

Metropolitan Washington Council of Governments
Commuter Connections
FY 2012 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
December 20, 2011

First Half FY12 Marketing Program

Car Free Day, September 22

Resource Guide and Strategic Marketing Plan updated

Fall Mass Marketing Campaign

- Campaign Live: October – December 2011

First Half FY12 Marketing Program

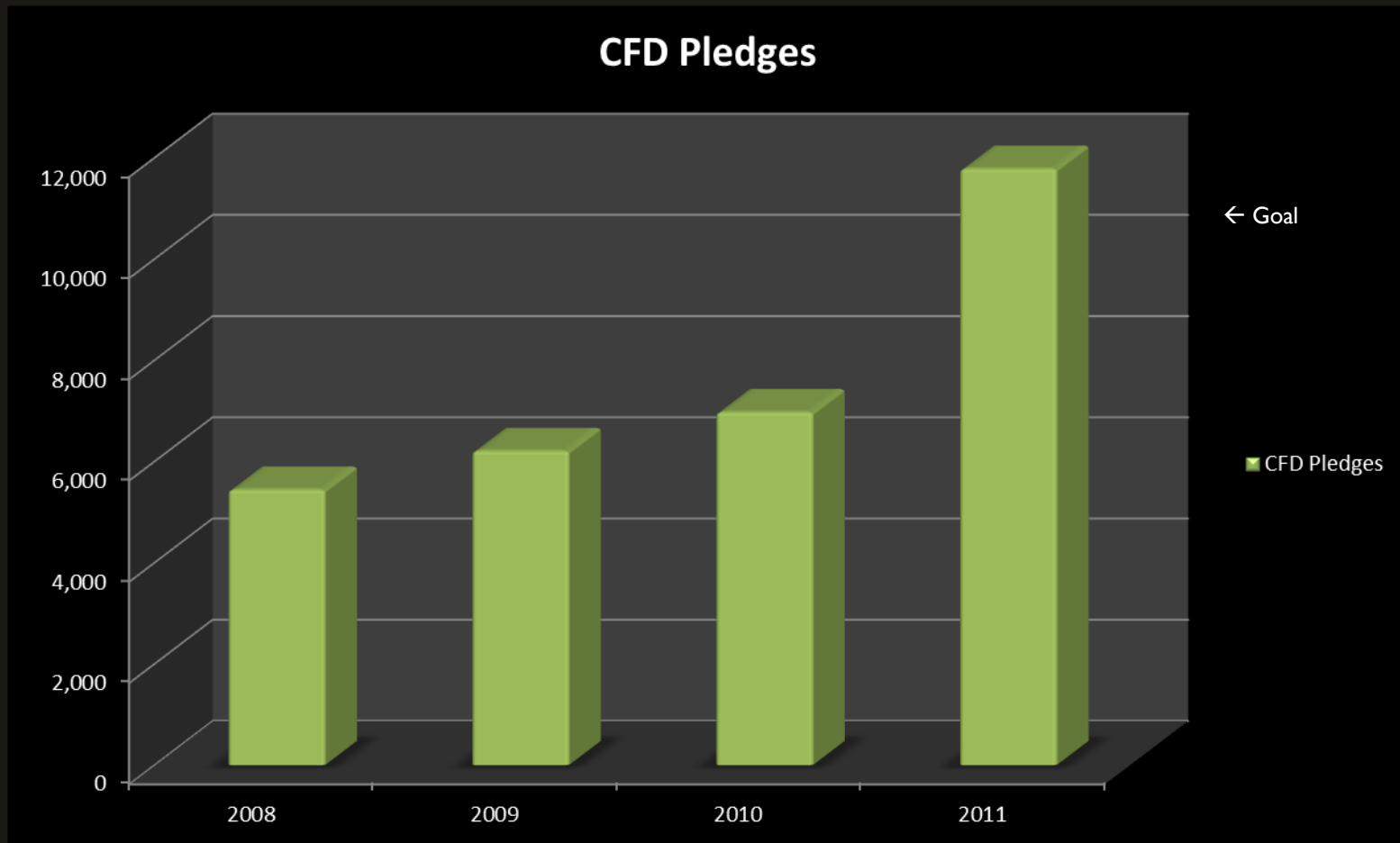
Planning and design for FY12 Spring Mass Marketing Campaign

