



# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2023 MARKETING ACTIVITY

JUNE 20, 2023

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion

Improve air quality

odonnellCOMPANY



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

# FY23 MARKETING ACTIVITIES

## WINTER/SPRING SCHEDULE

Bike To Work Day

Employer Recognition Awards

Employer Newsletter

Incentive Campaigns

- incenTrip Mobile App Regional and MDOT
- Flextime Rewards



ACCESS FOR THE HANDICAPPED

FREE EVENT  
**BIKE TO WORK DAY**  
FRIDAY  
MAY 19, 2023

Register at BIKETOWORKDAY.ORG or call 800.745.7457

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

WABA  
WASHINGTON AREA BICYCLIST ASSOCIATION

HYLA  
MORNING/ HUNT  
to 9:00 am

# BIKE TO WORK DAY 2023



# OBJECTIVES & STRATEGY



- Budget: \$65,000
- Event Date: Friday, May 19, 2023
- Encourage registration at [biketoworkmetrodc.org](https://biketoworkmetrodc.org)
- Build regional participation
- Promote bicycling as a viable alternative commute mode
- Engage employers and organizations

# MEDIA & MARKETING COMPONENTS



- Traditional Radio
- Key Influencers
- Blog Articles
- YouTube Videos
- Streaming Video
- Mobile & Banner Ads
- Social Media
- Earned Media
- Website
- Email Blast

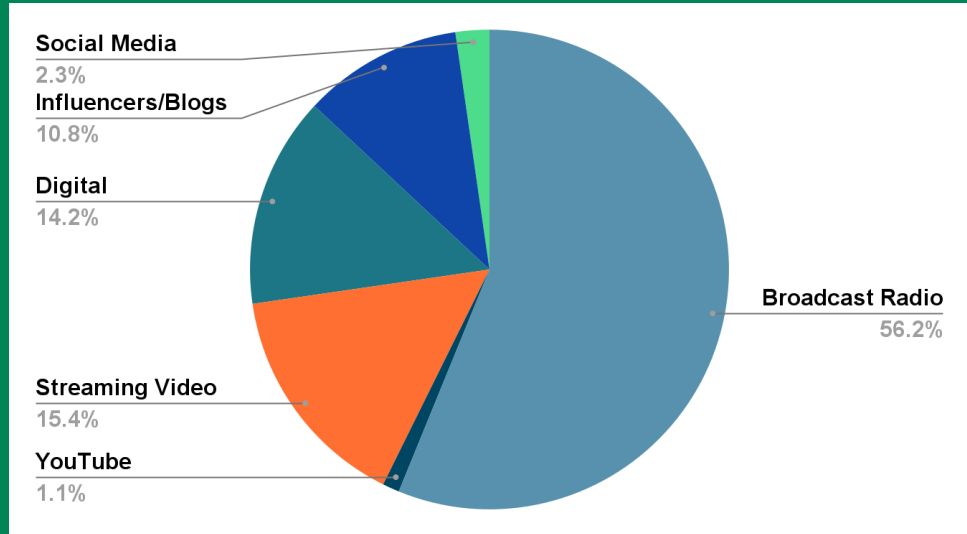




# MEDIA SPEND



Broadcast Radio	\$36,512.25
YouTube	\$750
Streaming Video	\$10,000
Digital	\$9,250
Influencers/Blogs	\$7,000
Social Media	\$1,485
Total	\$64,997.25





# EARNED MEDIA STRATEGY



- Social media toolkit for sponsors and outreach
- Outreach and toolkit to minorities and women's organizations
- Calendar listings
- Earned media placements
- Direct pitching local media outlets
- Outreach to digital community influencers
- Press releases
- Media Advisory

**RADIO AD  
BROADCAST**



:30 Radio English



# COG EMAIL BLAST

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

Join us for Bike to Work Day at more than 100 pit stops throughout DC, MD, and VA. The first 15,000 who register and attend this free event will receive a T-shirt. Free giveaways and refreshments are available at most pit stops, while supplies last. Register and you'll be entered into a raffle for a chance at winning a free bike!

**FREE EVENT**  
**BIKE TO WORK DAY FRIDAY**  
**MAY 19, 2023**

Pre-Register by May 12 for FREE T-SHIRT\* & BIKE RAFFLE  
**REGISTER TODAY AT**  
**BikeToWorkMetroDC.org**

\*Free refreshments & giveaways at participating locations, while supplies last.

