



**Metropolitan Washington
Council of Governments**

**FY 2015 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

March 17, 2015

Table of Contents

Section	Page
Executive Summary.....	1
Introduction.....	4
Ridematching.....	7
Guaranteed Ride Home.....	15
Commuter Connections Website.....	21
Bike to Work Day.....	22
Employer Recognition Awards.....	30
'Pool Rewards.....	31
Stakeholder & Consumer Survey Report.....	33
Newsletter and Federal ETC Insert.....	35
Clean Air Partners.....	36
Performance Measures.....	37
Spring Media Schedules.....	38
Spring Media Spend.....	39

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2015. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the umbrella solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift to non-single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The Commuter Connections marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure impact goals.

The regional TDM Mass Marketing initiative extensively promotes Commuter Connections' Ridematching services and also promotes the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The campaign also includes the promotion of 'Pool Rewards and Bike to Work Day. The Bike to Work Day event is a springboard to sway SOV drivers to bicycling to work. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

Mass Marketing Campaign

The FY2015 second half media campaign promoting Ridesharing and GRH uses new advertising developed for spring FY2015, in both audio and visual forms. Campaign creative selected by the marketing workgroup was developed and a theme for Rideshare “Ride Happy” and GRH “Just in Case” were approved. Four radio ads, two Rideshare and two GRH, were produced in January 2015. The Rideshare campaign kicked-off late February; GRH campaign began the first week in March. The total campaign will run for fifteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy is \$285,726.40, and the total cost of the GRH media buy is \$190,302.25.

Value Add Promotions

Based on paid media, value add will be negotiated in the form of additional media value. Value add varies from no-charge radio ads, short messages, and promotions to banner ads on station web sites.

Messaging Strategy

The focus of Ridesharing is lifestyle, “Ride Happy”. 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, sports trivia, etc.

The messaging for Guaranteed Ride Home is “Just in Case”. It’s 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 emergencies, and how having GRH in your emergency kit can help resolve them.

Bike to Work Day

The color selected for 2015 is “safety” orange and poster concepts were reviewed by the Committee with a selection made in January 2015. A sponsor drive culminated in cash sponsorships of \$47,100, and in-kind sponsorships totaled \$10,945. Radio, posters (Spanish also), rack cards, vinyl banners and earned media are in development. The registration goal for Bike to Work Day 2015 is 19,000.

'Pool Rewards

For the month of January, 'Pool Rewards continued the momentum from the fall campaign with a focus on federal workers, Hispanic audiences and the military. In the spring, creative will promote the incentive program for carpools and vanpools.

Employer Recognition Awards

Winners will be honored at an awards ceremony on June 30, 2015 at the Grand Hyatt Washington. Employer nominations were solicited through January 2015. Summaries of each Employer nominee were developed to be reviewed by the Selection Committee meeting on March 19th.

Clean Air Partners

Commuter Connections will provide a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015. The campaign will include radio ad sponsorships.

Introduction

The Commuter Connections' marketing initiative for FY2015 was built on the organization's research and campaign experience. The FY2015 Marketing Communications Plan and Schedule, distributed to network members in September 2014, served as a tool to outline marketing plans for FY2015. The strategy behind the FY2015 campaign reflected the state of events for the regions' commuters and built upon research and findings from the following reports:

- FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report.
- 2011 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report.
- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report.
- 2013 Bike to Work Survey TERM Analysis Report.

Research, campaign experience, current economic factors and transportation challenges all contributed to the planned strategy for FY2015; to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The second half of the FY2015 Regional Marketing Campaign includes the following:

- The money-savings of commuting by Ridesharing and the added free benefit of GRH in a case if an unexpected emergency.
- The continuation of the 'Pool Rewards incentive promotion will be prompted through earned media, rack cards, a complimentary online banner ad for the 95 Express Lanes, value add messages and a paid media campaign.
- Bike to Work Day 2015 to consider bicycling as a viable alternative way to commute.
- Employer Recognition Awards to recognize employers in the region who promote and encourage the use of alternate modes of transportation.
- The continuation of increased awareness of the new mobile friendly website and online Ridematching.
- Newsletters that provide a number of articles on transportation updates and changes that benefit commuters, including infographics for quick glances at commuter statistics.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (MWCOCG). Commuter Connections offers free services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections' Regional TDM Marketing Group include:

