



**Metropolitan Washington
Council of Governments**

**FY 2016 First Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

March 15, 2016

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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2015. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and also the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The fall FY16 campaign also included the promotion of Car Free Day and 'Pool Rewards. The Car Free Day event acts as a springboard to sway SOV drivers to try alternate means of travel. On September 22nd, and beyond, commuters are encouraged to use alternative forms of transportation, such as transit, car and vanpools, telework, bicycling, and walking. This year's event introduced a new approach, allowing registrants to choose the team mode they would travel by. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

Mass Marketing Campaign

The FY2016 first half media campaign promoting Ridesharing and GRH used advertising developed in spring FY2015. Radio spots ran for a total of fourteen weeks which began in late September, alternating weeks between Rideshare and GRH. The Rideshare campaign also included paid social media and television ads running every other week for a total of seven weeks. Other components of the Rideshare and GRH campaigns consisted of negotiated free media (value add), direct mail, and earned media. The total cost of the Rideshare media buy was \$318,375.43, and the total cost of the GRH media buy was \$212,984.50. Total impressions netted by the FY16 Fall Umbrella campaign reached over 135.2 million.

Value Add Promotions

Based on paid media, \$377,508 in value add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, short messages, banner ads on station web sites, newsletter sponsor ads, and contest giveaways of restaurant gift cards.

Messaging Strategy

The TDM Mass Marketing campaign promoted Ridesharing with a focus on lifestyle - "Ride Happy." Whatever makes you happy during your commute, most likely there is someone that shares the same "like." By alternating the responsibility of driving, commuters can spend more time napping, reading, working, talking, or relaxing. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was placed on a mix of music, news, and Hispanic radio stations.

The messaging for GRH was "Just in Case." Simply by registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they have a ride home. By addressing the worry that using transportation alternatives might leave one stranded in an emergency, we positively overcome an area of concern, opening the possibility of forgoing the SOV commute to such an audience. GRH advertising was placed on a mix of music, and news radio stations.

Car Free Day

Radio, posters, stickers, text messages, donated transit space, and earned media were used to promote Car Free Day 2015. Sponsorships netted nearly 100 prize donations. An additional \$54,500 was negotiated in the form of value added media and promotions. This year's event introduced a new approach, allowing registrants to choose the team mode that they would travel by: #teambike, #teamwalk, #teamtelework, #teampool, #teambus, or #teamrail. Pledges reached 3,442 which included 595 generated by the Car Free Day College Campus Challenge.

The total cost of the Car Free Day media buy was \$45,399.75. Total impressions netted by the FY16 Car Free Day campaign reached over 5.3 million.

‘Pool Rewards

Facebook and Twitter ads were used to promote ‘Pool Rewards in the fall. The social media campaign started October 19th and ran through December 31st, alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the ‘Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the ‘Pool Rewards social media buy was \$10,995. Total impressions netted by the FY16 Fall ‘Pool Rewards campaign reached 930,750.

Bike to Work Day

An updatead logo was created for Bike to Work Day 2016. Sponsorship letters and outreach to previous sponsors and new prospects began in November. The color scheme selected for 2016 is gray with a yellow accent, and poster concepts were developed for Steering Committee review. The registration goal for Bike to Work Day 2016 was set at 18,500.

Employer Recognition Awards

Winners will be honored at an awards ceremony in June 2016. An application to solicit nominees was created, mailed in early December and also made available online.

Clean Air Partners

Commuter Connections will provide a sponsorship toward the Clean Air Partners marketing campaign for FY2016.

Introduction

The FY2016 Marketing Communications Plan and Schedule, distributed to network members in September 2015, served as a tool to outline marketing plans for FY2016. The strategy behind the FY2016 campaign reflected the state of events for the regions' commuters and built upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY 2012-FY 2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The first half of the FY 2016 Regional Marketing Campaign includes the following:

- The continuation of the spring FY 2015 marketing campaign that emphasizes money-savings of commuting by Ridesharing, and the added free benefit of GRH in the case of an unexpected emergency.
- The promotion of Car Free Day 2015 to remind commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- The continuation of the 'Pool Rewards program through a paid social media campaign.
- Newsletters that provide a number of articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- The inaugural e-newsletter.
- A nomination brochure for the Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2016 sponsor drive and development of poster concepts.
- The development of a new regional marketing campaign to launch in February 2016.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (MWCOG). Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers with establishing commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

Arlington County Commuter Services	North Bethesda Transportation Center
Annapolis Regional Transportation Management Association	Northern Neck Rideshare/PDC
Bethesda Transportation Solutions	Northern Virginia Transportation Commission
City of Alexandria Local Motion	Potomac and Rappahannock Transportation Commission
District Department of Transportation	Prince George's County Department of Transportation
Dulles Area Transportation Association	Rappahannock Area Development Commission
Fairfax City	Rappahannock-Rapidan Regional Commission
Fairfax Connector	TransIT Services of Frederick County
Fairfax County Office of Transportation	Tri-County Council for Southern Maryland
General Services Administration	Tysons Partnership Transportation Council
GW Ride Connect	Virginia Department of Rail and Public Transportation
LINK	Virginia Department of Transportation
Loudoun County Office of Transportation Services	Virginia Railway Express
Maryland Department of Transportation	vRide
Maryland State Highway Administration	Washington Area Bicyclist Association
Maryland Transit Administration	Washington Metropolitan Area Transit Authority
Montgomery County Commuter Services	
Montgomery County Ride On	
National Institutes of Health	

Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign included the GRH and Ridematching programs. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the marketing campaign were to:

- Create a platform that promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's primary resource for alternatives to drive alone commuting.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on those modes; gain new riders; gain new applicants to the regional Ridematching database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to try an alternative form of transportation.
- Raise awareness of the 'Pool Rewards program by recruiting and retaining commuters in carpools and vanpools through monetary incentives.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit or telework.

Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool, along with an access to commute routes and other alternative mode options such as transit, bicycling and teleworking. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

Car Free Day 2015

The metropolitan Washington region recorded 3,442 residents and employees pledging to take the Car Free Day “team pledge” by going car free or car-lite on Car Free Day, September 22nd, as an alternative to solo driving. This year’s event introduced a new approach, allowing registrants to join a team that fit their mobility best: #teambike, #teamwalk, #teamtelework, #teampool, #teambus, or #teamrail. Registrants pledged to rely less on their cars by riding the metro, bicycling, carpooling, vanpooling, walking, teleworking or going car-lite by carpooling or vanpooling.

Highlights of Car Free Day campaign:

- Promotional kits were developed and distributed to sponsors. Kits were designed for easy implementation and promotion and included email and website copy, social media suggestions, event flyer, and logo.
- College Campus Challenge generated 595 pledges, compared to 158 pledges from last year’s event, a 277% increase. To assist in promotion of the College Campus Challenge, participants were provided promotional materials including email copy, website copy, social media suggestions, and the Car Free Day flyer and logo. First place went to Georgetown University.
- New in 2015 was the addition of Car Free Day stickers.



Media Objectives

The Car Free Day campaign promoted more sustainable modes of transportation and raised public awareness. Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite by joining a team that ‘fit their mobility best’.

In addition to paid media of radio and text messaging, radio promotions, posters, stickers, bus kings and shelters, banner ads (both radio and on the Metro website), social media, and an earned media effort were created to bring attention to this event and drive the public to www.carfreemetrodc.org to make a pledge.

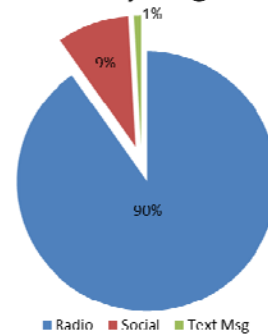
Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA

Car Free Day Budget



Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$40,999.75	\$47,765.00	4,883,090
Social Media	\$ 4,000.00	\$ 4,706.00	385,000
Text Messaging	\$ 400.00	\$ 471.00	60,000
Total Budget	\$45,399.75	\$52,942.00	5,328,090

Car Free Days Poster

Messaging requested drivers to “Take the Car Free Day Team Pledge” with a call to action to extend going car-lite if it wasn’t possible to go car free. This year, the poster incorporated the hashtag mode theme to encourage participation as part of a team with commonality amongst each other. A call to action directed people to carfreedaymetrodc.org to take the pledge, join a team, and for additional information on special promotions and prize giveaways.

A College Campus Challenge poster was created this year to help grow a friendly competition and increase promotion and participation between area colleges.

**READY TO TAKE THE
CAR FREE DAY
TEAM PLEDGE?**

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

#TEAMRAIL #TEAMBIKE #TEAMPOL
#TEAMTELEWORK #TEAMBUS
#TEAMWALK

**CAR
FREE
DAY
METRO DC**

Choose your team & get social!
You'll have an opportunity
to win great prizes!

COMMUTER CONNECTIONS
800.745.RIDE 9.22.15

© Invention made of paper

The poster features a central graphic of seven circular icons representing different mobility modes: a train (TEAMRAIL), a bicycle (TEAMBIKE), a van (TEAMPOL), a laptop (TEAMTELEWORK), a woman walking with a bag (TEAMWALK), and a bus (TEAMBUS). At the bottom, there are icons for a bicycle, bus, laptop, train, van, and person walking. The text is in blue and red, with the Metro DC logo in blue.

**READY TO TAKE THE
CAR FREE DAY
TEAM PLEDGE?**

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

#TEAMRAIL #TEAMBIKE #TEAMPOL
#TEAMTELEWORK #TEAMBUS
#TEAMWALK

**CAR
FREE
DAY
METRO DC**

Choose your team & get social!
You'll have an opportunity
to win great prizes!

**CAR FREE DAY
CAMPUS
CHALLENGE
2015
METRO DC**

Join the Capital Area Car Free
College Campus Challenge!

COMMUTER CONNECTIONS
800.745.RIDE 9.22.15

© Invention made of paper

This poster is identical to the first one but includes a circular badge on the left side that reads "CAR FREE DAY CAMPUS CHALLENGE 2015 METRO DC". The text "Join the Capital Area Car Free College Campus Challenge!" is positioned to the right of this badge. The Metro DC logo and contact information remain the same.

