

Item #7

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2015 MARKETING ACTIVITY

Dan O'Donnell

September 16, 2014

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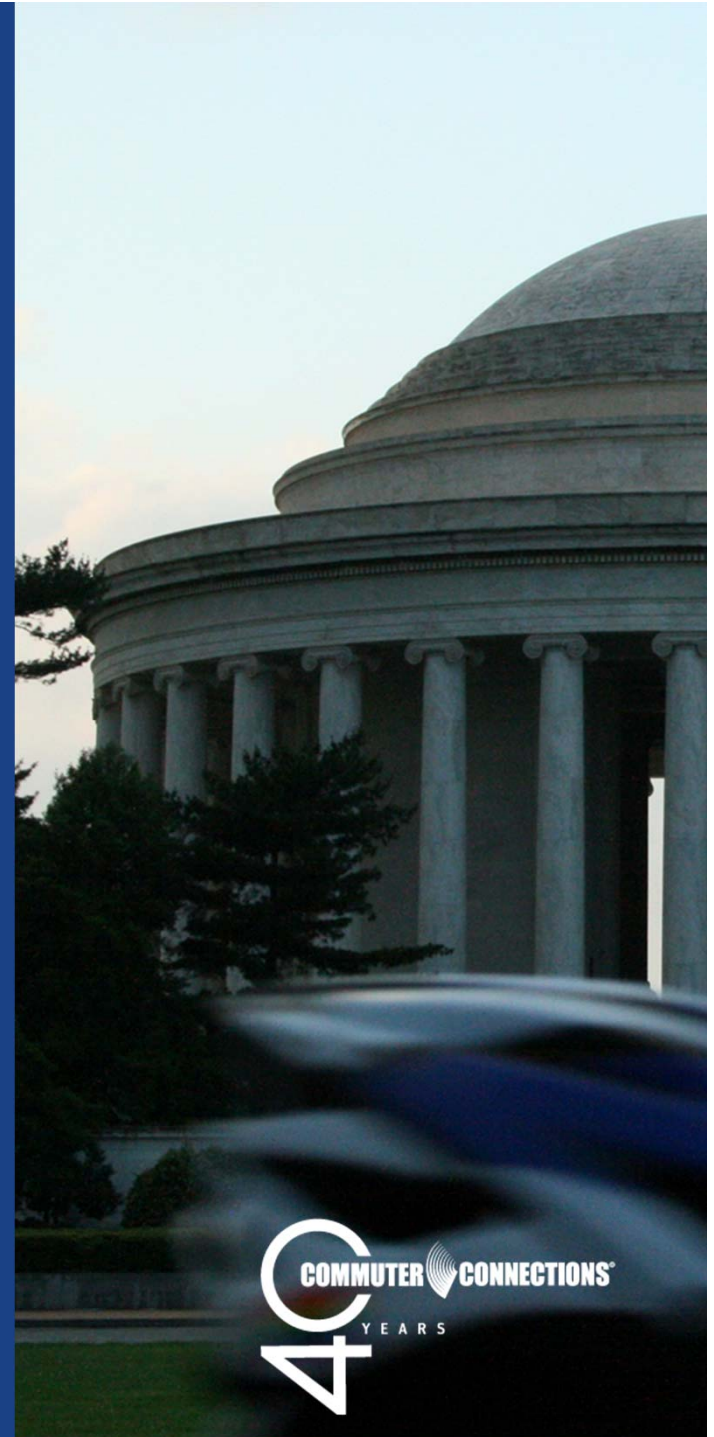


Ilya Bushuev - stock photo / 3111162

FIRST HALF FALL FY2015 REGIONAL TDM MARKETING

- 40th Year Anniversary
- Summer and Fall Newsletters
- Car Free Day 2014
- Regional Umbrella Campaign
- 2015 Employer Recognition Awards
- Direct Mail

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PROGRAM OBJECTIVES

- Convert single occupant vehicle commuters to alternate modes of transportation
- Encourage continued use of alternative modes
- Reduce vehicle trips and miles of travel
- Reduce traffic congestion and improve air quality
- Engage commuters & employers

