

Metropolitan Washington Council of Governments
Commuter Connections
FY2012 Second Half Marketing Activities

Presented by:
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Odonnell Company
March 20, 2012

Second Half FY2012 Marketing Activities

- Newsletters
- Spring Umbrella Campaign
- Pool Rewards
- Bike to Work Day
- Employer Recognition Awards

FY12 Winter Newsletter and Federal ETC Insert

Issue 1, Volume 16 Winter 2012

WHAT'S INSIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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

2 *Most Sectors of the Intercountry Connector Spend Commuters, and Offers Express Commuter Service*
3 *Make the 15-Minute Stand Out at Your Company*
4 *Pool Rewards Expands to Vanpools*

BIG CHANGES TO METRO'S SMARTBENEFITS® PROGRAM



In January, Metro's SmartBenefits® program began following IRS requirements to separate parking and transit benefits to restrict mingled use (Internal Revenue bulletin Rev. Rul. 2006-57).

This means that employees no longer need to wait in line to load SmartBenefits® onto their SmartTrip® cards at Farecard machines. Through Autoload, SmartTrip® cards access accounts and deduct fare or parking fees when tapped to a Metrorail faregate, bus farebox or Metro parking target.

Autoload works on Metrorail, as well as Metrobus and the following regional bus systems: ART, CUE, DASH, DC Circulator, Fairfax Connector, Loudoun County Transit, PRTC OmniRide, Ride On and TheBus. Transit benefits may also be reallocated for MetroAccess, MARC, VRE, MTA commuter buses, registered vanpools and independent bus services.

Employers determine what happens to any unused benefits, which are either credited back to the employer's account or rolled over to the employee's accounts for future use.

Continued on page 2



ELECTRIC VEHICLES WITH SOLO DRIVERS ALLOWED ON MARYLAND HOV LANES



Maryland Governor Martin O'Malley, in an effort to "spur early consumer acceptance of electric vehicles," has signed two bills into law that contain important consumer incentives to purchase electric vehicles.

The first is a bill that will allow drivers of plug-in electric vehicles to use the Maryland HOV lanes, regardless of the number of passengers. Drivers will need to obtain and display a special HOV permit on the vehicle, which can be applied for and issued by the dealer at the time of purchase.



Continued on page 6

Winter 2012

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL COMMUTER TRANSIT BENEFIT UPS AND DOWNS

Established in 1993 as part of the federal tax code section 132, Qualified Transportation Fringes (commuter benefits) were put in place to provide tax incentives to employees in order to encourage their use of mass transportation and reduce traffic congestion and improve air quality. The law provided for monthly maximums on the amounts that could be excluded from gross income and were therefore not taxed as ordinary income.

In 2008, transit and vanpool expenses increased to \$115. In January 2009, the maximum cap increased to \$120 per month. In February 2009, the American Reinvestment and Recovery Act (ARRA) temporarily raised the transit benefit statutory limit to \$230 per month. While the ARRA amount was not intended to be permanent, hopes were on extending it for another year. Needless to say the transit/parking parity expired on December 31, 2011, reducing the transit benefit thousands of federal employees had come to rely on to get to and from work.

Transit advocates having not given up are trying to include the transit benefit parity of \$240 back into negotiations of future payroll tax holidays. Regardless, it's still a good idea to let your employees know that even at the lower benefit of \$125, transit and vanpool use is still cheaper than driving alone by car.

Despite a push by transit advocates and a group of legislators, as of January 1st commuter transit benefits dropped from the maximum of \$230 per month to \$125. The new figure reverted back to \$120 with a \$5 adjustment for inflation. As Congress focused over whether to extend the payroll tax cut at the end of last year, the higher commuter tax benefit quietly expired. Separately, the parking benefit increased by \$10 a month, to \$240. During the last two years transit benefits had finally been given equal footing with parking benefits in the federal tax code.

