



COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP
FY2018 MARKETING ACTIVITY

March 20, 2018

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality



brand awareness

For those already interested in sharing rides.

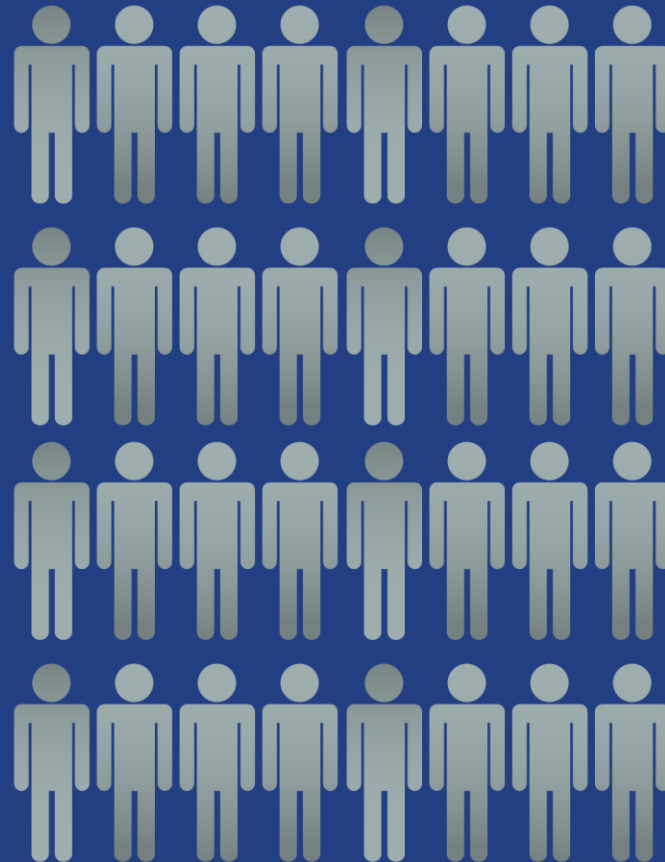


behavior change

Reaching deeper results ...



For those who are not currently considering ridesharing; they are taken through conversion in a step wise approach, using specific behavior change methodologies.



