

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2016 MARKETING ACTIVITY

Dan O'Donnell

September 15, 2015

# PROGRAM OBJECTIVES

- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality
- Convert single occupant vehicle drivers to alternative modes
- Encourage continued use of alternative modes



# INITIATIVES

- Newsletter
- Car Free Day
- Regional Umbrella Campaign
- 'Pool Rewards
- Employer Recognition Awards
- Direct Mail





Car Free Day

## STRATEGY

Promote alternative modes of transportation for both commute and lifestyle

Encourage pledging to go car free or car-lite by bicycling, walking, teleworking, carpooling, vanpooling or taking transit

Build a regional call to action and choose teams defined by transportation mode

Generate in-kind sponsorships

Offer prizes and promotions as incentives

Engage area universities



# PROCLAMATION



Car Free Day 2015 proclamation signing, July 27<sup>th</sup>

# MARKETING EFFORTS FOR CAR FREE DAY

- Web site
- Poster
- Direct mail
- Paid social media
- Radio
- Radio promotion
- Stickers
- Value added online banners and events
- Text messaging
- Earned Media placements
- Donated transit space
- Jurisdiction special events

# POSTER

**READY TO TAKE THE  
CAR FREE DAY  
TEAM PLEDGE?**

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!  
AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)



Choose your team & get social!  
You'll have an opportunity  
to win great prizes!

**CAR  
FREE  
DAY**  
METRO DC

**COMMUTER CONNECTIONS**  
800.745.RIDE 9.22.15

Photo by Andrew





# WEBSITE

**READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?**  
Choose your team, take the FREE pledge & get social!

9.22.15

[HOME](#) [ABOUT CAR FREE DAY](#) [HOW TO BE CAR FREE](#) [THE CAR FREE PLEDGE](#) [PRIZES AND EVENTS](#) [NEWS](#)  
[OUR SPONSORS](#) [CONTACT](#)

Home » [Home](#)

**Are You Up For a Change?**

**Choose The Team That Fits You Best!**

Join the Team that Fits You, then Take the Car Free

Take the Pledge!

# SOCIAL MEDIA FACEBOOK

Car Free Day  
Non-Profit Organization

READY TO TAKE THE  
**CAR FREE DAY**  
TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST  
& TAKE THE FREE PLEDGE!  
AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)

Sign Up

Timeline About Photos Likes More

3,902 people like this  
Jason LaRosa and Cesar Eduardo Garzon Medina

Invite friends to like this Page

ABOUT

Ask for Car Free Day's address

Ask for Car Free Day's phone

<http://www.carfreemetrodc.org/>

PHOTOS

Car Free Day  
August 28 at 10:17am · 🌐

Check out our Car Free Day 2015 promotional video: <http://ow.ly/Rv0vD>  
#WashingtonDC #CarFreeDay

**Car Free Day Promo**  
Car Free Day is Tuesday, September 22, 2015. It's a worldwide event that encourages greener methods of travel; meaning ways to get around other...

YOUTUBE.COM

# SOCIAL MEDIA TWITTER

**CAR FREE DAY METRO DC**  
9.22.15

TWEETS 208    FOLLOWING 66    FOLLOWERS 483    FAVORITES 14

**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.

Joined July 2009

17 Photos and videos

**Tweets**    Tweets & replies    Photos & videos

**Commuter Connections** @CarFreeMetroDC · Aug 28  
Check out our Car Free Day 2015 promotional video: [ow.ly/Rv6v0](#) #WashingtonDC #CarFreeDay

**Commuter Connections** @CarFreeMetroDC · Aug 25  
The prize list for Car Free Day 2015 is now available! Sign up today to be entered for a chance to win: [ow.ly/Rmvug](#) #CarFreeDay

**Commuter Connections** @CarFreeMetroDC · Aug 17  
Faculty, admin and students—ditch the car for a day and walk or bike to campus! [carfreemetrodc.org](#) #CarFreeMetroDC #metrodc

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
[Sign up](#)

You may also like · Refresh

**69000 RIDERS  
3500 JOBS  
SHOVEL READY  
IT'S TIME TO  
BUILD THE  
PURPLE LINE**  
Purple Line NOW  
@purplelinenow


groundswell @grndswell

# MEDIA


30- Second radio spot will air August 31 – September 21 on:



# MEDIA

 **Car Free Day** Like Page  
Sponsored · 🌐

Car Free Day is Tues Sept 22, Are You Ready to Take the Free Team Pledge?





