

ITEM #7A

Metropolitan Washington Council of Governments
Commuter Connections
FY2011 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
September 21, 2010

First Half FY11 Marketing Program

Car Free Day, September 22

- Campaign Live: August - September

Terrible Traffic Tuesday, September 7

Fall Umbrella Campaign

- Campaign Live: October – December

Resource Guide and Strategic Marketing Plan updates

Commuter Connections Summer and Fall Newsletter

Employer Recognition Awards Nomination Brochure

Direct Mailer

Car Free Day Campaign

Website hosted by COG

Foursquare

Participation from TPB Board Members

Media campaign

Media outreach



Car Free Day Media

Radio

- WASH
- Hot 99.5 (WIHT)
- DC101 (WWDC)

Poster

Text Messaging

Social Media

- Twitter
- Facebook

Banner Ads

Facebook Ad

Bus Exteriors

- Frederick County
- Montgomery County
- WMATA

Bus Shelters


- Montgomery County

Bus Interiors


- ART




Car Free Day Website



September 22, 2010




Retailer participants
[Click here](#)



Pledge today for a chance to
WIN an Apple iPad!

[HOME](#) | [WHAT is Car Free Day?](#) | [HOW to be Car Free?](#) | [EVENTS and special promotions](#) | [PLEDGE to be Car Free Day](#) | [NEWS](#) | [SPONSORS](#) | [CONTACT](#)



TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **1470**

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2010.



...and counting!

Pledge now to Un-Car for a Day!


Join us for part of a worldwide movement and celebrate sustainable transportation on Car Free Day, Wednesday September 22, 2010.

Go Car Free or Car-Lite and make a difference for a day by bicycling, walking, teleworking, carpooling, vanpooling or taking transit. Pledge today and you're automatically entered into a raffle for cool prizes! You can still pledge even if you're already car free.


Sponsors



ipad provided by Base Tech,
32 GB - retail value \$599.




Car Free Day on Facebook



Car Free Day Transportation makes up 28% of U.S. energy consumption and 25% of our air pollution (USDOT National Household Travel Survey).


September 8 at 1:18pm

Car Free Day Already using transportation alternatives? Be counted, take the quick Car Free Day pledge at www.carfreemetrodcc.com



Retailer participants
[Click here](#)

Car-Free-Day
www.carfreemetrodcc.com
Join us for part of a worldwide movement and celebrate sustainable



Facebook social plugin

© 2010 ALL RIGHTS RESERVED • DESIGN BY COMMUTER CONNECTIONS

Foursquare

Location based social networking service

Reach out to retailers to offer Car Free Day specials to Foursquare users

- Letters sent to area malls, Chambers of Commerce, BIDs
- Press Release

Foursquare Participants



Foursquare is an application that can be downloaded to your mobile device, so you and your friends can keep track of where you're gathering. It can be linked to your address book, Twitter and Facebook accounts. When you visit a retail location, restaurant etc., you "check-in" with Foursquare. This action automatically notifies your friends of your whereabouts through GPS technology. If the retail or other location is not already on Foursquare, you can add it. Visit the businesses below on September 22, 2010, "check-in" using Foursquare, and earn the provided offer.

Note: Retailer is responsible for providing the offer directly to the Foursquare user at the time of visit or may email an online coupon etc. to the customer within one week of visit. Commuter Connections/Metropolitan Washington Council of Governments and Foursquare will not be held liable for breach of offer and are not party to any transaction between retailer and Foursquare user.



15% off on purchase of \$25 or more

Participation of TPB Board Members

Podcasts and participation in CFD:

Gabe Klein, DDOT Director

- Using his Capital Bikeshare membership

Michael May, Prince William County Supervisor

- Car free by walk, bus, Metro or
- Car lite by walk, slug

Harriet Tregoning, DC Office of Planning Director

- Bicycle or Metro

Car Free Day Print Creative

BICYCLE BUS CARPOOL METRO RAIL TELEWORK TRAIN VANPOOL WALK



**CAR
FREE
DAY**
METRO DC
9.22.10

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

FIGHT TRAFFIC CONGESTION. SAVE THE PLANET.
Pledge to go car free at carfreemetrodccom for a chance to win great prizes.
Pledge even if you're already using transportation alternatives.
We'll show you how easy it is to go car free!

