

**Metropolitan Washington Council of Governments**  
**Commuter Connections Second Half FY04**  
**Marketing Campaign Summary**

August 3, 2004

**BACKGROUND:**

Since July of 2003, the Dudnyk Group of Marketing Companies' (DGMC) team has worked with the Metropolitan Washington Council of Governments (COG) program to develop and articulate a branded name and understanding of the Commuter Connections mission and service offerings. Commuter Connections objectives were defined: to reduce commuter congestion in the Washington DC region and its resulting levels of pollution.

The spring 2003 research and market assessment via PRIZM uncovered a target audience in the Washington DMA defined as: Adults 35-56 years (primary) and Adults 25-55 (secondary). The positioning strategy that was identified and utilized during FY04 is reliant on findings that state:

- Most commuters have very similar attitudes and use the same language to express their positive and negative experiences.
- The most compelling emotion associated with commuting is *frustration*. Commuters appear to be in a common state of anxiety that is often directed at whoever is in their proximity.
- This level of frustration is much more associated with the commute to work than the commute home.

In accordance with the research findings, the campaign was developed to provide the needed solutions and strongly identify with commuters on an emotional level. It was aimed to help commuters understand the options available to them and that Commuter Connections could help assist them with finding a personalized solution that works best for each individual. The inference that was made is that "Commuter Connections is the one point solution within the region to the frustration of commuting alone by car."

Principal strategies developed to achieve these objectives include:

- Discouraging SOV travel.
- Increasing the appeal of HOV travel via ridesharing and public transit.
- Encouraging the use of non-polluting options such as telecommuting, bicycling or walking.
- Reinforcing the rising cost of gasoline and the cost-saving advantages of ridesharing.

Radio was selected as the primary communication vehicle for this campaign, since it is the most efficient way to target SOV commuters, specifically during "drive times." Television was used to provide additional support. Strategically, television, Internet banner display advertising and key word search tactics reinforce the Commuter Connections message to a broad audience. Further supporting and providing for a completely integrated communications strategy, was the use of public relations and community outreach programs.

## **HIGHLIGHTS:**

The spring 2004 strategy continued the use of the tactics developed for the fall using advertising, public relations and participation in events. Specific examples under each market sector are highlighted below.

### Mass Marketing:

1. Continuing the awareness building of “Commuter Connections” through spot radio on 14 mainstream stations, Public Service Announcements (PSAs), and television advertising.
2. Radio on three Hispanic stations and targeted direct mail designed to drive prospects to the Spanish web pages of the Commuter Connections site and the Spanish prompt on the toll free information phone number.
3. Sponsorship participation in events such as an Earth Day Fair, and a Frederick Keys minor league baseball game.

### Guaranteed Ride Home:

1. Continuing the promotion of the Guaranteed Ride Home safety net feature that Commuter Connections offers it’s enrolled members through GRH spot radio and Internet banner display advertising.
2. Promoting sponsorship and participation in COG’s annual Bike To Work Day event through posters in bicycle shops, and many area corporations, spot radio and customized, regional print advertising.
3. Targeting over 456,000 households with one of 12 different direct mail vehicles appealing to various lifestyle issues.
4. Public relations and community outreach initiatives that included public speaking and live radio opportunities, chamber, organization, and civic venues.

### Telework and Telework Centers:

1. Telework radio advertising for the Workshops ran for four of its scheduled five-week flight, as “full house” attendance required the spots to be discontinued. During the scheduled fifth week the Telework Centers radio spot ran; representing its second appearance during the second half of the year (it also aired during the first week of January).
2. Collateral and public relations support was also created for a joint press briefing with the Greater Washington Board of Trade (BOT). Also, a print ad was developed for the BOT 2004 directory. These efforts were to encourage more employers to either start or expand a telework program.

**MASS MARKETING MEDIA SCHEDULE:**

The total Mass Marketing media outlay for the second half of FY04 was \$638,072.05

The radio spots that aired across 14 radio stations effectively covered a spectrum of target groups. In the second half of FY04, the radio plan reached 91.1% people in our target base a total of 24.7 times. The flight is skewed for morning drive time.

The five 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. An average of two spots per station were rotated during the duration of the flight. During any given week throughout the campaign flights, the spots could be heard on seven of the fourteen stations.

**MASS MARKETING FY04 2<sup>nd</sup> HALF RADIO CAMPAIGN:**

	1/5	1/12	1/19	2/16	2/23	3/1	4/26	5/3	5/10	5/31	6/7	6/14	TOTAL NET
WARW-FM													\$18,870.00
WASH-FM													\$10,952.25
WBIG-FM													\$29,835.00
WGMS-FM													\$23,205.00
WHUR-FM													\$33,787.50
WJFK-FM													\$13,260.00
WJZW-FM													\$14,258.75
WMAL-AM													\$41,310.00
WMMJ-FM													\$28,305.00
WMZQ-FM													\$26,127.30
WPGC-A+F													\$14,471.25
WRQX-FM													\$35,738.25
WTEM-AM													\$19,596.75
WTOP-A+F													\$67,830.00
													<b>\$377,547.05</b>

<b>GRP</b>	176.1	166.2	165.1	185	197.5	208.9	188.2	174.9	171.9	176.7	175.1	174.9	<b>TOTAL</b>	<b>2160.5</b>
<b>Spots</b>	219	207	205	239	257	264	265	232	228	233	230	230		<b>2809</b>
<b>REACH</b>	47.6%	46.2%	45.9%	45.1%	49.4%	51.0%	48.3%	44.8%	45.2%	46.5%	46.1%	46.0%		<b>91.1%</b>
	59.0%			61.6%			59.4%			57.9%				
<b>FREQ</b>	3.7	3.6	3.6	4.1	4.0	4.1	3.9	3.9	3.8	3.8	3.8	3.8		<b>24.7</b>
	8.6			9.6			9.0			9.1				
<b>Stations</b>	7	7	7	7	8	8	7	7	7	7	7	7		<b>14</b>

In addition, a significant amount of added value opportunities had been negotiated as part of the media buy. Following, is an overview of these high visibility exposures.

