

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2013 MARKETING ACTIVITIES

DAN O'DONNELL
DECEMBER 18, 2012

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COMMUTER CONNECTIONS[®]



FALL MARKETING PROGRAM

OBJECTIVES AND STRATEGY

FALL UMBRELLA CAMPAIGN

CAR FREE DAY

CAMPAIGNS IN DEVELOPMENT

ADDITIONAL MARKETING ELEMENTS

NEXT STEPS

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COMMUTER CONNECTIONS

FY13 SCHEDULE

2012

June Review research and results from recent campaigns

July Develop Marketing Communications Plan

Aug Feedback on Plan from Regional TDM Marketing Group (*Extranet*)

Sep Present conceptual approaches to Regional TDM Marketing Group

Oct Refine and develop approach based on Workgroup feedback

Nov Finalize creative



Dec Produce creative

2013

Jan Distribute creative to media vendors

Feb Spring Umbrella Campaign launch

OVERALL PROGRAM OBJECTIVES

Convert single occupant vehicle (SOV) commuters to alternate modes of transportation

Encourage continued use of alternate modes of transport

Reduce vehicle trips

Reduce vehicle miles of travel

Reduce vehicle emissions associated with commuting

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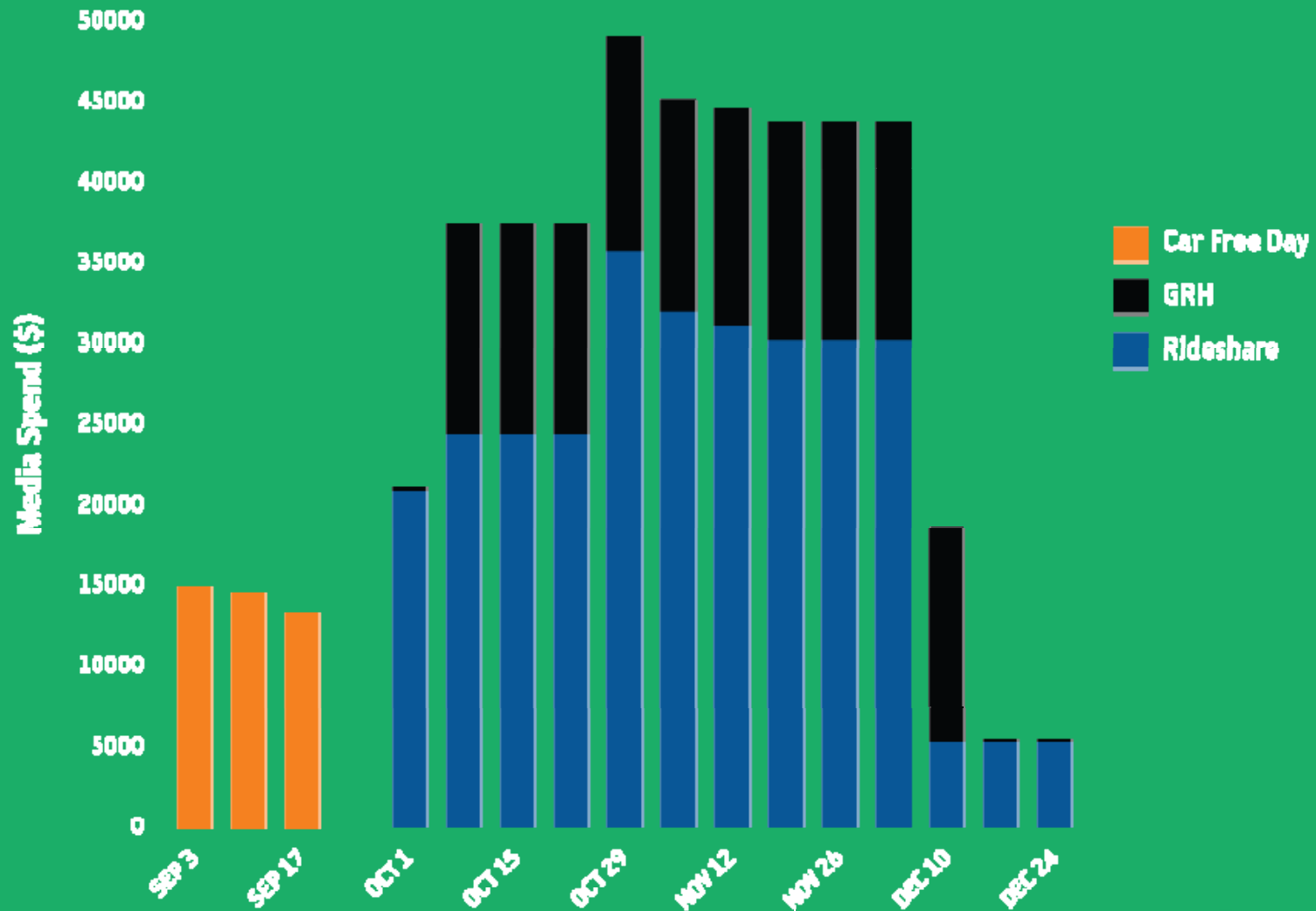


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STRATEGY



PAID MEDIA



VALUE ADD MEDIA

FALL UMBRELLA CAMPAIGN

- Paid media: \$439,718
- Added value: \$116,700, additional 26.5%

CAR FREE DAY

- Paid media: \$44,600
- Added value: \$39,400, additional 88.3%

EARNED MEDIA

63 MEDIA PLACEMENTS FOR CARFREE DAY

ADDITIONAL MEDIA PLACEMENTS:

- Sep *No Escape: Terrible Traffic Tuesday Approaches*
September traffic: Worst ever?
- Nov *Vanpools starting, riders needed*
- Oct *Working from home grows in popularity*

FALL RIDESHARE CAMPAIGN

MESSAGE (FY2012 SPRING UMBRELLA CAMPAIGN):
RIDESHARE IS AN EASY WAY TO SAVE MONEY

GEOGRAPHIC EMPHASIS ON MIDDLE AND OUTER
RING COMMUTES

- Longer commutes, distance and time
- Fewer public transit options

MEDIA:

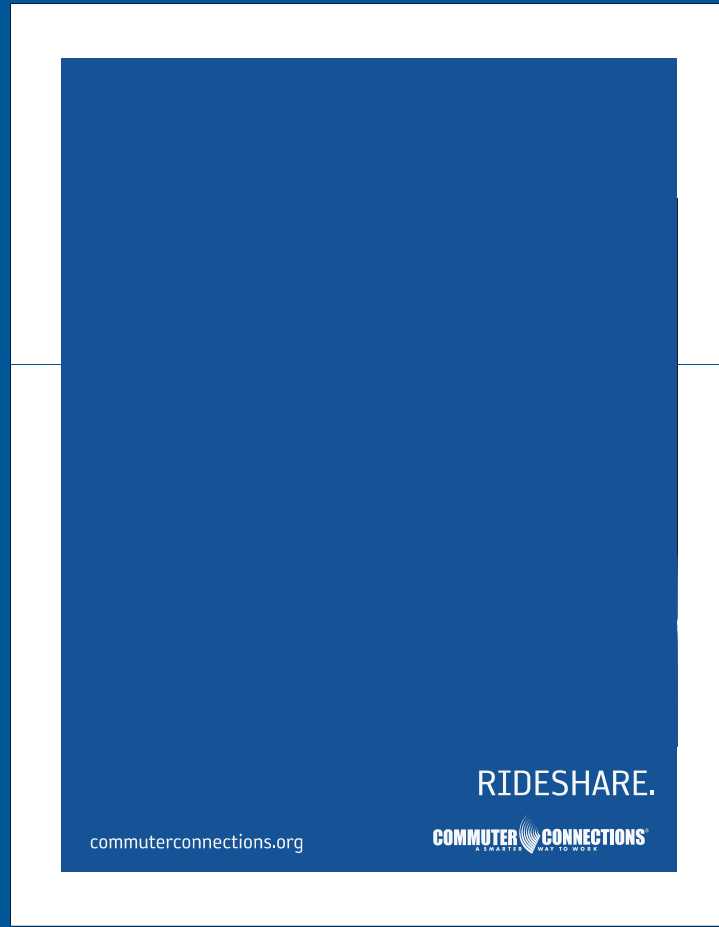
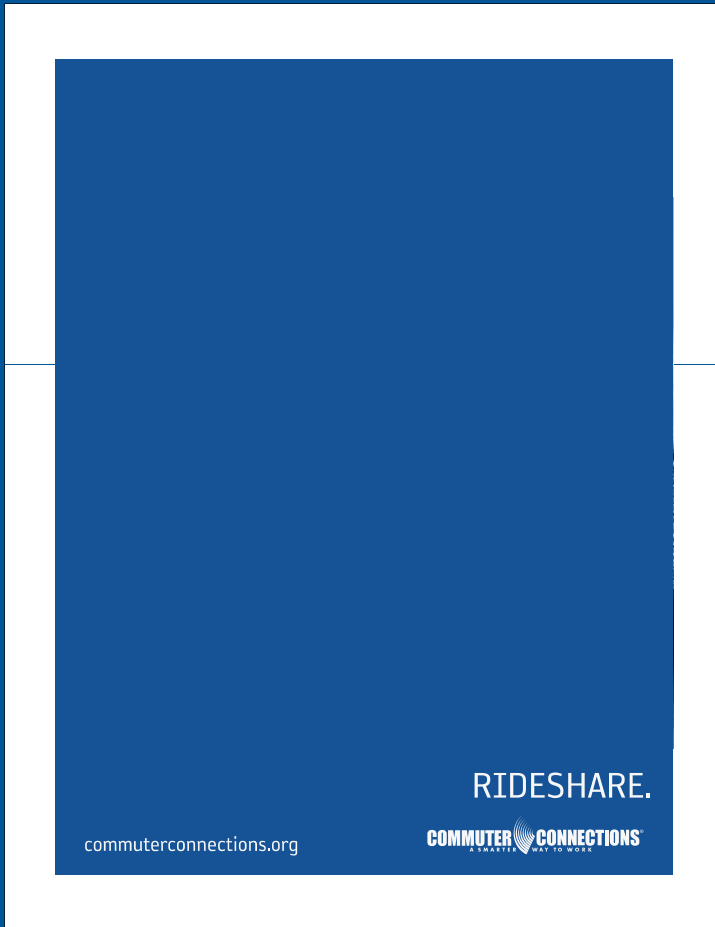
- Radio (anchor)
- TV
- Online banner ads