Stickers

New this year were Car Free Day stickers used to promote the event in the region. Participants were asked to proudly wear the Car Free Day sticker to indicate their pledge to go car free or car-lite.



Radio

Radio was used to inform the public of Car Free Day and to encourage them to pledge to go car free or car-lite for the day. A diverse set of radio stations was selected for this campaign in order to reach the general driving population of the region. Car Free Day aired on the following stations:

WIHT (99.5 Top 40)
WBIG (100.3 Oldies/Classic Hits)
WASH (97.1 WASH-FM/Adult Contemporary)
WTOP (103.5 News)

All stations provided a combined value of \$54,500, or 120% of the total Car Free Day budget. A total of 60 no-charge :30 second promotional spots over the 3-week schedule netted 2,100,500 total gross impressions. Three of the stations also provided 728x90 and 300x250 banner ads on their websites. A full digital report can be viewed in Appendix C.

A :30 second radio spot was created for Car Free Day to encourage listeners to take the pledge to “Join the Team that Fits” on September 22nd by going to www.carfreedaymetrodc.org.

Car Free Day: :30 – Join the Team that Fits

Listeners are urged to take the free pledge and join the team that fits their mode of travel. The game show theme was used to encourage the fun and excitement of joining the Car Free Day team pledge. “Happy crowd” sound effects and light music contrasted to typical morning routine traffic noise. Listeners were reminded how free and easy it is to “join a team” for the day and take the pledge to go car free or car-lite on September 22.

Radio Script

“Join the Team that Fits” :30 seconds

Male game show type announcer voice:

Ready to take the Car Free Day team pledge?

Sfx: (a group of happy people yaying & whoo hooing)

It’s easy. Just go to carfreemetrodc.org and take the free pledge! Then join the team that fits your mobility best!

Choose from Team Bus, Team Rail, Team Bike, Team Walk, Team Pool and Team Telework!

Female:

Count me in for doing *my* part to reduce traffic and making the world a little greener!

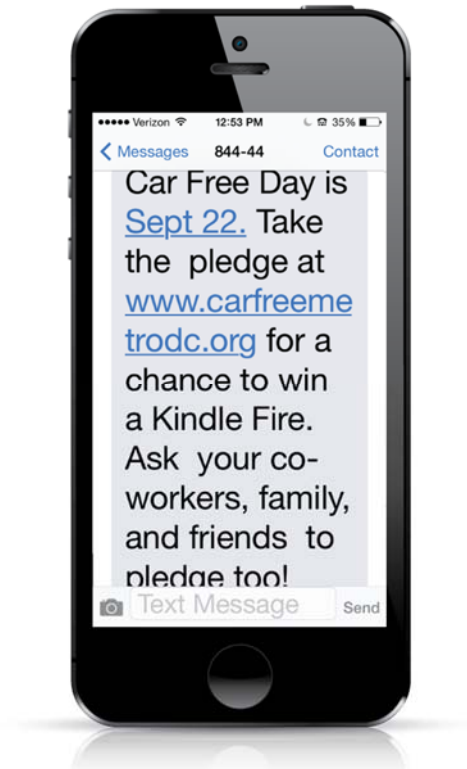
Male:

Car Free Day - Tuesday, September 22. Visit carfreemetrodc.org. You may even win a prize!

Sponsored by Commuter Connections.

Text Messages

When event registrants pledged on carfreemetrodc.org, they could opt-in to receive text messages about the event. A text message was sent September 1st to 5,100 cell phone numbers collected from the past three events. Two additional text messages were then sent to remind those who already pledged this year to encourage their friends, family, and co-workers to do so as well.



Transit Signage

Free transit ad space was donated by Arlington County, Prince George's County, Montgomery County Commuter Services, and Metrobus. The use of Quick Response (QR) codes was used on interior cards to allow smartphone users to directly connect to the Car Free Day pledge page via the QR code.

- Arlington Bus Cards
- Prince George's County Shelters
- Montgomery County Bus Kings
- Metrobus Bus Cards
- Metro website 192x192 static tile

Montgomery County Ride On Bus Kings



Metro website 192x192 static tile

The screenshot shows the Metro website's 'Getting Around' page. At the top, there is a blue navigation bar with the Metro logo on the left and the text 'Washington Metropolitan Area Transit Authority' on the right. Below the logo is a search bar. The navigation bar contains links for Home, Rail, Bus, Accessibility, Getting Around, Fares, Rider Tools, and About Metro. The main content area is titled 'Getting Around' and features several sections: 'What Is Metro?' with a description of the service; 'Getting to Metro' with information about airports and Amtrak; 'Trip Planner' for route optimization; and 'Buying Fares: The Least You Need to Know' with tips on using SmarTrip cards. On the right side, there are three call-to-action boxes: one for scheduling questions (202-637-7000), one for submitting comments (202-637-1328), and a 'Watch Videos' section with links to 'SmarTrip: The Faster, Safer, Smarter Way to Pay' and 'On the Go with Metro: Escalator'. A sidebar on the left contains a 'Getting Around' menu, a 'CAR FREE DAY' promotion for Metro DC (9.22.15), and a 'MyTRANSIT Guide' icon.

Earned Media

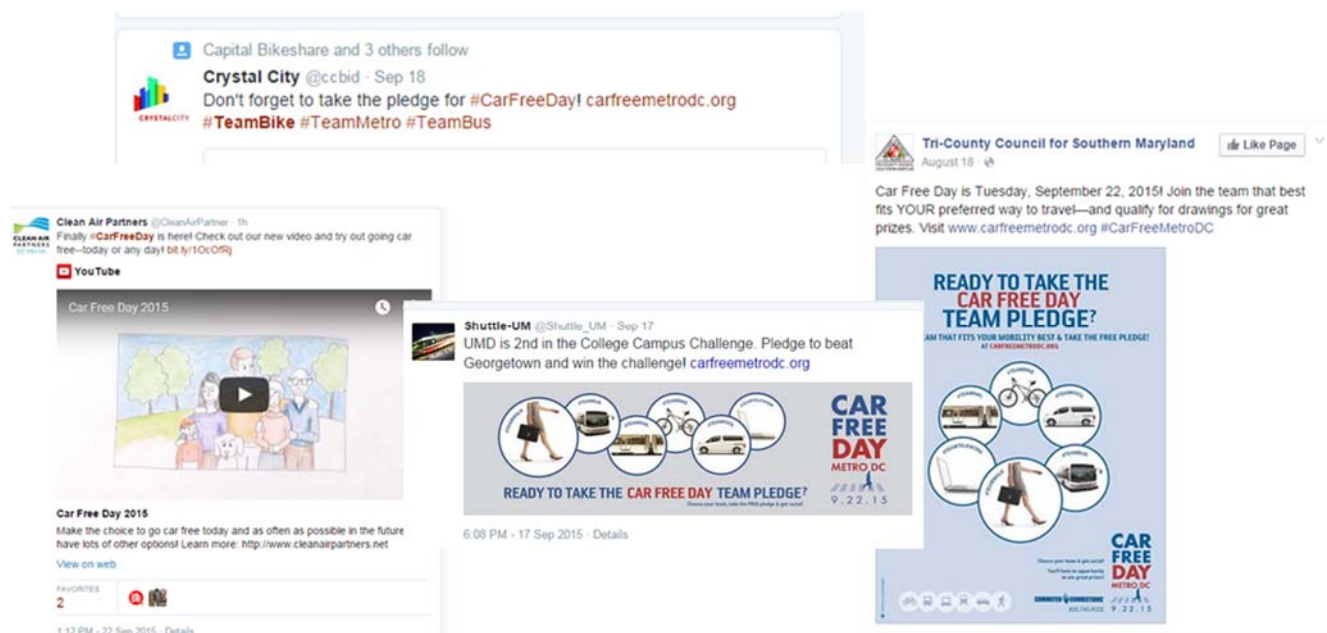
Media coverage of Car Free Day was through a collaborative outreach effort with MWCOG's Office of Communications.

A strategic calendar of media releases was designed to build momentum, beginning with a calendar listing one month prior to the event and continuing with two press releases, each focused on a different benefit of participation and highlights of the 2015 event. The team promoted the following press releases to newspapers, magazines, radio and television stations, and social media.

A coordinated media pitch followed distribution of each release, with direct contact with media outlets throughout the region. The publicity team secured interviews and placed news stories.

As a result of these efforts, the following took place:

- 41 Earned Media placements. See Appendix H, Car Free Day placements for the full listing.
 - 28 Print/Online
 - 10 Newsletter mentions and calendar listings
 - 2 Radio
 - 1 Television
- Social Media posts (Facebook, Twitter, Instagram) examples



Car Free Day Facebook and Twitter

A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and after the event. Car Free Day was “liked” by nearly 4,000 Facebook fans. Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had just over 600 followers on Twitter.



Prizes

Each person who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following donated prizes. Social media posts and a press release were sent out about businesses who donated prizes.

