



**Metropolitan Washington  
Council of Governments**

**FY 2015 First Half  
Marketing Campaign Summary  
Final Report**

**Commuter Connections  
Regional TDM Marketing Group**

**March 17, 2014**

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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2014. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the umbrella solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift to non-single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The Commuter Connections marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure impact goals.

The regional TDM Mass Marketing initiative extensively promotes Commuter Connections' Ridematching services and also promotes the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The campaign also included the promotion of Car Free Day and 'Pool Rewards. The Car Free Day event is a springboard to sway SOV drivers to try alternate means to commute. On September 22, 2014 commuters were encouraged to use alternative forms of transportation, such as public transit, car and vanpools, telework, bicycling, and walking. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

## **Mass Marketing Campaign**

The FY2015 first half media campaign promoting Ridesharing and GRH used advertising developed in spring FY2014, in both audio and visual forms. Radio spots ran for a total of thirteen weeks which began in October 2014, alternating weeks between Rideshare and GRH. The Rideshare campaign also included ads running every other week for a total of seven weeks on television and Pandora (online and mobile platforms). Other components of the Rideshare and GRH campaigns consisted of negotiated free media (value add), direct mail, and earned media. The total cost of the Rideshare media buy was \$285,937.20, and the total cost of the GRH media buy was \$189,133.50.

## **Value Add Promotions**

Based on paid media, \$203,622 was negotiated at no charge in the form of additional media value. Value add varied from no-charge radio ads and short messages to banner ads on station web sites.

## **Messaging Strategy**

The TDM Mass Marketing campaign promoted Ridesharing with a focus on the benefits of saving money as well as mileage reduction. Geographic emphasis for Rideshare advertising was placed on middle and outer-ring commuters using music, news, and Hispanic radio stations. The campaign promoted GRH as the icing on the cake/cherry on top after enjoying the benefits of ridesharing. Geographic emphasis for GRH advertising was placed on inner-core commuters, using music, news, and sports radio stations.

## **Car Free Day**

Radio, poster, text messages, donated transit space, and earned media were used to promote Car Free Day. Based on paid media, an additional \$11,795 was negotiated in the form of value added media. Sponsorships netted nearly 100 prize donations. Pledges reached 4,656 in 2014, a 13 percent increase over 2013. The total cost of the Car Free Day media buy was \$39,944.

## **Bike to Work Day**

An updated logo was created for Bike to Work Day 2015. Sponsorship letters and outreach to previous sponsors and new prospects began in November. The sponsor drive will continue through the end of January 2015. The color theme selected for 2015 was orange, and poster concepts were developed for Committee review. The registration goal for Bike to Work Day 2015 was set at 19,000.

### **'Pool Rewards**

The media campaign for 'Pool Rewards which started in December 2014, focused on new homeowners, relocated employees, Hispanics audiences, and the military. Advertising includes radio, print ads, and online placements.

### **Employer Recognition Awards**

An application to solicit nominees was created, mailed in early December and also made available online. Winners will be honored at an awards ceremony in June 2015.

## Introduction

The Commuter Connections' marketing initiative for FY2015 was built on the organization's research and campaign experience. The FY2015 Marketing Communications Plan and Schedule, distributed to network members in September 2014, served as a tool to outline marketing plans for FY2015. The strategy behind the FY2015 campaign reflected the state of events for the regions' commuters and built upon research and findings from the following reports:

- FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report
- 2011 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2013 State of the Commute Survey Report
- 2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report
- 2013 Bike To Work Survey TERM Analysis Report

Research, campaign experience, current economic factors and transportation challenges all contributed to the planned strategy for FY2015; to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The first half of the FY2015 Regional Marketing Campaign included the following:

- The continuation of the spring FY2014 marketing campaign that emphasized the cost savings of ridesharing and reminded commuters that GRH is an added benefit support mechanism.
- The promotion of Car Free Day extended to remind commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- Increased awareness of the new mobile friendly website and online Ridematching.
- The promotion of the 'Pool Rewards program through value add messages and a paid media campaign.
- Continuation recognizing the 40<sup>th</sup> anniversary of Commuter Connections.
- Newsletters that provided a number of employer focused articles, including infographics for quick glances at commuter statistics.
- A nominations brochure for the Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2015 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2015.

## 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 (MWCOC). Commuter Connections offers free services to those who work in the Washington metropolitan 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 TDM Marketing Group include:

Arlington County Commuter Services	Montgomery County Ride On
Annapolis Regional Transportation Management Association	National Institutes of Health (NIH)
Bethesda Transportation Solutions	North Bethesda Transportation Center
City of Alexandria Local Motion	Northern Neck Rideshare/PDC
District Department of Transportation	Northern Virginia Transportation Commission
Dulles Area Transportation Association	Potomac and Rappahannock Transportation Commission
Fairfax City	Prince George's County Department of Transportation
Fairfax Connector	Rappahannock Area Development Commission
Fairfax County Office of Transportation	Rappahannock-Rapidan Regional Commission
General Services Administration (GSA)	TransIT Services of Frederick County
GW Ride Connect	Tri-County Council for Southern Maryland
LINK	Tysons Partnership Transportation Council
Loudoun County Office of Transportation Services	Virginia Department of Rail and Public Transportation
Maryland Department of Transportation (MDOT)	Virginia Department of Transportation (VDOT)
Maryland State Highway Administration	Virginia Railway Express
Maryland Transit Administration (MTA)	vRide
Montgomery County Commuter Services	

## Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign included the GRH and Ridematching programs. Both of these programs are integral 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 were to:

- Create a platform which promoted all network products and services individually while it reinforced the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's first resource for alternatives to driving alone.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on these modes; gain new riders; and gain new applicants to the regional database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to become involved, increase commuter participation, and use the occasion to try an alternative form of transportation.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit programs; promote and encourage the adoption of SOV commute alternatives.

## Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service were given direct access to other commuters who are looking to carpool along with an 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.



## Car Free Day

The metropolitan Washington region recorded 4,656 people pledging to “Put It Away” by going Car Free or Car-Lite on Car Free Day, September 22<sup>nd</sup>, as an alternative to solo driving. Pledges increased 13 percent over 2013. Registrants pledged to rely less on their cars by riding the metro, bicycling, carpooling, vanpooling, walking, teleworking or going “car-lite” by carpooling or vanpooling.

Highlights of the Car Free Day campaign:

- A regional sponsorship declaration, newly developed this year, was created to encourage and clarify sponsorship levels and benefits.
- First time Car Free Day prize sponsors included:
  - Sole’ Bicycles - Gold
  - See Eyewear; pair of prescription eyeglasses – Gold
  - Six Flags; 50 tickets to Fright Fest – Gold
  - Walking Role Models; Apple® iPad® mini – Gold
  - SweetGreen; \$50 gift card – Silver
- Social media played an integral part in the success of this year’s Car Free Day, and included Tweets, Facebook posts and promotion on Instagram.



## Media Objectives

The Car Free Day campaign raised public awareness and increased participation over 2013. Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite.

In addition to paid media of radio and text messaging, radio station events, personality endorsements, posters, bus cards and sides, banner ads, social media, and an earned media effort were created to bring attention to this event and drive the public to [www.carfreemetrodcd.org](http://www.carfreemetrodcd.org) to make a pledge.

### Target market:

- All SOV drivers.

### Geographic Targeting

Washington D.C. DMA

<b>Car Free Day Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>
Radio	\$39,544.45	\$46,524.04
Text Messaging	\$ 400.00	\$ 471.00
<b>Total Budget</b>	<b>\$39,944.45</b>	<b>\$46,995.04</b>

## Car Free Day Poster

The messaging requested drivers to “Put It Away” for the day or to go car-lite if it wasn’t possible to go car free. A parked car was clipped to a clothes hangar as a fun suggestion to celebrate the day by leaving the car at home. The call to action directed people to [carfreedaymetrodc.org](http://carfreedaymetrodc.org) to take the pledge and for additional information on special promotions and prize giveaways.

A poster for Car Free Day Metro DC. At the top, the text "Put it away." is written in blue. Below it, a red car is shown from a top-down perspective, hanging from a wooden clothes hanger. The car is suspended by two silver clips. In the bottom left, there is a small vertical text "Recycled or recycled paper" next to a recycling symbol. Below that is the logo for "40 COMPUTER CONNECTIONS" with the phone number "800.745.RIDE". In the bottom center, the text reads "Uncar for a day. You could win a Kindle Fire or other great prizes! Bike, walk, use transit, work from home, or go car-lite and carpool. Take the pledge today, even if you're already using car free or car-lite transportation options." In the bottom right, the "CAR FREE DAY METRO DC" logo is displayed, featuring a stylized figure walking on a path, with the date "9.22.14" below it. At the very bottom right, the text "Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)" is written in blue.

## Radio

Radio was used to inform the public of Car Free Day and to encourage them to take the pledge. A diverse set of radio stations was selected for this campaign in order to reach the general driving population of the region. Car Free Day spots aired over three weeks on the following stations:

WTOP (News)  
WWDC (DC 101FM, Classic Rock)  
WLZL (Spanish)

WWDC's mid-day personality Roche, delivered on-air endorsements, that ran 109 times, plus 10 sponsor reads and social media posts throughout the campaign to encourage listeners to pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and go car free or car-lite.



WLZL attended an event Sunday, September 21<sup>st</sup>, at the Festival Salvadorenisimo, held at the Montgomery County fairgrounds, where Car Free Day buttons and marketing materials were handed out to attendees. The event was a huge success and Car Free Day buttons and flyers were popular with attendees.



WLZL and WTOP provided a combined total of 36 no-charge :30 second spots over the 3-week schedule. WWDC provided banner ads and short reads announcing the sponsors and their prizes. An \$11,795 in value that's 29.53% of the total Car Free Day budget.

A :30 second radio spot was created for Car Free Day to encourage listeners to make the pledge to "Put It Away" on September 22<sup>nd</sup> by going to [www.carfreedaymetrodc.org](http://www.carfreedaymetrodc.org).

### **Car Free Day: :30 – Put It Away**

Put it Away: 60 Seconds

You put away the dishes, the laundry, the groceries,  
And even put away savings.

