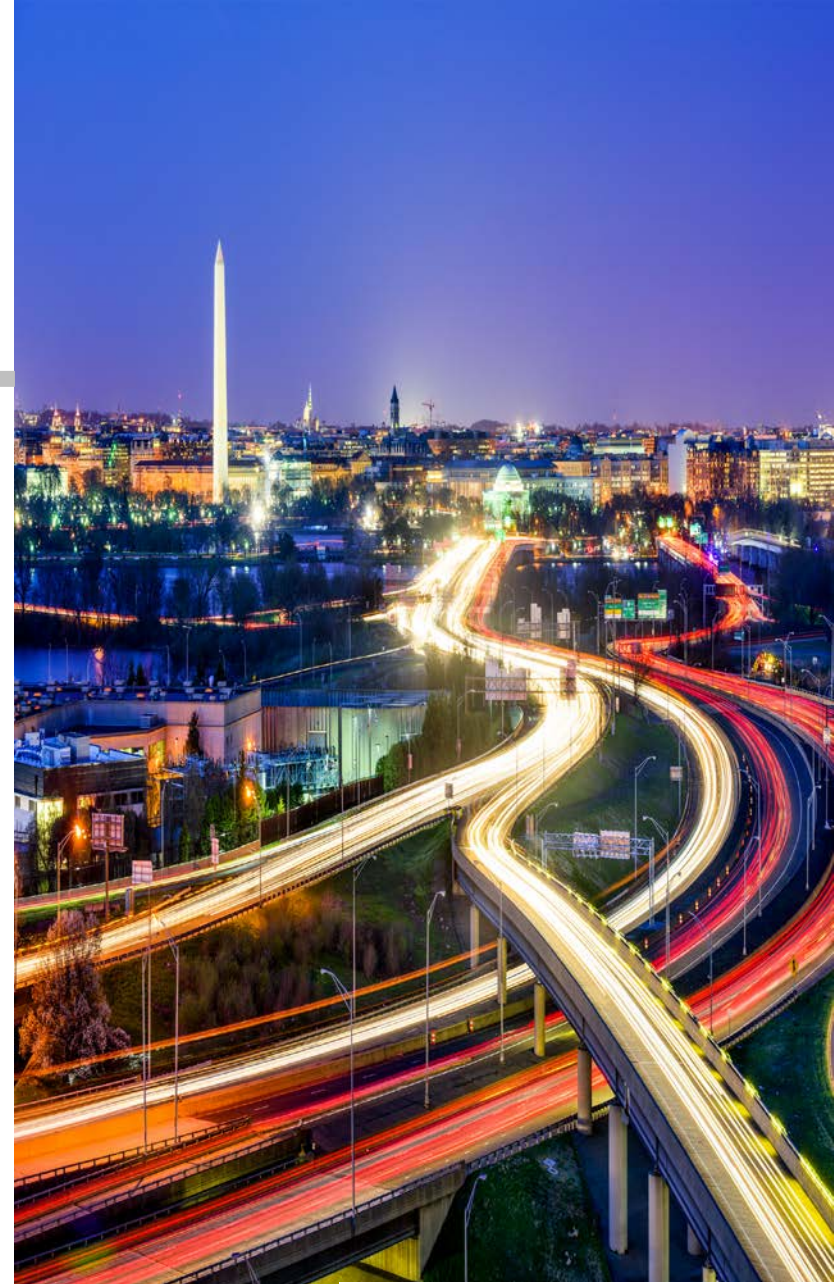


NUDGING COMMUTERS BACK TO PRE-PANDEMIC COMMUTING MODES

TPB Technical Committee

Nicholas Ramfos
Director, Transportation Operations Programs
Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
Washington, DC

November 5, 2021



National Capital Region
Transportation Planning Board

Item #9

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



**REGIONAL TDM
RECOVERY MARKETING
CAMPAIGN**

odonnellCOMPANY

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

OBJECTIVES & STRATEGY

Regional TDM Recovery Campaign

- Maximum Campaign Budget: \$550,000
 - Transit-Dependent Campaign - \$385,000
 - General Audience Campaign - \$165,000
- Increase transit ridership with emphasis on bus; raise awareness around safety protocols
- Secondary objective: focus on encouraging Metrorail, commuter rail, as well as carpool and vanpool use with familiar partners



MARKETING COMPONENTS

Regional TDM Recovery Campaign

Transit-Dependent Campaign

- Streaming & Traditional Radio
- Hispanic Radio
- Transit Ads
- Streaming TV
- Direct Mail
- YouTube
- Social/Digital/Influencers
- Key Influencers
- Earned Media

General Audience Campaign

- Streaming & Traditional Radio
- Broadcast TV
- Social/Digital/Influencers
- YouTube
- Earned Media



