

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2017 MARKETING ACTIVITY

March 21, 2017

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards

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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK



Spring Umbrella Campaign

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MEDIA SELECTION PROCESS

Review and analyze

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

Analyze

- Cost/value proposition of each option

Reality check

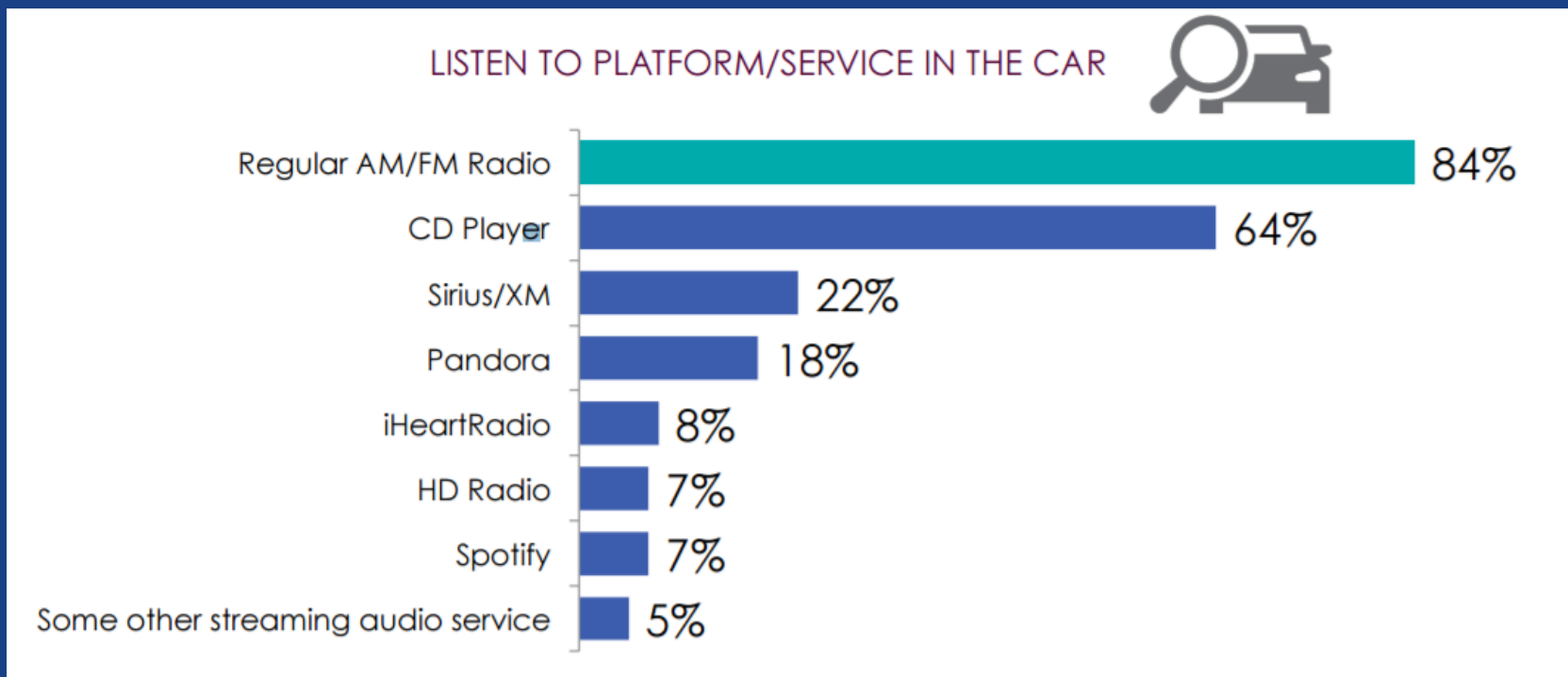
- Does it make sense?

Negotiate

- Evaluate and negotiate best terms



MEDIA CONSUMPTION



Source: Ipsos In-Car Audio Study

SPRING FY17 MEDIA BUDGET (NET)

Radio	\$228,863
Podcast	\$ 12,000
Google	\$ 3,600
Online/Mobile in-app	\$ 62,500
Social Media	\$ 5,000
Out Of Home	\$ 22,400
Total Paid Media:	\$334,363
Added Value:	\$ 48,060

Campaign Live: February 20 – June 30, 2017

SPRING RIDESHARE RADIO & PODCASTS

Flight dates: 2/20, 3/6, 3/20, 4/3, 4/17, 5/22, 6/5, 6/26

Podcast Dates: 3/6, 3/20, 4/3, 4/17, 5/22, 6/5



<- PODCASTS ->



SPRING RIDESHARE SOCIAL & DIGITAL

Flight dates: 2/20, 3/6, 3/20, 4/3, 4/17, 5/22, 6/5, 6/26

WTOP: 2/20 – 6/30 (every other week)