- **Kindle**, courtesy of Tri-County for Southern Maryland
- **SmarTrip Cards with \$25 in fare**, courtesy of Washington Metropolitan Area Transit Authority
- **Commuter train round-trip passes**, courtesy of Virginia Railway Express
- **Capital Bikeshare annual memberships \$85**, courtesy goDCgo
- **\$25 Restaurant gift card**, courtesy of Mellow Mushroom of Adams Morgan and Herndon
- **Bicycle Rentals \$40**, courtesy of Bike and Roll Washington D.C.
- **KIND Healthy Snacks gift bag**, courtesy of KIND
- **\$250 Bike shop gift certificate**, courtesy of BicycleSPACE
- **Organic food restaurant \$50 gift card**, courtesy of sweetgreen
- **Six Flags America pair of tickets \$128.98**, courtesy of Six Flags America



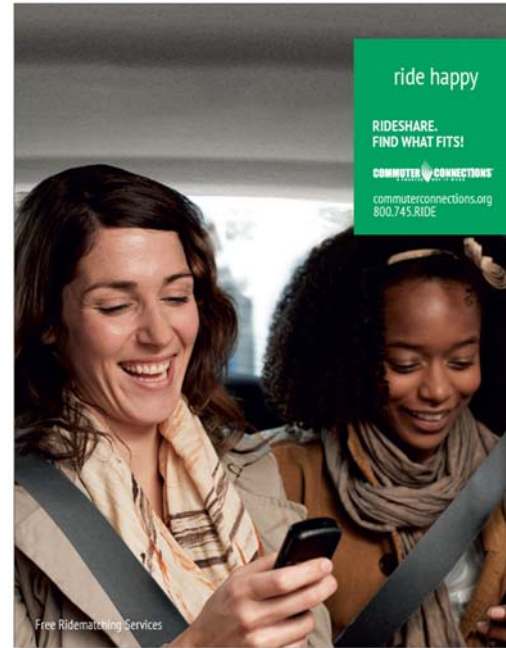
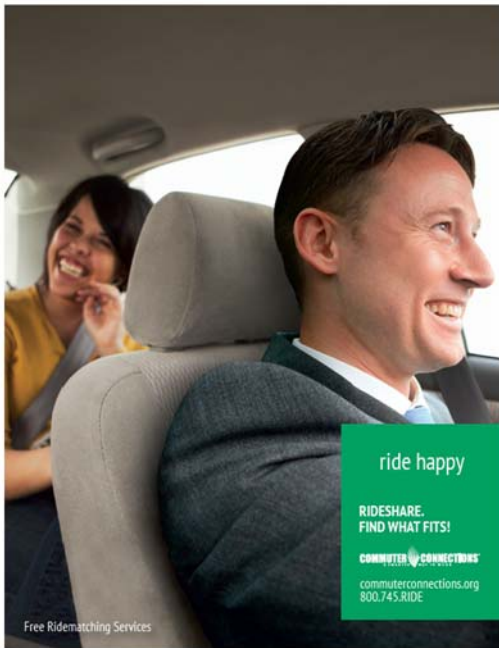
Fall 2015 Campaign

The Fall Media campaign promoting GRH and Rideshare started at the end of September and the beginning of October respectively, and ran through December. Radio was the primary media for this campaign with spots running for a total of fourteen weeks. For Rideshare, both network and cable television ran for seven weeks, and online (web, tablet, and mobile banner ads) ran for thirteen weeks through December 31st.

Ridematching Campaign

Messaging Strategy

The first half of the FY2016 Rideshare campaign “Ride Happy” messaging put the audience at ease, inviting them to see the potential when sharing a ride. The ads demonstrated a happy, reliable and improved commute.

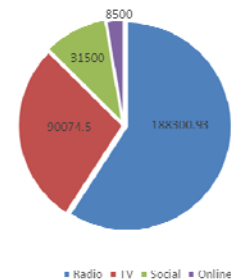


Media Objectives: Rideshare

The fall media campaign promoted the Ridematching program using a mix of traditional approaches to maintain and increase awareness of shared ride modes, retain current ridership in these modes and gain new riders and new applicants to the regional database. Ridesharing is the popular commute alternative for longer distance commutes, especially when there are fewer transit options.

Target market (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with 100+ employees (80%), with 1,000+ employees (45%)
- Work for federal agencies (67%) and private sector (20%)



Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	MWCOG Cost	Gross Cost	Impressions
Radio	\$188,300.93	\$221,536.04	49,693,970
Television	\$90,074.50	\$105,972.64	41,209,200
Online	\$8,500.00	\$10,000.25	1,700,000
Social Media	\$31,500.00	\$37,059.75	1,253,800
Totals	\$318,375.43	\$374,568.68	93,856,970

Radio

Radio was the anchor medium for the Rideshare campaign, with a mix of stations including music, news and Hispanic. The campaign also reached out to federal employees through Federal News Radio.

- WFED (1500 AM, News/Talk/Information)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WIHT-FM (99.5 Top 40)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- WTOP (103.5 News/Talk)

The Rideshare radio campaign alternated for seven weeks, from October 5th through December 31, 2015. The following ads promoted the Ridematching program in both English and Spanish languages:

Ridesharing :30 "Ideal Commute 1" English

SFX: [cheering sports fans, buzzer]

Man: Last night's scores, dark roast and a donut

Woman: [sips from cup] chai latte and my morning talk show

Together: Good company on a money-saving commute

Announcer: Whatever your ideal commute is, Commuter Connections gives you the options to Ride Happy. Save money and improve your commute. Go to Commuter Connections dot org to see all your free ridesharing options. That's Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

Ridesharing :30 "Ideal Commute 1" Spanish

SFX: [sonido de fanáticos deportivos , buzzer]

Hombre: Puntuaciones de la noche anterior, café oscuro y un donut.

Mujer: [sips from cup] un chai latte y mi show favorito de la mañana.

Juntos: Buena compañía en un viaje en el que ahorro dinero.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y mejorar su viaje. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, or 800-745-RIDE. Viaje Feliz.

Ridesharing :30 "Ideal Commute 2" English

SFX: [train]

Woman: Some me-time with a good book on the train

SFX: [light snoring]

Man: A snooze while others take the wheel

Together: Commuting the way that works for me

Announcer: Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy. Save money and find the commute that fits. Go to Commuter Connections dot org to see all your free ridesharing options. That's Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

Ridesharing :30 "Ideal Commute 2" Spanish

SFX: [un tren]

Mujer: Tiempo para mí con un buen libro en el tren.

SFX: [light snoring]

Hombre: Una siesta mientras otros toman el volante.

Juntos: Viajando de manera que funciona para mí.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y encontrar un viaje que cumpla sus necesidades. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, o 800-745-RIDE. Viaje feliz.

Value Add

Rideshare

In addition to paid media spots, over \$90,583 (an additional 28.45%) was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, banner ads, live short messages, and on-air contests promoting the benefits of ridematching.

Rideshare Promotions

WTOP participated in promoting the Ridematching programs during the fall campaign with a enter-to-win contest on their website. To help raise awareness and encourage participation, listeners were prompted to enter how many times per week they use alternative modes of transportation. Once a week during Rideshare weeks, one winner was randomly chosen and awarded a \$100 gift certificate to Silver Diner.

WTOP aired 10x :30 promo announcements per week, during Rideshare weeks only promoting the following message “Tell us how you commute to work and you’ll be entered to win a \$100 Silver Diner gift card”.

Total Promotional Announcements: 70x
Custom enter to win web page on WTOP.com
Prizes donated by a restaurant partner, Silver Diner
Total Value: \$37,500



The following :30 promotional announcement is airing:

A snooze in your carpool while others take the wheel. Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy! Save money and find the commute that fits. Go to Commuter Connections dot org for your free ridesharing options. Want to eat happy too? Let us know how you commute to work and you could win a \$100 gift card to the Silver Diner! Enter at WTOP dot com today, keyword “contests”.

Some winning entries:

Walking and/or carpooling, 1-2 times per week. *M. Leid, Hyattsville, MD*

I work 4 days a week & for the last 3 years I have never driven my own car into work. I carpool with 2 other people with the understanding that they will always drive & I will pay to catch a ride with them or I will drive to the green line Metro station & catch the train into work. – *K. Wasko, Waldorf, MD*

I am a member of Capital Bikeshare, so in the mornings I will endeavor to get a bike (must be before 8:10 or most are taken at the bike station near my home) and ride to work. I will walk part of the way and ride part of the way. Some days, if I'm running late, I will catch a Metrobus, either a 42, 43, or L2. – S. Meyer, Washington D.C.

Online Contest Page:

Some me-time with a good book on the train. Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy! Save money and improve your commute. Visit CommuterConnections.org to see your ridesharing options and to [register for free commute services](#). Enter the Silver Diner contest below.

Tell us how you commute (carpool, vanpool, train, bus, bicycle, walk, telework etc.) and you could win a \$100 gift card to The Silver Diner! Visit SilverDiner.com for locations.

The screenshot shows the top of the wtop.com website. The header includes the wtop logo, "WASHINGTON'S TOP NEWS", a weather widget for Washington, DC (61°), and a "LISTEN LIVE 103.5 FM" button. Below the header is a navigation bar with "NEWS", "TRAFFIC", and "WEATHER" tabs, a search bar, and social media icons. A secondary navigation bar shows "LOCAL" (D.C., Md., Va., Traffic, Weather, Recalls), "HEADLINES", and "GET ALERTS".

The main content area is titled "COMMUTER CONNECTIONS". It features the "COMMUTER CONNECTIONS" logo and a promotional message: "Commuter Connections gives you the option to Ride Happy! Save money and improve your commute at the same time. Go to CommuterConnections.org to see all of your FREE ridesharing options!" Below this is a contest announcement: "Tell us about the alternative modes of transportation you use and you could win a \$100 gift card to The Silver Diner! Visit SilverDiner.com for locations." The Silver Diner logo is also present.

The registration form includes the following fields:

- Name * (split into "Your first name..." and "Your last name...")
- Email *
- Address * (split into "Street Address", "City", "State / Province / Region", and "ZIP / Postal Code")
- Phone *
- Text area: "What alternative forms of transportation do you use? How many times per week? *

Below the form, it says "Please answer both questions to qualify" and includes a checkbox: "Click here to receive more information from Commuter Connections/Rideshare". A blue "Submit" button is at the bottom left.

On the right side of the form, there are two promotional images: one for "Amelise Doyles" and another for "SPEAK YOUR MIND. GET REWARDED." with a "START SURVEY" button. Below these is a "PROMOTED" section for "Top 10 Highest Mountains in the World" sponsored by a logo.

Television

The Rideshare television commercial depicts a business woman talking about how frustrating her commute was driving alone, before she found Ridesharing partners through Commuter Connections. She expressed her happiness about her newfound commute. The commercial ran on NBC4 and DCW50 TV.



Digital Advertising

Mobile/web advertising was utilized on WTOP's digital sites to promote the Ridematching program. Banner ads reinforced the cost-saving benefits of Ridematching. Messages to audiences in the Washington DC region were posted for thirteen weeks from September 28th through the end of December, with performance monitored and optimized throughout the campaign.