10 BEHAVIOR CHANGE STRATEGIES



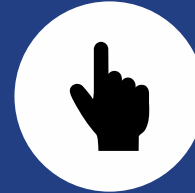
Connect
on values



Identify with the
brand identity



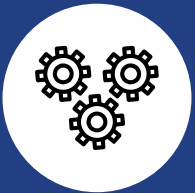
Benefits that
drive decisions



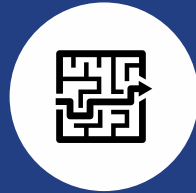
Asking
for action



Rewarding
action



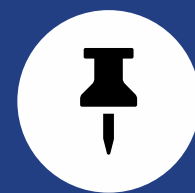
Reverse
Engineer social
algorithms



Make it easy



Provide
social proof



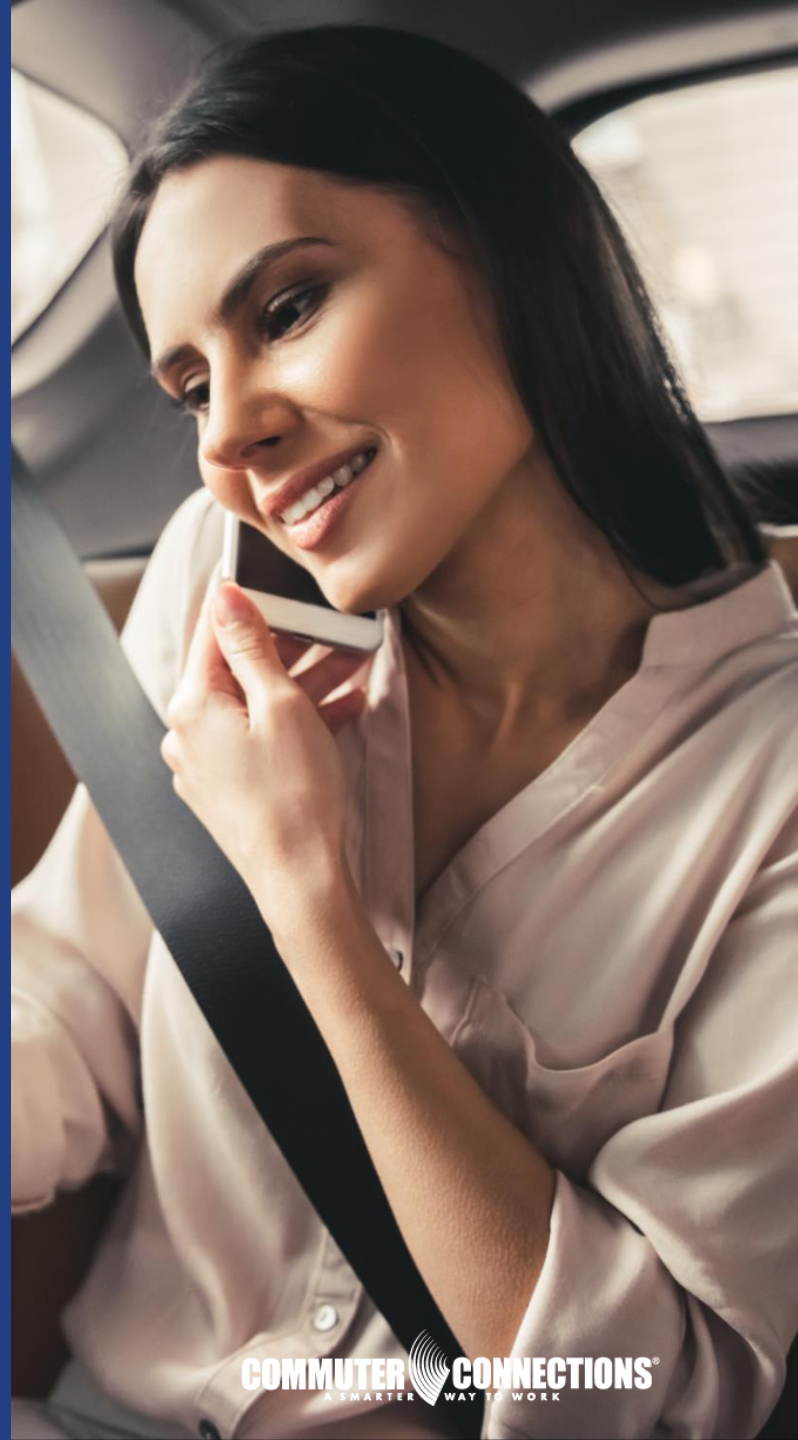
Deliver
effectively



1 Second
to buy 3

INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- CarpoolNow Mobile App
- Bike to Work Day
- Employer Recognition Awards





Spring Umbrella Campaign

CREATIVE STRATEGY

- Market Confusion (Ridesharing)
- No other program has the breadth and depth of benefits for free
- Registration gets commuters instant access to other programs
- Promote Commuter Connections as a community of commuters

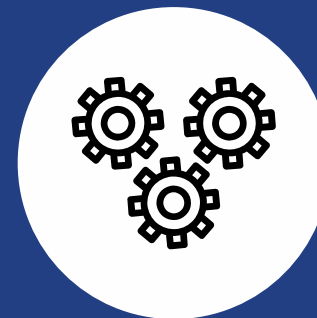
RS BEHAVIOR CHANGE STRATEGIES



Provide
social proof




1 second
to buy 3



Reverse
engineer social
algorithms

SPRING RIDESHARE CREATIVE

**BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS**



Create your FREE
Commuter Connections
account to rideshare
and start saving on
average \$22 a day.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

**BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS**



Create your FREE
Commuter Connections
account to start
ridesharing and
reduce your stress.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data
- Reach & frequency of target demographics for each

Analyze

- Cost/value proposition of each option

Reality check

- Does it make sense?

Negotiate

- Evaluate and negotiate best terms



RIDESHARE FY18 MEDIA BUDGET (NET)

Radio	\$189,448
Podcast	\$40,000
Pandora	\$40,001
Streaming Services	\$8,050
Facebook	\$4,000
Total Paid Media:	\$281,499

Campaign Live: February 20 – June 30, 2018

SPRING RIDESHARE RADIO

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



SPRING RIDESHARE PODCASTS

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



SPRING RIDESHARE RADIO ADS

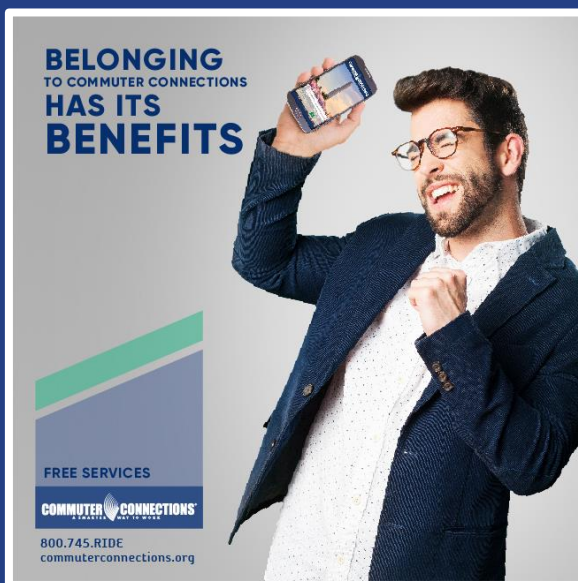
:30 English radio spots (1 Male & 1 Female)



SPRING RIDESHARE Pandora

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

PANDORA®



SPRING RIDESHARE STREAMING SERVICES

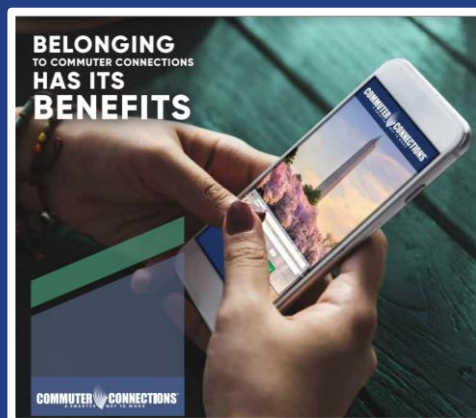
Flight dates: 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

hulu



SPRING RIDESHARE FB

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



SPRING WTOP DIGITAL ADS

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

BELOGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

BELOGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

wtop

BELOGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

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BELOGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

REGISTER OR RENEW TODAY!
FREE SERVICES

SPRING RIDESHARE VALUE AD

Added value to Promote I-66 / I-395 'Pool Rewards and Flextime Rewards:

- :10, :15 & :30 Reads



Guaranteed Ride Home

CREATIVE STRATEGY

- A visual that is humorous / eye-catching to pull audiences in
- Develop a visual representation of “getting stuck” and how the brand can help consumers in those situations.

