



**Metropolitan Washington Council of Governments**

**FY2019 First Half  
Marketing Campaign Summary  
Final Report**

**Commuter Connections  
Regional TDM Marketing Group**

**March 19, 2019**

# FY2019 First Half Marketing Campaign Summary Draft Report

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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2018. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington, DC region. Through the use of media and other forms of communication at high reach and frequency levels, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain or increase usage.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet congestion and air quality impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs.

Other campaigns for the first half of FY19 include the promotion of 'Pool Rewards and Car Free Days. Car Free Days was held on Friday and Saturday, September 21-22, 2018 and served as an opportunity to promote alternative modes for both commute and non-commute transportation, and encouraged commuters and the general public to take the pledge to use car free or car-lite transportation. The 'Pool Rewards program was geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

## **Mass Marketing Campaign**

The FY2019 first half media campaign, promoting Ridesharing and GRH, used advertising developed for spring FY2018, in both audio and visual forms. Campaign creative were themed, “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for GRH. The Rideshare campaign kicked off the last week of September, while the GRH campaign kicked off the first week of October. The campaigns ran for a total of fourteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$251,048.24, and the total cost of the GRH media buy was \$268,918.33.

The FY2019 first half media campaign also included promoting GRH in the Baltimore region, using the same advertising developed for spring FY2018 radio and social media for the DC region. Two GRH radio ads ran for a total of eight weeks, starting at the beginning of October and running through the last week of December. The total cost of the GRH Baltimore media buy was \$2,807.

## **Value Add Promotions**

Based on paid media spending, value add was negotiated in the form of additional media exposure. Value add varied from no-charge radio ads, brief promotional messages, radio personality social media posts, email blasts, and banner ads on station web sites.

## **Messaging Strategy**

Rideshare’s “Belonging has its Benefits” campaign informed commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was heard on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital, social media, paid blogs, and direct mail.

The FY18 GRH “Don’t Get Stuck” concept offered a scenario of being stuck at work in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can solve the "got stuck" feeling with free rides home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home— guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. A reminder to register or renew was included in the messaging. GRH advertising was placed on a mix of music and news radio stations, podcasts, digital, social media, transit signage, paid blogs, and direct mail.

### **Car Free Days**

Radio, posters, social media, text messages, donated transit space, paid blogs, and earned media were used to promote Car Free Days 2018. Pledges reached nearly 2,800 which included the college pledges raised during the Car Free Days College Campus Challenge. The total cost of the Car Free Days media buy was \$44,229.65

### **'Pool Rewards**

Facebook advertisements through radio partners were used to promote 'Pool Rewards during the first half of FY19. The campaign started in the middle of November 2018 and ran through the end of December. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. The total cost of the 'Pool Rewards media buy was \$15,000.78 for the first half of FY19.

### **Employer Recognition Awards**

Winners will be honored at an awards ceremony in June 2019. A nomination brochure and application form were created and mailed in early December, and also made available online.

## Introduction

The FY2019 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2018, served as a tool to outline marketing plans for FY2019. The strategy behind the FY2019 campaign reflects the state of events for the region's commuters, and builds upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The first half of FY2019 included the following actions:

- The continuation of the spring FY2018 Rideshare marketing campaign, which emphasizes the benefits of Commuter Connections and the safety net of GRH.
- The promotion of Car Free Days 2018 to encourage commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- The continuation of the Ridesharing incentive program 'Pool Rewards.
- Summer and fall newsletters that provide news about transportation to benefit employers.
- A "Call for Nominations" brochure and form for the 2019 Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2019 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2019.
- Deployment of a new website for Commuter Connections.

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers establish commuter benefit programs for employees, including telework.

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GoAlex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- LINK
- 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 Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

## Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are GRH and Ridematching. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling, and teleworking.

The objectives of the marketing campaign are to:

- Emphasize the benefits of ridesharing, through simple, direct messages.
- Emphasize the benefits of Ridesharing on HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Position Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, Employer Recognition Awards, and the employer newsletter.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.



## Brand Character

Commuter Connections is a network of organizations working to improve commutes. Through Commuter Connections' online Ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool and vanpool, along with an access to commute routes and other alternative mode options such as transit, bicycling, and teleworking. As more people share the ride to work, they positively affect air quality and mobility for the region. During the first half of FY19 Commuter Connections rolled out a new logo and brand guidelines. For the first time, a stacked logo has been introduced into the portfolio to optimize advertising opportunities in which a long horizontal logo layout is not an appropriate use of space. The logo will be incorporated into the second half of the fiscal year, and as marketing collateral is replenished.



## Car Free Days 2018

Car Free Days was celebrated on Friday and Saturday, September 21-22, 2018. The event promoted alternative travel modes for both commute and non-commute purposes by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of CAR FREE DAYS pledges reached nearly 2,800.



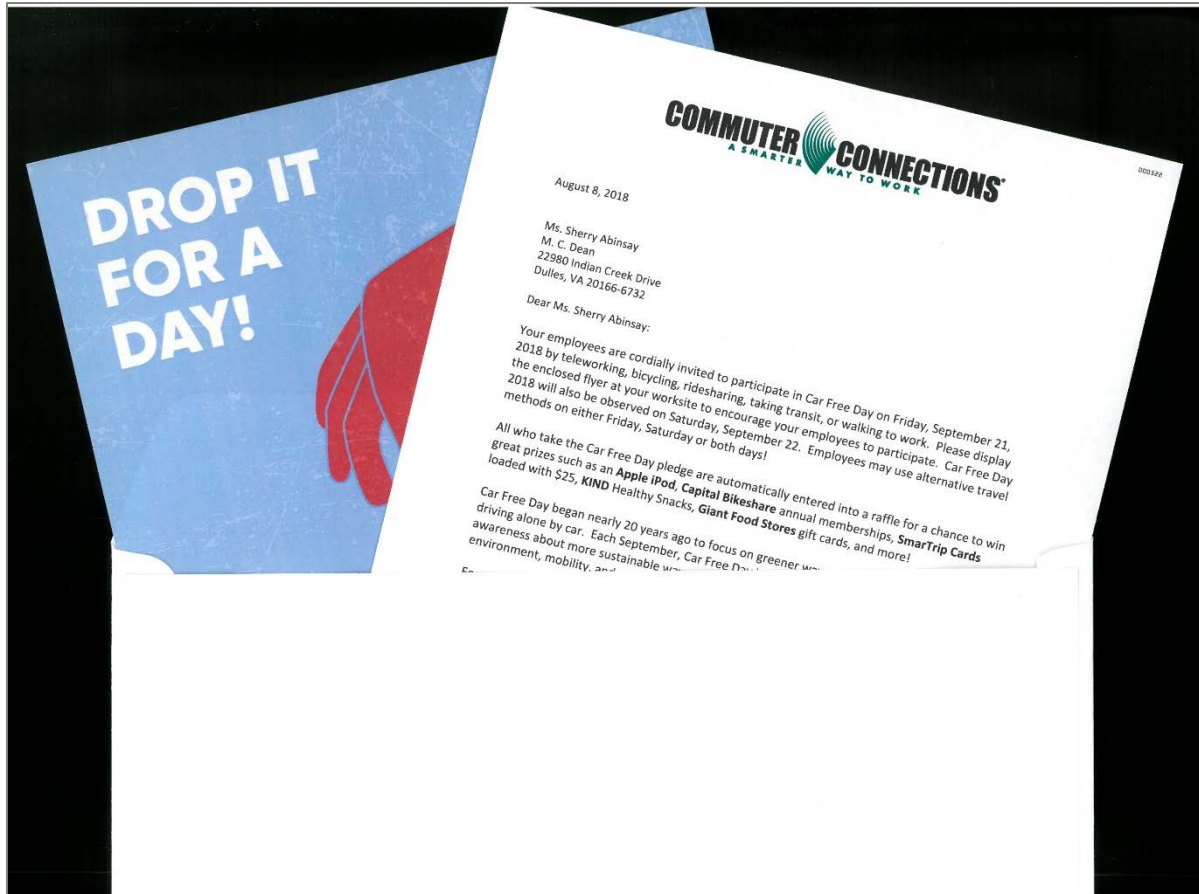
**Poster**

The 2018 poster was a revival of a previous year’s theme for Car Free Day and was refreshed with Committee feedback. Messaging encourages drivers to “Drop it For a Day” and take the free online pledge to use transportation alternatives on September 21 and/or 22. A PDF version of the poster was also made available on the web site for download.



## Employer Mailing

A total of 16,500 posters were printed, 5,500 of which were mailed to employers throughout the region, along with a cover letter. In addition, an email blast was sent to 45,000 email addresses comprised of those who took the Car Free Day pledge over the previous three years, Commuter Connections opt-in accounts, Committee Members, employers, and Federal Telework Coordinators.



## Media Objectives

The Car Free Days campaign raised public awareness and promoted use of more sustainable modes of transportation. Car Free Days challenged drivers to leave their cars home and go car free or car-lite on September 21 and/or 22.

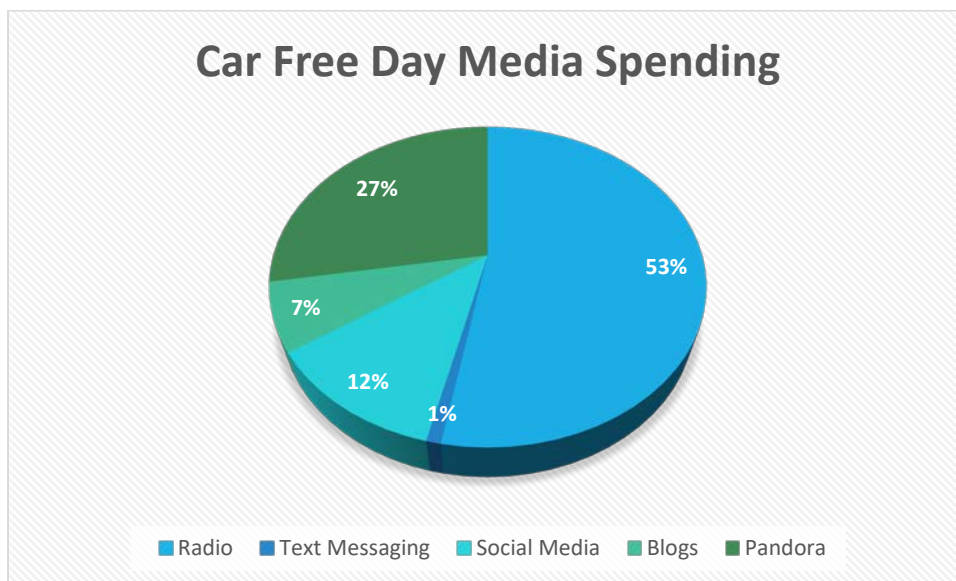
Radio, text messaging, blogs, posters, bus signage, bus shelters, banner ads on radio station websites, social media, and an earned media effort were used to bring attention to the Car Free Day event and drive the public to [www.carfreemetrodca.org](http://www.carfreemetrodca.org) to take the pledge.