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FALL RIDESHARE CAMPAIGN CREATIVE



FALL RIDESHARE CAMPAIGN RADIO

12 radio stations promote ridesharing, October 1-December 9



FALL RIDESHARE RADIO – COMMUTER INFO

COMMUTER INFO REPORT

- “Commuter Info Report” on WTOP and Federal News Radio, Wed-Fri, 10 weeks, alternating weekly and by station between morning and evening drive time.
- :60s Commuter Connections-sponsored report
 - :30s WTOP-produced topical commute report
 - :30s Commuter Connections spot
- Live 10 second Traffic Sponsorship Package on WTOP for 10 weeks.
- Banner ads on WTOP.com and FederalNewsRadio.com for 10 weeks .

FALL RIDESHARE RADIO – COMMUTER INFO

COMMUTER INFO REPORT

PRESENTED BY DAVE DILDINE

SAMPLE COMMUTER INFO REPORT TOPICS

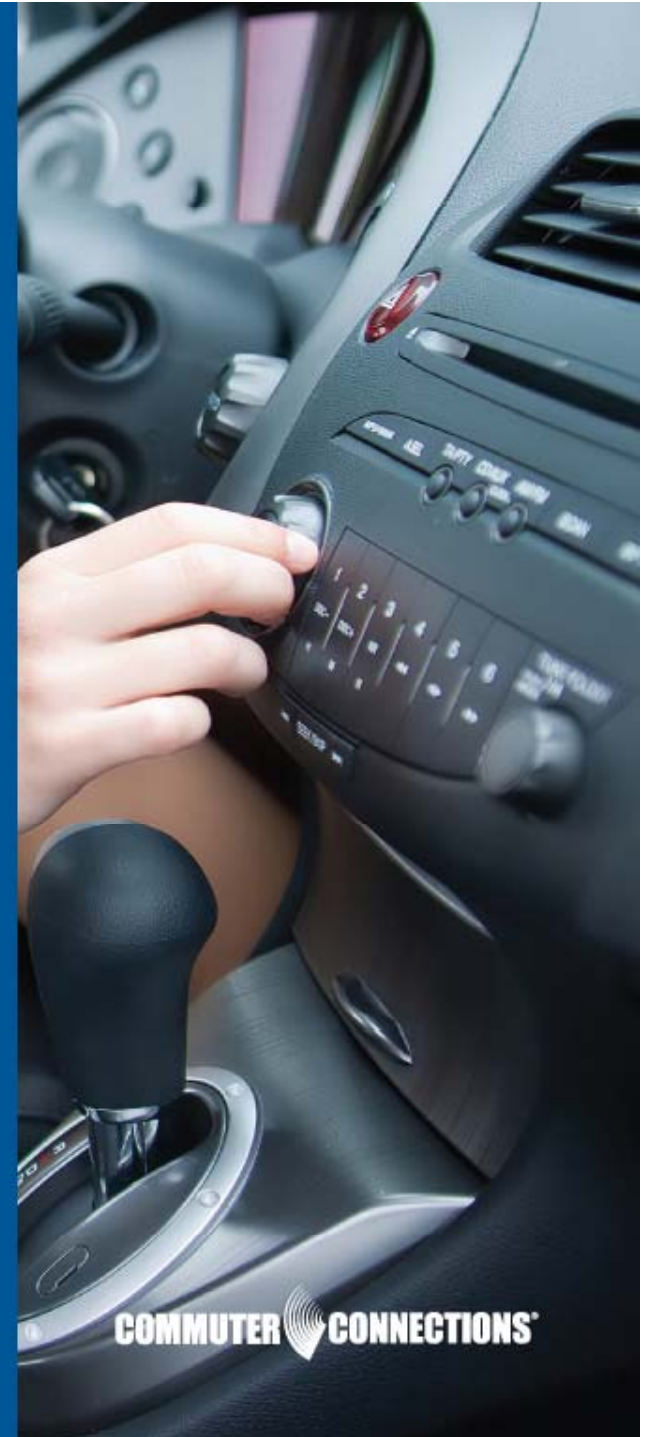
Teleworking increases

Company efforts to improve employee commutes

DDOT's development of L Street bike track,
support biking as a viable commute option

Superstorm Sandy reminder of need to plan
commute alternatives

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FALL RIDESHARE – COMMUTER INFO BANNER ADS

The screenshot shows a news website interface with a blue header and navigation menu. The main content area features several news articles. A large blue banner ad for 'RIDESHARE.' is overlaid on the right side of the page. The website header includes the time '2:34 pm, November 2, 2012', trending topics like 'Army workforce', 'TSP returns', 'USPS reform', 'FEMA', and 'cyber hiring', and user options for 'Log In', 'Sign Up', and 'Mobile Site'. The main navigation menu includes 'Listen', 'News', 'Traffic', 'Weather', 'Sports', 'Living', 'Facebook', 'Twitter', and 'Alerts'. The weather section for Washington, DC shows 'Now: 52 °F' and 'Today: Variable clouds with a shower, breezy'. The 'Latest News' section includes articles about a woman found in Springfield, Va., Romney and Obama's campaign, generators sold at Costco, a daughter bullied in school, and a timeline of the Libya rescue effort. The 'Secret Service agent hid affair, kills self' article mentions a scandal involving a Mexican woman and a prostitution scandal. The 'Dominion customers to get bill break' article mentions a power outage in the Northeast. The 'Campaigns lawyered up for election OT' article mentions legal challenges for the 2012 election. The 'Top 25 movies on American politics' article mentions 'The West Wing'. The 'RIDESHARE.' banner ad is a solid blue rectangle with the word 'RIDESHARE.' in white, sans-serif font.

THERE ARE EASIER WAYS TO KEEP MONEY.

FALL RIDESHARE CAMPAIGN TV

Television on Comcast, Oct 29 - Dec 24

Stations airing spot included CNBC, NFL Network, ESPN2, Comcast Sportsnet, Animal Planet, Lifetime, Lifetime Movie Network, Style, Travel, TV Land



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FALL RIDESHARE CAMPAIGN BANNER ADS

ONLINE BANNER ADS DURING NOV-DEC

- Run-Of-Site (ROS) on WashingtonTimes.com
- Home, weather, traffic, and business pages on WJLA.com
- News, weather, traffic pages on NBC4.com

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FALL RIDESHARE CAMPAIGN BANNER ADS

Edit View Favorites Tools Help
Suggested Sites KTBSOnline Home Page Yahoo! Sports Fantasy Fo...



abc 7

53° CURRENT CONDITIONS High: 55° / Low: 40° Cloudy

NEWS WEATHER TRAFFIC D.C. MD VA NATION WORLD CRIME SPORTS
VIDEO BIZGOV POLITICS VOTE 2012 SANDY'S AFTERMATH ABC7 ALERTS NEWSCHANNEL8

4 NBC WASHINGTON 50° 55 | 41

HOME NEWS VIDEO WEATHER INVESTIGATIONS ENTERTAINMENT THE SCENE ON AIR TRAFFIC CONTESTS

LOCAL U.S. & WORLD SPORTS HEALTH TECH WEIRD WEATHER BLOGS: FIRST READ - DMV CAPITAL GAMES CONSUMER

learn more COMMUTER CONNECTIONS

HOME > NEWS

WASHINGTON DC NEWS



Drink the Water, But Don't Go Swimming Yet

Anti-Obama Texts Linked to Va. Republican

Obama Returns to Campaign Trail After Storm Hiatus

ALL LOCAL POLITICS WEIRD SPORTS TECH BREAKING

Search WJLA.com

Advertisement



learn more

Advertisement

View Upcoming Sale Items BELFORT Furniture Deals, savings, coupons & more...