Facebook



Google Text Ads



Web/Mobile/Tablet, Newsletters & Mobile in-app

SPRING PAID MEDIA

MEDIA 2/20 2/27 3/6 3/13 3/20 3/27 4/3 4/10 4/17 4/24 5/1 5/8 5/15 5/22 5/29 6/5 6/12 6/19 6/26

Gauranteed Ride Home

Radio	✓	✓	✓	✓	✓									✓	✓	✓		
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓	✓	✓		
Digital	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓	✓	✓		

GRH Baltimore

Radio	✓		✓		✓		✓		✓								✓	✓
Social Media	✓	✓		✓		✓		✓		✓				✓		✓		
Digital	✓	✓		✓		✓		✓		✓				✓		✓		

Rideshare


Radio	✓	✓		✓		✓		✓						✓		✓			✓
Social Media	✓	✓		✓		✓		✓		✓				✓		✓			✓
Digital	✓	✓		✓		✓		✓		✓				✓		✓			✓
Out of Home (OOH)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

CREATIVE INSPIRATIONS

- Primary motivator is saving money
- System improvements make it easier to register
- Sharing economy (AirBNB, FB, Twitter, YouTube)

SPRING RIDESHARE CREATIVE

**A COUPLE CLICKS
IS ALL IT TAKES**




share

Share a ride when you want, where you want - a couple clicks will get you there. With on demand and on route ridematching, we have more options to more places than ever before. And, as always, it's free!

COMMUTER CONNECTIONS
COMMUTERCONNECTIONS.COM 888.786.8138

**A COUPLE CLICKS
CAN SAVE YOU**



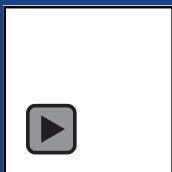
join

A couple clicks joins you with those already saving by sharing a ride. Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you!

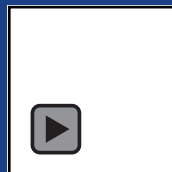
COMMUTER CONNECTIONS

SPRING RIDESHARE RADIO ADS

- :30 English radio spots (2)

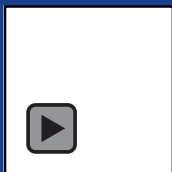


A Couple Clicks to Share

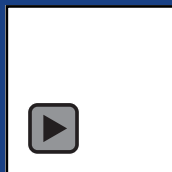


A Couple Clicks to Save

- :30 Spanish radio spots (2)



A Couple Clicks to Share



A Couple Clicks to Save

SPRING RIDESHARE OUT OF HOME ADVERTISING

Flight dates: February 1st – June 30th



Table Tents



Ad Panels

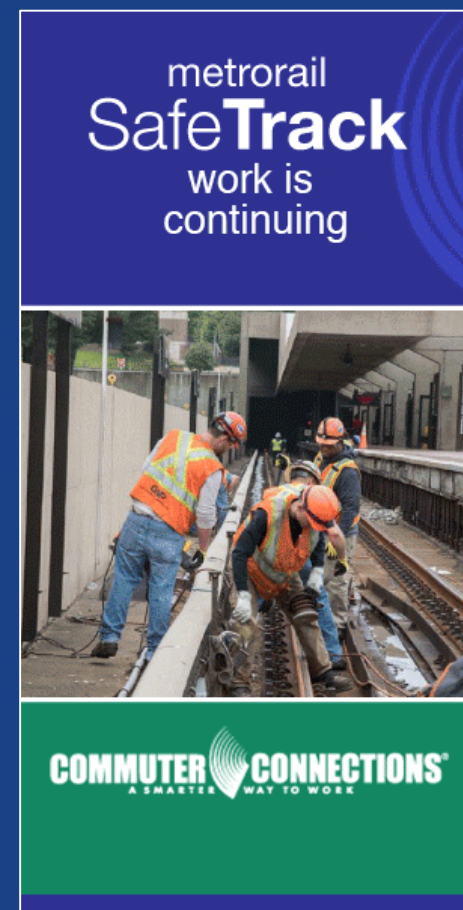


Fashion Centre at
Pentagon City

SPRING RIDESHARE VALUE AD

Added value to Promote SafeTrack and CarpoolNow App :