**CAR FREE DAY**  
METRO DC  
9.22.15

**Join a Team that Fits You**  
Help us grow our Car Free Day teams! Choose the team that fits your mobility needs the best. Visit [CarFreeMetroDC.org](http://CarFreeMetroDC.org) to make the pledge today and have a chance at winning great prizes!

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) Sign Up

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# MEDIA

tweet	Start	Spend	Impressions	Link Clicks <sup>?</sup>	Cost per link click
<b>Campaign totals</b>	-	\$533.57	45,554	187	\$
 <b>Commuter Connections</b> @CarFreeMetroDC 27 Aug 2015 Tell everyone you know to take the free pledge to go car free! Choose a team and get social! Prizes will be awarded. <a href="https://cards.twitter.com/cards/y64vm/vd...">cards.twitter.com/cards/y64vm/vd...</a>	27 Aug	\$533.57	45,557	187	\$
					

# RADIO



Join The Team That Fits

# VALUE ADD

- Web Banners
- Wallpaper
- Mobile in-app banner ad
- :05 and :15 announcements
- Nominate A Friend Who Uses Alternative Commute Modes contest

**HOT 99.5** The Kane Show - DJ's - Win - Media - Connect -

Listen Live on iHeartRadio

HOT 99.5 DC's #1 Hit Music Station & Home of The Kane Show

Sherwin Williams 30% OFF PAINTS & STAINS AUG 27-28

Home » Contest » Win Zedd Tickets » Entry

### Win Zedd Tickets

Facebook | Twitter | Email | Share | Facebook

**READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?**

CAR FREEMETRODC.ORG

You'll have an opportunity to win great prizes!

Nominate a friend who carools, rides public transportation, teleworks, or walks/bikes and you think deserves to win a pair of tickets to see Zedd on October 3rd at The DC Armory!

Take the Car Free Day team pledge for Car Free Day September 22nd! Pledging to free at: [CarFreeMetroDC.org](http://CarFreeMetroDC.org). Do you know someone that is already trying their best to be Car Free? Maybe they walk to work? Or take the bus or metro? Are they a captain of the carpool? Nominate someone today and reward them by having them join you at the contest!

I understand that by submitting my information it will be collected and used by iHeartMedia to administer the contest, subject to its Privacy Policy. I further understand that my information will also be collected individually by COMMUTER CONNECTION and their partners subject to its Privacy Policy only in the event that I have given my expressed consent.

Enter your email address to continue:

Official Contest Rules



# VALUE ADD



Web banners

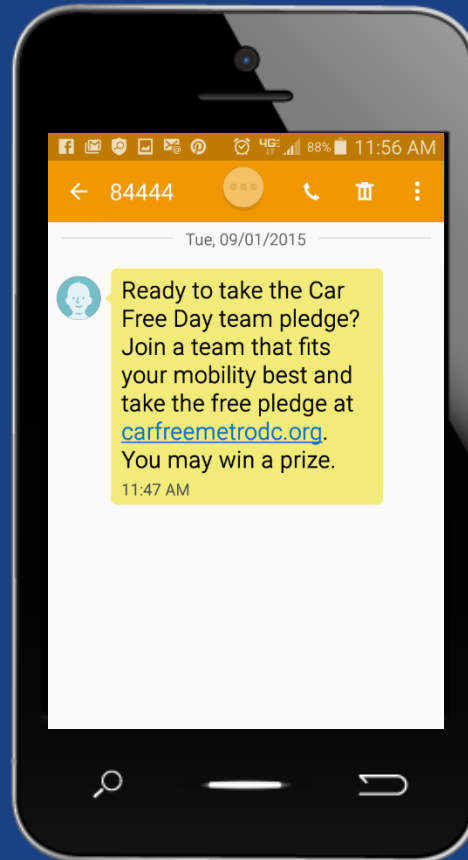


Wallpaper



Mobile in-app banner ad

# TEXT MESSAGING



# STICKERS



# 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, Tri-County Council for Southern Maryland
- SmarTrip Card w \$25 fare, Washington Metropolitan Area Transit Authority
- Commuter train round-trip passes up to \$23.10, Virginia Railway Express
- Capital Bikeshare annual memberships \$85, goDCgo
- \$25 restaurant gift cards, Mellow Mushroom of Adams Morgan
- KIND Healthy Snacks gift bag, KIND
- Bike shop gift certificate \$250, BicycleSPACE
- Six Flags America pair of tickets \$123.98, Six Flags Over America
- Organically grown food \$50 gift card, sweetgreen
- Bicycle Rentals \$40, Bike and Roll Washington D.C.

