

Analysis of Media Impact for Commuter Connections

FY04 Commuter Connections Marketing Campaigns

August 3, 2004

OVERVIEW

In FY04 there was a constant promotional presence for Commuter Connections through either the mass marketing or Guaranteed Ride Home campaigns with the exception of June and July 2003. As a result, from late September 2003 through June 2004, Commuter Connections achieved heightened awareness and increased levels of program participation over previous fiscal year activity. This incremental change was mainly due to the launch of the regional mass marketing campaign, which included an additional \$1,045,000 in media spending, allowing for heavier media exposure compared to previous years. The results have driven an increase of 29,000 more customer inquiries, a 36% improvement, and over 6,100 more rideshare applicants, 173% above previous year's figures. These figures indicate that the programs implemented over the past year, both creatively and tactically, by COG and the Dudnyk teams have been successful.

Prior to developing new advertising strategies, Dudnyk evaluated existing research data and conducted additional market research to gain insight into the behavioral triggers most likely to motivate participation in Commuter Connections programs. The research indicated that the most compelling reason a commuter would *give up control of driving* was to reduce the *frustration* of sitting in traffic. The biggest obstacle to ridesharing uncovered was the concern of being stranded without a ride home.

The behavioral studies also revealed that this is a particularly web-savvy target that we're addressing. Therefore, the media strategy for FY04 was more focused on leveraging the Internet for both targeting prospects, and for enrollment in the program. As anticipated, banner ads on "direction" sites such as Mapquest and sponsoring radio sites such as WTOP.com, along with key word search promotions proved to be very successful in driving visitors to the web site and click throughs. In fact, Commuter Connections website activity rose 49% during the course of the ten month campaign (Sept 2003-June 2004).

In an effort to identify the effectiveness of the different campaigns of Mass Marketing and Guaranteed Ride Home, the media was aired so that there was very little overlap of the two elements. Our intention in this analysis is to examine the responses to each Commuter Connections initiative by the number of inquiries and GRH & Rideshare applications received during each advertising flight. Although we cannot be entirely certain to what degree each strategy (GRH vs. Mass Marketing) was directly attributable for particular volumes of response, we can draw reasonable conclusions and correlations between individual media activity and response rates.

This chart indicates the increase in monthly responses (calls and home page web visits) to our various marketing programs.

	FY 2002 - 2003			FY 2003 - 2004		
	WebVisits	Calls	Combined	Web Visits	Calls	Combined
Sept	6,213	2,641	8,854	6,291	2,033	8,324
Oct	6,298	2,728	9,026	18,701	2,606	21,307
Nov	5,964	2,589	8,553	6,245	2,259	8,504
Dec	4,835	2,206	7,041	6,058	3,133	9,191
Sub Total	23,310	10,164	33,474	37,295	10,031	47,326
Jan	5,200	2,553	7,753	8,076	2,432	10,508
Feb	5,015	2,363	7,378	7,135	2,067	9,202
Mar	5,529	2,273	7,802	8,406	2,743	11,149
Apr	5,549	1,863	7,412	7,532	2,350	9,882
May	6,087	1,987	8,074	8,229	2,350	10,579
June	6,215	2,185	8,400	7,972	2,751	10,723
Sub Total	33,595	13,224	46,819	47,350	14,693	62,043
FY 04 Total	56,905	23,388	80,293	84,645	24,724	109,369

In June of 2004, a direct mailer was sent to almost 457,000 households in the metropolitan area, driving interested prospects to return applications for the GRH program or complete them online. The mailer was complex in nature and designed to reach 12 different demographic attributes, using two different mailing vehicles (postcards and self-mailers containing applications) and three different GRH creative strategies, the postcard mailings dropped on June 25, 2004 and the self-mailers dropped on July 12, 2004.

One of the most important measurements used to evaluate the success of the Commuter Connections GRH campaign is the number of applications received for enrollment in the Guaranteed Ride Home program. The numbers indicate that the new campaign strategy has helped to generate over 1,400 more Guaranteed Ride Home program applications, a 22% increase in FY04.

The fall direct mail program proved to be very successful following strong media support from broadcast and online media, as indicated by the high number of GRH applications received during the month of December 2003. This number spiked to more than double the number of applications received from December 2002 and increased by 49% from November's figures. December is typically a slow time of year for enrollment in this type of program, given that there was no other advertising running during this time, the high response rate is likely attributable to the mailing.

