

Item #7

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2014 MARKETING ACTIVITIES

Dan O'Donnell

September 17, 2013

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COMMUTER CONNECTIONS[®]

FIRST HALF FALL FY2014 REGIONAL TDM MARKETING

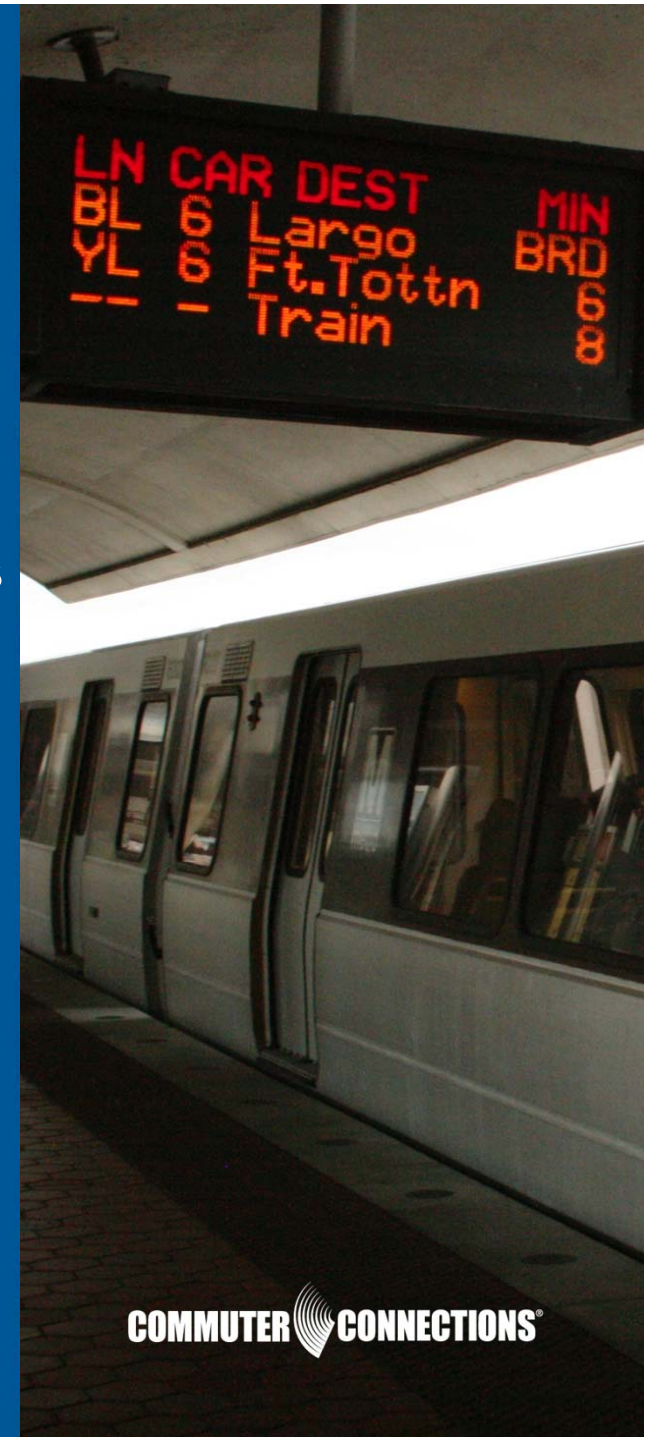
- NEWSLETTERS
- CAR FREE DAYS
- FALL REGIONAL UMBRELLA CAMPAIGN
- SPRING MARKETING CAMPAIGN DEVELOPMENT
- 2014 EMPLOYER RECOGNITION AWARDS CALL FOR NOMINATIONS
- DIRECT MAIL

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PROGRAM OBJECTIVES

- Convert single occupant vehicle (SOV) commuters to alternate modes of transportation
- Encourage continued use of alternate modes of transportation
- Reduce vehicle trips and miles of travel
- Reduce vehicle emissions/traffic congestion



CAR FREE DAYS

Friday, September 20th - Sunday, September 22nd

Strategy

- Promote www.carfreemetrodc.org through various marketing and earned media outreach
- Encourage commuters and general public to pledge to travel car free or car-lite during Car Free Days
- Promote word of mouth “Tell a friend”
- Engage through Social Media
- Incentivize through Prizes and Promotions

PROCLAMATION



Car Free Day 2013
proclamation signing, July 17th
Transportation Planning Board
meeting

LOGO



TWITTER

PARK IT.
for a whole day or more,
September 20-22, 2013

Worldwide Trends · Change
#ultraslanGALATASARAYdegildir
#bbukfinal
Almost Is Never Enough
#AskSophia
#AnthemsRoar
#UnVraiMecCest
Thank You Lea
Danielle
Sophia Smith
Pellegrini

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Advertisers Businesses Media Developers
Directory

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.

