

Item #5

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2016 MARKETING ACTIVITY

Dan O'Donnell

March 15, 2016

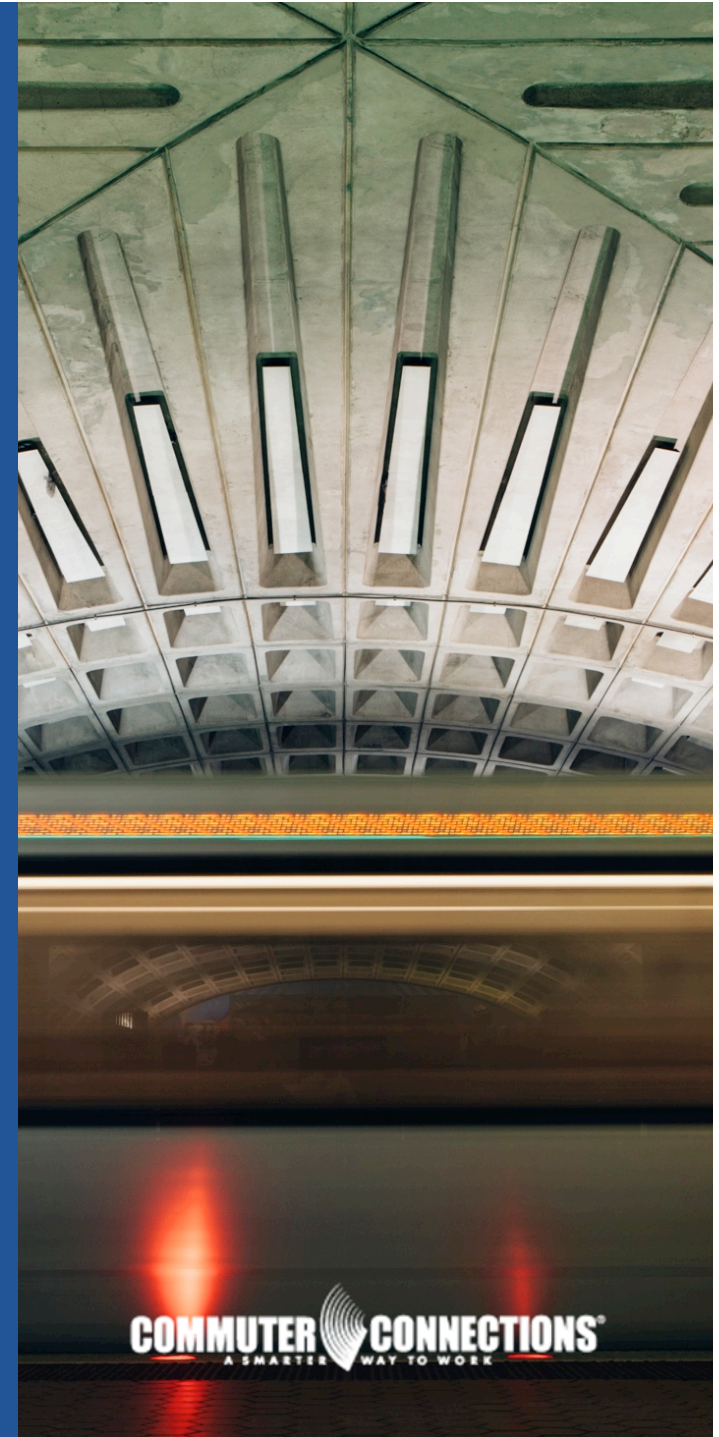
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# PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality

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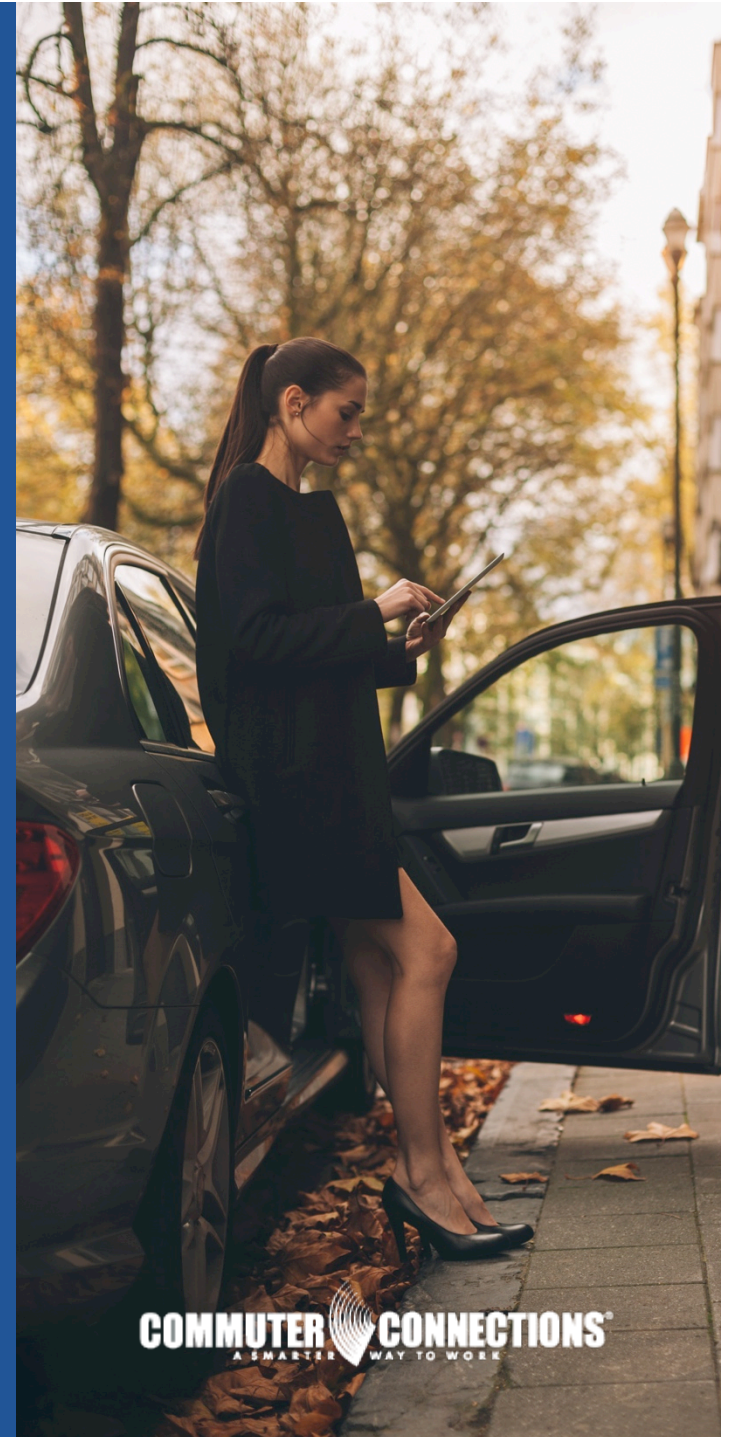




# INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards

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## SPRING SCHEDULE

- JAN Production and Media Placement
- FEB GRH Campaign Launch
- FEB Rideshare Campaign Launch
- FEB Winter Newsletter & E-Newsletter Distributed
- FEB 'Pool Rewards Promotion
- MAY Bike to Work Day Promotion
- JUN Employer Recognition Awards Event





# Spring Umbrella Campaign

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# CREATIVE REQUIREMENTS

- Be engaging, yet quick
- Be creative, yet relevant
- Be appealing to a wide audience, yet relatable



## CREATIVE APPROACH

- Primary motivator is saving money
- Consider all the complex things we do to save money
- Contrast complex methods to simplicity of Ridesharing
- Use of kids to bring forward simplicity in a fun way

# CREATIVE

- :30 English radio spots (2)



Kids Stock Market



Kids Stressed Out

- :30 Spanish radio spots (2)



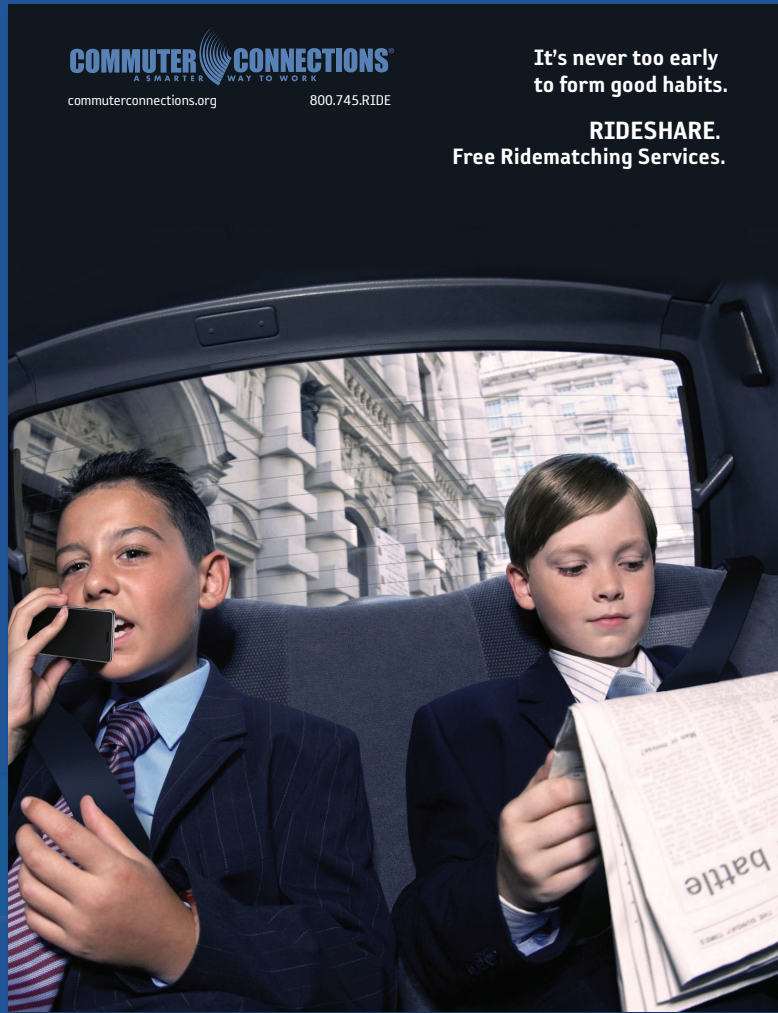
Kids Stock Market



Kids Stressed Out



# CREATIVE

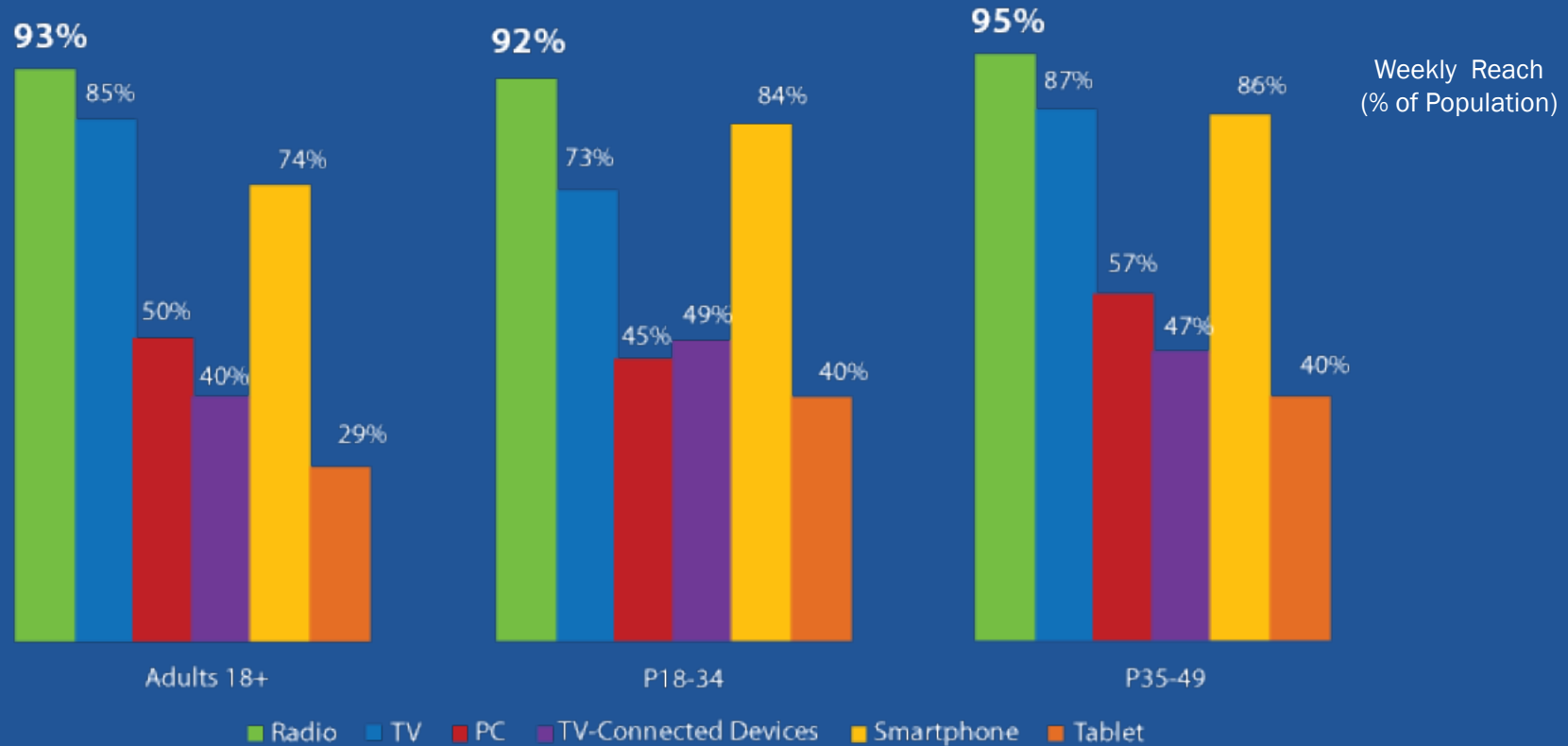


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# MEDIA CONSUMPTION

## RADIO BOASTS HIGHEST MASS REACH AMONG POPULAR MEDIA

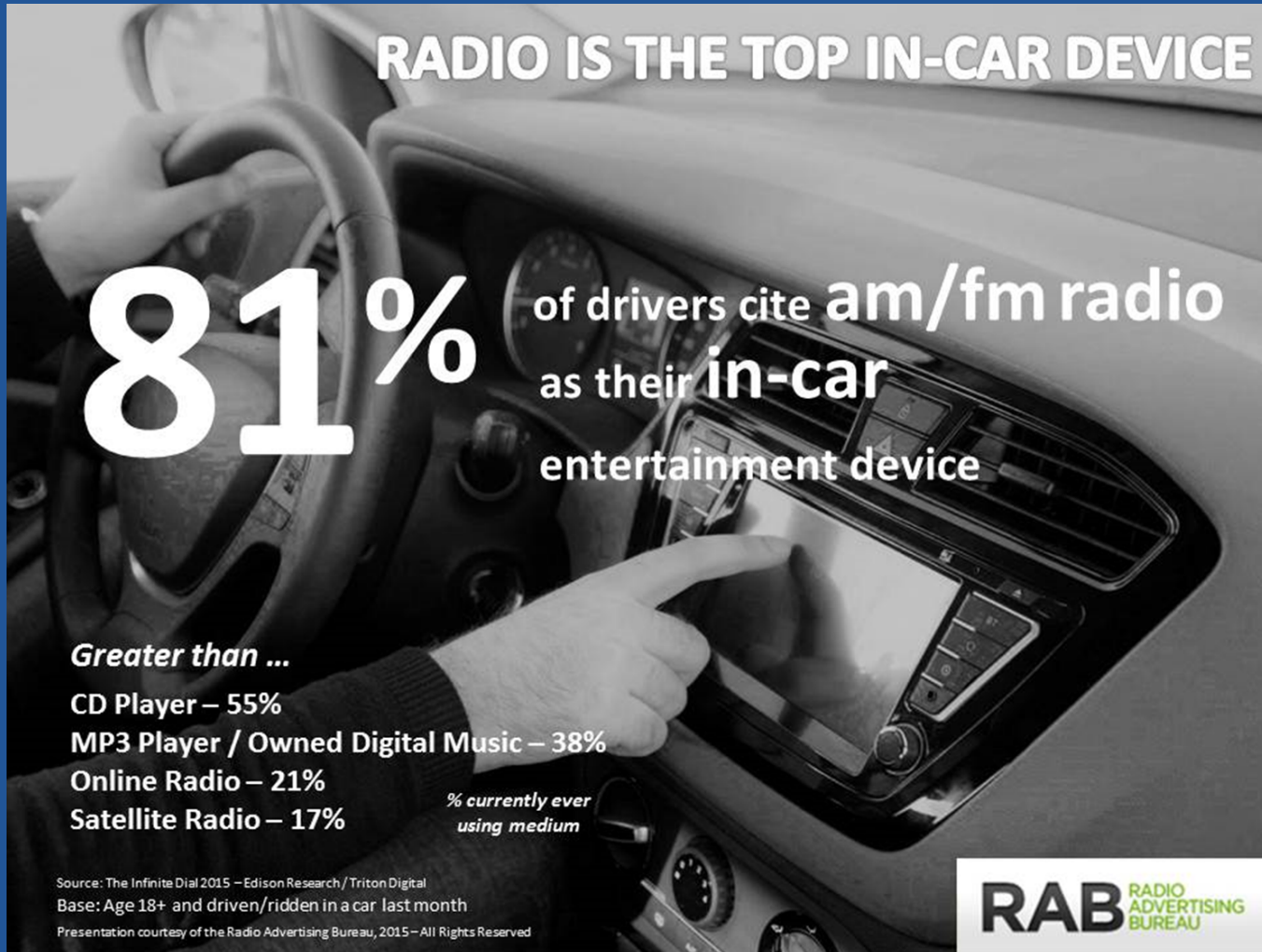


Source: Nielsen Comparable Metrics Report Q3 2015

Presentation courtesy of the Radio Advertising Bureau, 2015 – All Rights Reserved