FY12 Creative Development Schedule

Review research and results from recent campaigns	June 2011
Develop Marketing Communications Plan	July 2011
Extranet Feedback from Regional TDM Marketing Group	Aug 2011
Present conceptual approaches at Reg TDM Marketing Grp Mtg	Sept 2011
Refine and develop approach based on Workgroup feedback	Oct 2011
Finalize creative	Nov 2011
Produce creative	Dec 2011
Distribute creative to media vendors	Jan 2012
Campaign launch	Feb 2012
Rideshare TV launched	Mar 2012

Demographics

Rideshare

- 25-54 years old (82%), 35-54 (63%)
- Caucasian (64%) African-American (20%)
- \$80,000+ annual HH income (68%)
- Commutes >20 miles/30 minutes
- Primarily lives in VA (65%), MD (33%); works in DC (49%), VA (34%)
- Works for employers with 100+ employees (71%), 1,000 + (41%)
- Works for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

Source: FY09 Applicant Database Annual Placement Survey Report

GRH

- 35-54 years old (63%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income
- Commutes >30 miles / 45 minutes
- Primarily lives in Virginia (65%) or Maryland (32%)
- Primarily works in D.C. (63%) and Virginia (26%)

Source: 2010 Commuter Connections Guaranteed Ride Home Program Survey Report

Spring Umbrella Campaign Media

MEDIA	FEB			MAR				APR					MAY				JUN			NET TOTAL
	1 3	2 0	2 7	1 5	1 2	2 9	2 6	1 2	2 9	3 6	3 3	0 0	1 7	2 4	2 1	2 8	1 4	1 1	2 8	
RADIO																				
Rideshare																				
GRH																				
Total Radio																				
TELEVISION																				
ONLINE																				
DONATED Signage*																				
Tyson's Corner																				
Fairfax Connector																				
TOTAL																				