Commuter Connections Summer and Fall Newsletter

Employer Recognition Awards Nomination Brochure

Bike to Work Day Sponsorship Drive

Car Free Day Pledge Performance



Car Free Day Winners



John Clinton, Kona bicycle winner

Camille Dixon, iPad winner



American University, Capital Car Free Campus Challenge

2,400 free slices of pizza provided



Car Free Day Media Coverage

Car Free Day on Thursday

Wednesday, Sep 21, 2011 | Updated 7:27 AM EST

View Comments (0) | Email | Print |  Tweet < 7 |  Recommend < 4 |  Send |  +1 < 0



20% increase in press coverage over 2010

- 44 placements online/print
- 11 television
- 5 radio
- 42 social media

6 interviews with Nick Ramfos

New coverage: articles appeared in *Afro*, *The Washington Afro-American* blog

New coverage: Associated Press distributed 2 stories to multiple outlets

FY12 Fall Mass Marketing Rideshare Campaign

Continue Spring FY11 creative

Campaign live October – December 2011

Emphasis on exurbs: longer commutes, limited options

Media

- Radio (anchor media)
- Google AdWords

FY12 Fall Rideshare Campaign Radio

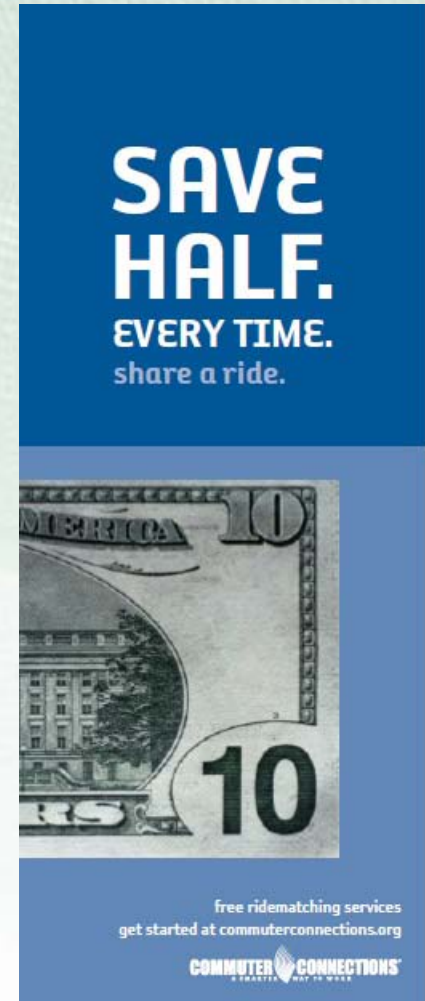
13 radio stations airing Rideshare spots




FY12 Fall Rideshare Radio Campaign

Value add promotions

- WBQB: Advertising in listener contest promotion with:
 - Half page ad in print newsletter to 64,000 homes in mid-November
 - Heavily promoted on air
- Banner ads on WILC Romantica



**SAVE
HALF.**
EVERY TIME.
share a ride.



free ridesharing services
get started at commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FY12 Fall Rideshare Radio Campaign

holaciudad!
washington dc, área metropolitana

Octubre 19, 2011 63.0F/17.2C Registrarse Ingresar

Buscar holaciudad! google claves

Cambiar ciudad Ingresar f t

Kirchner cierra en u

inicio noticias comunidad dinero vida entretenimiento deportes autos

tus fotos blogs concursos

inicio RSS

servicios

- ▶ horóscopo
- ▶ el tiempo
- ▶ clasificados
- ▶ calendario
- ▶ guías

más!

- ▶ romántica 900am
- ▶ telemundo washington
- ▶ la feria de la familia
- ▶ solo tu voz
- ▶ educación a su alcance
- ▶ la buena vida

AHORRE LA MITAD TODO EL TIEMPO.

VA: A tres semanas de elecciones generales

Comienzan reuniones comunitarias para hablar de temas que afectan a la comunidad latina.

Si te gusta y sabes cantar

me encanta

FY12 Rideshare Google AdWords Campaign

Text ad placed on Google, geographically targeted

Ad placed top of search results for designated keywords

5 top keywords by click through:

commuter, carpool, traffic, vanpool, rideshare

FY12 Fall Rideshare Google AdWords

+You **Web** Images Videos Maps News Gmail More Sign in

Google carpool

Search About 43,400,000 results (0.22 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Washington, DC
Change location

Any time
Past hour
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...
More search tools

Share a Ride and Save | mwcog.org
www.mwcog.org/commuter2/
Free online Ridematching find other Carpoolers in Washington Metro area
Commuter Connections - Pool Rewards Cash for Carpooling - Carpooling Tips

Ad - Why this ad?

