

HANDOUTS

from previous meeting



July 23, 2008



CARFREE
METRO DC **DAY**

CARFREE
METRO DC DAY

**CAR
FREE
DAY**

METRO DC



9.22.08

Uncar for a day.



**CAR
FREE
DAY**
METRO DC

9.22.08

carfreemetrodccom

Take the CarFree Day Pledge for a chance to win free SmarTrip® cards and other giveaways. Save gas and find out how easy it is to go CarFree for a day. We'll show you how!

 Printed on recycled paper

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
800.745.RIDE

**THANK YOU
FOR NOT DRIVING.**

22 SEPT

**CARFREE DAY
METRO DC**

carfreemetrodc.com


Take the CarFree Day Pledge for a chance to win free SmarTrip® cards and other giveaways. Save gas and find out how easy it is to go CarFree for a day. We'll show you how!

COMMUTER CONNECTIONS®
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**CAR
FREE
DAY**
METRO DC

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CARFREE METRO DC DAY

Sept 22

carfreemetrod.com

Take the CarFree Day Pledge for a chance to win free SmarTrip® cards and other giveaways. Save gas and find out how easy it is to go CarFree for a day. We'll show you how!



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**CAR
FREE
DAY**
METRO DC

9.22.08

**CarFree Day
Radio Draft Script**

**:60 Second
No Noise**

Outside Sound Effects (sfx) - owl or other strange bird

Person 2: What was that?

Person 1: What?

Owl or other strange bird sfx

Person 2: There it is again.

Person 1: I think it was a bird.

Person 2: I dunno...

Human weird (whispering?) sfx

Person 2: Did you hear that?

Person 1: Yes. That sounded human, though. Could it be someone outside?

Window opening sfx

Person 2: You know... that's really odd. I don't see any moving cars.

Person 1: Yeah, weird...

Person 2: Maybe they were abducted by aliens.

Person 1: That'd be cool. Did you look around? See any spaceship landing gear?

Rummaging around sfx

Person 2: You know what? I just remembered - it's CarFree Day.

Person 1: What?

Person2: CarFree Day, so nobody's driving. People are walking, biking, you know, taking alternative transport.

Person 1: Oh...hmmm. Do you think a spaceship could be considered alternative transport?

Person 2: Think so... do they use fuel?

Person 1: Course not, they're aliens...

Person 2: Cool, cause I think I see a saucer... think they'll pick us up?

Person 1: Only one way to find out...

Announcer:

Go Car-Free in Metro DC and join other earthlings around the world on Monday September 22. Or go Car-Lite and carpool.

To pledge and get additional information, please visit carfreemetrodc.com or call 1.800.745.RIDE.

Sponsored by Commuter Connections.

**CarFree Day
Radio Draft Script**

**:30 Second
Poundage**

Susan: Wow, Jen, you look great. Looks like you lost a lot of weight...

Jen: 2010 pounds to be exact.

Susan: What? How much did you say?

Jen: 2010. It started with me shedding the car for CarFree Day. That was a ton off. Then I liked it so much I lost some more and I shaped up. 10 lbs lost, big gas bills gone and a whole lot of stress. Might look like a loss but sure feels like a gain.

Susan: CarFree Day, huh? I could certainly stand to shape up and save some gas money, too! And that's definitely the quickest weight loss I've heard about – ha!

Jen: Plus it helps the environment – cleaner air you know.

Susan: Sounds good all around – I'm going to give it a go!

Announcer:

Go Car-Free in Metro DC and join tons of others around the world on Monday
September 22.
Or go Car-Lite and carpool.

To pledge and get additional information, please visit carfreemetrodc.com or call
1.800.745.RIDE.

Sponsored by Commuter Connections.

**CarFree Day
Radio Draft Script**

**:30 Second
Time to Make a Difference**

Do you know what time it is?

Time to run, walk, crawl, bike, Segway, whatever you choose for the one and only CarFree Day September 22.

Absolutely free. Absolutely fun. Absolutely no cars.

Show that it's absolutely the time to make a difference in the way we get around. Go online and pledge to leave your car at home.

Help the planet. Uncar for a day.