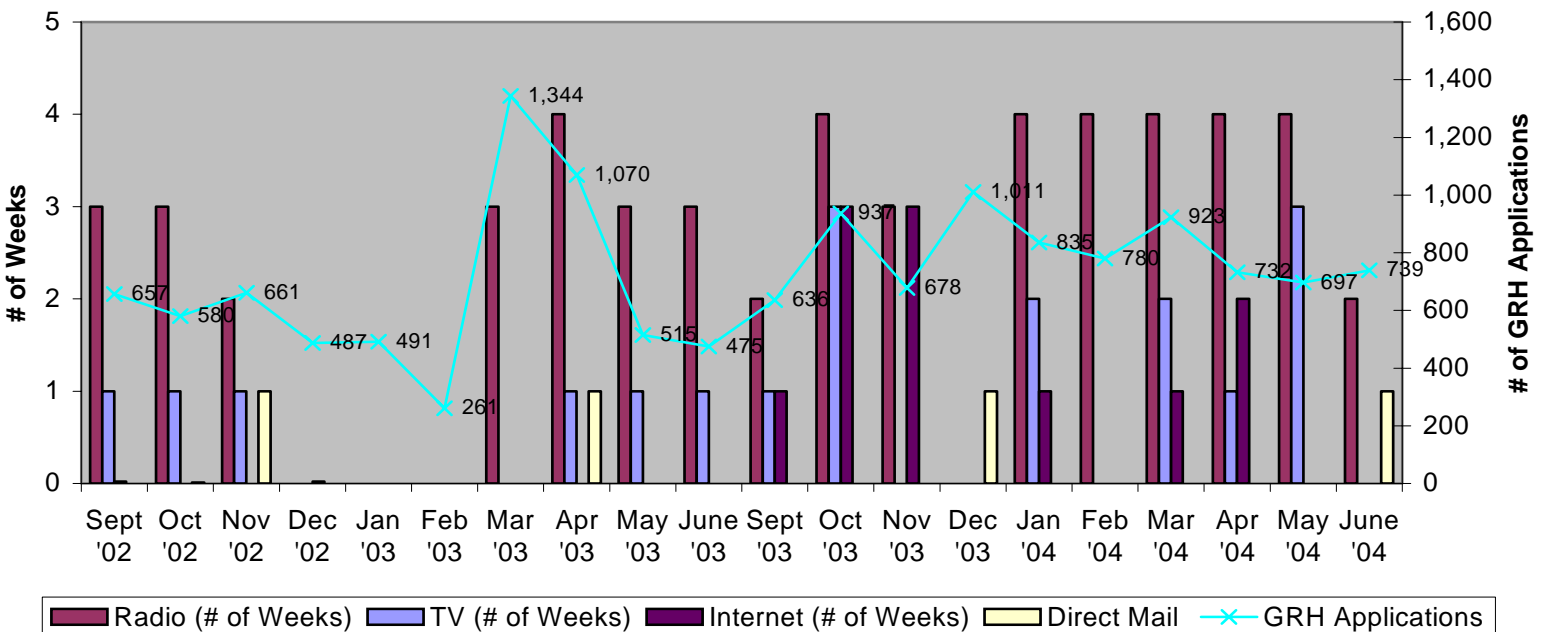
Our conclusion is that the creative execution, media schedule, and direct mail program have all resulted in a greater number of commuters learning more about Commuter

Connections and specifically, the Guaranteed Ride Home program. Along with an effective web site, these initiatives have resulted in a significantly higher number of applications.

GRH Applications Received			
	Year: 2002	Year: 2003	
Sept	657	636	
Oct	580	937	
Nov	661	678	
Dec	487	1,011	
Sub Total:	2,385	3,262	37% increase
	Year: 2003	Year: 2004	
Jan	491	835	
Feb	261	780	
Mar	1344	923	
Apr	* 1070	732	
May	515	697	
Jun	475	* 739	
Sub Total	4,156	4,706	13% increase
TOTAL	6,541	7,968	22% increase

*Spring direct mail drop: During FY'03, mailings dropped during the weeks of April 21 and April 28, 2003. In FY'04, mailings dropped from June 25 through July 12, 2004.

