



Metropolitan Washington Council of Governments

**FY2019 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

March 19, 2019



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2019. 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. The use of media and other forms of communication at high reach and frequency levels influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

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 Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative promotes Ridematching services and the Guaranteed Ride Home program. Through effective outreach, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

Other campaigns for the second half of FY19 include the promotion of the Employer Recognition Awards, CarpoolNow, and Bike to Work Day. Bike to Work Day will be held on Friday, May 17, 2019 and celebrates bicycling as a clean, fun, and healthy way to get to work. CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride.

Mass Marketing Campaign

The FY2019 second half media campaign, promoting Ridesharing and GRH, uses new advertising developed for spring FY2019, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Why Rideshare? Why Not?” for Rideshare, and “Don’t Freak Out” for GRH. Four radio ads, two Rideshare and two GRH, were produced in February 2019. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively. The campaigns will run for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy is \$281,472 and the total cost of the GRH media buy is \$281,206.75.

The FY2019 second half media campaign also includes promoting GRH in the Baltimore region, using the same new advertising developed for spring FY2019 for the Washington, DC region. Two GRH radio ads will run for a total of nine weeks, which started at the end of February and runs through the last week in June. The total cost of the GRH Baltimore media buy is \$24,995.50.

Value Add Promotions

Based on paid media spending, value add was negotiated in the form of additional Rideshare and GRH media exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, and banner ads on station websites.

Messaging Strategy

Rideshare’s “Why Rideshare? Why Not?” campaign uses statistics in an infographic-like design to bring the benefits of alternative mode commutes forward in a fun way. The campaign informs 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 is airing on a mix of music and news radio stations. Other marketing and advertising includes podcasts, digital, and social media.

The FY19 messaging for GRH is “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that, with GRH, they can avoid "freaking out" with a free ride 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. Reminder to register or renew is included in the messaging. GRH advertising is placed on a mix of music and news radio stations, television, digital and social media, transit signage, and direct mail.

Bike to Work Day

The Committee selected robin's egg blue as the 2019 color, along with a new visual concept for the marketing materials. A sponsor drive netted 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 value of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach, will make up the campaign. The registration goal for Bike to Work Day 2019 is set at 19,000 bicyclists. A paid media campaign will consist primarily of radio and social media spending for \$60,000.

Employer Recognition Awards

The employer nomination period remained open through February 28, 2019. Summaries of each employer nomination were prepared and will be reviewed by the Selection Committee on March 22, 2019. Award winners will be honored at a ceremony on June 21, 2019, at the National Press Club. A video, invitations, proclamation, program booklet, print ad, and podium sign will be developed.

CarpoolNow Mobile App

A media campaign will be developed and implemented for CarpoolNow during the second half of FY19. The campaign is slated to run March through May to promote the benefits of the mobile application. A portion of the messaging also includes mention of the driver incentive. The total cost of the CarpoolNow mobile app media spend for the second half of FY19 is \$15,000.

Introduction

The FY2019 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2018 to outlined marketing plans for FY2019. The strategy behind the FY2019 campaign reflects the state of events for the regions' 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 second half of FY2019 includes the following actions:

- Launch of the new spring FY2019 regional mass marketing campaign.
- Promoting the CarpoolNow mobile app.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2019 event.
- Planning and implementing the 22nd annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2019 event.

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 their employees, including teleworking.

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- 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 Office of Transportation 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
- Potomac and Rappahannock Transportation Commission
- 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.

Spring 2019 Campaign

The Spring Media campaign, promoting GRH and Ridesharing, started the second week of February and will run through June. Media includes radio, television, Pandora, digital, native content, Facebook, YouTube, and transit signage.

Ridematching Campaign

Messaging Strategy

Rideshare’s “Why Rideshare? Why Not?” campaign uses statistics in an infographic-like design to bring the benefits of alternative mode commutes forward in a fun way.



Media Objectives: Rideshare

The spring FY2019 media campaign promotes 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 around HOV corridors, due to highway congestion and fewer transit options.

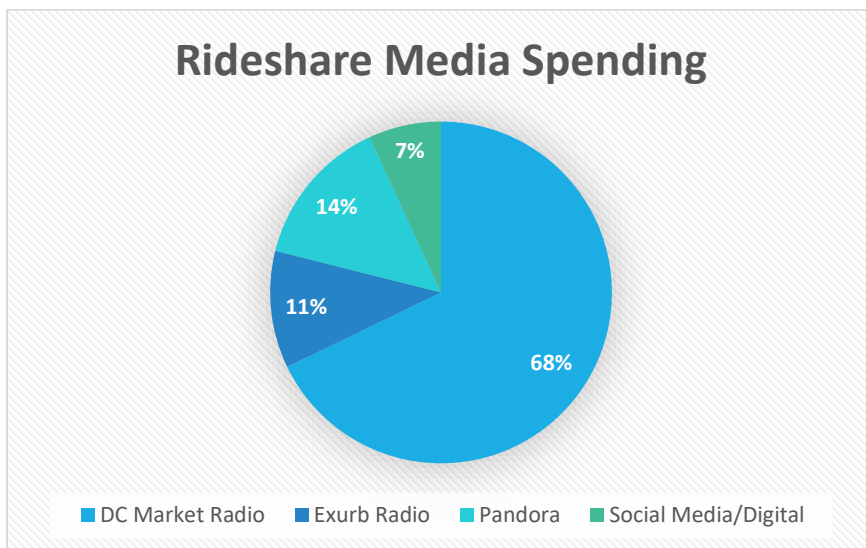
Target Market

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 D.C. DMA



| Ridematching Spring Spending | Gross | Net | % | Impressions |
|------------------------------|---------------------|---------------------|-------------|-------------|
| DC Market Radio | \$228,721.00 | \$190,906.60 | 68% | |
| Exurb Radio | \$36,764.00 | \$31,249.40 | 11% | |
| Pandora | \$47,060.00 | \$40,001.00 | 14% | |
| Social Media/Digital | \$20,665.00 | \$19,315.00 | 7% | |
| | \$333,210.00 | \$281,472.00 | 100% | |