Go Car-Free in Metro DC and join millions around the world on Monday September 22. Or go Car-Lite and carpool.

To pledge and get additional information, please visit carfreemetrodc.com or call 1.800.745.RIDE.

Sponsored by Commuter Connections.

Commuter Connections FY09 Car Free Day Marketing Communications Brief

Mission: Commuter Connections is a regional network of transportation organizations providing commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupancy vehicles (SOV).

The outreach mission for Car Free Day is to encourage people to try alternative methods of transportation and as a result, to consider changing SOV behaviors and adopt a car-free or car-lite lifestyle, and; to build upon the Commuter Connections network as an umbrella resource that provides a regional awareness and focus for Car Free Day.

Demographics: The target audience for this campaign is the car-driving population of metropolitan Washington DC. It includes anyone that uses a SOV on a full-time, part-time, or occasional basis and may include commuters, soccer Moms, students, and tourists. This population transcends any definition by age, race, occupation, or income and is just limited by the geographical reach of the Commuter Connections network.

Stakeholders: The stakeholders for this campaign are the members of the Car Free Day Steering Committee. This committee is comprised of representatives of local jurisdictions, advocacy groups, transit agencies, departments of transportation, elected officials, business improvement districts as well as COG/TPB staff.

Marketing Strategy: The centerpiece of communication efforts for Car Free Day will be a comprehensive website, *carfreemetrodc.com*, dedicated to the event. The website is to be funded and developed by the District Department of Transportation. It will inform visitors to the website of various ways they can live car-free or car-lite; contain a list of all Car Free Day related events occurring throughout the region; and allow visitors to “pledge” to go car free on September 22, 2008. The development and focus of this website is outside the scope of this marketing brief. However the resultant website will be referenced by all components of this marketing strategy.

The marketing strategy will build upon the recognition of Commuter Connections brand as an umbrella resource to drive a regional identity for Car Free Day events and activities of local jurisdictions. The name selected for this event is “CarFree Day Metro DC” and reflects the region-wide support of Car Free Day. A logo incorporating this name will be developed and can be used across jurisdictional marketing activities.

The strategy of the Commuter Connections marketing campaign for Car Free Day is the following:

- Build on the existing Commuter Connections umbrella reach and recognition to incorporate local jurisdictional Car Free Day activities into a recognizable region-wide Car Free Day.
- The website, *carfreemetrodc.com*, being developed by the District Department of Transportation, will be used as a repository of information for alternative modes of transport, local Car Free Day events, and a database of people who pledge to go car free on September 22.
- Engagement of the media is critical to the adoption and success of Car Free Day.
- Radio will be the anchor medium for the campaign with its ability to reach a large portion of the target market with significant frequency.

- Content-based, geo-targeted Internet text ads will re-direct people to *carfreemetrodc.com* for more information and to make a pledge.
- Print advertising will enforce the messages visually with high impact, cost effective creative. Side of bus advertising will allow repetitive communication in heavily traveled areas.

Tactics: This is the inaugural campaign for Commuter Connections Car Free Day. As such, the goal of this campaign is to provide a solid foundation for larger and more successful future campaigns.

The tactics to be undertaken for the launch of the regional Car Free Day activity will include:

- A press release will be written and a press event organized to engage the media. A tie in with the new ridematch software launch may be used to leverage the event. Follow-ups are planned with key media contacts.
- The development of a logo incorporating the name “CarFree Day Metro DC” and establishing a look and style to be used in other creative.
- The logo will be made available to Car Free Day Steering Committee members and may be incorporated in externally developed creative and websites.
- A creative concept will be developed that will incorporate the logo and will refer to *carfreemetrodc.com* for further information. The creative concept will be the basis for posters and bus queens.
- A radio ad will be developed to inform listeners of Car Free Day and encourage them to visit *carfreemetrodc.com* to make a pledge. The radio ad will serve to inform as well as excite and raise curiosity and will drive listeners to the website. As the anchor of this campaign, the spot will be professionally produced.
- Internet advertising will consist of text based ads placed with search engines. These ads will be content-based and geo-targeted to the metropolitan DC area. In addition, the campaign will make use of any web pages or links provided by radio stations as part of value add promotions.
- Media dollars will be focused on radio ad placement with a smaller portion of the media budget being used for Internet text ads.
- The Car Free Day campaign will go live mid-August and run until mid-September. Due to varying production and distribution times for the specified media, it may be necessary to roll-out the campaign over 1-2 weeks as opposed to a single go-live date.