Logos include: COMMUTER CONNECTIONS, WABA, GO Alex, PEDESQ, ICF, Bike Arlington, VERRA, City of Fairfax, AAASHD, FAIR LAKES, VDOT, ADOT, Glant, VISION ZERO, and others.

Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

Visit [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org) for pit stop locations and all terms.  
\*T-shirt available at all stops for first 15,000 registrants.  
Pit stops in D.C., Maryland, and Virginia.

#BikeToWorkDay

For assistance with registration, please call Commuter Connections at 1-800-745-7433. For general questions regarding the event, please visit Bike To Work Day's [FAQ](#) page.

COMMUTERCONNECTIONS.ORG

Web Version | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002



# EMAIL BLAST

## POPVILLE



POPville  
DC's Neighborhood Blog

**FREE EVENT**  
**BIKE**  
**TO WORK DAY**  
**FRIDAY**  
**MAY 19, 2023**

**Pre-Register  
by May 12 for  
FREE T-SHIRT\*  
& BIKE RAFFLE**

Free refreshments  
& giveaways at  
participating locations,  
while supplies last.

Register for free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

bike to work day  
2023

The central graphic is a vertical rectangular poster. At the top left is the "POPville" logo in white on an orange background, with the tagline "DC's Neighborhood Blog" below it. To the right is a small photograph of a white building with a dome. The main text is in large, bold, green letters, slanted upwards from left to right. Below the text is a photograph of a green bicycle with orange accents. At the bottom left, there is a registration call to action in black text. At the bottom right is a small version of the "Bike to Work Day 2023" logo.

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 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# DIGITAL BANNER ADS



**FREE EVENT**  
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**FRIDAY**  
**MAY 19, 2023**

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**BIKE TO WORK DAY 2023**  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) **FRIDAY, MAY 19** 800.745.7433



**BIKE TO WORK DAY 2023**  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) **FRIDAY, MAY 19** 800.745.7433

# BLOG ARTICLE

WTOP.com



wtop news News Traffic Weather Live Radio

Listen Live Login

**BIKE TO WORK DAY 2023**  
BIKETOWORKMETRODC.ORG FRIDAY, MAY 19 800.745.7433

Home Sponsored Content Get in gear for...

## Get in gear for bike to work day 2023

Council of Governments  
May 3, 2023, 1:49 PM

Listen now to WTOP News WTOP.com | Alexa | Google Home | WTOP App | 103.5 FM

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

Bike to Work Day (BTWD) is gearing up, as a gateway to celebrating physical and mental fitness. Free T-shirts and a chance to win a free bicycle will help attract thousands of commuters to participate in the regional event on Friday, May 19.

Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature more than 100 pit stops throughout Washington, D.C., suburban Maryland and Northern Virginia filled with raffles, food and other giveaways—plus a free Bike to Work Day T-shirt for the first 15,000 registrants to attend.

New and veteran bicycle commuters alike are encouraged to take the leap and register today. Registering for BTWD 2023 is fast, free and easy at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) or by calling (800) 745-RIDE. Jump on that bike and give yourself the gift of the physical and mental health benefits it brings for the day!

"It's time to come together as a community," said Nicholas Ramfos, director of Commuter Connections. "Bike to Work Day gives us the opportunity to jumpstart our day with a fun, healthy commuting option, all while reducing traffic congestion on roadways."

**BIKE TO WORK DAY 2023**  
BIKETOWORKMETRODC.ORG FRIDAY, MAY 19 800.745.7433

The image contains several promotional graphics for Bike to Work Day 2023. At the top right, there is a small graphic with a bicycle and the text "FREE EVENT BIKE TO WORK DAY FRIDAY MAY 19, 2023". Below it is another similar graphic with the text "Register for free at BIKETOWORKMETRODC.ORG 800.745.7433". At the bottom right, there is a larger graphic featuring a bicycle and the text "FREE EVENT BIKE TO WORK DAY FRIDAY MAY 19, 2023".



