 in 2013.

In preparation for the event, a sponsorship drive raised funds to pay for t-shirts for event participants, pit stop banners, and print ads to promote the event. In-Kind sponsorships were also secured to provide food, beverages, and prizes at many of the pit stops.

This year Bike to Work Day cash sponsorship drive reached a record-breaking total of \$48,550, a 6.5 percent increase over 2012. In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent.



Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness and encourage registration. In order to continue to reach diverse audiences, a Spanish version of the poster was created.

Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. A half-page, full color ad ran in the Washington Post Express Wednesday and Thursday of the week preceding Bike to Work Day.

Newspaper Ad

• Federal registration and work authorization
 • If you are not a U.S. citizen
 • Candidates must be DC certified

Candidates MUST be available to work at least 24 hrs/week. If successfully hired, you may be eligible for a \$50 signing bonus.

Candidates with these qualifications are welcomed to stop by our office at
 1420 K Street, NW 7th Floor,
 Washington, DC 20005.



In the deadliest of the three attacks, a suicide bomber on a motorcycle detonated his explosives near a vehicle carrying a candidate from a hard-line Islamist party, killing 12 people and wounding 35. The Jamiat Ulema-e-Islam

People's Party. The blast killed the leader, Zahir Shah, officials said. The Pakistani Taliban have claimed responsibility for many of the attacks in the run-up to Saturday's national elections, including the attack on Shah. (AP)

GOV. JOEY SALCEDA, DISCUSSING ON TUESDAY HOW ONE OF THE PHILIPPINES' MOST ACTIVE VOLCANOES RUMBLE TO LIFE, SPEWING ROOM-SIZE ROCKS TOWARD NEARLY 30 SURPRISED CLIMBERS. FIVE HIKERS WERE KILLED BY THE ERUPTION AT THE MAYON VOLCANO.

DC Rider
 METHO NEWS ON YOUR IPHONE AND ANDROID — DOWNLOAD FREE

21 The number of officials punished by the Communist Party in China over a scandal in which they allegedly were extorted by real-estate developers after being secretly filmed in liaisons with hired women, the official Xinhua News Agency said Tuesday. (AP)



Over 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

Pre-Register by May 10 for Free T-Shirt* and Bike Raffle

Free Food, Beverages and Giveaways at All Locations

BIKE TO WORK DAY 2013 FRIDAY MAY 17
 REGISTER AT BIKETOWORKMETRODC.ORG OR CALL 800-745-7433

COMMITTEE CHAIRPERSON: 

Also funded by the Districts of Columbia, Maryland, Virginia and the US Dept of Transportation. *T-Shirts available at pit stops to first 12,000 that register.

Web Site

BIKE TO WORK DAY
MAY 17 2013

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER NOW SPONSORS

REGISTER NOW

Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of over 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

PIT STOPS
Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free!
[Read more](#)

COMMUTER CONVOYS
Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read more](#)

FIND A RIDE BUDDY
Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area.
[Read more](#)

EVENT POSTER
Download a PDF please of the Bike to Work Day 2013 event poster. Email it to your family, friends and co-workers.

SPONSORS
Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our

INCREASE YOUR BICYCLING SKILLS
WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance

Sponsors



Poster



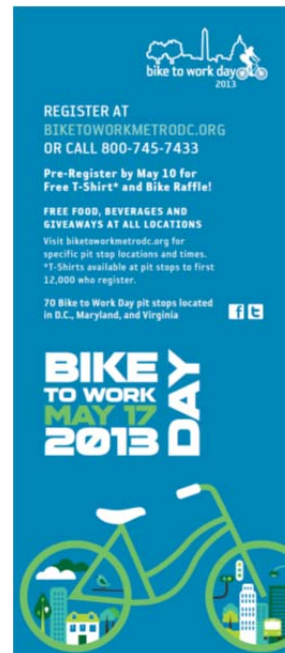
Poster- Spanish



T-Shirt



Rack Card



Pit Stop Banner

WOODBIDGE - RIPPON LANDING
VRE Station Parking Area
6:00am to 9:00am

BIKE TO WORK DAY
MAY 17 2013

bike to work day

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA

Marriott

ICF
INTERNATIONAL

City Bikes

WHOLE FOODS
MARKETPLACE

capital bikeshare

goDCgo
powered by d.