81 TWEETS 63 FOLLOWING 365 FOLLOWERS

Tweets

- Commuter Connections** @CarFreeMetroDC 2 Aug
Car Free Days 2013 is Sept 20-22 in DC metro area. Take the free pledge, you could win cool prizes like an Apple iPad! carfreemetrodc.org
Expand
- Commuter Connections** @CarFreeMetroDC 18 Jul
The Car Free Day 2013 proclamation signing took place on July 17th at the National Capital Region Transportation Planning Board meeting.
Expand
- Commuter Connections** @CarFreeMetroDC 4 Oct
James Miller is the winner of the 2012 Car Free Day iPad grand prize, donated by Base Technologies. Jim has a car free lifestyle!
Expand
- Commuter Connections** @CarFreeMetroDC 21 Sep
Car Free Day pledges hit 7,000 mark today! There is still time for your friends and family to pledge. carfreemetrodc.org
Expand

FACEBOOK



PARK IT.
for a whole day or more,
September 20-22, 2013

CAR FREE DAYS
METRO DC

Car Free Day
3,314 likes · 5 talking about this

Non-Profit Organization
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

About – Suggest an Edit

Like Message * ▾

Photos Likes

OUTREACH

Email Blasts

- Past Car Free Day participants
- Past Bike to Work Day participants
- Employers
- Universities

Mailings

- Employers
- Military

MEDIA

60-second radio spot will air September 2 – 22 on:



RADIO SPOT



VALUE ADDS

Home page takeovers and 5-second mentions will air on:



SPONSORS



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PRIZES

Pledge for a chance to win these prizes:

- Apple iPad[®]™
- \$250 gift certificate courtesy BicycleSPACE
- Bikeshare annual memberships courtesy Capital Bikeshare
- Free one day car rental courtesy car2go
- ZipCar one year membership fee waived courtesy ZipCar
- Commuter Rail – Train passes, courtesy Maryland Transit Administration and Virginia Railway Express
- Restaurant – \$25 gift cards, courtesy Mellow Mushroom of Adams Morgan
- SmarTrip – \$20 fare cards courtesy WMATA (Metro)

PROMOTIONS

Pizza and beverage, courtesy Flippin' Pizza

Health Club 7 day passes, courtesy Sport & Health

SWAG Giveaways at 5 Metro Stations, courtesy Montgomery County
Commuter Services

Free Rentals, courtesy Bike and Roll

Free Bus Trips, courtesy Frederick County TransIT

CARPPOOL OR GO CAR FREE. GET A FREE LUNCH. WHAT'S NOT TO LOVE?

CELEBRATING CAR FREE DAYS!
NO PURCHASE NECESSARY. THREE DAYS ONLY.
Good for 2 free slices of freshly baked pizza and a free beverage. Present this coupon.

VALID ONLY FRI-SUN, 9/20/2013-9/22/2013 UNTIL 4PM.
Taxes and Gratuities included! Limit one coupon per guest. Not redeemable for cash. Available at participating locations. For a complete list of locations, visit flippinpizza.com

CAR FREE DAYS
METRO DC
SEPT 20-22
2013

FLIPPIN' PIZZA

NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

TEXT MESSAGES



Thanks for pledging to go Car Free. You may win an iPad courtesy of Tri-County Council for Southern Maryland and Maryland Transit Administration! Get a friend to pledge at <http://www.carfreemetrodc.org>

EARNED MEDIA

Car Free Days Tactics

- Calendar listings to monthly publications and major outlets; follow up with media to secure placements
- Press releases/media advisories and pitches
- Content for social media
- Secure radio/TV interview placements

DONATED SPACE

- 40 Arlington interior bus cards
- 50 Montgomery County bus shelters
- 20 Montgomery County bus kings
- 10 Montgomery County jr. bus kings
- 200 Metrobus interior bus cards
- 1 Rotating web tile ad on www.wmata.com
- 70 Fairfax Connector bus tails