# MEDIA CONSUMPTION



**RADIO IS THE TOP IN-CAR DEVICE**

**81%** of drivers cite **am/fm radio** as their **in-car** entertainment device

**Greater than ...**

- CD Player – 55%
- MP3 Player / Owned Digital Music – 38%
- Online Radio – 21%
- Satellite Radio – 17%

*% currently ever using medium*

Source: The Infinite Dial 2015 – Edison Research/Triton Digital  
Base: Age 18+ and driven/riden in a car last month  
Presentation courtesy of the Radio Advertising Bureau, 2015 – All Rights Reserved

**RAB** RADIO ADVERTISING BUREAU

## MEDIA STRATEGIES

- For drive time – broadcast radio is #1
- Social media – appeals to a wide range
- Include Hispanic and African-American media



## SPRING MEDIA BUDGET (NET)

Radio	\$ 159,056
Network/Cable TV	\$ 98,005
Social Media	\$ 12,690
Pandora	\$ 49,036
<b>Total Paid Media:</b>	<b>\$ 319,0057</b>

Added Value:	\$ 59,210
Direct Mail:	\$ 42,900

Campaign Live: February 8, 2016 – June 26, 2016

# SPRING RIDESHARE RADIO

Flight dates: Feb 8 – June 26



# SPRING RIDESHARE TV AD

## “Save your Sanity”



Establish setting, could be getting in, or showing driver through windshield.



Person 1: My commute was nuts! And it was affecting my job, life, and my well-being.



Person 2: You're a lot more relaxed now!... For me, it's all about the money.



Person 3: I love the savings but my workload was heavy. It's so great to get stuff done.



Person 2: Or catch up on sleep.



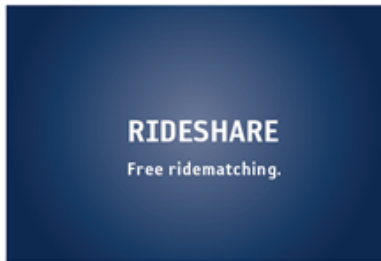
Person 3: And there's lots of great conversation.



sfx: snore



Person 3: Obviously. [shared laughter]



vo: Rideshare... Save your money. Save your time. Save your sanity.



vo:... at commuterconnections.org

## SPRING RIDESHARE TV

- Flight weeks: 2/8, 2/22, 3/7, 3/21 4/4, 4/18, 5/30, 6/13, and 6/20



Comcast SportsNet TV



WRC/NBC 4



# SPRING RIDESHARE SOCIAL & ONLINE

- Flight weeks: 2/8, 2/22, 3/7, 3/21 4/4, 4/18, 5/30, 6/13, and 6/20



Facebook



Twitter



Instagram



Pandora

## SPRING RIDESHARE VALUE AD

Added value includes:

- :30 bonus spots
- :05 billboards
- 300x250, 300x50, and 500x500 Banner ads





Guaranteed Ride Home

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guaranteed ride home

## CREATIVE STRATEGY

- Help audiences to imagine the experiences to motivate them to register and be prepared
- Focus on life's little emergencies



guaranteed ride home

## CREATIVE

- :30 Radio spots (2)



Baby



Working Late

guaranteed ride home

# CREATIVE



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guaranteed ride home

# RADIO

Flight dates: 2.1 - 6.12.16



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## SOCIAL & ONLINE

- Flight Weeks: 2/1, 2/15, 2/29, 3/14, 3/28, 4/11, 4/25, 5/23 and 6/6



Facebook



Twitter



Instagram



WTOP and NBC4



guaranteed ride home

Instagram

commuterconnections Sponsored

2,059 likes

commuterconnections For life's little emergencies. Sign up for a FREE Guaranteed Ride Home, and get you where you need to be.

LEARN MORE

COMMENTS

- theboonie84 @dariuslovehall look 3 weeks ago
- robysaysallons\_y The cuteness of that baby is so much that I don't even mind this ad in my feed! 3 weeks ago
- denise5251 I don't mind d it in my feed other.... 3 weeks ago
- t777f Nice 2 weeks ago
- coourneeey @francis\_rose27 2 weeks ago
- yes\_im\_ajour Is that a #HodgeTwin 2 weeks ago
- shedurweight Adorable @jillbillionaire 2 weeks ago
- igotthehuggies awwww 2 weeks ago
- angela11250

Add a comment...

# SPRING MEDIA BUDGET

Radio	\$ 181,143
Social Media	\$ 14,850
Online	\$ 17,000
Total Paid Media:	\$ 212,993
Added Value:	\$ 10,875
Direct Mail:	\$ 42,900

Campaign Live: February 1 – June 12, 2016

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guaranteed ride home



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guaranteed ride home

## SPRING GRH VALUE ADD

Added value includes:

- :30 bonus spots
- 320x50, 970x90, and 468x60 Banner ads



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# MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3<sup>rd</sup> party media data: Strata, Scarborough, Arbitron

Calculate

- Reach & frequency of target demographics for each
- Media options

Analyze

- Cost/value proposition of each media option

Reality check

- Does it make sense?