Arlington County Commuter Services	Northern Virginia Transportation Commission
Annapolis Regional Transportation Management Association	Potomac and Rappahannock Transportation Commission
Bethesda Transportation Solutions	Prince George's County Department of Transportation
City of Alexandria Local Motion	Rappahannock Area Development Commission
District Department of Transportation	Rappahannock-Rapidan Regional Commission
Dulles Area Transportation Association	TransIT Services of Frederick County
Fairfax City	Tri-County Council for Southern Maryland
Fairfax Connector	Tysons Partnership Transportation Council
Fairfax County Office of Transportation	Virginia Department of Rail and Public Transportation
General Services Administration (GSA)	Virginia Department of Transportation (VDOT)
GW Ride Connect	Virginia Railway Express
LINK	vRide
Loudoun County Office of Transportation Services	Washington Area Bicyclist Association (WABA)
Maryland Department of Transportation (MDOT)	Washington Metropolitan Area Transit Authority
Maryland State Highway Administration	
Maryland Transit Administration (MTA)	
Montgomery County Commuter Services	
Montgomery County Ride On	
National Institutes of Health (NIH)	
North Bethesda Transportation Center	
Northern Neck Rideshare/PDC	

Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign include the GRH and Ridematching programs. Both of these programs are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the program are to:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's first resource for alternatives to driving alone.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on these modes; gain new riders; gain new applicants to the regional database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to become involved, increase commuter participation, and use the occasion to try an alternative form of transportation.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit programs; promote and encourage the adoption of SOV commute alternatives.

Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to other commuters who are looking to carpool along with an access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

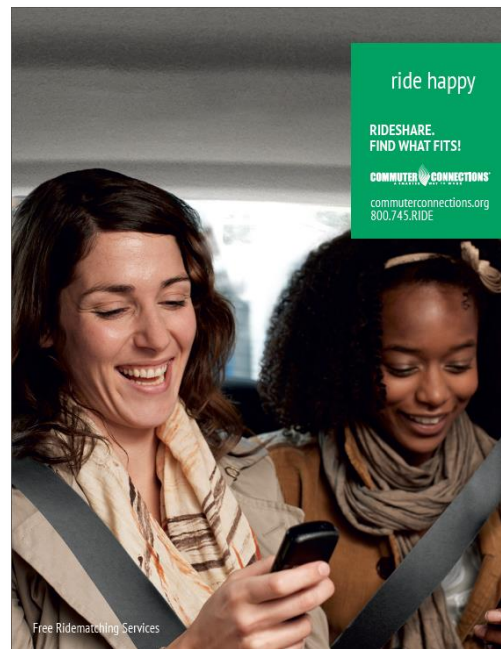
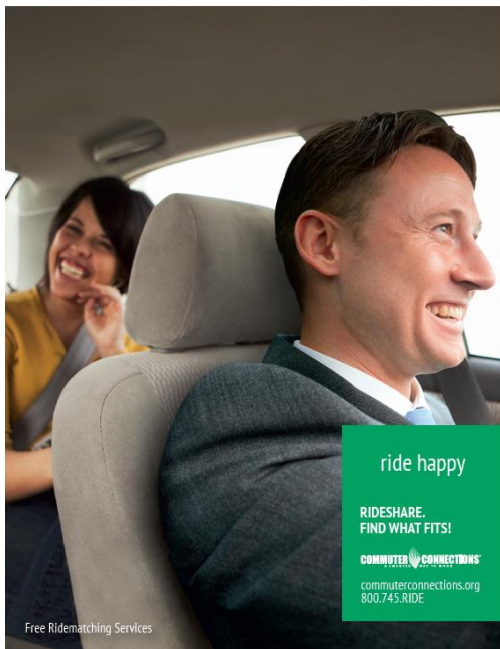
Spring 2015 Campaign

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and will run through June. Radio is the primary media for this campaign with spots running for a total of fifteen weeks. Television, cable, and online (web and mobile banner ads) will run for eight weeks, and online banner ads for fifteen weeks.

Ridematching Campaign

Messaging Strategy

The second half of the FY2015 Rideshare campaign messaging puts the audience at ease, in a good mood, bringing their happy place right to their commute mode. The ads demonstrate your commute can be an improved, reliable and preferred way to work.



Media Objectives: Rideshare

The spring campaign promotes the Ridematching program using a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis was placed on middle and outer ring commuters. With fewer public transit options, ridesharing is the preferred commute alternative for commuters with longer distance commutes.

Target market (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

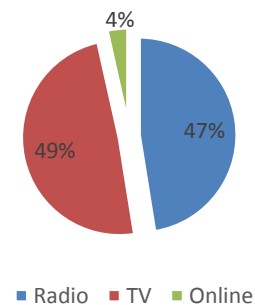
- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1,000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic

Washington D.C.
DMA

Rideshare Spring Budget

	MWCOG	Gross Dollars
Radio	\$135,646.40	\$159,584.00
Television	\$140,080.00	\$164,800.00
Online	\$ 10,000.00	\$ 11,765.00
Total Budget	\$285,726.40	\$336,149.00



Radio

Radio is the anchor medium for the Rideshare campaign, with a focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters.