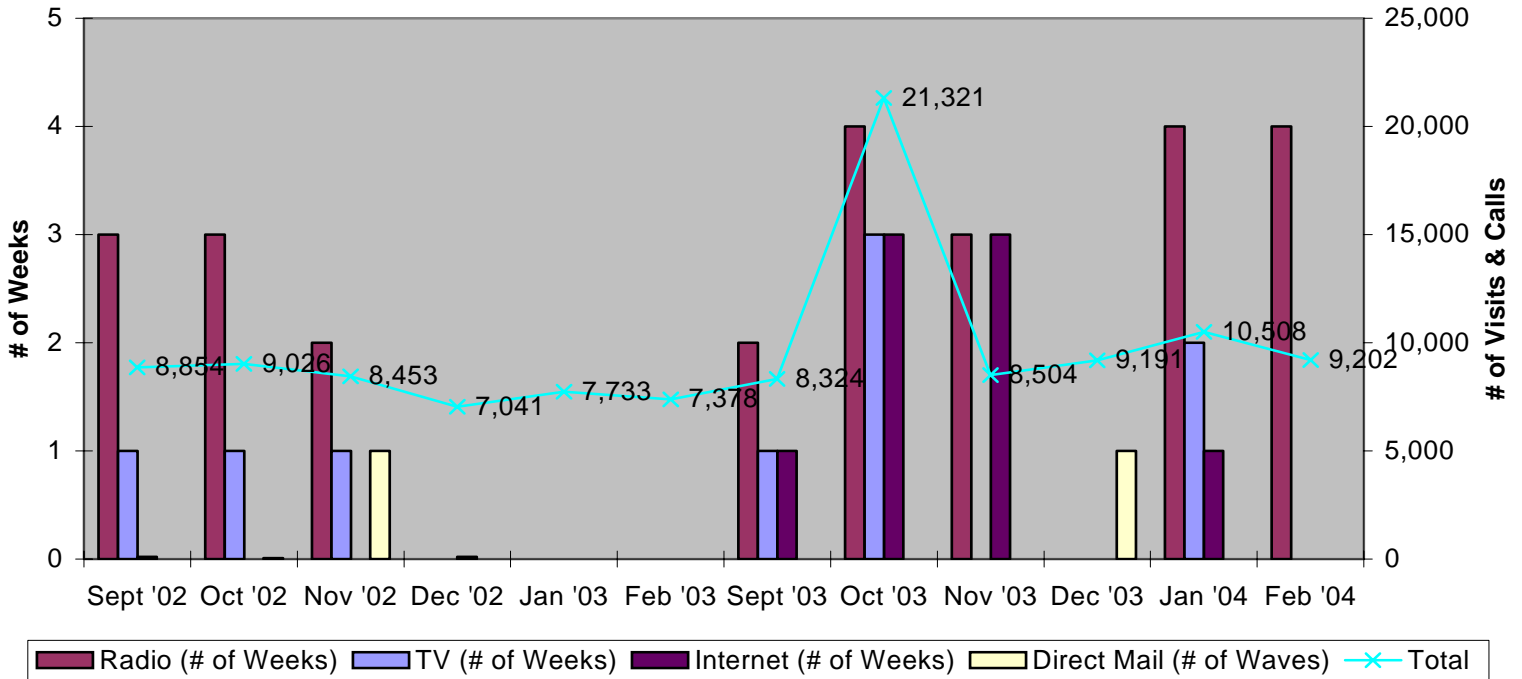
Number of GRH Applications Per Month



Another performance indicator that is prompted by advertising promotion, as well as by other outreach programs, is the request for Rideshare applications. As the first step for many who are considering ridesharing/carpooling/vanpooling, this request reflects an interest in pursuing alternative commuting methods. As a result of the mass marketing advertising program, the number of rideshare applicant requests grew dramatically -- 156% -- during the fall, with particularly heavy spikes in October when Internet and TV were at their heaviest, and in December when the direct mailers dropped. The winter/spring applicant numbers also reflect the heavier weight of advertising in January, March and April where the increase for this period spiked even higher to 186% over the previous year.

Rideshare Applicants			
	FY03	FY04	% Increase
	<i>Year: 2002</i>	<i>Year: 2003</i>	
Sept	430	750	
Oct	463	1,170	
Nov	360	780	
Dec	226	1,090	
Sub Total	1,479	3,790	156%
	<i>Year 2003</i>	<i>Year: 2004</i>	
Jan	255	1,001	
Feb	242	931	
Mar	427	1,119	
Apr	371	1,016	
May	362	906	
Jun	417	959	
Sub Total	2,074	5,932	186%
Grand Total	3,553	9,722	173%