EARNED MEDIA STRATEGY

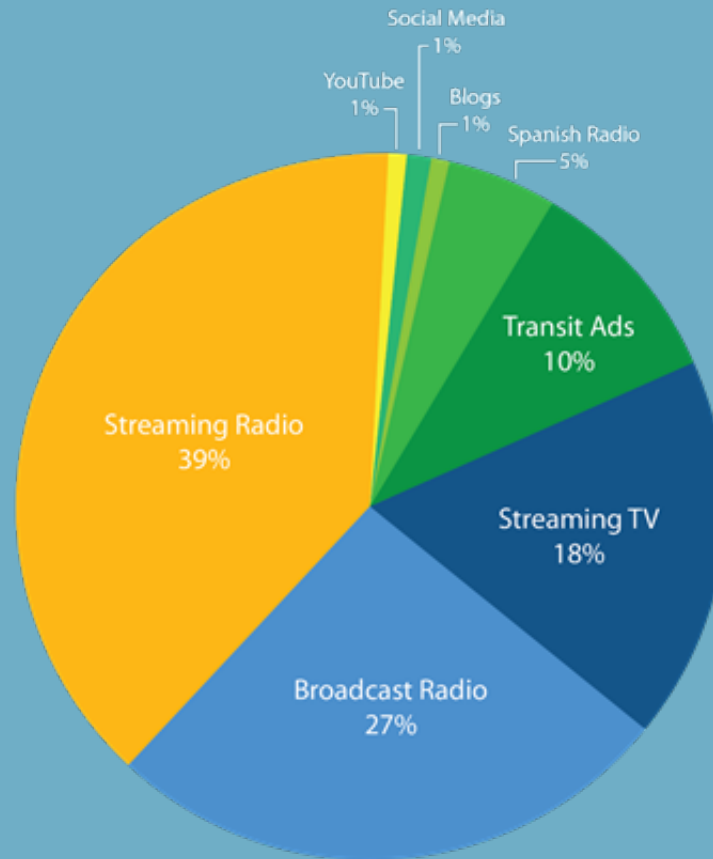
Regional TDM Recovery Campaign

- Social media posts
- Pitch and establish relationships with transit journalists
- Outreach to transit-dependent community organizations
- Earned media placements
- Thought leadership pieces (including Washington Post Op-Ed)
- Developed compelling infographic content

MEDIA SPEND Transit-Dependent

Streaming Radio	\$111,385
Broadcast Radio	\$76,789
Spanish Radio	\$14,692.25
Transit Ads	\$27,035
YouTube	\$740
Blogs	\$600
Social Media	\$500
Streaming TV	\$50,689.75
Total	\$282,431

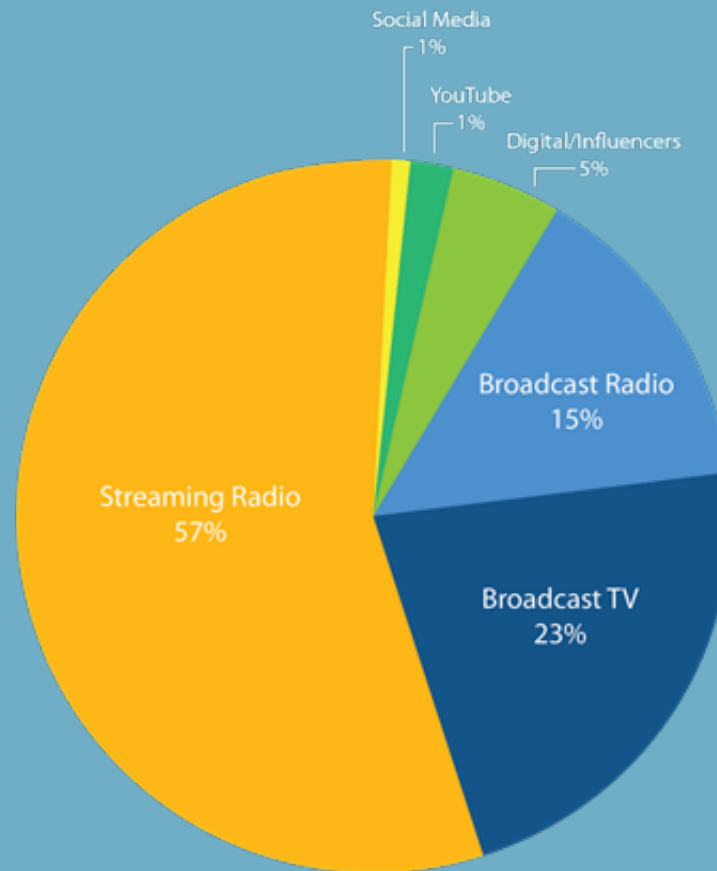
Regional TDM Recovery Campaign



MEDIA SPEND General Audience

Streaming Radio	\$79,000
Broadcast Radio	\$20,736.60
Broadcast TV	\$31,798.50
YouTube	\$740
Digital/Influencers	\$6,550
Social Media	\$500
Total	\$139,325.10

Regional TDM Recovery Campaign



ADDED VALUE SUMMARY

Regional TDM Recovery Campaign

Media

Partner	Added Value	Estimated value
NBC4	30 spots (:30 length)	\$18,525
Pandora	Banners 300x250	\$36,000
Spotify	Banners 640x640	\$28,000
WTOP	47 spots (:30 length)	\$15,935
WLZL	60 spots (:30 length)	\$4,860
WHUR	30 spots (:30 length)	\$5,625
WPGC	60 spots (:30 length)	\$6,000
Audacy	Social media campaign	\$15,000
Total		\$129,945



RADIO ADS Diversity

Regional TDM Recovery Campaign



Hip Hop/Urban Hits
Weekly Listeners: 486.2K
Ethnic Composition:

66% African American
14% Hispanic
20% Other



Urban Contemporary
Weekly Listeners: 556.4K
Ethnic Composition:

87% African American
3% Hispanic
4% Caucasian
6% Other



Spanish Contemporary
Weekly Listeners: 142K
Diverse, affluent and
bilingual.