General Media added-value opportunities:

Added-value opportunities worth **\$101,956.00** were negotiated for FY04 as follows:

WARW-FM	94.7 FM	Classic Rock
WASH-FM	97.1 FM	Adult Contemporary
WBIG-FM	100.3 FM	Oldies
WGMS-FM	103.5 FM	Classical
WHUR-FM	96.3 FM	Urban Adult Contemporary
WJFK-FM	106.7 FM	Talk/Personality
WJZW-FM	105.9 FM	Smooth Jazz
WMAL-FM	630 AM	News/Talk/Information
WMMJ-FM	102.3 FM	Urban Adult Contemporary
WMZQ-FM	98.7 FM	Country
WPGC-AM/FM	95.5 FM/1580	Urban Contemporary/Gospel
WRQX-FM	107.3 FM	Adult Contemporary
WTEM-AM	980 AM	All Sports

The added-value opportunities comprised of a variety of initiatives including four hundred and twenty-nine 60-second PSAs, four hundred and twenty-nine 30-second PSAs, forty-eight 15-second PSAs, thirty 10-second PSAs, 312 billboard adjacencies, banners linking to [commuterconnections.org](http://commuterconnections.org) on 6 of the radio station's websites.

Television Plan:

The 30-second TV spot aired over 5 network affiliates, Newschannel 8 and cable throughout the Washington DMA and was scheduled in early morning, evening and late news time periods. For the second half of FY04, the TV plans reached **83.6% people in our target a total of 9.9 times**. The TV plan created a larger brand presence for Commuter Connections, complimenting the radio testimonial campaign that focused on a strong call to action.

## MASS MARKETING FY04 2<sup>nd</sup> HALF TV CAMPAIGN:

Adults 35-54

	1/12	1/19	2/16	2/23	3/1	3/8	4/26	5/3	5/17	5/24	TOTAL NET
WJLA-TV											\$59,117.50
WRC-TV											\$60,010.00
WTTG-TV											\$57,545.00
WUSA-TV											\$56,185.00
NWS8-TV											\$13,685.00
Comcast-TV											\$13,982.50
											<b>\$260,525.00</b>
<b>GRP</b>	110	103.5	101.1	92.5	119.6	86.4	88.4	91.8	88	85.3	<b>TOTAL</b>
											<b>966.6</b>
<b>Spots</b>	82	72	69	63	76	65	70	72	69	66	<b>704</b>
<b>REACH</b>	52.4%   51.8%	68.9%	53.2%   48.7%   57.0%   48.0%	81.6%	41.2%   41.2%	56.2%	41.2%   40.3%	56.4%	<b>83.6%</b>		
<b>FREQ</b>	2.1   2.0	3.1	1.9   1.9   2.1   1.8	4.9	1.8   1.8	2.7	1.8   1.8	2.6	<b>9.9</b>		

### Hispanic Marketing:

Since Hispanics comprise of the largest non-English speaking ethnic group within the metropolitan area, Commuter Connections complemented the mass marketing ad campaign with a radio commercial targeting the Latino community. Rather than simply translating English-version communications tactics, a conscious approach was taken to reach out to the Latino community with a meaningful customized message they can relate to.

### HISPANIC FY04 2<sup>nd</sup> HALF RADIO CAMPAIGN

2004												Estimate d GRPs / Cost
Jan	Feb	Mar	Apr	May	June	July	Aug					
29 5 12 19	26 2 9 16 23	1 8 15 22	29 5 1 1 2 2 9 6 3	10 17 24	31 7 14 21	28 5 12 19	26 2 9 16 23					
80	160			420								\$58,625.00
156	148			222								\$26,256.50
12	24			192								
							<b>Total</b>				\$84,881.00	

	:60	SPOTS in MEGA and Radio Capital
	:60	SPOTS in VIVA 900
	:10	LIVE LINERS in MEGA and Radio Capital

Hispanic media added-value opportunities:

Added-value opportunities worth \$4,250.00 were negotiated with the three radio stations mostly in the form of PSAs and sponsorships.

Other Hispanic initiatives included a bi-lingual Commuter Resource Guide / Park 'n Ride Map and a Commuter Connections direct mail program to communicate the language translation services available from WMATA.

The WMATA postcard was developed by Latino ad agency, MAYA. The purpose was to drive awareness of the Spanish speaking capabilities of both WMATA and Commuter Connections to communicate and provide transit, ridesharing and GRH information.

The mailing was delivered in the later part of June to 78,700 Hispanic households in DC, MD and VA based on zip codes provided by WMATA of their bus & rail footprint. Total cost including agency development was \$22,600.



The bi-lingual (English / Spanish) Park & Ride map and Commuter Resource Guide was created to prompt and assist commuters with planning ridesharing activity and taking transit to work. The helpful commuter tool provides a visual of the nearest park & ride locations and corresponding bus service. Also included are Metrorail, light rail and commuter train locations with parking facilities. For bicyclist, the map indicates the presence of bike racks/lockers. It was designed with an easy to read color-coded icon legend, which may be particularly beneficial to any non-English speaking commuters. These symbols indicate the type of transit service available at each location. For the convenience of commuters, a list of phone numbers of widely used Transit Services was also provided.