- WTOP (103.5 News/Talk)
- WAFY/WWEG (103/106.9 FM, AC/Classic Hits)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WLZL - El Zol (107.9 Spanish)
- WBQB (101.5 Hot AC)
- WRQX (107.3 Hot AC)
-

The Rideshare radio campaign started in late February and will run through the end of June 2015. The ads will run every other week for a total of eight on air weeks, alternating weeks with GRH ads. The following spots are promoting the Ridematching program in both English and Spanish languages:

Ridesharing :30 "Ideal Commute 1" English

SFX: [cheering sports fans, buzzer]

Man: Last night's scores, dark roast and a donut

Woman: [sips from cup] A chai latte and my morning talk show

Together: Good company on a money-saving commute

Announcer: Whatever your ideal commute is, Commuter Connections gives you the options to Ride Happy. Save money and improve your commute. Go to Commuter Connections dot org to see all your free ridesharing options. That's Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

Ridesharing :30 “Ideal Commute 1” Spanish

SFX: [sonido de fanaticos deportivos , buzzer]

Hombre: Puntuaciones de la noche anterior, café oscuro y un donut.

Mujer: [sips from cup] un chai latte y mi show favorito de la mañana.

Juntos: Buena compañía en un viaje en el que ahorro dinero.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y mejorar su viaje. Vaya a [Commuter Connections punto org](http://CommuterConnections.punto.org) para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, or 800-745-RIDE. Viaje Feliz.

Ridesharing :30 “Ideal Commute 2” English

SFX: [train]

Woman: Some me-time with a good book on the train

SFX: [light snoring]

Man: A snooze while others take the wheel

Together: Commuting the way that works for me

Announcer: Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy. Save money and find the commute that fits. Go to [Commuter Connections dot org](http://CommuterConnections.dot.org) to see all your free ridesharing options. That’s Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

Ridesharing :30 “Ideal Commute 2” Spanish

SFX: [un tren]

Mujer: Tiempo para mí con un buen libro en el tren.

SFX: [light snoring]

Hombre: Una siesta mientras otros toman el volante.

Juntos: Viajando de manera que funciona para mi.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y encontrar un viaje que cumpla sus necesidades. Vaya a [Commuter Connections punto org](http://CommuterConnections.punto.org) para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, o 800-745-RIDE. Viaje feliz.

Value Add

Rideshare

In addition to paid media spots, additional radio, TV and web messaging were negotiated in no charge promotional media value. Select radio stations are providing bonus spots at no charge and live short messages promoting the benefits of ridematching. Comcast SportsNet will provide matching spots on Comcast SportsNet's Baltimore feed, banner ads on their station website and include Commuter Connections in four E-newsletters.

Television

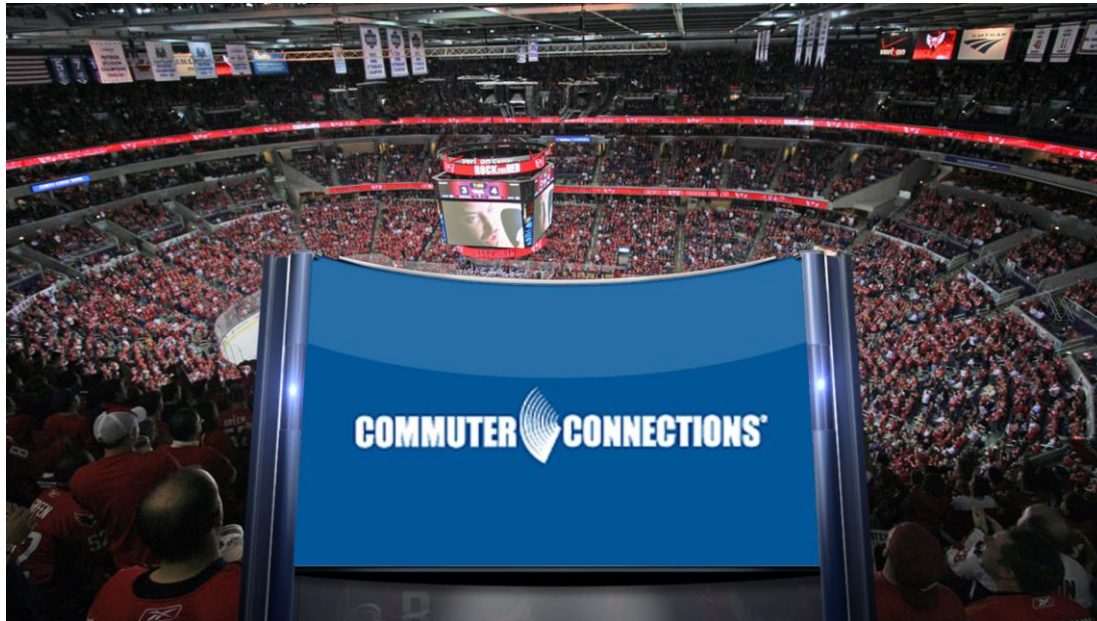
The use of snipes and squeezebacks in selected television programming provide DVR-proof advertising. Snipes appear at the bottom of television screens during on air programming to promote rideshare. Squeeze-backs surround the TV programming. Images and messages that complement the radio spots will promote the cost-savings benefits of ridesharing and free ridematching services of Commuter Connections. Squeezebacks are scheduled to run in early morning, evening news, and late news on WJLA (ABC News 7) and snipes on Comcast during Capitals, Wizards, and Redskins programming.