The ads displayed Rideshare visuals with a call to action to visit commuterconnections.org.




Social Media


Paid social media was placed for Rideshare during the fall months on Facebook, Instagram, and Twitter. See appendix E for impressions and click-thru data.



 **Commuter Connections**  

Sponsored · 

Me-time with a good book on the train...Find your ideal commute at Commuter Connections. Click or 800.745.RIDE



More Cash and a Better Commute [Learn More](#)

tdm.commuterconnections.org



 **Commuter Connections**
@CarFreeMetroDC

Some me-time with a good book on the train. Find your ideal commute at Commuter Connections.

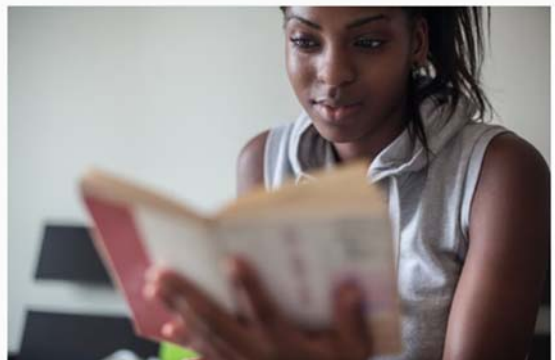



Click or call 800.745.RIDE
commuterconnections.com

RETWEETS 14 LIKES 76 

2:09 PM - 30 Nov 2015


    



 commuterconnecti... [FOLLOW](#)

Log in to like this 13w


commuterconnections Commuting the way that works for me-ride happy!

Log in to like or comment. 

Guaranteed Ride Home Campaign

Messaging Strategy

The first half of the FY2016 campaign promoted GRH as something you should have “just in case” after you sign up to rideshare or use transit. Recorded :30 second spots reinforced the message that in case of an unexpected emergency or a need to stay late at work arises, GRH provides a free guaranteed way to get home.




JUST IN CASE.

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

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS

* some restrictions apply



JUST IN CASE.

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

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS

* some restrictions apply

Media Objectives: Guaranteed Ride Home

The GRH campaign focused on raising awareness among commuters and increasing registrants. GRH leverages alternative transportation by removing one of the perceived obstacles; how to get home in case of an unexpected emergency.

Target market

[2013 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#) :

- 35-64 years old (86%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (60%) or Maryland (36%) or District of Columbia (2%), with emphasis on Prince William (19%) and Fairfax Counties (12%); work in D.C (61%), Maryland (11%) and Virginia (28%)

Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$212,984.50	\$250,576	41,416,580
Totals	\$212,984.50	\$250,576	41,416,580

Radio

Radio was used exclusively for the GRH campaign. Station types included a mix of news, and music:

- WASH (97.1 AC)
- WBIG (100.3 Oldies/Classic Hits)
- WIHT-FM (99.5 Top 40)
- WTOP (103.5 News Talk)
- WWDC (DC101.1 Rock)
- WMZQ (98.7 Country)

The GRH radio campaign started in late September ran through the end of December 2015. The ads ran every other week for a total of seven on air weeks, alternating weeks with Rideshare ads. The following spots promoted GRH for the first half of FY2016:

Guaranteed Ride Home :30 “Just in Case 1”

Person 1: Hair spray. Just in Case.

Person 2: Mints. Just in Case.

Person 1: Flat shoes. Just in Case.

Person 2: Friend check-in. Just in Case.

Announcer: Guaranteed Ride Home. Just in case. For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at CommuterConnections.org or call 1-800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: :30 “Just in Case 2”

Person 1: Phone charger. Just in Case.

Person 2: Deodorant. Just in Case.

Person 1: Bank card. Just in Case.

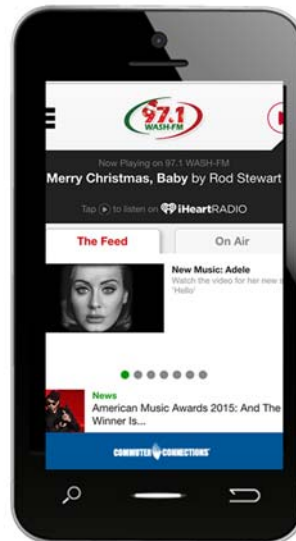
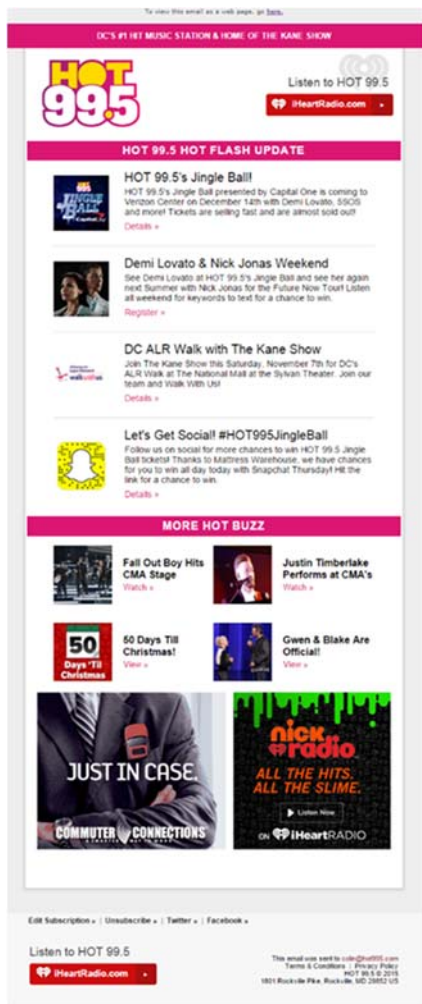
Person 2: Special ring tone. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at CommuterConnections.org or call 1-800-745-RIDE. Some restrictions apply.

Value Add

In addition to paid media spots, an estimated \$286,925 (an additional 135%) was negotiated in no charge promotional media. Select radio stations provided no charge bonus spots, name inclusion in sponsorship promos, sponsor of the Hot 97.1 Jingle Ball, lead sponsor of the Concert for the Kids benefiting St. Jude Children's Research Hospital, co-sponsor of the DC101 Elliot in the Morning Holiday Show, newsletter ad (179,000+ combined radio station subscribers), homepage takeovers, banner ads, wall paper ads, mobile in-app banners promoting the benefits of the GRH program and ridematching. Commuter Connections is estimated to have received 1,000,000 run of site banner impressions and 1,500,000 mobile in-app banner impressions.



Spring 2016 Campaign

Direct Mail

This first new creative of the new FY16 campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards. Recipients were households within the MWCOG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a dual Ridematching and GRH application form. Commuters were also encouraged to go online to commuterconnections.org to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total Cost including printing, mailing list, purchase, and postage was \$85,800.

Rideshare Mailer

Form a good habit. Start today!
REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME
Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

Name _____ Employer/Agency _____
Home Address _____ Work Address _____
City _____ State _____ Zip _____ City _____ State _____ Zip _____
County of Residence _____ County of Workplace _____
Home Phone Number _____ Work Phone Number _____
Email (Optional) _____ I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)
 Drive Alone Carpool Vanpool Bicycle Walk Bus (locally bus system & route # _____ Metrobus/Route # _____)
 Metrorail (circle of line: Blue Green Orange Red Silver Yellow) MARC (circle of line: Brunswick Camden Penn
 VRE (circle of line: Manassas Fredericksburg) Other (specify) _____

Which mode(s) to travel to work?
 Commuter Rail (VRE/MARC) HOV Lanes Local Bus Transit MTA Transit Bicycling

Section B | Guaranteed Ride Home*
This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.
Supervisor's Name** _____
Supervisor's Phone Number** _____
How many miles is it from home to work one way? _____

Have questions or need more information?
Visit commuterconnections.org or call 1.800.745.RIDE.

COMMUTER CONNECTIONS

GRH Mailer

Make sure you get where you need to be for those unexpected emergencies, as well as unscheduled overtime.

FREE GUARANTEED RIDE HOME. For life's little emergencies.

Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH). GRH is a FREE program that provides a reliable emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime for commuters who carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your commute home!

- We'll arrange for a free taxi or even a rental car, whatever it takes to get you home, up to four times each year!
- Our network of providers are on call Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:
A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching - today!

To register for either free program simply visit commuterconnections.org or call 1-800-452-7273. If you are already registered, you can update your information online to commuterconnections.org or call 1-800-452-7273. For questions, call 1-800-452-7273.

It pays to Rideshare through the Commuter Connections Pool Rewards program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpoolers may receive up to \$130 in cash over a 90-day period!*

Visit commuterconnections.org for more details.

POOL REWARDS
It pays to Rideshare

For life's little emergencies.

COMMUTER CONNECTIONS
FOR THE METRO AREA



Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual sponsorship drive in November 2015 for the 2016 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. Commuter Connections secured ten sponsors as of December 31st totaling \$26,000 cash and \$2,445 in-kind.



'Pool Rewards



Fall Campaign

A paid social media campaign ran in the fall.

Message Strategy

Ads began October 19th and ran through the end of December 2015 promoting the benefits and cost-savings of Ridesharing with 'Pool Rewards. Ads alternated on Rideshare weeks on both Facebook and Twitter encouraging commuters to find a partner to start a new carpool/vanpool with and save.

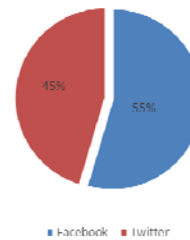
Target Market

Rideshare demographics (see pg. 19)
Younger demographics

Geographic Targeting

Washington D.C. DMA

'Pool Rewards Fall FY 2016 Social Media




'Pool Rewards Fall Budget	MWCOG Cost	Gross Dollars	Impressions
Twitter	\$4,995.00	\$5,876.62	425,000
Facebook	\$6,000.00	\$7,059.00	505,750
Totals	\$10,995.00	\$12,936	930,750

Facebook Ads

Commuter Connections
Sponsored · 🌐

You and a friend equals \$130 – what's not to like?
Earn by carpooling w/ 'Pool Rewards!



