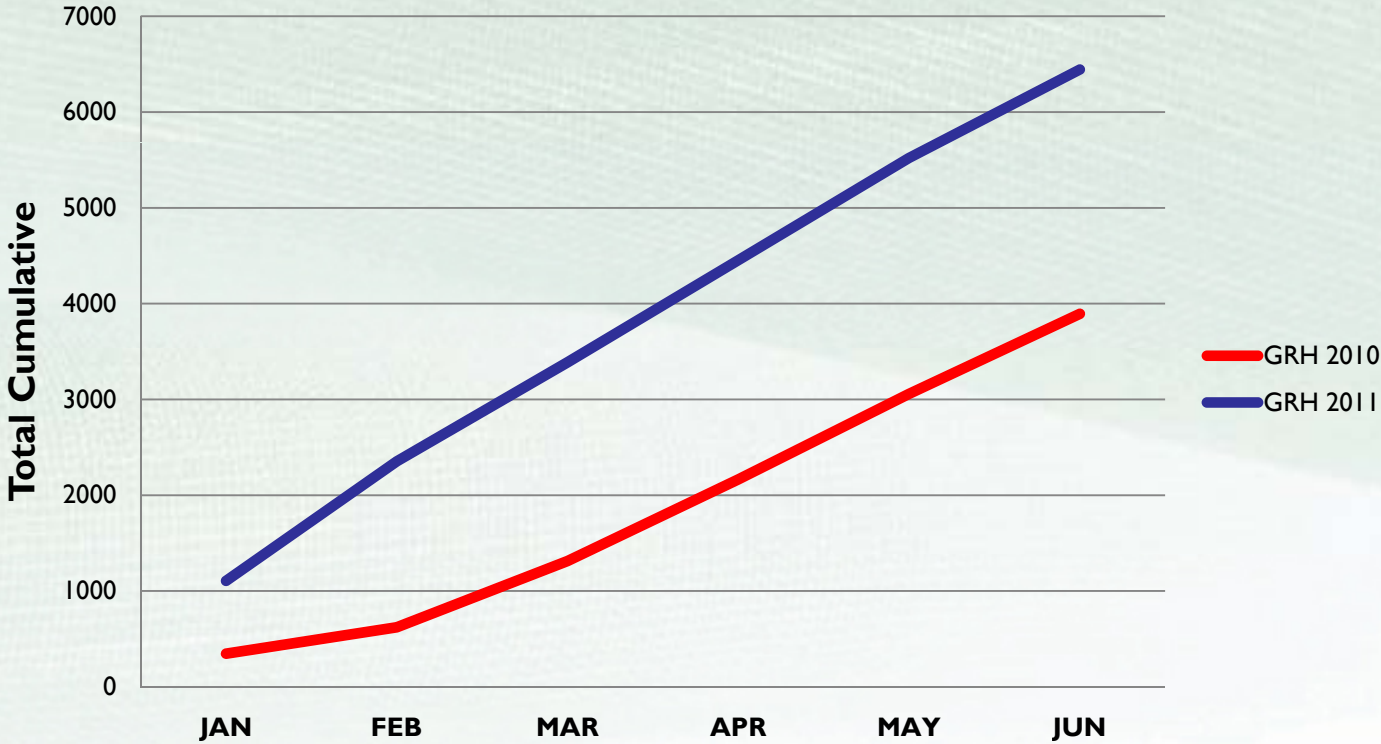


Metropolitan Washington Council of Governments  
Commuter Connections  
FY2012 Marketing Activities