© 2010 Metro DC

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
800.745.RIDE
f t

Car Free Day Bus Side



Car Free Day Bus Side



Car Free Day Bus Shelter

BICYCLE BUS CARPOOL METROPOL TELEWORK TRAIN VANPOOL WALK

CAR FREE DAY
METRO DC
9.22.10

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

Better Ways To Work
Helping Great Companies
Grow Great Connections

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FIGHT TRAFFIC CONGESTION. SAVE THE PLANET.
YOU MAY WIN RAFFLE PRIZES!

Car Free Day Bus Interior



BICYCLE | BIKE | CARPOOL | METROBUS | TELEWORK | TOWN | WALK | BICYCLE | BUS | CARPOOL | METROBUS | TELEWORK | TOWN | WALK | BICYCLE

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

CAR FREE DAY
METRO DC
9.22.10


ARTO
American Road & Transportation Builders Association

COMMUTER CONNECTIONS
800.745.RIDE

FIGHT TRAFFIC CONGESTION. SAVE THE PLANET.
YOU MAY WIN RAFFLE PRIZES!
PLEDGE EVEN IF YOU'RE ALREADY CAR FREE & TELL A FRIEND!

Car Free Day Facebook Ad


Win an iPad Car Free Day!




Take the Car Free pledge and you're eligible to win great prizes like an Apple iPad or a Kona Bicycle!

Commuter Connections

Go Greenman likes this ad.

 Like

Car Free Day Twitter



twitter Home Profile Find People Settings Help Sign out

CAR FREE DAY METRO DC **CarFreeMetroDC**

Following Lists

WMAL's Amanda Gaines reports on Car Free Day and also pledges to go Car Free on the 22nd
<http://www.630wmal.com/Article.asp?id=1942787>
about 2 hours ago via web

Get a chance to win a 32 gig Apple iPad, courtesy of Base Technologies. Just pledge today to Go Car Free at <http://www.carfreemetrodc.com/>
10:42 AM Sep 7th via web

Terrible Traffic Tuesday is Sept 7th - Go Car Free or get your family and friends to go Car Free by taking the pledge www.carfreemetrodc.com
3:55 PM Sep 3rd via web

Listen to a podcast interview with Prince William Co Supervisor Michael C. May discussing Car Free Day <http://www.carfreemetrodc.com/news.php>
10:17 AM Sep 3rd via web

Harriet Tregoning Dir. DC Office of Planning talks Car Free Day 2010 in a podcast interview w/ COG at <http://www.carfreemetrodc.com/news.php>
3:10 PM Sep 2nd via web

Transportation makes up 28% of U.S. energy consumption and 25% of our air pollution (USDOT National Household Travel Survey).
5:42 PM Aug 31st via web

Prince William County Supervisor Michael C. May (Occoquan District) carpools to work. Use alternatives to driving alone on Car Free Day!
1:46 PM Aug 30th via web

Name: **Commuter Connections**
 29 following 118 followers 22 listed

Tweets 15


Favorites


Actions
 block CarFreeMetroDC report for spam


Following


RSS feed of CarFreeMetroDC's tweets


Real-time results for **carfreemetrodc** Save this search
 Search for users >


 **ElleKarasek** I'm just generally car free, but on 9/22 I'll be being my normal car free self for the chance to win an iPad
<http://www.carfreemetrodc.com>
 43 minutes ago via web


 **CarFreeMetroDC** WMAL's Amanda Gaines reports on Car Free Day and also pledges to go Car Free on the 22nd
<http://www.630wmal.com/Article.asp?id=1942787>
 about 2 hours ago via web
 1 Retweet


 **80sGirlCheryl** @nbcwashington Sept. 22nd is Car Free Day.
<http://www.carfreemetrodc.com>
 about 21 hours ago via web


 **Rebs11** RT @DDOTDC: Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com>
 5:23 PM Sep 10th via TweetDeck

 **AIAdcEmergArch** RT @DDOTDC: Take the pledge to be car free on 9/22 & you could win an iPad:
<http://www.CarFreeMetroDC.com>
 5:20 PM Sep 10th via TweetDeck

 **turnageb** RT @DDOTDC: Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com>
 5:19 PM Sep 10th via TweetDeck

 **d.** **DDOTDC** Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com>
 5:18 PM Sep 10th via ÜberTwitter
 5 Retweets

 **bridget_theresa** Pledge now to be #carfreedc
www.carfreemetrodc.com
 5:12 PM Sep 8th via web from Downtown, Washington