- :30 Radio reads
- Banner ads





Guaranteed Ride Home 20th Anniversary

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A SMARTER WAY TO WORK

GUARANTEED RIDE HOME MEDIA

Washington Region: February 27 – June 25, 2017

- Radio (anchor)
- YouTube
- Online/Digital
- Mobile in-app
- Social Media

Baltimore Region: February 27 – June 25, 2017

- Radio
- YouTube
- Social Media

guaranteed ride home

SPRING MEDIA BUDGET (NET)

Radio	\$ 188,406
Online/Digital	\$ 23,600
YouTube	\$ 4,000
Mobile in-app	\$ 3,000
Social Media	\$ 4,000
Total Paid Media:	\$ 223,006
Added Value:	\$ 24,420
Radio – GRH Baltimore	\$ 29,495
Digital – GRH Baltimore	\$ 4,000
Social Media – GRH Balt	\$ 4,000
Total Paid Media:	\$ 37,495
Added Value:	\$ 5,120

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GUARANTEED RIDE HOME RESEARCH

- 6 in 10 GRH registrants say this is the most important Commuter Connections service.
- 23% don't know they have to re-register

Source: Commuter Connections 2016 GRH Washington DC Metropolitan Region Guaranteed Ride Home (GRH) Program 2016 GRH Applicant Survey Report

SPRING GUARANTEED RIDE HOME

Creative Strategy

- Focus on registration and re-registration
- Problem. Solved. This concept shows how quick and easily GRH can support your choice to Rideshare. By first showing the problem, then showing how simple it is to solve it, 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. Reminder to register or renew is included in the messaging.



GRH 20th Anniversary Strategy

- Recognize milestone through earned and social media

GRH SPRING CREATIVE

another free service from **COMMUTER CONNECTIONS**

problem. solved.




**A FREE RIDE HOME
IF YOU RIDESHARE.
GUARANTEED.**

REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
commuterconnections.org 1-800-745-RIDE

another free service from **COMMUTER CONNECTIONS**

problem. solved.



**A FREE RIDE HOME
IF YOU RIDESHARE.
GUARANTEED.**

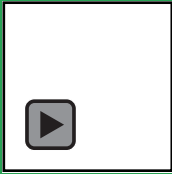
REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
commuterconnections.org 1-800-745-RIDE