| | Media | Gross | Net |
|----------------------|------------------------------|---------------------|---------------------|
| Exurb Radio | WAFY | \$16,794.00 | \$14,274.90 |
| | WFMD | \$5,255.00 | \$4,466.75 |
| | WFRE | \$14,715.00 | \$12,507.75 |
| | | \$36,764.00 | \$31,249.40 |
| | | | |
| Internet Radio | Pandora | \$47,060.00 | \$40,001.00 |
| | | | |
| DC Market Radio | WTEM | \$23,350.00 | \$19,847.50 |
| | WTOP | \$103,700.00 | \$84,638.75 |
| | iHeart (WASH, WBIG, WLZL) | \$101,671.00 | \$86,420.35 |
| | | \$228,721.00 | \$190,906.60 |
| | | | |
| Social Media/Digital | Facebook | \$315.00 | \$315.00 |
| | iHeart | \$9,000.00 | \$7,650.00 |
| | WTOP.com | \$10,000.00 | \$10,000.00 |
| | YouTube | \$1,350.00 | \$1,350.00 |
| | | \$20,665.00 | \$19,315.00 |
| | | | |
| | | \$333,210.00 | \$281,472.00 |

Radio & Podcasts

Radio is the anchor media for the Rideshare campaign, with a mix of station formats.

- WAFY (103.1 AC)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WLZL (Hispanic)
- WTEM (Sports)
- WTOP (103.5 News/Talk)

The Rideshare radio campaign is alternating for nine weeks, February through June. The following ads are promoting the Ridematching program:

Ridesharing :30 “Why Rideshare? Why Not?” Male

Bob loves carpooling to work. Why? He gets some much needed social interaction, de-stresses, and saves a bundle. Why rideshare? Why not? Join Bob and join 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the happy 10%! That's [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

Ridesharing :30 “Why Rideshare? Why Not?” Female

Jane loves carpooling to work. Why? She knows that her commute affects her happiness. That's right. With 18% of a monthly budget going to owning and operating a car, carpooling saves her a bundle. Who wouldn't be happy with those savings? Join Jane and join the 10% of Americans who are happy to save by sharing a ride each day!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the 10%! That's [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

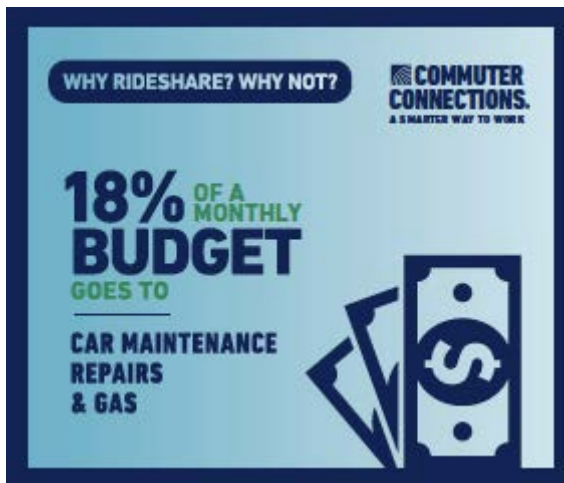
Value Add

In addition to paid media spots, value add spots were negotiated. Select radio stations and Pandora are running bonus banner ads at no charge, and some radio stations are providing bonus radio spots at no charge.

Social Media Advertising

The Ridematching program was promoted through social media advertising on Facebook. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads will be posted for nine weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

The ads will display Rideshare visuals with a call to action to visit commuterconnections.org.



Online & Digital Advertising

Rideshare digital banner ads will be accompanying sponsored WTOP Articles from March – June. A Pandora campaign is alternating every other week from February through June. This includes digital banner ads and produced radio spots. Streaming services via YouTube will offer a unique audience.

WTOP Banner Ads:



Pandora Banner Ads:

**WHY RIDESHARE?
WHY NOT?**

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

**JOIN THE
10%
1 IN 10
AMERICANS CARPOOL**



**WHY RIDESHARE?
WHY NOT?**

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

**DID YOU KNOW
YOUR
COMMUTE
AFFECTS YOUR
HAPPINESS?**



YouTube Video:

**STORYBOARD:
RIDESHARE
WHY RIDESHARE? WHY NOT?**



**DID YOU
KNOW...**

**YOUR COMMUTE
AFFECTS YOUR**

HAPPINESS?

**JOIN THE
10%
WHO RIDESHARE**

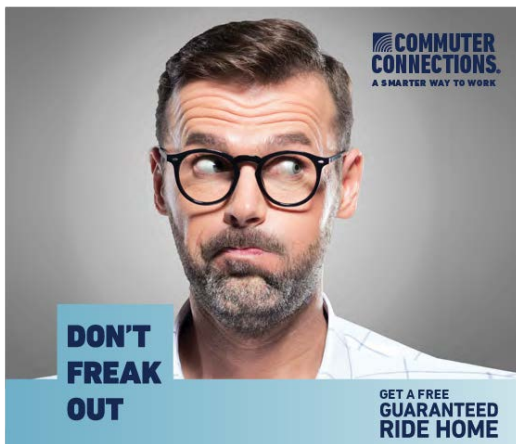
BE HAPPY!

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

Guaranteed Ride Home Campaign

Messaging Strategy

The FY19 messaging for GRH is “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that, with GRH, they can avoid "freaking out" with a free ride 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 commuter finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising is placed on a mix of music and news radio stations, television, digital and social media, transit signage, and direct mail.



