

ITEM# 5B

Metropolitan Washington Council of Governments
Commuter Connections
FY 2011 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
December 21, 2010

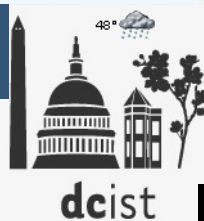
First Half FY11 Marketing Activities

- Commuter Connections Summer Newsletter
- Terrible Traffic Tuesday
- Marketing Communications Brief and Schedule
- Car Free Day
- Fall Umbrella Marketing Campaign Implementation
- 'Pool Rewards re-launch

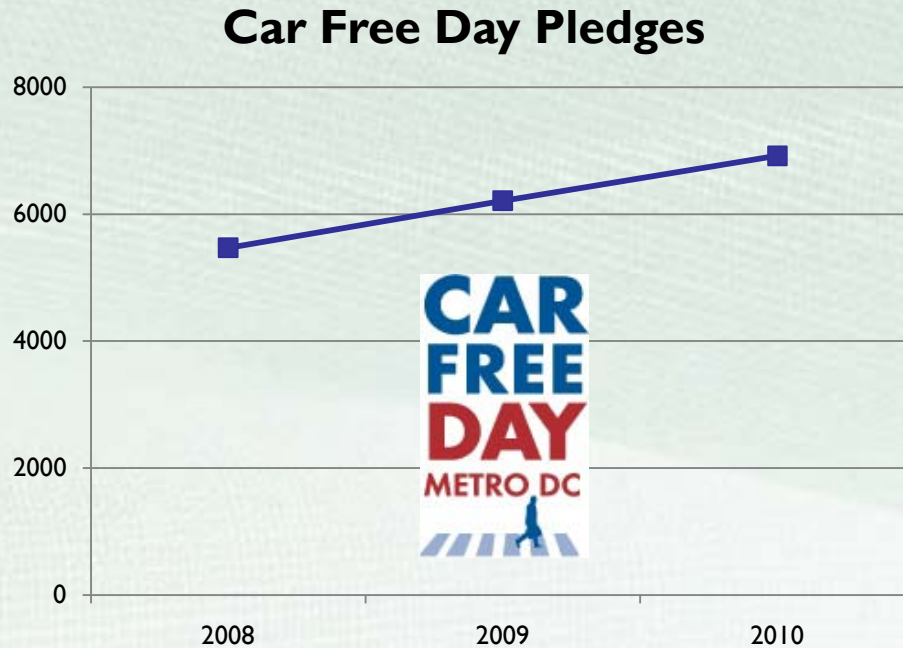
First Half FY11 Marketing Program

- Qualitative Research
- Commuter Connections Fall Newsletter
- Planning and design for FY11 Spring Umbrella Campaign
- Employer Recognition Awards Nomination Brochure
- TDM Resource Guide and Strategic Marketing Plan
- Bike to Work Day sponsorship drive

Car Free Day Coverage



Car Free Day Performance



6,918 total pledges, up 11.4% from 2009

'Pool Rewards Campaign

- Re-launched through March 2011
- Available to first 1,000 qualified applicants
- Outreach to Employers
- Outreach to Commuters
- Media Outreach

'POOL REWARDS
cash for carools

'Pool Rewards Employer Mailer



Cash for Carpools

'POOL REWARDS


Here's how:
Encourage employees who currently drive alone to work to sign up for 'Pool Rewards and you could WIN CASH or other great prizes! The more employees from your company who sign up and are approved to participate in 'Pool Rewards, the more entries you'll receive for the giveaways.

Employees win cash too!
All eligible employees who form or join a new carpool can earn up to \$130 through 'Pool Rewards, the commute that pays! They must carpool at least 2 days per week and do so during a three month period. Other restrictions apply.

Visit commuterconnections.org/PoolRewardsContest today to enter and find out how much cash and what prizes you can win!



800.745.RIDE commuterconnections.org



Metropolitan Washington Council of Governments
Commuter Connections
777 North Capital Street NE Suite 300
Washington, DC 20002-4290

PRESORTED FIRST CLASS U.S. POSTAGE PAID Permit No. 9770 Washington D.C.
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Cash for Carpools

'POOL REWARDS



WIN CASH or other great prizes by helping us promote 'Pool Rewards within your company!

see details on back

'Pool Rewards in Newsletter



National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments

777 N. Capitol St., NE, Ste. 300
Washington, D.C. 20002-4290

800.745.RIDE
commuterconnections.org

For subscription information or to change your mailing address, contact
Commuter Connections at 800.745.RIDE, or 202.962.3213 (TDD).
We invite your comments and suggestions. Please send to:



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♻️ Printed on recycled paper

Commuter Connections © NOVEMBER 2010

Cash for Carpools

'POOL REWARDS



Help us promote 'Pool Rewards within your company for a chance to win a \$200
Visa gift card or other great prizes!

Here's how:

Encourage employees who currently drive to work alone to sign up for 'Pool Rewards. If
they form or join a new carpool they can earn up to \$130 through 'Pool Rewards, the
commute that pays! They must carpool at least 2 days per week and do so during a three
month period. Some restrictions apply. The more employees you sign up for 'Pool Rewards,
the more raffle entries you'll receive for the \$200 Visa gift card and other prizes.