## EARNED MEDIA

- Publication and outlet calendar listings
- Press releases/media advisories
- Social media content
- Content for association solicitation and communications
- Radio/TV interview placements
- Partner and Sponsor kits
- College Campus Challenge kits

# DONATED SPACE



Arlington interior bus cards



Metrobus interior bus cards

# DONATED SPACE



Montgomery County

Ride On bus kings



Prince George's County

The Bus shelters



# DONATED SPACE

The screenshot shows the Washington Metropolitan Area Transit Authority (WMATA) website. The top navigation bar includes links for Home, Rail, Bus, Accessibility, Getting Around, Fares, Rider Tools, and About Metro. A search bar is located in the top right. The main content area is titled 'Getting Around' and features three articles: 'What Is Metro?', 'Getting to Metro', and 'Trip Planner'. A sidebar on the left contains a 'Getting Around' menu and a 'CAR FREE DAY METRO DC' advertisement. The advertisement includes the text: 'Take the Car Free Day Pledge Use Metrorail or Metrobus You May Win a Prize!' and the date '9.22.15'. The advertisement is placed in a space that would otherwise be used for a menu item, representing a donation of space.

Web ad

# CAPITAL AREA CAR FREE COLLEGE CAMPUS CHALLENGE

## Participating Universities:

- George Washington University
- George Mason University
- American University
- Northern Virginia Community College
- University of Maryland



Ridesharing

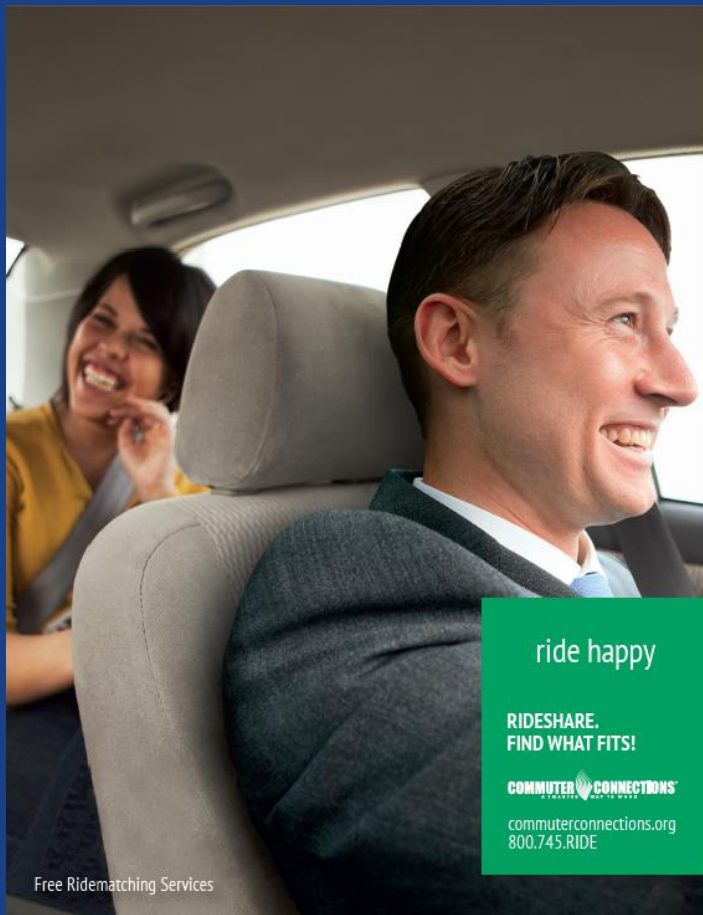
odonnellCOMPANY

COMMUTER  CONNECTIONS<sup>®</sup>

## FY16 FALL STRATEGY

- Position Commuter Connections as a trusted regional provider of ridesharing information
- Seek more audience engagement & connect with consumers
- Geographic emphasis on middle and outer ring commutes
- Continue spring FY2015 creative
- Expand audience to include younger age brackets and greater ethnic diversity
- Continue to emphasize monetary savings

