



**Metropolitan Washington
Council of Governments**

**FY23 Second Half
Marketing Campaign Summary
Final Report**

Regional TDM Marketing Group

September 19, 2023

**FY23 Second Half
Marketing Campaign Summary**

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Executive Summary

Overview

This document summarizes Commuter Connections' FY23 marketing which occurred between January and June 2023. Marketing activity during the second half of FY23 included the Spring Umbrella campaign, Bike to Work Day, incenTrip (Regional & MDOT), Flextime, and the Employer Recognition Awards. Note: A portion of the 'Pool Rewards VDOT I-66 campaign, which started in the fall of 2022, extended into a part of January 2023.

The spring FY23 marketing campaign repositioned time spent commuting to time invested in self and social connections. The hybrid, more flexible, shared commutes offer the potential to help employees and employers bridge the gap.

Commuter Connections conducted qualitative research in the fall of 2022 to garner commuter and employer opinions on commuting and to identify messaging areas that encourage alternative mode use in the post-pandemic landscape. The research indicated a "new normal" for workers in the region, which included a mix of work locations and commute modes. At the time, nearly two-thirds (64%) of workers were teleworking, at least occasionally. The majority (55%) of commuters were driving alone, representing the largest share of commute trips. Feeling comfortable while commuting was just as important to respondents as saving time and money. Avoiding traffic, and having flexibility and reliability were also desirable. Workers highly value comfort, avoiding stress, and relaxing during commutes. Additionally, there were a group of workers concerned with remaining safe from crime and illness on their commutes.

Workers wanted better commute experiences overall. Lingering COVID pandemic concerns were around public transportation not being sanitary, safe, or even reliable. Workers who drove alone described commutes as frustrating and boring, and were worried about other drivers, traffic congestion, gas prices, and wasteful, long and/or stressful commutes. Workers who enjoyed driving alone said it's safer, private, quieter, and peaceful.

Compared to other alternative commute modes, respondents perceived carpooling to be better, and felt it could be a positive and friendly alternative. However, many were not yet comfortable carpooling with those they didn't know and needed help finding coworkers to carpool with.

Based on insights from the research, Commuter Connections continued to position itself as a comprehensive program with a range of benefits and incentive programs. The messaging ideas that workers said would help encourage alternative modes of travel were as follows: Start with small changes to the commute, once a week or month; commutes that offer relaxation improve health and quality of life; and sharing the commute is safe and affordable.

GRH & Ridesharing Spring Umbrella Campaign

The spring 2023 campaign was geared to workers returning to the office, even for just a few days a week. The "together" concept used an overhead view of a vehicle and quote bubbles to portray the concept of a shared ride. It offered a quick and visual way to convey

the social and financial positives of ridesharing, such as having an affordable, reliable way of getting to and from work with a group that is known and trusted. Commuting is better and happier when done together, through trusted channels.

The Guaranteed Ride Home (GRH) portion of the campaign encouraged registrations using a similarly themed message. The FY23 second half media buy was \$323,946 for Rideshare and \$326,480 for GRH. The GRH Baltimore media buy was \$24,997.

Bike to Work Day

Commuter Connections concluded its Bike to Work Day 2023 event sponsorship drive at the end of January 2023, securing \$38,550 in cash and \$22,050 of in-kind donation value. The media spending for the Bike to Work Day marketing campaign was \$64,837 to promote the event held on May 19, 2023.

Employer Recognition Awards

The 2023 Employer Recognition Awards program honored employers who initiated outstanding worksite commute benefits and/or telework programs to assist employees. The nomination period concluded at the end of January; the Selection Committee took place in late March; and winners were honored in June. The media spend for the Employer Recognition Awards print ad was \$7,153 and was used to announce the winners within a print ad in the Washington Business Journal.

Incentive Programs

A portion of the 'Pool Rewards VDOT I-66 campaign, which started in the fall of 2022, extended into a part of January 2023. Marketing campaigns for incentive programs ran late May through June of 2023. Media buy spending were as follows: incenTrip, \$49,973; incenTrip MDOT, \$49,935; and Flextime Rewards, \$14,985.

Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection for the second half of FY23. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys also gathered demographic data to help understand age, income, gender, and racial/ethnic backgrounds of the region's citizens and Commuter Connections members.

- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections Bike to Work Survey Analysis Report
- 2019 Commuter Connections State of the Commute Survey Report

The second half of FY23 included the following activities:

- 'Pool Rewards VDOT I-66 campaign (part of January 2023 only)
- Winter/spring employer newsletters
- GRH and Rideshare campaigns
- incenTrip/incenTrip MDOT/Flextime Rewards campaigns
- Bike to Work Day campaign
- Employer Recognition Awards campaign

About Commuter Connections

Commuter Connections is a network of transportation organizations coordinated at a regional level through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to workers in the Washington, DC metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in the Washington, DC and Baltimore regions. Other key elements include TDM evaluation, incentive programs, and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with guidance on establishing and enhancing commuter programs, including telework and offering free collateral materials.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- City of Fairfax
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax Connector
- Fairfax County Commuter Services
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- U.S. General Services Administration
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington, DC region, providing free commuting services and solutions for more than 45 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with access to routes and other alternative mode options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



Rideshare & GRH Spring Campaign

The “Together” concept used a view from above a vehicle with quote bubbles from the ridesharing passengers. It offered a quick and visual way to convey the many social and financial benefits of ridesharing, such as having an affordable, reliable way of getting to and from work with a group one knows and trusts. The concept is that commuting is better and happier when we do it together, through trusted channels.

Costs from the media buy and associated impressions are below:

Ridesharing Budget	Gross Cost	COG Cost	Actual Impressions
WTOP	\$71,270	\$60,580	2,378,880
WFED	\$22,500	\$19,125	155,760
EI Zol	\$29,325	\$24,926	569,875
WASH	\$18,840	\$16,014	162,000
WWDC	\$17,640	\$14,994	196,350
WIHT	\$17,250	\$14,663	174,080
WAMU	\$6,600	\$5,610	402,177
Peacock	\$23,530	\$20,000	48,800
Sinclair	\$17,758	\$15,094	265,000
WTOP.com	\$10,882.40	\$9,250	1,294,464
Waze	\$999	\$999	53,412
Google Adwords	\$1,000	\$1,000	282,200
Washingtonpost.com	\$11,765	\$10,000	1,018,632
NBC4.com	\$11,765	\$10,000	1,056,000
YouTube	\$1,500	\$1,500	187,100
Instagram	\$1,449	\$1,449	169,288
Facebook	\$1,599	\$1,599	219,751
LinkedIn	\$1,409	\$1,409	102,404
PoPville	\$1,147	\$975	5,000
Northern VA Magazine	\$2,353	\$2,000	371,951
Gas Pump Toppers	\$46,441	\$39,474	228,000
In-Store Ads	\$23,530	\$20,000	124,000
Digital Truck Ad	\$39,159	\$33,285	159,600
Totals	\$379,711	\$323,946	9,624,724

GRH Budget	Gross Cost	COG Cost	Actual Impressions
WTOP	\$71,675	\$60,924	2,376,000
WFED	\$21,500	\$18,275	141,700
El Zol	\$28,500	\$24,225	526,225
WASH	\$18,930	\$16,091	169,600
WWDC	\$18,830	\$16,006	210,200
WITH	\$19,255	\$16,341	190,400
WAMU	\$6,700	\$5,695	379,326
Peacock	\$23,530	\$20,000	61,000
Sinclair	\$17,758	\$15,094	378,000
WTOP.com	\$10,882	\$9,250	1,248,205
Waze	\$1,001	\$1,001	52,380
Google Adwords	\$866	\$866	205,900
Washingtonpost.com	\$11,765	\$10,000	992,811
NBC4.com	\$11,765	\$10,000	1,180,000
YouTube	\$1,250	\$1,250	167,362
Instagram	\$1,829	\$1,829	206,225
Facebook	\$1,886	\$1,886	261,489
LinkedIn	\$2,013	\$2,013	104,476
PoPville	\$1,147	\$975	5,000
Northern VA Magazine	\$2,353	\$2,000	371,560
Gas Pump Toppers	\$46,441	\$39,474	228,000
In-Store Ads	\$23,530	\$20,000	124,000
Digital Truck Ad	\$39,159	\$33,285	159,600
Totals	\$382,565	\$326,480	9,739,459

GRH Baltimore Budget	Gross Cost	COG Cost	Actual Impressions
WPOC	\$13,800	\$12,730	292,500
WBAL	\$13,255	\$12,267	346,500
Totals	\$27,055	\$24,997	639,000

Value Add

A total of approximately \$62,145 in value add was negotiated for Ridesharing, \$63,225 for Guaranteed Ride Home, and \$8,250 for Guaranteed Ride Home Baltimore.

Radio (Rideshare)

Radio served as the main media component for the spring Rideshare campaign on a variety of radio station formats in the region, including music, news/talk, and Spanish.

Rideshare Scripts

:30 Ridesharing - Carpool/Vanpool Radio Script

Life's better when we do things together! Like sharing the ride to work. Even if you're commuting just a few days a week, Commuter Connections can match you with others who live and work near or with you. Plus, you have the added comfort of knowing Guaranteed Ride Home is there for any unexpected emergency—for free! Learn more at Commuter Connections Dot Org or call 1.800.745.RIDE. That's commuterconnections.org. Some restrictions apply.