- Rideshare
- GRH
- Rideshare & GRH

*Printing expenses only

Spring Umbrella GRH Campaign

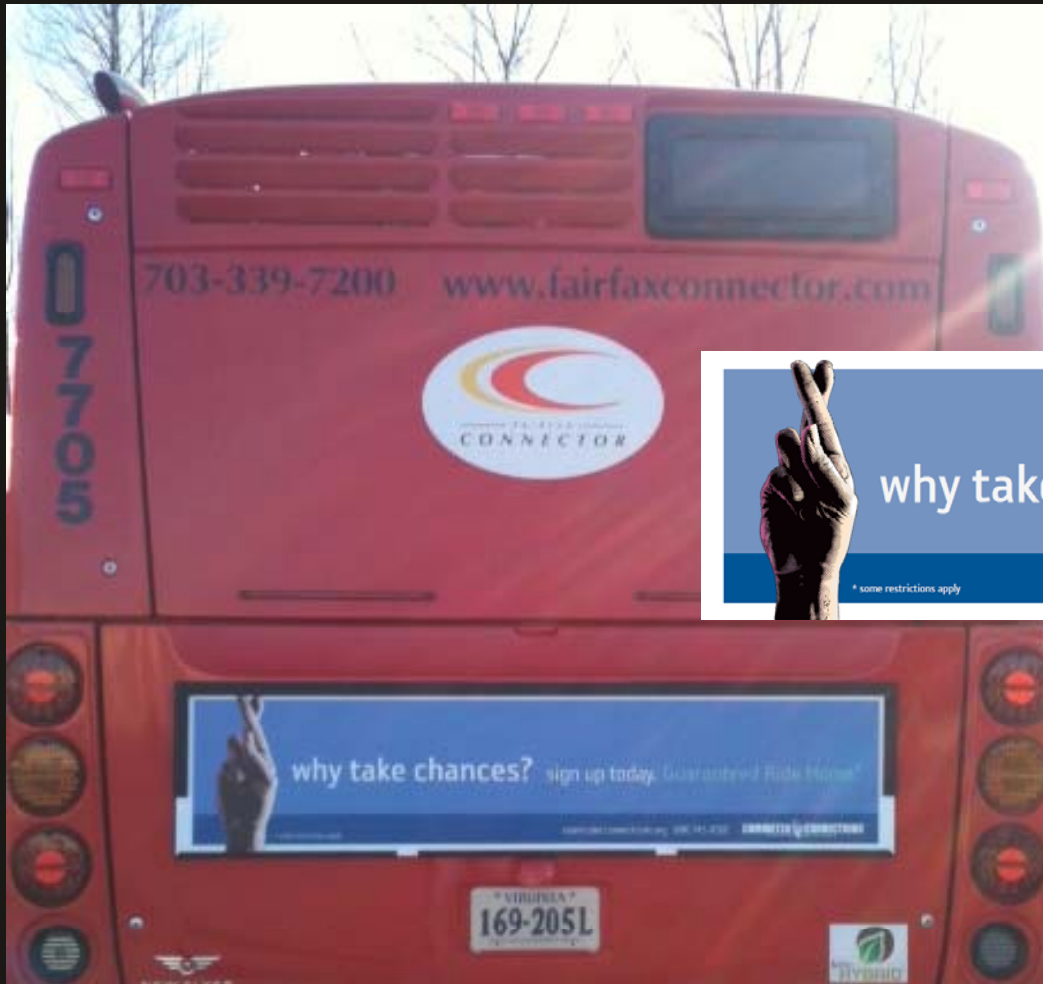
New creative

Campaign live February – June 2012

Media

- Radio
- Donated transit signage

GRH Signage



why take chances? sign up today. **Guaranteed Ride Home.***

* some restrictions apply

commuterconnections.org 800.745.RIDE **COMMUTER CONNECTIONS**

GRH Signage

An inset image showing a woman in a business suit walking a tightrope. She is holding a briefcase and has one foot on the wire. The background is a solid blue color.

why risk it? sign up today. Guaranteed Ride Home.*

* some restrictions apply

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

GRH Radio

Radio stations airing GRH spots (plus Total Traffic Network)



WFRE/WFMD



WAFY/WWEG



WNEW



WILC



WBQB



WFLS



Total Traffic Network on select Clear Channel stations

GRH Radio

Why Risk It



A worker inventories his good luck charms he has amassed in order to avoid having to work overtime and miss his carpool. His co-worker reminds him there's no need to rely on good luck charms when he has GRH.

Why Chance It



A worker surveys the survival gear he has prepared in case he needs to work late and misses his carpool. His co-worker reminds him there's no need to rely on survival gear when he has GRH.

Spring Umbrella Rideshare Campaign

New creative


Campaign live February – June 2012

Media

- Radio
- Television
- Internet banner ads
- Donated signage

Rideshare Signage

THERE ARE EASIER WAYS TO KEEP MONEY.



RIDESHARE.

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Rideshare Banner Ads

- High performance weather and news sites from past campaigns

- nbcwashington.com



- washingtontimes.com

The Washington Times

- wjla.com



- wusa9.com



- RON/ROS popunders

Rideshare Banner Ads

The screenshot shows a news website homepage. At the top, there is a banner ad for State Department Federal Credit Union (SDFCU) featuring the Tower Bridge in London. The website header includes the ABC 7 logo, a group photo of news anchors, and weather information: 54° High: 64° / Low: 39° Cloudy. Below the header is a navigation menu with categories like NEWS, WEATHER, TRAFFIC, D.C., MD, VA, NATION, WORLD, CRIME, SPORTS, VIDEO, PHOTOS, HIGH SCHOOL SPORTS, POLITICS, BUSINESS, NEWSCHANNEL 8, GAMES, and TBD. A search bar is located on the right side of the page. The main content area features a news article titled "Georgetown students on Rush: 'Dont shame me'" with a photo of Rush Limbaugh. To the right of the article is the SDFCU banner ad, which lists "Worldwide Savings and Perks with an SDFCU Credit Card" and a 6.99% APR rate. The ad also includes a disclaimer: "APR=Annual Percentage Rate and based on evaluation of applicants credit. Federally insured by the NCUA".

abc 7

Mobile

54° CURRENT CONDITIONS High: 64° / Low: 39° Cloudy

NEWS WEATHER TRAFFIC D.C. MD VA NATION WORLD CRIME SPORTS

VIDEO PHOTOS HIGH SCHOOL SPORTS POLITICS BUSINESS NEWSCHANNEL 8 GAMES TBD ▶

Hot Topics » Severe weather | Gay marriage | 'Go to hell Barack' ad | Harris' Heroes

Search WJLA.com

Advertisement

STATE DEPARTMENT FEDERAL CREDIT UNION *sdfcu.org*

Worldwide Savings and Perks with an SDFCU Credit Card

- No Foreign Transaction Fee
- No Balance Transfer Fee
- Earn reward points with every purchase

6.99% APR*
ANYONE CAN JOIN!