Related searches: [carpool ballston](#) [carpool in arlington](#)

eRideShare.com Carpool / Rideshare Community
www.erideshare.com/
Ride sharing and **carpool** board. Travel and commuting databases arranged by country and state.
Car Pool Listings - Travel Listings - eRideShare.com Travel / Driveaway ... - Chicago

Washington, DC Carpool / Rideshare: 334 carpool / ride share listings
www.erideshare.com/carpool.php?dstate=DC
Washington, DC Commuter / **Carpool Center** ... Available **Carpools** for this Search:
334 ... I'm looking for

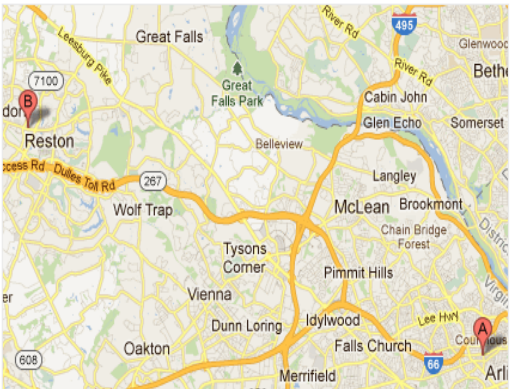
Carpool
www.gocarpool.com/
CarPool. 400
0092. email: c

Places for

Carpool
www.gocarpool.com/
★★★★★ 5

CarPool
www.carpoolweb.com
★★★★★ 15 Google reviews

Map for carpool



Share a Ride and Save | mwcog.org
www.mwcog.org/commuter2/
Free online Ridematching find other Carpoolers in Washington Metro area
Commuter Connections - Pool Rewards Cash for Carpooling - Carpooling Tips

208 100
Herndon, VA
(571) 203-7995

www.acespace.org/DOT
Save money, save gas, have fun
Do One Thing to help environment

FY12 Fall Mass Marketing GRH Campaign

Continue Spring FY11 creative

Campaign live October – December 2011

Media

- Television (anchor media)
- Donated outdoor sign placement
- Hispanic Radio

FY12 Fall Mass Marketing GRH Television

Morning news on Fox TV's WTTG



Evenings on Comcast Cable channels including:

- Animal Planet
- Hallmark Channel
- Lifetime
- Lifetime Movie Network
- NFL Network
- Travel Channel
- TLC



FY12 Fall GRH Radio Campaign

Hispanic station airing GRH spot



FY12 Fall GRH Radio Campaign

Value add promotions on WILC Romantica

- Banner ads
- Interview with Jose Diaz, MWCOG
 - Discussion of Commuter Connections' Rideshare and GRH programs

FY12 Fall GRH Radio Campaign

hola ciudad!
washington dc, área metropolitana

October 19, 2011 63.0F/17.2C Registrarse Ingresar

Buscar holaciudad! google claves

Cambiar ciudad Ingresar

Kirchner cierra en un tes

inicio noticias comunidad dinero vida entretenimiento deportes autos

tus fotos blogs concursos

inicio > Comunidad RSS

servicios

- ▶ horóscopo
- ▶ el tiempo
- ▶ clasificados
- ▶ calendario
- ▶ guías

más!

- ▶ romántica 900am
- ▶ telemundo washington
- ▶ la feria de la familia
- ▶ solo tu voz
- ▶ educación a su alcance
- ▶ la buena vida

VIAJE DE VUELTA A CASA GARANTIZADO

We'll get you home. Guaranteed.

*se dan algunas restricciones

LO ÚLTIMO

Grupos hispanos convocan debates contra política migratoria de Obama

Grupos hispanos, de inmigrantes y organizaciones humanitarias realizan este martes una jornada de debates en 10 ciudades de Estados Unidos para expresarse contra la política migratoria de Barack Obama, cuyo gobierno batió el récord de deportaciones.

comentario

DESTACADO

La "broma" de Herman Cain

Dijo que de resultar electo presidente, mandaría construir una valla

Educación a su alcance

TELEMUNDO
WZDC WASHINGTON, D.C.

Abre las puertas de tu futuro
Haz clic aquí


FY12 GRH Donated Sign Placement

Outdoor signage

Space donated by Tri-County Council for Southern Maryland



Tri-County Council for Southern Maryland
Working Together to Build One of America's Great Communities




**NO NEED
TO
FLIP
OUT**

SIGN UP FOR
GUARANTEED
RIDE HOME.*

Register today!

