



RIDESHARE THURSDAY

FINAL REPORT

Contract Number: MS12062

Contractor Organization: Fraser Communications

Date: February 14, 2014

Prepared for the Mobile Source Air Pollution Review Committee (MSRC) under the AB 2766 Discretionary Fund Work Program.

ACKNOWLEDGEMENTS

Fraser Communications President and CEO Renee Fraser, PhD and team spearheaded the creative strategy, development and production, media planning and buying, event development and execution, PR and pre- and post-research for the Rideshare Thursday campaign.

Lead media and event partners included ClearChannel and the Los Angeles Kings.

This report was submitted in fulfillment of contract number: MS12062 and Rideshare Thursday by Fraser Communications under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of May 31, 2014.

DISCLAIMER

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) of the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with the material reported is not to be construed as either an actual or implied endorsement of such products.

PROJECT DESCRIPTION & WORK PERFORMED

Campaign Objectives

- Generate awareness for Rideshare Thursday and encourage Southland commuters to use alternative modes of transportation at least one day per week
- Develop and execute a highly-targeted media strategy that engages with commuters and drives the following campaign goals
 - Drive traffic to the Rideshare Thursday campaign landing page
 - Encourage commuters to connect with their local *511 website to find out more information about the benefits and importance of ridesharing

Target and Geography

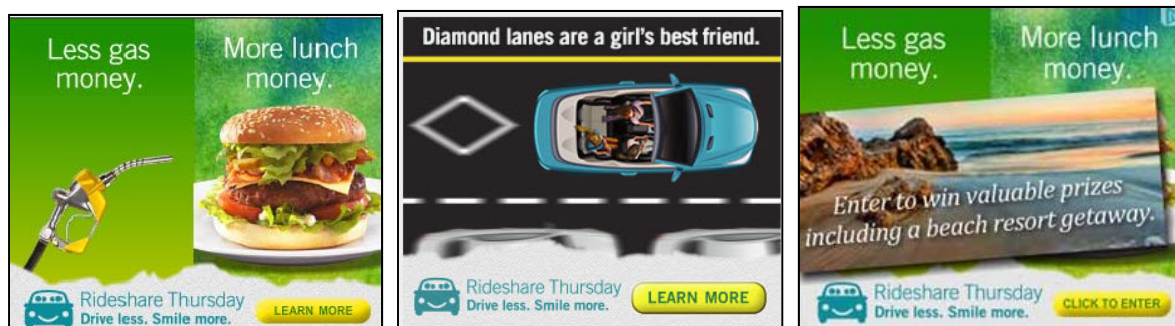
- Primary Audience
 - Commuters
 - Adults 18-54
 - Geo-targeted to Los Angeles, Orange County and Inland Empire regions
- Secondary Audience
 - Hispanic & Asian Commuters
 - Adults 18-54
 - Geo-targeted to Los Angeles, Orange County and Inland Empire regions

Logo/Tagline



Creative Strategy

- Fraser tapped into the emotion of a specific group “the Cost Conscious Commuter”
 - Key driver for this group is saving money
 - Open to using public transportation if convenient
- The creative demonstrated that commuters can save significant expenditure by operating vanpools, or taking turns driving to their place of work in their own vehicles



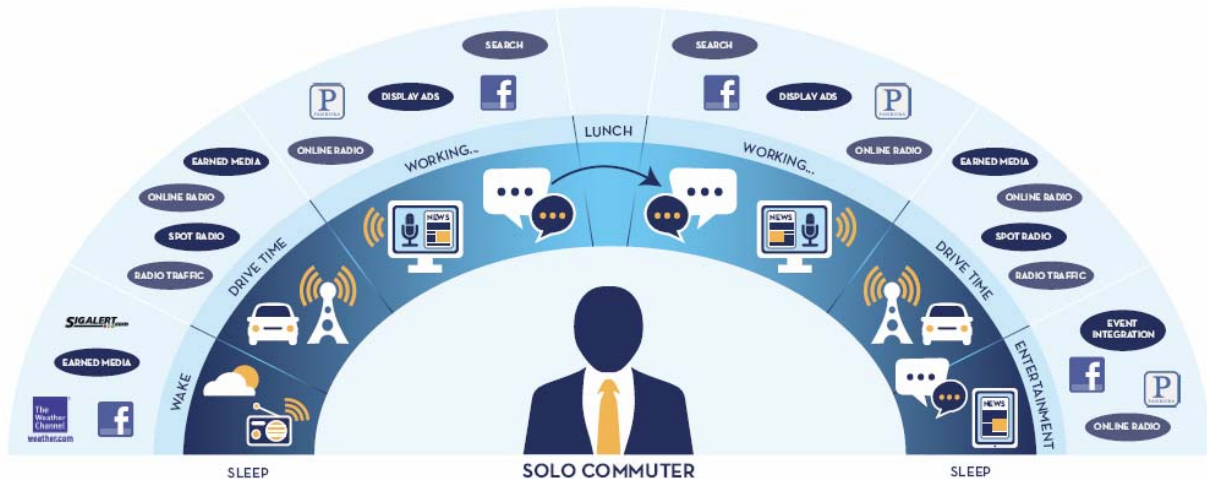
Campaign Hub

- Fraser developed a Rideshare Thursday landing page which served as a hub for the campaign
- Commuters were able to connect to their local 511 website to find out more information



Media Strategy

- Fraser's communication strategies worked together to provide a cohesive message to users as they move through their day



Communications Mix

- :30 Spot Radio
- Traffic Radio :15s and :10s
- Online Radio
- Display Advertising
- Paid Search
- Facebook Strategy
- “Share Your Ride” Facebook Sweepstakes
- Event Integration
- Earned Media

Flighting Strategy

Wave One

Wave Two

- The campaign was flighted to generate awareness for the Rideshare Thursday program in a high impact way during Wave One, followed by a hyper focused strategy to deliver the campaign messaging in environments where traffic and commuting is top of mind
 - Wave One: 09/09 – 10/20/2013 (6 weeks)
 - Wave Two: 10/21 – 12/31/2013 (11 weeks)