 **ricktillery** RT @DDOTDC Coincidence? @Bikeshare launches 9/20 and Car Free Day is 9/22. Hmmm. Take the pledge!
<http://bit.ly/c44wV>


Car Free Day Facebook

facebook 4 Search Home Profile

Car Free Day Like







Wall Info Photos Discussions

Car Free Day + Others **Car Free Day** Just Others



Suggest to Friends

187 People Like This

 Tom Wyland	 Frances Stewart	 Monica Stewart
 Alex Neiman	 Hassan Arif	 Frank Wegerich

Photos
1 of 2 albums See All

Wall Photos
Updated about a month ago

No one has added fan photos.

Links
3 of 8 links See All

- MWCOG.org - Press Release
1:25pm Sep 13
- Car-Free-Day
4:17pm Sep 8
- Bike the Sites of Washington DC | Bike and Roll
4:26pm Aug 5

Create a Page for My Business
Report Page
Share

CAR FREE DAY METRO DC Area Leaders Pledge to Go Car Free September 22
Those who pledge to join them are entered to win an Apple iPad.

MWCOG.org - Press Release
www.mwco.org
Washington, D.C. Join Transportation Planning Board members Gabe Klein, Michael May and Harriet Tregoning by pledging to go car free on September 22 at www.CarFreeMetroDC.com, and be entered for a chance to win a 32GB Apple® iPad provided by Base Technologies, a leader in ride-matching and commuter m...

about an hour ago · Share · Report

Rachel Porter likes this.

CAR FREE DAY METRO DC Transportation makes up 28% of U.S. energy consumption and 25% of our air pollution (USDOT National Household Travel Survey).
September 8 at 4:18pm


CAR FREE DAY METRO DC Car Free Day Already using transportation alternatives? Be counted, take the quick Car Free Day pledge at www.carfreemetrodc.com

foursquare Retailer participants [Click here](#)
Car-Free-Day www.carfreemetrodc.com
Join us for part of a worldwide movement and celebrate sustainable transportation on Car Free Day, Wednesday September 22, 2010. Go Car Free or Car-Lite and make a difference for a day by bicycling, walking, teleworking, carpooling, vanpooling or taking transit. Pledge today and you're automaticall...

September 8 at 4:17pm · Share · Report

CAR FREE DAY METRO DC Car Free Day Occoquan Supervisor, Michael C. May, Prince William Board of County Supervisors will carpool on Sept 22 in celebration of Car Free Day.
August 24 at 4:41pm

CAR FREE DAY METRO DC Car Free Day Andrew M. Fellows, Mayor ; City of College Park , Proclaimed this 10th day of August, 2010.



August 13 at 1:37pm · Share

vicki Chavez likes this.

CAR FREE DAY METRO DC Car Free Day Bike and Roll bike rentals to provide free bike rentals on Car Free Day Sept 22! Details to come <http://www.bikeandroll.com/washingtondc/>

Car Free Day Radio Spot



WASH

HOT 99.5

DC101



Car Free Day Radio Promotions

Value add promos provided by radio stations

- Additional :05 and :15 reads
- Website homepage takeover
 - WASH, DC101 on 9/14
 - HOT 99.5 on 9/16
- DJs to tweet or post on Facebook

WASH FM Home Page Takeover

BIKE
BUS
CARPOOL
METRO



LISTEN LIVE

GO CAR FREE ON SEPTEMBER 22!
PLEDGE NOW TO UNCAR FOR A DAY

WIN AN APPLE® iPad™
PROVIDED BY BASE TECHNOLOGIES

Sponsored by Commuter Connections

SEPTEMBER 22!
NOW TO A DAY

APPLE® iPad™
BASE TECHNOLOGIES

advertisement | your ad here

Sign Up | Edit Account | Make This Your Homepage

Search/Keyword/Artist Enhanced by Google or

LOO & LORI
LISTEN
WIN
WATCH
MY LIFE
EVENTS
CONTACT

750+ Stations | HD Radio

WIN AN APPLE® iPad™
PROVIDED BY



SHOWBIZ BUZZ 97.1 WASH-FM

STORIES

WASH-FM SHOWBIZ BUZZ

Lady GaGa dominates the Video Music Awards and wears a dress of Pink Kanye and Taylor Swift sing songs for each other.