# Washington Metropolitan Park & Ride Map and Commuter Resource Guide



We've made it easy for you to leave your car behind, and enjoy a stress-free commute in a carpool, vanpool, bus or train with this resource guide. Inside you will find a complete list of:

- ▶ Park and Ride locations
- ▶ Metro and commuter rail routes
- ▶ HOV (carpool) lanes
- ▶ Bus or rail services from each Park and Ride location
- ▶ Telephone numbers for transit providers
- ▶ Locations for bicycle racks and locker availability

To get the latest transit schedules or information on ridesharing, call or visit:

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**1-800-745-RIDE**

[www.commuterconnections.org](http://www.commuterconnections.org)



1/10 2014

# Mapa de lotes de estacionamiento "Park and Ride" del area Metropolitana de Washington y guia de recursos



Nosotros lo hemos hecho facil para que usted deje su carro atras y disfrute de un viaje sin estres en el autobus, tren "carpool", "vanpool" con esta guia de recursos. Dentro de este folleto encontraras una lista completa de:

- ▶ Localizaciones de estacionamiento "Park and Ride".
- ▶ Rutas del autobus y tren.
- ▶ Lineas de HOV (Carpool).
- ▶ Servicio de autobus o tren desde cada lote de estacionamiento "Park and Ride".
- ▶ Numeros de telefono de proveedores de transito.
- ▶ Localizaciones de estantes para bicicleta y disponibilidad de armario

Para obtener el horario de transito o informacion mas reciente de "carpool", llamenos o visite:

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**1-800-745-RIDE**

[www.commuterconnections.org](http://www.commuterconnections.org)



1/10 2004



## **Public Relations Initiatives**

During the remainder of the fiscal year, public relations initiatives and special events continued to strengthen the overall marketing goals for all the Commuter Connections programs.

- In 2004, Commuter Connections celebrated its 30<sup>th</sup> anniversary of the Washington area's ridesharing program, taking into account several name changes over the years before its current Commuter Connections name. The DGMC team gathered some anecdotes and statistics for an article in the spring 2004 Commuter Connections newsletter.
  - COG Transportation Director Ronald Kirby spoke to the Montgomery County Chamber of Commerce's annual business meeting on April 28 with over 180 attendees from businesses, civic and political arenas. Telework and Employer Services kits were distributed to all attendees.
  - The Prince George's County Chamber of Commerce included a write-up about the marketing campaign and employer services available to businesses in its spring newsletter.
  - The U.S. Hispanic Chamber of Commerce sent an informational email to its Washington area members informing them of the employer services available.
  - March 28 call-in radio show opportunity on a Clear Channel radio station (WMZQ) that focused on local commuting and transportation options. We selected the panel participants, which included local elected officials and TDM spokespeople. Nick Ramfos represented Commuter Connections in the discussion.

**Other Commuter Connections** initiatives for this spring included:

- Earth Day Fair: On April 22nd, the Commuter Connections booth was set up in downtown DC at Rawlins Park for the Earth Day fair.
- Promotions with minor league baseball teams: the Frederick Keys on March 19<sup>th</sup> and the Potomac Cannons (postponed due to rain until July). Commuter Connections threw out the first pitch, promoted ridesharing and GRH through attending Commuter Connections representatives, provided stadium seat cushions as giveaways, and manned the display booth.
- Employer Recognition Awards: On June 24, 2004, Commuter Connections hosted a program complete with videos, speeches, awards and a sit down breakfast to acknowledge the outstanding achievements among area employers in promoting alternative commuting. The turnout was excellent and helped gain additional exposure for Commuter Connections and employer based commuter benefit programs.

GOOD LUCK FREDERICK KEYS!

## ***Commuter Connections Has FREE Services for Your Daily Commuting Advantage!***

Learn about Commuter Connections and get the solutions you need to reduce your commuting frustration and save time. You can even save on gas and other commuting expenses.

Call us or visit our Web site to find out more about calculating the cost of your commute and for information about commuter transit services available in Frederick County, including:

- Two MARC commuter train stations
- Rider matchlists for carpools and vanpools
- Five park & ride lots
- I-270 HOV lane information
- Telework center
- Guaranteed Ride Home\* program



**1-800-745-RIDE**

[www.commuterconnections.org](http://www.commuterconnections.org)



**We'll get you home. Guaranteed.**

### **GUARANTEED RIDE HOME:**

The campaign for Guaranteed Ride Home focused 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 radio campaign was supported by three commercials that explored commonly quoted instances when commuters would need the assurance of a guaranteed ride home. The spots were anchored in the underlying “frustration” that would motivate commuters to explore alternative commuting modes.

Heavier media supported the April Guaranteed Ride Home campaign as the Internet banner ads ran and public relations opportunities increased with the Bike to Work Day event. Before the end of FY04, another targeted direct marketing mailing launched. The Guaranteed Ride Home radio spots ran for eight weeks in the second half of FY04. The last two weeks of the radio buy rotated in a separate Bike to Work Day (BTWD) spot for 25% of the airtime.

**Bike To Work Day (BTWD)**


The BTWD event, held on Friday May 7, served to celebrate bicycling as an alternate form of commuting and to rally support of employers and employees alike. Other BTWD marketing and promotional materials included a brochure, posters, HTML email, newspaper ads, T-Shirts, banners, giveaways, Commuter Connections newsletter article, stickers and PSAs. This year's BTWD was a resounding success with more than 4,400 registered cyclist at 19 area pit stops throughout the region. This represented a 47% increase from the previous year.

**GUARANTEED RIDE HOME RADIO FY04 2<sup>nd</sup> HALF:**

	1/26	2/2	3/15	3/22	3/29	4/5	4/12	4/19	TOTAL NET
WARW-FM									\$13,260.00
WBIG-FM									\$31,025.00
WJFK-FM									\$14,960.00
WJZW-FM									\$30,047.50
WMMJ-FM									\$12,495.00
WMZQ-FM									\$23,069.00
WPGC-A+F									\$53,720.00
WRQX-FM									\$40,460.00
WTOP-A+F									\$50,490.00
WWDC-FM									\$25,606.25
WWZZ/WWVZ-FM									\$8,223.75
									<b>\$303,356.50</b>
<b>GRP</b>	181.8	181	208.2	197.8	188.4	172.7	163.2	166.4	<b>Total 1459.5</b>
<b>Spots</b>	281	288	328	279	273	287	265	271	<b>2272</b>
<b>REACH</b>	47.8% 56.7%	48.9%	56.3% 68.3%	53.5%	50.9%	48.0% 77.8%	46.6%	47.5%	<b>79.3%</b>
<b>FREQ</b>	3.8 6.4	3.7	3.7 8.7	3.7	3.7	3.6 14.1	3.5	3.5	<b>18.4</b>
<b>Stations</b>	7	7	9	8	8	7	7	7	<b>11</b>