Visit commuterconnections.org/PoolRewardsContest to enter and for more details!

'Pool Rewards Commuter Outreach

- Facebook ad
- :30 second ad on WTOG
- Included on new direct mailers

Get back up to \$130!



Carpool just two days a week & earn up to \$130 with 'Pool Rewards - the commute that pays!
Sponsored by Commuter Connections.

'Pool Rewards Media Outreach

Interviews with

- Gazette Newspapers
- WMAL
- Local News Service serving NBC, FOX, and WUSA
- VIVA interview

'Pool Rewards Media Placements to date

The Washington Post



Carlyle Community *The Carlyle Neighborhood in Alexandria, Virginia*

Targeted News Service



FY11 Fall Umbrella Campaign

Continue Spring FY10 creative

Campaign live October – December 2010

Media

- Radio (anchor media)
- Internet banner ads
- Print (Hispanic)
- Value add promotions

FYI I Fall Rideshare Radio Campaign



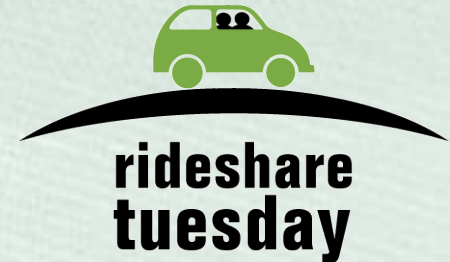
MIX 107.3 FM



FYI I Fall Rideshare Radio Campaign

Value add promotions

- Additional mentions to promote Rideshare Tuesday
- Interview on VIVA included Rideshare
- Rideshare Reward contest on WRQX



FY11 Rideshare Radio Campaign

WRQX Rideshare Reward

- Raise awareness of alternative commute options
- Share rideshare stories
- Drive-time Tuesdays, one listener selected to receive Rideshare Reward



The screenshot shows the website for MIX 107.3, "Today's Best Hits!". At the top, there are banners for "NINA'S DANDY" and "GET THE MIX 107.3 FM PLAYLIST!". Below the navigation bar, the "MIX 107.3 CONTESTS" section features a contest titled "Commuter Connections 'Rideshare Tuesday'". The contest text reads: "Tell us about your carpool experience for your chance to win \$500 for the time from Chipotle Mexican Grill for your entire carpool!" and "Commuter Connections provides complimentary information on a host of commuter programs to assist in determining which commuting option works best for you." The contest also includes a "Rideshare Tuesday" logo and a "Chipotle Mexican Grill" logo. At the bottom right, there is a "MIX 107.3 on your phone" banner.

FY11 Rideshare Online Campaign

Banner ads on traffic websites

- WTOP.com
- TBD.com
- sigalert.com

FYI | Fall Rideshare Online Campaign

The screenshot shows the WTOP website interface. At the top, there's a banner for 'TAKE A REAL SHORTCUT TO SAVINGS!' with a car icon. Below that is the WTOP logo and frequency information: '103.5 FM', '103.9FM', '107.7FM'. Navigation links include 'Federal News Radio', 'Custom Commute', 'Listen Live', and 'Audio Center'. A search bar is present with the text 'Keyword' and a 'Search' button. The main navigation bar includes 'Home', 'Listen', 'News', 'Traffic', 'Weather', 'Sports', 'Living', 'Inside WTOP', 'Classifieds', and the date 'Wednesday, Dec 8, 2010'. A 'Guest | Login' link is also visible.

The main content area is titled 'Sprawl & Crawl' and features a photo of Adam Tuss, a reporter and WTOP columnist. The article headline is 'Klein leaving post as D.C. transportation head', with a sub-headline 'Gabe Klein leaves his post as director of the D.C. Department of Transportation Jan. 1.' and an update time of 'updated: 2 hours, 32 minutes ago'. Other articles listed include 'Gas prices near \$3 a gallon', 'First segment of ICC won't open until 2011', 'Tree lighting to affect traffic near White House', and 'Lanes reopened on Route 50 after water main break'.

The sidebar on the left contains a 'WTOP Blog - Backfire' section with a list of links: 'A Presidential Perk', 'Worse Drivers: Md. or Va.?', 'Caught by Speedcam', 'Are You an Aggressive Driver?', and 'The Need for Speed Cameras'. Below that is a 'Related Links' section with links to 'WTOP Traffic Center', 'Commuter Links', and 'Metro'.

On the right side, there's a 'COMMUTER CONNECTIONS' advertisement with the tagline 'A SMARTER WAY TO WORK' and the phone number '1-800-745-RIDE'. Below the ad is a 'SAIC' advertisement with the text 'VANGUARD II INCUMBENTS: Join the smart people of SAIC.' and a link 'For more details.'.

At the bottom of the page, there's a 'Have a good Sprawl & Crawl-related story or comment? Send it to us:' section with a 'Your Name:' input field. A taskbar at the very bottom shows various application icons like HP, Firefox, and Word.

FYI I Fall Rideshare Hispanic Print



Usted ha estado sentado sobre dinero —
Uso compartido de vehículo
por varias personas

Servicio gratis al instante que contiene lista
de personas que viven y trabajan cerca de
nosotros y quieren compartir vehículo

¡Regístrese hoy!

