



**Metropolitan Washington
Council of Governments**

**FY 2016 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

March 15, 2016



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2016. 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 region. The use of media and other forms of communication at high reach and frequency levels are used to 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, network member feedback, and economic conditions. 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 Commuter Connections' Ridematching services and also the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, 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.

The campaign also includes the promotion of 'Pool Rewards and Bike to Work Day. The Bike to Work Day event acts as a springboard to introduce bicycling to work as a viable commute option. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

Mass Marketing Campaign

The FY 2016 second half media campaign promoting Ridesharing and GRH uses new advertising developed for spring FY 2016, in both audio and visual forms. Campaign creative selected by the marketing workgroup were developed with the themes of “It’s never too early to form good habits”, and for GRH, “For life’s little emergencies”. Four radio ads, two Rideshare and two GRH, were produced in January 2016. Both GRH and RS campaigns kicked-off the firsts and second week of February, respectively. The entire campaign will run for eighteen weeks, alternating between GRH and Rideshare programs. The total cost of the Rideshare media buy was \$319,057.62, and the total cost of the GRH media buy was \$208,743.50. Total estimated net impressions for the FY16 Spring Umbrella campaign are over 57.7 million.

Value Add Promotions

Based on paid media, an estimated \$70,085 in value add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, and banner ads on station web sites.

Messaging Strategy

The TDM Mass Marketing campaign will promote Ridesharing with a focus on quality of life - “it’s never too early to form good habits.” Every day offers the opportunity to make an impression on our younger generation by setting an example of good habits, and allows them to see all the good that comes from starting early, like on a daily commute. While shifting driving responsibility, commuters can spend more time napping, reading, working, talking, or relaxing. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was placed on network and cable TV, with a mix of music, news, and Hispanic reach on radio stations, as well as social media.

The messaging for GRH is “for life’s little emergencies.” Simply by registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. By addressing the overarching worry that using transportation alternatives will leave one stranded in an emergency, Commuter Connections positively overcomes an area of concern and opens the possibility of alternatives to SOV commuting to such an audience. GRH advertising was placed on a mix of music and news radio stations, on social media and digital media.

Bike to Work Day

The color selected for 2016 is gray and yellow. Poster concepts were reviewed by the Committee with a selection made in January 2016. A sponsor drive culminated in cash sponsorships of \$43,350, and in-kind sponsorships totaling \$9,945. Radio, posters (English and Spanish), rack cards, vinyl banners and earned media are currently in development. The registration goal for Bike to Work Day 2016 is 18,500.

'Pool Rewards

TV, Facebook and Twitter ads are being used to promote 'Pool Rewards during the spring campaign. The campaign started February 8th and will run through March 20th, alternating on Rideshare weeks only. The campaign will promote the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy was \$43,108.

Employer Recognition Awards

Winners will be honored at an awards ceremony on June 27, 2016 at the Washington Marriott at Metro Center. Employer nominations were solicited through February 5, 2016. Summaries of each employer nominee were written to be reviewed by the Selection Committee meeting on March 22nd.

Clean Air Partners

Commuter Connections will provide a sponsorship toward the Clean Air Partners marketing campaign for FY 2016. The campaign will include radio ad sponsorships.

Introduction

The FY 2016 Marketing Communications Plan and Schedule, distributed to network members in September 2015, served as a tool to outline marketing plans for FY 2016. The strategy behind the FY 2016 campaign reflects the state of events for the regions' commuters and builds upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY 2012-FY 2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of FY 2016 includes the following:

- Launch of the new spring FY 2016 regional marketing campaign.
- Planning stages of the Car Free Day 2016 event.
- Continuation of marketing support for the 'Pool Rewards program.
- Creating the winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the 19th annual Employer Recognition Awards.
- Planning and implementing the Bike to Work Day 2016 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 (MWCOG). 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 GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps 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	North Bethesda Transportation Center
Annapolis Regional Transportation Management Association	Northern Neck Rideshare/PDC
Bethesda Transportation Solutions	Northern Virginia Transportation Commission
City of Alexandria Local Motion	Potomac and Rappahannock Transportation Commission
District Department of Transportation	Prince George's County Department of Transportation
Dulles Area Transportation Association	Rappahannock Area Development Commission
Fairfax City	Rappahannock-Rapidan Regional Commission
Fairfax Connector	TRANSIT Services of Frederick County
Fairfax County Office of Transportation	Tri-County Council for Southern Maryland
General Services Administration	Tysons Partnership Transportation Council
GW Ride Connect	Virginia Department of Rail and Public Transportation
LINK	Virginia Department of Transportation
Loudoun County Office of Transportation Services	Virginia Railway Express
Maryland Department of Transportation	vRide
Maryland State Highway Administration	Washington Area Bicyclist Association
Maryland Transit Administration	Washington Metropolitan Area Transit Authority
Montgomery County Commuter Services	
Montgomery County Ride On	
National Institutes of Health	

Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign included the GRH and Ridematching programs. 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 were to:

- Create a platform that promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's primary resource for alternatives to drive alone commuting.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on those modes; gain new riders; gain new applicants to the regional Ridematching database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Bike to Work Day to encourage commuters to try an alternative form of transportation.
- Raise awareness of the 'Pool Rewards program by recruiting and retaining commuters in carpools and vanpools through monetary incentives.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit or telework.

Brand Character

Commuter Connections wants to be perceived as 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, 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 collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

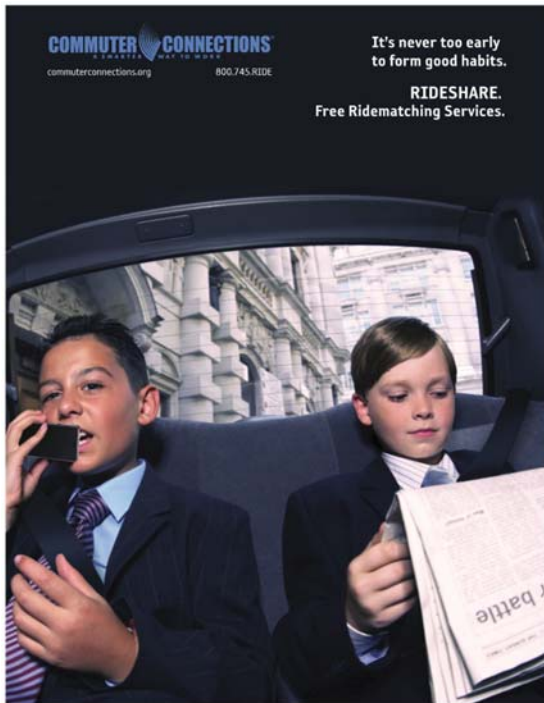
Spring 2016 Campaign

The Spring Media campaign promoting GRH and Ridesharing started at the beginning of February, and will run through June. Radio is the primary media for this campaign with spots running for a total of eighteen weeks. For Rideshare: network and cable television, Pandora, and social media will run for eight weeks. GRH will include social media and online (web, tablet, and mobile banner ads) for nine weeks.