**FRIDAY MAY 7th**

## **WORK OFF YOUR MORNING DONUT**



**Bike to Work Day 2004**

**FUN, FOOD AND PRIZES!**

**PRE-REGISTER BY APRIL 28th** for a free T-shirt and a chance to win one of several \$1,000 bicycles donated by City Bikes! (T-shirt and raffle open to first 4,000 pre-registrants)

**CALL (202) 628-2500 OR LOG ON TO [www.waba.org](http://www.waba.org)**

**Join us at:**

Reed Street (Corner of Woodmont & Bethesda Aves.)  
In Bethesda 6:30 - 8:30 a.m.

U.S. NRC Plaza (Next to White Flint Metro Station) in North Bethesda 6:30 - 8:30 a.m.


**PIT STOPS**  
Pick a place to start or stop for a snack and a breather on your way to work.

- Alexandria
- Arlington
- Bethesda
- Bowie
- College Park
- Crystal City
- District of Columbia
- Fairfax
- Frederick
- Gaithersburg
- Leesburg
- North Bethesda
- Reston
- Rockville\*
- Silver Spring\*
- Sterling
- Vienna

\*Two Locations

**To register and for more info on other Pit Stop locations and times, visit [www.waba.org](http://www.waba.org)**  
**Don't forget to register for your FREE Guaranteed Ride Home at [www.commuterconnections.org](http://www.commuterconnections.org)**

**SPONSORED BY**



Following are local community newspapers, which ran custom Bike to Work Day ads with call outs promoting the closest regional pit stop and time of activity.

<b>PUBLICATIONS</b>	<b>LOCAL COVERAGE AREA</b>
Vienna/Oakton/McLean/Great Falls Times	Vienna
Fairfax Station/Springfield/Burke Times	Fairfax
Annandale Times/Fairfax Times	Fairfax
Alexandria Gazette Packet	Alexandria
Loudoun Times-Mirror	Leesburg
Gaithersburg/Montgomery Village Gaz	Gaithersburg
Rockville Gazette	Rockville 2 locations, North Bethesda
Bethesda/Chevy Chase/Kensington Gaz	Bethesda, North Bethesda
Silver Spring/Takoma Park Gazette	Silver Spring 2 locations
College Park / Greenbelt Gazettes	College Park
The Bowie Star	Bowie
Frederick Gazette	Frederick

## **Bike To Work Day Public Relations**

Media relations support for BTWD, both pre-event coverage and coverage surrounding the event enjoyed a high level of visibility via radio, television and newspaper. This helped drive participant registration and provided for strong press exposure on the day of the event. COG's Office of Public Affairs, DGMC's and WABA's public relations staff coordinated this as a team. They collectively garnered radio interviews, newspaper articles and mentions as well as TV news coverage. Below are some of the highlights:

### Pre-Event Exposure

- Clear Channel repeatedly aired a two-minute PSA on BTWD featuring Nick Ramfos throughout the month of April on all eight of its local radio stations.
- WRQX-radio (MIX 107) aired an interview with Commuter Connections Subcommittee Chair Robin Briscoe, which included a BTWD question.
- WMZQ aired an interview with TPB Chair Chris Zimmerman, which included a BTWD question.
- WUSA Channel 9 interview with WABA Director
- The Washington Post ran a blurb and picture in the Sunday Source

### Coverage for Event

- Live interviews by WJLA- ABC 7
- FOX Channel 5 - segment featuring an interview with a participating cyclist
- WAMU-radio segment interview with WABA Director Eric Gilliland
- WTOP-radio segment aired live
- WMAL-radio segment aired
- The Gazette newspapers of Montgomery County ran a story.
- The *Loudon Times-Mirror* ran a story

## **Guaranteed Ride Home Public Relations:**

Other Public Relations initiatives specifically focusing on the Guaranteed Ride Home (GRH) component of Commuter Connections for January through June 2004, included the following:

### **Customer Testimonials**

- Several GRH commuters who sent in thank you notes were contacted to gain permission to use their stories as testimonials through the media. These positive experiences regarding the GRH program served as human-interest stories in promoting GRH. To date, stories featuring GRH commuters have been published in:
  - The *Potomac News*, a daily Woodbridge, VA newspaper
  - The *Loudon Times-Mirror*, a Loudon County weekly newspaper
  - The *Annapolis Capital-Gazette*, the daily Annapolis newspaper, interviewed two GRH commuters in the Annapolis area for a story

- Commuters Guide. The Parkside Estates Civic Association sent out a direct mailing to area residents, which was supported in part by Commuter Connections in order to encourage alternative commuting. The mailer included a GRH brochure and a pamphlet supplied by Montgomery County entitled "Getting There, A Commuter's Guide to Services in the 355 and I-270 Corridors".
- Spokes Magazine, a regional publication geared toward bicycle enthusiasts, interviewed Nicholas Ramfos about the GRH program. The April 2004 addition included this article and a human-interest story about a bicycle commuter that enjoyed the benefits of the GRH program.

**Media added-value opportunities:**

<b>WARW-FM</b>	94.7 FM	Classic Rock
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PSAs

- 7 :60 PSAs each week of schedule ran M-Su 6a-6a. (28 total)
- 7 :10 PSAs each week of schedule ran M-Su 6a-6a. (28 total)

Sponsorships

- 3 :10 sponsorships per week ran M-F 6a-10a. (12 total)

<b>WASH-FM</b>	97.1 FM	Soft Rock
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Public Affairs Programming

Council of Governments was featured as part of the station's public service programming on May 2, 2004

WOMEN TALK - 7:00 - 7:30 AM

*COG- Street Smarts...Interview with Chris Zimmerman*

<b>WBIG-FM</b>	100.0 FM	Oldies
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PSAs

- 5 :60 PSAs each week of schedule ran M-F 6a-6a. (30 total)

Sponsorships

- 5 billboard adjacencies per week ran M-F 6a-10a. (30 total)
- 2 billboard adjacencies per week ran M-F 3p-7p. (12 total)

Theme Weekend

As the sponsor of the Theme Weekend feature, COG received 42 sponsorships from M-Su 6a-6a.

