



## **Metropolitan Washington Council of Governments FY 2007 Marketing Campaign Summary Final Draft Report**

### **Introduction**

The Commuter Connections network is nationally known for its excellence in marketing its TDM products, delivering services, and measuring results.

The Washington Region TDM Resource Guide and Strategic Marketing Plan (SMP) version 10.0 was prepared in the fall of 2006 to serve as a basis for a modified direction and broader reach for the FY 2007 marketing plan. In preparation for that report, Commuter Connections staff reviewed both its own evaluation of programs as well as any research and marketing activity made available by network partners. Specifically, Commuter Connections reviewed past focus groups, telephone surveys, Guaranteed Ride Home satisfaction survey, application database annual placement survey, and the 2004 State of the Commute survey.

In order to build a stronger profile of the current Commuter Connections customer, data from the following research reports and/or studies were reviewed to further develop and refine the FY 2007 Commuter Connections marketing strategy:

- Dulles Corridor Transit Market Research Study (March 2001)
- Count Of Radial Transportation Facilities Crossing The Capital Beltway (July 2002)
- Regional HOV Facilities Monitoring Report (August 2002)
- Springfield Interchange Construction Project Commuter Research VDOT (January 2003)
- Metropolitan Washington Region Vanpool Survey (April 2003)
- Creative Campaign Qualitative Research Findings For Marketing Term (July 2003)
- Telecenter Utilization And Teleworker Travel Behavior Survey (September 2004)
- State-Of-The-Commute Summary – FY 2004 (September 2004)
- TDM Analysis Report -FY 2005 Placement Surveys (May 2005)
- Employer Metrochek Survey Results Summary (May 2005)
- 2004 Performance Of Regional High-Occupancy Vehicles Facilities On Interstate Highways In The Washington Region (October 2005)
- Employer Satisfaction Survey FY05, Commuter Connections, (January 2006)
- Applicant Database Annual Placement Survey Report FY06, Commuter Connections (May 2006)
- Guaranteed Ride Home Program (GRH) Participant Survey FY05, Commuter Connections (May 2006)
- Commuter Connections Term Analysis Report FY 2003-2005
- Bike To Work Day 2005 Report

Review of these studies and reports helped to identify commuting preferences throughout the region as well as gauge perceptions on commuting and the environment where Washingtonians live, work, and play.

This research was included in the regional TDM Resource Guide and Strategic Marketing Plan to help define an umbrella TDM campaign. The campaign would assisted the region in meeting its transportation and emission impacts and assist all members of the network by allowing for customization and the possibility of the introduction of new programs and services.

### **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 Guaranteed Ride Home program. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including telework/telecommuting.

Organizations represented in the Regional TDM Marketing Group include:

City of Alexandria	Annapolis Regional Transportation Management Association (ARTMA)
Fairfax City (Cue Bus)	Fairfax County Department of Transportation
National Institutes of Health (NIH)	Mass Transit Administration (MTA)
Northern Virginia Transportation Commission (NVTC)	Alexandria Transit Company (DASH)
Potomac and Rappahannock Transportation Commission (PRTC)	Tri-County Council for Southern Maryland
TYTRAN	Dulles Area Transportation Association (DATA)
LINK	Virginia Department of Rail and Public Transportation
Arlington County Commuter Services	Virginia Department of Transportation
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)
Washington Metropolitan Area Transit Authority (WMATA)	Prince George's County Department of Public Works and Transportation
Maryland Department of Transportation (MDOT)	General Services Administration (GSA)
VPSI	District Department of Transportation (DDOT)

Loudoun County Office of Transportation Services

Maryland State Highway Administration

Montgomery County RideOn

Montgomery County Commuter Services

Bethesda Transportation Solutions

Rappahannock Area Development Commission (RADCO)

Frederick County TransIT Services

North Bethesda Transportation Center

Rappahannock-Rapidan Regional Commission (RRRC)

Northern Neck Rideshare/PDC

Members of the Regional Transportation Demand Management (TDM) Marketing Group meet on a quarterly basis to discuss various marketing activities associated with TDM either at a regional or local level. The marketing group serves as a resource for the sharing of ideas media campaigns, collateral, research, and other marketing and outreach activities.

Each year the group issues the Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan. The document serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan and Baltimore regions. It contains the most current information available from notable sources. The document's goals are to outline a strategy for locally and regionally coordinated TDM marketing campaigns. It is also designed to provide a cooperative regional transportation marketing approach designed to reduce drive alone behavior, while maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan areas.

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is a network of transportation organizations providing free ridematching and commuter information. Commuter Connections is funded by the District, Maryland and Virginia Departments of Transportation, as well as the U.S. Department of Transportation.

## FY 2007 Regional Marketing Program

### Program Objective

The overall objective of the Marketing project for the Commuter Connections network is to reduce traffic congestion and its resulting vehicle emissions, by changing the behavior of single occupant drivers into shared forms of commuting—carpooling, vanpooling, bus, or train. The network also promotes bicycling and walking to work as well as teleworking. In FY 2007 the overall marketing program will support ridesharing, Guaranteed Ride Home, telework, transit, bicycling and the role of the employer in encouraging and supporting change in commuting behavior that will assist the region in managing demand on our roadway infrastructure and improving air quality.

### Messaging Strategy

Backed with extensive research on both existing and potential users, the marketing committee, Commuter Connections and its marketing team, facilitated by Bus Design Co., identified the following core messaging strategies for FY 2007, in order to carry out the objective noted above.

