CTrider Promotional Activities

Following a targeted effort in the final quarter of 2014 to strengthen relationships with Worksite Partners, the CTrider team kicked off 2015 with an new partner initiative, the CTrides Business Forums.

CTrider Business Forums

The CTrider business Forums were held in North Haven and Stamford CT on January 21 & 22. The goal of these events was to allow program worksite partners the opportunity to meet, share ideas and brainstorm on the most effective initiatives for commuter programming.

The event provided employers the ability to see how tailored commuter programs can be a meaningful benefit to employees.

The two-hour regional events included speakers with overview of National TDM Best Practices and Strategies including real worksite success stories and strong program return on investment. A CTrider overview followed with program updates and a Telework presentation. An interactive Partner panel and Q & A spotlighted companies using innovation to engage employees. The event closed with a spirited, interactive Commuter Jeopardy game.

Local transportation vendors and bike groups were also at the event to feature and promote their services. The events were enjoyed by partners (see comments below) and received great media coverage.

Partner Comments from CTrides Business Forums...

“Great event, educational, and fun. Not too long. This was an event long time coming. Enjoyed myself.”

“I’m delighted to have been able to take part.”

“More events like this - quick yet very informative.”

“It was interesting to hear how other companies implemented alternate commuting options.”

“It's great to be around others from the area dealing with the same parking and transit struggles - enjoyed hearing ideas.”
Additional Partner Marketing

In other partner marketing activities, the CTrides team used the momentum gained from the Business Forums to build and strengthen employer relations, as well as plan for CTrides’ major spring events.

CTrides sent out its Winter Partner Newsletter, including a story on the Forums, for those partners who were not able to attend, as well as an article on telework, and a preview of major upcoming program events, like Earth Week and CTrides Week.

A CTrides mailer packet was developed and sent to every Chamber of Commerce in the state to make them aware of new offerings and remind them of existing services and programs.

CTrides also reached out individually to partners met at the Business Forum interested in offering new types of events. In one case — this lead to a stalwart Lunch & Learn partner series.

As the quarter ended, CTrides ramped up its efforts in planning for Earth Week in April and CTrides Week in May. This included materials development, various social campaigns, PR, advertising and community partnerships to gain the most exposure for the series of events.

Website

Another major initiative for the first quarter of 2015 included the build and launch of a Transit Finder page on CTrides.com.

This page allows users to see all the transportation options available to them in their town or area. The interactive page has a regional map with transit servicing each town.

It has received very positive feedback from commuters using the tool to check out commuting options.
Public Relations

PR efforts of 2015’s first quarter involved expanding cross-promotion with various community partners. By participating in various event’s speaking panels or posting affiliate happenings on owned communication channels, like social media, CTrides was able to reach a much broader market more deeply with much less PR funding.

Some of the events attended were the MetroHartford Alliance breakfast, featuring CT DOT Commissioner Redeker, a HYPE transportation forum and the Wesleyan University panel on Ride Sharing. This also helped strengthened existing community relationships while building new ones.

CTfastrak

In March, Connecticut launched its first ever Bus Rapid Transit system, CTfastrak. The CTrides team helped promote the launch of that system by attending the “Test Run” and launch and posting videos, flipagrams and photos on social media.

This effort helped link the two programs together to show the public the brand in action.
Social Media

CTrider continued to expand its suite of social media tools by adding an Instagram account. It has already gained traction with consistent follower growth and has allowed the program to feature more consumer submitted images, increasing their engagement.

CTrider’s social pages cover an array of topics of interest commuters and partners alike, such as:

- CTrider program news & promotions
- Commuter event announcements
- Partner news
- Commuter resource highlights
- Transit updates and outages
- Commuter Reward offerings
- Engagement questions
- Super Commuter Spotlight

Analytical tracking metrics show positive growth and special interest in certain posts (at right and below). The consumer audience appears to enjoy transportation and worksite related posts as well as those with a touch of humor and wit.

