



**Metropolitan Washington Council of Governments
First Half FY05 (July – December '04)
Marketing Campaign Summary & Performance Analysis**

BACKGROUND:

The marketing campaign for COG's FY05 Commuter Connection program was created leveraging the knowledge and success from the FY04 campaign, which delivered quantifiable results against key performance indicators. The NDW team (formerly known as Dudnyk Advertising and Public Relations) worked with COG to develop and drive awareness of the Commuter Connections brand and its various service offerings, namely ridematching, Guaranteed Ride Home and transit / telework support services. Commuter Connections broad objectives were defined as reducing commuter congestion in the Washington metropolitan region and its resulting levels of pollution through adoption of transit, ridesharing and telework.

Utilizing the research performed during the spring of 2003, the market assessment via PRIZM, and the State of the Commute Survey, the target audience is defined as adults in the Washington metropolitan area who are:

- SOV drivers 35-55 years (primary) and 25-55 years (secondary) frustrated with the heavy traffic and associated time and costs of commuting to work
- Moving to a new home or a new job triggering a change in commute patterns

In accordance with the research findings, the campaign was developed to provide needed solutions and strongly identify with commuters on an emotional level. It was aimed to help commuters understand the options available to them and how Commuter Connections could provide assistance with finding the most effective, personalized commute solution. The overall brand message being delivered is that "Commuter Connections is the one point solution to dealing with the frustration of commuting alone by car."

Principal tactics developed to achieve these objectives include:

- Encouraging non-SOV commuter behavior.
- Increasing the appeal of faster travel and less traffic on the HOV lane when ridesharing and using public transit.
- Encouraging the use of non-polluting options such as telecommuting, bicycling or walking.
- Reinforcing the high cost of gasoline and the cost-saving advantages of ridesharing.

FY05 First half highlights:

Radio was selected as the primary communication vehicle for the FY05 campaign, since it is the most efficient way to target SOV commuters, specifically during “drive times.” In addition to traditional 60-second spots that support this communications strategy, Total Traffic Network sponsorship spot ads were tested during the fall of 2004.

To reach the Hispanic market, the NDW team worked with the local Hispanic radio stations (MEGA and VIVA) to create Spanish radio spots and negotiate for an on-air interview in December on Mega 92.7/94.3FM. A Spanish GRH brochure/application was developed to be used as handouts at Hispanic events, or to fulfill requests for GRH information by Hispanic commuters.

Internet banner display advertising and a continuous maintenance of the key word search tactics reinforced the Commuter Connections message to the online audience. Employee-targeted Telework Center print advertising followed by a GRH direct mail drop concluded our communications tactics for the first half of FY05.

Mass Marketing:

Key components of the Mass Marketing communications program are:

1. Continued awareness building of “Commuter Connections” through spot radio on nine mainstream radio stations and Public Service Announcements (PSAs).
2. Two new 60 second spots produced to emphasize the frustration of rush hour traffic and provide alternative commuting solutions through Commuter Connections
 - a. **Commutin’ Blues** – wherein an ordinary commuter is moved to sing the blues as a result of her frustration. The voice over announcer then delivers solutions
 - b. **Comedy Minute** – wherein a comedian makes a failed attempt to joke about rush hour traffic, only to have the announcer explain that there’s nothing funny about rush hour traffic, then proceeds to tell the audience about Commuter Connections
3. Hispanic radio spot advertising
4. Total Traffic Network –sponsorship ads supported traffic reports on eight Clear Channel-owned stations

Guaranteed Ride Home:

Key components of the Guaranteed Ride Home communications program are:

1. Continuing the Guaranteed Ride Home emphasis on safety net feature that Commuter Connections offers its enrolled members.
2. Two new radio spots produced to support of the traffic frustration theme, providing synergies with the Mass Marketing spots.
 - a. **Commuter Etiquette** – features two commuters discussing their wasted use of time spent sitting in traffic. The announcer informs the listening audience about GRH - that it provides the comfort of knowing they will have a Guaranteed Ride Home, if needed.

- b. **Doctor's Orders** – features a frantic patient seeking help for his frustration caused by sitting in traffic. Of course, the doctor writes a prescription for Guaranteed Ride Home, etc....
3. Targeting over 456,000 households with one of 3 different direct mail vehicles appealing to various lifestyle issues.
4. Interview on MEGA
5. Production of family oriented Spanish brochures for GRH

Telework Centers:

From the contract budget, the NDW group designed and placed print ads targeted to employees in three issues of the Washington Posts' abbreviated *Express* daily paper, starting November 22.

MASS MARKETING MEDIA SCHEDULE:

The total Mass Marketing media outlay for the first half of FY05 is \$85,153.00

The 60-second radio spots that aired across nine radio stations effectively covered a spectrum of target groups. The radio plan reached 67.2% of the audience in our target base a total of 7.9 times and the flight was skewed for morning drive time. The two new radio spots were rotated among stations based on synergies with the characters depicted in the spots and the station's listener ship profile.

During a one month period, sandwiched between Mass Marketing and GRH radio flights, Commuter Connections placed 15-second spots in conjunction with Total Traffic Network. The abbreviated traffic report sponsorship ads ran during prime weekday drive times; 6-10 AM and 3-7 PM. Total Traffic Network served to reinforce the brand message for Commuter Connections to a captive SOV audience. The traffic report sponsorship aired on eight Clear Channel owned stations:

MASS MARKETING FY05 1st HALF RADIO CAMPAIGN:

	SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				MM TOTAL
	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	
WARW FM																		\$6,205.00
WASH FM																		\$5865.00
WHUR FM																		\$5,950.00
WJZW FM																		\$6,460.00
WMZQ FM																		\$9,350.00
WPGC FM																		\$13,005.00
WRQX FM																		\$4,488.00
WTOP A+F																		\$6,715.00
Total Traffic																		\$27,115.00
Total Radio																		\$85,153.00

MM BUY ANALYSIS

MM-SPOT PER WEEK	148 239	55 55 55 55	607
MM-GRPS PER WEEK	170 251	27. 27. 27. 27. 9 9 9 9	532.6
MM-REACH	56 %	26. %	
MM-FREQUENCY	7.5 x	4.3 x	
Mass Market Total Reach	67.2%		
MM Total Frequency	7.9 x		

Mass Marketing Value- Added Opportunities

\$24,525 in value-added opportunities was negotiated as part of the media buy. Following, is an overview of these high visibility exposures from September -December 2004.