Search Jobs dcjobs.com Live here. Work here.™

Featured

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FALL RIDESHARE CAMPAIGN VALUE ADDS

- Bonus weeks, no charge, reduced rates on WAFY, WWEG, WSMD, WFLS, WJMA, WTOP, WILC, Comcast
- Interview with Jose Diaz on WILC
- 35,000 bonus impressions on NBC4.com
- 150,000 bonus impressions on Washington Times e-newsletter

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FALL GRH CAMPAIGN

MESSAGE (FY2012 SPRING UMBRELLA CAMPAIGN):

GRH OFFERS A SAFETY NET FOR THOSE WHO RIDESHARE.

GEOGRAPHIC EMPHASIS ON INNER CORE COMMUTES

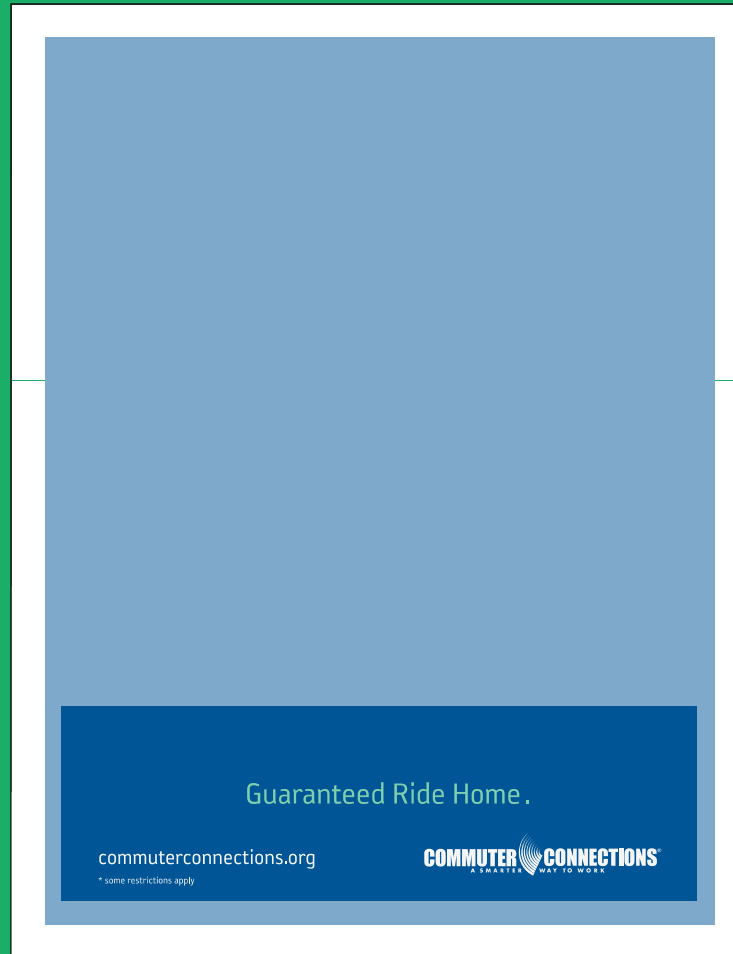
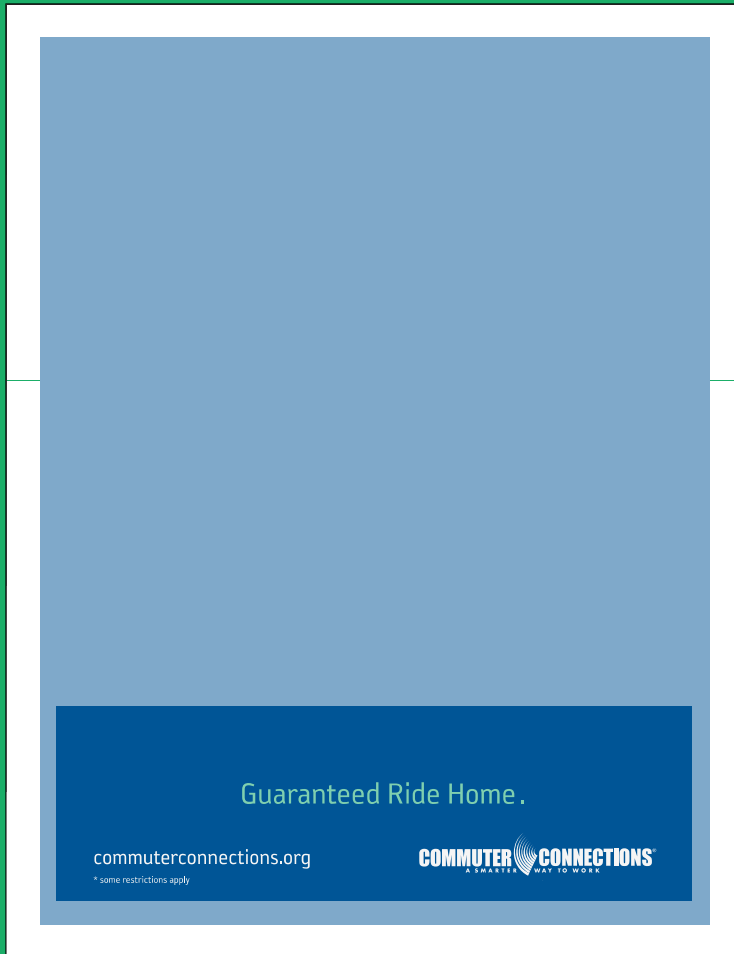
MEDIA: Radio



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FALL GRH CAMPAIGN CREATIVE



FALL GRH CAMPAIGN RADIO

4 radio stations promote ridesharing, October 8-December 16



FALL GRH CAMPAIGN VALUE ADDS

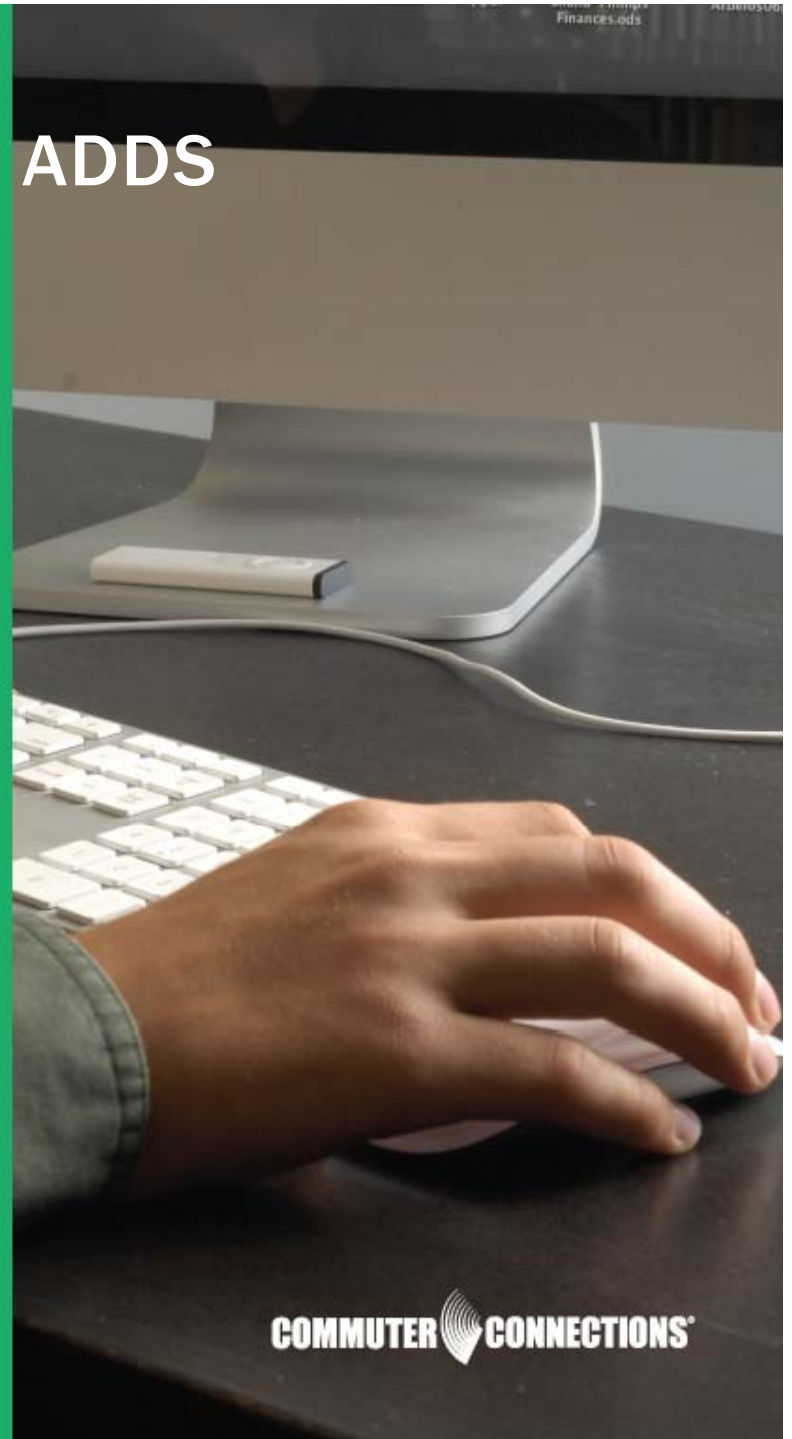
Win dinner for your carpool courtesy of Ledo Pizza