# SOCIAL MEDIA



**FREE EVENT**  
**BIKE TO WORK DAY FRIDAY**  
MAY 19, 2023

Register for free at  
BIKETOWORKMETRODC.ORG  
800.745.7433

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**BIKE TO WORK DAY FRIDAY**  
MAY 19, 2023

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**LAST CHANCE TO SIGN UP!**

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**THANK YOU TO OUR SPONSORS!**

**FREE EVENT**  
**BIKE TO WORK DAY FRIDAY**  
MAY 19, 2023

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BIKETOWORKMETRODC.ORG  
800.745.7433

# SOCIAL MEDIA INFLUENCER



# CAMEO



 **George Hincapie** Follow

Cyclist

George Hincapie is an American former road bicycle racer, who competed as a professional between 1994 and 2012. [Read less](#)

★ 4.98 (186) 🕒 Highly responsive



# YOUTUBE & PEACOCK VIDEO







## EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# STRATEGY & MEDIA

Employer Recognition Awards

- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs
- Allow for organizations who share brand values to align with Commuter Connections
- Media Budget: \$7,500



# INVITATION & ENVELOPE

Employer Recognition Awards



## COMMUTING FRONT RUNNERS

20 23 EMPLOYER RECOGNITION AWARDS

FRIDAY, JUNE 30, 2023  
THE NATIONAL PRESS CLUB

529 14th St. NW, Washington, DC 20045  
Corner of 14th & F Sts., 13th Floor/Ballroom

Metro rail to Metro Center, exit onto 13th St.

8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea Reception  
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

Hosted by  
The Metropolitan Washington Council of  
Governments' National Capital Region  
Transportation Planning Board

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 15, 2023. For questions contact  
[dfranklin@mwco.org](mailto:dfranklin@mwco.org), 202.962.3792.

We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.

AWARDS are given in the categories of  
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

# PROGRAM BOOKLET

Employer Recognition Awards







## EMPLOYER NEWSLETTER

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# OBJECTIVES & STRATEGY

Newsletter

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Reach
  - Employer Transportation Coordinators
  - Committee members
  - Other TDM stakeholders
  - Federal ETCs (w/insert)

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

Issue 2, Volume 27 SPRING 2023 WHAT'S INSIDE

- 1-2 Commuter Connections Program Helps Employers Hire Dependable Employees
- 3-4 Microtransit Projects Continue Through Summer 2023
- 4 Know the Cost of Your Commute
- 5 Members Celebrating 50 Years of Service

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



### COMMUTER CONNECTIONS PROGRAM HELPS EMPLOYERS HIRE DEPENDABLE EMPLOYEES

Many employers are looking to hire but matching lower income workers with reliable commuter transportation has been a difficult problem for transit operators and other commuter service providers for years. A federal Department of Transportation (DOT) program is seeking to change that with \$49 million in technology grants. Locally, Commuter Connections received an Enhanced Mobility Innovations grant to update two popular online programs that pay commuters to participate.

"Employers are having difficulty hiring people," said Nicholas Ramfos, Director of Transportation Operations Programs at the Metropolitan Washington Council of Governments. "Part of it is there isn't a good match between where the person lives and where the employers are located."

Commuter Connections is actively seeking employers to participate in a "microtransit" pilot that will help them to hire workers who otherwise don't have reliable and affordable ways to get to work, said Ramfos. The American Public Transportation Association (APTA) defines microtransit as solutions that improve the rider's experience by operating small-scale, on-demand public transit services that can offer fixed routes and schedules, as well as flexible routes and on-demand scheduling.

Vanpools were drastically affected by the COVID-19 pandemic as many were suspended due to lack of rider participation. However, many essential workers and other employees continue to rely on vanpooling and transit as their regular method of commuting. Among commuter vanpools that remain on the roads, many have difficulty maintaining their ideal occupancy rate. As part of the microtransit pilot, these vanpools will be connected to employees at participating employer sites.



The commuter portion of the microtransit pilot will streamline the user experience while connecting riders, especially those with limited transit options, directly to a relevant vanpool. A click of the app will enable vanpool drivers to engage real-time tracking of their vehicle's location which will feed through the microtransit commuter/rider system. A coordinator within the vanpool will receive different push notifications depending on current traffic conditions and whether there are commuters looking for a ride. They will also have a dashboard showing any additional stops requested for that day's trip from work commute as well as contact information for new riders.


Ramfos emphasized that employer participation is key to the success of the pilot program. Commuter Connections and its local partners will provide extensive on-site support to employers to identify and/or create vanpools and other transportation options to the site so they can hire workers who will have a reliable way to get to work each day. Surveys can be conducted at employer sites for "cluster analysis," which will help form vanpools by grouping employees by home zip code or address.