# CREATIVE



## PROPOSED MEDIA

- Radio as anchor media
- TV as supporting media
- Online
- Social media
- Promotions & partnerships
- Live reads
- Streaming audio
- Direct Mail

Campaign Live: October 5, 2015 – January 3, 2016

# DIRECT RESPONSE CAMPAIGN

reach + frequency + call to action  applications & conversions

# PROPOSED FALL FY16 MEDIA BUDGET

Radio \$ 169,500

Network/Cable TV \$ 90,000

Social Media \$ 50,000

Online \$ 10,000

Total Paid Media: \$ 319,500

Added Value: \$ TBD

Direct Mail: \$ 50,000



# RADIO

- :30 English radio spots (2)



- :30 Spanish radio spots (2)



# KARL ALZNER PROMOTION – SEPTEMBER 2, 2015

MAJOR LEAGUE BASEBALL

	R	H	E
<b>WASHINGTON NATIONALS</b>	3	6	0
<b>ST. LOUIS CARDINALS</b>	3	14	0

WSH 66-65      7TH      STL 86-46

WSH M. SCHERZER: 6.0 IP, 11 H, 2 ER, 10 K  
 STL T. LYONS: 6.0 IP, 6 H, 3 ER, 6 K, BB, 3 HR

R. ZIMMERMAN 2-3, 2 HR (16), 2 RBI	B. MOSS 2-4, HR (4)
J. WERTH 1-4, HR (6), RBI	T. PHAM 1-4, RBI

MLB CWS 0 MIN 3 FINAL

# KARL ALZNER PROMOTION – SEPTEMBER 2, 2015





Guaranteed Ride Home

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COMMUTER  CONNECTIONS<sup>®</sup>

# STRATEGY

- Continue to promote the impacts of Commuter Connections services
- Guaranteed Ride Home continues to be a popular Commuter Connections service. 71% of applicants belonged to this service in 2014.<sup>1</sup>
- Guaranteed Ride Home is another great benefit for people who use SOV alternatives
- Position GRH as a commuter's service in case of an emergency

<sup>1</sup> Source: Commuter Connections Annual Placement Survey – FY2015 Report

guaranteed ride home

# CREATIVE



**JUST IN CASE.**

A Free Ride Home For Those Who Rideshare  
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org  
800.745.RIDE



\* some restrictions apply



**JUST IN CASE.**

A Free Ride Home For Those Who Rideshare  
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org  
800.745.RIDE



\* some restrictions apply

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COMMUTER CONNECTIONS<sup>®</sup>

## PROPOSED MEDIA

- Radio as anchor media
- Live reads
- Promotions
- Direct Mail

Campaign Live: September 28 – December 27, 2015

guaranteed ride home

# PROPOSED FALL FY2016 MEDIA BUDGET

Radio \$ 213,000

Added Value: \$ TBD

Direct Mail: \$ 50,000

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# MEDIA

- :30 radio spots (2)



- :15 live reads



# Spring Umbrella Campaign

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COMMUTER  CONNECTIONS<sup>SM</sup>

# FY2016 CAMPAIGN DEVELOPMENT TIMELINE

Review Research, Trends, and Prior Campaign Results	July 2015
Write Marketing Communications Plan	July 2015
Reg TDM Marketing Group Feedback via SharePoint	Aug 2015
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2015
Feedback from Marketing Workgroup	Oct 2015
Refine, Develop and Finalize	Nov 2015
Media Selection	Dec 2015
Production and Distribution to Media	Jan 2016
New FY16 Creative Campaign goes Live	Feb 2016

# FY2016 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Be a Commute Hero

Everybody has the potential to be a hero to somebody or to make a difference in their community, big or small. Look around you, who do you admire? Is it the person that's first to volunteer to help with Science Night, who bakes the best cookies for the family get-togethers, or the neighbor who helps you air out your house after you created a waterfall b/c you couldn't find the water cut-off? Helping out the environment can be as simple if not simpler: just hop into a car with someone going your way and we ALL benefit – and what's more heroic than that?

# FY2016 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Never too Early

Kid's say the darndest things. And parrott, pretty early, what their parents are dolling out. This concept has fun with a little of both – wise and not so wise beyond their years advice – reminds us good habits can, and probably should, start early – including sharing a ride.

