

Item #4

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2014 SPRING MARKETING ACTIVITIES

Dan O'Donnell

June 17, 2014

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PROGRAM OBJECTIVES

- Convert single occupancy vehicle commuters to alternate modes of transportation
- Encourage continued use of alternate modes of transportation
- Reduce vehicle trips and miles of travel
- Reduce traffic congestion and improve air quality

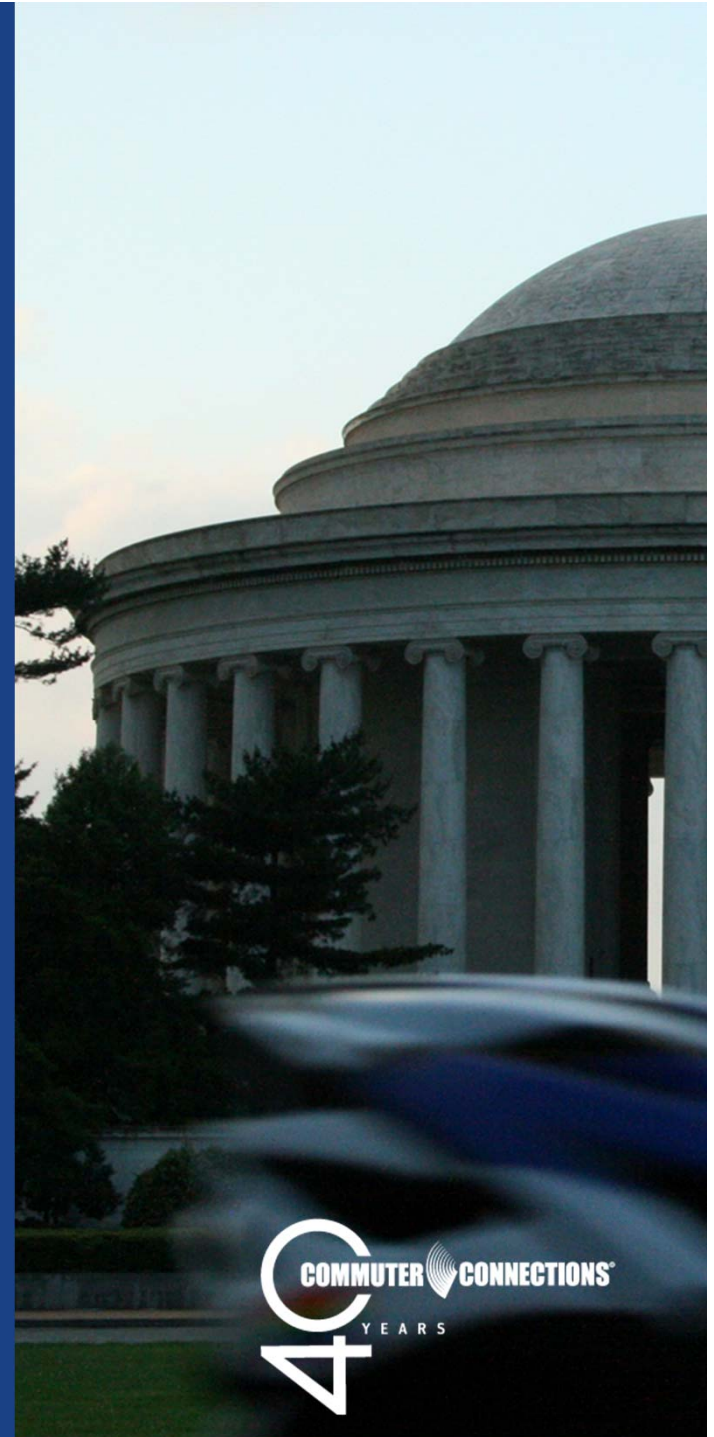
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INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 40th Anniversary
- Mobile-friendly Website
- Bike to Work Day
- 'Pool Rewards
- Newsletter
- Employer Recognition Awards

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SCHEDULE

2013

SEP Present conceptual approaches to Regional TDM Marketing Group

OCT-
DEC Refine and develop approach based on Workgroup feedback

2014

JAN Finalize & produce creative

FEB Spring Umbrella Campaign launch

MAR Rideshare campaign launch

APR Rideshare Tuesday's Park and Ride events kick off

MAY 'Pool Rewards promotion kicks off

MAY Bike to Work Day - May 16

JUNE Employer Recognition Awards – June 24



ridesharing

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SPRING CREATIVE



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

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

COMMUTER CONNECTIONS
4 YEARS
commuterconnections.org
800.745.RIDE

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



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
4 YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Propel your commute.
Free Ridematching Services.

MEDIA

- Radio as anchor media
- TV snipes and squeezebacks
- Streaming audio with banner on Pandora
- Online video pre-roll (via YuMe)
- Promotions (sports and interactive)

Campaign Live: Feb 24-June 22

rideshare

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MEDIA BUDGET

Radio	\$134,775
TV	\$87,417
Pandora:	\$24,000
YuMe	\$12,300
Promotions	\$10,000
Total Paid Media:	\$268,492

Added Value: \$ 66,500 (Additional 23.87%)

RADIO

- :30 radio spots in English (2)



- :30 radio spots in Spanish (2)



RADIO

Six radio stations selected for ridesharing messages: Feb 24 – June 22



99.9



930 AM



93.3



103.5



95.5



107.9

DIRECT MAIL



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

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



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol St NE Suite 300
Washington, DC 20077-0637



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



TV

Stations airing snipes and squeezebacks

Feb 24 - June 22



TV



Comcast snipe

TV



RIDESHARE. Propel your commute.



Free Ridematching Services.



commuterconnections.org

ABC7 squeezeback

DIGITAL ADS

Pandora

- Web & Mobile
- Audio & Display Ads
- Feb 24 - June 22



Online Video (YuMe)

- Multi-screen Digital Audio & Display Ads
- Companion Banners
- Feb 24 - June 22