The Kennedy Center Honorees are announced. Who will get the awards in ...

The celebs are announced for the 11th edition of "Dancing with the ... See what you think of this lineup.

The celebs are announced for the ...

GET & SHARE

GO CAR FREE ON SEPTEMBER 22!
PLEDGE NOW TO UNCAR FOR A DAY

on the air
maureen mcIn
Listen Live

Just Played

With Arms Wide Open - Creed

It's Raining Men - Weather Girls

How To Save A Life - Fray

[Playlist](#)

SEPTEMBER 22!
NOW TO A DAY

APPLE® iPad™
BASE TECHNOLOGIES

CELEB PHOTOS



Penelope is PREGNANT!

Plus: Kingston Rossdale at Fashion Week, Lady Gaga's outrageous VMA outfit, more!

- Redskins Beat the Cowboys
- Lady Gaga @ Verizon

[More Galleries](#)

WHAT'S NEW ON TODAY'S WASH-FM

Wednesday is Free Dessert Day
Who doesn't love free dessert? Dozens of DC area restaurants are participating.

The Metro Song: Singing What We're All Feeling
Remy is back with another DC-centric music video. This time, he takes on the Metrorail.

Up the Road: The Ravens Beat the Jets
For the Ravens fans among us in DC, Baltimore beat New York 10-9 in Monday Night Football.

BE OUR FRIEND ON FACEBOOK!

97.1 WASH-FM on Facebook

2,108 people like 97.1 WASH-FM



WASH-FM REWARDS

Never Let Me Go Tickets - 1 days and 12 hours and 23 minutes

WIN Lunch for a MONTH!

Everyday, we're awarding **lunch for a month to Panera Bread**...see if you're today's lucky WASH-FM Listener!



MUSIC VIDEOS ON-DEMAND

Loving You Is Easy
Sarah McLachlan

1 - 10 of 20

Halfway Gone

SEPTEMBER 22!
NOW TO A DAY

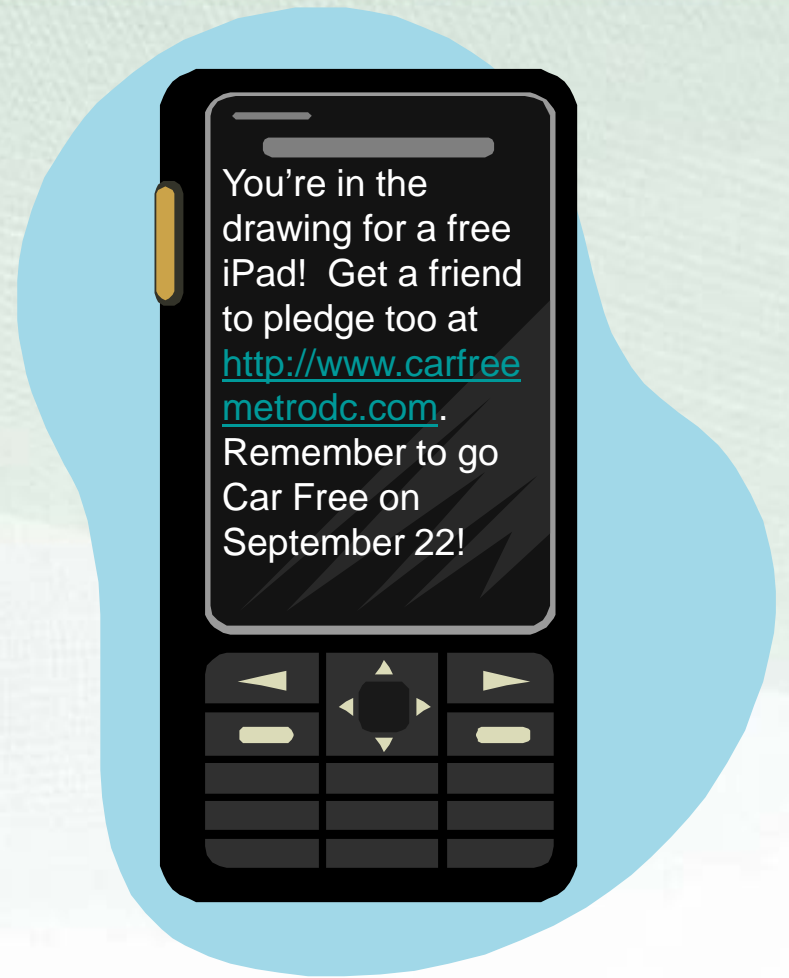
APPLE® iPad™
BASE TECHNOLOGIES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Car Free Day Text Messaging

