

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2024 MARKETING ACTIVITY

DECEMBER 19, 2023



# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve  
air quality



# FY24 MARKETING ACTIVITIES

## FALL/WINTER SCHEDULE

Car Free Day 2023

Newsletters Fall/Winter

GRH & Rideshare Fall Campaigns

CarpoolNow and 'Pool Rewards Campaigns

Spring Umbrella Campaign Concepts

Employer Recognition Awards Brochure (call for nominations)

incenTrip Rebranding

Bike to Work Day Sponsor Drive and Creative Concepts





# CAR FREE DAY 2023 EVENT

odonnellCOMPANY

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



# COLLEGE CAMPUS CHALLENGE

Car Free Day

Digital toolkit to promote event  
The University of Maryland had  
the most pledges in 2023



Take the Free Pledge at [CarFreeMetroDC.org](https://CarFreeMetroDC.org)

# CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](https://CARFREEMETRODC.ORG) 800.745.RIDE

Join the Capital Area Car Free College Campus Challenge!

**CAR FREE DAY**  
METRO DC  
9.22.23

# CAR FREE DAY

METRO DC

**9.22.23**



# EMPLOYER NEWSLETTER

# OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

Employer Transportation Coordinators

Committee members

Other TDM stakeholders

Federal ETCs (w/insert)



# FALL NEWSLETTER & FEDERAL ETC INSERT

Newsletter

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

Issue 4, Volume 27 FALL 2023 **WHAT'S INSIDE**

- 1-2 Return to Office - A Work in Progress
- 3 Real-Time Carpool App Pays Drivers Cash Trip
- 4 Cash for Carpooling!
- 5 Reimburse Your Organization for the 2024 Employer-Recognized Awards
- 6 Employer Case Studies
- 7 The Great Commute Report

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



### RETURN TO OFFICE - A WORK IN PROGRESS

Some company leaders around the DC region are still looking for their employees to resume commuting to the office, while at the same time trying to find symmetry between that and working from home. Employees are more open to hybrid schedules than working full-time in the office, a compromise which provides in-person collaboration while retaining a measure of employee work/life balance.

It is not uncommon in major metropolitan areas such as the National Capital Region for employees to have more than an hour commute each way; lost hours a day that were rediscovered during the pandemic and filled with family, hobbies, exercise, friends, pets, chores, and getting to stay up a bit later to watch the end of the game.



As to reasons why employers prefer workers at the office, 55 percent named improved communication, 50 percent cited creativity, 48 percent productivity, 39 percent company culture, and 31 percent employee oversight. (Source: Resume Builder, 2022)

Forbes reported on another survey that sought to discover what it might take for workers to return to the office. Robin, a workplace platform, surveyed 580 employees last fall and found that they would return to the office if they had something to gain from it, besides keeping their job.

- 64 percent of workers were more likely to go to the office if they knew their team would be there
- 40 percent of workers preferred face time with company executives, socializing with co-workers, and brainstorming with their team (Source: Forbes, OCT 2023)


The U.S. is not alone in its challenges of getting employees back into the office. Future Forum, a research group at Slack, surveyed more than 10,000 knowledge workers across six countries. Just 26 percent of employees have returned to the office in Britain, 28 percent in Australia.

Continued on page 2

FALL 2023

# FEDERAL ETC UPDATES

## WHITE HOUSE: IN-PERSON WORK CRITICAL TO WORKPLACE CULTURE



Respondents who worked for federal agencies were most likely to report availability of commuter benefits/services at their worksites. According to the 2022 Commuter Connections State of the Commute Survey, 81 percent of federal workers said they had at least one of these services:

- SmartBenefits or other subsidies for transit or vanpool (73%)
- information on transportation options (40%)
- services for bicyclists and walkers (37%)
- preferential parking for carpools and vanpools (33%)
- carpool subsidies/cash payment (18%)
- Guaranteed Ride Home (15%)
- bikeshare memberships (10%)
- carshare memberships (7%)

The Biden Administration would like federal workers to return to the office. In an August email to Cabinet members, White House Chief of Staff Jeff Zients said increasing the amount of in-person work is "critical" to federal agencies' workplace culture and to meeting missions. Agencies will, however, continue to use telework and may allow some employees to work fully remotely.

"Newer members of our team—who will be the future leaders of our agencies—will have the face-to-face interaction critical to learning and growing, and all of us will benefit from the increases in morale, teamwork and productivity that come from in-person work," Zients wrote.

Each agency must prepare a new work environment plan to increase in-person work; these plans will be implemented starting in November 2023.

The Chief Administrative Officers (CAO) for the National Capital Region wrote to Shalanda Young, Office of Management and Budget Deputy Director, in support of President Biden's return-to-work policy and to provide perspectives as the government's partners in the region.

