



**COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP**

FY 2022 MARKETING ACTIVITY

JUNE 21, 2022

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve  
air quality



# MARKETING ACTIVITIES

FY22 Second Half

Regional TDM Recovery Campaign Phase II

Bike To Work Day

Employer Recognition Awards

Employer Newsletter

Incentive Programs

- incenTrip
- CarpoolNow App
- 'Pool Rewards



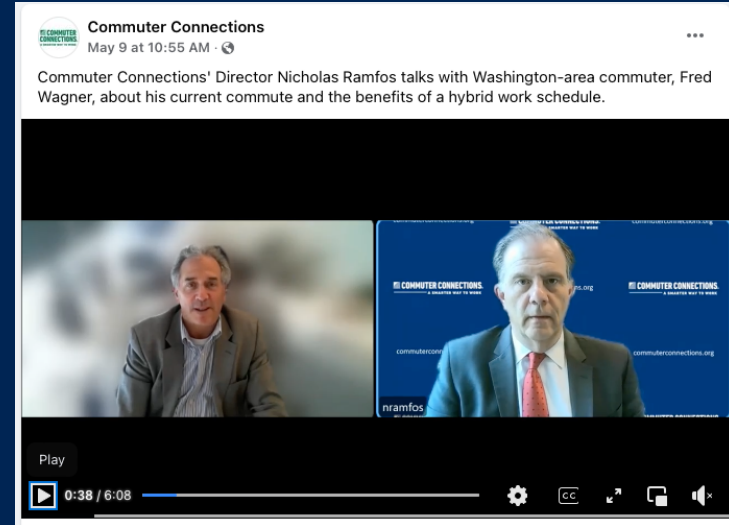
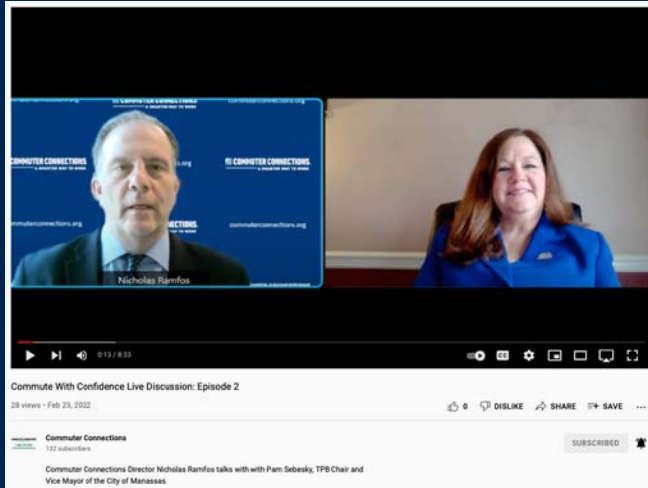


**REGIONAL TDM RECOVERY  
MARKETING CAMPAIGN  
PHASE II**

# LIVE VIDEO

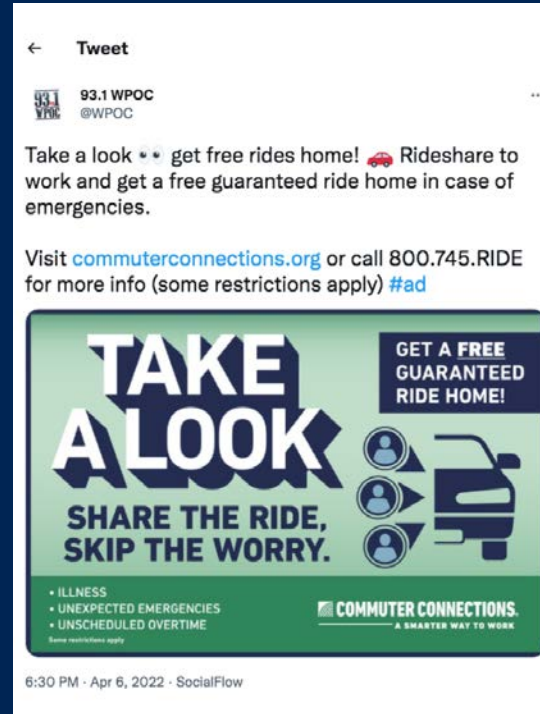
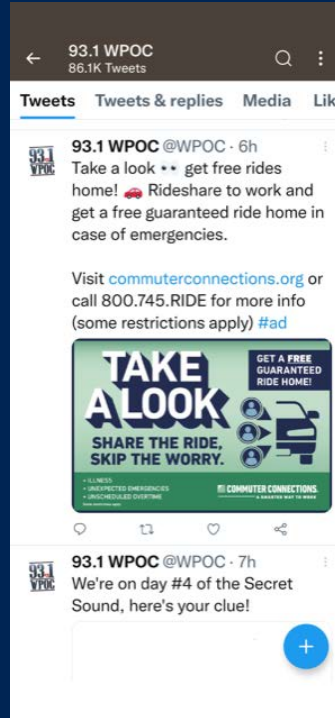
## Commute With Confidence Discussion Series

Regional TDM Recovery Campaign  
Phase II



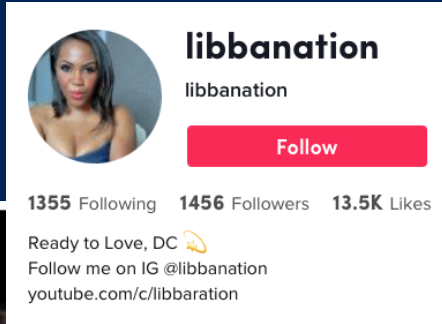
# SOCIAL MEDIA (GRH BALTIMORE)

Regional TDM Recovery Campaign  
Phase II



# TIK TOK INFLUENCERS

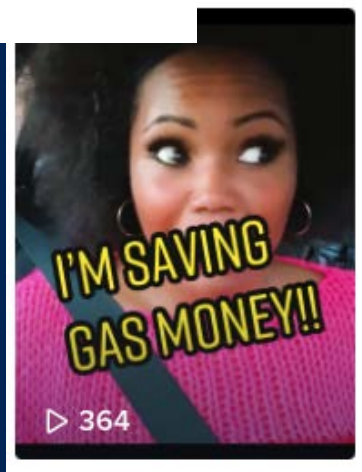
Regional TDM Recovery Campaign  
Phase II



**libbanation**  
libbanation  
Follow

1355 Following 1456 Followers 13.5K Likes

Ready to Love, DC 🍷  
Follow me on IG @libbanation  
youtube.com/c/libbaration



**25**  
**YEARS**

**20**  
**22** | **EMPLOYER  
RECOGNITION  
AWARDS**



# STRATEGY & MEDIA

Employer Recognition Awards

- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs

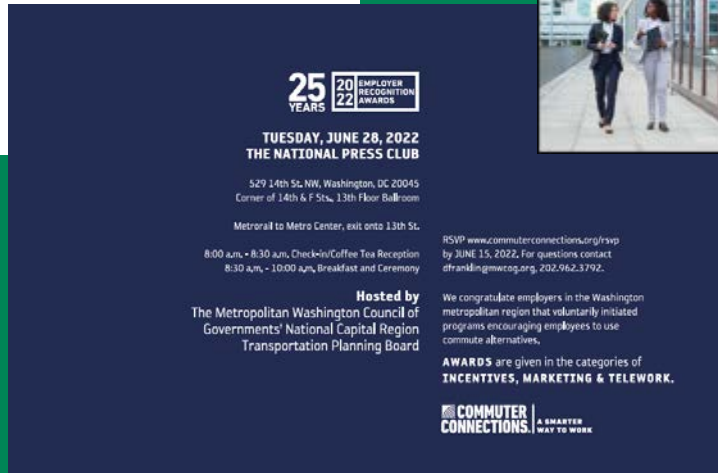
Allow for organizations who share brand values to align with Commuter Connections