To opt-in pledgers from
carfreemetrodc.com

Text messages sent on 9/15,
9/17, 9/20



CFD Media Placements (to date)



ALEXANDRIA**NEWS**.org

TBD

The Washington Post



Blunoz Random Ramblings

CommuterPage.com



Connected Communities

Montgomery County, Maryland

Community and Public Service Newswire



CFD Media Placements (to date)

The screenshot shows a Windows Internet Explorer browser window displaying a news article on the myfoxdc.com website. The browser's address bar shows the URL: <http://www.myfoxdc.com/dpp/traffic/area-leaders-pledge-to-go-car-free-on-sept-22-091010>. The website header includes navigation links for MOBILE, LIVE NEWS, FACEBOOK, TWITTER, and PHOTOS, along with a search bar. The main navigation bar features sections for NEWS NOW!, WATCH LIVE! FOX 5 News at 5 and 6, HEADLINES, and iPhone & Droid Apps for FOX 5 & myfoxdc. Below this is a secondary navigation bar with links for LIVE NEWS, MOBILE, WEBLINKS, NEWS FORCE, What's On FOX5, Contests, Job Shop, Yellow Pages, and myvoicedc. The article itself is titled "Area Leaders Pledge To Go Car Free on Sept. 22" and is dated Friday, 10 Sep 2010, 4:55 PM EDT. It features a circular graphic with the text "Pledge to go CarFree on Sept. 22 CAR FREE DAY METRO DC www.carfreemetrodcc.com". The article text begins with "WASHINGTON - Join Transportation Planning Board members Gabe Klein, Michael May and Harriet Tregoning by pledging to go car free on September 22 at www.CarFreeMetroDC.com, and be entered for a chance to win a 32GB Apple® iPad™ provided by Base Technologies, a leader in ride-matching and commuter management software located in Northern Virginia. Thousands of area residents pledged last year to walk, ride bicycles, take the bus or train, telework, carpool or vanpool to get to and from their various destinations on Car Free Day." The article also includes a quote from Harriet Tregoning: "There's nothing worse than being stuck in traffic," said Harriet Tregoning, Director of the District of Columbia Office of Planning during a recent Car Free Day interview for The COG Podcast. "Giving our region's residents more choices about how to get around really gives them a better quality of". To the right of the article is an advertisement for "AutoPRIVILEGES" with a "Find my car" button. Below the article are social media sharing options for "vote now", "buzz up", "Bookmark & Share", and "EmailThis". The browser's taskbar at the bottom shows several open applications, including Microsoft Outlook, Reminders, PowerPoint, and the current news article window.

Terrible Traffic Tuesday

COG issued PSA on September 2

AAA press release coordinated with Commuter Connections. Sent out on September 6.

:15 value add reads on WASH, DC101, and HOT 99.5 on September 6 and 7

TTT Media Placements



ALEXANDRIA**NEWS**.org

The Washington Post



FY11 Fall Rideshare Umbrella Campaign

Continue Spring FY10 creative

Campaign live October – December 2010

Media

- Radio (anchor media)
- Internet banner ads
- Hispanic print ads

FYI I Fall Rideshare Campaign Radio

Ridesharing: :30—“Recalculate”

An intelligent GPS directs a frustrated commuter to Commuter Connections to recalculate the cost for his commute by ridesharing. Listeners are reminded that Commuter Connections’ free ridematching service is a shortcut to savings.

Ridesharing: :30—“Cash Cushion”

An energetic and slightly over-the-top financial expert pulls out all the bells and whistles to let listeners know they are giving money away by riding alone. Commuters are urged to turn their empty passenger seat into a cash cushion by signing up for Commuter Connections’ free ridematching service.

FYI | Fall Rideshare Campaign Visual

shortcut to savings. Rideshare.



free instant ridematching service
sign-up at commuterconnections.org or call 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

you've been sitting on cash. Rideshare.



free instant ridematching service
sign-up at commuterconnections.org or call 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FYI I Fall Rideshare Campaign Web



People, this is a big picture investment!