- Contest on DC101 and WBIG
- 6 giveaways: DC101 (10/22, 11/5, 12/3) and WBIG (10/22, 11/12, 12/10)

Pushdown ads on WBIG and DC101 websites

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FALL GRH CAMPAIGN VALUE ADD

Ledo Pizza promotion

The screenshot shows the iHeartRadio website interface. At the top, there's a navigation bar with "LISTEN LIVE", "DC'S ROCK STATION", and social media icons. Below that, there's a banner for "LIVE's Ed Kowalczyk Live at the Hamilton" with a "Click Here for Tickets!" link. The main content area features a "Contests" section with the headline "Guaranteed Ride Home from Commuter Connections". Below the headline is a blue banner for "COMMUTER CONNECTIONS" with the tagline "A SMARTER WAY TO WORK". The contest details state: "Win a \$50 gift certificate to Ledo Pizza from Commuter Connections Guaranteed Ride Home program." The Ledo Pizza logo is displayed in a large, stylized font. Below the logo, there's a paragraph explaining the Guaranteed Ride Home (GRH) program: "Guaranteed Ride Home (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a FREE and reliable ride home when one of life's unexpected emergencies arise." A final paragraph notes: "Commuters may take advantage of GRH up to four times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late." To the right of the contest announcement, there's a sidebar with a "SHARE IT!" button, an "EMAIL THIS" button, and a "BOOKMARK" button. Below these buttons is a vertical banner for "MILLIONS FOR MARYLAND SCHOOLS VOTE FOR QUESTION 7" with a "LEARN MORE" button and a small note: "PAID FOR BY FOR MARYLAND JOBS & SCHOOLS, INC. TIM O'BRIEN, TREASURER."

FALL GRH CAMPAIGN VALUE ADD

Push down
ad expands

The screenshot shows the iHeartRadio website interface for DC's Rock Station 101.1. The top navigation bar includes "LISTEN LIVE", "DC'S ROCK STATION", social media links for Facebook and Twitter, and the iHeartRadio logo. The main content area features an "ENTERTAINMENT NEWS" section with a story about Jack Osbourne's wedding, an "ON AIR" section for Tessa Hall, and a "JUST PLAYED | PLAYLIST" section. A large blue advertisement for "COMMUTER CONNECTIONS" is prominently displayed in the center, with the text "Guaranteed Ride Home*. sign up today." and the logo "COMMUTER CONNECTIONS A SMARTER WAY TO WORK". Below the main ad, there are several smaller image thumbnails, including a "LISTEN LIVE" button and another "COMMUTER CONNECTIONS" logo.

FALL GRH CAMPAIGN VALUE ADD

Banner expansion

LISTEN LIVE ▶ WASHINGTON'S CLASSIC ROCK Like Follow +1 Free Live and Custom Radio **iHeartRADIO**

BIG 100.3

ENTERTAINMENT NEWS
Slash's illness forces hometown postponement
The rocker has been forced to postpone his show in Los Angeles due to illness

ON AIR
Big Rig
Weekdays 5am - 9am
VIDEO: 'Nattitude' baby!

JUST PLAYED | PLAYLIST
Where The Streets Have...
U2
All My Love
Led Zepelin
Paradise By The Dashbo...
Meat Loaf
MORE

Home Listen On Air Music Photos Events Contests News Info Search/Keyword/Artist **GO**

why risk it? expand

advertisement | your ad here

Trans-Siberian Orchestra
"The Lost Christmas" | Dec. 12 | Verizon Center

LISTEN LIVE

COMMUTER CONNECTIONS
A SMALLER WAY TO WORK
learn more

PHOTO GALLERY

CONNECT WITH DC'S BIG 100.3
iheartradio facebook twitter google+ iphone android blackberry

LIKE BIG
BIG 100.3 (WBIG-FM)
Washington on Facebook
Like

'POOL REWARDS CAMPAIGN

Promoted during Fall Campaign using value add media

- WBQB direct mail
- :10s promotional spots on WAFY, WVEG, WFMD, WFRE, WFLS
- Banner ads on station websites: WFMS, WFRE, WJMA, and tile on WMAL



'POOL REWARDS AD

1/2 page ad in WBQB direct mail, delivered to 65,000 homes in November

'POOL REWARDS

It pays to rideshare

Join or start a new carpool and claim your 'Pool Rewards today!*

Just 2 days a week to cash in!

If you drive alone to work, sign up to carpool 2+ days a week for three months, and you may qualify!

Get \$2/day for each day in an eligible carpool (max \$130 pp). Registration required.

Apply online!
(we can help with partners)

* Additional rules and limitations apply.



commuterconnections.org 800.745.RIDE

'pool together, get more.



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COMMUTER CONNECTIONS

'POOL REWARDS VALUE ADD BANNER AD



HOLIDAY CRAFT SHOW

JOIN THE FREDERICKSBURG TRADITION
THE HOLIDAY CRAFT SHOW HAS ONE OF KIND
HOLIDAY GIFTS, KNICK KNACKS & MORE.

FREDERICKSBURG EXPO CENTER • DEC 1-2

**CLICK HERE
FOR MORE INFO &
\$2 OFF
COUPON**



**103.1 WJMA
TODAY'S COUNTRY**






[HOME](#) [CONTESTS](#) [TODAY'S COUNTRY CLUB](#) [JOCKS](#) [WJMA NEWS](#) [PHOTOS](#) [AROUND CENTRAL VIRGINIA](#) [COUNTRY LINKS](#) [ADVERTISE WITH US](#) [JOBS](#)

Keyword:

TODAY'S COUNTRY CLUB

Register / Login

CLOSINGS
and
CANCELLATIONS

WEATHER FORECAST

Weather: 

Detailed Forecast

Zip Code Go

*A Madison Christmas
Celebration*

Christmas Parade- Saturday, Dec. 1st
Parade starts at 10am at Waverly
Yowell Elem. School

Cash for Carpools

Earn up to \$130 in cash!*

'POOL REWARDS
It pays to rideshare

*Some restrictions apply.

MAKE YOUR PLANS

November 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
Next						

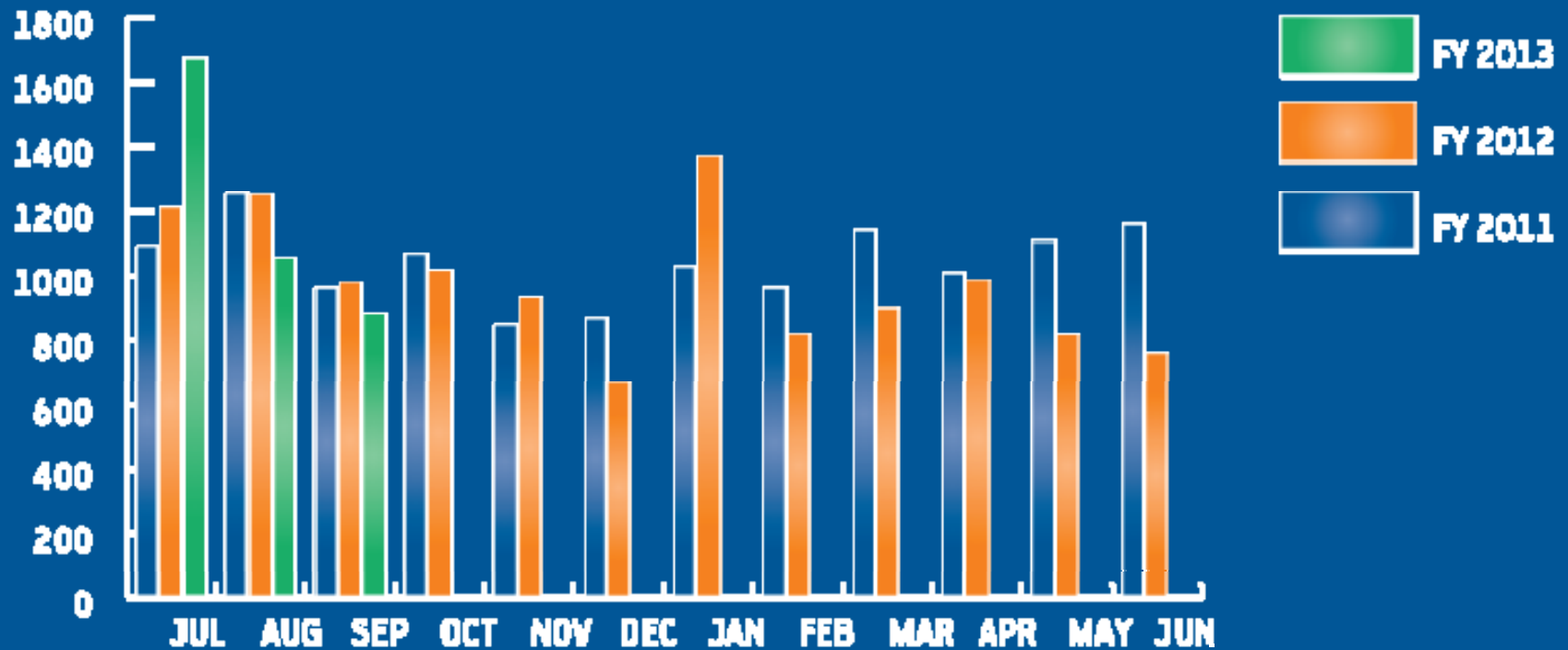
LOCAL NEWS

- CCSO seek leads in Reva, Leon and White Shop burglaries
- Journey launches tree-planting project for Civil War dead
- Culpeper woman wins \$1M in Virginia Lottery Powerball drawing
- Madison County names \$40M