GUARANTEED RIDE HOME.

commuterconnections.org
800.745.RIDE
* some restrictions apply



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

'Pool Rewards

Promoted using Fall Mass Marketing radio value add

- :10 promotional spots on WAFY, WWEG, WBQB, WWUZ and WVBX (sister stations to WFLS), WJMA, and SAM-FM
- :15 promotional spots on WFRE
- :30 promotional spots on WTOP
- Banner ads on websites of WJMA, SAM-FM, WMAL



'Pool Rewards

Value add contest promotion on WMAL

- Partnered with Roselle Center for Healing
- Promoted reduce stress through ridesharing
- Four participants rewarded with stress relieving gift packs (\$400 value each) from Roselle Center



'Pool Rewards WMAL Promotion

105.9 FM WMAL AM 630 *THE INSIDER*

Home | **Life & Love** | Morning Majesty | Chris Parle | Podcasts

SEAN HANNITY'S HOLIDAY CONCERT SALUTE TO THE TROOPS

Last Chance to get Sean Hannity tickets ... is fast approaching! The Sean Hannity Holiday Salute To The Troops is Saturday, December 3rd and tickets are nearly sold out. Colonel Oliver North, singer Michael W. Smith, and Five For Fighting will join Sean for this special evening. Get your tickets TODAY by [clicking here](#).

Shaken, not stirred ...

They've announced the filming of a new James Bond movie, and we're taking this opportunity to share our gallery of great Bond girls over the years. Check 'em out [here](#).

Occupy WMAL.com ...

The latest stories, photos and video from the various "Occupy" demonstrations across the country, including violence in Oakland yesterday, is updated regularly on line at www.wmal.com.

Thanks for listening to 105.9FM / AM630 WMAL !

'POOL REWARDS
cash for carpools

With Washington DC area traffic being one of the worst in the nation, it's no wonder commute stress has been linked to obesity, neck pain and insomnia. Learn more about stress free commuting with [Pool Rewards](#). [Click here](#) and enter to win a [Roselle Center For Healing](#) wellness gift pack including "Health is a Do-It-Yourself Program" book guide and audio CD book.

facebook Stay Connected with WMAL! **twitter**
LIKE us on Facebook Follow us on Twitter

REPLY to this message if you want to be removed from the mailing list (please indicate in the message that you want to be taken off our list). If you would like to unsubscribe, change your email address, or change the type of email you receive (text/html), click this link - [CLICK HERE TO CHANGE](#)

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Part of the Information Network

WMAL, 4400 Jenifer Street NW, Washington DC 20015

'Pool Rewards WMAL Promotion

On Air Now

 **Rush Limbaugh**
12:00pm - 3:00pm
NEXT UP:
Sean Hannity

SHOW
SHARE
SELL

Take your business mobile with the **nsMobile™ suite** 

105.9 FM WMAL AM 630

Mark Levin

[CLICK HERE TO LISTEN LIVE](#)

[ON DEMAND AUDIO/PODCASTING](#)

Insider Club Login EMAIL ADDRESS: PASSWORD: SAVE LOGIN [FORGOT PASSWORD?](#) Search: Keyword for:

[HOME](#) [SHOWS](#) [WEEKENDS](#) [NEWS](#) [INSIDER CENTRAL](#) [LISTEN](#) [PHOTOS](#) [VIDEO](#) [MOBILE](#) [STATION](#) **NOV 3, 2011**

Commuter Connections & 'Pool Rewards - Cash for Carpools

[E-mail This Page](#) | [Print This Page](#)

'POOL REWARDS

cash for carpools

With Washington DC area traffic being one of the worst in the nation, it's no wonder commute stress has been linked to obesity, neck pain and insomnia.

Learn more about stress free commuting with 'Pool Rewards and Commuter Connections. [Click here to learn more.](#)

Register below for a chance to win a [Roselle Center For Healing](#) wellness gift pack (valued at \$400) including "Health is a Do-It-Yourself Program" book guide and audio CD book.

It is ok for AM630 WMAL to email me periodically.

Send email in HTML format (when available)

First Name: *

Last Name: *

Email: *

 **ROSELLE CENTER FOR HEALING**

Washington

 **55°**
High: 62°
Low: 45°
Mostly cloudy

Tomorrow: 56° / 41°
Mostly cloudy

[Forecast Details](#)

ON DEMAND TRAFFIC

445 at Springfield Interchange

 **VDOT TrafficLand**

 Get a quote!
visit [geico.com](#)

GEICO

FY12 Summer and Fall Newsletters



COMMUTER CONNECTIONS HONORS AREA EMPLOYERS

On June 28, 2011, several area employers were honored at Commuter Connections' 2011 Employer Recognition Awards for their outstanding commute benefit programs. The 14th annual event held at the National Press Club recognized employers that have gone above and beyond by encouraging their employees to bike, walk, vanpool, carpool, take the train, ride the bus or telework.