:10 Ridesharing - Carpool/Vanpool Radio Read

Share the ride to work. Commuter Connections can match you with others who live and work near or with you. Learn more at Commuter Connections Dot Org or call 1.800.745.RIDE.



Waze (Rideshare)

After Waze ended its carpool program, Commuter Connections leveraged the opportunity to offer free Ridematching services by advertising to the app's users.



Digital Banner Ads (Rideshare)

Banner ads in various sizes ran on WTOP.com, WashingtonPost.com, PoPville.com, WAMU.org, and NorthernVirginiaMag.com.



The Washington Post



NorthernVirginia
MAGAZINE



Streaming & YouTube Video (Rideshare)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube, Peacock, and Hulu. The video touched on commuting by carpool, bus, and train.



Free Ridesharing Options for those Commuting to the Office - Even Just a Few Days A Week

Gas Pump Toppers (Rideshare)

Gas pump toppers promoted ridesharing at various gas stations in the region.



In-Store Ad (Rideshare)

In-store ads promoted ridesharing at numerous convenience store windows in the region.



Community Flyer (Rideshare)

Several Starbucks locations and community listservs showcased a flyer as part of an extra value add promotional effort.

**RELAX
TOGETHER.**

WANT A BETTER WAY TO GET
TO WORK? TRY CARPOOLING!

SO
WHAT'S
UP?

ZZZZZ



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

commuterconnections.org | 800.745.RIDE

**SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.**

Digital Truck Ad (Rideshare)

Digital truck ads spread the ridesharing message during peak commuting periods and focused on the I-95 corridor from Prince William County to DC, I-495 Capital Beltway, I-66 from Gainesville to DC, Dulles Toll Road Rt 267 (Loudoun County to the Beltway), I-270 from Frederick County to DC, and US 50 in Prince George's County.



Social Media (Rideshare)

A series of social media posts were created for the spring campaign and were used for paid ads on various social media platforms including Facebook, Instagram, and LinkedIn.



APG Media Military Ad (Rideshare)

A Rideshare ad was placed in “At Ease” magazine and in various Military Base Guides throughout the region.

RELAX TOGETHER.

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

SO WHAT'S UP?

ZZZZZ

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

QR code

The advertisement features a central image of a white car from a top-down perspective. To the left of the car is a dark blue speech bubble containing the text 'SO WHAT'S UP?'. To the right is a light blue speech bubble containing 'ZZZZZ'. The background is a light gray gradient. The text 'RELAX TOGETHER.' is in large, bold, dark blue letters at the top left. The text 'SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.' is in smaller, bold, dark blue letters at the top right. The Commuter Connections logo and contact information are at the bottom left, and a QR code is at the bottom right.

Google Search (Rideshare & GRH)

Google search ads, which include multiple keywords, headlines, and descriptions, ran throughout the spring campaign.



Ad · commuterconnections.org

Free Ride Home - Emergency Free Ride - Guaranteed Free Ride

Need A Ride Home From The Office? Get A Free One Guaranteed. Find Out How! Get Home From Work Worry-Free With A Guaranteed Ride. Learn More Now!

The screenshot shows the Commuter Connections website with a dark blue header. The header contains the logo 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' and navigation links: HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The main content area features a large green banner for 'Guaranteed Ride Home'. The banner includes the text 'FREE RIDE GUARANTEED!' in large green letters, a call to action 'SIGN UP TODAY FOR FREE!' in a speech bubble, and a list of conditions: 'UNEXPECTED EMERGENCIES' and 'UNSCHEDULED OVERTIME'. There is also an image of a white car and a green speech bubble with a yellow smiley face. Below the banner, there is a paragraph explaining the service: 'Guaranteed Ride Home (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a FREE and reliable ride home when one of life's unexpected emergencies arise. Commuters may take advantage of GRH up to six times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late.'

Radio (GRH)

Radio served as the main media component for the spring GRH campaign on a variety of radio station formats in the region, including music, news/talk, and Spanish.

Scripts

:30 Guaranteed Ride Home Radio Script

[Loud exhale] Ahhhhh! That's the sound of knowing you've got a free ride home guaranteed! If you like carpooling or vanpooling but worry about getting stuck at the office - relax! With Commuter Connections, you can get a free ride home for unexpected emergencies or unscheduled overtime - even if you're commuting just a few times a week. All FREE! Register or renew today for free at Commuter Connections Dot Org or call 800.745.RIDE. That's Commuter Connections Dot Org. Some restrictions apply.

:10 Guaranteed Ride Home Radio Read

Get a free ride home for unexpected emergencies or unscheduled overtime when you share the ride to work. Get started at Commuter Connections Dot org or call 800.745.RIDE.



Digital Banner Ads (GRH)

Digital banner ads in various sizes ran on WTOP.com, WashingtonPost.com, PoPville.com, WAMU.org, and NorthernVirginiaMag.com.



The Washington Post



NorthernVirginia
MAGAZINE

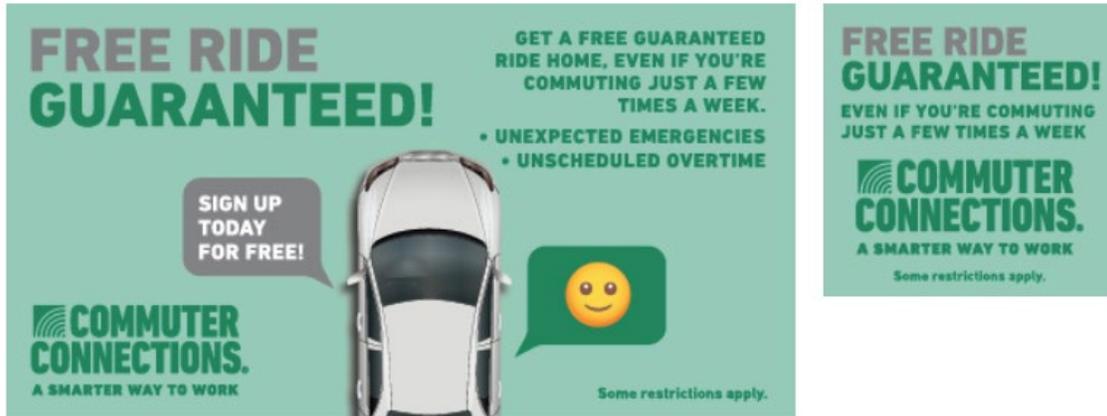


WAMU 88.5
AMERICAN UNIVERSITY RADIO



Waze (GRH)

After Waze ended its carpool program, Commuter Connections leveraged the opportunity to highlight the Guaranteed Ride Home benefits by advertising to the app's users.



Streaming & YouTube Video (GRH)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube, Peacock, and Hulu. The video touched on the benefits of the Guaranteed Ride Home program.



Commuters Sign Up for the Free Guaranteed Ride Home Program

Gas Pump Toppers (GRH)

Gas pump toppers promoted ridesharing at various gas stations in the region.



In-Store Ad (GRH)

In-store ads promoted Guaranteed Ride Home at numerous convenience stores in the region.



Digital Truck Ad (GRH)

Digital truck ads spread the GRH message during peak commuting periods and focused on the I-95 corridor from Prince William County to DC, I-495 Capital Beltway, I-66 from Gainesville to DC, Rt 267 Dulles Toll Road (Loudoun County to the Beltway), I-270 from Frederick County to DC, and US 50 in Prince George's County.



Social Media (GRH)

A series of social media posts were created for the spring campaign and were used for paid ads on various social media platforms including Facebook, Instagram, and LinkedIn.



Community Flyer (GRH)

Several Starbucks locations and community listservs showcased a GRH flyer as part of an extra value add promotional effort.

**FREE RIDE
GUARANTEED!**

GET A FREE GUARANTEED RIDE HOME, EVEN IF
YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!

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

commuterconnections.org | 800.745.RIDE

Some restrictions apply.

Guaranteed Ride Home (GRH Baltimore)

GRH radio spots aired on the following two Baltimore stations. Both stations also supported the campaign with social media posts.



Post details
ID: 10162555790004278

Post overview
This view of your post may not represent exactly how it appears on Facebook's News Feed.

Post performance
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

...

93.1 WPOC is with [Commuter Connections](#).
February 21 at 3:50 PM · 🌐

What could be better than sharing the ride? Knowing you have a free guaranteed ride home in case of any unexpected emergency, even if you commute to the office a few days a week! Sign up for Guaranteed Ride Home from Commuter Connections!

Sign up using this link:
<https://tdm.commuterconnections.org/mwcog/>

...

538
Accounts Center accounts reached ⓘ
0% from boosted posts

538 organic	0 paid
-------------	--------

3
Post engagements ⓘ

<p>0 Reaction</p> <p>0 on post</p> <p>0 on shares</p> <p>0 Share</p> <p>0 on post</p> <p>0 on shares</p>	<p>0 Comment</p> <p>0 on post</p> <p>0 on shares</p> <p>3 clicks</p> <p>2 photo clicks</p> <p>0 link clicks</p> <p>0 clicks to play</p> <p>1 other clicks</p>
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[Boost post](#)

Direct Mailer (Rideshare & GRH)

A self-mailer was sent to approximately 500,000 households within the region to promote ridesharing services and the GRH program. Printing and postage costs for the mailing totaled \$139,660.50. The mailing was sent to households within the top Commuter Connections zip codes by active Ridesharing and/or GRH accounts.

RELAX TOGETHER.

SO WHAT'S UP?



A SMARTER WAY TO WORK

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.



ZZZZZ

Commuter Connections is a network of organizations providing free information in the District of Columbia, Maryland, and Virginia.