DONATED SPACE



PARK IT.
for a whole day or more, September 20-22, 2013
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

ART arlington transit
COMMUTER CONNECTIONS 800.745.RIDE

CAR FREE DAYS METRO DC
SEPT 20-22
2013



PARK IT.
for a whole day or more, September 20-22, 2013
use metrobus or metrorail
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

M metro
COMMUTER CONNECTIONS 800.745.RIDE

CAR FREE DAYS METRO DC
SEPT 20-22
2013



DONATED SPACE



shere a ride
PARK & RIDE
DRIVE LESS
Carpool to the office
COMBINE
CATCH UP W/ FRIENDS
WORK FROM HOME
BUY'S SHOPPING
ride a bike

Better Ways To Work!
Maryland County Commuter Services
Your local connection to Commuter Connections

COMMUTER CONNECTIONS
800.745.RIDE

PARK IT. for a whole day or more, September 20-22, 2013
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

CAR FREE DAYS
METRO DC
SEPT 20-22
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CAR FREE DAYS
METRO DC
SEPT 20-22
2013



DONATED SPACE

The screenshot shows the Washington Metropolitan Area Transit Authority (WMATA) website. The top navigation bar includes links for Home, Rail, Bus, Accessibility, Getting Around, Fares, Rider Tools, and About Metro. A search bar is located in the top right corner. The main content area is titled 'Metrobus' and contains the following sections:

- Metrobus**: Provides more than 400,000 trips each weekday serving 11,500 bus stops in the District of Columbia, Maryland, and Virginia. Metrobus is the sixth busiest bus agency in the United States, with a fleet of more than 1,500 buses operating on 325 routes.
- Where to Wait for the Bus**: Stand at Metrobus stops, which are designated with red, white, and blue signs.
- Check the bus destination before you board**: The route number and destination are displayed above the windshield and on the boarding side of the bus. For planning bus trips, please see the Trip Planner or phone the Metro information line at 202-637-7000.
- Bus Accessibility**: The Office of Bus Planning works hard to improve bus stop accessibility throughout its network of approximately 12,000 bus stops. To report any accessibility issues with Metrobus stops, you can download our form (PDF).
- Metrorail and Metrobus Transfers**: To get a rail-to-bus or bus-to-rail discount or to transfer free from bus to bus, you must use a SmarTrip® card.
- Detours**: On occasion, Metro may implement detours on some or all of its Metrobus routes. Severe weather, road construction or special events, such as

The sidebar on the left contains a 'CAR FREE DAYS' advertisement for September 20-22, 2013, and a 'Bus Schedules & Fares' link. The 'CAR FREE DAYS' ad includes the text: 'Use Metrobus or Metrorail', 'September 20-22, 2013', 'Take the Free Pledge at www.carfreemetrodcc.org', and 'You May Win an iPad!'. The 'Bus Schedules & Fares' ad includes the text: 'easytransitnow... Find Bus Routes, Schedules & Fares. Free With EasyTransitNow's Toolbar!' and a right-pointing arrow button.

FY14 FALL RIDESHARE CAMPAIGN

RIDESHARE FOR REAL

STRATEGY

- Differentiate Commuter Connections
 - Commuter Connections is the trusted, regional provider of ridematching services for 40 years
 - Over 30,000 commuters in database
 - Focus on long-term matches
- Seek more audience engagement
- Commuter Connections offers real people who want to share rides a way to save real money