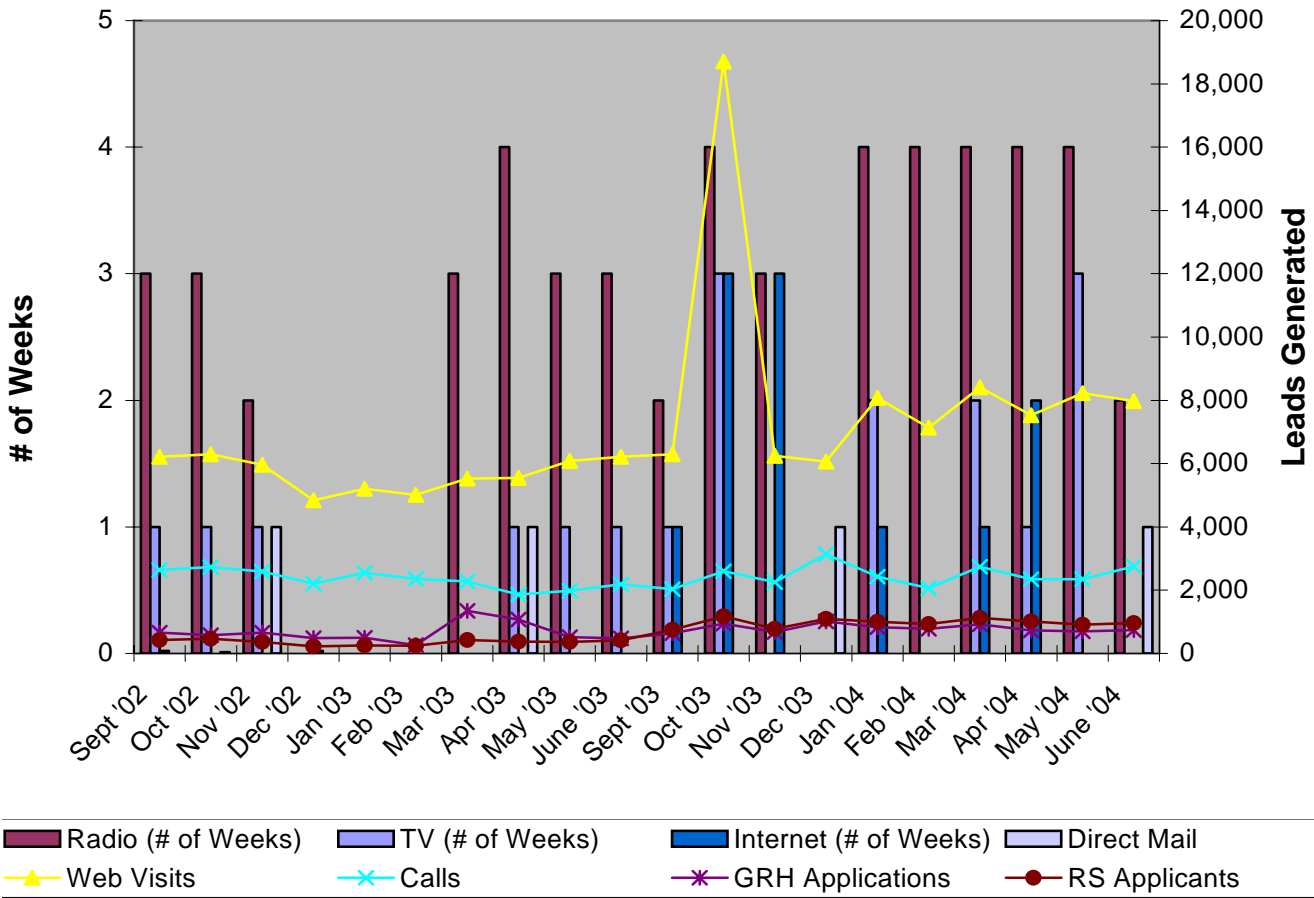
Combined Visits and Calls Per Month



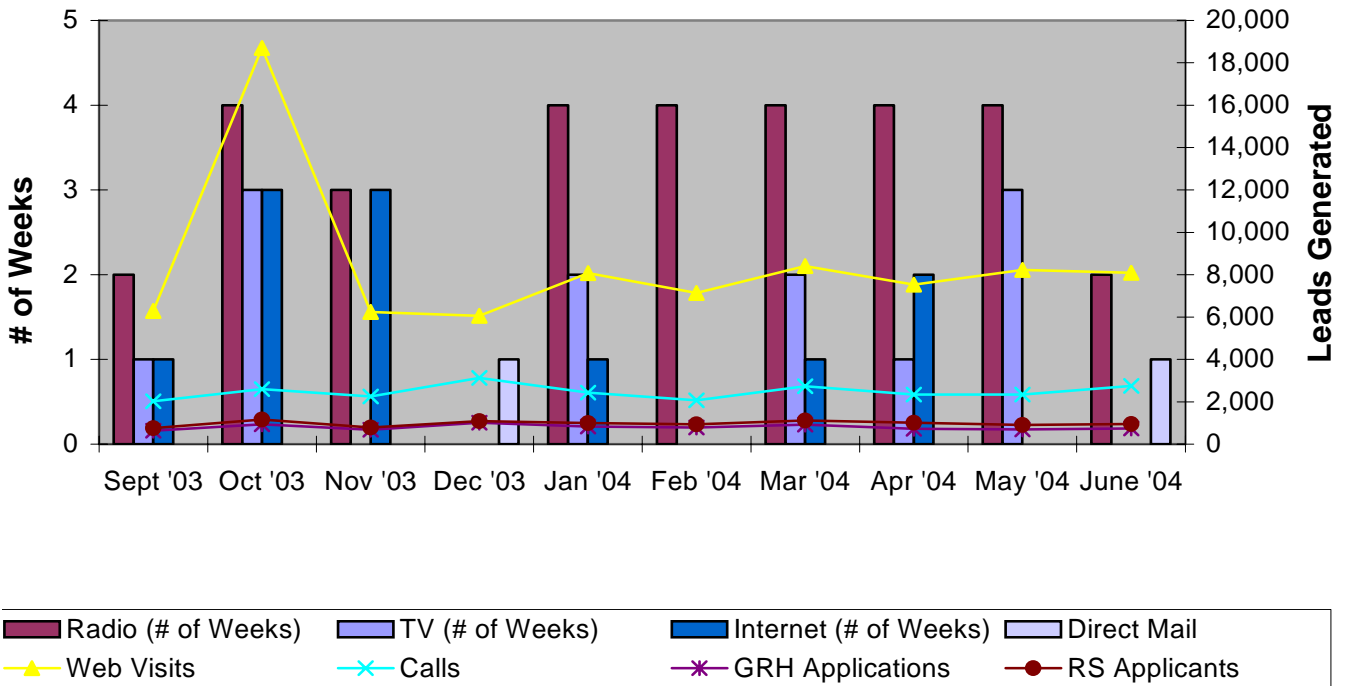
Utilizing the benefit of the new mass marketing budget, rideshare applicant numbers skyrocketed and maintained at unprecedented levels throughout the year as the integrated marketing communications program was implemented.

