



**COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP**

FY2015 MARKETING ACTIVITY

Dan O'Donnell

December 16, 2014

# MARKETING ACTIVITIES

- Car Free Day
- Newsletter
- Fall Regional Umbrella Campaign
- Spring Regional Marketing Campaign Development
- Direct Mail
- 'Pool Rewards Development
- Bike to Work Day Sponsorship
- 2015 Employer Recognition Awards Call for Nominations



# OVERALL OBJECTIVES

- Convert single occupant vehicle commuters to alternate modes of transportation
- Encourage continued use of alternative modes
- Reduce vehicle trips and miles of travel
- Reduce traffic congestion and improve air quality
- Engage commuters & employers



immone Becchetti | stocksby.com/191225

# OVERALL SCHEDULE

2014

- SEP Car Free Day
- OCT Refine 2015 concepts based on feedback
- OCT Fall umbrella campaign begins
- NOV Conduct focus groups
- NOV - DEC Spring campaign development
- NOV Awards nomination brochure finalized
- DEC Fall umbrella campaign ends

2015

- JAN Finalize & produce spring creative
- FEB Spring campaign launch
- MAY Bike to Work Day
- JUN Spring umbrella campaign ends
- JUN Employer Recognition Awards



**CAR  
FREE  
DAY**  
METRO DC  
  
9.22.14

car free day

odonnellCOMPANY

**40** COMMUTER CONNECTIONS<sup>®</sup>  
YEARS

# RESULTS

4,656 pledges

13% increase over 2013

40 Earned Media placements, includes print & online, newsletter, calendar listings, radio, television, and blogs

30 Social Media posts including Facebook, Twitter, and Instagram

305 free transit ads placed, donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services and Metrobus



ridesharing

odonnellCOMPANY




# FY15 FALL

## STRATEGY

- Position Commuter Connections as a trusted regional provider of ridesharing information for 40 years
- Seek more audience engagement
- Geographic emphasis middle and outer ring commutes
- Expand audience to include younger age brackets and greater ethnic diversity
- Continue to emphasize monetary savings
- Continue spring FY2014 creative



# FALL 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

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

commuterconnections.org  
800.745.RIDE



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

**Rideshare. Propel your commute.**  
Free Ridematching Services.

commuterconnections.org  
800.745.RIDE

## FALL RIDESHARE MEDIA

- Radio – WFMD, WFRE, WFLS, WTOP, El Zol, WBQB, and WAFY/WWEG
- TV snipes on Comcast SportsNet and squeeze-backs on ABC News 7/WJLA
- Streaming audio with companion banner on Pandora
- Comcast SportsNet in-game billboards and ticker messaging during Caps & Wizards games

Campaign Live: Oct 6 – Dec 31, 2014



# FY15 FALL MEDIA BUDGET NET \$

Radio \$174,515.20

TV \$ 87,422.50

Pandora \$ 24,000.00

Total Paid Media: \$285,937.70

Added Value: \$ (149,982)

Direct Mail: \$ 43,750

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# RADIO

- :30 radio spots in English (2)



- :30 radio spots in Spanish (2)



# FALL RIDESHARE RADIO

- Radio station ridesharing flight dates: 10/6, 10/20, 11/3, 11/17, 12/1, 12/15, and 12/29



930 AM



99.9



93.3



103.5



107.9



101.5



103



106.9

## FALL RIDESHARE TV

- TV station ridesharing flight dates: 10/6, 10/20, 11/3, 11/17, 12/1, 12/15, and 12/29