Paid Advertising

CTrider paid advertising flights were active in February, following a quiet period during the winter holidays. Media channels included television, radio (standard, internet and Pandora), outdoor billboards, digital banners and print Ads (in business journals targeting our partner audience).

Of note, the majority of paid advertising focused on southern and southwestern regions of the state due to an extensive central Connecticut campaign by partner program, CTfastrak.
Quarterly Report
Jan—March 2015

Worksite Activity

In January 2015, the CTrides partner database was audited to ensure that all worksite partner files were current. Once this was complete, outreach program expansion goals were set for each worksite and corresponding program coordinator.

In other activity, each Outreach Coordinator personally invited all worksite partners in their territories to attend the January CTrides Business Forums. Following the Forums, staff worked with partners on ideas generated at the Forums and also in preparation of the Spring’s large promotional events.

The outreach team also participated in the successful launch of the state’s first Bus Rapid Transit system, CTrides fastrak. The team volunteered as program ambassadors during the service’s first few weeks to assist the public with questions or concerns.

With worksite partners during Q1, the Outreach Team held 271 Worksite Meetings, 104 Commuter Events and signed up 6 new Partners, including Voya Financial (formerly ING), Memry Corporation, and United Technologies Aerospace bringing the partner total to 196 and the stakeholder total to 104.

Outreach details are segmented by region on the following pages with a full list of current partners in Appendix I.
Regional Worksite Highlights

Eastern CT includes the Hartford, North and Central regions of Connecticut

Highlights
- United Technology Aerospace: New partnership.
- UConn Health Center: 2,500 in attendance interested in CTfastrak, which launched on same day; distributed all maps.
- CTfastrak: Successful collaboration in launch of new service.
- Duncaster Retirement: Strong interest in bus stop outside facility. Commuter origin map very well received.
- Burris Logistics (Rocky Hill): Previous Rideshare paying client, now looking to partner with CTrides.
- Walgreens Distribution: Collaborative effort w/ MassRides to setup vanpools for late-shift workers.

Events
- Aetna
- Branford Hall (Windsor campus)
- Capital Community College
- CT Children’s Medical Center
- CT Department of Labor
- CT DCF
- CTfastrak
- CTrides
- DAS
- Department of Energy and Environmental Protection (DEEP)

Meetings
- Walgreens Distribution Center
- University of Saint Joseph
- United Aerospace Technologies
- UConn Health Center
- UConn - Greater Hartford
- Tunxis Community College
- Town of Windsor
- Town of Farmington
- Town of Enfield
- Stone Academy (East Hartford)

CT DCF
CT Department of Labor
CT Children’s Medical Center
Cigna
CCMC
Capital Community College
Burris Logistics
Branford Hall (Windsor campus)
Bank of America (Farmington)
Asnuntuck Community College
Aetna

Shipman & Goodwin
Saint Francis Hospital
Prudential
MassMutual
Lowe’s Distribution Center
Lincoln Life Insurance
Johnson Memorial Hospital
IRS
ING (Voya)
HomeGoods Distribution
Hartford Public Schools
Hartford Hospital
Goodwin College
Evergreen Health Care Center
Duncaster Retirement
Dept of Admin. Services
DEEP
CTrides
CTfastrak
# Regional Worksite Highlights

**Southern CT includes Middlesex, New Haven & coastal regions**

### Highlights
- **Wesleyan University**: Panelist at “Future of Travel” event
- **Windham Region Transit District & Middletown Area Transit**: New participant in 10-trip pass program
- **Campus events**: Quinnipiac University, Connecticut College, Southern CT State University, Middlesex Community College
- **Mohegan Sun**: Interested in Commuter Tax Benefit with possible partnership agreement on horizon
- **Frontier Communications**: Interested in vanpool for relocation
- **Job Corps – New Haven**: Sustainable transportation events
- **Connecticut Valley Hospital**: First-ever Vanpool formation event with commute origin map
- **City of New Haven**: Plans to set up City Hall vanpools
- **University of New Haven**: Implementing Commuter Tax Benefit for staff