Negotiate

- Evaluate best negotiated options

Media purchase

Run campaign

Measure/Evaluate results

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'Pool Rewards

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# 'POOL REWARDS - SPRING

## OBJECTIVES

Promote benefits & encourage registration

Use TV and paid social media to promote



# SPRING MEDIA BUDGET

TV \$ 38,908

Facebook \$ 2,100

Twitter \$ 2,100

Total Paid Media \$ 43,108

Campaign Live: February 8 – March 31, 2016





'pool rewards

## CREATIVE - TV AD



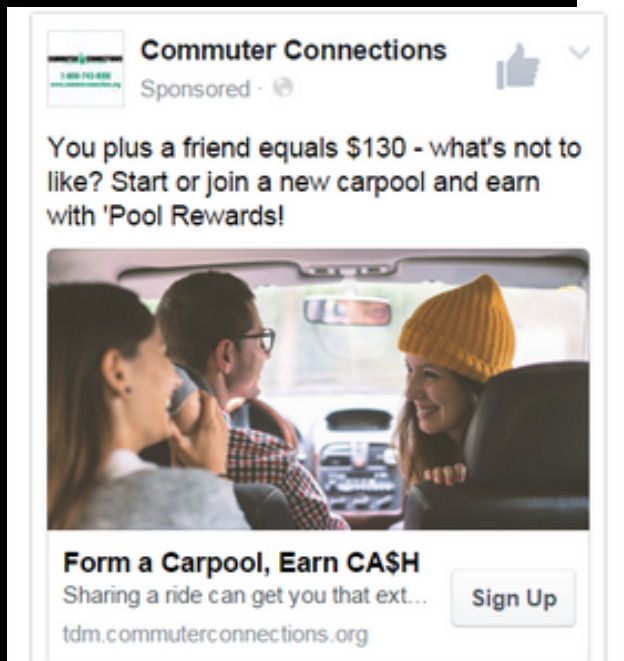
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'pool rewards

# CREATIVE



**Commuter Connections**  
Sponsored ·  

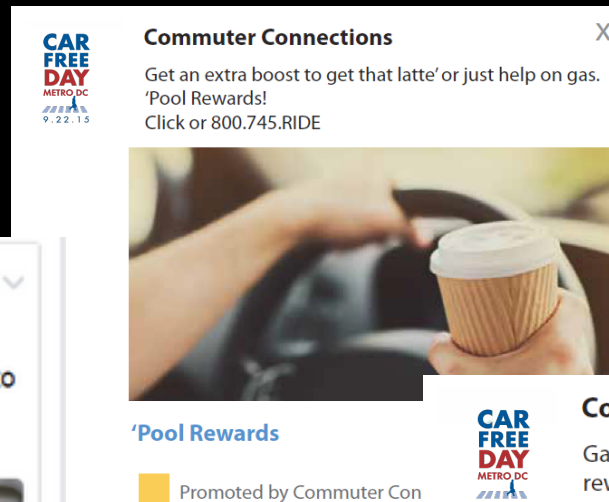
You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!





**Form a Carpool, Earn CA\$H**  
Sharing a ride can get you that ext... [Sign Up](#)


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

Facebook ads




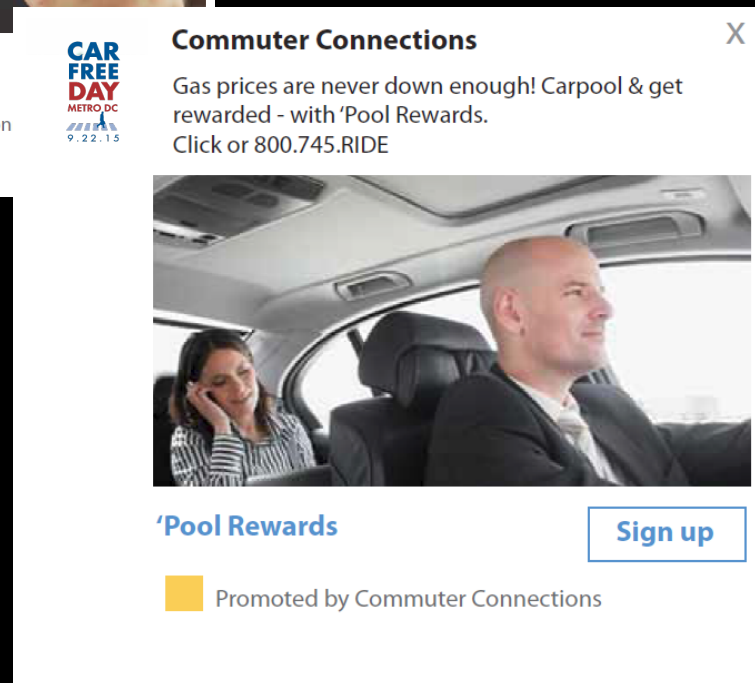
**Commuter Connections** 


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





**'Pool Rewards**

 Promoted by Commuter Con




**Commuter Connections** 

 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

Twitter ads





bike to work day

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# BIKE TO WORK DAY

Friday May 20, 2016

## STRATEGY

Promote bicycling as a viable alternative commute mode

Build regional participation

Engage employers and organizations



# 2016 SPONSORS

## Gold Level

Takoma Bicycle



## Silver Level



## Bronze Level



## BIKE TO WORK DAY

Cash sponsors secured, final:

\$43,350

In-Kind Sponsorship total:

\$9,945



# POSTER

**BIKE TO WORK DAY 2016**  
FRIDAY MAY 20

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION

**Takoma Bicycle** **AGEI** **ICF** **LOCAL MOTION** **BICYCLE SPACE** **Bike Arlington**

**Crystal Lake** **The JBG Companies** **Marrriott** **AASHIO** **FAIR LAKES**

**NIKE** **CRYSTALIDE** **Giant** **AAA** **BIKESOVENNA** **KIMPTON**  
hotels & restaurants

**WHEELS OF CHANGE** **FELT** **goDCgo** **ABUS** **BROMPTON** **BicyclePASS**

Pre-register by May 13 for Free T-shirt\* and Bike Raffles!