Ridematching Campaign

Messaging Strategy

The second half of the FY 2016 Rideshare campaign “it’s never too early” messaging is quick, relatable, and fun: inviting the young, and young at heart, to use ridesharing options as early adopters. The ads place ridesharing among the good choices people make, leading to happy, reliable and improved commutes, with money-saving benefits.

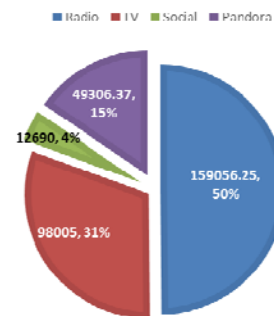


Media Objectives: Rideshare

The spring media campaign promoted the Ridematching program using a mix of traditional approaches to maintain and increase awareness of shared ride modes, retain current ridership in these modes and gain new riders and new applicants to the regional database. Ridesharing is the popular commute alternative for longer distance commutes, especially when there are fewer transit options

Target market (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with 100+ employees (80%), with 1,000+ employees (45%)
- Work for federal agencies (67%) and private sector (20%)



Geographic Targeting

Washington D.C. DMA

Rideshare Spring Budget	MWCOG Cost	Gross Cost	Projected Impressions
Radio	\$159,056.25	\$187,129.67	30,730,000
Television	\$98,005.00	\$115,302.88	2,600,000
Pandora	\$49,306.37	\$58,008.94	6,530,000
Social Media	\$12,690.00	\$14,929.78	-
Totals	\$319,057.62	\$375,371.27	39,860,000

Radio

Radio is the anchor media for the Rideshare campaign, with a mix of stations including music, news, Public Broadcasting, and Hispanic. Pandora is also running a mix of audio, display, and mobile ads.

- WTOP (103.5 News/Talk)
- WFRE (99.9 Country)
- WFMD (930 AM News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- WAMU (88.5 Public Broadcasting)

The Rideshare radio campaign will alternate for eight weeks, from February 8th through June 26th. The following ads will promote the Ridematching program in both English and Spanish languages:

Ridesharing :30 “Kids Stock Market” English

Girl: (SFX: newspaper pages) Did you hear what the market did yesterday?

Boy: (SFX: slurping) Yeah, it really took a hit...

Girl: (SFX: newspaper pages) So glad I diversified.

Boy: What're you in?

Girl: (SFX: newspaper pages) I have two new baseball card packs with high expectations, and a coin collection worth a bundle. My piggy bank is full too!

Boy: Impressive!

Girl: I owe it all to ridesharing. Get a buddy or two and spend 1/2 or less.

Announcer: It's never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stock Market” Spanish

Niña: ¿Oíste lo que hizo hoy el mercado de valores?

Niño: Sí vistes? recibió un golpe...

Niña: Estoy contenta de haber diversificado.

Niño: En que?

Girl: Tengo dos nuevos paquetes de tarjetas de béisbol con altas expectativas,

Boy: ¡Wow Que Bueno!

Girl: Se lo debo a viajes compartidos.

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

Ridesharing :30 “Kids Stressed Out” English

Girl: I think I’ve aged like 3 months, I’m SO stressed!

Boy: Yeah, me too! I mean I was... but I got it together!

Girl: How?... Yoga? Therapy?

Boy: Actually... ridesharing. I can sit back and chill.

Girl: That’s great!

Boy: I’ve definitely de-stressed. Look at this face... And I’m even caught up on Real Housekids.

(giggles)

Announcer: It’s never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stressed Out” Spanish

Niña: (sfx: exasperación) Creo que he envejecido como tres meses, estoy tan estresada!

Niño: ¡Sí yo también! Bueno estaba ... pero ya estoy tranquilo!

Niña: ¿cómo?... ¿meditación? Yoga? Terapia?

Niño: En realidad... compartiendo un viaje.

Niña: Wow! Eso es genial!

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

Value Add

Rideshare

In addition to paid media spots, an estimated \$59,210 (an additional 18.55%) was negotiated in no charge promotional media. Select radio and TV stations will provide bonus spots at no charge in the form of banner ads and live short messages.

Television

A Rideshare television commercial will be produced and depict young business people talking about the reasons why they Rideshare with Commuter Connections and the benefits therein. While sharing their experiences, they demonstrate camaraderie and trust. The commercial will run on NBC4 and Comcast SportsNet.

Ridesharing :30 "Save your Sanity"



Establish setting, could be getting in, or showing driver through windshield.



Person 1: My commute was nuts! And it was affecting my job, life, and my well-being.



Person 2: You're a lot more relaxed now!... For me, it's all about the money.



Person 3: I love the savings but my workload was heavy. It's so great to get stuff done.



Person 2: Or catch up on sleep.



Person 3: And there's lots of great conversation.



sfx: snore



Person 3: Obviously. [shared laughter]



vo: Rideshare... Save your money. Save your time. Save your sanity.