More Dash than Cash
Sharing a ride with 'Pool Rewards ca... [Sign Up](#)
tdm.commuterconnections.org

5 Likes

Like Comment Share

Verizon 1:16 PM 17%


Search

Status Photo Check In

Ad

Commuter Connections
Sponsored · 🌐

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!



Form a Carpool, Earn CASH
Sharing a ride can get you that ext... [Sign Up](#)
tdm.commuterconnections.org

Objective
Clicks to Website
See Post


News Feed Requests Messenger Notifications More

Twitter Ad

Commuter Connections X

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Get an extra boost to get that latte' or just help on gas.
'Pool Rewards!
Click or 800.745.RIDE



'Pool Rewards [Sign up](#)

Promoted by Commuter Connections

Commuter Connections @CarFreeMetroDC 16 Nov 2015

CAR FREE DAY
www.carfree.org

You and a friend equals \$130 - what's not to like? Earn by carpooling with 'Pool Rewards! Click or call 800.745.RIDE cards.twitter.com/cards/y64vm/12...




'Pool Rewards
commuterconnections.org
[Sign up now](#)

Commuter Connections

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE



'Pool Rewards [Sign up](#)

Promoted by Commuter Connections


Commuter Connections Newsletter and Federal ETC Insert

Summer and fall editions of the Commuter Connections newsletter were produced during the first half of FY2016. The six page 4-color newsletters were produced and distributed to approximately 8,000 employers and stakeholders. It was also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA, and also placed online at www.federaletc.org.




Commuter Connections E-Newsletter

The regional Commuter Connections E-Newsletter was launched and distributed to the Employer database in the fall.




The Commuter Information Source
for MD, VA, and Metropolitan D.C.



New Employer Case Studies Released

Sharing real program successes with other employers.
November 2015
[Read more](#)



2016 Employer Recognition Awards

Nominations will be accepted starting December 1, 2015.
November 2015
[Read more](#)

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY2016*. The marketing campaign ran during the summer months and included radio, online advertising, transit, media outreach, and social media. The radio spots featured AirAlert subscribers speaking about how Clean Air Partners benefits their lives.

**Commuter Connections dollars spent were from the previous fiscal year.*



Clean Air Partners, with support from Commuter Connections and WGL, sponsored its first Clean Air Deeds concert promotion. The promotional event included a ticket giveaway targeting consumers within the greater metropolitan Washington, D.C. region. The promotion asked residents to perform and post/share clean air “good deeds” for a chance to win a pair of tickets to see Chicago and Earth, Wind & Fire. A preview “teaser” of the promotion aired on Good Morning Washington with members of COG/TPB staff and Clean Air Partners participating in a “shout out”.

Appendix A

Performance Measures

Web Visits

Month	FY 2015 Web Visits	FY 2016 Web Visits	+/-	+/- %
July	10,597	14,851	4,254	40.1%
August	10,561	13,839	3,278	31.0%
September	11,121	16,579	5,458	49.1%
October	14,264	17,777	3,513	24.6%
November	12,769	17,657	4,888	38.3%
December	14,507	15,062	555	3.8%
	73,819	95,765	21,946	29.73%

Phone Calls

Month	FY 2015 Phone Calls	FY 2016 Phone Calls	+/-	+/- %
July	1,378	1,260	(118)	-8.6%
August	1,303	1,159	(144)	-11.1%
September	1,383	1,305	(78)	-5.6%
October	1,490	1,396	(94)	-6.3%
November	1,260	1,085	(175)	-13.9%
December	1,577	1,177	(400)	-25.4%
	8,391	7,382	(1,009)	-12.0%

GRH Applications

Month	GRH FY 2015 Applications	GRH FY 2016 Applications	Change	%
July	906	811	-95	-10.5%
August	940	721	-219	-23.3%
September	936	775	-161	-17.2%
October	889	745	-144	-16.2%
November	652	546	-106	-16.3%
December	867	606	-261	-30.1%
	5,190	4,204	(986)	-19.0%

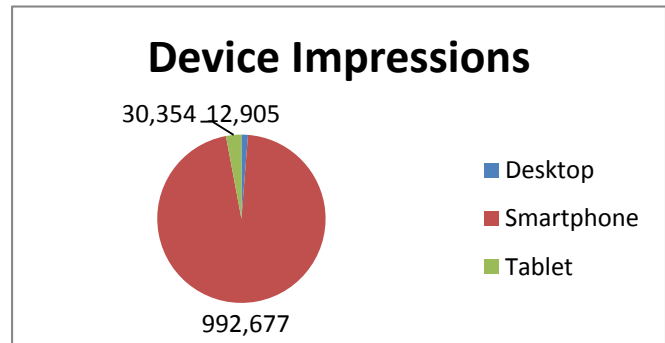
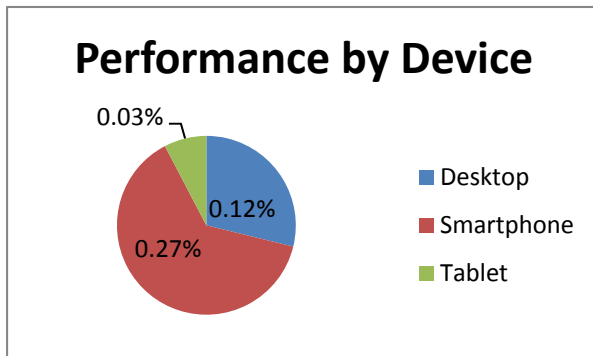
Rideshare Applications

Month	Rideshare FY 2015 Applications	Rideshare FY 2016 Applications	Change	%
July	1,051	1,908	857	81.5%
August	798	490	-308	-38.6%
September	664	591	-73	-11.0%
October	964	763	-201	-20.9%
November	845	642	-203	-24.0%
December	767	685	-82	-10.7%
	5,089	5,079	(10)	-0.2%

Appendix B

Digital Advertising – WTOP.com Results October 5 – December 31, 2015

Device Performance	Impressions Delivered	Clicks	CTR
WTOP Commuter Connections 2015 - Desktop	12,905	16	0.12%
WTOP Commuter Connections 2015 - Smartphone	992,677	2,711	0.27%
WTOP Commuter Connections 2015 - Tablet	30,354	10	0.03%
Total / Averages Ordered	333,333	N/A	N/A
Total / Averages Delivered	1,035,936	2,737	0.26%

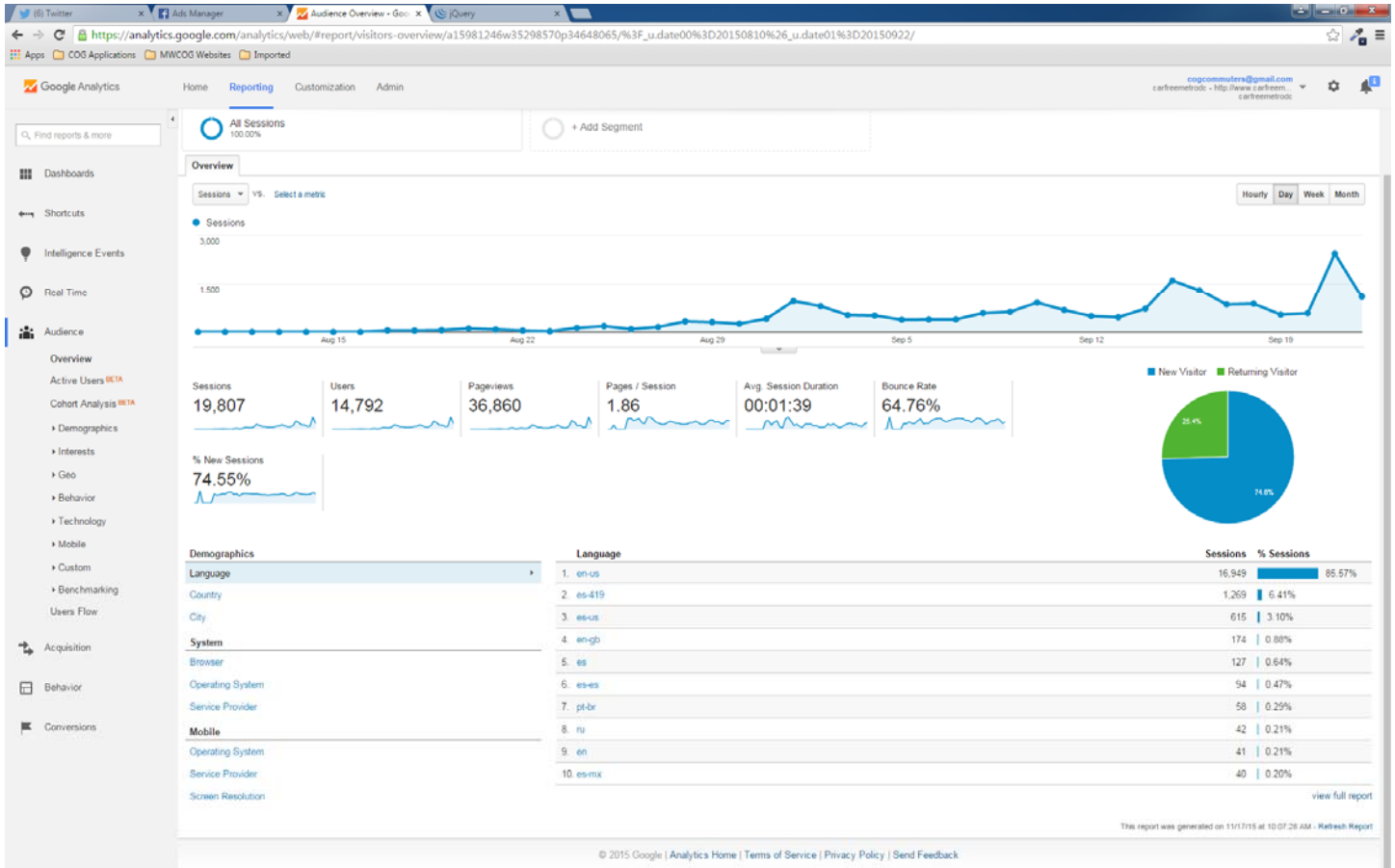


WTOP.com Digital Campaign Performance	Booked Impressions	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
Cross Platform 10/5-10/31	333,333	339,091	797	0.24%
Cross Platform 11/1-11/30	333,333	346,822	892	0.26%
Cross Platform 12/1-12/31	333,334	350,023	1,108	0.32%
Total / Averages	1,000,000	1,035,936	2,797	0.27%