WARW-FM	94.7 FM	Classic Rock
10 :60 PSAs per week, M-Su 6a-1a, during scheduled flight weeks. <i>(Total 20)</i>		
5 :60 PSAs per week, M-F 6a-10a, during scheduled flight weeks. <i>(Total 10)</i>		
1 :60 PSAs M-F 3p-7p, during two scheduled flight weeks. <i>(Total 2)</i>		
WASH-FM	97.1 FM	Adult Contemporary
10 :15 PSAs per week, M-Su 5a-2a , during scheduled flight weeks. <i>(Total 10)</i>		
WHUR-FM	96.3 FM	Urban Adult Contemporary
2 :10 PSAs each week of schedule to run M-F 2p-3p. <i>(Total 4)</i>		
4 :10 sponsorships to run M-F 6a-7p during scheduled flight weeks. <i>(Total 8)</i>		
WJZW-FM	105.9 FM	Smooth Jazz
4: 60 PSAs to run each week of the schedule, M-F 5a-10a. <i>(Total 82)</i>		
10 :60 PSAs to run each week of the schedule, M-F 6a-6a. <i>(Total 20)</i>		
6 :60 PSAs to run two weeks of the schedule, M-Sa 5a-1a. <i>(Total 12)</i>		
5 :60 PSAs to run three weeks of the schedule, M-F 5a-1a. <i>(Total 10)</i>		
WMZQ-FM	98.7 FM	Country
5 :60 PSAs to run during scheduled flight weeks, M-F 6a-10a. <i>(Total 10)</i>		
WPGC-AM/FM	95.5 Urban Contemporary / 1580 Gospel	
15 :60 PSAs to run during scheduled flight weeks, M-Su 5a-4:45a. <i>(Total 60)</i>		
2 :60 PSAs to run during scheduled flight weeks, Su 6a-10a. <i>(Total 84)</i>		
WRQX-FM	107.3 FM	Adult Contemporary
3 :60 PSAs to run during scheduled flight weeks, M-Su 6a-7p. <i>(Total 3)</i>		
11 :60 PSAs to run during scheduled flight weeks, M-Su 6a-6a. <i>(Total 11)</i>		
6 :60 PSAs to run during scheduled flight weeks, M-Su 5a-2a. <i>(Total 6)</i>		
5 :60 PSAs to run during scheduled flight weeks, M-Su 5a-2a. <i>(Total 5)</i>		
2 :60 PSAs to run during two scheduled flight weeks, M-Su 6a-7p. <i>(Total 2)</i>		
WTOP-AM/FM	1500 AM / 107.7 FM	News/Information
2 :60 PSAs to run during flight, M-F 5:30a-10a. <i>(Total 2)</i>		
2 :60 PSAs to run during flight, M-F 3p-7p. <i>(Total 2)</i>		
10 :30 PSAs to run during scheduled flight weeks, M-Su 5a-2a. <i>(Total 10)</i>		

Mass Media Internet Activity

September – November 2004

Continuous key word search activity on behalf of the Mass Marketing program has been maintained through the use of Overture and Google since mid - October 2004.

The websites included in the Overture network include:

Alta Vista	SI.com
InfoSpace	CNN.com
Lycos	WSJ online
MSN	Yahoo!

Banner advertising served impressions and generated click thru's during a four week period, from mid - October through mid -November 2004. Ads appeared on the Washington Post web site and through geographically relevant Mapquest searches.

GUARANTEED RIDE HOME:

The campaign for Guaranteed Ride Home continued to focus on the logistics and benefits of the Commuter Connections program; with emphasis on the safety net provided by GRH. Given the need for strong “retail-oriented” call to action creative, radio was utilized as the leading channel of delivery. The two new radio spots and PSAs were anchored in the underlying “frustration” that would motivate commuters to explore alternative commuting modes. The campaign provides assurance through the Guaranteed Ride Home program. Further, this year we also worked with the local Hispanic stations and produced relevant radio spots that focused on the family needs resolved through Guaranteed Ride Home.

The total GRH media outlay for the first half of FY05 is \$121,001.75

The radio spots that aired across 18 radio stations effectively covered a spectrum of target groups. The radio plan reached 76.9% of the audience in our target base, a total of 8.9 times and the flight was skewed for morning drive time. The two radio spots were rotated among the following stations based on synergies with the characters depicted in the spots and the station’s listener ship profile.

	SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				GRH TOTAL
	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	
WARW FM																		\$7,437.50
WASH FM																		\$5,163.75
WBIG FM																		\$7,820.00
WBZS-WBPS																		\$3,357.50
WGMS FM																		\$4,080.00
WHUR FM																		\$3,825.00
WILC AM (VIVA900)																		\$1,496.00
WJFK FM																		\$10,285.00
WKYS FM																		\$7,947.50
WMAL AM																		\$9,902.50
WMMJ FM																		\$20,145.00
WMZQ FM																		\$5,822.50
WRQX FM																		\$5,185.00
WTEM AM																		\$13,940.00
WTOP A+F																		\$6,077.50
WWDC FM																		\$8,517.00
Total Radio																		\$121,001.75
BUY ANALYSIS																		
GRH-SPOTS / WEEK																		
GRH-GRPS / WEEK																		
GRH-REACH																		
GRH-FREQUENCY																		
GRH Mt Total Reach																		
GRH Total Frequency																		

**GRH Value-Added Opportunities
October-December 2004 Campaign**

In addition to a live Hispanic, on-air interview which aired in December on both MEGA radio stations with Jose Lemus of MWCOG, \$62,953 in value-added opportunities were negotiated as part of the media buy. Following, is an overview of these high visible exposures.

WARW-FM	94.7 FM	Classic Rock
----------------	---------	--------------

3 :60 PSAs to run during two weeks of schedule, M-F 6a-10a. (6 total)
 3 :60 PSAs to run during two weeks of schedule, M-F 3p-7p. (6 total)
 12 :60 PSAs to run during scheduled flight weeks, M-Su 6a-1a. (24 total)

WASH-FM	97.1 FM	Soft Rock
----------------	---------	-----------

10 :15 PSAs to run during scheduled flight weeks, M-F 5a-2a. (10 total)

WBIG-FM	100.3 FM	Oldies
----------------	----------	--------

3 :60 PSAs to run during scheduled flight weeks, M-F 6a-7p. (12 total)
 3 :30 PSAs to run during scheduled flight weeks, M-Su 6a-12a. (12 total)

WBPZ/WBZS	92.7 FM	Spanish
------------------	---------	---------

3 :10 PSAs to run during scheduled flight weeks, M-F 6a-9a. (6 total)

WGMS-FM	103.5 FM	Classical
----------------	----------	-----------

5 :10 PSAs to run during scheduled flight weeks, M-F 10a-5p. (10 total)
 10 :60 PSAs to run during scheduled flight weeks, M-F 5a-10p. (20 total)

WHUR-FM	96.3 FM	Urban Contemporary
----------------	---------	--------------------

15 :10 PSAs to run during scheduled flight weeks, Sa-Su 10a-7p.
 (15 total)

WJFK-FM	106.7 FM	Talk/Personality
----------------	----------	------------------

10 :60 PSAs to run during scheduled flight weeks, M-F 6a-6a. (20 total)
 10 :10 PSAs to run during scheduled flight weeks, M-F 6a-7p. (20 total)

WKYS-FM	93.9 FM	Urban Hits
----------------	---------	------------

3 :60 PSAs to run during scheduled flight weeks, M-F 5a-6a. (6 total)
 6 :60 PSAs to run during scheduled flight weeks, M-Su 5a-1a. (12 total)

Sponsorships

8 :15 sponsorships to run during scheduled flight weeks, M-F 6a-8p.
 (48 total)

WMAL-AM	630 AM	News/Talk
----------------	--------	-----------

15 :60 PSAs to run during scheduled flight weeks, M-Su 6a-6a. (30 total)

WMMJ-FM	102.3 FM	Urban AC
----------------	----------	----------

10 :30 PSAs to run during scheduled flight weeks, M-Su 6a-6a. (30 total)
 42 :10 liners to run three weeks of schedule, M-Su 6a-12a. (42 total)