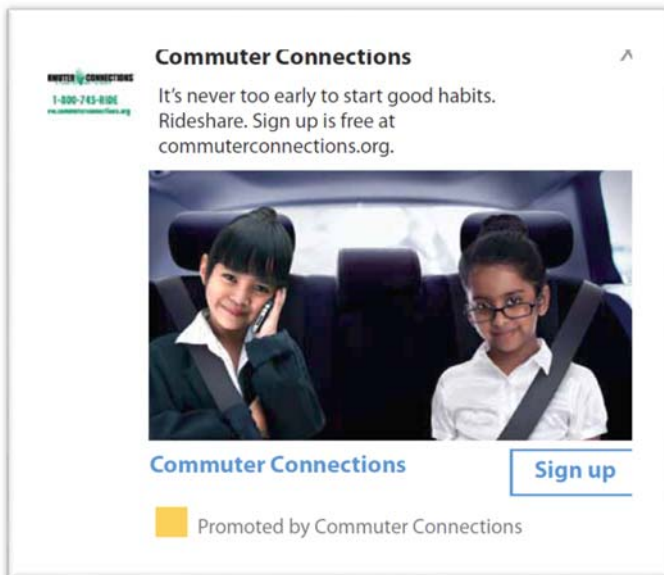


vo:... at commuterconnections.org

Social Media Advertising

Social Media advertising utilizing Facebook, Instagram, and Twitter sites, promotes the Ridematching program as well. Geo-targetting capabilities allow Ridematching messages to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads will be posted for nine weeks, from February 8th through the end of June, with performance monitoring and optimization throughout the campaign.

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

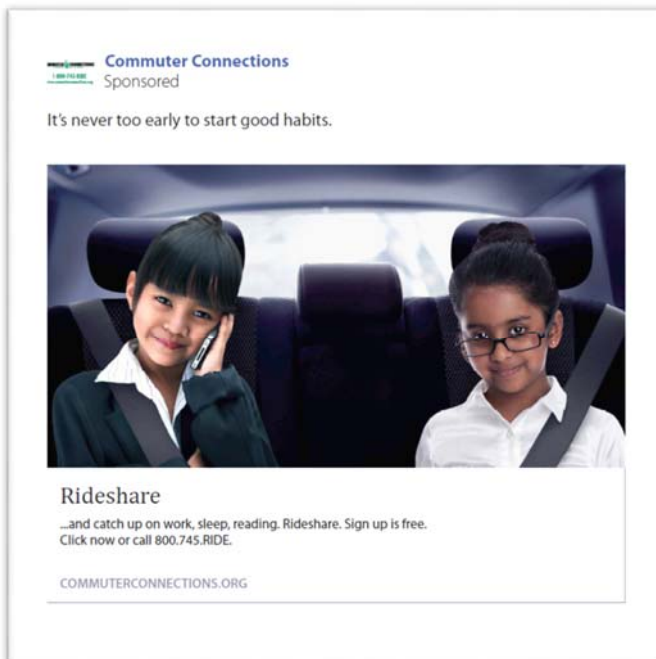


Commuter Connections
1-800-745-RIDE
commuterconnections.org

It's never too early to start good habits. Rideshare. Sign up is free at commuterconnections.org.

Commuter Connections [Sign up](#)

Promoted by Commuter Connections

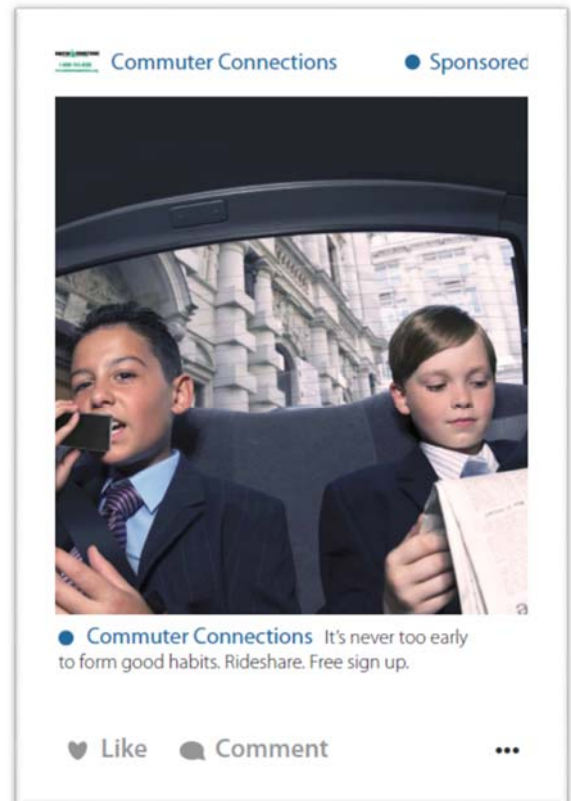


Commuter Connections
Sponsored

It's never too early to start good habits.

Rideshare
...and catch up on work, sleep, reading. Rideshare. Sign up is free. Click now or call 800.745.RIDE.

COMMUTERCONNECTIONS.ORG



Commuter Connections Sponsored

Commuter Connections It's never too early to form good habits. Rideshare. Free sign up.

Like Comment

Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY 2016 campaign promotes GRH as something you should have “for life’s little emergencies” after you sign up to rideshare or take an alternative transportation mode. Recorded 30 second spots reinforce the message that GRH provides a free guaranteed way to get home in case of an unexpected emergency or unscheduled overtime.



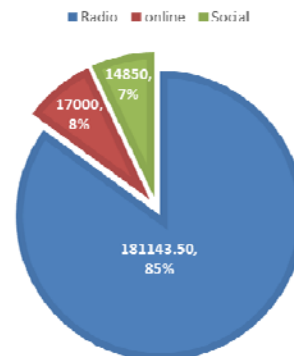
Media Objectives: Guaranteed Ride Home

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

Target market

[2013 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report :](#)

- 35-64 years old (86%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (60%) or Maryland (36%) or District of Columbia (2%), with emphasis on Prince William (19%) and Fairfax Counties (12%); work in D.C (61%), Maryland (11%) and Virginia (28%)



Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	MWCOG Cost	Gross Dollars	Projected Impressions
Radio	\$181,143.50	\$213,115.32	17,850,700
Social Media	\$14,850.00	\$17,471.02	
Online	\$17,000.00	\$20,000.50	
Totals	\$212,993.50	\$213,115	17,850,700

Radio

Radio is used as the anchor media for the GRH campaign. Station types include a mix of sports, news, and music:

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 AC)
- WMZQ (98.7 Country)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)

The GRH radio campaign started in early February and will run through the end of June 2016. The ads run every other week for a total of nine on air weeks, alternating weeks with Rideshare ads. The following spots promoted GRH for the second half of FY 2016:

Guaranteed Ride Home :30 “Working Late”

Sfx: copier machine

Copy. Copy. Copy.

(Copier jam.)

(Husband frustrated talking out loud to himself):

Why does everything break when I have a deadline?