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

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
\*T-shirts available at pit stops to first 15,000 who register.  
Over 80 pit stops throughout D.C., Maryland, and Virginia.

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433

#BTWD2016

bike to work day 2016

Bike to Work Day is also Funded by D.C., MD, VA and U.S. Dept. of Transportation.

**DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016**  
VIERNES 20 DE MAYO

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION

**Takoma Bicycle** **AGEI** **ICF** **LOCAL MOTION** **BICYCLE SPACE** **Bike Arlington**

**Crystal Lake** **The JBG Companies** **Marrriott** **AASHIO** **FAIR LAKES**

**NIKE** **CRYSTALIDE** **Giant** **AAA** **BIKESOVENNA** **KIMPTON**  
hotels & restaurants

**WHEELS OF CHANGE** **FELT** **goDCgo** **ABUS** **BROMPTON** **BicyclePASS**

Regístrese previamente antes del 13 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.

**COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES** en todas las ubicaciones.

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios.  
\*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registren.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrese gratis en [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) o llame al 800.745.7433

#BTWD2016

bike to work day 2016

Día de la Bicicleta Para Ir al Trabajo es el Financiado también por los Registros en el Departamento del Estado de Columbia, Maryland, Virginia, y el Gobierno Federal.

# T-SHIRT



# RACK CARD



**BIKE TO WORK DAY 2016**  
**FRIDAY MAY 20**

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
 or call 800.745.7433

Pre-Register by May 13  
 for free T-shirt\* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Over 80 Bike to Work Day pit stops located in D.C., Maryland and Virginia

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.

\*T-shirts available at pit stops to first 15,000 registrants.

  #BTWD2016 



COMMUTER CONNECTIONS™ WASHINGTON AREA BICYCLE ASSOCIATION

Takoma Bicycle KREI ICF INTERNATIONAL

LOCAL MOTION BICYCLE SPACE Bike Arlington

Tom's The JBG Commons Marnott

AASHIO FAIR LAKES BIKEROLL

CRYSTALride Giant AAA

BIKES & BENNA KIMPTON™ hotels & restaurants

FELT goDCgo ABUS

BROMPTON BicyclePASS

GREEN BURLY pow

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

ORTLIEB

Printed on recycled paper

# PIT STOP BANNER



**EDGEWOOD-MET BRANCH TRAIL**  
 On the Metropolitan Branch Trail  
 Above Rhode Island Avenue, NE  
 7:00 am to 9:00 am

**BIKE TO WORK DAY 2016**  
**FRIDAY MAY 20**

Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433














# WEBSITE



## BIKE TO WORK DAY 2016 FRIDAY MAY 20




[HOME](#)   [EMPLOYER RESOURCES](#)   [EVENT INFO](#)   [FIRST TIME RIDER INFO](#)   [REGISTRATION](#)   [SPONSORS](#)

### Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.

[Free Registration Click Here](#)




#### Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes.

#### Commuter Convoys

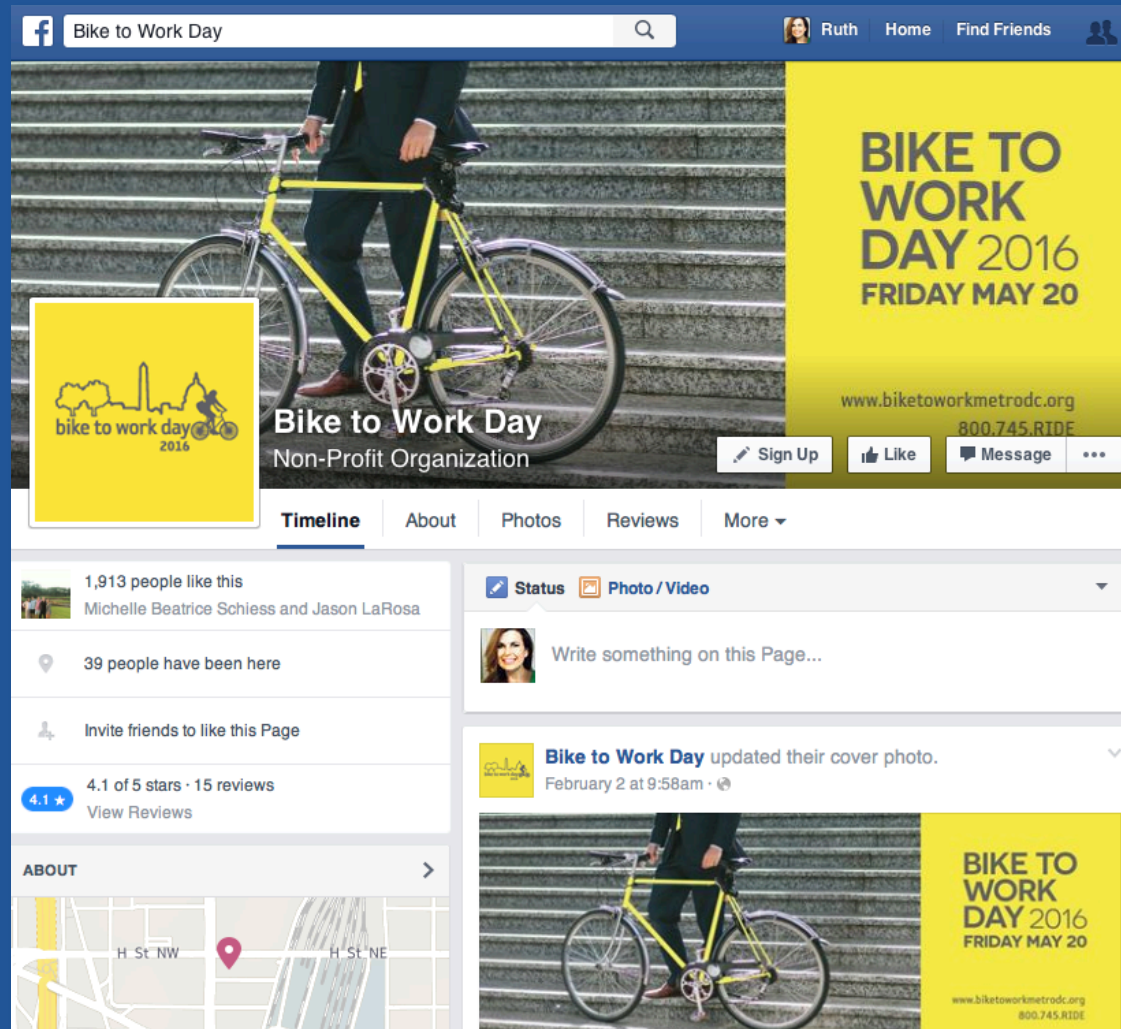
Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up.