- Key overriding theme: “A Small Change Can Make A Big Difference”
- Save money and time.
- You can relieve the frustration you feel with your commute.
- If you reduce the overall stress in your life, you will reap the benefits in a better quality of life.
- Alternatives exist to driving alone, and you can access these free as a public service through the Commuter Connections network (particularly important with the transient nature of the area population), including Guaranteed Ride Home and Ridematching.
- Acknowledgement that the Commuter Connections Network provides services for the Washington metropolitan region. Although the “region” is not explicitly defined in a 60 second radio spot, use of the term implies that the program is offered beyond the immediate DC area and caters to residents of the entire region. A portion of the ads aired on outer lying radio stations.
- If gas prices spike again (well above \$3.00 per gallon), this message will be added to the mix; remarkably, drivers have comfortably eased into \$2.50-plus a gallon.
- Encourage current non-SOV users to continue to use shared ride modes, bicycling and walking and telecommuting by emphasizing the benefits they are receiving from their good choice.
- Employers need to provide commute benefits to their employees to attract and retain quality employees.
- “Live Near Your Work” is a new option available to employers to help their employees reduce the length of their commute.
- Bike to Work Day is a growing tradition in the region and brings great attention to the benefits and feasibility of bicycling to work.

With wider adoption of SmarTrip by transit agencies and commuters, the practice of getting to work via transit is becoming easier and more efficient within the Washington region. Once fully integrated with all transit services in the region, SmarTrip will seamlessly connect public rail systems with bus systems, potentially encouraging more ridership. Furthermore, previous over-capacity issues on Metro and VRE trains are being addressed through an expansion of rail cars.

## Target Market

The market for the FY 2007 program was partially identified through analysis of the FY 2006 applicant database Placement Survey Report. The report resulted in the following summary of a likely customer:

- Between the ages of 35 and 54 (65%)
- Slightly skewed toward female (58%)
- Annual household income of \$80,000+ (65%)
- Work for companies with 250 or more employees
- Work for the Federal Government (fully 50% of applicants)
- Average commute distance 36.3 miles each way; 59% commute more than 30 miles each way.

Further research indicates broader guidelines for certain media strategies, such as radio:

### Primary Target:

- Adults 35-54
- Household Income is \$80k +
- Race is Caucasian or African American
- Drives alone to work

### Secondary Target:

- Adults 25-34

Three important findings that surfaced from the 2004 State of the Commute data that will further refine the profile of the target customer and message include:

- About one-third of likely shared mode commuting customers live near an HOV lane (in addition, the audience in the outlying areas are more responsive to communications for alternative commuting).
- The reason most often cited for using shared modes of transportation is to save time and/or money (32%)
- The second most common reason cited (25%) for using shared modes of transportation were related to making a move; either to a new home or new job.

In order to focus regional resources, key strategies that guided the FY 2007 program included promotional efforts specifically geared to matching the customer profile of top Activity Centers. Elements such as transit advertising, shelters and direct mail outlined in this campaign summary were targeted to specific geographic areas, whereas radio plays a broader focus for the campaign. Focus on getting employers to offer benefits that will change employee commuting behavior was centered around the "Live Near Your Work" (LNYW) initiative and the re-development of the Employer Sales Portfolios. More information about these new initiatives and materials can be found outlined in the campaign summary report.

## Tactical Strategy of FY 2007 Marketing & Communications Campaign

Specific components of the Commuter Connections FY 2007 marketing campaign and communications strategy included the following:

- Public relations/media communications
- Extranet for stakeholder communications and posting of marketing materials
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insertion
- Production of four new radio spots to promote alternative mode use, GRH and Ridesharing.
- Regional “*Live Near Your Work*” awareness campaign
- Web advertisement (banner ads and placement of keyword search engine sponsorships)
- Web advertising banners placed on radio web sites via earned media opportunities.
- Special event advertising (e.g. baseball games or other events)
- Telephone directories
- Transit advertising (Bus back and bus sides)
- Participation in on-site promotions at employment sites
- Coordination and promotion of Bike to Work Day
- 10<sup>th</sup> annual Employer Recognition Awards ceremony
- Telework Case Study Development
- Coordination with Telework Exchange
- Maintain and update existing collateral materials including new Employer Outreach Sales Portfolio
- Continuously update website information
- Focus messages into targeted activity centers including outdoor and direct mail to residents.

## **Media Strategy**

The FY 2007 Campaign utilized a media mix of traditional and non-traditional media avenues to reach commuters. A media mix of radio, Internet, direct mail, and out-of-home vehicles including bus backs, bus super kings, and shelter ads, were used during the campaign.

The Commuter Connections name and website URL already have a very high awareness within the DMA, 55% of survey respondents said they had seen, heard, or read advertising about commuting. With awareness already high, getting people to move forward and to participate in one of the Commuter Connections' network's programs was the number one priority. By marrying the media plan tightly with the messaging strategy, the concepts will resonate and customers will respond.

### **Timing:**

- February 2007 – June 2007: A “Pulsing Strategy” was used with heavier levels of radio in the first 6 weeks to maximize reach as quickly as possible. The radio campaign reached 95% of the target 50 times after the first 6 weeks. Maintenance levels were used during the remainder of the radio campaign, with spikes to accommodate the May 18<sup>th</sup> Bike to Work Day.