Presented by:  
Dan O'Donnell  
Odonnell Company  
September 20, 2011

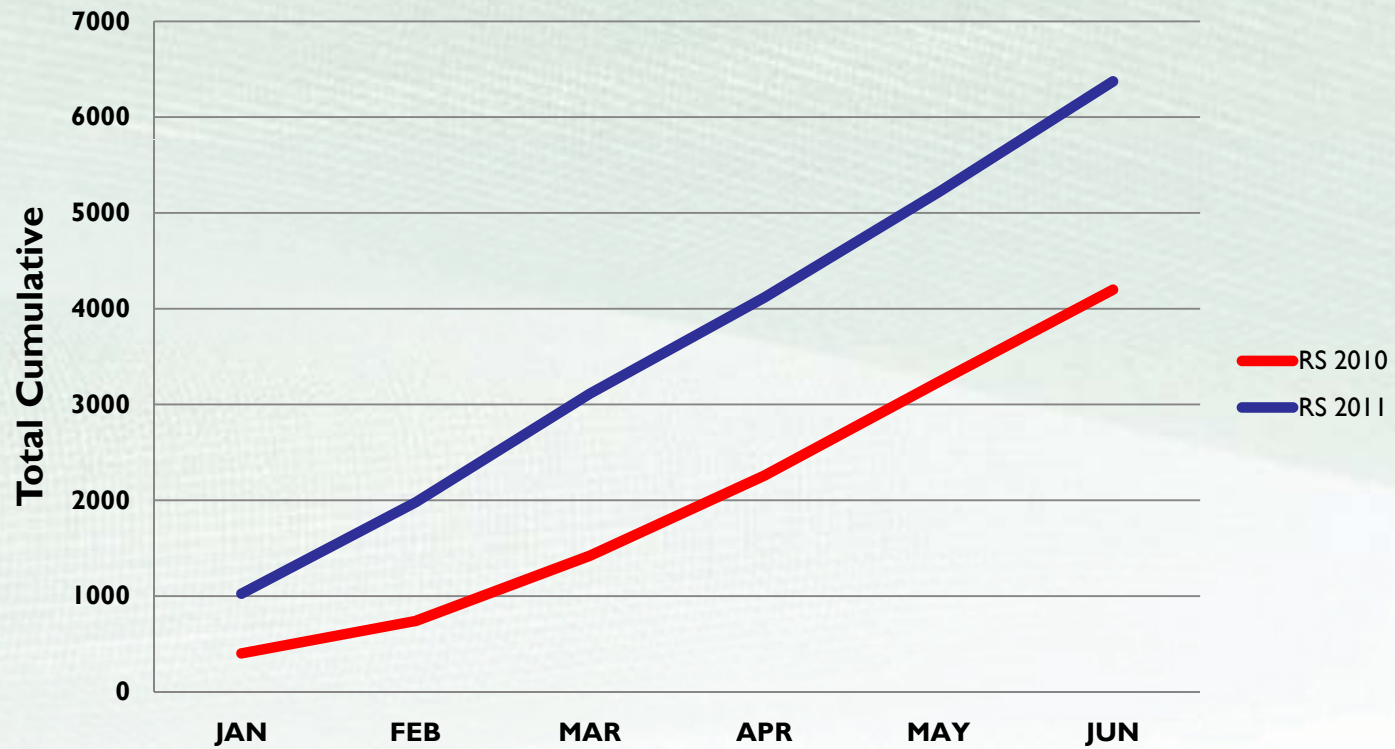
# FY11 Results

## GRH Applications



# FY11 Results

## Rideshare Applications



# FY11 Results

65% increase in GRH applications over FY10

52% increase in Rideshare applications over FY10

We believe great results are a combination of:

- Increased gas prices
- Strength of marketing/direct mail campaigns
- Effectiveness and support of the Commuter Connections network members

# First Half FY12 Marketing Program

Car Free Day, September 22

Fall Umbrella Campaign

Resource Guide and Strategic Marketing Plan updates

Commuter Connections Summer and Fall Newsletters

Comprint Military Relocation Guide

Employer Recognition Awards Nomination Brochure

Campaign Direct Mail Piece



# Car Free Day Campaign

Website hosted by COG

Print Collateral

Media campaign

Earned media outreach

Email blasts

Text messaging

University challenge

Prizes and promotions



# Car Free Day Media & Marketing

## Radio

- WTOP
- WMAL
- WPGC
- Hot 99.5 (WIHT)
- DC101 (WWDC)

## Poster

## Text Messaging

## Social Media

- Twitter
- Facebook



## Bus Exteriors

- Fairfax, Frederick and Montgomery Counties

## Bus Shelters

- Montgomery County

## Bus Interiors

- Arlington and Metro

## Banner Ad

- Metro

# Car Free Day 2011 Proclamation





# Car Free Day Pledge Performance

Significant increase in Car Free Day pledges to date

9/13/10 – 1,470 pledges

9/13/11 – over 7,000 pledges

Pledge increase result of:

- Prizes identified on posters and promoted early in campaign
- Strong involvement of partner jurisdictions
- Email blasts

Still time for more pledges, continue to get the word out!