PANDORA[®]
internet radio

YuMe 

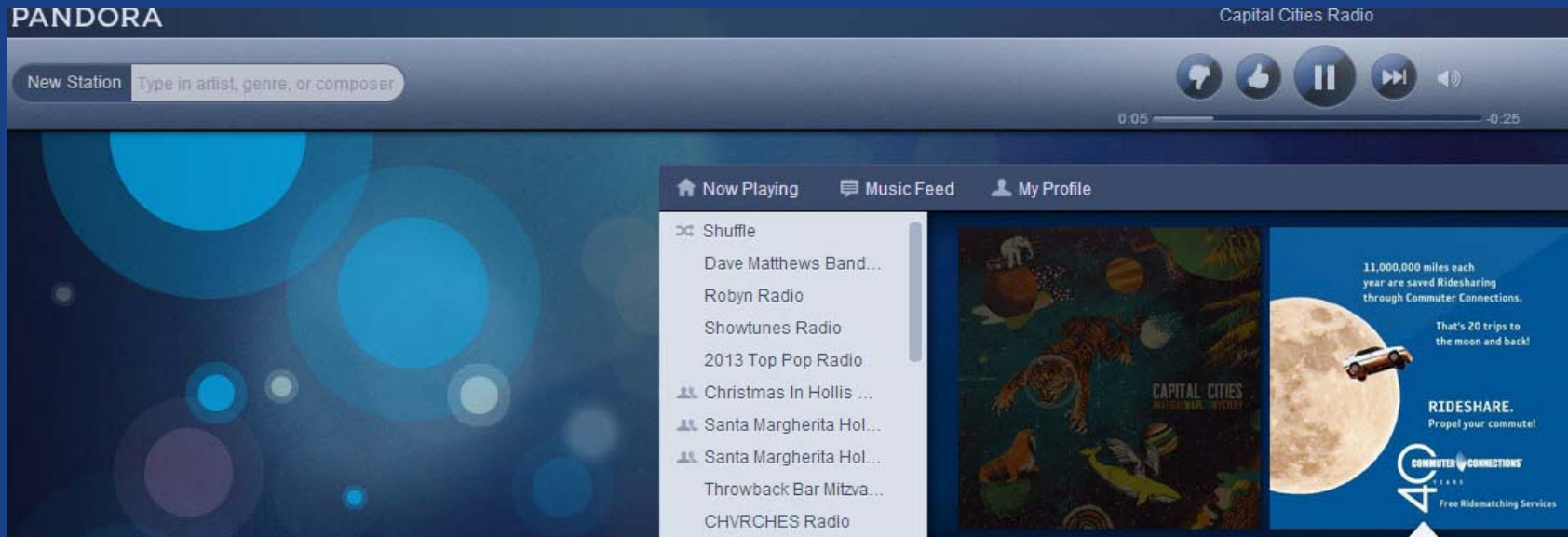
DIGITAL ADS



Pandora mobile



DIGITAL ADS



Pandora web

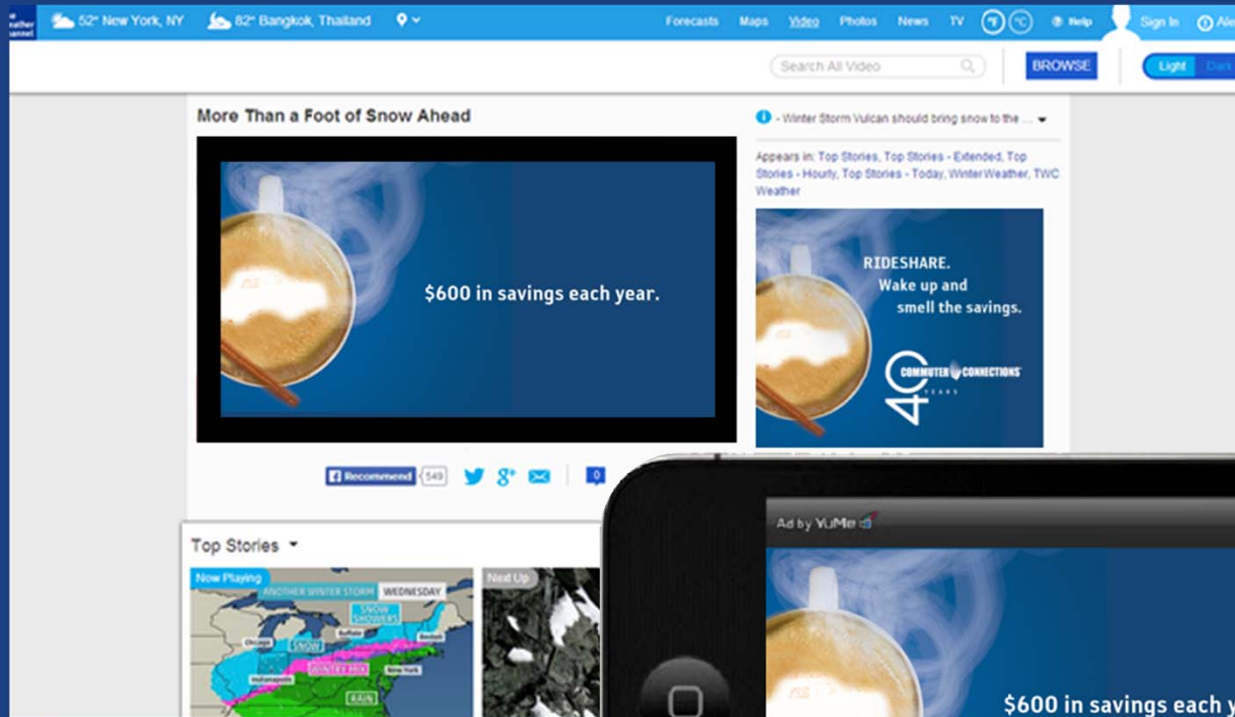
STREAMING VIDEO

Ads were placed on these
YuMe sites:

All Recipes
Auto World News
Pandora
ABC News
Huffington Post
Money and Markets
USA Today
MSNBC
The Weather Channel
Food Channel
Washington Post
Yahoo!



STREAMING VIDEO



YuMe – 300x250 pre-roll & Mobile pre-roll

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PROMOTION

Rideshare Tuesdays

- Partner with radio station and Dunkin Donuts
- Social media promotion
- On-site sign ups via tablet & mobile
- On-air mentions
- On-site station prizes plus two Samsung Galaxy 7 tablets grand prize giveaways per event

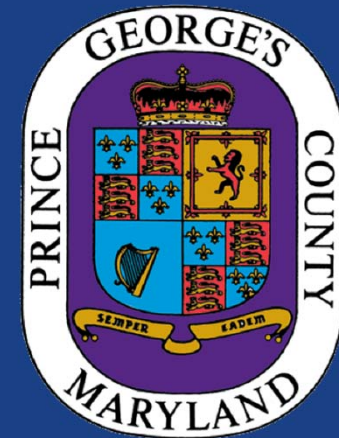


PROMOTION

Rideshare Tuesdays – April 8th , May 20th & June 3rd



FORT TOTTEN



Park & Ride events include street team sign-ups & goodies

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PROMOTION

Rideshare Tuesdays – April 8, 7-9 am, Equestrian Center (Show Place Arena), upper Marlboro



PROMOTION

Rideshare Tuesdays – June 3, 4-6 pm, Ft. Totten Metro



PROMOTION

Celebrity Ride

- Carpool/vanpool grand prize wins a limo ride to work with Redskins pro quarterback Kirk Cousins
- 15 sec spot on Comcast & video pre-roll on Sportsnet website
- Home page takeover Sportsnet website
- Promoted through Sportsnet e-newsletter to 13,000+ subscribers
- Facebook & Twitter promotions
- Creating a buzz



PROMOTION

Homepage Takeover (Comcast Sportsnet)

The screenshot shows the Comcast Sportsnet Washington homepage. At the top, there are social media icons for Facebook, Twitter, and RSS, along with links for Newsletters, Text Alerts, and Apps. The main navigation bar includes links for DC, NFL, MLB, NBA, MLS, and CBK. A score summary shows Houston 5 vs Baltimore 2, Washington 1 vs Oakland 9, and Indiana 95 vs [unintelligible]. Below this is a menu for various sports teams like Redskins, Wizards, Capitals, Nationals, D.C. United, NCAA, Ravens, and more. A central banner reads "Go ARM 'n arm with Kirk Cousins & COMMUTER CONNECTIONS 4 YEARS". Below the banner, there are several content blocks: a "Register your carpool for a chance to win a limo ride to work with Kirk Cousins!" promotion, a "WIZARDS INSIDER" article titled "3rd-quarter mismatch", a "WIZARDS" video snippet with Ariza saying "It was just a bad pass", and a "NATIONALS" article titled "Elimination looms" with a sub-headline "Paul George proved unstoppable in the second half as Indiana came from 19 points down to shock Washington at home in Game 4 and take a 3-1 series lead." There are also smaller "INSIDER" images of a football player and a baseball player. On the right side, there is a "TALK" section titled "THE TALK IN WASHINGTON" with three items: "1 New 'big uglies' protecting RGIII", "2 Grant will compete at crowded WR spot", and "3 Redskins taking note from Seattle?".

Carpools / vanpools enter to win a limo ride with Redskin pro quarterback Kirk Cousins

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PROMOTION

Commuter Connections Facebook “Likes” Rise!

The screenshot shows the Facebook profile for Commuter Connections. The cover photo features a smiling man (Kirk Cousins) on a football field with a blue banner that reads "Go ARM 'n arm with Kirk Cousins &". Below the banner, it says "Register your carpool for a chance to win a limo ride to work with pro quarterback Kirk Cousins!". A smaller version of the banner is shown in a separate box on the left. The profile picture is the same banner. The page shows 554 likes and 114 people talking about it. Navigation buttons for "Liked", "Following", and "Message" are visible. Below the profile information, there are tabs for "Photos", "Likes", "Videos", and "ARM 'n arm with Co...". An orange arrow points from the text on the right to the "Likes" tab.

Increased
Commuter
Connections
Likes by
83.4% since
May 1st!

VALUE ADDS

Bonus spots on Frederick's Free Talk 930 WFMD, Free Country 99.9 WFRE, 93.3 WFLS - Today's New Country, WTOP 103.5 FM, El Zol, WPGC-95.5, ABC 7 News

Matched snipes on Comcast Sportsnet Baltimore feed and 100,000 banner ad impressions

5 and 10 sec live reads on El Zol, WPGC-95.5

Additional Pandora audio banner, follow up banner and tile ad impressions

Added YuMe interactive pre-rolls and companion banner ad impressions

VALUE ADDS

The screenshot shows the Comcast SportsNet website interface. At the top, there are social media icons for Facebook, Twitter, and RSS, along with links for Newsletters, Text Alerts, and Apps. The main header features the Comcast SportsNet logo and the URL CSNWASHINGTON.COM. Below this, there are navigation tabs for various sports leagues: DC, NFL, MLB, NBA, MLS, and CBK. A central section displays live sports scores for Miami vs Washington, Baltimore vs Milwaukee, and Sporting KC. A prominent blue banner reads "11,000,000 miles each year." Below the banner, there are several content blocks: a featured article titled "Fresh set of eyes?" about the Capitals hiring Barry Trotz, a "CAPITALSPULSE" article about the team's new era, and a "WIZARDS" article about meeting demands. A large advertisement for "Go ARM 'n arm with Kirk Cousins & Commuter Connections" is also visible, offering a chance to win a limo ride. The bottom of the page shows a "THE TALK IN WASHINGTON" section with a list of topics.

This screenshot shows a different view of the Comcast SportsNet website, focusing on a carpooling promotion and a list of topics. The top navigation is similar to the previous screenshot. A large blue banner for "COMMUTER CONNECTIONS 4 YEARS" is prominent, advertising "Free Ridematching Services." Below this, there is a "THE TALK IN WASHINGTON" section with a list of topics: "1 What does title change mean for Bruce Allen, Redskins?", "2 Caps get their man in Trotz", and "3 Nats' Ryan Zimmerman cleared to start swinging." The list includes comment counts for each item.

Comcast SportsNet website

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guaranteed ride home

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CREATIVE STRATEGY

- Inspiration started with 40 year anniversary and the impacts of Commuter Connections services
- 50% of participants that drove alone before signing up for GRH cited Guaranteed Ride Home as “very important” to making a change to alternative transportation
- Guaranteed Ride Home is another great benefit for people who rideshare

guraranteed ride home

SPRING CREATIVE



COMMUTER CONNECTIONS[®]
40 YEARS

Get the cherry on top:
Guaranteed Ride Home. Another great benefit to
ridesharing - a free ride home in an emergency.

* some restrictions apply 800.745.RIDE commuterconnections.org



COMMUTER CONNECTIONS[®]
40 YEARS

Get the icing on the cake:
Guaranteed Ride Home. Another great benefit to
ridesharing - a free ride home in an emergency.