### **Geography:**

Washington DC DMA:

- Virginia: Arlington, Fairfax, Loudoun, Prince William, and Stafford counties and the City of Alexandria : 944,482 Adult 25-54 Population
- Maryland: Calvert, Charles, Frederick, Montgomery, and Prince George's counties: 929,730 Adult 25-54 Population
- District of Columbia: 253,239 Adult 25-54 Population

Total: Virginia, Maryland & District of Columbia: 2,127,451 Adult 25-54 population

## Radio

Radio was used as the anchor medium due to its ability to reach the masses and at the same time can be extremely targeted. Radio allowed the network to be on the airwaves with regular continuity and stay within budget. Radio penetrated outer markets, and had the ability to reach people in cars, at work, while exercising etc. Media cost: \$520,344

Daypart implementation includes the following:

- 40% AM Drive
- 30% PM Drive
- 15% PM 7:00 p.m.-10:00 p.m.
- 10% Weekend
- 5% low charge broad rotator spots

By utilizing multiple dayparts, reach was achieved quickly. The 7:00 p.m. – 10:00 p.m. daypart in 2007 was chosen to help reach the younger 25-34 age group. While the Commuter Connections database shows that 65% of people currently registered are adults ages 35-54, the State of the Commute survey shows the secondary target as a younger group, aged 25-34. Although younger adults make up only 18% of current registrations, research shows that they are equally likely to use other modes of transportation. The radio buy targeted the full 25-54 age group, with a continued heavier focus on the mainstay older commuters, but at the same time, will garnered an increase in response rates from the younger segment. The 2007 campaign was weighted up front, enabling the reach and frequency to build quickly.

Commuters 55-64 year olds make up 12% of current registrations and are equally likely to use alternate modes, this group was targeted through promotion of products like Guaranteed Ride Home. The Guaranteed Ride Home program helps with retention which is more cost-efficient than converting new commuters in this range.

Radio media buy highlights:

Gross rating points, reach, frequency, and impressions:

- |                                 |                          |
|---------------------------------|--------------------------|
| • Adult 25-54 GRPs              | 2300                     |
| • Adult 25-54 Reach & Frequency | 90% Reach 25.5 Frequency |
| • Adult 25-54 Impressions       | 48,931,373               |

Four radio scripts were created that focused on four themes: saving money, saving time, Guaranteed Ride Home and ridematching.

*Saving Time*:60—"DINNER FOR TWO"

Premise: Two women are at a restaurant, and one is using a calculator to prove how much time she is saving by not driving to work. She mentions that she registered with the regional database and raves about the number of choices she found available to her, and the availability of the Guaranteed Ride Home program. She ultimately calculates that she saves over twenty hours per month!

*Saving Money*:60—"IT ADDS UP"

Premise: A man and a woman are in an office starting a day of work. The man is using an adding machine to add up his savings from not driving to work anymore. The woman expresses shock that the man would give up his car; but he extols the benefits of his



new form of commuting, including using his savings for entertainment and arriving at work refreshed.

*Ridematching*:60—“START YOUR DAY OFF RIGHT”

Premise: Two women are in an office setting, with one rushing in after being stuck in traffic and nearly missing an important meeting. She expresses that she wishes she could find a carpool or vanpool to join. The second woman notes that she found her carpool partners easily, through the regional database, noting the campaign theme—“a small change can make a big difference.” The harried woman expresses an intention to join a carpool and starting her day off right.

*Guaranteed Ride Home*:60—“STILL DRIVING TO WORK?”

Premise: In an office setting, a woman speaks with her new supervisor about how excited she is with her new job—but all she has to do is figure out the commute. Her supervisor tells her about the Commuter Connections network and all of the free services available to her. The new hire is concerned that she might have to work late or need to get home in an emergency—but the supervisor assures her that is covered, too, with the Guaranteed Ride Home program.

Each of the spots ended with the announcer tag “Commuter Connections is a network of organizations providing free ridematching and commuter information in the Washington metropolitan region”.

Radio spots were placed on the following stations:

Station Format

WAFY-FM	Adult Contemporary
WARW-FM	Classic Rock
WASH-FM	Adult Contemporary
WBIG-FM	Oldies
WBQB-FM	Hot Adult Contemporary
WFLS-FM	Country
WFMD-AM	News Talk
WFRE-FM	Country
WHUR-FM	Urban Adult Contemporary
WJFK-FM	Talk/Personality
WJZW-FM	New AC (NAC)/Smooth Jazz
WMAL-AM*	News Talk
WMZQ-FM	Country
WRQX-FM	Hot Adult Contemporary
WTOP-FM	All News
WWDC-FM	Alternative
WWXX-FM	Sports Talk

\* Added as part of the incremental buy

## Internet

Internet advertising offered the Commuter Connections network some very unique opportunities. It is interactive, and it is closer to one-to-one selling than any other media. Heavy users of the Internet receive frequent exposure. The campaign included rotating sizes of banner ads across Red McCombs Media (RMM) network of Websites geo-targeted to Washington DC (see research addendum for actual Websites). On top of RMM websites, the top 42 news, business, weather and local media Websites were used. Banner ad costs \$80,000

Some of the more popular Websites on the list were:

- weatherbug.com, accuweather.msn.com, wunderground.com, washintonian.com
- iii-Interactive sites included: washingtonpost.com, washingtontimes.com, wusa9.com, nbc4.com, foxnews.com, cnn.com, and ask.com

After the first two weeks of the campaign or the optimization period, the banner ads and the Websites that achieved the highest click through rate were continued through the rest of the campaign. The best performing ads were those from iii-Interactive group.

Going through this optimization period with a broad range of sites to start ensured that the campaign would be effective and would also hit sites that might not otherwise have been considered in this new and constantly evolving advertising medium.

The Internet campaign was tracked using DART software, which gives real-time total impressions and click through rates on a daily basis.