Wave One: Broad Awareness

- The first wave of activity consisted of mass orientation branding vehicles, to **start building the foundation** of what Rideshare Thursday is, how it benefits commuters and can ultimately offer a better experience on the road
 - Include the following elements:
 - Radio Traffic
 - Spot Radio
 - Digital Mobile
 - Social Media
 - Earned Media
- A key strategy to **generate buzz and engagement** include the “Share Your Ride” sweepstakes, which was promoted across spot radio, key digital vehicles and social media
- The most important goal of Wave One was to generate enough reach to ensure **awareness was created**, and that ridesharing became top of mind for commuters

Wave Two: Hyper-Targeted

- The main focus for Wave Two was to continue to generate awareness while hyper-targeting the audience at the **exact moments** when they are **most receptive** to RideShare messaging
- Fraser **incorporated learnings** from Wave One to layer additional targeting strategies into the digital, search and social media efforts
- A key strategy to raise awareness and encourage ridesharing was to engage audiences **at large-scale events**, including a partnership with the LA Kings
- By building awareness in Wave One, Wave Two was the opportunity to focus on **creating behavior change** through highly-targeted and dynamic media

Campaign Flowchart

Media Channels	California Rideshare Week																													
	July					August					September					October					November					December				
	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30			
Rideshare Landing Page																														
'Share Your Ride' Sweepstakes																														
Facebook Daily Management*																														
Facebook Marketing																														
Spot Radio (:30)																														
• General Market (including :15 & :30 Promotional Spots)																														
• Asian																														
Radio Traffic Reports (:10 & :15) & Content Integration																														
• General Market																														
• Hispanic																														
Online Radio																														
• CBS LA																														
• iHeart Radio																														
• Pandora																														
Display Advertising																														
• Sig Alert																														
• The Weather Channel																														
• News																														
• Audience Targeting																														
Paid Search																														
Earned Media																														
Community Event Integration																														
Ad Serving																														

*To run through end of contract

Media Performance

Performance Overview

- It was estimated that Fraser would deliver 220 million impressions throughout Wave One and Wave Two
- Fraser **far over-delivered with 264 million impressions** across various channels over the course of the campaign:
 - ClearChannel Partnership
 - Online radio
 - Digital display and paid search
 - Facebook advertising
 - Landing page results
 - Local 511 results
 - LA Kings events

Clear Channel Partnership

- **More than 60% of overall impressions** were generated with the ClearChannel partnership
- It was **estimated** that over the 6 week period Fraser would deliver **123.4 million Adult +18 impressions** in Los Angeles, Orange, Riverside and San Bernardino
- Fraser **over-delivered** by almost 35%, **or 41.9 million impressions** in radio, digital and social
- **Over-delivery** across ClearChannel platforms is **valued at almost \$470,000**, more than doubling the value of the initial allocation of \$350,000

165 million + impressions
\$350,000 allocations valued at \$816,500

Clear Channel Radio for Broad Awareness

- A large component of the ClearChannel partnership was terrestrial radio, in the form of **Traffic Radio :15s and 10s** and **Spot radio :30s** in both English and Spanish
- Radio **over-delivered** the spot rotation by **more than 1,200 spots** and **32.4 million impressions**
- Asian language :30s also ran in Chinese (Mandarin and Cantonese), Vietnamese and Korean delivering an estimated 225,000 impressions

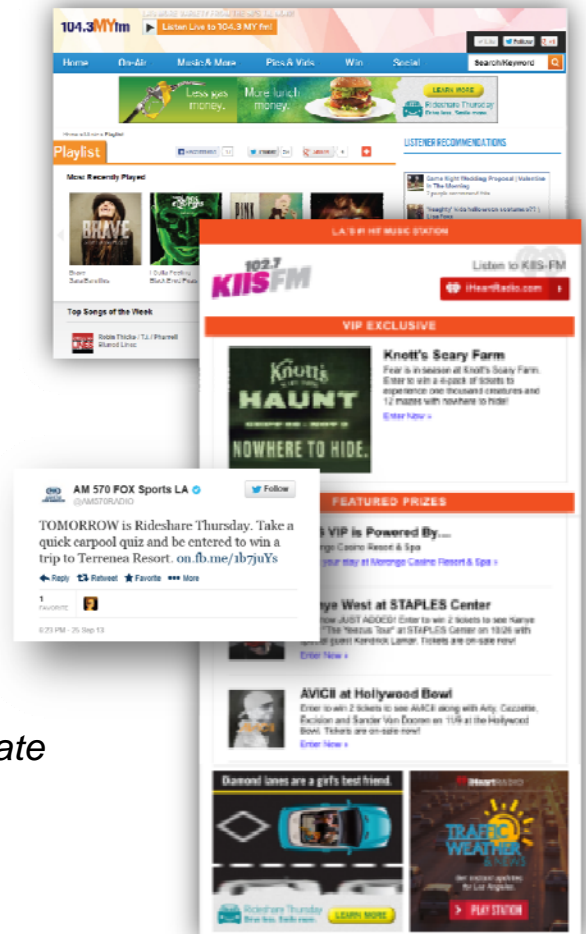


149 million impressions, 30% more than planned

ClearChannel Digital Extensions

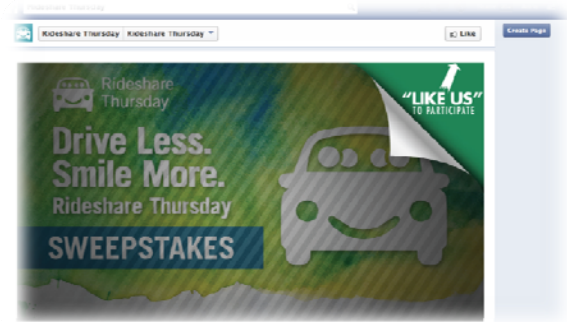
- As with Radio, ClearChannel far over-delivered with digital
 - SigAlert delivered **2,857,265**impressions
 - Streaming (iHeart radio and banners) delivered **9,229,095** impressions, 6,829,095 over guarantee
 - E-blasts delivered 2,641,430 impressions, 2,021,430 guarantee
 - Social posts delivered 1,845,752 impressions, 745,752 over initial estimate