FY14 FALL RIDESHARE CAMPAIGN

CONTINUE SPRING FY2013 CREATIVE
GEOGRAPHIC EMPHASIS ON MIDDLE AND
OUTER RING COMMUTES

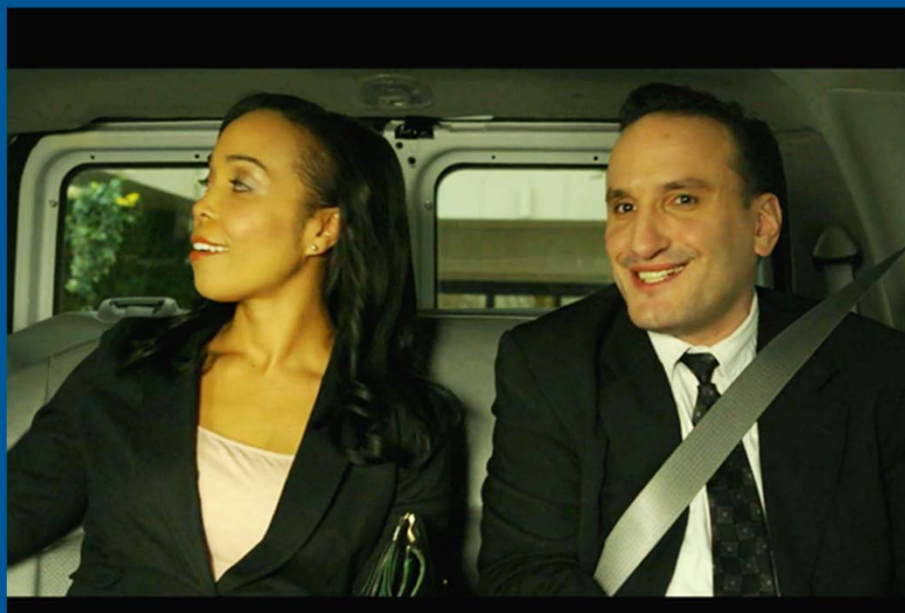
- Longer commutes, distance, and time
- Fewer public transit options

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COMMUTER CONNECTIONS®

TV SPOT



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COMMUTER  CONNECTIONSSM

RADIO SPOTS



BE REAL

Commuter Connections offers real people who want to share rides real savings. Along with this comes real conversation. Things that might be running a bit short in the digital age.

ONLINE BANNER ADS

The image displays five vertical banner ad designs, each featuring a dark grey car on a blue base. The designs progress from left to right:

- Design 1:** A dark grey car with one blue speech bubble above it.
- Design 2:** A dark grey car with two blue speech bubbles above it.
- Design 3:** A dark grey car with three blue speech bubbles above it. The text "rideshare." is positioned above the car.
- Design 4:** A dark grey car with three blue speech bubbles above it. The text "rideshare." is positioned above the car, and "and network realtime." is positioned below the car.
- Design 5:** A dark grey car with three blue speech bubbles above it. The text "get started today." is positioned below the car. The logo "COMMUTER CONNECTIONS" is positioned above the car.

FY14 FALL CAMPAIGN ADDED VALUE

- Continued support of the 'Pool Rewards program with added value from the media outlets targeted towards the younger, Hispanic, and African American audiences.
- Inclusion of Virginia DOT MegaProjects messages with co-branding, added value from the media outlets and construction project updates in the quarterly newsletters.

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COMMUTER CONNECTIONS

GUARANTEED RIDE HOME CAMPAIGN

DON'T GET LEFT DANGLING

STRATEGY

- Lead with ridesharing. For those who rideshare, GRH is a safety net.
- Quick and frequent reads by radio personalities during drive time radio for highest effectiveness.
- By signing up for the Guaranteed Ride Home program, you will be safely delivered home from work, in the event you were left stranded.

GUARANTEED RIDE HOME CAMPAIGN

- GEOGRAPHIC EMPHASIS ON INNER CORE COMMUTES
- ANCHOR MEDIA: Radio
- CONTINUE SPRING FY13 CREATIVE
- CAMPAIGN LIVE OCT-DEC 2013



FY14 FALL BUDGET & PROPOSED GRH MEDIA

GRH

Radio \$132,000

Direct Mail \$50,000

Virginia MegaProjects Planner \$2,500

Value-added promotions \$0

Total \$184,500

Net Costs

RADIO

:15 Live Reads

Left dangling after sharing a ride into work? Get a free Guaranteed Ride Home in case of emergency. Visit commuterconnections.org to register for the Guaranteed Ride Home program or call

800-745-RIDE. Some restrictions apply.

Get home with the free Guaranteed Ride Home program if you rideshare and are left dangling at work. Sign up at commuterconnections.org. That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions may apply.

Don't be left dangling. If you rideshare, you can get a free emergency ride home through the Guaranteed Ride Home program. Sign up at commuterconnections.org or call 800-745-RIDE.

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BANNER ADS



DON'T GET LEFT DANGLING ON THE JOB (if you rideshare.)

Guaranteed Ride Home.*

* some restrictions apply

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Register today!

FY14 SUMMER AND FALL NEWSLETTERS



COMMUTER CONNECTIONS HONORS TOP EMPLOYERS

Three area companies were honored at the 16th annual Employer Recognition Awards ceremony held at the National Press Club on June 25, 2013.