Reaches 1 out of 3 Hispanic
households in DC weekly
Over half of listeners are
from Central America



All News
Weekly Listeners: 810,000
Ethnic Composition:

34% Black
8% Hispanic
58% Other



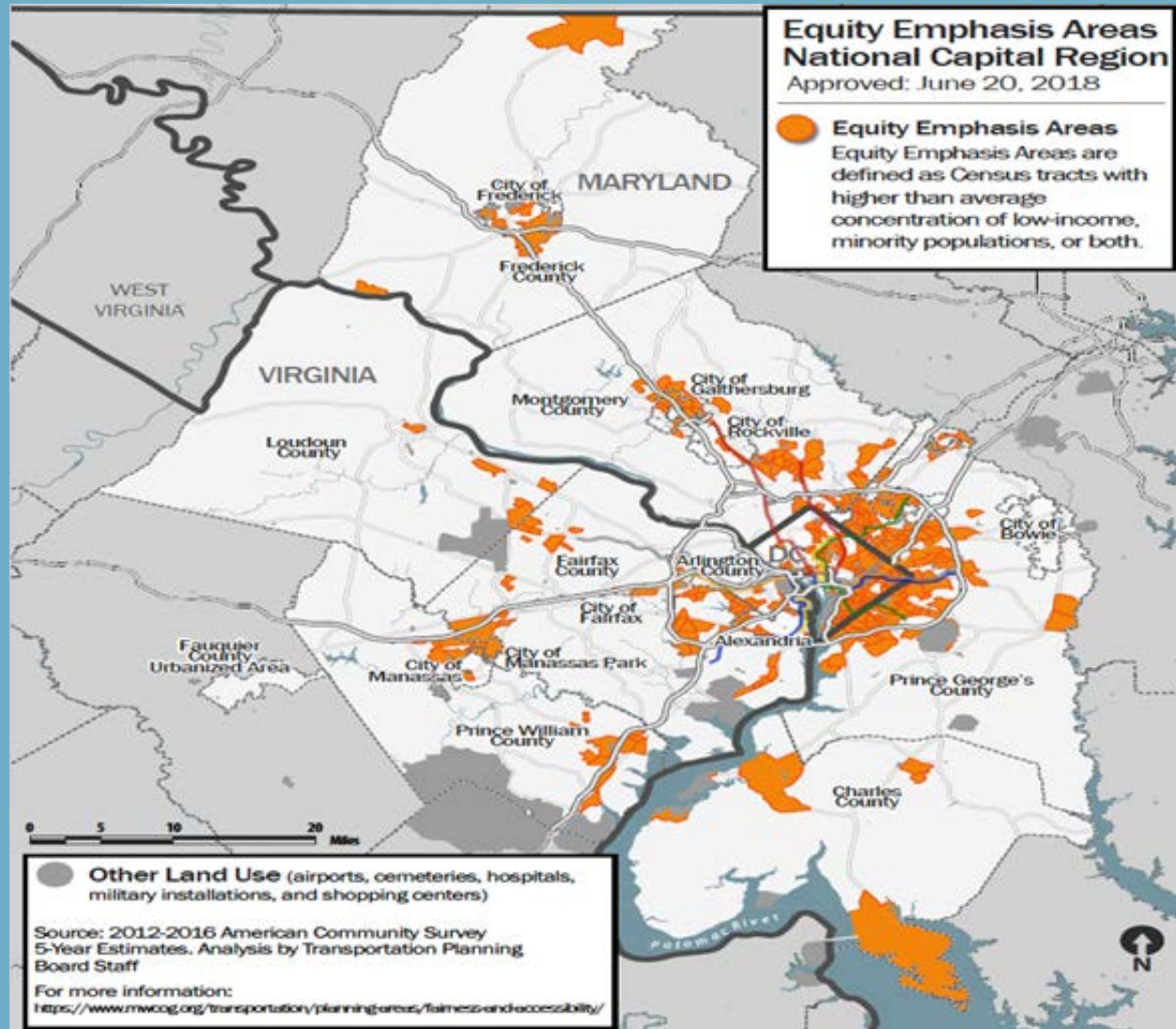
RADIO ADS Targeted

Regional TDM Recovery Campaign



Targeted audio spots focused on zip codes within the *Equity Emphasis Areas*.

EQUITY EMPHASIS AREAS COVERAGE MAP



RADIO ADS Transit-Dependent

:30 and :15 radio spots

Regional TDM Recovery Campaign

Streaming Media



Traditional Radio



RADIO ADS Transit-Dependent

:30 and :15 radio spots

Regional TDM Recovery Campaign



Streaming Radio
Companion Image



:30 Radio English



:15 Radio English



:30 Radio Spanish



RADIO ADS General Audience

:30 and :15 radio spots

Regional TDM Recovery Campaign

Streaming Media



Traditional Radio



RADIO ADS General Audience

:30 and :15 radio spots

Regional TDM Recovery Campaign



Streaming Radio
Companion Image



:30 Radio English



:15 Radio English



Blog Article



SPONSORED

Local Transit and Ridesharing is Back, Offering Commuters a Safe Ride to Work

PeP Sponsor August 23, 2021 at 12:15pm



After working from home for so long, preparing to go back into work will feel a bit strange. You've got to find real clothes to wear, remember how to act "normal" around coworkers and pack lunch — but you don't have to worry about your commute.

Local transit and ridesharing is back, and D.C. commuters can get from point A to point B safely thanks to [Commuter Connections](#), the regional network of transportation organizations, a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments.

Whether you're taking the local bus, commuter rail, Metrorail or Metrobus, you can be sure each method of public transportation is following all current safety guidelines.

Plus, if you experience an unexpected emergency, those who commute at least two days a week by transit, ridesharing, bicycling, scootering or walking can use [Guaranteed Ride Home](#) — for free, up to four rides per year.

Or, if you'd prefer to carpool/vanpool, share a ride to work with your coworkers, neighbors or household members and follow current safety guidelines. You can even form a commute circle with your rideshare group for added safety.