GRH BEHAVIOR CHANGE STRATEGIES



Identify with the
brand identity



Asking
for action

GRH SPRING CREATIVE

DON'T GET STUCK

GUARANTEED RIDE HOME.
For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!
Some restrictions apply.

commuterconnections.org 800.745.RIDE

COMMUTER CONNECTIONS

DON'T GET STUCK

GUARANTEED RIDE HOME.
For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!
Some restrictions apply.

commuterconnections.org 800.745.RIDE

COMMUTER CONNECTIONS

guaranteed ride home

GRH MEDIA BUDGET (NET)

Radio	\$166,894
Podcasts	\$16,000
Pandora	\$40,001
Streaming Services	\$7,875
Facebook	\$4,000
Transit Signs	\$46,560
Total Paid Media:	\$281,330



GRH BALTIMORE MEDIA BUDGET (NET)

Radio \$22,993

Facebook \$2,000

Total Paid Media: \$24,993

guaranteed ride home



guaranteed ride home

SPRING GRH RADIO

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

guaranteed ride home

SPRING GRH BALTIMORE RADIO

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



SPRING GRH PODCASTS

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



SPRING GRH RADIO ADS

:30 English radio spots (1 Male & 1 Female)



guaranteed ride home

SPRING GRH Pandora

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

PANDORA®



DON'T GET STUCK

GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE



DON'T GET STUCK

GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

guaranteed ride home

SPRING GRH STREAMING SERVICES

Flight dates: 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

hulu



guaranteed ride home

SPRING GRH FB

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



DON'T GET STUCK

GUARANTEED RIDE HOME.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

DON'T GET STUCK

GUARANTEED RIDE HOME.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

guaranteed ride home

SPRING GRH COMMUTER TRAINS

Flight dates: March 1 – June 30



DON'T GET STUCK

GUARANTEED RIDE HOME.

For unexpected illness, emergencies & unscheduled overtime.
Sign up today. It's free!
Some restrictions apply.

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

The advertisement features a man in a suit and tie, looking extremely stressed and overwhelmed. He is surrounded by a chaotic sea of crumpled white paper, with some papers appearing to be stuck to his face and hands. The background is a plain, light color, making the man and the paper stand out. The text is overlaid on the image in a clean, sans-serif font.

guaranteed ride home

SPRING GRH DONATED SPACE

Flight dates: April – June



odonnellCOMPANY

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

SPRING GRH VALUE AD

Added value to Promote I-66 / I-395 Pool Rewards and Flextime Rewards:

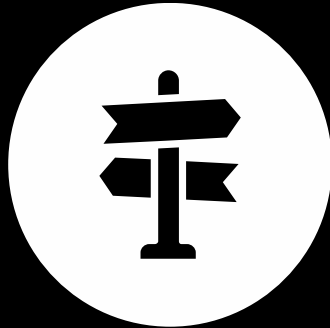
- :10, :15 & :30 Reads



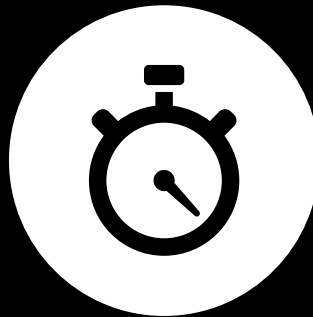
'Pool Rewards

BEHAVIOR CHANGE STRATEGIES

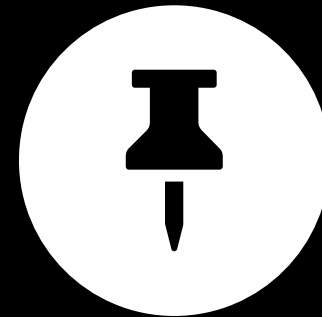
'POOL REWARDS
it pays to rideshare



Benefits that
drive decisions



1 second
to buy 3



Deliver
effectively

FY18 MEDIA BUDGET

WTOP \$11,333

WTOP.com \$3,000

Every Door Direct \$2,520

Pandora \$12,500

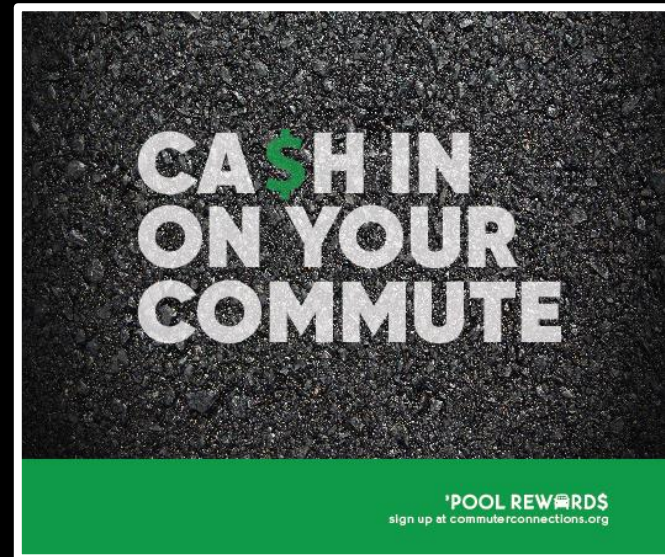
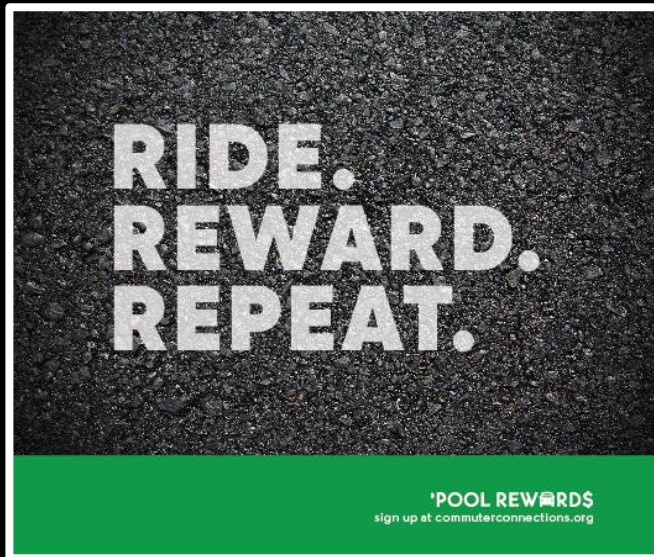
Facebook \$5,500

