

A photograph of three business professionals in dark suits walking on a wide set of stone steps outdoors. The man in the foreground is carrying a briefcase, the man in the middle is holding a rolled-up document, and the woman in the background is holding a folder. The scene is brightly lit, suggesting a sunny day.

COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP
FY2020 MARKETING ACTIVITY

September 17, 2019

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



FY20 INITIATIVES

- § Car Free Day
- § incenTrip
- § Ridesharing
- § Guaranteed Ride Home
- § 'Pool Rewards
- § Bike to Work Day
- § CarpoolNow Mobile App
- § Flextime Rewards
- § Employer Recognition Awards
- § Newsletters

FY20 FALL SCHEDULE

SEPT	Newsletters & E-Newsletters Distributed
SEPT	Car Free Day Promotion
SEPT	incenTrip Campaign Launch
SEPT	GRH Campaign Launch
OCT	Rideshare Campaign Launch
DEC	Employer Recognition Rewards Nomination Brochure
DEC	Direct Mail



CAR FREE DAY 2019 EVENT

odonnellCOMPANY

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

STRATEGY

- § Promote alternative modes of transportation for both commute and lifestyle
- § Encourage taking the pledge to go car free or car-lite
- § Generate in-kind sponsorships
- § Offer prizes and promotions as incentives
- § Engage employers, general public and area universities
- § Introduce incenTrip app during Car Free Days
- § Promote Car Free Days as a re-introduction to using Metrorail again (post-platform construction)



PROCLAMATION



Car Free Day Proclamation Signing July 24, 2019

MARKETING EFFORTS FOR CAR FREE DAY

- § Website
- § Posters
- § Social Media
- § Traditional and Internet Radio
- § Radio Endorsements
- § Text Messaging
- § Earned Media Placements
- § Donated Transit Space
- § Jurisdiction Special Events
- § Key Influencer Blog
- § College & Corporate Promotions

POSTER

**DROP IT
FOR A
DAY!**

**CAR
FREE
DAYS
METRO DC**

**2019
SEPT 21-23**

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

Telework, Bike, Bus, Rideshare, Train, or Walk one, two, or all three days from
Saturday Sept 21 thru Monday Sept 23. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
800.745.RIDE

♻️ Recycled Paper

Icons: Laptop, Bicycle, Bus, Car, Train, Person walking

WEBSITE

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAYS
METRO DC

2019
SEPT 21-23

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS OUR SPONSORS CONTACT

Home Home

**Take the Pledge Today, it's Free.
And you could Win Great Prizes!**

Take The Pledge

facebook

CAR FREE DAYS
METRO DC
2019
SEPT 21-23

DROP IT FOR A DAY!

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

Car Free Day
@carfreemetrodc

Home
Reviews
Photos
Videos
Posts
Events

Liked Following Share ...

Sign Up Send Message

Recommendations and Reviews

Recommended by 6 people

5.0 5 out of 5 · Based on the opinion of 2 people



DROP IT FOR A DAY!