FY11 Fall Rideshare Campaign Web



Recalculating...



Is your commute costing you?

FY11 Fall GRH Umbrella Campaign

Continue Spring FY10 creative

Campaign live October – December 2010

Media

- Radio (anchor media)
- Internet banner ads
- Hispanic print ads

FYI I Fall Campaign Radio

Guaranteed Ride Home: :30—“What If Child”

A child presents a number of what-if scenarios that could happen at school or play. With each scenario, the mother reassures the child that she will be there if she is needed. Sound effects are used to catch the listener’s attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they’re covered in case of an unexpected emergency or unscheduled overtime.

Guaranteed Ride Home: :30—“What If”

Similar to the “What If Child” spot, two co-workers exchange what-if scenarios that could require them to return home at an unplanned time. Sound effects are used to catch the listener’s attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they’re covered in case of an unexpected emergency or unscheduled overtime.

FYI I Fall GRH Campaign Visual



we've
got you
covered.
(and it's free!)

GUARANTEED RIDE HOME.*
sign up today, insure your commute home in case of unscheduled overtime.

commuterconnections.org 800.745.RIDE

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

* Some restrictions apply.



we've
got you
covered.
(and it's free!)

GUARANTEED RIDE HOME.*
sign up today, insure your commute home in case of a personal or family emergency.

commuterconnections.org 800.745.RIDE



COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

* Some restrictions apply.

FYI I Fall GRH Campaign Web

What if?

I pass out
dissecting the frog?

A green frog is shown in a light blue rectangular box. The frog is facing right and has a white belly.A close-up photograph of a child's face with wide, surprised eyes. A green frog is perched on the child's nose.

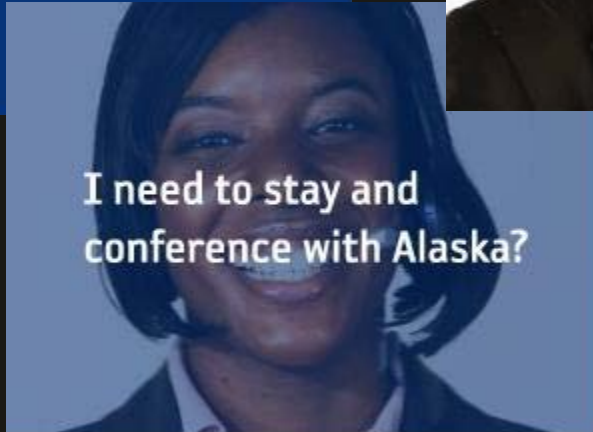
Guarantees you're
there should
anything happen
to your little one.

FY11 Fall GRH Campaign Web

What if?



I need to stay and
conference with Alaska?



**GUARANTEED
RIDE HOME**

Commuter Connections Summer Newsletter

Issue 2, Volume 14 Summer 2010

WHAT'S INSIDE

- 4 Regional Bike Sharing System
- 5 Live Near Your Work

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

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

AREA EMPLOYERS RECOGNIZED FOR OUTSTANDING EMPLOYEE COMMUTE BENEFIT PROGRAMS

Several companies in the Washington metropolitan region were honored for outstanding commute benefit programs. The awards were presented at the National Press Club in Washington, D.C. during an annual employer recognition ceremony on June 23, 2010 hosted by Commuter Connections.

Marketing Award: Social & Scientific Systems, Inc., Silver Spring, Maryland

Social & Scientific Systems (SSS) is an employee-owned company focused on improving public health around the world. SSS won the Marketing Award for its multifaceted approach to promoting alternatives to drive-alone commuting.

Continued on page 2



Bike to Work Day Employer Challenge

Well known Washington area employer Booz Allen Hamilton received special recognition for its support and involvement in Bike to Work Day 2010. Commuter Connections held a challenge for employers to help encourage participation in the popular and growing event. The annual challenge is for both public and private employers in the Washington metropolitan region to encourage two-wheeled employee participation.

The National Institutes of Health, with 536 participants, had the greatest level of overall participation this year. Other top participating employers for 2010 included Booz Allen Hamilton, Orbital Sciences, the U.S. Environmental Protection Agency, and the University of Maryland.