Total Paid Media \$34,853

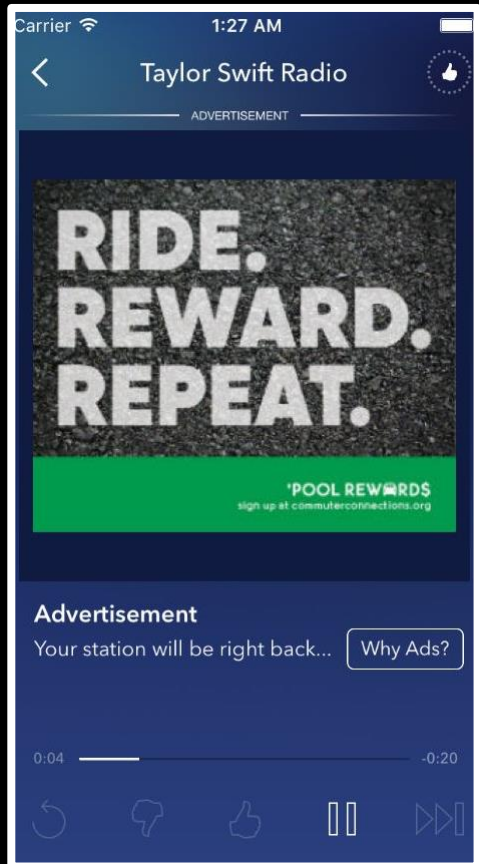
Value Add \$7,000

Campaign Live: Thru Mid-March

CREATIVE CONCEPTS



PANDORA



PANDORA®



SOCIAL MEDIA



Commuter Connections
January 17 · 🌐

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

Like Comment Share

👍👎👤 213

Commuter Connections
February 12 at 3:50pm · 🌐

Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

Like Comment Share

👍👎👤 227 Chronological

EVERY DOOR DIRECT MAILER

**RIDE.
REWARD.
REPEAT.**

Join or start a new carpool and receive \$130 with 'Pool Rewards.
Plus, carpools with 3 or more occupants on I-395 can travel TOLL-FREE
and earn an extra \$100, for up to \$230!*

Just RIDE. REWARD. REPEAT. with Commuter Connections.

'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

*Some restrictions apply.

Front

EARN UP TO \$230

Join or start a new carpool and get paid by 'Pool Rewards using these easy steps!

'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

- 1 Create a free account and set up your NEW carpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool.
- 3 Reap your Rewards! Up to \$130 per person for a carpool, plus if you travel I-395 earn an extra \$100 up to \$230*.

*Some restrictions apply.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
800.745.RIDE



Back

WTOP RADIO SPOTS



wtop

WTOP SPONSORED ARTICLE

The screenshot shows the top portion of a WTOP news article. The navigation bar includes 'wtop', 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. A search icon is on the right. Below the navigation is a dark banner with the text 'RIDE. REWARD. REPEAT.' and a green box on the right that says 'POOL REWARDS sign up at commuterconnections.org'. The article title is 'Top 5 ways to keep money in your pocket in 2018' with a sub-header 'Home » Council of Governments » Top 5 ways to...'. The date is 'January 9, 2018 7:40 pm'. A social sharing bar contains icons for Facebook, Twitter, Email, Print, and a plus sign. Below this is a sponsorship notice: 'This content is sponsored by Commuter Connections- Pool Rewards Program'. The main text begins with 'In the spirit of the new year, do something good for you and your wallet. You'd be surprised by where most of your money goes or how these simple easy tips can help you stock up a savings. These five tips are every day ways to cut down on the amount you spend weekly, monthly and yearly on food, entertainment and travel.' An image of hands preparing food is partially visible at the bottom left. A vertical sidebar on the right features a large 'RIDE. REWARD. REPEAT.' graphic and the 'POOL REWARDS' logo at the bottom.