Continued on page 2

SPRING 2023

## FEDERAL ETC UPDATES

### POPULARITY OF REMOTE WORK CONTINUES AS CALLS TO RETURN TO OFFICE RISE



Sometime around March 2020, most of us reading (or producing) this newsletter went home to work for what many of us thought would be a couple of weeks. Then months. In 2020, few thought remote work would still be the norm in 2023.

There are few signs that employees are heeding the call of their leaders' to come back to the office, at least 3-4 days per week. Even President Biden announced that federal employees would be coming back to the office. In his January 2023 State of the Union Speech, President Joseph R. Biden Jr. said, "The vast majority of Federal workers will once again work in person."

In its annual report to Congress in December 2022 (covering the period fiscal year 2021), the U.S. Office of Personnel Management (OPM) noted that federal agencies reported 47 percent of all federal employees participated in telework in Fiscal Year 2021, a two percent increase over Fiscal Year 2020.

On March 3, the White House issued an update to the National COVID-19 Preparedness Plan. The update disclosed that the Biden administration plans to substantially expand the number of in-person services available at federal agencies, encouraging federal employees to set the standard for the U.S. workforce.

"COVID-19 no longer needs to dictate how we work,"

the plan stated. "Federal agencies will lead by example, increasing the hours public-facing offices are open for in-person appointments and in-person interactions in the month of April." (FedManager.com, March 8, 2023).

Getting more federal employees into the office will be good news to WMATA, which estimates that prior to the pandemic, about a third of its customers worked for the federal government.

In 2022, Commuter Connections released its State of the Commute survey, a triennial measurement of commuting in the Washington, DC metropolitan region. About 26 percent of respondents were federal employees. Federal agency employees (79 percent) and non-profit organization employees (75 percent) reported the highest rate of telework, above the 62 percent of private sector workers and well above the 48 percent for state/local government employees.

On average, employees teleworked about 3.37 days per week. The survey included several statements about teleworking: 86 percent of respondents agreed they were productive working from home, 80 percent were able to coordinate with co-workers, and 66 percent said they were better able to concentrate on work.

Kastle Systems looked at its entry data recently and found that since we all went home to work due to the pandemic,

Continued on back



*More News*



## **Commuter Connections Program Helps Employers Hire Dependable Employees**

Commuter Connections is seeking employers to take part in a microtransit pilot through an Enhancing Mobility Innovation grant which pays employees to participate.



# MORE LOOT FOR YOUR COMMUTE

INCENTRIP



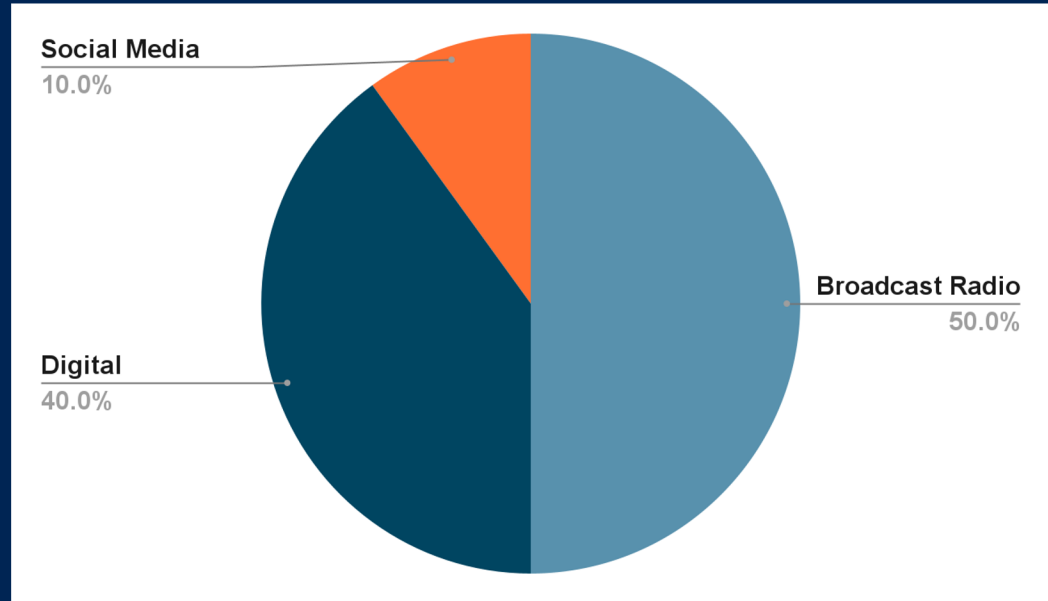
# OBJECTIVES & STRATEGY

- Budgets:
  - \$50,000 (incenTrip Mobile App Regional)
  - \$50,000 (incenTrip MDOT)
- Primary focus - to encourage commuters to download and use the app