16.5 million impressions, almost 9.5 million impressions over initial estimate



“Share Your Ride” Sweepstakes

- Through the partnership with ClearChannel, commuters were encouraged to learn more about Rideshare Thursday by taking brief “Share Your Ride” quiz housed on the Rideshare Thursday Facebook page for the chance to win a series of prizes
- The sweepstakes was supported by a **coordinated Facebook strategy** along with paid media elements including:
 - Spot Radio :30s and :08 tags (759x), Online Radio (CBS, **iHeart Radio**, Pandora), ClearChannel **eBlasts** to Loyal Listeners Club, Clear Channel **station and DJ posts** to Facebook and Twitter, Facebook Ads, **Display Banners**, Paid Search and Earned Media

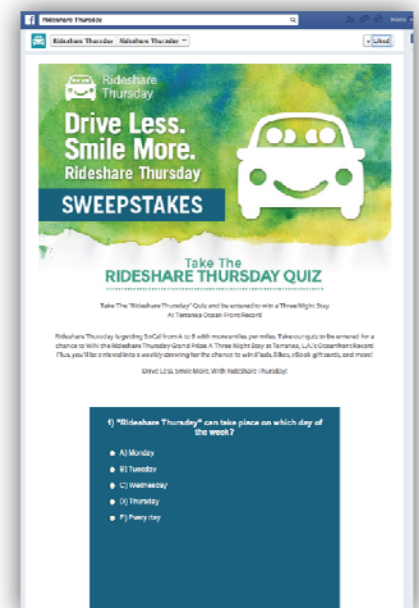


*Paid media for the **Sweepstakes delivered an estimated 24.3 million impressions****

*Note: paid media impressions noted above are not incremental to what is noted in Radio and Digital details; digital details to follow.

“Share Your Ride” Sweepstakes

- The content received over **2,200 entries** (1,038 uniques) through the 6 weeks it was live, with the highest number of weekly entries coming in during Rideshare Week
 - The average number of correct answers per attempt continued to increase through the duration of the sweepstakes demonstrating that the messaging was educating Los Angeles and Inland Empire residents about the benefits of ridesharing
- The grand prize winner of the Terranea Resort 3-day ocean-view resort getaway was Frank Bignami, from Walnut, CA
 - There were over 160 runner ups who won iPads, Bikes and iTunes and Amazon e-reader gift cards



Facebook Summary

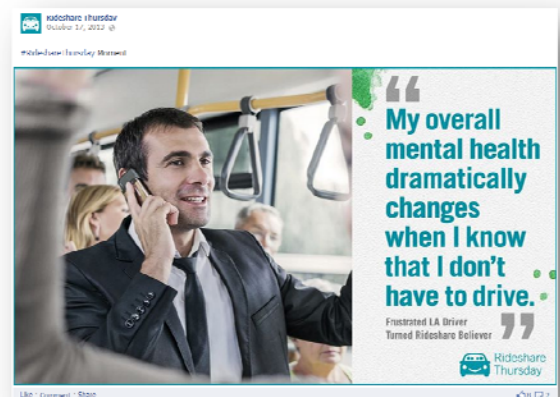
- **Facebook.com/RideshareThursday** provided a sustained messaging platform for Rideshare Thursday on social media
 - Fraser created and oversaw day-to-day management of Rideshare Thursday's Facebook page, including:
 - Facebook efforts kicked off the campaign and will run the duration of the contract

*Rideshare Thursday's Facebook page has over **6,500** followers to date*



Facebook

- Daily Implementation
 - Fraser posted content multiple times per week, delivering up-to-date messages that were in sync with the campaign and drove interest to Rideshare Thursdays
 - Through organic sharing and Facebook paid ad support, **each post was seen** by an average of almost **12,000 users**
 - Given Facebook's recent evolution into a more visual platform, Fraser produced and shared visual content to further engage users
 - Fraser created content for Facebook to support the Rideshare Thursday Sweepstakes
 - Posts encouraged users to register for the contest and congratulated the winners





Online Radio

- Online radio was incorporated in the plan to **supplement the broadcast radio buy** with synced audio and display ads
- Rideshare messaging was served across the following platforms:
 - Pandora
 - iHeart Radio (ClearChannel partnership)
 - CBS Radio
- Online radio messaging ran alongside the broadcast radio buy starting in Wave One and continued into Wave Two for a total of 8 weeks

Online Radio Highlights

- In total, nearly **20 million impressions** were served, which included audio and display banner impressions across desktop, mobile and tablet devices
 - Pandora was the top performer of all Online Radio partners with an average **CTR of 0.31%** across the three device types
 - Mobile devices produced the greatest response with an **average CTR of 0.61%**



Online radio drove about **48% of overall clicks** into the Rideshare Thursday landing page and "Share Your Ride" Sweepstakes page

Display Advertising

- In **Wave One**, display advertising was targeted to reach commuters throughout their day when they were in the right mindset, consuming content about:
 - Traffic
 - Weather
 - Digital News
- Display advertising efforts in **Wave Two** employed different audience targeting models including “look-a-like” targeting to expand Fraser’s reach of like-minded visitors

Display Advertising Highlights

- In total, display advertising was responsible for **23 million impressions**, with **25,000 clicks** into the Rideshare Thursday Landing page and **1,000 clicks** into the “Share Your Ride” Sweepstakes page



*The display banner efforts produced an overall **CTR of 0.10%** which is well above the industry standard of 0.05%*