800.745.RIDE
commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FY11 Fall GRH Radio Campaign



FY11 Fall GRH Radio Campaign

Value add promotions

- Additional mentions to promote GRH
- GRH available in Baltimore
 - WPGC mentions promoted GRH available in Baltimore
 - Contest page on WRQX promoted GRH availability
- Interview on VIVA included GRH information

FY11 Rideshare GRH Campaign

Banner ads on traffic websites

- WTOP.com
- TBD.com
- sigalert.com

FYI | Fall GRH Online Campaign

GUARANTEED RIDE HOME™ Get covered today >

We'll get you home. **Guaranteed.**

COMMUTER CONNECTIONS™
A SMARTER WAY TO WORK
*some restrictions apply

Sign in/Register My locations My saved items Mobile

TBD

58° 20005.DISTRICT OF COLUMBIA
High: 62° / Low 44°
Partly Cloudy

News Commute Weather Sports Entertainment TBD8 ABC7 Blogs

Traffic Tools Metro Tools On Foot Blog

Commute

News, tools and tips for dealing with D.C. traffic and Metro

Metro escalators survey: Checking every station (Live blog, map)

TBD, November 16, 2010

TBD is asking for your help to note the condition of escalators in every station on our map and liveblog.

Advertisement

GUARANTEED RIDE HOME™
Get covered today >

We'll get you home. **Guaranteed.**

COMMUTER CONNECTIONS™
A SMARTER WAY TO WORK
*some restrictions apply

Silver Spring Library design: Scissor escalator, it is

TBD, November 15, 2010

Sixth-floor may be on the chopping block.

The Morning Walk: Ascending Metro escalator decides to descend instead

TBD, November 16, 2010

An Ellicott City man is hit by a CSX train and killed.

MORE TRANSPORTATION NEWS

Metro not alone in escalator despair

NBC4 - Local Beat, November 15, 2010

D.C.-N.Y. bus adds stops in Northern Virginia

WTOP, November 16, 2010

20 new Bikeshare stations coming this spring: send in your location recommendations

The Brightwoodian, November 16, 2010

Cyclists and pedestrians versus bus riders?

Greater Greater Washington, November 16, 2010

Additional Resources

Other sites to help you get around

Cost of driving vs. riding the Metro

WMATA

D.C. Taxi Rate Calculator

The Washington Post

Amtrak Northeast region routes

Amtrak

Virginia Railway Express (VRE) map

Virginia Railway Express

MARC train service and schedules

FYI | Fall GRH Online Campaign

SIGALERT.com

GUARANTEED RIDE HOME™ Get covered today >

We'll get you home. Guaranteed.

COMMUTER CONNECTIONS

Map Details Routes My SigAlert Change Cities Support Data from: 2:27 PM

GUARANTEED RIDE HOME™
Get covered today >

We'll get you home. Guaranteed.

COMMUTER CONNECTIONS

Traffic Alerts
2 Week FREE

Washington, DC area map showing traffic alerts (red and yellow lines) and major roads (Interstates 495, 270, 267, 266, 265, 264, 263, 262, 261, 260, 259, 258, 257, 256, 255, 254, 253, 252, 251, 250, 249, 248, 247, 246, 245, 244, 243, 242, 241, 240, 239, 238, 237, 236, 235, 234, 233, 232, 231, 230, 229, 228, 227, 226, 225, 224, 223, 222, 221, 220, 219, 218, 217, 216, 215, 214, 213, 212, 211, 210, 209, 208, 207, 206, 205, 204, 203, 202, 201, 200, 199, 198, 197, 196, 195, 194, 193, 192, 191, 190, 189, 188, 187, 186, 185, 184, 183, 182, 181, 180, 179, 178, 177, 176, 175, 174, 173, 172, 171, 170, 169, 168, 167, 166, 165, 164, 163, 162, 161, 160, 159, 158, 157, 156, 155, 154, 153, 152, 151, 150, 149, 148, 147, 146, 145, 144, 143, 142, 141, 140, 139, 138, 137, 136, 135, 134, 133, 132, 131, 130, 129, 128, 127, 126, 125, 124, 123, 122, 121, 120, 119, 118, 117, 116, 115, 114, 113, 112, 111, 110, 109, 108, 107, 106, 105, 104, 103, 102, 101, 100, 99, 98, 97, 96, 95, 94, 93, 92, 91, 90, 89, 88, 87, 86, 85, 84, 83, 82, 81, 80, 79, 78, 77, 76, 75, 74, 73, 72, 71, 70, 69, 68, 67, 66, 65, 64, 63, 62, 61, 60, 59, 58, 57, 56, 55, 54, 53, 52, 51, 50, 49, 48, 47, 46, 45, 44, 43, 42, 41, 40, 39, 38, 37, 36, 35, 34, 33, 32, 31, 30, 29, 28, 27, 26, 25, 24, 23, 22, 21, 20, 19, 18, 17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0.

