

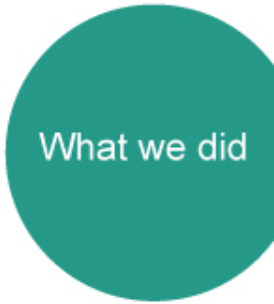
**Commuter Connections
Regional TDM Marketing Group**

Second Half FY2012 Marketing Activities

Dan O' Donnell, Presenter
Odonnell Company
June 19, 2012

What we did

Second Half FY2012 Activities



Spring Mass Marketing Campaign

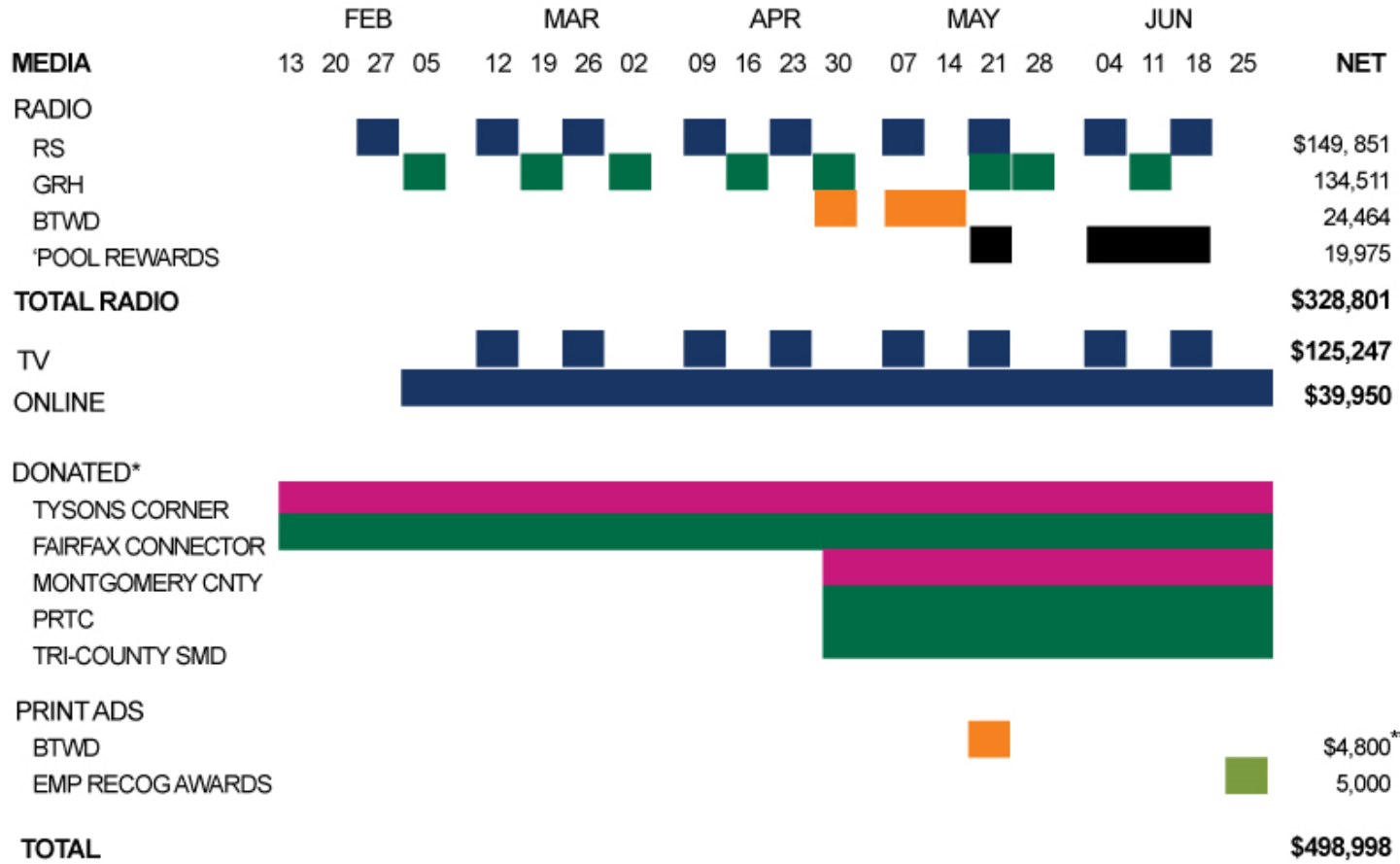
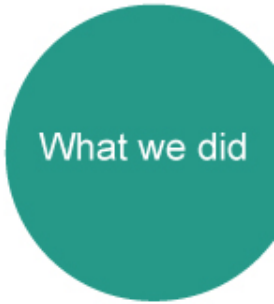
'Pool Rewards

Bike to Work Day

Employer Recognition Awards

Spring Newsletter

Second Half FY2012 Media Spend



BOTH RS AND GRH

* PRINTING EXPENSES ONLY

** SPONSOR MONEY NOT INCLUDED IN TOTAL





Marketing Efforts

New creative

Campaign live February – June 2012

Media

- Radio
- Television
- Internet banner ads
- Donated signage
- Value add


Signage



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.

