



**Washington Metropolitan Regional
Transportation Demand Management**

**Marketing Campaign Summary Draft Report
FY 2013 First Half**

December 18, 2012

**Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board**

Introduction

The Commuter Connections' marketing campaign builds on the organization's wealth of extensive research and campaign experience. The FY2013 Marketing Communications Plan and Schedule, distributed to network members in August 2012, laid the foundation for FY2013's marketing efforts. The strategy behind the FY2013 marketing campaign reflects the current state of events for the regions' commuters and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2013; to convert Single Occupant Vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as an easy way to save money.

The team's efforts for the first half of FY2013 included the following:

- The continuation of the FY2012 spring marketing campaign that promotes the cost savings of ridesharing and reminds commuters to "guarantee" their commute by registering for GRH.
- The extension and promotion of Car Free Day as an opportunity to explore transportation alternatives every day, not just as a commute option. For the first time since metropolitan Washington, D.C. started celebrating Car Free Day in 2008, the event fell upon a weekend. Residents across the region were asked to examine and reconsider transportation choices made on a daily basis to go car free or car-lite for the day.
- The development of an exciting new umbrella campaign to be launched in February 2013.

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 (COG). Commuter Connections offers free services to those who work in the metropolitan Washington 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 Transportation Demand Management (TDM) Marketing Group include:

City of Alexandria	Virginia Railway Express (VRE)
ARTMA	Washington Area Bicyclist Association (WABA)
Fairfax City	Washington Metropolitan Area Transit Authority (WMATA)
Fairfax County Office of Transportation	Arlington County
National Institutes of Health (NIH)	Maryland Department of Transportation (MDOT)
Mass Transit Administration (MTA)	VPSI
Northern Virginia Transportation Commission (NVTC)	General Services Administration (GSA)
Potomac and Rappahannock Transportation Commission (PRTC)	District Department of Transportation (DDOT)
Virginia Department of Transportation Northern Virginia District Office	Loudoun County Office of Transportation Services
TYTRAN	Maryland State Highway Administration
Virginia Department of Transportation (VDOT)	Montgomery County Ride On
LINK	Montgomery County Commuter Services
Virginia Department of Rail and Public Transportation	Northern Neck Rideshare/PDC
Dulles Area Transportation Association (DATA)	Rappahannock Area Development Commission (RADCO)
Tri-County Council for Southern Maryland	Rappahannock-Rapidan Regional Commission

Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the GRH and Ridematching programs. Both of these programs are critical 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 include the following:

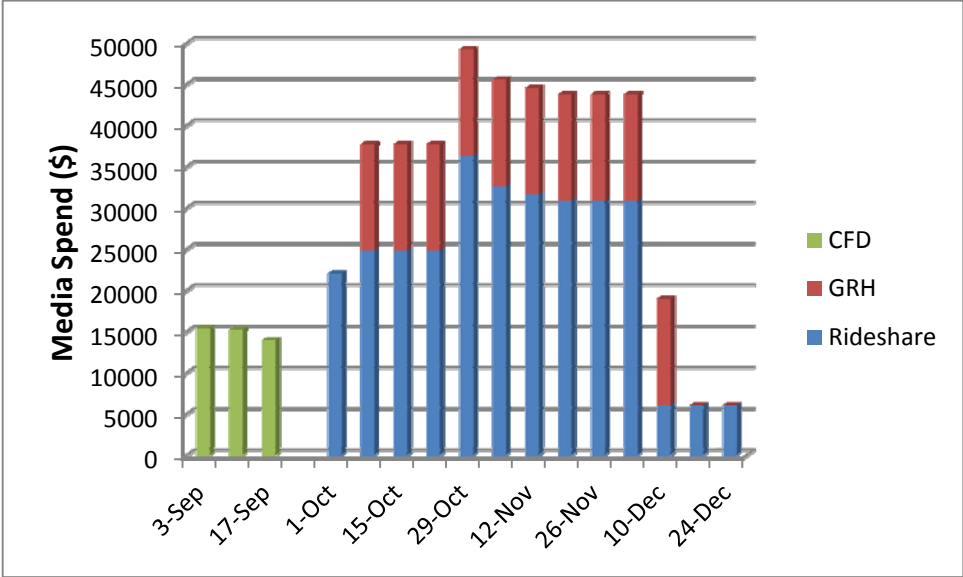
- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the GRH service among commuters and increase applications for the program.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters, or in the case of Car Free Day the general population, to use the occasion to try an alternative form of transportation.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

Brand Character

Commuter Connections wishes 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 as well as 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.

Fall Media Campaigns

The Fall Media campaigns started at the beginning of September with the promotion of the Car Free Day campaign which ran through September 22, 2012, was driven by radio and member donated transit space. People who took the Car Free Day pledge and opted in were encouraged to spread the word to their family, friends, and colleagues through text messages. The Fall Umbrella campaign, promoting Ridesharing and GRH, started at the beginning of October and ran through December. Radio was the anchor to this campaign with radio spots running continuously for ten weeks. Television and online banner ads ramped up the campaign following the post-election media advertising.



Value Added Promotions

In addition to paid media spots, over \$116,000 was negotiated in no charge promotional media value. Most of the value add provided by the radio stations during the fall campaign was used to promote 'Pool Rewards. Ten second promotional spots ran on WAFY, WWEG, WFMD, WFRE, and WFLS. 'Pool Rewards banner ads ran on the websites for WFMD, WFRE, and WJMA with a tile ad on WMAL.

WBQB provided space for a ½ page ad in their direct mail piece, sent to 65,000 homes in November. A 'Pool Rewards ad reminded recipients that it pays to rideshare.



Listeners were reminded of the cost-saving benefits of ridesharing through additional bonus weeks, no charge spots, and reduced rates provided by WAFY, WWEG, WSMD, WFLS, WJMA, WTOP, WILC, and for the television campaign running on Comcast. COG/TPB staff from Commuter Connections was interviewed on WILC to discuss Commuter Connections and the programs and services offered.

Online banner ads were augmented with thirty-five thousand bonus impressions on NBC4.com and one hundred fifty thousand impressions on Washington Times' e-newsletter driving users to commutconnections.org for more information or to register for ridesharing.

The Clear Channel stations, WBIG and DC101, teamed with Ledo's Pizza to provide a Guaranteed Ride Home contest. For the months of October, November, and December, the stations ran a contest for carpools to enter to win dinner for their carpool from Ledo Pizza. The contests run once per month for a total of six contests. Included with the contest were fifteen second promotional announcements for GRH to drive listeners to a contest splash page. The contest page linked to commutconnections.org for more information. The contest ran on DC101 the weeks of October 22, November 5, and December 3 and on WBIG the weeks of October 22, November 12, and December 10.