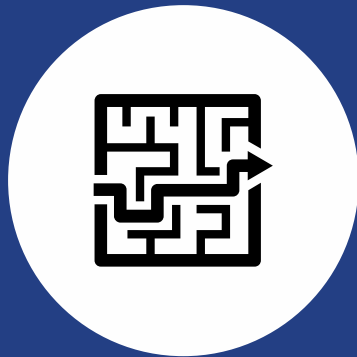
wtop

The screenshot shows the top portion of a WTOP news article. The navigation bar includes 'wtop', 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. A search icon is on the right. Below the navigation is a dark banner with the text 'RIDE. REWARD. REPEAT.' and a green box on the right that says 'POOL REWARDS sign up at commuterconnections.org'. The article title is 'A history of carpooling: The early 1900's to now' with a sub-header 'Home » Council of Governments » A history of carpooling...'. The date is 'February 2, 2018 12:24 pm'. A social sharing bar contains icons for Facebook, Twitter, Email, Print, and a plus sign. Below this is a sponsorship notice: 'This content is sponsored by Commuter Connections- Pool Rewards Program'. The main text begins with 'The history of carpooling goes back almost as far as the invention of the automobile itself, and has endured well-beyond its heyday in the late 70's. With traffic being as heavy as it is in the Washington, DC Metro area, carpooling is important and essential for many commuters. Carpooling is defined as an arrangement among a group of automobile owners by which each owner in turn drives the others or their children to and from a designated place. But how did carpooling start and how has it evolved over the years?' A vertical sidebar on the right features a large 'RIDE. REWARD. REPEAT.' graphic.



CarpoolNow Mobile App

CARPOOLNOW BEHAVIOR CHANGE STRATEGIES



Make it easy



Asking
for action



Rewarding
action

CARPOOLNOW MEDIA BUDGET (NET)

Radio	\$85,131.75
Print	\$2,480.30
Digital	\$54,994.00
Out of Home	\$7,157.50
Nov. Soft Launch-Radio	\$4,598.50
Total Paid Media:	\$154,362.05

CARPOOLNOW LANDING PAGE

- Create dedicated Landing page for application carpoolnow.org
- Direct consumers to site via advertisements

CarpoolNow

Available on the Android App Store

Download on the App Store

Get it at BlackBerryWorld

DOWNLOAD THE APP TODAY!

Try the CarpoolNow app and connect with commuters just like you, going your way. It's free and it saves you money on every commute.

CarpoolNow is an app you can use anytime to find and schedule rides.

Download the CarpoolNow app and join thousands who rideshare whenever they want!

FREE

On-demand carpooling services, connecting drivers offering a ride with passengers seeking a ride.

CONVENIENT

The CarpoolNow app makes carpooling convenient for both passengers and drivers going the

SMART

CarpoolNow displays routes, estimated pick-up times, and confirms pick-up and drop-off

CARPOOLNOW RADIO

Flight dates: 12/18, 12/25, 1/1, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19, 2/26



CARPOOLNOW PRINT

Flight dates: January Publication



For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND

FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

CarpoolNow

carpoolnow.org 800.745.RIDE

CARPOOLNOW PRINT

Flight dates: February & March Publication



For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND

FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

 carpoolnow.org 800.745.RIDE

For those who Live or Work in Howard County

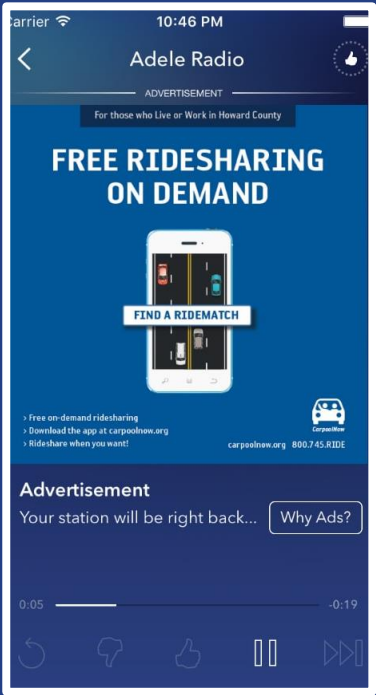
GET PAID TO DRIVE!

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

 carpoolnow.org 800.745.RIDE

CARPOOLNOW DIGITAL

Flight dates: Flight dates: 12/18, 12/25, 1/1, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19, 2/26

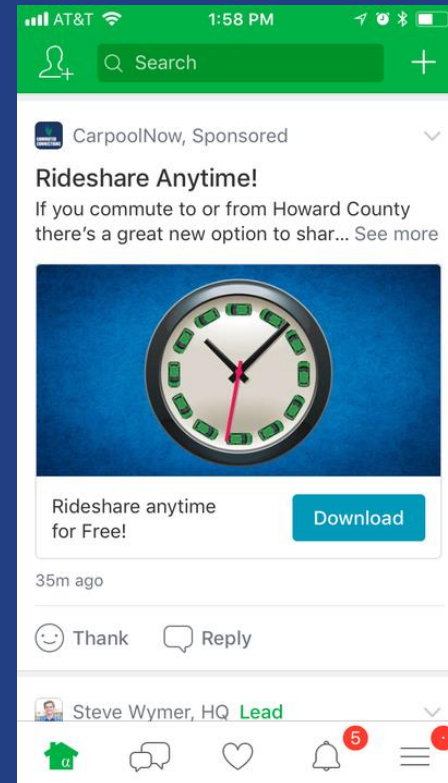
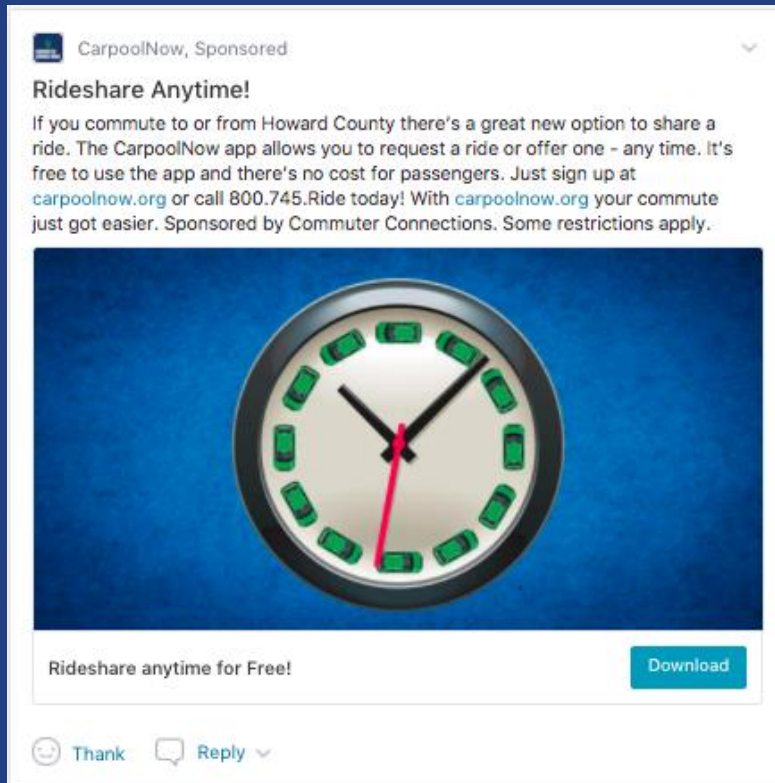