Bike Arlington

LOCOMOTION
CITY OF ALEXANDRIA, VIRGINIA

TWINBROOK
Urban by Nature

BicycleSPACE

Register at
BIKETOWORKMETRODC.ORG or call
800.745.7433

Social Media

Facebook and Twitter are being used to engage with commuters and drive registration to the website.



Blogs

As an added bonus, local bloggers created more buzz about the Bike To Work Day event.

Home News Blogs Announcements Topics Commute Events Directory Pics & Clips

Use Patch to: Submit Photos & Videos Post an Event Start a Blog [Join](#) [Sign In](#)

RestonPatch 84°

Local every day in Reston, VA

Love it, Going Green

Friday is Bike To Work Day

Reston Town Center will be one pit stop along the way as thousands will ride their bicycles to work this week.
By Karen Goff [Email the author](#) | May 14, 2013

[Recommend](#) 52 [Tweet](#) 5 [Email](#) [Print](#) [Comment](#)

More than 10,000 Washington, DC-area commuters are expected to use pedal power to get to work on Friday for Bike to Work Day 2013.

Washington area events are organized by Commuter Connections and the Washington Area Bicyclist Association, who say that biking to work has benefits for both employees and employers. Among them: reduced health care and parking costs.

There will be 70 "pit stops" around the metro area, including one at the Reston Town Center pavilion.


Pit stops will feature free T-shirts, refreshments, and a raffle for a free bicycle. The Town Center pit stop is sponsored by Reston Association and the Reston Bike Club. It runs from 6:30 a.m. to 9 a.m.

To register for the raffle in advance, [click here](#).

To see a map of all area pit stops - you can stop at several on your way to work - [click here](#).

Do you commute by bicycle? Give your Reston neighbors some tips in the comments below.

Related Topics: [Bike to Work Day 2013](#), [Reston Association](#), and [Reston Town Center](#)



AFTER EARTH
IN THEATERS MAY 31

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United States
Department of Transportation

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May 20, 2013

Bike to Work Day, big and getting bigger as bicycle commuting continues to grow

Congratulations to everyone who celebrated [Bike To Work Day 2013](#), and particularly those who were first-time bike commuters. It was a banner year for this event, with cities from Anchorage, Alaska, to West Palm Beach, Florida, reporting bigger-than-ever turnouts.



BIKE TO WORK DAY 2013 FRIDAY
MAY 17

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RayLaHood Something to celebrate: #B2W13 makes the benefits of #bicycling real for even more new #bike commuters [USA.gov/13b2w13](#) #b2w13 #usa.gov #transportation

RayLaHood #Bike to Work Day, big and getting bigger as #bicycling commuting continues to grow [USA.gov/13b2w13](#) #b2w13 #usa.gov #transportation

[Join the conversation](#)

[Find us on Facebook](#)

Campaign Development

FY 2013 Spring Umbrella Campaign

Direct Mail

This first element of FY 2013's second half campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards. Recipients were households within the COG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters were also encouraged to go online to commuterconnections.org. Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could also be requested. Total cost for printing, postage, mailhouse and list purchase was \$83,358.

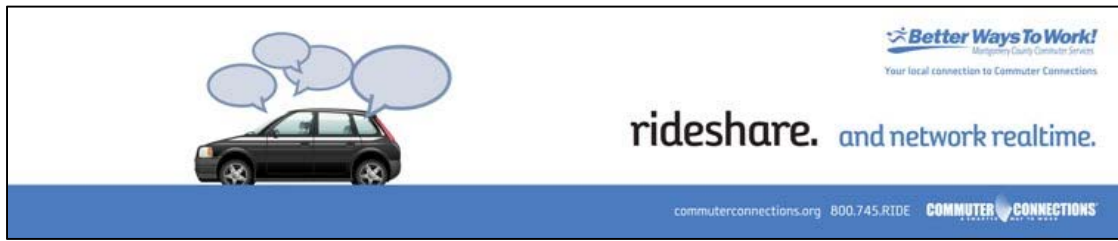


Member Donated Placements

Members across the region provided donated space on buses and bus shelters to promote the Rideshare and GRH programs.