### Target market:

Drivers of Single Occupant Vehicles

### Geographic Targeting

Washington D.C. DMA



Car Free Day	Gross	Net	%	Impressions
Radio	\$27,486.66	\$23,363.65	53%	2,180,000
Text Messaging	\$400.00	\$400.00	1%	1,200
Social Media	\$5,230.00	\$5,230.00	12%	905,000
Blogs	\$3,000.00	\$3,000.00	7%	98,400
Pandora	\$14,071.00	\$12,236.00	27%	8,190,000
	<b>\$50,187.66</b>	<b>\$44,229.65</b>	<b>100%</b>	<b>11,374,600</b>

## Radio

Radio comprised of half the media budget and informed the public about Car Free Days. Stations included WIAD (94.7 Fresh), WTOP (103.5 WTOP News), and WJFK (103.5 The Fan). Stations also provided pre-recorded DJ endorsements inviting listeners to participate from a personal level.

The logo for WTOP, featuring the lowercase letters "wtop" in a light blue, sans-serif font.The logo for 94.7 Fresh FM, featuring the number "94.7" in blue with a play button icon, and the word "fresh" in bold black lowercase letters with "fm" in smaller lowercase letters to the right.The logo for 106.7 The Fan DC + SportsRadio, featuring the number "106.7" in red, the word "the" in a red banner, and the word "FAN" in large red outlined letters, with "DC + SPORTSRADIO" in smaller red letters below.

## Social Media Sites

Social Media was used to keep fans up to date on activities prior to and after the event, and to spread the word through shares. The Car Free Day Facebook site is “liked” by over 4,300 users.

The image is a screenshot of the Facebook page for Car Free Day. At the top, the Facebook logo is on the left, and the login fields for email/phone and password are on the right. The page header features a large blue banner with a red hand holding a key, the text "DROP IT FOR A DAY!", and the website "CARFREEMETRODC.ORG". Below the banner are "Like", "Share", and "Suggest edits" buttons, along with "Sign Up" and "Send Message" buttons. The left sidebar contains navigation options: Home, Reviews, Photos, Videos, Posts, Events, About, Community, Info and Ads, and Pledge, with a "Create a Page" button at the bottom. The main content area is divided into sections: "Recommendations and Reviews" (showing two reviews), "Photos" (featuring a woman's portrait and a "THANKS TO OUR SPONSORS!" graphic), and "Videos". The right sidebar includes a search bar, a "Car Free Day Transportation Service" rating of 5 stars, a "Community" section with 4,340 likes and 4,285 followers, an "About" section with contact information, and a "People" section with 4,340 likes. At the bottom of the right sidebar, there is a "Related Pages" section listing organizations like "Bikes for the World", "Washington Area Bicyclist As...", "Mook Grass Rooling", and "Elura Audio".

**Paid Social Media**

Boosted Facebook posts were placed in September 2018; a different one every several days.



**TAKE TRANSIT**  
On Friday, September 21 and/or Saturday, September 22 people are encouraged to get around without driving alone in cars. Instead try the bus, train, bicycle, carpool, vanpool, or walk. Take the pledge at



**TAKE A BIKE FOR THE DAY!**  
No Bike? No problem! The Metropolitan region offers many options for taking a bike for the day. Grab a friend and take the free pledge to ride together! You could win some great prizes and join millions around the world for this



**WORK FROM HOME ON FRIDAY!**  
Yippee! Celebrate Car Free Day on Friday, September 21, which makes it the perfect day to work from home and do some good! Join millions around the world... and don't forget to take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org). Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



**WATCH A MOVIE WITH YOUR FAMILY**  
Stay at home and go car free with your family. Break out the popcorn and watch your favorite movies on Friday, September 21 and/or Saturday, September 22 - it's the perfect way to do your part on World Car Free Day! Take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org). Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



**DO YOUR SHOPPING ONLINE**  
You bet it counts! You can be car free and still be productive! Shopping online is another great way to skip driving. Take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and enter for your chance to win some great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

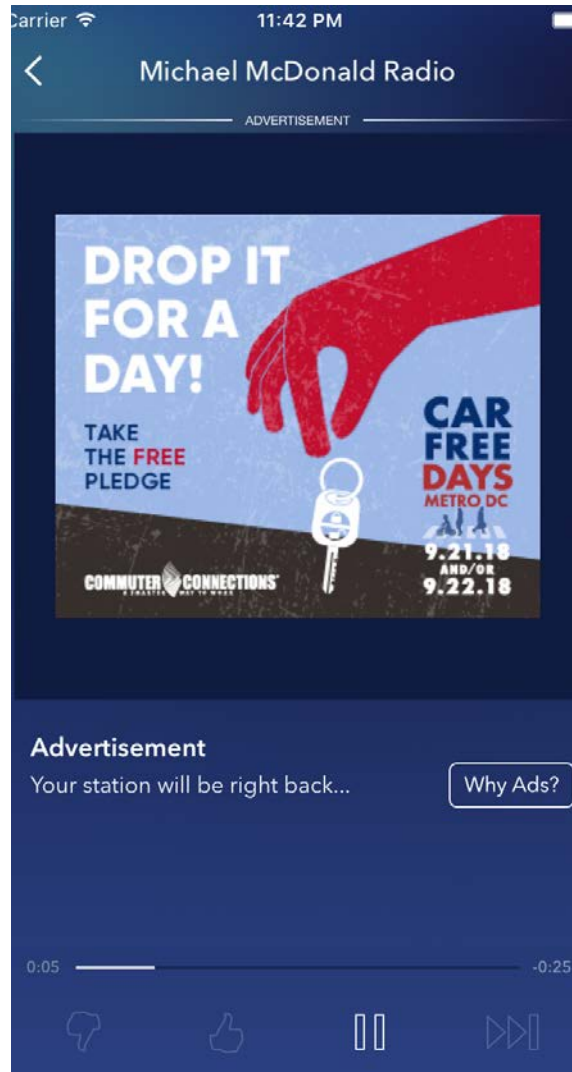


**WALK TO WORK**  
Walk to work on Friday, September 21 or to the store on Saturday, September 22! Take the free pledge and you could win some great prizes. Join millions around the world for this important event. Go to [www.carfreemetrodc.org](http://www.carfreemetrodc.org). Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



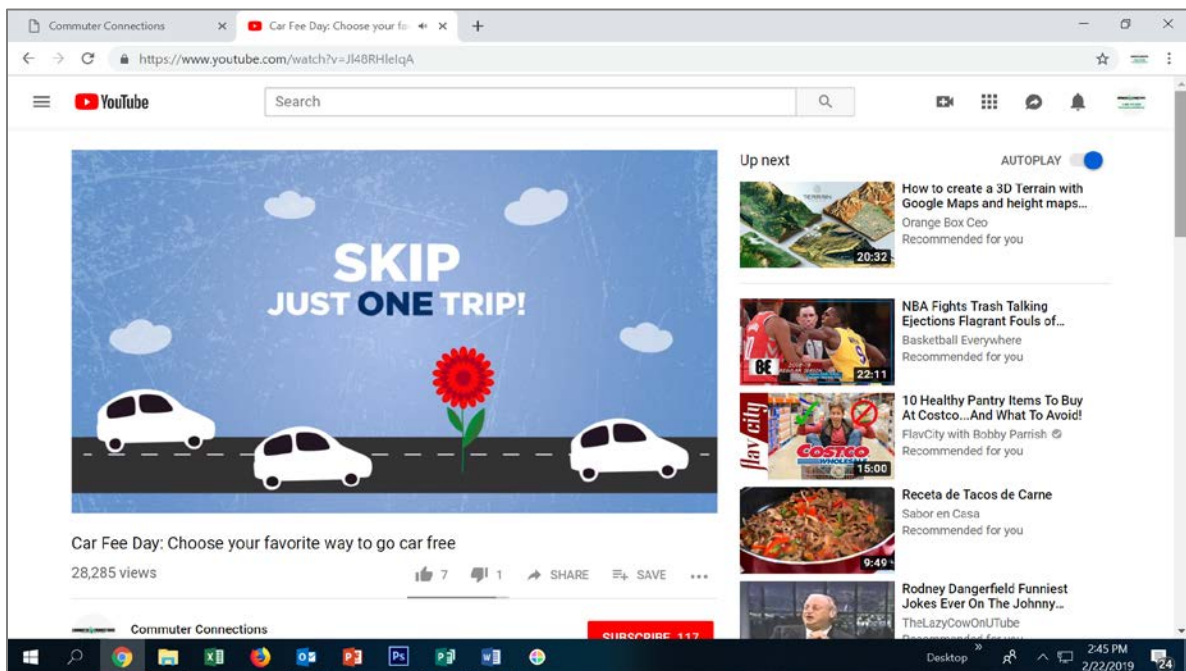
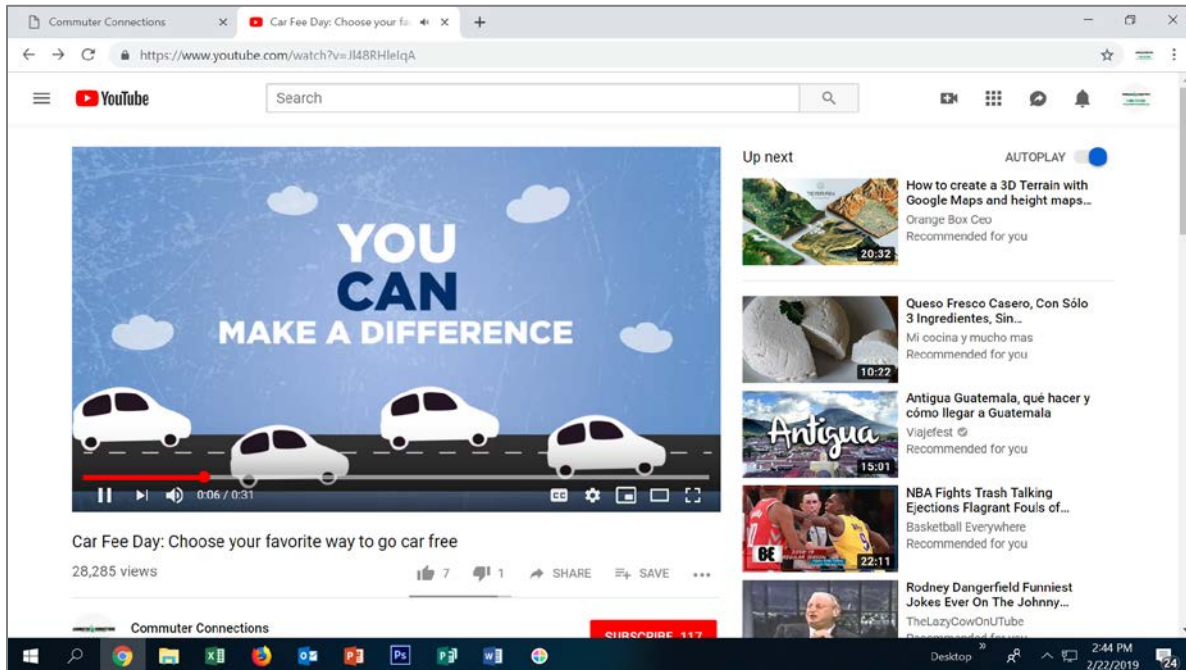
## Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Days, a :30 radio spot ran concurrently with display advertisements.