# Car Free Day Website

**CAR FREE DAY**  
METRO DC

September 22, 2011

Capital Bikeshare Memberships,  
Washington Nationals Tickets,  
PLEDGE TODAY FOR A CHANCE TO  
Win an Apple iPad, Bicycle or  
SmarTrip Cards!

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

WHAT: [Is car free day?](#) | HOW: [How to be car free?](#) | EVENTS: [and special promotions](#) | PLEDGE: [to be car free day](#) | NEWS: [drop us a line](#)

**TAKE THE CAR FREE CHALLENGE**  
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **8832**

...and counting!

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2011

**Pledge to UnCar for a Day!**

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011.

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

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

**Sponsors**

iPad provided by Base Tech

**Car Free Day on Facebook**

Five universities in the Washington metropolitan area have created a friendly inter-campus challenge, The Capital Campus Car Free Competition, which encourages faculty and staff to ditch their cars and walk, bike and use public transit during the region's Car Free Day, Thursday, September 22. Universities participating are AU, GMU, GTU, UDC, and UMD <http://carfreemetrodcc.com/>

© 2010 ALL RIGHTS RESERVED • DESIGN BY COMMUTER CONNECTIONS.

# Car Free Day Flyer

BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK



**CAR FREE DAY**  
METRO DC  
9.22.11

**GO CAR FREE OR CAR-LITE ON SEPTEMBER 22!**  
**PLEDGE NOW TO UNCAR FOR A DAY**  
**AT CARFREEMETRODC.COM**

**FIGHT TRAFFIC CONGESTION. GO GREEN. \$AVE GREEN.**  
Pledge to go car free at [carfreemetrodccom](http://carfreemetrodccom) for a chance to win great prizes such as an iPad® or Bicycle!  
Pledge even if you're already using transportation alternatives.  
We'll show you how easy it is to go car free!

COMMUTER CONNECTIONS  
800.745.RIDE



**CAR FREE DAY METRO DC** September 22, 2011

HOME | WHO WE ARE | HOW TO PLEDGE | HOW TO WIN | PLEDGE TO GO CAR-FREE TODAY | NEWS | SPONSORS | CONTACT

PLANNED BY

**Pledge to be Car Free!**

Take the Car Free Day Pledge, and you are eligible to win great prizes like an Apple iPad, courtesy of Best Technology! You can still pledge and get a chance to win bicycles, transit, teleworking, and carpooling.

\* All pledges made through 3:00 p.m. Eastern Standard Time on 9-22-11 will be eligible to win prizes. Prizes will be awarded by the Office of Management and Budget.

I pledge  that On Thursday, September 22, 2011 I will eliminate or reduce my driving. This includes trips for work and to run errands.

On this day, I will get around by (check all that apply)

- Bicycle
- Carpool
- Commuter Rail (MARC, VRE)
- Local bus service
- Metrobus
- Metro-n1
- Telework
- Vanpool
- Walk
- Other

I'm normally car free  Select

Number of miles

Home Zip code

Work Zip code

Number of miles you will reduce/avoid by participating in Car Free Day, Sept 22nd.