Media Objectives: Guaranteed Ride Home

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

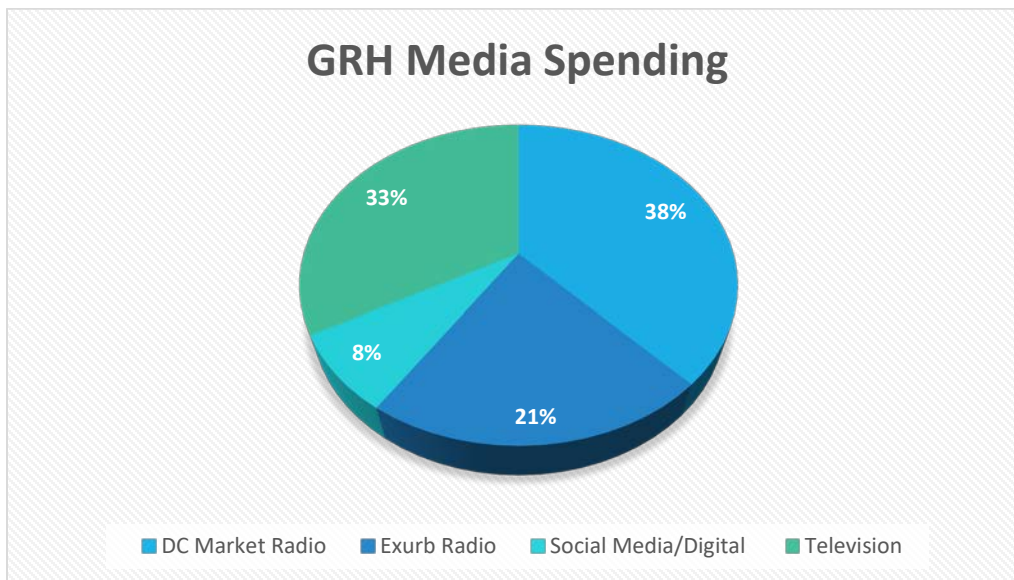
Target Market

From 2016 Guaranteed Ride Home Program Washington, DC Region 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 D.C. DMA



| GRH Spring Spending | Gross | Net | % | Impressions |
|----------------------|---------------------|---------------------|-------------|-------------|
| DC Market Radio | \$123,610.00 | \$106,567.00 | 38% | |
| Exurb Radio | \$70,874.00 | \$60,242.90 | 21% | |
| Social Media/Digital | \$23,547.00 | \$21,764.70 | 8% | |
| Television | \$108,979.00 | \$92,632.15 | 33% | |
| | \$327,010.00 | \$281,206.75 | 100% | |

| | GRH | Gross | Net |
|----------------------|---------------------|---------------------|---------------------|
| TV | NBC4 | \$108,979.00 | \$92,632.15 |
| | | | |
| Exurb Radio | WAFY | \$16,794.00 | \$14,274.90 |
| | WBQB | \$20,385.00 | \$17,327.25 |
| | WFLS | \$13,725.00 | \$11,666.25 |
| | WFMD | \$5,255.00 | \$4,466.75 |
| | WFRE | \$14,715.00 | \$12,507.75 |
| | | \$70,874.00 | \$60,242.90 |
| | | | |
| DC Market Radio | WAMU | \$9,990.00 | \$9,990.00 |
| | WTOP | \$69,340.00 | \$58,939.00 |
| | iHeart (WASH, WBIG) | \$44,280.00 | \$37,638.00 |
| | | \$123,610.00 | \$106,567.00 |
| | | | |
| Social Media/Digital | Facebook | \$315.00 | \$315.00 |
| | iHeart | \$11,882.00 | \$10,099.70 |
| | WTOP.com | \$10,000.00 | \$10,000.00 |
| | YouTube | \$1,350.00 | \$1,350.00 |
| | | \$23,547.00 | \$21,764.70 |
| | | | |
| | | \$327,010.00 | \$281,206.75 |

Radio

Radio is the anchor media for the GRH campaign, with a mix of station formats.

- WAFY (103.1 AC)
- WAMU (88.5 Public Radio)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WTOP (103.5 News/Talk)

The GRH radio campaign started in late February and is running every other week through the end of June 2019. The following spots are promoting GRH for the second half of FY2019, every other week over a nine-week span.

Guaranteed Ride Home :30 “Don’t Freak Out” (Male)

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to receive a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That’s commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Don’t Freak Out” (Female)

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to get a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That’s commuterconnections.org. Some restrictions apply.

Social Media Advertising

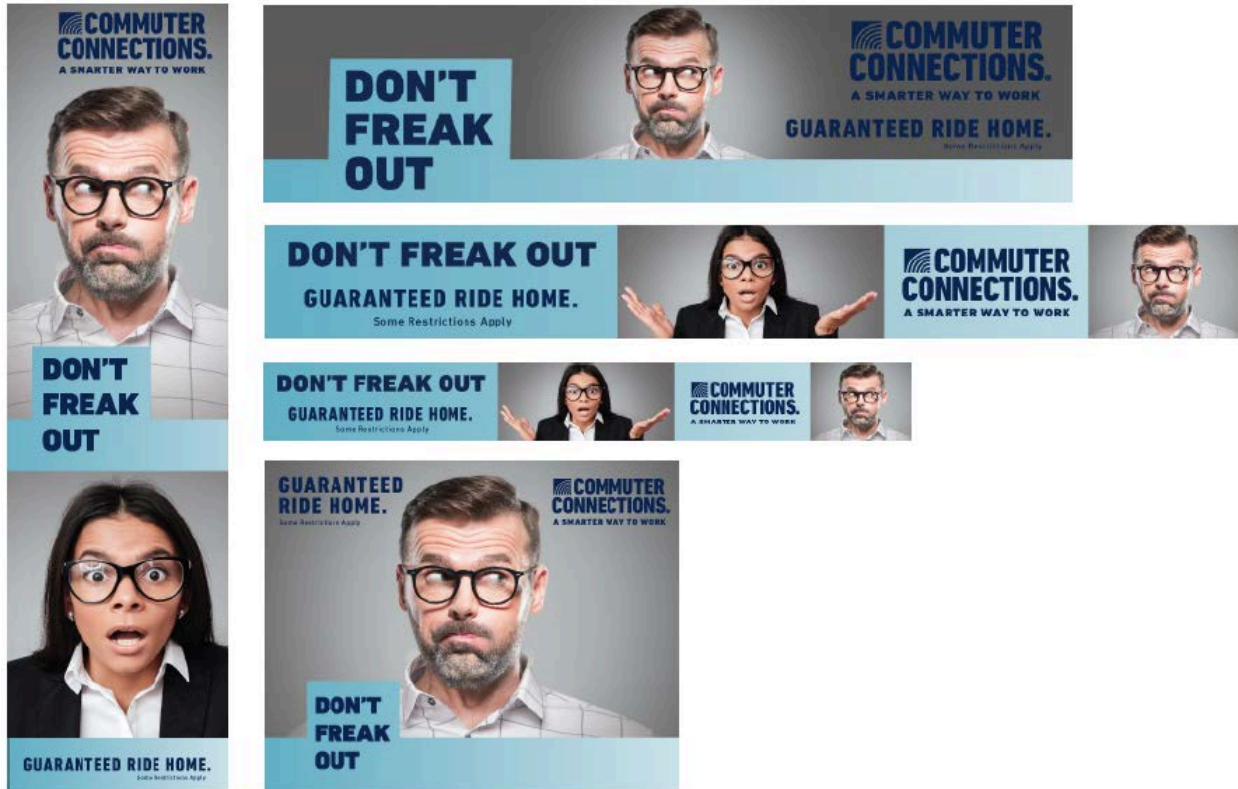
Social Media advertising on Facebook is promoting Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts will run for nine weeks, from February through the end of June.