777 North Capitol Street, SE, Suite 300
Washington, DC 20002-4270

Metropolitan Washington Council of Governments
777 North Capitol Street, SE, Suite 300
Washington, DC 20002-4270

Metropolitan Washington Council of Governments
777 North Capitol Street, SE, Suite 300
Washington, DC 20002-4270

FREE RIDE GUARANTEED!

SIGN UP TODAY FOR FREE!



A SMARTER WAY TO WORK

GET A FREE GUARANTEED RIDE HOME, EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME




Some restrictions apply.

Metropolitan Washington Council of Governments
777 N Capitol St NE, Ste 300
Washington, DC 20077-0637

Commuter Connections
777 N Capitol St NE, Ste 300
Washington, DC 20077-0637

Metropolitan Washington Council of Governments
777 N Capitol St NE, Ste 300
Washington, DC 20077-0637

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Register online at commuterconnections.org or complete the form below and return today!

Name _____ Employer/Agency _____
 Home Address _____ Work Address _____
 City _____ State _____ Zip _____ City _____ State _____ Zip _____
 County of Residence _____ County of Workplace _____
 Home Phone Number _____ Work Phone Number _____
 Email (Optional) _____ I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)
 Drive Alone Carpool Vanpool Bicycle Walk Bus (specify bus system & route # – ex: Metrobus Route 9A)
 Metrorail (circle all that apply) Blue Green Orange Red Silver Yellow MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Manassas Fredericksburg Other (specify) _____
 How many days per week do you use the above model(s) to travel to work? _____

Information and Schedules – Please send information about:
 Metrorail/Bus/Smart Trip Telework/Telecommute Commuter Rail (VRE/MARC) HOV/Express Lanes Local Bus Transit MTA Transit Bicycling

Section A | Carpool/Vanpool Rideshare Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:
 Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:
 Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.
 I can leave _____ minutes before or _____ minutes after my normal work time.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____
 Supervisor's Phone Number** _____
 How many miles is it from home to work one way? _____

Have questions or need more information?
 Visit commuterconnections.org or call 1.800.745.RIDE.

*Some restrictions apply. **Necessary for verification of unscheduled overtime.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Please tear off, fold and tape shut prior to mailing.

RELAX KNOWING YOU HAVE A... FREE GUARANTEED RIDE HOME.*

Register or renew today!

*Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home (GRH) – a FREE, reliable ride home in case of an unexpected emergency or unscheduled overtime. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today and rest easy, knowing you have a free ride home.

- We'll arrange for a free taxi, Uber, or rental car to get you home.
- Available Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridesharing Service Available:
 A carpool or vanpool can reduce the frustration of your commute, and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridesharing – today!

- 1 To register for either free program, simply visit commuterconnections.org, scan the QR code to get started or fill out the application above.
- 2 Sign up for ridesharing and you can go online to view and print an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment!
 For questions, call 1.800.745.RIDE.



Scan Code



Download CarpoolNow, our free, real-time carpooling app and catch or offer a ride along your route!

If you currently drive alone to work, sign up today to form a new carpool or vanpool with Pool Rewards! Vanpools may be subsidized by \$200 per month per van, and carpools may each receive up to \$120 in cash over a 90 day period! Visit commuterconnections.org.

POOL REWARDS
It pays to ride with us.

*Some restrictions apply.

Bike to Work Day

Commuter Connections concluded its annual sponsorship drive for the 2023 Bike to Work Day event in January with a total of \$38,550 in cash and \$22,050 of in-kind donations. Sponsor dollars were allocated toward the cost of procuring the event T-shirts. A total of 14,617 registered for the May 19, 2023 event, a 15 percent increase over the previous year.



Costs from the media buy and associated impressions are below:

BTWD Budget	Gross Cost	COG Cost	Actual Impressions
WHUR	\$16,390	\$13,932	448,000
WTOP	\$14,265	\$12,125	612,500
WJFK	\$12,300	\$10,455	280,800
WTOP (article)	\$1,765	\$1,500	887,124
Facebook*	\$789	\$789	69,846
Twitter*	\$597	\$597	61,557
Instagram*	\$739	\$739	78,362
Popville	\$2,000	\$1,700	5,700
Washingtonian Problems	\$3,530	\$3,000	126,411
YouTube	\$750	\$750	49,321
Peacock	\$11,765	\$10,000	31,250
WTOP.com	\$10,882	\$9,250	1,009,516
Totals	\$75,772	\$64,837	3,660,387

*Portion of \$800 Cameo cost included.

Proclamation

The Bike to Work Day 2023 Proclamation was signed by Reuben Collins, National Capital Region Transportation Planning Board Chair and Charles County Commissioner President. The Proclamation recognized Friday, May 19, 2023 as Bike to Work Day throughout the Washington, DC metropolitan region.



Flyer and Poster

Marketing materials were designed to help promote the May 2023 Bike to Work Day event. Materials were distributed to each of the 107 local pit stops. A mailing was sent to employers containing the flyer and a cover letter. The English and Spanish flyers were available at www.biketoworkmetrodc.org.

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org
 Free refreshments & giveaways at participating locations, while supplies last.

Register for free at
BIKETOWORKMETRODC.ORG
 800.745.7433
 #BTWD2023

Visit biketoworkmetrodc.org for pit stop locations and times.
 *T-Shirts available at pit stops to first 15,000 registrants.
 Pit stops in D.C., Maryland, and Virginia!
 Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

Spanish Flyer

Marketing materials were designed to be inclusive and help promote participation in the May 2023 Bike to Work Day event among Spanish-speaking residents.

EVENTO GRATUITO

DÍA DE LA BICICLETA PARA IR AL TRABAJO

VIERNES 19 DE MAYO DE 2023

Regístrese previamente antes del 12 de mayo para una CAMISETA GRATIS & SORTEO DE UNA BICICLETA

REGÍSTRATE HOY EN
BikeToWorkMetroDC.org

Bebidas gratis y obsequios en los lugares participantes, hasta agotar existencias.

Logos de patrocinadores: COMMUTER CONNECTIONS, WABA, GO Alex, PEDEGO, ICF, ALL ABOUT BURDEN, Bike O Arlington, VERRA, BICYCLE SPACE, City Dental DC, AASHIO, FAIR LAKES, goDCgo, VDOT, MDT, Giant, VISIONZERO, Seen Alert Safe, BIKES@VIENNA.

Regístrese gratis en **BIKETOWORKMETRODC.ORG**
 800,745,7433

Visita **biketoworkmetrodc.org** para más información acerca de los puntos de parada y los horarios. *Camisetas disponibles en los puntos de parada a los primeros 15,000 participantes que se registren. Puntos de parada en D.C., Maryland and Virginia.

El Día de la Bicicleta para Ir al Trabajo está financiado por DDOT, MDT, VDOT y USDOT

#BTWD2023

bike to work day 2023

Pit Stop Banners

Outdoor vinyl banners were created for each of the pit stop locations across the region. Banners were 8' wide and contained custom time and location information.



Rack Card

Rack cards with the same look and feel were also printed and made available to pit stop managers.

Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org

FREE EVENT
BIKE
TO WORK DAY
FRIDAY
MAY 19, 2023

Free refreshments
& giveaways at
participating
locations, while
supplies last.




Visit biketoworkmetrodc.org for pit stop locations and times.
*T-Shirts available at pit stops to first 15,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

BIKETOWORKMETRODC.ORG
800.745.7433
#BTWD2023

bike to work day
2023



Logos include: COMMUTER CONNECTIONS, WABA, GO Alex, PEDEGO, ICF, ALL ABOUT BURGER, Bike Arlington, VERRA, BICYCLE SPACE, City Dental DC, AASHIO, FAIR LAKES, goDCgo, VDOT, MDT, BIKES@VIENNA, VISIONZERO, and Giant.

Bike to Work Day is funded by DDOT, MDT, VDOT, and USDOT.

Printed on recycled paper

T-Shirts

The green theme was carried over into the shirt emblazoned with the 2023 Bike To Work Day logo as well as the sponsors who supported this year's event.



Radio

Radio served as the main media component for the Bike to Work Day 2023 campaign and included 30-second spots and 10-second radio reads on popular radio stations in the region including news/talk, sports/talk, and music formats.

Bike To Work Day Script

:30 Radio Script

Shift into gear! Roll with us on Friday, May 19th, for Bike to Work Day, a FREE event organized by Commuter Connections and the Washington Area Bicyclist Association. Get a free T-shirt and other giveaways at over 100 pit stops across DC, Maryland, and Virginia, while supplies last. Register for a free chance to win a new bike and other great prizes. Go to Bike to Work Metro DC Dot Org to register. Bike to Work Day is sponsored by All About Burger, Go Alex, ICF, and Pedego.

:10 Radio Read

Roll with us on May 19th for Bike to Work Day! This FREE event features pit stops across DC, Maryland, and Virginia. Register for a chance to win a new bike and other great prizes! Sign up at Bike to Work Metro DC Dot Org.



Digital Banner Ads

Digital banner ads in various sizes ran on Popville and WTOP.com.



COG Email Blast

An email blast was sent to over 31K recipients to promote the event and kick off the registration process. The recipients included Bike to Work Day and Car Free Day participants from the past three events, along with employers and Committee Members.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Join us for Bike to Work Day at more than 100 pit stops throughout DC, MD, and VA. The first 15,000 who register and attend this free event will receive a T-shirt. Free giveaways and refreshments are available at most pit stops, while supplies last. Register and you'll be entered into a raffle for a chance at winning a free bike!