### Meetings
- Zipcar
- Yale-New Haven Hospital
- Windham Region Transit
- Wheeli
- Wesleyan University
- University of New Haven
- Tri-Com Consulting Group, LLC
- Town of Hamden
- Town Green Special Services Dist.
- Three Rivers Valley College
- The Kennedy Center, Inc.
- Subway World Headquarters
- Stone Academy
- Star Distributors, Inc.
- SCSU
- Southeastern Connecticut COG
- South Central COG
- Quinnipiac University
- Pratt & Whitney - Middletown
- PMA Companies
- New Haven Register
- Mohegan Sun Casino
- Mitchell College
- Milford Hospital
- Middlesex County COC
- Middlesex Community Colleges
- Lyme Academy of Fine Arts
- Lower CT River Valley COG
- Lawrence + Memorial Hospital

### Events
- Albertus Magnus
- City of New Haven
- Connecticut Valley Hospital
- CTfastrak
- ECSU
- Gateway Community College
- HYPE Hartford
- Job Corps New Haven
- Kennedy Center
- Lower CT River Valley COG
- Middlesex Community Colleges
- Pratt and Whitney

- **Job Corps New Haven**
- **HYPE Hartford**
- **GoNHGo**
- **Gateway Community College**
- **FTD**
- **Frontier Communications**
- **Elm City Cycling**
- **EDC New Haven**
- **ECSU**
- **Dickello Distributors Inc.**
- **CTrdes Business Forum**
- **Connecticut College**
- **Community Enterprises**
- **City of New Haven**
- **Bristol-Myers Squibb**
- **Branford Hall (Branford)**
- **Bike-New London**
- **Backus Hospital**
- **Albertus Magnus**
- **Advanced Nursing & Rehab Center**
Regional Worksite Highlights

**Western CT** includes Litchfield, Housatonic, Bridgeport & Stamford regions.

**Highlights**
- **Memry Corp.**: Partnership agreement
- **Student events**: Norwalk Community College, Naugatuck Valley Community College, Stone Academy
- **Cartus**: Lunch & Learn series with HARTTransit & vRide successful. Commuter Tax Benefit moving forward as a result of current programs
- **Wright Investment**: Relocation project with CTrides as 50% of workforce will telework or use mass transit
- **ASML**: 2015 Kick-off commuter event with focus on vanpool program to address parking demand.
- **Housatonic Community College & University of Bridgeport**: Staff meeting on CTrides programs and future events
- **Deloitte & Touche**: Increased transit options following relocation and implementing commuter tax benefit
- **City of Bristol**: Economic Development office sending out CTrides marketing information for awareness with local businesses
- **Siemens**: Relocating in 2016 and requesting CTrides assistance w/ possible vanpools

**Meetings**
- Western Connecticut State University
- Waterbury VNA
- vRide
- Towns of Fairfield, Monroe, Seymour, Trumbull, Greenwich
- The Watermark at 3030 Park
- The Greens at Connondale
- SWRPA
- Stamford Partnership
- Stamford Family YMCA

**Events**
- ASML, Inc.
- BLT Management, LLC
- City of Stamford
- CTrastrak
- CTrides Business Forum
- DCF - Bridgeport
- Deloitte & Touche

**Other Organizations**
- Greater Bridgeport Transit
- Housatonic Community College
- Memry Corporation
- Naugatuck Valley Community College
- Norwalk Community Tech. College
- PEP - Lacey Manufacturing
- Southwest Community Health Center
- Stone Academy (Waterbury)
- University of Bridgeport
- Waterbury Hospital
- Wright Investors' Service Inc.
- Stamford Downtown Special Services
- St. Vincent's Medical Center
- Siemens Healthcare Diagnostics
- Share Food Program
- Redniss & Mead
- Reckson/SL Green
- Purdue Pharma
- Pitney Bowes-Shelton
- Pitney Bowes-Danbury
- Oracle Corporation
- Nabisco
- NBC Sports
- Naugatuck Valley COG
- Merritt Parkway Trail Alliance
- Meridian Manor Health Center
- Melissa & Doug
- MacDermid
- Konover Residential
- Kennedy Center
- HARTTransit
- Greater Bridgeport Reg. Council
- Eversource Energy
- Enthone
- Entegris
- Emerson-Branson
- DCF - Danbury
- Comet Technologies
- City of Bridgeport
- Cartus
- Bridgeport YMCA
- Bridgeport Public Schools
- Bridgeport Hospital
- Bridgeport Health Care Center
- Beiersdorf
Customer Service & Operations