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Imone Becchetti | stocksy.com/191225

40 YEARS
COMMUTER CONNECTIONS

COMMUTER CONNECTIONS SCHEDULE

2014

- SEP Spring campaign concepts to marketing workgroup
- SEP Car Free Day
- OCT Conduct focus groups
- OCT Refine 2015 concepts based on feedback
- OCT Fall umbrella campaign begins
- NOV Awards nomination brochure development
- DEC Fall umbrella campaign ends

2015

- JAN Finalize & produce spring creative
- FEB Spring campaign launch
- MAY Bike to Work Day
- JUN Spring umbrella campaign ends
- JUN Employer Recognition Awards



**FREE
DAY**
METRO DC

9.22.14

car free day

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40 COMMUTER CONNECTIONS[®]
YEARS

STRATEGY

Capitalize on Car Free Day as an opportunity to promote alternative modes of transportation for both commute and lifestyle

Encourage commuters and the general public to pledge to use car free or car-lite travel

Build a regional call to action to take the pledges at www.carfreemetrodcc.org

Generate in-kind sponsorships from retailers and restaurants

Offer prizes and promotions as an incentive to take the pledge

Engage support and participation of area universities



car free day

PROCLAMATION



Car Free Day 2014 proclamation signing, July 16th

Transportation Planning Board meeting

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MARKETING EFFORTS FOR CAR FREE DAY

- Web Site
- Poster
- Direct Mail
- Social Media
- Radio
- Value added online banners and events
- Text Messaging
- Earned Media placements
- Donated Transit Space

car free day

POSTER

Put it away.



Uncar for a day.
You could win a Kindle Fire or other great prizes!
Bike, walk, use transit, work from home, or go car-lite and carpool. Take the pledge today, even if you're already using car free or car-lite transportation options.

CAR FREE DAY
METRO DC
9.22.14

Take the pledge at carfreemetrodc.org

© 2014 Metro DC

40 COMMUTER CONNECTIONS
800.745.RIDE

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40 COMMUTER CONNECTIONS
YEARS

WEBSITE

CAR FREE DAY
METRO DC

September 22, 2014

Put it away. Uncar for a day.

HOME | **WHAT** | **HOW** | **EVENTS** | **PLEDGE** | **NEWS** | **SPONSORS** | **CONTACT**

is car free day? | *to be car free?* | *prizes and promotions* | *to be car free* | *drop us a line*

PLEDGE to go CAR FREE

Car Free Day Pledge Count: **606**

Be one of thousands that will reduce or eliminate the use of their car on Sept 22, 2014
...and counting!

Put it away. Uncar for a day.
September 22, 2014

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Day - Monday September 22, 2014.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

Pledge Now!

CAR FREE DAY Car Free Day
Like You like this.

CAR FREE DAY Car Free Day
August 20 at 2:07pm

Organizers of Car Free Day would like to apologize to anyone who received multiple text messages from us today within a short period of time. That was not supposed to happen and we are investigating why this mistake occurred. Just one text was supposed to go out as a friendly reminder about the upcoming Car Free Day event. We have contacted the telecom company who was contracted to

SOCIAL MEDIA FACEBOOK

Car Free Day
Non-Profit Organization

Put it away.
Uncar for a day.

Take the pledge at carfreemetrodc.com
You could win a bicycle, Kindle Fire or other great prizes!

Like Follow Message

Timeline About Photos Likes Events

PEOPLE >
3,686 likes
Invite your friends to like this Page


ABOUT >
Car Free Day 2013 will be celebrated for three consecutive days this year. Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days

Car Free Day shared a link.
August 8 · Edited

Car Free Day Free Registration is Now Open!


Metropolitan Washington Council of Governments
iz3.me
Car Free Day Free Registration is Now Open!

SOCIAL MEDIA TWITTER



Put it away.
Uncar for a day.

Take the pledge at carfreemetrodc.org
You could win a Kindle Fire or other great prizes!