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BIKETOWORKMETRODC.ORG

*Free refreshments & giveaways at participating locations, while supplies last.



Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BIKETOWORKMETRODC.ORG

*Free refreshments & giveaways at participating locations, while supplies last.



Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

Visit www.commuterconnections.org for event locations and times.
*Free refreshments & giveaways at participating locations, while supplies last.

Made in MetroDC by Commuter Connections, 2023

WABA
GO Alex
PIEDMONT
VERRA
AASHIG
VDOT
VISIONZ
Bike to Work Day Arlington
City of Fairfax
LAWES
CDOT
Clare

For assistance with registration, please call Commuter Connections at 1-800-745-7433. For general questions regarding the event, please visit Bike To Work Day's [FAQ](#) page.

f
COMMUTERCONNECTIONS.ORG

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

YouTube & Peacock Video

The video aired on the NBC4/Peacock network as well as on YouTube. It was also promoted on COG's various social media channels.



Ready to ride? Bike to Work Day 2023 is on May 19th. Sign up for this free event.

Cameo Video

The event was promoted using a Cameo celebrity, George Hincapie, a former American road bicycle racer who competed professionally between 1994 and 2012. The video was shared on YouTube and promoted on social media.



PoPville Email Blast

The PoPville website sent an email blast to their subscribers promoting Bike to Work Day 2023.



FREE EVENT
BIKE
TO WORK DAY
FRIDAY
MAY 19, 2023

**Pre-Register
by May 12 for
FREE T-SHIRT*
& BIKE RAFFLE**

Free refreshments
& giveaways at
participating locations,
while supplies last.



Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433



Social Media

Social media posts and images were created for use on Bike to Work Day social media accounts.



Employer Recognition Awards

Commuter Connections recognized employers who initiated outstanding commute benefits and/or telework programs for their employees. The 2023 awards nomination period concluded at the end of January 2023 and the Selection Committee met at the end of March 2023. Winners were honored on June 30, 2023 at the annual awards ceremony at The National Press Club. The media spend for the Employer Recognition Awards program was \$7,153 for a color half page run-of-press print ad which appeared in the June 30th edition of the Washington Business Journal.

Invitation & Envelope

An invitation and envelope were designed and sent to invite guests to the in-person celebration.



Program Booklet

A program booklet included write-ups of each award winner was printed and distributed at the ceremony.



Print Ad

A newspaper print advertisement appeared in the June 30, 2023 edition of the Washington Business Journal to announce the employer winners of this year's awards.

JUNE 30-JULY 6, 2023
WASHINGTON BUSINESS JOURNAL | 7

dsernovitz@bizjournals.com
703-258-0827
@WBJDen

PUMPING UP



OHANA GROWTH PARTNERS

A new Planet Fitness gym is planned for Montgomery County.

PLANET FITNESS

Where: New locations in Takoma Park (6881 New Hampshire Ave.) and Wheaton (2201 Randolph Road).

About the deals: Affiliates of Ohana Growth Partners, one of the nation's largest Planet Fitness franchises, have inked 10-year leases for the spaces. Both are remnants of former Shoppers Markets that discount grocer Udi bought to shed after it opened new markets in those areas.

Why we care: Ohana has been busy in Montgomery County lately. In just the last year, it opened a roughly 30,000-square-foot Planet Fitness in the Mantra Shopping Center in Rockville and invested about \$1.7 million in renovations to two other Planet Fitnesses in Germantown and Gaithersburg. It also has two other Planet Fitness locations in Silver Spring.

CLIMB THE MALL

MOVEMENT SIGNS ON FOR FAIR OAKS SPACE

Movement Climbing Yoga & Fitness is opening a new climbing gym at Fair Oaks Mall in Fairfax that could serve as a springboard for further expansion across Greater Washington.

The Englewood, Colorado-based chain has reached a tentative deal to take over 37,000 square feet at the region's second-largest shopping mall, with plans to open by the end of next year. It will be the brand's third location in the D.C. region, though it's the first new zone for Movement following its parent company's rebranding of its Earth Treks Climbing gyms in Rockville and Crystal City.

Expect more locations in Greater Washington, per company spokeswoman Charlotte Bosley.

"We look to expand in markets where we have gyms and we already have a strong climbing community," Bosley said. "We're really looking for space that makes all of our wishes."

Bosley declined to disclose where in the mall Movement will be opening the new gym, slated to include about 27,000 square feet of climbing terrain spread over two floors and jith walls up to 50 feet high, along with space for yoga, weight lifting and more. That much space suggests it's looking at one of the remaining vacant big-box spaces at Fair Oaks.

OPENINGS

JAPANESE SPOT, GYM SET FOR SKANSKA PROJECT

Restaurateur Joon Yang plans to open a Japanese restaurant from the base of the Herring, a 28-story luxury apartment building being developed at Scotts Run in McLean.

An affiliate of Yang's restaurant group recently signed a nearly 7,000-square-foot lease at 1800 Chain Bridge Road with the multifamily building's developer, Skanska USA Commercial Development. Modan Restaurant will join Body Fit Training, a 3,274-square-foot fitness center, in retail space at the base of the 410-unit building.

Modan, slated to open next summer, is the latest venture for Yang and his restaurant group, also behind McLean steakhouse American Prime in McLean, Epic's eatery in Pentagon City and Uncommon Luncheonette in Clarendon. It will serve modern Japanese cuisine, sushi and a chef-driven omakase experience. The restaurant will feature a grand entranceway, stunning restaurant accents steeped in Japanese flair, a chic bar and dining areas and private dining room," per Skanska.

CONGRATULATIONS TO OUR WINNERS

George Mason University
Arlington, Fairfax, and Manassas, VA
Incentives Award

Federal Home Loan Mortgage Company
McLean, VA
Marketing Award

Abt Associates
Rockville, MD
Telework Award

Honoring companies innovating and improving commuter mobility for their employees.

COMMUTING FRONT RUNNERS



COMMUTER CONNECTIONS | A SMARTER WAY TO WORK

commuterconnections.org | 800.745.RIDE

Newsletter

The winter and spring 2023 editions of the Commuter Connections newsletter were issued during the second half of FY23. The six page, 4-color newsletters were produced and distributed to employers and stakeholders. The newsletters are also available in PDF format on the Commuter Connections website.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 1, Volume 27 WINTER 2023

WHAT'S INSIDE

1-2 2023 Transportation Fringe Benefit Raised to \$300
3 Flea and Rewards Program Rolled into SmartTrip
4 Ride Metro to Dulles
5 Bike to Work Day 2023 Registration Opens Soon
6 Carpools with 3+ Ride Free on 4-4 Express Lanes

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






2023 TRANSPORTATION FRINGE BENEFIT RAISED TO \$300

The Qualified Transportation Fringe Benefit started in 1984 with a tax-free limit of \$15. Nearly 40 years later, the **2023 monthly limit for transit passes and vanpooling expenses is \$300.**

The Society for Human Resource Management (SHRM) estimates that, thanks to the fringe benefit, hundreds of thousands of commuters are enjoying a tax-free commute at public, private, and nonprofit employers. In the Washington, DC region, the use of SmartTrip® cards greatly simplifies administration of the benefit for employees who use transit.

Many companies in the region offer SmartTrip cards to their employees who use transit or vanpools. Research has shown that providing commuters with both "free" parking and subsidized transit results in no change in behavior compared with offering neither benefit. But combined with the ability to take the value of the parking space in cash, the program can have a significant impact on how employees get to work.

METRO LOSING MILLIONS IN UNPAID FARES



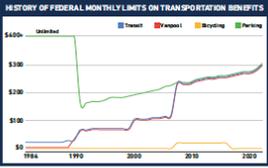
Metro is beefing up its fare evasion enforcement to help bridge a looming budget gap of \$185 million. The transit system said fare evasion results in tens of millions of dollars in unpaid fares. Metro counts on that revenue to keep vital transportation services running.

Metro conservatively estimates more than \$40 million in lost revenue in 2022 due to fare evasion on Metrorail and Metrobus, or about 22 percent of the projected deficit for 2023.

The number of fare evasion tickets plummeted beginning in 2018 when the District decriminalized fare evasion. Maryland and Virginia have kept fare evasion a criminal offense but the number of tickets have declined in recent years. Fare evaders face a \$50 civil fine in DC. The fine is \$100 in Maryland and Virginia.

Signs in stations warn customers that fare evaders will be caught and fined. Metro has programs that may help riders who cannot afford the fare. For information about fare programs, call 202-637-7000.

HISTORY OF FEDERAL MONTHLY LIMITS ON TRANSPORTATION BENEFITS



Continued on page 2



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 2, Volume 27 SPRING 2023

WHAT'S INSIDE

1-2 Commuter Connections Program Helps Employers Hire Dependable Employees
3-4 Metro Improvement Projects Continue Through Summer 2023
5 How the Cost of Gas Commute
6 Members Celebrating 50 Years of Service

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






COMMUTER CONNECTIONS PROGRAM HELPS EMPLOYERS HIRE DEPENDABLE EMPLOYEES

Many employers are looking to hire but matching lower income workers with reliable commuter transportation has been a difficult problem for transit operators and other commuter service providers for years. A federal Department of Transportation (DOT) program is seeking to change that with \$49 million in technology grants. Locally, Commuter Connections received an Enhanced Mobility Innovations grant to update two popular online programs that pay commuters to participate.