DIGITAL BANNER ADS

Regional TDM Recovery Campaign

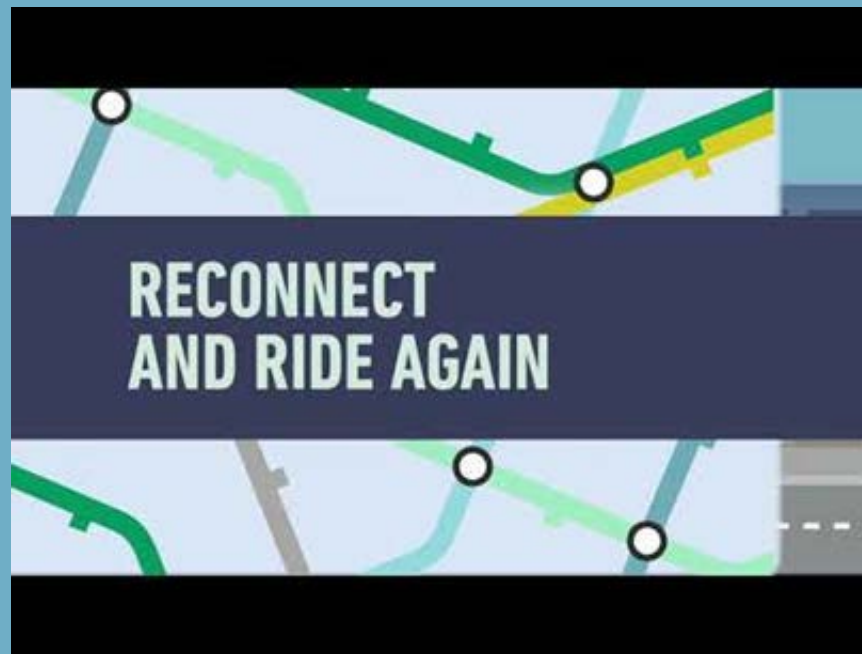


VIDEO (YOUTUBE & STREAMING TV)
Transit-Dependent



Regional TDM Recovery Campaign

VIDEO (YOUTUBE & BROADCAST TV) General Audience



SOCIAL MEDIA

Regional TDM Recovery Campaign



TRANSIT ADS (Paid)



Regional TDM Recovery Campaign



TRANSIT ADS (Donated)

Regional TDM Recovery Campaign

Transit space donated by:

- PRTC Omniride
- Fairfax County Connector
- Montgomery County Ride On
- Prince George's County *TheBUS*



DONATED TRANSIT ADS

Regional TDM Recovery Campaign



NEWSLETTERS

Regional TDM Recovery Campaign

WTOP

Audacy

Petworth

Patch

IN CASE YOU MISSED IT FEDERAL NEWS NETWORK

June 25, 2021

WORKFORCE

Biden creates sweeping diversity and inclusion initiatives through new executive order

The executive order addresses everything from updated federal hiring and pay equity for members of underserved communities to diversity and inclusion training and workplace harassment.

FEDERAL NEWCAST

GAO thinks TSP should investigate how climate change will affect federal employees' retirement investments

In today's Federal Newscast, agencies took new direction from the Biden administration to improve diversity, equity, inclusion and accessibility within the federal workforce.

COMMENTARY

Navigating your path to CMMC audit readiness

Although the CMMC verification is new for everyone, the requirement is already in effect, and has been since September 2020.

Advertisement

Look Again! The Bus is Clean & Ready!

You've been here for others and your local bus is here for you. Safety is top of mind on local transit. Take another look, reconnect and ride the bus to work.

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

LOOK AGAIN

THE BUS IS CLEAN AND READY TO ROLL

LOCAL TRANSIT AND RIDESHARING IS BACK AND READY FOR COMMUTERS, OFFERING SAFETY AND SECURITY WHILE RIDING

- Transit is being cleaned thoroughly, including local buses, trolleys, subways, and commuter railroads.
- Transit is now back, compared to being slow.
- Peak coverages are required on all transit.
- Use the Transit app to earn up to \$500 a year while commuting!

LEARN MORE

FORM A COMMUTE CIRCLE WITH YOUR RIDESHARE GROUP FOR ADDED SAFETY!

- Those who ride with CommuteCircle can ride safely by following correct safety guidelines.
- Share a ride to work with your coworkers, neighbors, or friends and family!
- CommuteCircle can offer an advantage of guaranteed ride home. If you're in an unexpected emergency, those who commute by car have less of a worry with our Guaranteed Ride Home. No fee!

WITH MORE CLEANING AND OTHER SAFETY PROTOCOLS IN PLACE, THERE'S NEVER BEEN A BETTER TIME TO RECONNECT WITH TRANSIT!

COMMUTERCONNECTIONS.ORG

Petworth News

Local News It's all about the neighborhood

Register for the Celebrate Petworth Dog Show and try to win a prize!

Petworth restaurants reopen post-vaccine while prioritizing staff's needs

Participate in the GAFSC's Community Needs Assessment and share with neighbors! Take the survey!

Patch Wheaton, MD

realfself. It feels amazing to look in the mirror and feel sexy.

