

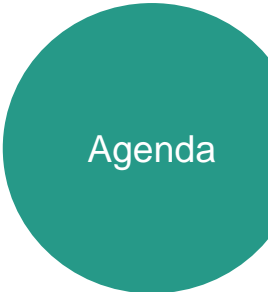
Item #7A

Commuter Connections Regional TDM Marketing Group

FY 2013
Marketing
Activities

Dan O'Donnell, Presenter
Odonnell Company
September 18, 2012

First Half FY2013 Activities



Car Free Day, September 22

Fall Umbrella Campaign

Resource Guide and Strategic Marketing Plan updates

Commuter Connections Summer and Fall Newsletters

2013 Employer Recognition Awards Nomination Brochure

Direct Mail Piece

Car Free Day

Car Free Day Proclaimed!

Car Free
Day

Website
opened for
pledges August
15



Car Free Day Firsts



Car Free Day falls on a weekend

Engage public to go car free or car-lite for weekend activities

Family-Focused Creative



Family-Focused Creative



PARK IT.
for the whole day, or drive less on Saturday, September 22

CAR FREE DAY
METRO DC
9.22.12

saturday
9.22.2012

TAKE THE FREE PLEDGE AT
CARFREEMETRODC.ORG
FOR A CHANCE TO WIN AN iPad,
BICYCLE & OTHER GREAT PRIZES!

street closures
Arlington
Montgomery County
Washington D.C.
See website for specifics.

COMMUTER CONNECTIONS
carfreemetrod.org
800.745.RIDE

Website





CAR FREE DAY September 22, 2012
METRO DC

Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes

HOME | WHAT is car free day? | HOW to be car free? | EVENTS and special promotions | PLEDGE to be car free day | NEWS | SPONSORS | CONTACT drop us a line



TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **3506**
...and counting!

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012

PARK IT.

for the whole day, or drive less on saturday, september 22

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012.

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

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

Sponsors



iPad provided by Base Tech

CAR FREE DAY on Facebook

Like

CAR FREE DAY METRO DC

Car Free Day

With the high cost of gasoline, Car Free Day is a great opportunity for everyone to try Car Free and Car-Lite alternatives--and enter to win great prizes. To pledge to go Car Free or Car-Lite on September 22nd, visit

Facebook embed plugin

Outreach



Car Free
Day

Emails to past Car Free Day and Bike to Work Day participants

Post to listservs

Retailers and businesses:

- Past sponsors
- New sponsors
- Media vendor
- Restaurant Association of Metropolitan Washington (RAMW)

PTA email blast

University Support

Listservs



www.dcurbanmom.com (10k)



www.washingtonparent.com (5k)



www.thedcmoms.com (1500)



www.wiredmomma.com (600)



aparentinsilverspring.com (1000)



silverspringmocha.tripod.com (25)



www.momsclubdc.org (700)






www.circleofmoms.com/northern-virginia-moms (4k)

groups.yahoo.com/group/ssmoms_2003 (1600)

RAMW E-Newsletter



 <p><i>"Fighting for the right to eat, drink and be merry, hospitably, responsibly and profitably."</i></p> <p>www.ramw.org</p> <p>www.therammys.org</p> <p>RAMW 1625 K Street, NW Suite 210 Washington, DC 20006</p>	<p>Read more from Maryland's Department of Natural Resources:</p> <p>Maryland True Blue Program</p> <p>Back to Top</p> <hr/> <p>AllerTrain Class at Old Ebbitt Grill</p>  <p>Sign Up to take the RAMW AllerTrain Class at Old Ebbitt Grill, Monday, September 10 from 1:30 to 3:30 pm. Get certified to meet the needs of your customers who have serious food allergies, are gluten-free, and/or have Celiac Disease.</p> <p>Class size is limited! Sign up today!</p> <p>AllerTrain in the news.</p> <p>Back to Top</p> <hr/> <p>Attract New Customers on Car Free Day</p> <p>Did you know that by offering a promotion/discount on Car Free Day (CFD) Saturday, September 22 your business' logo and a link to your website will be seen by thousands of metropolitan Washington residents who pledge to be Car Free or Car-Lite?</p>  <p>People who go Car Free save money on gas and parking, leaving more money to spend on dining and entertainment. They also tend to shop locally and more frequently. By offering a CFD promotion/discount/coupon your business can qualify as a sponsor. It's easy to do.</p> <p>Don't miss out on this opportunity!</p> <p>To learn more, please contact Anne Marie, amc@orbis@arc1ststreetcommunications.com, 845-855-7077.</p> <p>Back to Top</p>
---	--