## YouTube

A :30 video was placed on YouTube encouraging viewers to Choose a favorite way to go car free.



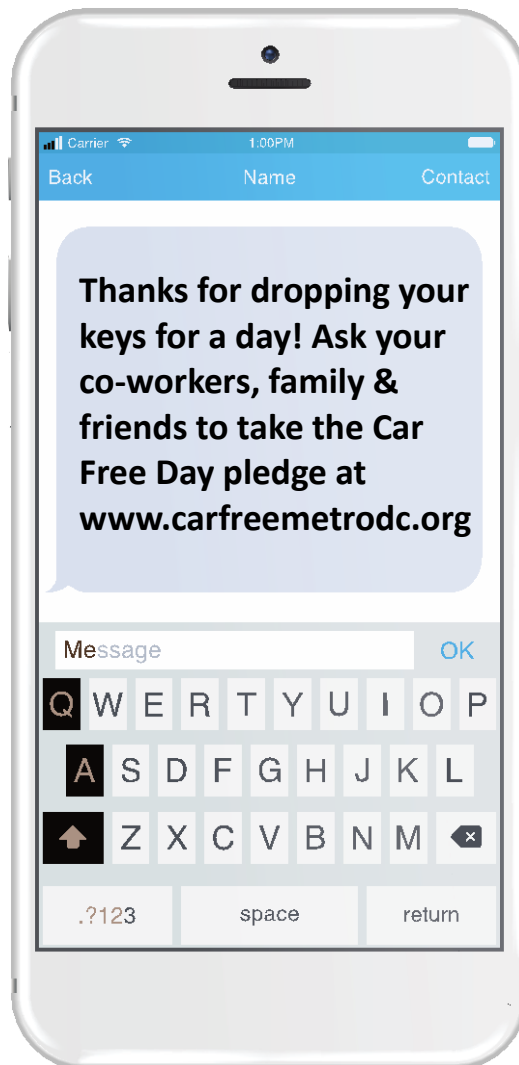
## Key Influencer Blogs

Paid endorsements with popular local bloggers Meg Biram and Courtney Dredde helped reach unique audiences. These influential lifestyle blog writers spread the word about Car Free Day in a grass-roots style fashion to generate conversation and awareness of getting around without driving alone by car. Both wrote comprehensive articles from a personal perspective. In the blog they discussed various forms of transportation that readers could use on Car Free Day. Articles contained caveats regarding sponsor transparency.



## Text Messages

When event registrants took the Car Free Day pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) they were provided with the opportunity to opt-in and enter their mobile number to receive text messages about the upcoming event. The message asked recipients to encourage friends, family, and co-workers to take the pledge as well.



## Transit Signage

Complimentary transit ad space was donated by the following transit partners:

- Arlington Interior Bus Cards
- Fairfax County Connector Bus Tails
- Prince George's County Bus Shelters
- Montgomery County Bus Queens
- Metrobus Interior Bus Cards

**DROP IT FOR A DAY!**

**Better Ways To Work!**  
Metropolitan Council of Governments  
Your local connection to Commuter Connections

**MCDOT**  
Montgomery County Department of Transportation

**CAR FREE DAYS METRO DC**

9.21.18  
AND/OR  
9.22.18

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**  
TO BE ELIGIBLE FOR GREAT **PRIZES!**

#CarFreeDay @CarFreeMetroDC

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

Telework, Bike, Bus, Rideshare, Train, or Walk on Friday Sept 21 and/or Saturday 22. Take the pledge, even if you're already car free.

## Earned Media

Outreach was conducted that included targeted press releases to raise awareness of the health benefits of going car free and the prize raffle.

### Press Releases:

- *Don't miss out on great Car Free Day prizes*
- *Commute to a healthier lifestyle on Car Free Days, September 21 and 22*
- *Drop Your Keys for a Day or Two! Take the Pledge to Go Car Free on September 21 and 22*

For the second consecutive year, Commuter Connections partnered with the American Lung Association to support the Car Free Day initiative of improving the region's air quality and health. The American Lung Association provided a quote for the Car Free Day press release and shared Car Free Day promotional posts and articles on their social media pages.

A new partnership was established with the American Heart Association to amplify the Car Free Day message about health and air quality. In addition to providing a quote for the Car Free Day press release, the American Heart Association distributed the release and information about Car Free Day to its media list and stakeholders; posted a blog post about Car Free Day; and promoted the event and its materials through its social media accounts.



The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate awareness of and participation in Car Free Day on college campuses throughout the region. A promotional kit was distributed to higher learning institutions in partnership with the Consortium of Universities of the Washington Metropolitan Area. Over 250 pledges, 9 percent of all Car Free Day pledges were made through .edu email domains. Georgetown University, American University, University of Maryland, George Mason University, and Gallaudet University were the top five.

## Ridematching Campaign

### Messaging Strategy

During the first half of the FY2019 Rideshare campaign, “Belong has its Benefits” informed commuters that once they register with Commuter Connections, they gain access to a host of free commuter benefits and programs.

**BELONGING**  
TO COMMUTER CONNECTIONS  
**HAS ITS**  
**BENEFITS**

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

**COMMUTER CONNECTIONS**  
A QUALITY WAY TO WORK

commuterconnections.org 800.745.RIDE

**BELONGING**  
TO COMMUTER CONNECTIONS  
**HAS ITS**  
**BENEFITS**

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

**COMMUTER CONNECTIONS**  
A QUALITY WAY TO WORK

commuterconnections.org 800.745.RIDE

### Media Objectives: Rideshare

The fall FY2019 media campaign promoted the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially along HOV/Express Lanes corridors, due to highway congestion and fewer transit options.

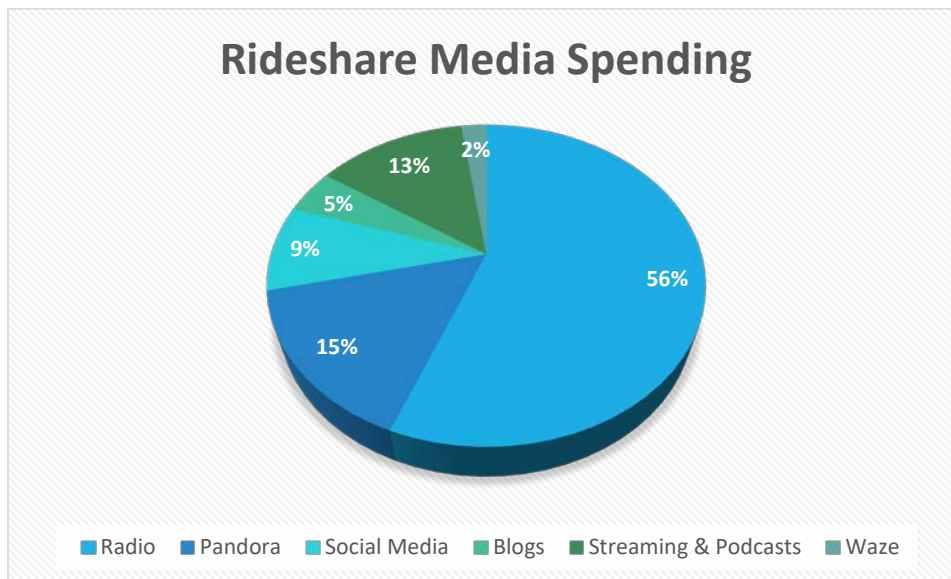
## Target Market

### FY2018 Commuter Connections Applicant Database Annual Placement Survey Report:

- 35-64 years old (84%)
- Caucasian (57%) and African-American (22%)
- Commutes less than 30 miles (38%), 30-39 (23%), 40 or more miles (39%)
- Commutes 45 minutes or less (29%), 46-60 (26%), 61 or more minutes (45%)
- Lives in Virginia (57%) or Maryland (40%); work in D.C. (50%), Maryland (25%) and Virginia (25%)
- Works for employers with 101-250 (11%) employees, 251-999 (20%), 1,000 or more (48%)
- Works for federal agencies (66%) and private sector (21%)

## Geographic Targeting

Washington, DC DMA



Rideshare	Gross	Net	%	Impressions
<b>Radio</b>	\$165,171.00	\$140,395.25	56%	43,764,702
<b>Pandora</b>	\$45,624.67	\$38,780.00	15%	8,190,000
<b>Social Media</b>	\$25,307.00	\$21,512.08	9%	349,233
<b>Blogs</b>	\$13,411.76	\$11,400.00	5%	1,500,000
<b>Streaming &amp; Podcasts</b>	\$39,105.88	\$33,240.00	13%	6,530,022
<b>Waze</b>	\$6,588.24	\$5,720.91	2%	1,500,000
	<b>\$295,208.55</b>	<b>\$251,048.24</b>	<b>100%</b>	<b>61,833,957</b>



## Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music and news.