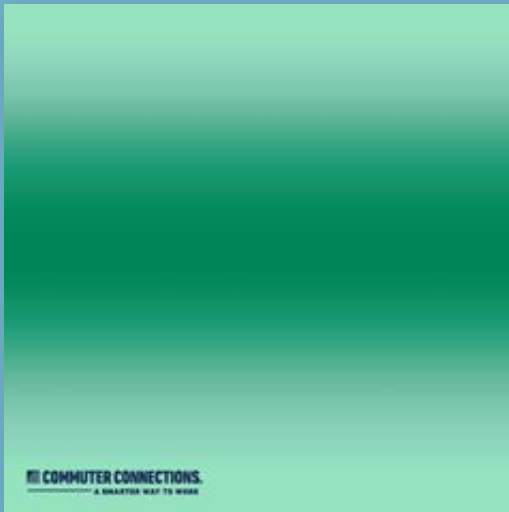
New opportunity for Wheaton local journalists

Petworth restaurants reopen post-vaccine while prioritizing staff's needs



INFOGRAPHICS

Regional TDM Recovery Campaign



SELF-MAILER

Regional TDM Recovery Campaign

LOOK AGAIN

YOUR RIDE IS CLEAN AND READY TO ROLL

- Frequent cleanings
- Current safety guidelines in place

Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You have been at work for others—and transit is here for you.

LEARN MORE AT COMMUTERCONNECTIONS.ORG OR CALL 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Transit is a public good. When you're not working, you're not getting paid. But you're still here for others. Help us keep our transit system safe and ready for you. Register for our new Ride Home program today.

CALL 800.745.RIDE
800.745.7453
WWW.COMMUTERCONNECTIONS.ORG
#SMARTERWAYTOWORK

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDEMATCHING
Register online at commuterconnections.org or complete the form below and return today!

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Work Location: _____
Employer: _____
Phone: _____
Email: _____

Day of Birth: _____
Sex: _____
Height: _____
Weight: _____
Hair: _____
Eyes: _____
Other: _____

What is your primary mode of transit? (Select all that apply)
 Metrobus Metrorail Silver Line Other
 Commuter Bus Metro Other
 Other (Specify): _____

What is your primary mode of transit? (Select all that apply)
 Metrobus Metrorail Silver Line Other
 Commuter Bus Metro Other
 Other (Specify): _____

Service 1 | Guaranteed Ride Home
Fill out information and we'll send you a number of guaranteed ride home services each week and you'll receive the services you need. We'll also be able to help you with other transit services you need.

Service 2 | Guaranteed Ride Home
We'll provide you with a number of guaranteed ride home services each week and you'll receive the services you need. We'll also be able to help you with other transit services you need.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

LOOK AGAIN

RECONNECT WITH A CARPOOL OR VANPOOL

- Form a commute circle with your ridehome group
- Follow current safety guidelines

Take another look, reconnect and ride safely, whether it's your local bus, Metrobus, commuter bus, Metrorail, commuter rail, carpool or vanpool. You can use Guaranteed Ride Home (GRH) in case of an emergency. Free of charge! Fill out your application for GRH so we'll be free ridehome today.

LEARN MORE AT COMMUTERCONNECTIONS.ORG OR CALL 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

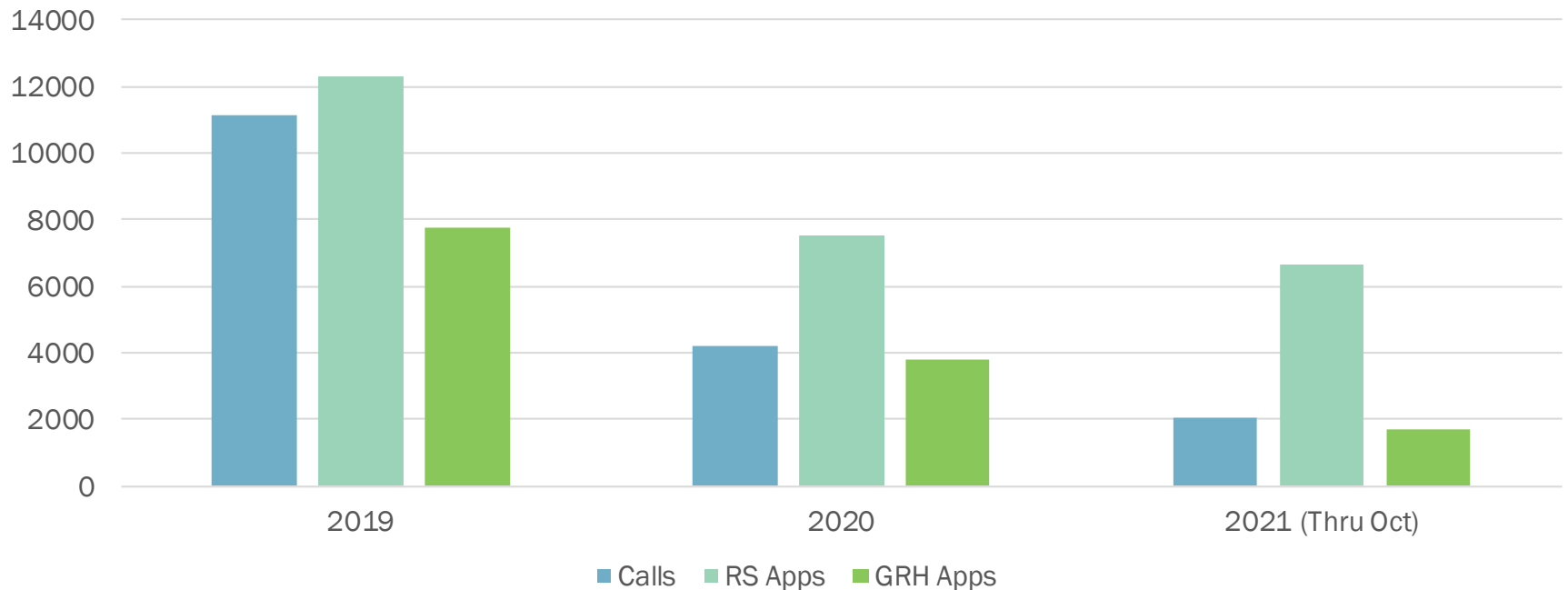
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 5000 WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council Of Governments
Commuter Connections
777 N Capitol St NW Ste 308
Washington DC 20077-0637