Issue 4 Volume 15 Fall 2011

COMMUTER CONNECTIONS A SMARTER WAY TO WORK

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

WMATA ANNOUNCES NEW METRO FORWARD CAMPAIGN

With the prospect of the ever-increasing cost to drive, the Washington Metropolitan Area Transit Authority (WMATA) used June 15th's "Dump the Pump" Day to announce a new customer information campaign. This new awareness campaign, called "Metro Forward," is aimed at keeping area commuters and other travelers informed of the massive program underway to rebuild the 35-year old Metro system.

"Our customers deserve to know how we are moving forward to rebuild the transit system," said Metro General Manager and CEO, Richard Searles. "This multi-year rebuilding effort is now underway and, in addition to alerting riders about construction work, we are committed to keeping the public well informed about each project and how it delivers safer, more on-time, better quality service in the months and years ahead."

The awareness campaign, to be rolled out more broadly throughout the summer, will share information on how Metro is investing \$5 billion over the next six years. Customers will be informed through

the use of on-board Metro fare help to encourage will transit.

For more campaign informed, facebook or access at twitter.

ICF INTERNATIONAL WINS 'POOL REWARDS GRAND PRIZE!

ICF International, a global professional services firm located in Fairfax, Virginia with both government and corporate clients, won the grand prize cash reward for their outstanding participation in the Pool Rewards Employer Contest sponsored by Commuter Connections.

The contest, held earlier this year, was open to all employers in the Washington region. For each employee that signed up for Pool Rewards, the employer received one contest entry. During the contest, employees from more than 170 area companies signed up.

"I'm so glad that ICF had a strong response," said Faith Welling, Director of Corporate Responsibility at ICF. "The reward continues to be invested to promote commuter programs." She also said that they plan to "use the \$200 as an incentive for an internal commuter challenge."

Other winners in the contest include the National Naval Medical Center in Bethesda, MD and Ameritel Corporation of Rockville, MD.

Pool Rewards is a program of Commuter Connections designed to encourage current drive-alone commuters to try carpooling in the

ENTERPRISE RIDESHARE COMES TO WASHINGTON



On July 19, Enterprise Rideshare, an operation of Enterprise Rent-A-Car, announced they were entering the vanpool market in the Washington D.C. region.

Founded in 1994, Enterprise Rideshare has been expanding into new markets throughout the country in an effort to become a major player in the vanpool vehicle provider industry. With thousands of retail locations and access to thousands of vehicles, Enterprise is well positioned.

Enterprise offers full size 15-passenger vans, SUVs, minivans, and even crossovers. As well, they offer added amenities that can make vanpooling even more appealing, such as wifi Internet access, satellite radio, HD traffic information, HD Radio, MP3 capability, and GPS units.

Continued on page 6

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FDA BUILDS CULTURE OF COMMUTING AT WHITE OAK CAMPUS

When the Federal Drug Administration (FDA) began the consolidation of their Washington headquarter facilities to the White Oak Campus in Silver Spring, they faced many challenges. One of the biggest was helping the expected 6,000 plus employees work within the constraint of having only two parking spaces for every three employees.

Enter Employee Transportation Coordinator Jack Carlisle. Hired in October 2009, Carlisle was

understanding about not scheduling meetings or projects that prevent employees from getting to their ride."

Additionally, Carlisle works with the campus parking coordinator to provide vanpools, with preferred parking spaces.

In fact, he actually takes the new vanpool driver out to the parking lot and lets them pick their own space. "Involving the



FEDERAL ETC UPDATES

Employee Transportation Coordinator

TELEWORKING AT US DEPARTMENT OF AGRICULTURE

Commuter program, Carlisle said, "I've allowed, and Guaranteed" Connections.

The other bit the constant Carlisle, he us This means I sent to all er forming van and putting) throughout t

A new federal agency telework case study has been added to the existing studies available at www.federaletc.org. The existing and newly released case studies profile a wide variety of business models and programs within the Washington region to demonstrate how teleworking can benefit a diversity of employers.