The CAOs noted that their members employ about 100,000 individuals and, while the majority are working in the office, the local jurisdictions in the region allow some employees to telecommute 2-3 days per week. This "strikes the right balance" for their employees.

Continued on page 2

# FALL e-NEWSLETTER

# Newsletter

## Return to Office - A Work in Progress



Some company leaders around the Washington, DC region are still looking for employees to resume commuting to the office, while at the same time trying to find symmetry between that and working from home.

## Real-Time Carpool App Pays Drivers Each Trip



Driving alone to work in the Washington, DC region can get pricey for employees. On the days they drive into the office, they can get paid \$10 each time they pick up another commuter, using the real-time carpool app, CarpoolNow.

## Cash for Carpooling

The iPool Rewards program pays new carpoolers who commute at least twice a week. Employees who carpool over a 90-day period can earn up to \$130 for tracking trips online and completing a survey.





# FALL UMBRELLA CAMPAIGN



# OBJECTIVES & STRATEGY

Fall Umbrella Campaign

Media budgets:

\$625,000 (Total)

\$360K for Rideshare

\$240K for Guaranteed Ride Home- DC region

\$25K for Guaranteed Ride Home- Baltimore region

Continuation of the creative launched in Spring 2023

Return-to-Office focus, encouraging:

Carpool and vanpool use

Guaranteed Ride Home registrations and reregistrations

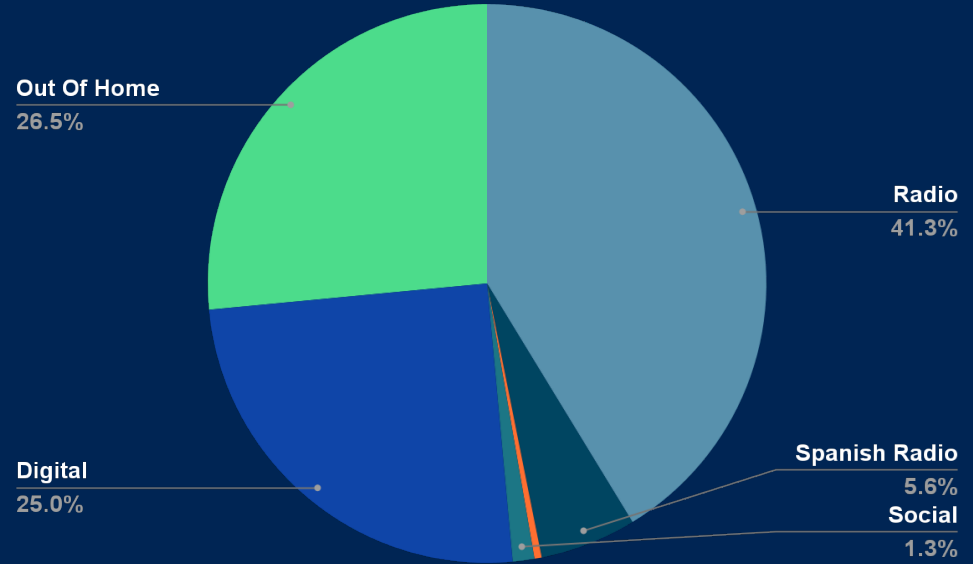
Other alternative modes of transportation

# MEDIA BUDGET (NET)

## Rideshare

## Fall Umbrella Campaign

Broadcast Radio	\$148,002
Spanish Radio	\$19,996.25
YouTube	\$1,500
Social	\$4,500
Digital	\$89,500
Out Of Home	\$95,000
Total	\$358,498.25