Why not put away your car for Car Free Day, and make the air a little cleaner?

So put away some traffic congestion on Monday, September 22<sup>nd</sup> for World Car Free Day.

Bike, walk, use transit, work from home, or go car-lite and carpool.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org), and you might win a Kindle or other prizes.

Car Free Day, Monday September 22<sup>nd</sup>.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

Sponsored by Commuter Connections.

## Text Messages

When people pledged on [carfreemetrodc.org](http://carfreemetrodc.org), they could opt-in to receive text messages about the event. A text message was sent to 7,000 cell phone numbers collected from the past three car events to encourage early pledging numbers. Text messaging was then used to remind people who already pledged this year to encourage their friends, family, and co-workers to do so as well.

## Transit Signage

Free transit ad space was donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services, and Metrobus. The use of Quick Response (QR) codes was used on interior cards to allow smartphone users to directly connect to the Car Free Day pledge page via the QR code.

- 45 Arlington Bus Cards
- 28 Fairfax Connector Bus Kings
- 23 Montgomery County Bus Kings
- 9 Montgomery County Bus Tails
- 200 Metrobus Bus Cards



## Earned Media

Media coverage of Car Free Day was through a collaborative media outreach effort with COG Office of Public Affairs.

A steady flow of media releases was designed to keep Car Free Day in the news and build momentum towards the September 22<sup>nd</sup> event. It began with a calendar listing one month prior to the event and continued with three press releases, each with a different slant for the 2014 event. The team promoted the press releases to print, broadcast, blogs, and social media:

Coordinated media pitch efforts followed the distribution of each release, with direct contact with media outlets throughout the region. The publicity team secured interviews and news placements.

As a result of these efforts, the following took place:

- 40 Earned Media placements. See Appendix C, Car Free Days Placements for the full listing.
  - 22 Print/Online
  - 8 Newsletter mentions and calendar listings
  - 2 Radio
  - 2 Television
  - 6 Blogs
- 30 Social Media posts (Facebook, Twitter, Instagram) examples

## Car Free Day Facebook and Twitter

A Car Free Day Facebook page was used to keep like-minded online friends and followers up to date on activities, prior to and following the event. Car Free Day was “liked” by over 3,900 Facebook fans.

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 473 followers on Twitter.

facebook

Email or Phone Password

Keep me logged in Forgot your password

Put it away.  
Uncar for a day.

Take the pledge at [carfreemetrodc.com](http://carfreemetrodc.com)  
You could win a bicycle, Kindle Fire or other great prizes!

**Car Free Day**  
Non-Profit Organization

Timeline About Photos Likes Events

PEOPLE

3,872 likes

ABOUT

- Car Free Day 2013 will be celebrated for three consecutive days this year. Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days
- <http://www.carfreemetrodc.org/>

PHOTOS

Car Free Day shared a link.  
36 minutes ago

The Washington Post's Dr. Gridlock

Will you go car-free on Monday?  
[www.washingtonpost.com](http://www.washingtonpost.com)  
Taking the one-day pledge could raise awareness about the D.C. region's many alternatives to solo driving.

Like · Comment · Share


Brian Merrell likes this.

Car Free Day  
3 hours ago

Happy World Car Free Day! If you traveled Car Free or Car-lite (carpool) today you can still take the Car Free Day pledge and be eligible for raffle prizes through 11:59pm (EST) Monday evening September 22, 2014.



Search Twitter  Have an account? Sign in



**Put it away.**  
Uncar for a day.  
Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
You could win a Kindle Fire or other great prizes!

**CAR FREE DAY METRO DC**  
9.22.14


TWEETS 170 PHOTOS/VIDEOS 8 FOLLOWING 63 FOLLOWERS 449 More

Follow

**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.  
Joined July 2009  
8 Photos and videos

Tweets Tweets & replies

Commuter Connections @CarFreeMetroDC · 43s  
Mon. Sept 22 is the last day of summer, and Car Free Day. Make it count! Take the free pledge [carfreemetrodc.org](http://carfreemetrodc.org)



Don't miss any updates from **Commuter Connections**

Full name   
Email   
Password   
[Sign up for Twitter](#)

Worldwide Trends - Change

- #ManeviyatHirsizHaghasiler
- #paralarkimde
- #LiamBrokeHisArmOnHisAnaconda
- #NationalCalumHoodDay
- #DiyaneSiyasetinKiskacinda
- Mockingjay Trailer

## Prizes

Each person who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following donated prizes. A press release was sent out which mentioned sponsors who donated prizes.

- **Kindle Fire**, courtesy of Tri-County for Southern Maryland
- **Solé Custom Bicycle**, courtesy of Clear Channel Communications
- **Health & Fitness club annual membership**, courtesy of Sport & Health
- **SmarTrip Cards with \$25 in fare**, courtesy of Washington Metropolitan Area Transit Authority
- **Commuter train passes**, courtesy of Virginia Railway Express
- **Capital Bikeshare annual memberships**, courtesy goDCgo
- **\$25 Restaurant gift card**, courtesy of Mellow Mushroom of Adams Morgan
- **Annual Car Sharing memberships**, courtesy of Zipcar
- **Bicycle Rentals**, courtesy of Bike and Roll Washington D.C.
- **KIND Healthy Snacks** one-month supply, courtesy of KIND
- **\$250 Bike shop gift certificate**, courtesy of BicycleSPACE
- **Free pair of prescription glasses or sunglasses**, up to \$350, courtesy of SEEeyewear
- **Sweetgreen \$50 giftcard**, courtesy of sweetgreen
- **Apple® iPad® mini**, courtesy of Walking Role Models
- **Tickets to Fright Fest**, courtesy of Six Flags America



## Ridematching Campaign

### Messaging Strategy

The first half of the FY2015 campaign continued using the spring FY2014 campaign ads promoting ridesharing with a focus on the benefits of saving money and reducing SOV miles. Commuter Connections was positioned as a trusted partner in ridematching. The collective impact of Commuter Connections' 40 years and experience in the region validated the cost savings message, and made it relatable to everyday life.

Messaging for the Rideshare ads tied in real ridesharing facts, and were presented in a way that was relatable to everyday people. The ads demonstrated a real savings opportunity and the astonishing number of miles reduced by those who rideshare through the assistance of Commuter Connections.



Equal to 20 trips to the moon and back!

11,000,000 miles each year.  
Combined mileage saved by Commuter Connections participants who Rideshare.

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

Rideshare. Propel your commute.  
Free Ridematching Services.



\$600 in savings each year.  
Average dollars Ridesharing saves *each* Commuter Connections participant.

That's a year's worth of premium coffee!

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

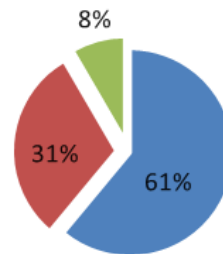
Rideshare. Wake up and smell the savings.  
Free Ridematching Services.

## Media Objectives: Rideshare

The fall 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 the preferred commute alternative for commuters with longer distance commutes.

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

- 25-64 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 Targeting

Washington D.C. DMA

■ Radio ■ TV ■ Pandora

Rideshare Fall Budget	MWCOG Cost	Gross \$
Radio	\$174,515.20	\$205,312
Television	\$87,422.50	\$102,850
Pandora Web & Mobile	\$24,000	\$28,236
<b>Total Budget</b>	<b>\$285,937.70</b>	<b>\$336,398</b>

## Radio

Radio was the anchor medium for the Rideshare campaign, with a focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters.

- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WTOP (103.5 News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WBQB (101.5 AC)
- WAFY/WWEG (103/106.9 FM, AC/Classic Hits)

The Rideshare radio campaign started in early October and ran through the end of December 2014. The ads ran every other week for a total of seven on air weeks, alternating weeks with GRH ads. The following spots promoted the Ridematching program in both English and Spanish languages:

### ***Ridesharing :30 “Dinosaur” English***

Dad: Did you know 11 million miles are saved by people who rideshare to work through Commuter Connections? That’s 20 trips to the moon and back!

Kid: Did you know Brachiosaurus ate one ton of leaves every day?

Dad: Now that dinosaur could eat you for breakfast!

Kid: He could eat your carpool friends too. (Kid: TRex imitation)

Dad: Nah, we’d just blast off to the moon. (sfx: psshhh! [blast off sound])

Kid and Dad: (joint laughter)

Announcer: Rideshare and propel your commute.

Commuter Connections. Providing trusted, free ride matching since 1974.

Register at Commuter Connections dot org, that’s Commuter Connections dot org, or call 800 745 RIDE.

***Ridesharing :30 “Dinosaur” Spanish***

**Papá:** ¿Sabías que las personas que comparten el transporte para ir al trabajo a través de Commuter Connections ahorran 11 millones de millas de viaje?

**Hijo:** ¿Y sabías que los braquiosaurios comían una tonelada de hojas al día?

**Papá:** ¡Ese dinosaurio podría comerte de desayuno! (Papá: imita a TRex)

**Hijo:** Y de almuerzo se podría comer a las personas con quien compartes el transporte. (Hijo: imita a TRex)

**Hijo y papá:** (rien juntos).

**Anunciante:** Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

***Ridesharing: :30 “Coffee” English***

Guy: Wow I could really use a good cup of coffee right about now!

Female: You say that every day... you must spend a fortune on that stuff!

Guy: Yah. No. Well... Kinda.

Female: What?

Guy: [chuckle] I save \$600 a year Ridesharing through Commuter Connections. That's a year's worth of premium coffee! I consider it my free pick me up!

Announcer: Rideshare. Wake up and smell the savings.

Commuter Connections. Providing trusted, free ride matching since 1974.

Register at Commuter Connections dot org, that's Commuter Connections dot org, or call 800 745 RIDE.