Please to go CarFree on Sept. 22  
**CAR FREE DAY METRO DC**  
[www.carfreemetrodccom](http://www.carfreemetrodccom)

# Car Free Day Bus Side





# Car Free Day Radio Spot



WMAL WTOP WPGC HOT 99.5 DC101

# Car Free Day Radio Promotions

## Value add promos provided by radio stations:

- Additional :05 and :10 reads on HOT 99.5, DC 101, WPGC
- No charge spots and :30 on WTOP
- WPGC distribution of Car Free Day flyer during pedestrian survey
- WPGC Guy Lambert interview with Nick Ramfos
- WMAL “US Congress Handbook” giveaway with :10 and :30 promos

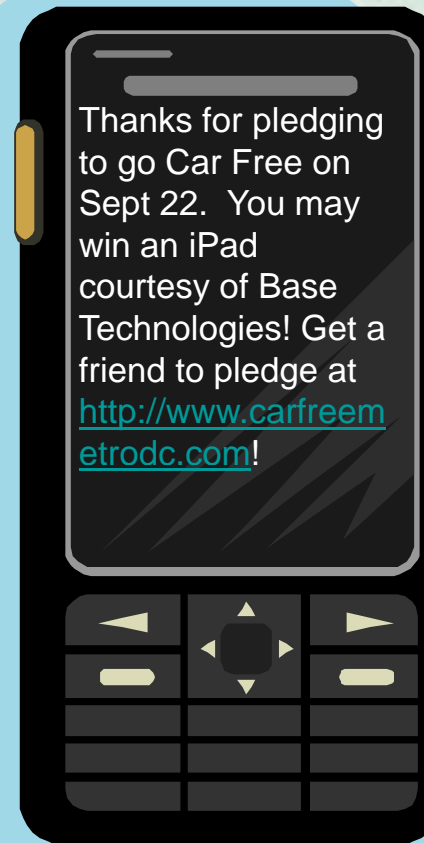
Total Value Add: \$21,350



# Car Free Day Text Messaging

To opt-in pledgers from  
carfreemetrodc.com

Text messages sent on 9/8,  
9/14, 9/19



# Car Free Day Twitter

twitter Search Home Profile Message

**CAR FREE DAY METRO DC** **Commuter Connections**  
@CarFreeMetroDC

Following

@CarFreeMetroDC |

124 Tweet

Tweets Favorites Following Followers Lists

**CAR FREE DAY METRO DC** **CarFreeMetroDC** Commuter Connections  
Over 1,300 people in the Washington DC metro area have pledged to go Car Free or Car Lite. Have You? [www.carfreemetrodc.com](http://www.carfreemetrodc.com) Please RT  
30 Aug

**CAR FREE DAY METRO DC** **CarFreeMetroDC** Commuter Connections  
Take the Car Free Day pledge and you could win free passes to ride the Virginia Railway Express (VRE) commuter train [carfreemetrodc.com](http://carfreemetrodc.com)  
24 Aug

**CAR FREE DAY METRO DC** **CarFreeMetroDC** Commuter Connections  
There are many individuals in the Wash DC region who get around without a car. [regionforward.org/un-car-for-a-da...](http://regionforward.org/un-car-for-a-da...)  
22 Aug

**CAR FREE DAY METRO DC** **CarFreeMetroDC** Commuter Connections  
Share a ride, save the air, take the pledge and get a chance to win an iPad. Pledge to Go Car Free Sept 22nd at [carfreemetrodc.com](http://carfreemetrodc.com)  
15 Aug

**CAR FREE DAY METRO DC** **CarFreeMetroDC** Commuter Connections  
Give your usual habit of driving the car alone a day off - go

**Green News 4U** **greennews4u** Mel Wylie  
Pledge to go Car Free in the Washington, DC area on Thursday, September 22! [fb.me/Ma9JpZld](http://fb.me/Ma9JpZld)  
20 hours ago

**the\_gordon** gordon  
Take the pledge to go car free in DC on September 22: [carfreemetrodc.com](http://carfreemetrodc.com)  
21 hours ago

**MATTVAS** Matt Vasilogambros  
DC residents: Pledge to be Car Free on Sept. 22 [carfreemetrodc.com/pledge-to-car-...](http://carfreemetrodc.com/pledge-to-car-...)  
31 Aug

**NspiregreenLLC** Nspiregreen LLC  
We've taking the Car Free Day pledge. Have you? [carfreemetrodc.com/pledge-to-car-...](http://carfreemetrodc.com/pledge-to-car-...) #GreenLiving... [fb.me/1elipyVuA](http://fb.me/1elipyVuA)  
30 Aug