*APR=Annual Percentage Rate and based on evaluation of applicants credit. Federally insured by the NCUA

Advertisement

Rideshare Banner Ads


2012 Equinox LS FWD
DARE TO COMPARE, THEN SAVE.
\$229/month for 39 months with \$1,529 due at lease termination + \$350 due at lease termination
VIEW CURRENT OFFERS


The Washington Times
EDITORIAL: Keeping Obama guessing on Iran


NEWS | OPINION | CAMPAIGN 2012 | SPORTS | BOOKS | LIFE | BLOGS | COMMUNITIES | MULTIMEDIA
POLITICS | NATIONAL | WORLD | SECURITY | ECONOMY | D.C. LOCAL | NEWSMAKERS | Inside the Beltway | Inside the Ring | Pruden on Politics


HOME » NEWS » POLITICS

Politics
FEATURED ARTICLES


**Santorum whacks at Romney answer on contraception**
By Dorie Turner - Associated Press
Republican presidential candidate Rick Santorum says Mitt Romney's initial reaction to a question about a contraception measure in the U.S. Senate shows he's not conservative "at the core."
Published March 1, 2012 Comments (0)

**U.S. Senate halts bill to revise birth control rule**
By Laurie Kellman - Associated Press
The U.S. Senate has defeated a Republican effort to roll back President Barack Obama's policy on contraception insurance coverage. Published March 1, 2012 Comments (18)

**Sebelius urges Senate to reject contraception amendment**
By Paige Winfield Cunningham - The Washington Times
The Obama administration is urging the Senate to reject a GOP attempt to overturn a contraception coverage mandate, with Secretary of Health and Human Services Kathleen Sebelius calling the amendment "dangerous and wrong." Published March 1, 2012 Comments (9)

**Government eyes popular malt liquor Four Loko**
By Jennifer O'Leary - Associated Press

News For You
Get free daily emails on topics of interest to you, from breaking news to the day's top stories. Privacy Policy
Email:

HAPPENING NOW
**Conservative activist Andrew Breitbart dies at 43**
By David R. Sands - The Washington Times

MOST READ
DARE TO COMPARE
2012 Cruze LS
Low-mileage lease example for very well qualified lessees
\$169/MONTH FOR 39 MONTHS WITH \$1,369 DUE AT SIGNING
Plus \$350 Due at Lease Termination. No security deposit required. Tax, title, license and dealer fees extra.
VIEW CURRENT OFFERS

Rideshare Banner Ads

The image shows a screenshot of a website with a banner advertisement. The banner is for F.H. Furr, a plumbing, heating, and air conditioning service. The banner text reads: "Get the prescription to:" followed by three bullet points: "• LOWER YOUR UTILITY BILLS", "• IMPROVE YOUR INDOOR AIR QUALITY", and "• SOLVE INCONSISTENT ROOM TEMPS". The F.H. Furr logo is on the right, with the tagline "Absolutely the BEST!" and "PLUMBING • HEATING • AIR • CONDITIONING".

Below the banner is a navigation bar with links: "WATCH LIVE!", "Get the FOX 5 Weather App!", "FEATURES", and "Get the FOX 5 Weather App!". Below that is a secondary navigation bar with links: "LIVE NEWS", "MOBILE", "Photos&Video", "Contests", "TV Guide", "Dr. Oz", "Yellow Pages", "Coupons", "Job Shop".

Below the navigation bar is a "Weather Alert" section with the text: "Areal Flood Watch issued March 2 at 11:53AM EST expiring March 3 at 7:00AM EST in effect for: Frederick; Highland; Wir".

Below the weather alert is a browser window titled "Advertisement - Mozilla Firefox" with the URL: "http://target.zedo.com/tmp/21B3AB688ED5313203CA2038003E518D.tomcat5/test-ad1330721675601/zz-V1-pop13307216". The browser window shows a target advertisement featuring a \$100 bill inside a glass of water with ice cubes.

Below the browser window is a "HOT TOPICS" section with a "Subn" link. Below that is a "Get the FOX 5 Weather App!" advertisement with the text: "Get the FOX 5 Weather App! Get the FOX 5 Weather App with continuous updated".

Below the weather app ad is a "Learn to make \$900 a Day. Playing Penny Stocks can yield HUGE Returns... If..." advertisement.

Rideshare Radio

Radio stations airing GRH spots (plus Total Traffic Network



WFRE/WFMD



WAFY/WWEG



WTOP



WILC



WBQB



WFLS



Total Traffic Network on Select Clear Channel stations

Rideshare Radio Spots

Easier Ways to Keep Your Money 1



A dry tone sets the stage for Ridesharing as an easier way to keep your money, as opposed to more extreme measures such as freezing it, placing it under the mattress, or hiding it under a litter box.