Sfx: Phone dial / ring / pickup

Wife: Hi honey

Husband: Hey babe, my boss wants this report done before I leave. Gonna be here for a while.

Wife: Awwh... seriously. Can you make the last bus?

Husband: That's the good part, I Signed up for Guaranteed Ride Home. Everyone here loves it!

Wife: Ahh, Great!

Husband: And, it's free! ...What's not to love.

Announcer: Guaranteed Ride Home, for life's little emergencies. Sign up at commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Baby”

SFX: (phone dialing)

Male: Hey babe..

Female: (sfx heavy breathing.) Honeyyyy... The baby's coming.

Male: What?

Female: (breathlessly) I think the baby's coming.

Male: NOW? You have 3 weeks to go.

Female: (sfx breathing in & out) I'm telling you, you need to come now!

Male: I... can't. I carpooled.... (sfx expletive bleep)

Female: (sfx breathing heavily) Remember Hon, Guaranteed.

(sfx breathing heavily) Ride.

(sfx breathing heavily) Home.

Announcer: If you sign up for Guaranteed Ride Home, we make sure you get where you need to be for life's little emergencies as well as unscheduled overtime. Sign up today for free at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

Value Add

In addition to paid media spots, an estimated \$10,875 (an additional 5.11%) was negotiated in no charge promotional media. Select radio stations will provide no charge bonus spots, banner ads, wall paper ads, and mobile in-app banners promoting the benefits of the GRH program.

Digital Advertising

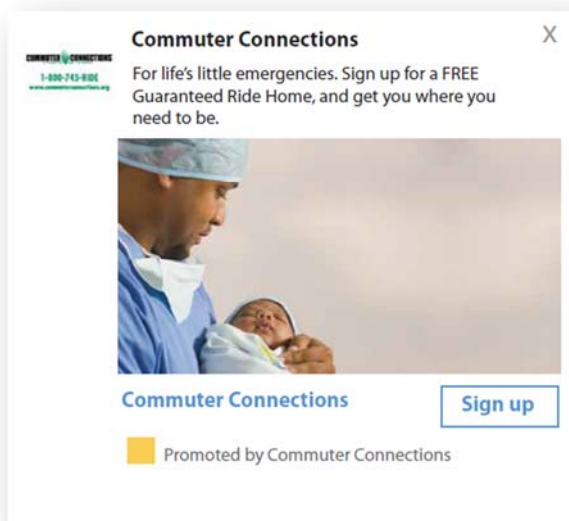
Mobile/web advertising was utilized on WTOP's digital sites to promote the GRH program. Banner ads, reinforcing the benefits of the GRH program to audiences in Washington DC regions, will be posted for twenty-one weeks plus 4 days (from February 1st through the end of June). Performance will be monitored and optimized throughout the campaign.

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

Social Media Advertising

Social Media advertising utilizes Facebook, Instagram, and Twitter sites to promote the GRH program. Geo-targetting capabilities allow the benefits of GRH messaging to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads will be posted for nine weeks, from February 1st through the end of June, with performance monitoring and optimization throughout the campaign.

Ads display GRH visuals with a call to action to visit commuterconnections.org.



Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections website home page was updated with a new flash file to match the visuals used in new Rideshare and GRH campaigns.



It's never too early
to form good habits.

RIDESHARE.

Free Ridematching Services.

[Sign up Now](#)



For life's
little emergencies.

FREE GUARANTEED RIDE HOME.*

[Register Now](#)

* Some restrictions apply



It's never too early
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Free Ridematching Services.

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For life's
little emergencies.

FREE GUARANTEED RIDE HOME.*

[Register Now](#)

* Some restrictions apply

Bike to Work Day

Sponsorship Drive

In FY2016, Commuter Connections secured a total of nineteen sponsors for Bike to Work Day, reaching \$43,350 in cash. An additional \$9,945 of in-kind sponsorships were also secured to provide bike giveaways, and other bicycle merchandise and prizes.



Target market:

- All drivers.