Internet

Guaranteed Ride Home was presented on WBIG website with logo and hyperlink. Ad was displayed for all flight weeks.

<b>WJFK-FM</b>	106.7 FM	Talk/Personality
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PSAs

- 20 :30 PSAs ran each week of schedule M-Su 6a-6a. (60 total)

Sponsorships

- 10 :10 sponsorships per week ran M-F 6a-10p. (35 total)

<b>WJZW-FM</b>	105.9 FM	Smooth Jazz
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PSAs

- 21 :60 PSAs ran each week of the schedule, M-Su 6a-6a. (62 total)

Sponsorships

- 3 news/weather/traffic :10 sponsorships ran each week M-F 5:30a-7p. (21 total)

Internet

GRH was included on the WJZW website during all weeks of campaign. Logo and link were displayed.

Distribution of literature (600 brochures)

Literature was distributed at the following events:

- 4/17 Open House at Strathmore Hall - Rockville, MD
- 4/17 Manassas Mall Community Day

<b>WMMJ-FM</b>	102.3 FM	Urban AC
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PSAs

- 30 :15 PSAs ran M-Su 5a-12m

Sponsorships

- 2 news/weather/traffic :10 billboard adjacencies ran each week M-F 3-7p (6 total)
- 23 :10 sponsorships ran M-F 10a-12a

<b>WMZQ-FM</b>	<b>98.7</b>	<b>Country</b>
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Sponsorships

- 3 :10 sponsorships ran M-F 5a-10a. (9 total)
- 2 :10 sponsorships ran M-F 3p-7p. (6 total)

Internet

Guaranteed Ride Home was presented on WMZQ website. A banner ad with hyperlink was up and running from Oct. 27, 2003 - April 11, 2004.

Distribution of 200 brochures with appearances at the following events:

- St. Jude Radiothon
- The WMZQ Diaper Derby at Fair Oaks Mall
- WMZQ Stars Hockey Game on January 10th and Saturday March 13th.

Public Affairs Programming

Council of Governments was featured as part of the station's public service programming April 25, 2004 - 7:30-8:00AM

**COG- Street Smarts...** Interview with Chris Zimmerman.

<b>WPGC-AM/FM</b>	<b>95.5 Urban Contemporary / 1580 Gospel</b>
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PSAs

- 15 PSAs to run each week of the schedule, M-Su 6a-12a. (90 total)

Sponsorships

- 12 news/weather/traffic :10 billboard adjacencies per week ran M-F 6a-10a. (72 total)
- 2 news/weather/traffic :10 billboard adjacencies per week ran M-F 3p-8p. (12 total)

Internet advertising

Guaranteed Ride Home was featured on the WPGC website during all flight weeks.

Distribution of literature (400 brochures)

***The WPGC Street Team distributed brochures at the following events:***

- April 11 - MCI center at the Beyonce Concert - 8PM
- April 17 - Jordan Brand Capital Classic - Comcast Center
- April 24 - Pantene Tour - Washington Convention Center
- April 26 - Mary J Blige at Constitution Hall
- May 3 - Albert Wynn Job Fair at PG Sports and Learning Complex



<b>WRQX-FM</b>	<b>107.3 FM</b>	<b>Adult Contemporary</b>
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PSAs

- 10 :60 PSAs ran each week of the schedule, M-Su 5a-5a. (60 total)
- 5 :60 PSAs ran each week of the schedule, M-Su 6a-2a. (30 total)

Sponsorships

- 2 news/weather/traffic billboard adjacencies per week ran M-F 7a-9a. (12 total)
- 1 :10 sponsorships ran M-F 5:30a-10a or M-F 3p-7p. (6 total)

Distribution of 475 brochures by WRQX at the following events:

- Washington Home and Garden Show March 25-28
- Washington Boat Show Feb 18-22

Community Affairs Show interview\*

A Guaranteed Ride Home spokesperson had the opportunity to be interviewed on "Sundays with Chilli Amar" Sunday, April 25<sup>th</sup>, 6a-6:30a.

<b>WTOP-AM/FM</b>	<b>1500 AM / 107.7 FM</b>	<b>News/Information</b>
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PSAs

- 71 :30 PSAs ran M-Su 6a-2a. (71 total)

<b>WWDC-FM</b>	<b>101.1 FM</b>	<b>Alternative</b>
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PSAs

- 15 :60 PSAs ran each week of the schedule, M-Sun 5a-3a (46 total)

Sponsorships

- 6 :10 sponsorships ran M-F 6a-10a.
- 14 :10 sponsorships ran M-F 4:45-5:45p.

DC101 e-newsletter

Opt-in database of over 40,000 listeners. Guaranteed Ride Home message outlined in March 4, 2004 edition. Hyperlink and banner ad included on e-newsletter.

Distribution of 600 brochures

WWDC distributed brochures at "Kegs and Eggs" March 17 at Lulu's.

Public Affairs Programming

Council of Governments was featured as part of the station's public service programming.

APRIL 25, 2004

DC WEEKLY 7:00-8:00AM DC 101

HOT 99.5 COMMUNITY~ 6:00-7:00AM  
COG- Street Smarts...Interview with Chris Zimmerman.