CAR FREE DAYS METRO DC 2019 SEPT 21-23

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

Tweets	Following	Followers	Likes
355	99	696	275

Commuter Connections
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

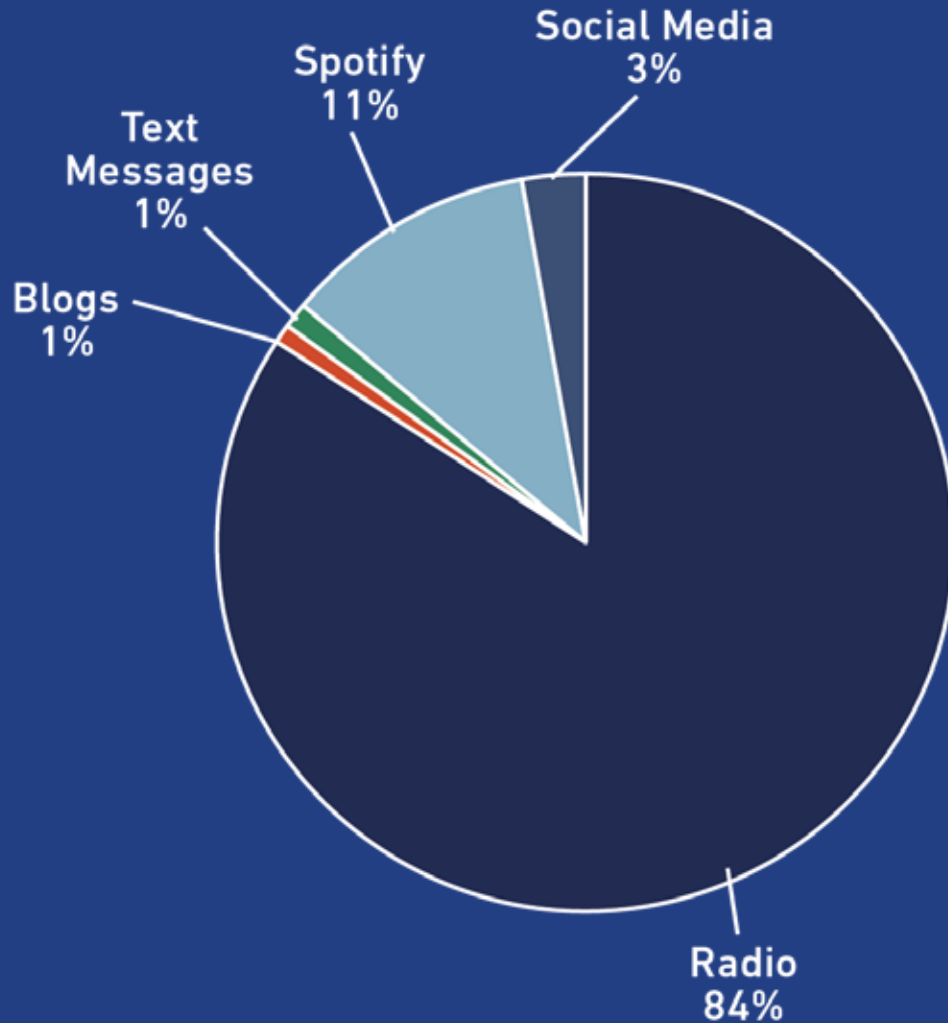
carfreemetrodc.org
Joined July 2009

Tweets | **Tweets & replies** | **Media**

Commuter Connections @CarFreeMetroDC · Jul 26
Kelly Russell, City of Frederick President Pro Tem Board of Aldermen, and Vice Chairman of the National Capital Region Transportation Planning Board (TPB) signs a proclamation recognizing September 21-23, 2019 as Car Free Days in the Washington, DC region.

Want to take advantage of all the new Twitter features?
It's simple - just log in.
[Log in](#)

CAR FREE DAY MEDIA BUDGET (NET)



PAID MEDIA: RADIO

BIG100

**HOT
99.5**

**97.1
WASH-FM**

wtop

**98.7
WMZQ**

DC ⚡ 101

RADIO SPOTS



Car Free Day Generic



Car Free Day Family



NATIVE CONTENT ARTICLE AND BANNER ADS

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE

CAR FREE DAYS
METRO DC

2019
SEPT 21-23

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

TAKE THE **FREE** PLEDGE

Saturday Sept 21 thru Monday Sept 23

CAR FREE DAYS
METRO DC

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE

CAR FREE DAYS
METRO DC

2019
SEPT 21-23

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

PAID MEDIA:  Spotify

RADIO & BANNER AD



Car Free Day Generic
(same as radio)



Car Free Day Family
(same as radio)

**DROP IT
FOR A
DAY**

TAKE
THE **FREE**
PLEDGE
carefreemetrodc.org

**CAR
FREE
DAYS**
METRO DC
2019
SEPT 21-23

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

PAID MEDIA: KEY INFLUENCERS



- § PoPville is a Washington, DC regional blog reporting local happenings
- § Heavily engaged, Millennial and Gen X-focused audience of 300,000 unique monthly visitors with 2.3 million pageviews per month
- § 117,000 Twitter Followers
- § 26,072 Facebook Followers
- § 17,200 Instagram Followers