Paid Media Campaign



Clear Channel Stations: 9/3 to 9/22



Paid Media Campaign



Value add:

- Prime time traffic mentions on Total Traffic Network
- Home Page Takeovers
 - HOT 99.5 9/13
 - DC101 9/19
 - WBIG 9/20
 - WASH 9/21
- Email Blast: WBIG, 9/17
- WASH Rewards Featured Link: 9/15-9/21
- Personality Page Sponsorships on HOT & DC101: 9/17-9/21
- ROS Banner Impressions: 9/10-9/21



Just Park It

Car Free
Day



Banner Ads



97.1 WASH-FM

CAR FREE DAY

iHeartRadio Music Festival 2012
Listen for your chance to win tickets to see Bon Jovi in Las Vegas!

PARK IT.
for the day on Saturday, September 22
PLEDGE AT CARFREE.METROOC.ORG
GET A CHANCE TO WIN AN iPad™

PHOTO GALLERY

living social check out today's deals! **show me**

CONNECT WITH US 97.1 WASH-FM

NEW ON TODAY'S WASH-FM

- Dodge Dart Test Drive Event**
Visit the Dodge Dart test drive event, September 17th and win \$35 in Amex Gift cards! You could also win a trip to the iHeartRadio Music Festival in Vegas. More details here.
- The 9/11 Day Movement**
Join 9/11 Day Observance on Tuesday, September 18th, 2012 to remember and honor those lost on 9/11 by giving back to our community.
- Tribute to Working Women**
ABC's WASH-FM and Towns magazine

97.1 WASH-FM on Facebook
7,822 people like 97.1 WASH-FM.

CLEAR CHANNEL COMMUNITIES™
Clear Channel communities™
Learn how 97.1 WASH-FM is making a difference in your community.

Banner Ads



LISTEN LIVE ▶ DC'S ROCK STATION Follow 2.4k Free Live and Custom Radio iHeartRADIO

ENTERTAINMENT NEWS VOTE: Who should win the VMA for Video of the Year? Katy Perry, Goya, Drake, Rihanna and M.I.A. will battle it out tonight

ON AIR **Ellie** Weekdays 10am - 12pm 5 Yr Old Drummer

JUST PLAYED | PLAYLIST
Wait For Me
Rise Against
Litium
Miyana
Too Close
Alan Clark
MORE

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

CAR FREE DAY METRO DC 9.22.12

PLEDGE AT CARFREEMETRODC.ORG

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

close

DC101 KERFUZZLE
Saturday, September 15
The Offspring, Sublime with Rome, Garbage, Anberlin and more

LISTEN LIVE

CAR FREE DAY METRO DC 9.22.12

PLEDGE AT CARFREEMETRODC.ORG

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Donated Space

Car Free
Day

- 40 Arlington Bus Cards
- 200 Metro Bus Cards
- 70 Fairfax Bus Tails
- 30 Montgomery County Bus Kings
- 50 Montgomery County Bus Shelters



Donated Space



PARK IT.
for the day on saturday, september 22
use metrobus or metrorail
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

PARK IT
FOR THE DAY ON
SEPTEMBER 22
Use Metrobus or Metrorail

GET A CHANCE TO
WIN AN iPad™
SPONSORED BY COMMUTER CONNECTIONS

Donated Space



PARK IT.
for the day on saturday, september 22
use metrobus or metrorail
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

CAR FREE DAY
METRO DC
9.22.12

ART
arlington transit

COMMUTER CONNECTIONS
800.745.RIDE

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

CAR FREE DAY
METRO DC
9.22.12

COMMUTER CONNECTIONS
800.745.RIDE

Donated Space

Car Free Day



Donated Space

Car Free Day



Text Messaging

Car Free
Day

Thanks for pledging to go Car Free on Sept 22. You may win an iPad courtesy of Base Technologies! Get a friend to pledge at <http://www.carfreemetrodc.org>



Earned Media



WJLA News Talk Interview, September 5



Earned Media



Press Releases

Car Free Day Pledge Site Now Open!