The event honors companies that promote more 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.

"For 16 years, the Employer Recognition Awards have helped raise the bar for transportation benefits offered by employers in this region," said Nicholas Ramfos, Commuter Connections Director. "It is estimated that this year's winners have reduced

Spring rideshare and grh Sched...

their employees' fuel consumption by more than three million gallons per year and nearly 60 million vehicle miles traveled annually, which translates to more than 58 million pounds of CO2 saved from entering the air."

Continued on page 2



Newsmakers in Commuting

2013 'POOL REWARDS CONTEST WINNERS

The Treatment and Learning Centers (TLC) was announced as the 2013 Pool Rewards Employer Contest winner. TLC is a private, non-profit organization founded in 1950 in Rockville, MD whose staff of 200 serves more than 2,200 children and adults within the DC metro area, who have a wide range of special needs.

As the contest winner, TLC employees earned an office party catered by Hard Times Café, and hosted by WBIG's DJ-Sky. The popular radio DJ led a trivia game, and provided partygoers with tickets to upcoming concerts for the first correct answer to each question.

Continued on page 4



FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL GOVERNMENT LEADS THE WAY IN TELEWORKING

The Commuter Connections 2013 State of the Commute preliminary survey results show an interesting fact. In the Washington, DC region, the federal government is responsible for almost all of the growth in teleworking over the last three years, and has, over the last six years, consistently posted more significant gains than the private, non-profit, and state and local government sectors.

The State of the Commute survey, conducted every three years by Commuter Connections, surveyed 6,335 randomly selected employed residents of the Washington region, both federal and non-federal. The first survey in 2001, found that overall, 11 percent of respondents who telework, do so at least one day a week. Fast forward by a dozen years; advances in technology and broader acceptance of telework practices had caused this figure to skyrocket to 27 percent in 2013.

Formal programs are most common among respondents who work for a federal government agency. Nearly seven in ten (67%) respondents who work for a federal agency said their employer has a formal program, compared to only about 23 percent of respondents who work for non-profits, 18% who work in the private sector, and 21% who are employed by state/local government agencies.

It is interesting to note that over the past three years, telework growth in the non-federal sectors remained relatively flat, while the growth of telework in the federal government rose dramatically from 27 percent to 38 percent, far outpacing non-federal employees.

The federal Telework Enhancement Act of 2010 is credited as a

major factor contributing to the increase. The Act requires all federal agencies to develop formal telework policies, identify all positions that are suitable for teleworking, and to designate staff specifically to help implement and monitor telework programs. The law also provides guidance on developing written employer-employee telework agreements and providing best practices training to workers and managers.

The legislation sought to reduce the need for additional office space for a growing federal workforce and to ensure that daily operations, especially critical ones, could continue even in the event of a natural disaster, such as the 2011 earthquake, force the government to close, or prevent workers from getting to their offices.



Congress and the government's senior managers, including President Obama, have also come to see teleworking as a valuable tool in attracting and retaining talented workers who are seeking ways to reduce costs and the burden of daily commuting.

There is still room for growth in teleworking as 18% of total State of the Commute respondents said that they "could and would" telework, if given the opportunity.

The good news is that the overall growth in teleworking will continue to reduce demand on roadways and the transit system, as well as providing numerous other benefits for both employers and employees.

For help getting started or to improve your existing telework program, visit www.commuterconnections.org or call 800-745-7433.