Booz Allen Hamilton, with 134 Bike to Work Day commuters, was randomly selected from among top employers as the 2010 Challenge winner and received a free luncheon for participating bicyclists. On June 29, 2010, Commuter Connections director Nicholas Ramfos, and Greg Billing, events assistant for the Washington Area Bicyclist Association, recognized Booz Allen Hamilton for its achievement. Booz Allen Hamilton associates Steven Lovejoy and Allan Williams accepted the award.

"The Employer Challenge is a way that we can create some friendly competition and recognize companies in the Washington region for their support of sustainable methods

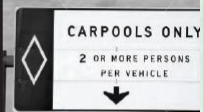
Continued on page 4

Summer 2010

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL ETC TRAINING PROVIDES CROSS-AGENCY COMMUNICATION



Commuter Connections partnered with the General Services Administration (GSA) and the National Capital Planning Commission to sponsor the spring 2010 edition of Federal ETC training. The session was held on April 6, 2010 at the Metropolitan Washington Council of Governments. Federal ETC's or Employee Transportation Coordinators are a vital link between federal employees and their transportation options. They serve an integral role, providing colleagues with knowledgeable information and guidance about the multitude of resources available.

When Federal ETC's come together, idea sharing and dialogue is encouraged and experienced ETC's offer strong insights and advice. This type of forum proves especially helpful for new coordinators and also for agencies who seek to expand programs. About half the attendees had been ETCs for less than two years, which provided newer ETCs with a better understanding of the expectations and mandates they face in their role.

The half-day session, attended by over two dozen Federal ETCs was moderated by Samir Ayoub of the GSA National Capital Region and began with Ed Fendley of the National Security Council, Executive Office of the President. Mr. Fendley provided an overview of Executive Order 13514, the



President's initiative on environmental and energy performance issues, which set stringent standards for the reduction of carbon emissions for all governmental agencies.

Lorraine Taylor from the Washington Metropolitan Area Transit Authority addressed changes in Metro's SmartTrip that will take effect January 1, 2011, including how commuters can still use their benefits on providers that do not currently accept the SmartTrip card.

Joe Cox of the National Institutes of Health (NIH) shared options to manage rideshare programs within an agency. NIH has hundreds of commuters participating in any given program and has been very successful with outreach to employees. The NIH main campus has several thousand employees commuting to it on a daily basis from across the entire National Capital Region.

Brenda Craig shared her Federal ETC experience working at the U.S. Department of Housing & Urban Development, specifically her commuter benefit distribution plan and how the agency manages their SmartBenefits distribution in house.

Nicholas Ramfos, of Commuter Connections reviewed the many free support programs his organization provides, such as Guaranteed Ride Home, telework assistance and Federal ETC online resources.

"This was a valuable opportunity for ETCs to talk about the practical details of programs and issues that really affect their work," explains Commuter Connections Director Nicholas Ramfos. "We look forward to hosting the next federal ETC event in fiscal year 2011."

For more information, visit www.federaletc.org or contact Cheryl D Williams of the General Services Administration's National Capital Region Ridesharing Staff at 202.708.7492, cheryl.d.williams@gsa.gov.

FY11 Creative Development Schedule

Review research and results from recent campaigns	June 2010
Develop Marketing Communications Plan	July 2010
Feedback on Plan from Regional TDM Marketing Group (<i>Extranet</i>)	Aug 2010
Present conceptual approaches to Regional TDM Marketing Grp	Sept 2010
Refine and develop approach based on Workgroup feedback	Oct 2010
Finalize creative	Nov 2010
Produce creative	Dec 2010
Distribute creative to media vendors	Jan 2011
Campaign launch	Feb 2011

FY11 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

Creative Strategy

- Consider familiarity, camaraderie approach
- Invite audience into the experience

FY11 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.

Creative Strategy

- Consider “Why not?” It’s the obvious thing to do approach
- Consider how many are currently enrolled and invite others to join

FY11 Marketing Campaign Schedule

Car Free Day	Aug – Sept 2010
Fall Campaign (repeat FY10 creative)	Oct – Dec 2010
Spring Campaign (new FY11 creative)	Feb – June 2011
Bike to Work Day	Apr – May 2011
Employer Recognition Awards	June 2011

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

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

Market Research

Purpose: To research potential trends in commuting attitudes and opinions

- Online surveys
- Commuters in general public, SOV and alternative commute modes
- District, Maryland, Virginia

All planning and execution to occur in FY11

Questions & Answers

Any questions or comments?