snipes



squeezebacks

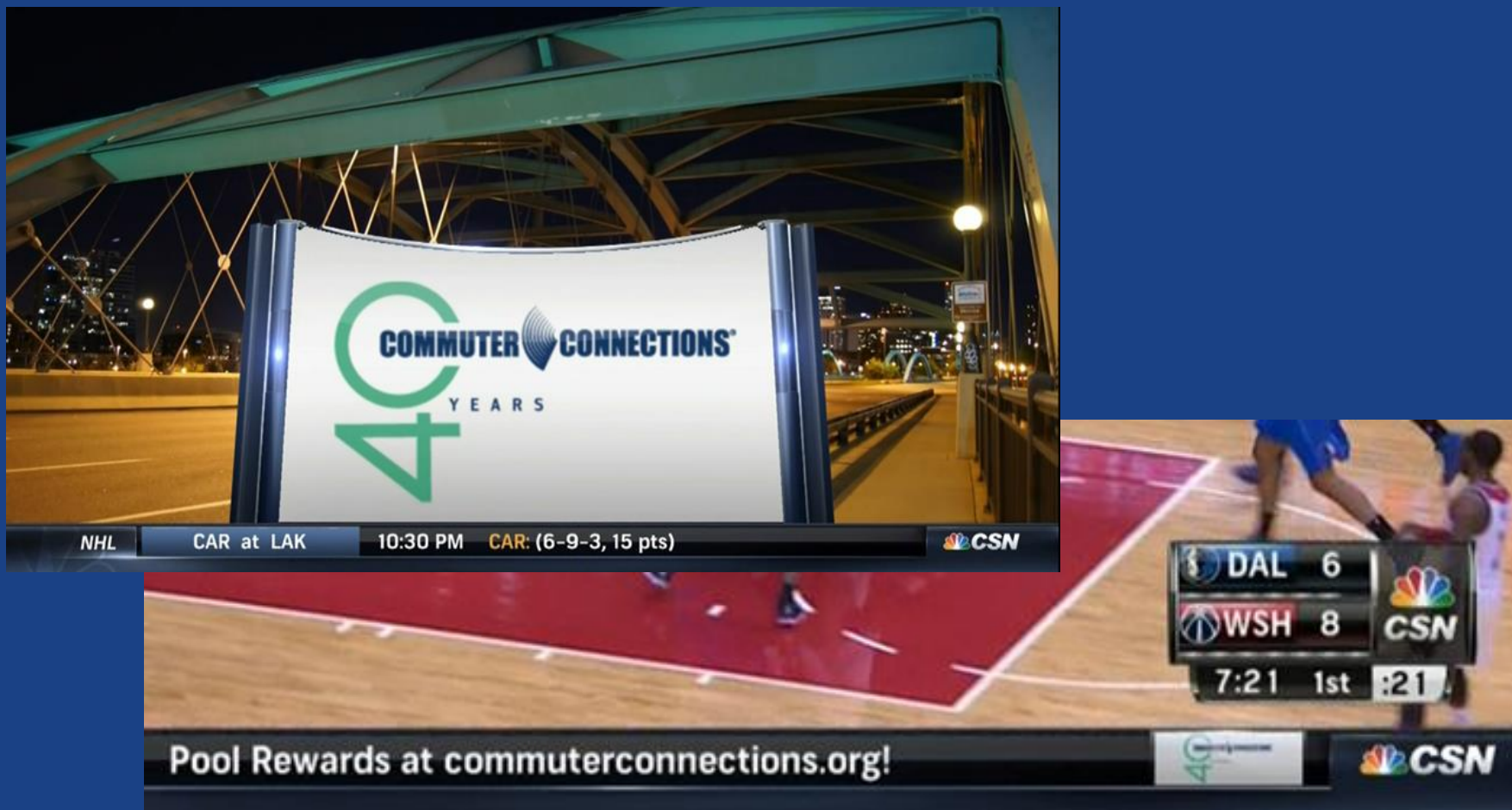
# FALL RIDESHARE TV



Comcast SportsNet snipes



# FALL RIDESHARE TV



Comcast SportsNet in-game billboards & ticker message



# FALL RIDESHARE TV



through Commuter Connections.



WJLA ABC 7 squeezebacks



RIDESHARE. Propel your commute.