Online & Digital Advertising

GRH digital banner ads will be accompanying sponsored WTOP Articles from March – June. Streaming services via YouTube will offer a unique audience (see page 22).

WTOP Banner Ads:



Television/YouTube

For the Guaranteed Ride Home campaign, TV ads will run on NBC4 from the third week of February through the end of June. The ads will also run on YouTube through the end of June.

**STORYBOARD:
GUARANTEED RIDE HOME
DON'T FREAK OUT**



Ergggg



Ohhhhh



Ughhhh



Feeling like you might freak out?



Try Guaranteed Ride Home from Commuter Connections.



If you rideshare to work,



you are eligible to receive a couple of free



rides home, each year, guaranteed.

**WHY
FREAK
OUT**

Why freak out

ILLNESS?

about getting home in case of illness,

**UNEXPECTED
EMERGENCIES?**

unexpected emergencies,

**UNSCHEDULED
OVERTIME?**

or unscheduled overtime?

REGISTER FOR FREE!
commuterconnections.org
or 800.745.RIDE

Register or renew today for free at commuterconnections.org



or 800.745.RIDE.



That's commuterconnections.org.

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

Some restrictions apply.

Transit Placements

To reach the large commuting population, free bus transit ads were placed with Arlington Transit, Prince George's County, PRTC OmniRide, Fairfax County Connector, and Montgomery County Ride On. Ads will be displayed from April to June.

**DON'T
FREAK
OUT**

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

**GUARANTEED
RIDE HOME.**

For unexpected illness,
emergencies & unscheduled
overtime. Sign up today. It's free!

Some restrictions apply.

commuterconnections.org
800.745.RIDE

Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations are providing bonus spots and WTOP.com is rotating bonus banner ads at no charge.

GRH Baltimore

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

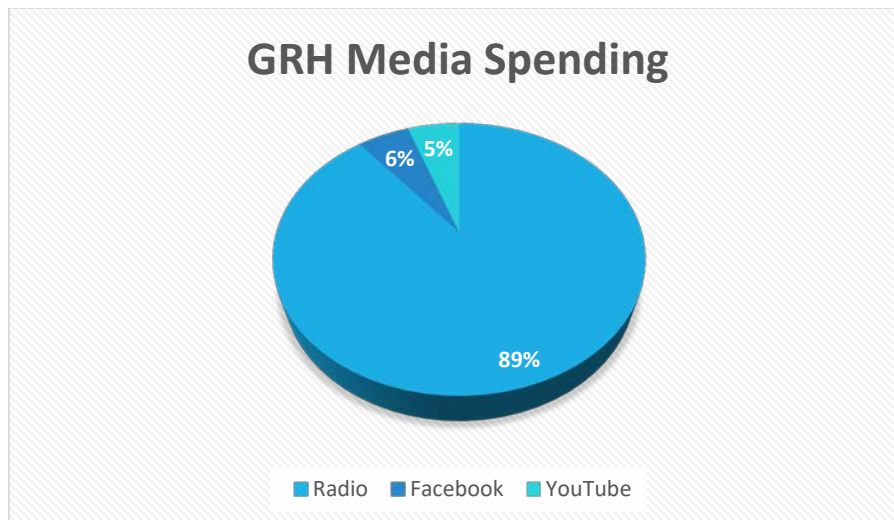
Target Market for Baltimore Metropolitan Region

From 2016 Guaranteed Ride Home Program Baltimore Region 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 five home jurisdictions are Harford (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 Spring Spending | Gross | Net | % | Impressions |
|---------------------|--------------------|--------------------|-------------|-------------|
| Radio WBAL | \$26,230.00 | \$22,295.50 | 89% | |
| Facebook | \$1,350.00 | \$1,350.00 | 5% | |
| YouTube | \$1,350.00 | \$1,350.00 | 5% | |
| | \$28,930.00 | \$24,995.50 | 100% | |

Radio

Radio is serving as the anchor media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk), will run GRH ads every other week from February through June 2019, for a total of nine weeks on air. See radio scripts on page 19.

Social Media

Facebook will be used to engage and help drive registration and re-registration to the website. See social media ads on page 20. YouTube will also be used to engage a unique audience (see video ad on page 22).

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media.

Bike to Work Day

Sponsorship Drive

In FY2019, Commuter Connections secured 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 in-kind sponsorships.

Media

Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media will make up the campaign. The registration goal for Bike to Work Day 2019 was set at 19,000 participants, and a paid media campaign consists of radio and social media.