* some restrictions apply 800.745.RIDE commuterconnections.org

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MEDIA

- Radio as anchor media
- Web Banners
- Direct Mail

Campaign Live: March 3 - June 29

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guraranteed ride home

MEDIA BUDGET

Radio \$179,000

Total Paid Media: \$179,000

Added Value: \$ 13,325 (Additional 7.46%)

RADIO

- :30 radio spots (2)



guraranteed ride home

RADIO

Four radio stations running creative March 3- June 29



980



103.5



101.1



100.3

guraranteed ride home

BANNER ADS



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guraranteed ride home

DIRECT MAIL



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol St NE Suite 300
Washington, DC 20077-0637



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VALUE ADD

- Bonus spots at no charge or reduced rates on ESPN 980, BIG 100.3, DC101 – DC's Rock Station, WTOP 103.5 FM
- Matching streaming ads on ESPN 980

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guraranteed ride home



VALUE ADD BANNER ADS

The screenshot displays the website for BIG 100.3, Washington's Classic Rock station. At the top, there is a navigation menu with links for 'On-Air', 'Music', 'Win', 'Photos', and 'Connect'. A search bar is located on the right. Below the navigation, a 'Listen Live' button is visible, along with the station's name and current host 'On Air Lisa Berigan'. The main content area features a large banner for 'THE BIG 100.3 CONCERT' featuring 'JOURNEY' and 'STEVE MILLER BAND'. To the left, a sidebar shows a news article snippet with a photo of a man and the text 'Mc... Tok... He ha... dates... Read...'. Below the main banner, there is a blue banner with a red apple logo. At the bottom of the page, there is a footer with links for 'TERMS OF USE', 'PRIVACY STATEMENT', 'COPYRIGHT and TRADEMARK NOTICE', 'EEO PUBLIC FILE', 'iHeartRadio - GET THE FREE RADIO APP', and 'GENERAL CONTEST GUIDELINES | ADVERTISE WITH US'. A copyright notice for '© 2014 Clear Channel Media and Entertainment' is also present.

guaranteed ride home

MEMBER DONATED TRANSIT

5 Bus Kings from Prince William's County (PRTC)

120 Bus shelters from Prince George's County

25 Bus Kings from Fairfax

25 Transit Interiors from MARC

60 Bus Interiors from Arlington (ART)

VRE Ride Magazine 4-color half page ad

SIGHTS TO SEE

CHERRY BLOSSOM FESTIVAL, DC

ALWAYS A WELCOME SIGN OF SPRING IN THE WASHINGTON METROPOLITAN AREA



In 1912, the people of Japan sent 3,020 cherry trees to the United States as a gift of friendship. First Lady Taft and the Viscountess Chinda, wife of the Japanese Ambassador, planted the first two cherry trees on the northern bank of the Tidal Basin. These two original trees are still standing today near the John Paul Jones statue at the south end of 17th Street. Workmen planted the remainder of the trees around the Tidal Basin and East Potomac Park. Approximately 3,750 cherry trees are on the Tidal Basin in Washington, DC. Most of the trees are Yoshino Cherry. Other species include Kwanzan Cherry, Alekhona Cherry, Takasimono Cherry, Uzuami Cherry, Weeping Japanese Cherry, Sargent Cherry, Autumn Flowering Cherry, Fugenzo Cherry, Afterglow Cherry, Shirofugen Cherry and Okame Cherry.

Washington, DC's famed cherry trees grow in three park locations: around the Tidal Basin in West Potomac Park, in East Potomac Park (Hains Point), and on the grounds of the Washington Monument.

The date when the Yoshino cherry blossoms reach their peak bloom varies from year to year, depending on the weather. Unseasonably warm and/or cool temperatures have resulted in the trees reaching peak bloom as early as March 15 (1990) and as late as April 18 (1958). The blooming period can last up to 14 days. The dates of the National Cherry Blossom Festival are set based on the average date of blooming, which is around April 4th. Each year, the chief horticulturist for the National Park Service forecasts the expected peak cherry blossom dates.

WASHINGTON, DC'S FAMED CHERRY TREES GROW IN THREE PARK LOCATIONS:

- Ⓧ Tidal Basin in West Potomac Park
- Ⓧ East Potomac Park - Hains Point
- Ⓧ Washington Monument Grounds

COMMUTER CONNECTIONS
METRO RAIL - DC METRO



Get the icing on the cake:
Guaranteed Ride Home:
Another great benefit to taking commuter rail - a free ride home in an emergency.

800.745.RIDE commuterconnections.org

6 RIDE Magazine | April 2014



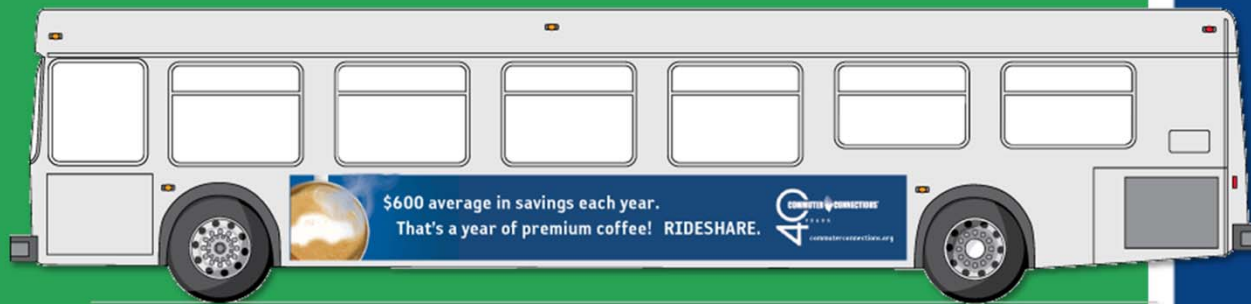
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guraranteed ride home

MEMBER DONATED TRANSIT

MARC Transit sign



40 COMMUTER CONNECTIONS YEARS

Get the icing on the cake:
Guaranteed Ride Home.* Another great benefit to taking
commuter rail - a free ride home in an unexpected emergency.

* some restrictions apply

800.745.RIDE commuterconnections.org

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bike to work day
2014

bike to work day

odonnellCOMPANY

40 COMMUTER CONNECTIONSSM
YEARS

STRATEGY

Promote Bike to Work Day as an opportunity to consider bicycling as a viable alternate commute mode

Continue to build regional participation

Encourage active engagement, participation, sponsorship by area employers and organizations

bike to work day



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MARKETING EFFORTS FOR BIKE TO WORK DAY

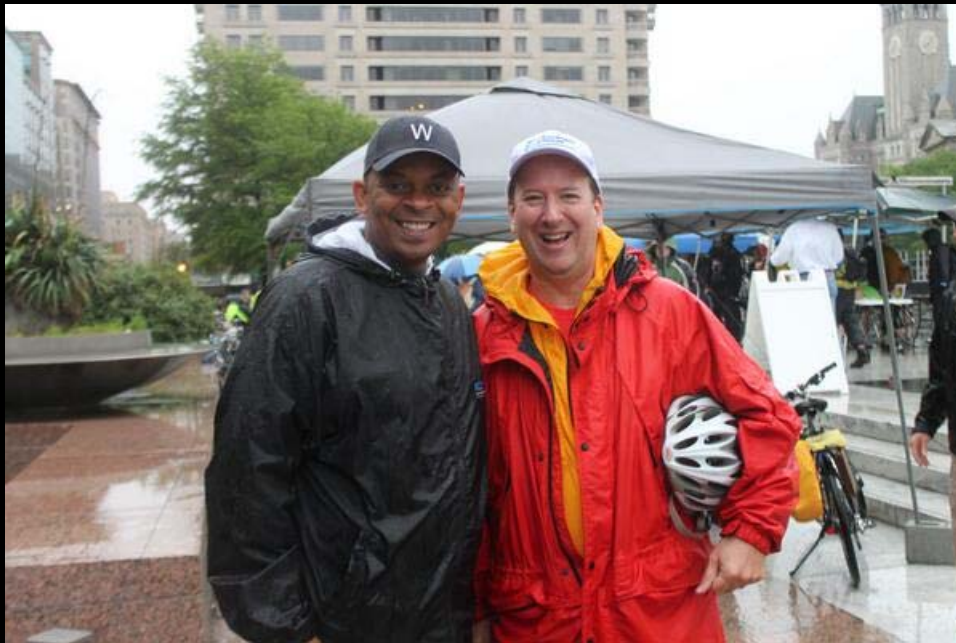
- Poster and rack cards
- T-shirt
- Pit stop banners
- Social Media
- Radio
- Media placements
- Earned Media

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SPONSORSHIP DRIVE

- Reached a cash total \$44,675
- In addition, in-kind sponsorships of \$16,425 helped provide promotional giveaways in addition to t-shirts and banners



Anthony Foxx, U.S. Secretary of Transportation
w/ Chuck Bean, COG Executive Director

odonnellCOMPANY



bike to work day

SPONSORS

GOLD



SILVER



BRONZE



odonnellCOMPANY



POSTER

BIKE TO WORK DAY 2014 FRIDAY MAY 16

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION **Marriott** **LAKE** **ICF**

Bike Arlington **LOCAL MOTION** **capital bikeshare** **WHOLE FOODS**

TWINBROOK **BicycleSPACE**

ExpressLanes **AAA** **BicyclePASS** **BIKE@ROLL** **CAPITAL CREST TRAIL** **CRYSTALIDE**

FAIR LAKES **KIMPTON** **BIKES@VIENNA** **ABUS** **BROMPTON**

CHENE **GREEN BARK** **JAMIS** **ORTLIEB** **odw**

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2014 VIERNES 16 DE MAYO

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION **Marriott** **LAKE** **ICF**

Bike Arlington **LOCAL MOTION** **capital bikeshare** **WHOLE FOODS**

TWINBROOK **BicycleSPACE**

ExpressLanes **AAA** **BicyclePASS** **BIKE@ROLL** **CAPITAL CREST TRAIL** **CRYSTALIDE**

FAIR LAKES **KIMPTON** **BIKES@VIENNA** **ABUS** **BROMPTON**

CHENE **GREEN BARK** **JAMIS** **ORTLIEB** **odw**

HAZ TU EJERCICIO ANTES DE ENTRAR A TRABAJAR.