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

advertisement | your ad here Sign Up | Edit Account

DC101 LIVE's Ed Kowalczyk Live at the Hamilton Click Here for Tickets!

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

Contests SHARE IT! EMAIL THIS BOOKMARK

Guaranteed Ride Home from Commuter Connections

Tweet Like

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Win a \$50 gift certificate to Ledo Pizza from Commuter Connections Guaranteed Ride Home program.

Ledo PIZZA.

Guaranteed Ride Home (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a FREE and reliable ride home when one of life's unexpected emergencies arise.

Commuters may take advantage of GRH up to four times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late.

MILLIONS FOR MARYLAND SCHOOLS
VOTE FOR QUESTION 7
LEARN MORE
PAID FOR BY FOR MARYLAND JOBS & SCHOOLS, INC.
TM © 2012. TREADWELL

Ridematching Campaign

The first half of the FY2013 campaign built on the successful messaging strategy started in the spring of 2012, promoting ridesharing as an easy way to keep your money. The strategy employed for the first half of FY2013 was to continue to emphasize ridesharing as a cost savings alternative to SOV driving.

The messaging strategy is very direct, reminding commuters of the money to be saved through ridesharing.

As indicated in past surveys and supported by the market research, commuters are motivated to switch to alternative transportation primarily in order to save money. Over the years, consumers have developed numerous cost-cutting, penny-pinching ways to save money. The rideshare campaign takes a light-hearted approach contrasting some extreme ways to save money with the simple one of sharing a ride.

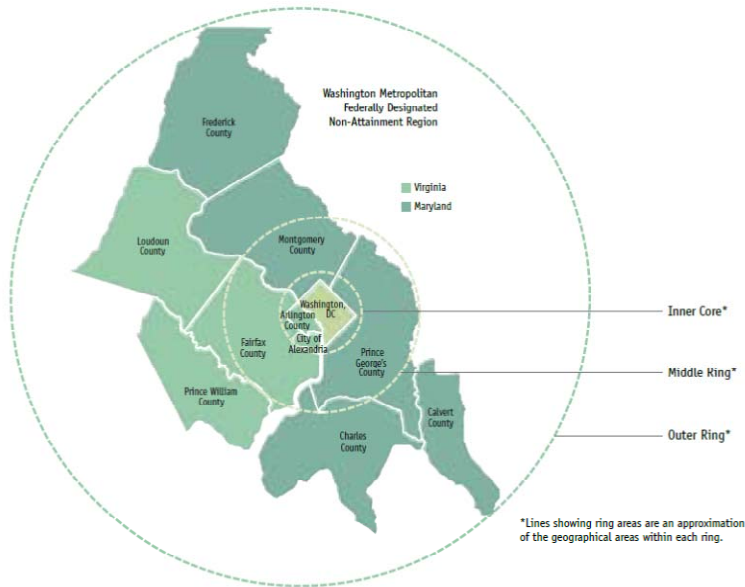


The visuals provide far-fetched examples of hiding money under a mattress or in a freezer, contrasting those ideas to sharing a ride, and reminds commuters “there’s easier ways to keep your money”. The call to action is to visit commuterconnections.org.

The radio spots paint extreme money-saving scenarios and capture the listeners’ attention through the use of over-the-top sound effects to draw them in to Commuter Connections’ message, sign-up to rideshare, save on gas, and keep their money. They are directed to commuterconnections.org to sign up.

Media Objectives

The campaign to promote the Ridematching program used 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 a preferred commute alternative for commuters with longer commute distances and times.



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

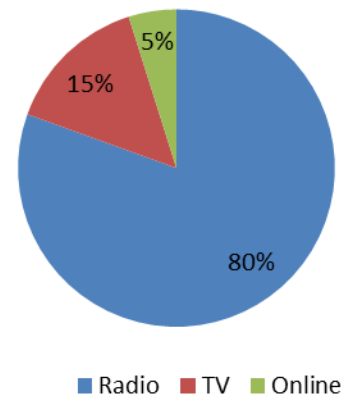
- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic Sub-Areas – Inner Core, Middle Ring, Outer Ring

Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	COG Cost	Gross Dollars
Radio	\$247,718	\$291,433
Television	\$45,000	\$52,941
Online banner ads	\$15,000	\$17,647
Total Budget	\$307,718	\$362,021



Radio

For the fall umbrella campaign, radio was the anchor medium for the Rideshare campaign. Focus was on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The campaign ran on the following stations:

- WAFY-FM (Key 103, Adult Contemporary) / WWEG-FM (106.9 The Eagle, Classis Hits)
- WBQB (B101.5, Adult Contemporary)
- WFLS-FM (93.3, Country)
- WFRE-FM (99.9, Country) / WFMD-AM (930, News/Talk)
- WILC-AM (Romantica 900 AM, Spanish Contemporary)
- WJMA-FM (103.1, Country) / SAM-FM (105.5, Adult Contemporary)
- WMAL (105.9 FM, AM 630, News/Talk)
- WSMD-FM (Star 98.3, Adult Contemporary)
- WTOP (News/Talk 103.5 FM)

The radio campaign ran continuously for 10 weeks, 1 October through 9 December, with the following spots promoting the Ridematching program:

Ridesharing::30—“Easier Ways 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.

Ridesharing::30—“Easier Ways 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.

WTOP Commuter Info Reports

New for the fall campaign, Commuter Connections sponsored Commuter Info, traffic reports on WTOP. The reports ran for a total of 10 weeks on Wednesdays, Thursdays, and Fridays, and alternated weekly between morning and evening drive times. Reports also aired on WFED, WTOP’s sister station.



Reports were produced by Dave Dildine, WTOP’s traffic reporter. Content for the reports reflected newsworthy developments that effect traffic congestion and commuting in the D.C. region. Topics for the reports included:

- Teleworking increases citing data from Commuter Connections’ State of the Commute report.

- Company efforts to improve commutes for their employees with recognition of Commuter Connections' Employer Recognition Awards winners.
- DDOT's development of a bicycle track on L Street with discussion on the support of bicycling, including events like Bike to Work Day, to make it a viable commute option.

Following each taped report, one of the Commuter Connections ridesharing radio spots was aired. Banner ads also ran on wtop.com and wfed.com.

Television

A television commercial reinforced saving money through ridesharing during the fall Rideshare campaign. The commercial features a carpool singing the virtues of ridesharing while driving through the streets of Washington, D.C.