Geographic Targeting

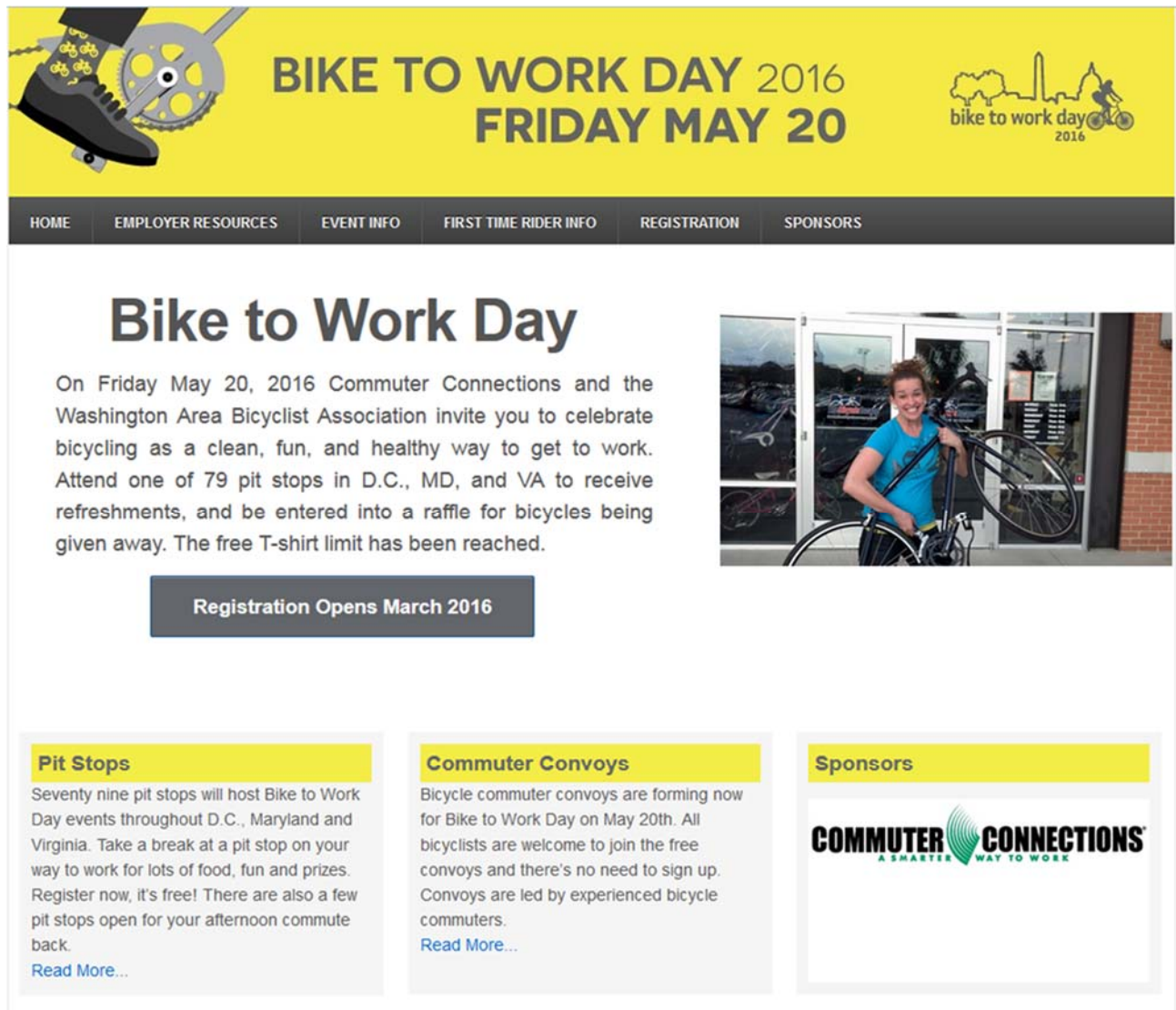
Washington D.C. DMA

Bike to Work Day Budget	MWCOG Cost	Gross Dollars	Projected Impressions
Radio	\$TBD	\$0	
Social Media	\$TBD	\$0	
Total Budget	\$55,000	\$	

Marketing Strategies

Posters and rack cards will be provided to employers and employees through various distribution channels in order to increase awareness and encourage registration. A Spanish version of the poster will be created. T-shirt graphics, pit stop banners, and various media will be developed leading up to and through the event for promotional purposes.

Web Site



The screenshot shows the homepage for Bike to Work Day 2016. The header is yellow with a bicycle gear and chain graphic on the left, the text "BIKE TO WORK DAY 2016 FRIDAY MAY 20" in the center, and a logo on the right that says "bike to work day 2016" with a silhouette of a person on a bicycle. Below the header is a dark navigation bar with links: HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTRATION, and SPONSORS. The main content area features a large heading "Bike to Work Day" and a paragraph: "On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached." To the right of this text is a photograph of a woman in a blue t-shirt standing with her bicycle in front of a building entrance. Below the text is a dark button that says "Registration Opens March 2016". At the bottom, there are three columns: "Pit Stops" (describing 79 pit stops with food, fun, and prizes), "Commuter Convoys" (describing free convoys led by experienced commuters), and "Sponsors" (featuring the logo for "COMMUTER CONNECTIONS A SMARTER WAY TO WORK").

Posters English/Spanish

BIKE TO WORK DAY 2016
FRIDAY MAY 20

COMMITTER CONNECTIONS ASSOCIATION OF THE METRO AREA

Sponsors: Takama Bicycle, AREI, ICF, LOCAL ADIPTION, BIKE SPACE, Bike Arlington, The JBG Cosponsors, Marriott, AASHIO, FAIR LAKES, CRYSTALIDE, Giant, AAA, BEKESIVENNA, KIMPTON hotels & restaurants, FELT, goGoGo, ABIUS, BROMPTON, BicyclePASS, ORTLIEB, POW, BIKER BIRD.

Pre-register by May 13 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIFTS AWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 15,000 who register.
Over 80 pit stops throughout D.C., Maryland, and Virginia.

#BTWD2016

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433

Bike to Work Day is also hosted by D.C., MD, VA and U.S. Departments of Transportation.

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016
VIERNES 20 DE MAYO

COMMITTER CONNECTIONS ASOCIACIÓN DE LA METRO AREA

Sponsors: Takama Bicycle, AREI, ICF, LOCAL ADIPTION, BIKE SPACE, Bike Arlington, The JBG Cosponsors, Marriott, AASHIO, FAIR LAKES, CRYSTALIDE, Giant, AAA, BEKESIVENNA, KIMPTON hoteles & restaurantes, FELT, goGoGo, ABIUS, BROMPTON, BicyclePASS, ORTLIEB, POW, BIKER BIRD.

Regístrate previamente antes del 13 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 15,000 participantes que se registran.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrate gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

#BTWD2016

Día de la Bicicleta Para Ir al Trabajo será transmitido también por las Departamentos de Transporte de Columbia, Maryland, Virginia, y del gobierno federal.

Rack Card



BIKE TO WORK DAY 2016

FRIDAY MAY 20

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 13
 for free T-shirt* and
 bike raffle!

FREE FOOD, BEVERAGES and
 GIVEAWAYS at all locations

Over 80 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 15,000 registrants.