SigAlert Highlights

- SigAlert achieved over **2.8 million** impressions across both desktop and mobile platforms
 - Mobile devices produced the highest response with an outstanding CTR of 0.49% which is higher than the overall SigAlert campaign CTR of 0.30%
- Sig Alert proved to be the perfect location to integrate into everyday lives of commuters, as messaging could motivate users to utilize an alternate form of transportation
- Rideshare Thursday display banners ran across SigAlert for **6 weeks** during Wave One



The Weather Channel Highlights

- The Weather Channel achieved about **2 million impressions** and nearly **2,500 clicks** across both desktop and iPad
 - The iPad app placement produced the highest response with an outstanding CTR of 0.26%
- The Weather Channel is where consumers go to plan out their day and was the perfect place to connect with commuters by utilizing a **6 week multi-platform execution** during Wave One
 - Display banners ran within the Los Angeles area forecast pages across the iPad application and website
 - High-impact presence on two Thursdays, including the Thursday of Rideshare Week, with a takeover across the Los Angeles area forecast page, giving Rideshare 100% share of voice



Digital News Content

- Fraser employed a **two-pronged strategy** to align the Rideshare Thursday message with the authoritative and trusted content of **LA Times** and **CBS LA** online properties which allowed for:
 - High impact integration across properties
 - Scale across news content verticals for extended reach and frequency
- Both strategies ran for **6 weeks** during Wave One to help heighten awareness and immerse the Rideshare Thursday brand and messaging deeper into the community

*Delivered **5.9 million impressions** and **6,700 clicks** into the Rideshare Thursday landing page*

LATimes.com Highlights

- Customer takeovers throughout the Local News and Business sections of LATimes.com generated over **1.5 million impressions** and drove nearly **4,000 clicks** into the Rideshare Thursday landing page
- These high impact rich media units ran on multiple Thursdays within Wave One in an effort to generate awareness and align messaging with local news content



Digital News Content: CBS LA Highlights

- Rideshare Thursday banners ran alongside a CBS LA Sponsored Story with 100% share of voice during the week leading up to Rideshare Week
- The CTR from the article into the Rideshare Thursday landing page was an **outstanding 3.59%**
- The **"Best Reasons For Ridesharing in LA"** article was written by CBS LA editors and lived within the "Best of" section of the site



Audience Targeting Highlights

- Further targeting the audience online, nearly **12 million impressions** were served producing over **6,900 clicks** into both the Rideshare Thursday landing page and the "Share Your Ride" Sweepstakes page (Wave One only)
- Rideshare Thursday display banners utilizing Look-Alike and behavioral/contextual targeting ran for **10 weeks**, flighted to maintain a light presence in Wave One and achieve a significant lift in activity in Wave Two
 - **Look-Alike Targeting** created a Rideshare user profile to target more like-minded users by tracking visitors to campaign landing page and their web habits after leaving the page
 - **Behavioral/Contextual Targeting** utilized sites/content they've visited, searched conducted over the last 30 days, and offline data to identify users most likely to take interest in Ridesharing

Paid Search

- Search was presented throughout the entire campaign
 - The campaign was a broad effort designed to **build interest** and share of voice, sending visitors to the Rideshare landing page
- Paid Search text ads were delivered across desktop and mobile devices, and were used to reach commuters at the exact moment they are searching online for ways to shorten or improve their daily commute
- Powerful and highly relevant message copy was developed to ensure that Fraser was driving engaged visitors to the Rideshare landing page
- **Commute-related keyword** terms drove visits to the Rideshare landing page, and onto the external 511 landing pages

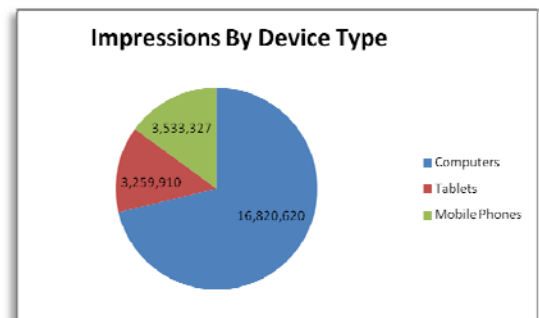
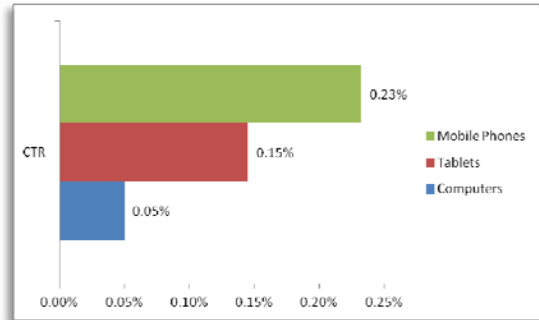
Paid Search Campaign Summary

Execution	Timing	Served Impressions	Clicks	CTR	CPC	Landing Page Views	CPV	Paid Digital Media Unique Visitors	Visits to External Websites
Paid Search	9/9 - 10/25	23,613,919	21,347	0.09%	\$1.68	20,158	\$1.78	16,783	1,470
Grand Total		23,613,919	21,347	.09%	\$1.68	20,168	\$1.78	16,783	1,470

