Moving the Needle

Quantifiable Successes in Raising Awareness and Changing Attitudes for the Woodrow Wilson Bridge Project

John Undeland
Senior Vice President
Strat@comm LLC
Strat@comm at a Glance

- HQ in Washington, offices in Detroit and Los Angeles
- 50+ staff includes veterans of White House, Capitol Hill and USDOT
- National reach through parent company Fleishman Hillard
- Chair FH Transportation Practice Group
- Who’s Who of Transportation Clients. Infrastructure includes:
  - Federal Highway Administration
  - Maryland State Highway Administration
  - Virginia Department of Transportation
  - American Highway Users Alliance
- Experienced in all modes – automotive, aviation, infrastructure, rail, shipping, transit, trucking
Woodrow Wilson Bridge Project at a Glance

- $2.4 billion – 2 new bridges & 4 interchanges – 12% of Beltway
- Sponsors: FHWA, VA DOT, MD State Highway Administration
- One of America’s 10 worst bottlenecks (AAA)
- DC area: 3rd worst traffic congestion in the nation
- Imperative: Keep traffic moving
- Major communications challenges
Two-thirds: Have commutes that take 40 minutes or longer
One-third: Project would add 20 minutes or more to commutes
How do they commute?

- Drive Alone 64%
- Car/vanpool 14%
- Metrorail 11%
- Metrobus/other bus 8%
- VRE 2%
- Telework 1%
Commuter Alternatives

• Modes
  – Bridge Bucks
    • $50/month for rail, bus or vanpool
    • WWB area commuters
  – Other local transit services
  – High-level outreach to employers for telework

• Routes
  – Parallel local routes
“Mission Possible”
Marketing

$600,000 media buy/year
– Drive-time radio
– Morning TV News
– Washington Post Extra
– Local papers
– washingtonpost.com
– Redskins/Nationals radio

Attention Agent CEO aka “The Boss”

Your mission, should you choose to accept it, is to make your employees’ commute over and around the Wilson Bridge a Mission Possible. Your strategy: Implement Operation Telework by offering telework benefits to your staff. With computers, cell phones, PDA’s and other high-tech gizmos, chances are that most of your staff can work from home at least once a week. Maryland and Virginia make it easy and affordable by providing local businesses with free consulting from telework experts and major financial incentives. Our latest dossier shows that 400,000 local citizens now telework at least once a week.

Join Operation Telework and make your company’s “agents” happier and more productive.

To be briefed, go to www.wilsonbridge.com or call 877 INFO WVB (463-6992).

Good luck with your mission.

Keeping You Moving

Sponsored by:
Proactive Earned Media

- Brokered day-ahead exclusive with Washington Post
- Blockbuster launch of *Mission Possible & Bridge Bucks*
- Pitched follow-up features
- Briefings/tours for transportation & traffic reporters
- Special events commemorating milestones
Results:
Earned Media Placements

2004 Highlights:
• At least 75 TV stories
• Numerous positive stories in Washington Post, Washington Times, local papers
• Scores of radio stories
Results: Earned Media Value

2004 Highlights:

- More than $500,000 in message value
- Methodology: Physically measure placements to calculate ad value
- Multiply by 1.875 to reflect greater value

The Washington Post
March 18, 2005
Lane Reopens On Alexandria Thoroughfare
Bridge Project Relief Sought

The Washington Times
March 18, 2005
Commuters Get Some Good News
Wilson Bridge On Schedule; S. Washington Reopened Early

The Examiner
March 18, 2005
Bridge Project Reopens Busy Route
Four Lanes Will Be Available for 7 Months
• *Bridge Bucks* awareness: 3% in 12/03; 34% in 12/04
• 20% of all commuters said *Mission Possible* campaign made them more likely to consider alternatives
• 40% of occasional transit users said *Mission Possible* made them more likely to consider alternatives
• 56% said construction had no impact on traffic

* MWR Strategies survey in Dec 2003 and 2004 of 800 WWB corridor commuters. Margin of error: +/-3.5%
Tangible Results

- **Bridge Bucks** sold out in Maryland (500 participants) and approached ceiling in Virginia.
- Web site hits/visits doubled in 2004 vs. 2003: Average 17,000 visits & 1 million hits a month.
- Aggressive outreach to large employers enlisted 27 private and public entities – cumulatively employing more than 60,000 commuters – to promote *Bridge Bucks* & *Mission Possible*.
- Virtually unanimous political support.