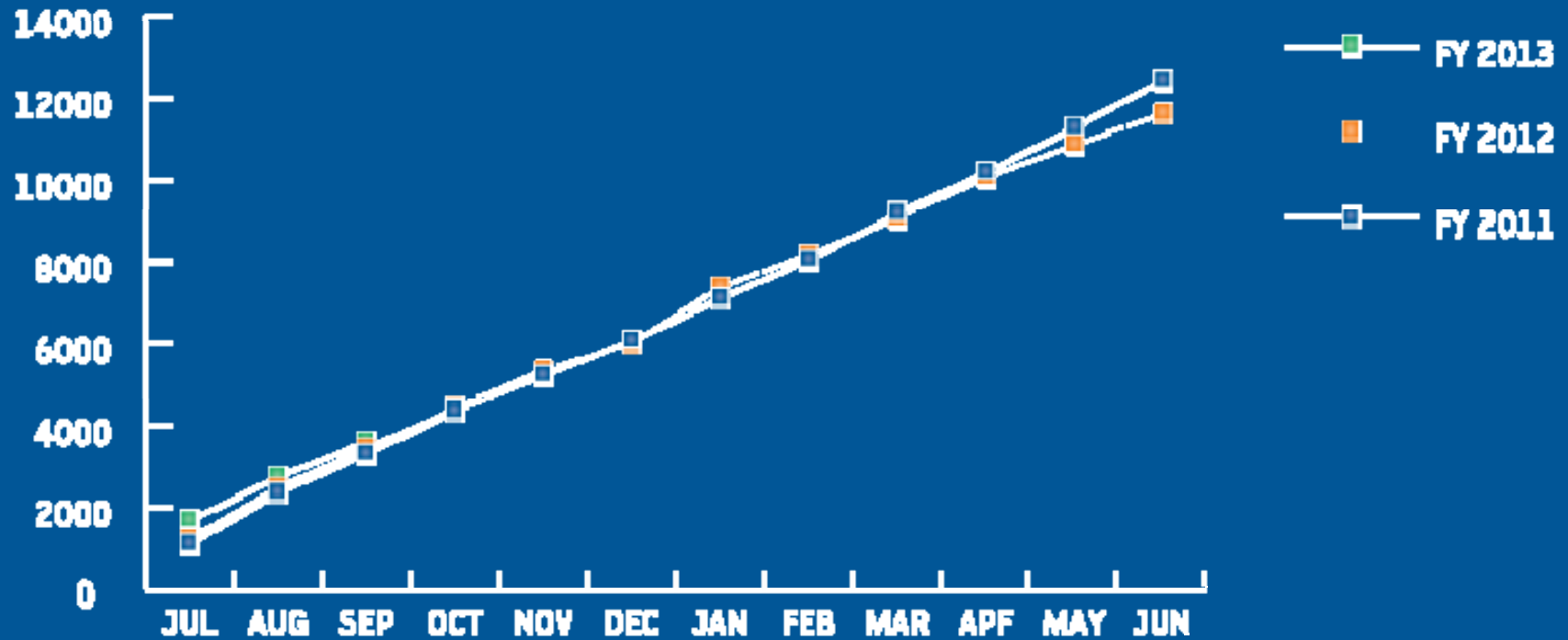
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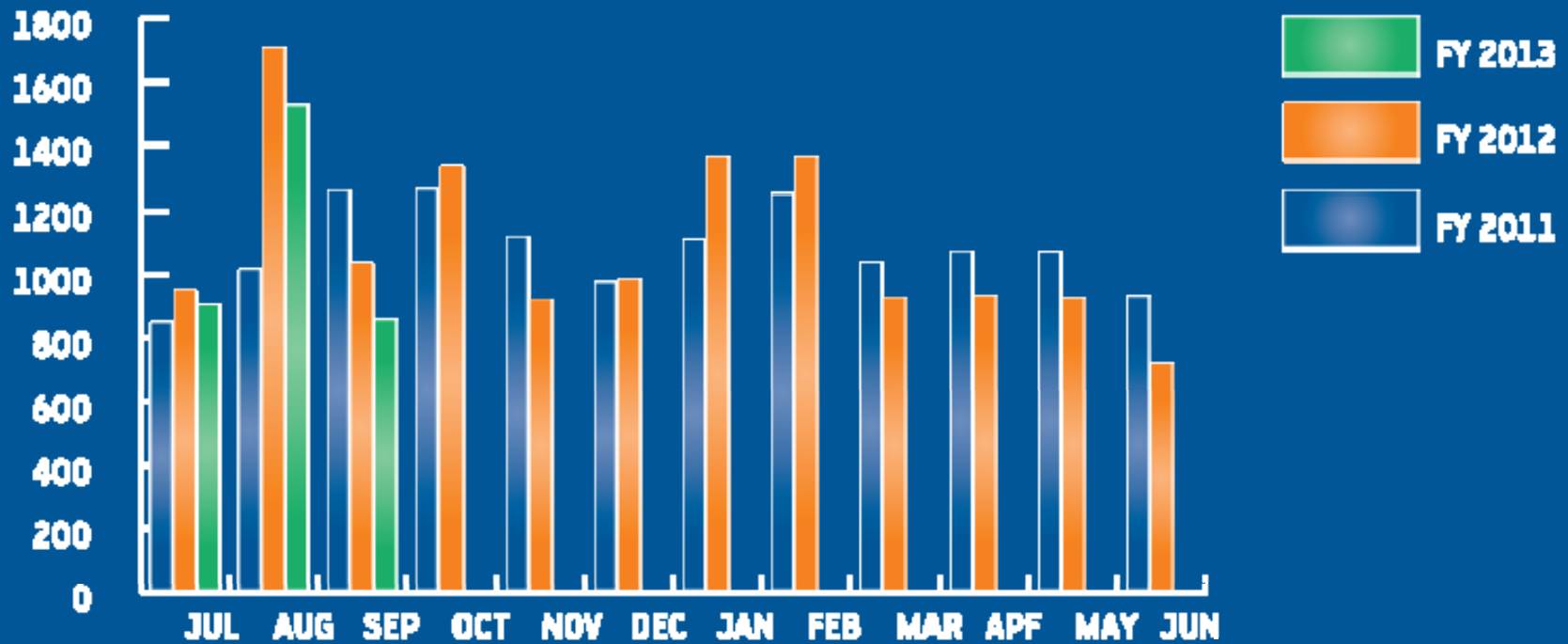
RESULTS: RIDESHARE APPLICATIONS (MONTHLY)