## FALL RIDESHARE DIGITAL ADS

- Pandora promoted ridesharing: 10/6, 10/20, 11/3, 11/17, 12/1, 12/15, and 12/29



Audio Web Banner

# FALL RIDESHARE DIGITAL ADS



Audio Mobile Tile & Following Banner

**PANDORA**<sup>®</sup>  
internet radio

## FALL RIDESHARE VALUE ADD

Continued support of the 'Pool Rewards program and new mobile friendly app with added value from the media outlets including:

- Radio and TV bonus spots
- Matching spots on Comcast SportsNet's Baltimore feed
- Radio stations aired live short messages promoting the new mobile friendly app and 'Pool Rewards incentive program
- Banner ads posted to station web sites with a link to [commuterconnections.org](http://commuterconnections.org)

# FALL RIDESHARE VALUE ADD

THE 100% electric NISSAN LEAF<sup>®</sup> Starting at \$29,010 MSRP

SHOP NOW > BUILD >

Comcast SPORTSNET CSNWASHINGTON.COM

DC NFL MLB NBA MLS CFB NHL

Washington 2 VS Arizona 1 Final OT

Washington 3-7 VS San Francisco 6-4 11:23 4:25 pm

Baltimore 6-4

30°

REDSKINS WIZARDS CAPITALS NATIONALS D.C. UNITED NCAA RAVENS MORE WATCH TICKETS SHOP

Free Ridematching Services. COMMUTER CONNECTIONS

40 YEARS COMMUTER CONNECTIONS

Free ridematching services.

Arizona Coyotes

REDSKINS Q&A

Redskins Q&A: Time to simplify the defense?

NATIONALS

INSIDER

Point/Counterpoint: Will Nats regret Zim's...

REDSKINS

Average dollars Ridesharing saves each Commuter Connections participant.

THE BUZZ

Darius Jennings to honor injured teammate

Week 12 Power Ranks: Did Shaun Hill outplay Peyton Manning?

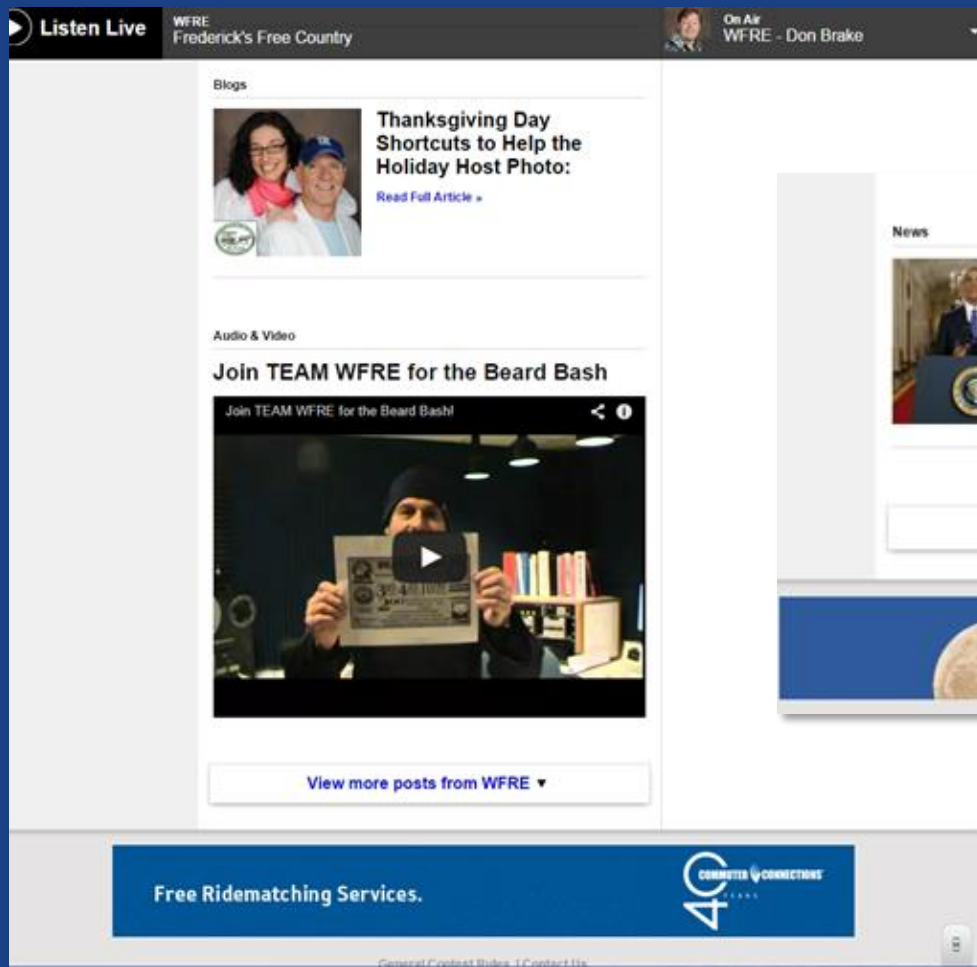
Redskins Q&A: Time to simplify the defense?