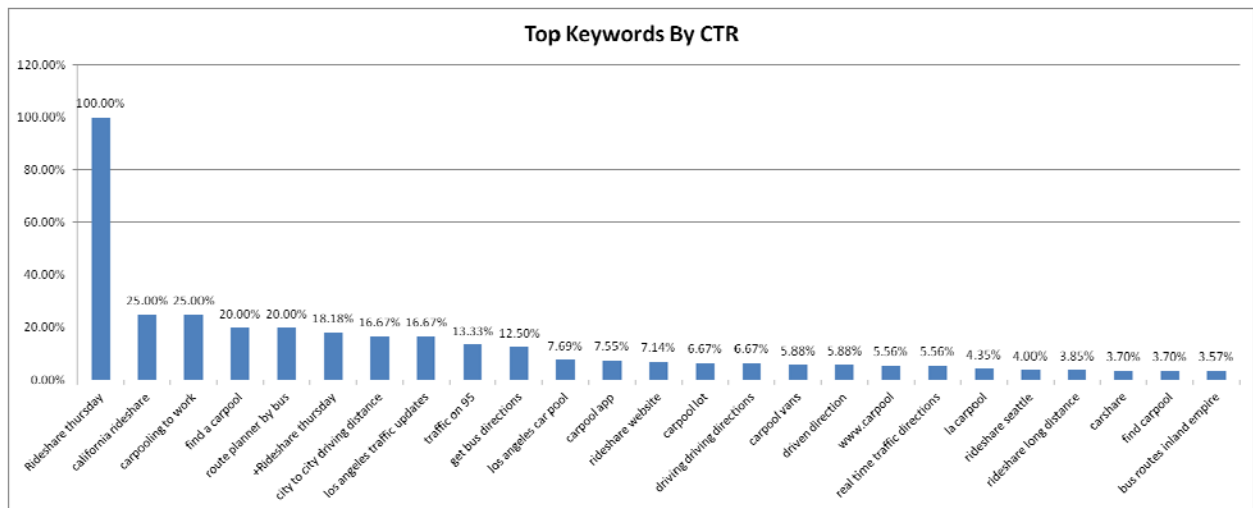
- The Residential Paid Search campaign generated **24 million impressions** and over **20,000 visits** to the Rideshare landing page
- Paid Search ads delivered efficient performance with a **Cost Per Page Visit of \$1.78** and were successful in increasing awareness
 - The Google Display network was added to give the search campaigns more reach and help drive efficiency
 - Search CTR was at 0.09% due to the broad range of keywords used to give the campaign reach and the very specific messaging
 - Despite the lower CTR% Search Visitors were engaged, nearly 9% went on to visit external 511 websites and almost 200% higher than other media types
 - Paid Search drove a significant portion of visitors to external 511 pages
 - Paid Search captured 96% of impressions for brand related keywords

Google Adwords Highlights

- The Paid Search campaign delivered impressions on computers, tablets and mobile phones
 - CTRs for Mobile Phones and Tablets were higher than the CTR for computers
- Computers received the majority of impressions, which is expected as there are more searches being conducted on computers than mobile devices
- As the campaign was expanded with additional keywords, a larger percentage of impressions, just over 28%, were delivered to mobile phones

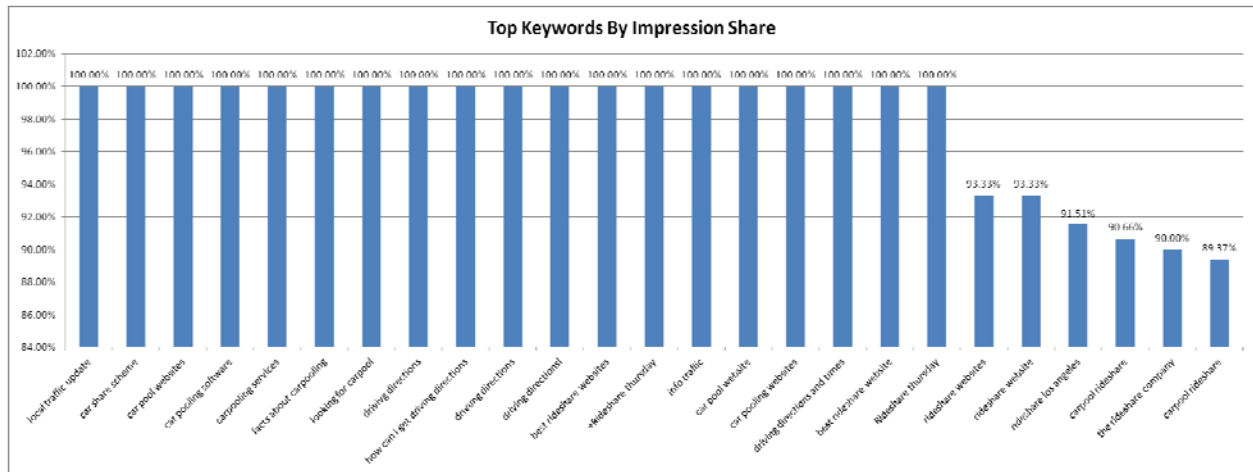


Top Performing Keywords



- These keywords have the highest CTR in the campaign
- Top performing keywords were a mix of branded and carpool related keywords

Top Performing Keywords



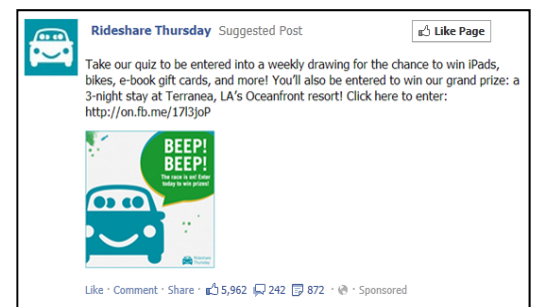
- These keywords had the highest share of voice for keywords that were most highly relevant to Rideshare Thursday
- Impression share can be used as a measure of share of voice

Facebook Paid Advertising

Facebook Ads Strategy

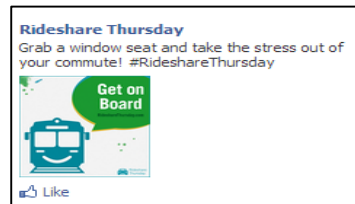
- Facebook ads were strategically used across desktop and mobile devices to drive:
 - Page likes
 - Fan engagement with organic postings
 - Support for the “Share Your Ride” sweepstakes
- Facebook ads ran continuously from September 9th through December 31st

Generated over **33 million impressions** and **27,000 clicks**



Facebook Ad Highlights

- The Sponsored Post ads drove a total of **5,606 Likes** for the Rideshare Thursday Facebook page, directly from the ad unit



- Above were the top two performing Sponsored Posts of the campaign, which together achieved 313 Likes for the Rideshare Thursday Facebook page
- Fraser saw the strongest response to Facebook ads (measured by click-based activity) from:
 - Women
 - Users ages 45-54
 - Interests in: Fitness, Outdoor Activities and LA Sports Teams