PANDORA®



CARPOOLNOW DIGITAL

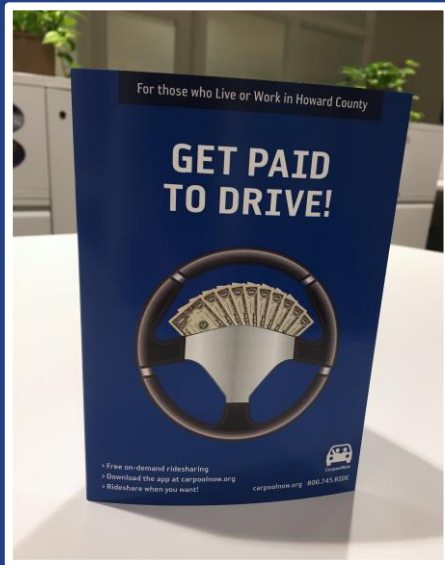
Flight dates: January –June; 1 Post per Month



CARPOOLNOW OUT OF HOME

Flight dates: January - June

THE MALL IN
COLUMBIA





Bike to Work Day

BIKE TO WORK DAY

Friday May 18, 2018

STRATEGY

- Promote bicycling as a viable alternative commute mode
- Build regional participation
- Engage employers and organizations

BUDGET

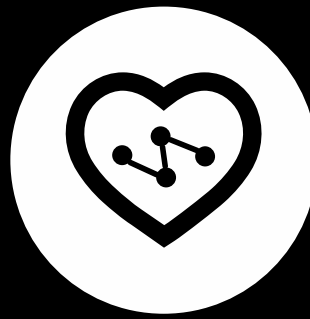
- Media plan in development
- \$60,000



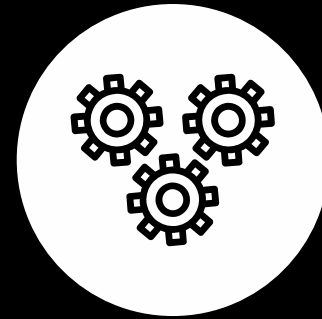
BTWD BEHAVIOR CHANGE STRATEGIES



Provide
social proof



Connect
on values



Reverse
Engineer social
algorithms

BIKE TO WORK DAY 2018 SPONSORS



30 Sponsors
\$58,600 in cash
\$25,950 in-kind

BIKE TO WORK DAY POSTER



BIKE TO WORK DAY 2018
FRIDAY MAY 18

Pre-register by May 11 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Register Free at
BIKETOWORKMETRODC.ORG
800.745.7433

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-Shirts available at pit stops to first 20,000 who register.
Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2018

bike to work day 2018

COMMITTER CONNECTIONS
WABA WASHINGTON AREA BICYCLE ASSOCIATION
GO Alex
SPOKES "The BICYCLES"
ICF
Takoma Bicycle
Bike Arlington
TELE DENTAL EXAM
Marmot
California TORTILLA
DC BIKE RIDE
goDigo
BICYCLE SPACE
AASHIO AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS
CRYSTAL CITY
AMERICAN COLLEGE of CARDIOLOGY
FAIR LAKES
MDOT MARYLAND DEPARTMENT OF TRANSPORTATION
KIMPTON HOTELS & RESTAURANTS
CRIMINAL JUSTICE
AAA
Giant
BIKES&VIENNA
Most southwest grill
GREEN BURN
KIND HEALTHY SNACKS
FELT
ABUS security bike services
BROMPTON
MSW METRO WORK SERVICES
ORTLIEB
pdw

Printed on recycled paper

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

BIKE TO WORK DAY RACK CARD

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433


Pre-Register by May 11
 for free T-shirt* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

Visit www.biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 20,000 registrants.