The commercial ran on Comcast with placements on a mix of stations and shows including CNBC, NFL Network, ESP2, Comcast Sportsnet, Animal Planet, Lifetime, Lifetime Movie Network, Style Travel Channel, and TV Land.

Jingle Lyrics

Good mornin' sun, love to see you shine (see you shine!)

Lightin' up the highway as we're headin' down the line (down the line!)

Bye bye stress; hello to a buck or two

When we pull together, there ain't nothin' we can't do

Life is rich when we're sharing the load (together!)

Ridin' on down the road (female vocalist goes NUTS)

Voice over: "You may never make it big singing on reality tv... but you can still bring home big money when you Rideshare. Rideshare...at commuterConnections.org"

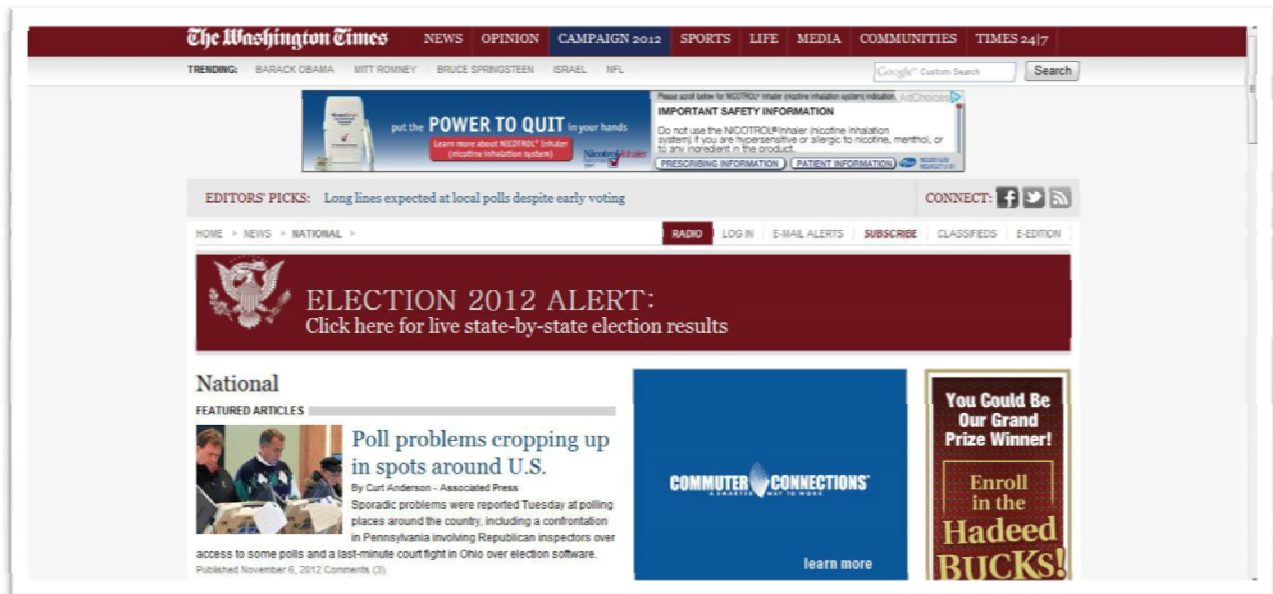
Internet Advertising

An aggressive Internet component utilizing select local media sites that performed well in the past were selected to promote the Ridematching program for the fall campaign.

- WJLA.com
- NBCWashington.com (NBC4)
- WashingtonTimes.com

Run-Of-Site (ROS) ads were placed on the Washington Times web site; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4's web site. Ad sizes include leaderboard (728x90), medium rectangle (300x250), and wide skyscraper (160x600). The ads ran for two months, November and December, with performance monitored throughout the campaign. As needed, ad placements were modified during the campaign to optimize performance.

The online ads contained a call to action message and were linked to commuterconnections.org.



The screenshot displays the homepage of The Washington Times. At the top, the navigation bar includes the site name and categories: NEWS, OPINION, CAMPAIGN 2012, SPORTS, LIFE, MEDIA, COMMUNITIES, and TIMES 24/7. Below this, a trending section lists topics like BARACK OBAMA, MITT ROMNEY, and BRUCE SPRINGSTEEN. A search bar is positioned on the right. A large advertisement for Nicotrol inhaler is prominent, featuring the slogan "put the POWER TO QUIT in your hands" and "IMPORTANT SAFETY INFORMATION". Below the ad, an "EDITORS PICKS" section highlights "Long lines expected at local polls despite early voting". A "CONNECT:" section with social media icons is also visible. The main content area features a "National" section with a featured article titled "Poll problems cropping up in spots around U.S." by Curt Anderson. To the right of the article are two more advertisements: a blue one for "COMMUTER CONNECTIONS" with a "learn more" link, and a yellow one for "Hadeed BUCKS!" with the text "You Could Be Our Grand Prize Winner!" and "Enroll in the Hadeed BUCKS!".

Guaranteed Home Campaign

For Guaranteed Ride Home, the first half of the FY2013 campaign promoted GRH as a “guarantee” for your commute, elevating ridesharing to a no-risk commute alternative.



Radio spots used unlikely but humorous situations of workers relying on luck or survival skills to avoid working late and missing the carpool. The level-headed colleague grounds the spot in reality with Commuter Connections' GRH message to register today for GRH to be prepared for the unexpected emergency or unscheduled overtime.

Media Objectives

The Guaranteed Ride Home program campaign focused on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived barriers, how to get home in case of an emergency.

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

- 35-54 years old (63%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (65%) or Maryland (32%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%) and Virginia (26%)

Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	COG Cost	Gross Dollars
Radio	\$132,000	\$155,294
Total Budget	\$132,000	\$155,294

Radio

Radio was used exclusively for the GRH campaign. Focus was on D.C. stations using a mix of genres including sports, news, and rock with the campaign running on the following stations:

- DC101 (101.1, Rock Alternative)
- ESPN 980 (Sports)
- WBIG (100.3, Classic Rock)
- WNEW (99.1, All News)

The GRH radio campaign ran continuously for 10 weeks, staggered by one week after the Rideshare campaign began. Radio spots aired starting second week of October and concluding mid December.

The following spots promoted GRH this fall:

Guaranteed Ride Home :30—“Why Risk It”

A worker inventories his good luck charms he carries 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.



Guaranteed Ride Home :30—“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.



Special Events

Car Free Day

For the first time since metropolitan Washington started celebrating Car Free Day in 2008, Car Free Day fell on a weekend. The revised logo reflects the family-friendly focus, replacing the businessman in the crosswalk to a family.