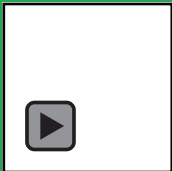
guaranteed ride home

SPRING CREATIVE RADIO

Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/29, 6/12, 6/19



Problem Solved - Emergency



Problem Solved - Work Late

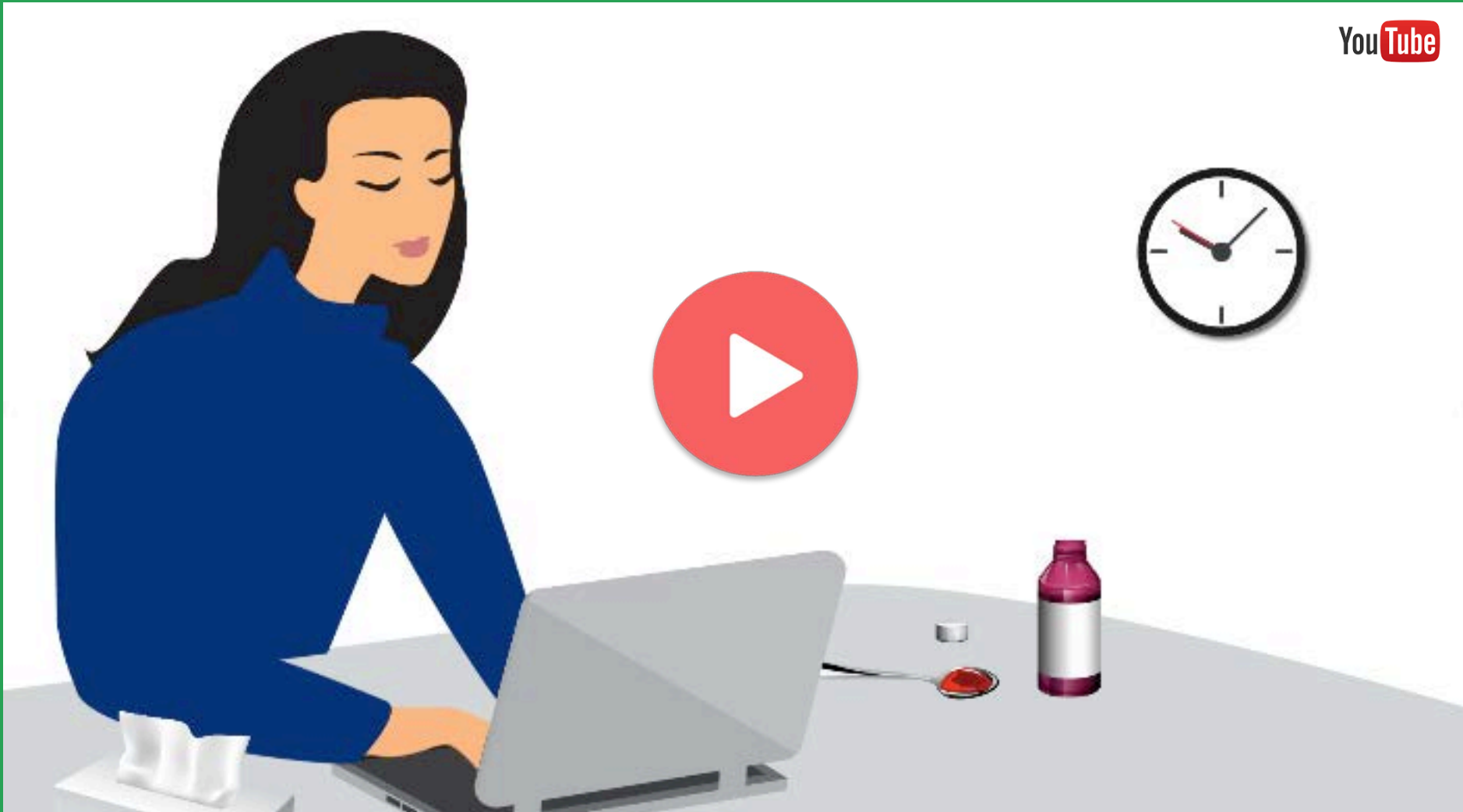


Baltimore Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/8, 6/12, 6/19

guaranteed ride home- DC and Baltimore

GRH YOUTUBE

YouTube



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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

GRH BANNER ADS



Sign Up Now.

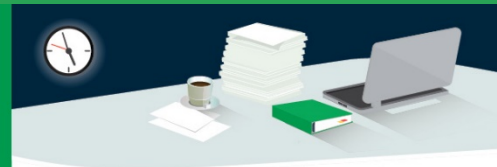
Free Guaranteed Ride Home*

* some restrictions apply

solved.



problem.