Media Budget: \$7,500



# INVITATION & ENVELOPE

## Employer Recognition Awards



# PROGRAM BOOKLET

Employer Recognition Awards

## Metropolitan Washington Council of Governments

The Metropolitan Washington Council of Governments (MCOG) is the hub for regional partnership where each month more than 1,500 officials and experts convene to make connections, share information, and develop solutions to the region's major challenges. Together, they help advance COG's Region Forward vision for a more prosperous, accessible, livable, equitable, and sustainable future.

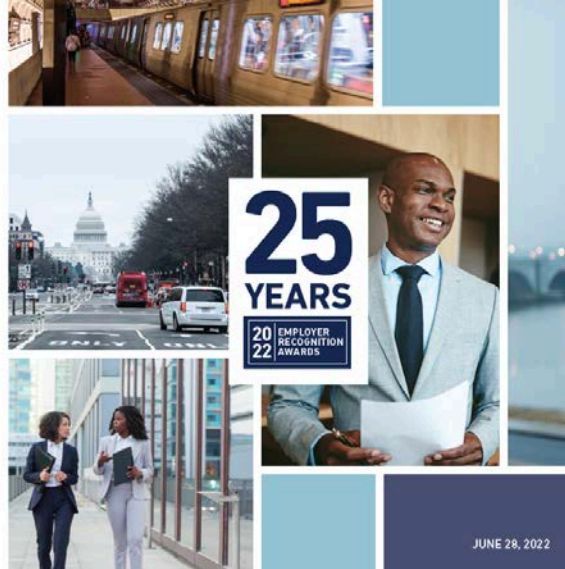
Founded in 1967, COG is an independent, nonprofit association with a membership of 300 elected officials from 24 local governments, the Maryland and Virginia state legislatures, and U.S. Congress. COG is supported by financial contributions from its member governments, federal and state grants and contracts, and donations from foundations and the private sector.

The Board of Directors is COG's governing body and is responsible for its overall policies. In addition, a wide network of policy, technical, and advisory committees, partnerships, and programs advance COG's regional work. Elected leaders, transportation planners, environmental experts, police chiefs, housing directors, and more find tremendous value in working together at COG. A staff of more than 130 subject matter experts and technical professionals support COG's members.

Metropolitan Washington Council of Governments  
777 N. Capitol St. NE, Suite 200  
Washington, DC 20002-4290  
202.962.3200  
www.mwcog.org

**COMMUTER CONNECTIONS.** | A SMARTER WAY TO WORK

 Printed on recycled paper



JUNE 28, 2022

# PODIUM SIGN

Employer Recognition Awards

**25**  
**YEARS**

**20** EMPLOYER  
**22** RECOGNITION  
AWARDS

June 28, 2022  
The National Press Club  
The Metropolitan Washington  
Council of Governments

**COMMUTER CONNECTIONS** | THE SMARTER WAY TO WORK





# BIKE TO WORK DAY 2022

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# MEDIA & MARKETING COMPONENTS



- Traditional & Streaming Radio

  - Key Influencers

  - Blog Articles

  - YouTube Video

  - Mobile & Banner Ads

  - Social Media

  - Earned Media

  - Website

  - Email Blast

# OBJECTIVES & STRATEGY



- Budget: \$63,300

Event Date: Friday May 20, 2022

Encourage registration at [biketoworkmetrodc.org](http://biketoworkmetrodc.org)

Build regional participation

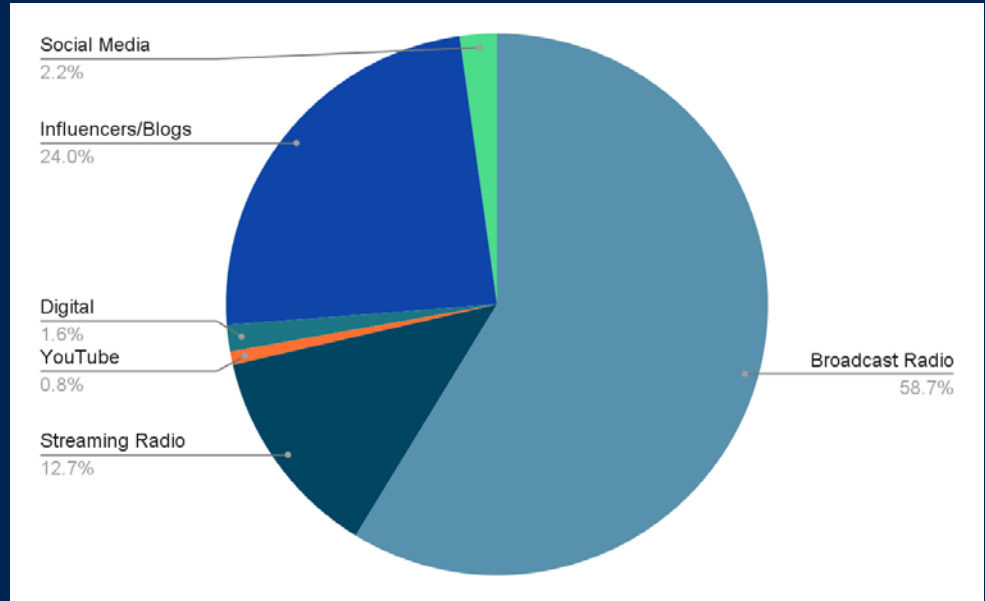
Promote bicycling as a viable alternative commute mode

Engage employers and organizations

# MEDIA SPEND



Broadcast Radio	\$37,043.25
Streaming Radio	\$8,000
YouTube	\$498
Digital	\$1,000
Influencers/Blogs	\$15,136
Social Media	\$1,395
Total	\$63,072.25





# EARNED MEDIA STRATEGY



- Social media toolkit for sponsors
  - Outreach and toolkit to minorities and women's organizations
  - Calendar listings
  - Earned media placements
  - Direct pitching local media outlets
  - Outreach to digital community influencers
  - Press releases

# RADIO STATIONS BROADCAST & STREAMING



# RADIO ADS

:30 and :15 radio spots



:30 Radio English



:15 Radio English

# PROCLAMATION





# BLOG ARTICLE



A screenshot of the wtopnews website homepage. The navigation bar at the top includes "News", "Traffic", "Weather", and "wtopnews". Below the navigation bar, there is a "More Top News &amp; Features" section with a grid of six news articles. A red arrow points to the second article in the grid, titled "Full speed ahead: Bike to Work Day 2022". The other articles include "Popular midsize SUVs post less-than-ideal crash test ratings", "DC firefighters honor 5 members who died over a century ago", "Men struck and killed in inner Loop crash identified", "Capital One resets return-to-office date, but embraces hybrid work", "DC Sports Huddle: Is it time for the Capitals to rebuild?", "DC police make arrest in 2021 shooting death", "Biden invokes Defense Production Act for formula shortage", "2 dead in wrong-way 2-car crash on I-495 in Fairfax Co.", and "Howard Co. budget proposal boosts funding for police, fire services".