In addition to snipes, Comcast SportsNet will post in-game billboards (on-screen Commuter Connections logo) and :05 second ticker messaging during the Caps and Wizards games during the 2/23, 3/9, 3/23, and 4/6 flight weeks.

Squeeze-back on WJLA (images animated)



Snipe on Comcast SportsNet (images animated)



In-Game Billboards and ticker messages on Comcast SportsNet: Caps & Wizards Games

Digital Advertising

Mobile/web advertising utilizing a number of local media sites will promote the Ridematching program. The geo-targeting capabilities allow the cost-saving benefits of Ridematching messages to reach audiences in the Virginia, Maryland, and DC regions. Various Run-of-Site banner ad sizes will be posted for thirteen weeks, from March 1st through the end of May with performance monitored and optimized throughout the campaign.

The following sites were selected for the spring campaign:

- WashingtonTimes.com
- DailyPress.com
- BaltimoreSun.com
- Division-D Network

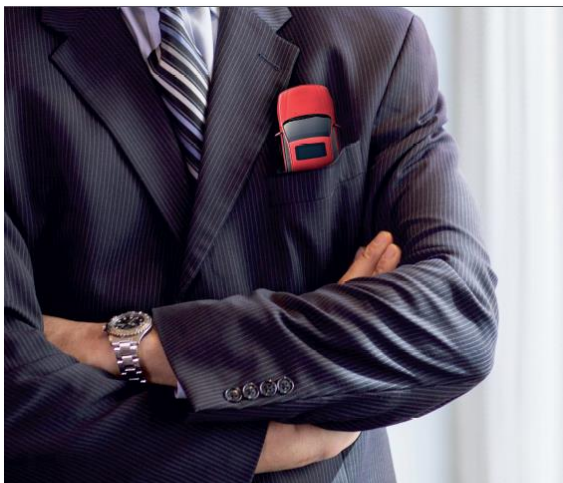
The ads will display Rideshare visuals with a call to action to visit commuterconnections.org.

Guaranteed Ride Home Campaign

Messaging Strategy

For GRH, the second half of the FY2015 campaign is promoting GRH as something you should have “just in case” after you sign up to rideshare or use transit.

Recorded :30 second spots reinforce the message that in case of an unexpected emergency or a need to stay late at work arises, GRH provides a free guaranteed way to get home.




JUST IN CASE.

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

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS
A PART OF TDM

* 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

COMMUTER CONNECTIONS
A PART OF TDM

* some restrictions apply

Media Objectives: Guaranteed Ride Home

The GRH program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an unexpected emergency. Geographic emphasis was placed on inner core commuters.

Target market

[2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#) :

- 35-54 years old (88%)
- Caucasian (73%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	MWCOG Cost	Gross Dollars
Radio	\$190,302.25	\$223,885
Total Budget	\$190,302.25	\$223,885

Radio

Radio is used exclusively for the GRH campaign. Station types included a mix of sports, news, and music:

- ESPN (980 AM Sports)
- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)
- WMZQ (98.7 Country)
- WASH (97.1 AC)

The GRH radio campaign started in early March and will run through the end of June 2015. The ads will run every other week for a total of seven on air weeks, alternating weeks with Rideshare ads. The following spots promote GRH for the second half of FY2015:

Guaranteed Ride Home :30 “Just in Case 1”

Person 1: Hair spray. Just in Case.

Person 2: Mints. Just in Case.

Person 1: Flat shoes. Just in Case.

Person 2: Friend check-in. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: :30 “Just in Case 2”

Person 1: Phone charger. Just in Case.

Person 2: Deodorant. Just in Case. Person 1: Bank card. Just in Case.

Person 2: Special ring tone. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.

Value Add

Guaranteed Ride Home


Value add (no charge) will be provided by the radio stations during the FY2015 second half campaign promoting GRH. iHeart media will provide a GRH promotion on their stations – Which would you do “Just In Case”? – third party retail tie-ins will provide free coupons or giveaways to listeners. Each station will run promotional spots, including a call to action to encourage registering for the GRH program.