Both the FY'03 and FY'04 years experienced significant spikes in response during March/April. March '03 requests spiked after a three-month lull in advertising and promotion was resumed. In April '04 the only significant difference in promotional activity was additional Internet advertising as radio weight was consistent and TV was actually reduced.

Total Leads Generated FY03 and FY04



Close Up of FY 04 Total Leads



RESULTS BY STRATEGY

I. Mass Marketing

Radio spot advertising had the largest percentage of the budget (59%) including the Hispanic buy allocated for the campaign, as it is clearly the most effective way to target commuters, especially during drive times. Time of day web reports indicated a particularly high response after morning drive, when commuting frustration is likely the highest. To create and maintain a sense of continuity; radio was scheduled in 3-week flights throughout the year, with two exceptions; four weeks at launch, and no airing during the month of December. At a minimum of about 168 GRP's/week (and an average of 177 GRPs per week), radio reached 42% of the target audience at an average of 4 times per week.

Television played a supportive role in this campaign. It was purchased strategically during specific day parts or program times such as Sundays during news programming, not by reach and frequency goals. Due to the high cost of television advertising, these spots aired for four weeks during the fall and on average, reached 46% of the target audience twice a week. While we were able to produce less than the ideal minimum of three times per week, it added branding support and media weight to the radio and Internet effort. The spot aired two more weeks in January, February, March and four weeks in May.

To strengthen the integrated communications program and to test its effectiveness, Internet advertising was added to the media mix this year. This was considered a valuable addition since Commuter Connections has invested so much effort into the development of its web site, and because the web has shown to be the preferred communications means for its participants. A four-week Internet effort was planned during the launch that included a combination of key word searches and display (banner) advertising. The test proved to be very effective enjoying an Internet schedule that delivered 6.5 million impressions with 12,000 click-throughs to the website.

Mass Marketing Media Spend

	<u>Sept – Dec 2003</u>	<u>Jan –June 2004</u>
Radio	\$137,123	\$ 377,547
Hispanic	\$ 14,916	\$ 84,881
TV	\$118,591	\$ 261,846
Internet	\$ 50,000	\$ n/a

II Guaranteed Ride Home

During the fall of 2003, Guaranteed Home was promoted with five weeks of spot radio immediately following the four weeks of Mass Marketing radio. The GRH radio spots started airing the week of October 20 and ran at high impact weights through the week of November 17. A minimum of 175 GRP's was scheduled, which was greater than the Mass Marketing spot radio weight, as there was no Hispanic radio or television supporting this strategy. During the six weeks (Oct – Nov), on average, the radio schedule reached 46% of the target audience 4.0 times per week.

The Guaranteed Ride Home message was reinforced with three weeks of Internet advertising support in November and 5 weeks from late March through the end of April. The strategy for buying the Internet was the same as that used for Mass Marketing; a combination of display (banner) advertising and key word searches. The Internet schedule delivered 1.6 million impressions with 2,000 click-throughs to the web site in the fall.

The radio advertising directed listeners to go to www.commuterconnections.org or to call the 800 number. The Internet ads sent visitors to specific pages by content. For instance, a web banner promoting Guaranteed Ride Home, linked to the Guaranteed Ride Home top page.

The GRH campaign for the second half of the year picked up again in late January, resuming for two weeks, followed by 6 consecutive weeks of radio that began mid March and ran through the end of April. The last two weeks of April radio included a 25% rotation of Bike To Work Day ads, where GRH is the secondary message to participating in the bicycling event that was held on May 7. During the two week February schedule, radio reached 51% audience 4.0 times per week. The March flight reached 68% of our desired audience 8.7 times per week, and the April radio flight reached 61% of our audience an average of 8.2 times per week.

A 4-week GRH Internet ad flight also ran during the second half of the fiscal year, from March 29th through April 30th. The GRH Internet campaign was successful, from a media perspective. Over four weeks, the campaign delivered 1,147,707 impressions, and 1,099 click-throughs to the website. Mapquest and WashingtonPost were the most successful in building brand awareness by providing the most impressions, and Mapquest also had the most click-throughs followed by WashingtonPost then Overture. However, Google had the highest Click Through Rate (CTR). As we might expect, the Guaranteed Ride Home Page remained the most frequently accessed page. Other than the Commuter Connections home page, the web page with the greatest number of visits was the GRH main page at 20,179 visits. Additionally, the three web pages showing the greatest percentage increases in FY04 were all GRH-related and included the What Does It Cost? GRH Area Coverage, and GRH Eligibility pages.

GRH Direct Mail

Another significant communications vehicle deployed for Guaranteed Ride Home during the fall was the direct mail postcard program. The oversized (11 x 6 inch), full color mailers focused on the safety net provided by Guaranteed Ride Home targeting both households with presence of children (Mother and Child) and households where presence of children was not indicated (Feet). Mailing to more than 456,000 households defined as likely ridesharing candidates by a PRIZM analysis, December response levels were unusually high, attributable to this mailing, leveraging the strong media presence created in the previous months.