A screenshot of the wtopnews website article page for "Full speed ahead: Bike to Work Day 2022". The page features a sponsored content banner at the top with the text "BIKE TO WORK DAY 2022" and "Friday, May 20". Below the banner, the article title "Full speed ahead: Bike to Work Day 2022" is displayed in a large, bold font. The date "May 16, 2022, 3:07 PM" is shown below the title. A dark blue bar contains the text "Listen now to WTOP News WTOP.com | Alexa | Google Home | WTOP App | 103.5 FM". The main content area begins with the text "This content is sponsored by the Council of Government." followed by a paragraph: "Bike to Work Day (BTWD) is rolling full speed ahead, as a regained sense of community, free T-shirts, and a chance to win a free bicycle will attract thousands of commuters to participate in the regional event on Friday, May 20." The next paragraph states: "Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free, annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature 96 pit stops throughout Washington, DC, suburban Maryland, and Northern Virginia filled with raffish, food, and other giveaways – plus a free Bike to Work Day T-shirt for the first 15,000 registrants who attend." The following paragraph reads: "New and veteran bicycle commuters alike are encouraged to take the leap and register today. Registering for BTWD 2022 is fast, free, and easy at [www.biketoworkmetrordc.org](http://www.biketoworkmetrordc.org) or by calling (800) 745-RIDE." The next paragraph says: "It's time to come together as a community," said Nicholas Ramfos, Commuter Connections Director. "Bike to Work Day gives us the opportunity to jumpstart our day with a fun, healthy commuting option, all while helping to reduce traffic congestion on roadways that are getting crowded once again." The following paragraph states: "For those who wish to travel together, experienced volunteer bicycle commuters will lead bicycle convoys on the day of the event. Convoy starting and ending point information will be available on the [event website](#)." The final paragraph reads: "This year's event has been made possible by the generosity of several regional sponsors, including: Gold Sponsors ICF and UrbanStems; Silver Sponsors National Landing, Bike Arlington, BicyclesPACE, Verra, City Dental DC, and Bilton Law Firm." The bottom paragraph says: "Although Bike to Work Day happens only once a year, Commuter Connections offers a wide range of services and resources year-round for all commuters, including the [Guaranteed Ride Home \(GRH\) Program](#) that provides peace of mind with a free ride home when one of life's unexpected emergencies arises. Follow Commuter Connections on Twitter at [@BikeToWorkDay](#) and Facebook at [@BikeToWorkDayMetroDC](#) and use #BTWD2022 or #BTWDC to join the conversation." On the right side of the page, there are two advertisements for "BIKE TO WORK DAY 2022" featuring a cyclist and the event date "Friday, May 20".

# T-SHIRT



# DIGITAL BANNER ADS



**BIKE TO WORK DAY 2022**  
BIKETOWORKMETRODC.ORG **Friday, May 20** 800.745.7433 

**BIKE  
TO WORK  
DAY  
2022**

**Friday, May 20**

Register for free at  
**BIKETOWORKMETRODC.ORG**  
800.745.7433



**BIKE  
TO WORK  
DAY  
2022**

**FREE T-SHIRTS,  
FOOD & GIVEAWAYS!**

**Friday, May 20**



Register for free at  
**BIKETOWORKMETRODC.ORG**  
800.745.7433



# POPVILLE SKYSCRAPER AD

A vertical poster with a light blue background. At the top, the text "BIKE TO WORK DAY 2022" is written in large, bold, pink, uppercase letters. Below this, the date "Friday, May 20" is written in white, uppercase letters inside a pink rectangular box. The lower half of the poster features an illustration of two people riding bicycles towards the right. The person in the foreground is wearing a yellow shirt and a red cap, riding a blue bicycle. The person behind is wearing a blue shirt and a green cap, riding a green bicycle and carrying a black bag. In the background, there is a stylized city skyline with several buildings. At the bottom of the poster, there is a pink banner containing registration information and a small version of the "bike to work day 2022" logo.

**BIKE  
TO WORK  
DAY  
2022**

**Friday, May 20**

Register for free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

bike to work day  
2022

odonnellCOMPANY

 **COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

# WASHINGTONIAN PROBLEMS



**BIKE TO WORK DAY 2022**  
Friday, May 20

TURN YOUR WORK DAY INTO A FUN DAY!

Free food, drinks and T-shirts at nearly 100 pit stops.

Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

**BIKE TO WORK DAY 2022**  
Friday, May 20

Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

Get FREE stuff at nearly 100 pit stops!

Food  
Drinks  
T-shirts

PLUS A CHANCE TO WIN A BRAND-NEW BICYCLE!

Get FREE stuff at nearly 100 pit stops!

- Fun
- Food
- Drinks
- T-shirts
- Giveaways

**BIKE TO WORK DAY 2022**  
Friday, May 20

Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

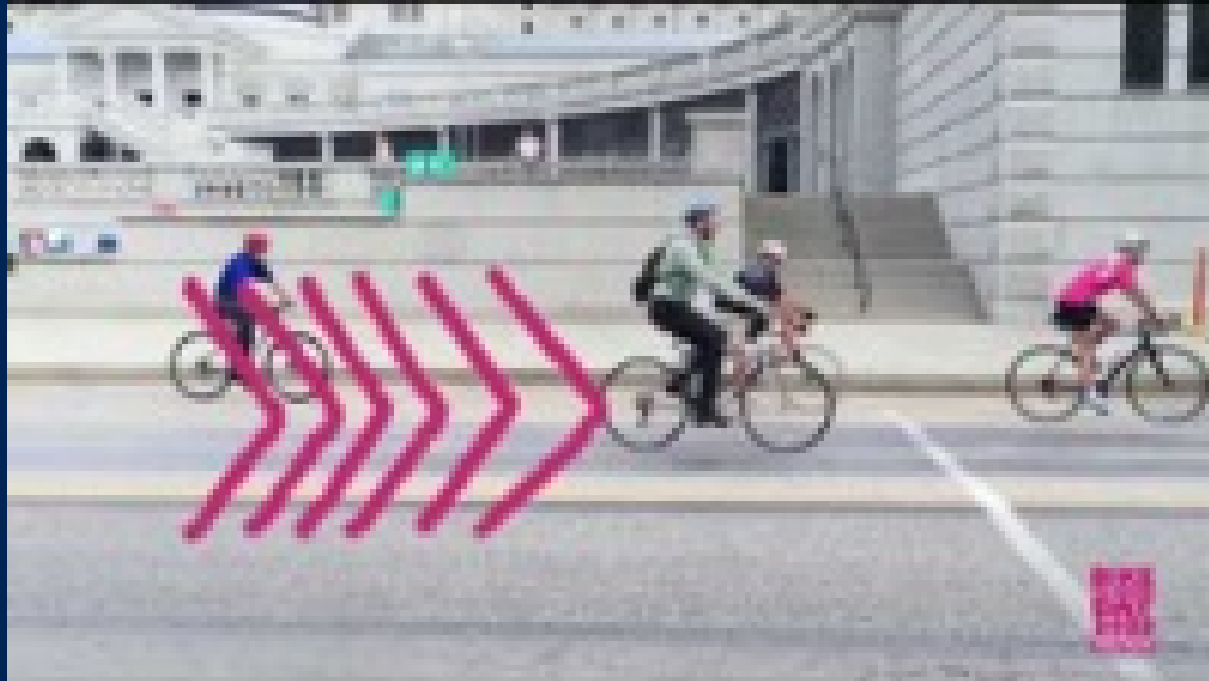
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800.745.7433