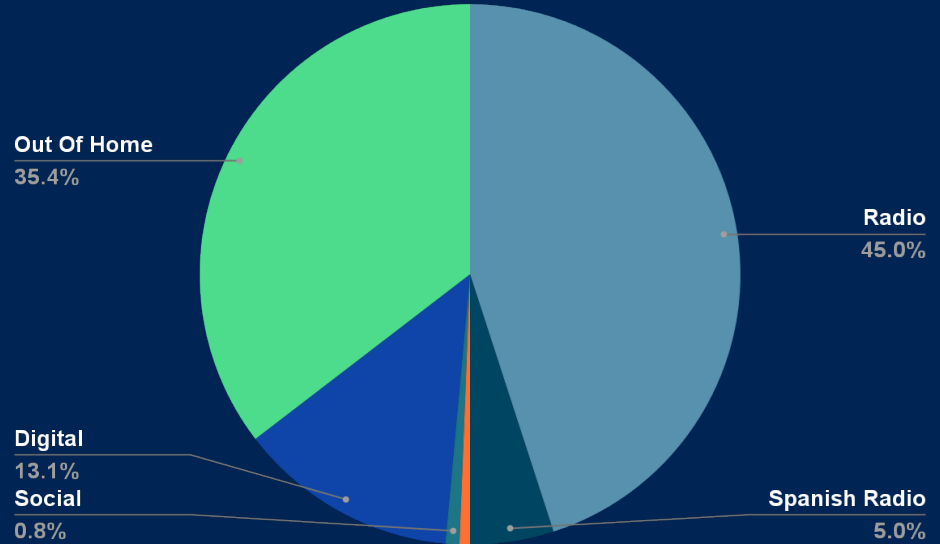


# MEDIA BUDGET (NET)

## Guaranteed Ride Home

## Fall Umbrella Campaign

Broadcast Radio	\$108,013.75
Spanish Radio	\$11,985
YouTube	\$1,500
Social	\$2,000
Digital	\$31,500
Out Of Home	\$85,000
Total	\$239,998.75





# MEDIA BUDGET (NET)

## Guaranteed Ride Home - Baltimore

Fall Umbrella Campaign

Broadcast Radio	\$24,975.50
Total	\$24,975.50

# ADDED VALUE SUMMARY

Fall Umbrella Campaign

Approximate value in negotiated value ad:

\$48,960 for Ridesharing

\$26,210 for Guaranteed Ride Home

\$7,500 for Guaranteed Ride Home Baltimore

# DIGITAL BANNER ADS

## Fall Umbrella Campaign Ridesharing



**RELAX TOGETHER.**

SO WHAT'S UP?

ZZZZZ

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

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



**RELAX TOGETHER.**

SO WHAT'S UP?

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A SMARTER WAY TO WORK



**RELAX TOGETHER.**

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A SMARTER WAY TO WORK

# GAS PUMP TOPPERS

## Fall Umbrella Campaign Ridesharing

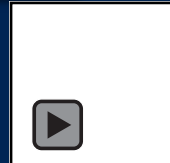


# ENGLISH & SPANISH RADIO SPOTS

Fall Umbrella Campaign  
Ridesharing



Ridesharing  
(English)  
30 sec.



Ridesharing  
(Spanish)  
30 sec.



# IN-STORE AD

# Fall Umbrella Campaign Ridesharing



# DIGITAL TRUCK AD

## Fall Umbrella Campaign Ridesharing



# SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

## Fall Umbrella Campaign Ridesharing

**RELAX TOGETHER.**  
Sharing a ride even a few times a week can save money and stress.

WHAT'S THE WORD?

NAMASTE



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

**FUN TOGETHER.**  
Get more smiles out of every commute mile!



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

**BETTER TOGETHER.**  
Sharing the ride with friends is tons more fun.

WHAT TIME IS IT?

CARPOOL KARAOKE TIME!



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

**HAPPY TOGETHER.**  
Follow the path of positivity!

DOING GOOD ...

... FEELS GOOD



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

**RELAX TOGETHER.**  
Share the ride. Skip the stress.

✌️

OM



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

**BETTER TOGETHER.**  
Share the ride with your favorite people.

WE GO TOGETHER!

🍔🍷



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

# SOCIAL MEDIA (LINKEDIN)

## Fall Umbrella Campaign Ridesharing

**Metropolitan Washington Council of Governments**  
3,024 followers  
Promoted

Offering commuter benefits is a great job perk! Not only do employees save time and money by not driving alone to work, they can also get free ridematching services and incentives for carpools and vanpools. Get started at [CommuterConnections.org](https://www.commuterconnections.org) or call 800.745.RIDE. Some restrictions apply.

**BETTER TOGETHER.**

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

**RIDESHARING**

**ROCKS!**

Free Ridematching Services for Your Staff! [Learn more](https://www.commuterconnections.org)

[commuterconnections.org](https://www.commuterconnections.org)

Like Comment Repost Send

# STREAMING & YOUTUBE VIDEO

Fall Umbrella Campaign  
Ridesharing





# DIGITAL BANNER ADS

# Fall Umbrella Campaign Guaranteed Ride Home

**FREE RIDE GUARANTEED!** EVEN IF YOU'RE COMMUTING A FEW DAYS A WEEK

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

Some restrictions apply.

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

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

**SIGN UP TODAY FOR FREE!**



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A SMARTER WAY TO WORK

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A SMARTER WAY TO WORK

Some restrictions apply.

# GAS PUMP TOPPERS

## Fall Umbrella Campaign Guaranteed Ride Home

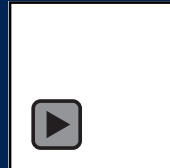


# ENGLISH & SPANISH RADIO SPOTS

Fall Umbrella Campaign  
Guaranteed Ride Home



Guaranteed Ride Home (English)  
30 sec.