# Car Free Day Facebook

facebook

Search

## Car Free Day

Non-Profit Organization

Like

Wall Car Free Day · Everyone (Top Posts)

**Car Free Day**  
Almost 1,300 people in the Washington DC metropolitan region have pledged to go Car Free or "Car-Lite" on Spetember 22nd. Have You? Tell your family, friends and co-workers to pledge today!  
[www.carfreemetrodc.com](http://www.carfreemetrodc.com)

**Car-Free-Day**  
[www.carfreemetrodc.com](http://www.carfreemetrodc.com)  
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011. Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling, vanpooling or taking transit. Pledge even if you're already using these transp...

Share · Tuesday at 11:49am

2 people like this.

**Car Free Day**  
Have you previously participated in Car Free or Car Lite Day? If so, comment, upload photos or make a video and let us know your past experiences and what commuting alternatives you plan to try this year. And if you haven't pledged yet, visit [www.CarFreeMetroDC.com](http://www.CarFreeMetroDC.com) today!

**Car-Free-Day**  
[www.CarFreeMetroDC.com](http://www.CarFreeMetroDC.com)  
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011. Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling, vanpooling or taking transit. Pledge even if you're already using these transp...

Share · August 26 at 12:36pm

4 people like this.

Wall

Info

Photos

Discussions

1,671 like this

Likes

Commuter Connections

World Carfree Day

National Capital Region Transportation

Bike to Work Day

Create a Page

Subscribe via RSS

Report Page

Share

# CFD Earned Media

## Press releases:

- August 10: Registration open
- August 24: Car free or car-lite, pledge. Included testimonial from 2011 CFD
- September 9: Capital Car Free Campus Competition, Flippin' Pizza promotion, Capital Bikeshare Birthday Bash
- September 13: With More Than a Week Still To Go, Car Free Day Breaks Pledge Record

# Email Campaign

## Email campaign to:

- Stakeholders
- Universities
- Employers
- Past Car Free Day and Bike to Work Day participants

# Prizes and Promotions

## Sponsor Prizes:

- iPad (*Base Technologies*)
- Bicycle (*BicycleSPACE*)
- Washington Nationals tickets
- Capital Bikeshare annual memberships
- SmarTrip Cards w/ \$25 fare
- Segway Tours
- VRE passes

## Food Retailer Promotions :

- Flippin' Pizza Free lunch (*2 slices & beverage* )
- Sport & Health 7-day pass



# Capital Car Free Campus Competition

Friendly challenge between:

- American University
- George Mason University
- Georgetown University
- University of District of Columbia
- University of Maryland

# Capital Car Free Campus Competition



The image is a screenshot of a Facebook event page. At the top left is the Facebook logo. To its right is a search bar with the word 'Search' and a magnifying glass icon. Further right are icons for notifications (a red '2') and a globe. The event title is 'Capitol Car Free Campus Competition' in bold black text, with 'Share · Public Event' below it. The event details are listed in a table-like format: 'Time' is 'Tuesday, September 6 at 5:00pm - September 22 at 5:00pm'; 'Location' is 'American University, George Mason University, Georgetown University, University of Maryland, University of the District of Columbia'; 'Created By' is 'GUWellness: Mind, Body, Soul'; and 'More Info' is 'Car Free Day is Thursday, September 22.' Below the 'More Info' section is a paragraph of text: 'In the spirit of wellness, sustainability, and friendly competition, Georgetown University, George Mason University, University of Maryland, University of the District of Columbia and American University will be competing in the First Annual Capitol Car Free Campus Competition.' This is followed by another paragraph: 'We are asking faculty and staff to take the Pledge to go Car Free or Car Lite using their university email ad...' and a 'See More' link with a downward arrow. At the bottom of the event details is a 'Wall' section, which is currently empty. On the left side of the page, there is a small image of a hand pointing to a sign that says 'CAR FREE DAY' and 'PLEDGE NOW TO UNCAR FOR A DAY AT CARFREEEVENTS.COM'.