- Internet Flight Dates: April 2007 – June 2007
- Total Monthly Impressions on the pre-selected site equal 1,800,000
- Over 7.8,million impressions over the course of the 4-month flight

Internet media buy overview:

- Started with pre-approved list of Websites + Red McCombs Media specific Channels
- Used 14 day optimization period to narrow websites down to top performers
- 440 GRPs over the course of the campaign
- Adult 25-54 GRPs: 380
- Adult 25-54 Reach & Frequency: 30% Reach, 12.7 Frequency
- Adult 25-54 Impressions: 8,084,314

Internet cont.

**IT'S EASY TO FIND FREE RIDESHARE MATCHES!** **COMMUTER CONNECTIONS**  
A PARTNER MAP TO WORK

Commuter Connections can help you find friends to share the ride to work with in a carpool or vanpool. We can also find bus, train, and other options that may save you time and money on your ride to work.

[LEARN MORE about Commuter Connections](#) ▶

[REGISTER for carpool, vanpool, and transit information](#) ▶

[REGISTER](#)

**REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!**

Commuter Connections are organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

\* SOME RESTRICTIONS APPLY

**SAVE MONEY & SANITY BY SHARING A RIDE TO WORK**

A SMALL CHANGE

Web banners, landing page

Results

Site Name	Impressions Delivered	Clicks Recorded	Click Rate
Accuweather.com	2,506,713	1,902	0.076%
iii-Interactive	3,150,927	2,009	0.064%
Washingtonian.com	410,489	347	0.085%
Weatherbug.com	1,282,278	973	0.076%
Wunderground.com	486,206	214	0.044%
	7,836,613	5,445	0.069%

## Radio Value Added Promotions

Total Value \$230,080.00

Selected radio stations contributed significant free promotional opportunities to help promote the Guaranteed Ride Home program, the Commuter Connections network, and the Bike to Work Day event. Those promotions included:

### *106.7 WJFK-FM*

- 140 Bonus :15 second liners promoting the Guaranteed Ride Home program
- Commuter Connections logo & link on website
- On air/online promotion ran for 2 weeks promoting Guaranteed Ride Home program

### *94.3 WWXX-FM*

- Rotating banner ad on website`
- Email Blasts during the course of the campaign to database consisting of over 24,000 registered users promoting Guaranteed Ride Home program
- Link & logo on website.

### *105.9 WJZW-FM*

- 119 Bonus/PSA :60 Radio spots
- Link & logo on website.

### *96.3 WHUR-FM*

- 42 Bonus/PSA :60 Radio spots

### *107.3 WRQX-FM*

- Link & logo on website.

### *103 WAFY-FM*

- Link & logo on website

### *101 WWDC-FM*

- 25 Bonus/PSA :60 Radio spots
- 250 Streaming Commercials

### *WTOP*

- 88 Bonus/PSA: 60 Radio spots

## Emergency Car Care Kits (part of value-added promotions)

The Commuter Connections logo, web address and phone number were imprinted on Emergency Car Care Kits giveaway items at a cost of \$1,216.00. They were given out over a two week period in June by six radio stations through on-air promotions to listeners who rideshare. Contents include: Booster Cable, Flashlight, Batteries, Gloves, First aid kit, Rain poncho, Safety vest, SOS banner, Electrical tape and Bungee' cord. The following radio stations gave away the kits

- 106.7 WJFK-FM Contest page to register to win 5 car emergency kits.
- 94.3 WWXX-FM (ESPN Radio) On air promotion ran 60 thirty second promos over 2 weeks, gave away 10 kits.
- 105.9 WJZW-FM (Smooth Jazz) On air promotion ran 20 thirty second promos over 2 weeks, gave away 10 kits.
- 96.3 WHUR-FM On air promotion ran 32-ten second promos over 2 weeks, gave away 10 kits.
- 107.3 WRQX-FM (Mix 107.3) On air promotion ran 2 weeks-20 thirty second promos, gave away 10 kits.
- 107.7/1500 AM (Washington Post Radio) Contest page to register to win 5 car emergency kits.



*Emergency car care kits sample picture*

## **Commuter Connections Network Members Promotions**

As part of the value added promotions, Commuter Connections members had the opportunity to receive free advertising from some of the radio stations that were part of the regional TDM marketing campaign. All Commuter Connections members were invited to use a portion of these radio spots to promote their local services or events. Content was open-ended and all ads included a tag mentioning their affiliation with the Commuter Connections network. Below are the network members and the radio stations associated for each. Total value of spots equaled \$33,360

*Rappahannock-Rapidan Regional Commission*  
**WMZQ**

*Virginia Railway Express*  
**WWXX**

*Frederick TransIT*  
**WAFY**

*DDOT (goDCgo.com)*  
**WRQX**

## **Bike to Work Day Promotions**

### *94.7 WTBG-FM*

- 57 Bonus/PSA :60 Radio Spots
- Bike-to-Work Day Promotion- 2 week promotion supported by 30 promos
- “Bike to Work Day Crew” participated in the event at Freedom Plaza
- Online contest –People who registered for the event through the Globe website had a chance to win a bike or eco-friendly prize
- On-air interview before the event



*Globe tent Freedom Plaza Bike to Work Day*



## Direct Mail

Direct mail had the ability to be very selective in coverage. The new creative concept had the advantage of flexibility in format, size, and color of the direct mail pieces. The direct mail largely focused on the messages and approach used from the successful direct mail campaign deployed in FY 2006. An updated mailing list was used for the mailing and 468,000 households received one of the two mailers. Both direct mail pieces contained identical interiors and promoted both GRH and Rideshare. Each had perforated application forms and a postage paid return feature. To reduce printing costs, a portion of the list was sent left over direct mailers from the previous year's campaign. Cost for printing, postage and mail house were \$90,639.

Jurisdictions included in the mail out were: Washington DC, Calvert, Charles, Frederick, Montgomery, Prince George's, Arlington, Alexandria, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, and Prince William.