Target market

From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%)
- Male (64%) and Female (36%)
- Caucasian (86%), Hispanic (4%), Asian (4%).
- HH income \$80k+ (77%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA 30%, and MD (18%)
- Works for employer size of 100+ (66%)

Geographic Targeting

Washington, DC DMA

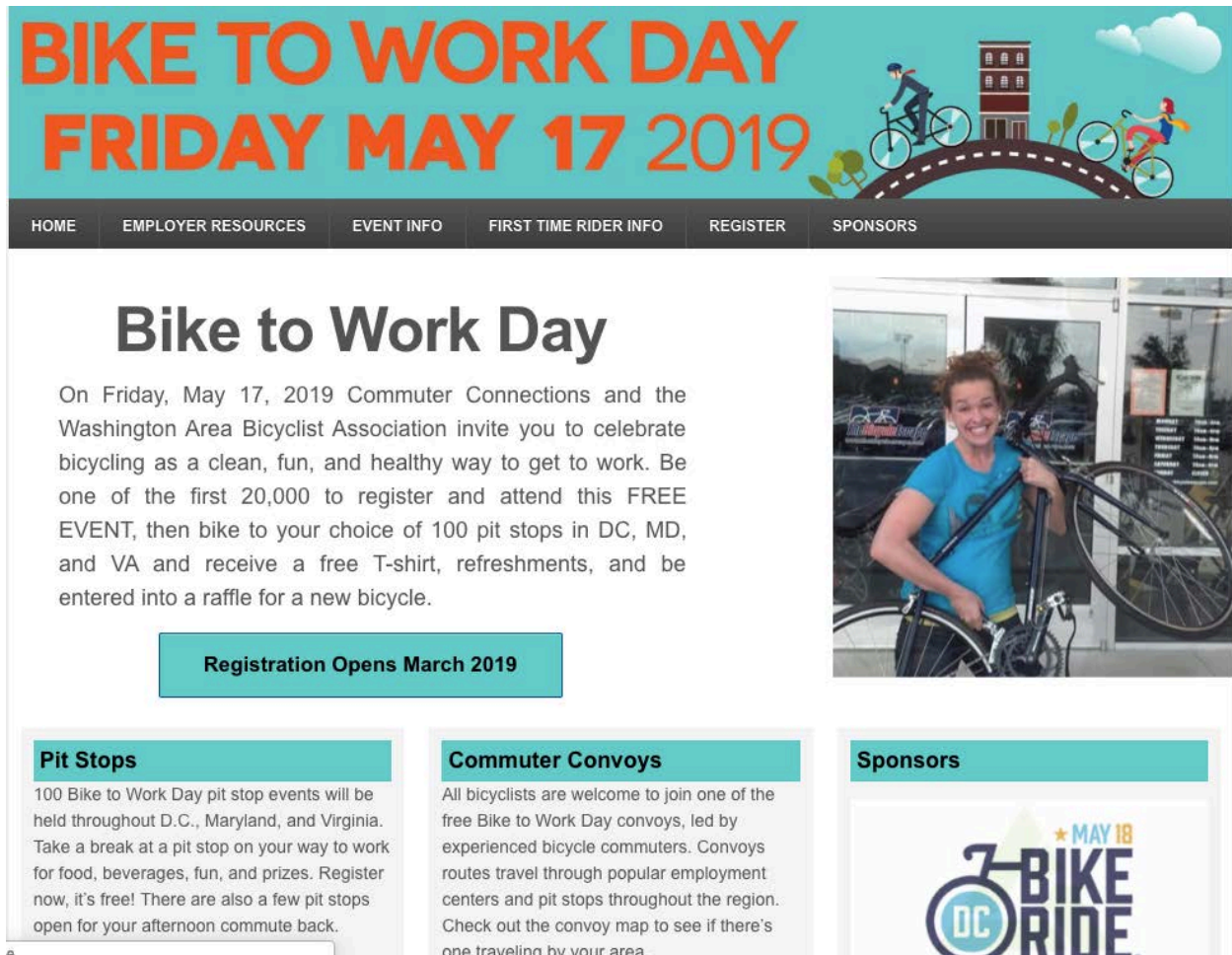
Budget

Media budget \$60,000; Media strategy is in development for the 2019 event.

Marketing Strategies

Posters were mailed to employers throughout the region, and to more than 100 pit stop managers. Pit stop managers will distribute the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. T-shirt graphics, pit stop banners, and a web site were developed to promote the event.

Website



The screenshot shows the homepage of the 'Bike to Work Day' website. At the top is a large teal banner with the text 'BIKE TO WORK DAY FRIDAY MAY 17 2019' in orange and white. To the right of the text is an illustration of two cyclists riding on a curved path towards a building. Below the banner is a dark navigation bar with links: HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER, and SPONSORS. The main content area features a large heading 'Bike to Work Day' and a paragraph of text. A teal button below the text says 'Registration Opens March 2019'. To the right of the text is a photograph of a woman in a blue t-shirt holding a bicycle. Below the main text are three teal-bordered boxes: 'Pit Stops', 'Commuter Convoys', and 'Sponsors'. The 'Sponsors' box contains a logo for 'DC BIKE RIDE' with a star and the date 'MAY 18'.

BIKE TO WORK DAY FRIDAY MAY 17 2019

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday, May 17, 2019 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 20,000 to register and attend this FREE EVENT, then bike to your choice of 100 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Registration Opens March 2019

Pit Stops

100 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.

Commuter Convoys

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area.

Sponsors

DC BIKE RIDE MAY 18

Poster

Pre-register by May 10 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.



BIKE TO WORK DAY 2019

FRIDAY MAY 17

Register free at
BIKETOWORKMETRODC.ORG
 800.745.7433

  #BTWD2019

Visit biketoworkmetrodc.org for pit stop locations & times.
 *T-Shirts available at pit stops to first 20,000 who register.
 Over 100 pit stops throughout D.C., Maryland, and Virginia!

























































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

Rack Card



BIKE TO WORK DAY 2019
FRIDAY MAY 17

f t #BTWD2019 bike to work day 2019

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 10
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Over 100 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 20,000 registrants.