Number of Commuter Connections Calls and Program Applications Received

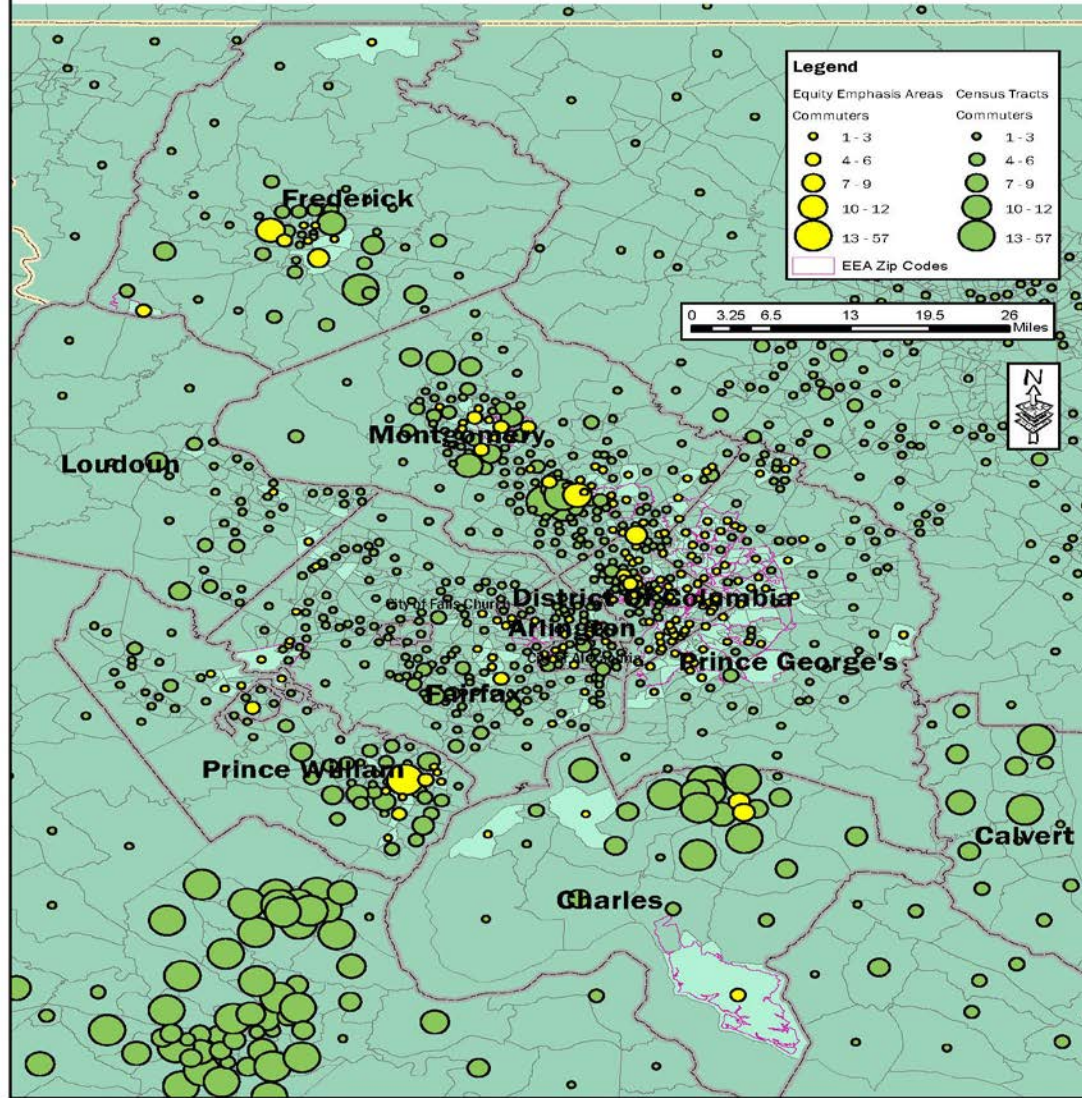


Month	2019 Calls	2020 Calls	2021 Calls
January	955	1,197	144
February	862	853	159
March	1,062	730	131
April	998	152	133
May	1,159	122	178
June	928	170	205
July	853	261	203
August	847	158	289
Sept	953	143	370
October	1,069	191	232
Nov	568	171	
Dec	898	151	
TOTAL	11,152	4,299	2,044