Signage

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 US dollar bills. 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!
Managing Quality 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



8 Radio stations airing Rideshare spots + Total Traffic Network



WFRE/WFMD

WAFY/WWEG



WTOP

WILC

WBQB

WFLS



Total Traffic Network on Clear Channel stations

TV Commercial



New commercial produced for Rideshare
Commercial on WJLA and WTTG morning and evening news



TV Commercial

Rideshare



Banner Ads

High performance weather and news sites from past campaigns

- nbcwashington.com
- washingtontimes.com
- wjla.com
- wusa9.com
- RON/ROS popunders



The Washington Times



Banner Ads



The screenshot shows a website with a top navigation bar including "my FOXdc.com", "WATCH LIVE!", "Get the FOX 5 Weather App!", "FEATURES", and "Get the FOX 5 Weather App!". Below this is a secondary navigation bar with "LIVE NEWS", "MOBILE", "Photos&Video", "Contests", "TV Guide", "Dr. Oz", "Yellow Pages", "Coupons", and "Job Shop". A main navigation bar lists "HOME", "NEWS", "WEATHER", "TRAFFIC", "MORNINGS", "MONEY", "FEEDBACK", "ENTERTAINMENT", "SPORTS", "ABOUT US", and "LIVE VIDEO". A "Weather Alert" banner is visible, stating: "Areal Flood watch issued March 2 at 11:53AM EST expiring March 3 at 7:00AM EST in effect for: Frederick; Highland; Wir".

A red circle highlights a browser window titled "Advertisement - Mozilla Firefox" with the URL <http://target.zedo.com/tmp/21B3AB688ED5313203CA2038003E518D.tomcat5/test-ad1330721675601/zz-V1-pop13307216>. The advertisement image shows a one-dollar bill inside a large, clear ice cube on a tray.

Other visible elements include a "TONIGHT" section with local news items, a "HOT TOPICS" section, and a "Get the FOX 5 Weather App!" banner at the bottom. A sidebar on the right contains various news snippets, including "OX Half Off: National MS ety", "off a Ticket to Monte Carlo no Night on March 10 to fit the ...", "Light rain and Son services ...", "Columbia 53 Year Old Mom ks 28", and "h Reveals This Clever \$5... consumer-Insider.com".

Member Donated Space



Tysons Corner Center parking garage signage

Bus shelters from Montgomery County



Guaranteed
Ride Home

Marketing Efforts



New creative

Campaign live February – June 2012

Media

- Radio
- Donated transit signage

Signage

Guaranteed
Ride Home



Signage

Guaranteed
Ride Home



Signage

Guaranteed Ride Home



why risk it? sign up today. Guaranteed Ride Home.*

* some restrictions apply

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

Signage

Guaranteed
Ride Home



why take chances? sign up today. Guaranteed Ride Home.*

* some restrictions apply

commuterconnections.org 800.745.RIDE **COMMUTER CONNECTIONS**

Radio



9 radio stations airing GRH spots + Total Traffic Network



WFRE/WFMD

WAFY/WWEG



WNEW

WILC

WBQB

WFLS



Member Donated Space



Tysons Corner Center parking garage signage

Bus kings Montgomery County RideOn



Bus kings from PRTC



Bus tails on Fairfax Connector



Park & Ride signs Tri-County SMD



VRE print ad



Print Ad

Guaranteed Ride Home

- 5/23 Broad Run
 - 5/30 Leeland Road
 - 6/6 Manassas
 - 6/13 Brooke
 - 6/20 Manassas Park
 - 6/27 Quantico
 - 7/11 Burke Centre
 - 7/18 Rippon
 - 7/25 Rolling Road
 - 8/1 Woodbridge
- Page 2

The monthly APTA Transit Savings Report for March showed continued savings for public transit riders over driving a car. Riders of public transportation saved \$844 in March and \$10,120 annually. This includes the cost of commuting by public transportation compared to the cost of owning and driving a vehicle based on the March 26, 2012 average national gas price of \$3.90 per gallon-- as reported by AAA.

why risk it?

sign up today.
Guaranteed Ride Home.

commuterconnections.org 800.745.RIDE



"Quiet car? The snoring makes this the noisiest car on the train!"



Pool Rewards

Program Expansion

Program extended to include vanpools

\$200 monthly subsidy to newly formed vanpools through authorized vanpool companies VPSI and Enterprise



'POOL REWARDS
It pays to rideshare

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

Get a \$200 monthly subsidy for your van!

If you drive alone to work, sign up to vanpool with 6+ other people, and you may qualify!

Eligible vanpools can qualify for up to \$200 per month. Registration required. Vanpools must originate in Maryland or D.C. and have a destination in D.C., suburban MD, or northern VA. Applications must be submitted through qualified vanpool providers.

Apply online!
(we can help with partners)

* Additional rules and restrictions apply.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

'pool together, get more.

Area Coverage



Vanpools originating in Maryland, West Virginia, Pennsylvania, New Jersey, or the District of Columbia

– AND –

Destinations anywhere in the Washington 8-hour Ozone Non-Attainment area as defined by the EPA



Marketing Efforts

Revised logo inclusive of carpools and vanpools

Collateral:

- Vanpool decal or magnet
- 2-sided rack card
- Radio spot

'POOL REWARDS
it pays to rideshare



Radio Spot

Pooling together really rewards! Vanpools have now been added to the popular 'Pool Rewards program! If you currently drive alone to work, and can carpool at least 2 days a week or form a new vanpool, you may qualify for a cash incentive or reduced commuting costs! Visit commuterconnections.org, click on 'Pool Rewards to find out more!



Need to find others to rideshare with? Commuter Connections provides free ridematching services too!