Event Recap

Event Integration

- Through a partnership with the **LA Kings**, Rideshare Thursday was able to reach a mass audience of Southern Californians who travel long distances to attend hockey games in downtown Los Angeles
- Campaign elements spanned **in-stadium promotions, Public Service Announcements** production, and outdoor, online and **social media**
- Rideshare Thursday provided personal experiences that were memorable, relatable and interactive to help motivate action and behavior change

*Generated over **10 million impressions***

Event Integration

- Public Service Announcement (PSA)
 - LA Kings legend and current President of Business Operations Luc Robitaille lent his local celebrity status to encourage fans to always take alternative modes of transportation to games
 - The PSA will air on the Jumbotron at **Staples Center** before **EVERY** Kings home game throughout the entire **2013/2014 season**
 - The PSA also aired during all home games for the Kings' affiliate Ontario Region during October and November 2013
 - The airing of the PSA before every Kings home game and during 10 Reign games will generate approximately **265,000 impressions**



Event Integration

- In-Stadium Promotions

- *Rideshare Thursday Blitz*

- During two Thursday games, Rideshare Thursday created a memorable in-stadium experience by playing an opening teaser video on the Jumbotron that led to approximately 25 brand ambassadors (in Rideshare branded T-shirts) surprising fans by filling the aisles of the stadium and handing out free Metro Fare 'Tap Cards' (customized with Rideshare Thursday and LA Kings branding)
 - The blitz was accompanied by PA announcements and messaging on the Jumbotron
 - The two Blitz promotions generated approximately **37,000 in-stadium impressions**



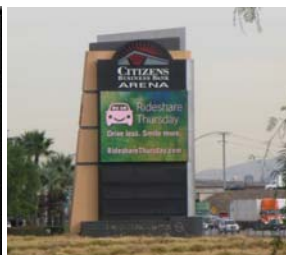
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- *Rideshare Thursday Lucky Seat Upgrade*

- During two home games, fans were prompted to stand up and waive their Tap Cards, bus passes or hold onto their Rideshare carpool buddy and be rewarded with an instant upgrade to the game
 - The promotion not only rewarded Rideshare users but encouraged all other fans to take alternative modes of transportation so they could be a lucky fan of the next game
 - The *Seat Upgrades* were accompanied by a PA announcement and images on the Jumbotron displaying additional Rideshare Thursday messages
 - The two *Seat Upgrades* generated approximately **37,000 in-stadium impressions**

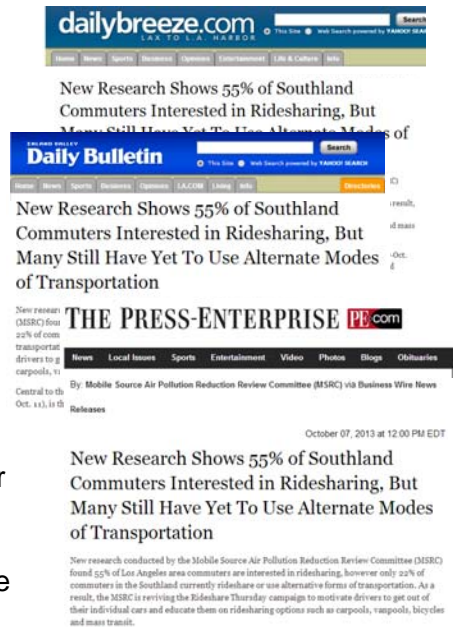


- Outdoor and Online Media promotions
 - LED billboard displayed outside Citizens Business Bank Arena in Ontario, CA (visible off Interstate 10)
 - Generated approximately **9,845,000 impressions**
 - Three banner ads in three issues of LA Kings VIP eNews
 - Was viewed by approximately **48,000 newsletter subscribers**
 - Rotational banner ad in the 'Feature' location on the LAKings.com home page, LAKingsInsider.com and LetsGoKings.com
 - Generated approximately **110,000 views**



Earned Media

- An earned media outreach effort further spread the Rideshare Thursday campaign and sweepstakes messages
- Tactics included:
 - Distributing an SEO-enhanced press release via the wires
 - The release has been **viewed 1,660** times
 - Created a memorable and shareable experience for traffic reporters at the “Golden Pylon Awards”
 - luncheon to re-introduce attendees to the Rideshare Thursday campaign
 - Reporters embraced the Rideshare Thursday photo booth and shared their photos via social media



Landing Page Analysis

Landing Page Performance

Total External 511 Website Visits					
Traffic Source	Timing	Total Rideshare Landing Page Visits	Total External 511 Page Visits	Total Visits LA/OC 511 Website	Total Visits IE 511 Website
All Traffic Sources	9/9 - 10/29	73,813	4,157	2,966	1,191
	23,613,919	73,813	4,157	2,966	1,191

- In total, there were 73,813 visits and 56,129 unique visits to the Rideshare Thursday landing page
- About 71% of the external site visits were to the LA/OC 511 Website

Site Performance Analysis

- In total, the campaign produced **4,157 visits** to external 511 websites originating from both paid media and organic visit
- There was an average visit duration of over **2 minutes** which indicated that visitors were engaged with the content on the landing page and found it useful
- Although the campaign was geo-targeted to the Los Angeles, Orange County and Inland Empire regions, Paid Media was proved successful in finding new visitors and increasing general awareness

Site Traffic Analysis

- Paid Media was very effective in driving new visitors to the Rideshare Thursday landing page
- Total Site Visitors:



- The relatively low percentage of returning visitors to the site can be attributed to the integrated media plan that is continuously driving new visitors to the landing page

Mobile Traffic

- Over **47% of visits** to the Rideshare Thursday campaign landing page oriented from **mobile devices**