PAID MEDIA: YouTube

GO CAR FREE



PAID MEDIA: YouTube

TELEWORK

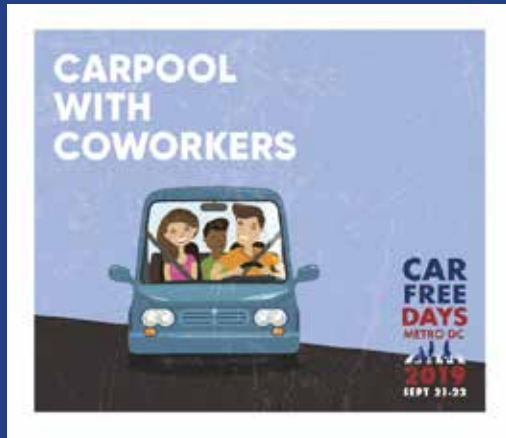


PAID MEDIA: YouTube

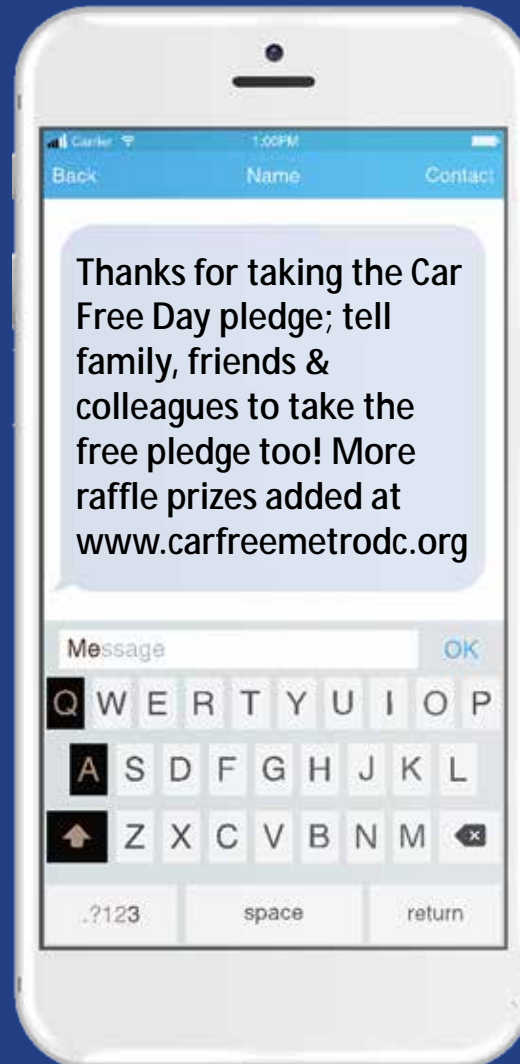
WAYS TO COMMUTE



PAID MEDIA: SOCIAL MEDIA



PAID MEDIA: TEXT MESSAGES



SPONSORSHIP RAFFLE PRIZES

- § D.C. United Pair of Tickets, courtesy [D.C. United](#)
- § Newseum Pair of Tickets, courtesy [Freedom Forum Institute](#)
- § Capital Bikeshare annual memberships, courtesy [goDCgo](#)
- § Samsung Galaxy Tab A, courtesy [Tri-County Council for Southern Maryland](#)
- § KIND Healthy Snacks gift bag, courtesy [KIND](#), #bekindtoyourself
- § SmarTrip cards with \$25 in fare, courtesy [Washington Metropolitan Area Transit Authority](#)
- § Free T-shirt and annual membership, courtesy [East Coast Greenway Alliance](#)
- § Grocery Store gift cards of \$25 value, courtesy [Giant Food](#)
- § Pair of single ride tickets, courtesy [VRE](#)
- § Annual memberships, courtesy [Washington Area Bicyclist Association](#)
- § A free crepe of your choice, courtesy [Crepeaway](#)
- § Tickets for four to George Washington's Mount Vernon, courtesy [The Mount Vernon Ladies' Association of the Union](#)
- § Pair of tickets to the International Spy Museum, courtesy the International Spy Museum