TWEETS	PHOTOS/VIDEOS	FOLLOWING	FOLLOWERS	More ▾
159	2	63	435	

Follow

Commuter Connections
@CarFreeMetroDC

Car Free Day is an International event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

Tweets Tweets and replies

 **Commuter Connections** @CarFreeMetroDC · Aug 8

Car Free Day Free Registration is Now Open! iz3.me/InformzDataSer...

← 8 ★ ...

Don't miss any updates from **Commuter Connections**

Full name

Email

MEDIA

30- Second radio spot will air September 1 – 21 on:



30- Second Spanish radio spot will air September 1 – 21 on:



car free day

RADIO SPOT



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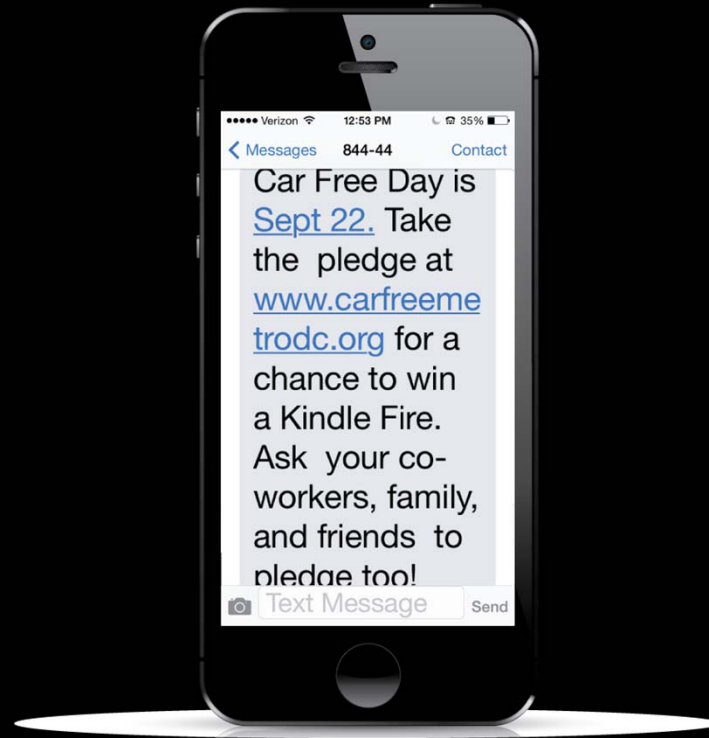
VALUE - ADD

- Radio Station Banners



car free day

TEXT MESSAGING



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SPONSORSHIP DRIVE

- Accepting in-kind prizes and special offer sponsorships from local businesses and organizations

OTHER OUTREACH

- Email blasts
 - Past participants
 - Employers
 - Universities

SPONSOR RAFFLE PRIZES

- **Kindle Fire**, courtesy of Tri-County Council for Southern Maryland
- **Sole Custom Bicycle**, courtesy of Clear Channel Communications
- **Health & fitness club annual membership** courtesy of Sport & Health
- **SmarTrip Card w/fare**, courtesy of Washington Metropolitan Area Transit Authority
- **Commuter train passes**, courtesy Virginia Railway Express
- **Capital Bikeshare annual memberships**, courtesy of goDCgo
- **\$25 Restaurant gift card**, courtesy of Mellow Mushroom of Adams Morgan
- **Annual Car Sharing memberships**, courtesy of ZipCar
- **Bicycle Rentals**, courtesy of Bike and Roll Washington D.C.
- **KIND Healthy Snacks (one-month supply)** , courtesy of KIND
- **Bike shop gift certificate**, courtesy of BicycleSPACE
- **Free pair of prescription glasses or sunglasses**, up to \$350, courtesy of SEE SEEeyewear
- **Organically grown food \$50 gift card**, courtesy of sweetgreen

EARNED MEDIA


Car Free Day Tactics

- Calendar listings to monthly publications and major outlets
- Press releases/media advisories and pitches
- Content for social media
- Secure radio/TV interview placements

car free day

DONATED SPACE

Arlington interior bus cards



Put it away.
Uncar for a day.


Take the pledge at carfreemetrodc.org

You could win a Kindle Fire or other great prizes!
Tell a co-worker, family or friend. Take the pledge today!