Member Donated Placements

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space is being provided by the following network members: Arlington, Fairfax, MTA, Montgomery, Prince George's, and Prince William Counties. Additionally DATA, and VRE provided print ad space in their customer publications.



Print Publications
VRE Newsletter Ad





JUST IN CASE.

A Free Ride Home For Those Who Ride the Commuter Train
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE

*some restrictions apply



GRH DATA Newspaper Ad



JUST IN CASE.

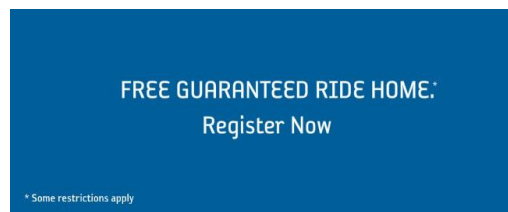
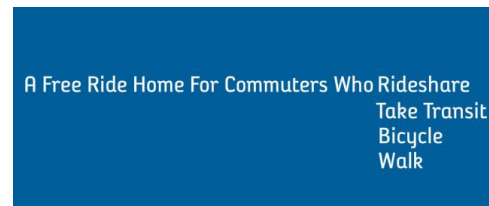
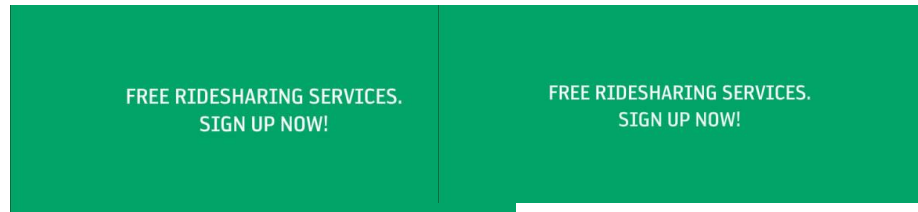
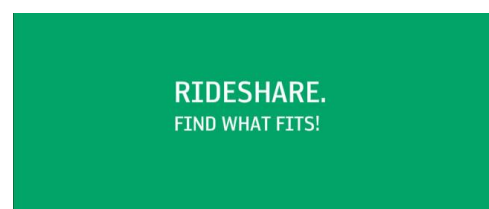
A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE | commuterconnections.org
*some restrictions apply

Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



Bike to Work Day

Sponsorship Drive


In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. This year, Commuter Connections secured a total of 17 sponsors for Bike to Work Day, reaching \$47,100 in cash. An additional \$10,945 of in-kind sponsorships were also secured to provide bike giveaways, snacks, and other bicycle merchandise and prizes.



Marketing Strategies


Posters and rack cards will be provided to employers and employees through various distribution channels in order to create awareness and encourage registration. In order to continue to reach diverse audiences, a Spanish version of the poster will be created. T-shirt graphics, pit stop banners, and various media will be developed to support - leading up to and through the event.

Social media will be an important medium to help spread the Bike to Work Day messaging and encourage registration and participation.



BIKE TO WORK DAY


FRIDAY 5.15.15






[HOME](#) [EMPLOYER RESOURCES](#) [EVENT INFO](#) [FIRST TIME RIDER INFO](#) [REGISTRATION](#) [SPONSORS](#)

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.



[Free Registration Click Here](#)



Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.

[Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

[Read More...](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.

[Read More...](#)

Event Poster

A PDF of the new Bike to Work Day 2015 event poster will be available in March 2015.

[Click here to download last year's poster](#)

Sponsors

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our sponsor page and find out more about these great organizations.

[Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.

[Read More ...](#)

Sponsors

Poster English/Spanish

BIKE TO WORK DAY 2015

FRIDAY 5.15.15

COMMITTEE CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION
Marrriott **AEI** **ICF**
Bike Arlington **ExpressLanes**
BICYCLE SPACE **LOCAL MOTION**
GENERAL DYNAMICS **The JBG Companies** **EARTHJUSTICE** **KIND**
BIKEBURL **CRYSTALIDE**
goDCgo **AAA**
BIKESVIENNA **KIMPTON**
ABUS **CAPITAL TRAIL**
BROMPTON **DELM** **GREEN BIRD** **JAMES** **BicyclePASS** **ORTLIEB** **odw**

Pre-Register by May 8 for free T-shirt* and bike raffles!
 FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

bike to work day 2015

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015

VIERNES 5.15.15

COMMITTEE CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION
Marrriott **AEI** **ICF**
Bike Arlington **ExpressLanes**
BICYCLE SPACE **LOCAL MOTION**
GENERAL DYNAMICS **The JBG Companies** **EARTHJUSTICE** **KIND**
BIKEBURL **CRYSTALIDE**
goDCgo **AAA**
BIKESVIENNA **KIMPTON**
ABUS **CAPITAL TRAIL**
BROMPTON **DELM** **GREEN BIRD** **JAMES** **BicyclePASS** **ORTLIEB** **odw**

Regístrate previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situado en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

bike to work day 2015

Rack Card

BIKE TO WORK DAY 2015
FRIDAY 5.15.15



Register at
www.BIKETOWORKMETRODC.org
or call **800.745.7433**

Pre-Register by May 8
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

Over 75 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

Visit www.biketoworkmetrodc.org
for specific pit stop locations
and times.