**BIKE TO WORK DAY 2022**  
Friday, May 20

# YOUTUBE





# INFLUENCERS



TikTok  
@seaofblush

FREE EVENT  
WASHINGTON DC

22  
0  
3

There's always so many things to do in Washington DC! May 20th is Bike to Work Day, so grab a friend and get your biking on in Washington DC, Maryland, and Virginia! (ad) #washingtondc #maryland #virginia #dmv #dctiktok #dmvtiktok #thingstodoindc

🎵 original sound - Washington DC

seaofblush  
Washington DC · 23h ...

Follow

TikTok  
@styled2be

Bike To Work Day

250  
14  
2

Biking to work be like #dayinmylife #dayinthehive #bikecommute #biketowork #workworkwork #workbelike #workmorning #workvibe #backtowork #worklife #dmvtiktok

🎵 About Damn Time - Lizzo

styled2be  
Char & King · 5-19

Follow

# INFLUENCERS

## Bike to Work Day is Friday, May 20, 2022!

Join us at nearly 100 [pit stops](#) in DC, MD, and VA for this FREE event for a healthy way to start your day. The first 15,000 who register and attend at a pit stop by bike will receive a FREE T-shirt. Free giveaways, food, and beverages, while supplies last.

### PICK YOUR PIT STOP HERE

Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free, annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature 96 pit stops throughout Washington, DC, suburban Maryland, and Northern Virginia filled with raffles, food, and other giveaways—plus a free Bike to Work Day T-shirt for the first 15,000 registrants to attend.

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Follow Commuter Connections on Twitter at @BikeToWorkDay and Facebook at @BikeToWorkDayMetroDC and use #BTWD2022 or #BTWDC to join the conversation.

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You are receiving this email because you opted in via our website.



# SOCIAL MEDIA



**BIKE TO WORK DAY 2022**  
Friday, May 20



Registration is free!  
BIKETOWORKMETRODC.ORG  
800.745.7433



MEET US AT ONE OF 96 PIT-STOP!

**BIKE TO WORK DAY 2022**  
Friday, May 20



RIDE ALONE  
RIDE WITH FRIENDS.

**BIKE TO WORK DAY 2022**  
Friday, May 20



**BIKE TO WORK DAY 2022**  
Friday, May 20



**BIKE TO WORK DAY 2022**  
Friday, May 20

**BIKE TO WORK DAY 2022**  
Friday, May 20

SHAKE THINGS UP, BIKE TO WORK!



REGISTER & ATTEND TO  
GET A FREE T-SHIRT!

**BIKE TO WORK DAY 2022**  
Friday, May 20

BIKING IS FUN,  
ECO-FRIENDLY  
COMMUTING

**BIKE TO WORK DAY 2022**  
Friday, May 20



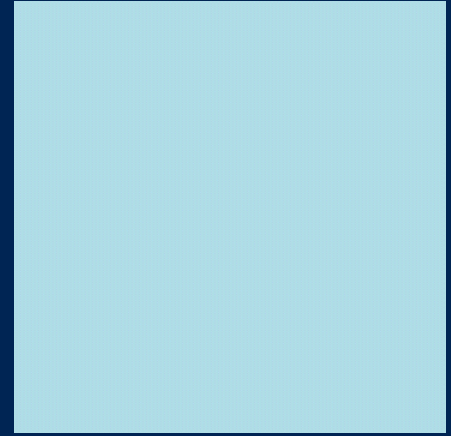
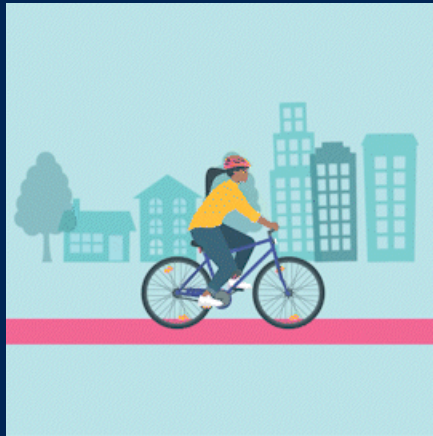
ENJOY BIKING?

**BIKE TO WORK DAY 2022**  
Friday, May 20



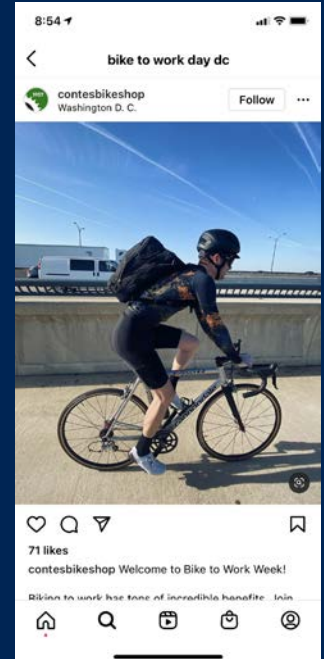
**BIKE TO WORK DAY 2022**  
Friday, May 20