guaranteed ride home

GRH SPRING SOCIAL & DIGITAL

Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/29, 6/12, 6/19



Google Text Ads



Web/Mobile/Tablet



YouTube

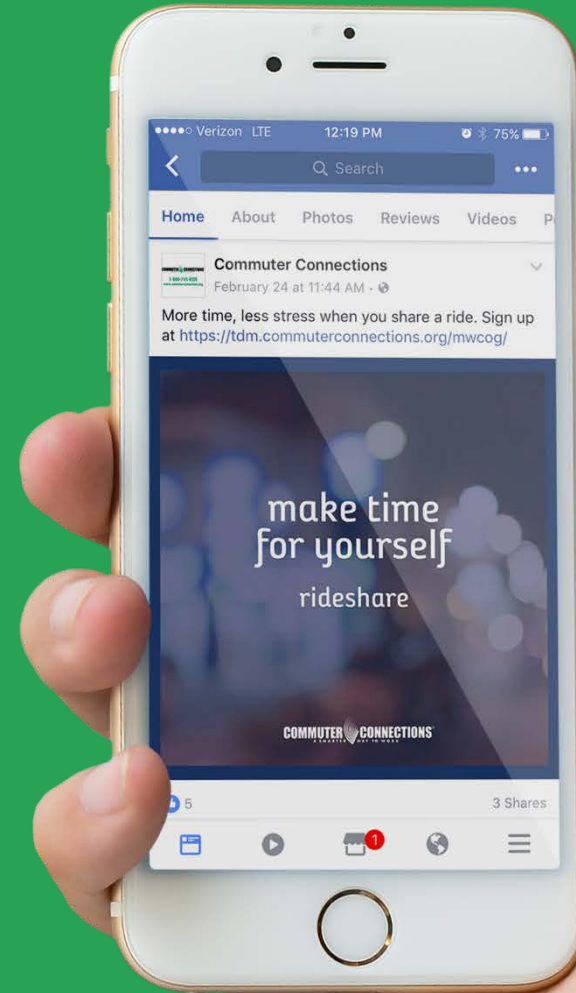


Facebook



Mobile In-app

odonnellCOMPANY



Facebook Boosted Post

guaranteed ride home- baltimore

GRH BALTIMORE SPRING SOCIAL & DIGITAL

Flight dates: 2/27, 3/6, 3/20, 4/3, 4/17, 5/1, 5/22, 6/5



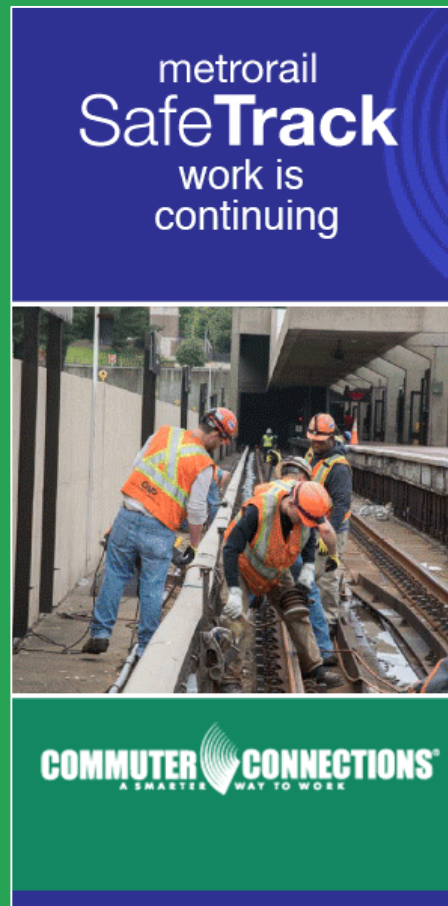
Facebook



YouTube

FALL GRH VALUE ADD

- :30 SafeTrack/CarpoolNow App bonus messages
- Banner ads





Spring 'Pool Rewards

STRATEGY

Maximize impressions
Engage audience

'POOL REWARDS\$
it pays to rideshare

SPRING FY17 MEDIA BUDGET

Print	\$	7,800
Digital	\$	10,800
LinkedIn	\$	3,288
Facebook	\$	3,300
Total Paid Media	\$	25,188

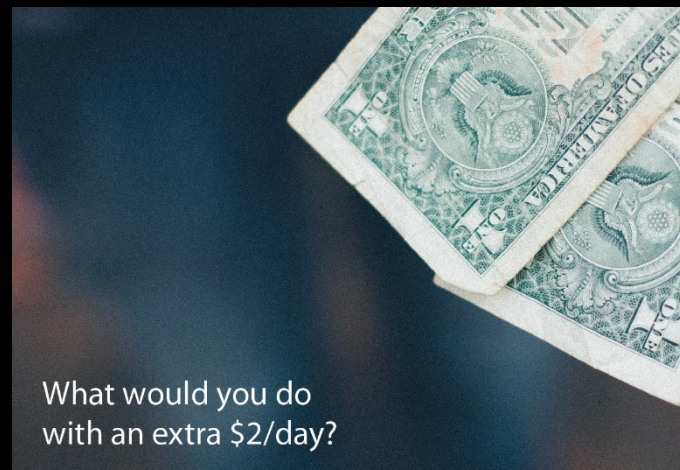


Campaign Live:
February 20 – April 1, 2017

CREATIVE



The Washington Post - print ads



Realtor.com – banner ads

SOCIAL MEDIA

Commuter Connections
Written by Go Greenman (7) · 34 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day? Sign up for 'Pool Rewards!

'POOL REWARDS
It pays to ride with us.

Form a Carpool, Earn CA\$H
Sharing a ride can get you that extra boost you need to get that latte you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/) [Sign Up](#)

10 people reached

👍 Like 🗨 Comment ➦ Share

Write a comment...

Facebook ads

Commuter Connections
Written by Go Greenman (7) · 52 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day?

Form a Carpool, Earn CA\$H
Sharing a ride can get you that extra boost you need to get that latte you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/) [Sign Up](#)

53 people reached

👍 Like 🗨 Comment ➦ Share

Write a comment...

LinkedIn ads



bike to work day
2017



bike to work day

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

BIKE TO WORK DAY Friday May 19, 2017

STRATEGY

Promote bicycling as a viable alternative commute mode

Build regional participation

Engage employers and organizations



BIKE TO WORK DAY 2017 SPONSORS



30 sponsors

\$54,550 in cash

\$8,495 in-kind

BIKE TO WORK DAY CREATIVE

Pre-register by May 12 for Free T-Shirt* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-Shirts available at pit stops to first 16,000 who register.
Over 85 pit stops throughout D.C., Maryland, and Virginia!