Sponsorships

4 :15 news/weather/traffic sponsorships to run during scheduled flight weeks, M-F 6a-10a (8 total)
 4 :15 news/weather/traffic sponsorships to run during scheduled flight weeks, M-F 3p-7p (8 total)

WMZQ-FM	98.7 FM	Country
----------------	---------	---------

5 :60 PSAs to run during scheduled flight weeks, M-F 6a-10a. (5 total)
 4 :60 PSAs to run during three scheduled flight weeks, M-Su 6a-6a. (4 total)

WRQX-FM	107.3 FM	Adult Contemporary
----------------	----------	--------------------

6 :60 PSAs to run during the scheduled flight weeks, M-F 5a-2a. (6 total)
 11 :60 PSAs to run during the scheduled flight weeks, M-Fu 6a-6a. (11 total)

WTEM-AM	980 AM	Sports/Talk
----------------	--------	-------------

7 :60 PSAs to run during scheduled flight weeks, M-Su 6a-10p. (28 total)

WTOP-AM/FM	1500 AM / 107.7 FM	News/Information
-------------------	--------------------	------------------

12 :30 PSAs to run during scheduled flight weeks, M-F 6a-6a. (12 total)

Sponsorships

2 :60 sponsorships, M-F 5:30-10a. (2 total)
 2 :60 sponsorships, M-F 3p-7p. (2 total)

WWDC-FM	101.1 FM	Rock
----------------	----------	------

20 :30 PSAs to run during scheduled flight weeks, M-Su 5a-3a (40 total)
 7 :60 PSAs to run during two scheduled flight weeks, Sa-Su 6a-12a. (14 total)
 3 :60 PSAs to run during two scheduled flight weeks, M 6a-12a. (6 total)

Sponsorships

- ◆ :10 sponsorships ran M-F 6a-10a. (20 total)
- ◆ :10 sponsorships ran M-F 4:45-5:45p. (20 total)

Guaranteed Ride Home – Hispanic Support

Knowing the prime importance of family to the Hispanic community, a Spanish language GRH brochure was developed by modifying the “Mother and Child” direct mailer. This collateral piece is available for distribution through Hispanic venues, for use as a handout at special events within the Hispanic community, and will be sent as a brochure in response to inquiries for GRH information received by the call center from Spanish commuters.



Front cover and mailing panel of Hispanic brochure

GRH Internet Activity

Continuous key word search activity on behalf of the GRH program has been maintained through the use of Overture and Google since mid - October 2004.

The websites included in the Overture network include:

Alta Vista	SI.com
InfoSpace	CNN.com
Lycos	WSJ online
MSN	Yahoo!

Banner advertising served impressions and generated click thru's during a four week period, from mid - November through mid - December 2004. Ads appeared on the Washington Post web site and through geographically relevant Mapquest searches.

GRH Direct Mail December 2004 Campaign:

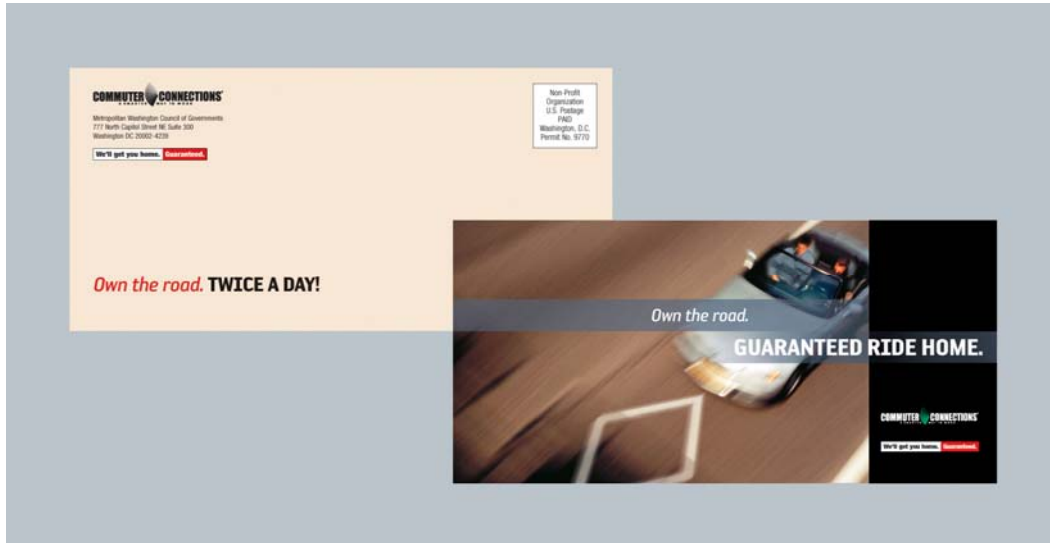
The Guaranteed Ride Home media campaign was again strengthened by a Direct Mail initiative that dropped in December 2004, to over 450,000 households within neighborhoods identified through the PRIZM cluster analysis used in 2003-2004. This GRH database analysis helped determine potential commuters most likely to adopt alternative commuting options. An updated version of the mailing list was purchased to ensure accurate delivery for the mailout.

Key findings from the June/July 2004 DM test that were leveraged for the December 2004 mail campaign are:

1. Self-mailer format (which contained a personal letter with “sell copy” to strengthen the GRH message, and a postage-paid, addressed return envelope) outperformed postcards by a 4.25:1 ratio.
2. The HOV / travel faster message successfully motivated responses from targeted residents *near the HOV Lanes with children*. The theory behind this logic is that parents with children could easily correlate traveling on HOV lanes with being able to spend more time with their families.
3. Among households *with children not near the HOV Lanes*, the Mother and Child creative was most effective.
4. The “generic” message (Feet graphic) used among *households without children, both near and not near HOV lanes*, performed at a higher rate than the other strategies to households without children. Inherently, this is our most difficult group to change in terms of SOV patterns, simply because there are fewer benefits and motivators available, particularly for those not near HOV lanes. For this group, we are testing the use of a strategy that leverages the most common reason commuters take advantage of GRH - due to personal illness.

Strategy and Creative for December 2004 GRH Direct Mailer:

1. Households near HOV lanes *with* children received the “**HOV**” creative, which leads with the theme of “rideshare or take mass transit and you’ll enjoy the benefits of traveling faster in the HOV lane”. This creative tactic remained virtually identical to the one introduced in the June/July ’04 mailing, with only a color modification and minor text adjustment.



Address and front panels of revised “HOV” mailing

2. As in the previous fiscal year, the “**Mother / Daughter**” concept was capitalized on again in FY05, to make an emotional impact with households with children. The photo was replaced with a more versatile image of a Mother and Child; one that can be identifiable to both Latino and non-Latino families. This creative tactic was mailed to households not near the HOV lanes with the presence of children.



Address and front panels of revised “Mother and Child” mailing

3. The “*Congestion*” creative focus is anchored in the concept of needing to get home quickly due to personal illness, using a double-entendre with the word “congestion”. This creative tactic was used to motivate residents (without children both near and not near HOV) lanes to rideshare and use GRH as a support mechanism when the need arises.