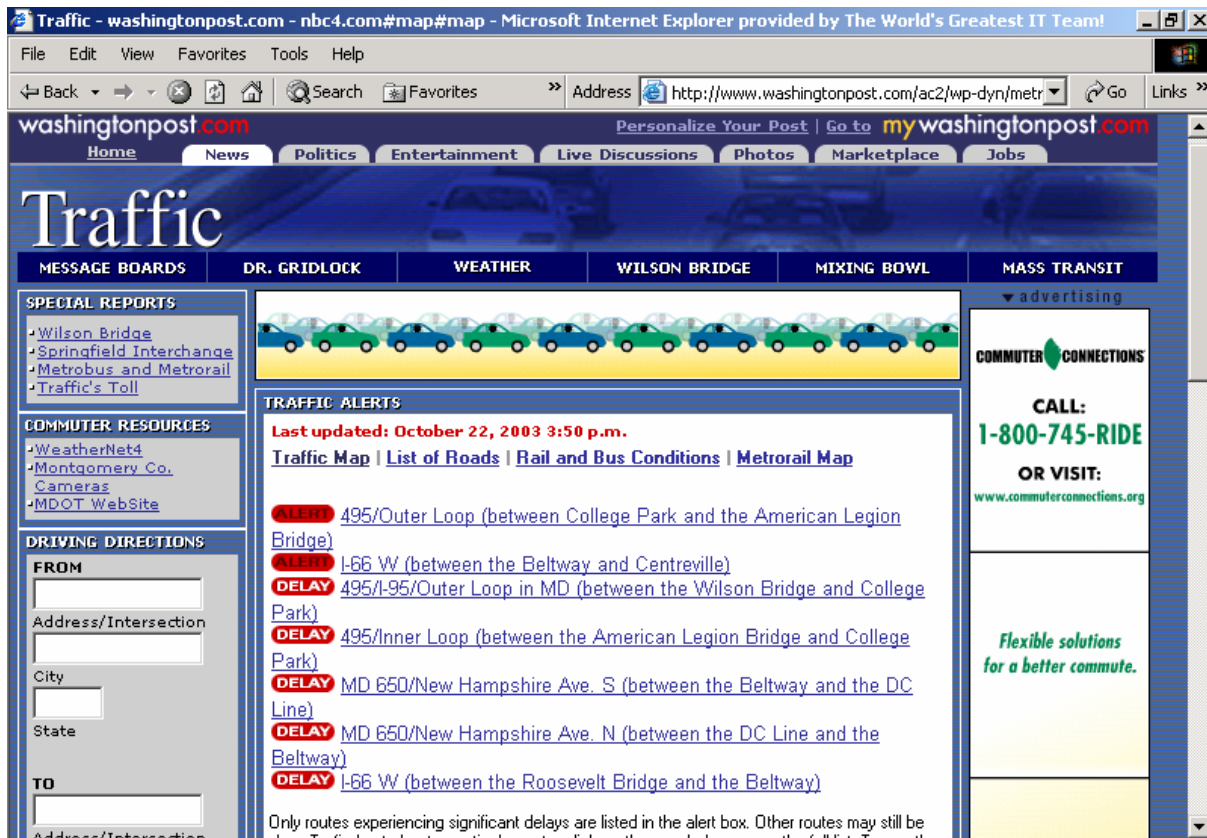
WWZZ-FM	104.1 FM	Hot Adult Contemporary
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PSAs

- 15 :10 PSAs ran M-F 6a-7p.
- 30 :60 PSAs ran M-F 6a-12a.
- 15 :60 PSAs ran Sat-Sun 6a-12m

GRH Internet test:

The media plan was supported by a three-week Internet test in April. The results of the fall 2003 Mass Marketing Internet test validated that the Internet continues to be a strong source for referrals. The information culled from this test helped determine the selection of sites for the Guaranteed Ride Home spring 2004 Internet schedule.



### GRH Direct Mail June 2004 Campaign:

The Guaranteed Ride Home media campaign was supported by a Direct Mailing initiative that was sent during the last week of June and into July 2004. The PRIZM cluster analysis of the existing Commuter Connections' Guaranteed Ride Home database helped identify potential commuters most likely to adopt alternative commuting options. Based on this profile, a mailing list was purchased in the fall and re-used for the June mailing.

Leveraging the results of the successful fall 2003 mailing, Commuter Connections utilized the same two post card creative concepts and added a third. The test, sent to approximately 456,000 households, was also seeking to further increase the number of applications received by introducing self-mailers with the same message and graphic treatments as the postcards. These mailers contained a personal letter, a pre-addressed application, and a postage-paid return feature.

By including the application in the mailing, we increased the numbers of response channels from two (web site and phone calls) to three (web site, phone, and mail). The new test self-mailer package mirrored the appearance of the postcards tested in November, utilizing the same graphics. Since there was room by design for more text, each self-mailer followed the communications strategy of the postcards with additional "sell copy" to strengthen the message.

The third creative element that was included in the test focused on the benefits of driving in an HOV Lane. Targeting households that reside near HOV lanes (and that have already been identified as likely prospects from the PRIZM analysis), allowed us to test the impact of the frustration-reducing, time saving options provided by carpooling and riding in the HOV lanes.

Furthermore a randomly equal split distribution of other creative executions provided a form of comparison to determine the messages and type of mailer (postcard vs. self-mailer), which will be most effective in driving response.

Tracking the pieces was accomplished by using unique phone extensions and url's. In total, twelve different combinations of postcards and self-mailers depicting different visuals were delivered through the test.



**WE DO EVERYTHING FOR COMMUTERS BUT TUCK YOU IN.**

**GUARANTEED RIDE HOME.**

**COMMUTER CONNECTIONS**  
SOLUTIONS FOR THE ROAD

We'll get you home. **Guaranteed.**



**OWN THE ROAD.**

**GUARANTEED RIDE HOME.**

**COMMUTER CONNECTIONS**  
SOLUTIONS FOR THE ROAD

We'll get you home. **Guaranteed.**




## TELEWORK CENTERS

The promotion of **Teleworking** represented a distinguishably different tactic to achieve Commuter Connection's goals and objectives of reducing traffic and pollution. While it needs employer "buy in" and support of managers, Teleworking provides employees with a weekly opportunity (job description permitting) to work from home or an approved remote location (Telework Centers). This minimizes frustration and reduces or eliminates commuting time and associated costs. This program is a win-win for both employers and employees.