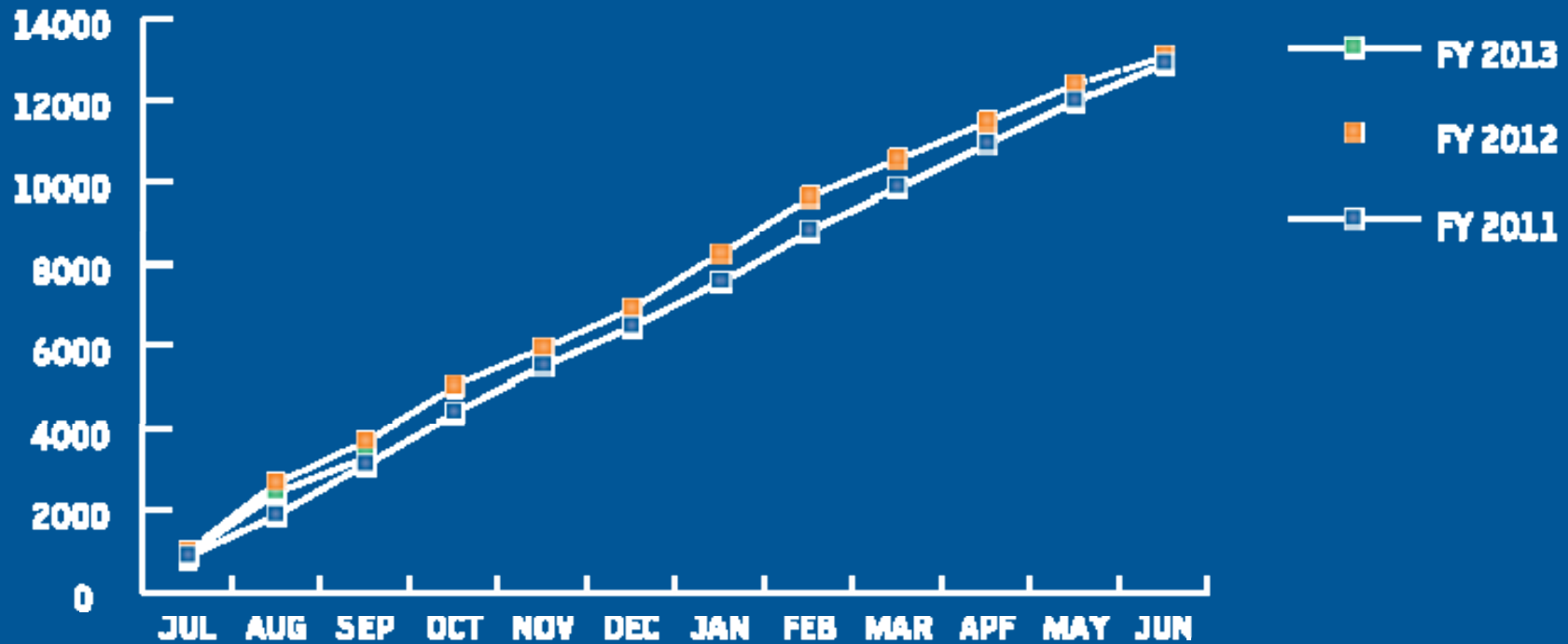
RESULTS: RIDESHARE APPLICATIONS (CUMULATIVE)



RESULTS: GRH APPLICATIONS (MONTHLY)



RESULTS: GRH APPLICATIONS (CUMULATIVE)



CAR FREE DAY CAMPAIGN

Promote Car Free Day as an opportunity to consider reliance on cars and introduce commuters/drivers to alternate commute modes

Opportunity to consider transportation choices on weekend

Emphasis placed on all drivers, not just commuters

Media

- Radio
 - Text Messages
 - Transit Signage
-
- ✓ Great participation at local events
 - ✓ Growing contribution of prizes and giveaways
 - ✓ Teaming with local businesses and organizations

CAR FREE DAY CAMPAIGN CREATIVE

Better Ways To Work!
Metrolink, TriMet, Commuter Connections
Your local connection to Sustainable Communities

COMMUTER CONNECTIONS
ESTABLISHED BY LAW
800.745.RIDE

CAR FREE DAY
METRO DC
9.22.12

PARK IT.

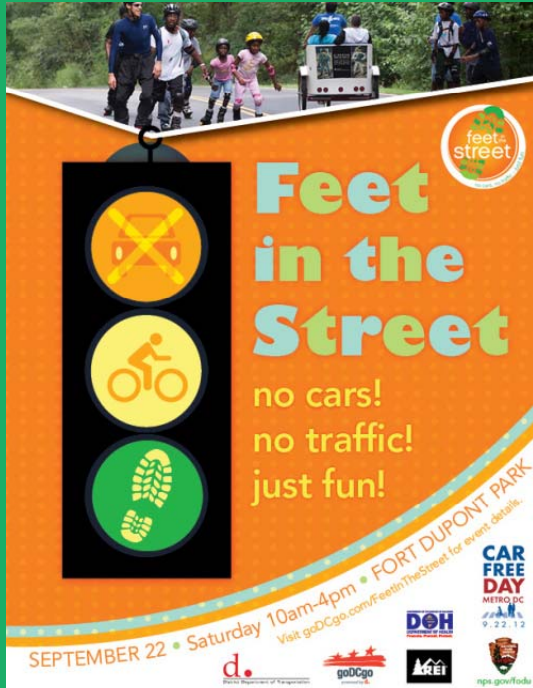
for the day on saturday, september 22
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

CAR FREE DAY

TAKE YOUR KIDS TO THE PARK
PLAY CARDS
METRO
GO TO THE GYM
GO OUT TOGETHER
SPEND FAMILY TIME
MAKE A CAKE
COMBINE YOUR ERRANDS
share a ride
BUS SHOPPING
Carpool to the game
relax
ride a bike

Facebook, Twitter, QR code

CAR FREE DAY AREA EVENTS



Feet in the Street – Ft. Dupont Park, SE

CAR FREE DAY AREA EVENTS



Bethesda

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CAR FREE DAY AREA EVENTS



Arlington

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COMMUTER CONNECTIONS

CAR FREE DAY AREA EVENTS



Farmer's Market, Calvert County



CAR FREE DAY AREA EVENTS



WABA's 50 States Bike Ride

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CAR FREE DAY PRIZES

- Apple ® iPad™, courtesy Base Technologies
- Bicycle - with assembly and warranty, courtesy BicycleSPACE
- \$500 in Groceries - locally sourced food delivered to your doorstep, courtesy of Relay
- Bike Rentals – free rentals on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing Memberships –one year membership fee waived, courtesy ZipCar
- CarSharing Rentals – free one day car rental, courtesy car2go
- Commuter Rail Passes - courtesy Maryland Transit Administration and Virginia Railways Express
- eReader - Amazon Kindle, courtesy goDCgo
- Health Club Passes – Free 7 day pass, courtesy Sport & Health
- Major League Baseball - Pair of Tickets to a Nationals Games (2013 Season), courtesy Washington Nationals
- Maryland Renaissance Festival – pairs of tickets, courtesy of Clear Channel Media and Entertainment
- Segway Tours – See the City Tours for Two, courtesy Capital Segway
- SmarTrip Cards - loaded with \$20 of fare, courtesy WMATA (Metro)
- 2-layer Buttercream Cake - whimsical cakes for all occasions courtesy of Sweet Themez

CAR FREE DAY COUPONS

GO CAR FREE. GET A FREE LUNCH.
WHAT'S NOT TO LOVE?

**CELEBRATING CAR FREE DAY!
NO PURCHASE NECESSARY. ONE DAY ONLY.**
Good for 2 *free* slices of freshly baked pizza and a *free* beverage. Present this coupon.

VALID ONLY SATURDAY, 9/22/2012 UNTIL 4PM. Taxes and Gratuities included! Limit one coupon per guest. Not redeemable for cash. Available at participating locations, excludes Washington Nationals Park location. For a complete list of locations, visit flippinpizza.com

CAR FREE DAY
METRO DC
9.22.12

FLIPPIN' PIZZA

NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!

COMMUTER CONNECTIONS
SMALLER. SMARTER. BETTER.

**15% off Your Meal
at Mellow Mushroom**

mellow MUSHROOM
PIZZA BAKERS

- Valid only 11AM—6 PM on Car Free Day, Sept 22, 2012.
- Mellow Mushroom Adams Morgan location only.
- Please present this coupon to receive offer.
- Limit one coupon per guest.
- Not redeemable for cash.

CAR FREE DAY
METRO DC
9.22.12

2436 18th Street Northwest Washington, DC 20009

CAR FREE DAY PRESS AND MEDIA

Press Releases

- August 15, 2012; [Car Free Day Pledge Site Now Open!](#)
- September 10, 2012; [Beat the High Price of Gas by Going Car Free on September 22](#)
- September 19, 2012; [There is Still Time to Pledge to Go Car Free Sign up and Win Great Prizes!](#)

Earned Media

- 63 media placements
- 6 interviews with Nick Ramfos
- New coverage: Restaurant Association of Metropolitan Washington, “Attract New Customers on Car Free Day”
- New sponsor: Mellow Mushroom Pizza Bakers, from RAMW e-newsletter



Nick Ramfos Interview

CAR FREE DAY WEBSITE GOOGLE ANALYTICS



Referral Source	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. imoo.org	691	4.28	00:05:30	63.50%	39.36%
2. news@wshn.com	542	1.28	00:02:26	39.30%	81.92%
3. times.com	504	1.83	00:01:09	97.62%	65.87%
4. 360hiredignedin-c.o.yom mail.yahoo.net	472	2.38	00:02:28	88.69%	27.54%
5. facebook.com	303	2.31	00:01:56	85.75%	47.84%
6. reddit.com	368	1.60	00:00:31	06.34%	77.18%
7. carfreemetrodc.org	277	1.65	00:01:03	89.89%	72.20%
8. Lco	200	1.84	00:01:32	81.30%	66.50%
9. live@nrcsa.org	136	1.86	00:01:46	90.37%	48.89%
10. godogs.com	134	2.81	00:02:36	82.84%	31.34%