Guaranteed Ride Home (Spanish)  
30 sec.

# ENGLISH RADIO SPOTS

Fall Umbrella Campaign  
Guaranteed Ride Home Baltimore





# IN-STORE AD

# Fall Umbrella Campaign Guaranteed Ride Home



# DIGITAL TRUCK AD

## Fall Umbrella Campaign Guaranteed Ride Home



# SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

## Fall Umbrella Campaign Guaranteed Ride Home

**FREE RIDE  
GUARANTEED!**  
One more reason to love ridesharing!

FREE RIDE HOME!

AHHHHH!

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

What Makes Ridesharing Even Better?  
**FREE RIDE  
GUARANTEED!**

WHEW!!!

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

**FREE RIDE  
GUARANTEED!**  
So you can focus on what matters.

#LIFESAVER

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

**FREE RIDE  
GUARANTEED!**  
Keep calm and carry on with ridesharing!

👑

😊

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

**GET HOME  
GUARANTEED!**

📱

😊

My game's tonight, remember?

Coming!

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

**FREE RIDE  
GUARANTEED!**  
Share the ride, skip the worry!

ALL GOOD?

👍

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

# SOCIAL MEDIA (LINKEDIN)

Fall Umbrella Campaign  
Guaranteed Ride Home



# STREAMING & YOUTUBE VIDEO

Fall Umbrella Campaign  
Guaranteed Ride Home

**SIGN UP  
TODAY!**





CARPOOLNOW APP

odonnellCOMPANY

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

# OBJECTIVES & STRATEGY

## CarpoolNow App Campaign

Media budget: \$15,000

Campaign - November to January

Objectives:

Primary focus is to promote and encourage on-demand or “dynamic ridesharing” through the CarpoolNow Mobile app, especially in areas where slugging is popular. In addition to slugline spots, the app has access to over 400+ parking lots.

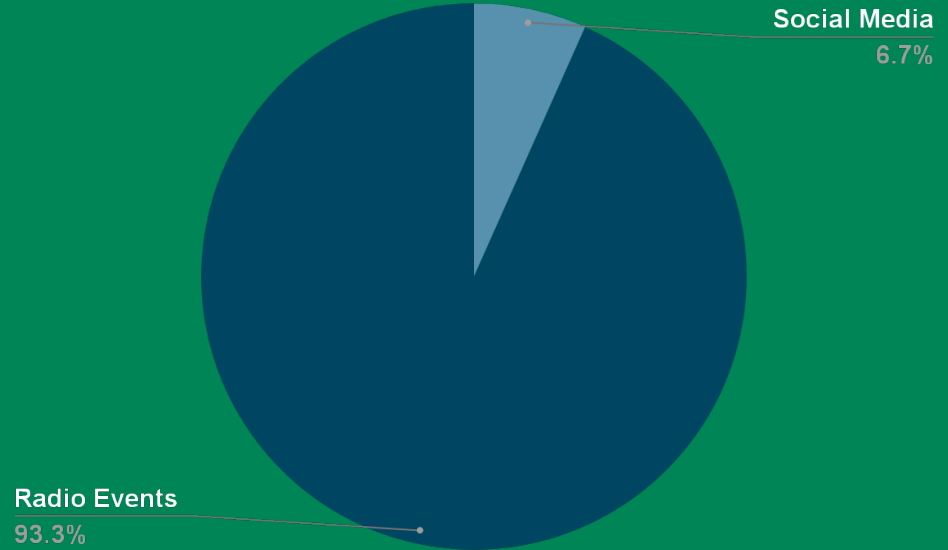
Promote and encourage use of the CarpoolNow Mobile App