Facebook icon | Twitter icon | #BTWD2018

bike to work day 2018

Front



Logos include: COMMUTER CONNECTIONS, WABA, GO Alex, ICF, Takama Bicycle, SPOKES, Bike Arlington, TELE DIGITAL EXAM, Marriott, California TORTILLA, DC BIKE RIDE, goDCgo, AASHIO, BICYCLE SPACE, CRYSTALCITY, AMERICAN COLLEGE of CARDIOLOGY, FAIR LAKES, MDT, KIMPTON, FORMALS FORMALS, AAA, Giant, BIKES@VIENNA, Me's, KIND, FELT, GREER OLNEY, ABUS, BROMPTON, MSW, ORTLIEB, adu.

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Printed on recycled paper

Back

BIKE TO WORK DAY BANNER

BIKE TO WORK DAY 2018
FRIDAY MAY 18

WEST END AT AMERICAN COLLEGE OF CARDIOLOGY
2400 N St, NW Corner of N & 24th Sts
3:00 pm to 6:00 pm

Register at BIKETOWORKMETRODC.ORG
or call 800.745.7433

bike to work day 2018



COMMUTER CONNECTIONS[®] A SMARTER WAY TO WORK

WABA WASHINGTON AREA BICYCLE ASSOCIATION

Takoma Bicycle

icf

SPOKES[™] BY THE BICYCLES

GO Alex

Marriott

Bike Arlington

ICF TELE DENTAL EXAM

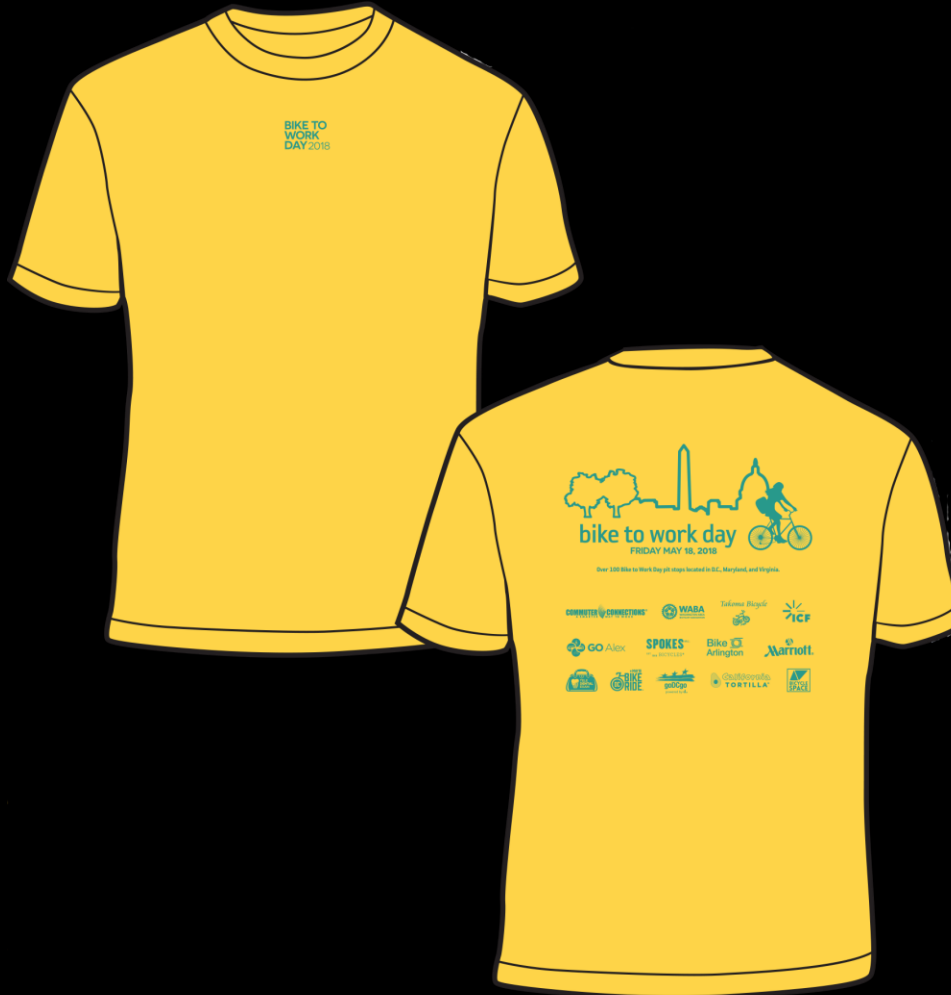
WABA BIKE RIDE

goDCgo

California TORTILLA

BICYCLE SPACE

BIKE TO WORK DAY T-SHIRT DESIGN



BIKE TO WORK DAY WEBSITE



BIKE TO WORK DAY 2018
FRIDAY MAY 18

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Registration Begins in March 2018

Pit Stops
More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys
Forming March 2018
[Read More...](#)

Sponsors

GO Alex

Event Poster
[Download a PDF of the Bike to Work Day](#)

Find a Ride Buddy
Use the Washington Area Bike Forum to

Increase Cycling Skills
WABA's adult bicyclist education

20 EMPLOYER
18 RECOGNITION
AWARDS



LEADERS

Employer Recognition Award

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

2018 EMPLOYER RECOGNITION AWARDS

STRATEGY

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

- Newsletter
- Website
- Print ad
- Earned media
- Social media

Help winners leverage recognition

- Employer winner kit

Employer Awards Strategy

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



SCHEDULE

2018

- JAN Email blast to level 3 & 4 employers in database
- FEB Nomination period ends
- MAR Selection Committee meeting
- APR Develop program brochure, invitations, video, and other materials
- MAY Media coordination
- JUN Employer Recognition Awards ceremony: June 26th
- JUN Print Ad

Employer Recognition Awards Ceremony
The National Press Club





Newsletter

OBJECTIVES & STRATEGY

- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Print Publication and E-Newsletter reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)

Winter Newsletter

CARPools RIDE FREE ON NEW I-66 EXPRESS LANES, INSIDE THE BELTWAY

Continued from front



services such as Uber and Lyft, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work.