# FY2016 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Stress Free

Everybody has those days when things just don't go their way: the copier jams, the coffee is cold, the computer freezes in the middle of the big presentation, you're driven to distraction by brake lights on your commute. This concept capitalizes on the fun and funny aspects of this and points out that ridesharing should be one of the things that helps to relieve some of the day's frustrations.

# FY2016 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Cool It

Look at commuting from your car's perspective. It sits in traffic, never gets rest, and is always there through the ups and downs of your commute. By giving your car a rest, you provide it with some downtime...not adding to wear and tear...and opening up space on the road. When you rest your car, even just a few times a week, your mind also gets a rest from the stress of commuting solo.

# FY2016 SPRING PROPOSED RIDESHARING CONCEPT

Concept: Share the Wheel

This is just a feel good concept that even though you may not be in total agreement with everyone in the car with you, you can find some commonality in the things you DO share. For instance, you might be exposed to different music tastes, or different takes on life, which you could learn to like. Or not.



# FY2016 SPRING PROPOSED GRH CONCEPT

Concept: Sidekick

The idea behind this concept is to position the Guaranteed Ride Home service as a friend. In the past, we have positioned the service as an “insurance policy.” This idea takes it a step further, showing the service as a friend or loyal sidekick who is there for you when you are in trouble– whenever you need it most. Working to make the service appeal as more personal and approachable.

# FY2016 SPRING PROPOSED GRH CONCEPT

Concept: Baby

You can plan and plan for an event, like a wedding, but sometimes things still don't go "as planned." Make sure you've planned for the "unplanned" by signing up for Guaranteed Ride Home.

# FY2016 SPRING PROPOSED GRH CONCEPT

Concept: Always there for You

In life, there are few things you can always count on no matter what curveballs come your way (and they always do sooner or later.) Let Guaranteed Ride Home sit among the few good things, along with your dog and your best friend. Loyal, dependable, always there.

# FY2016 SPRING PROPOSED GRH CONCEPT

Concept: Cloudy with a Chance of Nothing to Do

When you're under the weather, you can't think clearly about anything. Make sure you have Guaranteed Ride Home in place so you don't have to.

# FY2016 SPRING PROPOSED GRH CONCEPT

Concept: Ups & Downs

The idea behind this concept is to illustrate how Guaranteed Ride Home is there for the moments when you have trouble, that if you put it in place, you are well prepared for the moments you can't really foresee, when things go wrong.

# MEDIA SELECTION PROCESS

## Review and analyze

- Marketing Communications Plan
- 3<sup>rd</sup> party media data: Strata, Scarborough, Arbitron

## Calculate

- Reach & frequency of target demographics for each
- Media options

## 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





'Pool Rewards

# STRATEGY

Promote benefits & encourage registration

Use paid social media & value add media from the fall umbrella campaign





# PROPOSED FALL FY16 MEDIA BUDGET

Facebook Ads      \$ 3,500/month

Net spend          \$ 11,000

Campaign Live: October – mid-December, 2015



# CREATIVE

**Commuter Connections**  
Sponsored · 🌐

You and a friend equals \$130 – what's not to like?  
Earn by carpooling w/ 'Pool Rewards!



**More Dash than Cash**  
Sharing a ride with 'Pool Rewards ca... [Sign Up](#)  
[tdm.commuterconnections.org](https://tdm.commuterconnections.org)

5 Likes

Like Comment Share

Facebook ads



# Newsletter

## OBJECTIVES

- Create loyalty and brand awareness
- Develop relationships and trust
- Help build momentum
- Provide as a resource for TDM news
- Promote & report on special events

# STRATEGY

- Published quarterly and reaches
  - Employers
  - Committee members
  - Other TDM stakeholders

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



### EMPLOYER RECOGNITION AWARDS HONOR TOP BENEFIT PROGRAMS

Three area companies and two Commuter Connections Employer Service teams who "Tread a way none have trod before," were honored at the 18th annual Employer Recognition Awards ceremony held at the Grand Hyatt Washington on June 30, 2015.

This annual awards event honors companies that promote more 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** promote the merits of alternative commuting. **Teleworking** allows employees to dramatically reduce the time and money spent commuting.

The annual Employer Recognition Awards recognize the important role of employers in offering and promoting commuter transportation alternatives in the region," said Nicholas Ramfos, Director of Commuter Connections. "Transportation benefits programs also help attract and retain employees, improve regional mobility, and reduce greenhouse gas emissions, improving the quality of life for everyone in our region."