ART 5
arlington transit

40
COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAY
METRO DC
9.22.14



09.22.14



Put it away.
Uncar for a day.

Take the pledge at carfreemetrodc.org

You could win a Kindle Fire or other great prizes!
Tell a co-worker, family or friend to use Metrobus or Metrorail.

M
metro

40
COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAY
METRO DC
9.22.14



09.22.14


Metrobus interior bus cards

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DONATED SPACE



Fairfax Connector bus kings





Put it away.
Uncar for a day.

Take the pledge at carfreemetrodc.org
You could win a Kindle Fire or other great prizes!
Tell a co-worker, family or friend. Take the pledge today!



  Fairfax County is committed to a policy of nondiscrimination in all county programs, services and activities. Reasonable accommodations will be provided upon request. For information or to request this information in an alternative format, call the Department of Transportation at 703-671-5400, TTY 711. Please allow us to serve you best.

 **CAR FREE DAY**
METRO DC
9.22.14
800.745.RIDE



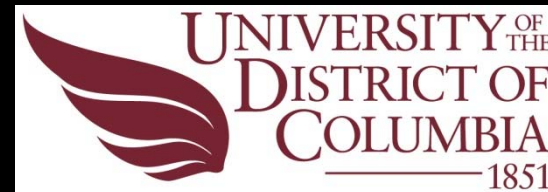
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Take the pledge at carfreemetrodc.org
You may win a Kindle Fire or other prizes!
Bike, walk, use transit, work from home, or go car-lite or carpool. Take the pledge today, even if you're already using car free or car-lite transportation options.

 **CAR FREE DAY**
METRO DC
9.22.14
 800.745.RIDE

Montgomery County bus kings and tails

CAPITAL AREA CAR FREE COLLEGE CAMPUS CHALLENGE



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Nana - iStock.com/293754

ridesharing

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FY15 FALL STRATEGY

- Position Commuter Connections as a trusted regional provider of ridesharing information
- Seek more audience engagement & connect with consumers
- Geographic emphasis middle and outer ring commutes
- Continue spring FY2014 creative
- Expand audience to include younger age brackets and greater ethnic diversity
- Continue to emphasize monetary savings

FALL CREATIVE



\$600 in savings each year.
Average dollars Ridesharing
saves *each* Commuter
Connections participant.

That's a year's worth
of premium coffee!

COMMUTER CONNECTIONS
4 YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Wake up and smell the savings.
Free Ridematching Services.



Equal to 20 trips to
the moon and back!

11,000,000 miles each year.
Combined mileage saved by Commuter
Connections participants who Rideshare.

COMMUTER CONNECTIONS
4 YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Propel your commute.
Free Ridematching Services.

rideshare

PROPOSED MEDIA

- Radio as anchor media
- TV snipes and squeezebacks
- Streaming audio with banner on Pandora
- Online video pre-roll (via YuMe)
- Promotions (sports and interactive)

Campaign Live: Oct 6 – Dec 31, 2014

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FY15 FALL PROPOSED MEDIA BUDGET

Direct Mail: \$ 50,000

Total Paid Media: \$285,756

Added Value: \$ TBD

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RADIO

- :30 radio spots in English (2)



- :30 radio spots in Spanish (2)





guaranteed ride home

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FY15 FALL STRATEGY

- Continue to promote the 40 year anniversary and the impacts of Commuter Connections services
- 50% of participants that drove alone before signing up for GRH cited Guaranteed Ride Home as “very important” to making a change to alternative transportation
- Guaranteed Ride Home is another great benefit for people who rideshare
- Position GRH as a safety net

guaranteed ride home

FALL CREATIVE



COMMUTER CONNECTIONS[®]
40 YEARS

Get the cherry on top:
Guaranteed Ride Home. Another great benefit to
ridesharing - a free ride home in an emergency.

* some restrictions apply 800.745.RIDE commuterconnections.org



COMMUTER CONNECTIONS[®]
40 YEARS

Get the icing on the cake:
Guaranteed Ride Home. Another great benefit to
ridesharing - a free ride home in an emergency.