Mobile Device Info		Visits
		34,843 % of Total: 47.20% (73,813)
Apple iPhone		13,280
Apple iPad		7,057
(not set)		1,251
Apple iPod		866
LG MS770 Motion 4G		621
Samsung GT-P3113 Galaxy Tab 2 7.0		615
Samsung GT-I9300 Galaxy S III		401
Samsung GT-I9300 Galaxy SIII		387
Samsung SGH-I437 Galaxy S IV		379
Samsung GT-P5113 Galaxy Tab 2 10.1		340

Over **63%** of mobile visits come from Apple devices

- Based on mobile visits, the campaign was effective in reaching users who are on the go throughout the day

Research Summary

Pre/Post Research Overview

- In order to gauge the efficacy of the Rideshare Thursday campaign, Strata Research (Strata) was commissioned to conduct a pre- and post-tracking survey among Southland commuters
- The goal of surveying commuters before and after the campaign was to determine any changes in awareness, perceptions of, and interest in the use of alternative modes of transportation for commuting
- Specifically, research was commissioned to:
 - Determine any shifts in interest and consideration for using alternative modes of transportation for commuting from pre to post campaign
 - Identify motivations and perceived barriers to using alternative modes of transportation among commuters
 - Determine a pre- and post-level of awareness of Rideshare Thursday
 - Learn awareness and reaction to the advertising campaign, as well as what impact it may have had on driving any shifts in commuters' beliefs and behaviors

Pre/Post Research Methodology

- In order to gauge the efficacy of the Rideshare Thursday campaign, Strata Research (Strata) was commissioned to conduct a pre- and post-tracking survey among Southland commuters
 - Pre-campaign interviews were conducted July 29 – August 9, 2013*
 - Post-campaign interview were conducted October 21 – November 1
- The table below illustrates the sample size achieved overall and by region for the pre and post waves, as well as their margins of error which indicate the +/- range for each percent reported:

Segment	Total		Los Angeles		Orange County		Inland Empire	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Sample size	535	527	218	212	209	207	108	108
Margin of error (±)	4.2%	4.3%	6.6%	6.7%	6.8%	6.8%	9.4%	9.4%

- Additional notes:
 - The term “ridesharing” used in this report is defined as an alternative mode of transportation that includes carpooling, vanpooling, taking the train or bus (biking or walking is not considered ‘ridesharing’)
 - All ethnicities were included in surveying; Caucasians and Hispanics were analyzed and reported due to high enough base sizes to do so
 - Significant testing was conducted at the 95% and 90% confidence levels and are reported throughout, as applicable, using upper and lower case lettering with graphs and tables

Pre/Post Research Sample

- Pre and post campaign survey invitations were sent proportional to the area's demographic make-up on a variety of measures, including desired target age of 18 to 64, gender, and ethnicity
- All participants were then screened to have the following criteria:
 - Be a resident who commutes to work at least 4 days per week during a traditional Monday through Friday work week
 - Who commutes during rush hour
- Based on the screening criteria, the completed interviews fell naturally and deviated from general demographics in that they tend to be between 25 and 54 and highly educated
 - Those 18 to 24 years old fell out predominately due to not working 32 or more hours per week or commuting during rush hour
 - Those 55 to 64 years old predominately did not qualify due to being either retired or not commuting 4 or more days per week

Gender %			Age %			Ethnicity %			Education %		
	Pre	Post		Pre	Post		Pre	Post		Pre	Post
Female	51	53	18 – 24	6*	6*	Caucasian	73	70	High school	13	12
Male	49	47	25 – 34	27	23	Hispanic	15	16	Currently in college	4	5
			35 – 44	34	32	African American	7	7	Trade or 2 year college	16	16
			45 – 54	33	39	Asian / Pac Islander	2	1	Completed 4 year college	37	41
			55 – 64	1	1	All Others	3	4	Post-graduate studies	30	26

Pre/Post Summary – Interest in Alternative Modes of Transportation

- Interest in ridesharing remained similar before and after the campaign; moving from 55% to 56% overall
- However, by region there were significant differences and positive indicators for increased rideshare consideration
 - Orange County's interest increased significantly from 46% to 57%: these regional commuters also had highest awareness of Rideshare Thursday comparatively
 - Los Angeles commuters lost interest in ridesharing significantly pre to post campaign
 - Prior to the campaign the top reason why Los Angeles commuters lacked interest in ridesharing was that it would take too long
 - Post campaign the top reason why was not having or finding public transportation stops near their home → suggesting they had investigated alternative transportation more so post campaign but were disillusioned by difficulties in finding suitable routes
- Interest in walking or biking remained similar from pre to post overall and lower than ridesharing

Pre/Post Research Summary – Consideration of Alternative Modes of Transportation

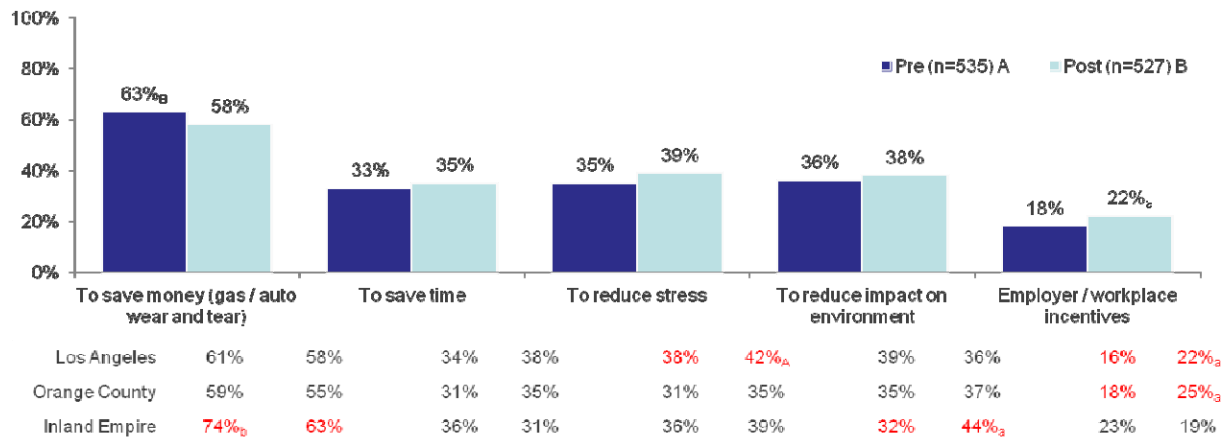
- Consideration to utilize an alternative method of transportation among commuters who only drive alone to work remained statistically similar pre to post campaign
 - Among those 18 to 34 years old, consideration increased overall, and significantly for those who have somewhat considered doing so (moving from 30% to 42%)
 - Given the change in behavior this type of call to action is looking to inspire, moving into a base level of consideration is typically considered the first step to inspiring a behavioral change
- Consideration to walk or bike to work remained similar overall from pre to post, and there was a major statistical increase in those who somewhat considered it in Los Angeles, and an incremental increase among Inland Empire commuters