Radio aired for the Telework Centers for one week in January 2004. The creative execution promoted the 16 Telework centers and encouraged commuters to persuade their employers to allow them to use the centers. The spots were supported with a week of web site banner ads that proved to be effective, achieving almost three times more than the expected click through rate, and tied into a 60-day free trial offer made available to federal employers.

The Telework Workshop radio spots aired during the last two weeks in February and the first week in March, timed to support the planned workshops offered by MWCOG. These spots aired for three more weeks in April, concluding their exposure during FY04.

### TELEWORK FY04 2<sup>nd</sup> HALF RADIO CAMPAIGN:

	1/5	
<b>WBIG-FM</b>		\$4,250.00
<b>WJZW-FM</b>		\$4,675.25
<b>WRQX-FM</b>		\$0.00
<b>WTOP-A+F</b>		\$5,992.50
		<b>\$14,917.50</b>
		<b>Total</b>
<b>GRP</b>	82.9	82.9
<b>Spots</b>	109	109
<b>REACH</b>	25.9%	25.9%
<b>FREQ</b>	3.2	3.2

Telework Centers Media added-value opportunities:

Added-value opportunities worth \$3,500.00 for FY04 were negotiated with the following radio stations:

WBIG-FM	100.0 FM	Oldies
WJZW-FM	105.9 FM	Smooth Jazz
WTOP-AM/FM	1500 AM / 107.7 FM	News/Information

The added-value opportunities comprise a variety of initiatives including:  
PSAs

- 506: 60 PSAs
- 316: 30 PSAs
- 24: 15 PSAs

They also included four hundred and thirteen billboard adjacencies. A number of stations also offered placement of banners, linking to the [commuterconnections.org](http://commuterconnections.org) website and the opportunity to distribute brochures at their events.

**Telework Centers Internet test:**

The Telework Center promotion was supported by a one-week Internet campaign in January, comprised of traffic page sponsorships, display ads, and pay for performance search. The results of both the Mass Marketing and Guaranteed Ride Home campaigns formed the site and keyword selection for the Telework campaign.

**Timing:** 1 Week, January 5 - 11, 2004      **Creative:** Banners, Skyscrapers, and Big Boxes

<b>Budget:</b>	<b>\$3,000</b>	<b>Expected Delivery</b>
Overture	\$153	215 Clicks
Google	\$ 10	43 Clicks
<b>Pay for Performance</b>	<b>\$163</b>	
WTOP.com	\$1,500	520,000 Impressions/week
Mapquest.com	\$1,200	150,000 Impressions/week
<b>“Banner/Site” Advertising</b>	<b>\$2,700</b>	

**TELEWORK WORKSHOPS**

A Telework Workshop 60-second radio spot advertisement aired for two 3-week flights from the middle of February through the first week in March, and again in April. The creative strategy emphasized the productivity advantages a manager will have when his employees have the option to participate in a Telework program. The media outlay for this effort was \$100,000.00. Due to an effective marketing campaign, attendance for the workshops was at full capacity before the entire radio buy was completed. Therefore, to maximize the balance of radio advertising, the last five days of the radio campaign incorporated previously recorded spots for the Telework Centers.

**Telework FY04 2<sup>nd</sup> Half Workshops Media Buy and Schedule**

Flight Weeks	2/2	2/9	2/16	2/23	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	Net On Air Fees	Net Promotion Fees	TOTAL NET
<i>Seminar dates</i>					3/4	3/11		3/23				4/21	4/27	5/4			
WBIG-FM															\$30,855.00	\$0.00	<b>\$30,855.00</b>
WGMS-FM															\$25,627.50	\$5,600.00	<b>\$31,227.53</b>
WTOP-A+F															\$31,620.00	\$5,600.00	<b>\$37,220.07</b>
															<b>\$88,102.50</b>	<b>\$11,200.00</b>	<b>\$99,302.60</b>

	23.5	24.3	93.5	93.1	96.8	29	30.8	31.7	30.9	97.1	95.1	97.4	19.5	19.5	Total
GRP															782.2
Spots	39	41	115	114	121	48	52	55	51	124	122	129	34	34	1079
REACH	13.8%	14.3%	27.5%	27.4%	27.7%	15.3%	17.1%	17.6%	17.2%	27.7%	27.2%	27.8%	12.2%	12.2%	39.9%
	19.9%		35.0%			29.9%				35.3%			18.6%		
FREQ	1.7	1.7	3.4	3.4	3.5	1.9	1.8	1.8	1.8	3.5	3.5	3.5	1.6	1.6	19.6
	2.4		8.1			4.1				8.2			2.1		

**Telework Media added-value opportunities:**

Added-value opportunities worth \$72,650.00 have been negotiated for FY04 with the following radio stations:

WBIG-FM	100.3	FM	Oldies
WGMS-FM	103.5	FM	Classical
WTOP-AM/FM	1500 AM / 107.7	FM	News/Information

The added-value opportunities comprised of a variety of initiatives including 192 PSAs, and 126 billboard adjacencies. The stations also placed banners, and links to the Commuter Connections web site. In addition, customized promotions offered include:

- **WBIG-FM - Telework Weekly Feature, BIG Brunch Tie-In:**
  - Every Thursday mid-day host Kathy Whiteside selected one office to win a complete brunch for up to 25 employees from Geppettos Catering. As exclusive sponsor of this feature, Telework received 10-second promotional announcements (name & sell line), two per day, Monday-Friday, per week from Jan through April 2004. Following the BIG Brunch award every Thursday in the 10am hour there was a Telework report saluting one successful Teleworker. Further, the Telework report encouraged BIG 100 listeners to log onto their site for more information, or to share their success stories (either as the employee or employer) and to enter the BIG Brunch. Telework received a banner ad with a hyperlink on Kathy Whiteside's web page, as well as a dedicated Telework splash page highlighting companies that Telework. This site also provided an opportunity for area offices to enter to win the BIG Brunch.
  