During the first quarter of 2015, the Customer Service Team collaborated with the Outreach Coordinators with a mailer marketing campaign targeting the state’s local chambers of commerce to increase awareness and participation in CTrides’ programs and services.

On the operations level, the team crafted a detailed process and protocols to use in the event of an emergency at any of the Connecticut’s rail stations. Following this was team training to ensure the staff was comfortable executing all aspects of the plan. The after-hours answering service was also trained with the new process for consistency and to ensure the highest level of quality when the main office was offline.

Further, the entire team was setup to telework, affording greater overall accessibility, and business continuity in the event of bad weather.

1st Quarter 2015

- 1,885 — Inbound Calls
- 895 — Email Inquiries
- 33 — Social Media
(started tracking in March)

Customer Inquiry Details:

• 3,540 Total Inquires into CTrides
  * 1,885 inbound calls - Including 4 callers using Spanish as their primary language and 12 from people with disabilities
  * Responded to 895 email inquiries
  * Made 468 marketing and Informational outbound calls
  * Facilitated 259 live chats

• Provided 73 Guaranteed Rides to 48 monthly vanpool riders, 20 express bus commuters and 5 Shore Line East train riders.

• Sent 14 trial bus passes to commuters meeting the program’s Trial Ride criteria.

• A follow-up survey for the quarter netted the following results: 5 follow-up survey respondents, 5 used the pass, 5 will continue to use transit and 3 rated service 4-5 out of 5.
Commuter Rewards Program

The Commuter Reward program added **1,423 new members** in the first quarter of 2015. The majority of these members were the direct result of CTrides outreach at Partner worksites.

Additionally, a new vanpool locator was added to the CTrides Commuter Rideshare & Reward Website including all 169 vanpools in the state. Now, consumers will be able to use the online service for both carpools and vanpools.

Other Enhancements to the web tool launched this quarter were:

- Improvements regarding bounced emails
- Email delivery improvements
- New trip validation process
- Improved polling capability

Rewards

A number of rewards were offered to members with major companies including:

- The semi-annual Smugglers’ Notch family vacation for 4
- Boston Celtics tickets
- Zipcar
- Cardullo’s Gourmet Shop
- Omaha Steaks
- Advance Auto Parts
- Avis
- Sears
- Yale Peabody Museum
CTrides Telework

The CTrides team beefed-up exposure for the Telework program in a multifaceted campaign. The pieces of the campaign were designed to work together to outline key features of the services as well as build program awareness among Connecticut employers.

To do this, a brochure was developed for direct person-to-person outreach by the Telework specialists. Additionally, new prospects were developed, contact made and followed-up with phone calls and an email reiterating the campaign’s messages and emphasizing the program’s no-cost resources.

Print and digital ads were also placed in the primary business journals used by local companies.

And finally, social media was used to push Telework in a feature called “Telework Tuesday”.

Client Activity

- **Connecticut Department of Labor, Wethersfield:** “Green Light” from the Labor Commissioner and executives to move forward with the implementation of telework program to be launched by end of 2015. Internal committee formed to help in these efforts.

- **State Education Resource Center, Middletown:** On-site consultation with Partner Communications, with a desire to improve existing telework program. HR documents have been distributed with future meetings set.

- **Wright Investor/Financial Services, Milford:** Ongoing technology assessment and overview being conducted as a plan is put in place.

- **NBC Sports, Stamford; New Haven Register, New Haven; Siemens, Brookfield:** Interested telework prospects relayed by the outreach team to CTrides telework specialist with initial contacts made and meetings set.