***Ridesharing: :30 “Coffee” Spanish***

**Hombre:** Me caería bien una taza de café en este momento.

**Mujer:** ¡Debes gastar mucho dinero en café!

**Hombre:** Bueno...más o menos.

**Mujer:** ¿Cómo así?

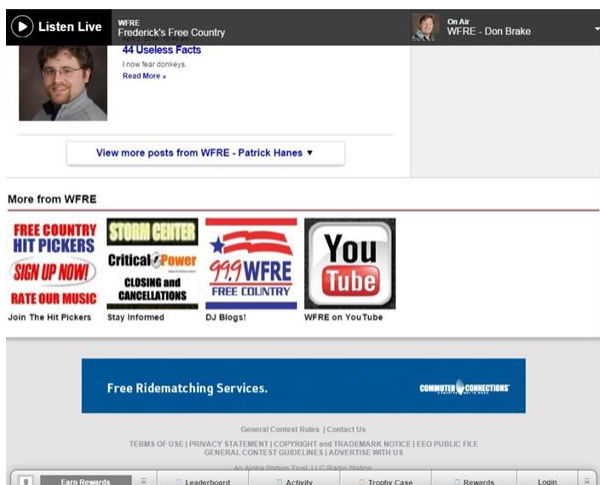
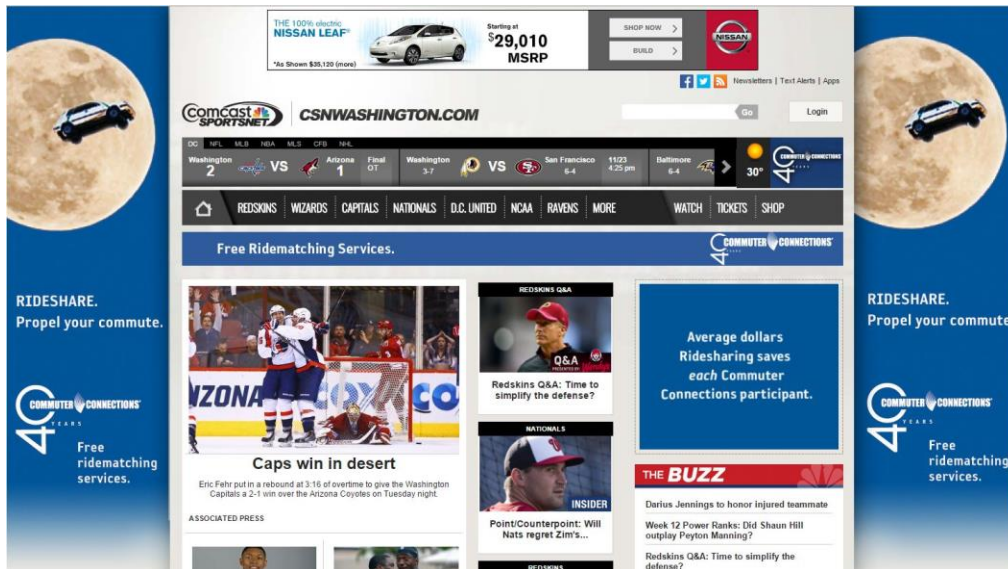
**Hombre:** [risita] Yo ahorro 600 dólares al año compartiendo el transporte a través de Commuter Connections. ¡Eso equivale a un año del mejor café! Y eso para mí, ¡es un gusto que me doy gratis!

**Anunciante:** Comparte el transporte. Levántate y disfruta el aroma del ahorro. Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

## Value Add

### Rideshare

In addition to paid media spots, over \$149,982 (an additional 52%) was negotiated in no charge promotional media value. Radio and TV stations provided bonus spots at no charge, matching spots on Comcast Sports Net's Baltimore feed, and live short messages promoting the new mobile friendly app, and 'Pool Rewards on all radio stations. WFMD and WFRE posted banner ads on their station websites. To date, Commuter Connections has received an estimated 20,460 value add impressions.



## Television

The use of snipes and squeezebacks in selected television programming provided DVR-proof advertising. Snipes appeared at the bottom of television screens during on air programming to promote rideshare. Squeeze-backs surrounded the TV programming. Images and messages that complemented the radio spots promoted the cost-savings benefits of ridesharing and free ridematching services of Commuter Connections. Squeezebacks ran in early morning and late news on WJLA (ABC News 7) and snipes appeared on Comcast during Capitals, Wizards, and Redskins programming.

In addition to snipes, Comcast SportsNet posted in-game billboards (on-screen Commuter Connections logo) and :05 second ticker messaging during the Caps and Wizards games during the 11/17, 12/1, 12/15, and 12/29 flight weeks. Comcast also added 125,000 banner ad impressions to the digital campaign.

### Squeeze-back on WJLA (images animated)

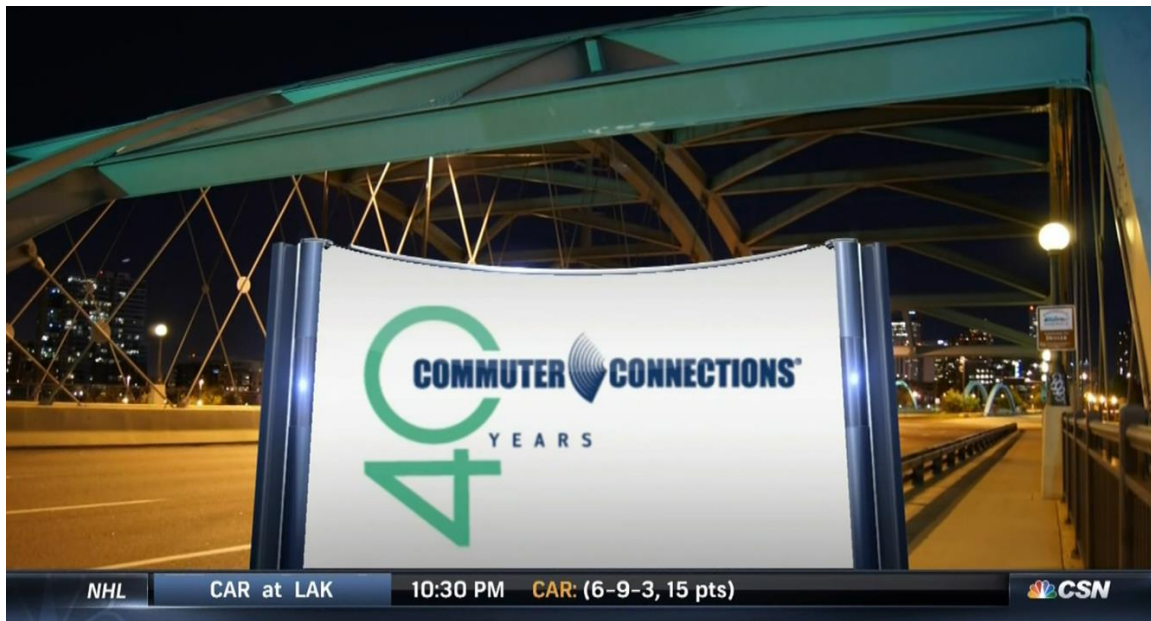




Snipe on Comcast SportsNet (images animated)



## In-Game Billboards and ticker messages on Comcast SportsNet: Caps & Wizards Games



## Internet & Mobile/Tablet Advertising

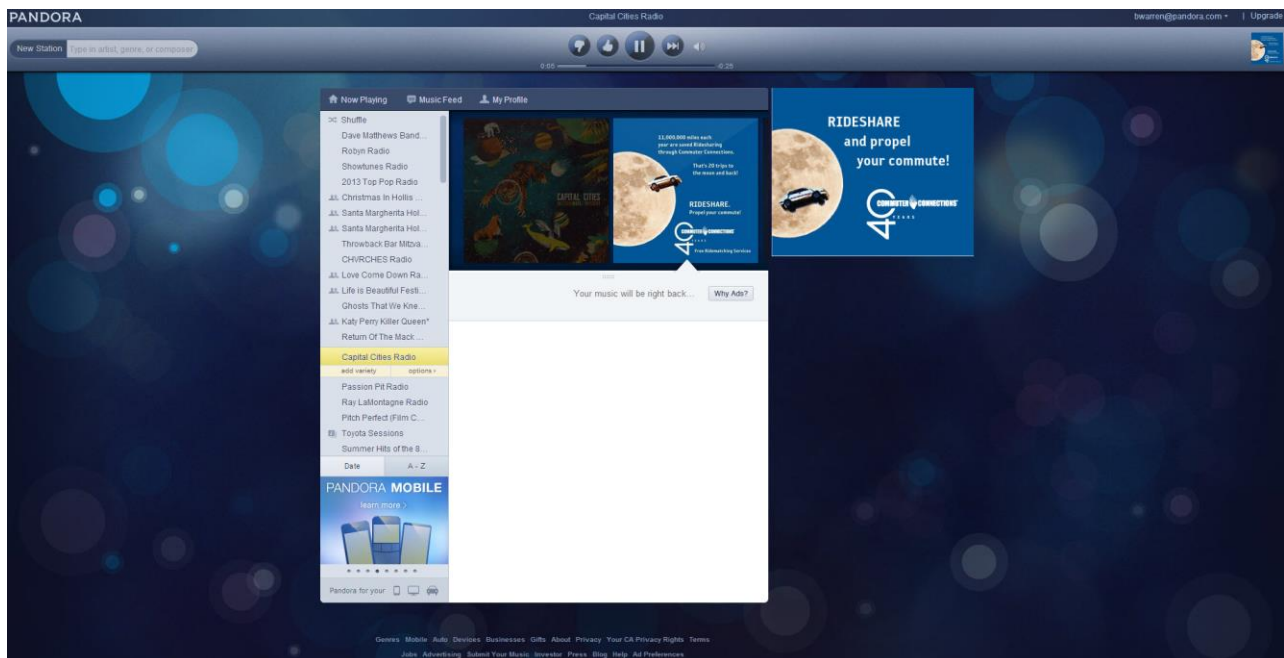
Mobile/web advertising appeared on Pandora as alternatives to the standard Run-of-Site internet used in the past. Pandora audio and display ads promoted the Commuter Connections Ridematching program offering the flexibility to target audio ads by age, gender, and county. Thirty-second (:30) audio web and mobile friendly ads for the Rideshare campaign encouraged users to click on the follow-up banner. Various banner ad sizes ran for seven alternating weeks, from October 6<sup>th</sup> through the end of December, with performance monitored and optimized throughout the campaign.