The COG budget for this Car Free Day promotion budget includes:

\$70,000 for radio and Internet text advertising.

\$22,000 for printing of posters and bus queens (vinyl).

\$25,000 for development of 1 radio ad, internet text ad, poster, bus queens and earned media.

ITEM #10

Car Free Day 2008 Scope of Work

Final Document July 23, 2008

Introduction

During FY 2009 COG/TPB staff will coordinate with local jurisdictions to develop a regional Car Free Day campaign that will encourage residents to abstain from Single Occupant Vehicle (SOV) use and either telework or utilize alternative forms of transportation to work such as public transit, carpools, vanpools, bicycling or walking.

Car Free Day will be held September 22, 2008 to coincide with World Car Free Day. World Car Free Day, first held in 2000, strives to open people's minds to alternate transportation options and to celebrate alternatives to car dependence in order to reduce human impact on the environment. It is the hope that through this one day event, people will try alternative methods of transportation and as a result, consider changing their SOV behaviors and adopt a car-free or "car-lite" lifestyle on a full-time, part-time, or occasional basis.

A Car Free Day (called Car Free DC) was held in Washington, DC in 2007. The 2008 event will be the first regional event in the Metropolitan Washington region. Aside from choosing an event name with wider regional appeal Commuter Connections will use its standing as a regional source of commute alternatives to promote Car Free Day as a regional initiative.

A marketing campaign along with public outreach efforts will be developed to promote the region's Car Free Day.

Communication/Marketing

The centerpiece of communication efforts for Car Free Day is a comprehensive website dedicated to the event. The website is to be developed and funded by the District Department of Transportation, through a contractor and will include all pertinent information relating to the event. The website will inform visitors of the various ways they can live car-free or car-lite; contain a list of all Car Free Day related events occurring throughout the region; and allow visitors to "pledge" to go car free on September 22, 2008. To make the "pledge," website visitors will be required to fill out a short pledge form online. The data received from the pledge forms will be used to award promotional incentives as well as for tracking purposes.

All marketing efforts will direct business and consumer target audiences to the web site. Commuter Connections' through a marketing contractor will be tasked with creating the collateral material and other marketing needs.

Marketing efforts to include:

- Logo development
- Collateral (8.5 x 11 fliers)
- Radio
- Internet Advertising
- Metrobus sides

Outreach efforts may include:

- Earned Media
- Speaker Bureaus
- Official "Car Free Day Proclamation" to be signed by the National Capital Regional Transportation Planning Board.

Promotion

Car Free Day will utilize several giveaways to thank and entice people to participate in the event. The overall theme of the giveaways is to offer prizes/incentives that compliment a car-free or car-lite lifestyle.

Possible promotions may include:

- Transit passes (WMATA, VRE, MARC, Commuter Bus Lines)
- Van rental (VPSI)
- Use of Telework Centers
- ZipCar membership
- SmartBike membership
- Bike & Roll

Coordinating CFD Steering Committee

COG/TPB staff will facilitate the planning of Car Free Day by coordinating the Car Free Day Steering Committee. Meetings will be held at COG on an as-needed basis in preparation for the event.

The Steering Committee is comprised of representatives from local jurisdictions, advocacy groups, transit agencies, departments of transportation, elected officials, business improvement districts, as well as COG/TPB staff.

Local Jurisdiction Involvement

Local jurisdictions are encouraged to either plan local Car Free Day events or encourage residents and/or citizen groups to develop their own events. A complete list of all local events will be provided on the website.

To help jurisdictions plan events, the Steering Committee will release a “Car Free Day Event Menu.” The purpose of this “Menu” is to inform local jurisdictions of the kinds of events that are possible and to provide guidance in planning events.

Goals and Expectations

The goal of the 2008 CarFree Day is 10,000 pledges.