# SOCIAL MEDIA (continued)

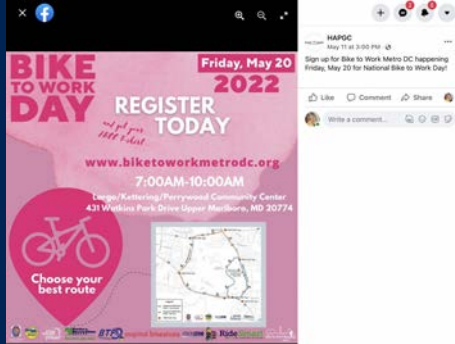




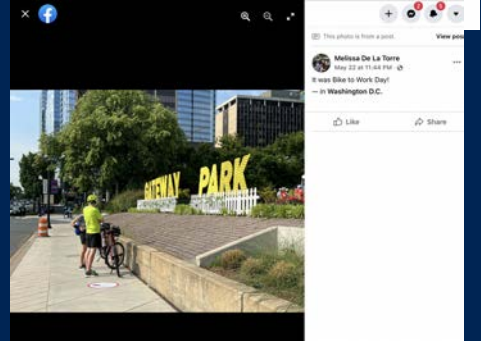
# SOCIAL MEDIA COVERAGE



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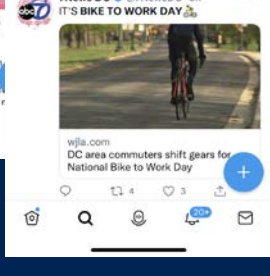
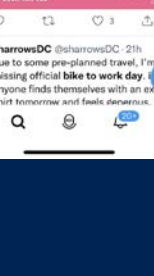
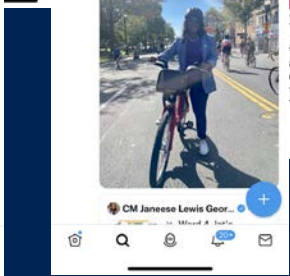
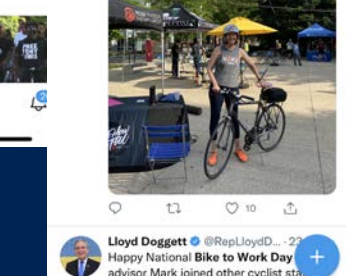
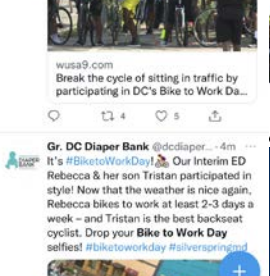
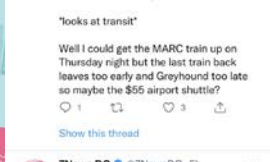
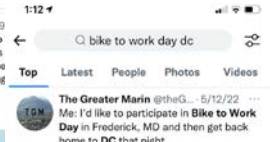
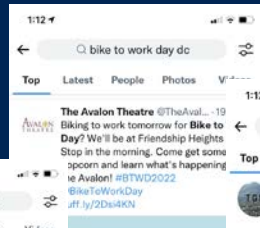


my favorite #BikeToWorkDay2022 pit stop at @navigo this Friday, and gave an immediate yes!  
 So come on down this Friday morning to 17th & M St NW 8-10am, for food, music, hugs, and free bike check-ups. I'd love to see you and your favorite bike, to celebrate! 🌞  
 Will I be wearing my old desk-job office attire for 'Casual Friday'? You betcha.





# SOCIAL MEDIA COVERAGE



# EARNED MEDIA COVERAGE





## EMPLOYER NEWSLETTER



# OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

- Employer Transportation Coordinators

- Committee members

- Other TDM stakeholders

- Federal ETCs (w/insert)

# SPRING NEWSLETTER & FEDERAL ETC INSERT

Newsletter

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK

Issue 2, Volume 26 SPRING 2022 WHAT'S INSIDE

- 1 Free Parking Encourages Driving Alone to the Job
- 2 Transit Leads to Bring Passengers Back
- 3 100 New-Use Storage Garage to Reuse Former US Postboxes
- 4 AFS NEXT - Barbours Extension
- 5 Express Lane
- 6 18-Post Gives Students Access to Transit
- 7 Loudoun County Employees Get Smarter

The Commuter Information Source for Maryland, Virginia, and the District of Columbia



### 2. Rising Gas Prices Reach Tipping Point

Of those in the AAA survey who said they would make driving habit changes in response to higher gas prices, a majority (80 percent) said they would opt to drive less, with significant differences among age groups. Drivers between 18 and 34 years old were nearly three times as likely as those 35 and older to consider carpooling. A total of 29 percent of those 18 to 34 years old would consider carpooling compared to 11 percent of those 35 and older.

The AAA survey of 1,051 drivers was conducted using a probability-based panel designed to be representative of the overall U.S. household population. The panel provides sample coverage of approximately 97 percent of the population. The margin of error for the study is 3 percent at the 95 percent confidence level.

Employees can help employees make changes to their driving habits and lessen the number of cars coming to the worksite through the free assistance of a Commuter Connections Employer Services Representative.

Your Employer Representative will design a commuter plan for your company based on the number of employees, parking availability, transit availability, and location. Depending on your company size, your commuter program might include email and intranet content, and/or an onsite commuter event that includes transit operators and carpool and vanpool experts. The events, including pre-event promotion, commuter information materials and giveaways (as available), are always free.

For more information on the AAA survey, visit <https://newsroom.aaa.com>. To find your Commuter Connections Employer Services Representatives, visit [www.commuterconnections.org/employers](http://www.commuterconnections.org/employers) and look for "Jurisdictional Employer Services Representatives." Or fill out an Employer Request Form, look for "Request Services."

Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

In a February 2022 survey by AAA, 59 percent of respondents planned to make changes to their driving habits or lifestyle once the cost of gasoline rose above \$4 a gallon. At the end of March 2022, gas prices in the District of Columbia averaged \$4.37 a gallon, up from around \$2 at the beginning of the pandemic, just two years prior.

Driving alone has always been costly and that's truer than ever now. Other costs associated with commuting alone by car besides filling the tank include vehicle wear and tear, mileage depreciation, plus possible tolls, and parking costs. Auto repairs are another matter altogether. In addition to the aforementioned costs is the cost of wasted time sitting in traffic. Fortune magazine reports the average cost of opportunity loss (in time) during the commute is \$500 monthly.

SPRING 2022

## FEDERAL ETC UPDATES

### FEDERAL AGENCIES FACE THE "GREAT RETURN" TO THE WORKPLACE



During the pandemic, federal agencies found that tasks such as hiring, conducting security checks, and mail delivery came with challenges in the new remote work environment. Agencies also faced IT equipment shortages, lack of training, and limited network capacity. Some employees felt less engaged and found it difficult to maintain a healthy work/life balance while they worked and lived in the same place. About half of the federal workforce continued to report to the work site during COVID-19.

The President's Management Council (PMC) Working Group on Reentry and the Future of Work, an interagency group working with federal agencies on post-reentry personnel policies and work environment, has provided agencies with guidance on re-entry and on future work. Some of the outcomes outlined by the Working Group include:

- A collaborative and flexible workplace environment that embraces the wellbeing of its employees.
- Consistency across agencies, while providing agencies and suborganizations sufficient flexibility on workforce and workplace decisions.
- Reinforcement of the federal workforce and the government's role as a modern employer.
- Attraction and retention of talent.
- Enhanced engagement of federal employees.

*continued on back*

The Biden Administration plans to bring the "vast majority" of federal workers back and set an example for the country's labor force. The White House told private employers that COVID-19 no longer needs to dictate how we work. Agencies and their Federal ETC's are completing re-integration plans and working out hybrid schedules for employees whose job responsibilities allow them to continue working remotely a few days a week. Federal agencies are looking at workplace changes to allow more teleworking compared to pre-pandemic levels and are considering reducing some facilities and infrastructure.



**COMMUTER CONNECTIONS.**  
— A SMARTER WAY TO WORK —



### Rising Gas Prices Reach Tipping Point

Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

*More News*



### Free Parking Encourages Driving Alone to the Job

Employers that make it free or inexpensive to drive alone commuters to park are indirectly encouraging traffic congestion. Offering no or low cost parking for carpools and vanpools is bound to get more employees to share the ride and reduce parking demand.