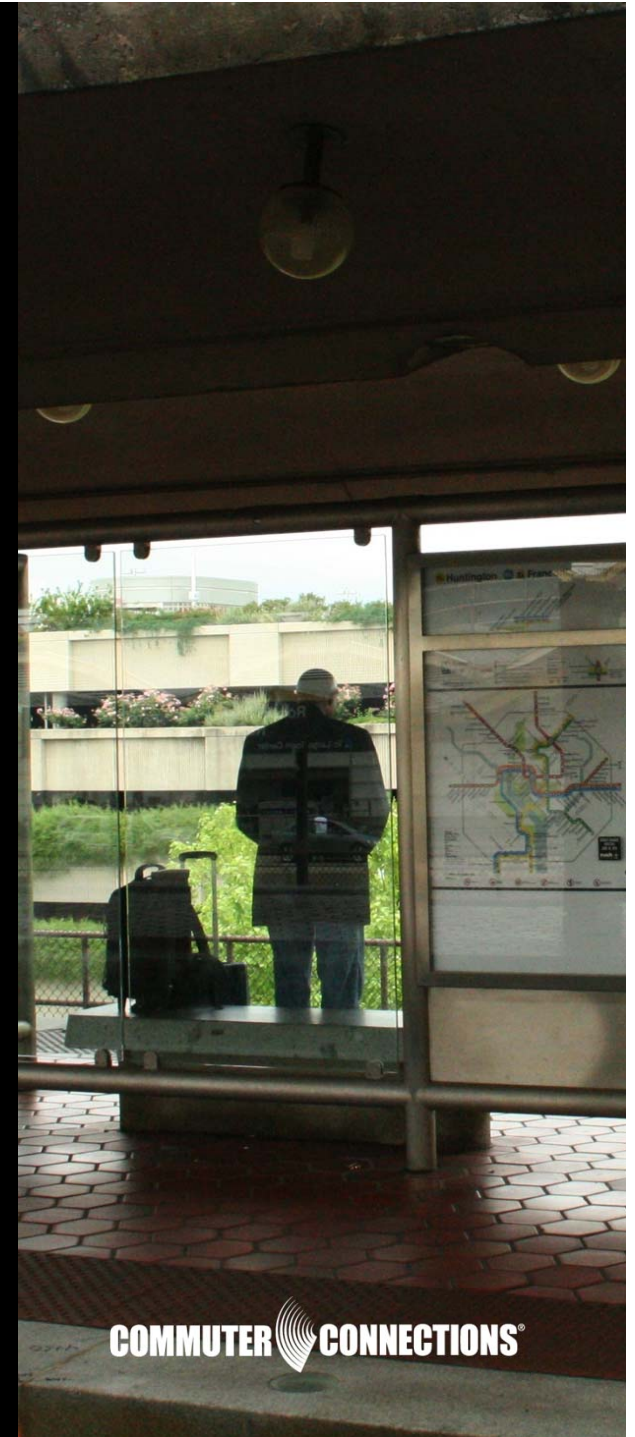
FY14 FALL ACTIVITY FOR 17TH ANNUAL EMPLOYER RECOGNITION AWARDS

- Form Awards Workgroup September
- Develop concepts October
- Selection by Workgroup October
- Finalize brochure and nomination form November
- Set up online nomination info and form November
- Mailing to level 3 & 4 employers early December
- Email blast to level 3 & 4 employers January
- Nomination period Dec 2013- Jan 2014

LOOKING AHEAD FY2014

- Spring campaign ideation Aug – Sept 2013
- Car Free Days Aug – Sept 2013
- ‘Pool Rewards value add Aug – Sept 2013
- Fall campaign (FY13 creative) Sept – Dec 2013
- Fall newsletter Nov 2013
- Spring campaign (FY14 creative) Feb – June 2014
- Bike to Work Day Apr – May 2014
- Employer Recognition Awards June 2014

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FY2014 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

FY2014 CREATIVE DEVELOPMENT SCHEDULE

Review research and results from recent campaigns	June 2013
Develop Marketing Communications Plan	July 2013
Feedback on plan from Regional TDM Marketing Group (Extranet)	Aug 2013
Present conceptual approaches to Regional TDM Marketing Group	Sep 2013
Refine and develop approach based on workgroup feedback	Oct 2013
Finalize creative	Nov 2013
Produce creative	Dec 2013
Distribution to media vendors	Jan 2014
Campaign launch	Feb 2014

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

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FY14 SPRING PROPOSED RIDESHARE CONCEPT

Objective

- Maintain and increase awareness of shared ride modes
- Retain current ridership on these modes
- Gain new riders
- Gain new applicants to the regional database
- Position Commuter Connections as a trusted source in the region for ridesharing

Conceptual Approach for Creative Strategy

- Focus on the benefits of sharing a ride: save money, time and stress
- Keep messaging and imagery light and fun, to maximize integrated promotional efforts
- Consider data and interesting facts of Commuter Connections over past 40 years:

FY14 SPRING PROPOSED GRH CONCEPT

Objective

- Increase the number of applicants in the GRH database by promoting GRH as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

Conceptual Approach for Creative Strategy

- GRH as a safety net
- Demonstrate that signing up for GRH allows you to rideshare
- Allows you peace of mind that you will get home



Q&A

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