BIKE TO WORK DAY 2017

FRIDAY MAY 19

BIKETOWORKMETRODC.ORG
for free registration
or call 800.745.7433

#BTWD2017
Bike to Work Day is also funded by DC, MD, VA
and U.S. Departments of Transportation.

bike to work day
2017

Regístrate previamente antes del 12 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visita biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a los primeros 16.000 participantes que se registren.
¡Más de 85 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia!

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2017

VIERNES 19 DE MAYO

Regístrate gratis en BIKETOWORKMETRODC.ORG
o llame al 800.745.7433

#BTWD2017
Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

bike to work day
2017

BIKE TO WORK DAY CREATIVE



Front



Back

BIKE TO WORK DAY CREATIVE

BIKE TO WORK DAY 2017 FRIDAY MAY 19

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 12
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all locations

Over 85 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia!

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

*T-shirts available at pit stops to
first 16,000 registrants.



COMMUTER CONNECTIONS



Takoma Bicycle



Bike Arlington



Allegria ALLERGY



Marriott



KIMPTON hotels & restaurants



FELT



BROMPTON

Arlington Transportation Partners



GENERAL DYNAMICS Information Technology



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

Printed on recycled paper

BIKE TO WORK DAY CREATIVE

BIKE TO WORK DAY 2017 FRIDAY MAY 19

ARLINGTON – SHIRLINGTON

Shirlington Library
4200 Campbell Ave
6:30 am to 9:00 am

Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433



Takoma Bicycle



Allegria
ALLERGY

Bike
Arlington



California
TORTILLA




GO Alex

Marriott



BIKE TO WORK DAY WEBSITE



BIKE TO WORK DAY 2017
FRIDAY MAY 19


bike to work day 2017

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday May 19, 2017 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 16,000 to register and attend a pit stop in D.C., MD, and VA to receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

2017 Registration Now Open




Pit Stops

Over 85 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back. [Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on 2017. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read More...](#)

Sponsors



Event Poster

Download a PDF of the new Bike to Work Day 2017 event poster! [Click here to see this year's event poster](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area. [Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work. [Read More...](#)

BIKE TO WORK DAY FACEBOOK

Bike to Work Day
@biketoworkdaymetrodc

Home 20+ | Sign Up | Message

Like | Follow | Share | ...

Status | Photo/Video

Write something on this Page...

Non-Profit Organization in Washington, District of Columbia
4.2 ★★★★★

Invite friends to like this Page

Recommend this Page to friends

Registration is now open for the 2015 Bike to Work Day event.
www.biketoworkmetrodc.org

2,346 Likes
Jason LaRosa likes this

68 people have been here

About | Chat (Off)

Create a Page

BIKE TO WORK DAY TWITTER

Home Moments Search Twitter Have an account? Log in

BIKE TO WORK DAY 2017

FRIDAY MAY 19

WWW.BIKETOWORKMETRODC.ORG
800.745.7433

TWEETS 292 FOLLOWING 283 FOLLOWERS 1,836 LIKES 306 LISTS 2

Commuter Connections
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC
biketoworkmetrodc.org
Joined April 2009

56 Photos and videos

Commuter Connections @BikeToWorkDay · Jan 23
Henry Bryant poses with his new Novara Barrow bicycle, donated by @REI. Enjoy the new ride Henry!

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

- WABA @WABADC
- BikeArlington @BikeArlington
- Capital Bikeshare @bikeshare
- FABB @BikeFairfax
- goDCgo @goDCgo



20th employer recognition awards

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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

2017 EMPLOYER RECOGNITION AWARDS

STRATEGY

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

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

Help winners leverage recognition

- Employer winner kit

Employer Awards 20th Anniversary Strategy

- Recognize milestone through ceremony, and paid, earned, and social media



SCHEDULE

2017

- JAN Email blast to level 3 & 4 employers in database
- FEB Nomination period ends
- MAR Selection Committee meeting
- APR Develop program brochure, invitations, video, and other materials
- MAY Media coordination
- JUN Employer Recognition Awards ceremony: June 22nd
- JUN Print Ad

Employer Recognition Awards Ceremony
The National Press Club





newsletter

OBJECTIVES

- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events

STRATEGY

- Published quarterly and reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)

PRINT

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 1, Volume 21 Winter 2017 WHAT'S INSIDE

- 2 *Real-time Ridesharing - Try the Free CarpoolNow App*
- 4 *Bus Transit Crosses Wilcox Bridge, Serving Annapolis and National Harbor*
- 4 *Takoma-Langley Crossroads Transit Center Opens*
- 5 *Employee Provided Commuter Assistance Services*

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

TRANSFORM I-66 COMES WITH MULTI-MODAL OPTIONS

Work is underway to transform Northern Virginia's Interstate 66 into a multimodal corridor that moves traffic and people more quickly, and in a more reliable way. Outside the Capital Beltway, the project scope includes two Express Lanes in each direction from I-495 to University Blvd in Gainesville; three general purpose lanes in each direction; new transit service; and several new park-and-ride lots.