The following placement types were selected on Pandora:

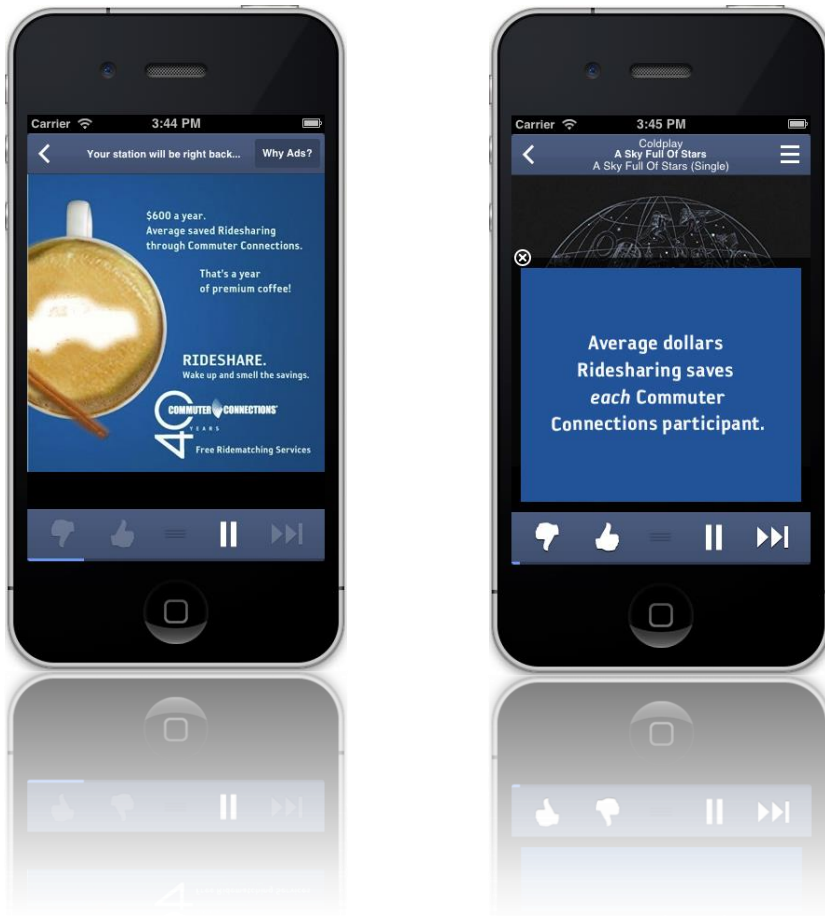
- Web - :30 audio and 500x500 companion tile with a standard 300x250 banner
- Mobile - :30 audio and 500x500 companion tile with a standard 300x250 banner

The ads displayed Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).

### Pandora – Audio Web Banner (500x500 tile ad)



## Pandora – Audio Mobile Tile and Following Banner (500x500)



## Guaranteed Ride Home Campaign

### Messaging Strategy

For GRH, the first half of the FY2015 campaign promoted GRH as a reward following a positive action, as the “icing on the cake” after signing up to rideshare. Your “free” Ridematching just got sweeter now that you’ve signed up for GRH.

Live :15 second radio reads and recorded :30 second spots reinforced the message that in case of an emergency or a need to stay late at work arises, GRH provides a free guaranteed way to get home.

### Media Objectives: Guaranteed Ride Home

The GRH program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an unexpected emergency. Geographic emphasis was placed on inner core commuters.

### Target market

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

- 35-54 years old (88%)
- Caucasian (73%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

### Geographic Targeting

Washington D.C. DMA

<b>GRH Fall Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>
Radio	\$189,133.50	\$222,510
<b>Total Budget</b>	<b>\$189,133.50</b>	<b>\$222,510</b>

## Radio

Radio was used exclusively for the GRH campaign. Station types included a mix of sports, news, and music:

- ESPN (980 AM Sports)
- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)
- WMZQ (98.7 Country)

The GRH radio campaign started in mid-October and ran through the end of December 2014. The ads ran every other week for a total of six on air weeks, alternating weeks with Rideshare ads. The following live reads and spots promoted GRH for the first half of FY2015:

### ***Guaranteed Ride Home: live :15 Toppers 1”***

The icing on the cake? You get a Guaranteed Ride Home in case of emergency – if you rideshare. Visit [commuterconnections.org](http://commuterconnections.org) to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

### ***Guaranteed Ride Home: live :15 Toppers 2”***

Think of it as the cherry on top: A Guaranteed Ride Home is yours if you rideshare and an emergency comes up where you need to get home. Sign up at [commuterconnections.org](http://commuterconnections.org). That’s Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

### ***Guaranteed Ride Home: live :15 Toppers 3”***

Top it off: One more easy sign-up step will get you an emergency ride home through the Guaranteed Ride Home program if you rideshare. Visit [commuterconnections.org](http://commuterconnections.org) today. Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

***Guaranteed Ride Home :30 “Game”***

Guy 1 Great weekend of golf! Birdied two holes... And practicing my speech on my carpool buddies really paid off! The CEO loved it!

Guy 2: Impressive!

Guy 1: Carpool Bob tried to throw me off my game going home sick but SHAZAM! Remembered my Guaranteed Ride Home.

Guy 2. Commuter Connections?

Guy 1: Yup.

Guy 2: Sweet.

Guy 1: Amazing-ly sweet. The cherry on top.... So loving the world right now... even you (both laugh).

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at [commuterconnections.org](http://commuterconnections.org). Some restrictions apply. [Commuterconnections.org](http://Commuterconnections.org)

***Guaranteed Ride Home: :30 “Birthday”***

Woman 1. 'Scuse my giddiness... My husband remembered my birthday... look at this!

Woman 2. Nice!

Woman 1. My carpool did too - cupcakes!

Woman 2. Mmmm...

Woman 1. Then two new clients called to say they were on board!

Woman 2. Wow!

Woman 1. Even when Dom said we had to stay late to finish the contracts, I knew I had a Guaranteed Ride Home.

Woman 2. So, icing on the cake!

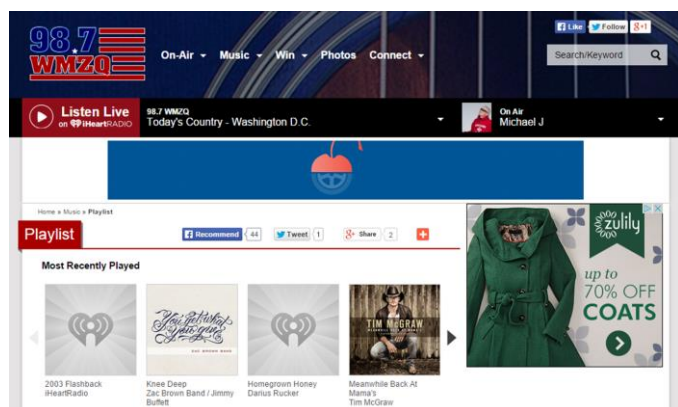
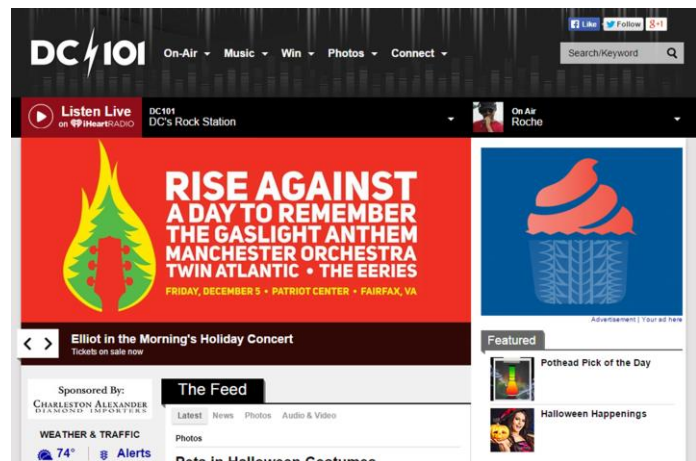
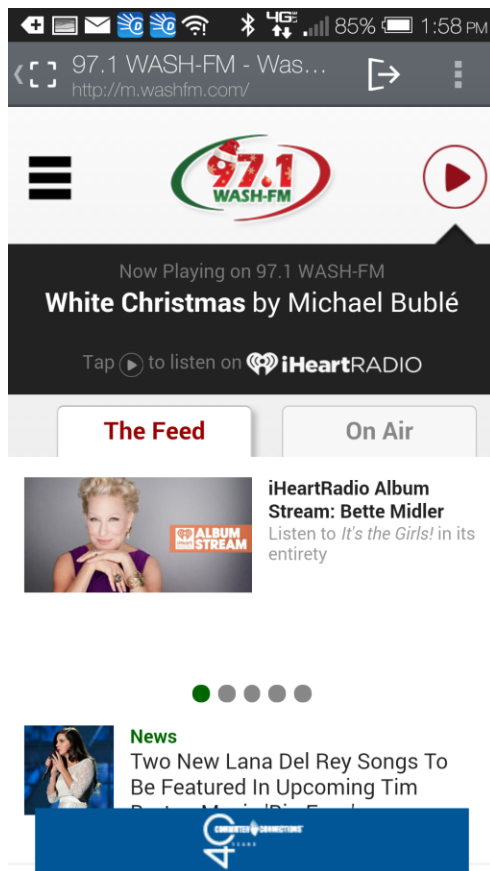
Woman 1. You know it! (laugh (both))

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at [commuterconnections.org](http://commuterconnections.org). Some restrictions apply. [Commuterconnections.org](http://Commuterconnections.org)

## Value Add

### Guaranteed Ride Home

The value add (no charge) provided by the radio stations during the FY2015 first half campaign promoted GRH and totaled \$56,640, an additional 29.95%. :10, :15, and :30 second promotional spots ran on WTEM and WTOP. DC101, Big 100.3, Hot 99.5, and 98.7 WMZQ posted banner ads on their station websites. Commuter Connections received over 1.4 million value add online impressions.