  #BTWD2016





COMMUTER CONNECTIONS™

WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle

KREI

ICF INTERNATIONAL

LOCAL MOTION

BICYCLE SPACE

Bike Arlington

THE JBG COMPANIES

Marriott

AASHIO

FAIR LAKES

BIKE & ROLL FOODS • BEVERAGES

CRYSTALride

Giant

AAA

BIKES@VIENNA

KIMPTON™ hotels & restaurants

FELT

goDCgo

ABUS

BROMPTON

BicyclePASS

Cannondale

GREEN STAR

pdw

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

ORTLIEB

Printed on recycled paper

T-Shirt

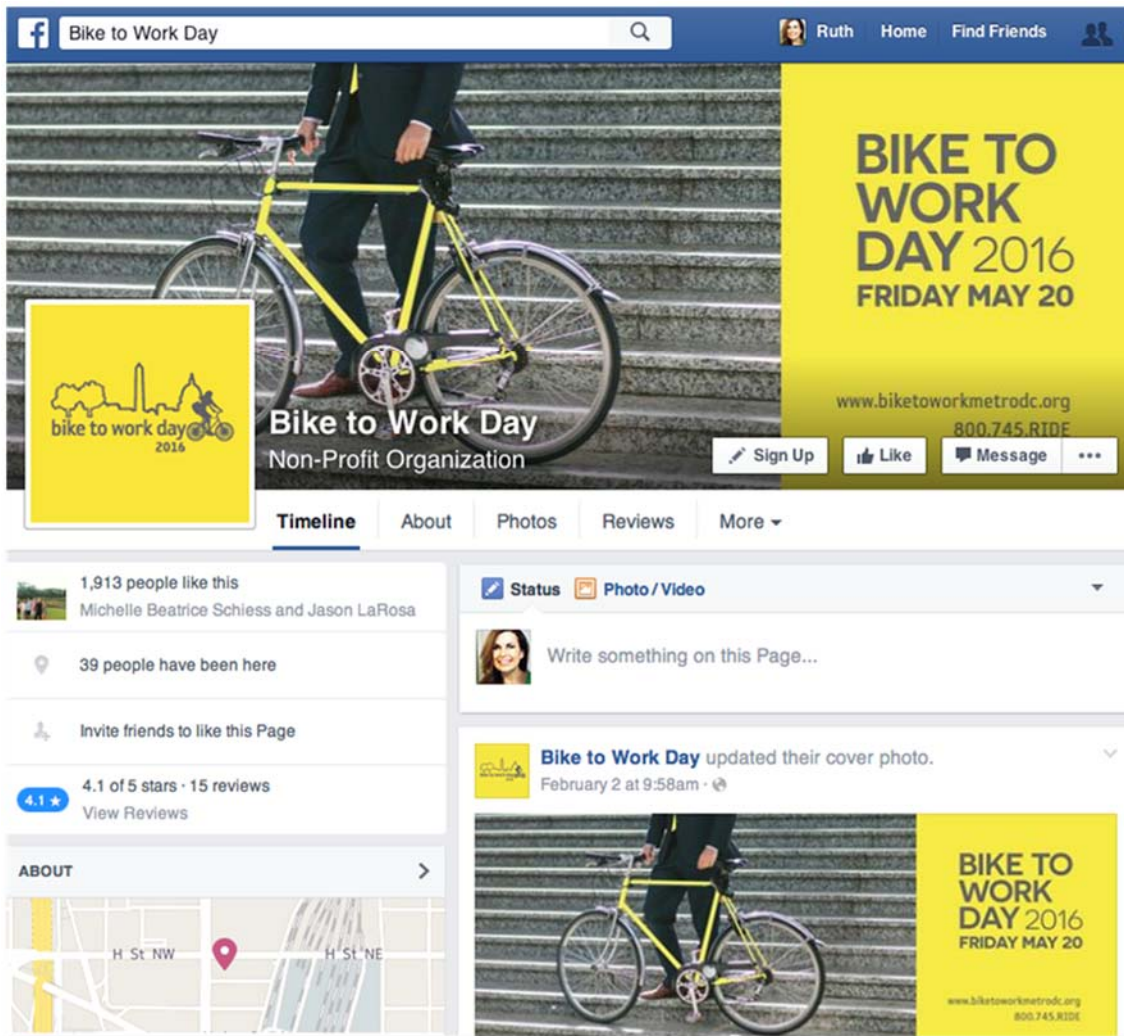


Pit Stop Vinyl Banner



Social Media

Facebook and Twitter will be used to engage and drive registration to the website.





BIKE TO WORK DAY 2016

FRIDAY MAY 20

800.745.RIDE www.biketoworkmetrodc.org

TWEETS 220 FOLLOWING 274 FOLLOWERS 1,616 LIKES 145 LISTS 2

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
Joined April 2009

25 Photos and videos



Tweets Tweets & replies Photos & videos

Commuter Connections @BikeToWorkDay · 19 Nov 2015
Winner winner! Congrats to Kevin Hovis for winning this Gotham bike from rei.com! #BTWD



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

- You may also like · Refresh
- goDCgo @goDCgo
 - BicycleSPACE @BicycleSPACE
 - Capital Bikeshare @bikeshare
 - WABA @WABADC
 - BikeArlington @BikeArlington

Employer Recognition Awards

The Employer awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. The nomination period ended February 5, 2016 and the Selection Committee will meet on March 22nd. Winners and nominees will be honored at an awards ceremony June 27, 2016 at the Washington Marriott at Metro Center in Washington, DC. In order to recognize the winners, a display ad will be placed into a major newspaper after the event.



'Pool Rewards



Spring Campaign

A combination of media tactics will run in the spring to promote the benefits and incentives of the 'Pool Rewards program.

Message Strategy

Paid TV spots and social media will run on alternate Rideshare weeks, February through March, promoting the benefits and cost-savings of the 'Pool Rewards ridesharing incentive program. The ads encourage commuters to find a partner to start a new carpool/vanpool with; detail the incentive offered; and encourage commuters to contact Commuter Connections.

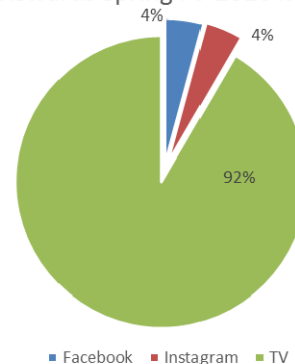
Target Market

Rideshare demographics (see pg. 8)
Younger demographics

Geographic Targeting

Washington D.C. DM

'Pool Rewards Spring FY 2016 Media




'Pool Rewards Spring Budget	MWCOG Cost	Gross Dollars	Projected Impressions
TV	\$ 45,775.00	\$ 38,908.75	
Facebook	\$2,100.00	\$2,470.65	
Instagram	\$2,100.00	\$2,470.65	
Totals	\$ 49,975.00	\$ 43,850.05	0


TV Ad



Facebook Ads




Commuter Connections
Sponsored · 


You and a friend equals \$130 – what's not to like?
Earn by carpooling w/ 'Pool Rewards!




More Dash than Cash
Sharing a ride with 'Pool Rewards ca... [Sign Up](#)
tdm.commuterconnections.org





5 Likes


 Like  Comment  Share

Verizon 1:16 PM 17% 


Search 

Status Photo Check In


Ad    

Commuter Connections
Sponsored · 

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



Form a Carpool, Earn CASH
Sharing a ride can get you that ext... [Sign Up](#)
tdm.commuterconnections.org

Objective
Clicks to Website
See Post 


News Feed Requests Messenger Notifications More

Instagram Ad


Commuter Connections X

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Get an extra boost to get that latte' or just help on gas.
'Pool Rewards!
Click or 800.745.RIDE




'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections


Commuter Connections X

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE



'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections

Commuter Connections Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections newsletter was produced during the second half of FY 2016. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC inserts were distributed in PDF form to Federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

Winter 2016 Newsletter and Federal ETC Insert

Issue 1, Volume 20 Winter 2016 WHAT'S INSIDE

- 1 New Transit Company Expands Mobility in Maryland
- 2 ETC Help the Job with New Commuter Rail Service
- 3 Paper or Plastic, 24 No Longer is an Option
- 4 Social Benefits Pay to Invest
- 5 Commuter Air from Clean Air Programs

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

BIKE TO WORK DAY 2016 - SET FOR MAY 20!