Washington, DC area map showing traffic alerts (red and yellow lines) and major roads (Interstates 495, 270, 267, 266, 265, 264, 263, 262, 261, 260, 259, 258, 257, 256, 255, 254, 253, 252, 251, 250, 249, 248, 247, 246, 245, 244, 243, 242, 241, 240, 239, 238, 237, 236, 235, 234, 233, 232, 231, 230, 229, 228, 227, 226, 225, 224, 223, 222, 221, 220, 219, 218, 217, 216, 215, 214, 213, 212, 211, 210, 209, 208, 207, 206, 205, 204, 203, 202, 201, 200, 199, 198, 197, 196, 195, 194, 193, 192, 191, 190, 189, 188, 187, 186, 185, 184, 183, 182, 181, 180, 179, 178, 177, 176, 175, 174, 173, 172, 171, 170, 169, 168, 167, 166, 165, 164, 163, 162, 161, 160, 159, 158, 157, 156, 155, 154, 153, 152, 151, 150, 149, 148, 147, 146, 145, 144, 143, 142, 141, 140, 139, 138, 137, 136, 135, 134, 133, 132, 131, 130, 129, 128, 127, 126, 125, 124, 123, 122, 121, 120, 119, 118, 117, 116, 115, 114, 113, 112, 111, 110, 109, 108, 107, 106, 105, 104, 103, 102, 101, 100, 99, 98, 97, 96, 95, 94, 93, 92, 91, 90, 89, 88, 87, 86, 85, 84, 83, 82, 81, 80, 79, 78, 77, 76, 75, 74, 73, 72, 71, 70, 69, 68, 67, 66, 65, 64, 63, 62, 61, 60, 59, 58, 57, 56, 55, 54, 53, 52, 51, 50, 49, 48, 47, 46, 45, 44, 43, 42, 41, 40, 39, 38, 37, 36, 35, 34, 33, 32, 31, 30, 29, 28, 27, 26, 25, 24, 23, 22, 21, 20, 19, 18, 17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0.

SIGALERT.com

Hispanic Print



Le
tenemos
cubierto.
(¡Y es gratis!)

VIAJE DE VUELTA A CASA GARANTIZADO*

Regístrese hoy, y asegure su viaje de vuelta a casa en caso de una emergencia inesperada.

800.745.RIDE
commuterconnections.org
* Se dan algunas restricciones

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FYI | Summer and Fall Newsletters



FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL ETC TRAINING PROVIDES CROSS-AGENCY COMMUNICATION

Commuter Connections partnered with the General Services Administration (GSA) and the National Capital Planning Commission to sponsor the spring 2010 4th of Federal ETC training. The session was held on April 6, 2010 at the Metropolitan Washington Council of Governments. Federal ETCs or Employee Transportation Coordinators are a vital link between federal employees and their transportation options. They serve an integral role, providing colleagues with knowledgeable information and guidance about the multitude of resources available.

When Federal ETCs come together, idea sharing and dialogue is encouraged and experienced ETCs offer strong insights and advice. This type of forum proves especially helpful for new coordinators and also for agencies who seek to expand programs. About half the attendees had been ETCs for less than two years, which provided newer ETCs with a better understanding of the expectations and mandates they face in their role.

The half-day session, attended by over two dozen Federal ETCs was moderated by Samira Bush of the GSA National Capital Region and began with Ed Fendley of the National Security Council, Executive Office of the President. Mr. Fendley provided an overview of Executive Order 13514, the

President's initiative on environmental and energy performance issues, which set stringent standards for the reduction of carbon emissions for all governmental agencies.

Lorraine Taylor from the Washington Metropolitan Area Transit Authority addressed changes in Metro's SmartTrip that will take effect January 3, 2011, including how commuters can still use their benefits on providers that do not currently accept the SmartTrip card.

Joe Cox of the National Institutes for Health (NIH) shared options to manage rideshare programs within an agency. NIH has hundreds of commuters participating in any given program and has been very successful with outreach to employees. The NIH main campus has several thousand employees commuting to it on a daily basis from across the entire National Capital Region.

Brenda Craig shared her Federal ETC experience working at the U.S. Department of Housing & Urban Development, specifically her commuter benefit distribution plan and how the agency manages their SmartBenefits distribution in house.

Nicholas Ramos, of Commuter Connections reviewed the many free support programs his organization provides, such as Guaranteed Ride Home, network assistance and Federal ETC online resources.

"This was a valuable opportunity for ETCs to talk about the practical details of programs and issues that really affect their work," explains Commuter Connections Director Nicholas Ramos. "We look forward to hosting the next federal ETC event in fiscal year 2011."

For more information, visit www.federaletc.org or contact Cheryl D Williams of the General Services Administration's National Capital Region Ridesharing Staff at 202.700.7492, cheryl.d.williams@gsa.gov.

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL ETC ADVISORY COMMITTEE AIDS COMMUNICATION BETWEEN AGENCIES

Information sharing among employee transportation coordinators (ETCs) at federal agencies can help individual ETCs identify new ideas, approaches and insights for making their own commuter mobility programs as effective as possible. Toward that end, this issue of Federal ETC Updates interviews Cheryl Williams, Federal Rideshare Coordinator and Program Specialist at the U.S. General Services Administration, about a new federal ETC Advisory Committee.

Q: Why was the ETC Advisory Committee organized?

A: The Advisory Committee was formed because of a need for more open communication between ETCs including myself, program leads and agency leaders. Those who work in this capacity usually have dual responsibilities, and keeping up with the latest trends and policies can be challenging. Maintaining up-to-date information can be difficult. Some ETCs were not aware that there's a central location they can contact for information and guidance. In addition, the committee will be an entity that will promote formal and informal communications with adjoining regions to tackle the gridlock in the metro area. It will also allow ETCs to partner with one another and encourage assistance in program development and marketing strategies. It will allow ETCs to communicate challenges and use other agency programs as a framework to create their own programs if needed.