EARNED MEDIA STRATEGY

- § Find local sponsors to offer prizes, coupons, etc.
- § Develop and distribute a promotional digital toolkit for colleges and employers to use
- § Encourage friendly competition between colleges/organizations to get the highest number of pledges to win a party with additional prizes
- § Renew partnership with American Lung and Heart Associations
- § Use incenTrip to find travel options (after launch in late August)
- § Use Car Free Days as a way to win back Metrorail ridership after platform shutdown
- § Press releases/media advisories
- § Implement grassroots influencers campaign
- § Calendar listings
- § Digital social media toolkits
- § Radio/TV interview placements

DONATED SPACE

Transit space donated by:

- § Arlington Transit (ART)
- § Prince George's *TheBus*
- § Fairfax Connector
- § Metrobus
- § Montgomery County Ride On



COLLEGE CAMPUS CHALLENGE



- § Digital toolkit to promote Car Free Days on college campuses and among sustainability groups





RIDESHARING

FY20 FALL STRATEGY

- § Increased focus on GRH as a benefit to those who Rideshare
- § Promote the use of incenTrip and CarpoolNow mobile applications
- § Continue creative developed in spring FY19

RIDESHARE FY20 MEDIA BUDGET

§ \$55,000 net budget

FALL RIDESHARE CREATIVE

Why Rideshare? Why Not?

WHY RIDESHARE? WHY NOT? **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

18% OF A MONTHLY BUDGET GOES TO CAR MAINTENANCE REPAIRS & GAS



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?