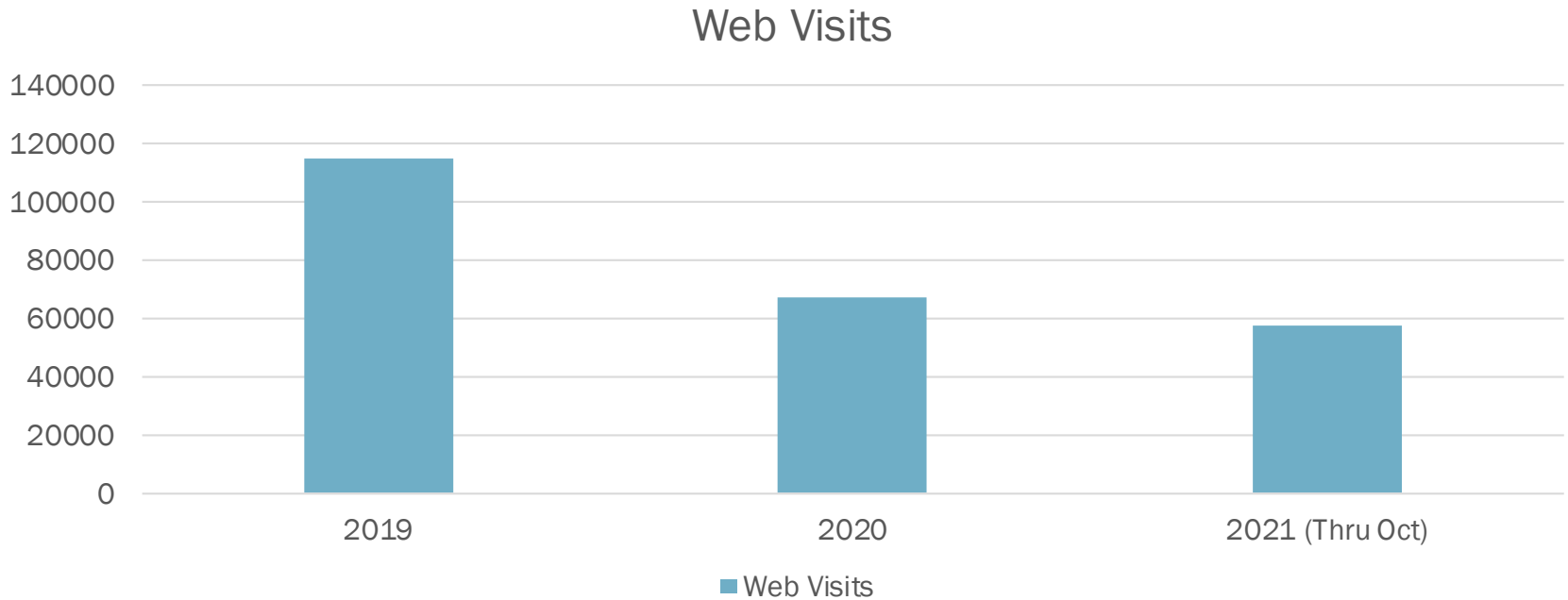
Month	2019 Rideshare Apps	2020 Rideshare Apps	2021 Rideshare Apps
January	1,018	1,051	702
February	679	1,013	815
March	888	1,008	689
April	639	718	502
May	1,308	90	506
June	889	97	445
July	932	748	542
August	1,552	423	1,136
Sept	843	634	844
October	1,069	471	456
Nov	1,606	568	
Dec	874	712	
TOTAL	12,297	7,533	6,637

Month	2019 GRH Apps	2020 GRH Apps	2021 GRH Apps
January	761	846	198
February	705	635	207
March	731	552	171
April	730	272	39
May	704	227	129
June	592	202	143
July	581	192	157
August	634	206	204
Sept	595	151	258
October	701	212	186
Nov	527	163	
Dec	524	127	
TOTAL	7,785	3,785	1,692

New and Reapplied Commuters June 1, 2021 Through October 31, 2021



Number of Commuter Connections Web Visits



Month	2019 Web Visits	2020 Web Visits	2021 Web Visits
January	11,171	11,699	3,410
February	7,849	10,320	4,710
March	10,930	9,010	4,007
April	8,862	4,320	4,210
May	10,450	3,998	6,717
June	9,884	6,109	5,755
July	7,280	4,113	5,346
August	8,274	4,356	9,271
Sept	8,944	3,702	9,103
October	11,125	4,180	5,321
Nov	10,791	3,713	
Dec	9,373	2,776	
TOTAL	114,933	68,296	57,850

Metrorail and Metrobus Ridership



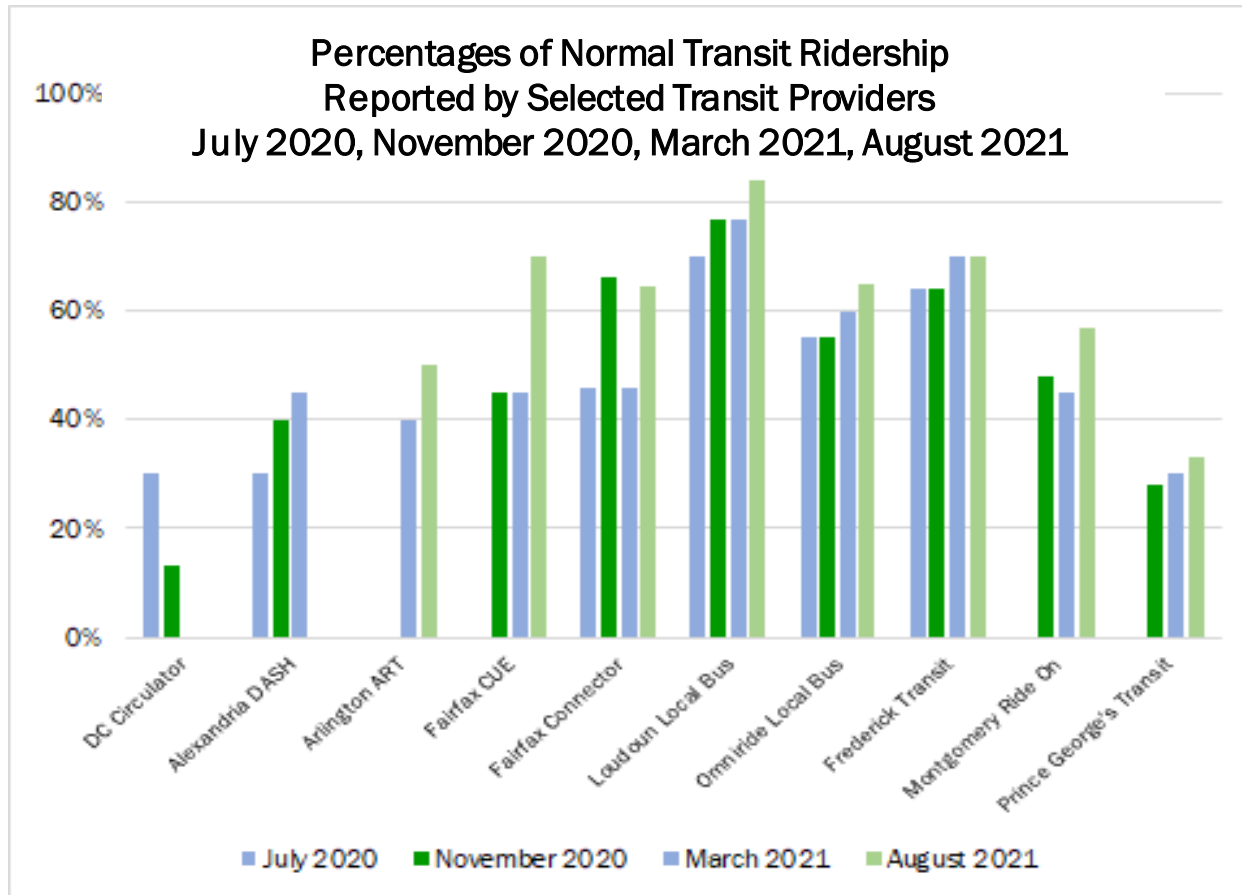
Ridership up throughout year, but as of October 14:
Metrorail ~30%, Metrobus ~74% of 2019 levels