Montgomery County Ride On Bus King



Montgomery County Ride On Shelter



**NEVER GET
LEFT
DANGLING
ON THE JOB**

(when you ride commuter rail.)

Guaranteed Ride Home. Register today!
Free ride home services for unexpected emergencies.

commuterconnections.org
800.743.RIDE
*Some restrictions apply.

COMMUTER CONNECTIONS

PRTC Ride On Bus King



OMNI



**CONSIDER US
YOUR SAFE
WAY HOME**
(if you rideshare.)

Guaranteed Ride Home.
Free ride home services for unexpected emergencies.
Register today!

commuterconnections.org 800.743.RIDE **COMMUTER CONNECTIONS**

VRE Newsletter Print Ad

Virginia Railway Express (VRE) produces an onboard publication, VRE Update. This publication, written exclusively for train riders, reaches a high-end, coveted demographic right where they commute. A black & white GRH ad will run in an upcoming spring edition of the VRE Update.



**NEVER GET
LEFT
DANGLING
ON THE JOB**
(if you rideshare.)

Guaranteed Ride Home*. Register today!

commuterconnections.org
800.745.RIDE
* some restrictions apply

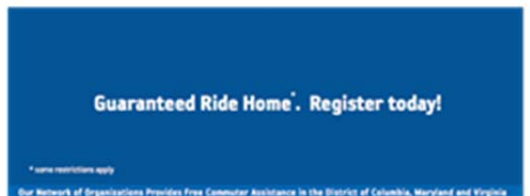
COMMUTER CONNECTIONS
A TRAVELER'S WAY TO HOME

Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



drop in effect then abrupt stop



Pool Rewards

A contest ran February through April, asking ETC's to inform and promote the 'Pool Rewards program to employees during these months and encourage them to register. Entries per company were tracked; the top three companies with the most applicants and the top three with the most applicants as a percentage of the company size are eligible to win an alcohol-free social event to be held at their worksite. A winner will be drawn randomly from this group of companies. WBIG-FM will host a social event, providing food and beverage, music, and entertainment.

LET YOUR HAIR DOWN

WIN AN OFFICE PARTY OR OTHER CASH PRIZES!

HOSTED BY A POPULAR AREA RADIO STATION

WE'LL BRING THE MUSIC, FOOD, AND FUN!

HELP US PROMOTE 'POOL REWARDS WITHIN YOUR COMPANY FOR A CHANCE TO WIN

WWW.COMMUTERCONNECTIONS.ORG/POOLREWARDSCONTEST

'POOL REWARDS
it pays to rideshare

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
1-800-745-RIDE

A series of 10 second reads were provided to the radio stations for recording. The reads encouraged commuters to join a new carpool or vanpool through Commuter Connections 'Pool Rewards and receive incentives. Listeners were asked to go to commuterconnections.org to get more information.

'Pool Rewards Street Teams

April 11th and 25th: Street teams, wearing branded polos, attended events to share with employees the benefits of 'Pool Rewards. Branded chocolates, bags and 'Pool Rewards collateral were handed out to promote 'Pool Rewards, ridesharing, and direct people to the website to register



'Pool Rewards Street Team Promotional Items



Sixteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony on June 25, 2013 at the National Press Club. The invitation for the 2013 awards was developed.



TUESDAY, JUNE 25, 2013
8:30 a.m. - 10:00 a.m.

NATIONAL PRESS CLUB

Hosted by

The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

529 14th St. NW, Washington D.C. 20045
Corner of 14th & F • 13th Floor Ballroom
Metro Center • Exit onto 13th St.

RSVP www.commuterconnections.org/rsvp
by JUNE 19, 2013. For questions contact Stacey Walker
swalker@mwcog.org, 202.962.3327.

We congratulate employers in the Washington
metropolitan region that voluntarily initiated
programs encouraging employees to use
commute alternatives.

AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

20 EMPLOYER
13 RECOGNITION
AWARDS

Newsmakers in Commuting

Podium Sign



Awards Program Booklet



Additional Marketing Collateral

Commuter Connections Newsletter and Federal ETC Insert

The spring edition of the Commuter Connections Newsletter was produced during the second half of FY2013. The six page 4-color newsletter was distributed to approximately 7,000 employers and mailed quarterly. It is also placed in pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

FEDERAL ETC UPDATES
Employee Transportation Coordinator

NIH MOVING 3,000 TO BETHESDA

with one five story building, and build a 341,000 square foot research facility and a 400-space parking garage.

ONE THIRD OF FEDERAL WORKERS TELEWORK DURING STORMS

With Hurricane Sandy and Snowmageddon affecting our region in recent years, the importance of business continuity through teleworking has been brought to the forefront once more.

"We estimate that approximately one-third of the nearly 300,000 federal employees in the D.C. area telework on days when the government buildings close due to weather," said Thomas Richards, a spokesman for the Office of Personnel Management (OPM).

While this is a great statistic and shows that teleworking is important, OPM's latest annual "Status of Telework in the Federal Government" report to Congress, less than eight percent of federal employees in the entire country telework on a regular basis. According to the report, "management resistance" is cited as the primary barrier to teleworking, closely followed by technology.

Although it is clear that teleworking is important, there are still challenges to its widespread use. Commuter Connections has put together case studies that can help federal employers understand how to build telework programs.

On the www.FederalETC.org website, case studies are available that explore what other federal agencies are doing. One such case study is on the back.

Comprint Military Relocation Guide Newspaper

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in March 2013.



RIGHT AT HOME.

That's how we want you to be. Take the first step and check out ways to commute around here at commuterconnections.org. It's easy and stress-free!