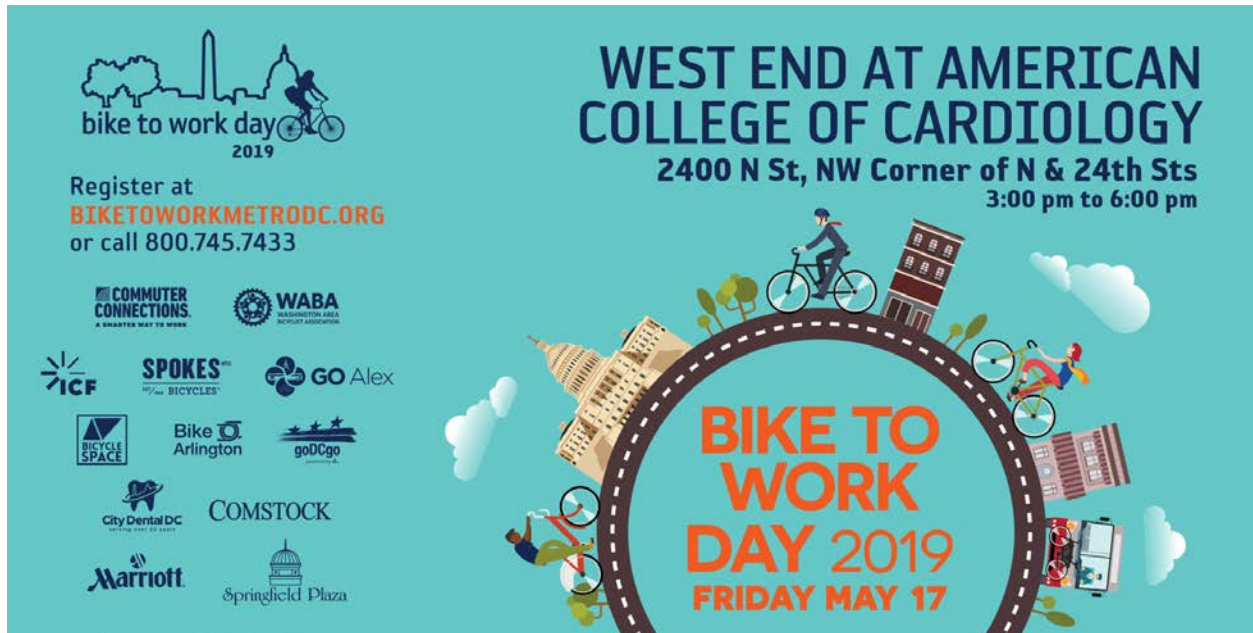
COMMUTER CONNECTIONS. A SMARTER WAY TO WORK
WABA WASHINGTON AREA BICYCLIST ASSOCIATION
ICF **SPOKES** etc. 100% BICYCLES™ **GO Alex**
BICYCLE SPACE **Bike Arlington** **goDCgo** powered by d.
City Dental DC serving over 20 years **COMSTOCK**
Marriott. Springfield Plaza
MDOT MARYLAND DEPARTMENT OF TRANSPORTATION **VDOT** Virginia Department of Transportation **AAA**
AASHTO AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS **AMERICAN COLLEGE of CARDIOLOGY**
BIKES@VIENNA **CRYSTALCITY** **FAIR LAKES**
Giant **BYTOMAC PEDALES** **DC BIKE RIDE** *MAY 18
BROMPTON **ABUS** Security Tech Germany
pdu **GREEN GURU**
MSW BICYCLE ACCESSORIES **ORTLIEB** WATERPROOF

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

♻️ Printed on recycled paper.

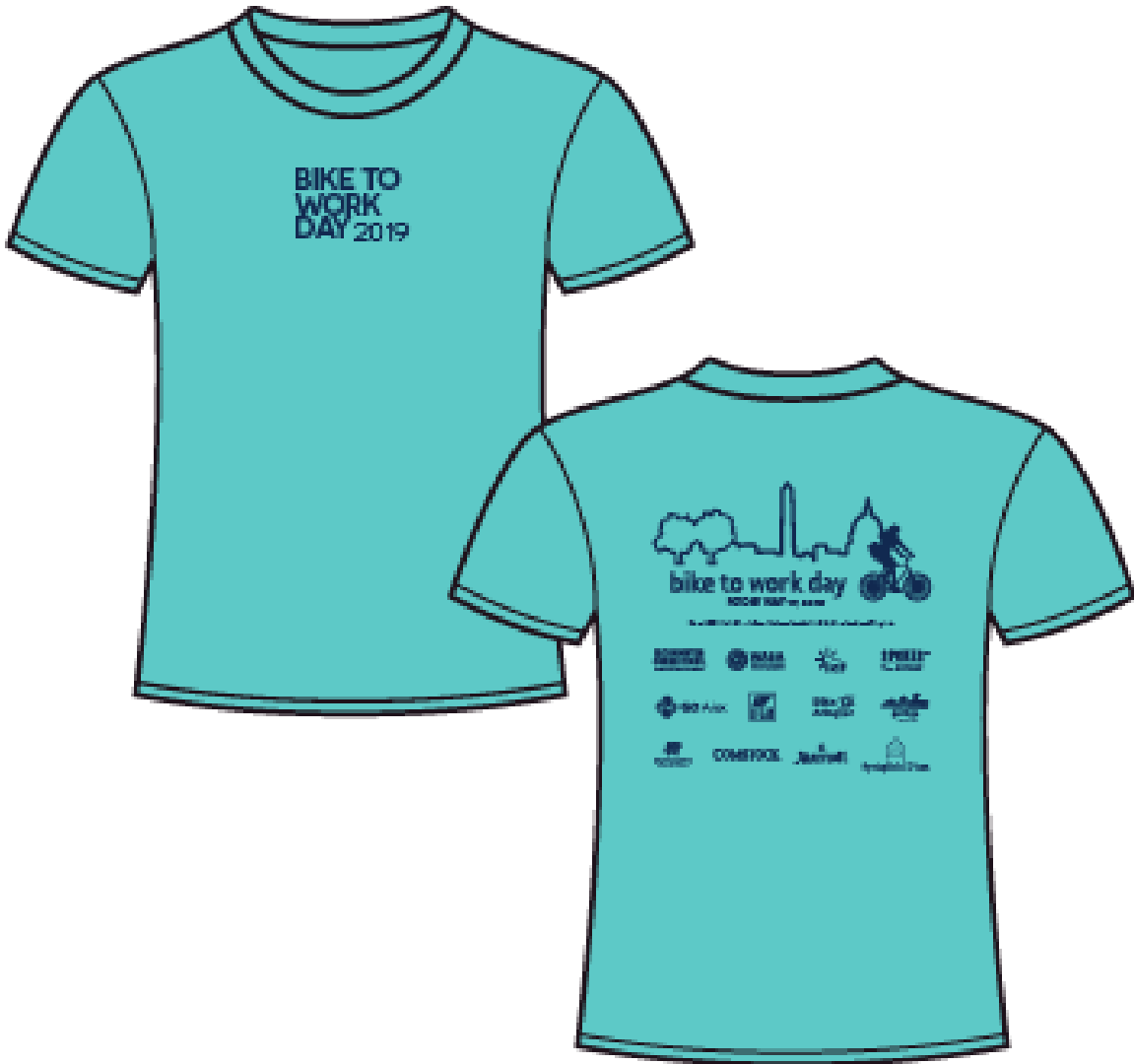
Vinyl Banner

Outdoor banners reflect graphics of the other Bike to Work Day 2019 marketing materials. Banners are 8' w x 4' h and will be provided to each pit stop manager approximately a month prior to the May 17th event. Each banner is customized with the specific pit stop name, location, and times.