FALL RIDESHARE RADIO ADS

:30 radio spots

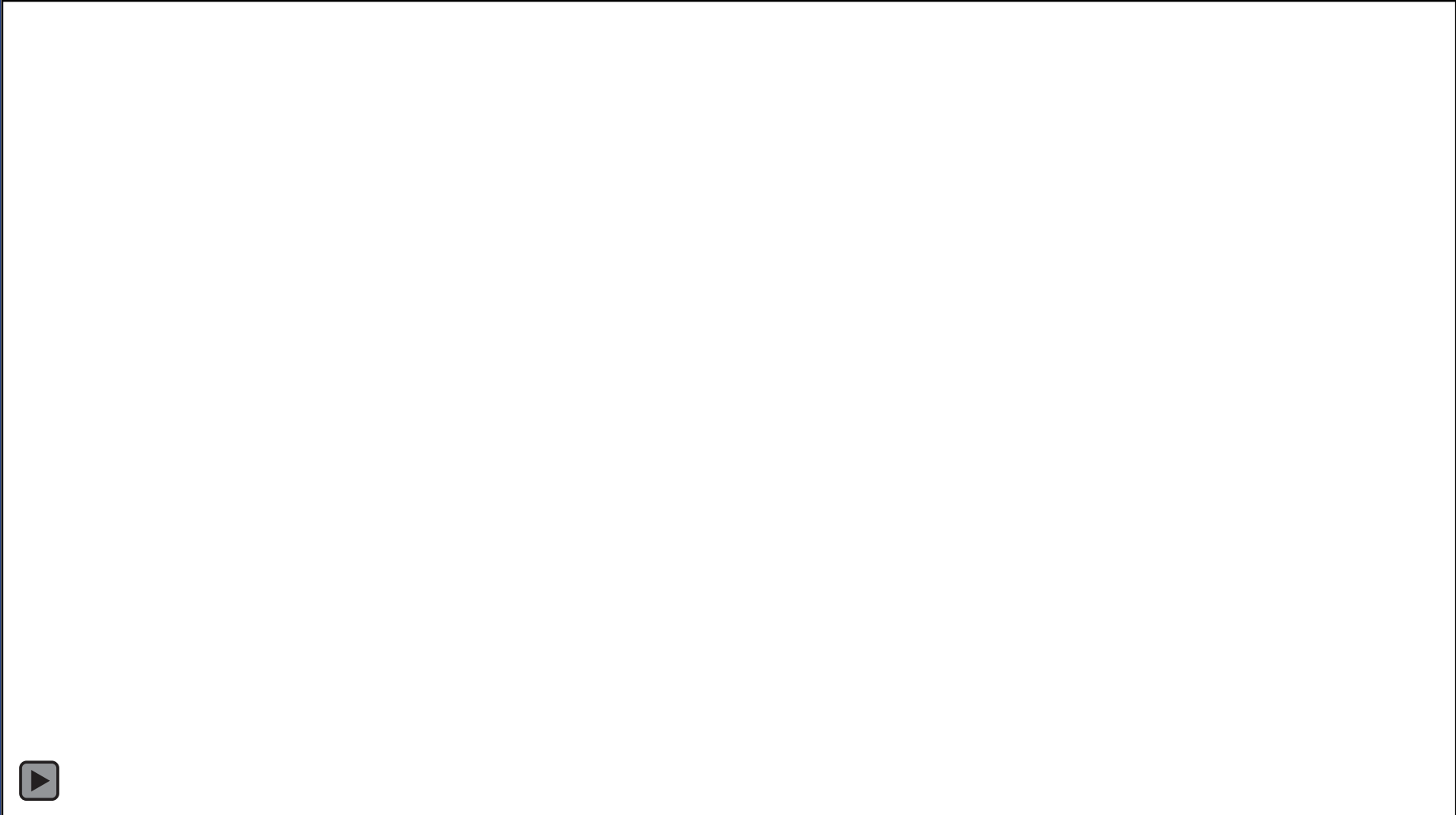


Why Rideshare? Why Not?
Bob



Why Rideshare? Why Not?
Jane


FALL RIDESHARE



FALL RIDESHARE DIGITAL ADS

WHY RIDESHARE? WHY NOT?

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



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

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



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

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



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



GUARANTEED RIDE HOME

FY20 FALL STRATEGY

- § Increase focus on GRH as a unique benefit offered by Commuter Connections
- § Continue creative developed in spring FY19

GRH FY20 MEDIA BUDGET

- § DC GRH \$495,000 net budget
- § GRH Baltimore \$25,000 net budget

GRH FALL CREATIVE

Don't Freak Out!

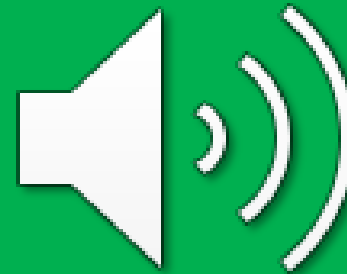


FALL GRH RADIO ADS

:30 English radio spots



Don't Freak Out!
Male



Don't Freak Out!
Female

Guaranteed Ride Home

FALL GRH VIDEO



FALL GRH VIDEO



Guaranteed Ride Home



FALL GRH DIGITAL ADS

DON'T FREAK OUT
GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT
GUARANTEED RIDE HOME.
Some Restrictions Apply

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A SMARTER WAY TO WORK

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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

GUARANTEED RIDE HOME.
Some Restrictions Apply

FALL GRH TRANSIT ADS



**DON'T FREAK OUT
GUARANTEED RIDE HOME.**

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

Some restrictions apply.



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

Better Ways To Work!
The Smarter Way to Commute
Your local connection to Commuter Connections



FY20 SPRING UMBRELLA CAMPAIGN DEVELOPMENT

FY20 CAMPAIGN DEVELOPMENT TIMELINE

- § Review Trends, Research, and Results from Previous Campaigns July 2019
- § Conduct Reg TDM Marketing Group Creative Input Survey Aug 2019
- § Develop and Post Marketing Communications Plan & Schedule Aug 2019
- § Present Spring Umbrella conceptual approach themes at Regional TDM Marketing Group Mtg Sept 2019
- § Concepts Presented to Funding Agencies Oct 2019
- § Concepts Presented to Marketing Work Group Oct 2019
- § Refine, Develop and Finalize Creative Nov 2019
- § Negotiate Media Buys Dec 2019
- § Produce and Distribute Creative Jan 2020
- § Campaign Goes Live Feb 2020

SURVEY FEEDBACK - KEY RIDESHARE MESSAGES

- § Carpooling is easy, fun and saves money
- § It's easier to use, "Download, Click and Ride"
- § There are many choices to rideshare
- § Carpooling and vanpooling is about teamwork: coordinating together
- § It's free
- § Ridesharing is a positive choice, not forced by the obligation to save money but a choice to benefit from non-work related positives: allows more vacation:
 - § "This year I'm going to do this. And this! And this!" How am I going to pay for it? That's the easy part! Ridesharing. The hard part is deciding where to go next!"