The mailing was delivered in late June 2007. Recipients had the option to return the built-in application forms or apply online for GRH and Ridematching. They also had the option to apply via telephone for Ridematching. Through mid August, 224 hard copies of the applications were mailed back. Phone call and online application data collection is not yet available for July/August 2007. The number of Blue baby GRH applicants and rideshare applicants as well as which creative execution generated the greatest response.

Creative Platform	Returned*	Applied For	
		Rideshare	GRH
GRH "Made it There When it Mattered"	99	57	69
Rideshare "Found Friends to Share the Ride"	125	87	68

\* Hard copy applications through Aug 15, 2007



## Guaranteed Ride Home and Ridesharing Direct Mail

## Bus Shelters

This Out-of-Home medium had most of the same advantages as standard outdoor advertising. Shelters took advantage of normal travel patterns that were duplicated many days throughout the month. This means the Campaign message had a great deal of repetition, which in turn will boosted the frequency numbers. Bus Shelters were geographically oriented and allowed us to select specific shelters that best reached the target audience. Bus Shelters were an affordable medium for the campaign and provided the opportunity to target certain counties for Commuter Connections. Ad space cost \$85,055

The Campaign included a total of 58 bus shelters in Arlington, DC, Prince George's & Montgomery Counties.

Bus shelter media buy:

- 58 bus shelters in
- 90 day run
- Adult 25-54 GRPs: 3800
- Adult 25-54 Reach & Frequency: 65% Reach, 58.5 Frequency
- Adult 25-54 Impressions: 80,843,138



Shelter ads



## Transit

Transit is another Out-of-Home opportunity that targeted certain counties. Unlike shelters which are limited to a couple of stationary locations, Commuter Connections wanted to maximize coverage within a county. Using transit in the campaign took advantage of everyday travel patterns. This again meant that the Campaign message had a great deal of repetition, which in turn boosted the frequency numbers. Transit enabled geographically oriented placement and allowed us to focus on specific routes within the counties. The campaign had 20 Full Bus Backs (8 in Montgomery County & 12 in Prince George's County) and 34 Bus Sides distributed in Arlington, Alexandria, Fairfax, Loudoun, Prince William, Stafford. And Calvert, Charles and Frederick Counties in Maryland. Ad space cost was \$104,182

Transit media buy:

- 20 Full Bus Backs (120" wide x 108" high)
- 34 Bus Sides (30" high x 240" wide)
- Adult 25-54 GRPs: 5700
- Adult 25-54 Reach & Frequency: 99% Reach, 57.5 Frequency
- Adult 25-54 Impressions: 121,264,707



*Bus Backs*



*Bus sides*

### **Washington Post Radio Promotion**

A paid sponsorship with the Washington Nationals Major League baseball team ran on Washington Post Radio. This \$10,000 package included 21 live in-game broadcast mentions during opening week and 7 - :60 second and 14 - :15 second spots aired during games on opening week; 25 promotional mentions on Washington Post Radio; Five radio station patrons won an emergency car care kit along with a pair of Washington Nationals tickets, courtesy of Commuter Connections. Eligible winners were commuters that rideshare. Tickets were for the Washington Nationals vs. Colorado Rockies game on July 20th at RFK Stadium.



## Media Summary

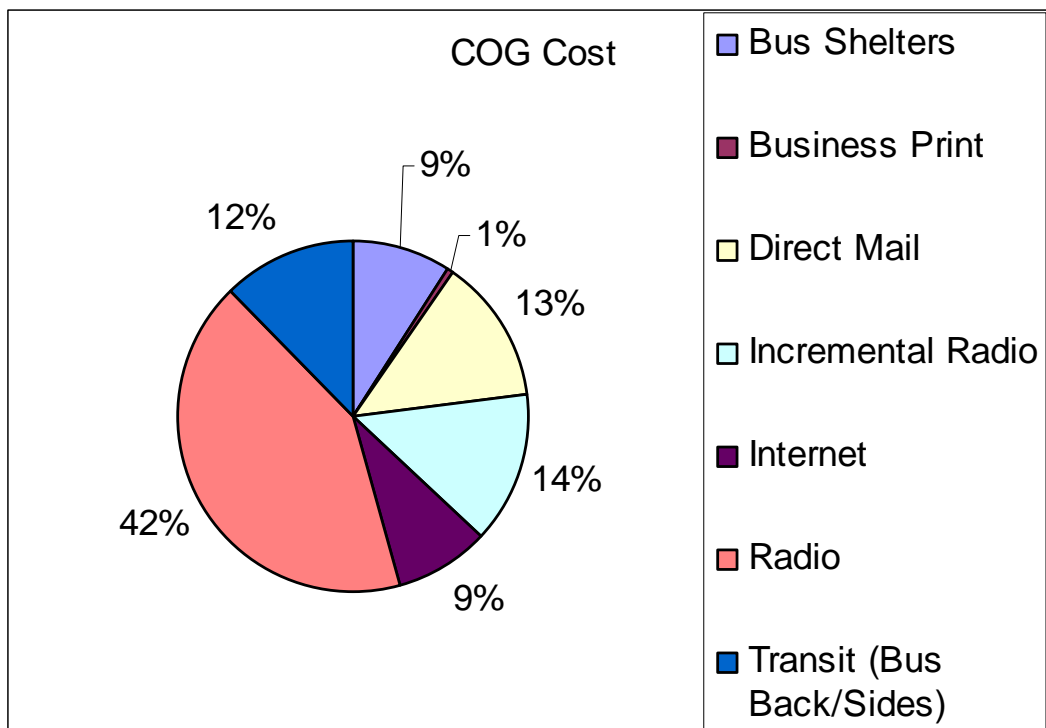
### Total Combined Reach, Frequency, and Gross Rating Points