T-Shirt Design

Bike to Work Day T-shirts will be given away for free to the first 20,000 bicyclists who register and attend the pit stops.



Social Media

Facebook

Bike to Work Day
@biketoworkdaymetrodc

Home
About
Photos
Reviews
Videos
Events
Posts
Community
Info and Ads
[Create a Page](#)

Like Follow Share ...

Sign Up Send Message

4.3 out of 5 - Based on the opinion of 24 people

Community See All

- Invite your friends to like this Page
- 3,044 people like this
- 3,031 people follow this
- Donna Norfleet Queen likes this

About See All

777 N Capitol St NE
Washington, District of Columbia 20002
(800) 745-7433

Twitter

bike to work day 2019

BIKE TO WORK DAY 2019 FRIDAY MAY 17

Tweets 424 Following 285 Followers 2,293 Likes 699 Lists 1

Follow

Commuter Connections
@BikeToWorkDay

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

Washington DC
biketoworkmetrodc.org

Tweets Tweets & replies Media

Commuter Connections Retweeted

Sidney Katz @MC_Council_Katz · 21 May 2018

The rain could not put a damper on @BikeToWorkDay! Thank you to all who participated. #BTWD

Bike to Work

Riding your bike doesn't have to be stressful. Montgomery County Dept. of Transportation sponsored Bike To Work Day. The south-west corridor had a...

New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

You may also like · Refresh

'Pool Rewards

'Pool Rewards was promoted through boosted posts for the I-395 \$100 bonus offer on Facebook and Instagram.

Commuter Connections
Published by Go Greenman [?] · February 4 · 🌐

'Pool Rewards provides up to \$130 to commuters who start or join a new carpool over a 90-day period*. As a bonus incentive, an additional \$100 may be awarded to commuters who start or join a new three-person carpool and travel along the I-395 corridor construction project zone*. To sign up for a free account, visit commuterconnections.org and select 'Pool Rewards. *Some restrictions apply.

18,276 People Reached **642** Engagements [Boost Again](#)

Boosted on Feb 4, 2019 By Go Greenman Completed

| | | | |
|----------------|--------------|-----------------|-------------|
| People Reached | 18.8K | Post Engagement | 2.5K |
|----------------|--------------|-----------------|-------------|

[View Results](#)

commuterconnections

commuterconnections 'Pool Rewards provides up to \$130 to commuters who start or join a new carpool over a 90-day period*. As a bonus incentive, an additional \$100 may be awarded to commuters who start or join a new three-person carpool and travel along the I-395 corridor construction project zone*. To sign up for a free account, visit commuterconnections.org and select 'Pool Rewards. *Some restrictions apply.

izentlev.monster 🍷 🍷 🍷 🍷 🍷

1,949 likes

FEBRUARY 4

Add a comment...

Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 28, 2019, and the Selection Committee will meet on March 22, 2019. Winners and nominees will be honored at the 22nd annual awards ceremony on June 21, 2019 at The National Press Club in Washington, DC. To recognize the employer winners, a display ad will be placed in a major newspaper after the event.



CarpoolNow Mobile App

CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. A media campaign will be developed to launch in March 2019.



Media Strategy

Media strategy is in development for the CarpoolNow 2019 campaign.

Target Audience

- Commuters, 25-55 years old; residents & businesses.
- Commuters affected by the WMATA station construction underway in summer 2019

Geographic Area

- Washington, DC DMA

Newsletter and Federal ETC Insert

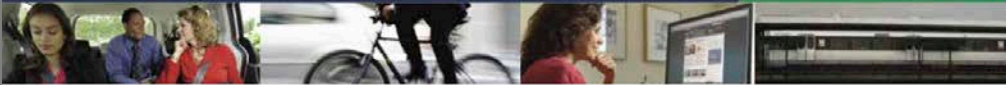
The winter edition of the Commuter Connections newsletter was produced during the second half of FY2019, and development of the spring edition has begun. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter 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.

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK

Issue 1, Volume 23 Winter 2019 WHAT'S INSIDE

- 2 CarpoolNow Pays Carpool Drivers To Commute
- 2 Federal Transit Benefit Gets A Boost
- 3 Find Your Way To Bike To Work Day 2019!
- 5 Haymarket To Arlington New Bus Route And Park And Ride

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



IT PAYS TO RIDESHARE


'Pool Rewards, the special cash incentive program for employees who start a new carpool or vanpool, has just gotten more rewarding.

'Pool Rewards is designed to encourage solo drivers to start ridesharing. Each employee who switches from driving alone to starting or joining a new carpool can earn \$2 per day for each day they carpool over a 90-day period, up to \$130. Alternatively, if they start a new vanpool with seven or more commuters, the vanpool may qualify to receive a recurring monthly payment of \$200 to offset the lease cost.

There are currently seven active vanpools and over two dozen carpools that have been formed under the 'Pool Rewards program. The average one-time payment to each carpooler is over \$102, and monthly payments to vanpools are \$200.

To make the rideshare experience even more rewarding, commuters in a 2-person carpool can travel toll-free on the I-66 Express Lanes inside the Beltway when they use their E-ZPass Flex on "HOV mode". 'Pool Rewards includes an extra \$100 bonus per carpooler on the I-66 HOV Lanes outside the Beltway, and along I-395.

Each new carpool must commute to work an average of two or more weekdays for the duration of the 90-day program. Applicants must not have used an alternative commute mode (i.e., carpool, vanpool, transit, bicycle) more than three days in the 30 days prior to applying for 'Pool Rewards. Other rules and limitations apply.