Encourage your employees to consider carpooling to work using the CarpoolNow Ridesharing mobile app. To start using CarpoolNow, simply create a free account at www.commuterconnections.org, then download the free CarpoolNow app for Apple, Android, or BlackBerry devices. For questions about the CarpoolNow Ridesharing app, please visit www.carpoolnow.org or call Commuter Connections at 800 745-7433.

MOBILE COMMUTER STORE ROLLS INTO MONTGOMERY COUNTY

The Montgomery County Department of Transportation (MCDOT) launched its first Mobile Commuter Store (MCS), selling transit fare media and offering a broad variety of transportation information to the public. The fully outfitted 38-foot Winnebago "store on wheels" replaced the brick and mortar TRIPS Commuter Store in Friendship Heights.

"I'm proud that Montgomery County is the first community in Maryland to launch a Mobile Commuter Store that brings transportation services directly to commuters, residents and tourists," said Montgomery County Executive Ike Leggett. "The MCS will help promote the use of transit and other travel options that reduce traffic congestion and are a critical part of our balanced and comprehensive network."

The MCS can bring services directly to customers throughout the county at convenient locations such as recreation centers, senior centers, libraries, community centers, major office, retail and residential complexes, and county fairs and festivals.

The mobile store offers a wide variety of transportation and visitor information. Customers can purchase or load value onto SmartTrip cards, Ride On bus passes (including Youth Cruiser passes), and MARC Commuter Rail tickets. Customers can even



register and obtain key fobs for Capital Bikeshare. The store also provides real time transit information on screens, both inside and outside the mobile store.

MCDOT will continue to operate the TRIPS Commuter Store at the Silver Spring Transit Center, and has significantly extended the days and hours of operation to seven days a week from 6:00 a.m. to 6:00 p.m. Monday through Friday, and 6:00 a.m. to 5:00 p.m. Saturday and Sunday.

A schedule of locations where the Mobile Commuter Store can be found at www.montgomerycountymd.gov/dot-dir/commuter/

Winter 2018

FEDERAL ETC UPDATES

NATIONAL INSTITUTES OF HEALTH COMMUTER PROGRAM



Headquartered in Bethesda, the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services, is the steward of medical and behavior research for the nation. In addition to the main campus, NIH has various offices in the surrounding area, principally in Montgomery County.

In Bethesda, NIH employs approximately 23,000 people, directly across Rockville Pike from the Walter Reed National Medical Center, which has seen a recent growth in population.

Parking on campus is limited, and traffic congestion in the area is considered heavy on good days. To combat this, NIH has developed and implemented extensive commuter incentives programs, alternative transportation options, and has found workable strategies to promote them.

In 1993, NIH started a small pilot program to provide a few hundred employees a subsidy as an incentive to use mass-transit. That early pilot has evolved into the NIH Transshare Program, with more than 6,000 members. During the summer months, that number surges to over 7,000. Additionally, NIH participates in Metro's SmartBenefits program.

NIH also has a very active Bicycle Commuter Club, sponsored by NIH Recreation and Welfare Association, who provide a reward called Bike Bucks based on the miles employees commute annually via two wheels. The bike club also mentors new cyclists

and provides assistance and information on route selections, equipment choices, and safety. Since bicycling is a clean form of commuting, the bike club operates under the motto, "non-polluter commuter."

As is evidenced by continually placing at the top of Bike to Work Day's employee participation, NIH has one of the largest employer based bicycle programs in the region. Dr. Francis Collins, director of NIH, stated that, "NIH should lead by example when it comes to health and exercise." Collins is an active participant in NIH's Bike to Work Day event, held each May.

NIH was one of the first federal agencies in the country to implement a bicycle subsidy program and provides over a thousand spaces for bicycle parking, strategically placed for easy access, and protected from the elements. Additionally, NIH provides more than 1,000 lockers and 90 shower facilities on and off-campus for cyclists to use.

The bicycle subsidy program offers cyclists a subsidy to commute to work using only their "manpower." This \$20 per month subsidy has helped to propel NIH as a leader in the federal government in this regard. The subsidy in conjunction with the close coordination of the NIH bike club has greatly assisted employees with commuting to work in a healthy, environmentally-friendly manner.

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Winter e-Newsletter



The Commuter Information Source
for MD, VA, and Metropolitan D.C.



CARPOOLS RIDE FREE ON NEW I-66 EXPRESS LANES, INSIDE THE BELTWAY

In December, the long awaited I-66 Express Lanes opened inside the Beltway, giving commuters a faster and more predictable way to get to and from work. Touted as the nation's first peak-period, all lanes, dynamically-tolled roadway, the lanes are designed to offer better travel choices that can move commuters more rapidly and with greater reliability...[Read more](#)

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The Montgomery County Department of Transportation launched its first Mobile Commuter Store, selling transit fare media and offering a broad



LOOKING AHEAD

'Pool Rewards	Thru Mar 2018
Spring Campaign	Thru June 2018
CarpoolNow	Thru June 2018
Bike to Work Day Campaign	Apr – May 2018
Spring Newsletter	May 2018
Employer Recognition Awards Event	June 2018



Q & A