Easier Ways to Keep Your Money 2



A spirited announcer contrasts Ridesharing as the easier way to keep your money as opposed to radical ideas such as extreme couponing, discount dentistry, or reality show contestants. Over-the-top sound effects catch the listeners' attention and add humor to the spot.

Rideshare TV Commercial

New commercial produced for Rideshare

Commercial to run on WJLA and WTTG morning and evening news



Rideshare TV Commercial



'Pool Rewards

Program extended to include vanpools

Financial incentive up to \$200/month to newly formed vanpools through authorized vanpool companies

Vanpools originating in D.C., Maryland with destinations anywhere in the Washington, D.C. MSA

'Pool Rewards Marketing

Revised logo inclusive of carpools and vanpools

Collateral being developed:

- Vanpool decal or magnet
- 2-sided rack card
- Radio spot

'POOL REWARD\$
it pays to rideshare

'Pool Rewards

Marketing campaign to begin with identification of authorized vanpool companies, end April/beginning May

Spring campaign value add promoting 'Pool Rewards

'POOL REWARD\$
it pays to rideshare

Spring Campaign Value Add

Total Value Add: \$115,617

'Pool Rewards promotions:

- Banner ads on espn980.com, wfre.com, wfmd.com
- Half page ad in WBQB newsletter
- Interview on WILC
- Billboards or sponsorships on WAFY/WWEG, WBQB, WFLS, WILC, WNEW

'POOL REWARDS
it pays to rideshare

Spring Campaign Value Add

Rideshare promotions:

- Half page ad in WBQB newsletter promoting
- Interview on WILC
- No charge radio spots on WTOP, TV spots WJLA
- Reduced rates on WTTG
- 40,000 additional popunder impressions on 3 Interactive RON/ROS

Bike to Work Day 2012

Marketing and Promotional Materials include:

- New dedicated web site
- Radio
- Posters and rack cards
- T-shirts
- Pit stop banners
- Booz Allen Hamilton plasma screen display
- Facebook and Twitter
- Considering print ads
- Earned Media

Bike to Work Day 2012



Bike to Work Day

On Friday May 18, 2012 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. Bike to Work Day is a free event for both new and experienced bicycle commuters throughout the Washington metropolitan region. Those who register and attend one of 59 regional pit stops will receive a free Bike to Work Day T-Shirt*, food, drinks, and a chance at winning bicycles or other great raffle prizes. (*T-Shirt supplies are limited to first 11,000 who register).

[REGISTER NOW](#)



PIT STOPS

Over fifty 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 18th. 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

Click here to download a PDF of the Bike to Work Day 2012 event poster. Email it to your family, friends and co-workers.

[Read more](#)

SPONSORS

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our sponsor page and find out more about these great organizations.

[Read more](#)

INCREASE YOUR BICYCLING SKILLS

WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance throughout the Washington region. There are also seminars for commuting to work.

[Read more](#)

BTWD 2012 Posters



BIKE IN GOOD COMPANY

REGISTER AT
BIKEtoworkmetrodc.org
 OR CALL 800-745-7433

Pre-Register by May 11 for
 Free T-Shirt*
 and Bike Raffle!

FREE FOOD, BEVERAGES AND
 GIVEAWAYS AT ALL LOCATIONS

Visit biketoworkmetrodc.org for
 specific pit stop locations and times.
 *T-Shirts available at pit stops to first
 11,000 who register.

Over 50 Bike to Work Day pit stops
 located in D.C., Maryland, and Virginia



FRIDAY MAY 18
2012 BIKE DAY
 OF WORK DAY

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



MÓNTE EN BICICLETA EN BUENA COMPAÑÍA

REGÍSTRESE EN
BICICLETAenbuena Compania.org
 O LLAME AL 800-745-7433

Regístrese previamente entre
 4 de 11 de Mayo para una camiseta
 gratis*, y el sorteo de una bicicleta.

COMIDA GRATIS, BEBIDAS Y
 REGALOS PROMOCIONALES EN
 TODAS LAS UBICACIONES

Visite biketoworkmetrodc.org para
 saber más detalladamente las
 ubicaciones de salida y los horarios.
 *Camisetas disponibles en las
 ubicaciones de salida a los primeros
 11,000 participantes que se registran.