Q: What are the purposes and goals of the Committee?

A: The main purpose of the committee is to foster communication between ETCs at all federal agencies. Each agency has its own unique framework, and being able to communicate program ideas and issues will allow ETCs to learn based on what has been done before them. Since the Advisory Committee is in its beginning stages, our initial goals are to open lines of communication between ETCs, introduce our programs and how we went to accomplish objectives, and create a pool of information for everyone to draw from. We also want to research how we can improve what we do, and how to

incorporate ever-changing information into our programs. We want to create a hub where information can be exchanged. Another goal is to serve as a voice for the federal sector on transportation issues facing the National Capital Region. We also want to create a certification course so each ETC can be an officially recognized and endorsed within their agency. GSA has taken the leadership role in promoting the Ridesharing Program by promoting an encouraging increase in participation through stronger initiatives which are consistent with the sustainability goals for federal agencies, as set forth in Executive Order 13514.

Q: Have any upcoming meeting dates been scheduled?

A: Yes, we meet quarterly at the Metropolitan Washington Council of Governments in Washington, D.C. Future meetings will take place in January and April 2011.

Q: How, and how often, does the Committee plan to communicate with ETCs?

A: We're an open forum. Whenever an ETC has an issue, comment or question, it will be handled right then and there to the best of our ability. There is no set schedule for communicating with ETCs. Rather it's ongoing.

Q: Do you know how many federal ETCs there are?

A: Currently, we don't have a complete tally so far. I have more than 50 active ETCs and transit program managers on my roster. We're constantly reaching out to federal agencies where we have no ETC contact information. Hopefully, the more we communicate and participate in our regional events, the more ETCs will result from agencies that are not aware we even exist.

Continued on back

Additional FY11 Fall Earned Media

State of the Commute

- **BeyondDC**, *Interesting things from TPB*
- **WTOP**, *Is your commute getting better or worse?*
- **WJLA**, *Workers Share Pros and Cons of Telecommuting*
- **Loudoun Times**, *Teleworking accelerates; number of single drivers slows*
- **My Spirit DC**, *So is your commute in the Washington area getting better or worse?*
- **Hire Strategy**, *25 Percent of Washington-Area Workers Now Telecommute*
- **The Wash Cycle**, *2010 State of the Commute Survey*
- **TalkinStuff**, *Teleworking up in D.C. area*
- **Alexandria News**, *Percentage Of Commuters Driving Alone Decreases, Telework Grows*
- **NBC Washington**, *DC Commuters Driving Farther for Work*
- **Washington Examiner**, *One-fourth of Washingtonians find commute more sluggish*
- **My FOX**, *Survey Shows Traffic Worsens, More Tele-Commute*
- **Washington Post**, *The car is still king of D.C. area commute*
- **Washington Post**, *More drivers ditching car keys for transit passes*

Fall FY11 Response Data

Web Visits

FY10	Web Visits	FY11	Web Visits	+/-	+/- %
Jul-09	9,008	Jul-10	7,862	(1,146)	-12.72%
Aug-09	8,865	Aug-10	8,510	(355)	-4.00%
Sep-09	8,111	Sep-10	9,888	1,777	21.91%
Oct-09	11,757	Oct-10	16,561	4,804	40.86%
Nov-09	12,579	Nov-10	15,003	2,424	19.27%
Dec-09		Dec-10			
	50,320		57,824	7,504	14.91%

Fall FY11 Response Data

Phone Calls

□

**FY 2011 Commuter Connections
Phone Call Data**



FY11 Spring Umbrella Campaign

Creative Development Process

- Conceptual approaches presented at September Regional TDM Marketing Group meeting
- Concepts developed and submitted to marketing workgroup
- Qualitative research survey conducted
- Final concepts selected based on survey results and workgroup feedback

FY11 Qualitative Research

Methodology

- Online survey
 - Link to survey delivered via email invitation
- Respondents selected to meet Commuter Connections demographics
 - Geography, Employment, Age
- Fielded November 2 - 7, 2010
- A total of 591 qualified, complete surveys received

FY11 Qualitative Research

Purpose

- Concept testing for Rideshare and GRH campaigns
- Commuter Connections audience profile
 - Behavioral and attitudinal measures

FY11 Qualitative Research

Respondent Demographic Description

- 59% female; 41% male
- 71% Bachelor's degree or higher
- 80% aged 25-54
- 67% White
- 57% Married/partnered
- 90% employed full-time
- 37% have household incomes over \$100,000/year

FY11 Qualitative Research

Respondent Travel Patterns

- 41% live under 10 miles from work;
88% live within 30 miles
- 21% take under 15 minutes to travel to work;
91% take under an hour
- 53% report available public transportation as “somewhat (37%) or very (16%) reliable”
- 64% primarily drive alone to work, and
52% always drive alone.

FY11 Qualitative Research

Travel choice factors

- Most common travel mode motivation was saving money/affordability
- Carpooling was most likely choice if driving alone was not an option.
- Respondents were more likely to stop driving alone if the prospective carpool partner was a family member or friend
- Among respondents who used to drive alone, top reasons for changing were:
 - Avoid congestion
 - Save money
 - Changed job/work hours.