"Employers are having difficulty hiring people," said Nicholas Ramfos, Director of Transportation Operations Programs at the Metropolitan Washington Council of Governments. "Part of it is there isn't a good match between where the person lives and where the employers are located."

Commuter Connections is actively seeking employers to participate in a "microtransit" pilot that will help them to hire workers who otherwise don't have reliable and affordable ways to get to work, said Ramfos. The American Public Transportation Association (APTA) defines microtransit as solutions that improve the rider's experience by operating small-scale, on-demand public transit services that can offer fixed routes and schedules, as well as flexible routes and on-demand scheduling.

Vanpools were drastically affected by the COVID-19 pandemic as many were suspended due to lack of rider participation. However, many essential workers and other employees continue to rely on vanpooling and transit as their regular method of commuting. Among commuter vanpools that remain on the roads, many have difficulty maintaining their ideal occupancy rate. As part of the microtransit pilot, these vanpools will be connected to employees at participating employer sites.



The commuter portion of the microtransit pilot will streamline the user experience while connecting riders, especially those with limited transit options, directly to a relevant vanpool. A click of the app will enable vanpool drivers to engage real-time tracking of their vehicle's location which will feed through the microtransit commuter/rider system. A coordinator within the vanpool will receive different push notifications depending on current traffic conditions and whether there are commuters looking for a ride. They will also have a dashboard showing any additional stops requested for that day's to/from work commute as well as contact information for new riders.

Ramfos emphasized that employer participation is key to the success of the pilot program. Commuter Connections and its local partners will provide extensive on-site support to employers to identify and/or create vanpools and other transportation options to the site so they can hire workers who will have a reliable way get to work each day. Surveys can be conducted at employer sites for "cluster analysis," which will help form vanpools by grouping employees by home zip code or address.

Continued on page 2

Federal ETC Updates Newsletter

The winter and spring 2023 editions of the Commuter Connections Federal ETC Updates newsletters were produced during the second half of FY23. The two-page black-and-white newsletters were distributed to Federal Employee Transportation Coordinators via GSA. They were also made available in PDF format at www.federaletc.org.

WINTER 2023

FEDERAL ETC UPDATES

TRANSIT BENEFIT RAISED FOR 2023



The IRS has set the tax-free 2023 commuter benefit monthly tax-free limit at \$300.

A few points to remember:

- Employees may only use the transit benefit subsidy when commuting from home to work and work to home.
- Agencies may elect to reimburse employees for their qualified parking expenses at or near transit stations, park-and-ride lots, or vanpool staging areas using employee pre-tax salary funds, up to the same maximum. Parking costs are treated separately from transit costs, even if they are incurred in conjunction with an employee's use of public transit or vanpools.
- Appropriated funds may not be used for these purposes unless exceptional circumstances exist.
- Agencies that make cash reimbursements for parking must establish a bona fide reimbursement arrangement to establish that their employees have, in fact, incurred such expenses.
- For employees in a telework status, use of transit benefit credit cards is prohibited and could result in disciplinary action.

The start of a new year is a great time to review commuter benefit procedures at the agency. A Government Accountability Office audit found that some federal employees used the program fraudulently, inflating monthly commuting costs, using the benefit for family members, and even selling fare media on eBay (distribution of the transit benefit via SmartTrip® cards has helped curb this practice).

Office of Management and Budget guidance (M-07-15) requires minimum controls that agencies must have over their programs such as:

- Certifying that employees are eligible for the subsidy.
- Warning employees against making false statements in benefit applications.
- Having the approving official verify that the employee's costs are calculated correctly.
- Checking applicants' names against those of employees who receive benefits to park at their place of work.
- Adjusting benefits according to travel, leave, or change of address.
- Making sure that the benefits end when the employee leaves the agency.

All employees who receive the commuter benefit are eligible to receive six free rides home over 12 months in the event of an unexpected emergency or unscheduled overtime. Guaranteed Ride Home (GRH) is a free service from Commuter Connections enjoyed by federal employees who take transit and rideshare to work. Unexpected emergencies also include personal illness or a sick child. GRH can be used for unscheduled overtime as well, when a supervisor requires an employee to stay late. Knowing there's a free guaranteed ride available gives commuters who rideshare or take transit peace of mind. Registration is easy at commuterconnections.org.

SPRING 2023

FEDERAL ETC UPDATES

POPULARITY OF REMOTE WORK CONTINUES AS CALLS TO RETURN TO OFFICE RISE



Sometime around March 2020, most of us reading (or producing) this newsletter went home to work for what many of us thought would be a couple of weeks. Then months, in 2020, few thought remote work would still be the norm in 2023.

There are few signs that employees are heeding the call of their leaders to come back to the office, at least 3-4 days per week. Even President Biden announced that federal employees would be coming back to the office. In his January 2023 State of the Union Speech, President Joseph R. Biden Jr. said, "The vast majority of Federal workers will once again work in person."

In its annual report to Congress in December 2022 (covering the period fiscal year 2021), the U.S. Office of Personnel Management (OPM) noted that federal agencies reported 47 percent of all federal employees participated in telework in Fiscal Year 2021, a two percent increase over Fiscal Year 2020.

On March 3, the White House issued an update to the National COVID-19 Preparedness Plan. The update disclosed that the Biden administration plans to substantially expand the number of in-person services available at federal agencies, encouraging federal employees to set the standard for the U.S. workforce.

"COVID-19 no longer needs to dictate how we work."

the plan stated. "Federal agencies will lead by example, increasing the hours public-facing offices are open for in-person appointments and in-person interactions in the month of April." (FedManager.com, March 8, 2023).

Getting more federal employees into the office will be good news to WMAATA, which estimates that prior to the pandemic, about a third of its customers worked for the federal government.

In 2022, Commuter Connections released its State of the Commute survey, a triennial measurement of commuting in the Washington, DC metropolitan region. About 26 percent of respondents were federal employees. Federal agency employees (79 percent) and non-profit organization employees (75 percent) reported the highest rate of telework, above the 62 percent of private sector workers and well above the 48 percent for state/local government employees.

On average, employees teleworked about 3.37 days per week. The survey included several statements about teleworking: 86 percent of respondents agreed they were productive working from home, 80 percent were able to coordinate with co-workers, and 66 percent said they were better able to concentrate on work.

Kastle Systems looked at its entry data recently and found that since we all went home to work due to the pandemic,

Continued on back

E-Newsletter

Electronic versions of both the winter and spring newsletters were emailed to recipients.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

More News



2023 Transportation Fringe Benefit Raised to \$300

The Qualified Transportation Fringe Benefit started in 1984 with a tax-free limit of just \$15. Nearly 40 years later, the 2023 monthly limit for transit passes and vanpooling expenses is \$300.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

More News



Commuter Connections Program Helps Employers Hire Dependable Employees

Commuter Connections is seeking employers to take part in a microtransit pilot through an Enhancing Mobility Innovation grant which pays employees to participate.



Metro Improvement Projects Continue Through Summer 2023

As the months-long Yellow Line Tunnel and Bridge Rehabilitation wrapped up in May 2023, Metro is closing several stations along the Orange, Silver, and Green Lines for maintenance work this summer.

incentTrip

The incentTrip app rewards commuters who carpool, vanpool, bike, or take transit then log their trips onto the app. Points are earned for each trip, which can be redeemed for cash, up to \$600 per year. In addition, the app provides smart routing to help commuters avoid getting stuck in traffic due to delays caused by traffic accidents, work zones, and other traffic-related incidents during the morning and afternoon peak commuting times.

Two distinct yet interrelated targeted marketing campaigns were launched in late May and June 2023 to encourage commuters to download and use the app. The media buy included radio ads, social media, and digital banner ads.

Target Audiences

incentTrip Regional

Commuters within the traditional Washington, DC metropolitan region.

incentTrip MDOT

Commuters living or working in the Baltimore metropolitan region (Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County), St. Mary's County, Washington County, Hagerstown, living in Berkley County, Jefferson County; Martinsburg, WV; Ranson, WV; Charles Town, WV; and working in MD, working/living in Allegany County, Cumberland, MD; Frostburg, MD; Cecil County, MD; or living in New Castle County; Wilmington, DE; and working in MD.



Costs from the incenTrip media buys and associated impressions are below:

incenTrip Regional Budget	Gross Cost	COG Cost	Actual Impressions
Facebook	\$500	\$500	53,107
LinkedIn	\$2,000	\$2,000	104,748
Instagram	\$2,500	\$2,500	152,019
WTOP	\$29,380	\$24,973	747,500
NBC4.com	\$23,529	\$20,000	754,012
Totals	\$57,909	\$49,973	1,811,386

incenTrip MDOT Budget	Gross Cost	COG Cost	Actual Impressions
Facebook	\$500	\$500	91,428
LinkedIn	\$2,000	\$2,000	79,316
Instagram	\$2,500	\$2,500	187,503
WTOP.com	\$23,525	\$19,996	2,353,883
WAFY	\$12,300	\$10,455	177,000
WFMD	\$2,280	\$1,938	134,000
WFRE	\$6,960	\$5,916	213,500
WVEG	\$7,800	\$6,630	192,000
Totals	\$57,865	\$49,935	3,428,630

Radio Scripts (Regional)



:30 Radio Script (recorded spots)

Take a clean commute and get cash back with the incenTrip app by Commuter Connections. Earn points each time you use the app to commute via ridesharing, transit, or biking. Redeem points for cash – up to \$600 a year! The incenTrip app has real-time navigation to help you choose the best travel method, route, and departure time, to help avoid traffic delays – saving time and money. Learn more about incenTrip and register at commuterconnections.org. That's commuterconnections.org. Or call 800 745-RIDE. Some restrictions apply.