* some restrictions apply 800.745.RIDE commuterconnections.org

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guaranteed ride home

PROPOSED MEDIA

- Radio as anchor media
- Web Banners
- Direct Mail

Campaign Live: Oct 13 – Dec 28, 2014

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FY15 FALL PROPOSED MEDIA BUDGET

Radio	\$190,504
Total Paid Media:	\$190,504
Direct Mail:	\$ 50,000
Added Value:	\$ TBD

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guaranteed ride home



guaranteed ride home

RADIO

- :30 radio spots (2)



guaranteed ride home

BANNER ADS



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Spring Umbrella Campaign

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FY2015 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Trusted

This concept positions Commuter Connections as the trusted, secure option for ridesharing.

We respect our audiences privacy & security and with 40 years of trusted ridematching, are the dependable choice for commuters in the greater Washington DC area.

FY2015 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Thrift

This concept brings forward the “hipster” lifestyle – cool, hip, on-trend, and cost conscious. Alternative mode transportation is presented as a cool and accessible down-to-earth choice to save money and help the environment.

FY2015 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Ride Happy

The focus of this concept is lifestyle. Whatever makes you happy during your commute, most likely there is someone that shares the same “like.” Let’s face it, being in traffic is not always enjoyable, but with someone else to pass the time, hopefully you’ll find some pleasure in it: whether it’s swapping weekend stories, recipes, political banter, sports trivia, or whatever, we have an individual or group for you to rideshare with.

FY2015 SPRING PROPOSED GRH CONCEPT

Concept: Just in Case

This concept positions Guaranteed Ride Home as your ace in the pocket, a thing that's in reserve for when you need it. All that's necessary is registration, and then you can have your ride waiting in the case of an emergency. Our concept reminds the audience of all of life's little emergencies, and how small simple steps can prepare you for them.

FY2015 SPRING PROPOSED GRH CONCEPT

Concept: Fall Back Plan

This concept focuses on the idea that Guaranteed Ride Home is your fall back plan. You can depend on this program if you choose alternative commute options; and know that you can get home in an emergency. Like all other things we have a back-up for, GRH is a backup that simply requires registration, and then you can rest easy.

FY2015 SPRING PROPOSED GRH CONCEPT

Concept: The Little Pick Me Up

This concept positions the Guaranteed Ride Home Program as one's "Pick Me Up", something that improves our day and solves a problem. Playing off the literal pick-me-up, the radio ads use other favored pick-me-ups to create a sense that we have an easy fix for those who rideshare— Guaranteed Ride Home.

SPRING CREATIVE DEVELOPMENT SCHEDULE

Review research and results from recent campaigns	Jun 2014
Develop Marketing Communications Plan	Aug 2014
Feedback on plan from Regional TDM Marketing Group (Extranet)	Aug 2014
Present conceptual approaches to Regional TDM Marketing Group	Sep 2014
Conduct Commuter and Stakeholder Focus Groups	Oct 2014
Refine approach based on workgroup and focus group feedback	Oct 2014
Finalize creative	Nov 2014
Produce creative	Dec 2014
Distribution to media vendors	Jan 2015
Campaign launch	Feb 2015

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- Previous campaign results
- 3rd party media data from Strata, Scarborough, Arbitron

Calculate

- Reach & frequency of target demographics for each media option

Analyze

- Cost/value proposition of each media option

Reality check

- Does it make sense?

Negotiate

- Evaluate best negotiated options

Media purchase

Run campaign

Evaluate results



40th year anniversary

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anniversary

LOGO AND TAGLINE



Providing trusted, free Ridematching since 1974.

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DIGITAL TIMELINE

1974-Present Celebrating 40 Years with Commuter Connections

ABOUT THIS TIMELINE | CREATE A TIMELINE | CONTACT | LOGIN | FREE SIGN UP

1974

COMMITTEE CONNECTIONS

Grand Opening
1974
Commuter Operation Center Opens

TECHNOLOGY

1970s
1970-1979
Keypunched cards were hand-mailed by COG staff. Litton matched ridesharers via IBM 360/370 mainframe.