# FY12 Fall Rideshare Umbrella Campaign

Continue Spring FY11 creative

Campaign live October – December 2011

Media:

- Radio (anchor media)
  - Exurb radio stations (WAFY/WWEG, WFMD/WFRE, WSMD, WBQB, WFLS, WJMA)
  - DC news stations (WTOP, WMAL)
  - ESPN, WILC (Romántica)
- Google search ads

# Rideshare Radio Spots

## Save Half – Woman

A commuter requests a rideshare partner to save half the gas, half the money, and half the stress with her.

## Save Half – Man

A commuter likens ridesharing to half time, providing a personal half-time with half the driving, half the stress, and half the costs.



# FY12 Fall Rideshare Campaign Visual


**SAVE  
HALF.  
EVERY TIME.**



share a ride.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
commuterconnections.org

**SAVE  
HALF.  
EVERY TIME.**



share a ride.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
commuterconnections.org

# FY12 Fall GRH Umbrella Campaign

Continue Spring FY11 creative

Campaign live October – December 2011

## Media

- WTTG Fox 5 early morning news
- Comcast cable early morning and night

# GRH TV Commercial



# Commuter Connections Summer Newsletter



## COMMUTER CONNECTIONS HONORS AREA EMPLOYERS

20 EMPLOYER RECOGNITION AWARDS



DOING MORE WITH LESS.

On June 28, 2011, several area employers were honored at Commuter Connections' 2011 Employer Recognition Awards for their outstanding commute benefit programs. The 14th annual event held at the National Press Club recognized employers that have gone above and beyond by encouraging their employees to bike, walk, vanpool, carpool, take the train, ride the bus or telework. Employers submitted nominations in three categories: Incentives, Marketing, and Teleworking.

**Incentives Award:**  
The American Occupational Therapy Association, Inc. The American Occupational Therapy Association (AOTA) is a national professional association for occupational therapy practitioners and students. Based in Bethesda, AOTA was honored with the award for the best commuter incentives program.

*Continued on page 2*

## WMATA ANNOUNCES NEW METRO FORWARD CAMPAIGN

With the prospect of the ever-increasing cost to drive, the Washington Metropolitan Area Transit Authority (WMATA) used June 16th's "Dump the Pump" Day to announce a new customer information campaign. This new awareness campaign, called "Metro Forward," is aimed at keeping area commuters and other travelers informed of the massive program underway to rebuild the 35-year-old Metro system.

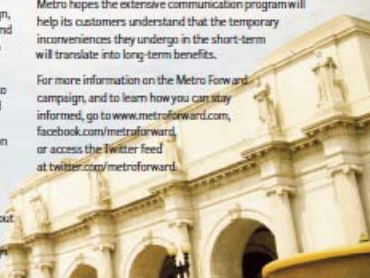
"Our customers deserve to know how we are moving forward to rebuild their transit system," said Metro General Manager and CEO, Richard Searles. "This multi-year rebuilding effort is now underway and, in addition to alerting riders about construction work, we are committed to keeping the public well informed about each project and how it delivers safer, more on-time, better quality service in the months and years ahead."

The awareness campaign, to be rolled out more broadly throughout the summer, will share information on how Metro is investing \$5 billion over the next six years. Customers will be informed through

the use of social networks, in-station signage and displays, on-board posters, and public outreach to community organizations.

Metro hopes the extensive communication program will help its customers understand that the temporary inconveniences they undergo in the short-term will translate into long-term benefits.

For more information on the Metro Forward campaign, and to learn how you can stay informed, go to [www.metroforward.com](http://www.metroforward.com), [facebook.com/metroforward](http://facebook.com/metroforward), or access the Twitter feed at [twitter.com/metroforward](http://twitter.com/metroforward).



## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### FDA BUILDS CULTURE OF COMMUTING AT WHITE OAK CAMPUS

When the Federal Drug Administration (FDA) began the consolidation of their Washington headquarter facilities to the White Oak Campus in Silver Spring, they faced many challenges. One of the biggest was helping the expected 6,000 plus employees work within the constraint of having only two parking spaces for every three employees.