FY11 Qualitative Research

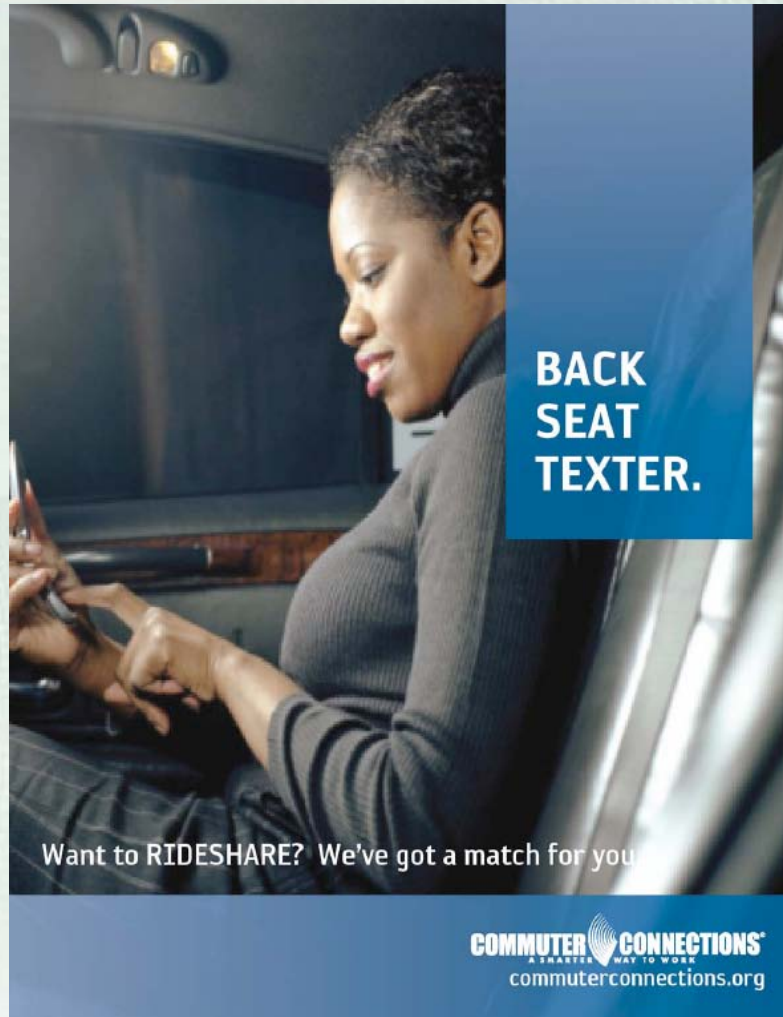
Respondents evaluated:

- Rideshare and GRH visuals and radio scripts

Rated concepts by:

- List of attributes
 - Persuasive, informative, memorable, pertinent, etc.
- Agreement with statements:
 - “The ad made me...”
 - “...interested in getting more information about commute alternatives.”
 - “...think I might try an alternative commuting method.”
 - “...think how dissatisfied I am and want to look for a better way”.
 - etc.

FYI Rideshare Concept “Match”



Companion Radio Script 30 Second Rough Draft

SFX: Dramatic music

Ann: Nancy never thought she'd find just the right person to commute with.

Nancy: (Complaining tone) Why can't I find someone that likes my passenger seat for what it is?!

Ann: And just when she'd given up all hope of finding a rideshare partner, she saw an ad for Commuter Connections. Hope was restored...

SFX: Glorious Music

Nancy: Thank you Commuter Connections!

Ann: ...aaand a match was found for our friend Nancy.

Wanna rideshare? Commuter Connections has a match for you. Commuter Connections provides free ridematching and commuter services in the Washington metropolitan region. Sign up at Commuter Connections dot org or call 800-745-RIDE.

FYI | Rideshare Concept “Save Half”

**SAVE
HALF.
EVERY TIME.**



share a ride.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org

Companion Radio Script 30 Second Rough Draft

Woman: I need someone to ride shotgun. Jump in. If you sit on my passenger seat, I save half every time I drive to work. Half the cash, half the gas, half the stress.

Jump in. Save half with me!

Want to rideshare? Commuter Connections has a match for you. Commuter Connection provides free ride matching and commuter services in the Washington metropolitan region. Sign up at [Commuter Connections dot org](http://CommuterConnections.org) or call 800-745-RIDE.

Saving half every day can take you a long way. Find your other half with Commuter Connections free ride matching service.

FYI | Rideshare Concept “Share”



**YOU SHARE
A LUNCH ROOM.**

**HOW ABOUT
SHARING A RIDE?**

RIDESHARE.

commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Companion Radio Script 30 Second Rough Draft

SFX: Cafeteria clanking and clamor
Anne: You share a lunchroom.

SFX: Stock reportage (the Dow is up...)
Anne: You share stock tips.

SFX: (Swoosh) Fore!
Anne: You share a golf cart.

SFX: Ding/elevator muzak
Anne: You share an elevator.

So...why not share a ride and save a bundle? It's easy with Commuter Connections. Don't know anybody? We've got free ride matching. Sign up today at CommuterConnections.org or call 800-745-RIDE.