Free ridematching services.

RIDESHARE. Propel your commute.

RIDESHARE. Propel your commute.

# FALL RIDESHARE VALUE ADD



Listen Live **WFRE** Frederick's Free Country **On Air** WFRE - Don Brake

**Blogs**

**Thanksgiving Day Shortcuts to Help the Holiday Host Photo:**  
[Read Full Article »](#)

**Audio & Video**

**Join TEAM WFRE for the Beard Bash**

Join TEAM WFRE for the Beard Bash

[View more posts from WFRE ▾](#)

**News**

**Obama Defends Sweeping Executive Action On Immigration**  
He insisted that his action is not amnesty  
[Read Full Article »](#)

[View more posts from WFMD ▾](#)

**Free Ridematching Services.**

**40 COMMUTER CONNECTIONS YEARS**



A horizontal banner image featuring a blue background. On the left, there is a realistic image of the Earth's moon. On the right, a small black car is shown in profile, appearing to fly or travel across the top of the moon.

WFMD-FM

WFRE-FM  
odonnellCOMPANY



# EARNED MEDIA PLACEMENTS

- Comcast Newsmakers “Metropolitan Washington Council of Governments” Yolanda Vazquez interviews Nicholas Ramfos
- The impetus behind the Comcast Newsmakers interview was Commuter Connections’ 40th anniversary.
- Interview covered alternative ways to commute in DC, Commute Connections ridematching program, and Bike to Work Day and Car Free Day events.





guaranteed ride home

odonnellCOMPANY





# FY15 FALL

## STRATEGY

- Encourage commuters who Rideshare to register for GRH by positioning it as another great benefit
- Position GRH as an important safety net that will enable SOV commuters to comfortably make a change to Ridesharing

guaranteed ride home

# FALL CREATIVE



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



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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## FALL GRH MEDIA

Radio – ESPN, WTOP, WBIG, WWDC, WIHT,  
WMZQ

Campaign Live: Oct 13 – Dec 28, 2014

guaranteed ride home

## FY15 FALL MEDIA BUDGET NET \$

Radio \$189,133.50

Added Value: \$ (56,640)

Direct Mail: \$ 43,750

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# RADIO

- :30 radio spots (2)



# FALL GRH RADIO

- 6 radio stations pulsing GRH creative: 10/13, 10/27, 11/10, 11/24, 12/8, and 12/22