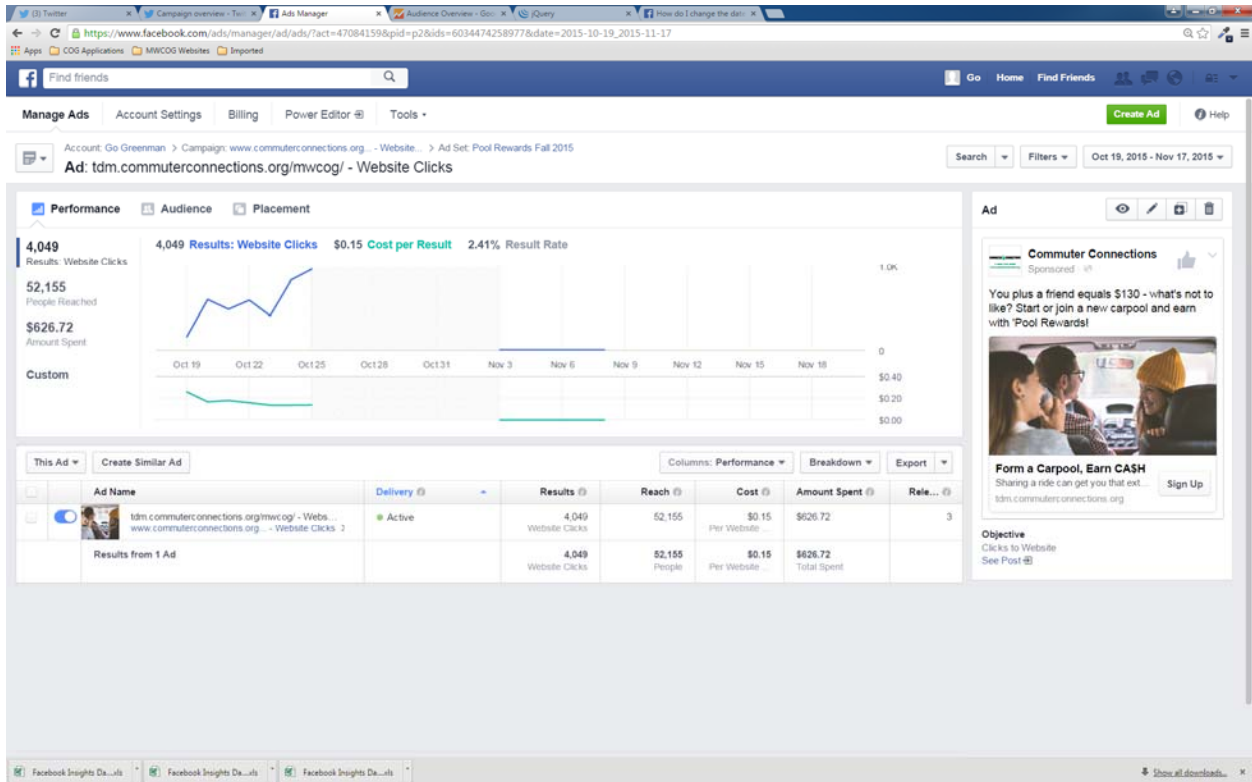
Note: National average CTR is .09%, Commuter Connections campaign was .27% overall. Meaning 2,797 people clicked through the Commuter Connections website.

Appendix C

Car Free Day Website Traffic



Car Free Day Facebook Paid Ad



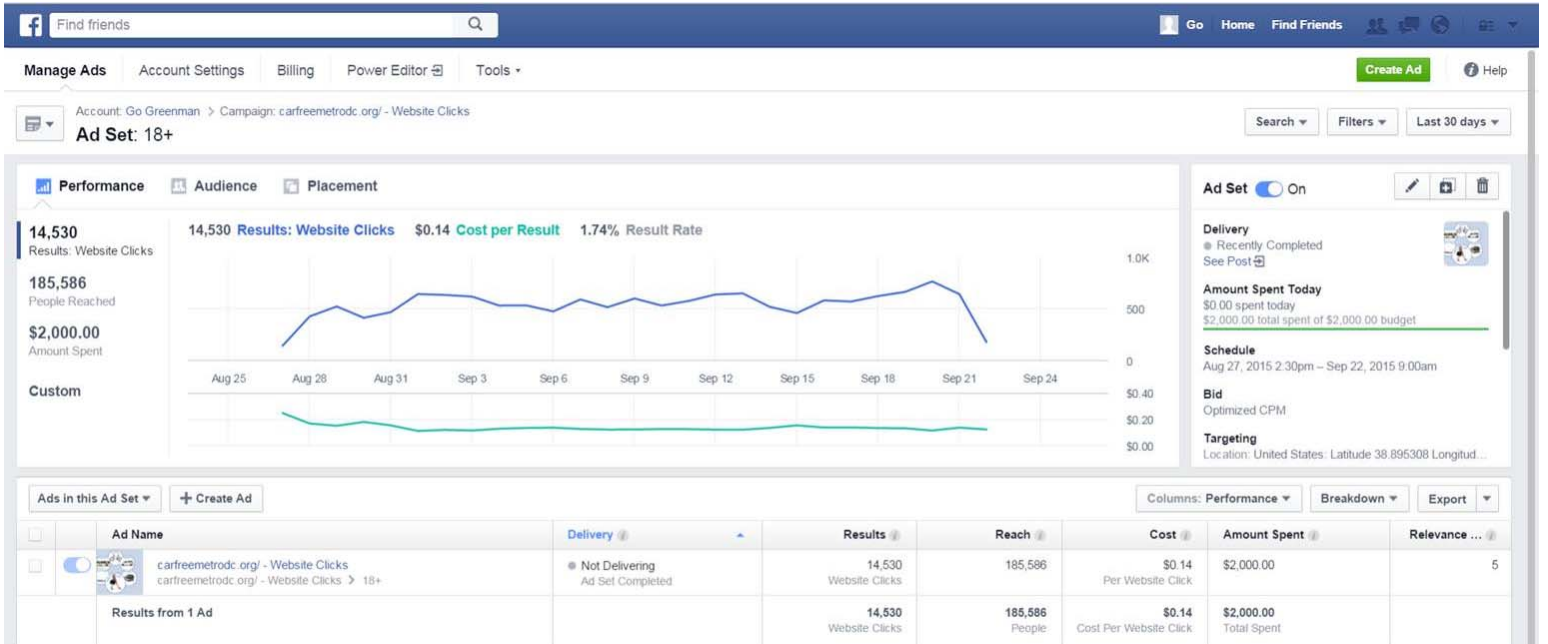
Car Free Day – WASH/WBIG/WIHT Value Add

Name	Dates	Ad Server Impressions	Ad Server Clicks	Ad Server CTR
300x250	8/31 – 9/22/15	121,027	154	0.13%
325x50	8/31 – 9/22/15	169,697	877	0.52%
Bike contest 728x90	8/31 – 9/22/15	109,953	58	0.05%
320x50 mobile banner in-app	8/31 – 9/22/15	719,688	2,056	0.29%
Commuter Connections Background*	9/21/15	4,088	0	0.00%
300x250	9/21/15	3,411	0	0.00%
728x90	9/21/15	3,348	0	0.00%
Commuter Connections drop down**	9/21/15	3,550	10	0.28%

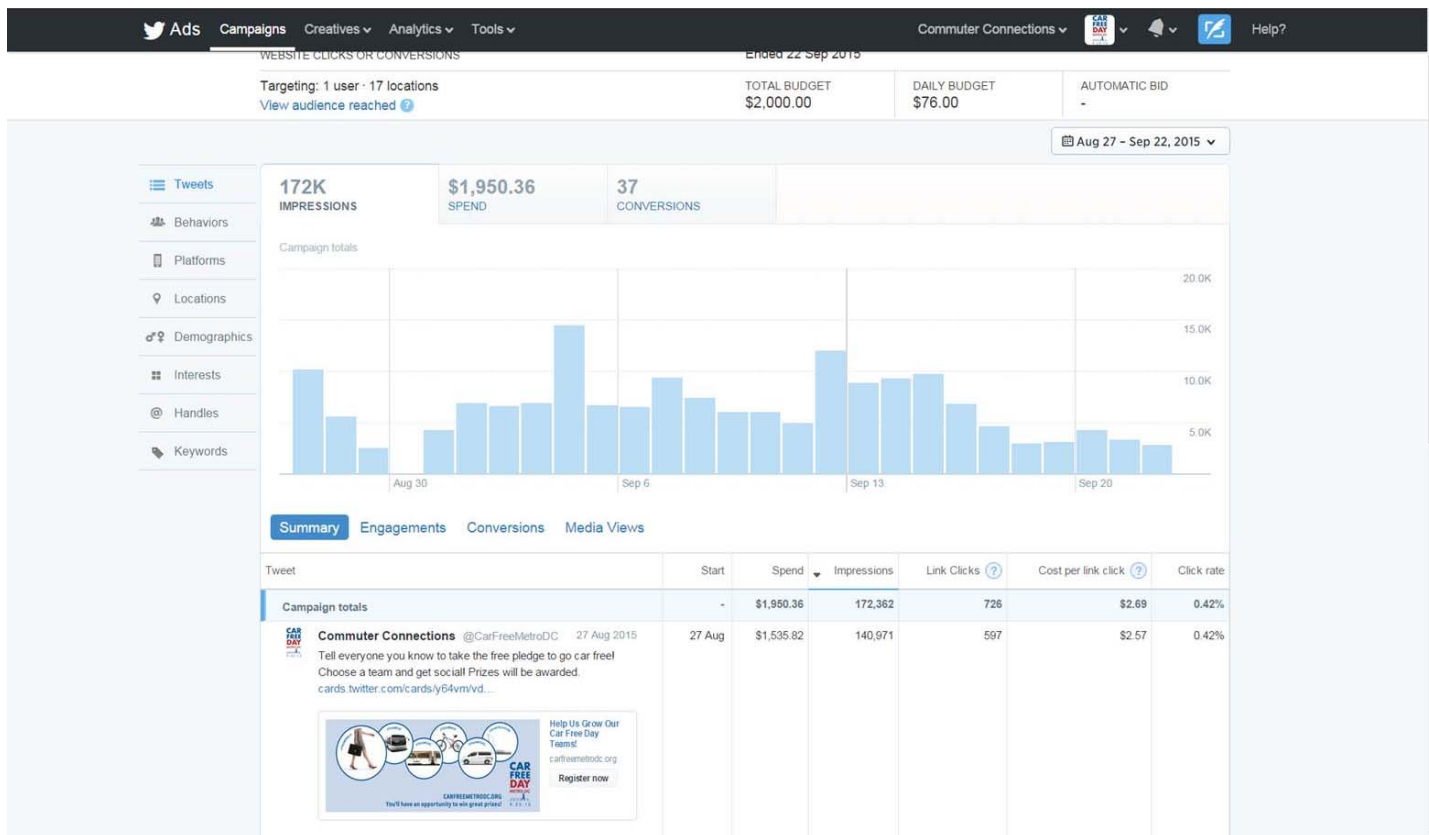
*The background of the websites on the home page takeovers