FY11 Market Research Rideshare Findings

Visual

- “Save Half” drew the highest scores on key attributes with “Match” as second
- “Match” drew the highest scores on key statements with “Save Half” as second

Script

- “Save Half” drew the highest scores on key attributes with “Share” as second
- “Save Half” drew the highest scores on key statements with “Share” as close second

FY11 Spring Umbrella Campaign Rideshare Creative

**SAVE
HALF.
EVERY TIME.**



share a ride.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org

**SAVE
HALF.
EVERY TIME.**



share a ride.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org

FYI GRH Concept “Freebies”

Companion Radio Script 30 Second Rough Draft

Coffee Shop Worker: Here's your donut sir.

Scott: I love FREE donut day!

Clerk: Hey man, don't forget your coupon!

Scott: I love FREE car wash with a fill up day!

Grocery Worker: Sir, would you like to try one of these?

Scott: I love FREE samples... are you kidding? Mmmm

Annr: Free is always a good idea. Register for Guaranteed Ride Home – absolutely free, no strings attached! If an unexpected emergency or unscheduled overtime comes up, you're good to go. Visit Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

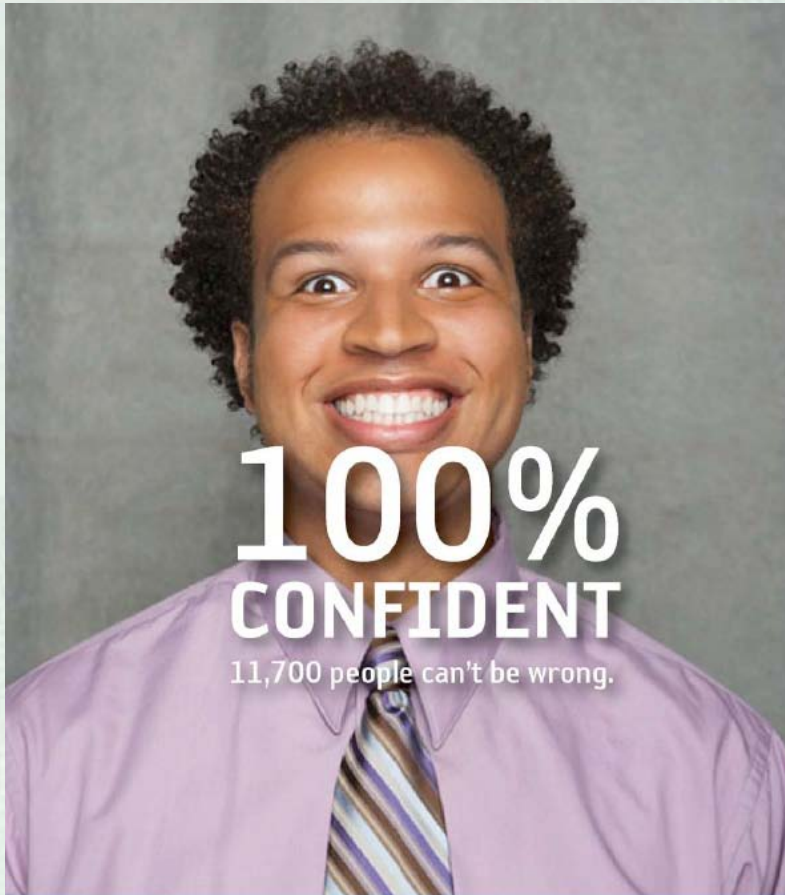


YOU LOVE FREE SAMPLES...
HOW ABOUT A FREE GUARANTEED RIDE HOME?

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

register today!
commuterconnections.org
800.745.RIDE
* some restrictions apply

FYI GRH Concept “100% Confident”



100%
CONFIDENT

11,700 people can't be wrong.

Guaranteed Ride Home[®]. Register today!

commuterconnections.org

800.745.RIDE

* some restrictions apply

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Companion Radio Script 30 Second Rough Draft

Jake: Sue, you'll be going on a date with me at 7 PM Friday – dress for dinner!

Annr: (somewhat sarcastically) Now that's 100% confidence!

Jake: I'll take a ticket to win the million bucks in this week's drawing.

Annr: (somewhat sarcastically) Now that's 100% confidence!

Jake: Mr. Johnson, I'll be taking a promotion and a 20% raise, thank you.

Annr: (somewhat sarcastically) Now that's 100% confidence!

Why is Jake so confident? Guaranteed Ride Home. Jake joined 11,700 others who registered – absolutely free, no strings attached! If an unexpected emergency or unscheduled overtime comes up, you can be 100% confident you'll get home. Visit [Commuter Connections dot org](http://CommuterConnections.org) or call 800-745-RIDE to register today. Some restrictions apply.

Jake: This isn't a comb over. It's a Trump.

FYI GRH Concept “Don’t Flip”



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

Companion Radio Script 30 Second Rough Draft

(SFX: General office noise)

Jill: Hi Sue, how was the drive?

Sue: Stressful! I wish I didn't need to drive by myself! [starting to sound frantic] But what if I worked late? How would I get home? What about yoga class? How would I reach inner peace? Or my pug Henry!? How would I get home to Henry!? Henry would starve!

Jill: Ever heard of Guaranteed Ride Home?