# MEDIA SPEND

incentTrip Mobile App Regional

<b>Broadcast Radio</b>	\$25,000
<b>Digital</b>	\$20,000
<b>Social Media</b>	\$5,000
<b>Total</b>	\$50,000



# RADIO AD

incentTrip Mobile App Regional



:30 Radio English

# DIGITAL BANNER ADS

incenTrip Mobile App Regional



**SPRING INTO GREEN**

A real-time trip planning app that's good for Earth and good for YOU.

- Up to \$600/yr for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply.

**incenTrip**



**SPRING INTO GREEN**

**incenTrip**



**SPRING INTO GREEN**

**incenTrip**



**SPRING INTO GREEN**

**incenTrip**



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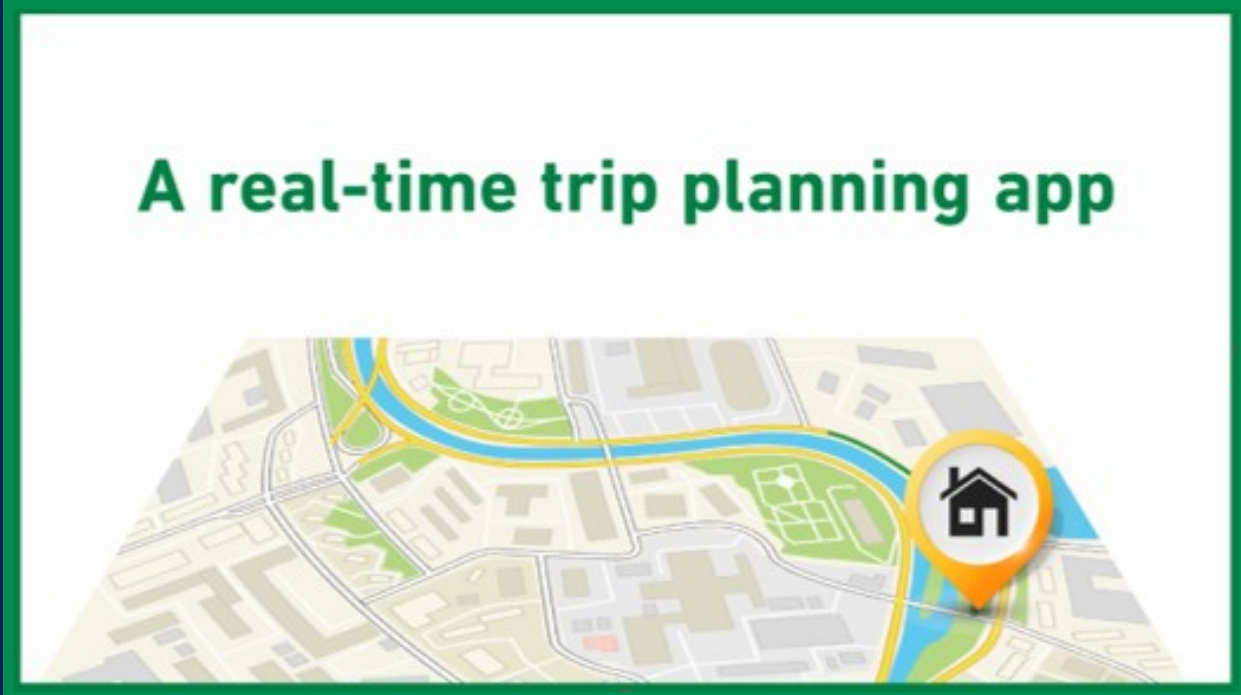
Some restrictions apply.

**incenTrip**



# 15 SEC PRE-ROLL VIDEO

incentTrip Mobile App Regional



# SOCIAL MEDIA

incentrip Mobile App Regional

**It Pays To Go Green!**



Earn up to \$600 a year!