'Pool Rewards – it pays to rideshare! Some restrictions apply. Visit [Commuter Connections dot org](http://CommuterConnections.org) today to get started!

'Pool Rewards





Bike to Work Day

Sponsorship Drive

Bike to
Work Day

Cash and in-kind total: \$45,550

Sponsors increasing sponsorship level:

- REI (from Bronze to Gold)

Job Well Done!

Great organizational and promotional effort!

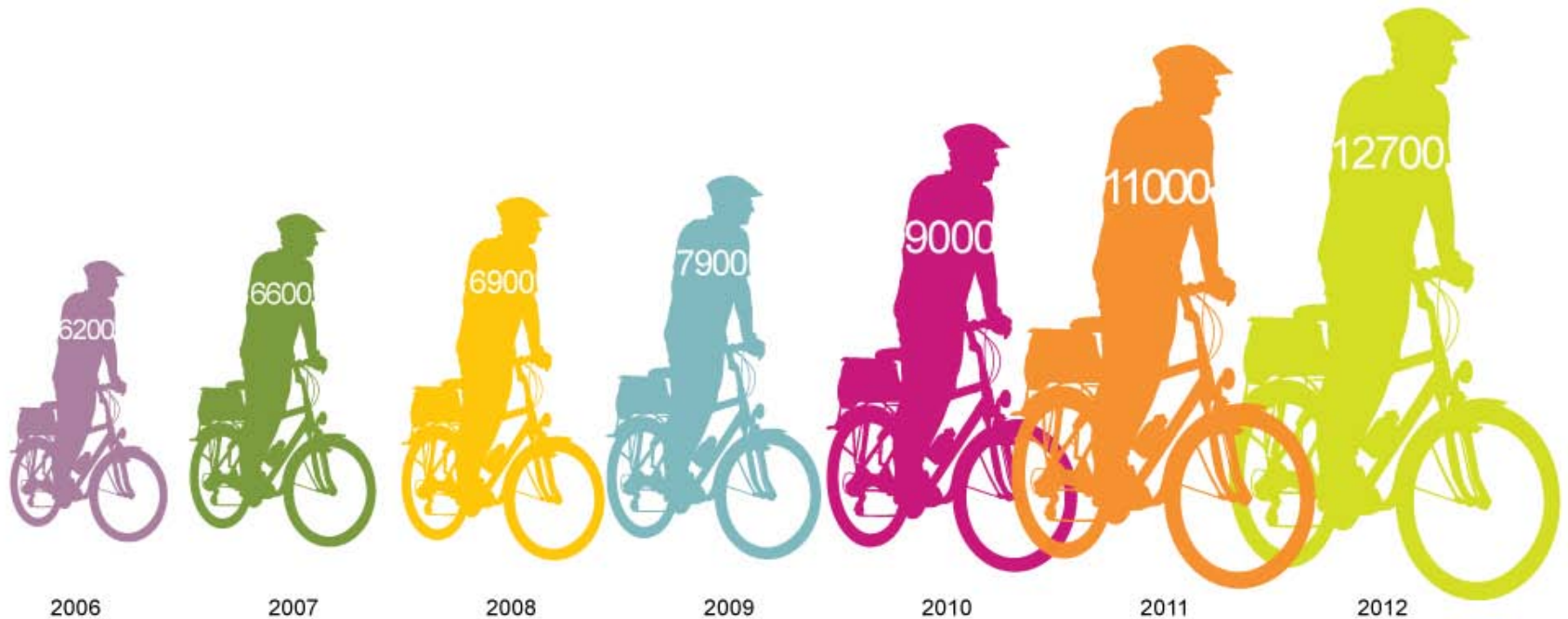
- 58 pit stops for event, up from 49 in 2011
- 12,700 participants, almost 15% increase from 2011



Think of the Impact

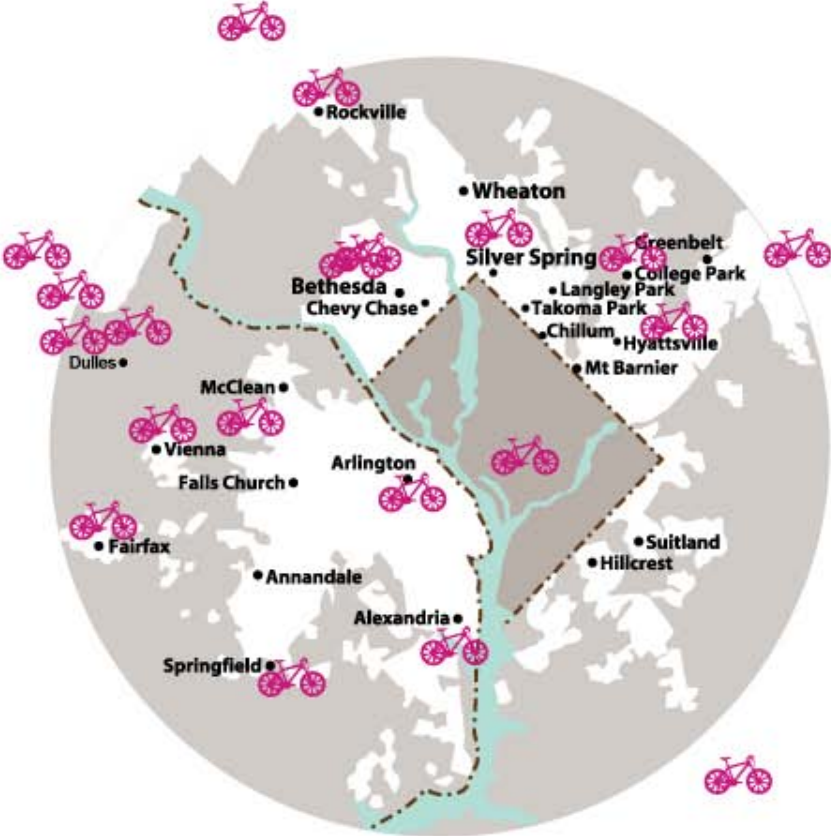
Number of participants by year - Bike to Work Day