*T-shirts available at pit stops to
first 14,000 registrants.



T-Shirt (back)



Pit Stop Banner

EDGEWOOD-MET BRANCH TRAIL
On the Metropolitan Branch Trail
 Above Rhode Island Avenue, NE
 7:00 am to 9:00 am

















Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2015 BIKE TO WORK DAY
FRIDAY 5.15.15



Social Media

Facebook and Twitter will be used to engage with commuters and drive registration to the website.





TWEETS 134 FOLLOWING 218 FOLLOWERS 1,361 LISTS 2

Edit profile

Commuter Connections

@BikeToWorkDay
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC
biketoworkmetrodc.org
Joined April 2009

8 Photos and videos




Tweets Tweets & replies Photos & videos

Commuter Connections @BikeToWorkDay · Aug 14
Jason Vitale is one of the 2014 Bike to Work Day regional bike raffle winners! He won a bicycle from @bikevirginia



Who to follow - Refresh - View all

-  **DC Bike Party** @DCBikeParty
-  **Pedal2DC** @Pedal2DC
-  **Dave K** @notthatdsk

Popular accounts - Find friends

Trends - Change

Apple event
Promoted by App Store

Employer Recognition Awards

The Employer awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. The nomination period ended January 31, 2015 and the Selection Committee will meet on March 19th. Winners and nominees will be honored at an awards ceremony June 30, 2015 at the Grand Hyatt in Washington, DC.



'Pool Rewards



Spring Campaign

A combination of media tactics will run in the spring to promote the benefits and incentives of the 'Pool Rewards program. The spring 2015 newsletter will also include an article to employers touting the benefits and cost-savings of Ridesharing and encourage registration into the 'Pool Rewards incentive program.

Message Strategy

Paid spots will air on alternate Rideshare weeks, May through June, promoting the benefits and cost-savings of the 'Pool Rewards ridesharing incentive program. The ads will encourage commuters to find a partner to start a new carpool/vanpool and save; and to contact Commuter Connections for more information or help in finding a ride match.

GWRideConnect

Online banner - 95 Express Lanes bonus incentive

The banner is a vertical stack of six dark grey/black rectangular sections with white and green text. The top section features the '95 ExpressLanes' logo. The second section says 'Carpools of 3 travel TOLL-FREE with E-ZPass Flex'. The third section says 'Plus, 'POOL REWARDS provides \$3.50 cash / day'. The fourth section says 'for members of newly-formed carpools*'. The fifth section has a small asterisked note: '* additional rules & restrictions apply'. The bottom section features the 'COMMUTER CONNECTIONS' logo and the text 'can help you find carpool partners!'.



Geographic Targeting

Washington D.C. DMA

'Pool Rewards	MWCOG	Gross Dollars
Spring Budget	Cost	
Radio	\$TBD	\$TBD
TV	\$TBD	\$TBD
Facebook	\$ 3,000	\$ 3,529.50
Total Budget	\$24,000	\$TBD

Stakeholder Interviews & Consumer Web Survey

Stakeholder Interviews

In the fall of FY2015, Odonnell Company conducted 2 interview sessions, each 2 hours in length, for network members and funding organizations in the Washington D.C., Virginia, and Maryland regions. A total of 11 individuals participated. Input was captured from the group on the region's big picture issues and opportunities including: what are the biggest changes expected in the next 5 years, what concerns are most pressing, and what challenges and opportunities are present.

We also asked for input on Commuter Connections overall marketing efforts, tools they find helpful, web resources such as online tools, social media, and employer kits, and what they need to promote Commuter Connection's programs including 'Pool Rewards even more successfully throughout the region.

A brief summary of the findings shows that Stakeholders feel coordination between the network members is valuable and beneficial. Many of the Commuter Connections key programs are promoted consistently among the network members, but would like to see additional resources to support current marketing efforts.

Consumer Web Survey

An online survey was used to poll respondents on three different ad concepts for both Ridesharing and Guaranteed Ride Home during the month of December 2014. Each concept was presented with a visual image along with a radio script. The survey was open to the public December 1 through 31, 2014.

Facebook advertising was used to drive traffic to the survey. Male and female members of the general population aged 18-65 living within a 50 mile radius were targeted.