:10 Radio Script (radio reads)

Take a clean commute and get cash back with the incenTrip App. Redeem points for cash – up to \$600 a year through Commuter Connections! Download the incenTrip app and register at commuterconnections.org.

Radio Scripts (MDOT)



:30 Radio Script (recorded spots)

Go green, get green! That's right, Maryland – take a clean commute and get cash back. With the incenTrip App, it's easy to earn points every time you plan and take a green trip, like ridesharing, transit, walking, and biking or multimodal. Redeem points for cash – up to \$600 a year! The incenTrip App offers real-time navigation to help you choose the best travel mode, departure time, and route to avoid traffic delays, saving you time and money. Sign up today at mdot.maryland.gov/incenTrip. That's mdot.maryland.gov/incenTrip. Some restrictions apply.

:10 Radio Script (radio reads)

Take a clean commute and get cash back with the incenTrip App, helping you navigate your commute. Redeem points for cash – up to \$600 a year through the Maryland Department of Transportation! Download the app and register at mdot.maryland.gov/incenTrip.

Digital Banner Ads (Regional)

A variety of animated and static digital banner ads ran on NBC4.com.



Digital Banner Ads (MDOT)

A similar set of animated and static digital banner ads focused on Maryland also ran on WTOP.com.



Pre-Roll Video (Regional)

A 15 second pre-roll video aired in front of video content on the NBC4.com website.



Social Media (Regional)

Social media posts and images were created and used on COG's Facebook, Instagram and LinkedIn social media accounts.



Social Media (MDOT)

Similar Maryland-focused social media posts and images were created and used on COG's Facebook, Instagram and LinkedIn social media accounts.



Flextime Rewards

The Flextime Rewards campaign started in late May of 2023 and ran through June. The campaign incentivized commuters to avoid peak traffic times. Commuters who traveled in a vehicle (carpool or single-occupancy vehicle) during non-peak traffic congestion were eligible for a per-trip cash incentive, paid monthly. This campaign also promoted the fact that Flextime Rewards is now part of the incenTrip app.

Target Audiences

- SOV drivers on the following corridors through June 30, 2023:
 - I-495 innerloop between VA-267 and I-270 spur
 - I-495 outerloop between I-95 and MD-193
 - I-66 eastbound at VA-267
 - DC-295 southbound at Benning Rd
- SOV drivers on the following corridors starting July 1, 2023:
 - I-95 North and South at VA-123/Exit 160
 - BW Parkway North at Powder Mill Road
 - US-301 South at McKendree Road/Cedarville Road
 - I-495 Inner Loop at the I-270 spur
 - DC-295 heading southbound at East Capitol Street
- Any SOV, carpool, or vanpool drivers

Flextime Rewards Budget	Gross Cost	COG Cost	Actual Impressions
Facebook	\$500	\$500	68,134
LinkedIn	\$1,500	\$1,500	67,578
Instagram	\$1,000	\$1,000	93,212
WTOP.com	\$9,400	\$7,990	943,627
FNN	\$4,700	\$3,995	150,067
Totals	\$17,100	\$14,985	1,322,618

Digital Banner Ads

A variety of digital banner ads ran on WTOP.com and FNN.com.



Social Media

Social media posts and images were created and used on COG's Facebook, Instagram and LinkedIn social media accounts.



APPENDIX A
Performance Measures

Web Visits

Month	FY 2022 Web Visits	FY 2023 Web Visits	+/-	+/- %
January	5,621	6,632	1,011	18.0%
February	5,465	7,942	2,477	45.3%
March	8,406	12,070	3,664	43.6%
April	7,885	10,509	2,624	33.3%
May	7,131	8,086	955	13.4%
June	10,169	11,146	977	9.6%
	44,677	56,385	11,708	26.2%

Phone Calls

Month	FY 2022 Phone Calls	FY 2023 Phone Calls	+/-	+/- %
January	146	333	187	128.1%
February	188	402	214	113.8%
March	322	359	37	11.5%
April	348	356	8	2.3%
May	368	381	13	3.5%
June	387	387	-	0.0%
	1,759	2,218	459	26.1%

GRH Applications

Month	GRH FY 2022 Applications	GRH FY 2023 Applications	Change	%
January	156	240	84	53.8%
February	69	120	51	73.9%
March	222	169	-53	-23.9%
April	175	155	-20	-11.4%
May	210	198	-12	-5.7%
June	219	238	19	8.7%
	1,051	1,120	69	6.6%

Ridematching Applications

Month	Rideshare FY 2022 Applications	Rideshare FY 2023 Applications	Change	%
January	686	516	-170	-24.8%
February	480	520	40	8.3%
March	674	415	-259	-38.4%
April	502	631	129	25.7%
May	618	498	-120	-19.4%
June	683	746	63	9.2%
	3,643	3,326	(317)	-8.7%

APPENDIX B
Digital Media Results
Rideshare and GRH

Ridesharing

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Ridesharing	Facebook	\$1,599.19	219,751	216	0.10%	\$7.40
Ridesharing	Google Adwords	\$1,000.02	282,200	807	0.29%	\$1.24
Ridesharing	Instagram	\$1,449	169,288	1,266	0.75%	\$1.14
Ridesharing	LinkedIn	\$1,409.11	102,404	772	0.75%	\$1.83
Ridesharing	WAMU (DCist)	\$5,610	402,177	169	0.04%	\$33.20
Ridesharing	Washingtonpost.com	\$10,000	1,018,632	1,449	0.14%	\$6.90
Ridesharing	Waze	\$998.56	53,412	154	0.29%	\$6.48
Ridesharing	WTOP.com	\$9,250	1,294,464	1,012	0.08%	\$9.14
Ridesharing	YouTube	\$1,500.00	187,100	1,600	0.86%	\$0.94
		\$32,815.83	3,729,428	7,445		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
GRH	Facebook	\$1,886	261,489	304	0.12%	\$6.20
GRH	Google Adwords	\$866	205,900	750	0.36%	\$1.15
GRH	Instagram	\$1,829	206,225	1,865	0.90%	\$0.98
GRH	LinkedIn	\$2,013	104,476	1,022	0.98%	\$1.97
GRH	WAMU (DCist)	\$5,695	379,326	144	0.04%	\$39.55
GRH	Washingtonpost.com	\$10,000	992,811	1,284	0.13%	\$7.79
GRH	Waze	\$1,001	52,380	229	0.44%	\$4.37
GRH	WTOP.com	\$9,250	1,248,205	989	0.08%	\$9.35
GRH	YouTube	\$1,250	167,362	1,400	0.84%	\$0.89
		\$33,790	3,618,174	7,987		

APPENDIX C
Digital Media Results
Incentive Programs

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
incenTrip Regional	Facebook	\$499.99	53,107	550	1.0%	\$0.91
incenTrip Regional	Instagram	\$2,373.63	152,019	1,611	1.1%	\$1.47
incenTrip Regional	LinkedIn	\$2,058.00	104,748	635	0.6%	\$3.24
incenTrip Regional	NBC4.com	\$20,000.00	754,012	235	0.0%	\$85.11
		\$24,932	1,063,886	3,031		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Incentrip MDOT	Facebook	\$625.00	91,428	1,002	1.1%	\$0.62
Incentrip MDOT	Instagram	\$2,496.25	187,503	1,925	1.0%	\$1.30
Incentrip MDOT	LinkedIn	\$2,000.00	79,316	644	0.8%	\$3.11
Incentrip MDOT	WTOP.com	\$19,996.00	2,353,883	1,629	0.1%	\$12.28
		\$25,117	2,712,130	5,200		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Flexitime	Facebook	\$500.00	68,134	740	1.09%	\$0.68
Flexitime	FNN.com	\$3,995.00	150,067	113	0.08%	\$35.35
Flexitime	Instagram	\$968.42	93,212	823	0.88%	\$1.18
Flexitime	LinkedIn	\$1,500.00	67,578	561	0.83%	\$2.67
Flexitime	WTOP.com	\$7,990.00	943,627	625	0.07%	\$12.78
		\$14,953.42	1,322,618	2,862		

APPENDIX D
Digital Media Results
Bike to Work Day

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
BTWD	Facebook*	\$789.07	69,846	1,945	2.8%	\$0.41
BTWD	Instagram*	\$738.98	78,362	526	0.7%	\$1.40
BTWD	PoPville	\$1,700.00	5,700	176	3.1%	\$9.66
BTWD	Twitter*	\$596.50	61,557	53	0.1%	\$11.25
BTWD	Washingtonian Problems	\$3,000	126,411	365	0.3%	\$8.22
BTWD	WTOP	\$1,500	887,124	1,217	0.1%	\$1.23
BTWD	YouTube	\$750.00	49,321	411	0.8%	\$1.82
		\$9,074.55	1,278,321	4,693		

*Portion of \$800 Cameo cost included.