Más de 50 ubicaciones de salida para
 el día de la bicicleta para ir al trabajo
 situadas en DC, Maryland, y Virginia.



VIERNES
 18 DE MAYO
2012 BICICLETA
 PARA IR AL
 TRABAJO

El Día De La Bicicleta Para Ir Al Trabajo está
 financiado también por los Departamentos de
 transporte del Estado de Columbia, Maryland,
 Virginia, y del gobierno Federal.

BTWD 2012 Rack Card



BIKE IN GOOD COMPANY

REGISTER AT
BIKETOWORKMETRODC.ORG
 OR CALL 800-745-7433

Pre-Register by May 11 for
Free T-Shirt*
 and Bike Raffle!

FREE FOOD, BEVERAGES AND
 GIVEAWAYS AT ALL LOCATIONS

Visit biketoworkmetrodc.org for
 specific pit stop locations and times.
 *T-Shirts available at pit stops to first
 11,000 who register.


Over 50 Bike to Work Day pit stops
 located in D.C., Maryland, and Virginia


 bike to work day 2012


FRIDAY MAY 18
2012 BIKE
 of WORK DAY





































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

 Printed on recycled paper

BTWD 2012 T-Shirt



Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia



BTWD 2012 Facebook

Bike to Work Day Like

Non-Profit Organization

BIKE IN GOOD COMPANY

2012 **BIKE TO WORK DAY**

Wall **Bike to Work Day · Everyone (Top Posts)**

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Bike to Work Day

Orbital Sciences Corporation was recognized today by Commuter Connections and WABA for their outstanding support of Bike to Work Day 2011. Orbital hosted the Sterling, VA pit stop and over 100 employees commuted by bicycle on May 20, 2011.