#### Sponsors





# SOCIAL MEDIA - FACEBOOK



# SOCIAL MEDIA - TWITTER

The screenshot shows the Twitter profile of Commuter Connections (@BikeToWorkDay). The profile header includes navigation links for Home and Moments, a search bar, and a login link. The profile picture is a yellow square with a white outline of a city skyline and a bicycle, with the text "bike to work day 2016". The bio states: "Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments." It lists the location as Washington DC, the website as biketoworkmetrodc.org, and the join date as April 2009. There are 25 photos and videos in the gallery. The main tweet, dated 19 Nov 2015, reads: "Winner winner! Congrats to Kevin Hovis for winning this Gotham bike from rei.com! #BTWD". The tweet includes a photo of a man standing with a black and green bicycle in a store. The tweet statistics are: 220 tweets, 274 following, 1,616 followers, 145 likes, and 2 lists. A "Follow" button is visible. On the right, there is a "New to Twitter?" sign-up prompt and a "You may also like" section with recommendations for goDCgo, BicycleSPACE, Capital Bikeshare, WABA, and BikeArlington.



the 2016 ALL-STARS  
of commute programs

employer recognition awards

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# 2016 EMPLOYER RECOGNITION AWARDS

## STRATEGY

Recognize regional employers who deliver measurable commuter benefits

- Newsletter
- Web site
- Print ad
- Earned media
- Social media

Help winners leverage recognition

- Employer Winner Kit





# SCHEDULE

2016

- JAN Email blast to level 3 & 4 employers in database
- FEB 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

Employer Recognition Awards Ceremony  
Washington Marriott at Metro Center







Newsletter

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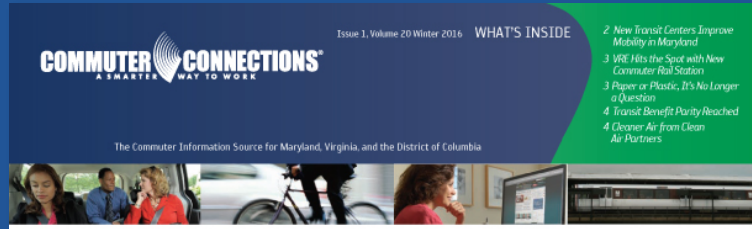
## OBJECTIVES

- Create loyalty and brand awareness
- Develop relationships and trust

## STRATEGY

- Print and e-newsletter published quarterly and reaches
  - Employers
  - Committee members
  - Other TDM stakeholders

# PRINT



## BIKE TO WORK DAY 2016 – SET FOR MAY 20!

With 2016 speeding along faster than you can say "passing on your left," Bike to Work Day (BTWD) will be here before we know it. This year's celebration of two-wheeled commuting is scheduled for Friday, May 20.

Began nationally in 1956 and locally in the Metropolitan Washington area in 2001, BTWD has grown into an international event with hundreds of thousands of bicyclists taking to the streets in an effort to participate in a healthy and affordable alternative to driving alone.

Bike to Work Day began as a small gathering of cyclists and grew with 17,500 participants in 2015, making it the most successful BTWD event in the program's history.

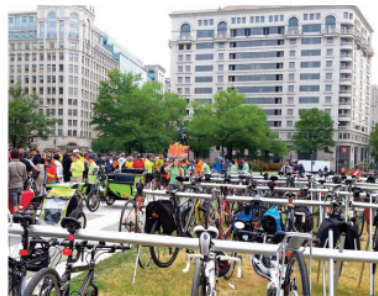
As in previous years, thousands of cyclists will start the morning at one of the nearly 80 "pit stop" rallies being organized by local governments, nonprofits, private-sector employers and volunteers around the region. The pit stops serve as convenient meeting places where participants can stop for a breather and celebrate with fellow bicyclists.

The first 15,000 pit stop participants who register online get a free t-shirt, refreshments, and a chance to win great prizes; maybe even a shiny new bicycle. The event is a local media favorite, and elected officials from around the region help recognize enthusiastic cyclists, both experienced and beginner. Pit stop locations will be held in the District, Suburban Maryland, and Northern Virginia. Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for a list of all pit stop locations throughout the region.

On Bike to Work Day, convoys led by experienced bicycle commuters are open to anyone to join and ride into work together. Convoys start and end at various locations throughout the region and often include popular employment

centers, pit stops, and trails along the way. Many of the commuter convoys end in downtown D.C. Participants can hop on and hop off with the convoy at any point along the route. The list of convoys for 2016 can be found at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org).

*Continued on page 2*



Winter 2016

# FEDERAL ETC UPDATES

Employee Transportation Coordinator

## THE TMP CAN HELP YOUR TDM PROGRAM!



Commuter Connections has found that TDM programs should be periodically looked at with a critical eye, possibly from an outside perspective, to examine if program aspects could be handled differently or augmented to facilitate objectives of fewer employees traveling alone by car to the workplace. This is especially true for federal employers that have mandates to reduce single occupant vehicle use of employees.