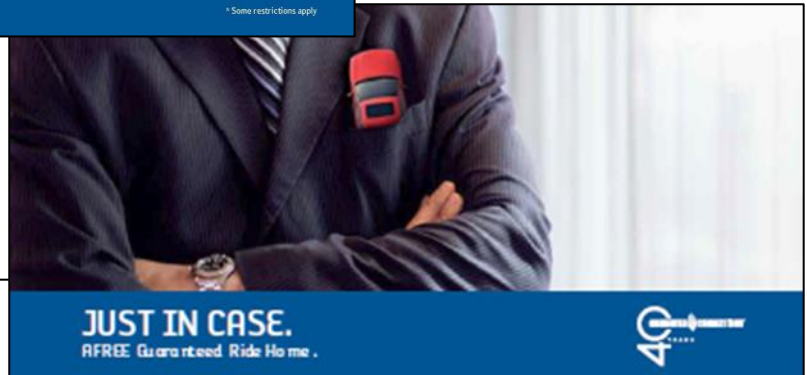
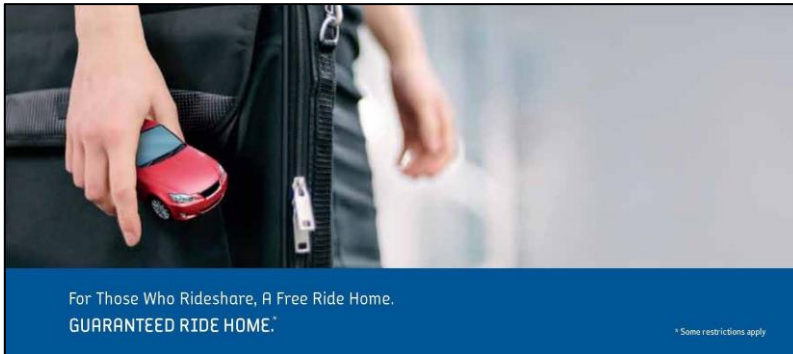
## Direct Mailer

This first new creative element of the FY2015 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, and can also receive a \$100 bonus for using 'Pool Rewards in tandem with the new 95 Express Lanes. Recipients were households within the MWCOG 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](http://commuterconnections.org). Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. can also be requested. Total Cost including printing, list purchase, and postage was \$87,500.

## Rideshare Mailer



## Guaranteed Ride Home Mailer



## Bike to Work Day

### Sponsorship Drive

Commuter Connections began its drive in November 2014 for Bike to Work Day Sponsorship. Letters were sent and phone calls were made to prospective sponsors.



## Employer Recognition Awards

The Employer awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2015. A nomination brochure for the 2015 awards was developed and distributed during the first week of December. The application form was also made available online.

**What is the Metropolitan Washington Council of Governments?**

The Metropolitan Washington Council of Governments (MCOG) is an association of 22 local governments in the District of Columbia, Maryland, and Virginia. MCOG's National Capital Region Transportation Planning Board is a forum for addressing transportation challenges that go beyond jurisdictional boundaries. Please visit [mwcog.org](http://mwcog.org) for more info.

**Where Commuter Connections comes in the picture**

Commuter Connections is a nationwide transportation information, outreach, and service network dedicated to easing the workday commute and reducing the number of single occupancy vehicles. Free information and assistance on services including ridesharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and Guaranteed Ride Home is available for both employers and commuters.

Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. Please visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE for more info.



**Easing the way for what's to follow**

Ridesharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That means smoother, easier, and faster commutes and a reduction in harmful vehicle emissions.

**Opening new doors... and getting in**

Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupancy vehicles on the road.

The Commuter Connections Employer Recognition Awards acknowledge employers who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, and the community at large.



**TREAD A WAY NONE HAVE TROD BEFORE**  
- WILLIAM BUTLER YEATS  
EMPLOYER RECOGNITION AWARDS 2015

Apply now for the 2015 Commuter Connections Employer Recognition Awards





Washington D.C.  
Permit No. 5770  
PAID  
U.S. POSTAGE  
FIRST CLASS  
PERMITTED



Washington D.C. 20002-4290  
1777 Pennsylvania Avenue, N.W.  
1777 Pennsylvania Avenue, N.W.  
Washington, D.C. 20002-4290

About the organizations

## 'Pool Rewards

### Fall Campaign Value Add

'Pool Rewards was promoted throughout the fall campaign using value add opportunities. A combination of messages promoted the benefits and cost-savings of the 'Pool Rewards ridesharing incentive program, and an additional \$100 incentive when using the new 95 Express Lanes which opened in mid-December 2014.



### Media Objectives

A media buy is being planned and implemented for 'Pool Rewards starting in December 2014 through January 2015. The buy will focus on federal workers, Hispanics, and military base personnel.

### Message Strategy

Paid spots will air on alternate weeks, in December 2014 and on consecutive weeks during January 2015. Radio ads will air on WFED (Federal News Radio) and Spanish ads on El Zol in order to diversify outreach. Ads encourage commuters to find a friend or co-worker to start a carpool/vanpool and save. Listeners are asked to visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE to get more information or for help in finding a ride match.

### Geographic Targeting

Washington D.C. DMA

'Pool Rewards Fall Budget	MWCOG Cost	Gross Dollars
Radio	\$15,765.80	\$18,548
Print	\$ 4,296.73	\$ 5,055
<b>Total Budget</b>	<b>\$20,062.53</b>	<b>\$23,603</b>

## Comprint Military Newspaper

Fort Detrick, Andrews Gazette

### could you use an extra \$230?

Find a buddy to share a ride & you could earn \$130 by joining or forming a new carpool. Get an extra \$100 if you travel 95 Express Lanes with E-ZPass Flex! See if you qualify today.

**'POOL REWARDS**  
it pays to rideshare

At [commuterconnections.org](http://commuterconnections.org)



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

## Additional Marketing, Outreach, and Earned Media

### Commuter Connections Newsletter and Federal ETC Insert

Summer and fall editions of the Commuter Connections Newsletter were produced during the first half of FY2015. The six page 4-color newsletters are produced and distributed quarterly to approximately 8,000 employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).

### Summer 2014 Newsletter and Federal ETC Insert

Issue 3, Volume 18 Summer 2014 WHAT'S INSIDE

- 5 2014 Employer Satisfaction Survey Report Released
- 5 Commuter Connections Celebrates 40 Years
- 5 Metro's Silver Line Opens

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

### EMPLOYER RECOGNITION AWARDS HONOR TOP BENEFIT PROGRAMS

Three area companies, a state agency program and a local jurisdiction were honored at the 17th annual Commuter Connections Employer Recognition Awards ceremony held at the National Press Club on June 24, 2014.

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

Commuter Incentives reward and encourage employees for using alternative means of commuting. Marketing Programs are an essential part of a successful commuter program and promote the merits of alternative commuting. Teleworking allows employees to dramatically reduce the time and money spent commuting. *Continued on page 2*

### 2014 EMPLOYER SATISFACTION SURVEY RESULTS RELEASED

Commuter Connections has released a report on the results of the 2014 Employer Satisfaction Survey.

Conducted every five years, the survey queries a random sample of employers that participate in the Employer Outreach program administered by Commuter Connections. Data is collected to document the attitudes, opinions, and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections Employer Services network in the Washington, DC metropolitan region.

Topics covered in the 2014 survey included: company background; worksite commute programs; satisfaction with Commuter Connections representatives; communication with Commuter Connections; value of Commuter Connections employer assistance services; use of employer survey data;

and interest in Commuter Connections training opportunities.

Company Background - 60% of companies employed fewer than 100 employees and 17% had 251 or more. 63% were private companies and 30% were non-profits. Over half said they only had one work site in the region.

Worksite Commuter Services Offered - 46% of respondents said employees had access to general commute info, 37% said transit schedules were available, and 20% cited Guaranteed Ride Home. 45% said they currently offered SmartBenefits, 31% offered Smart Trip Cards, and 30% offered pre-tax accounts. 53% said they offered flexibility in work schedules.

Awareness and Satisfaction with Commuter Connections' Network Representative - Although most respondents had been involved with commuter benefits for more than two years, only 27% could name their representative. *Continued on page 5*

Summer 2014

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### FDA AND USDA FOREST SERVICE WIN EMPLOYER RECOGNITION AWARDS

At the 17th annual Commuter Connections Employer Recognition Awards ceremony held at the National Press Club on June 24, 2014, two of three winners were federal employers. The ceremony recognizes employers that go above and beyond to support commuter programs.

Food and Drug Administration, White Oak, MD - Marketing Award

The U.S. Food and Drug Administration (FDA) is the division of the United States Department of Health and Human Services responsible for protecting and promoting the public's health through the regulation and supervision of food and drug safety.

Of the FDA's 5,800 employees, over 500 use vanpools or carpools, more than 250 use public transit, and more than 2,500 telework an average of five-plus days per month.

As part of its marketing efforts, FDA uses both traditional and modern techniques to promote transportation alternatives. Commuter information tables in the cafeteria allow face-to-face contact with employees. The FDA also communicates regularly through email blasts to employees, announcing new alternative commute options, bus schedules, new vanpools forming, and current vanpools with vacancies. Another tried and true method of getting the word out is the traditional cork bulletin board, which displays the latest transportation activity. FDA also supports the use and formation of vanpools by providing on-campus vanpool driver training.

Along with information on ride-matching, Guaranteed Ride Home, van and carpools, and bicycling given to new employees during their orientation, employees are given information on bus routes and shuttle buses that the FDA operates to and from various Metro stations.

Additionally, all vanpool and transit riders are eligible to receive a transit subsidy of \$130 per month. The FDA accommodates bicyclists and those who walk to work by offering shower facilities and convenient bike racks, and all FDA shuttle buses are bike-rack equipped. FDA employees have the option of a compressed work schedule and scheduled telework as authorized by their managers.

As evidence of success, the FDA program has seen an increase in the number of vanpools, up 24% to 44 by the end of 2013. In large part due to FDA's tireless marketing efforts, employees reduce 10,130,450 vehicle miles traveled per year, and save \$11,639 gallons of gasoline annually.

For more information on FDA's program, contact Jack Carlie at: Email: [john.carlie@fda.hhs.gov](mailto:john.carlie@fda.hhs.gov); Phone: 301.796.6981

USDA Forest Service, Washington, DC - Telework Award


The USDA Forest Service is an agency under the U.S. Department of Agriculture that administers 155 national forests and 20 national grasslands that encompass 193 million acres.

