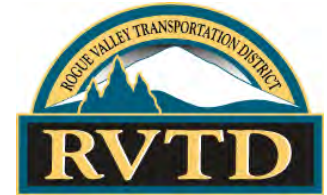




Building upon lessons learned to maximize 2015 Challenge results

By Pac/West Communications
February 27, 2015

Oregon Statewide Effort!



2014 Challenge Exceeds Goals

Goal: One million miles

- ❖ Thousands across Oregon logged TO trips equal to 1,082,491 vehicle miles...a 749,024lb reduction in CO2 emissions...in just 14 days!

Also, netted a 30% increase in active DLC users, plus 2,474 new DLC users



2014 Challenge Awareness

- Majority heard about challenge through DLC communications (64%) and workplace/college (32.78%)



October 6 - 19



Daily Prizes

Log a non-drive-alone trip to qualify for one of the day's most

Date	Daily Theme	Prize
Thu 10/16	Skate Thursday	\$100 Tactic
Fri 10/17	Bike Friday	Nutcase H
Sat 10/18	Weekend Warrior Day	\$50 REI gi
Sun 10/19	Weekend Warrior Day	\$50 REI g

For more information, visit DriveLessConnect.com/Challenge for taking the pledge!

Thank You To Our Sponsors!

The Oregon Drive Less Challenge is made possible with support from [Amtrak Cascades](#), [car2go](#), [Bike Friday](#), [KEEN](#), [Nutcase Helmets](#) and others.

How do I participate?

1. Register at www.drivelessconnect.com. If you're already registered, skip to Step 2!
2. Log your non-drive alone transportation trips taken during the Challenge dates, Oct. 6-19, and watch your savings grow! (Carpool/vanpool, telework, bus or train, walk or bike)



Grand Prizes

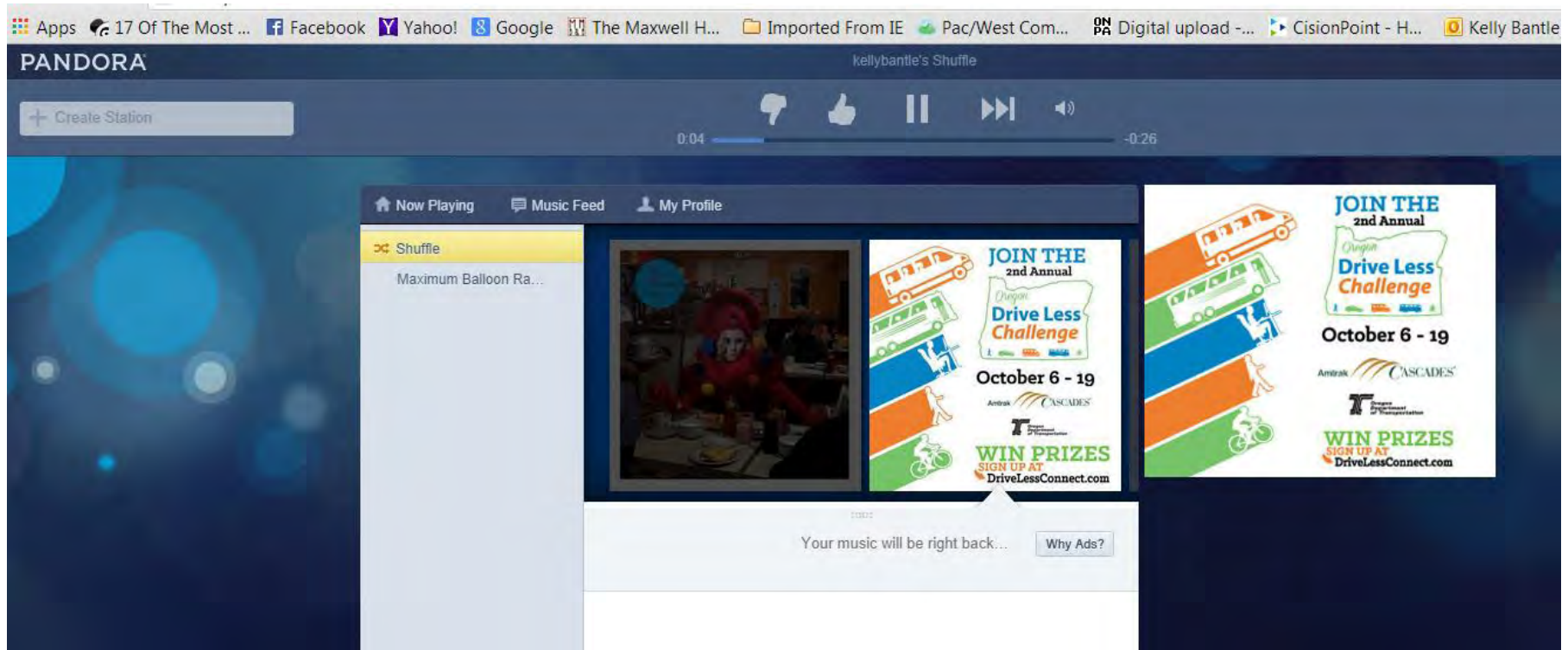
Log eight or more trips for the chance to win a **\$2,600 custom-built bike by Bike Friday**, or one of two **\$500 Oregon getaway gift cards!**