103.5



980 AM



100.3



101.1



99.5



98.7

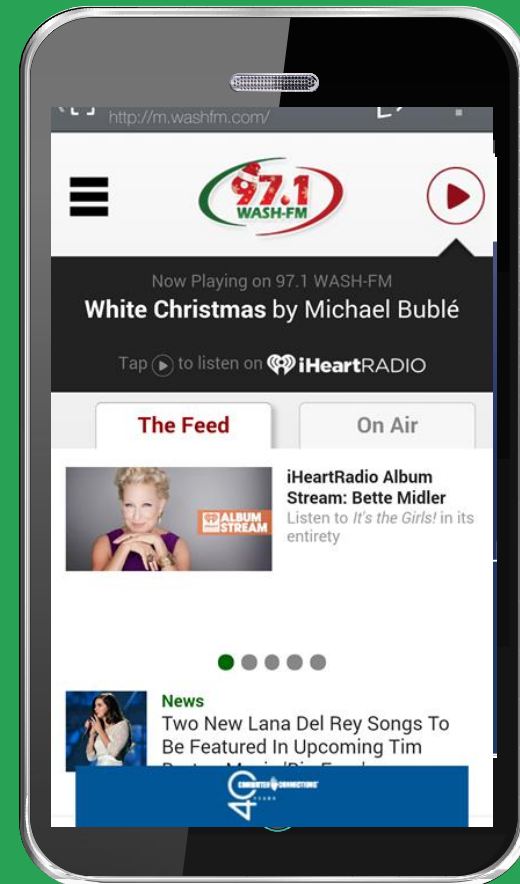
## FALL GRH VALUE ADD

:10, :15, and :30 second live reads aired on ESPN and WTOP

No charge spots aired on ESPN and WTOP

Banner ads were posted to DC101, Big 100.3, Hot 99.5, and 98.7 WMZQ

Mobile banner ads on iHeart Radio



# FALL GRH VALUE ADD

The image shows a collage of digital content. At the top, two radio station websites are displayed: DC 101 and 98.7 WMZQ. Both sites feature navigation menus (On-Air, Music, Win, Photos, Connect), social media links (Like, Follow, +1), and search bars. The DC 101 site shows 'Listen Live DC101' and 'On Air Roche'. The 98.7 WMZQ site shows 'Listen Live on iHeartRadio' and '98.7 WMZQ Today's Country - Washington D.C.' with 'On Air Michael J'. Below these, a 'Playlist' section is visible with social sharing options (Recommend 44, Tweet 1, Share 2) and a 'Most Recently Played' list. The list includes: '2003 Flashback iHeartRadio', 'Knee Deep Zac Brown Band / Jimmy Buffett', 'Homegrown Honey Darius Rucker', and 'Meanwhile Back At Mama's Tim McGraw'. To the right, a sidebar features a 'Featured' section with 'Pothead Pick of the Day' and 'Halloween Happenings'. A large advertisement for 'zulily' is also present, showing a green coat with the text 'up to 70% OFF COATS'.





'pool rewards

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# 'POOL REWARDS – FALL CAMPAIGN

## OBJECTIVE

Raise awareness and encourage participation in the 'Pool Rewards program

Support the opening of the 95 Express Lanes in December 2014

Encourage participation in the 'Pool Rewards program in tandem with the new 95 Express Lanes by offering an additional \$100 bonus incentive



# 'POOL REWARDS – FALL CAMPAIGN

## STRATEGY

Promote 'Pool Rewards program through fall campaign value add

Promote special bonus incentive given to new carpoolers with three or more occupants using the 95 Express Lanes with an E-ZPass Flex, who qualify for 'Pool Rewards

# 'POOL REWARDS – PROPOSED MEDIA BUDGET

Radio \$15,766

Print – Military \$2,797

Online – Military \$1,500

Total Paid Media: \$ 20,063

Added Value: \$ (TBD)

# 'POOL REWARDS CREATIVE

Join the  
commute  
that pays!

Join the  
commute  
that pays!



Start a  
new  
car or  
vanpool



Carpoolers  
receive  
\$130  
per person



AND an  
additional  
\$100  
per person



if they  
travel  
95 Express  
Lanes with  
E-ZPass Flex!