NATIONAL

Oil Crisis
Oct 1973

OAPEC (OPEC, plus Egypt, Syria and Tunisia) proclaimed an oil embargo.

COMMITTEE CONNECTIONS

Commuter Club
June 28, 1974
Commuter Club formed in response to the oil embargo

NATIONAL

Gas Price Raise
1974
Average gas price went above 50 cents for the first time in the United States.

Apr May Jun '74 Jul Aug Sep Oct

3 Jan 2011 11 Jan 2011 19 Jan 2011 27 Jan 2011 4 Feb 2011 12 Feb 2011 20 Feb 2011

anniversary

GIVEAWAYS



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40th year anniversary

TPB EVENT – JULY 16, 2014



Celebration space



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TPB 40TH YEAR ANNIVERSARY CELEBRATION – JULY 16, 2014

- Event was attended by fifty to sixty guests
- Guest speakers discussed traffic trends and data as well as insights into commuter habits. The speakers included:
 - Bob Marbourg, WTOP Radio traffic reporter
 - Kelley Coyner, Northern VA Transportation Commission Executive Director
 - Simela Triandos, ILIAS Technology Solutions
 - Phil Shapiro, Shapiro Transportation Consulting
 - Nicholas Ramfos, MWCOG Commuter Connections Director
- Other highlights: Digital Timeline, Commuter Connections trivia, and 40th year celebration video,

TPB EVENT – JULY 16, 2014

anniversary



Nick Ramfos with guest speakers

odonnellCOMPANY



TPB EVENT – JULY 16, 2014

anniversary



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FY15 FALL ACTIVITY FOR 18TH ANNUAL EMPLOYER RECOGNITION AWARDS

2014

- SEP Form Awards Workgroup
- OCT Develop concepts
- OCT Selection by Workgroup
- NOV Finalize brochure and nomination form
- NOV Set up online nomination info and form
- DEC Mailing to level 3 & 4 employers in database
- Nomination period begins

2015

- JAN Email blast to level 3 & 4 employers in database
- JAN Nomination period ends
- MAR Selection Committee meets
- MAY Media outreach
- JUN Employer Recognition Awards ceremony
- JUN Print Ad



newsletters

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FY2015 SUMMER & FALL NEWSLETTERS

Strategy & Positioning:

- Exploring a potential transition to incorporate web version along with traditional print version
- Build digital presence and following
- Maintain frequency and content volume
- Include one infographic from the 2013 State of the Commute per quarterly issue

FY15 SUMMER AND FALL NEWSLETTERS



Issue 3, Volume 18 Summer 2014 **WHAT'S INSIDE**

- 4 Honor Top Employers to Put Us Away for Our Frills Day
- 5 Commuter Connections Celebrate 40 Years!
- 5 March Silver Line Opens!


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

EMPLOYER RECOGNITION AWARDS HONOR TOP BENEFIT PROGRAMS

Three area companies, a state agency program and a local jurisdiction were honored at the 17th annual Commuter Connections Employer Recognition Awards ceremony held at the National Press Club on June 24, 2014.

This annual awards event honors companies that promote sustainable, healthy, and convenient commute options for their employees. Companies are nominated in three categories.

Commuter Incentives reward and encourage employees for using alternative means of commuting. Marketing Programs are an essential part of a successful commuter program and promote the merits of alternative commuting. Teleworking allows employees to dramatically reduce the time and money spent commuting. *Continued on page 2*



2014 EMPLOYER SATISFACTION SURVEY RESULTS RELEASED

Commuter Connections has released a report on the results of the 2014 Employer Satisfaction Survey.

Conducted every five years, the survey queries a random sample of employers that participate in the Employer Outreach program administered by Commuter Connections. Data is collected to document the attitudes, opinions, and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections Employer Services network in the Washington, DC metropolitan region.

Topics covered in the 2014 survey included: company background; worksite commute programs; satisfaction with Commuter Connections representatives; communication with Commuter Connections; value of Commuter Connections employer assistance services; use of employer survey data;

and interest in Commuter Connections training opportunities. Company Background - 60% of companies employed fewer than 100 employees and 17% had 251 or more. 63% were private companies and 30% were non-profits. Over half said they only had one work site in the region.