Inside the Capital Beltway to Route 29 (Lee Highway) in Rosslyn, the current I-66 ban on single-occupancy vehicles (SOV) will be lifted entirely, making the highway available to all drivers during all periods of the day. During peak travel periods, SOVs will be charged a toll based on demand and distance traveled. Vehicles with two or more occupants will travel free on the Express Lanes. This stretch of highway will be the nation's first roadway with dynamic tolling on all lanes during peak-period traffic. Dynamic tolling is designed to keep



traffic moving at highway speeds by adjusting toll prices based on traffic volume.

Continued on page 2

MARK YOUR CALENDARS FOR BIKE TO WORK DAY - MAY 19, 2017!

Bike to Work Day (BTWD) 2017, the region's celebration of two-wheeled commuting, is scheduled for Friday, May 19, 2017 and is poised to be the largest event since inception.

What began in the Washington Metropolitan region at the turn of the millennium, has grown into an enormous event with thousands of commuters pedaling to work and back in a show of spirit for bicycling as a healthy, clean, and affordable alternative to driving alone.

In 2001, BTWD started as a modest gathering of few hundred bicyclists at a single "pit stop" location in downtown D.C.

Continued on page 3



FEDERAL ETC UPDATES

Employee Transportation Coordinator

PRTC OPENS GAINESVILLE TO PENTAGON COMMUTER BUS ROUTE



In December, the Potomac and Rappahannock Transportation Commission (PRTC) launched a new OmniRide commuter bus route linking Gainesville directly with the Pentagon.

The new Gainesville - Pentagon (G-200) route originates at the Limestone Commuter lot, then travels express to the Pentagon. Overflow parking is available at the Gainesville United Methodist Church. The new bus route offers four AM and PM trips.

With plans for Express lanes on I-66, PRTC hopes the new transit route will encourage Prince William County residents to commute by bus, which will be permitted to use the Express Lanes at no additional cost.

Funding for the new route was provided by the Northern Virginia Transportation Commission (NUTC) as part of its efforts to move more people and reduce traffic congestion on I-66.

Also in December, PRTC's existing Manassas OmniRide commuter bus service was split into two separate routes - one serving Washington, D.C., and the other serving the Pentagon. PRTC says the split will benefit all Manassas OmniRide passengers by providing more reliable on-time performance, shorter travel times to and from D.C., and increased rider capacity without higher operating costs.

With the addition of the new Gainesville to Pentagon service, PRTC will have a total of 18 commuter bus routes, and seven local bus

routes in the Prince William County area. OmniRide offers convenient weekday service from locations throughout Prince William County along the I-95 corridor, and Manassas and Gainesville areas along the I-66 corridor.

Destinations include the Mark Center, Pentagon, Crystal City,

Rosslyn/Ballston, Tysons Corner, downtown

Washington, D.C., and Washington Navy Yard.

In addition to morning and evening commuter service, midday service is available on most routes.

For more information on PRTC OmniRide commuter buses, please visit www.prtctransit.org.



E-NEWSLETTER

Not coming through? Click here to [view in browser](#).



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



TRANSFORM I-66 COMES WITH MULTI-MODAL OPTIONS

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[Read more](#)



MARK YOUR CALENDARS FOR BIKE TO WORK DAY - MAY 19, 2017!

Bike to Work Day (BTWD) 2017, the region's celebration of two-wheeled commuting...

[Read more](#)

BUS TRANSIT CROSSES WILSON BRIDGE, SERVING ALEXANDRIA AND NATIONAL HARBOR

Launched last fall, Metro's NH2 bus provides daily service from the Huntington (Yellow Line) and King Street (Blue and Yellow Lines) Metrorail stations in Alexandria, to MGM National Harbor in Oxon Hill, Maryland, just across the Woodrow Wilson bridge...

[Read more](#)

TAKOMA-LANGLEY CROSSROADS TRANSIT CENTER OPENS

This past December, after more than two years of construction, the Takoma-Langley Crossroads Transit Center opened to much fanfare. Located in Hyattsville, the Takoma-Langley Crossroads Transit Center is the largest non-Metrorail station transfer point for transit in the Washington region.