The survey consisted of 31 individual questions with about half serving as qualifier questions, and half gauging interest in specific ad concepts. Key words used in the questions were carpooling, transportation, traffic, transit, and commuting. 20 qualified responses out of 51 total respondents were received. There was a good mix of genders and equal representation between Metro D.C. areas.

Three regions were represented, Washington D.C. 13.04%, Maryland 47.83%, and Virginia 39.13%

Respondents overwhelmingly preferred the use of text & email to communicate. There were a good mix of primary & secondary modes of transportation to/from work, races/ethnicities, education, marital status and income.

A brief summary of the findings shows consumers understanding of a Rideshare concept was at or above 70%. A Guaranteed Ride Home concept understanding was above 80%. The general pattern was that if a respondent understood the concept, he/she wanted to learn more about the program.

An incentive of a \$100 Amazon.com gift card, was awarded to one winner, drawn at random, at the end of the survey period December 31, 2014.

Commuter Connections Newsletter and Federal ETC Insert

Winter edition of the Commuter Connections Newsletter was produced during the second half of FY2015. The six page 4-color newsletters are produced and distributed quarterly to approximately 8,000 employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

Winter 2015 Newsletter and Federal ETC Insert

The newsletter cover features the title "COMMUTER CONNECTIONS" and "Issue 1, Volume 19 Winter 2015". A "WHAT'S INSIDE" sidebar lists: "2 Bar Owners Charged to Serve Short-Leg Commuters", "3,025 Uber to Work Days in May 2014", "4 Commuters Get Lost and Lost Their New 95-Cupper Lanes", "5 DASH Launches Video-Picking Pickups Pilot", and "6 NEW Influence Bibliographic". The main headline is "HOW RIDESOURCING SERVICES FIT INTO THE TRANSPORTATION LANDSCAPE". The content includes text about ride-sourcing services, photos of a car interior and a hand holding a smartphone, and a small photo of a person. A "Continued on page 2" note is at the bottom.

The newsletter cover features the title "FEDERAL ETC UPDATES" and "Employee Transportation Coordinator". The main headline is "TELEWORK WEEK: MISSION ACCOMPLISHED". The content includes text about Mobile Work Exchange's National Telework Week, photos of hands typing on a keyboard and a woman talking on a phone, and a small photo of a person. A "Continued on page 2" note is at the bottom.

Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015*. Radio advertising will include mention of Commuter Connections' sponsorship, and other non-broadcast ads will contain the Commuter Connections logo.

*Commuter Connections dollars spent were from FY 2015.



Appendix A

Performance Measures

Web Visits

Month	FY 2014 Web Visits	FY 2015 Web Visits	+/-	+/- %
Jan	6,754	12,308	5,554	82.2%
Feb	6,397	10,960	4,563	71.3%
	13,151	23,268	10,117	76.93%

Phone Calls

Month	FY 2014 Phone Calls	FY 2015 Phone Calls	+/-	+/- %
Jan	1,932	1,517	(415)	-21.5%
Feb	1,548	1,273	(275)	-17.8%
	3,480	2,790	(690)	-19.8%

Appendix B FY2015 Spring Media Schedules

Commuter Connections FY2015 Spring Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																				
GRH	Radio	Media Outlet	Format	Dial Position	Campaign to Run	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22		
		WTOP	News Talk	103.5FM	3/2-6/22/2015																				
WBIG	Oldies/Classic Hits	100.3FM	3/2-6/22/2015																						
WWDC	Rock	DC101.1FM	3/2-6/22/2015																						
ESPN (WTEM)	Sports	980AM	3/2-6/22/2015																						
WIHT-FM	Top 40	99.5	3/2-6/22/2015																						
WASH	AC	97.1	3/2-6/22/2015																						
WMZQ-FM	Country	98.7	3/2-6/22/2015																						
Rideshare	Radio	WLZL	Spanish	107.9	2/23-6/15/2015																				
		WAFY/WWEG	AC/Classic Hits	103/106.9FM	2/23-6/15/2015																				
		WFLS	Country	93.3FM	2/23-6/15/2015																				
		WFRE	Country	99.9FM	2/23-6/15/2015																				
		WRQX	Top 40	107.3	2/23-6/15/2015																				
		WTOP	News Talk	103.5FM	2/23-6/15/2015																				
		WBQB-FM	AC	101.5	2/23-6/15/2015																				
		ABC7/WJLA	News	Channel 7	2/23-6/15/2015																				
		Comcast SportsNet	Sports		2/23-6/15/2015																				
		Online	Division D	Online Ads	3/1-5/31/2015																				