**Enter Employee Transportation Coordinator Jack Carfile.** Hired in October 2009, Carfile was tasked with building a vanpool program at the sprawling campus. As a 30 year veteran of vanpooling, they probably couldn't have picked a better vanpool advocate.

After laying the groundwork for a successful program, Carfile formed the first FDA vanpool in April 2010. "The key," he said, "is to build a culture of commuting, especially with the new employees." With this in mind, he worked with the Human Resources department to let him present information about commuting during new employee orientations. "If you don't start talking to new employees at the beginning, you're making a huge mistake!"

Carfile also said that he started working with managers to help them understand their role in promoting vanpooling, as well as other commute alternatives. "Part of the culture of commuting" is making sure that managers are aware of, and have bought into, the benefit of vanpooling to increase their employees' job satisfaction," said Carfile. "They have to be

understanding about not scheduling meetings or projects that prevent employees from getting to their ride."

Additionally, Carfile works with the campus parking coordinator to provide vanpools with preferred parking spaces.



In fact, he actually takes the new vanpool driver out to the parking lot and lets them pick their own space. "Involving the driver in the process," he said, "gets them to really take ownership of their vanpool and helps them to be successful." Apparently, this strategy is working, as the vanpool program has grown to 25 vans in 16 short months, with more in the formation stage.

Commuter benefits are also a big incentive to FDA employees. In addition to the preferred vanpool/carpool parking, a pre-tax transit/vanpool subsidy of \$230 (the maximum amount allowed), and access to ride-matching services and a Guaranteed Ride Home Program through Commuter Connections, all combine to make vanpooling a "no-brainer."

The other big part of making the program successful has been the constant communication with FDA employees. According to Carfile, he uses every way he can think of to get the word out. This means including vanpooling information in the daily email sent to all employees; an online list of every vanpool, and forming vanpool, with driver contact information; and putting information on physical bulletin boards throughout the complex.

*Continued on back*



# Comprint Military 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](http://commuterconnections.org). It's easy  
and stress-free!

**COMMUTER CONNECTIONS**  
A free service

[commuterconnections.org](http://commuterconnections.org)  
800.745.RIDE

# Marketing Campaign Creative Process

## Campaign input

- COG research
- Industry trends
- Current events
- Previous campaign results

Develop Marketing Communications Brief

Campaign Conceptual Development

Marketing workgroup feedback

Production

Campaign Live

Results and analysis

# FY12 Rideshare Concepts

## Objectives

- Maintain and increase awareness of shared ride modes
- Retain current ridership on these modes
- Gain new riders
- Gain new applicants to the regional database

## Conceptual Approach for Creative Strategy

- Focus on the financial benefits of sharing a ride
- Keep messaging and imagery light and fun, to maximize integrated promotional efforts

# FY12 GRH Concepts

## Objective

- Increase the number of applicants in the GRH database by promoting GRH and eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

## Conceptual Approach for Creative Strategy

- Illustrate that registering for the program is easier than risking it
- Ask individuals to "sign up" now



# FY12 Creative Development Schedule

Review research and results from recent campaigns	June 2011
Develop Marketing Communications Plan	July 2011
Feedback on Plan from Regional TDM Marketing Group ( <i>Extranet</i> )	Aug 2011
Present conceptual approaches to Regional TDM Marketing Grp	Sept 2011
Refine and develop approach based on Workgroup feedback	Oct 2011
Finalize creative	Nov 2011
Produce creative	Dec 2011
Distribute creative to media vendors	Jan 2012
Campaign launch	Feb 2012

# Media Selection Process

## Review and analyze

- Marketing Communications Brief
- Previous campaign results
- Third 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

- Re-evaluate best negotiated options

## Media Purchase

## Run campaign

## Evaluate results

# FY12 Marketing Campaign Schedule

Car Free Day	Aug – Sept 2011
Fall Campaign (repeat FY11 creative)	Oct – Dec 2011
Spring Campaign (new FY12 creative)	Feb – June 2012
Bike to Work Day	Apr – May 2012
Employer Recognition Awards	June 2012

# Questions & Answers

Any questions or comments?