Like · Comment · Share · June 23, 2011 at 4:54pm ·

About

Registration for the Bike to Work Day 2012 event will begin in March

269 like this

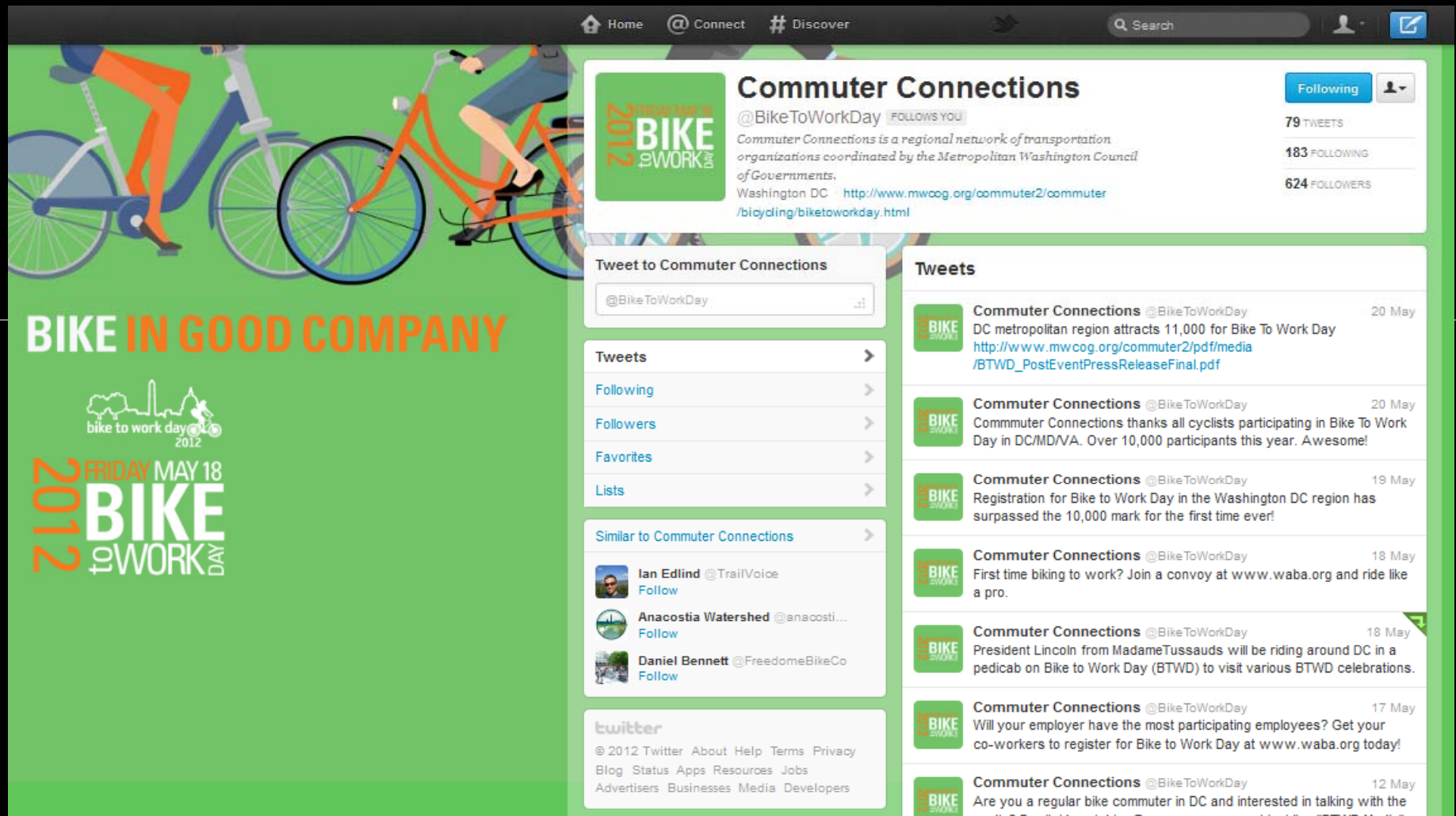
6 talking about this

Likes

National Capit...

Commuter Con...

BTWD 2012 Twitter



Home @ Connect # Discover Search

Commuter Connections

@BikeToWorkDay FOLLOWS YOU

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments, Washington DC <http://www.mwcoog.org/commuter2/commuter/bicycling/biketoworkday.html>

79 TWEETS
183 FOLLOWING
624 FOLLOWERS

Following




Tweet to Commuter Connections

@BikeToWorkDay

Tweets

- Following
- Followers
- Favorites
- Lists








Similar to Commuter Connections

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-  **Anacostia Watershed** @anacosti... [Follow](#)
-  **Daniel Bennett** @FreedomBikeCo [Follow](#)

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Tweets

-  **Commuter Connections** @BikeToWorkDay 20 May
DC metropolitan region attracts 11,000 for Bike To Work Day http://www.mwcoog.org/commuter2/pdf/media/BTWD_PostEventPressReleaseFinal.pdf
-  **Commuter Connections** @BikeToWorkDay 20 May
Commuter Connections thanks all cyclists participating in Bike To Work Day in DC/MD/VA. Over 10,000 participants this year. Awesome!
-  **Commuter Connections** @BikeToWorkDay 19 May
Registration for Bike to Work Day in the Washington DC region has surpassed the 10,000 mark for the first time ever!
-  **Commuter Connections** @BikeToWorkDay 18 May
First time biking to work? Join a convoy at www.waba.org and ride like a pro.
-  **Commuter Connections** @BikeToWorkDay 18 May
President Lincoln from MadameTussauds will be riding around DC in a pedicab on Bike to Work Day (BTWD) to visit various BTWD celebrations.
-  **Commuter Connections** @BikeToWorkDay 17 May
Will your employer have the most participating employees? Get your co-workers to register for Bike to Work Day at www.waba.org today!
-  **Commuter Connections** @BikeToWorkDay 12 May
Are you a regular bike commuter in DC and interested in talking with the media? Email ridematching@mwcoog.org use subject line "BTWD Media"

Employer Recognition Awards

Strategies and Tactics for FY 2012:

- Increase region-wide participation through calls to Employer Services Outreach representatives
- Provide year-round visibility of the achievement through a digital landmark for use by winners



Employer Recognition Awards

Selection committee met March 14

Marketing collateral in development includes:

- Invitation
- Awards brochure
- Podium signage
- Winner print ad

Employer Recognition Awards ceremony June 2012

2012 Employer Recognition Awards Creative



Earned Media

High gas prices push commuters to car pools

More carpool as gas prices soar

Rideshare Makes a Comeback as Pump Prices Go Sky High

Are you sharing more rides as gas prices rise?



Questions & Answers

Any questions or comments?