Leveraging the results of the successful fall 2003 mailing, the Dudnyk Group of Marketing Companies created a 12-cell direct mail test intended for the spring campaign. The overall objectives of this mailing were to increase the awareness of GRH and enrollment into the program. The objectives of this test were to:

- Determine the influence of providing respondents with actual applications and a third channel to respond (mail, website, and toll-free phone number).
 - 50% of respondents received postcards directing them to the website or to call the toll-free number for info or to enroll in the GRH program.
 - 50% received self-mailers offering them an application pre-populated with their name and address, a postage paid return feature, as well as the options to enroll by going to the website or calling the toll-free number.
- Gain a deeper level of insight into the demographic attributes of commuters likely to enroll in the GRH program.
 - Respondents flagged by “presence of children” vs. “no presence of children” received in equal numbers the postcard or self-mailer option.
- Discover the impact on the “Guaranteed Ride Home” message vs. “travel faster with less frustration” message to respondents living within zip codes containing HOV lanes. Within this HOV region, this message was tested:
 - Among both households with children vs. no children
 - Against mailing vehicle, i.e., multiple response channels
- Identify some of the key factors most likely to influence a behavioral change of the magnitude that we are asking commuters. (Evaluating all of the above factors).

Tracking the pieces was accomplished through the use of distinct phone extensions and website addresses as well as coding printed on the applications.

Early findings (4 weeks after postcards dropped, two weeks after self-mailers dropped) indicate the following:

- Overall, self-mailers are showing more than a 3:1 higher response rate over the postcards
- With one 2:1 exception, in every demographic and creative test cell, the self-mailer response was higher than the postcard response by at least a 3:1 ratio
- Responses to postcards *and* self-mailers among those residing in HOV areas are greater than the non-HOVs areas.

- Responses to postcards *and* self-mailers among those near the HOV lanes were greater among households with families than those not identified as having a presence of children.
- In the non-HOV area, the response to postcards *and* self-mailers was almost identical among households with and without children (20% vs. 21%).
- Self-mailers cost almost 1/3 more (31%) than the cost of postcards but generated nearly 3.5 times the response.

Overview of responses to this 12-cell direct mail test (as of July 28, 2004) can be found at end of report.

Guaranteed Ride Home Media Spend

	<u>Sept – Dec 2003</u>	<u>Jan – June 2004</u>
Radio	\$169,900	\$ 294,091
Internet	\$ 12,500	\$ 13,289
Direct Mail*	\$ 76,500	\$ 100,200

* To make the direct mail figures comparable to other media budgets, this number reflects all associated costs, minus creative development. This encompasses mailing list, printing, fulfillment/mail house, and postage.

III. Telework and Telework Centers

Telework Centers

Radio was purchased to support the Telework Centers for one week in both November and January. The November flight reached 22.3% of the target audience, almost four times. January's flight reached 26.9% of the audience about 3.2 times.

The Telework Centers Internet campaign ran for one week with the goal of driving traffic to the website so respondents could take advantage of a 60-day free trial use of a Telework Center. Over the week, the campaign amassed 455,000 impressions, and resulted in over 950 click-throughs to the website. WTOP and Mapquest were the most successful in building brand awareness by providing the most impressions, while the Overture network, Mapquest and WTOP had the most click-throughs. The Overture network had the highest Click Through Rate (CTR), where 6.2% of all searches led to a click through to the Telework Center webpage on the Commuter Connections website. In FY04, Telework Center web page visits increased by 38%.

Telework Workshops

Three weeks of spot radio began for the Telework Workshops during the last two weeks of February (with the third running during the first week of March.) This flight reached