[Read more](#)



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

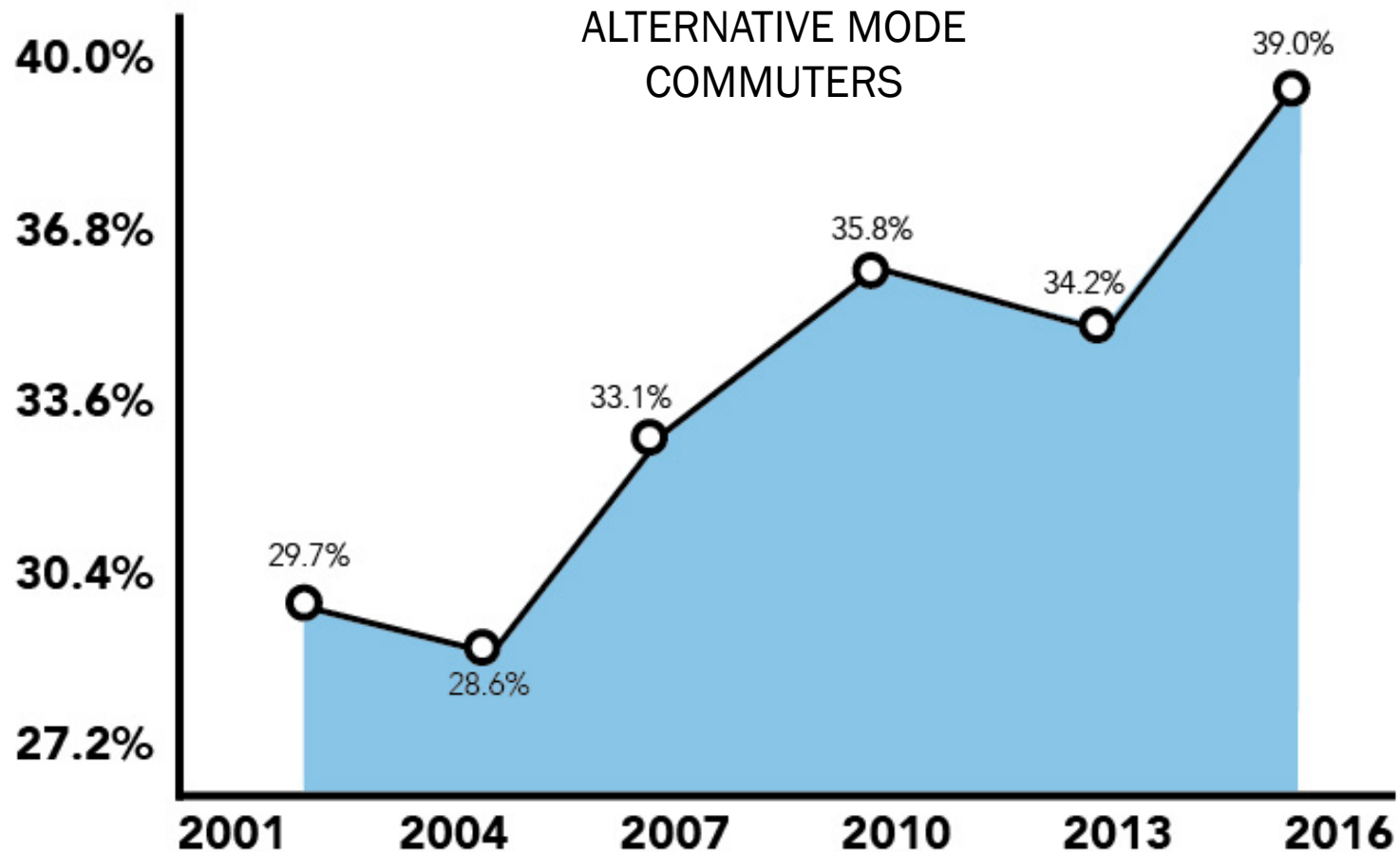
If you wish to unsubscribe from all future emails, please [click here](#).

www.commuterconnections.org

LOOKING AHEAD

Spring Campaign	Feb – June 2017
'Pool Rewards	Feb – Mar 2017
Bike to Work Day Campaign	Apr – May 2017
Spring Newsletter	May 2017
Employer Recognition Awards Event	June 2017

PERCENTAGE OF WEEKLY TRIPS BY MODE (INCLUDING TELEWORK AND COMPRESSED SCHEDULES)



Source: Commuter Connections State of the Commute Survey Reports 2001 -2016

Q&A

odonnellCOMPANY

COMMUTER CONNECTIONSSM
A SMARTER WAY TO WORK