- WAMU (88.5 Public Radio)
- WBQB (101.5 AC)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WIAD (94.7 Fresh)
- WJFK (103.7 The Fan)
- WTOP (103.5 News/Talk)
- WWEG (106.9 The Eagle)

## Podcasts

The Rideshare podcasts alternated for eight weeks on NBC Sports during Wizards and Capitals programming.

The following ads promoted the Ridematching program:

### ***Ridesharing :30 “Belonging has its Benefits” Male***

Belonging has its Benefits! When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work. It’s free and you’ll find potential matches for your commute. Ridesharing saves on average \$22 a day, that’s a trunk load of savings!

Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging! That’s Commuter Connections dot org or 800.745.RIDE.

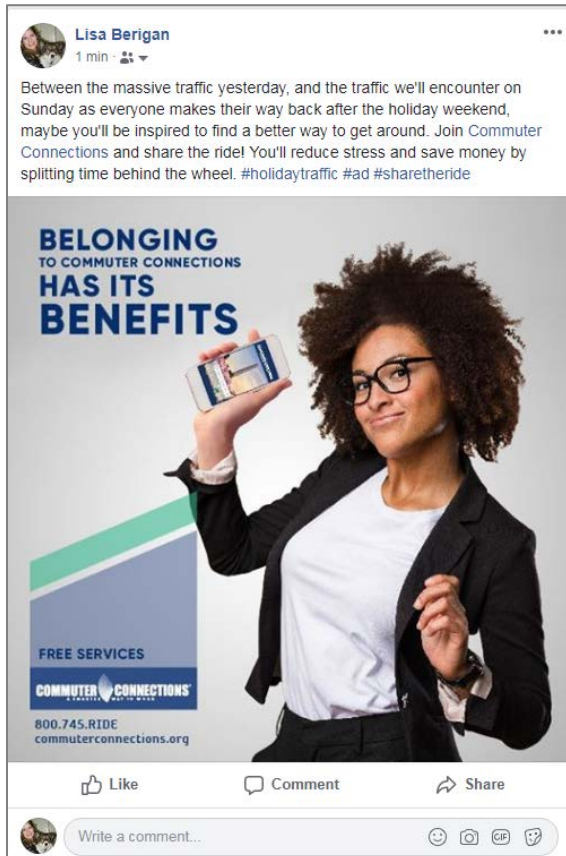
### ***Ridesharing :30 “Belonging has its Benefits” Female***

Belonging has its Benefits! Commuting to work can be very stressful! Beat the stress of driving alone when you rideshare. Sign up for a free account at Commuter Connections dot org. You can find trusted professionals just like yourself who want to share a ride to work and start commuting stress free.

Register today for this free service at Commuter Connections dot org and start experiencing all the benefits of belonging! That’s Commuter Connections dot org, or 800.745.RIDE.

## Social Media Advertising


Social Media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored posts were placed for eight weeks.



**Lisa Berigan**  
1 min · 🧑‍🤝‍🧑

Between the massive traffic yesterday, and the traffic we'll encounter on Sunday as everyone makes their way back after the holiday weekend, maybe you'll be inspired to find a better way to get around. Join Commuter Connections and share the ride! You'll reduce stress and save money by splitting time behind the wheel. #holidaytraffic #ad #sharetheride

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**



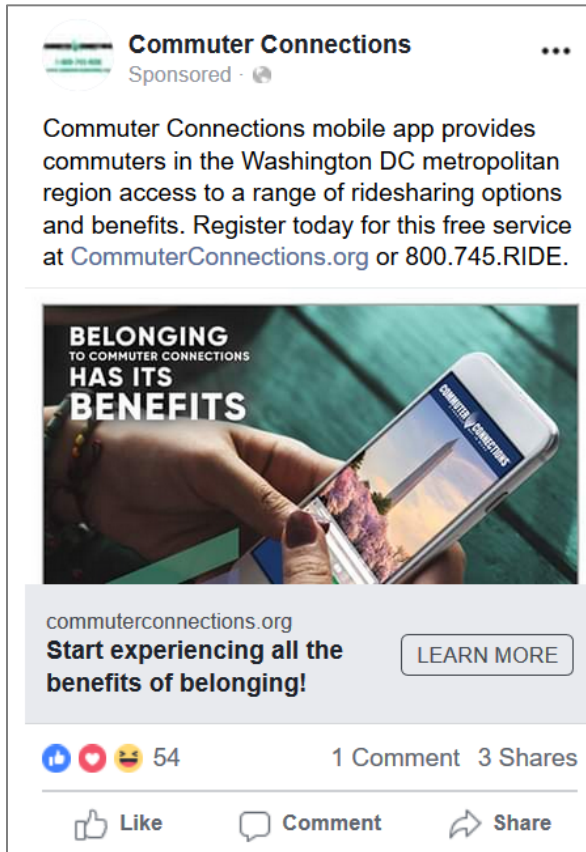
**FREE SERVICES**

**COMMUTER CONNECTIONS**

800.745.RIDE  
commuterconnections.org

Like Comment Share

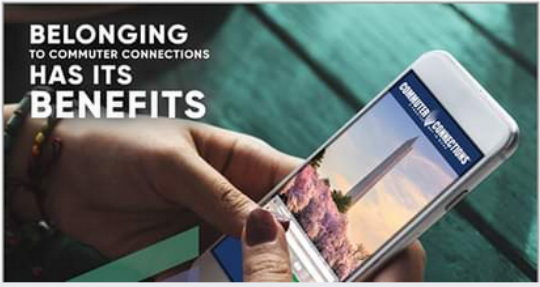
Write a comment...



**Commuter Connections**  
Sponsored · 🌐

Commuter Connections mobile app provides commuters in the Washington DC metropolitan region access to a range of ridesharing options and benefits. Register today for this free service at [CommuterConnections.org](http://CommuterConnections.org) or 800.745.RIDE.

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**



commuterconnections.org  
**Start experiencing all the benefits of belonging!**

LEARN MORE

👍❤️😂 54 1 Comment 3 Shares

Like Comment Share

## Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored native articles on WTOP. A Pandora campaign alternated every other week from October through December. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

### WTOP Banner Ads



## Native Articles

Native advertising or sponsored content is a form of paid media where the ad content's visual design and structure is consistent with the natural user experience of the publication or website. Native articles were written for the Commuter Connections Rideshare program by WTOP for wtop.com. In addition, Rideshare banner ads appeared alongside the content.

The image shows a screenshot of a news article on the WTOP website. At the top, there is a banner for 'COMMUTER CONNECTIONS' with the tagline 'A SMARTER WAY TO WORK' and the website 'commuterconnections.org' and phone number '800.745.RIDE'. The banner also includes the text 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' and 'REGISTER OR RENEW TODAY! FREE SERVICES'. Below the banner is the WTOP logo and navigation links for NEWS, TRAFFIC, WEATHER, and LISTEN. The article title is 'This is the future of your commute, a look at emerging technologies in the distant future', dated October 10, 2018, 4:30 pm. The article is sponsored by Council of Governments - Rideshare. The main text discusses the challenges of commuting in the Washington, DC area and introduces emerging technologies. A large image shows a person's hands interacting with a futuristic car interface. Below this is a section titled 'Connected Cars' with a detailed description of the technology. At the bottom of the article, there are social media links for Facebook and Twitter. To the right of the article is a vertical advertisement for Commuter Connections, featuring a woman holding a smartphone and the text 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS'.

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

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

**REGISTER OR RENEW TODAY! FREE SERVICES**

**wtop** NEWS TRAFFIC WEATHER LISTEN

Home » Council of Governments » This is the future...

### This is the future of your commute, a look at emerging technologies in the distant future

October 10, 2018 4:30 pm

This content is sponsored by Council of Governments - Rideshare

The daily commute in the Washington, DC area can be hard and with traffic congestion at it's worst, many people are trying to find alternative ways to get to and from work. While most people take cars, buses or trains to work, there are new emerging technologies that are making the commute in the 21st century a lot easier.

**Connected Cars**

A connected car is a car that is equipped with Internet access, and usually also with a wireless local area network. Connected cars are becoming a very popular thing of the future. Connected cars talk to each other—and to roadside infrastructure like streetlights and road signs—through wireless sensors that automatically transmit signals about their position and velocity. Connected cars can also tell human drivers if there's an accident coming around the bend or that a car's too close to another up ahead and it's probably worth hanging back. They'll also talk to the traffic light, which might turn green for you if you're the only car at the intersection.

Photo Credit: Getty Images

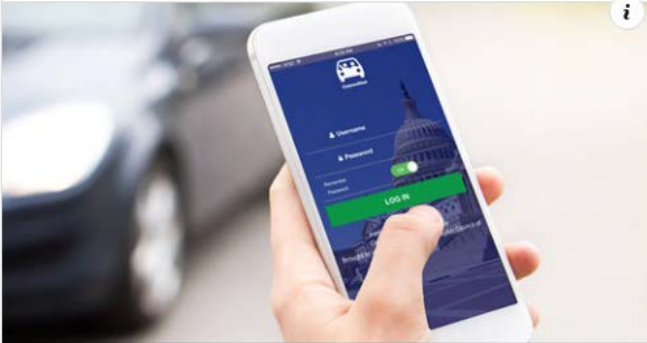
Like WTOP on Facebook and follow @WTOP on Twitter to engage in conversation about this article and others.

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

## WTOP Facebook

**wtop** WTOP News with Commuter Connections.  
Sponsored · 🌐

The daily commute in the Washington, DC area can be hard and with traffic congestion at it's worst, many people are trying to find alternative ways to get to and from work. While most people take cars, buses or trains to work, there are new emerging technologies that are making the commute in the 21st century a lot easier.



WTOP.COM  
**This is the future of your commute, a look at emerging technologies in the distant future | WTOP**

👍👎🗨️ Kristy Buls Crawford, Nettie Burchick and 49 others · 10 Comments · 16 Shares

👍 Like    💬 Comment    ➦ Share

**wtop** WTOP News with Commuter Connections.  
Sponsored · 🌐

Commuting in the Washington, DC area can be long but what is it like commuting in other states across the US? This gallery ranks the best and worst commutes across all 50 states.



WTOP.COM  
**Visualizing commute times in the US** [Learn More](#)

👍👎🗨️ Chris Godlewski, Mike Im and 43 others · 47 Comments · 19 Shares

👍 Like    💬 Comment    ➦ Share

## Pandora Banner Ads



## Streaming Service Videos



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!