'POOL  
REWARDS

See if you qualify!\*

\* some restrictions apply

COMMUTER CONNECTIONS

# 'POOL REWARDS CREATIVE

## could you use an extra \$230?

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

**'POOL REWARDS**  
It pays to rideshare

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



# 'POOL REWARDS – FALL RADIO



# 'POOL REWARDS – FALL PRINT/ONLINE

**dc**military.com  
Comprint Military Publications online



Fort Detrick  
**The Standard**  
A Sustainable Community of Excellence



# Andrews Gazette





spring umbrella campaign

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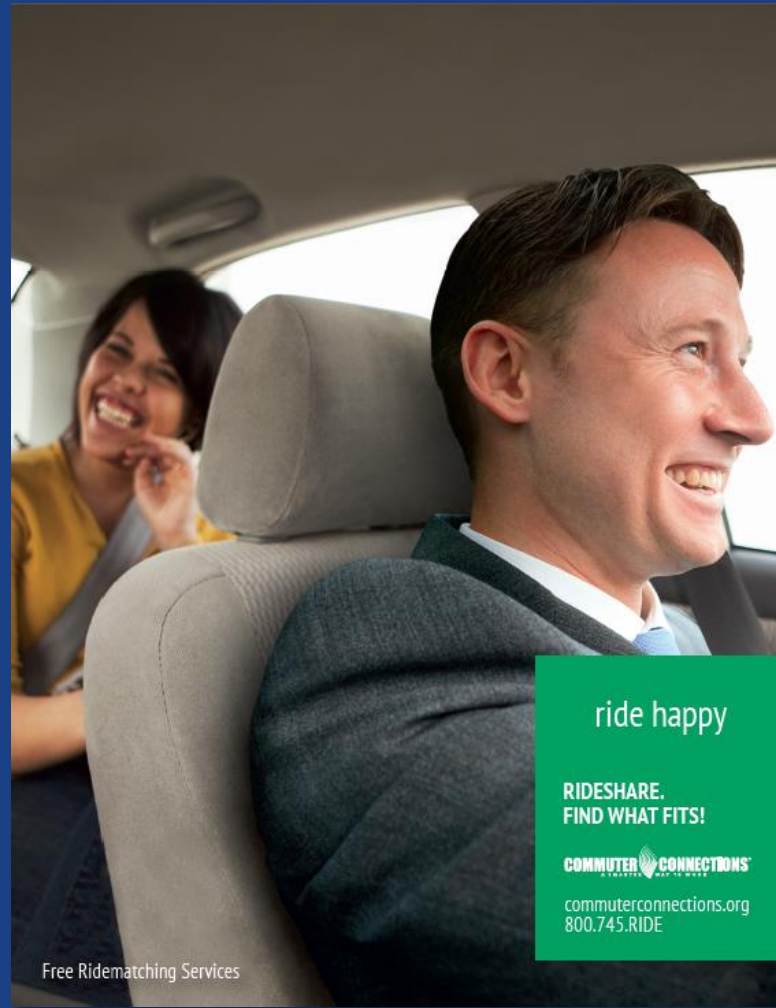