### Transit Looks to Bring Passengers Back

The transit industry faced low ridership on buses and rail cars throughout the pandemic. To boost ridership in a post-pandemic environment, some transit agencies are offering creative strategies to bring back riders.

### 100 Year-Old Streetcar Garage To House Future EV Metrobuses

Metro will renovate an old streetcar storage garage on 14th Street NW, which dates back to 1906, into a modern-day facility to recharge and maintain 150 electric buses. It's part of Metro's goal of a 100 percent zero-emission bus fleet by 2045.

### 495 NEXT - Northern Extension Express Lanes

On I-495, Express Lanes are being extended about 3 miles from the end of the existing I-495 Express Lanes to the George Washington Memorial Parkway interchange, near the American Legion Bridge.

### U-Pass Gives Students Access to Transit

Metro has a solution for students on a tight budget and needing to get from point A to point B without a car. U-Pass provides college and university students with a special pass, at a nominal fee, which gives unlimited rail and bus rides during the semester.

### Loudoun County Employers Get Smarter

Loudoun County is offering SmartBenefits® Plus\$50, an incentive program for employers in Loudoun County, which provides a \$50 financial incentive for employees to try transit or vanpools for the first time.

[READ FULL NEWSLETTER](#)



[COMMUTERCONNECTIONS.ORG](https://www.commuterconnections.org)

Web Version | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002



# MORE LOOT FOR YOUR COMMUTE

INCENTRIP



# OBJECTIVES & STRATEGY

incenTrip

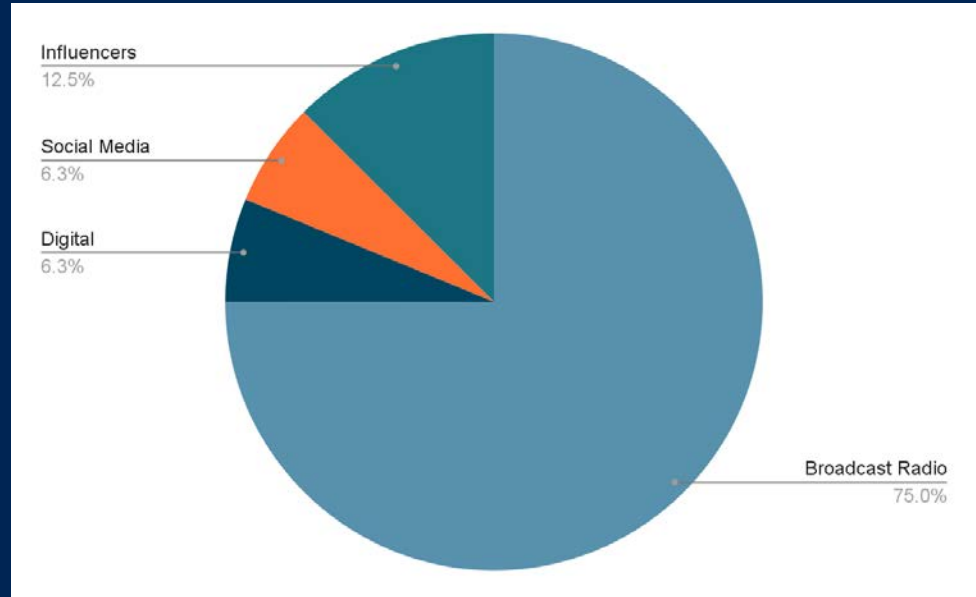
- Budgets:
  - \$40,000 (incenTrip App)
  - \$48,000 (incenTrip MDOT)
  - \$20,000 (incenTrip ATCMTD)

Primary focus is to encourage commuters to download and use the app

# MEDIA SPEND

incenTrip App

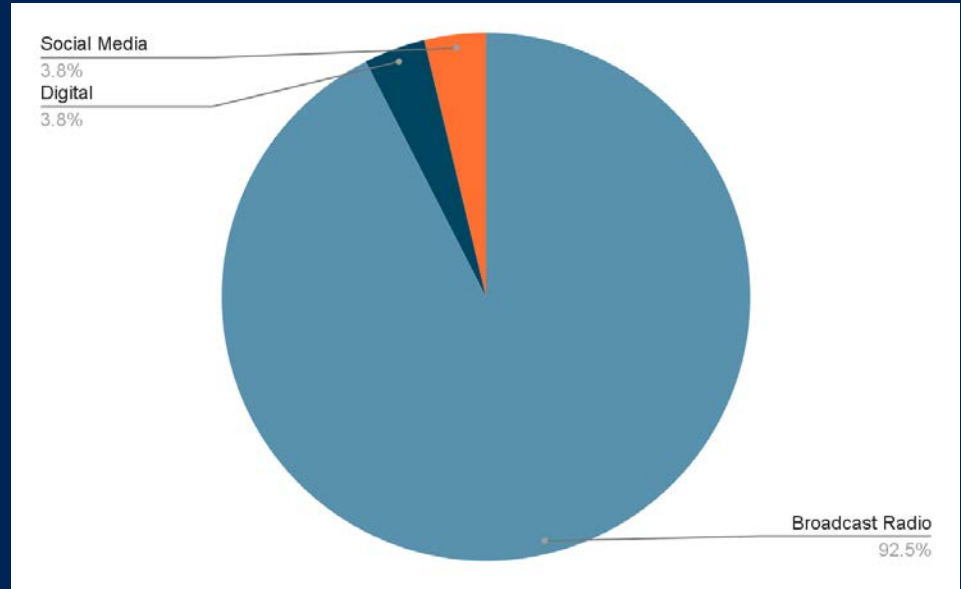
Broadcast Radio	\$29,957
Digital	\$2,500
Social Media	\$2,500
Influencers	\$5,000
Total	\$39,957



# MEDIA SPEND

incentTrip ATCMTD

Broadcast Radio w/Digital	\$18,463
Digital	\$750
Social Media	\$750
Total	\$19,963