Raise Awareness of the Flexible Vanpool component of the CarpoolNow Mobile App

# MEDIA BUDGET (NET)

Social Media	\$1,000.02
Broadcast Radio/Events	\$13,965.50
Total	\$14,965.52

## CarpoolNow App Campaign



# JINGLE BALL EVENT

# CarpoolNow App Campaign

**iHeartRadio** **HOT 99.5**

# JINGLE BALL

Presented by **Capital One**

**PERFORMING**

**ONEREPUBLIC**

**JELLY ROLL**      **BIG TIME RUSH**

**DOECHII**      **FLO RIDA**

**MELANIE MARTINEZ**      **DAVID KUSHNER**

**NCT DREAM**      **(G)I-DLE**

**MONDAY**  
12.11.23

CAPITAL ONE  
48-HOUR PRE-SALE  
10/3 AT 10AM

GENERAL ON-SALE  
10/6 AT 12PM

**iHeart**  
RADIO

# RADIO SPOTS

# CarpoolNow App Campaign

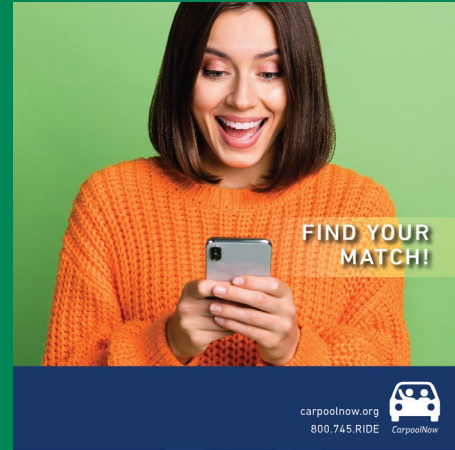


CarpoolNow  
30 sec.



# SOCIAL MEDIA

# CarpoolNow App Campaign





## 'POOL REWARDS CAMPAIGN

# OBJECTIVES & STRATEGY

'Pool Rewards Regional Campaign

Media budget: \$20,000

Campaign - October to January

Objectives:

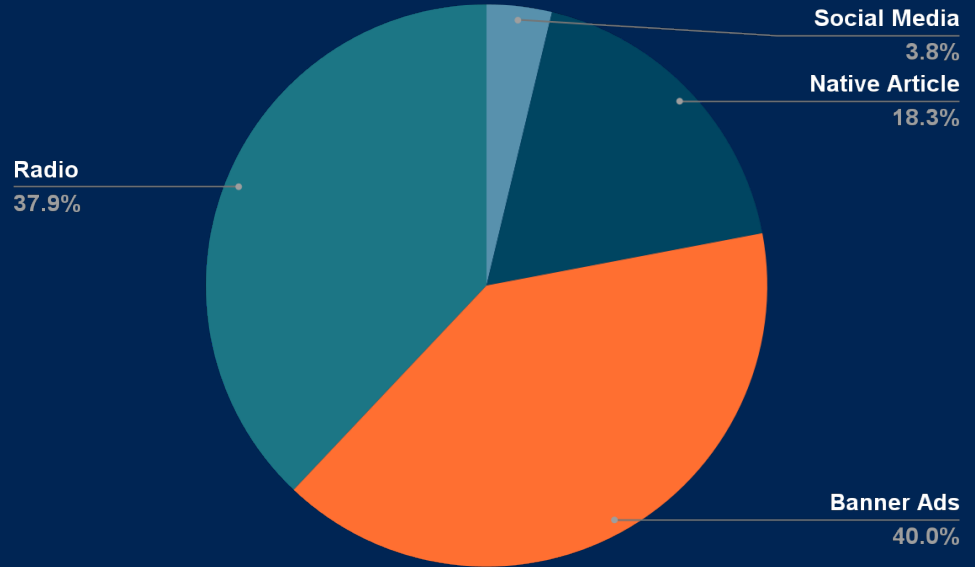
- Raise regional awareness about the 'Pool Rewards program using existing FY23 creative assets

- Encourage commuters to register for and complete the program over a 90 day period

# MEDIA BUDGET (NET)

## 'Pool Rewards Regional Campaign

Social Media	\$750
Native Article	\$3,650
Banner Ads	\$8,000
Broadcast Radio	\$7,582
Total	\$19,982



# RADIO SPOTS

'Pool Rewards Regional Campaign



'Pool Rewards  
30 sec.



# DIGITAL BANNER ADS

# 'Pool Rewards Regional Campaign

**SHARE THE RIDE.  
MAKE A BUCK!**



**SHARE THE RIDE.  
MAKE A BUCK!**



**SHARE THE RIDE.  
MAKE A BUCK!**



**'POOL REWARDS**  
It pays to rideshare

sign up at [commuterconnections.org](https://commuterconnections.org)

some restrictions apply

**SHARE  
THE RIDE.  
  
MAKE  
A BUCK!**



# WTOP.COM NATIVE ARTICLE 'Pool Rewards Regional Campaign

ISRAEL-HAMAS WAR: Live Updates | Israeli strikes pound refugee camp | Journalists killed | White House's anti-Islamophobia strategy | War expanding beyond Hamas?

**wtopnews** News » Traffic » Weather » Live Radio

Listen Live Login

**SHARE THE RIDE. MAKE A BUCK!**

**POOL REWARDS**

Home » Sponsored Content » Did you know...