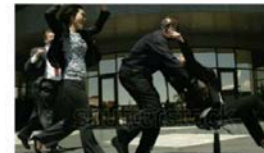
Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!

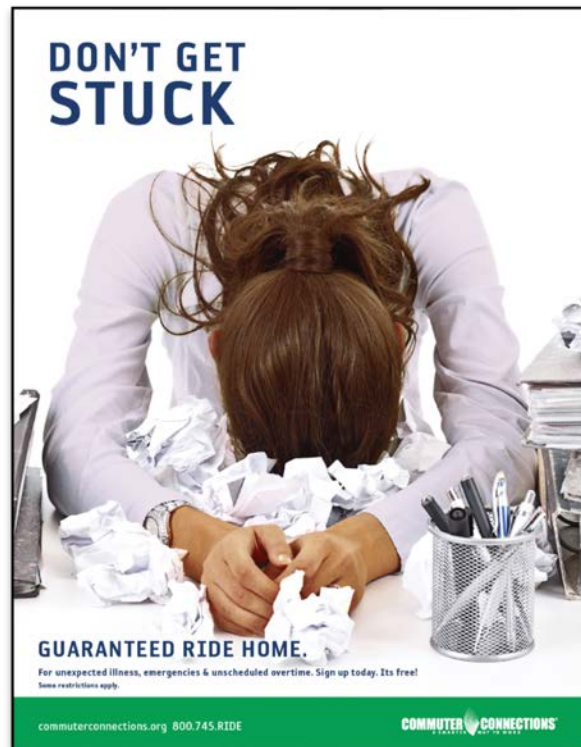
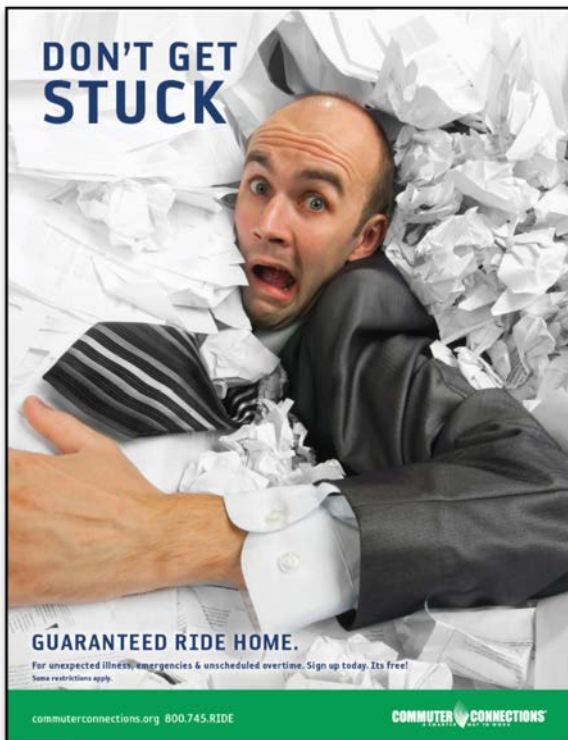


Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!

## Guaranteed Ride Home Campaign

### Messaging Strategy

The GRH campaign for the second half of FY2019 offered the concept of being stuck at work without a way to get home and did so in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who used alternative transportation were rest assured that when unexpected issues arise, they can get home, guaranteed.



## Media Objectives: Guaranteed Ride Home

The campaign was focusing on raising awareness of the GRH program among commuters and increasing registration and re-registration. GRH leverages alternative transportation by removing one of the perceived barriers: how to get home in case of an unexpected emergency.

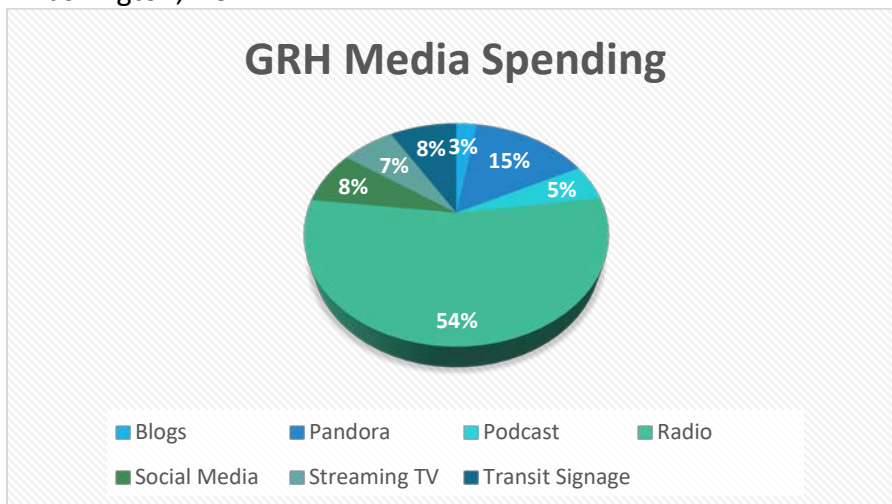
## Target market

From 2016 Guaranteed Ride Home Washington, DC Region Program Survey Report:

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

## Geographic Targeting

Washington, DC DMA



GRH Fall FY19	Gross	Net	%	Impressions
Blogs	\$8,352.94	\$7,100.00	3.0%	1,500,000
Pandora	\$47,060.00	\$40,001.00	15.0%	7,800,500
Podcast	\$16,470.59	\$14,000.00	5.0%	420,000
Radio	\$171,506.00	\$145,780.00	54.0%	38,650,800
Social Media	\$21,037.33	\$21,037.33	8.0%	364,228
Streaming TV	\$21,176.47	\$18,000.00	7.0%	11,400,400
Transit Signage	\$27,058.82	\$23,000.00	8.0%	5,820,000
	<b>\$312,662.15</b>	<b>\$268,918.33</b>	<b>100%</b>	<b>65,955,928</b>



## Radio

Radio was the anchor media for the GRH campaign. Station formats included a mix of news and music:

- WAMU (88.5 Public Radio)
- WBQB (101.5 AC)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WTOP (103.5 News/Talk)
- WWEG (106.9 The Eagle)

## Podcasts

The Rideshare podcasts alternated for eight weeks on WAMU's Kojo Nnamdi Show

The following spots promoted GRH:

### ***Guaranteed Ride Home :30 "Don't Get Stuck" Office Mail***

Don't get stuck at work. When you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. We'll get you home. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That's Commuter Connections dot org. Some restrictions apply.

### ***Guaranteed Ride Home: :30 "Don't Get Stuck" Sick Female***

Moping at your desk with a miserable cold? Don't get stuck if you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [Commuter Connections dot org](http://Commuter Connections dot org) or 800.745.RIDE. That's Commuter Connections dot org. Some restrictions apply.

## Social Media Advertising

Social Media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allowed messaging to reach audiences throughout the region. Sponsored ads were posted for eight weeks.



## Online & Digital Advertising

A Pandora campaign alternated every other week from October through December. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

### Pandora Banner Ads



## Video



GRH Don't Get Stuck



Don't Get Stuck at Work...



When you rideshare, you can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections.



Free rides home if you rideshare.



Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



GRH Don't Get Stuck



Moping at your desk with a miserable cold?



Don't get stuck if you rideshare...



You can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare.



Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.

## Paid Transit Placements

To reach the commuter rail population, paid ads were placed on VRE and MARC train interiors or station platforms.



## GRH Baltimore

The GRH Baltimore campaign focused on raising awareness of the program among commuters in the Baltimore region, and increasing registrants. Facebook and YouTube ads increased awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

### Target market for Baltimore Metropolitan Region:

From 2016 Guaranteed Ride Home Baltimore Region Program Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top six home jurisdictions are Hartford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

### Geographic Targeting

Baltimore, MD DMA

GRH Baltimore	Gross	Net	%	Impressions
Facebook & YouTube	\$2,807.00	\$2,807.00	100%	184,460

### Facebook & YouTube

Facebook was used to engage and help drive registration and re-registration to the website. See social media ad on pages 33 & 34..

## Direct Mail

This first element of the new FY2019 campaign was delivered to 500,000 households within the metropolitan Washington region in December in the form of self-mailers. The mailers promoted Ridematching and GRH programs and the new dynamic Rideshare app, CarpoolNow, and also reminded residents that they may be eligible to participate in 'Pool Rewards. Recipients were households within the MWCOG footprint, ages 25-54, with annual incomes of \$75,000 and above. Mailers included a postage paid reply mechanism containing a dual Ridematching and GRH application form. Commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org) to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total cost including printing, mailing list purchase and postage was \$97,826.



## **Bike to Work Day**

### **Sponsorship Drive**

Commuter Connections began its annual sponsorship drive in November 2018 for the May 2019 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. The Sponsorship Drive closed on February 1, 2019.



## Employer Recognition Awards

The 2019 Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the annual awards ceremony in June 2019. A nomination brochure and form for the 2019 awards were developed and distributed in early December 2018. The materials were also made available online.

## Nomination Brochure

**Awards are given in the following categories:**

**INCENTIVES**  
Offering a bonus or consumer incentives to encourage and reward employees for using alternative means of transportation to and from work.

**MARKETING**  
Educating about and advocating for alternative commute systems, and promoting its merits in an influential and informative way.

**TELEWORK**  
Providing a policy framework and technology to allow employees to successfully work from home, or at a local network or co-working center, one or more days per week.

**Has your organization made a difference in any of the following areas? If so, apply now.**

**2019 WINNER**  
EMPLOYER RECOGNITION AWARDS

**TELEWORKING**  
Providing management support, training, and technology to enable employees to work from home, a remote office, or co-working space, either on a part-time, full-time, or occasional basis.

**TRANSIT AND INFRASTRUCTURE**  
Offering monthly transit and/or special pre-tax or direct benefits, through SmartRideNow? Providing shuttle services to and from the workplace and transit stations.

**RECYCLING AND WALKING**  
Providing bike racks, lockers and/or shower facilities for bicycles and walkers. Offering a direct monthly bicycle benefit for purchases, improvements, repair, or storage.

**WALKING**  
Providing Commuter Connections? from ridesharing services for carpools and vanpools, or providing your own on-site employee ridesharing services.

**PARKING STRATEGIES**  
Offering reduced parking fees and/or preferred parking spaces for carpools and vanpools.

**DISCOUNTED MEMBERSHIPS**  
Offering discounts memberships to nearby gyms, libraries and/or car-sharing services.

**A bit about last year's 2018 winners:**

**MARKETING**  
**The Denstone Companies**  
Bethesda, MD

The Denstone Companies was founded in 1966 and has grown into a full-service commercial real estate company. Denstone successfully used all its corporate headquarters in a transit accessible location, just blocks from the metro station and ride on bus service.