# RADIO STATIONS

incenTrip App



# RADIO STATIONS

incentTrip ATCMTD





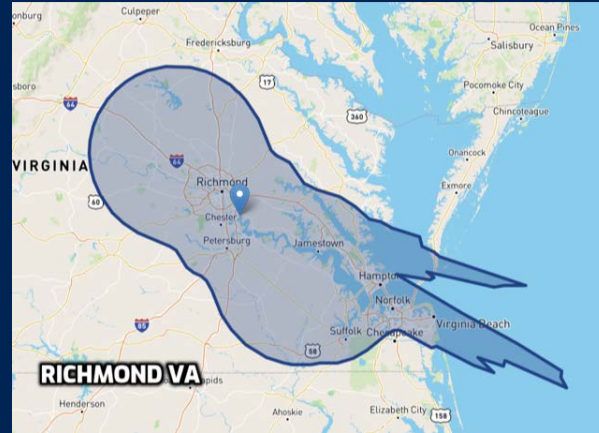
# RADIO COVERAGE MAPS

incenTrip ATCMTD

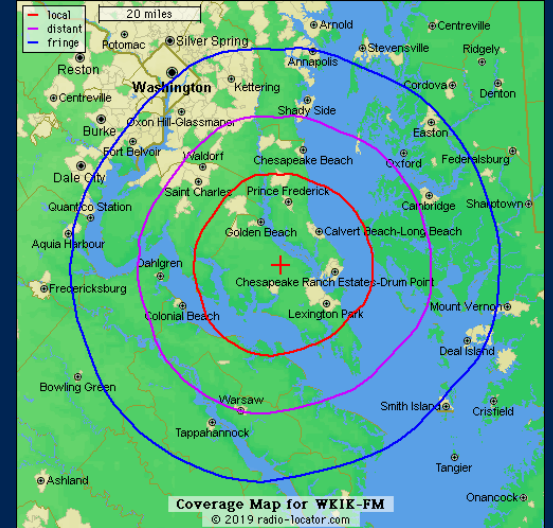
WPOC



WRVA



WKIK & WSMD



# RADIO ADS

incentTrip App & ATCMTD



:30 Radio English



:15 Radio English

# SOCIAL MEDIA

incentTrip App & ATCMTD



# DIGITAL TAKEOVER AD

incenTrip ATCMTD

## MORE LOOT FOR YOUR COMMUTE!

Getting cash for your clean trips  
is as easy as 1-2-3

- 1 Download the **FREE** incenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!

800.745.RIDE | [CommuterConnections.org](http://CommuterConnections.org)

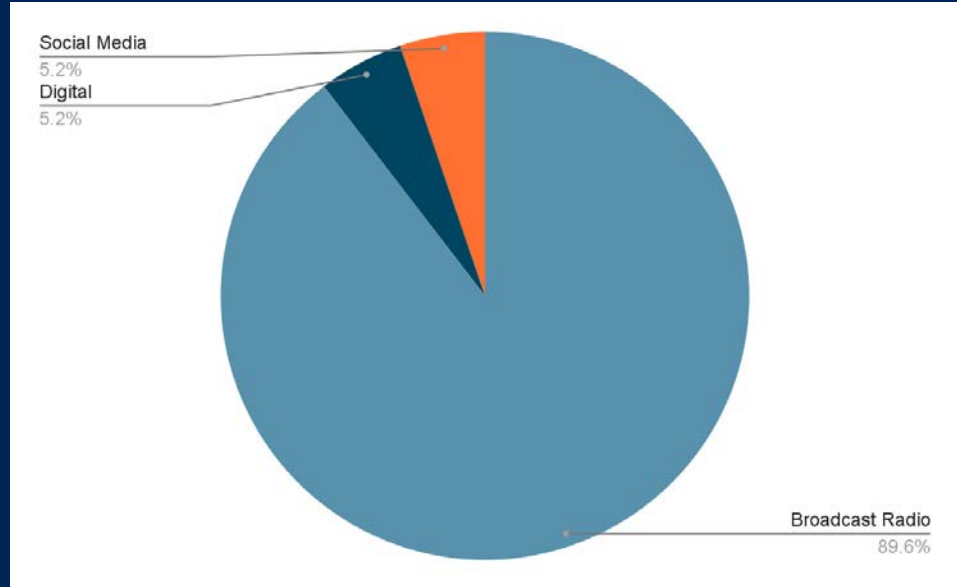
Some restrictions apply



# MEDIA SPEND

incenTrip MDOT

Broadcast Radio w/Digital	\$42,946
Digital	\$2,500
Social Media	\$2,500
Total	\$47,946





# RADIO STATIONS

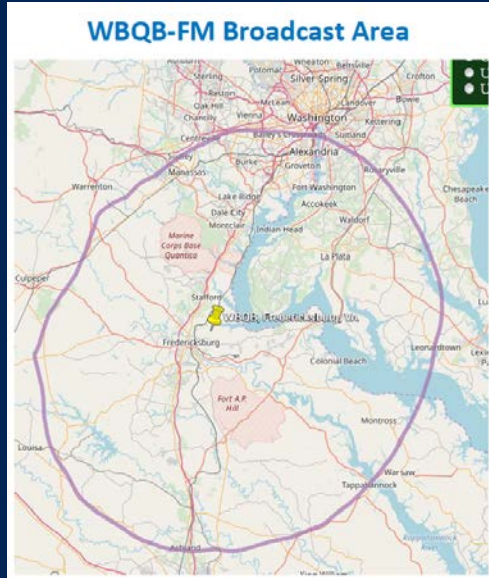
incenTrip MDOT



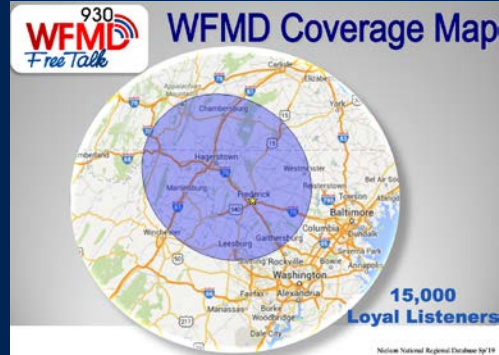
# RADIO COVERAGE MAPS

incenTrip MDOT

WBQB



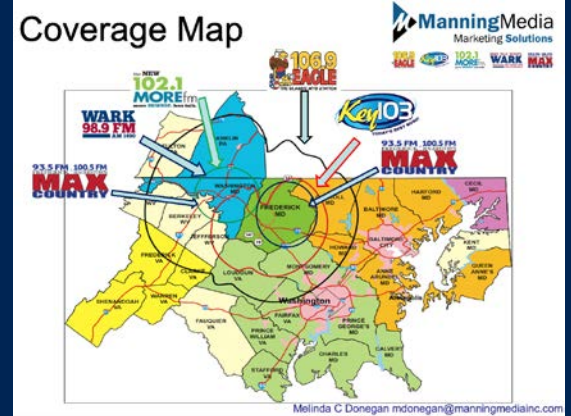
WFMD



WFRE



WAFY and WVEG



# RADIO ADS

incenTrip MDOT



:30 Radio English



:15 Radio English

# DIGITAL TAKEOVER AD

incentTrip MDOT

## MORE LOOT FOR YOUR COMMUTE IN MARYLAND!

Getting cash for your clean trips  
is as easy as 1-2-3

- 1 Download the **FREE** incentTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!



[mdot.maryland.gov/incentTrip](http://mdot.maryland.gov/incentTrip)

Some restrictions apply





LOOKING FOR A  
CARPOOL  
CONNECTION?