**Also affiliated with the home page takeover. The banner expanded to a drop down with a larger banner ad.

Car Free Day Facebook Analytics



Car Free Day Twitter Analytics



Appendix D

'Pool Rewards - Facebook Analytics

Dates	Website Clicks	Cost Per Click	Number People Reached	CTR
10/18 – 10/25/15				
11/2 – 11/8/15	0	\$0.62	124	0.00%
11/16 – 11/22/15	0	\$0.00	0	0.00%
11/30 – 12/6/15	5	\$0.43	321	1.38%
12/14 – 12/20/15	1,813	\$0.25	45,419	1.77%
12/28 – 12/31/15	1,519	\$0.28	29,413	2.44%

The average Facebook CTR is 0.04% - 0.05%.

Note: The slow start to the Facebook campaign was due to a discrepancy in payment setup, once the issue was resolved a sharp increase was noticeable.

'Pool Rewards - Twitter Analytics

Dates	Ad Server Impressions	Ad Server Clicks	Ad Server CTR
10/18 – 10/25/15	157,725	181	0.11%
11/2 – 11/8/15	100,601	163	0.16%
11/16 – 11/22/15	153,610	277	0.18%
11/30 – 12/6/15	68,767	126	0.18%
12/14 – 12/20/15	119,664	197	0.16%
12/28 – 12/31/15	73,003	94	0.13%

Appendix E
FY2016 Fall Umbrella Social Media Campaign Analytics

Rideshare – Facebook Analytics

Dates	Website Clicks	Cost Per Click	Number People Reached	Rate
10/18 – 10/25/15	6,474	\$0.17	92,720	2.18%
11/2 – 11/8/15	1	\$0.37	67	1.47%
11/16 – 11/22/15	0	\$0.00	0	0.00%
11/30 – 12/6/15	7	\$0.70	1,538	0.35%
12/14 – 12/20/15	1,049	\$0.34	35,512	1.61%
12/28 – 12/31/15	6,934	\$0.30	143,343	1.87%

Note: The sharp decline in the middle of the Facebook campaign was due to a discrepancy in payment setup, once the issue was resolved a sharp increase was noticeable.

Rideshare – Instagram Analytics

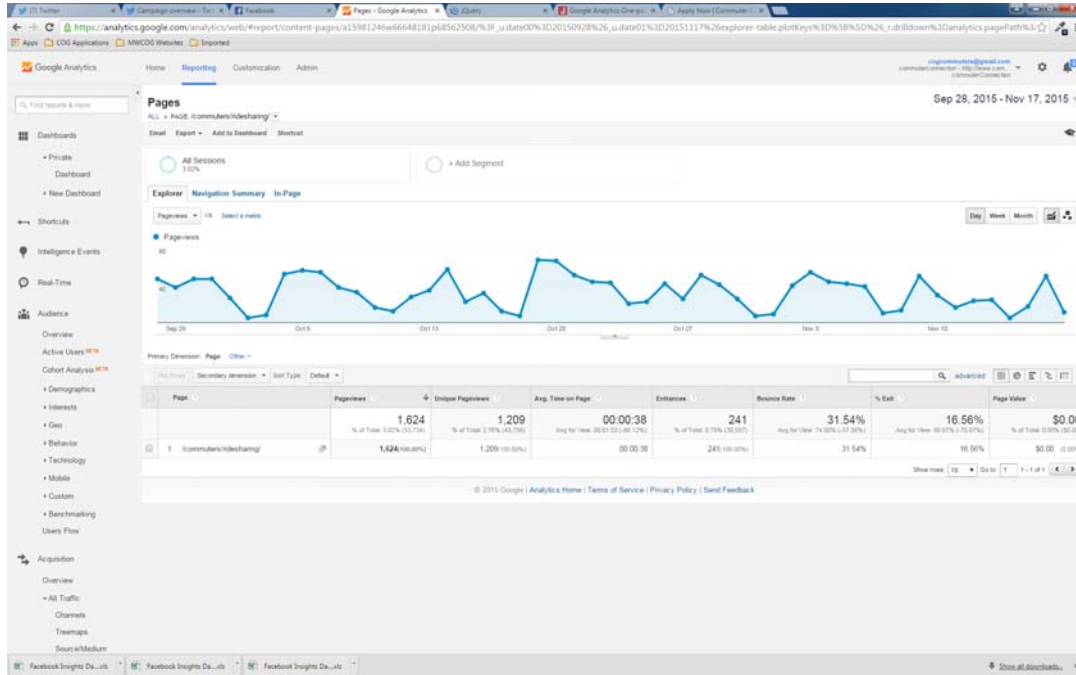
Dates	Website Clicks	Cost Per Click	Number People Reached
10/18 – 10/25/15	6,198	\$0.22	94,521
11/2 – 11/8/15	10,628	\$0.16	102,335
11/16 – 11/22/15	6,243	\$0.16	67,626
11/30 – 12/6/15	9	\$0.81	1,423
12/14 – 12/20/15	2,748	\$0.29	62,036
12/28 – 12/31/15	10,282	\$0.28	142,828

Rideshare – Twitter Analytics

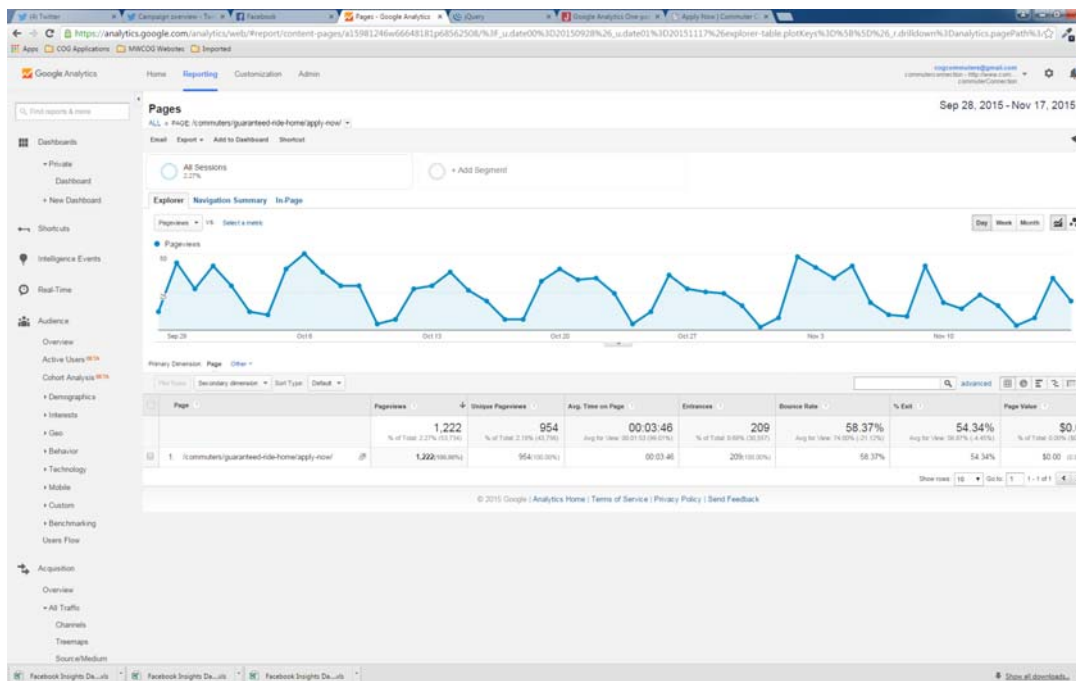
Dates	Ad Server Impressions	Ad Server Clicks	Ad Server CTR
10/18 – 10/25/15	75	0	0.00%
11/2 – 11/8/15	48	0	0.00%
11/16 – 11/22/15	114	0	0.00%
11/30 – 12/6/15	60,986	182	0.30%
12/14 – 12/20/15	63,752	154	0.24%
12/28 – 12/31/15	431,719	849	0.20%