The human resources team regularly works to learn about new commuter related initiatives and communicates to program benefits and transportation ridership in a bi-weekly company e-newsletter, supplementing posted flyers. Denstone also engages supervisors to promote transportation information with their teams and provides incentives for employee participation to encourage and make taking transit easier. A trainee was included in commuters taking corporate real-time transit information, special events such as ride-to-work day, and the walk-a-mile challenge encourage employees to bike and walk to work.

**TELEWORK**  
**TQ Solutions**  
Bethesda, MD

**INCENTIVES**  
**American Pharmacists Association**

**2019 EMPLOYER RECOGNITION AWARDS**

**CELEBRATING STARS**

**2019 Employer Recognition Awards**



## 'Pool Rewards

### Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign ran in the fall to promote the benefits of the 'Pool Rewards program.



### Message Strategy

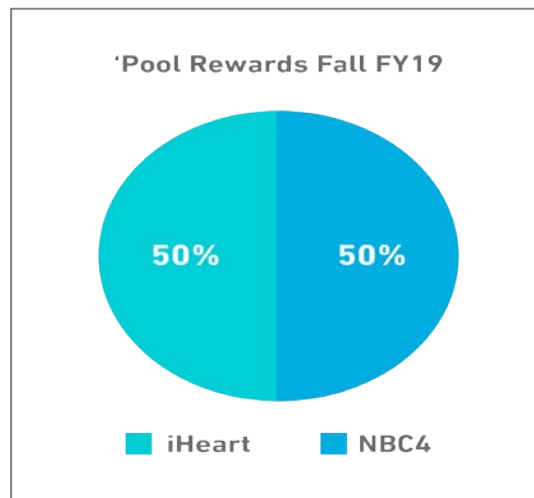
The ads ran on Rideshare weeks, November through December. The ads encouraged commuters to find a partner to start a new carpool/vanpool, mentioned the incentive offered, and encouraged commuters to contact Commuter Connections.

### Target Market

See Rideshare demographics on page 21.

### Geographic Targeting

Washington, DC DMA



Pool Rewards Fall FY19	Gross	Net	%	Impressions
WRC	\$ 8,824.98	\$ 7,501.23	50%	1,385,148
iHeart stations	\$ 8,823.00	\$ 7,499.55	50%	500,000
	<b>\$ 17,647.98</b>	<b>\$ 15,000.78</b>	<b>100%</b>	<b>1,885,148</b>

## 'Pool Rewards Radio Script

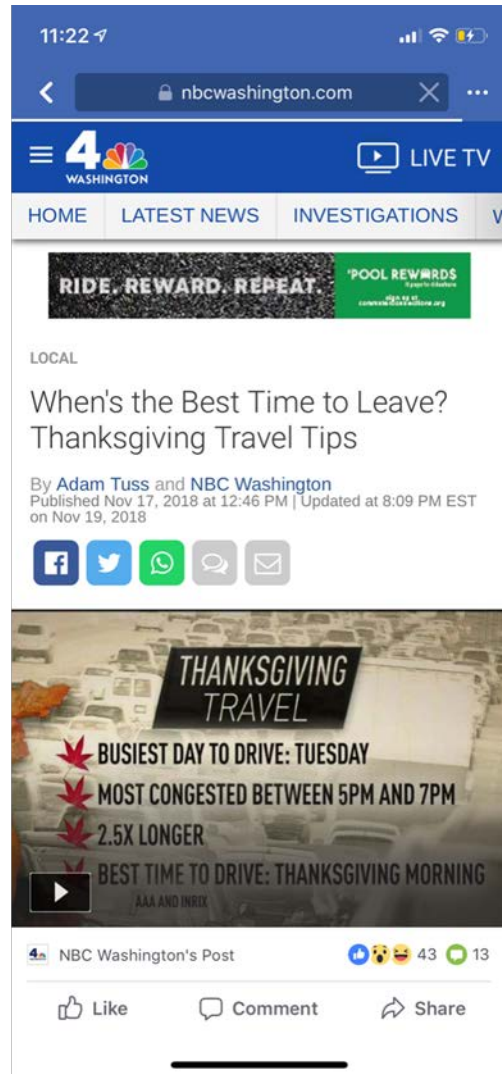
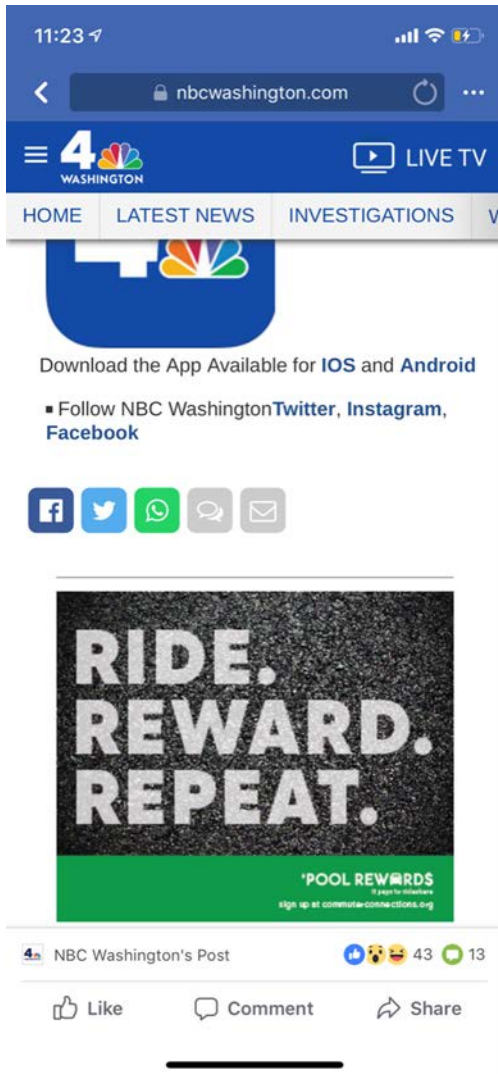
*Pool Rewards :30 "Ride. Reward. Repeat."*

Ride. Reward. Repeat. That's right, get rewarded to rideshare through 'Pool Rewards. Just join or start a new carpool, and you can earn 130 dollars. Or, join a new vanpool and earn 200 dollars a month for your vanpool. It's that easy to earn extra money. Ride. Reward. Repeat. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. That's [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

## 'Pool Rewards Visual




# NBC4 Social Media



## Flextime Rewards


An email blast was sent to all Flextime Rewards participants to remind them to “Flex” their commute and login for a chance to win \$100. It showcased the first monthly winner.




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

Thanks for registering for the Commuter Connections Flextime Rewards program. If you've had significant traffic congestion along your planned travel route, then you may have received emails about avoiding the peak of congestion. These email notifications estimate the number of travel minutes, based on alternative departure times. Adjusting your travel time to avoid the heaviest traffic congestion is called "Flexing Your Commute".





If you flexed your commute based on our email notifications, please remember to log-in your trip(s) to be eligible to win cash prizes. [Click here](#) to log your flex commute trips.



Congratulations to our first cash winner Kelly Muffaletto, who won a cool \$100 by using Flextime Rewards to avoid heavy traffic congestion along her route!



Kelly Muffaletto

National Capital Region Transportation Planning Board  
Metropolitan Washington Council Of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

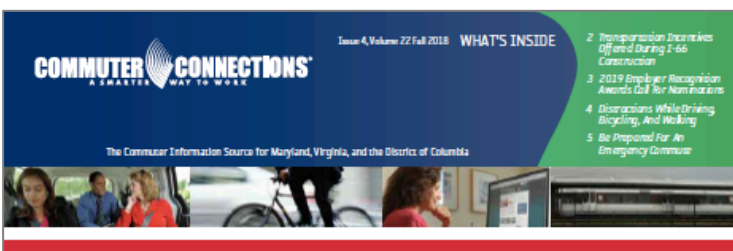
For more information, please contact [ridematching@nrcog.org](mailto:ridematching@nrcog.org)

If you would prefer not to receive emails from us, [click here](#)

## Commuter Connections Newsletter and Federal ETC Insert

The Summer and Fall editions of the Commuter Connections newsletter were produced during the first half of FY2019. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).

### Fall 2018 Newsletter and Federal ETC Insert



#### NEW EMPLOYER CASE STUDIES RELEASED

Commuter Connections is a trusted provider of commuting options for the Washington, DC region offering commute benefit programs that help increase recruitment and retention, and improve the quality of life for your employees.

Commuter Connections has developed and made available several new employer case studies which represent a snapshot of commute challenges and opportunities faced by local employers in the region. This information sharing can help your organization learn what other employers are doing to improve employee commutes and enhance work/life balance.

The case studies contain practical in-use information that highlight how area employers are making their commuter benefits programs work for them and their employees in the region.

##### Inova Fairfax

Inova Health System is a non-profit network of five hospitals located throughout Northern Virginia. Inova Fairfax Medical, located in Falls Church, serves as the main campus with over 6,000 employees, including administrative and clinical staff. As the flagship of the Inova Health System, Inova Fairfax includes a Children's Hospital, a Women's Hospital, and a Heart and Vascular Center.

Inova Fairfax provides a free employee shuttle between its campus and the Dunn Loring Metrorail station, located approximately two miles away. Other free commuter shuttles originate from Park & Ride lots located in Gainesville, along I-66 and from Woodbridge, along I-95. Additionally, the campus has designated parking for carpools, ample bicycle parking and lockers, and provides a transit benefit.

Last year a Commuter Challenge was held when groups of employees competed against each other to accumulate the most car-free trips; prizes were given to the top three winners.

*Continued on page 2*

With strong employee participation, a company is looking to expand telecommuting and is considering expanding telecommuting to the amount of educational employees.

An employee commuter survey showed that 13% of commuters used alternative modes of transportation. This figure has increased to 18%.

##### Peterson Companies - National



Situated along the Potomac River in George's County Maryland, National Harbor is a new development developed by Peterson Companies. The development includes the Gayle Convention Center, Tanger Outlets, hundreds of residential and office buildings, a popular shops and restaurant Wheel, a 180-foot Ferris wheel, and the nation's capital.

In December 2016, MGM Resorts International integrated casino resort

Fall 2018

## FEDERAL ETC UPDATES

### COMMUTER STORE RE-OPENS AT THE PENTAGON



In September, Arlington County Commuter Services (ACCS) re-opened the Pentagon Commuter Store located on the Pentagon Reservation.