Regístrate previamente antes del 9 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

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bike to work day

T-SHIRT



odonnellCOMPANY



RACK CARD

**BIKE TO WORK DAY 2014
FRIDAY MAY 16**

Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 9
for free T-shirt* and
bike raffle!

**FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS**

Over 75 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

Visit www.biketoworkmetrodc.org
for specific pit stop locations
and times.

*T-shirts available at pit stops to
first 14,000 registrants.



**GET YOUR WORKOUT BEFORE
YOU GET YOUR WORK IN.**

4C COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott

ICF

TWINBROOK

capital bikeshare

Bike Arlington

LEGATION

WHOLE FOODS

BicycleSPACE

AAA

ExpressLanes

BicyclePASS

BIKE ROLL

Crystal Lake

FAIR LAKES

KIMPTON hotels & restaurants

BIKES+VIENNA

ABUS

BROMPTON

JAMIS

ORTLIEB

pdw

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

PIT STOP BANNER

WOODBIDGE-RIPPON LANDING
VRE Station Parking Area
6:00am to 9:00am



COMMUTER CONNECTIONS
40 YEARS

WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott

REI

ICF INTERNATIONAL

LOCALITION
CITY OF ALEXANDRIA, VIRGINIA

BicycleSPACE

capital bikeshare

Bike Arlington

WHOLE FOODS MARKET

TWINBROOK
Urban by Nature

2014 BIKE TO WORK FRIDAY MAY 16

Register at www.BIKETOWORKMETRODC.org or call 800.745.7433



SOCIAL MEDIA

BIKE TO WORK DAY 2014 FRIDAY MAY 16

Commuter Connections
@BikeToWorkDay
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
Washington DC · biketoworkmetrodc.org

TWEETS 132 FOLLOWING 219 FOLLOWERS 1,292

Tweets

Commuter Connections @BikeToWorkDay · May 19
Patrick Wojahn, Chair, National Capital Region Transportation Planning Board addresses bicyclists on Bike 2 Work Day Day pic.twitter.com/hTZAj3fDw

Retweeted by Commuter Connections
MVMCOG @RegionForward · May 16
@SecretaryFox & @Chuck4TheRegion brave the rain for #btwd2014 at @DowntownDCBID's Freedom Plaza Pit Stop! pic.twitter.com/@ZB3R4ui

Retweeted by Commuter Connections
DOT.gov @USDOT · May 16

SOCIAL MEDIA

f Bike to Work Day Michelle Home 20+

800.745.RIDE www.biketoworkmetrodc.org #BTWDC @BikeToWorkDay

BIKE TO WORK DAY 2014
FRIDAY MAY 16

BIKE TO WORK DAY 2014
FRIDAY MAY 16

Bike to Work Day
4.5 ★★★★★ (13 ratings)
1,516 likes · 249 talking about this · 8 were here

Non-Profit Organization
Registration is now open for the 2014 Bike to Work Day event.
www.biketoworkmetrodc.org

About - Suggest an Edit

Photos Likes Videos Events

RESULTS

Commuter Connections 40th year was marked by a record setting Bike to Work Day (BTWD). The 2014 event broke records in registration and media coverage.

Highlights include:

- 16,800 commuters registered – an increase of 15 percent over last year.
- 79 Pit Stops – seven more than in 2013
- 120 media placements across print, internet, radio and television outlets
- 237 social media mentions were counted on Facebook, Twitter, Tumblr and YouTube, an increase of more than 110 percent over the previous year



COMMUTER CONNECTIONS[®]
40 YEARS

40 year anniversary

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
40 YEARS

40 YEAR ANNIVERSARY CONSIDERATIONS

- Logo
- Tagline
- Digital Timeline
- Promotional giveaways
- FY2015 Planning

LOGO AND TAGLINE



Providing trusted, free Ridematching since 1974.




DIGITAL TIMELINE


1974-Present Celebrating 40 Years with Commuter Connections

ABOUT THIS TIMELINE | CREATE A TIMELINE | CONTACT | LOGIN | FREE SIGN UP

1974

COMMUTER CONNECTIONS
Grand Opening
1974
Commuter Operation Center Opens
[More](#)

TECHNOLOGY
1970s
1970-1979

Keypunched cards were hand-mailed by COG staff. Litton matched ridesharing via IBM 360/370 mainframe.
[More](#)

NATIONAL
Oil Crisis
Oct 1973

OASPEC (OPEC, plus Egypt, Syria and Tunisia) proclaimed an oil embargo.
[More](#)

COMMUTER CONNECTIONS
Commuter Club
June 28, 1974
Commuter Club formed in response to the oil embargo
[More](#)

NATIONAL
Gas Price Raise
1974
Average gas price went above 50 cents for the first time in the United States.
[More](#)

Apr May Jun '74 Jul Aug Sep Oct

3 Jan 2011 11 Jan 2011 19 Jan 2011 27 Jan 2011 4 Feb 2011 12 Feb 2011 20 Feb 2011

anniversary

GIVEAWAYS

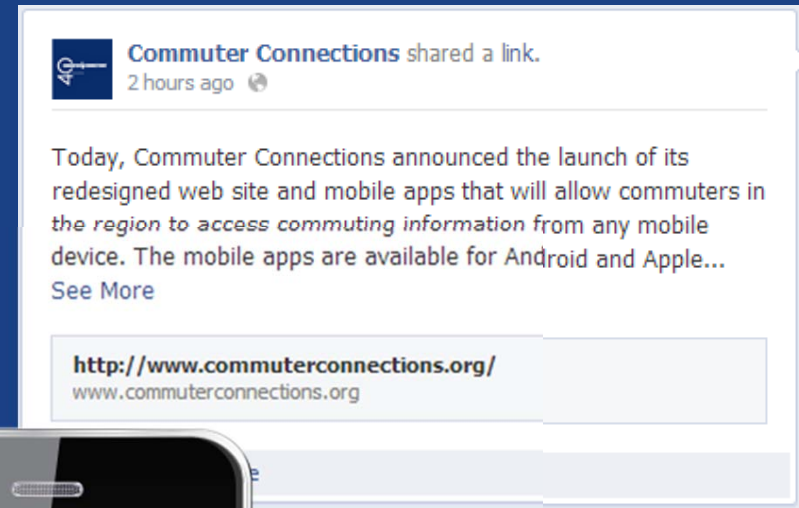


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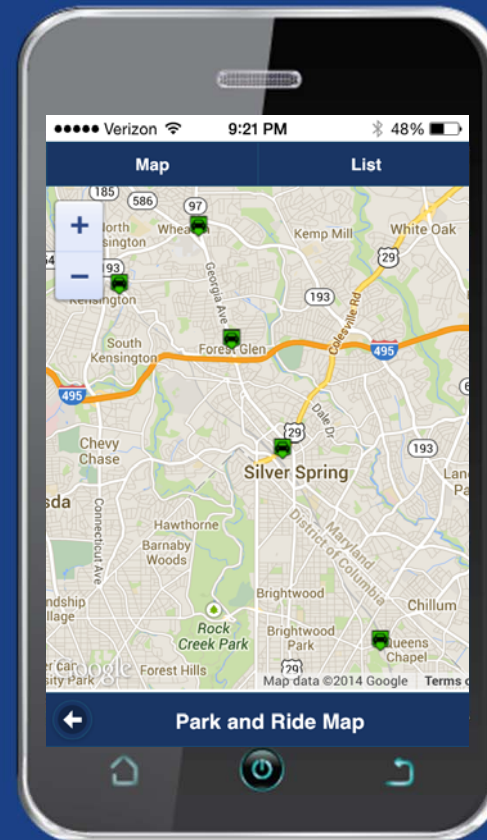
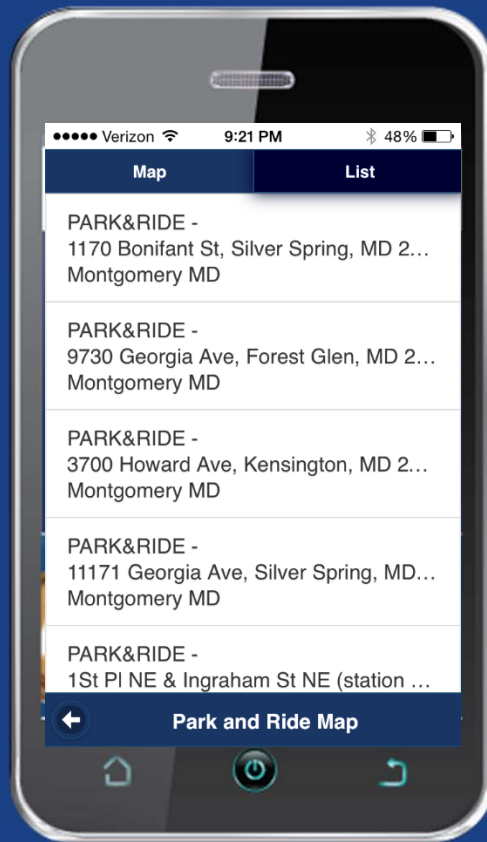


MOBILE-FRIENDLY WEBSITE

- Upgraded website to be more mobile friendly & responsive
- Launched this spring



MOBILE APP



MOTOR VEHICLE PARKING AGENCY

FREE FRINGE PARKING BUSES TO DOWNTOWN

COMMISSIONER, D.C.

earned media

odonnellCOMPANY



STRATEGY

GOALS

To showcase Commuter Connections as the leader in transportation services with 40 years of experience

Support Commuter Connections upcoming initiatives including the new mobile platform, Bike to Work Day, and the Employer Recognition Awards.