Of its 666 employees in the Washington metro area, 310 (47%) participate in the telework program on an average of six days per month. In addition, 190 employees (29%) are equipped and prepared to telework in special situations such as inclement weather.

In 2011, in an effort to care for the land and environment and reduce their carbon footprint, the USDA Forest Service started its telework program. Previously, employees traveled among offices in four

*Continued on back*

# Fall 2014 Newsletter and Federal ETC Insert



**COMPUTER CONNECTIONS**  
4 YEARS

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

Issue 4, Volume 18 Fall 2014 **WHAT'S INSIDE**

- 2. *Mason's Silver Line Shines*
- 3. *2013 Employer Recognition Awards Call for New Partners*
- 3. *Metroway Offers Rapid Transit*
- 4. *Disposers Huddle with Washington Metropolitan District*
- 5. *MAR Commuter Bus Improvements*
- 6. *How Do You Stack Up?*

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### NEW EMPLOYER CASE STUDIES

Every day, employers like you rely on Commuter Connections for free guidance and support to start, or enhance commute programs at the workplace. They count on the unmatched reputation of Commuter Connections because our free services enrich the quality of life for employees, increasing recruitment and retention, and ultimately improving your company's bottom line.


Over the years, our experience has found that one of the most effective tools we have is to share success stories of other Washington metropolitan region employer commute benefit programs. Because what works for another employer might be beneficial for your company as well.

Working with Commuter Connections is advantageous to you as we talk to a lot of employers to gather and share tips on what works, and what doesn't, to make your employees' commuting lives better.

Reducing traffic congestion and improving employee commutes, is good for everybody!


One of the ways Commuter Connections shares such information is through employer case studies focusing on a wide variety of individual programs. We put together short briefs that highlight what your fellow employers are doing.

A newly issued Commuter Connections case study is on Lockheed Martin Federal Systems, a government contractor with many employment sites throughout the DC region, providing technical, aerospace, and security support to federal agencies. More than 1,500 employees work at Lockheed's campus within the Prince William technology corridor in Manassas, Virginia.



That's a lot of people trying to get in and out of one place at the same time. The Manassas campus has few transit options and limited parking for their ever growing workforce. That amounts to traffic congestion and stressed commuters.

Continued on page 2



commuter bus service or train service -- and, possibly, safer places for pedestrians to cross.

"We recognize that we're part of a community," said Col. Gregory Gadsdon, Fort Belvoir's commanding officer. "We're not this distinct entity by ourselves, in isolation."

As part of their effort to improve traffic around Fort Belvoir, the post's Transportation Demand Management (TDM) coordination office produces a "Commuter Resources Guide" that lists Fort Belvoir's Rideshare Mission and Objective as:

- To reduce the number of single occupancy vehicles entering the post
- To increase the use of telework
- To increase the number of employees ridesharing
- To promote the use of alternate work schedule options

Through their website [www.belvoirarmy.mil/rideshare](http://www.belvoirarmy.mil/rideshare), the TDM coordination office offers information on:

- Ridesharing
- Transit Benefits
- Carpool and Vanpool Agencies
- Local Transit Services
- Telework and Telecommuting
- Current Traffic Information
- Local Schedules and Maps

Continued on back


Fall 2014

# FEDERAL ETC UPDATES

Employee Transportation Coordinator

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## FORT BELVOIR IMPROVES TRAFFIC FOR NEIGHBORS



Since the 2005 Base Realignment and Closure Project (BRAC), the number of workers, and the number of cars, have grown exponentially around Fort Belvoir.

One of the consequences of the BRAC influenced traffic has been a strain on the relationship between the post and its neighbors. With about 80,000 cars driving in and out of the installation's main post each day, military officials are trying to become better neighbors to people in the area. A new road, a Route 1 widening project, and a proposal to open the facility's golf course and fields could go a long way to living in harmony with the general public.

Army officials are working on a number of initiatives that would open Fort Belvoir's gates to the public, or at least make life easier around the main post. Since the 2005 BRAC effort, the number of workers there and at three nearby, affiliated military installations has soared by 60 percent to just over 51,000 -- more than twice as many employees as at the Pentagon.

According to a congressional study, the Pentagon's decision to add tens of thousands of commuters to the region has caused some of the most congested roads in the nation. In response to this congestion, the Department of Defense has dedicated \$180 million toward a Route 1 road-widening project that began this past spring.

The planned road improvements -- which also include expanding the Interstate 395 ramp near another of the realigned military sites -- should dramatically ease traffic in the corridor. The Route 1 expansion will include a center median that could later be used for



## Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY2015\*. The campaign is looking to meet or exceed last year's regional in-kind monetary donation for transit advertising. The marketing campaign will include radio, online advertising, transit, media outreach, and social media. The radio spots will feature AirAlert subscribers speaking about how Clean Air Partners benefits their lives.

*\*Commuter Connections dollars spent were from the previous fiscal year.*



## #95CarPoolContest Promo

Commuter Connections and Trans Urban 95 Express Lanes teamed up during the fall to reward a \$500 gas gift card to Washington region commuters who posted the phrase #95carpoolcontest to the Commuter Connections facebook page along with a photo of themselves and carpool members with the E-ZPass Flex between October 1 – 31st. Entries were collected from Twitter, Facebook, and Instagram, and had to include the hashtag #95carpoolcontest with a photo.



Commuter Connections  
November 7

Commuter Connections along with Transurban and VDOT are pleased to announce the I-95 Express Lanes FB Carpool Contest winners:

- Rebecca Milam
- Jollene ChuckASang
- Pete Canciglia

The Express Lanes will be opening in December. Carpoolers can enjoy a free ride with an E-Z Pass Flex. Get one today!



Like · Comment · Share

6 people like this.

View 1 more comment

Jollene ChuckASang Woo-Hoo! Soooo excited!   
November 7 at 3:03pm · Like ·  1

Pete Canciglia Thanks alot  
November 7 at 3:15pm · Like

Write a comment...

Commuter Connections  
October 8 · Edited


WIN a \$500 GAS GIFT CARD from Commuter Connections and 95 Express Lanes for EACH of three carpool members!

Get your carpool ready for the 95 Express Lanes by October 31, 2014

Step 1: Get an E-ZPass Flex to allow your three member carpool to use the 95 Express Lanes for free!

Step 2: Enter the carpool contest and agree to the terms and conditions at: [https://www.facebook.com/commuterconnections/app\\_474477662635277](https://www.facebook.com/commuterconnections/app_474477662635277)

Step 3: Post the phrase #95carpoolcontest to the Commuter Connections facebook page at <https://www.facebook.com/commuterconnections> along with a photo of you and your carpool members with your E-ZPass Flex.



Like · Comment · Share 1 Share

Commuter Connections  
October 14

Get your carpool ready for the 95 Express Lanes and get your E-ZPass Flex today! Post a photo of your three-person carpool with an E-ZPass Flex to the Commuter Connections Facebook timeline and submit an entry in our "Contest" tab for a chance to win a \$500 gas gift card for each member of your carpool!

Like · Comment · Share

## Appendix A

### Performance Measures

#### Web Visits

Month	FY 2014 Web Visits	FY 2015 Web Visits	+/-	+/- %
July	9,492	10,597	1,105	11.6%
August	9,057	10,561	1,504	16.6%
September	9,359	11,121	1,762	18.8%
October	3,907	14,264	10,357	265.1%
November	6,343	12,769	6,426	101.3%
December	5,822	14,507	8,685	149.2%
	<b>43,980</b>	<b>73,819</b>	<b>29,839</b>	<b>67.85%</b>

#### Phone Calls - July – December 2014

Month	FY 2014 Phone Calls	FY 2015 Phone Calls	+/-	+/- %
July	1,806	1,378	(428)	-23.7%
August	1,494	1,303	(191)	-12.8%
September	1,975	1,383	(592)	-30.0%
October	1,325	1,490	165	12.5%
November	1,358	1,260	(98)	-7.2%
December	1,641	1,577	(64)	-3.9%
	9,599	8,391	(1,208)	-12.6%

## GRH Applications

Month	GRH FY 2014 Applications	GRH FY 2015 Applications	Change	%
July	1,024	906	-118	-11.5%
August	1,141	940	-201	-17.6%
September	942	936	-6	-0.6%
October	864	889	25	2.9%
November	747	652	-95	-12.7%
December	716	867	151	21.1%
	<b>5,434</b>	<b>5,190</b>	<b>(244)</b>	<b>-4.5%</b>

## Rideshare Applications

Month	Rideshare FY 2014 Applications	Rideshare FY 2015 Applications	Change	%
July	1,101	1,051	-50	-4.5%
August	769	798	29	3.8%
September	623	664	41	6.6%
October	774	964	190	24.5%
November	793	845	52	6.6%
December	552	767	215	38.9%
	<b>4,612</b>	<b>5,089</b>	<b>477</b>	<b>10.3%</b>

# Appendix B

## FY2015 Fall Media Schedules

Commuter Connections FY2015 Fall Media Schedule						10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22	12/29
GRH	Radio	Media Outlet	Format	Dial Position	Campaign to Run													
		WTOP	News Talk	103.5FM	10/13-12/28/14													
		WBIG	Oldies/Classic Hits	100.3FM	10/13-12/28/14													
		WWDC	Rock	DC101.1FM	10/13-12/28/14													
		ESPN (WTEM)	Sports	980AM	10/13-12/28/14													
		WIHT-FM	Top 40	99.5	10/13-12/28/14													
Rideshare	Radio	Media Outlet	Format	Dial Position	Campaign to Run													
		WLZL	Spanish	107.9	10/6-12/31/14													
		WAFY/WWEG	AC/Classic Hits	103/106.9FM	10/6-12/31/14													
		WFLS	Country	93.3FM	10/6-12/31/14													
		WFRE	Country	99.9FM	10/6-12/31/14													
		WFMD	News/Talk	930AM	10/6-12/31/14													
	TV	Media Outlet	Format	Dial Position	Campaign to Run													
		WTOP	News Talk	103.5FM	10/6-12/31/14													
		WBQB-FM	AC	101.5	10/6-12/31/14													
		NBC4/WRC	News	Channel 7	10/6-12/31/14													
Online	Media Outlet	Format	Dial Position	Campaign to Run														
	Comcast SportsNet	Sports		10/6-12/31/14														
		Pandora	Web/Mobile	audio & display	10/6-12/31/14													