Car Free Day is an internationally celebrated day for people to leave their cars at home for the day, and get around by train, bus, bicycle, subway, or walking. People can also go “car lite” by carpooling or vanpooling.



Nearly 7,000 people pledged to go car free or car-lite this year on Saturday, September 22nd for Car Free Days. The weekend event provided the opportunity to extend the reach of the messaging, encouraging all drivers that the same considerations given for weekday commutes can be applied to weekend errands as well. Through a little extra planning for the weekend, it's possible to balance the demands of family life while reducing or eliminating drive alone car trips.



Commuter Connections' network members rose to the weekend challenge as well hosting and recommending numerous events and offers for those looking for car-free alternatives. Events hosted across the region included Clarendon Day with 10k and 5k fun runs, Feet in the Street at Fort Dupont hosted by the National Park Service and the District Department of Transportation (DDOT), farmers markets street closures in Montgomery County and Calvert County, and numerous bike and walk activities and challenges across the region.

For people looking to reduce use of their car for the day, Bike and Roll offered free bike rentals, and Frederick County TransIT offered free rides on Connector bus routes.

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations donating goods or services gain exposure and are associated with a cause that contributes to the betterment of the region's traffic congestion and air quality. Donated prizes included:

- Apple® iPad™, courtesy Base Technologies
- Dahon Bicycle - with assembly and warranty, courtesy BicycleSPACE
- \$500 in Groceries - locally sourced food delivered to your doorstep, courtesy of Relay
- Bike Rentals – free rentals on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing Memberships –one year membership fee waived, courtesy ZipCar
- CarSharing Rentals – free one day car rental, courtesy car2go
- Commuter Rail Passes - courtesy Maryland Transit Administration and Virginia Railways Express
- eReader - Amazon Kindle, courtesy goDCgo
- Health Club Passes – Free 7 day pass, courtesy Sport & Health
- Major League Baseball - Pair of Tickets to a Nationals Games (2013 Season), courtesy Washington Nationals
- Maryland Renaissance Festival – pairs of tickets, courtesy of Clear Channel Media and Entertainment
- Segway Tours – See the City Tours for Two, courtesy Capital Segway
- SmarTrip Cards - loaded with \$20 of fare, courtesy WMATA (Metro)
- 2-layer Buttercream Cake - whimsical cakes for all occasions courtesy of Sweet Themez

Media Objectives

The marketing campaign raised public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, or reduce the number of trips taken or carpool and go car-lite. A family-friendly focus was placed on the campaign to ask drivers to consider the same alternative options they make for their weekday commute for their weekend errands.

The marketing campaign consisted of radio, text messaging, posters, bus cards and sides, email blasts, online banner ads, social media and an earned media effort. The efforts brought attention to this event and drove the public to www.carfreemetrodc.org to make a pledge to go car free or car-lite.

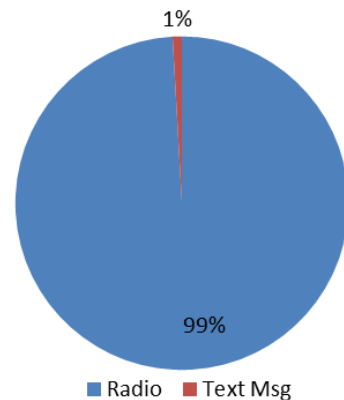
Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA

Car Free Day Budget	COG Cost	Gross Dollars
Radio	\$44,200	\$52,000
Text Messaging	\$400	\$471
Total Budget	\$44,600	\$52,471



Radio

Radio was used almost exclusively to inform the public of Car Free Day and to pledge to go car free or car-lite for the day. An exclusive buy was negotiated with Clear Channel with Car Free Day spots running for three weeks in September on the following stations:

- WASH (97.1, Adult Contemporary)
- WBIG (100.3, Classic Rock)
- DC101 (101.1, Rock Alternative)
- WIHT (Hot 99.5, Hit Music)

A :60 second radio spot encouraged listeners to “Park It” for the day and take the pledge by going to www.carfreemetrodc.org.

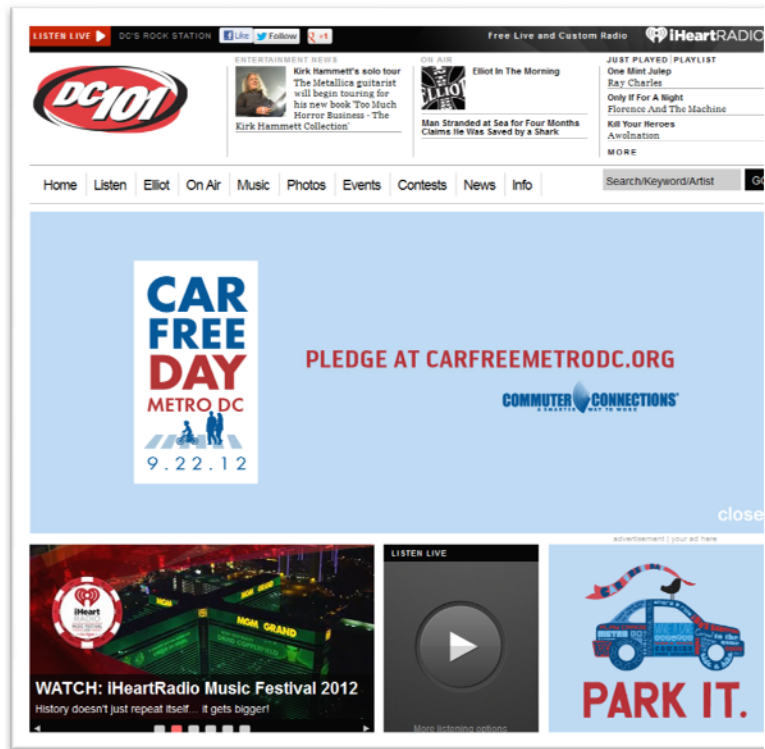
Car Free Day::60—JUST PARK IT

A precocious child, speaking as a grown-up, reminds adults that after a tough work week at the same old grind, the weekends are for relaxing and doing fun family activities, not for driving around running errands. It’s time to take back the weekend! The announcer reinforces the park it message and drives listeners to the website to pledge and for more information.