With 2016 speeding along faster than you can say "passing on your left" Bike to Work Day (BTWD) will be here before we know it. This year's celebration of two-wheeled commuting is scheduled for Friday, May 20.

Began nationally in 1956 and locally in the Metropolitan Washington area in 2001, BTWD has grown into an international event with hundreds of thousands of bicyclists taking to the streets in an effort to participate in a healthy and affordable alternative to driving alone.

Bike to Work Day began as a small gathering of cyclists and grew with 17,500 participants in 2015, making it the most successful BTWD event in the program's history.

As in previous years, thousands of cyclists will start the morning at one of the nearly 80 "pit stop" rallies being organized by local governments, nonprofits, private-sector employers and volunteers around the region. The pit stops serve as convenient meeting places where participants can stop for a breather and celebrate with fellow bicyclists.

The first 15,000 pit stop participants who register online get a free t-shirt, refreshments, and a chance to win great prizes, maybe even a shiny new bicycle. The event is a local media favorite, and elected officials from around the region help recognize enthusiastic cyclists, both experienced and beginner. Pit stop locations will be held in the District, Suburban Maryland, and Northern Virginia. Visit www.biketoworkmetrodc.org for a list of all pit stop locations throughout the region.

On Bike to Work Day, convoys led by experienced bicycle commuters are open to anyone to join and ride into work together. Convoys start and end at various locations throughout the region and often include popular employment centers, pit stops, and trails along the way. Many of the commuter convoys end in Downtown DC. Participants can hop on and hop off with the convoy at any point along the route. The list of convoys for 2016 can be found at www.biketoworkmetrodc.org.

Continued on page 2

Issue 101

FEDERAL ETC UPDATES

Employee Transportation Coordinator

THE TMP CAN HELP YOUR TDM PROGRAM!

Commuter Connections has found that TDM programs should be periodically looked at with a critical eye, possibly from an outside perspective, to examine if program aspects could be handled differently or augmented to facilitate objectives of fewer employees traveling alone by car to the workplace. This is especially true for federal employers that have mandates to reduce single occupant vehicle use of employees.

The Transportation Management Plan (TMP) Handbook evolved from initiatives sponsored by the General Services Administration, the Metropolitan Washington Council of Governments, and the National Capital Planning Commission. First developed in 1998, the handbook has been updated to respond to changing interests and requirements at the federal, regional, and local level, as well as keeping up with new services and information.

The TMP Handbook was designed to assist ETCs in starting, developing, or building their commute benefit programs, and offers a wealth of information. Specifically, it offers strategies such as "Alternative Modes of Travel," "Incentives and Disincentives" and "Alternative Work Arrangements."

There are numerous strategies, tactics, and services that a federal agency can utilize as components of their TMP and the Handbook provides a menu of options to allow for flexibility and to foster creativity in compliance with agency objectives to reduce single occupant vehicles.

As the final part of a continuing focus on TDM strategies offered in the TMP handbook, this issue highlights the use of incentives and disincentives to get your employees into an alternative commute. Incentives can come in the form of financial assistance, such as transit subsidies. They can also come in the form of parking management perks such as reserved parking for carpools. Lastly, incentives can exist in the form of employer complementary support measures, such as Guaranteed Ride Home.

Economic Incentives

Transportation costs play an important role in determining how employees choose to travel to work. Financial incentives for ride-sharing can cause a shift from solo commuting to ride-sharing. Such incentives can come in the form of subsidies or travel allowances.

Most federal employers offer subsidies in one or more of the following:

- Voucher subsidy
- Empty seat subsidy
- Transit subsidy


Subsidies are beneficial because they make driving alone to work less attractive and more costly than other shared modes of transportation. Subsidies can significantly increase the Average Passenger Occupancy and reduce trips, especially

Continued on back


Commuter Connections E-Newsletter

The winter 2016 edition of the Commuter Connections e-newsletter was distributed to the employer database.

Not coming through? Click here to view in browser.




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



Bike to Work Day 2016 May 20!

Faster than you can say "passing on your left," Bike to Work Day (BTWD) will be here!

January 21, 2016
[Read more](#)



New Transit Centers Improve Mobility In Maryland

With the opening of the Paul S. Sarbanes Transit Center in Silver Spring and more, the bus easier to take than ever!

January 21, 2016
[Read more](#)

VRE Hits The Spot With New Commuter Rail Station






January 21, 2016
In November 2015, VRE opened a new station in Spotsylvania County.

[Read more](#)

Paper Or Plastic, It's No Longer A Question

January 21, 2016
Metro recently announced its completed transition to paperless fare collection.

[Read more](#)

FOLLOW     

National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
777 North Capitol Street, NE • Suite 500 • Washington, DC 20002

If you wish to unsubscribe from all future emails, please click here.
www.commuterconnections.org

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY 2016*. The marketing campaign will run during the summer months and include radio, online advertising, transit, media outreach, and social media. The radio spots will feature AirAlert subscribers speaking about how Clean Air Partners benefit their lives.