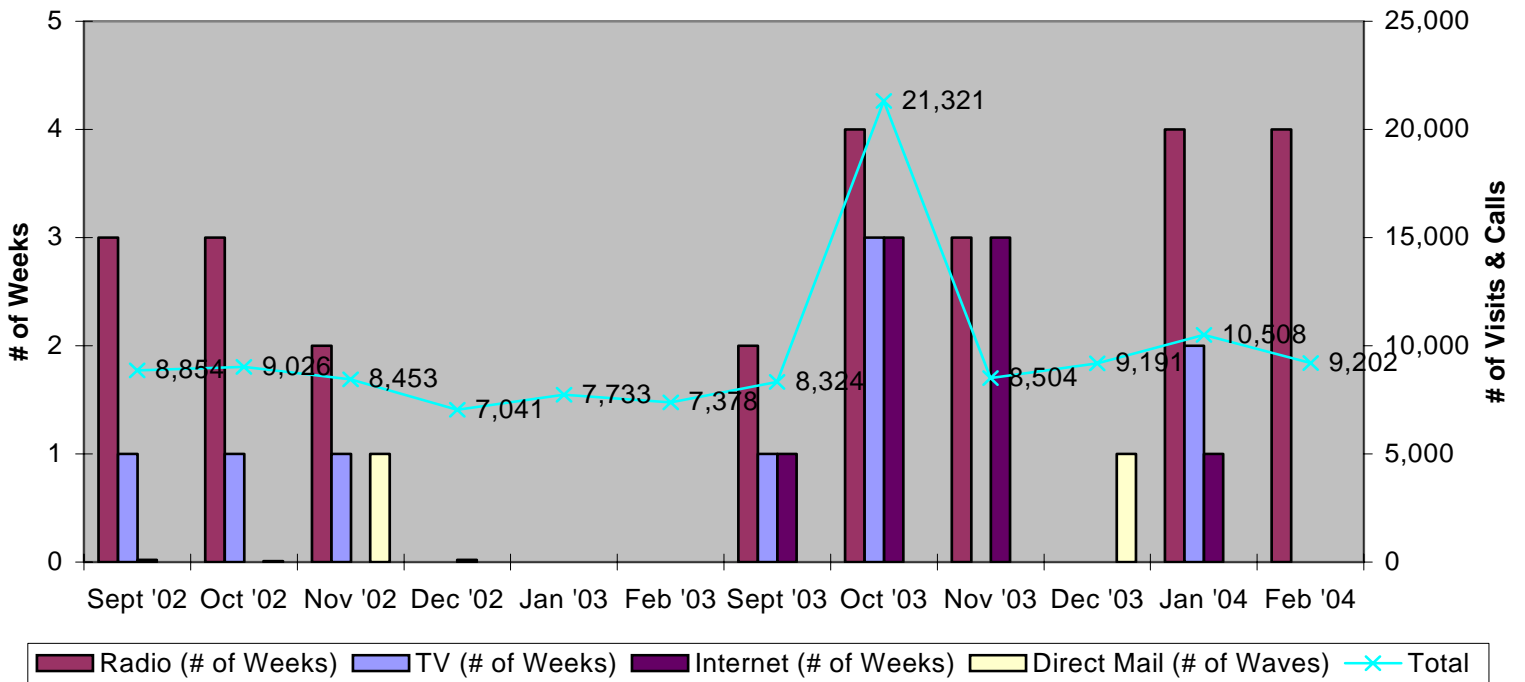
20.4% of the targeted audience an average of 2.6 times. Three additional weeks of this spot radio ran during April 2004 reaching 26% of our audience on average 3.2 times.

Telework Centers and Telework Workshops Media Spend

	<u>Sept-Dec '03</u>	<u>Jan – June 04</u>
Radio for Telework Centers	\$15,000	\$ 14,917.50
Radio for Telework Workshops		\$ 99,302.60
Internet for Telework Centers		\$ 2,863.00