UNITED STATES DEPARTMENT OF AGRICULTURE

While the United States Department of Agriculture (USDA) is based in Washington, DC, this federal agency has employees across the country and the throughout the world. Because of this, teleworking has become a vital tool to keep these dispersed employees in communication.

The USDA has approximately 120,000 employees around the world and provides the nation with leadership on food, agriculture, natural resources, rural development, and related issues. The agency's vision is to enhance agricultural trade, improve farm economies and quality of life in rural America, protect the Nation's food supply, improve the Nation's nutrition, and protect and enhance the Nation's natural resource base and environment.

The USDA began their telework program more than eight years ago and recently updated the program to comply with requirements and guidance of the Telework Enhancement Act of 2010.

The updated program assumes that all positions are eligible to telework except for those that require:

- Daily, face-to-face interaction with the public or customers that cannot be performed from an alternate worksite

- The use of specialized equipment not available from an alternate worksite.
- Access to classified material or information on a daily basis that cannot be accessed from an alternate worksite.



Both the USDA and the employee sign a standardized "Telework Agreement Form" that outlines what is expected of both parties and indicates whether teleworkers are coded as emergency essential or mission critical and allows for maximum flexibility in implementing telework.

PROGRAM OUTLOOK

Some of the fiscal year 2012 Telework Program goals and initiatives include:

- An automated Telework Management System (TMS).
- Standardized telework eligibility statements on all position descriptions.
- Forming an employee-based WorkLife and Wellness Council with the Labor Management Forum.
- Developing a telework web portal from the USDA's learning platform, AgLearn.
- Piloting full-time telework arrangements that look at how implementing telework on a permanent, large-scale basis can offer the USDA significant cost savings.

As of 2010, 9 percent of USDA employees were teleworking on a regular basis and 14 percent teleworked on an infrequent basis. For more information on the USDA case study including Success Tips and best practices, and for all of the other federal agency studies, go to www.federaletc.org.

Comprint Military Relocation Guide

Ad placed in
Military Newspaper
Fall edition



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 SMARTER WAY TO WORK
A Free service

commuterconnections.org
800.745.RIDE

2012 GRH Applications

Up 17% over 2010 results



2012 Rideshare Applications

Up 9% over 2010 results



FY12 Spring Mass Marketing Campaign

FY12 Spring Concept Process

- Concepts developed and submitted to marketing committee
- Marketing committee recommendations made
- Concepts finalized based on marketing committee feedback

FY12 Spring Mass Marketing Campaign Rideshare Creative

THERE ARE EASIER WAYS TO KEEP MONEY.



RIDESHARE.

commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

THERE ARE EASIER WAYS TO KEEP MONEY.



RIDESHARE.

commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FY12 Spring Mass Marketing Campaign GRH Creative

why risk it?



sign up today.
Guaranteed Ride Home.

commuterconnections.org

* some restrictions apply



why take chances?



sign up today.
Guaranteed Ride Home.

commuterconnections.org

* some restrictions apply



FY12 Spring Mass Marketing Campaign

Media options being considered and analyzed

Rideshare and GRH direct mailers

- First components of new campaign

Be part of the spring campaign – donate space for signage on transit, bus shelters or at Park & Ride lots

GRH Direct Mail

Before an unexpected personal or family emergency arises or you need to work unscheduled overtime...
Prepare. With a FREE GUARANTEED RIDE HOME.

Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH). GRH is a FREE program that provides emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your ride home.

- We'll arrange for a free taxi or even a rental car, whatever it takes to get you home, up to four times a week.
- Our network of providers are on call Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in both the Washington and Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching - today!

- To register for either free program simply visit commuterconnections.org to get started or fill out the application below.

Cash Incentive for Carpools, Vanpools, and Bicycles
 Join the "Commute that Pays!" - If you use a carpool, vanpool, or bicycle to get to work and sign up to form or join a carpool, vanpool, or bicycle.

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

Please tear off, fold and tape along prior to mailing.

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Complete the form below, including sections A and/or B and return today or visit commuterconnections.org.

Name _____			Employer/Agency _____		
Home Address _____			Work Address _____		
City _____ State _____ Zip _____			City _____ State _____ Zip _____		
County of Residence _____			County of Workplace _____		
Home Phone Number _____			Work Phone Number _____		
Email (Optional) _____			I start work at _____ a.m. and stop work at _____ p.m.		

Which of the following do you use to get to work? (check all that apply)

- Vanpool Bicycle Walk Bus (specify bus system & route - if Metrorail (see #1) _____
 Blue Green Orange Red Yellow MARC (specify train line) Brunswick Camden Penn
 Fredericksburg Other (specify) _____

use the above mode(s) to travel to work?