Address and front panels of new “Congestion” mailing

TELEWORK CENTERS

Teleworking represents a sound alternative to helping Commuter Connections achieve its goals and objectives of reducing traffic and pollution. In order to be successful, the concept needs to be “sold” to both employers and employees. Employers need to believe in its value and support the concept (job description permitting), and employees must express interest in teleworking and demonstrate a commitment to productive and communicative work. Teleworking minimizes or eliminates frustration with the long commute, and reduces associated commuting costs. The FY05 first half communications strategy for the Telework Centers included print advertisements targeted to employees that were placed in three consecutive Tuesday issues of the weekday *Express*, published by the Washington Post. It is distributed at no charge and is designed to provide all the headline news to be read in 20 minutes. Tuesday was selected due to its focus on technology and efficiency; similar to the benefits of the Telework Centers. The headline in the ad conveys the message that: **TELEWORKING WORKS!**

The Telework Center Print ad:




Take the long commute out of your workday. Save money. Gain time. Eliminate stress.

Talk to your employer about teleworking today. Tell them it is proven to increase productivity, reduce overhead and it attracts quality employees, much like yourself.

- There are 16 Telework Centers in the greater Washington area.
- Each center is fully equipped with top-of-the-line computers, the latest software, high-speed internet, printers, phones, faxes and voice mail we've got you covered.
- Telework Centers are open to both Federal and private-sector employers.

To find your nearest Telework Center, visit www.commuterconnections.org or call 1-800-745-RIDE.



1-800-745-RIDE

Telework Public Relations

The Commuter Connections program at the Metropolitan Washington Council of Governments (COG), the Greater Washington Board of Trade (BOT), the Fairfax County Government and the Fairfax County Chamber of Commerce held the Senior Executive's Forum to promote Telework as a best business strategy on October 12th, at The Tower Club in Tysons Corner. The speakers included Gerald E. Connolly, COG Board Member and Chair of the Fairfax County Board of Supervisors, and U.S. Congressman Frank Wolf. Bob Peck, BOT president, moderated the panel discussion with executives from Discovery Communications, KPMG LLP, and Calibre. In consideration of the region's currently-elevated alert status, the forum emphasized the business continuity benefits of Telework. It addressed how the region's businesses should plan for emergencies and make use of Telework to better assure the continuity of operations during a crisis. The forum also highlighted Telework benefits such as reduced traffic, healthier air, and increased worker productivity. At the forum, business leaders and elected officials announced their commitment to the established regional Telework goal of 20% of the workforce. Previously unreleased Telework data from the State of the Commute 2004 Survey was presented, indicating current and potential levels for both private and public sector employers. In 2004, 320,000 or 12.8% of the workforce teleworked on average 1.3 days per week. The survey indicated that a potential of 420,000 or 19% of non teleworkers "could & would" telework if given the opportunity by their employers.

Operations Center

2004 Regional TDM Resource Guide and Strategic Marketing Plan

This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region. It outlines the strategies used to develop and implement ongoing campaigns in order to increase overall awareness of TDM products and services and their effectiveness toward the adoption and continued use of alternative transportation modes. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.

Newsletter

The fall 2004 Commuter Connections Newsletter was completed in mid-October and distributed in November to area employers and TDM Stakeholders. The newsletter was also converted into HTML format and posted on the Commuter Connections web site. The cover story highlighted the findings of the 2004 GRH Satisfaction Survey. Other stories included the new Dulles Rail project, transportation construction efforts in the DC area, highlights of an exemplary ETC program, and changes in Metro Rail schedules.



Integrated Rideshare – InfoExpress Kiosk Promotions

To encourage shoppers to trial the Commuter Connections InfoExpress Kiosks, our “Ambassador” was on hand to demonstrate the unit to shoppers at area malls and locations listed below. Giveaway items were provided to shoppers who tried the kiosks and who filled out a brief survey. Shoppers who either filled out a rideshare or GRH application were entered into drawings to win mall gift certificates. Several malls have offered to put up posters and table tents to promote the kiosks space is available. Additionally, an interior bus card ran on the Ballston Lunch loop serving the Ballston Commons until the end of December 2004.

11/30 UNION STATION
12/8 RESTON TOWN CENTRE
12/11 SPRINGFIELD MALL
12/12 FAIR OAKS MALL
12/14 LA PROMENADE
12/15 BALLSTON MALL
12/17 TYSONS CORNER CENTRE
12/18 MANASSAS MALL

The combined promotions above netted a total of 91 applications for either GRH or ridematching. The vast majority of applications were for the Guaranteed Ride Home program, and about two-thirds of the applications came as a result of promotions at Union Station and La Promenade. Springfield Mall also generated a significant number. Applications received from these promotions which occurred in the first half of FY05 already surpass the total number of applications gained from the entire FY04 period, which was 75.



PERFORMANCE ANALYSIS

The impact of the various promotions for Commuter Connections programs has traditionally been measured by (A) the number of phone and web inquiries, (B) the number of Guaranteed Ride Home applications, and (C) the number of Rideshare applicants. Following the Mass Marketing campaign, which promoted the use of commuting options via assistance from Commuter Connections, the 2004 State of the Commute report indicated awareness levels reaching an all time high of 60% of those who have heard of Commuter Connections. Therefore, it is not surprising that traditional promotion is generating fewer curiosity seeking inquiries, since those not already familiar with Commuter Connections are the minority.

Consequently at this point in the life of the campaign, the more important performance indicators are (B) and (C) from above - those that enroll in GRH and/or request ride-matching information as measured by Rideshare Applicants. Total inquiries (A), will continue to be an important measurement gauge, but not necessarily the primary focus. On the following pages, the monthly inquiries and participation figures are graphed for review. The key findings for the first half of FY05, July 2004 through November 2004 (as December figures are not yet available) are as follows:

- Combined web visits to www.commuterconnections.com and calls to 800-745-RIDE decreased 22% from 54,723 (July – November 2003) to 42,656 (July – November 2004).
- The number of Guaranteed Ride Home applications increased 35% from 3,239 (July – November 2003) to 4,374 (July – November 2004).
- The number of Rideshare applicants increased 59% from 3,802 (July – November 2003) to 6,035 (July – November 2004).

Ultimately, these findings indicate that the quality of the prospect has increased during the recent promotion period. This is validated by the improved conversion rate from inquiry to participant, which increased from 5.9% in 2003 to 10.3% in 2004 for GRH applications, and from 7% in 2003 to 14% in 2004 for Rideshare applicants.

July through November	Total Web and Phone Inquiries	Guaranteed Ride Home Applications	Inquiry to GRH Application Ratio / %	Rideshare Applications	Inquiry to Rideshare Applic. Ratio
2002	44,966	2,901	16:1 / 6.5%	1,997	23:1 / 4.4%
2003	54,723	3,239	17:1 / 5.9%	3,802	14:1 / 7.0%
2004	42,656	4,374	10:1 / 10.3%	6,035	7:1 / 14.0%

With increased levels of awareness of both Commuter Connections and GRH, the quality of inquiries has improved. This has translated into greater conversion ratios for enrollment into GRH and ridesharing programs. However, we must take caution that although we are enjoying all time high awareness levels, since the Washington region is a highly transient and growing area, a certain level of branding and awareness will always need to be maintained to communicate with the influx of new residents.