Total Adult 25-54

- GRPs 8,524
- 99% Reach 86.1 Frequency
- 181,350,306 Impressions

### Media Budget (not final)

Budget by Media:	COG Cost	%
Bus Shelters	\$85,055	9%
Business Print	\$6,407	1%
Direct Mail	\$122,873	13%
Incremental Radio	\$127,571	14%
Internet	\$80,000	9%
Radio	\$392,773	42%
Transit (Bus Back/Sides)	\$114,182	12%
<b>Total Budget</b>	<b>\$928,861</b>	<b>100%</b>





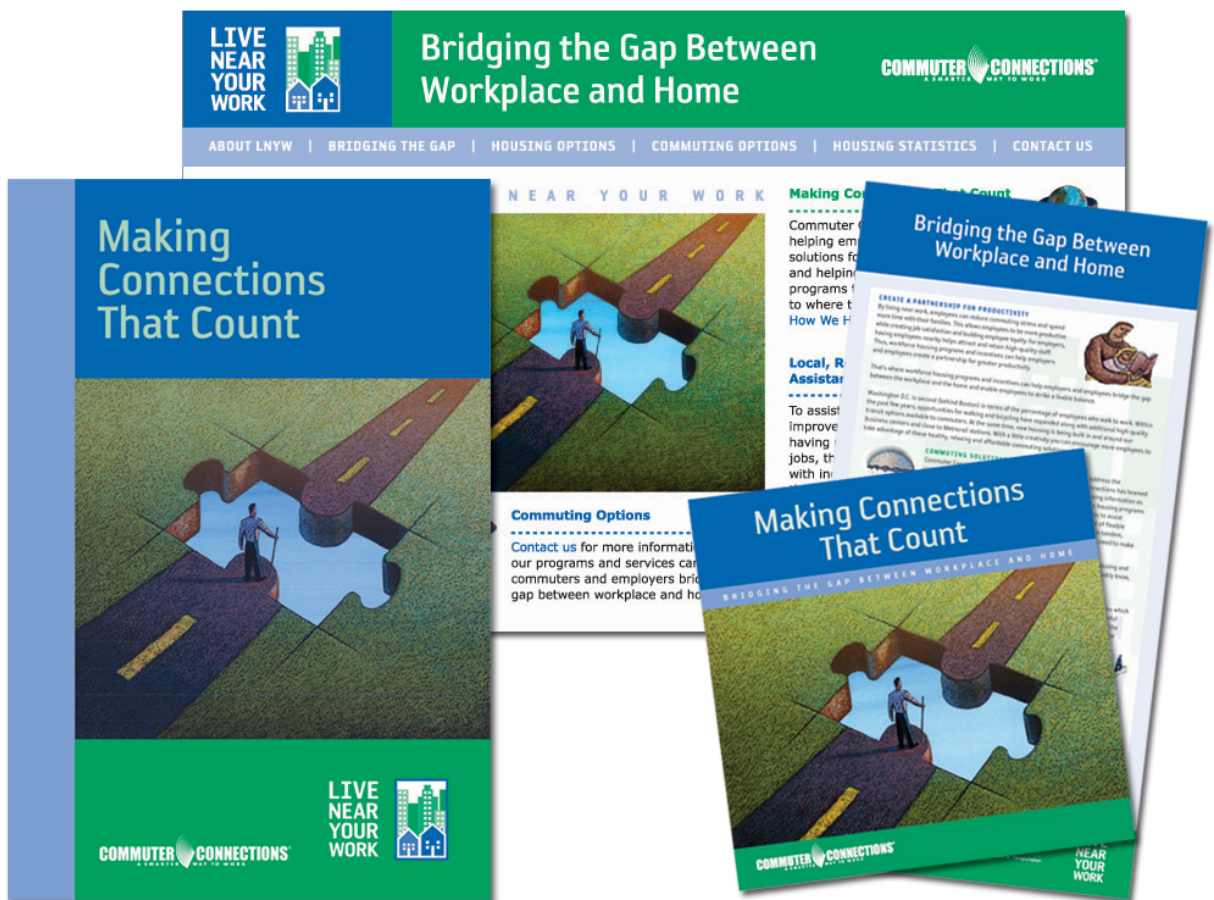


## Employer Communications

Communication with employers, done primarily at the local level, was supported by the Commuter Connections network through a “Live Near Your Work” initiative and updated Sales Portfolios. Telework was mentioned in three of the four new FY 2007 radio spots, collateral and online case studies.

### Live Near Your Work

The Commuter Connections employer outreach representatives were armed with collateral and a corresponding web site in support of the “Live Near Your Work” (LNYW) initiative. This initiative launched in January 2007 at the National Press Club focused on creating awareness about various housing programs and incentives made available to help employers encourage employees to consider living closer to work. As a follow up to the kickoff event, a LNYW direct mailer was sent to Washington D.C. employers. Funds were made available to all local jurisdictions to host LNYW workshops and for direct mailers. Total combined visits to the LNYW web site in the six months following the launch reached 2,667 and the monthly average was 444 visits. Printing cost for marketing materials were \$2,985.