Please send information about:

- My commute Commuter Rail (VRE/MARC) HOV Lanes Local Bus Transit MTA Transit Bicycling

why take chances?

sign up today.

Guaranteed Ride Home.

* Some restrictions apply.

why risk it?

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Rideshare Direct Mail

TRY A SIMPLER WAY TO KEEP MONEY... RIDESHARING

Keep money by sharing the cost of your commute! From gasoline to tolls to parking, Commuter Connections can help you find someone to reduce the costs, and frustration, of your commute.

Register today at commuterconnections.org. It's FREE and finding rideshare partners just takes a few easy steps.

For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home

- 1 To register simply visit commuterconnections.org to get started!
- 2 Once you create an account and sign up for ridematching, you receive an instant matchlist of potential carpool/vanpool partners.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential

Register for our Home programs Or to receive your application below also try to locate bulletin board.

By registering with your contact info

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

Please tear off, fold and copy when prior to mailing.

REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

Complete the form below, including sections A and/or B and return today or visit commuterconnections.org.

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Workplace _____	Work Phone Number _____
I start work at _____ a.m. and stop work at _____ p.m.	

(check all that apply)

<input type="checkbox"/> Bicycle	<input type="checkbox"/> Walk	<input type="checkbox"/> Bus (agency bus passes & route # or Metrobus Route #)
Orange	Red	Yellow
<input type="checkbox"/> MARC (single-ride line)	Brussels	Camden
Other agency _____		

mode(s) to travel to work? _____

mode(s) to travel to work?

<input type="checkbox"/> Commuter Rail (SE/MARC)	<input type="checkbox"/> HOV Lanes	<input type="checkbox"/> Local Bus Transit	<input type="checkbox"/> MTA Transit	<input type="checkbox"/> Bicycling
--	------------------------------------	--	--------------------------------------	------------------------------------



THERE ARE EASIER WAYS TO KEEP MONEY.



RIDESHARE.

FY12 Direct Mailer

- Sent in December 2011
- 500,000 households within Washington D.C. region
- Promotes Ridematching and GRH programs
- 60/40 split Rideshare/GRH
- Reflects Commuter Connections' target demographic (Ages 25-54, with Household Incomes of \$75k and above)
- Lives within zip codes identified through PRIZM (based on a previous analysis conducted in 2006)

FY12 Direct Mailer

PRIZM system

- Developed by Claritas Inc., (Acquired by Nielsen)
- Widely used customer segmentation system used for marketing purposes
- Based on analysis of U.S. census data
- Uses geo-demographic analysis
- Categorizes consumers into demographically and behaviorally distinct groups based on lifestyles and purchase behaviors

FY12 Direct Mailer

For non-PRIZM zip codes:

- Sent to residents matching Commuter Connections target demographics
(Ages 25-54, with Household Incomes of \$75k and above)
- Mailers delivered to Zip Codes with at least 35 combined active GRH and Ridematching accounts
- Zip Code list by jurisdiction posted to SharePoint

FY12 Creative Development Schedule

Review research and results from recent campaigns	June 2011
Develop Marketing Communications Plan	July 2011
Feedback on Plan from Regional TDM Marketing Group (<i>Extranet</i>)	Aug 2011
Present conceptual approaches to Regional TDM Marketing Grp	Sept 2011
Refine and develop approach based on Workgroup feedback	Oct 2011
Finalize creative	Nov 2011
Produce creative	Dec 2011
Distribute creative to media vendors	Jan 2012
Campaign launch	Feb 2012

2012 Employer Recognition Awards

Meet the 2011 winners

INCENTIVES



The American Occupational Therapy Association (AOTA) is a national professional association for occupational therapy practitioners and students. Based in Bethesda, AOTA was honored with the award for the best commuter incentives program.

These incentives have encouraged about two-thirds of their 45 employees to use some form of alternate commuting.

AOTA's office is located near the Bethesda Metro rail station which encourages employees to use public transit for their commutes. In July 2010, AOTA increased their transit subsidy to \$50 per month. AOTA offers all full-time staff, after six months of employment, telework opportunities as well as alternate work arrangements such as flextime and compressed work weeks. A 2010 Montgomery County commuter survey found that nearly 60% of AOTA employees commute at off-peak times, allowing them to avoid adding to the main spike of traffic congestion.