Clear Channel Value Added

Clear Channel complemented the on-air promotion of Car Free Day with a substantial digital presence as value add including:

- Home Page Takeovers
 - WASH 9/21
 - WBIG 9/20
 - HOT99.5 9/13
 - DC101 9/19
- 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
 - WASH 20,000
 - WBIG 20,000
 - HOT99.5 30,000
 - DC101 25,000



DC101 and WBIG provided tickets to the Maryland Renaissance Festival and promoted a contest rewarding tickets to listeners who pledged to go car free. Winners were selected from the carfreemetrodc.org database.

Text Messaging

Text messaging was used to encourage additional pledges through word-of-mouth. Three messages were sent to people who opted-in for text messages when they pledged. The messages encouraged people to get their friends or family to pledge. Approximately 4,000 text messages were sent out during the campaign.

September 7, 2012

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>

September 17, 2012

See full list of raffle prizes for Car Free Day at <http://www.carfreemetrodc.org> click on Events tab & scroll down. Get your family & friends to pledge today!

September 20, 2012

Park it on Saturday and enjoy the day by going Car Free or Car-Lite in Metro DC. Get a friend to pledge at <http://www.carfreemetrodc.org>

Logo and Poster

The messaging requested that drivers “Park It” for the day and a parked car was decorated with fun suggestions of what could be done to celebrate the day without it. The call to action directed people to carfreemetrodc.org to take the pledge and for additional information including street closures and prize giveaways. The poster was sent as an email attachment to nine parenting listserv mailing lists, reaching an estimated 24,000 email accounts in the region. Elements of the new creative were incorporated in the website design, Facebook page, and Twitter account.

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
carfreemetrodc.org
800.745.RIDE

Printed on recycled paper

Transit Signage

Space was donated by network members allowing for placement of 340 bus cards and signs across the region.

- 40 Arlington Transit (ART) bus cards
- 200 Metro bus cards
- 70 Fairfax Connector bus tails
- 30 Montgomery County Ride On bus kings
- 50 Montgomery County bus shelters



Website

The Car Free Day website was updated to include elements from the new creative, unifying the campaign's digital presence.

The screenshot shows the homepage of the Car Free Day website. At the top left, the logo reads "CAR FREE DAY METRO DC" with a small graphic of a person on a bicycle. To the right of the logo, the date "September 22, 2012" is displayed. Further right is a graphic of a red and blue ribbon with the word "CAR FREE" written on it, and a small graphic of a bird. To the right of the ribbon, there are two smartphone icons and the text "Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes".

Below the header is a red navigation bar with the following links: HOME, WHAT is car free day?, HOW to be car free?, EVENTS and special promotions, PLEDGE to be car free day, NEWS, SPONSORS, and CONTACT drop us a line.

The main content area features a large photograph of a group of cyclists riding down a city street. To the right of the photo is a blue box with the text "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE". Below this is a "Car Free Day Pledge Count" section showing a digital counter with the number "3506" and the text "...and counting!". To the right of the counter is a small text box: "Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012".

Below the photo and pledge counter is a large red heading "PARK IT." followed by the text "for the whole day, or drive less on saturday, september 22". Below this is a paragraph: "Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012."

On the right side of the page, there is a Facebook widget for "Car Free Day on Facebook" with a "Like" button. Below that is another Facebook widget for "Car Free Day" with the text "With the high cost of gasoline, Car Free Day is a great".

Social Media



A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was “liked” by over 3,100 Facebook fans.

facebook Search for people, places and things Find

CAR FREE DAY METRO DC
2,915 likes · 33 talking about this

Non-Profit Organization

About Photos Likes

Highlights

Car Free Day 21 hours ago · 48
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 www.carfreemetrodcc.org
Like · Comment · Share
6 people like this.
Write a comment...

Car Free Day shared a link. August 28 · 48
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at www.carfreemetrodcc.org
Car-Free-Day www.carfreemetrodcc.org
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.
Like · Comment · Share
5 people like this.
Write a comment...

Car Free Day shared a link. August 24 · 48
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes! www.carfreemetrodcc.org
Car-Free-Day www.carfreemetrodcc.org
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012. Go
Pledge today for a chance to win an Apple iPad, bicycle, or other great prizes!
Like · Comment · Share
2 people like this.

Commuter Connections Non-Profit Organization · Like
World Car-Free Day Non-Profit Organization · Like
National Capital Region Transportation Planning Board Non-Profit Organization · Like
Bike to Work Day Non-Profit Organization · Like

Car Free Day shared a link. August 21 · 48
The DC metropolitan region's Car Free Day web site is now officially open. The goal is 10,000 pledges of residents to go car free or car-lite on Sat. Sept. 22nd.
<http://www.mwcog.org/commuter2/pdf/media/CarFreeDayPledgeSiteNowOpen.pdf>
www.mwcog.org
Like · Comment · Share
6 people like this.

Colleen Beaty But it's a Saturday... wouldn't it be better served moved to a weekday, when people will be commuting?
August 21 at 11:35am · Like

Car Free Day Great point Colleen. It's the first time since Car Free Day started being observed throughout metropolitan Washington in 2008 that the event falls on a Saturday. Ordinarily, when Car Free Day falls on a weekday, most of those who pledge to go car-free or "car-lite" are faced with finding alternative ways to get to and from work. This year, however, many Car Free Day participants will be focusing on finding alternatives like transit, bicycling, walking, and carpooling to get to and from all the places other than work that people travel. Hopefully for some this will lead to the use of these alternatives on a regular workday.
August 21 at 1:06pm · Like



Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 357 followers on Twitter.

CAR FREE DAY METRO DC

Commuter Connections
@CarFreeMetroDC
Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

Following 68 TWEETS 63 FOLLOWING 330 FOLLOWERS

Tweet to Commuter Connections
@CarFreeMetroDC

Tweets
Following
Followers
Favorites
Lists

Similar to Commuter Connections
Adam Voiland @bikeexaminer Follow
BeyondDC @beyonddc Follow
BetterDCRegion @betterDCregion Follow

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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

- Commuter Connections** @CarFreeMetroDC 22h
Make a difference - bike, walk, carpool or take mass transit on Car Free Day Saturday, Sept. 22. Pledge at carfreemetrodc.org
Expand
- Commuter Connections** @CarFreeMetroDC 28 Aug
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at carfreemetrodc.org
Expand
- Commuter Connections** @CarFreeMetroDC 27 Aug
Hit just over 3,000 pledges for Car Free Day. Goal is to reach 10,000 before 9.22.12 www.carfreemetrodc.org
Expand
- Commuter Connections** @CarFreeMetroDC 24 Aug
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes. carfreemetrodc.org
Expand
- Commuter Connections** @CarFreeMetroDC 21 Aug
DC region's Car Free Day web site officially open. Goal is 10,000 pledges to go car free or car-lite on Sept. 22nd mwcog.org/commuter2/jpdf...
Expand
- Commuter Connections** @CarFreeMetroDC 14 Aug
Car Free Day is Sat, Sept 22nd. Have you registered yet? carfreemetrodc.org. Please RT.
Expand

PARK IT.
saturday, september 22

CAR FREE DAY METRO DC
9.22.12

Capital Car Free Campus Competition

For the second year, Car Free Day extended to the region's college campuses. The Capital Car Free Campus Competition was a friendly-intercampus challenge among three major universities in the Washington region encouraging faculty, administration, and staff to bike, walk and use public transit. Participants included American University, George Mason University, and the University of Maryland.