Legend

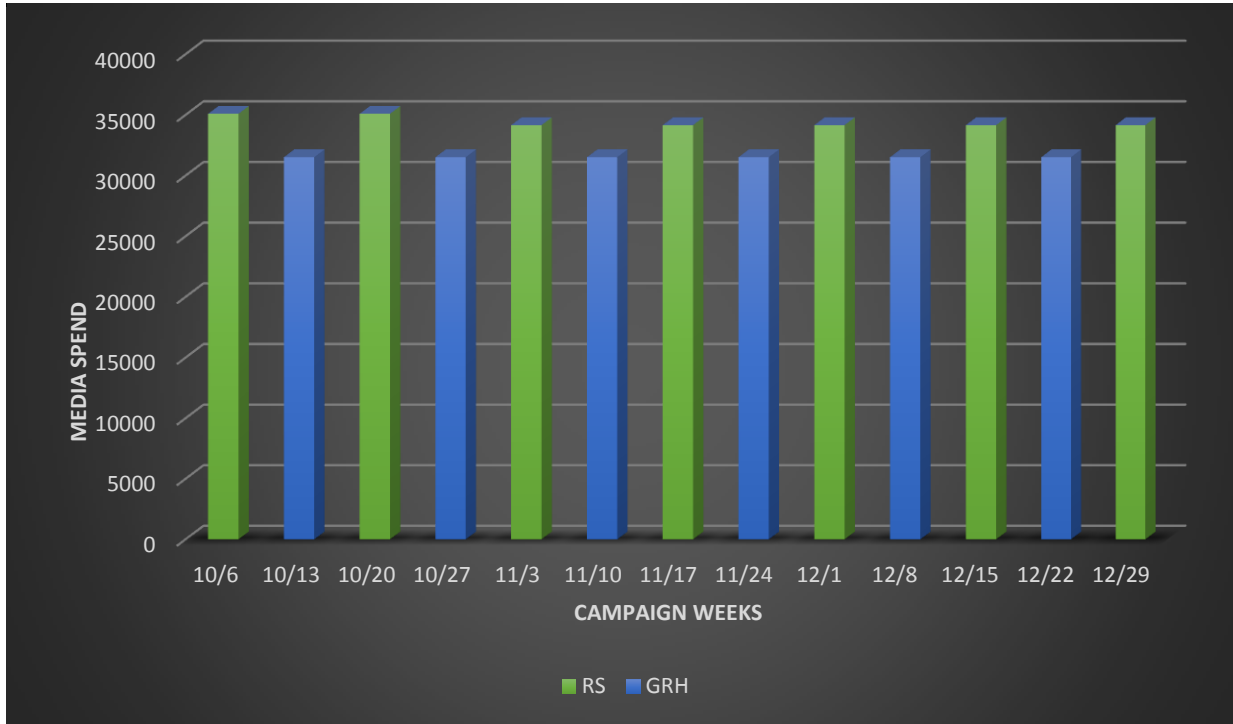
Guaranteed Ride Home Radio Coverage	
Rideshare Radio Coverage	
Rideshare TV Coverage	
Rideshare Online Coverage	

Commuter Connections FY2015 Fall Media Schedule Chart						9/1	9/8	9/15	9/22	12/15	12/22	12/29
Pool Rewards	Radio	Media Outlet	Format	Dial Position	Campaign to Run							
		WFED		1500 AM	12/15/14-1/19/15							
	WLZL	Spanish	107.9	12/15/14 - 1/19/15								
	Print Ads	Ft. Detrick Standard			12/15/14 - 1/19/15							
		Andrews Gazette			12/15/14 - 1/19/15							
	Online	dcilitary.com			12/15/14 - 1/19/15							
Car Free Day	Radio	Media Outlet	Format	Dial Position	Campaign to Run							
		WTOP	News Talk	103.5FM	9/1-9/21/14							
		WLZL (El Zol)	Spanish	107.9	9/1-9/21/14							
	Text Message	Text to 7,000 cell #s			8/20/2014							
		Text to 45 cell #s			9/4/2014							
		Text to 63 cell #s			9/15/2014							

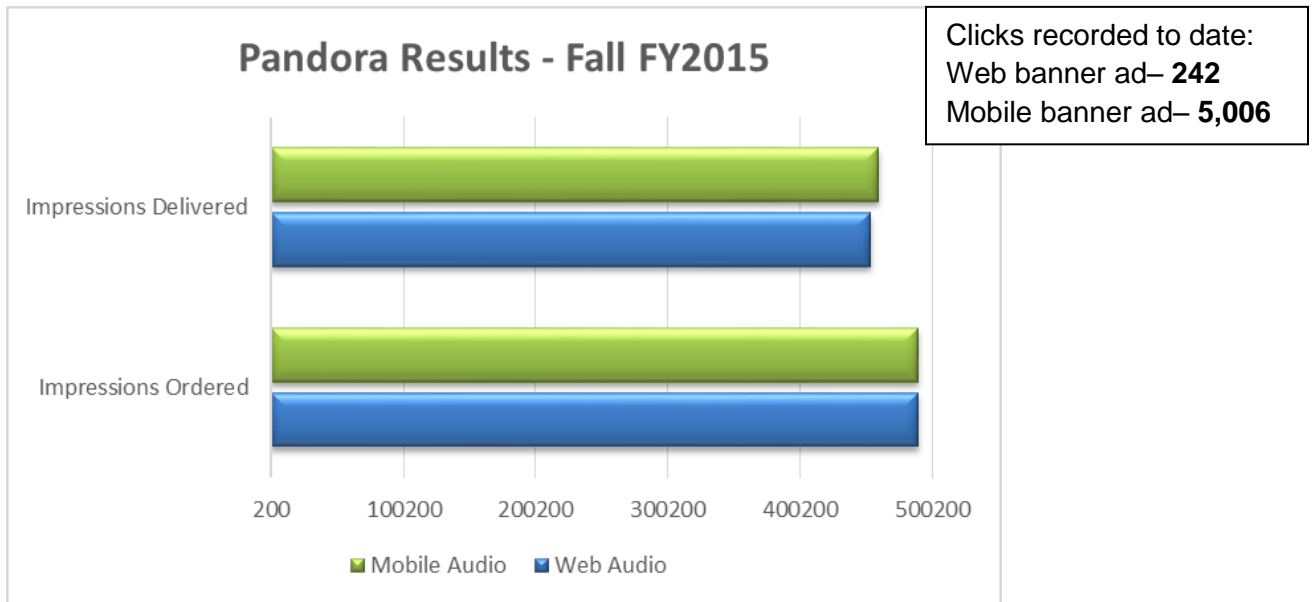
Legend

CFD Radio	
CFD Text Message	
'Pool Rewards Radio Coverage	
'Pool Rewards Print Ads Coverage	
'Pool Rewards Online Coverage	

### FY2015 1<sup>st</sup> Half Paid Media Spend



### FY2015 1<sup>st</sup> Half Pandora Results 10/6 – 11/19/14



## Appendix C

### Car Free Day Media Placements

Car Free Day 2014 media placements

Article Coverage - 22		
Date	Outlet	Topic linked to URL
8/9/2014	Connected Communities	<a href="#">Car Free Day Free Registration is Now Open!</a>
8/12/2014	Connected Communities	<a href="#">Drivers in the Metro DC Area Are Asked to Pledge to Go Car Free or Car-Lite on September 22nd</a>
8/16/2014	City of Alexandria, Virginia	<a href="#">Pledge for Car Free Day</a>
8/18/2014	Car-Free Diet	<a href="#">World Car Free Day 2014</a>
8/19/2014	Baltimore Metropolitan Council	<a href="#">Car Free Day Pledge</a>
8/25/2014	Frederick News Post	<a href="#">Car Free Day registration opens</a>
8/27/2014	Southern Maryland News Net	<a href="#">Millions Worldwide to Go Car-Free or "Car-Lite" on Monday, Sept. 22</a>
9/3/2014	WUSA 9	<a href="#">Parking becomes parks on Annual Park(ing) Day</a>
9/4/2014	The Bay Net	<a href="#">Car Free Day - Free registration is now open!</a>
9/4/2014	Connected Communities	<a href="#">Public Invited to Participate in Car Free Day</a>
9/4/2014	WUSA 9	<a href="#">Car Free Day: Ditch the ride or go car light!</a>
9/5/2014	Bethesda Now	<a href="#">County Urging Locals to Bike, Walk Or Take Public Transit On 'Car Free Day'</a>
9/9/2014	Connected Communities	<a href="#">Capital Area Car Free College Campus Challenge</a>
9/12/2014	Greater Greater Washington	<a href="#">88% of new DC households are car-free</a>
9/18/2014	Montgomery County	<a href="#">Car Free Day</a>
9/19/2014	Georgetown University	<a href="#">Car Free Day</a>
9/19/2014	My MC Media	<a href="#">MoCo Celebrates Car Free Day on Sept. 22</a>
9/19/2014	University of Maryland	<a href="#">Car Free Day</a>
9/19/2014	Washington Post	<a href="#">Commuter Connections program has spent 40 years helping people go car-free</a>

9/20/2014	Capital Bikeshare	<a href="#">Capital Bikeshare offering 24 hour memberships for \$1 on Car Free Day</a>
9/22/2014	Frederick News Post	<a href="#">Car Free day encourages alternative transportation</a>
9/22/2014	Loudon County Traffic	<a href="#">Car Free Day</a>

Newsletters & Calendar Listings - 8		
Date	Outlet	Topic linked to URL
8/1/2014	NoMa BID Newsletter	<a href="#">PARK(ing) Day and Car Free Monday</a>
8/14/2014	Adams Morgan BID Newsletter	Car Free Day - September 22, 2014
8/20/2014	Capitol Hill BID Newsletter	Commuter Connections Seeks Business Participation for Car Free Day in September
8/20/2014	Georgetown BID Newsletter	Car Free Day is September 22
9/2/2014	DDOT	<a href="#">Car Free Day 2014</a>
9/8/2014	Now-Events	<a href="#">World Car Free Day 2014</a>
9/17/2014	goDCgo	<a href="#">Free Coffee for Commuters: Car Free Day with goDCgo</a>
9/22/2014	Frederick News Post	<a href="#">Annual Car Free Day 2014</a>