- **TPS Group, North Haven:** The client is interested in integrating current telework trends and updating the program.

- **Diageo, Norwalk:** Cross-promotional opportunities identified by the outreach team as the client is looking to update the existing telework program.
As of the 1Q 2015, there are nearly 200 businesses, agencies and municipalities partnered with CTrides — New Partners highlighted in bold

1. 1-169th Aviation Regiment
2. 3M Purification
3. Aaron Manor
4. Albertus Magnus
5. Allied World Assurance Inc.
6. American Cancer Society
7. American Heart Association
8. Anthem Blue Cross Blue Shield
9. ASML, Inc.
10. Aurora Products Inc.
11. Avon Health Center
12. BELIMO Aircontrols
13. Bigelow Tea
14. BikewalkCT
15. Bishop Woods Executive Academy
16. BLT Management, LLC
17. Branford Hall (Branford campus)
18. Branford Hall (Southington campus)
19. Branford Hall (Windsor campus)
20. Bridgeport Fittings
21. Bridgeport Public Schools
22. Building & Land Technology
23. Capital Community College
24. Cartus
25. Cheshire Public Schools
26. CHUBB Specialty Insurance
27. Cigna
28. City of Bridgeport
29. City of Danbury
30. City of New Haven
31. City of Stamford Land Use Bureau
32. City of Waterbury
33. City of Waterbury - Dept of Public Works
34. City of Waterbury - Public Health
35. Comet Technologies
36. Connecticare
37. Connecticut Children’s Medical Center
38. Connecticut Dept of Administrative Services
39. Connecticut Dept of Economic and Community Development
40. Connecticut Dept of Emergency Services & Public Protection
41. Connecticut Dept of Energy and Environmental Protection (Hartford)
42. Connecticut Dept of Energy and Environmental Protection (New Britain)
43. Connecticut Dept of Public Health (Rocky Hill)
44. Connecticut Dept of Revenue Services
45. Connecticut Dept of Labor
46. Connecticut Dept of Transportation
47. Connecticut Valley Hospital
48. Connecticut Water
49. Connecticut Water Company
50. Coventry Public Schools
51. Covidien
52. Danbury Public Schools
53. Diageo, Inc.
54. Duncaster Retirement Community
55. Eastern CT State University
56. Eastern CT Transportation Consortium
57. Eastern CT Workforce Investment Board
58. Eastern Workforce Investment Board
59. Electric Boat
60. Fairfield Public Schools
61. Ferguson Electric CO
62. FTD
63. Fusco Corporation
64. Gateway Community College
65. Generations Family Health Center
66. Glastonbury Chamber of Commerce
67. Globe Pequot Press
68. Goodwin College
69. Greater Bridgeport Regional Council
70. Greater Bridgeport Transit
71. Greater Waterbury YMCA
72. Hartford Steam Boiler
73. HARTransit
74. Housatonic Community College
75. Hughes Health and Rehabilitation
76. IKEA - New Haven
77. Job Corps New Haven
78. Kimberly Hall Healthcare
79. Lawrence + Memorial Hospital
80. Legrand Ortronics
81. Lincoln Culinary Institute (Hartford)
82. Lincoln Life Insurance/Freemont Group Management
83. Lincoln Technical Institute (New Britain)
84. Litchfield Public Schools
85. Lord Chamberlain Nursing Center
86. Lower CT River Valley Council of Governments
87. Lowe’s Distribution Center
88. Macy’s Logistics & Operations
89. Macy’s.com
90. Malkin Properties
91. Manchester Community College
92. Marrakech
93. Marrakech, Inc.
94. MassMutual
95. Memry Corporation
96. Middlesex Community College (Middletown Campus)
97. Middlesex Community College (Meriden Campus)
98. Middlesex Hospital
99. Middletown Downtown Business District
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<td>Westport Police Department</td>
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<td>Whole Foods (Glastonbury)</td>
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<td><strong>Windham Region Transit District</strong></td>
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