Through a partnership with the Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), the Virginia Department of Rail and Public Transportation (DRPT), Arlington County, Washington Metropolitan Area Transit Authority (WMATA), and Washington Headquarters Service (WHS), the commuter store was re-opened on September 4, 2018 to serve the Pentagon community.

WMATA undertook the Commuter Store renovation project which includes a bus driver's lounge.

Identified as a potential Transportation Management Plan (TMP) construction mitigation strategy, the plan was presented to the transit/TDM stakeholder committee of ACCS for funding consideration. Endorsed by the committee and expected to be a benefit to the commuters using the I-395 corridor, the plan was included in the final TMP document and approved by the FHWA.

The renovation of the building was funded by WMATA, the start-up costs to open The Commuter Store was provided by WHS, and the I-395 project is funding the store's day-to-

day operational expenses for the next 18 months, until the beginning of 2020.

The new Pentagon Commuter Store operates Monday through Friday from 6:30 am - 6:30 pm and provides information about commuting options and updates on area construction. Additionally, customers can purchase tickets and passes for all regional transit systems.

Open to both Pentagon Reservation staff and outside visitors, The Commuter Store is operated by The Convention Store, a contractor to ACCS, and is the fifth Commuter Store in Arlington with other locations in Ballston, Rosslyn, Crystal City, and Shirlington.

The Commuter Store offers face-to-face information, sales, and assistance to commuters. Also offering commute assistance are the Mobile Commuter Stores that serve additional Arlington, Alexandria, and Washington, DC locations. The Mobile Commuter Store schedule can be found at [www.commuterpage.com](http://www.commuterpage.com).

Available at both the brick and mortar stores, as well as the mobile stores, are printed bus schedules, free publications for commuters, and assistance in planning the best way to travel, whether by bus, rail, carpool, vanpool, bicycle, or walking.

*Continued on back*

## Commuter Connections E-Newsletter

The Summer and Fall 2018 edition of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

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

**NEW 3 LETTER** | The Commuter Information Source for DC, MD, VA

**New Employer Case Studies Released**

Commuter Connections has made available several new employer case studies, which represent a snapshot of commute challenges and opportunities faced by local employers in the region.

*More News*

**Call for 2019 Employer Recognition Awards Nominations**

Nominations are now being accepted for the 2019 Employer Recognition Awards program. This annual event recognizes employers that offer robust commuter benefits.

**Distractions While Driving, Bicycling, and Walking**

About 9 out of 10 drivers believe distracted driving is on the rise, a new AAA survey found. Whether distracted driving is as widespread as it's perceived to be, arguably it's a real cause of concern with sometimes fatal consequences.

**Transportation Incentives Offered During I-66 Construction**

The Virginia Department of Transportation is offering half-priced bus fares and expanded carpool, vanpool, and telework incentives for commuters and employers along the I-66 corridor.

**Be Prepared for an Emergency Commute**

With the 2018 Atlantic hurricane season officially over on November 30, in comes the threat of snowfall. In our area, a small accumulation of snow can be considered a calamity and slow the commute to a grinding halt.

**READ FULL NEWSLETTER**

**f**

COMMUTERCONNECTIONS.ORG

Web | Twitter | Archive | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
111 North Capitol Street SE, Suite 302, Washington, DC 20003

## Appendix A Performance Measures

### Web Visits

Month	FY 2018 Web Visits	FY 2019 Web Visits	+/-	+/- %
July	13,779	12,767	(1,012)	-7.34%
August	15,167	14,995	(172)	-1.13%
September	13,561	11,373	(2,188)	-16.13%
October	17,512	17,581	69	0.39%
November*	13,997	10,957	(3,040)	-21.72%
December*	14,637	94	(14,543)	-99.36%
	<b>88,653</b>	<b>67,767</b>	<b>(20,886)</b>	<b>-23.56%</b>

\*Due to new web site launch, a portion of Nov 2018 data and essentially all of Dec 2018 is under or not reported.

### Phone Calls

Month	FY 2018 Phone Calls	FY 2019 Phone Calls	+/-	+/- %
July	892	883	(9)	-1.0%
August	942	925	(17)	-1.8%
September	847	841	(6)	-0.7%
October	948	984	36	3.8%
November	950	906	(44)	-4.6%
December	1,014	788	(226)	-22.3%
	<b>5,593</b>	<b>5,327</b>	<b>(266)</b>	<b>-4.8%</b>

### Rideshare Applications

Month	Rideshare FY 2018 Applications	Rideshare FY 2019 Applications	Change	%
July	831	1,377	546	65.7%
August	1,333	1,002	-331	-24.8%
September	813	1,064	251	30.9%
October	1,163	746	-417	-35.9%
November	684	740	56	8.2%
December	958	573	-385	-40.2%
	<b>5,782</b>	<b>5,502</b>	<b>(280)</b>	<b>-4.8%</b>

### GRH Applications

Month	GRH FY 2018 Applications	GRH FY 2019 Applications	Change	%
July	746	763	17	2.3%
August	736	685	-51	-6.9%
September	657	636	-21	-3.2%
October	704	718	14	2.0%
November	537	585	48	8.9%
December	589	498	-91	-15.4%
	<b>3,969</b>	<b>3,885</b>	<b>(84)</b>	<b>-2.1%</b>



## Appendix B FY2019 Fall Media Schedules

Commuter Connections FY2019 Fall Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																			
	Media Outlet	Campaign to Run	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24		
Rideshare	Radio & Podcasts	WAMU	9/24 - 12/23/18																			
		WBQB	9/24 - 12/23/18																			
		WFMD	9/24 - 12/23/18																			
		WFRE	9/24 - 12/23/18																			
		WJFK	9/24 - 12/23/18																			
		WTOP	9/24 - 12/23/18																			
		WVEG	9/24 - 12/23/18																			
		WIAD	9/24 - 12/23/18																			
	Digital & Key Influencers	NBC Sports Washington	9/24 - 12/23/18																			
		Waze	9/24 - 12/23/18																			
		Eat Pray Run	9/24 - 12/23/18																			
		MegBiram.com	9/24 - 12/23/18																			
		PoPville	9/24 - 12/23/18																			
		Social	Facebook	9/24 - 12/23/18																		
Google	9/24 - 12/23/18																					
Youtube	9/24 - 12/23/18																					
Pandora	:30 Audio	9/24 - 12/23/18																				
	Banner/Tile Ads	9/24 - 12/23/18																				
GRH - Baltimore	Radio	WBAL-AM/Baltimore	10/1 - 12/31/18																			
	Social	Facebook	10/1 - 12/31/18																			
		Youtube	10/1 - 12/31/18																			
GRH	Radio & Podcasts	WAMU	10/1 - 12/31/18																			
		WAMU Podcast	10/1 - 12/31/18																			
		WBQB	10/1 - 12/31/18																			
		WFMD	10/1 - 12/31/18																			
		WFRE	10/1 - 12/31/18																			
		WTOP	10/1 - 12/31/18																			
		WVEG/WAFY	10/1 - 12/31/18																			
		Transit	VRE	10/1 - 12/31/18																		
	MARC		10/1 - 12/31/18																			
	Key Influencers	Eat Pray Run	10/1 - 12/31/18																			
		MegBiram.com	10/1 - 12/31/18																			
		PoPville	10/1 - 12/31/18																			
	Social & Streaming	Facebook	10/1 - 12/31/18																			
		Google	10/1 - 12/31/18																			
NBC4 Streaming		10/1 - 12/31/18																				
Youtube		10/1 - 12/31/18																				
Pandora	:30 Audio	10/1 - 12/31/18																				
	Banner/Tile Ads	10/1 - 12/31/18																				

Commuter Connections FY2019 Other Programs			Media Schedule: Specific Dates Spots Run (Week of)																		
	Media Outlet	Campaign to Run	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	
'Pool Rewards	Partner Social Media	iHeart	Nov - Dec																		
		NBC4	Nov - Dec																		
	Radio	iHeart	Nov - Dec																		
		NBC4	Nov - Dec																		
Car Free Day	Radio	WJFK	9/3 - 9/22																		
		WTOP	9/3 - 9/22																		
		WIAD	9/3 - 9/22																		
	Digital	Eat Pray Run	9/3 - 9/22																		
		Meg Biram	9/3 - 9/22																		
	Pandora	500x500 Tile	9/3 - 9/22																		
		300x250 Banner	9/3 - 9/22																		
		:30 Audio	9/3 - 9/22																		
	Text to 221 cell #s	9/3 - 9/22																			

## Appendix C

### Car Free Days Earned Media Placements

Car Free Days 2018 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.

#### Media Placements:

CFD 2018 Print /Online Coverage		
Date	Outlet	Topic linked to URL
7/18/18	Washington Times	<a href="#">D.C. officials to stretch 'Car Free Day' into two days</a>
8/29/18	issuu	<a href="#">Car-Centric to Car Free</a>
9/01/18	CityScene	<a href="#">Celebrate Try Transit Week and Car-Free Day</a>
9/05/18	Montgomery County	<a href="#">Shop &amp; Play the Easy Way</a>
9/07/18	Gallaudet University	<a href="#">"Car Free Day" to take place Friday, September 21, 2018</a>
9/07/18	Arlington Transit	<a href="#">Free ART Bus Rides on September 20</a>
9/10/18	Potomac Local	<a href="#">OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'</a>
9/11/18	Bristow Beat	<a href="#">'Try Transit Week,' 'Car Free Day' Encourages Driving Alternatives</a>
9/12/18	Montgomery County MD	<a href="#">MCDOT to Sponsor Special Car Free Day "Shop and Play" Celebration</a>
9/14/18	Prince William County Virginia	<a href="#">Consider Going Car Free for a Day</a>
9/14/18	Fairfax County	<a href="#">Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22</a>
9/16/18	NIH	<a href="#">Car Free Day</a>
9/17/18	WTOP	<a href="#">Will a taco discount get you to go car-free this week?</a>
9/17/18	WTOP	<a href="#">How to get a free bus ride in Arlington this week</a>
9/17/18	Potomac Local	<a href="#">Leave the car at home on Car Free Day</a>
9/17/18	WFMD	<a href="#">Car Free Days Taking Place Later This Week</a>
9/17/18	City of Frederick	<a href="#">Car-Free Days, Free Ride on Transit</a>
9/17/18	Greater Greater Washington	<a href="#">Be carefree by being car-free</a>
9/18/18	American Heart Association	<a href="#">American Heart Association Supports Car Free Day to Create Heart Healthy Habits in DC</a>