The Transportation Management Plan (TMP) Handbook evolved from initiatives sponsored by the General Services Administration, the Metropolitan Washington Council of Governments, and the National Capital Planning Commission. First developed in 1998, the handbook has been updated to respond to changing interests and requirements at the federal, regional, and local level, as well as keeping up with new services and information.

The TMP Handbook was designed to assist ETCs in starting, developing, or building their commute benefit programs, and offers a wealth of information. Specifically, it offers strategies such as "Alternative Modes of Travel", "Incentives and Disincentives" and "Alternative Work Arrangements."

There are numerous strategies, tactics, and services that a federal



agency can utilize as components of their TMP and the Handbook provides a menu of options to allow for flexibility and to foster creativity in compliance with agency objectives to reduce single occupant vehicles.

As the final part of a continuing focus on TDM strategies offered in the TMP handbook, this issue highlights the use of incentives and disincentives to get your employees into an alternative commute. Incentives can come in the form of financial assistance, such as transit subsidies. They can also come in the form of parking management perks such as reserved parking for carpools. Lastly, incentives can exist in the form of employer complementary support measures, such as Guaranteed Ride Home.

**Economic Incentives**

Transportation costs play an important role in determining how employees choose to travel to work. Financial incentives for ridesharing can cause a shift from solo commuting to ridesharing. Such incentives can come in the form of subsidies or travel allowances.

Most federal employers offer subsidies in one or more of the following:

- Vanpool subsidy
- Empty seat subsidy
- Transit subsidy

Subsidies are beneficial because they make driving alone to work less attractive and more costly than other shared modes of transportation. Subsidies can significantly increase the Average Passenger Occupancy and reduce trips, especially

*Continued on back*

Winter Newsletter


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# E-NEWSLETTER

Not coming through? Click here to view in browser.




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



### Bike to Work Day 2016 May 20!

Faster than you can say "passing on your left," Bike to Work Day (BTWD) will be here!  
January 21, 2016  
[Read more](#)



### New Transit Centers Improve Mobility in Maryland






With the opening of the Paul S. Sarbanes Transit Center in Sliver Spring and more, the bus easier to take than ever!  
January 21, 2016  
[Read more](#)

### VRE Hits The Spot With New Commuter Rail Station

January 21, 2016  
In November 2015, VRE opened a new station in Spotsylvania County.  
[Read more](#)

### Paper Or Plastic, It's No Longer A Question

January 21, 2016  
Metro recently announced its completed transition to paperless fare collection.  
[Read more](#)

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Metropolitan Washington Council Of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

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

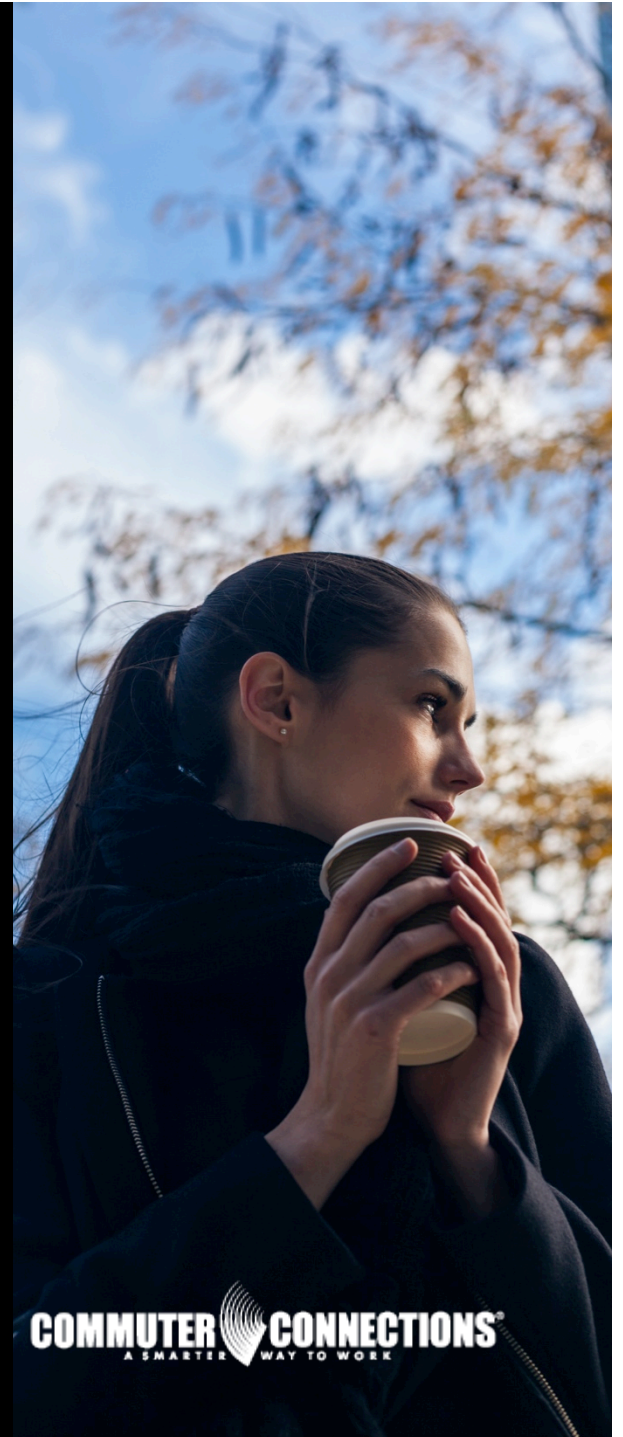


## LOOKING AHEAD

- Spring Reg Marketing Campaign Feb – June 2016
- ‘Pool Rewards Feb – Mar 2016
- Bike to Work Day Campaign Apr - May 2016
- Spring Newsletter May 2016
- Employer Recognition Awards June 2016

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Q&A

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