Television Coverage - 2		
Date	Outlet	Topic linked to URL
9/22/2014	NBC 4 Washington	<a href="#">Commuters Encouraged to Have a Car Free Day</a>
9/22/2014	WUSA 9	<a href="#">Some DC residents go car-free everyday</a>

Radio Coverage - 2		
Date	Outlet	Topic linked to URL
9/22/2014	WAMU	<a href="#">For Some D.C. Residents, Every Day Is Car Free Day</a>
9/22/2014	WMAL	Interview with Commuter Connections (Sound bite above)

Blog Coverage - 6		
Date	Outlet	Topic Linked to URL
8/8/2014	Wash Cycle	<a href="#">Car Free Day – Free Registration is Now Open!</a>



8/21/2014	ATP Blog	<a href="#">Practice Your Emergency Commute on Car-Free Day</a>
9/19/2014	Washington Post - Dr. Gridlock	<a href="#">Will you go car free on Monday?</a>
9/20/2014	PlanItMetro Blog	<a href="#">Metrorail Riders Go Car Free... Every Day!</a>
9/20/2014	Urbanful	<a href="#">Car Free Day is coming up — and we're giving away a lot of free stuff to celebrate</a>
9/22/2014	ATP Blog	<a href="#">Car Free Day is TODAY!</a>

Social Media Highlights - 30		
Date	Outlet	Topic linked to URL
8/22/2014	goDCgo Facebook	<a href="#">Have you planned your car-free commute for Monday, September 22? Check out <a href="http://www.godcgo.com">www.godcgo.com</a> to find your route for Car Free Day. Comment below and let us know how you'll get around, sans car.</a>
9/8/2014	Tri-County Council for Southern Maryland Facebook	<a href="#">Put the car away on Car Free Day, September 22 and go car free or car-lite. Visit <a href="http://www.carfreemetrodc.org">www.carfreemetrodc.org</a> and pledge today!</a>
9/17/2014	Beyond DC Twitter	<a href="#">Car Free Day is Sept 22. Take the pledge and see how it goes. <a href="http://carfreemetrodc.org">http://carfreemetrodc.org</a> <a href="https://pic.twitter.com/W17Ybv1IU">pic.twitter.com/W17Ybv1IU</a></a>
9/18/2014	Capital Bikeshare Facebook	<a href="#">We're getting ready for Car Free Day on September 22nd in a big way! On Monday, visit any station and get a 24 hour membership for just \$1! Get all the details here: <a href="http://gdcg.co/1r4UU2H">gdcg.co/1r4UU2H</a></a>
9/18/2014	ART Alert Twitter	<a href="#">Going #carfree this weekend? Tell us your story on our FB page &amp; be entered to win a bike bag. <a href="http://ow.ly/oZVQH">http://ow.ly/oZVQH</a> #CarFreeMetroDC</a>
9/18/2014	Clean Air Partners Twitter	<a href="#">@CarFreeMetroDC Here's the link to the Air Quality Index. <a href="http://bit.ly/gADJli">http://bit.ly/gADJli</a> #CarFreeMetroDC</a>
9/19/2014	Bike and Roll Twitter	<a href="#">Celebrating @CarFreeMetroDC this Monday? Get discount for full day #BikeandRoll rentals here: <a href="http://bit.ly/ZuQDfK">http://bit.ly/ZuQDfK</a></a>
9/19/2014	Capital Bikeshare Twitter	<a href="#">ICYMI - We're offering \$1 24 hour memberships at every station on @CarFreeMetroDC Day 2014. <a href="http://gdcg.co/1r4UU2H">http://gdcg.co/1r4UU2H</a></a>
9/19/2014	Car-Free Diet Facebook	<a href="#">We're getting ready for Car Free Day on September 22nd in a big way! On Monday, visit any station and get a 24 hour membership for just \$1! Get all the details here: <a href="http://gdcg.co/1r4UU2H">gdcg.co/1r4UU2H</a></a>

9/19/2014	George Mason Parking Twitter	<a href="#">@CarFreeMetroDC: We're taking free pledges thru Mon Sept 22. To see the awesome prize raffle assortment visit <a href="http://www.carfreemetrodc.org">http://www.carfreemetrodc.org</a></a>
9/19/2014	Golden Triangle BID Twitter	<a href="#">Put it away. Uncar for a day. 9/22 @CarFreeMetroDC <a href="http://ow.ly/A2STg">http://ow.ly/A2STg</a></a>
9/19/2014	NeoNiche Strategies Twitter	<a href="#">Did you know you could win great prizes when you pledge to go #carfree on Monday 9/22? <a href="http://goo.gl/O75dKv">http://goo.gl/O75dKv</a> @CarFreeMetroDC #carfreeday</a>
9/19/2014	Bike Arlington Twitter	<a href="#">It's about time you had a serious talk about your relationship, with your car <a href="http://bit.ly/1gDqeOi">http://bit.ly/1gDqeOi</a> #CarFreeMetroDC #CarFreeDay</a>
9/21/2014	Fairfax Advocates for Better Bicycling Twitter	<a href="#">Celebrate #CarFreeDay tomorrow by #biking or taking #transit! <a href="http://fabb-bikes.blogspot.com/2014/09/celebrate-car-free-day-on-september-22.html">http://fabb-bikes.blogspot.com/2014/09/celebrate-car-free-day-on-september-22.html</a> ... #takethepledge</a>
9/21/2014	Sustainability at GW Twitter	<a href="#">Don't forget Car-Free Day tomorrow! Walk, Bike, Metro! Be #Sustainable! @CarFreeMetroDC <a href="http://ow.ly/AnaPD">http://ow.ly/AnaPD</a> <a href="http://ow.ly/i/6OxWf">http://ow.ly/i/6OxWf</a></a>
9/21/2014	WTOP Freebies Twitter	<a href="#">Where to get FREE bus rides and FREE coffee on Car Free Day Monday: <a href="http://wtop.com/?nid=893&amp;sid=3152520">http://wtop.com/?nid=893&amp;sid=3152520</a> ... @WTOP @WTOPLiving @CarFreeMetroDC</a>
9/22/2014	DC Circulator Facebook	<a href="#">Come celebrate #carfreeday with us at Union Station. Tell us how you're commuting without a car and get #freecoffee and other goodies. Ask about a free ride pass!</a>
9/22/2014	Dr. Gridlock Twitter	<a href="#">Not too late to participate in Car-Free Day. (You can even go "car-lite.") <a href="http://wapo.st/1qmm0P4">http://wapo.st/1qmm0P4</a></a>
9/22/2014	Georgetown University Office of Sustainability Facebook	<a href="#">Happy #carfreeday ! Don't forget to take the @carfreemetrodc pledge with your @georgetown.edu email address through 5pm today at <a href="http://www.carfreemetrodc.org">www.carfreemetrodc.org</a> for a chance to win a Kindle Fire and show your sustainable #hoya spirit! With GUWellness: Mind, Body,</a>
9/22/2014	goDCgo Twitter	<a href="#">It's #CarFreeDay! Visit us @UnionStation DC west carriage port for free coffee and stickers! <a href="http://pic.twitter.com/T0aLVq41dy">pic.twitter.com/T0aLVq41dy</a></a>
9/22/2014	RideScout Twitter	<a href="#">What can \$1 get you these days? Well today it can get you a 24-hour @bikeshare membership: <a href="http://bit.ly/1ukqKbO">http://bit.ly/1ukqKbO</a> @CarFreeMetroDC</a>
9/22/2014	Tysons Partnership Twitter	<a href="#">Our friends @TheTysonsCorner and we want to know how #CarFreeMetroDC is going. Tweet us your pics, or discuss here: <a href="http://ow.ly/BLSAG">http://ow.ly/BLSAG</a></a>

9/22/2014	WUSA 9 Twitter	<a href="http://www.wusa9.com/story/news/2014/09/22/car-free-day-dc-metro-area/16036823/">It's Car Free Day! Anyone ditching their ride or going "car light" today?</a> <a href="http://www.wusa9.com/story/news/2014/09/22/car-free-day-dc-metro-area/16036823/">http://www.wusa9.com/story/news/2014/09/22/car-free-day-dc-metro-area/16036823/ ...</a>
9/22/2014	Uber Twitter	<a href="#">Are you participating in #CarFreeMetroDC today? Commute home by carpooling with your coworkers and using the fare split feature in the app!</a>
9/22/2014	AAA Mid-Atlantic Twitter	<a href="#">@MartinDiCaro Yup! we are encouraging drivers to un-car and celebrate more sustainable forms of travel for Car Free Day. #CarFreeMetroDC</a>
9/22/2014	AU Public Safety Twitter	<a href="#">Celebrate the autumnal equinox by going #carfreemetrodc. It's a beautiful day to try a new transit mode!</a>
9/22/2014	National Capital Planning Commission Twitter	<a href="#">Approximately 90% of NCPC staff walk, bike, or take public transportation to work. #CarFreeMetroDC</a>
9/22/2014	Sustainable GW Instagram	Happy #carfreeday at @georgetownuniversity ! Come take the #metrodc #carfree pledge and enter to win prizes... And pick up healthy breakfast courtesy of @guwellness ! At the main gates til 10 am. #carfreemetrodc
9/23/2014	Wash Cycle Twitter	<a href="http://on.wusa9.com/1sjp4Tt">Some DC residents go car-free everyday</a> <a href="http://on.wusa9.com/1sjp4Tt">http://on.wusa9.com/1sjp4Tt via @wusa9</a>
9/24/2014	Greater Greater Washington Twitter	<a href="http://ggwash.org/24300">On #CarFreeDay, residents yearn for the @PurpleLineMD @purplelinenow:</a> <a href="http://ggwash.org/24300">http://ggwash.org/24300</a>