Bike to
Work Day

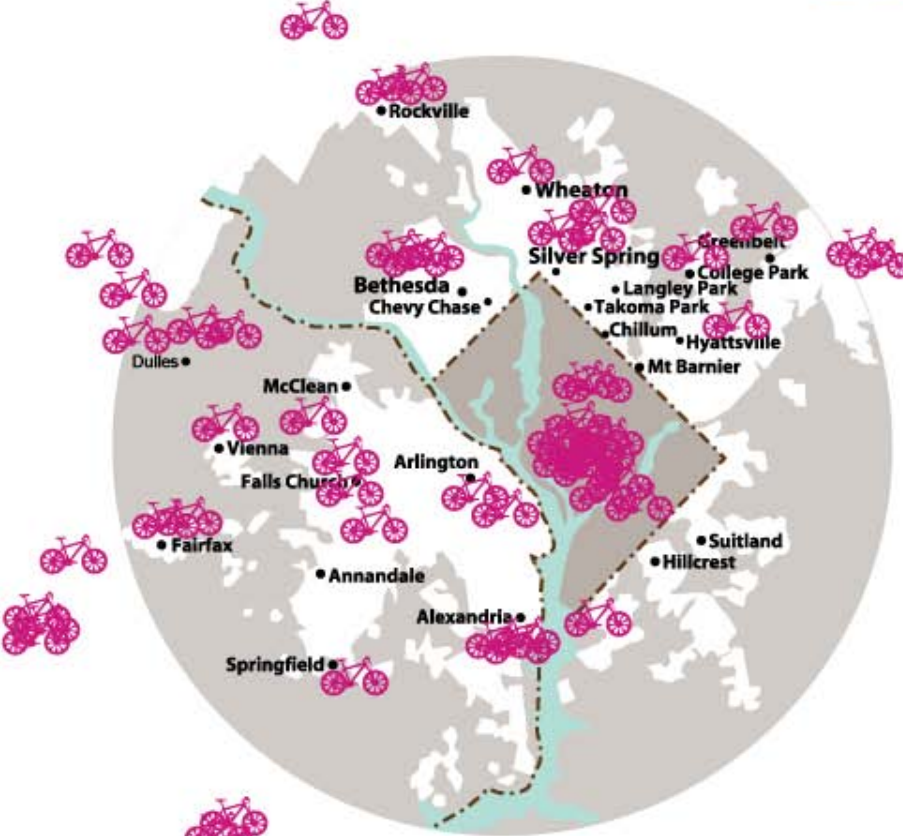


7 Years Makes A Difference

Number of pitstops 2006 & Now



2006



2012

Pit Stops

Bike to
Work Day



Spokesmen

Bike to
Work Day



Participants

Bike to Work Day



Marketing Efforts



Radio spot

Facebook page

Poster and rack cards

Twitter updates

T-shirt

Media placements

Pit stop banners

Print ads

Print Ad



Appreciation

A true D.C. legend passed Wednesday, and it feels like a part of all us has been taken with him.

Chuck Brown, in short, was everything there was to love about music in D.C. He made his mark as the Godfather of Go-Go with "Bustin Loose" before I was born and was rocking right up until his



By Clinton Yates

drove Chuck's body through the streets of D.C., it would be a spectacle not unlike a presidential inauguration. Now I wish I'd never said it.

It's impossible to really compare Chuck Brown to anyone, because he had no equal on D.C.'s music scene. Surely you could recall greats like



Chuck Brown jams with fifth-grader Precious Moore at Martin Luther King Jr. Elementary School in Southeast as part of a Reading Is Fundamental event in 2010.

Duke Ellington and Marvin Gaye, but Chuck embodied the people in a way no artist ever has, or likely ever will again.

Wall Street Journal music critic Jim Fusilli tweeted last month that

"Talking to [Chuck] in DC is like talking to Elvis in Memphis." If you don't know anything about Chuck, that should tell you everything.

Those of us following closely knew things weren't good when he

as much as he could have, Chuck never made it about himself. He was a man of the people, a man of music and a man of the nation's capital.

In 2008 Brown teamed up with the locally grown duo Thievery Corporation for a song called "The Numbers Game." The video is a love letter to the culture of D.C. Which is exactly what Chuck Brown's life and career were to the rest of us.

BIKE IN GOOD COMPANY

REGISTER AT
BIKETOWORKMETRODC.ORG
 OR CALL 800-745-7433

The first 11,000 registered participants who attend a pit stop will receive a FREE T-Shirt and be entered into a bicycle raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

bike to work day

2012

FRIDAY MAY 18
BIKE
 to WORK DAY

Facebook



facebook 2 2 Search Karen Hope-Murray Find Friends Home

Bike to Work Day
466 likes · 76 talking about this

Non-Profit Organization
Registration for the Bike to Work Day 2012 event will begin in March

About Photos Likes Videos

Highlights

Post Photo / Video
Write something...