#### Employer Awards

The Employer Recognition Awards ceremony recognizes area companies that go above and beyond to support commuter programs. This years winners were:



l to r: Presenter Michael McGurk, Transurban; Winners Catherine Rodericks and Steven Yates, Opower Inc.; Emcee Timothy Lovain, City of Alexandria Councilmember and TP6 Member

#### Incentives Award – Opower Inc., Arlington, VA

Founded in 2007, Opower Inc. is the global leader in cloud-based software for the utility industry. Opower combines data and behavioral science to help utilities around the world reduce energy consumption and improve relationships with their customers.

Beginning in 2012, Opower began offering employees a wide range of green transportation incentives to support the company's core mission of reducing energy use, cost, and carbon emissions. Of its 560 employees in four countries, 325 work at its Arlington headquarters, and two-thirds of those (66 percent) have found environmentally friendly solutions for their commute.

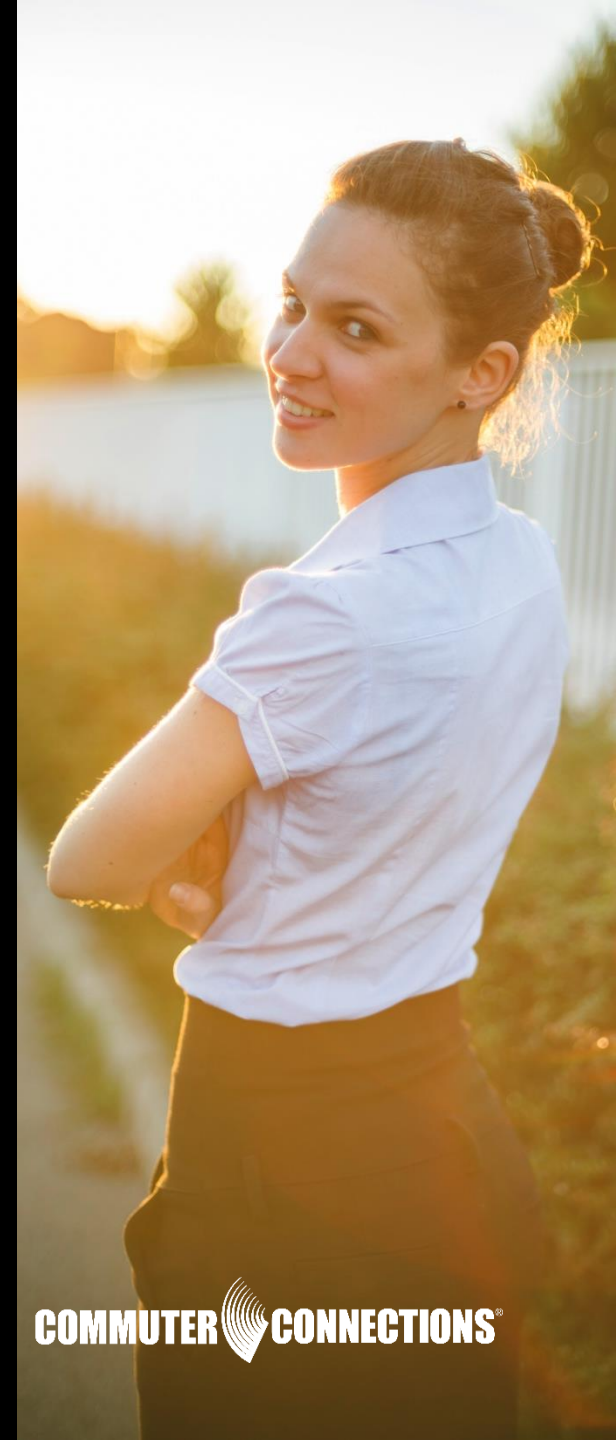
Employees use a \$100 subsidy to offset travel costs ranging from transit fare to walking shoes and bicycle maintenance.

Continued on page 2

Newsletter

# LOOKING AHEAD

Spring Campaign Ideation	July 2015
Car Free Day Campaign	September 2015
Fall Campaign Live	Oct – Dec 2015
‘Pool Rewards	Oct – Dec 2015
Spring FY16 Campaign Live	Feb - June 2016
Bike to Work Day Campaign	Apr - May 2016
Employer Recognition Awards	June 2016





Q&A