*Live Near Your Work guide, website, and direct mail.*

## Sales Portfolio

Part of the stepped up focus with regard to providing additional support for Employer Outreach included the development of new Sales Kits for the Outreach Representatives. These new kits will help us maintain a consistent and professional image for network members and allow each jurisdiction to maintain their own identity while promoting their affiliation with the strength of the Commuter Connections brand. The Commuter Connections network sales kits included a pocket folder holding three brochures. Also included were personalized company letterhead, and business cards. Printing costs were \$26,805



*Employer sales kits.*

# Employer Newsletter

The six-page newsletter, Commuter Connections, distributed to approximately 5,000 employers, was mailed on a quarterly basis. It was also made available in pdf form on the Commuter Connections web site. Newsletters were also sent to Federal agencies via GSA along with a special Federal ETC insert. A pdf of the insert is also placed online at [www.federaletc.org](http://www.federaletc.org).



## Business Print

Business print is very targeted to employer customers. The local business publications have small circulation but are often read for local business news. The campaign included an ad in the Wall Street Journal Washington/Baltimore Regional Edition to recognize the recipients of the 2007 Employer Recognition Awards. Media cost \$6,407

Wall Street Journal Washington/Baltimore Region:

- Ad ran the day following the Employer Recognition Awards event
- Appeared in the "Market Place" section
- 1/2 Page Four Color Ad
- Adult 25-54 GRPs: 3.8
- Adult 25-54 Reach & Frequency: 3.8% Reach, 1.0 Frequency
- Adult 25-54 Impressions: 80,843

## 10<sup>th</sup> Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards Ceremony recognized employers who voluntarily initiated programs that facilitated the use of alternatives such as, transit, teleworking, carpooling/vanpooling, and bicycling. Eligible employer programs included those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that made using alternative transportation modes easier and more attractive than driving alone. Collateral developed for the awards program included an application, program booklet, invitations, and podium signage. Giveaway items were also given out at the event. This year's Employer Recognition Awards was held on June 26, 2007. Costs for hosting the event including printing of collateral materials was \$20,950.



*Employer recognition awards program and invitations.*



## Bike to Work Day

Commuter Connections and the Washington Area Bicyclist Association coordinated the annual Bike to Work Day (BTWD) event on May 18, 2007. The 2007 Bike to Work Day event garnered 6,606 registrants, up from 6,267 riders in the 2006 event, a 5.4% increase. Cyclists from across the Washington region participated at 25 pit stops, up from 21 pit stops in 2006. New pit stops included Hyattsville, Crystal City, Springfield (Metro station), White Flint (FDA) and Tysons Corner (Booz Allen Hamilton). Pit stops were coordinated and hosted mainly by County and City staff. Several of the pit stops were coordinated and hosted by bike shops and employers.

Nearly 1,500 cyclists showed up at the main celebration at Freedom Plaza in Washington, DC to participate. There was a tremendous energy that seemed to travel through the crowd as local officials and dignitaries engaged with attendees. Enthusiasts joined the festivities and helped to call attention to the benefits of bicycling. The event was supported by radio, collateral, banners and transit signage. The BTWD Radio spot aired the weeks of April 23, April 30 & May 7 on WWDC, WTOP, WRQX, WHUR, WASH & WWXX (ESPN). 55,000 rack cards and 15,000 posters were printed at a cost of \$2,480. In addition, Commuter Connections provided banner art to the pit stops on a request basis.

A regional sponsorship drive generated \$21,000 in cash (30% increase over 2006) to supplement the purchase of 6,500 red T-shirts at a cost of \$22,734. In-kind donations reached approximately \$20,000 and were used as raffle prizes and giveaways for the local events.



**Bike to Work Day poster, rack card and interior Circulator bus card**



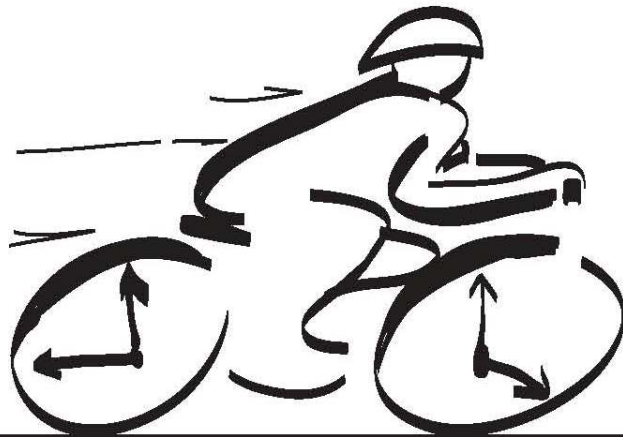
Bike to Work Day T-Shirt (Appeared as white lettering on Red Shirts)

# 2007 Bike to Work Day

FRIDAY MAY 18

Pit Stops:

<b>WASHINGTON D.C.</b>	<b>VIRGINIA</b>
Downtown D.C.	Alexandria
	Arlington
<b>MARYLAND</b>	Dulles
Bethesda	Fairfax
Bowie	Leesburg
College Park	Reston
Frederick	Springfield
Hyattsville	Sterling
North Bethesda	Tysons
Rockville	Vienna
Silver Spring	
Waldorf	



**COMMUTER CONNECTIONS®**  
A SMARTER WAY TO WORK

**sport&health**



**GREENPEACE**

**CrystalCity**



**ICF**  
INTERNATIONAL™

**WHOLE**  
**FOODS®**  
MARKET

## **BTWD Media Coverage:**

There were a total of 54 outlets pitched; including print, radio, television and blogs. About 30% became placements.