Outreach, Sponsorships

The success of Car Free Day involves the support of, and participation from, local communities, organizations, and businesses. The message Commuter Connections imparts on Car Free Day, to consider train, bus, subway, bicycle, carpool, or walking and reduce car usage for a day, or go car free, delivers positive benefits to the region. Traffic congestion is reduced. Air quality is improved. People may use the car free experience to explore the overlooked gems in their own neighborhood. Small and local businesses may benefit. Health benefits may be reaped if the experience leads to changes in commute and travel behavior. By plugging in to like-minded environmental, health, and business efforts, Car Free Day will continue to grow.

Outreach was used to inform and promote Car Free Day with local businesses and organizations. A pitch was included in the Restaurant Association of Metropolitan Washington newsletter asking restaurants to support the event. Mellow Mushroom in Adams Morgan responded offering a discount on Car Free Day. Flippin' Pizza, for the second year, provided coupons for a free lunch on Car Free Day. The efforts of numerous Commuter Connections network members resulted in the considerable list of donated prizes that were raffled off to people who pledged.



Earned Media

Media outreach was conducted in collaboration with COG and its Office of Public Affairs, with a coordinated strategic approach designed to maximize Car Free Day coverage.

A strategic calendar of media releases built momentum over time, beginning with a calendar listing one month ahead and continuing with three press releases, each focused on a different benefit of participation. The team promoted the following press releases to newspapers, magazines, radio and televisions stations, and social media:

- Press Release #1: August 15, 2012; [Car Free Day Pledge Site Now Open!](#)
- Press Release #2: September 10, 2012; [Beat the High Price of Gas by Going Car Free on September 22](#)
- Press Release #3: September 19, 2012; [There is Still Time to Pledge to Go Car Free Sign up and Win Great Prizes!](#)

A coordinated media pitching effort followed the distribution of each press release, with direct contact with media outlets throughout the Washington region. The publicity team secured interviews, placed news stories, and drove media to report about Car Free Day. As a result of these efforts, media coverage included the following:

- 63 media placements. See **Appendix B, Car Free Day Media Placements** for the full listing.
- New sponsor: Mellow Mushroom Pizza, secured through earned media promotion through RAMW e-newsletter, *Timely Tidbits*.



Performance Results

- 6,572 pledges were made in 2012.
- 2,780 people (42%) were normally SOV.
- 144,460 miles were collectively reduced or saved overall by all pledgers.
- 77,998 miles were reduced by the SOV group, 54% of the total miles reported.
- Cell phone numbers were provided by 2,158, a third of all participants.



Mode	# Pledges	%
Bicycle	3,771	26%
Carpool	1,050	7%
Local Bus	816	6%
Metrobus	1,671	11%
Metrorail	2,724	18%
Walk	4,715	32%
Total	14,747	100%

In many cases multiple modes were taken, particularly a mode combined with walking.

All Buses	2,487	17%
All Metro	4,395	30%
All Transit	5,211	35%



A Google Analytics report was generated inclusive of statistics from the Car Free Day web site. Nearly 18,000 visits were made by 14,945 unique visitors. Total pageviews were 41,426, and the average number of pages per visit was 2.31, with an average duration of 2 minutes and 13 seconds.

The referral report supported the high number of website visits driven by online banner ads seen on WASH FM's web page, providing the second highest referral rate to the Car Free Day website.

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. mwcog.org	691	4.28	00:05:30	53.55%	39.36%
2. rewards.washfm.com	542	1.28	00:02:26	39.30%	81.92%
3. wmata.com	504	1.83	00:01:09	97.62%	65.87%
4. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	472	2.38	00:02:28	86.65%	27.54%
5. facebook.com	393	2.31	00:01:56	85.75%	47.84%
6. reddit.com	355	1.60	00:00:31	96.34%	77.18%
7. carfreemetrodc.org	277	1.65	00:01:03	89.89%	72.20%
8. t.co	200	1.84	00:01:32	81.50%	65.50%
9. livewire.nreca.org	135	1.85	00:01:48	90.37%	48.89%
10. godcgo.com	134	2.81	00:02:35	82.84%	31.34%

Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual Bike to Work Day sponsorship drive in October 2012. Letters and phone calls were sent to past and prospective sponsors. Commuter Connections has secured three sponsors to date. The Sponsorship drive is open until the end of January 2013.

Color Theme

The Steering Committee selected Teal as the 2013 color theme.



Employer Recognition Awards

The Commuter Connections Sixteenth Annual Employer Recognition Awards program will recognize employers who voluntarily initiated worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2013. A nomination brochure for the 2013 awards was developed and distributed to Level 3 & 4 employers during the first week of December and an HTML email was sent. The application form was also made available electronically at www.commuterconnections.org



Additional Marketing Collateral

Comprint Military Relocation Guide Newspaper

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in October.



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. It's easy
and stress-free!

COMMUTER CONNECTIONS
A free service

commuterconnections.org
800.745.RIDE

Commuter Connections Newsletter and Federal ETC Insert

Summer and Fall editions of the Commuter Connections Newsletter were produced during the first half of FY2012. The six page 4-color newsletter is distributed to approximately 7,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.



'Pool Rewards

A 'Pool Rewards 4.5" x 11" ad was created for a newsletter sent to 65,000 subscribers by WBQB radio in Fredericksburg as part of value added advertising. The skyscraper banner ad on the Commuter Connections web site was updated to incorporate vanpools.



'POOL REWARDS
it pays to rideshare

Join or start a new carpool and
claim your 'Pool Rewards today!*

Just 2 days a week to cash in!

If you drive alone to work,
sign up to carpool 2+ days a week
for three months, and you may qualify!

Get \$2/day for each day
in an eligible carpool (max \$130 pp).
Registration required.

Apply online!
(we can help with partners)

* Additional rules and limitations apply.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

'pool together, get more.