Legend

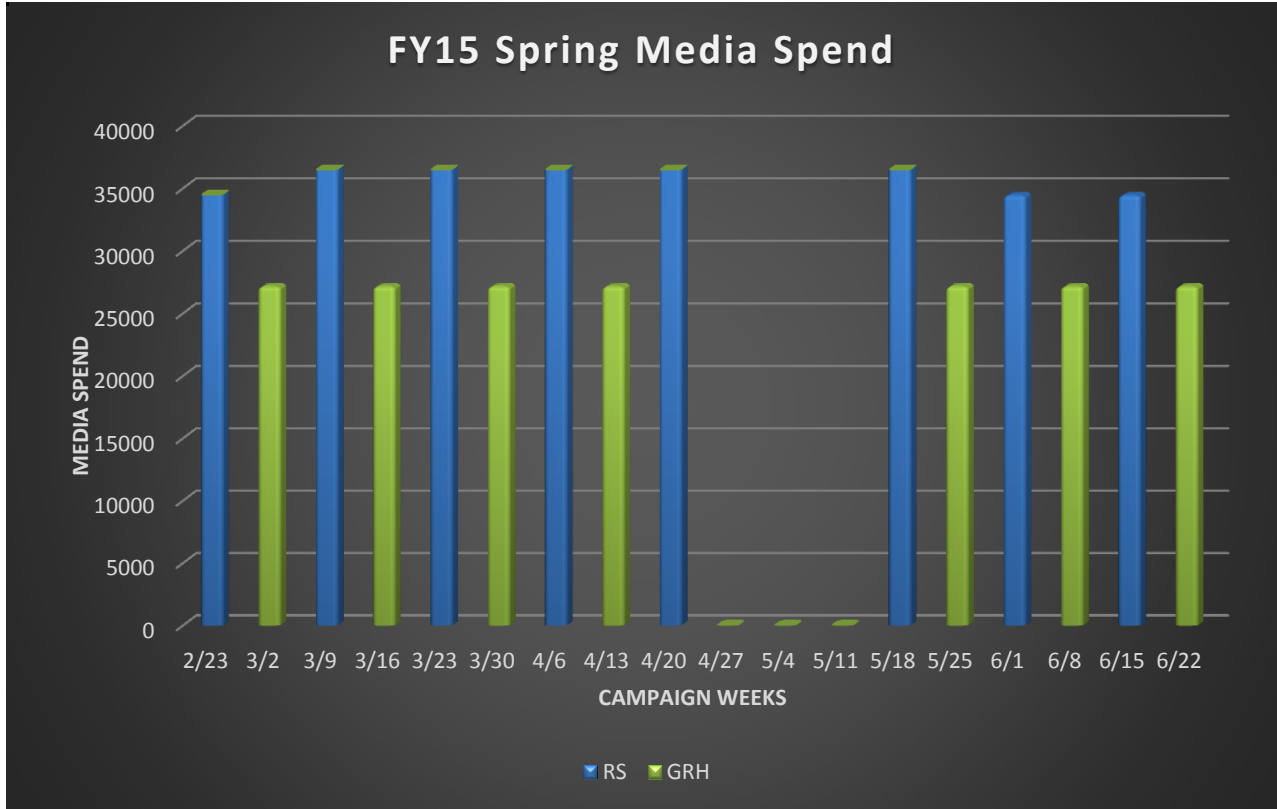
Guaranteed Ride Home Radio Coverage
Rideshare Radio Coverage
Rideshare TV Coverage
Rideshare Online Coverage

Commuter Connections FY2015 Spring Media Schedule Chart					Media Schedule: Specific Dates Spots Run (Week of)													
		Media Outlet	Format	Dial Position	Campaign to Run	1/12	1/19	1/26	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	
		'Pool Rewards	Radio	WFED		1500AM	12/15/14-1/19/15											
WLZL (El Zol)	Spanish			107.9	12/15/14-1/19/15													
WBIG	Oldies/Classic Hits			100.3FM	May-June													
WMZQ-FM	Country			98.7	May-June													
Print Ads	Ft Detrick Standard				12/15/14-1/19/15													
	Andrews Gazette				12/15/14-1/19/15													
TV	ABC7/WJLA		News	Channel 7	May-June													
Online	DCMilitary.com				12/15/14-1/19/15													
	Facebook	Online Ads		May-June														
Bike to Work Day	Radio				April-May													
					April-May													
					April-May													
Print Ads				April-May														
Employer Recognition Awards	Print Ads				June													
					June													

Legend

'Pool Rewards Radio Coverage
Pool Rewards TV Coverage
'Pool Rewards TV Coverage
'Pool Rewards Online Coverage
BTWD Radio
BTWD Print Ads
Employer Recognition Awards print ads

Appendix C
FY2015 2nd Half Paid Media Spend



Note: BTWD weeks are 4/27, 5/4, and 5/11.