Appendix F FY2016 Fall Web Analytics

Rideshare web traffic



GRH web traffic



Appendix G

FY2016 Fall Media Schedules

Commuter Connections FY2016 Fall Umbrella						Media Schedule: Specific Dates Spots Run (Week of)																		
GRH	Radio	Media Outlet	Format	Dial Position	Campaign to Run	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	
		WTOP-FM	News/Talk	103.5	9/28-12/27/15																			
WBIG-FM	Oldies/Classic Hits	100.3	9/28-12/27/15																					
WVDC-FM	Rock	DC101.1	9/28-12/27/15																					
WASH-FM	AC	97.1	9/28-12/27/15																					
WIHT-FM	Top 40	99.5	9/28-12/27/15																					
WMZQ-FM	Country	98.7	9/28-12/27/15																					
Rideshare	Radio	WLZL-FM	Spanish	107.9	10/5-12/31/15																			
		WFED	Federal News	1500 AM	10/5-12/31/15																			
		WIHT-FM	Top 40	99.5	10/5-12/31/15																			
		WFRE-FM	Country	99.9	10/5-12/31/15																			
		WFMD	News/Talk	930AM	10/5-12/31/15																			
		WTOP-FM	News/Talk	103.5FM	10/5-12/31/15																			
	TV	WPGC-FM	Urban AC	95.5	10/5-12/31/15																			
		NBC4/WRC	News	Channel 7	10/5-12/31/15																			
		DCW50 TV	Cable	WDCW 50.2	10/5-12/31/15																			
	Social Media	Facebook			10/19-12/31/15																			
		Twitter			10/19-12/31/15																			
		Instagram			10/19-12/31/15																			
		Online	WTOP.com	Web/Mobile/Tablet	audio & display	10/5-12/31/15																		

Legend

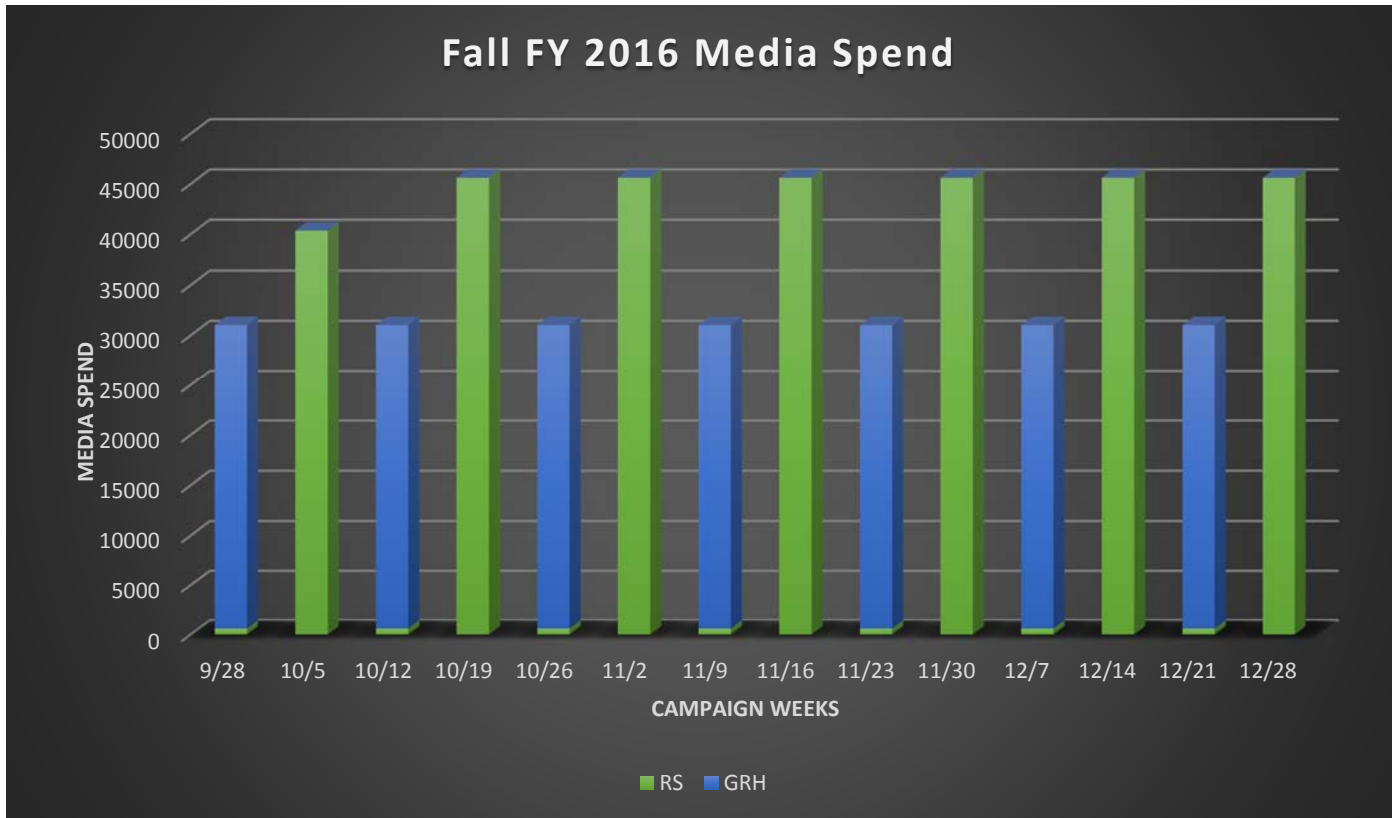
Guaranteed Ride Home Radio Coverage
Rideshare Radio Coverage
Rideshare TV Coverage
Rideshare Social Media Coverage
Rideshare Online Coverage

Commuter Connections FY2016 Fall Umbrella						Media Schedule: Specific Dates Spots Run (Week of)																		
'Pool Rewards	Social Media	Media Outlet	Format	Dial Position	Campaign to Run	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	
		Facebook				10/19-12/31/15																		
Twitter				10/19-12/31/15																				
Car Free Day	Radio	WBIG-FM	Oldies/Classic Hits	100.3	8/31-9/22/15																			
		WIHT-FM	Top 40	99.5	8/31-9/22/15																			
		WASH-FM	AC	97.1	8/31-9/22/15																			
	Social Media	Facebook			8/31-9/22/15																			
		Twitter			8/31-9/22/15																			
		Text Message	Text to 5,100 cell #s			9/1/2015																		
Text to 488 cell #s				9/11/2015																				
Text to 532 cell #s				9/18/2015																				

Legend

'Pool Rewards Social Media Coverage
CFD Radio
CFD Social Media
CFD Text Message

FY2016 1st Half Paid Media Spend



Appendix H

Car Free Day Media Placements

CFD 2015 Print & Online Coverage - 28		
Date	Outlet	Topic linked to URL
7/26/2015	WTOP	Car-free day coming Sept. 23
8/17/2015	Frederick News Post	On the Move: Car Maintenance 101
8/25/2015	The Hill is Home	PARK(ING) DAY PERMIT APPLICATIONS NOW BEING ACCEPTED
8/25/2015	The Wash Cycle	Going car free: it isn't just for New Yorkers
9/1/2015	Capital Bikeshare	Go #teambike for Car Free Day
9/1/2015	VRE Ride Magazine	PARTICIPATE IN TRY TRANSIT WEEK AND CAR FREE DAY
9/1/2015	The Washington Post - Dr. Gridlock	Live Chat
9/8/2015	Downtown DC BID	Go Car Free This September in DowntownDC
9/8/2015	Montgomery County Maryland	Join MCDOT and participate in Car Free Day on September 22
9/11/2015	Prince William Chamber of Commerce	Try Transit Week and Car Free Day Encourage Driving Alternatives
9/13/2015	Groundswell	HOW CAN WE MAKE THE CAR-FREE MOVEMENT MORE INCLUSIVE?
9/13/2015	Rebuilding Place in the Urban Space	Metro DC Car Free Day, September 22nd
9/13/2015	The Washington Post - Local	Prince William County news in brief
9/15/2015	ATP Blog	Car Free Day is in One Week
9/16/2015	Tri-County Council of Southern Maryland	Pledge for Car Free Day and Choose Your Team!
9/17/2015	Maid to Clean	Car Free Day! September 22, 2016
9/17/2015	Market Watch	Walker & Dunlop Recognized as the 5th Healthiest Employer in DC Region
9/18/2015	AAA Mid-Atlantic	There is No Battle of the Sexes on Car Free Day, Yet With the Papal Visit it is Wise to Take the Pledge
9/18/2015	Alexandria News	Take Car Free Day Pledge On September 22
9/21/2015	Frederick News Post	On the Move: Car-free day urges drivers to take a hike
9/21/2015	Greater Greater Washington	Events roundup: Go car free
9/21/2015	Just DC News	EVENTS ROUNDUP: GO CAR FREE

9/21/2015	PlanIt Metro	REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)
9/21/2015	Red Brick Town	Go Car Free in Alexandria, Virginia on World Car Free Day!
9/22/2015	ATP Blog	Today is Car Free Day
9/22/2015	The Tysons Corner	Car Free Day in Tysons
9/26/2015	The Washington Post - Transportation	Repeat the easy travel seen during the pope's visit? It would take a miracle.
10/6/15	The Hoya	GU Wins Car Free Challenge

CFD 2015 Newsletters & Calendars - 10		
Date	Outlet	Topic linked to URL
8/20/2015	Adams Morgan BID Partnership	Car Free Day - September 22
9/11/2015	Adams Morgan BID Partnership	Car Free Day - September 23
9/21/2015	The Magnet - Ballston BID	Where Minds Meet
8/19/2015	Capitol Hill BID Notes	Call for Businesses to Support Car Free Day on September 22, 2015
9/10/2015	Downtown DC Update	Go Car Free This September in DowntownDC
8/25/2015	goDCgo Employer News	Ditch the Keys and Go Car-Free Next Month
September	Bethesda Magazine	Car Free Day 2015
September	InsideNOVA	Car Free Day 2015
September	Bike Arlington	World Car Free Day
September	Washingtonian	Car Free Day 2015

CFD 2015 Radio Coverage - 2		
Date	Outlet	Topic linked to URL
9/17/2015	WMAL	Car Free Day Interview with Nick Ramfos  WMAL (1)_9.17.17 .wav  WMAL (2)_9.17.17 .wav
9/21/2015	WPFW	Car Free Day Interview with Nick Ramfos

CFD 2015 Television Coverage - 1		
Date	Outlet	Topic linked to URL
9/17/2015	WUSA 9	Car Free Day Interview with Nick Ramfos