Worksite Commuter Services Offered - 46% of respondents said employees had access to general commute info, 37% said transit schedules were available, and 20% cited Guaranteed Ride Home. 45% said they currently offered SmartBenefits, 31% offered Smart Trip Cards, and 30% offered pre-tax accounts. 53% said they offered flexibility in work schedules.



Awareness and Satisfaction with Commuter Connections' Network Representative - Although most respondents had been involved with commuter benefits for more than two years, only 27% could name their representative. *Continued on page 5*

Summer 2014

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FDA AND USDA FOREST SERVICE WIN EMPLOYER RECOGNITION AWARDS

At the 17th annual Commuter Connections Employer Recognition Awards ceremony held at the National Press Club on June 24, 2014, two of three winners were federal employees. The ceremony recognizes employers that go above and beyond to support commuter programs.

Food and Drug Administration, White Oak, MD - Marketing Award

The U.S. Food and Drug Administration (FDA) is the division of the United States Department of Health and Human Services responsible for protecting and promoting the public's health through the regulation and supervision of food and drug safety.

Of the FDA's 5,800 employees, over 500 use vanpools or carpools, more than 250 use public transit, and more than 2,500 telework an average of five-plus days per month.

As part of its marketing efforts, FDA uses both traditional and modern techniques to promote transportation alternatives. Commuter information tables in the cafeteria allow face-to-face contact with employees. The FDA also communicates regularly through email blasts to employees, announcing new alternative commute options, bus schedules, new vanpools forming, and current vanpools with vacancies. Another tried and true method of getting the word out is the traditional cork bulletin board, which displays the latest transportation activity. FDA also supports the use and formation of vanpools by providing on-campus vanpool driver training.

Along with information on ridesharing, Guaranteed Ride Home, van and carpool, and bicycling given to new employees during their orientation, employees are given information on bus routes and shuttle buses that the FDA operates to and from various Metro stations.

Additionally, all vanpool and transit riders are eligible to receive a transit subsidy of \$130 per month. The FDA accommodates bicyclists and those who walk to work by offering shower facilities and convenient bike racks, and all FDA shuttle buses are bike-rack equipped. FDA employees have the option of a compressed work schedule and scheduled telework as authorized by their managers.

As evidence of success, the FDA program has seen an increase in the number of vanpools, up 24% to 44 by the end of 2013. In large part due to FDA's tireless marketing efforts, employees reduce 10,130,450 vehicle miles traveled per year, and save 511,639 gallons of gasoline annually.

For more information on FDA's program, contact Jack Carlife at: Email: john.carlife@fda.hhs.gov; Phone: 301.796.6981

USDA Forest Service, Washington, DC - Telework Award

The USDA Forest Service is an agency under the U.S. Department of Agriculture that administers 155 national forests and 20 national grasslands that encompass 193 million acres.

Of its 666 employees in the Washington metro area, 310 (47%) participate in the telework program on an average of six days per month. In addition, 190 employees (29%) are equipped and prepared to telework in special situations such as inclement weather.

In 2011, in an effort to care for the land and environment and reduce their carbon footprint, the USDA Forest Service started its telework program. Previously, employees traveled among offices in four

Continued on back

LOOKING AHEAD

- Spring campaign ideation Aug – Sept 2014
- Car Free Day Campaign Aug – Sept 2014
- Run Fall Campaign Sept – Dec 2014
- Spring Campaign Feb – June 2015
- Bike to Work Day Campaign Apr – May 2015
- Employer Recognition Awards June 2015



A photograph of a city street at sunset. The sky is a warm, golden-orange color. In the foreground, the silhouettes of two people are walking from left to right. The person in front is carrying a briefcase. To the left, there is a dark silhouette of a building and a car. To the right, there is another dark silhouette of a building and a street lamp. The overall scene is dark, with the sunset providing the main light source.

Q&A

40 COMMUTER CONNECTIONSSM
YEARS