FY 2013 New Creative

Direct Mail

This first element of FY 2013's spring campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards'. Recipients were households within the COG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters were also encouraged to go online to commuterconnections.org. Additional information on other options such as transit, SmarTrip, bicycling, telework, HOV Lanes etc. could also be requested. Costs for the mailers included list purchase, printing, postage, and mailhouse services was \$85,000.

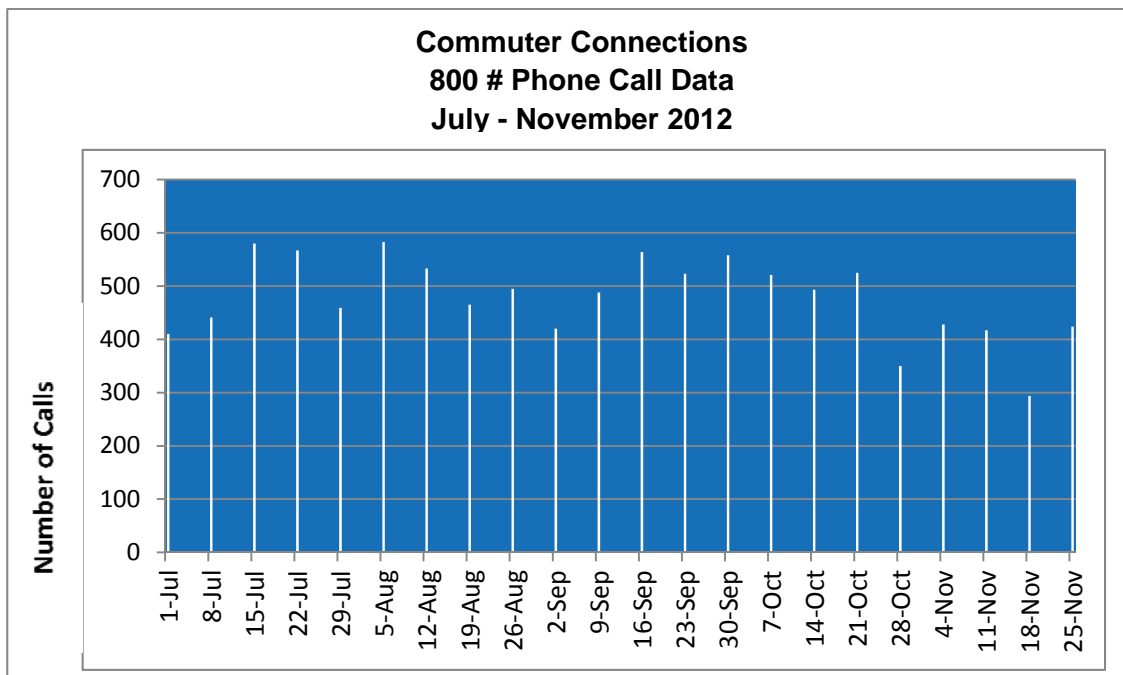


Appendix A FY2013 First Half Performance Results

Web Visits

FY12	Web Visits	FY13	Web Visits	+/-	+/- %
Jul-11	9,531	Jul-12	8,622	(909)	-9.54%
Aug-11	10,041	Aug-12	9,299	(742)	-7.39%
Sep-11	9,306	Sep-12	12,855	3,549	38.14%
Oct-11	10,439	Oct-12	12,493	2,054	19.68%
Nov-11	10,047	Nov-12	13,515	3,468	34.52%
Dec-11		Dec-12			
	49,364		56,784	7,420	15.03%

Phone Calls



Rideshare Applications

FY12	Rideshare Applications	FY13	Rideshare Applications	+/-	+/- %
Jul-11	1,209	Jul-12	1,672	463	38.30%
Aug-11	1,252	Aug-12	1,053	-199	-15.89%
Sep-11	976	Sep-12	880	-96	-9.84%
Oct-11		Oct-12			
Nov-11		Nov-12			
Dec-11		Dec-12			
	3,437		3,605	168	4.89%

GRH Applications

FY12	GRH Applications	FY13	GRH Applications	+/-	+/- %
Jul-11	946	Jul-12	899	-47	-4.97%
Aug-11	1,702	Aug-12	1,520	-182	-10.69%
Sep-11	1,030	Sep-12	851	-179	-17.38%
Oct-11		Oct-12			
Nov-11		Nov-12			
Dec-11		Dec-12			
	3,678		3,270	-408	-11.09%

Appendix B FY2013 First Half Media Flowchart

MEDIA	September				October					November				December				NET TOTAL
	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	
RADIO																		
Car Free Day																		
Rideshare																		
GRH																		
Total																		
TELEVISION																		
BANNER ADS																		
TEXT MSG																		
DONATED TRANSIT (printing)																		
TOTAL																		
Car Free Day																		
Rideshare																		
GRH																		

Appendix C Car Free Day Media Placements

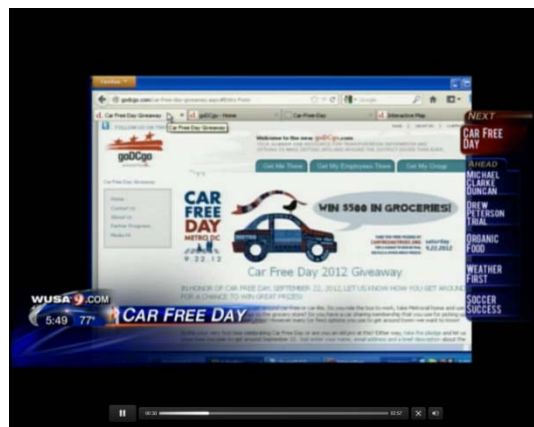
Television

Outlet	Contact	Date	Title
News Channel 8; <i>NewsTalk</i>	Bruce DePuyt	9/4/2012	TV interview with Nick Ramfos
The Extra Mile	Monica Samtani	9/4/2012	Television interview with DDOT

[News Talk: Interview with Nick Ramfos](#)



[The Extra Mile: Interview with DDOT](#)



Radio

Outlet	Contact	Date	Title
WFLS - Fredericksburg	Deidre Blake	9/19/2012	Taped interview with Nick Ramfos
Metro Networks*	Tom Roberts	9/19/2012	Taped interview with Nick Ramfos
WUSA Channel 9	Monica Samtani	9/24/2012	Live radio interview wrap-up with Nick Ramfos

*Metro Networks – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM) Interviewed August 11, 2011,