STRATEGY

Position organization as:

- **Innovative** commuter solutions provider
- The **source** for regional commuting information
- Provider of **affordable** commuter solutions
- Employee commuter **incentives is smart business** for businesses
- Services are **free** of charge



'Pool Rewards

odonnellCOMPANY



CHALLENGES AND STRATEGY

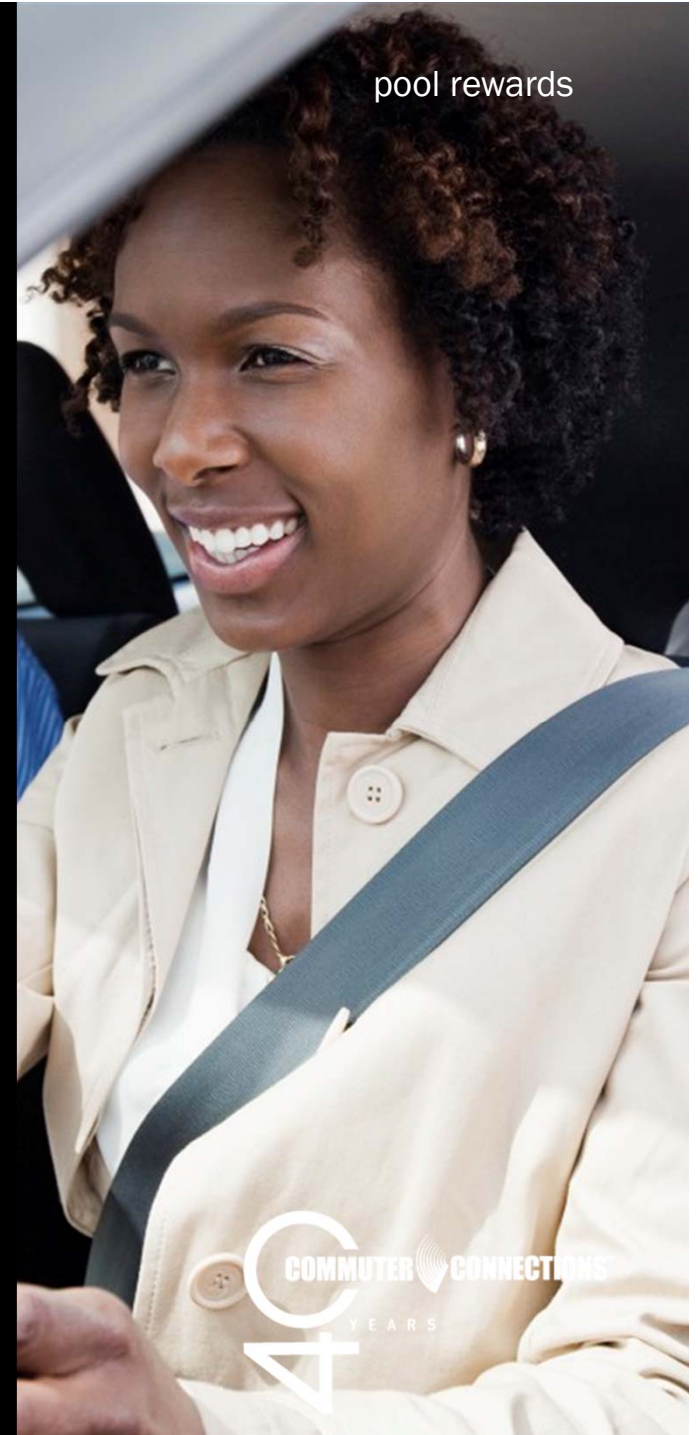
Strategy

- Hit audiences when they're in the beginning of change (new job, etc.)
- Company relocations

Audiences

- New homeowners
- Company relocation
- Military

odonnellCOMPANY



MEDIA

- Print ads in federal and military publications
- Online ads on the Washington Post
- Radio
- Listserv announcements – federal, military, and relocation audiences
- Online Career sites
- Article in Spring newsletter
- Value-add radio

PRINT ADS

- Print ads in federal and military publications

10 Thursday, May 15, 2014 The Journal

Remember Shelter in Place Procedures

By Julie Smith
NSAB Public Affairs Staff Writer

Three separate military base shootings in recent months have Naval Support Activity Bethesda (NSAB) emergency management officials emphasizing shelter in place procedures in the event of an active shooter on the NSAB campus.

"The procedures are the same for everyone," said NSAB Emergency Manager Ron Kums, and are intended to reduce personal risk in an active shooter situation.

Community response guidelines specify taking immediate action, preferably inside a building and locking and barricading doors. Close windows blinds and then move away from doors and windows, and turn off the lights. Turn off radios and computer monitors, take adequate cover behind concrete walls or filling cabinets and keep out of sight. Remember to also silence cell phones.

If you're in an area where people are injured, report the specific location (building and room numbers). Know many people are with you, the number and types of injuries and a description of the assailant. NSAB emergency services dispatch can be marked by dialing TTY from a base junction, or by calling 911-205-0999 from a cell phone. Keep trying if the call does not go through, Kums said.

"We tell people to call TTY from some plans on base because it's just like calling 911," Kums said. "If you dial 911, that call goes to Montgomery County Dispatch and they reroute the call back to us. But you can still dial 911 from the barracks."

An active shooter drill

Naval Security Force officers aid in the protection of a bystander during the active shooter drill Feb. 27.

look place in February on the NSAB campus as part of the Navy-wide Shield Curtain/Citadel Shield anti-terrorism exercise. NSAB Anti-terrorism Force Protection Division Primary Officer First Class Christopher Varga said the drill was a success. "Being able to practice an event like that helps

understand our ability to respond," Varga said. The drill provided an opportunity to test several NSAB mass warning systems, including the "Shield Viper" notification system and the FortBelton and AFCEC workplace notification systems, which send emails or text messages to individuals on the installation. All of those systems operated normally, Kums said.

To help prevent an incident, both Varga and Kums said individuals should always be aware of their surroundings. Get involved if someone is acting differently or out of the ordinary, Varga said.

"The key phrase is if you see something, say something," Kums said. "That's always the message. We'd rather get called a lot for small things than have someone open something serious."

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band together and get an extra \$130!

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JUNE 6TH 6PM-10PM
JUNE 7TH NOON-6PM

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The Construction Manager is responsible for the overall management of construction projects from start to finish. This includes budgeting, scheduling, and coordinating all aspects of the project.

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The Project Engineer is responsible for the technical aspects of construction projects. This includes reviewing plans, conducting site inspections, and ensuring compliance with all applicable codes and regulations.

Site Supervisor
The Site Supervisor is responsible for the day-to-day management of construction sites. This includes coordinating with subcontractors, managing labor, and ensuring safety protocols are followed.

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Start a new carpool and receive \$130 per person, or a new vanpool gets a \$200 monthly incentive!

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40 COMMUTER CONNECTIONS YEARS



pool rewards

The Washington Post

Monday, May 19, 2014

[View on the Web](#)

10 | EXPRESS | 05.19.2014 | MONDAY

DC Rider

DOWNLOAD OUR FREE APP FOR PHONE AND TABLETS TO GET THE MOST OUT OF YOUR RIDE.



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Next Silver Line Steps

Metro may take over this week or next, say some close to project

Washington

Metro could take control of the Silver Line as early as this week, but the final week of May is a stranger possibility, people involved with the inner workings of the project tell The Washington Post. They spoke on condition of anonymity because they are not authorized to publicly discuss the project.

The handover from the Metropolitan Washington Airports Authority to Metro would be the

most significant step forward so far in the effort to open the rail line. Officials had originally hoped to begin passenger service last December, but a series of delays has forced them to push that date back to this summer.

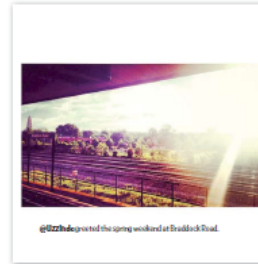
Metro officials said they will offer new details on when they will assume control of the Silver Line during a conference call with reporters today. Metro spokesman Dan Stessel said no decision has been made on a handover date.

Once Metro takes control of the project, it will have 90 days to conduct testing and training before it opens the line to passengers. The Tri-State Oversight Committee,

which has oversight of Metro's operations, also will conduct its own safety review. Officials from the Federal Transit Administration must also sign off before the Silver Line opens.

