



IBTTA

Organization Management Workshop &
Leadership Summit
April 2-6, 2005 ■ Orlando, FL



Strat@comm
strategic communication counselors

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

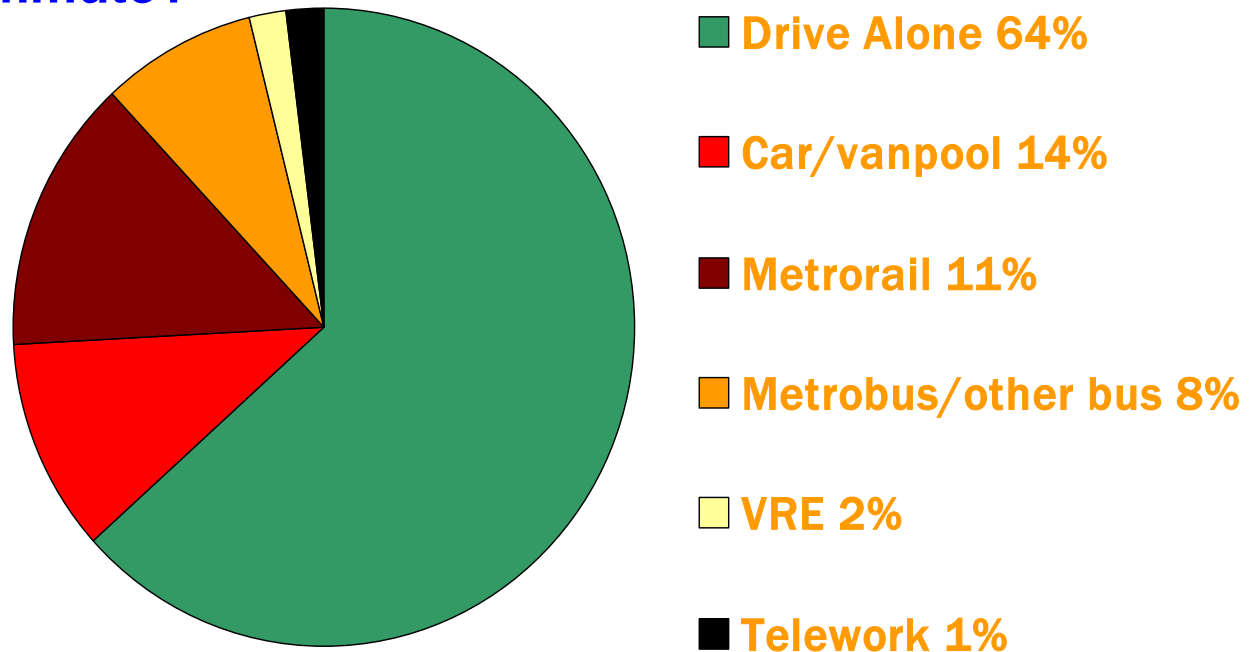
- \$2.4 billion – 2 new bridges & 4 interchanges – 12% of Beltway
- Sponsors: FHWA, VA DOT, MD State Highway Administration
- One of America's 10 worst bottlenecks (AAA)
- DC area: 3rd worst traffic congestion in the nation
- Imperative: Keep traffic moving
- Major communications challenges



Commuter Profile

Winter 2003 Survey of Commuters Who Travel Through Wilson Bridge Project Corridor

- **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?**



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



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“Mission Possible” Marketing

\$600,000 media buy/year

- Drive-time radio
- Morning TV News
- Washington Post Extra
- Local papers
- washingtonpost.com
- Redskins/Nationals
radio



MISSION: ESCAPE THE WILSON BRIDGE COMMUTE

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 INFOWWB (463-6992).

Good luck with your mission.



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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



User-friendly commuter page

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Woodrow Wilson Bridge Project. The browser's address bar shows the URL <http://www.wilsonbridge.com/>. The website features a navigation menu with links for Home, Contact Us, Site Map, Search, Links, Disclaimer, and Privacy Statement. The main content area includes a large image of the bridge with the text: "The WOODROW WILSON BRIDGE PROJECT" and "From Virginia's Telegraph Road Interchange to the Maryland Route 210 Interchange". A sidebar on the left contains a list of project-related topics such as Project Overview, Bridge Bucks, Keeping You Moving, Construction Program, Project News & Your Views, Neighborhood News, Civil Rights / DBE Programs, and Project Scrapbook. The main content area also features a circular inset image of a bridge structure, a map of the project area, and descriptive text: "The Woodrow Wilson Bridge Project Area is a seven and a half mile corridor beginning in Maryland and connecting to Virginia by a bridge over the Potomac River." and "The Project consists of the replacement of the existing Woodrow Wilson Bridge and the Upgrading of four interchanges to ease traffic congestion within the Project Area." A footer section includes a "That's a good Question!" graphic and a call to action: "We invite you to ask questions, place comments or signup for our Bridge Bucks." The browser's status bar at the bottom indicates "Internet".

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2004 Highlights:

- At least 75 TV stories
- Numerous positive stories in Washington Post, Washington Times, local papers
- Scores of radio stories

Results: Earned Media Placements



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

Results: Earned Media 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

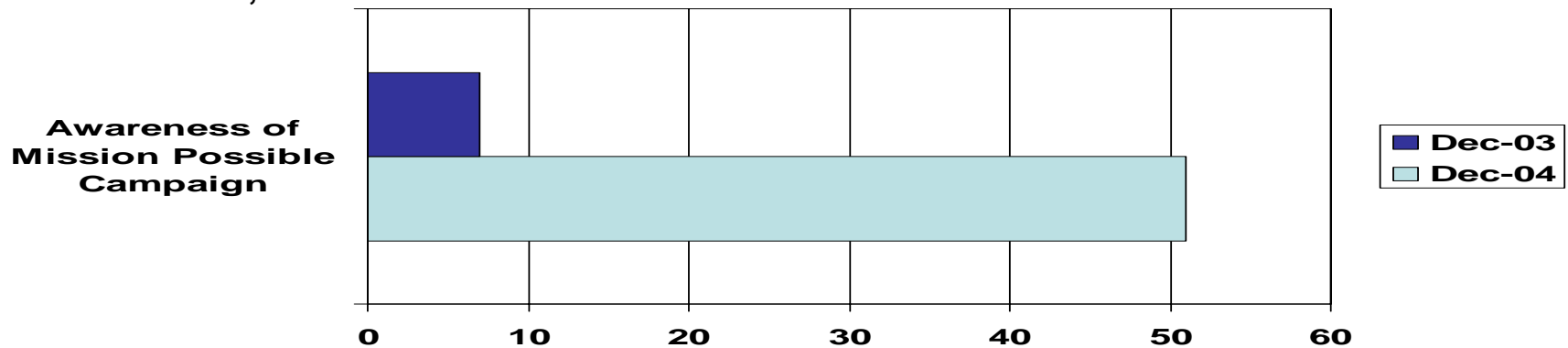


March 18, 2005

[Bridge Project Reopens Busy Route](#)
Four Lanes Will Be Available for 7 Months

Awareness & Attitudes

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- *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%

Other 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

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Created and executed by