Bike to Work Day shared a link. 23 hours ago

Dozens of Washington metropolitan region Elected Officials will be participating in Bike to Work Day such as D.C. Mayor Vincent Gray, Congressman Gerry Connolly and many more. See the full list at <http://www.mwccog.org/commuter2/pdf/Bike%20to%20Work%20Day%20Events%20Spread.pdf>

<http://www.mwccog.org/commuter2/pdf/Bike%20to%20Work%20Day%20Events%20Spread.pdf>
www.mwccog.org

Like · Comment · Share
3 people like this.
Write a comment...

Bike to Work Day shared a link. May 11

Forgot to register for Bike to Work Day? Over 7,000 commuters have already registered. There is still time. Go to www.biketoworkmetrodc.org now.

Recent Posts by Others on Bike to Work Day See All

- Robin Gurley**
There's no pit stop in Georgetown? A lot of commuters r...
Monday at 1:14pm
- Metropolitan Washington Council of Governments**
COG Chair Frank Principi is participating in Bike to W...
Monday at 10:31am
- Vienna Patch**
Even in the rain, bikes are hitting the street and trails ...
Monday at 9:50am
- Christine Briscoe**
will there be a convoy from Springfield or Burke area to...
Sunday at 11:54am
- Stephanie Guy**
Looking for the Springfield VA commuter convoy but it's...
May 10 at 12:49am
- City Of Takoma Park**
In honor of Bike to School Day / school / homeward ride...

Likes

- Commuter Connections**
Non-Profit Organization
- National Capital Region Transportation Planning Board**
Non-Profit Organization

Bike to Work Day

Sponsored See All

- Nike Shoes Markdowns**
zappos.com
Shop Zappos.com for the latest Nike running shoes markdown! Free shipping and returns.
- New Westchester Condos!**
Newly constructed 182 Bedroom condos! Middle of retail epicenter! 914-375-3710
307 people like Monarch at Ridge Hill.
- Find Dansko at Zappos.com**
zappos.com
Explore a huge selection of Dansko styles. Plus, free & fast shipping &

Facebook – Positive Response!



Micah MacDonald

If you are coming from Springfield, I am heading up an "unofficial" convoy from Dunkin Doughuts (6699 Frontier Drive) at 6am.

Like · Comment · Yesterday at 12:47pm



Vinson Cornejo

participating since 2005. Thanks for all the support, such a great organization!



Beth Strohmayer Gamble

Can I still register if I plan to just ride from my house to the train, and then walk to my office?

Like · Comment · Yesterday at 9:52am



Owen Bergwall

Great times this morning at the Reagan building!! B Whole Foods, and bike fixes from REI. Thanks evr together!!

Like · Comment · May 18 at 1:43pm



Twitter



Commuter Connections

@BikeToWorkDay FOLLOWS YOU

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

Washington DC <http://www.biketoworkmetrodc.org>

Following 90 TWEETS 201 FOLLOWING 697 FOLLOWERS

Tweet to Commuter Connections

Tweets

- Following
- Followers
- Favorites
- Lists

Similar to Commuter Connections

- Bike DC Ride** @BikeDC Follow
- Bike and Roll** @BikeandRollDC Follow
- districtcycling** @districtcycling Follow

twitter

© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers

Tweets

- Commuter Connections** @BikeToWorkDay 3h
Lots of Elected Officials will be participating in Bike to Work Day such as D.C. Mayor Vincent Gray. See the full list mw.cog.org/commuter2/pdf/...
Expand
- Commuter Connections** @BikeToWorkDay 3h
Over 10,000 commuters have registered for Bike to Work Day occurring on Friday May 18th. What are you waiting for? biketoworkmetrodc.org
Expand
- Commuter Connections** @BikeToWorkDay 3h
Hurry get a Free Bike to Work Day T-Shirt! Given to the first 11K who register at biketoworkmetrodc.org & attend a pit stop this Friday.
Expand
- Commuter Connections** @BikeToWorkDay 11 May
Forgot to register for Bike to Work Day? Over 7,000 commuters are already registered. There is still time. Go to biketoworkmetrodc.org now.
Expand
- Commuter Connections** @BikeToWorkDay 4 May
Register for Bike to Work Day on Friday, May 20 at biketoworkmetrodc.org. Then go to Facebook to let your friends know. Please Re-Tweet
Expand
- Commuter Connections** @BikeToWorkDay 30 Apr
Are you participating in Bike to Work Day for the first time ever on Friday May 18th or are you a veteran of the event?
Expand
- Commuter Connections** @BikeToWorkDay 27 Apr
Over 12,000 people expected to Bike to Work on May 18...be one of them! biketoworkmetrodc.org
Expand

Tweets – Positive Response!