2014 Challenge Awareness

- Nearly a quarter (21%) cited paid media/advertising



2014 Challenge Advertising



- Statewide Pandora

- ❖ :30 second audio, plus click-through digital ads



2014 Challenge Advertising

- **Public Radio**

- ❖ **Oregon Public Radio, OPB**

- Statewide
 - 10 second talent-fronted spots



- ❖ **KLCC**

- Lane County, Central Oregon Coast, Corvallis and S. Salem, plus Bend/Redmond
 - 15 second talent-fronted spots



- ❖ **Jefferson Public Radio**

- Jackson and Josephine Counties
 - 30 second talent-fronted spots



2014 Challenge Advertising

- Local Commercial Radio
 - ❖ Eugene: KDUK 104.7FM
 - ❖ Medford: KOOL 103.5 & 100.3 Country
 - ❖ Bend: KMGX 100.7FM, KRXF 92.2FM, KQAK 105.7FM and KWPK 104.1FM
 - ❖ Eastern Oregon: KBMB 104.7FM, KWRL 99.9FM and KWVR 92.1AM
 - ❖ Columbia River Gorge: KMSW 92.7FM and KCGB 105.5FM



2014 Challenge Motivations

- Top Reasons for Participating
 - ❖ **Win prizes- 58%**
 - ❖ Reduce carbon footprint-42.5%
 - ❖ Save money- 42%
 - ❖ Help reach collective goal- 33.9%
 - ❖ Health benefits- 32%
 - ❖ Drive less often & challenge myself- 27%

2014 Challenge Participation

- **Gender**

- ❖ Majority of participants were women (58%)

- **Age**

- ❖ Largest age block 45-64 (43.38%)

- ❖ Second largest age block 30-44 (39%)

- ❖ Only 14% were ages 18-29

2014 Challenge TO Use & Behavior

- Majority of challenge participants are already use TO
 - ❖ Eight and ten pre-survey respondents used TO three to seven days a week
 - ❖ Suggests challenge participants are primarily a “support” audience
 - ❖ 23% drove less often post challenge; challenge helps existing users make more TO trips

2015 Challenge: Maximizing Results

2015 Oregon Drive Less Challenge!

- ❖ Oct. 5 through Oct. 18 (14 days)
- ❖ Our goal: one million vehicle miles
- ❖ Each day celebrates a TO mode
- ❖ Daily and grand prizes!



2015 Challenge: Target Audiences

- **Core Audiences**

- ❖ Drivers

- ❖ Commuters

- ❖ Lite TO Users

- ❖ Active/Inactive DLC Users

- Engage our base...how can we leverage our support base more?

2015 Challenge: Target Audiences

- **Subgroups- “Grow Audiences”**
 - ❖ Women, ages 30-54
 - Primary household travel decision makers
 - Largest demographic block of 2014 Challenge participants
 - ❖ Millennials, ages 18-29
 - More likely to use TO than other demographic blocks

2015 Challenge: Challenges & Opportunities

- Lower gas prices
 - ❖ Emphasize winning prizes and other benefits/motivators
- Achieve greater TO use
 - ❖ Build our base: engage more DLC users; leverage to motivate others
 - ❖ Engage more drivers and lite TO users to try/increase use of TO

2015 Challenge: Challenges & Opportunities

- Be less scatter shot
 - ❖ Target and tailor
 - ❖ Increase direct marketing
- Expand sponsorships to propel promotions
- Increase direct e-mail/social media/earned media

2015 Challenge: Collateral

- Instead of mode icons, feature TO users/challenge participants
 - ❖ Reality resonates with audiences-more believable and relevant



2015 Challenge: Statewide Advertising

Pandora

- ❖ Target partner service areas across Oregon
- ❖ Placement skewed to audience subgroups through programming
- ❖ Projected run dates: 9/10 through 10/8 (4 weeks)

Pandora will donate 60% more placement!

2015 Challenge: Statewide Advertising

Public Radio

- ❖ OPB (statewide)
- ❖ KLCC (Lane, Douglas, Linn, Benton and Deschutes Counties)
- ❖ Jefferson Public Radio (Jackson, Josephine and Klamath Counties)
- ❖ Projected run dates: 9/10 through 10/8 (4 weeks)

2015 Challenge: Mode Kits

Mode Kits

- ❖ Provide kits electronically given waste, cost and performance concerns
- ❖ Partners post kits on dedicated pages at DriveLessConnect.com/Challenge
 - Feature form for ordering available hard-copy information such as maps, plus resource tools

2015 Challenge: Regional Promotions

Regional Efforts

- ❖ Regional partner planning is underway
 - Local advertising
 - Events (community and worksite)
 - Worksite engagement
 - Sponsor recruitment
- ❖ What worked last year?

2015 Challenge: Mode Kits

Sponsor Recruitment

- ❖ Amtrak Cascades
- ❖ Car2go
- ❖ Keen and Nutcase
- ❖ Pacific Source
- ❖ Umpqua Bank

Ideas? Questions?