COMMUTER CONNECTIONS
A free service

commuterconnections.org
800.745.RIDE

Appendix A Spring FY2013 Paid Media Flowchart

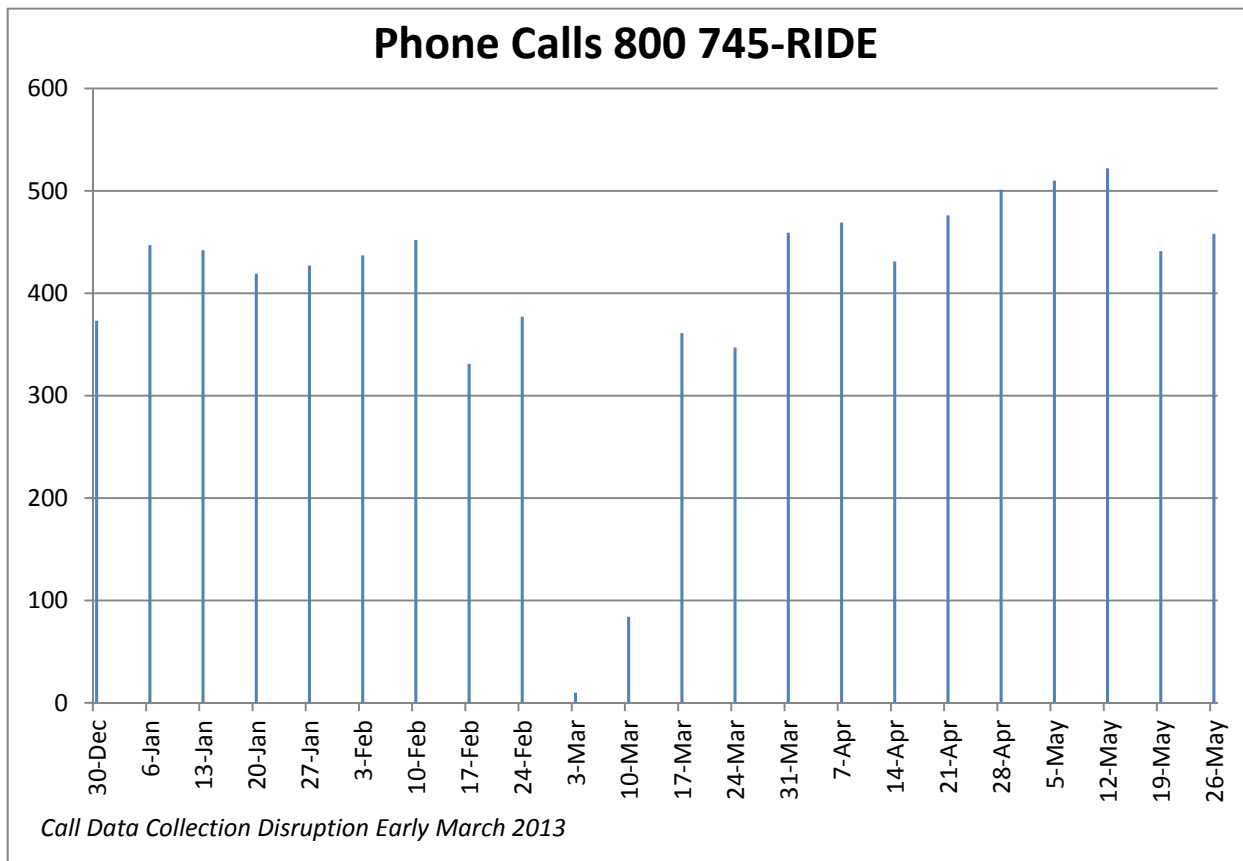
Commuter Connections 2013 Spring Umbrella						Media Schedule: Specific Dates Spots Run (Week of)																		
GRH	Media Outlet	Format	Dial Position	Campaign to Run	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24		
					Radio	WTOP	News Talk	103.5FM	3/4/13-6/29/13															
WBIG	Oldies/Classic Hits	100.3FM	3/4/13-6/29/13																					
WASH	Soft Rock	97.1FM	3/4/13-6/29/13																					
WWDC	Rock	DC101.1FM	3/4/13-6/29/13																					
WIHT	Adult AC	HOT 99.5FM	3/4/13-6/29/13																					
ESPN	Sports	980AM	3/4/13-6/29/13																					
Rideshare	WILC	Spanish	900AM	2/25/13-6/22/13																				
	WAFY/WWEG	AC/Classic Hits	103/106.9FM	2/25/13-6/22/13																				
	WBQB	AC	101.5FM	2/25/13-6/22/13																				
	WFLS	Country	93.3FM	2/25/13-6/22/13																				
	WFRE	Country	99.9FM	2/25/13-6/22/13																				
	WFMD	News/Talk	930AM	2/25/13-6/22/13																				
	WRQX	Adult AC	107.3FM	2/25/13-6/22/13																				
	WJLA	News	Channel 7	3/11/13-6/23/12																				
	WUSA	News	Fox 5	3/11/13-6/23/12																				
	Comcast Cable	Various	Various	3/11/13-6/23/12																				
	Online	WJLA	News/information	wja.com	April 1-June 30																			
		Washington Times	News/information	washingtontimes.com	April 1-June 30																			
		NBC4	News/information	nbc4.com	April 1-June 30																			
Interactive Network		News/information	varies	April 1-June 30																				

Appendix B Performance Results

Web Visits

Month	FY 2012 Web Visits	FY 2013 Web Visits	+/-	+/- %
January	9,521	9,770	249	2.62%
February	8,730	8,565	(165)	-1.89%
March	12,847	11,514	(1,333)	-10.38%
April	13,132	13,017	(115)	-0.88%
May	15,472	14,470	(1,002)	-6.48%
	59,702	57,336	(2,366)	-3.96%

Phone Calls



Rideshare Applications

Month	Rideshare FY 2012 Applications	Rideshare FY 2013 Applications	Change	%
January	1,364	1,032	-332	-24.3%
February	814	823	9	1.1%
March	894	889	-5	-0.6%
	3,072	2,744	(328)	-10.7%

GRH Applications

Month	GRH FY 2012 Applications	GRH FY 2013 Applications	Change	%
January	1,358	1391	33	2.4%
February	1,358	1,173	-185	-13.6%
March	921	714	-207	-22.5%
	3,637	3,278	(359)	-9.9%