# FY2015 SPRING RIDESHARE

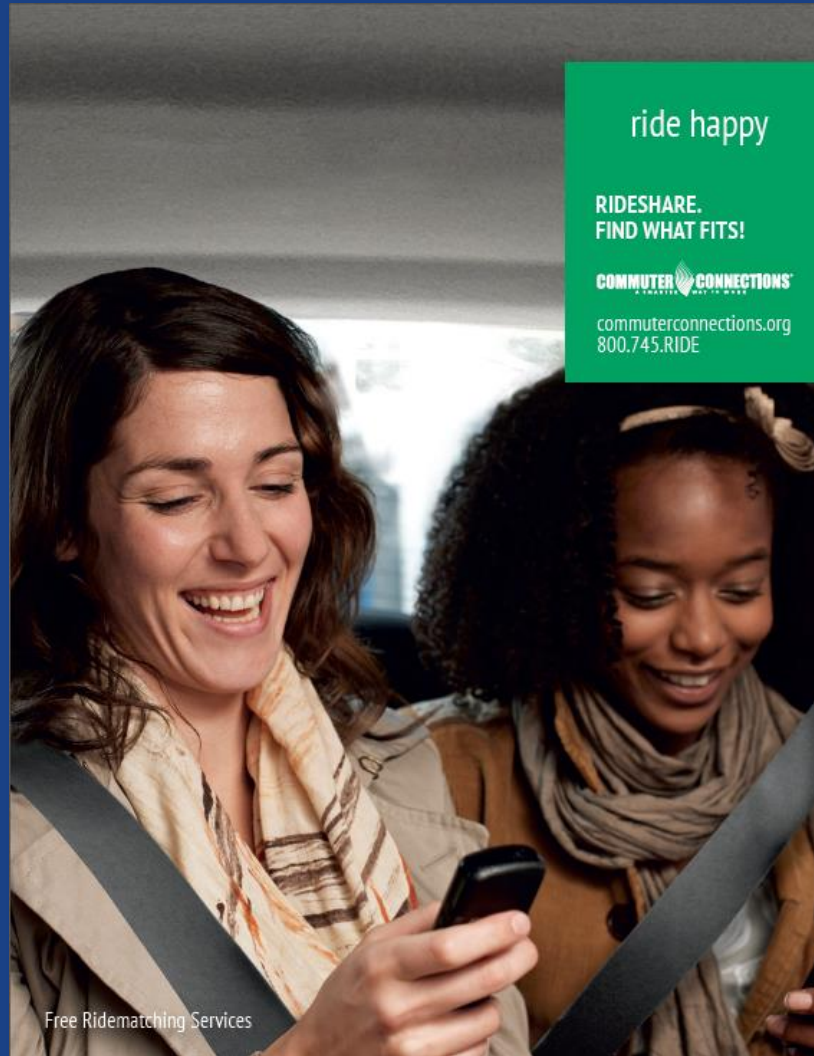
## STRATEGY

- Focus on the benefits of saving money, time and reducing stress
- Consider reduction in gas prices
- Lower focus on cost savings, and increase focus on a ridesharing “lifestyle”
- Upbeat & fun campaign – people having fun while ridesharing

# CREATIVE



# CREATIVE



Free Ridematching Services

# DIRECT MAIL



# DIRECT MAIL




# FY2015 SPRING GUARANTEED RIDE HOME

## STRATEGY

- Continue to promote Guaranteed Ride Home as FREE and *always* there when you need it
- Stress the simple steps it takes to prepare for life's unexpected emergencies
- Encourage ridesharing commuters to sign up

# CREATIVE



**JUST IN CASE.**

A Free Ride Home For Those Who Rideshare  
**REGISTER NOW FOR GUARANTEED RIDE HOME**

commuterconnections.org  
800.745.RIDE

\* some restrictions apply

**COMMUTER CONNECTIONS**  
A QUALITY WAY TO WORK



# CREATIVE



**JUST IN CASE.**

A Free Ride Home For Those Who Rideshare  
**REGISTER NOW FOR GUARANTEED RIDE HOME**

commuterconnections.org  
800.745.RIDE

\* some restrictions apply

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# DIRECT MAIL



For Those Who Ride Home, AFree Ride Home a  
GUARANTEED RIDE HOME.

\*Restrictions may apply.

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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



# DIRECT MAIL



# EARNED MEDIA

## OBJECTIVES

- Extend paid media with earned media saturation of messaging
- Affirm Commuter Connections network as the Washington metropolitan region's primary resource for alternative transportation information and services

## STRATEGY

- Engage the media in a dialog about Commuter Connections programs
- Promote MWCOG/TPB's efforts to educate commuters, employers, and the public about the economical, environmental, and social benefits of using alternative forms of transportation
- Affirm Commuter Connections as an innovator in transportation alternatives in the region
- Advance Commuter Connections' leadership as *the* regional resource for information on transportation related issues