CARPOOLNOW APP



# OBJECTIVES & STRATEGY

CarpoolNow App

- Budget: \$ 15,000

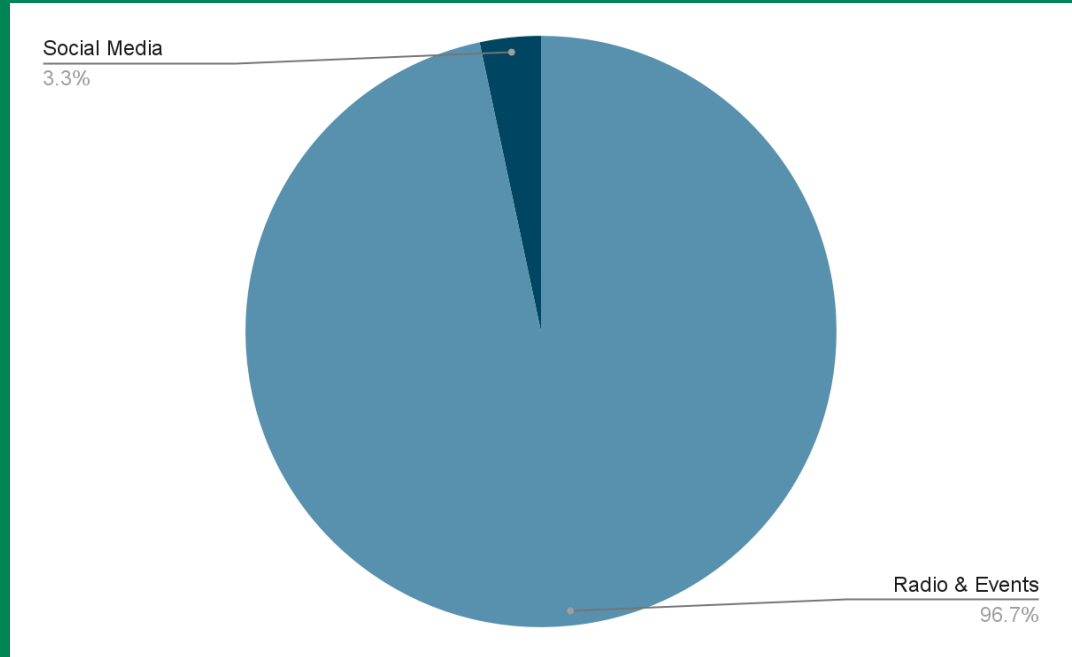
Primary focus is to promote and encourage on-demand or “dynamic ridesharing” through the CarpoolNow Mobile app, especially in areas that are hotspots for carpool pickup and drop-off points; the app has access to over 400 Park and Ride lots.

Raise awareness about the CarpoolNow Mobile App  
Promote and encourage use of the App

# MEDIA SPEND

CarpoolNow App

Radio & Events	\$14,493
Social Media	\$500
Total	\$14,993



# IHEART RADIO STATIONS & TWO EVENTS

CarpoolNow App



# RADIO ADS

CarpoolNow App



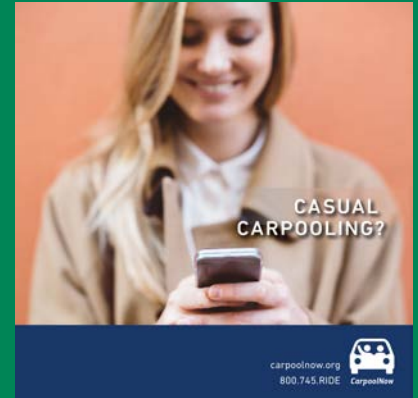
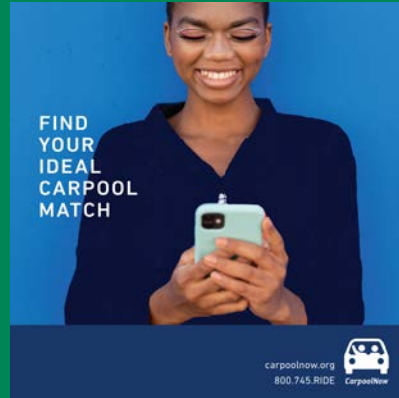
:30 Radio English



:15 Radio English

# SOCIAL MEDIA

CarpoolNow App



**BEEP, BEEP,  
CHA-CHING**

**'POOL REWARDS**





# OBJECTIVES & STRATEGY

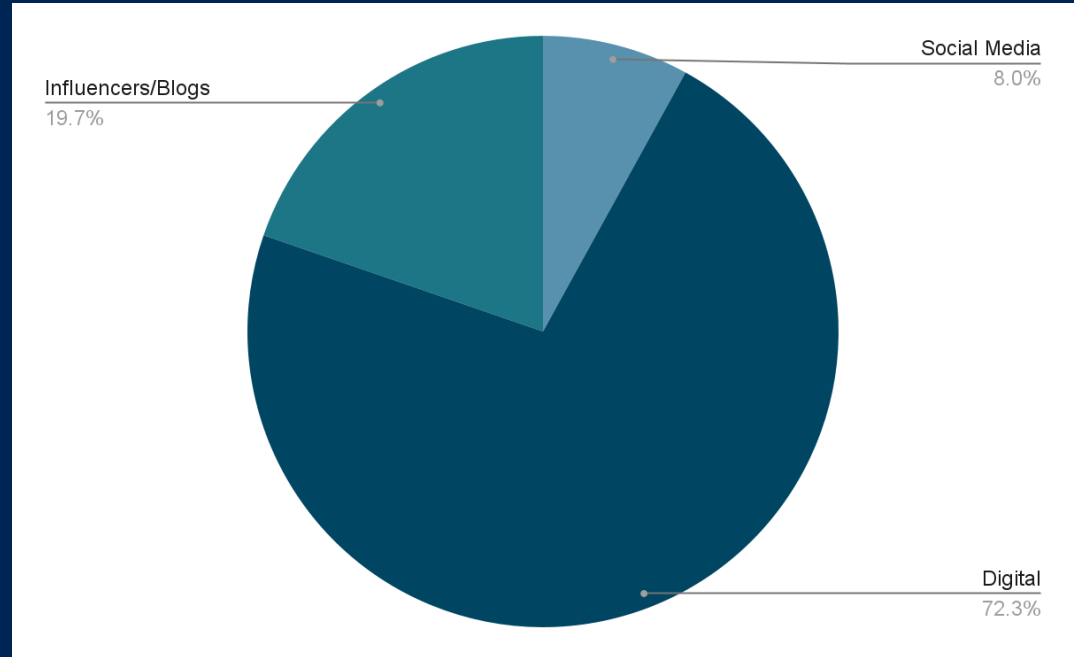
'Pool Rewards

- Budget: \$ 16,000
  - Raise awareness about the 'Pool Rewards program
  - Raise awareness about the added I-66 incentive
  - Get commuters to register for and complete program

# MEDIA SPEND

'Pool Rewards

Social Media	\$1,275
Digital	\$11,500
PSA	\$0
Influencers/Blogs	\$3,139
Total	\$15,914



# RADIO PSA (VALUE AD)

'Pool Rewards



:15 Radio English

# SOCIAL MEDIA

'Pool Rewards



# GET PAID TO 'POOL



## GET PAID TO 'POOL

earn cash to carpool or vanpool

### 'POOL REWARDS

[commuterconnections.org](http://commuterconnections.org) | 800.745.7433



## GET PAID TO 'POOL



## GET PAID TO 'POOL



## GET PAID TO 'POOL

**\$130** carpool  
**\$200** monthly  
vanpool

'POOL REWARDS  
[commuterconnections.org](http://commuterconnections.org)





THANK YOU