APPENDIX E
Bike to Work Day
Media Placements

Bike to Work Day 2023 Media Placements		
Television Interviews		
05/19/23	WUSA9	Cycling surges worldwide thanks to pandemic wusa9.com
Additional Radio/Television Coverage		
05/19/23	WUSA9	(Bike to Work Day: How you can celebrate the environmentally friendly way to commute -
05/18/23	WUSA9	Yes, protected bicycle lanes make streets safer for cyclists wusa9.com
05/19/23	Key 103 Radio	Bike to Work Day - Live Remote - WAFY - Myersville, MD
05/19/23	Fox 5 DC	-
Print/Online Coverage		
03/21/23	ActioNet	Join Us for Bike to Work Day 2023 - ActioNet
03/03/23	Active Rain	Bike to Work Day, Friday, May 19, 2023
05/02/23	Anacostia BID	Registration open for Bike To Work Day Anacostia Pitstop on May 19 – ANACOSTIA BID
05/02/23	Anacostia BID	DDOT Releases 2023 DC Bike Map in Celebration of National Bike Month – ANACOSTIA BID
04/07/23	Arlington Transportation Partners	Bike to Work Day 2023 Arlington Transportation Partners
03/31/23	Arlington VA	Earth Day 2023: Spring E-CARE, Sustainability Programs and More - Official Website of Arlington County Virginia Government
04/24/23	Axios	Bike to Work Day is back in D.C. - Axios Washington D.C.
05/11/23	Bell Ringer	Bike to Work Day 101 · BellRinger
05/09/23	Bristow Beat	OmniRide Encourages Residents to Bike to Work on May 19 - Bristow Beat
05/02/23	City of Alexandria	Bike to Work Day is Friday, May 19 City of Alexandria, VA
05/02/23	City of College Park	 City of College Park, Maryland (collegeparkmd.gov)

05/02/23	City of Takoma Park	Biking to Work on Friday, May 19 - TKPK Staff Will Be At Two Pit Stops - Starting at 6:30 am. City of Takoma Park
05/18/23	DCist	16 Things To Do Around DC This Festival-tastic Weekend DCist
05/02/23	District Department of Transportation	DDOT Releases 2023 DC Bike Map in Celebration of National Bike Month ddot
05/12/23	DMV Climate Partners	Resource for Residents: Bike to Work Day DMV Climate Partners
05/02/23	Downtown DC	DowntownDC Bike to Work Day 2023
04/04/23	Extra Space	Moving to Arlington? Here Are 11 Things to Know Extra Space Storage
05/02/23	Fairfax County VA	Bike to Work Day 2023 Transportation
05/08/23	Fair Lakes	Bike To Work Day Fair Lakes
05/15/23	Greater Greater Washington	Events: Celebrate the annual Anacostia River Festival - Greater Greater Washington
05/23/23	Loudoun County Transit and Commuter Services	Bike to Work Day Loudoun County, VA - Official Website
04/18/23	Loudoun Now	Loudoun to Host Pit Stops for Bike to Work Day Local News loudounnow.com
05/02/23	MCDOT	Maryland Marks Bike to Work Day - MDOT
05/02/23	Meet up - NoVA CBG	[FYI - NON CBG] Bike To Work Day - 2023
05/02/23	Meet up - Rockville Bike Hub	National Bike to Work Day, Fri, May 19, 2023,
05/02/23	Meet up - Vélocity	Volunteer at Velocity's Bike to Work Day Pit Stop, Fri, May 19, 2023
04/27/23	MidCityDC	Register for Bike to Work Day - MidCity DC News
03/29/23	Montgomery County Updates	Montgomery County Updates: County to Sponsor Seven Pit Stops During Washington Region's Annual 'Bike to Work Day' on Friday, May 19
05/04/23	Montgomery Parks	Montgomery Parks welcoming cyclists to a pit stop in downtown Wheaton on Bike to Work Day - Montgomery Parks
05/12/23	MSN	Bike To Work Day 2023 Includes 10 Arlington Stops

05/17/23	My MCM	Friday's Bike to Work Day Features Raffles - Montgomery Community Media
03/27/23	My MCM	Registration Open for Bike to Work Day; County Home to 13 Pit Stops - Montgomery Community Media
05/09/23	Northern Virginia	Bike to Work Day – What You Need to Know
05/11/23	Patch - Alexandria	Bike To Work Day 2023 Includes City Of Alexandria Stops Old Town Alexandria, VA Patch
05/12/23	Patch - Bethesda-Chevy Chase	Bike To Work Day 2023 Includes Stops In And Around Bethesda Bethesda, MD Patch
05/11/23	Patch - Falls Church	Bike To Work Day 2023 Includes Falls Church Area Stops Falls Church, VA Patch
05/12/23	Patch - Gaithersburg	Bike To Work Day 2023 Includes Stops In, Near Gaithersburg Gaithersburg, MD Patch
05/11/23	Patch - Greater Alexandria	Bike To Work Day 2023 Includes Greater Alexandria Stops Greater Alexandria, VA Patch
05/12/23	Patch - Herndon	Bike To Work Day 2023 Includes Stops In And Around Herndon Herndon, VA Patch
05/12/23	Patch - Kingstowne-Rose Hill	Bike To Work Day 2023 Includes Springfield Stops Kingstowne, VA Patch
05/11/23	Patch - Ashburn	Bike To Work Day 2023 Includes Loudoun County Stops Leesburg, VA Patch
05/11/23	Patch - Manassas	Bike To Work Day 2023 Includes Prince William, Manassas Stops Manassas, VA Patch
05/12/23	Patch - McLean	Bike To Work Day 2023 Includes Stops In And Around McLean McLean, VA Patch
05/12/23	Patch - Prince George's County	Bike To Work Day 2023 Includes Stops In Prince George's County Bowie, MD Patch
05/12/23	Patch - Reston	Bike To Work Day 2023 Includes Stops In And Around Reston Reston, VA Patch
05/12/23	Patch - Rockville	Bike To Work Day 2023 Includes Stops In And Around Rockville Rockville, MD Patch
05/11/23	Patch - Vienna	Bike To Work Day 2023 Includes Vienna Area Stops Vienna, VA Patch
05/12/23	Potomac Local News	OmniRide says ditch your car and ride your bike to work (potomaclocal.com)
05/02/23	Prince George's County, MD	Bike to Work Day Prince George's County, MD

05/17/23	Prince William Virginia	Celebrating Bike to Work Day on May 19
05/02/23	Stay Happening	Bike to Work Day, Alexandria City Hall, 19 May 2023
03/29/23	The Connection	'Bike to Work Day', Friday, May 19
04/12/23	The Connection	Montgomery County to Sponsor 7 Pit Stops During Bike to Work Day
05/18/23	The Georgetown Dish	Weekend Roundup, May 18 - 21 The Georgetowner
04/12/23	The Hill is Home	The Hill is Home The To Do List, Week of April 28, 2023 The Hill is Home
04/26/23	The Moco Show	Montgomery County to Sponsor Seven Pit Stops During Washington Region's Annual 'Bike to Work Day' on Friday, May 19 - The MoCo Show
05/08/23	The Zebra Press	Alexandria Registration and Information About Bike to Work Day, Friday, May 19
05/25/23	Thrillist	Things to Do in DC This Weekend: May 19-21, 2023 - Thrillist
-	Town of Herndon	Bike to Work Day Town of Herndon, VA
05/17/23	Washingtonian	Nervous About Biking in DC? These Tips From an Expert Cyclist Can Help. - Washingtonian
05/18/23	Washington Post	The 28 best things to do in D.C. this weekend and next week - The Washington Post
05/03/2023	WTOP	Get in gear for bike to work day 2023 - WTOP News
05/19/23	WUSA 9	Cycling surges worldwide thanks to pandemic wusa9.com
05/19/23	WTOP	Millions ditched cars for bikes during the pandemic. These cities want the habit to stick - WTOP News
Social Media		
05/10/23	Facebook - Adams Morgan	Adams Morgan Facebook
05/15/23	Facebook - All About Burger	All About Burger Facebook
05/11/23	Facebook - Ashburn Patch	Ashburn Facebook
05/18/23	Facebook - Arlington Transportation Partners	Arlington Transportation Partners Facebook

05/09/23	Facebook - Arch Street Communications	Arch Street Communications Facebook
05/19/23	Facebook - BicycleSPACE	BicycleSPACE - Facebook
05/11/23	Facebook - Bike Arlington	Bike Arlington Facebook
04/26/23	Facebook - Bike Arlington	Bike Arlington Facebook
04/03/23	Facebook - Bike Arlington	Bike Arlington Facebook
03/24/23	Facebook - Bike Arlington	Bike Arlington Facebook
-	Facebook - Bike to Work Day	Bike to Work Day Facebook
03/04/23	Facebook - Bikes@Vienna	Bikes@Vienna Facebook
04/03/23	Facebook - Capitol Hill BID	Capitol Hill BID Facebook
05/01/23	Facebook - Carlyle Council	Carlyle Council Facebook
05/03/23	Facebook - City of College Park	City of College Park Facebook
04/28/23	Facebook - Council Member Christopher Vigliotti	Council Member Christopher Vigliotti Facebook
05/02/23	Facebook - Department of Public Works and Transportation	Department of Public Works and Transportation Facebook
-	Facebook - DowntownDC	DowntownDC Facebook.com
05/10/23	Facebook - City of Greenbelt	City of Greenbelt Facebook
05/16/23	Facebook - goDCgo	goDCgo Facebook
05/05/23	Facebook - Langston Boulevard Alliance	Langston Boulevard Alliance Facebook