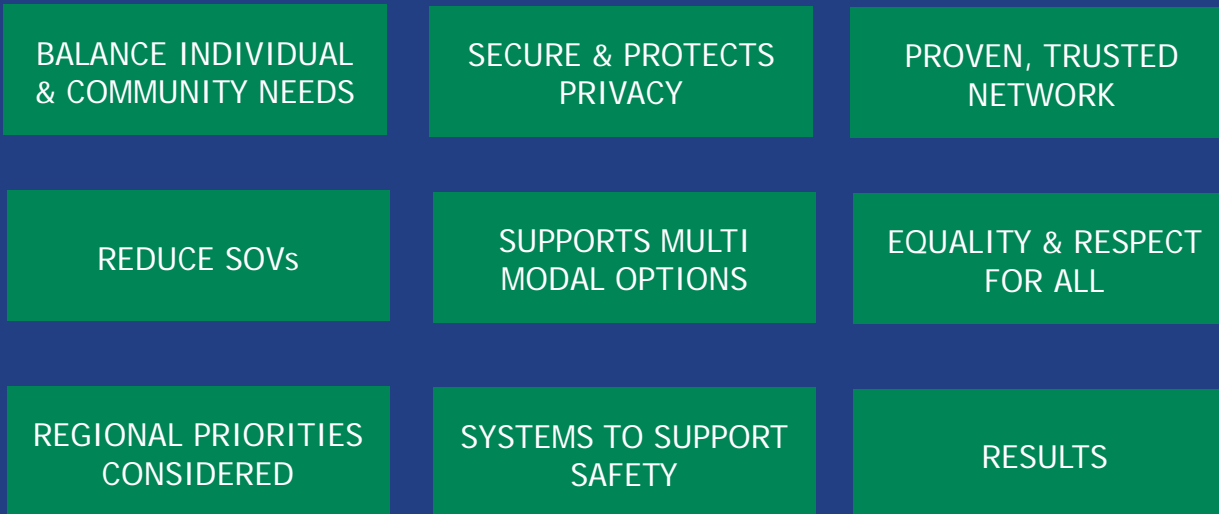
SURVEY FEEDBACK - KEY GRH MESSAGES

- § Free to sign up, free to use
- § “We all have fears/insecurities/hang ups about leaving our car at home, let GRH help you alleviate them”
- § Free, only need to use transit 2x/week to qualify
- § GRH is not going to be a long wait, rides home arrive in about 15 minutes

RIDESHARE MARKETING



COMMUTER CONNECTIONS BRAND



RIDESHARE – CONCEPTUAL APPROACH THEMES

- § Inclusive program focused on providing a free ride home, no matter how you rideshare
- § Signing Up opens up opportunity to receive 4 free rides home
- § Dependable benefit that keeps you from feeling left behind or abandoned
- § Freedom and relief provided for those who sign up

GRH – CONCEPTUAL APPROACH THEMES

- § Getting “in” allows commuters to get a lot out in benefits
- § The total package is possible when you rideshare through Commuter Connections
- § Commuters who sign up with this easy program have access to sweet deals such as incenTrip
- § Be a part of a community of commuters

MEDIA SELECTION PROCESS

Review and analyze

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

Analyze

- § Cost/value proposition of each option

Reality check

- § Does it make sense?