DGS @dc_dgs
Bike to Work Day is this Friday! Who's in?
Expand

14 May



Irene Lane @GreenloonsEco
May 18th is Washington DC Bike to Work Day Let us know if you plan on riding in, and we'll make a donation to... fb.me/1WLyqw4mz
Expand

15h



Michael Forster @mcfors
MT @ModernVintageDC After biking to work, walking just feels slow. Hope everyone enjoys their ride to work today! #BikeToWork #BikeToWorkDC

11m



Jake @scorchedearthdj
Off to work for bike commute day to. Drivers, look out for cyclists doing #BikeToWorkDC today. Be safe everyone. #fb
Expand

1h






Søren Peterson @SorenMPeterson
I support Bike to Work Day, but I am walking instead. #BikeToWorkDC
Expand


43m

Registration share on Twitter



-  **Evelyn Novins** @evelynnovins 11m
I signed up for @BikeToWorkDay on 5/18! Join me at biketoworkmetro.org Thanks @wabadc bit.ly/H8u30i
Expand
-  **Drew Deutsch** @DrewDeutsch 16h
I signed up for @BikeToWorkDay on 5/18! Join me at biketoworkmetro.org Thanks @wabadc [salsa.democracyinaction.org/o/451/p/salsa/...](http://salsa.democracyinaction.org/o/451/p/salsa/)
Expand
-  **Michael Rodan** @mikerodan 22h
I signed up for @BikeToWorkDay on 5/18! Join me at biketoworkmetro.org Thanks @wabadc bit.ly/H8u30i
Expand Reply Retweet Favorite

 **Erin Poole** @some_vision 15 May
I signed up for @BikeToWorkDay on 5/18! Join me at biketoworkmetro.org Thanks @wabadc bit.ly/H8u30i
Expand

 **Rich Micheli** @RoswellNascar 14 May
I signed up for @BikeToWorkDay on 5/18! Join me at biketoworkmetro.org Thanks @wabadc bit.ly/H8u30i
Expand

Media Coverage

Bike to
Work Day

Bike to Work Day registration opens - Frederick News Post

Record number bike to work
- Washington Examiner

D.C. Region's 'Bike To Work Day' Set In May - Washington Post

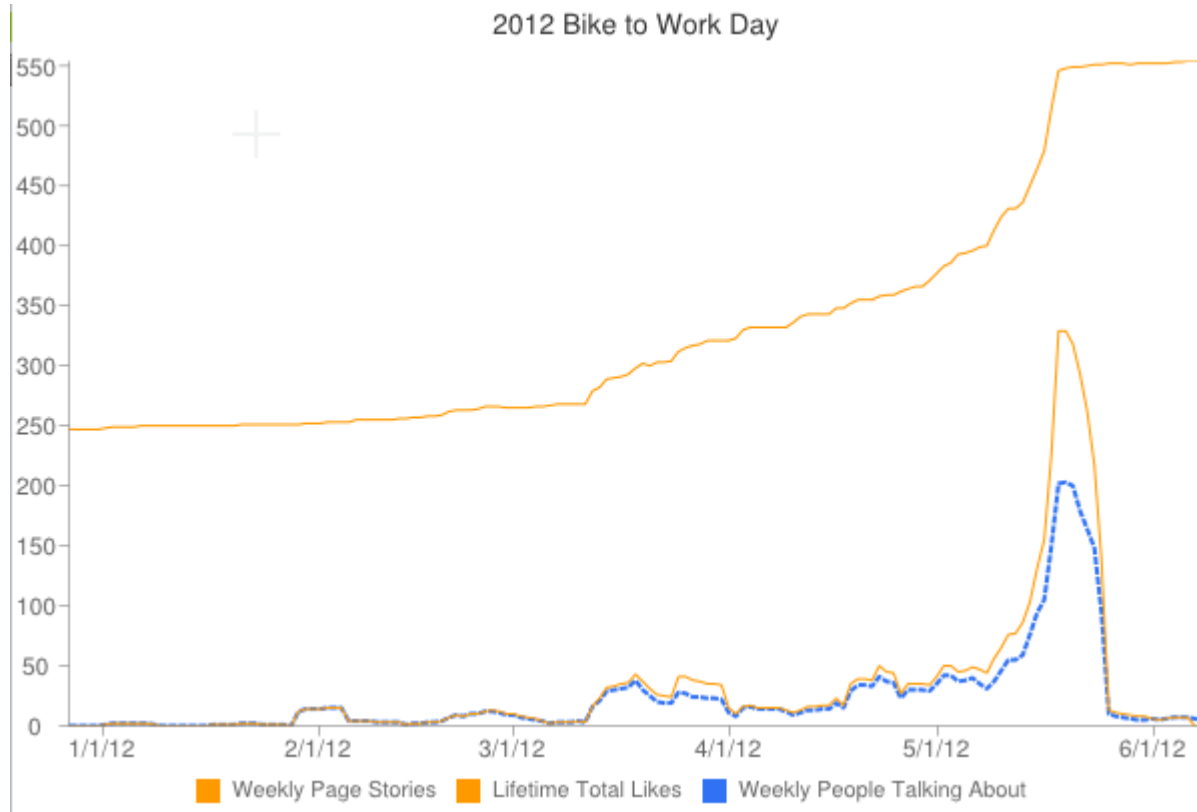
'Bike To Work Day' Expected To Draw More Than 10,000 People In D.C. Area Friday
- CBS DC