Source: WMATA Covid-19 Public Information Website 10/20/21: <https://www.wmata.com/service/covid19/Covid-19-Public-Information.cfm>.

Ridership decreased in 2019 as a result of both reduced demand and reduced transit capacity, underscoring the complex interrelationship of supply and demand on transit.

This contrasts to roadway volume decreases, which resulted from demand reductions.

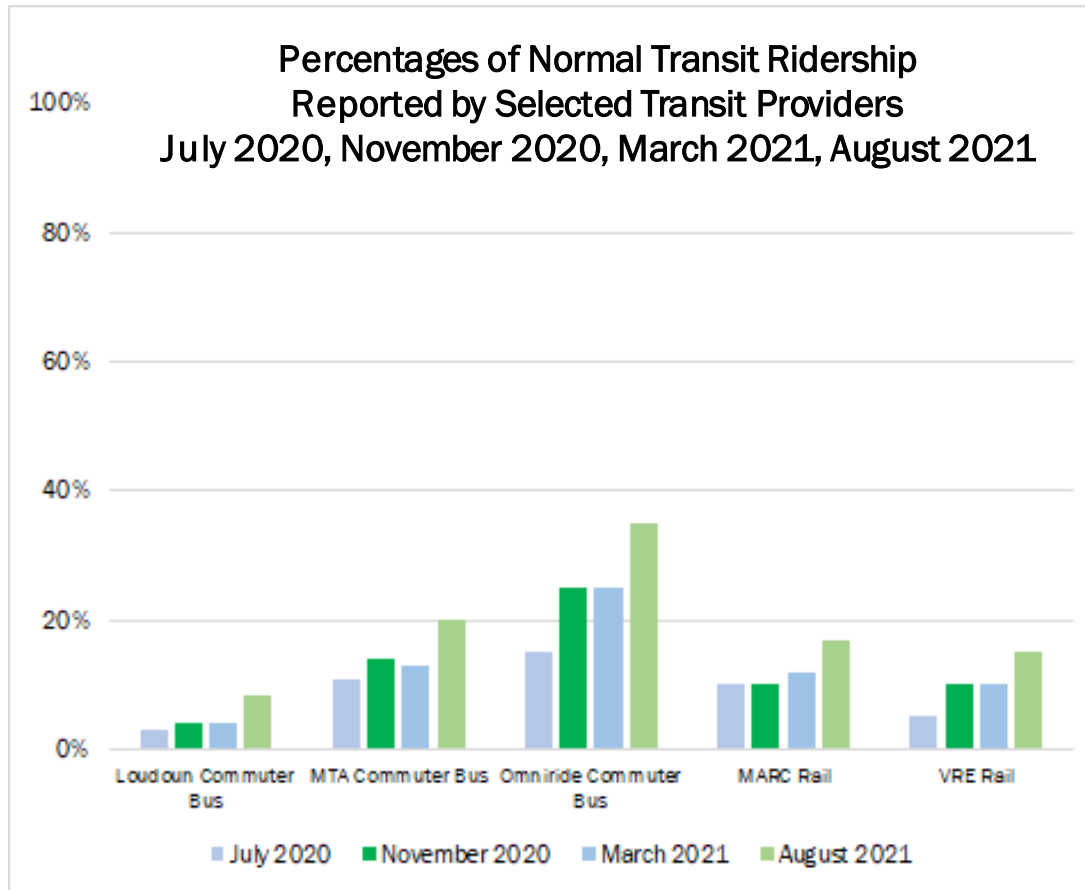
Local Transit Ridership



- Ridership grew through June, and has generally been stable since

Agency self-reported approximate percentages of ridership vs. typical levels. Source: COG/TPB questionnaires of local (non-WMATA) transit agencies. Providers not shown did not participate in all rounds of the questionnaire.

Commuter Transit Ridership



- Commuter services ridership has slightly increased over time but remains low

Agency self-reported approximate percentages of ridership vs. typical levels. Source: COG/TPB questionnaires of local (non-WMATA) transit agencies. Providers not shown did not participate in all rounds of the questionnaire.

Nicholas Ramfos

Director, Transportation Operations Programs

(202)962-3313

nramfos@mwcog.org

commuterconnections.org

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002

USA