Drivers Invited to Pledge to go Car Free or Car-Lite on Saturday, September 22

Beat the High Price of Gas by Going Car Free on September 22

Media

NewsTalk program discusses Car Free Day

- NewsChannel8

The Extra Mile: Car Free Day Is Coming Up Soon

- WUSA 9

Get Out & Explore DC With Car-Free Day September 22nd

- MarketWatch

Sponsor Prizes

Car Free
Day

- Apple iPad, courtesy Base Technologies
- Amazon Kindle, courtesy of District Department of Transportation
- Bicycle with assembly & warranty, courtesy BicycleSPACE
- Bike rentals, free on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare annual memberships
- Segway Tours, see the City Tours for Two, courtesy Capital Segway
- Car Sharing Memberships
 - 1 year membership fee waived, courtesy ZipCar
 - Free 1 day car rental, courtesy car2go



Car Free
Day

Sponsor Prizes

- Commuter Rail Passes
 - Maryland Transit Administration
 - Virginia Railways Express
- SmarTrip Cards with \$20 fare
- Health Club Passes, free 7 day pass, courtesy of Sport & Health
- Major League Baseball, pair of tickets to 2013 season games courtesy of Washington Nationals
- \$500 in groceries, locally sources and delivered to your doorstep, courtesy of Relay Foods
- 2-layer buttercream cake, courtesy of Sweet Themez
- Maryland Renaissance Festival, courtesy of Clear Channel

Sponsors



facebook Search for people, places and things Find F

TELL US HOW YOU GET AROUND **CAR FREE** & YOU COULD **WIN \$500 IN FREE GROCERIES** IN THE GODCGO CAR FREE DAY GIVEAWAY

TAKE THE FREE PLEDGE AT **CARFREEMETRODC.ORG** FOR A CHANCE TO WIN AN iPad, BICYCLE & OTHER GREAT PRIZES!

CAR FREE DAY
METRO DC



goDCgo
899 likes · 26 t

Government Organization
goDCgo has the information you need to make ge around the District easier than ever. As an initiati DDOT, we work to reduce congestion and improv

Relay DC / NOVA / Baltimore's Source for Better Food, More Living, Less Driving

Can't find what you're looking for?

WAYS TO SHOP

- By VENDOR OR CATEGORY
- By BEST SELLERS
- By PREVIOUS PURCHASES
- By NEW PRODUCTS
- By RECIPES
- By LISTS

WHAT'S HOT!

Promotions



Flippin' Pizza free lunch (2 slices & beverage)

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

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

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

CAR FREE DAY
METRO DC
9 . 2 2 . 1 2

FLIPPIN' PIZZA

NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Discount, 15% off order, courtesy of Mellow Mushroom Adams Morgan



Capital Car Free Campus Collective



- American University



- George Mason University



- University of Maryland





Marketing Efforts



Continue Spring FY2012 creative

Campaign live October – December 2012

Media

- Radio
- Television
- Internet banner ads

Visuals



Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

THERE ARE EASIER WAYS TO KEEP MONEY.

RIDESHARE.

The advertisement features a central image of a \$20 bill frozen inside a large, clear block of ice. The scene is lit with a cool blue light, creating a sense of cold and stagnation. The text is clean and modern, using a sans-serif font.

Visuals

An advertisement for Rideshare. The top section is a dark blue banner with white text. The middle section is a photograph of a bed with white linens, where the mattress is replaced by a large stack of cash. A single bill lies on the floor in front of the bed. The bottom section is a dark blue banner with white text.

Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

THERE ARE EASIER WAYS TO KEEP MONEY.

RIDESHARE.

Radio



11 Radio stations to air Rideshare spots



WFRE/WFMD

WAFY/WWEG



WTOP

WILC

WBQB

WFLS



WMAL

WJMA

WSMD

Radio Spots

Rideshare

Easier Way to Keep Your Money 1

A wry tone is used to set the stage for Ridesharing as an easier way to keep your money, as opposed to more extreme measures such as freezing it, placing it under your mattress, or hiding it under a litter box.

Easier Way to Keep Your Money 2



A spirited announcer contrasts Ridesharing as the easier way to keep your money as opposed to radical ideas such as extreme couponing, discount dentistry, or reality show contestants. Over-the-top sound effects catch the listeners' attention and add humor to the spot.

TV Commercial



Rideshare Commercial on Comcast



TV Commercial



Banner Ads

Rideshare

High performance news sites from past campaigns:

nbcwashington.com

washingtontimes.com

wjla.com



The Washington Times



Guaranteed
Ride Home

Marketing Efforts



Guaranteed
Ride Home

Continue Spring FY2012 creative

Campaign live October – December 2012

Media

- Radio

Visuals

Guaranteed
Ride Home

why risk it?



sign up today.
Guaranteed Ride Home.

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK


* some restrictions apply



Visuals

Guaranteed
Ride Home

why take chances?



sign up today.
Guaranteed Ride Home.

commuterconnections.org
800.745.RIDE

THE GREAT ESCAPE
IN SOUTHERN MARYLAND

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

* some restrictions apply

Radio

Guaranteed
Ride Home

4 Radio stations to air GRH spots



WBIG



WWDC



WNEW



ESPN

Radio Spots

Guaranteed
Ride Home

Why Risk It?

A worker inventories his good luck charms he has amassed in order to avoid having to work overtime and miss his carpool. His co-worker reminds him there's no need to rely on good luck charms when he has GRH.

Why Chance It?

A worker surveys the survival gear he has prepared in case he needs to work late and misses his ride home. His co-worker reminds him there's no need to rely on survival gear when he has GRH.





Marketing Efforts

Produced on quarterly basis
Insert for Federal ETC



Summer 2012

FEDERAL ETC UPDATES

Employee Transportation Coordinator

MOBILITY IN THE FAST LANE! FALL 2012 TELEWORK EXCHANGE TOWN HALL MEETING

Issue 3, Volume 16 Summer 2012

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

WHAT'S INSIDE

- 4 Most Successful Way to Work Day Ever
- 5 Employer Fleet Rewards Program
- 5 Members Do First Ride & Ride at College Park

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

EMPLOYER RECOGNITION AWARDS CELEBRATES 15 YEARS!

Three area companies and two Employer Services teams were honored at the fifteenth annual Commuter Connections Employer Recognition Awards ceremony held at the National Press Club on June 26, 2012.

This annual awards event honors companies that promote sustainable, healthy, and convenient commute options for their employees. Companies could be nominated in three categories.

Commuter Incentives reward and encourage employees for using alternative means of commuting. **Marketing Programs** are an essential part of a successful commuter program and promote the merits of alternative commuting. **Teleworking** allows employees to dramatically reduce the time and money spent commuting.

"Employers who support transportation alternatives such as ridesharing, bicycling, public transit, and teleworking create a better quality of life for employees and our community" said

Lorraine K. Taylor, Manager, Sales Programs, Washington Metropolitan Area Transit Authority and Chair of the Commuter Connections Subcommittee. "These programs help employers attract and retain a quality workforce, which improves their bottom line." *Continued on page 2*



GO CAR FREE ON CAR FREE DAY!

On Saturday, September 22, 2012, residents in the Washington metropolitan region will join millions of people around the globe for World Car Free Day.