YEAR TO DATE and COMPARATIVE PERFORMANCE RESULTS

Inquiries FY 2003 – 2004			
	Web Visits	Calls	Combined
July	6,062	2,527	8,589
Aug	5,425	2,574	7,999
Sept	6,291	2,033	8,324
Oct	18,701	2,606	21,307
Nov	6,245	2,259	8,504
Sub Total	42,724	11,999	54,723

Inquiries FY 2004 – 2005			
	Web Visits	Calls	Combined
July	6,330	2,335	8,665
Aug	5,979	2,217	8,196
Sept	6,133	2,150	8,283
Oct	6,973	2,302	9,275
Nov	6,315	1,922	8,237
Sub Total	31,730	10,926	42,656

The combined number of Commuter Connections web and phone **inquiries decreased by 22%** during July through November 2004, compared to the same period during 2003.

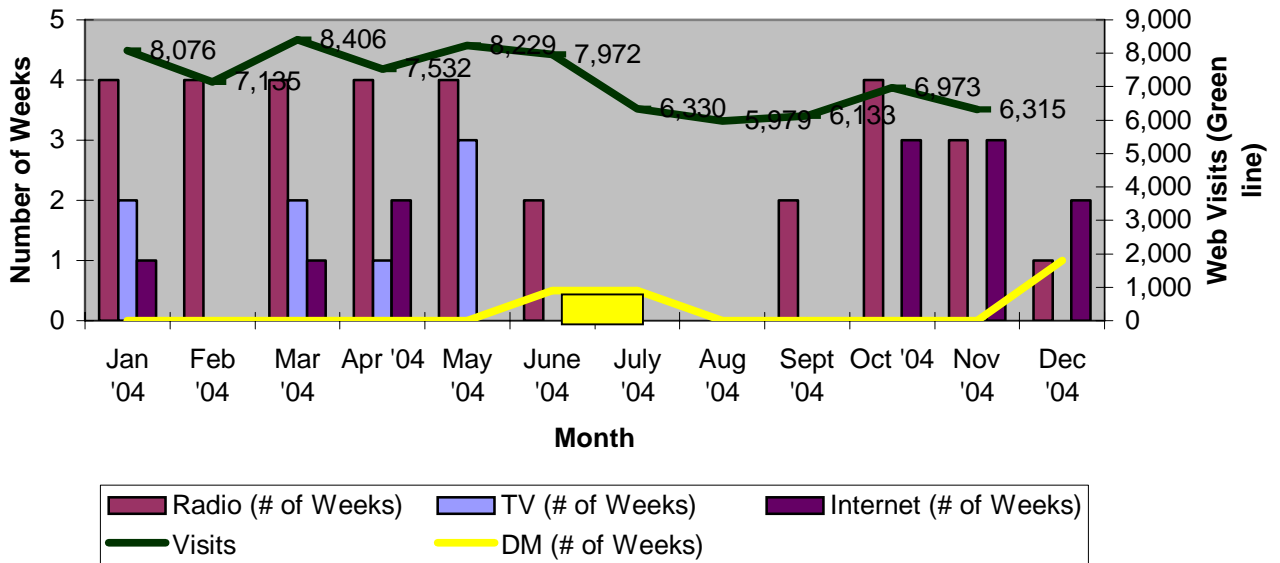
GRH Applications Received			
	Year: 2002	Year: 2003	Year: 2004
July	530	478	1,316
Aug	473	510	770
Sept	657	636	716
Oct	580	937	747
Nov	661	678	825
July to October Sub Total:	2,901	3,239	4,374

Despite a decrease in inquiries, the number of **Guaranteed Ride Home Applications** received **increased 35%** during July through November 2004 compared to the same period during 2003.

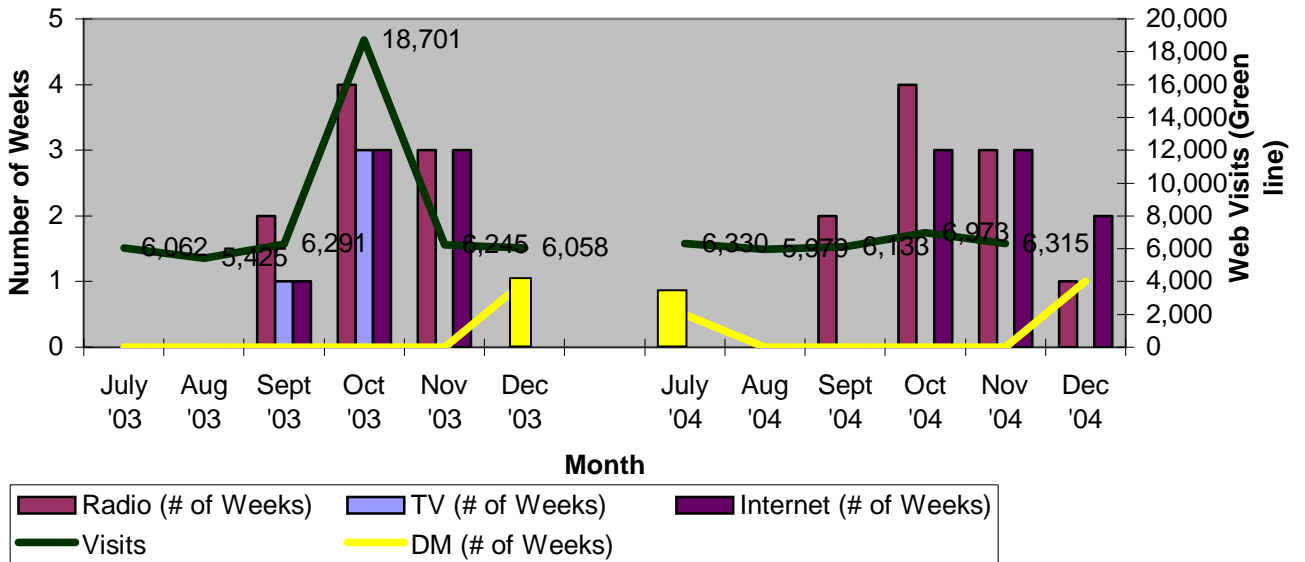
The number of **Rideshare Applicants** **increased 59%** during July through November 2004 compared to the same period during 2003.

Rideshare Applicants			
	FY03	FY04	FY05
	Year: 2002	Year: 2003	Year: 2004
July	340	497	1859
Aug	405	607	1457
Sept	430	750	1363
Oct	463	1,170	862
Nov	359	778	494
July to October Sub Total	1,997	3,802	6,035