The line is being built in two phases. This first phase will have four stops in Tysons Corner, Va., and one in Reston. Work has already begun on the second phase, which will have a stop at Dulles International Airport.

The Silver Line is the first full line to be added to the 38-year-old Metro system in more than two decades. It is also the first not built by the transportation authority.



@t3zhd reported the opening weekend at Braddock Road.

Tag @ExpressDCrider in your Instagram posts of the transit system, and your photo could turn up in print.

ADVERTISEMENT

'POOL REWARDS

See if you qualify!*

* some restrictions apply

it's a win-win!

Start a new car/vanpool, make an environmental impact and get paid by 'Pool Rewards using these easy steps!

- 1 Create a free account and set up your NEW car/vanpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool at commuterconnections.org/commuters/ridesharing/pool-rewards.
- 3 Reap your Rewards! Up to \$130 per person for a carpool and \$200 monthly per van.



'POOL REWARDS
it pays to rideshare

Washington Post ads

odonnellCOMPANY



pool rewards

The screenshot shows the Washington Post website interface. At the top, there are navigation links for 'Sign In', 'My Account', 'SUBSCRIBE: Home Delivery', 'Digital', and 'Gift Subscriptions'. Below this is a main navigation bar with categories like 'Opinions', 'Local', 'Sports', 'National', 'World', 'Business', 'Tech', 'Lifestyle', 'Entertainment', 'Jobs', and 'More'. A weather widget shows '92°' and a traffic widget shows a road icon. An advertisement for 'Savings Account' is visible. The main content area features a 'Dr. Gridlock' section with a headline 'Maryland bridge tells U.S. transportation story' and several other articles like 'Metro delays on Orange and Blue lines', 'Tune in to 'As the Bus Stops' — a transportation-themed soap opera', 'Ride Metro? Thank LBJ', and 'Water main break closes some roads in Adelphi'. A large 'POOL REWARDS' advertisement is overlaid on the right side of the page. The ad features the text 'Who couldn't use an extra \$130?' and 'Up to \$130 per person for a new carpool OR \$200 monthly per van.' along with an image of a \$100 bill and the 'POOL REWARDS' logo. The logo includes a car icon and the text '40 YEARS'.

Washington Post Online ads
odonnellCOMPANY



RADIO

- Radio stations aired :15 and :30 reads in English and Spanish



ONLINE CAREER SITES

The image shows a screenshot of the CareerBuilder website for Washington, DC Jobs. A 'POOL REWARDS' banner is overlaid on the page, with the text 'See if you qualify!*' and the logo. Below the banner, the Monster job search interface is visible, showing search results for 'Director of Learning & Development' and 'Account Manager / Outside Sales / Retail Accounts' in Washington, DC. The Pool Rewards banner also includes the text 'COMPUTER CONNECTIONS 40 YEARS' and a small disclaimer '* some restrictions apply'.



20 EMPLOYER
14 RECOGNITION
AWARDS

employer recognition awards

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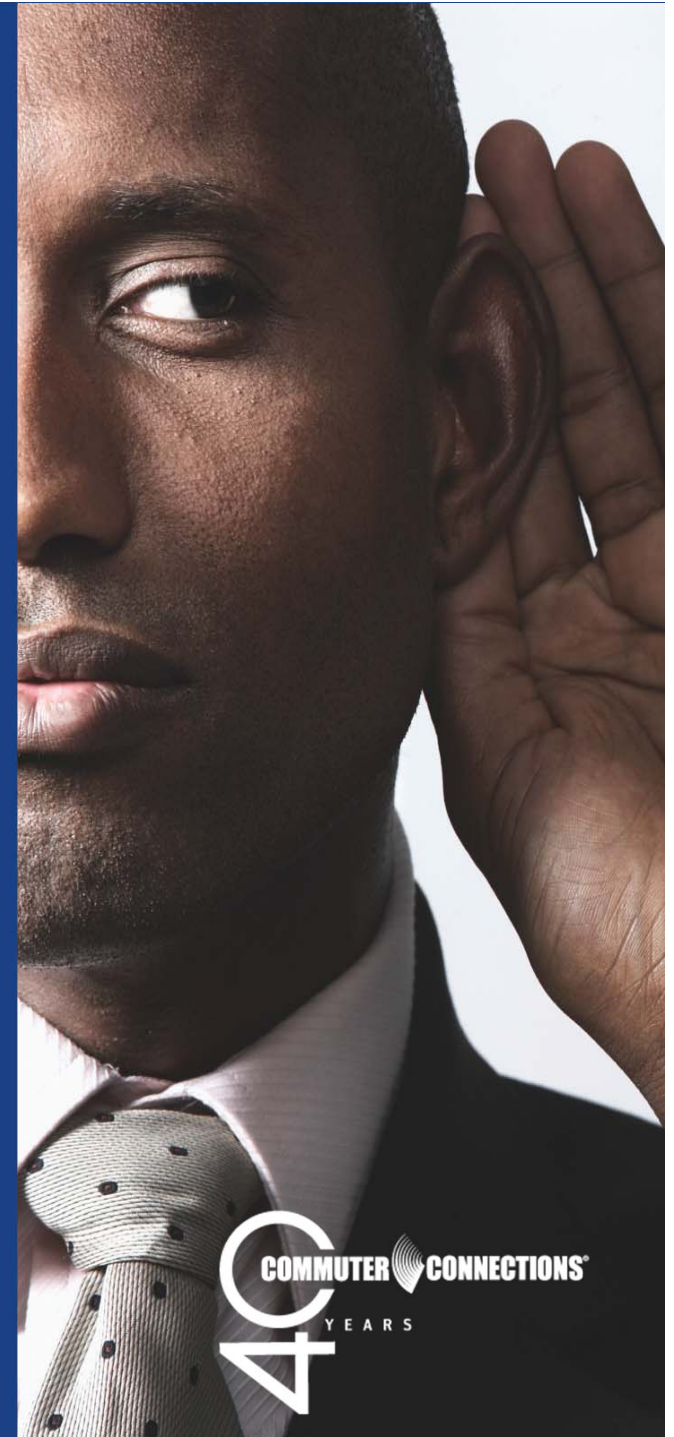
EMPLOYER RECOGNITION AWARDS STRATEGY

Engage with regional employers who deliver measurable commuter benefits

Promote awards and event with:

- ETC Newsletters
- Commuter Connections newsletter coverage
- Email blast to employer database
- Media outreach - print, radio, regional & trade publications
- Social media – online and blogger news, Facebook
- Awards ceremony will be held June 24 at the National Press Club

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NOMINEES

Incentives

Chevy Chase Land Co.

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HOK

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The Cadmus Group

Marketing

Bethesda Urban

Partnership

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Solutions, LLC

Telework

Europ Assistance USA

US Forest Service

NOMINATION BROCHURE



20 EMPLOYER
RECOGNITION
14 AWARDS

Awards are given in the following categories:

and championing
ing options
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Has your organization made a difference in ANY of the following areas? If so, apply now.

TELEWORKING
Enabling employees to work remotely.

PRE-TAX OR SUBSIDY BENEFITS
Subsidized transit or vanpool benefit such as SmartBenefits®.

RIDEMATCHING
Promoting Commuter Connections' free service or providing your own on-site employee ridematching service.

SHUTTLE SERVICE
To and from transit stations.

REDUCED PARKING FEES
For carpools and vanpools.

PREFERRED PARKING SPACES
For carpools and vanpools.

COMPANY VANPOOLS
Providing or organizing employee vanpools.

BIKE RACKS AND/OR SHOWER FACILITIES
For bicyclists and walkers.

AIR QUALITY ALERTS
Implementing or expanding a comprehensive program.

GUARANTEED RIDE HOME
Promoting and/or supplementing Commuter Connections' free program.

The 2014 Employer Recognition Awards

INVITATION



CREATING A BUZZ.

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20 EMPLOYER RECOGNITION AWARDS 14

Tuesday, June 24, 2014
8:30 a.m. - 10:00 a.m.
NATIONAL PRESS CLUB

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

AWARDS are given for INCENTIVES, MARKETING & TELEWORK.

Directions
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Corner of 14th & F - 13th Floor Ballroom
Metro Center - Exit onto 13th St.

RSVP
www.commuterconnections.org/rsvp
by JUNE 19, 2014. For questions contact Stacey Walker
swalker@mcog.org, 202-962-3327.

Congratulating employers in the Washington metropolitan region that voluntarily initiate programs encouraging the use of commuting alternatives to employees.



FRED RICKSBURG
REGIONAL
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additional marketing

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NEWSLETTER



COSTAR'S SHINING COMMUTER BENEFITS PROGRAM

With a commuter assistance program that has encouraged more than 500 of their 560 employees to use public transportation, it is clear that Washington, DC based CoStar Group truly believes in commuting without cars.

Founded in 1987 and now headquartered in Washington, DC, CoStar Group is the primary provider of websites for commercial real estate information, analytics, and marketing services. Additionally, CoStar conducts expansive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information, enabling their clients to analyze, interpret, and gain insight on commercial property values, market conditions, and current availabilities.

Continued on page 2



COMMUTER CONNECTIONS - A MOBILE FRIENDLY SERVICE

The new Commuter Connections web site has expanded tools and information for both commuters and employers.

Necessitated by the evolution and ubiquity of smart mobile devices, Commuter Connections recognized that both the ride-matching system and the overall web site needed re-design in order for it to remain the premier transportation resource that Commuter Connections is known for.