**Commuter Connections dollars spent were from the previous fiscal year.*



Appendix A

Performance Measures

Web Visits

Month	FY 2015 Web Visits	FY 2016 Web Visits	+/-	+/- %
Jan	12,308	11,990	(318)	-2.6%
Feb	10,960	19,307	8,347	76.2%
March				
April				
May				
June				
	23,268	31,297	8,029	34.5%

Phone Calls

Month	FY 2015 Phone Calls	FY 2016 Phone Calls	+/-	+/- %
Jan	1,383	1,111	(272)	-19.7%
Feb	1,187	1,198	11	0.9%
March				
April				
May				
June				
	2,570	2,309	(261)	-10.2%

Appendix B

Digital Advertising – WTOP.com Results February 1 – February 29, 2016

WTOP.com Digital Campaign Performance	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
Cross Platform 2/1-2/7	88,349	149	0.17%
Cross Platform 2/8-2/14	86,792	166	0.19%
Cross Platform 2/15-2/21	84,683	233	0.28%
Total / Averages	259,824	548	

Note: National average CTR is .09%

Appendix C

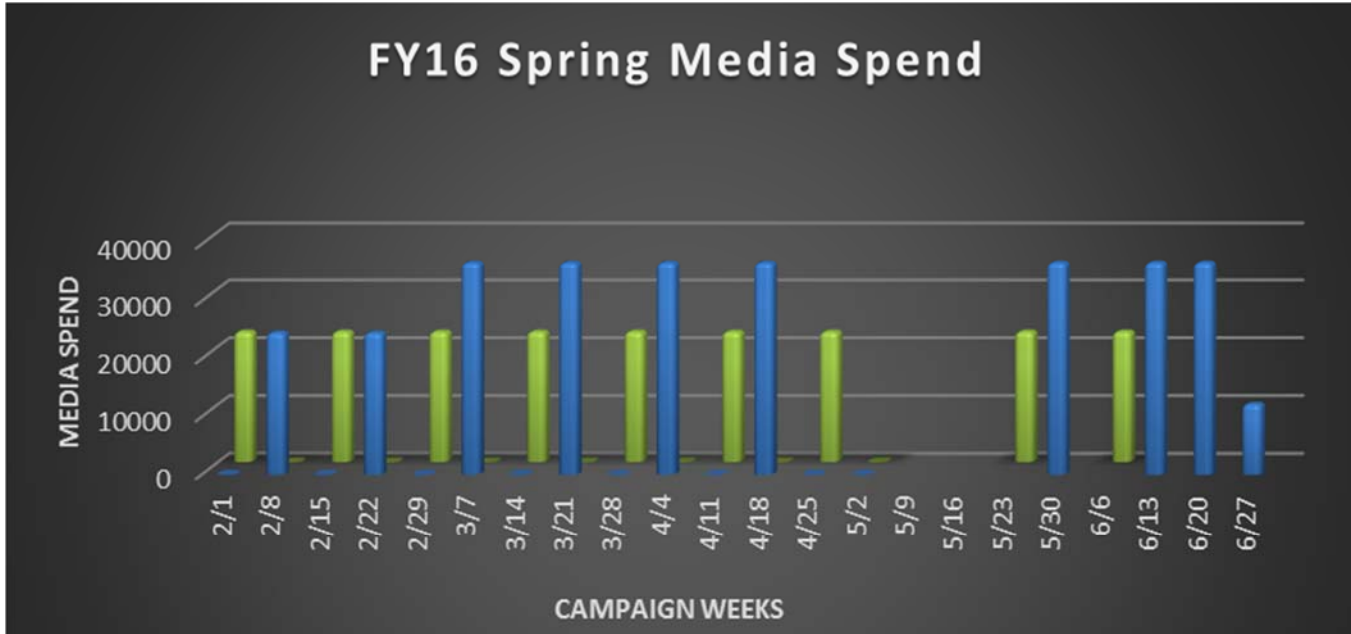
FY 2016 Spring Media Schedules

Commuter Connections FY2016 Spring Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																			
GRH	Media Outlet	Format	Dial Position	Campaign to Run	2/1	2/8	2/15	2/22	2/29	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/23	5/30	6/6	6/13	6/20	6/27	
					Radio	WTOP	News Talk	103.5FM	2/1-6/12/2016															
WBIG	Oldies/Classic Hits	100.3FM	2/1-6/12/2016																					
WWDC	Rock	DC101.1FM	2/1-6/12/2016																					
WASH	AC	97.1	2/1-6/12/2016																					
WHT-FM	Top 40	99.5	2/1-6/12/2016																					
WMZQ-FM	Country	98.7	2/1-6/12/2016																					
Social Media	Facebook	Sponsored Ads		2/1-6/12/2016																				
	Instagram	Sponsored Ads		2/1-6/12/2016																				
	Twitter	Sponsored Ads		2/1-6/12/2016																				
Online	WTOP.com	Online Ads		2/1-6/12/2016																				
Rideshare	WLZL	Spanish	107.9	2/8 - 6/26/16																				
	WTOP	News Talk	103.5FM	2/8 - 6/26/16																				
	WFRE	Country	99.9FM	2/8 - 6/26/16																				
	WFMD	News/Talk	930 AM	2/8 - 6/26/16																				
	WPGC	Urban AC	95.5	2/8 - 6/26/16																				
	WAMU	Public Broadcast	88.5	2/8 - 6/26/16																				
	Pandora	Audio/Display/Mobile		2/8 - 6/26/16																				
	NBC4/WRC	News	Channel 4	3/7 - 6/30/16																				
	Comcast SportsNet	Sports		3/7 - 6/30/16																				
	Social Media	Facebook	Sponsored Ads		2/8 - 6/26/16																			
Instagram		Sponsored Ads		2/8 - 6/26/16																				
Twitter		Sponsored Ads		2/8 - 6/26/16																				

Legend

- Guaranteed Ride Home Radio Coverage
- Guaranteed Ride Home Social Media
- Guaranteed Ride Home Online Coverage
- Rideshare Radio Coverage
- Rideshare TV Coverage
- Rideshare Social Media Coverage

Appendix D
FY 2016 2nd Half Paid Media Spend



Commuter Connections FY2016 Spring Umbrella					Media Schedule: Specific Dates Spots Run (Week of)												
		Media Outlet	Format	Dial Position	Campaign to Run	2/1	2/8	2/15	2/22	2/29	3/7	3/14	5/2	5/9	5/16	6/20	6/27
'Pool Rewards	TV	ABC7/WJLA	News	Channel 7	May-June												
	Social Media	Facebook	Sponsored Ads		May-June												
Bike to Work Day	Radio				May												
					May												
					May												
	Social Media	Facebook															
		Instagram															
		Twitter															
Employer Recognition Awards	Print-Ads				June												

Legend

'Pool Rewards TV Ads Coverage
'Pool Rewards Social Media Coverage
BTWD Radio
BTWD Social Media
ERA print ads

Note: BTWD weeks are 5/2, 5/9, and 5/16/16.