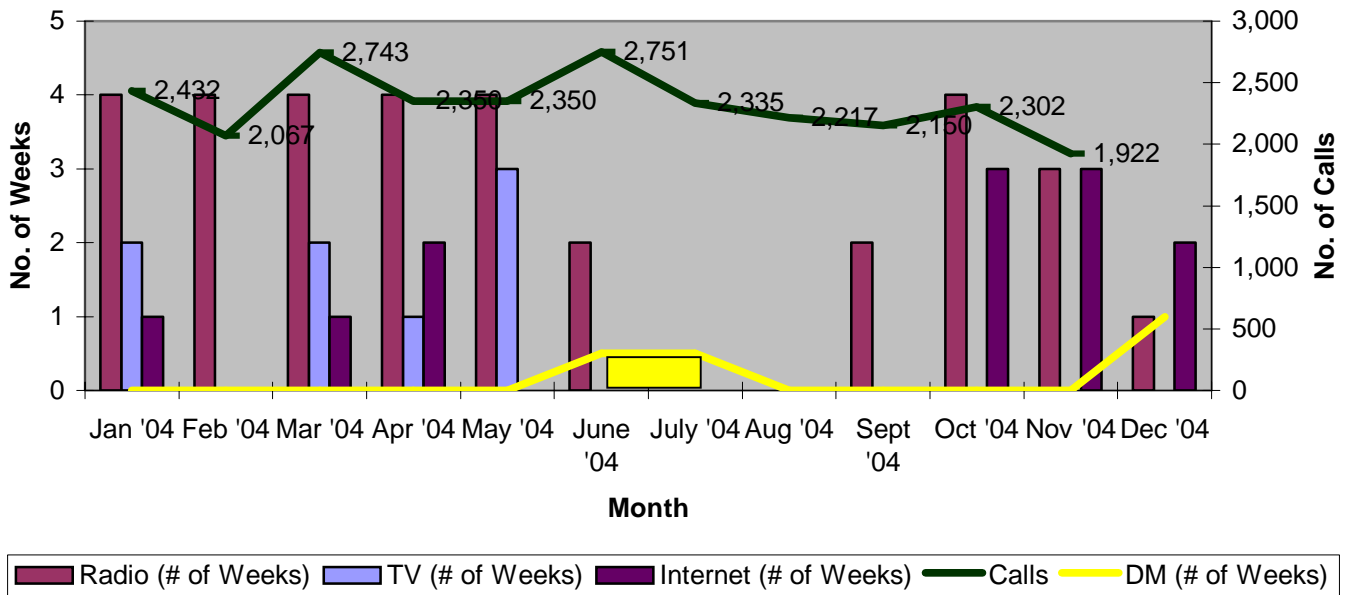
Jan - Nov 2004 Web Visits



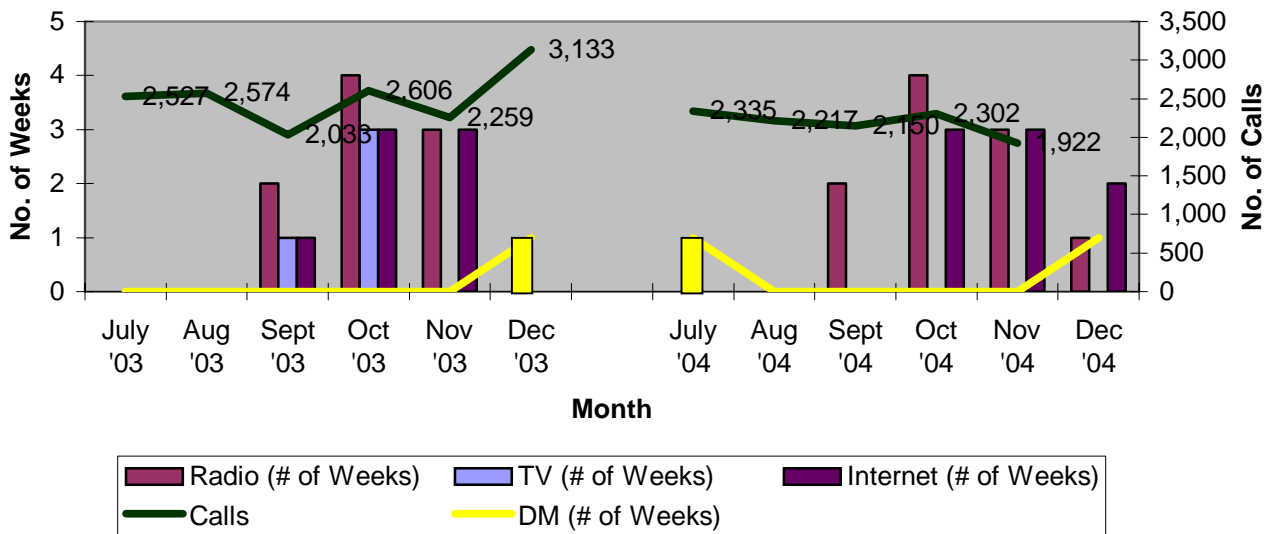
Comparative Time Periods for Web Visits



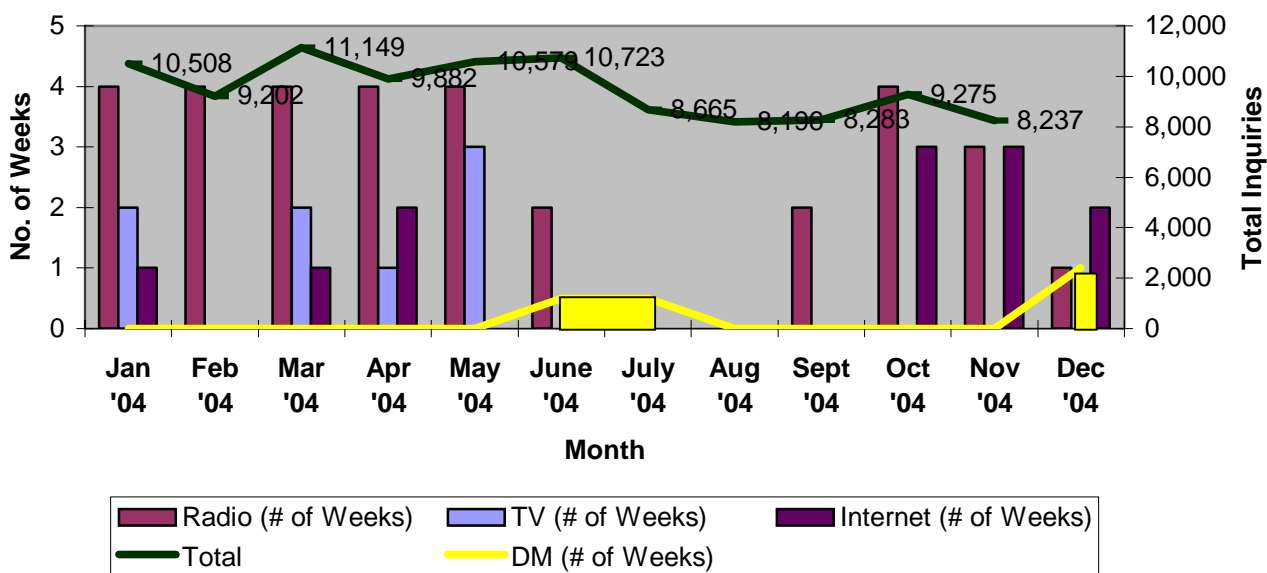
Jan - Nov 2004 - Number of Calls



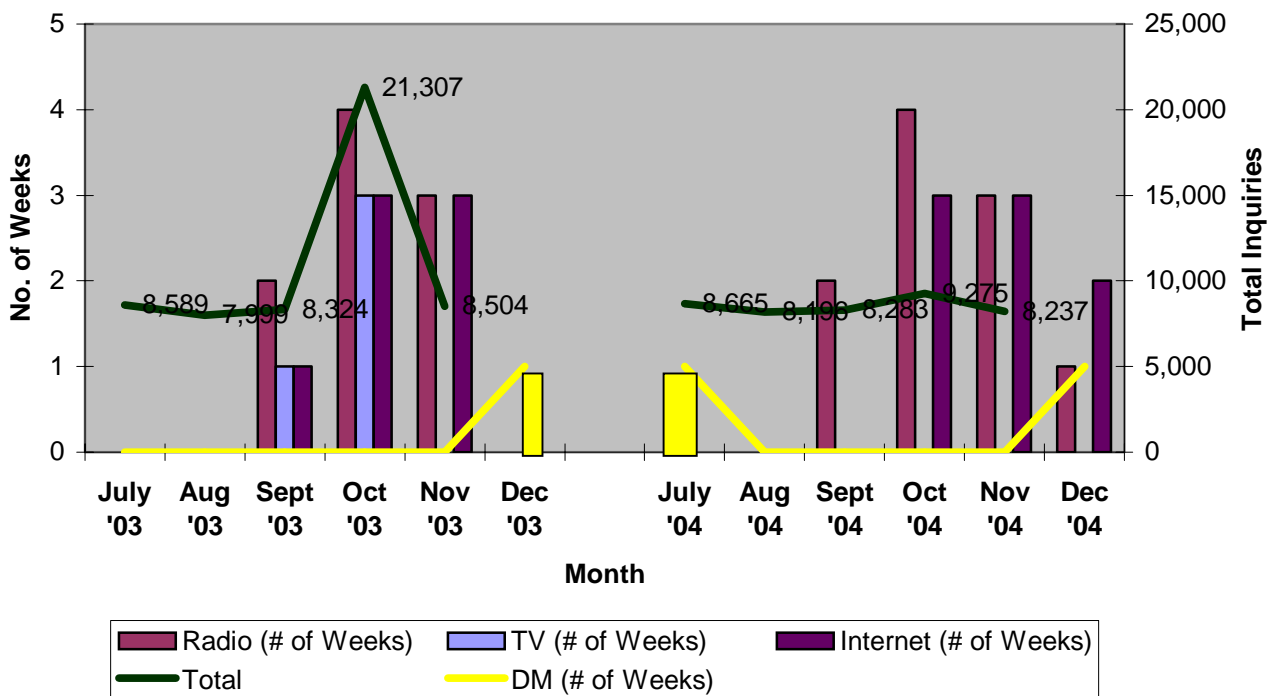
Comparative Number of Calls



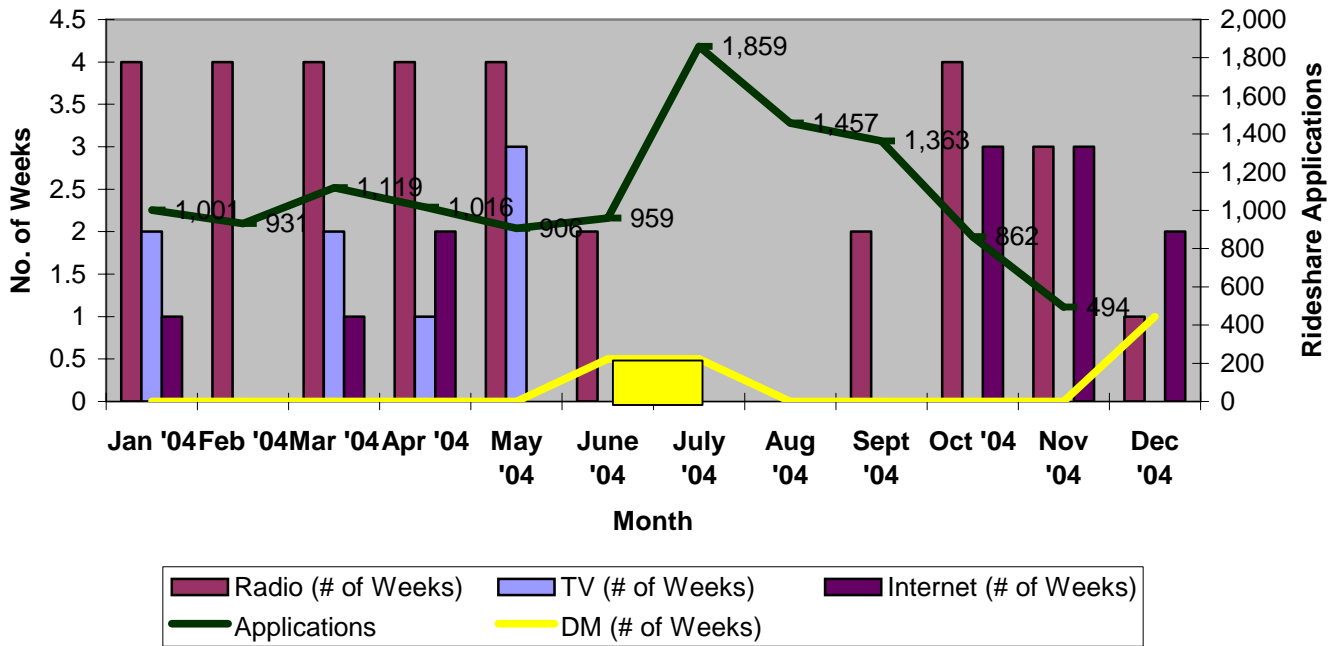
Jan - Nov 2004 Web + Calls



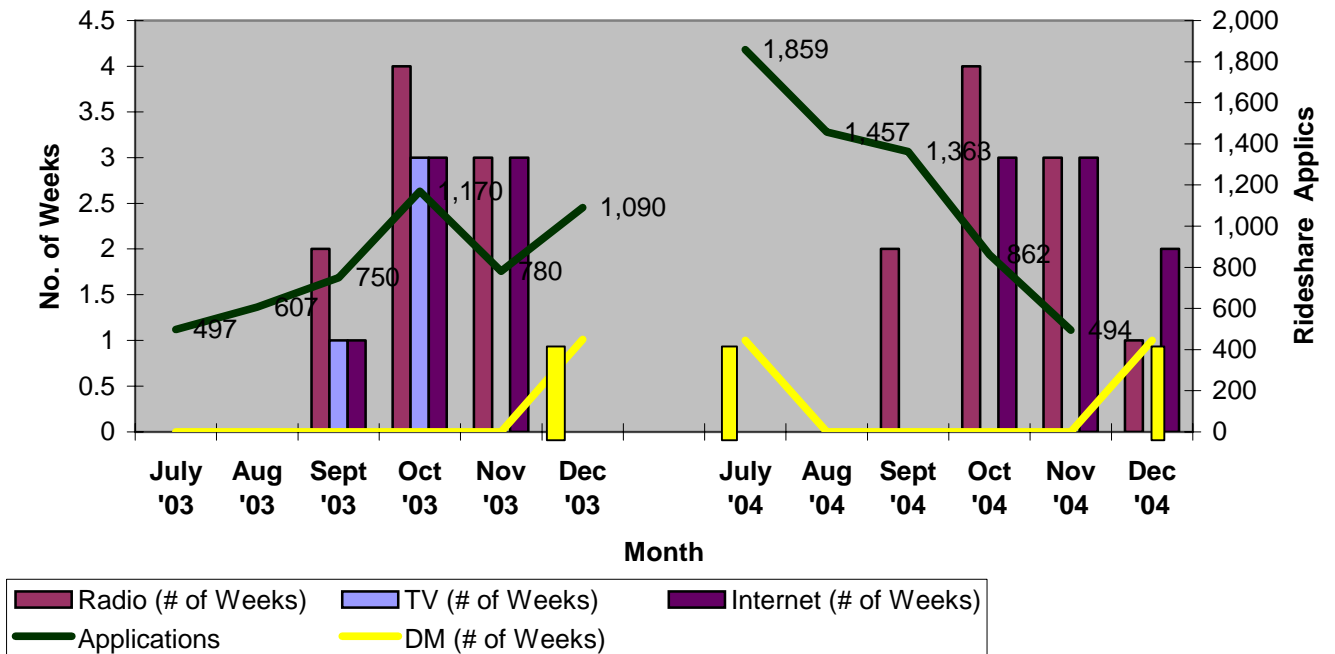
Comparative Web + Calls