9/18/18	The Frederick News Post	<a href="#">Car Free Days offer chance to try alternative to solo commute</a>
9/19/18	Potomac Almanac	<a href="#">Car Free Days 2018</a>
9/19/18	Prince William Times	<a href="#">Can you go car-free for a day?</a>
9/19/18	Urban Places and Spaces	<a href="#">World Car Free Day: Saturday September 22nd</a>
9/19/18	Herald Mail Media	<a href="#">TransIT encourages greener modes of travel Friday and Saturday</a>
9/20/18	Mass Transit Magazine	<a href="#">MD: Car Free Days Offer Chance to Try Alternative to Solo Commute</a>
9/20/18	Cultural Tourism DC	<a href="#">Pledge to Go Car Free and Join Us for Walking Town DC</a>
9/20/18	94.7 Fresh FM	<a href="#">Watch Jen Try Scooters, Bikeshare &amp; More Modes of Transport for Car Free Day</a>
9/23/18	Greater Greater Washington	<a href="#">On Car-Free Day, residents yearn for the Purple Line</a>
<b>CFD 2018 Television Coverage</b>		
9/18/17	Prince George's Community Television	<a href="#">Car Free Day</a>
<b>CFD 2018 Radio Coverage</b>		
9/21/17	CFD WTOP	<a href="#">Car Free Day</a>
9/21/17	Fresh FM	<a href="#">Car Free Day</a>
<b>CFD 2018 Paid Influencer Blog</b>		
9/14/18	Eat Pray Run DC	<a href="#">Top Ten Big Birdcamp Memories</a>
9/13/18	Meg Biram	<a href="#">Change It Up</a>
<b>CFD 2018 Calendar Listing</b>		
<b>Outlet</b>		<b>Listing</b>
<b>Maryland</b>		
The Baltimore Sun		<a href="#">Car Free Days 2018</a>
Bethesda Transportation Solutions		<a href="#">Car Free Day</a>
Frederick News Post		<a href="#">Car Free Days 2018</a>
Evensi		<a href="#">Car Free Day 2018</a>
<a href="#">Bethesda Magazine</a>		<a href="#">Car Free Days 2018</a>
Carroll County Times		<a href="#">Car Free Days 2018</a>
WMAR-TV (ABC – Baltimore) Channel 13		<a href="#">Car Free Days 2018</a>
<b>Patch</b>		
Across Maryland		Car Free Days 2018
Annapolis		Car Free Days 2018
Baltimore		<a href="#">Car Free Days 2018</a>
Bowie		Car Free Days 2018
College Park		Car Free Days 2018

Edgewater	Car Free Days 2018
Laurel	Car Free Days 2018
Sevema Park	Car Free Days 2018
<b>Virginia</b>	
Fairfax County	<a href="#">Try Transit Week and Go Car Free September 17 - 22</a>
Arlington Transit	<a href="#">Car Free Day</a>
Arlington Transportation Partners	<a href="#">Car Free Day</a>
Try Transit Week	<a href="#">Virginia's 2018 Try Transit Week September 17 - 21</a>
Bike Arlington	<a href="#">Car Free Day 2018</a>
Alexandria Times	<a href="#">Car Free Days 2018</a>
Neck Ride	<a href="#">Car Free Days</a>
<b>Patch</b>	
Across Virginia	Car Free Days 2018
Arlington	Car Free Days 2018
Clarendon	Car Free Days 2018
Norfolk	<a href="#">Car Free Days 2018</a>
Richmond	Car Free Days 2018
Roanoke	Car Free Days 2018
Tysons Corner	Car Free Days 2018
<b>Washington, D.C.</b>	
<b>Patch</b>	
Washington, D.C.	<a href="#">Car Free Day</a>
Mix 107.3	<a href="#">Car Free Day</a>
WMAL	<a href="#">Car Free Day</a>

## Appendix D

### Car Free Days Social Media Analytics

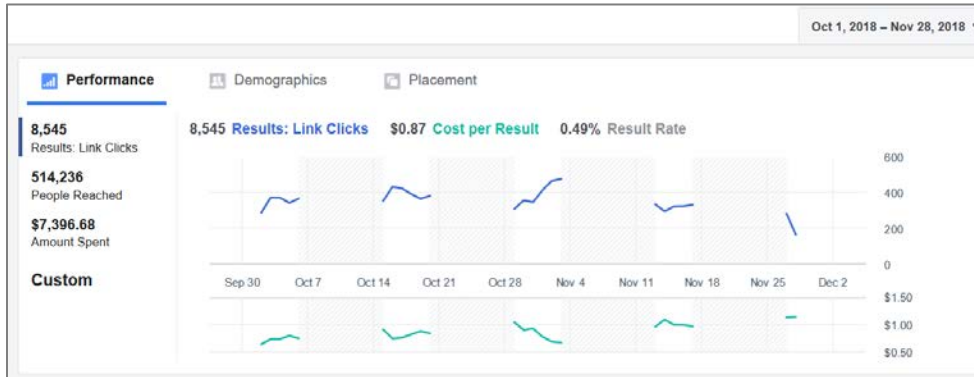
#### Facebook

	Ad Image	Ad Description	People Reached	Post Engagement	Spent	View Results
Overview		<b>Boosted Post</b> Stay at home and go car-free with your family. B... Promoted by Go Greenman on Sep 19, 2018 Completed	3,515	513	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
All Ads		<b>Boosted Post</b> We don't think there's any truth to the rumor that... Promoted by Go Greenman on Sep 17, 2018 Completed	4,560	358	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
Audiences		<b>Boosted Post</b> You bet it counts! You can be car-free and still b... Promoted by Go Greenman on Sep 14, 2018 Completed	2,443	293	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
		<b>Boosted Post</b> Yippeee! Celebrate Car Free Day on Friday, Sept... Promoted by Go Greenman on Sep 12, 2018 Completed	4,069	415	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
		<b>Boosted Post</b> On Friday, September 21 and/or Saturday, Sept... Promoted by Go Greenman on Sep 10, 2018 Completed	3,726	1,006	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
		<b>Boosted Post</b> Walk to work on Friday, September 21 or to the ... Promoted by Go Greenman on Sep 7, 2018 Completed	3,992	434	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
		<b>Boosted Post</b> Gather your co-workers and carpool together on... Promoted by Go Greenman on Sep 5, 2018 Completed	78,192	32,056	\$187.50 Spent of \$187.50	<a href="#">View Results</a>
		<b>Website Promotion</b> <a href="http://www.carfreemetrodc.org/">http://www.carfreemetrodc.org/</a> Join millions all over the world and take the free... Promoted by Go Greenman on Sep 4, 2018	120,958	1,161	\$1,349.99 Spent at \$75.00 pe...	<a href="#">View Results</a>

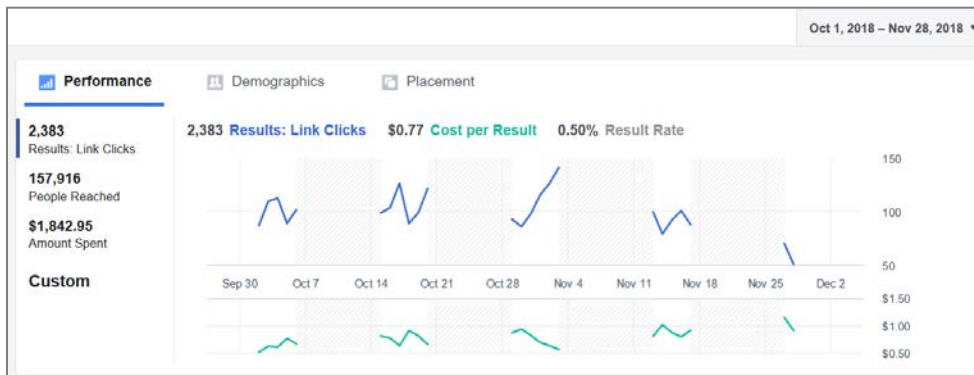
# Appendix E

## Commuter Connections Fall FY2019 Umbrella Social Media Analytics

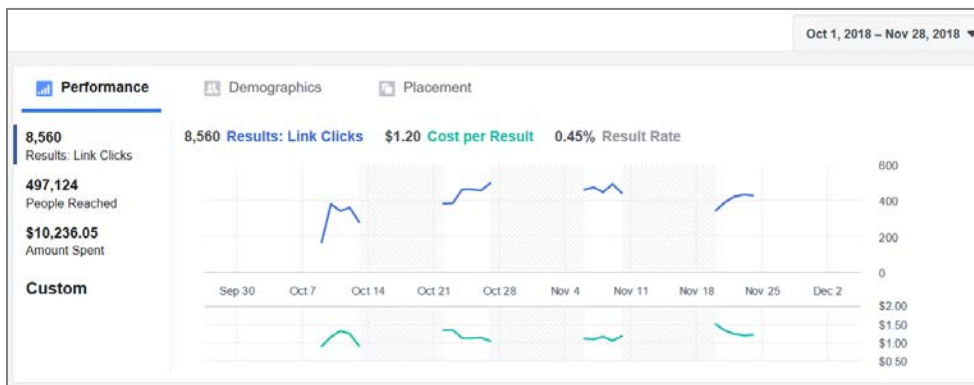
### Facebook - GRH Washington



### Facebook - GRH Baltimore



### Facebook - Rideshare



## Appendix F

### WTOP Rideshare Native Article Analytics

#### Digital Performance Summary

LINE ITEM	DELIVERED IMPRESSIONS	CLICKS	CTR
COG Rideshare Cross Platform 10/1-10/31	99,771	24	0.02%
COG Rideshare Cross Platform BONUS 10/1-10/31	40,003	52	0.13%
COG Rideshare Cross Platform 11/1-11/30	207,236	169	0.08%
COG Rideshare Cross Platform BONUS 11/1-11/30	108,942	77	0.07%
COG Rideshare Cross Platform 12/1-12/31	140,003	59	0.04%
COG Rideshare Cross Platform BONUS 12/1-12/31	110,000	57	0.05%
COG Rideshare Cross Platform ADDED BONUS 10/1-12/31	80,006	125	0.16%

660,000 impressions were booked  
**We delivered 745,958 impressions | 511 clicks | 0.07% CTR**