Held on the same date each year, Car Free Day encourages everyone, not just commuters, to get out of their cars and enjoy the world around them. People are asked to pledge to bicycle, walk, take transit, share a ride, or go "car-lite" (only less on your car), for just one day. Organizers hope however, that participants get a taste of how they can make going car free a more regular part of their everyday life during the week.

With the event being held on a Saturday, this year participants have an opportunity to use alternatives to driving alone for weekend activities, such as taking transit to the movies, walking to a restaurant, riding bicycles to a park, sharing a ride to a special event. There are many ways to leave the car behind or use it less, for just one day.

Local events are being sponsored within the Washington metropolitan region by Commuter Connections and its network members. To name a few, events include street festivals such as the District's "Feet in the Street" and in Montgomery County, Car Free Day will be celebrated through several farmers market locations. Whether attending these or other events, participants are asked to go car free or car-lite that day. *Continued on page 6*



Infrastructure, and applications required to support a mobile citizenry and workforce – is a critical enabler of mobility, but is only part of the profound environmental shift that mobility represents.

Additionally, among the things the Digital Government Strategy (released by the White House) sets out to accomplish is to "enable the American people and an increasingly mobile workforce to access high-quality, digital government information and services anywhere, anytime, on any device."

This goal of making the workforce more mobile, the recent launch of the mobility strategy from the federal CIO and CTO, and the President's memorandum on advancing mobility, make the Fall 2012 Town Hall Meeting timelier than ever!

For more information on the Town Hall Meeting, or for help and ideas about how your agency can "move into the fast lane," go to www.teleworkexchange.com.



Looking ahead

FY2013 Creative Process

Looking
ahead

Campaign input:

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

Marketing Communications Brief written

Campaign concepts developed

Marketing workgroup feedback

Production

Campaign live

Results and analysis

FY2013 Creative Development Schedule

Looking
ahead

Review research and results from recent campaigns	June 2012
Develop Marketing Communications Plan	July 2012
Feedback on plan from Regional TDM Marketing Grp (Extranet)	Aug 2012
Present conceptual approaches to Regional TDM Marketing Grp	Sep 2012
Refine and develop approach based on Workgroup feedback	Oct 2012
Finalize creative	Nov 2012
Produce creative	Dec 2012
Distribute creative to media vendors	Jan 2013
Campaign launch	Feb 2013

Looking
ahead

Media Selection Process

Review and analyze

- Marketing Communications Plan
- Previous campaign results
- 3rd 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


- Evaluate best negotiated options

Media purchase

Run campaign

Evaluate results

FY2013 Time Line



Looking
ahead

Car Free Day	Aug – Sept 2012
Fall Campaign (FY12 creative)	Sept – Dec 2012
Spring Campaign (new FY13 creative)	Feb – June 2013
Bike to Work Day	Apr – May 2013
Employer Recognition Awards	June 2013

2013 Rideshare Creative Concept

Looking
Ahead

Be Real

- Life gets busier and busier; and it seems there is little we can trust.
- With all of our online id's, social networking sites, blogospheres and facebook friends, its hard to keep up and tough to know what's real and what's virtually robbing our time.
- Commuter Connections offers real people, shared rides to save real money. Along with this comes real savings and real conversation.
- This concept reminds us that in life, we can still turn to what's dependable, and get real benefits from it.

2013 Rideshare Proposed Media

Looking
Ahead

- Suggested media:
 - TV
 - Radio
 - Print
 - Promotional

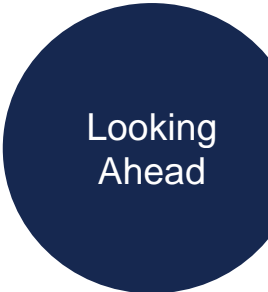
FY2013 GRH Creative Concept

Looking
Ahead

Left Dangling

- This concept employs a zipline, a fairly commonplace teamwork building exercise in corporate America today, and has a little fun at the thought of being left mid-air.
- By signing up for the Guaranteed Ride Home program, you will be safely delivered home from work, in the event you were left stranded by your carpool/vanpool.

FY2013 GRH Proposed Media



Suggested media:

- Radio reads
- Donated print

Q & A