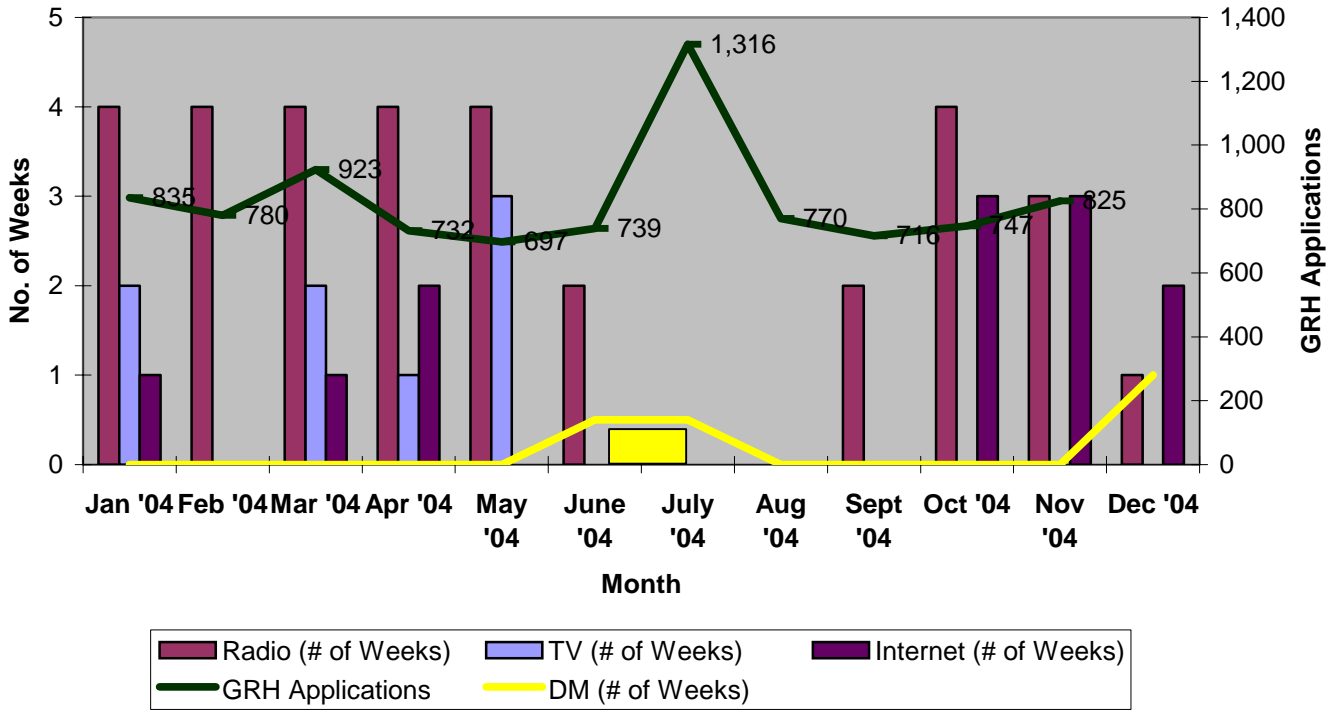
Jan - Nov. 2004 Rideshare Applications



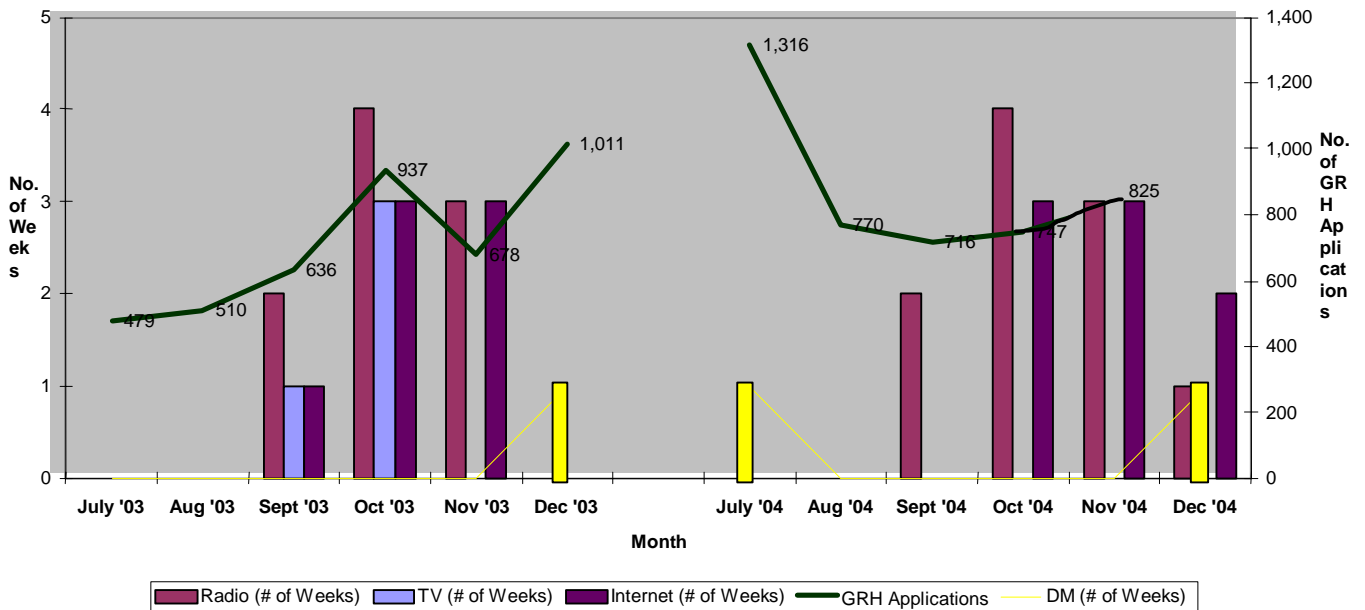
Comparative Rideshare Applications



Jan-Nov 2004 Guaranteed Ride Home Applications



Comparative Guaranteed Ride Home Applications



COG Internet Activity Plan Summary
 October 2004 – November 30, 2004

Site	<u>Spend</u>	<u>Impressions</u>	<u>Clicks</u>
<i>Washington Post</i>			
Mass Marketing 10/25 – 11/15	\$12,500.00	918,858	518
Guaranteed Ride Home 11/15 – 12/10	\$12,500.00	544,885	358
Washington Post Total	\$25,000.00	1,463,743	876
<i>MapQuest</i>			
Mass Marketing 10/11 – 11/1	\$1,379.00	175,060	123
Guaranteed Ride Home 11/15 – 11/30	\$1,035.00	131,295	93
MapQuest Total	\$2,414.00	306,355	216
<i>Keywords</i>			
Overture Started 10/13/04	\$5.75	2,364	54
Google Started 10/13/04	\$59.67	41,893	202
Keywords Total	\$65.42	44,257	256
TOTAL	\$27,479.42	1,814,355	1,348