**incentrip**

**Spring Into Green!**



Choose a smart commute and earn points!

**incentrip**

**Wish You Could Get Around Traffic?**



Find the best route for your commute!

**incentrip**

**Love Free And Easy Rewards?**



Earn up to \$600 a year!

**incentrip**

**SPRING INTO GREEN**



**A real-time trip planning app that's good for Earth and good for YOU.**

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- Traffic alerts
- Eco-friendly driving tips

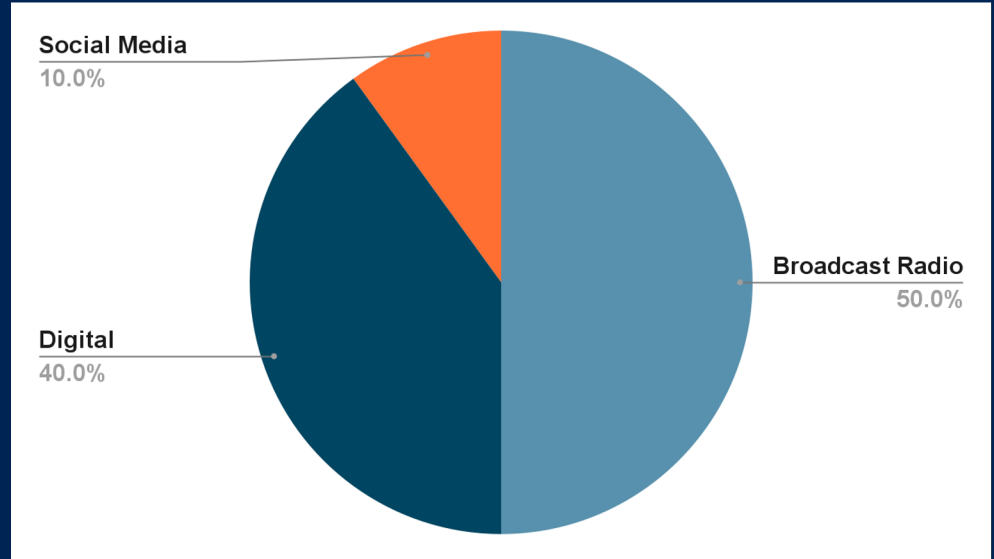
Some restrictions apply.

**incentrip**

# MEDIA SPEND

incenTrip MDOT

Broadcast Radio	\$25,000
Digital	\$20,000
Social Media	\$5,000
Total	\$50,000



# RADIO AD

incenTrip MDOT



:30 Radio English

# DIGITAL BANNER ADS

incenTrip MDOT



**GO GREEN, MARYLAND!** incenTrip

A horizontal banner with a green background. On the left is a circular icon containing a car, a person, a bicycle, and a train. To the right of the icon is the text "GO GREEN, MARYLAND!" in white, and further right is the "incenTrip" logo in white on a green background.



**GO GREEN, MARYLAND!** incenTrip

A smaller horizontal banner with a white background. On the left is the same circular icon as in the first banner. To the right is the text "GO GREEN, MARYLAND!" in green, and further right is the "incenTrip" logo in green on a white background.



**GO GREEN, MARYLAND!** incenTrip

A wide horizontal banner with a white background. On the left is the circular icon. To the right is the text "GO GREEN, MARYLAND!" in green, and further right is the "incenTrip" logo in green on a white background.



**GOOD FOR THE EARTH,  
GOOD FOR YOU!**

A vertical banner with a white background. The text "GOOD FOR THE EARTH, GOOD FOR YOU!" is in green. Below the text is a circular icon with a car, person, bicycle, and train. To the right is an illustration of a hand holding a smartphone displaying the incenTrip app interface.



**GOOD FOR THE EARTH,  
GOOD FOR YOU!**

A vertical banner with a white background. The text "GOOD FOR THE EARTH, GOOD FOR YOU!" is in green. Below the text is a circular icon with a car, person, bicycle, and train. To the right is an illustration of a hand holding a smartphone displaying the incenTrip app interface.

Real-time trip planning app that saves time, money and emissions.