Negotiate

- § Evaluate and negotiate best terms

Purchase media

Run campaign

Evaluate results





NEWSLETTER

OBJECTIVES & STRATEGY

- § Report on relevant TDM news
- § Promote Commuter Connections services and special events
- § Print Publication and E-Newsletter reaches
 - § Employer Transportation Coordinators
 - § Committee members
 - § Other TDM stakeholders
 - § Federal ETC's (w/insert)

SUMMER NEWSLETTER



CELEBRATING STARS - EMPLOYERS HONORED

Kelly Russell, National Capital Region Transportation Planning Board (TPB) Vice Chairman, and President Pro Tem, City of Frederick Board of Aldermen served as Master of Ceremonies for the 22nd Annual Commuter Connections Employer Recognition Awards event held at the National Press Club on June 21, 2019. "We're here to acknowledge three employers who are making positive contributions to the region's commute. The award-winning employers we're honoring today were judged in one of three categories: employers that have offered comprehensive commuter incentives that make using alternative transportation modes more attractive; employers that successfully marketed and actively promoted alternative commuting options to their employees; and employers who initiated and sustained a vibrant telework program," said Russell.

initiatives, creating more like-minded workplaces for the betterment of employees, employers, and the region."

The three winning employer commute benefit programs collectively reduced more than 163 million vehicle miles traveled and saved more than 6.2 million gallons of gasoline in 2018.

2019 Winners

Incentives Award - Toole Design Group, Silver Spring, MD



Uli-F Greg Billing, Executive Director, Washington Area Bicyclist Association; Dan Goodman, Mid-Atlantic Planning Director, Toole Design Group; Master of Ceremonies Kelly Russell, President Pro Tem, City of Frederick; Board of Aldermen and TPB Vice Chairman.

Toole Design Group has supported alternative commuting since 2009, beginning with their decision to locate their headquarters to Silver Spring at a site conveniently located near a transit center with access to Metro and commuter rail, buses, and bikesharing. Toole Design provides the following support for their employees:



TPB Chairman, and Prince William County Supervisor, Martin Nohe stated "An employer's role in helping to shape the commuting methods of their employees cannot be underestimated," said Nohe. "We hope that through their example, other organizations will embrace similar

Continued on page 2



Perennial Bike to Work Day favorite, the National Institutes of Health (NIH) cycled away with the Employer Challenge distinction for the employer with the greatest number of bicyclists registered for the May 2019 annual Bike to Work Day event.

The NIH Bicycle Commuter Club's massive membership of 400 promotes participation in Bike to Work Day and bicycling on a regular basis as a commute method. NIH supported Bike to Work Day by hosting a pit stop at its main campus and by participating in many more throughout Montgomery County where other NIH offices are located. Overall, more than 550 NIH employees registered for the popular spring bicycling event, making NIH tops in the Washington, DC region.

In a ceremony held on Bike to Work Day, the NIH Bike Club presented the Carl Henn Bicycling Advocacy Award, named for a former employee who was tremendously active with the NIH Bike Club and the community at large.

The NIH Bike Club administers the "Bike Bucks" program to reward employees for bicycling to work. Bicyclists log their commute miles and for every 100 recorded they receive five Bike Bucks. The Bike Bucks are honored as cash at the NIH Fitness Center, Proteus Bicycles in College Park, and The Bicycle Place in Silver Spring. Additionally, Bike Bucks can be used toward the cost of a covered NIH Bike Club jersey.

Other NIH amenities and perks that support bicycle commuting include covered bike parking and lockers, shower facilities, free bicycle registration with NIH campus police, a bike mentor program that matches NIH employees new to bicycle commuting with experienced NIH bike commuters. Mentors help with anything from route suggestions, how to ride safely in traffic, selecting gear, bikes on bus instructions, and other great tips.



TPB P. Joseph Cox, Chair, Transportation Services Branch, NIH; Susan Cook, Director of Division of Amenities and Transportation Services, NIH; Colleen McQueen, Director of Office of Research Services, NIH; Vikram Anderson, President of the NIH Bicycle Club; Dr. Alfred Johnson, Deputy Director for Management, NIH; Nicholas Romfo, Director of Transportation Operations Programs, Metropolitan Washington Council of Governments; Hannah Anderson-Cline, Membership and Development Coordinator, Washington Area Bicyclist Association.



THANK YOU