Using Responsive Web Design, Commuter Connections modified the web site's interface to display correctly and to-scale on any device, regardless of screen size.

"The electronic world is changing every day and presents us with new and fresh ideas, approaches, and tools to use," said Nicholas Ramfos, Director of Commuter Connections. "We built

the new website for a sleeker look, to comply with current web standards, to incorporate search engine optimization, and to make the experience user friendly, fresh, and exciting."

Continued on page 4



Spring 2014

FEDERAL ETC UPDATES

Employee Transportation Coordinator

A NEW CULTURE AT GSA USHERS MORE WORK/LIFE BALANCE

In 2013, the General Services Administration (GSA) moved back into their newly renovated headquarters in downtown Washington, where its employees found that their personal real estate had been radically altered.

Tangherlini is betting that his employees will get more done if they are at home – or anywhere outside the office, for that matter – more often. He wants them to instant-message, Google-chat, e-mail and Internet-call their way through the workday on laptops and smartphones. He is betting that when they do venture into the office, they will work together better and more creatively if closed doors and high cubicles don't get in the way.

Though many managers are nervous about keeping track of their staffs, the key, according to Juliana Mandville and Charles Hardy, the GSA's chief workplace coordinators, is that managers need to communicate their expectations ahead of schedule. "This is a learning process," said Hardy, "and we don't know all of the answers."

One employee said that it seems to be working as she and many colleagues tend to work more hours from home in a typical work day.

Only time will tell if the new culture takes hold; however, one can't dispute the tremendous savings realized by such changes. Referring to critics of the new approach, "Let's say you don't buy any of that, we can show \$2.4 million we saved in rent on six leases we don't have anymore," said Tangherlini.

As part of a larger \$161 million renovation, the GSA took a page from Hewlett-Packard, Deloitte and other tech and consulting firms. Most of the walls at 1800 F St. NW have been pulled down, the premises filled with rolling file cabinets that double as seats; giant whiteboards installed, and lockers for stashing purses and lunch boxes. The once ubiquitous printers and paper shredders are rare. Even Tangherlini gave up his 1,600-square-foot office for an open area with his executive and support staff at Ikea-style desks.

With 3,300 headquarters employees, the GSA represents just a small fraction of the federal workforce but Tangherlini's push could help usher in a new federal culture. It is part of a long debate over how employers can best deploy their workers in the digital era.





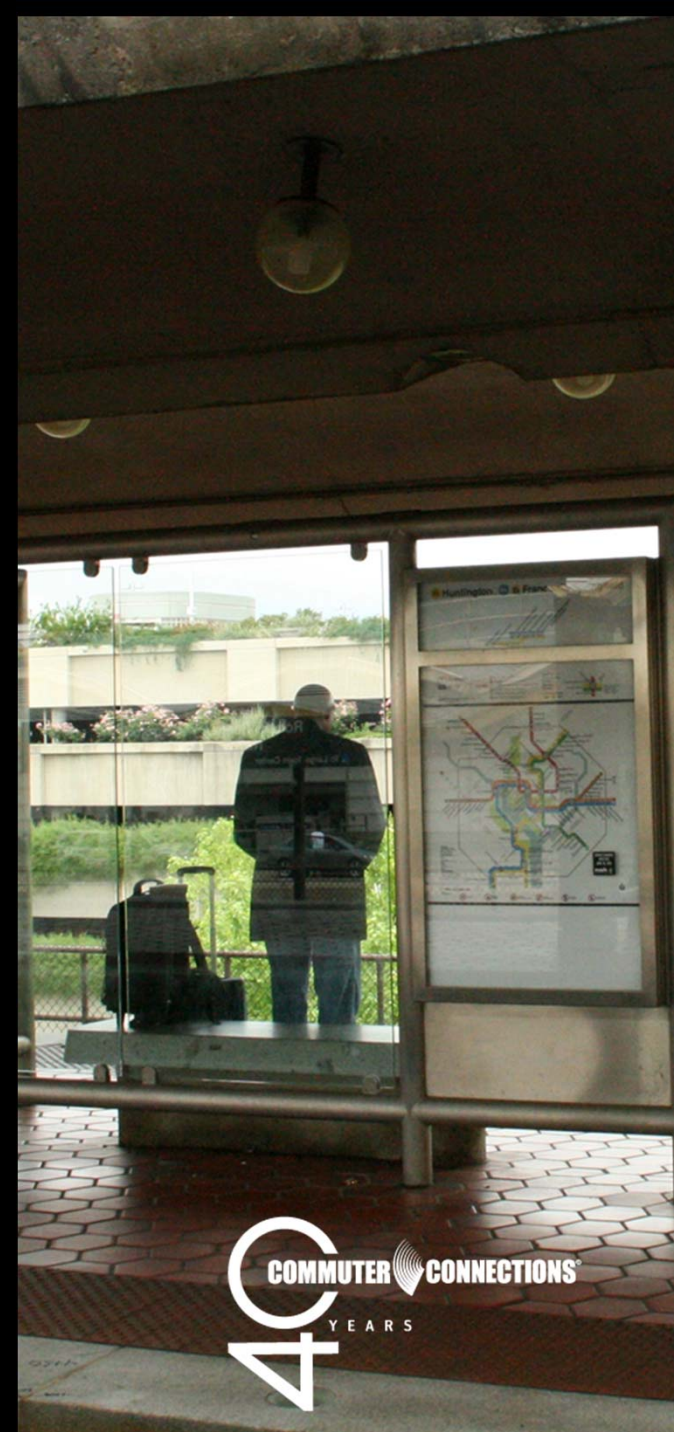

what's next

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LOOKING AHEAD

- FY15 campaign ideation Aug – Sept 2014
- Car Free Days Aug – Sept 2014
- Fall Campaign Sept – Dec 2014
- Spring Campaign Feb – June 2015
- Bike to Work Day Apr – May 2015
- Employer Recognition Awards June 2015



FY2015 CREATIVE DEVELOPMENT SCHEDULE

Review research and results from recent campaigns	June 2014
Develop Marketing Communications Plan	July 2014
Feedback on plan from Regional TDM Marketing Group (Extranet)	Aug 2014
Present conceptual approaches to Regional TDM Marketing Group	Sep 2014
Refine and develop approach based on workgroup feedback	Oct 2014
Finalize creative	Nov 2014
Produce creative	Dec 2014
Distribution to media vendors	Jan 2015
Campaign launch	Feb 2015

FY2015 CREATIVE PROCESS

- Campaign input:
 - COG research
 - Industry trends
 - Current events
 - Prior campaign results
- Write Marketing Communications Plan
- Develop campaign concepts
- Receive workgroup feedback
- Production
- Campaign goes live
- Results and analysis

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MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- Previous campaign results
- 3rd party media data from Strata, Scarborough, Arbitron

Calculate

- Reach & frequency of target demographics for each media option

Analyze

- Cost/value proposition of each media option

Reality check

- Does it make sense?

Negotiate

- Evaluate best negotiated options

Media purchase

Run campaign

Evaluate results

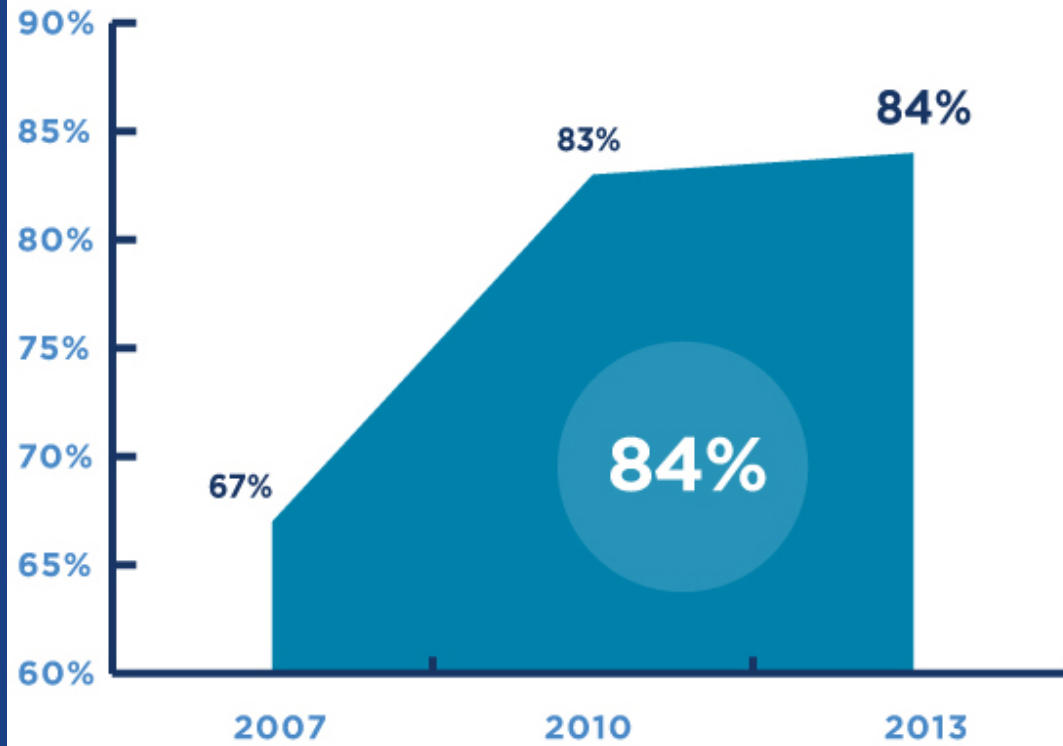


action and trends

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ADVERTISING ENCOURAGED ACTION TAKEN