05/03/23	Facebook - Loudoun County Commuter Services	Loudoun County Commuter Services Facebook
05/18/23	Facebook - MDOT, State Highway Administration	MDOT, State Highway Administration Facebook
05/09/23	Facebook - MidCityDC	MidCityDC Facebook
05/16/23	Facebook - Pedego Alexandria	Pedego Alexandria Facebook
05/01/23	Facebook - Pedego Alexandria	Pedego Alexandria Facebook
05/18/23	Facebook - Pedego Bethesda	Pedego Bethesda Facebook
05/03/23	Facebook - Pedego Bethesda	Pedego Bethesda Facebook
05/02/23	Facebook - Pedego Bethesda	Pedego Bethesda Facebook
05/17/23	Facebook - Phoenix Bikes	Phoenix Bikes Facebook
04/24/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/19/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/19/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/15/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/12/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/02/23	Facebook - Prince George Vision Zero	Prince George Vision Zero Facebook
05/16/23	Facebook - RideSmart	RideSmart Facebook

05/17/23	Facebook - The Neighborhoods of EYA	The Neighborhoods of EYA Facebook
05/10/23	Facebook - Virginia Department of Transportation, Northern VA	Virginia Department of Transportation, Northern VA Facebook
05/09/23	Facebook Group - DC Bike Talk	DC Bike Talk Facebook
05/09/23	Facebook Group - Bike to the Beach	Bike to the Beach DC Facebook
05/09/23	Facebook Group - Bike More Bmore	Bike More Bmore Facebook
05/08/23	Instagram - All About Burger	All About Burger Instagram/
04/12/23	Instagram - Adams Morgan	Adams Morgan Partnership /BID on Instagram
03/02/23	Instagram - A1 Cycling	A1 Cycling Instagram
04/24/23	Instagram - APTA	APTA Instagram
05/17/23	Instagram - Arlington Transportation Partners	Arlington Transportation Partners Instagram
05/16/23	Instagram - Arlington Transportation Partners	Arlington Transportation Partners Instagram
05/19/23	Instagram - Arlington Transportation Partners	Arlington Transportation Partners Instagram
05/19/23	Instagram - Bikes@Vienna	Bikes@Vienna Instagram
05/11/23	Instagram - Bike Arlington	Bike Arlington Instagram
05/05/23	Instagram - Bike Arlington	BikeArlington Instagram
05/08/23	Instagram - Bike Arlington	BikeArlington Instagram
05/01/23	Instagram - Bike Arlington	BikeArlington Instagram

04/26/23	Instagram - Bike Arlington	BikeArlington Instagram
04/10/23	Instagram - Carlyle Council	Carlyle Council Instagram
05/05/23	Instagram - City of College Park	City of College Park Instagram
03/22/23	Instagram - DowntownDC BID	Downtown DC BID Instagram
03/22/23	Instagram - Franklin Park DC	Franklin Park DC Instagram
05/16/23	Instagram - goDCgo	GoDCgo Instagram
05/05/23	Instagram - Langston Boulevard Alliance	Langston Boulevard Alliance Instagram
02/16/23	Instagram - MCDOT	MCDOT Instagram
05/01/23	Instagram - Pedego Alexandria	Pedego Alexandria Instagram
05/04/23	Instagram - Pedego Bethesda	Pedego Bethesda Instagram
05/03/23	Instagram - Pedego Bethesda	Pedego Bethesda Instagram
05/02/23	Instagram - Prince George Vision Zero	Prince George Vision Zero Instagram
05/19/23	Instagram - Prince George Vision Zero	Prince George Vision Zero Instagram
05/19/23	Instagram - Prince George Vision Zero	Prince George Vision Zero Instagram
05/12/23	Instagram - Prince George Vision Zero	Prince George Vision Zero Instagram
05/18/23	LinkedIn - Arlington Transportation Partners	Arlington Transportation Partners LinkedIn
05/17/23	LinkedIn - Arlington	Arlington Transportation Partners LinkedIn

	Transportation Partners	
05/19/23	LinkedIn - Foursquare Integrated Transportation Planning	Foursquare Integrated Transportation Planning LinkedIn
05/16/23	LinkedIn - goDCgo	goDCgo LinkedIn
05/19/23	LinkedIn - Jarred Toups	Jarred Toups LinkedIn
05/16/23	LinkedIn - Monica Reyes	Monia Reyes LinkedIn
05/19/23	LinkedIn - Trish Alatorre-Ridings	Trish Alatorre-Ridings LinkedIn
06/01/23	TikTok - vikonthemove	Vikonthemove TikTok
05/15/23	TikTok - Your DC Bestie	Your DC Bestie TikTok
05/21/23	TikTok - webbiefot	Webbiefot TikTok
05/17/23	TikTok - Arch Street Communications	Arch Street Communications TikTok
05/19/23	TikTok - defendourfuture	Defendourfuture TikTok
05/19/23	TikTok - goldsgym_dcmetro	Golds Gym TikTok
05/19/23	TikTok - The City of Frederick	The City of Frederick TikTok
05/11/23	Twitter - Alexandria Patch	Alexandria Patch @AlexandriaPatch
04/27/23	Twitter - Alexandria Transportation & Environmental Services	Alexandria Transportation & Environmental Services @AlexandriaVATES
05/03/23	Twitter - Arlington Department of Environmental Services	Arlington Department of Environmental Services @ArlingtonDES

05/04/23	Twitter - Arlington Transportation Partners	Arlington Transportation Partners @ATPcommutes
05/01/23	Twitter - Bike Arlington	Bike Arlington @BikeArlington
05/19/23	Twitter - Bike Arlington	Bike Arlington @BikeArlington
05/19/23	Twitter - Bike Arlington	Bike Arlington @BikeArlington
05/09/23	Twitter - Brian Mitchell	Brian Mitchell @BMitchliveNBCS
05/09/23	Twitter - Capital Community News	Capital Community News @capitalcommnews
05/11/23	Twitter - Carlyle Council	Carlyle Council @carlylecouncil
05/03/23	Twitter - City of College Park	City of College Park @CollegePark_MD
05/10/23	Twitter - City of Greenbelt	City of Greenbelt @CityofGreenbelt
05/19/23	Twitter - Commuter Connections	Commuter Connections @BikeToWorkDay
05/10/23	Twitter - Council Vice-Chair Wala Blegay	Council Vice-Chair Wala Blegay @CMWalaBlegayD6
05/19/23	Twitter - DDOTDC	DDOT DC @DDOTDC
05/11/23	Twitter - Falls Church Patch	Falls Church Patch @FCPatch
05/04/23	Twitter - Franklin Park DC	Franklin Park DC @FranklinPrkDC
05/16/23	Twitter - GoDCGo	GoDCgo @goDCgo
05/19/23	Twitter - Joe_McAndrew	Joe McAndrew @Joe_McAndrew
03/24/23	Twitter - MCDOT	MCDOT @MCDOTNow
05/18/23	Twitter - MDOT, State Highway Administration	MD State Highway Adm @MDSHA
05/19/23	Twitter - MD_MVA	MD_MVA @MD_MVA
05/19/23	Twitter - MDOTMTAHolly	Holly Arnold @MDOTMTAHolly

05/19/23	Twitter - MDOTMTAHolly	Holly Arnold @MDOTMTAHolly
05/20/23	Twitter - MDOTNews	MDTransportationDept @MDOTNews
05/19/23	Twitter - MDOTNews	MDTransportationDept @MDOTNews
05/19/23	Twitter - MDOTNews	MDTransportationDept @MDOTNews
05/19/23	Twitter - MDSHA	MD State Highway Adm @MDSHA
05/19/23	Twitter - MDSHA	MD State Highway Adm @MDSHA
04/13/23	Twitter - Metro Forward	Metro Forward @wmata
05/09/23	Twitter - MidCityDC	MidCityDC News @MidCityNews
05/19/23	Twitter - MTA Maryland	MTA Maryland @mtamaryland
04/12/23	Twitter - MWCOG	COG @MWCOG
05/02/23	Twitter - Prince George Vision Zero	PGCountyDPWT @PGCountyDPWT
05/19/23	Twitter - Prince George Vision Zero	PGCountyDPWT @PGCountyDPWT
05/19/23	Twitter - Prince George Vision Zero	PGCountyDPWT @PGCountyDPWT
05/09/23	Twitter - Prince William County Green Business Council	Prince William County Green Business Council @pwcgbc
05/03/23	Twitter - Sarah for Alexandria	Sarah for Alexandria @SarahforALX
05/09/23	Twitter - South Fairfax Chamber of Commerce	South Fairfax Chamber of Commerce - SFCC @SouthFairfax
04/15/23	Twitter - SR 244	SRtwofourfour @SRtwofourfour
05/11/23	Twitter - TakomaParkMD	TakomaParkMD @TakomaParkMD
05/19/23	Twitter - VDOT Northern VA	VDOT Northern VA @VaDOTNOVA

05/19/23	Twitter - VDOT Northern VA	VDOT Northern VA @VaDOTNOVA
05/16/23	Twitter - VDOT Northern VA	VDOT Northern VA @VaDOTNOVA
05/03/23	Twitter - Vélocity	Vélocity Bicycle Co-op @velocitycoop
05/11/23	Twitter - Vienna Patch	Vienna Patch @ViennaPatch
05/20/23	Twitter - WalkCycleMD	WalkCycleMD @WalkCycleMD
05/05/23	Twitter - WHS Transportation	WHS Transportation @WHS_Transport
05/01/23	YouTube - Commuter Connections	YouTube - Commuter Connections
04/04/23	YouTube - City of Fairfax	YouTube - City of Fairfax
05/19/23	YouTube - DDOT	YouTube - DDOT
05/19/23	YouTube - Downtown DC BID	YouTube - Downtown DC BID
05/18/23	YouTube - WUSA9	YouTube - WUSA9