# CREATIVE SCHEDULE

Review research and results from recent campaigns	Jun 2014
Develop Marketing Communications Plan	Aug 2014
Feedback on plan from Regional TDM Marketing Group (Extranet)	Aug 2014
Present conceptual approaches to Regional TDM Marketing Group	Sep 2014
Conduct Commuter and Stakeholder Focus Groups	Nov 2014
Refine approach based on workgroup and focus group feedback	Oct 2014
Finalize creative	Nov 2014
Casting/Talent Selection	Dec 2014
Produce creative	Jan 2015
Distribution to media vendors	Jan 2015
Campaign launch	Feb 2015

# MEDIA SELECTION PROCESS

## Review and analyze

- Marketing Communications Plan
- Previous campaign results
- 3<sup>rd</sup> 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



bike to work day

odonnellCOMPANY



# BIKE TO WORK DAY

Friday May 15, 2015

## 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





# LOGO




# SPONSORS

The sponsorship drive started in November

Sponsors secured to date:

- Gold: Marriott International
- Silver: Bike Arlington
- Bronze: Potomac Pedalers, Crystal City BID, Coalition for the Capital Crescent Trail, and General Dynamics

The sponsorship drive will continue through January 2015



**TREAD A WAY NONE  
HAVE TROD BEFORE**  
- WILLIAM BUTLER YEATS

employer recognition awards

odonnellCOMPANY



# 2015 EMPLOYER RECOGNITION AWARDS

## STRATEGY

Engage with regional employers who deliver measurable commuter benefits

Increase recognition level of award and event

- Commuter Connections newsletter coverage
- Email Blast to Employer Database
- Media Outreach – Print, Radio, Regional & Trade publications
- Social Media – Online and Blogger news, Facebook



# NOMINATION FORM



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

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

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

### Where Commuter Connections comes in the picture

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

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



About the organizations



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

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

### Opening new doors... and getting in

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

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



# SCHEDULE

2014

- SEP Form Awards Workgroup
- OCT Develop concepts
- OCT Selection by Workgroup
- NOV Finalize brochure and nomination form
- NOV Set up online nomination info and form
- DEC Mailing to level 3 & 4 employers in database
- Nomination period begins

2015

- JAN Email blast to level 3 & 4 employers in database
- JAN Nomination period ends
- MAR Selection Committee meets
- APR Development of program brochure, invitations, video and other materials
- MAY Media coordination
- JUN Employer Recognition Awards ceremony
- JUN Print Ad



additional marketing

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# NEWSLETTER

## STRATEGY

- Exploring a potential transition to incorporate web version along with traditional print version
- Build digital presence and following
- Maintain frequency and content volume
- Include one infographic from the 2013 State of the Commute per quarterly issue



# NEWSLETTER



Issue 4, Volume 18 Fall 2014 WHAT'S INSIDE

- 2 *Metrol's Silver Line Shines*
- 3 *2014 Employer Recognition Awards Call for Nominees*
- 3 *Motorway Offers Rapid Transit*
- 4 *Outpoolers Huddle with Washington Metro's Kirk Cousins*
- 5 *MVA Commuter Bus Improvements*
- 6 *How Do You Stack Up?*

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



## NEW EMPLOYER CASE STUDIES

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

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

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

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

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

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



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

*Continued on page 2*

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### FORT BELVOIR IMPROVES TRAFFIC FOR NEIGHBORS



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

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

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

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

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

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

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

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

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

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

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

*Continued on back*

# LOOKING AHEAD

- Launch 'Pool Rewards (Fall) Dec '14 – Jan '15
- Winter newsletter Feb 2015
- Launch Spring campaign Feb - June 2015
- Launch 'Pool Rewards (Spr) Feb – Mar 2015
- Bike to Work Day Campaign Apr – May 2015
- Employer Recognition Awards June 2015



Q&A

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40 COMMUTER CONNECTIONS<sup>SM</sup>  
YEARS