Print/Online

Outlet	Contact	Date	Title
Connected Communities	Howard Hartman	8/20/2012	Car Free Day Site Now Open
Bike Arlington		8/20/2012	Car Free Day Site Now Open
TPB Weekly Report		8/21/2012	Washington Region to Join the World in Celebrating CFD
Fairfax News	Fairfax News	9/3/2012	No Escape Terrible Traffic Tuesday Approaches
Market Watch	Marketwire	9/4/2012	Get Out and Explore DC with Car Free Day Sept. 22
BeforeItsNews.com	Marketwire	9/4/2012	Get Out and Explore DC with Car Free Day Sept. 22
NBC News.com	Marketwire	9/4/2012	Get Out and Explore DC with Car Free Day Sept. 22
Yahoo.com	Marketwire	9/4/2012	Get Out and Explore DC with Car Free Day Sept. 22
WUSA Channel 9	Kristen Fisher	9/4/2012	School Begins and so Does Terrible Traffic Tuesday
goDCgo		9/4/2012	Car Free Day 2012
CBS DC		9/4/2012	Terrible Traffic Tuesday Drives DC Crazy again
Timely Tidbits	RAMW	9/5/2012	Attract New Customers on Car Free Day

Bethesdanow.com	Aarib Kraut	9/17/2012	Car Free Day is Saturday
Washington Post	Associated Press	9/19/2012	Car Free DC is the goal for sustainable transportation advocates, at least for a day
WTOP, Sprawl & Crawl	Associated Press	9/19/2012	Advocates urge D.C. to go car free for a day
Baltimore CBS Local	Associated Press	9/19/2012	Advocates urge D.C. to go car free for a day
My Fox DC.com	Associated Press	9/19/2012	Advocates urge D.C. to go car free for a day
Connected Communities	Howard Hartman	9/19/2012	There is Still Time to Pledge to Go Car Free
Grist	Greg Hanscom	9/19/2012	Ditch your car this week! We double-dog dare you
The Washington Times	Editorial	9/20/2012	A World Without Cars
Washington Post	DC News in Brief	9/20/2012	Saturday is International Car Free Day
Georgetown Patch	Syd Bickers	9/20/2012	Phone interview with Nick
Riehl World View		9/21/2012	Ack! World Car Free Day?
Redefineing Eco		9/21/2012	Break Your Automobile Addiction
Washington DC Local Me		9/21/2012	Safety and Awareness are Key for CFD 2012
Loudon County Traffic		9/21/2012	Car Free Day is Tomorrow
Beyond DC		9/21/2012	The Reason Car-Free Day is on Saturday
Georgetown Patch	Syd Bickers	9/21/2012	Safety and Awareness are Key for CFD 2012
ExpressNightOut.com	Vickey Hallett	9/21/2012	DC Rider - Space Invaders
Washington Post, Post Local	Dr. Gridlock	9/21/2012	Car Free Day tomorrow
The Wash Cycle		9/21/2012	Thursday Afternoon Commute Capital Bikeshare Day
Bike Arlington	Blogsite	9/22/2012	Happy Car Free Day
The Wash Cycle	Blogsite	9/20/2012	Afternoon Commute
EYA	Blogsite	9/18/2012	Park It - Go Car Free on September 22nd
Life in the Village	Blogsite	9/19/2012	Car Free Day
Bike Arlington Forum	Blogsite	9/22/2012	Happy Car Free Day
WABA	Blogsite		Car Free Day - a Good Time to Reflect on Transportation Options
Bike and Roll	Blogsite	8/27/2012	Go Car Free Sept. 22nd

Social Media

Outlet	Contact	Date	Title
Facebook	goDCgo	9/18/2012	Kill some time with us this blustery Tuesday morning by taking our Car Free Day Trivia Challenge. You know you love online quizzes - see how you score!
Facebook	goDCgo	9/19/2012	Countdown to Car Free Day 2012! Take the pledge today!
Facebook	goDCgo	9/24/2010	Thanks to everyone who participated in our Car Free Day Giveaway! We were overwhelmed by your enthusiastic responses and hope you all enjoyed the day. Winners have been notified by the email addresses you provided, so please check and see if you were one of them!
Facebook	goDCgo	9/17/2012	Please join us this Saturday, 9/22, for Feet in the Street! Through a partnership between the National Park Service and DDOT, this annual event is our official DC street closure for Car Free Day 2012. Come on out and enjoy biking, walking, skating and strutting on the beautiful car-free streets of Fort Dupont - plus participate in a host of fun, family-friendly activities. See you there!
Facebook	Capital Bikeshare	9/18/2012	We know you like bikes, and we're pretty sure you like prizes--so please help us support Car Free Day this Saturday by taking the pledge to go car-free or car-lite!
Facebook	Capital Bikeshare	9/19/2012	Hope all of our members will take the Car Free Pledge today! It's easy to do and you can win prizes!
Twitter	Free in DC	9/21/2012	This Saturday 9/22 is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	Free in DC	9/22/2012	Today is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	goDCgo	9/17/2012	Please join us on Sat. for Feet in the Street - DC's official road closure event for #CarFreeDay2012! See you there!
Twitter	goDCgo	9/17/2012	Free bike rentals from @BikeandRollDC - 1 more great prize that could be yours when u enter the Car Free Day giveaway!
Twitter	goDCgo	9/18/2012	Take the #CarFreeDay Trivia Challenge & see what you REALLY know! Are you as car-free savvy as you think you are?
Twitter	Capital Bikeshare	9/18/2012	Have you taken the @CarFreeMetroDC pledge to go car-free/car-lite this Saturday Sept. 22? Just a few days left!

Twitter	goDCgo	9/19/2012	Take the #CarFreeDay pledge!
Twitter	goDCgo	9/19/2012	Pledges for #CarFreeDay are just about to hit 4,500. Let's see if we can hit 5,500 by the end of the day! Please RT!
Twitter	goDCgo	9/20/2012	We made it to over 6,200 #CarFreeDay pledges! What do you think, DC? How about 8,500 today? Tell a friend!
Twitter	RelayFoods	9/21/2012	Car Free Day is tomorrow, how do you plan to spend it? Let our friends @goDCgo know!
Twitter	DDOT DC	9/21/2012	Don't want to run any Saturday errands? "Sorry honey, I'm car free today." Take the pledge
Twitter	DDOT DC	9/21/2012	It's the Family-Cycle and it's all you need for a Car Free Day. Take the pledge:
Twitter	DDOT DC	9/22/2012	Happy #CarFreeDay DC! Hope U find a creative way to celebrate!
Twitter	carfreemetrodc		Various tweets on Commuter Connections