- **WGMS-FM and WTOP-AM/FM – “Commuter Conscious Companies to Watch”**
  - Beginning February 2004, WGMS and WTOP presented a new feature series: “Commuter Conscious Companies to Watch”. This program featured local companies and businesses that support Teleworking. The goal of this campaign was to change the behavior of employers and employees to use Teleworking in the Metro area. Each Monday, a dedicated reporter highlighted a local company or business on air on both WGMS and WTOP. These reports outlined the company's success with an established Teleworking program. The on-air features are archived on WTOPnews.com and Classical103.5.com. Both radio stations promoted this Teleworking through 10 promotional announcements running Mon-Sun 5am-12am. Total cost for this feature is \$5,600 on each station; totaling \$11,200.

### **Other Telework Marketing Support**

Also in support of Telework, an ad was developed for the Greater Washington Board of Trade 2004 directory. Additionally, Commuter Connections and the Board of Trade held a joint press briefing in February 2004, which was supported by a poster publicizing the goal of reaching a level of 20% of the region's workforce Teleworking by 2005.





**THIS COULD BE THE WORST  
TRAFFIC YOU FACE ON  
YOUR WAY TO WORK.**

Imagine a workday that begins with something other than an hour spent sitting in frustrating, time-wasting traffic. Every day it's a reality for thousands of Washington area workers. And it's just one of the reasons teleworking is among the fastest growing trends in the business world.

Employers like teleworking because it increases productivity, reduces overhead and helps with employee recruitment and retention. Employees like it because it reduces expenses, eliminates distractions and lowers stress associated with commuting.

Almost everyone who works in an office can telework occasionally, or even every day. Visit the Commuter Connections Web site or call for more information about the benefits of teleworking from home or from one of the 16 telework centers in the Washington metropolitan area.

Commuter Connections is a program of the Metropolitan Washington Council of Governments.



**1-800-745-RIDE**  
[www.commuterconnections.org](http://www.commuterconnections.org)

## **INTERGRATED RIDESHARE InfoExpress Kiosk Promotions for FY 2004**

This year, Pathways Strategic Communications negotiated sponsorships of promotions at each of the retail locations where the InfoExpress Kiosks are maintained. These promotions have resulted in 75 applications being turned in to Commuter Connections. The ambassador is now commissioned for every verified application with a Matchlist or GRH. Two Hundred Fifty FM scan radios with the Commuter Connection logo were provided as giveaways to shoppers who registered for GRH or a Matchlist during the period the ambassador was at the kiosk for a promotion. The header signs and informational brochure for all the kiosks were redesigned this year to better reflect the current services offered by InfoExpress.

The budget of \$17,000 was used to sponsor several holiday promotions in the fall as well as the following 2004 promotions:

- Jan through June 2004- Sponsored the Lunch Loop shuttle for Ballston Common Mall for a cost of \$1,000.00 which included having one 20" x 11" laminated interior bus card and up to 500 brochures on board the lunchtime shuttle, the Commuter Connections logo on the exterior of the bus, as well as on posters and literature distributed to all the major employers in the shuttles corridor.
- February 2004 – Commuter Connections sponsored the St. Jude Hospital concert through WMZQ featuring Clint Black at Springfield Mall for \$1,000. The ambassador was present for the weekend of the ticket giveaway, and the day of the concert at the kiosk. Commuter Connections brochures and giveaway items of FM scan radios were included in 100 ticket raid bags the week before the event and distributed on the day of the event; six stage announcements were made to promote the InfoExpress Kiosk and Commuter Connections.
- April 2004 – Six 22" x 28" posters were posted throughout the Fair Oaks Mall to promote the location of the kiosk.
- In May 2004, two new locations were unveiled to the public:  
Dulles Town Center (Eatery)– May 6, 2004  
Manassas Mall (Food Court) -May 6, 2004

For these locations VRE, Loudoun County Transit and PRTC placed informational posters at their transit stations and on board their buses (at no charge to Commuter Connections) announcing the InfoExpress location and services offered to them. A 6" x 11" postcard was mailed to the homes within a 10 mile radius of the malls announcing the services offered by the kiosk and the times when the ambassador was available with gift bags for shoppers who tried the kiosks. Gift Certificates of \$100 were donated by the malls and raffled off to the shoppers who registered for a Matchlist or GRH. Print ads appeared for the week before the grand opening celebration. A 15-second commercial was produced by AdVision and played in the nearby Regal Cinemas theater lobbies in April and inside the theaters in May.

Additionally:

In April and May, 500 Food Court table tents and three 22" x 28" posters promoted the kiosk at Dulles Town Center. The placement of six 22" x 28" posters promoting the kiosk in April were placed in Manassas Mall. The Ambassador was present for the weekends before and after the grand opening celebrations, and during the grand opening with giveaways and goodie bags filled with transit schedules and promotional items donated by VRE, PRTC and Loudoun County Transit. Kozie Cooler lunch bags and white gift bags were provided as giveaways.

### **Kiosk at Fashion Centre at Pentagon City**

On June 26 and 27, 2004, the kiosk at the Fashion Centre at Pentagon City was unveiled to the public. The Fashion Centre donated the space for six 22" x 28" posters, 1,500 table tents and a \$100 gift certificate to raffle off to shoppers who registered for GRH or a Matchlist at the unveiling. Commuter Connections mailed approximately 15,000 postcards to homes within a 5-mile radius of the Fashion Centre. The mall provided the zip codes, and Pathways designed the postcard announcing the grand opening dates and times, as well as the giveaways. A print ad appeared in The Washington Post, Alexandria Arlington EXTRA edition on June 24, 2004 to announce the grand opening. Nineteen people registered for the giveaway, and dozens received gift bags for trying the kiosk.