## Did you know you can get paid to carpool?

Metropolitan Washington Council of Governments  
October 30, 2023, 1:53 PM

Listen now to WTOP News WTOP.com | Alexa | Google Home | WTOP App | 102.5 FM

This content is provided by the [Metropolitan Washington Council of Governments](#).

Imagine not worrying about the high cost of gas and getting paid to commute. Did you know that's possible? That's right, you can earn some cool cash when you carpool or vanpool!

Sign up and track your trips to earn \$130 for carpooling or \$200 for vanpooling. **'Pool Rewards** is an incentive offered by Commuter Connections, the free regional commuter assistance program at the Metropolitan Washington Council of Governments. The program is designed to help reduce rush-hour congestion and improve air quality in the region. 'Pool Rewards offers a monthly subsidy to newly-forming vanpools to offset their monthly expenses, charged by the approved vanpool companies servicing the program.

Here's how:

- Sign up for free with Commuter Connections and the 'Pool Rewards program and track your trips to earn up to \$130 for carpooling over a 90-day period, and \$200 per month for vanpooling.
- Carpools enjoy free use of HOV and Express Lanes with the requisite number of passengers
- Save on parking, gas, tolls and more every time you rideshare!
- Work on the go! Catch up on work and get more done when you're a carpool/vanpool passenger
- Get paid to carpool and earn some cash for each trip
- If you use the Northern Extension of the 495 Express Lanes, each new carpooler is eligible to receive an additional \$100 over a 90-day period for a total of \$230.
- 'Pool Rewards participants are also eligible for other Commuter Connections incentive programs, earning up to \$600 per year!

Reduce stress and earn cash by joining a carpool or vanpool through 'Pool Rewards.

Get started today at <https://www.commuterconnections.org/pool-rewards>

Related News Recommended

**Diabetes awareness is front and center in November for Adventist HealthCare Fort Washington Medical Center**

**How this weekend's clock change can affect your driving**

**SHARE THE RIDE. MAKE A BUCK!**

**POOL REWARDS**

**SHARE THE RIDE. MAKE A BUCK!**

# SOCIAL MEDIA

## 'Pool Rewards Regional Campaign

**EARN SOME COOL CASH!**



**'POOL REWARDS**  
it pays to rideshare

[commuterconnections.org](http://commuterconnections.org)

**DIP YOUR TOE  
IN THE 'POOL**



**'POOL REWARDS**  
it pays to rideshare

[commuterconnections.org](http://commuterconnections.org)

**COOL IN THE 'POOL**



**'POOL REWARDS**  
it pays to rideshare

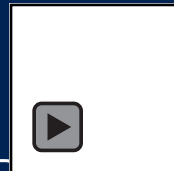
[commuterconnections.org](http://commuterconnections.org)

# 495 NEXT VALUE AD

Radio Spots & Banner Ads

'Pool Rewards Regional Campaign

495 NEXT



'Pool Rewards

495 NEXT

30 sec.

A nighttime photograph of a city street. In the background, the illuminated dome of the United States Capitol building is visible against a dark, starry sky. The street is lit by streetlights, and a red traffic light is visible on the left. A crosswalk is in the foreground. A blue semi-transparent banner is overlaid across the middle of the image.

# EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

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



# Employer Recognition Awards

## Objectives:

- Develop a theme (concept) for the FY24 Awards

- Promote award winners in local newspaper

Media budget: \$7,500

# CONCEPT

## Employer Recognition Awards



# NOMINATION BROCHURE

# Employer Recognition Awards

**COMMUTER CONNECTIONS** A SMARTER WAY TO WORK

Metropolitan Washington Council of Governments  
77 North Capitol St. NE, Suite 900  
Washington, DC 20002

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
Permit No. 970  
Washington D.C.



20  
24  
EMPLOYER  
RECOGNITION  
AWARDS

Apply now for the 2024 Commuter Connections Employer Recognition Awards.



THE STARS AMONG US

D.C., MD, AND VA EMPLOYERS TAKE CENTER STAGE FOR INNOVATION AND EXCELLENCE

20  
24  
EMPLOYER  
RECOGNITION  
AWARDS

Awards are given in the following categories:

## INCENTIVES

Offering a host of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

## MARKETING

Educating about and championing for the use of alternative transportation options by frequently promoting available commuter programs to employees in creative and effective ways.

## TELEWORK

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

20  
24  
EMPLOYER  
RECOGNITION  
AWARDS

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



## AIR ALERTS

Receiving free e-mail alerts from Clean Air Partners about forecasted unhealthy Code Orange/Red days to encourage employees to improve air quality by teleworking, bicycling, walking, ridesharing, or taking transit.

## BICYCLING AND WALKING

Providing bike racks, fixt stations, lockers, and/or shower facilities for bicyclists and walkers. Offering a direct monthly bicycle benefit for purchases, improvement, repair, or storage.