### Print

Connection Newspapers  
Frederick News Post  
Gazette  
Leesburg Today  
Metro Weekly  
Potomac News  
The Metro Herald  
Washington Afro-American  
Washington Business Journal  
Washington City Paper  
Washington DC Examiner  
Washington Times

### Radio

WARW 94.7 The Globe  
C-Span Radio 60  
WAMU FM 88.5 (NPR)  
WPFW FM 89.3

### Online/Calendars/Blogs

[www.bikingbis.com](http://www.bikingbis.com)  
[www.bikelane.com](http://www.bikelane.com)  
<http://dcmetrostories.com>  
<http://dc.metblogs.com>  
[www.dcist.com](http://www.dcist.com)  
[www.wtopnews.com](http://www.wtopnews.com)

## Clean Air Partners Sponsorship

Commuter Connections was a sponsor for the 2007 Clean Air Partners public awareness campaign and provided \$15,000 towards the media purchase. The overall campaign included a \$100,000 radio buy and \$50,000 in print. Details are as follows:

- A total of 5 weeks on air between late June and late July.
- 3 stations in the Baltimore region at a cost of \$37K.
- 4 stations in the DC region at a cost of \$63K.



This year, as a part of Clean Air Partners program Commuter Connections received the following:

- Commuter Connections was mentioned in 25% of all radio announcements, for example "Brought to you by Clean Air Partners and Commuter Connections".
- Commuter Connections' logo appeared in 100% of print advertising, 50% of transit advertising and prominently placed in 40,000 Clean Air Partner's brochures and flyers with.
- Brochures and flyers were distributed at Metro & bus stations as well as community events.
- Visibility and link to Clean Air Partners' Web site: [www.cleanairpartners.net](http://www.cleanairpartners.net)
- Inclusion in any and all collateral materials related to earned media, i.e.—press releases, fact sheets and backgrounders.

## FY 2007 Performance Results

### Website Visits

<b>FY06 Month</b>	<b>Web Visits</b>	<b>FY07 Month</b>	<b>Web Visits</b>	<b>+/-</b>	<b>+/- %</b>
Jul-05	6,766	Jul-06	7,037	271	4.01%
Aug-05	7,978	Aug-06	n/a	n/a	n/a
Sep-05	8,820	Sep-06	6,150	-2,670	-30.27%
Oct-05	7,801	Oct-06	7,758	-43	-0.55%
Nov-05	7,229	Nov-06	6,324	-905	-12.52%
Dec-05	6,350	Dec-06	5,619	-731	-11.51%
Jan-06	6,988	Jan-07	6,935	-53	-0.76%
Feb-06	6,669	Feb-07	7,455	786	11.79%
Mar-06	7,585	Mar-07	9,874	2,289	30.18%
Apr-06	7,877	Apr-07	8,313	436	5.54%
May-06	8,517	May-07	10,367	1,850	21.72%
Jun-06	8,069	Jun-07	9,966	1,897	23.51%
Averages	7,554		7,800	246	3.25%

### Phone Call Counts

<b>FY06 Month</b>	<b>Phone Calls</b>	<b>FY07 Month</b>	<b>Phone Calls</b>	<b>+/-</b>	<b>+/- %</b>
Jul-05	1,902	Jul-06	2,323	421	22.13%
Aug-05	2,162	Aug-06	2,465		
Sep-05	2,135	Sep-06	2,121	-14	-0.66%
Oct-05	2,154	Oct-06	2,127	-27	-1.25%
Nov-05	2,663	Nov-06	2,150	-513	-19.26%
Dec-05	2,078	Dec-06	1,843	-235	-11.31%
Jan-06	n/a	Jan-07	1,862	n/a	n/a
Feb-06	n/a	Feb-07	2,146	n/a	n/a
Mar-06	n/a	Mar-07	2,410	n/a	n/a
Apr-06	n/a	Apr-07	2,043	n/a	n/a
May-06	n/a	May-07	2,450	n/a	n/a
Jun-06	2,655	Jun-07	3,421	766	28.85%
Averages	2,250		2,280	30	1.34%

GRH Applications

<b>FY06 Month</b>	<b>GRH Applications</b>	<b>FY07 Month</b>	<b>GRH Applications</b>	<b>+/-</b>	<b>+/- %</b>
Jul-05	531	Jul-06	566	35	6.59%
Aug-05	637	Aug-06	804	167	26.22%
Sep-05	769	Sep-06	496	-273	-35.50%
Oct-05	644	Oct-06	677	33	5.12%
Nov-05	574	Nov-06	531	-43	-7.49%
Dec-05	474	Dec-06	404	-70	-14.77%
Jan-06	532	Jan-07	363	-169	-31.77%
Feb-06	428	Feb-07	600	172	40.19%
Mar-06	652	Mar-07	576	-76	-11.66%
Apr-06	1,295	Apr-07	477	-818	-63.17%
May-06	727	May-07	597	-130	-17.88%
Jun-06	1,203	Jun-07	612	-591	-49.13%
Averages	706		559	-147	-20.82%

Rideshare Applications

<b>FY06 Month</b>	<b>Rideshare Applications</b>	<b>FY07 Month</b>	<b>Rideshare Applications</b>	<b>+/-</b>	<b>+/- %</b>
Jul-05	590	Jul-06	556	-34	-5.76%
Aug-05	707	Aug-06	633	-74	-10.47%
Sep-05	861	Sep-06	503	-358	-41.58%
Oct-05	715	Oct-06	560	-155	-21.68%
Nov-05	618	Nov-06	501	-117	-18.93%
Dec-05	530	Dec-06	358	-172	-32.45%
Jan-06	587	Jan-07	430	-157	-26.75%
Feb-06	494	Feb-07	545	51	10.32%
Mar-06	801	Mar-07	661	-140	-17.48%
Apr-06	983	Apr-07	542	-441	-44.86%
May-06	807	May-07	750	-57	-7.06%
Jun-06	834	Jun-07	726	-108	-12.95%
Averages	711		564	-146.83	-20.66%