Radio referrals come in near the top

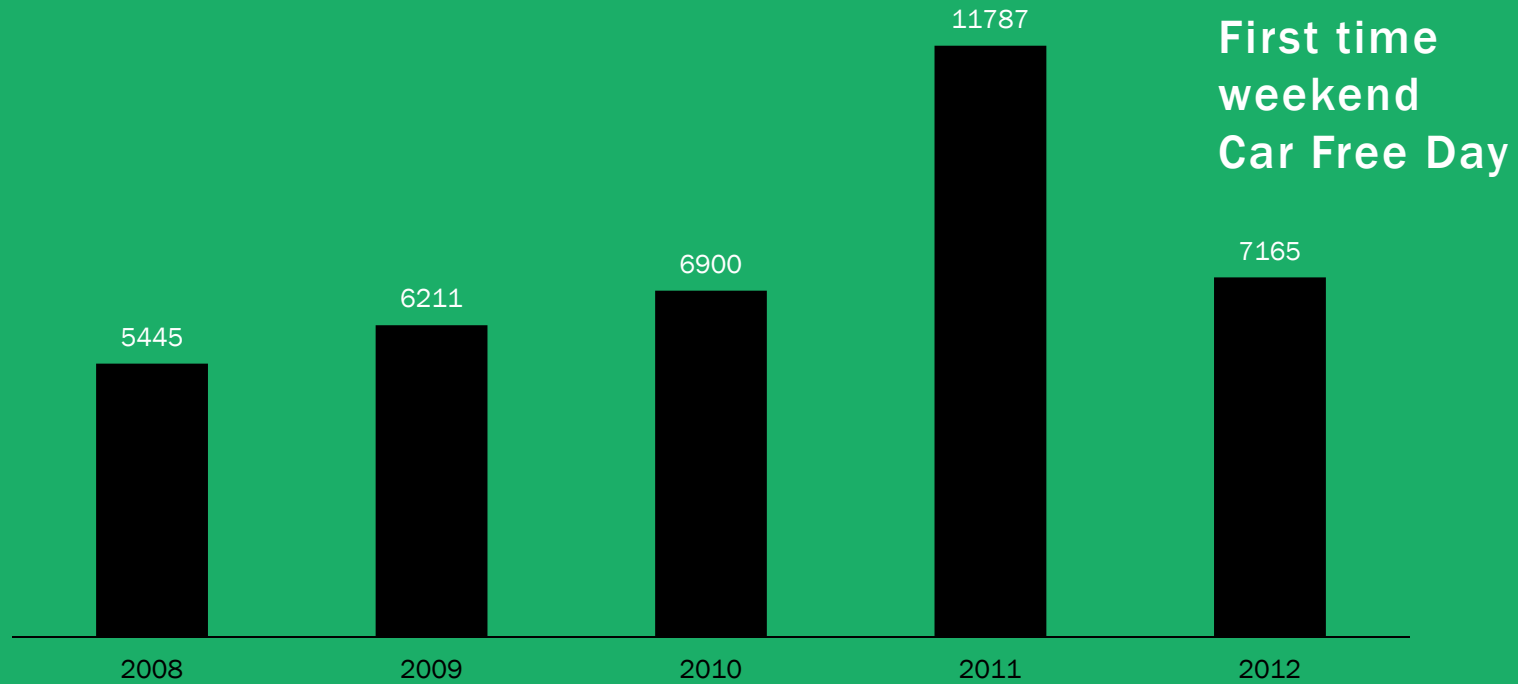
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CAR FREE DAY RESULTS

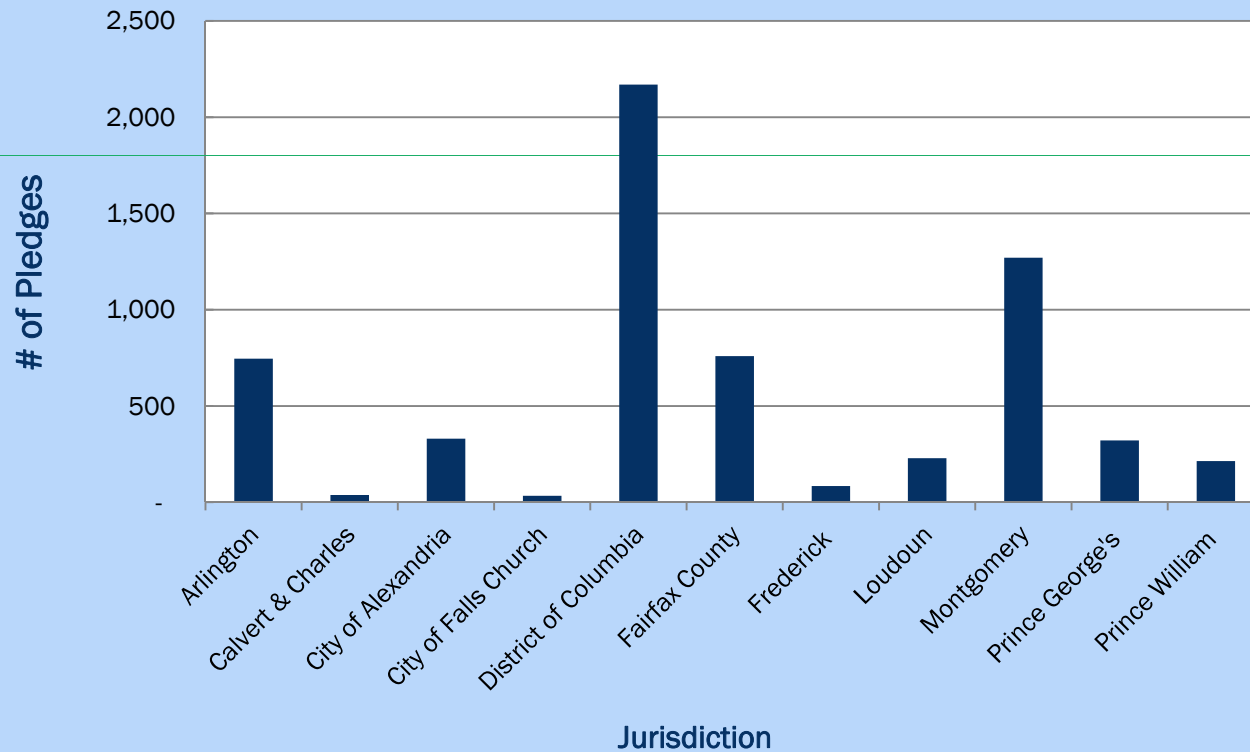


Car Free Day Pledges



CAR FREE DAY RESULTS

Car Free Day 2012 Pledges



CAR FREE DAY FUTURE OPPORTUNITIES

Extend focus and reach to include similar-focused events, e.g.,

PARK(ing) Day, Try Transit Week

Appeal to local, environmental, health organizations and causes

Continue to grow business support and promotion

CURRENT CAMPAIGNS IN DEVELOPMENT

Spring Umbrella Campaign

'Pool Rewards

Bike to Work Day

Employer Recognition Awards


SPRING RIDESHARE CAMPAIGN

STRATEGY

- Capitalize on introduction of new ridesharing mobile and social apps
 - ✓ Commuter Connections trusted, regional provider of ridematching services for nearly 40 years
 - ✓ Over 30,000 commuters in database
 - ✓ Focus on long-term matches
- Save money resonates with commuters
- Solution for middle and outer ring commuters

SPRING RIDESHARE CAMPAIGN CREATIVE


Share



rideshare.
it counts as social networking.

COMMUTER CONNECTIONS®
commuterconnections.org

Find Friends



we've got 30,000 to share.
rideshare.

COMMUTER CONNECTIONS®
commuterconnections.org

SPRING RIDESHARE CAMPAIGN CREATIVE



SPRING RIDESHARE CAMPAIGN DIRECT MAIL

Real conversation, real friends, real savings... **rideshare.**

Get in on the real deal! Commuter Connections can help you find someone to defray costs of gas, tolls, and parking, while raising enjoyment levels socially.

Register today at commuterconnections.org. It's FREE and finding rideshare partners just takes a few easy steps.

For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home - today!

- 1 To register simply visit commuterconnections.org to get started!
- 2 Once you create an account and sign up for ridematching, you receive an instant matchlist of potential carpool/vanpool partners.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ridematch partners. It's that easy!
- 4 Added Bonus: Get a Guaranteed Ride Home. When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program*. So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to get home for free up to four times each year!

Register for our free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or to receive your matchlist by mail or email, simply fill out the application above. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

By registering with Commuter Connections ridematching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

It pays to Rideshare through the Commuter Connections "Pool Rewards" program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpools may receive up to \$130 in cash over a 90-day period!*

POOL REWARDS
It pays to Rideshare

*Some restrictions apply. Visit commuterconnections.org for full participation guidelines and coverage map.

REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
Email (Optional) _____	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

- Drive Alone Carpool Vanpool Bicycle Walk Bus (specify bus system & route # - ex. Metrobus Route 74) _____
 Metrorail (circle all that apply) Blue Green Orange Red Yellow MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Manassas Fredericksburg Other (specify) _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules - Please send information about:

- MetroRail/Bus/SmarTrip Telework/Telecommute Commuter Rail (VRE/MARC) HOV Lanes Local Bus Transit MTA Transit Bicycling

Section A | Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

- Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:

- Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.