Sue: Huh?

Jill: If you Rideshare, you're eligible for a free Guaranteed Ride Home.

Sue: Really? Well, Henry won't starve then!

Jill: I think he's far from starving.

Don't flip out! If you Rideshare regularly, you're eligible for a free Guaranteed Ride Home if an unexpected emergency or unscheduled overtime occurs. Take confidence knowing that there's a reliable ride home. Register today for Commuter Connections Guaranteed Ride Home program by visiting commuterconnections.org or call 1-800-745-RIDE. Some restrictions apply.

FY11 Market Research GRH Findings

Visual

- “Don’t Flip” drew the highest scores on key attributes with “Freebies” as second
- “Freebies” drew the highest scores on key statements with “Don’t Flip” as a close second

Script

- “Don’t Flip” drew the highest scores on key attributes with “Freebies” as second
- “Don’t Flip” drew the highest scores on key statements with “Freebies” as close second

FYI | Spring Umbrella Campaign GRH Creative



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FLIP
OUT**

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COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK



DON'T
**BE
LEFT
HANGING**

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COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

FY11 Spring Umbrella Campaign

Non-Traditional Media options being analyzed and considered

Rideshare and GRH direct mailers

- First components of new campaign

Rideshare Direct Mail

Save half. ^{or more} Every time you share a ride.

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

Register today at commuterconnections.org

Commuter Connections can provide you with carpooling opportunities and flexible schedules. For your convenience, there are many carpooling options in the greater metropolitan area, and the vast majority of commuters are already carpooling.

Register for Ridematching or Guaranteed Ride Home

- 1 To register for either free program, visit commuterconnections.org to get started. There is absolutely no cost or commitment!

SAVE
HALF.
EVERY TIME.



share a ride.

SAVE
HALF.
EVERY TIME.



share a ride.

Commuter Connections will remove your phone number from our database at all times and you can request to be removed from our database at any time.

Save for Carpools, Limited Time Offer:

Commuter Connections will give you \$100 in cash for every commute that Pays! - If you currently drive alone to work, sign up to form or join a new carpool at least two weeks during a three-month period, you may qualify for cash rewards and earn up to \$130 in cash!*

'POOL REWARDS
cash for carpools

FREE AND EASY SERVICE!

Please tear along perforation line above, fold and tape shut prior to mailing back.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY! | Here's your first step. Complete the form below, including sections A and/or B and return it today!

GRH Direct Mail

When unexpected personal or family emergencies arise or you need to work unscheduled overtime - Stay calm. You'll have 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 a reliable emergency ride home in the event of an unexpected personal or family emergency, carpool, vanpool, take public transit, bicycle, or walk to work.

- You don't have to worry about being stranded at work. We'll arrange for a free taxi or even a rental car, whatever you need.
- GRH can be used for personal illness, to reach a sick family member, or when your boss requires you to work unscheduled overtime.
- Our network of providers are on call Monday through Friday.
- GRH is for commuters working in both the Washington and Baltimore metropolitan areas.



**OR
BE
LEFT
HANGING**

SIGN UP FOR GUARANTEED RIDE HOME.*

* Some restrictions apply

OL REWARDS
cash for carpools

and/or online Ridematching
there is absolutely no cost
800.745.RIDE.

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

Please tear along perforation line above, fold and tape shut prior to mailing back.

REGISTER FOR GUARANTEED RIDE HOME OR
CARPOOL RIDEMATCHING TODAY!

Here's your first step. Complete the form below, including sections A and/or B and return it today!

FY11 Creative Remaining Development Schedule

Produce creative	Dec 2010
Distribute creative to media vendors	Jan 2011
Campaign launch	Feb 2011

2011 Employer Recognition Awards

2011 EMPLOYER
RECOGNITION
AWARDS

DOING MORE WITH LESS (FUEL.)

2011 Employer Recognition Awards

COMMUTER CONNECTIONS

Employer recognition awards 2011



Commute-friendly

Sharing a ride, taking public transportation, bicycling, walking, and teleworking contribute to less traveled roads. That means commutes 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 (MCOG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. MCOG's National Capital Region Transportation Planning Board is the metropolitan planning organization for the Washington region, and 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 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 that include ridesharing, public transit, teleworking, bicycling, park-and-rides, 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 800.7



APPLY AND

Get recognized for what you're doing right

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®.
- Promoting Commuter Connections' free ridesharing service to form carpools or vanpools, or providing your own on-site employee ridesharing 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.
- Promoting and/or supplementing Commuter Connections' free Guaranteed Ride Home program.

Awards are in the following categories:

MARKETING

Actively promoting and championing alternative commute options that result in decreased drive alone commuting to the worksite

INCENTIVES

Providing commuter benefits and incentives that encourage employees to telework, bicycle, walk, car/vanpool, or take public transportation to the worksite

TELEWORK

Providing weekly or full-time telework opportunities for a significant number of employees



20 EMPLOYER
RECOGNITION
11 AWARDS

Bike to Work Day 2011

- Sponsorship drive began in October 2010
 - Sponsorship Declaration Form
 - Cover Letter - Targeted to previous or new sponsors
- Five sponsors secured to date
- Sponsorship drive to continue until January
- T-Shirt bidding taking place



Questions or Comments?