For vanpools, employees who currently drive alone to work and get a minimum of seven people together (including the driver) who wish to start or join a new vanpool, may qualify for a \$200 monthly 'Pool Rewards payment for their vanpool. Vans are available to accommodate between 7 and 15 total occupants (including the driver).

For more information on 'Pool Rewards, your employees can visit www.commuterconnections.org/pool-rewards. To sign up for 'Pool Rewards, a free account with Commuter Connections is needed at <https://tdm.commuterconnections.org/mwocog/>.

Winter 2019

FEDERAL ETC UPDATES

ARLINGTON ARMY NATIONAL GUARD MARCHES TO BETTER COMMUTING



As part of a quarterly series for the Federal ETC Updates, Commuter Connections will focus on a single federal employer and their commuter benefits Transportation Demand Management (TDM) programs. By sharing details of successful TDM programs, you may find useful ideas applicable to improving your agency's program.

Last October, the Temple Army Readiness Transportation division of the Arlington Army National Guard held their annual Transportation Day in conjunction with multiple area partners.

In attendance at the Herbert R. Temple Jr. Army National Guard Readiness Center, Arlington Hall Station, were representatives from Commuter Connections, Washington Metropolitan Area Transit Authority (WMATA), Enterprise Rideshare, Department of Defense' Mass Transportation Benefit Program (MTBP), AMTRAK, and others. As a result, two new vanpools were formed and there were multiple applicants for the MTBP.

The headquarters building located on S. George Mason Drive in Arlington was named for Lt. General Herbert R.

Temple Jr, the 21st chief of the National Guard Bureau (NGB) and houses the national command for the Army National Guard. The NGB is the federal instrument responsible for the administration of the United States National Guard established by the United States Congress as a joint bureau of the Department of the Army and the Department of the Air Force. It was created by the Militia Act of 1903.


Temple Army Readiness Transportation division promotes the use of the MTBP, vanpooling, carpooling, slugging, walking, and bicycling. They are dedicated to assisting every employee with finding alternative commuting options through transportation fairs, one-on-one meetings, and communication programs.

In 2011, the Base Realignment and Closure Commission (BRAC), in an effort to reduce costs and increase efficiency, mandated that US armed forces combine, consolidate, and close, if necessary, multiple bases, posts, and campuses around the country. As a result, the population at the Army National Guard headquarters expanded tremendously.


Continued on back

Commuter Connections E-Newsletter

The Winter 2019 edition of the Commuter Connections e-newsletter was distributed via email blast to employers, and Committee Members.




NEWSLETTER | The Commuter Information Source for DC, MD, VA



It Pays to Rideshare


*Pool Rewards provides employees who start a new carpool or vanpool with an extra \$100 bonus (per person) for up to \$230 on the I-66 HOV Lanes outside the Beltway (HOV-2), and along the I-395 corridor construction project zone inside the Beltway (HOV-3).

More News



CarpoolNow Pays Carpool Drivers to Commute

CarpoolNow, an on-demand real-time ridesharing app pays carpool drivers to commute. Employees within the region who drive to work and pick up commuters for their carpool may receive a \$10 incentive per day, up to \$800 a year.



Federal Transit Benefit Gets a Boost

Under the IRS Code, transportation benefits can be deducted from an employee's gross income (before tax), helping the employer and employee save on taxes. For 2019, the IRS announced an

Appendix A

Performance Measures

Web Visits

| Month | FY 2018 Web Visits | FY 2019 Web Visits | +/- | +/- % |
|----------|-----------------------|-----------------------|----------------|----------------|
| January | 14,326 | 11,171 | (3,155) | -22.02% |
| February | 11,124 | 7,849 | (3,275) | -29.44% |
| March | | | | |
| April | | | | |
| May | | | | |
| June | | | | |
| | 25,450 | 19,020 | (6,430) | -25.27% |

Phone Calls

| Month | FY 2018 Phone Calls | FY 2019 Phone Calls | +/- | +/- % |
|-------|------------------------|------------------------|--------------|---------------|
| Jan | 1,245 | 955 | (290) | -23.3% |
| Feb | 965 | 862 | (103) | -10.7% |
| March | | | | |
| April | | | | |
| May | | | | |
| June | | | | |
| | 2,210 | 1,817 | (393) | -17.8% |

Appendix B

Media Schedules – FY19 2nd Half Marketing Campaign

| Commuter Connections FY2019 Spring Umbrella | | | Media Schedule: Specific Dates Spots Run (Week of) | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----------------|-----------------------------------|--|------|------|-----|------|------|------|-----|-----|------|------|------|-----|------|------|------|-----|------|------|------|-----|--|--|--|
| | Media Outlet | Campaign Duration | 2/11 | 2/18 | 2/25 | 3/4 | 3/11 | 3/18 | 3/25 | 4/1 | 4/8 | 4/15 | 4/22 | 4/29 | 5/6 | 5/13 | 5/20 | 5/27 | 6/3 | 6/10 | 6/17 | 6/24 | 7/1 | | | |
| Rideshare | Radio | WTOP | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WTEM | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WLZL (El Zol) | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WFRE | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WFMD | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WAFY/WWEG | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | Digital | iHeart (WIHT/WWDC/WASH/WBIG/WMZQ) | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WTOP.com Native Content | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WTOP.com Banner Ads | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | iHeart (mobile app/digital audio) | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | |
| Social | Facebook | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Youtube | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | | |
| Pandora | :30 Audio | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Banner/Tile Ads | 2/11/19 - 6/17/19 | | | | | | | | | | | | | | | | | | | | | | | | |
| GRH Baltimore | Radio | WBAL-AM/Baltimore | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | Social | Facebook | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | Youtube | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| GRH | Radio | WTOP | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WFRE | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WFMD | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WFLS | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WBQB | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WAMU | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WAFY/WWEG | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | iHeart (WASH/WBIG) | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | TV | NBC4 | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | Digital | WTOP.com Native Content | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | WTOP.com Banner Ads | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | iHeart Social Influencer Posts | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | iHeart (mobile app/digital audio) | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| Social | | Facebook | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | |
| | Youtube | 2/18/19 - 6/24/19 | | | | | | | | | | | | | | | | | | | | | | | | |