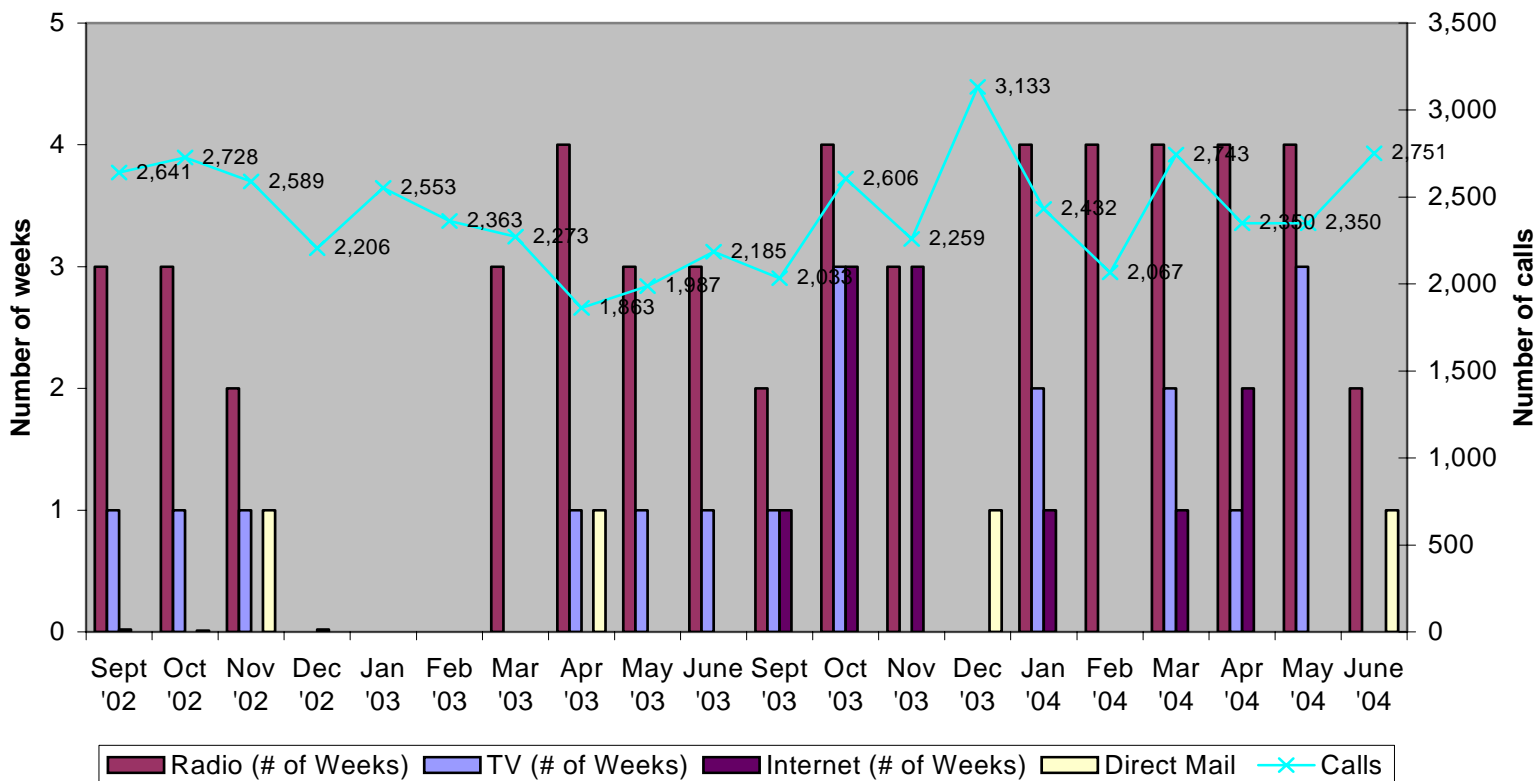
Additional Reference Charts

Combined Visits and Calls Per Month



Clearly the tactic of driving response to the web site was very effective. The web site is not only easier for customers to apply online but far more efficient for the Commuter Connections Operations Center representatives to process applications, and therefore a more cost-effective method of handling inquires. In each month during the campaign, visits to the web site were significantly higher vs. the year prior, an increase of 49%. October's web visits were about three times higher than other month's activity using a formula of double the radio exposure from September's schedule and triple the television and Internet weight.

Number of Calls



The above chart shows the impact of the media measured in number of phone calls received to the toll free, Commuter Connections phone number—800-745-RIDE -- from September 2002 through June 2003 vs. September 2003 through June 2004.

*Due to periodic 800# telecommunications tracking software problems, in any given month there may be several days where the number of calls received were not captured. For the purposes of comparing trends and data, we have calculated and used average numbers to compensate for any missing gaps.

Commuter Connections				
FY 2004 Marketing Campaign Results Summary				
Program Name	Media Spending	Measurement	Results	Comments
Mass Marketing TV & Radio	\$945,107	Customer Inquiries (calls & web visits):	109,369	Total customer inquiries combined increased by 36%. Web site activity rose by 49% during ten month campaign
		Rideshare Applications:	9,722	6,169 more rideshare applications, 173% increase
Mass Marketing Hispanic Radio	\$99,797	Hispanic Calls & Web Visits:	1,061	Visits to Spanish web page increased by 22%
Guaranteed Ride Home Radio & Direct Mail	\$666,480	GRH Applications:	7,968	1,427 more GRH Applications, 22% increase
		Bike to Work Day Registered Bicyclists	4,400	exceeded ridership goal by 47%
Telework Centers	\$32,780	Web Visits to Telework Center Page	6,507	increase of 1,785, 38%
Telework Workshops	\$99,303	Number of Workshop Participants	224	Highest participation since Workshops began in 1998

Test Grid for GRH Spring '04 Mailing															
30-Jul-04															
Near HOV Lanes n = 239,182										Not Near HOV Lanes n=217,719					
Lead creative msg:	HOV benefits				Feet		Mother w/ Child		Total	Feet		Mother w/ Child		Total	Totals
Subset:	w/out Family		w/ Family		(without Family)		(with Family)		HOV	(without Family)		(with Family)		Non-HOV	
Mail vehicle:	PC	SM	PC	SM	PC	SM	PC	SM	Lanes	PC	SM	PC	SM	HOV	
Qty in each cell:	42,336	42,336	17,459	17,460	42,336	42,336	17,459	17,460		75,395	75,394	33,465	33,465		456,901
Completed Self-Mailer Appli		89		48		91		37	265		129		57	186	451
Callers using code	4	8	0	2	5	3	6	3	31	4	6	2	3	15	46
Web Response	13	20	19	10	29	13	16	7	127	43	23	14	7	87	214
Total Identifiable Response	17	117	19	60	34	107	22	47	423	47	158	16	67	288	711
% to mailout	0.04%	0.28%	0.11%	0.34%	0.08%	0.25%	0.13%	0.27%	0.18%	0.06%	0.21%	0.05%	0.20%	0.13%	0.16%

Note: These figures do not factor web visits made directly to CommuterConnections.com without the tracking code extension.

Nor do they factor in calls received by commuters that did not identify the tracking code from the mailer.

Other Data Captured	% of 451 apps	Total Postcard Response n = 228,450	Total Self-Mailer Response n=228,451
Requested Matchlist	35	155	556
Requested Other Information	33	Calls and web visits with codes provided	Applications, calls and web visits with codes
Edits to Name / Address	28	0.07%	0.24%