Pre/Post Research Summary – Motivational for Using Alternative Modes of Transportation

- Saving money remains the greatest motivator for commuters to take an alternative mode of transportation to work, though significantly less so from pre to post
 - The decrease was driven primarily by Inland Empire commuters
- Among the remaining motivators, increases were evident between pre to post for specific motivators by region:
 - Los Angeles commuters show an increase in desire to reduce stress, while Inland Empire commuters are motivated by environmental impact
 - Employer/workplace incentives showed an increase in interest among LA and OC commuters

On a scale of 1 to 10... how much of an impact does each of the following have on your motivation for taking an alternative mode of transportation to work? Top 3 Box Ratings Charted (8-10 Ratings)

Base: Total

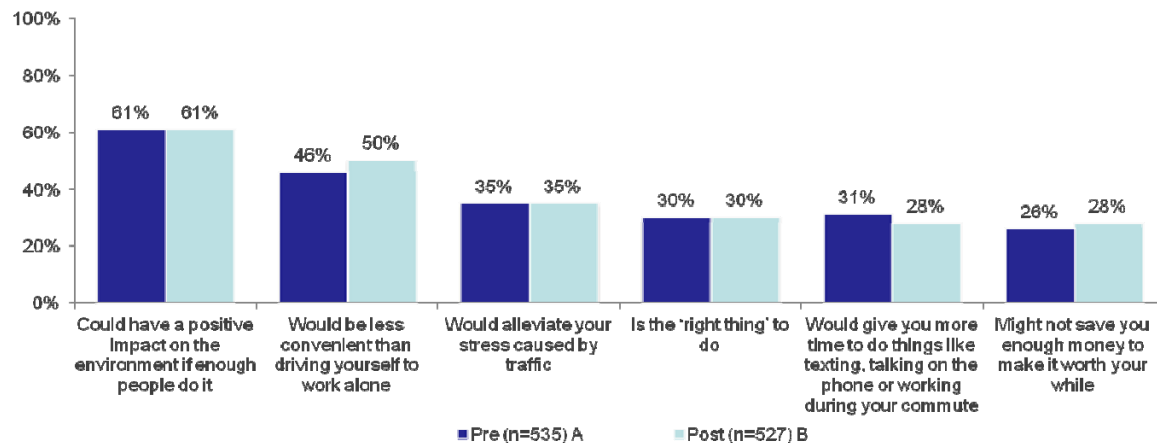


Pre/Post Research Summary

- General reasons preventing ridesharing remained the same from pre to post; inconvenient public transportation, needing a vehicle for or during work, and not feasible nor convenient
- Yet, among those who believe public transportation inconvenient there was a significant shift in finding no stops near their home or work and the belief it takes too long (therefore driving is faster), suggesting they are more open to public transportation but have found it so far difficult to use

Pre/Post Research Summary – Using Alternative Modes of Transportation

- Having a positive impact on the environment was the most believed benefit of using alternative modes of transportation in both the pre and post survey
 - There were no significant fluctuations overall or by region, gender, age or ethnicity



On a scale of 1 to 7... how much do you believe that commuting to work in a way other than driving alone (such as by carpool, public transportation, walking, biking, etc.)... Top 2 Box Ratings Charted (6-7 Ratings)
Base: Total

Pre/Post Research Summary – Awareness of Rideshare Thursday

- From pre to post campaign, Rideshare Thursday witnessed a significant increase in general awareness for advertising recall
 - Rideshare Thursday awareness increased significantly post campaign, moving from 19% to 27%
 - Awareness increased across all regions, significantly so in Orange County and to a lesser extent Inland Empire, and incrementally in Los Angeles
 - Further, awareness increased significantly across all genders, ages, and ethnicities
 - Among the total samples, Rideshare Thursday ad awareness increased significantly, moving from 8% to 13%
 - Among those aware of Rideshare Thursday, ad awareness increased significantly (26% to 39%), suggesting the increase in awareness was impacted by ad recall
 - Awareness of all other ridesharing programs (Lyft, SideCar, Zimride, Vride and 511/Go511.com) or promotions remained unchanged

Pre/Post Research Summary – Advertising Recall and Impact

- Advertising Recall:
 - Recall of the Rideshare Thursday ads tested was 7%, driven by recall of the radio ad “Drive less. Smile more.”
 - Ad recall of the “Drive Less. Smile More.” Radio ad was 6%
 - The digital ads, “Diamond Lanes” and “More Lunch Money,” had a recall of 1% each
- Advertising Impact:
 - One-third of all commuters were motivated to either participate or find out more about ridesharing after hearing and seeing these ads
 - Almost one-half of commuters who had mentioned not being interested in Rideshare Thursday before seeing the ads became somewhat interested in doing so after reviewing the specific campaign media shown
 - Top reasons driving interest were it saving them money and time
 - The remaining commuters who were not swayed indicated it was mostly due to them needing their vehicle during work hours or for running errands
 - All of the ads were agreed by most to be fun, friendly, upbeat and informative

PROBLEMS ENCOUNTERED

Fraser Communications encountered no problems.