## CLEAN ENERGY VEHICLES

Providing electric car charging stations, or a company fleet of clean energy vehicles or hybrids.

## DISCOUNT MEMBERSHIPS

Offering discount memberships to nearby gyms, bikesharing, and/or carsharing services.

## GUARANTEED RIDE HOME

Promoting and/or supplementing Commuter Connections' free Guaranteed Ride Home program for employees during unexpected emergencies or unscheduled overtime.

## PARKING STRATEGIES

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

## RIDESHARING

Promoting Commuter Connections' free Ridesharing services for carpools and vanpools, or providing your own on-site employee ridesharing service.

## 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 VANPOOLS

Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits. Providing shuttle services to and from the workplace and transit stations.

## WORK SCHEDULE ALTERNATIVES

Offering flexible or staggered start and end times, or compressed work week schedules, such as 4 days/40 hours or 9 days/80 hours.

A bit about last year's winners:

## MARKETING

Federal Home Loan Mortgage Company  
McLean, VA

The Federal Home Loan Mortgage Company (Freddie Mac) helps to ensure a reliable, affordable supply of mortgage funds across the U.S. and employs more than 5,000 workers in the region. Employees are offered a 50 percent transit/vanpool subsidy, up to \$300 per month. In addition, a direct shuttle service is offered to and from the McLean Metro station. Bike racks, showers, and lockers are available for bicyclists, and preferred parking is offered to vanpools.

Freddie Mac uses a range of internal platforms to promote its various commute benefits to employees. Communication techniques include a daily employee newsletter, in-person presentations, digital signage, and the company's intranet. Freddie Mac also promotes apps that offer live-tracking of their shuttle service.

In 2022, the various commuter and telework programs saved nearly 250,000 vehicle miles traveled.



## INCENTIVES

George Mason University  
Arlington, Fairfax, and Manassas, VA

George Mason University (GMU) has three campuses in Northern Virginia including Manassas, Fairfax, and Arlington. There are an estimated 822 employees who use alternative transportation methods to commute, as well as 1,764 teleworkers. Five shuttle routes with free Wi-Fi are offered, and all vehicles are front-mounted with bike racks.

GMU offers preferred parking for carpools and vanpools, rebates for formal carpools, up to \$300 monthly pre-tax transit/vanpool benefits, flextime and compressed work weeks, as well as bike racks and showers. Free bike locks, bike safety information, and bicycling-related giveaways are provided for those who register their bike, and discounted annual memberships to Capital Bikeshare are offered for just \$25.

GMU's various commuter incentive programs have led to an estimated reduction of employee vehicle miles traveled by 9,876,600 and 448,900 gallons of gas.



## TELEWORK

Abt Associates  
Rockville, MD

Abt Associates is a global consulting and research firm employing more than 500 in the region. Its mission is to improve the quality of life and economic well-being of people worldwide by advancing equity and making an impact.

Abt has embraced a culture of seeing work as something you do, not a place you go, reimagining its remote work policy to include both hybrid and fully remote telework options for staff. As a result, 60 percent of DC metropolitan staff elected to work fully remote schedules, with the remaining 40 percent electing hybrid schedules or primary on-site. Abt provides home technology and ergonomics stipends for teleworkers, and monthly public transit subsidies for commuters. Abt also offers flextime and compressed work schedules.

Abt's remote work policy has led to the reduction of 1,720,330 vehicle miles traveled and saves nearly 78,200 gallons of gasoline annually.



# NOMINATION FORM

# Employer Recognition Awards



Please apply with this form or apply online at [commuterconnections.org/employer-recognition-awards](http://commuterconnections.org/employer-recognition-awards)

## Eligibility

Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or network program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2023, or a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

## Deadline

The application deadline is January 31, 2024. Apply online at [commuterconnections.org/employer-recognition-awards](http://commuterconnections.org/employer-recognition-awards) or send completed application to:

Commuter Connections  
Douglas Franklin  
777 North Capitol Street, N.E., Suite 300  
Washington, DC 20002-4290  
Tel: 800-363-3792  
[webmaster@commuterconnections.org](mailto:webmaster@commuterconnections.org)  
[commuterconnections.org](http://commuterconnections.org)

## Instructions

Nominations can be submitted online or by using this form, and should include all information requested in Items 1-6, plus the program summary narrative as described in question 6. Supplemental materials may be submitted in addition to, but not in place of, the nomination form questions and program summary narrative.