- Up to \$600/year for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply.

incenTrip



# SOCIAL MEDIA

incenTrip MDOT

**Your Future Is Green!**



Earn up to \$600 a year!

incenTrip

**It Pays To Go Green, Maryland!**



Log your commute trips earn points!

incenTrip

**Save Time, Save Money – And Get Rewarded!**



Earn up to \$600 a year!

incenTrip

**Baltimore, Say \*NO\* To Stop-And-Go**



Find the best route for your commute!

incenTrip

**Hey, Maryland Employers!**



Help your employees go green with incenTrip, the free easy trip-planning app that finds the best route for their commute to work.

incenTrip



**FLEXTIME REWARDS**

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

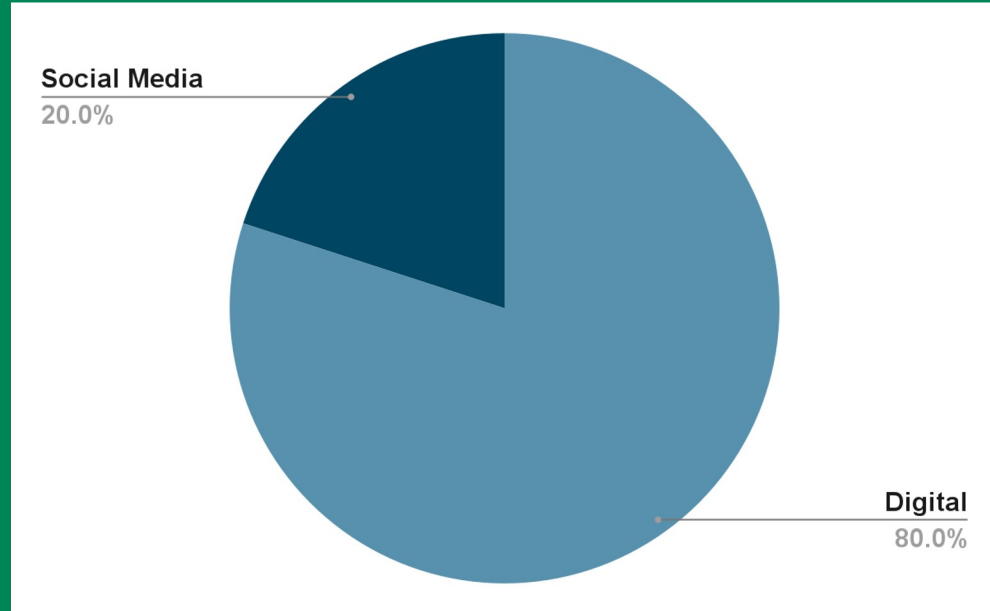
## OBJECTIVES & STRATEGY

- Budget: \$15,000
- Register for Commuter Connections, download the incenTrip mobile app, and participate in the Flextime program.
- Raise awareness about Flextime and that it's now part of the incenTrip app.

# MEDIA SPEND

Flextime Rewards

Digital	\$12,000
Social Media	\$3,000
Total	\$15,000



# DIGITAL BANNER ADS

Flextime Rewards



**REWARDS TIME? FLEXTIME!**

Earn points towards \$\$ each time you flex your commute to avoid peak traffic times.

**REGISTER TODAY!**

Flextime is now part of the incenTrip app. Some restrictions apply.

**FLEXTIME**  
REWARDS PROGRAM

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




**GO TIME? FLEXTIME!**

**SAVE TIME? FLEXTIME!**

Flextime is now part of the incenTrip app.

**FLEXTIME**  
REWARDS PROGRAM

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



**GO TIME? FLEXTIME!**

Flex your commute to avoid traffic and earn cash back. Register for Commuter Connections and download the incenTrip app today to get started.

**REGISTER TODAY!**

Flextime is now part of the incenTrip app. Some restrictions apply.

**FLEXTIME**  
REWARDS PROGRAM

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

**REWARDS TIME? FLEXTIME!**

Flextime is now part of the incenTrip app. Some restrictions apply.

**FLEXTIME**  
REWARDS PROGRAM

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



# SOCIAL MEDIA

Flextime Rewards



**WORK TIME?  
FLEXTIME!**

Does your workplace offer flexible work arrangements?

Here's another FREE perk for employees: Flextime Rewards. With Flextime Rewards, employees earn points every time they adjust their commute to avoid peak traffic times.

Some restrictions apply. Incentive corridors subject to change.



THANK YOU