In 2010, AOTA sponsored 30 employees who participated in Bethesda's Walk and Ride Challenge, a competition to see who can take the most steps during the month of September. Since instituting their incentives program, AOTA employees have saved or reduced 88,350 Vehicle Miles Traveled (VMT) and 4,442 gallons of gasoline every year.

TELEWORK



Clean Currents provides residential and commercial power options in the Mid-Atlantic region and supplies renewable energy credits to businesses nationwide. All of the company's 70 employees take advantage of the available telework benefits.

Clean Currents provides all employees with laptop computers and has invested in software and systems that allow them full access to company resources anywhere with Internet service. With the additional benefit of a \$50 per month cell phone subsidy, the company has truly made telework a cornerstone of their employees' work lives.

With the use of telework, and the resulting decrease in office space requirements, Clean Currents has saved \$10,000 per year. Annually, employer use of the company's telework program has saved or reduced 34,200 VMTs, 648 gallons of gasoline, and 5.8 metric tons of CO2 emissions.

MARKETING



Founded in 1892, B. F. Saul Company is a privately-owned real estate firm operating in every phase of real estate investment and development. With 230 employees, B. F. Saul can boast that more than 40% of its employees use alternative commuting options. Marketing efforts begin at the time of hire, with a presentation that outlines the organization's commuter benefits program. B. F. Saul also gets the word out through their in-house, a monthly newsletter, company emails and a commuter brochure display rack. These methods helped to increase awareness and participation in the 4100 transit subsidy from 37% in 2005 to 41% in 2010. Lockers and showers are provided for employees who walk to work.

The company prides itself on being responsible for a decrease in 2008 to less than 4% satisfaction.

Employees have saved of gasoline each year, 1 annually because of its



Get Recognition

Has your organization made a difference in any of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely.
- Implementing or expanding a pre-taxed or subsidized transit or vanpool benefit such as SmartBenefits®.
- Providing Commuter Connections' free ride-matching service to form carpools or vanpools, or providing your own on-site employee ride-matching service.
- Providing shuttle services to and from transit stations.
- Providing a free or significantly reduced parking fee for carpools and vanpools while drive alone employees pay higher amounts for parking.
- Providing preferred parking spaces for carpools or vanpools.
- Providing or organizing company vanpools for employees.
- Installing bike racks and/or shower facilities for bicyclists and walkers.
- Implementing or expanding a comprehensive Air Quality Action Days program.
- Providing and/or supplementing Commuter Connections' free Guaranteed Ride Home program.

Awards following

MARKETING
Actively promoting alternative result in the commuting.

INCENTIVES
Providing incentives employees walk, car/pool transportation.

TELEWORK
Providing telework options significant.

2012 Employer Recognition Awards



Commute-friendly

Sharing a ride, taking public transportation, bicycling, walking, and teleworking contribute to less traveled roads. That means commutes can be smoother, easier, and faster. These alternative commute and work options also lead to reducing harmful vehicle emissions.

At the Forefront

Commuter Connections works to help area businesses and commuters find innovative ways to reduce solo commuting.

The Commuter Connections' Employer Recognition Awards ceremony acknowledges employers who initiate or improve programs that encourage the use of commuting alternatives. We understand that companies who implement these programs and services make a difference for their organization, for their employees, and for the community.

About Metropolitan Washington Council of Governments

The Metropolitan Washington Council of Governments (MWCOG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. MWCOG's National Capital Region Transportation Planning Board, the metropolitan planning organization for the Washington region, serves its membership by acting as a forum for addressing regional challenges that transcend jurisdictional boundaries. For more information, visit mwcog.org.

About Commuter Connections

Commuter Connections is a region wide transportation information, outreach, and service network dedicated to easing the daily commute. Commuter Connections' goal is to reduce single-occupant vehicle use. Both commuters and employers receive a range of free information and assistance on services that include ride-sharing, public transit, teleworking, bicycling, park-and-ride lots, HOV lanes, and the regional Guaranteed Ride Home program. Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. For more information, visit commuterconnections.org or call 800.745.RIDE.



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EMPLOYER RECOGNITION AWARDS
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Bike to Work Day

Sponsorship Drive Began in October

Six sponsors secured to date

- Gold sponsor:
 - ICF International
 - Marriott International
- Silver sponsor:
 - Bike Arlington
- Bronze sponsors:
 - Crystal City BID
 - Potomac Pedalers
 - Bike and Roll



Sponsorship drive to continue through January

GRH Rewards Program

Current GRH Rewards Sponsors



Questions & Answers

Any questions or comments?