### 1. CONTACT INFORMATION

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Program Contact \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
(Date Program Began (must have been initiated or improved before January 1, 2023)) \_\_\_\_\_  
Name of Program (if applicable) \_\_\_\_\_  
Name, Email, and Phone of Person Submitting Nomination Form (if different from above) \_\_\_\_\_

### 2. AWARD CATEGORY

Which award category below best describes the focus of your program? (See brochure or website for description of categories.)

Marketing  Incentives  Telework

Is there a secondary category you would like to apply for? (Note: You can only win in one category.)

Marketing  Incentives  Telework  None

### 3. TYPE OF ORGANIZATION

Please mark one of the choices below that best describes your organization.

Private sector  Local, state or federal government  
 Non-profit organization  Other \_\_\_\_\_ Please specify \_\_\_\_\_

### 4. NUMBER OF PARTICIPANTS

How many people do you employ in the Washington metropolitan area? \_\_\_\_\_

At how many work sites? \_\_\_\_\_

What is the total number of program participants in the Washington metropolitan area? \_\_\_\_\_

Nomination Form



### 5. ACKNOWLEDGEMENT

I acknowledge that I am authorized to submit this nomination form on behalf of my organization and that, if selected as a winner, my organization will participate in the Awards ceremony and video, and that Commuter Connections will promote my organization's initiatives online and in print.

Signed \_\_\_\_\_ Title \_\_\_\_\_

### 6. PROGRAM SUMMARY NARRATIVE

Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph and provide measurable results of the program, wherever possible.

Provide a clear, concise description of your program's activities. If you are a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning.

Questions and points to address in narrative if applicable:

#### A. Description of Program

- What was the season or condition that led to the creation of your program?
- What were the program's goals and how has it been successful in meeting its goals?
- What have the results been compared to previous years?
- What type of commuter benefits, services, information, or amenities are offered to employees and how many take advantage of each?
- How are the various programs promoted within your workforce?
- If parking is provided, is it free or employee paid? If employee paid, are carpools given discounts or preferential parking spaces?
- Is transit fare offered to employees on a pre-tax basis?
- Is transit fare subsidized as an out-of-pocket expense by your organization, paid by employees, or a combination of both?
- If transit fare is subsidized, what is the dollar amount provided to employees?
- Do you provide shuttle services between your work site and nearby transit centers?
- Do you have bike racks, lockers, file lockers, and/or shower facilities?
- Do you offer bikesharing discounts?
- Are flextime or compressed work weeks offered?
- How many employees telework and how often do they do so?
- What type of training and/or amenities are offered to management and to employees who telework?
- Is your telework program informal or do you have a formal telework policy?

#### B. Employer and Employee Benefits

Describe how the program has:

- Improved employee morale, productivity, absenteeism.
- Increased your organization's ability to attract and retain qualified employees.
- Helped reduce employee commuting times and stress.
- Contributed to better employee work-life demands/balance.

#### C. Economic and Financial Benefits

Describe how the program has:

- Helped reduce employee commuting expenses.
- Reduced your organization's costs associated with providing commuter parking and/or office space.
- Provided other dividends for your organization or employees.

#### D. Environmental Impacts

Describe and quantify the benefits to the community. Describe how the program has:

- Reduced traffic congestion. How many vehicles have been taken off the road? How many annual vehicle miles have been reduced? To calculate vehicle miles reduced, please visit [commuterconnections.org/commuting-resources/vmrc-calculator](http://commuterconnections.org/commuting-resources/vmrc-calculator).
- Reduced gasoline consumption and emissions. What is the number of estimated gallons of gas saved annually? To calculate gallons of gas saved, please visit [commuterconnections.org/commuting-resources/vmrc-calculator](http://commuterconnections.org/commuting-resources/vmrc-calculator).
- Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?

Nomination Form





# SPRING UMBRELLA CAMPAIGN CONCEPTS



# SPRING UMBRELLA CAMPAIGN

Review existing market research including the 2022 State of the Commute Report

Design new creative concepts for the Spring 2024 campaign

Present creative concepts to State Funders

Present creative concepts to Marketing Workgroup

Refine chosen GRH and Rideshare creative concepts

Develop self-mailer as first released creative asset

Develop media plan and build out creative assets





# INCENTRIP REBRANDING

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A SMARTER WAY TO WORK

# INCENTRIP REBRANDING

Survey developed and sent to incenTrip users and a sample of the general public

Four name options were presented for consideration

The new name of the incenTrip app will be CommuterCash

A new logo will also be designed



# OTHER PROJECTS

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A SMARTER WAY TO WORK



# OTHER PROJECTS

## Commuter Connections 50th Anniversary

- New 50th anniversary logo design in the works

- Other deliverable still TBD

## Commuter Connections Website Templates

- Home page and inner pages template designs in development

- Mega menu navigation to be implemented

THANK YOU



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