I can leave _____ minutes before or _____ minutes after my normal work time.

*Please remember paper

*Some restrictions apply. **Necessary for verification of unscheduled overtime.

Please tear off, fold and tape shut prior to mailing.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____

Supervisor's Phone Number** _____

How many miles is it from home to work one way? _____

Have questions or need more information?
Visit commuterconnections.org or call 1.800.745.RIDE.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

SPRING GRH CAMPAIGN

STRATEGY

- Emphasize ridesharing: For those who rideshare, GRH is a safety net.
- Focus on inner core commuters

SPRING GRH CAMPAIGN CREATIVE



**YOU CAN SAFELY
CONSIDER
US YOUR
WAY HOME**
(if you rideshare.)

Guaranteed Ride Home[®]. Register today!

commuterconnections.org
800.745.RIDE
* some restrictions apply



**NEVER GET
LEFT
DANGLING
ON THE JOB**
(if you rideshare.)

Guaranteed Ride Home[®]. Register today!

commuterconnections.org
800.745.RIDE
* some restrictions apply



SPRING GRH CAMPAIGN CREATIVE



**NEVER GET LEFT
DANGLING ON THE JOB**
(if you rideshare.)

COMMUTER CONNECTIONSSM



**CONSIDER US
YOUR SAFE
WAY HOME**
(if you rideshare.)

* Some restrictions apply

Guaranteed Ride HomeSM. Register today!

SPRING GRH CAMPAIGN DIRECT MAIL

Before an unexpected personal or family emergency arises or you need to work unscheduled overtime...
Prepare. With a FREE GUARANTEED RIDE HOME.

Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH). GRH is a FREE program that provides a reliable emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime for commuters who carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your commute home!

- We'll arrange for a free taxi or even a rental car, whatever it takes to get you home, up to four times each year!
- Our network of providers are on call Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching - today!

- 1 To register for either free program simply visit commuterconnections.org to get started or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.RIDE.

It pays to Rideshare through the Commuter Connections Pool Rewards program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpools may receive up to \$130 in cash over a 90-day period!*

Visit commuterconnections.org for more details.

POOL REWARDS
It pays to Rideshare

*Some restrictions apply. Visit commuterconnections.org for full participation guidelines and coverage map.

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
Email (Optional) _____	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

Drive Alone
 Carpool
 Vanpool
 Bicycle
 Walk
 Bus (specify bus system & route #—e.g. Metrobus Route 9A) _____
 Metrorail (circle train line) Blue Green Orange Red Yellow
 MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Manassas Fredericksburg
 Other (specify) _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules—Please send information about:

MetroRail/Bus/Smarttrip
 Taxi or Telecommute
 Commuter Rail (VRE/MARC)
 HOV Lanes
 Local Bus Transit
 MTA Transit
 Bicycling

Section A | Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

Drive Only
 Ride Only
 Share Driving

If interested in a vanpool would you prefer to:

Drive Only
 Ride Only
 Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.
 I can leave _____ minutes before or _____ minutes after my normal work time.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____
 Supervisor's Phone Number** _____
 How many miles is it from home to work one way? _____

Have questions or need more information?
 Visit commuterconnections.org or call 1.800.745.RIDE.

*Some restrictions apply. **Necessary for verification of unscheduled overtime.

COMMUTER CONNECTIONS
A PARTNER OF O'DONNELL COMPANY

Please tear off, fold and tape shut prior to mailing.

'POOL REWARDS CAMPAIGN

Continue to promote alongside Rideshare

To increase likelihood of finding a ridematch sharing a similar commute; promote to regional employers

- January launch: ETC contest with winning company receiving radio-hosted social event
- April (Earth Day): Street teams promoting 'Pool Rewards at employer fairs



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COMMUTER CONNECTIONS



EMPLOYER RECOGNITION AWARDS CAMPAIGN

Engage with regional employers who deliver measurable commuter benefits

Increase recognition level of award and event

- Winner seals provided to 2012 winners
- Press release
- Commuter Connections newsletter coverage
- Subject of Commuter Info Report on WTOP

Call for nominations is open!



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COMMUTER CONNECTIONS[®]

EMPLOYER RECOGNITION AWARDS APPLICATION

Get Recognition

Has your organization made a difference in any of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely.
- Implementing or expanding a pre-taxed or subsidized transit or vanpool benefit such as SmartBenefits®.
- Promoting Commuter Connections' free ride-matching service to form carpools or vanpools, or providing another on-site employee ride-matching service.
- Providing shuttle services to and from transit stations.
- Providing a free or significantly reduced parking fee for carpools and vanpools while drive alone employees pay higher amounts for parking.
- Providing preferred parking spaces for carpools or vanpools.
- Providing or organizing company vanpools for employees.
- Installing bike racks and/or shower facilities for bicyclists and walkers.
- Implementing or expanding a comprehensive Air Quality Alerts program.
- Promoting and/or supplementing Commuter Connections' free Guaranteed Ride Home program.



Meet the 2012 winners

INCENTIVES



CoStar's relocation from Bethesda, MD to its new, Gold LEED-certified building in D.C. was the catalyst for the development of its ten-point commuter benefits program for employees. The incentives include a public transportation subsidy; free and preferential parking for carpools and vanpools; free employee shuttle service to Metro Center; guard-monitored bike racks; shower facilities, lockers and fresh towels; a fleet of loaner bicycles and Segways; all at no cost to employees.

During their move, CoStar offered a package to employees to relocate closer to the D.C. office, and free Apple iPads to enroll in the CoStar commuter assistance program. During its relocation, the company provided \$792,000 in relocation assistance to employees who moved to D.C.

Staff response has been overwhelming as 85% of CoStar's workforce uses public transportation (up from 49% in 2010); company estimates employees receive an average of \$1,800 year in commuter assistance benefits. Of its more than 557 employees, approximately 500 take advantage of the commuter assistance incentives, traveling 4.8 million fewer vehicle miles and saving 242,000 gallons of gasoline per year.

MARKETING



Wells Fargo promoted employee carpooling and vanpooling through their campaign, "More Parks, Less Parking", which delivered message that fewer parking spots can help increase green space and beautify the workplace. Centrepiece to a company-wide special event was a parking space turned into a park for a day. Fresh grass and a park bench were installed within the painted boundaries of a parking space, with a "More Parks-Less Parking" sign to attract attention.

Employees learned how to start or join a vanpool through vRi and found out about the "Pool Rewards" incentive program, now available for vanpools. Flyers and emails encouraged employees to visit the "park" at lunch, play a game of horseshoes, and eat free snacks.

The "More Parks, Less Parking" event drew nearly 200 employees who were encouraged to sign a pledge to try alternatives to driving alone at least once per week for the next month.

Approximately 40% of Wells Fargo's 1,600 employees responded to a transportation survey, with 11% reporting they telework, reporting they carpool, and 1% reporting they use bus service. The survey provided Wells Fargo with the information it needs to build future marketing strategies to promote transportation alternatives. Wells Fargo estimated a reduction of 518,400 vehicle miles traveled and 26,181 gallons of gasoline per year.

TELEWORK

Booz | Allen | Hamilton

Booz Allen Hamilton implemented its "Way We Work" (WWW) program to improve employee commutes, reduce traffic congestion, and improve air quality through a telework program that realigns Washington area personnel with new "hoteling" offices closer to their homes. Where possible, employees were transitioned from offices at the company's headquarters to a regional network of "hoteling" offices. In addition, employees are provided with laptop computers and a telephone system with full access from home, cell, or office phones.

Since WWW's inception, Booz Allen's headquarters at the Tysons McLean campus has been reduced from five buildings to three. Booz Allen employees are also eligible for flexible work schedules and job



20 EMPLOYER RECOGNITION AWARDS

Newsmakers in Commuting

BIKE TO WORK DAY

FRIDAY MAY 13, 2013

Promote Bike to Work Day as an opportunity to consider bicycling as a viable alternate commute mode

Continue to build regional participation

Encourage active engagement, participation, sponsorship by area employers and organizations

Sponsorship drive started in October

Sponsors secured to date:

- Gold: ICF International
- Silver: Bike Arlington
- Bronze: Crystal City BID

Sponsorship drive continues through January



ADDITIONAL MARKETING

Summer and Fall Newsletters



ADDITIONAL MARKETING

Military Newspaper
Relocation Guide



RIGHT AT HOME.

That's how we want you to be.
Take the first step and check out
ways to commute around here at
commuterconnections.org. It's easy
and stress-free!

COMMUTER CONNECTIONS
A free service

commuterconnections.org
800.745.RIDE

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COMMUTER CONNECTIONS

NEXT QUARTER LOOK AHEAD

- Winter newsletter
- Launch of 'Pool Rewards campaign
- Launch of Spring Umbrella campaign
- Bike to Work Day sponsorship drive completed and marketing elements prepared
- Employer Recognition Awards Selection Committee Meeting

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