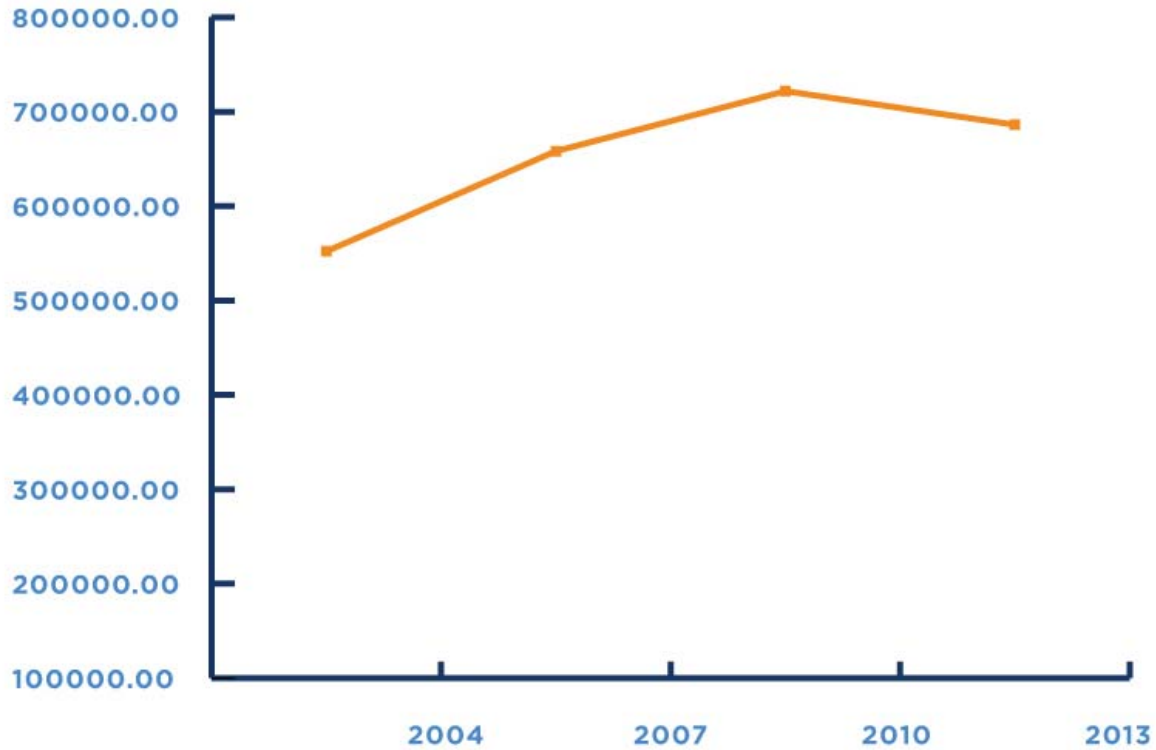


Our audiences are hearing our messaging in increasing numbers.
84% said the advertising encouraged their action.

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RIDESHARE TRIPS (#)



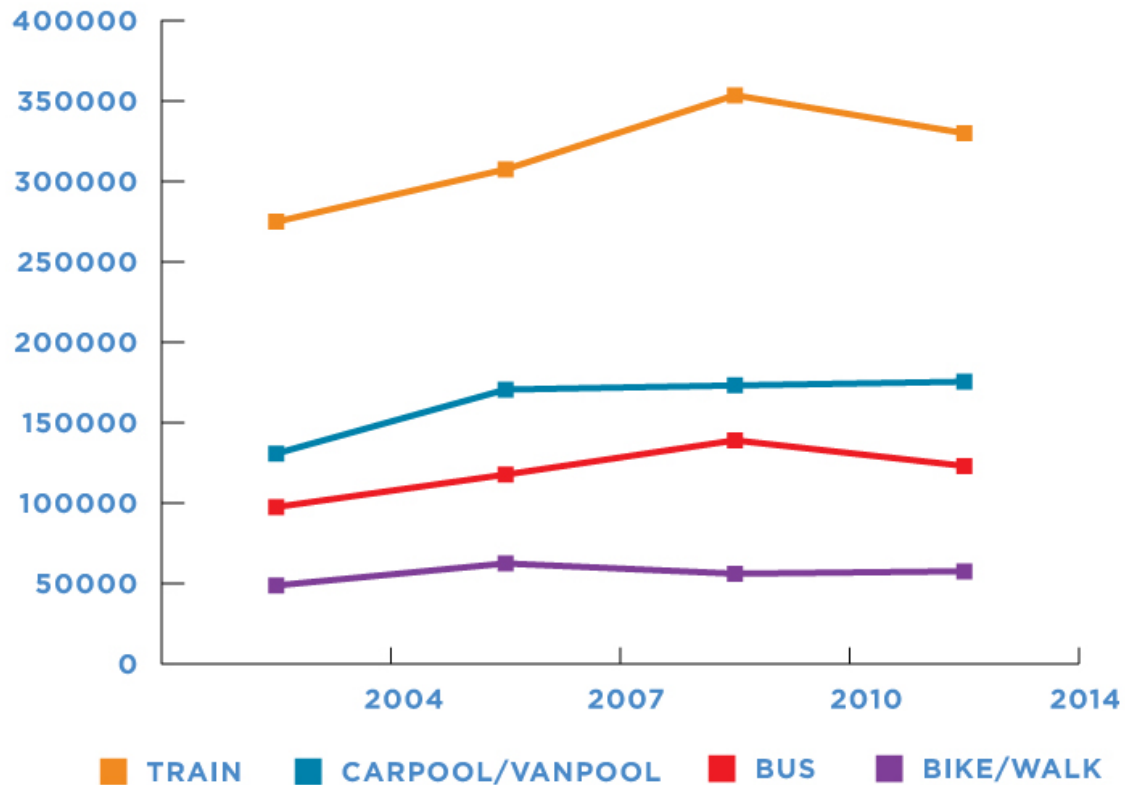
Overall significant increase in rideshare trips (includes carpool, vanpool, transit, bike, and walk.)* Slight downturn in 2013 vs. 2010.

*2013 SOC with Bureau of Labor Statistics employment data applied.

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COMMUTE TRIPS (#)

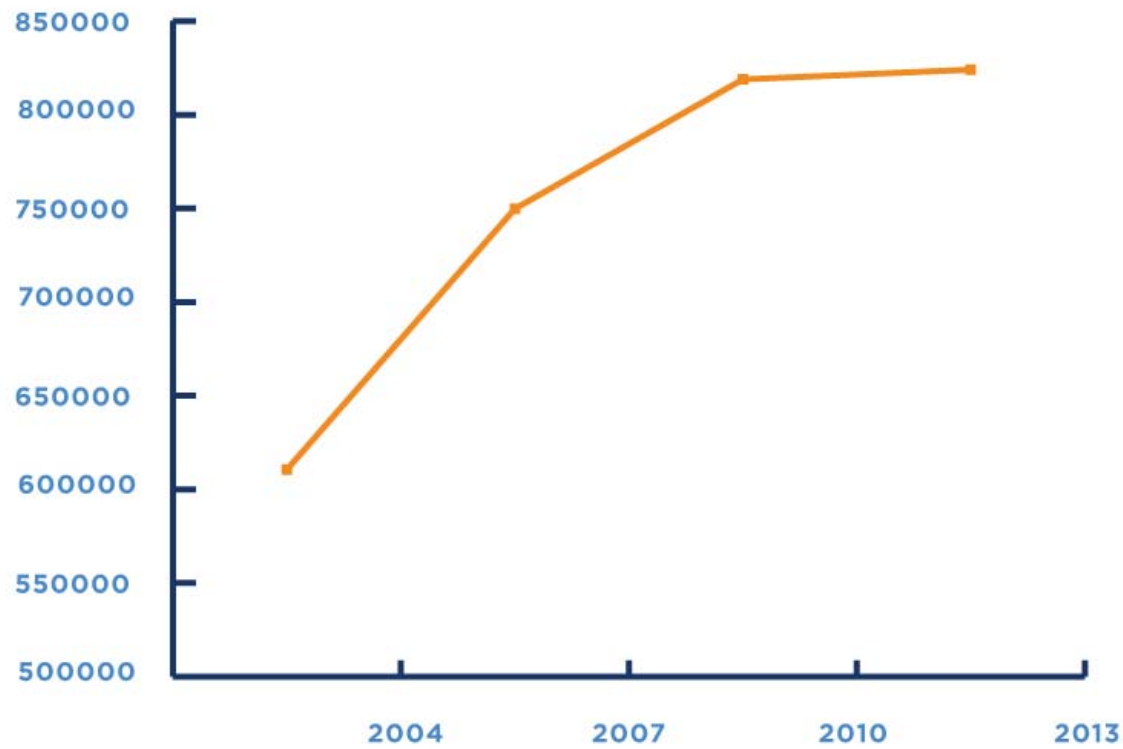


Losses primarily due to slight reduction in transit in 2013 vs. 2010.

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ALL OPTIONS EXCEPT DRIVE-ALONE/MOTORCYCLE



When we include Telework & Compressed Work Week - Alternatives to driving alone show an increase throughout the range.

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Q&A

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