Commuters Urged To Bike To Work On Friday - Fox DC

Friday Marks 'Bike To Work Day' In D.C.
- WAMU



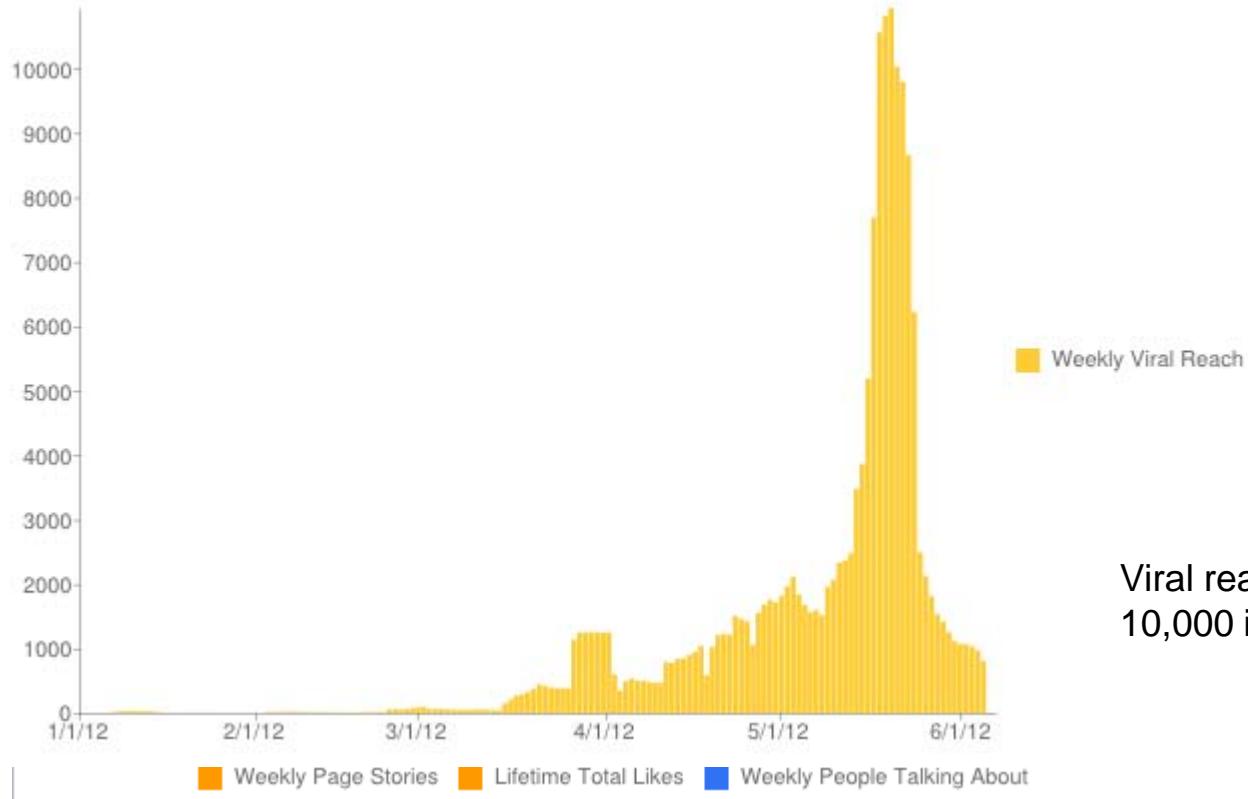
People Are Talking



Going Viral



2012 Bike to Work Day (Impressions)

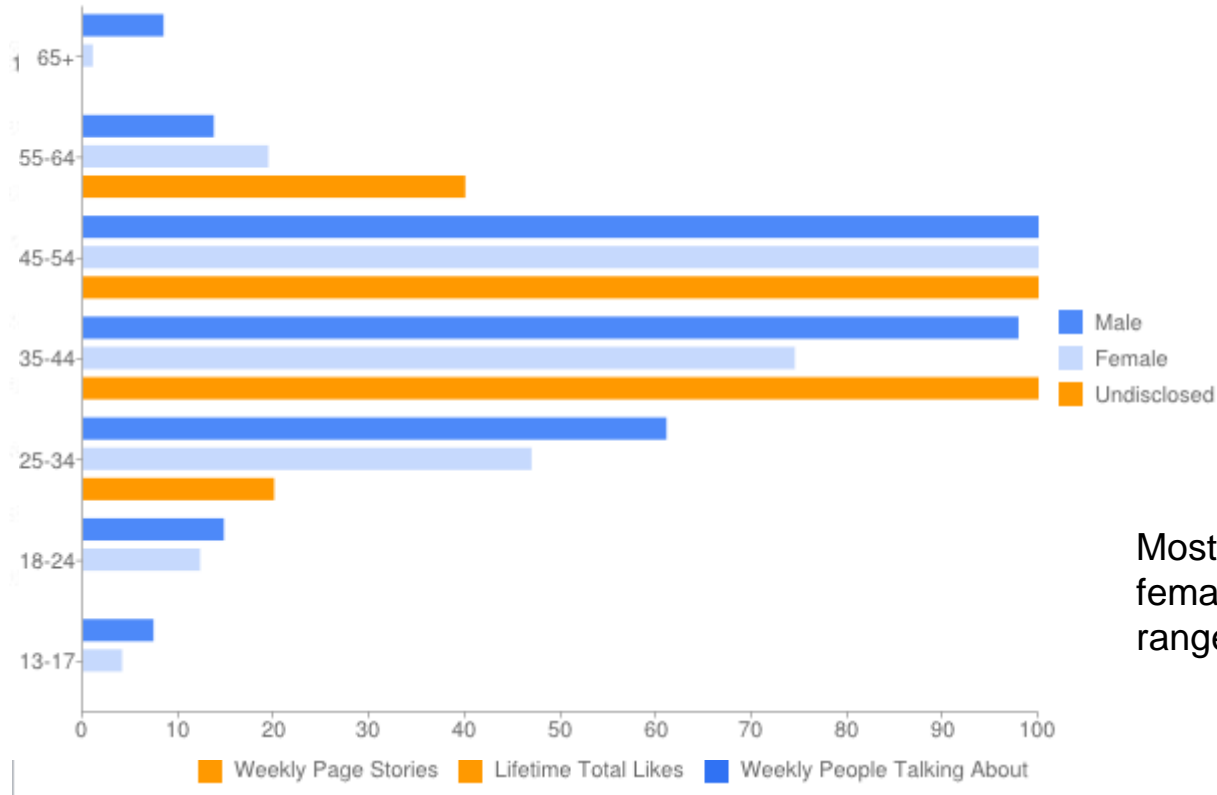


Viral reach exceeds 10,000 impressions

Who We're Talking To



2012 Bike to Work Day (Like Demographics)



Most are male and female in the age range 35-54

Earned Media

Bike to
Work Day

Significant coverage:

- 118 earned media placements
- Google search of blogs from March 29 through May 21 produced 39,200 results for Bike to Work Day + DC



Earned Media

Interviews on WUSA9 (5/16) and
ABC 7 – Good Morning Washington (5/18)





Employer
Recognition
Awards

Marketing Efforts for June 26th Event



Invitations

Program brochure

Podium sign

Giveaways

Trophies

Print ad (Washington Business Journal)

Invitation



2012
EMPLOYER RECOGNITION AWARDS

SWAYING THE CROWD OUR WAY.

TUESDAY, JUNE 26, 2012
8:30 a.m. - 10:00 a.m.

NATIONAL PRESS CLUB

Hosted by
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

529 14th St. NW, Washington D.C. 20045
Corner of 14th & F • 13th Floor Ballroom
Metro Center • Exit onto 13th St.

RSVP www.commuterconnections.org/rsvp
by JUNE 19, 2012. For questions contact Stacey Walker
swalker@mwkog.org, 202.962.3327.

We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.

AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Program Booklet



Todd Turner
Chair, National Capital Region Transportation Planning Board

The business community plays an integral role in shaping the commuting behavior of their employees. Many employers offer transit subsidies or pre-tax transit benefits, others encourage teleworking or reward ridesharing by providing preferred and/or free parking to carpools and vanpools. Others offer showers and lockers for bicyclists and walkers.

The employers we are honoring today demonstrate a concern about the quality of life for their employees and the region. We hope that through their example, other employers will embrace similar practices. On behalf of the National Capital Region Transportation Planning Board, I congratulate the winners of the 2012 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to excellence by helping to reduce traffic congestion and improve the air we breathe.

Sincerely,

Todd Turner
Councilmember, City of Bowie

New Seals for Winners

Employer
Recognition
Awards





Marketing Efforts



Produced on quarterly basis
Insert for Federal ETC





Bowie Baysox Game Sponsorship

Promotion

Bowie Baysox game sponsorship on 5.26 included:

- Name on game ticket, listing on ticketing page.
- Name on Rte 301 Marquee, appr. 70,000 impressions/day.
- Three inning spots on video board, text on scoreboard, and P.A. mention.
- Signage inside concourse and at front entrance. Marketing table set up for info distribution to fans.
- Logo displayed on video board during fireworks.

Bowie Baysox



A screenshot of the Bowie Baysox website. The page features a navigation bar with links for Tickets, Promotions, Schedule, Scoreboard, Stats, Roster, News, Multimedia, Baysox/Stadium Info, Group Events, Kids, Community, and Baysox Shop. The main content area includes a 'TICKETS AND UPCOMING EVENTS' section with an 'ADMIT ONE' ticket graphic and a 'Next Game: May 25' at 7:05 PM EDT. A large advertisement for the 'GEICO BATTLE OF THE BELTWAYS CHARITY SOFTBALL CLASSIC' is prominently displayed, scheduled for Saturday, June 9 at 2:05 PM. The ad includes the GEICO logo and a green 'Buy Tickets Now' button. Below the ad, there are social media links for Facebook and Twitter, and an 'UPCOMING HOME STANDS' section. A white overlay box in the bottom right corner contains the text: 'Buy Tickets Now', 'Fireworks', 'After the game, the Baysox light up the skies with a fireworks extravaganza', and 'Presented by Commuter Connections'. The background of the website screenshot shows a baseball player in a white uniform on the left and a player in an orange uniform on the right.

How we're doing

Quarterly Work Program Progress

GRH Applicants

- Current quarter (Jan–Mar 2012) : **3,637**
–up 7% (from Jan–Mar 2011)
- Prior quarter (Oct-Dec 2011): 3,224

Rideshare Applicants

- Current quarter (Jan–Mar 2012) : **3,072**
–down 1% (from Jan–Mar 2011)
- Prior quarter (Oct-Dec 2011): 2,345

Looking ahead

FY13

Looking
ahead

FY12 spring creative to be used for Fall FY13 campaign

New creative to be developed for Spring FY13 campaign

FY2013 Time Line



Car Free Day

Aug – Sept 2012

Fall Campaign

Sept – Dec 2012

Spring Campaign

Feb – June 2013

Bike to Work Day

Apr – May 2013

Employer Recognition Awards

June 2013

Looking
ahead

FY13

Analyze research and results from recent campaigns	June 2012
Develop Marketing Brief - Post to Extranet for Marketing Committee Review	July 2012
Collect Feedback from Marketing Committee Via SharePoint	Aug 2012
Present conceptual approaches at Regional TDM Marketing Group Meeting	Sept 2012
Develop approach w/ Marketing Committee feedback	Oct 2012
Develop creative with feedback from Workgroup	Nov-Dec 2012

