



Metropolitan Washington Council of Governments

**FY2017 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

June 20, 2017



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2017. 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 D.C. region. 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 Guaranteed Ride Home (GRH) programs. 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 FY2017 include the promotion of 'Pool Rewards and Bike to Work Day. Bike to Work Day was held on Friday in May 19, 2017 and celebrated bicycling as a clean, fun, and healthy way to get to work. The 'Pool Rewards program was geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

Mass Marketing Campaign

The FY2017 second half media campaign, promoting Ridesharing and GRH, rolled out new creative, in both audio and visual forms. Campaign themes selected by the marketing workgroup were “A Couple Clicks” for Rideshare, and “Problem. Solved.” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2017. Both Rideshare and GRH campaigns kicked off the third and fourth week of February, respectively. The campaign ran for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$334,363, and the total cost of the GRH media buy was \$223,007. Total estimated net impressions for the second half FY2017 Spring Umbrella campaign were 103,690,500.

The FY2017 second half media campaign also included promoting GRH in the Baltimore region, using new advertising developed for spring FY2017 radio and social media. Two GRH radio ads ran for a total of eight weeks, starting at the end of February and running through the third week in June. The total cost of the GRH Baltimore media buy was \$37,495 and was estimated to net 2,765,650 impressions.

Value Add Promotions

Based on paid media, \$77,600 of value-add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, and banner ads on station web sites.

Messaging Strategy

Rideshare’s “A Couple Clicks is All It Takes” campaign is promoting the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive. 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, news, and Hispanic radio stations. Other marketing and advertising includes podcasts, digital and online, out of home, as well as social media.

The messaging for GRH is “Problem. Solved.” 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. By presenting the problem, then how simple and free it is to solve with GRH, Commuter Connections positively overcomes an area of concern and opens the possibility of alternatives to SOV commuting to the audience. 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, YouTube, social media, online, and digital media.

Bike to Work Day

The Committee selected lavender as the 2017 color, along with a new visual concept for the marketing materials. A sponsor drive culminated in cash sponsorships of \$54,550, and in-kind sponsorships totaling \$8,495. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media made up the campaign. Bike to Work Day 2017 met and surpassed its goal of 6 percent over the previous year, with over 18,700 registrants, for a total percentage increase of 7 percent. The cost of the Bike to Work Day media buy was \$59,998 and delivered 7,260,450 radio impressions.

'Pool Rewards

Print, realtor websites, Facebook, and LinkedIn ads were used to promote 'Pool Rewards during the spring campaign. The campaign started in February 2017 and ran through April, alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy is \$25,188. The spring FY17 campaign netted over 2,020,238 impressions.

Employer Recognition Awards

Award winners will be honored at a ceremony on June 22, 2017 at the National Press Club. The invitations, podium signage, and program booklet were developed and the giveaway item was ordered. A print ad will appear in the Washington Post, Business Section to announce the winners. Each winner will also receive a marketing tool kit consisting of a customized winner seal, sample press releases, and social media posts. The total cost of the Employer Recognition Awards media buy was \$4,882. Estimated newspaper circulation is 395,234.

Clean Air Partners

Commuter Connections will provide a sponsorship toward the Clean Air Partners marketing campaign for FY2017.

Introduction

The FY2017 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2016, served as a tool to outline marketing plans for FY2017. The strategy behind the FY2017 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.
- FY2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY2012-FY2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of FY2017 includes the following actions:

- Launch of the new spring FY2017 regional mass marketing campaign.
- SafeTrack e-notification alerts.
- Promoting the CarpoolNow App.
- Marketing support for 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2017 event.
- Planning and implementing the 20th annual Employer Recognition Awards.
- Early planning stages of the Car Free Day 2017 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 (MWCOCG). 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
- Fairfax City
- Fairfax Connector
- Fairfax County Office of Transportation
- 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
- vRide
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Cornerstones of the FY17 2nd Half Marketing Campaign

The primary services featured in the marketing campaign were GRH and Ridematching (including the CarpoolNow app, and the 'Pool Rewards program). Both GRH and Ridematching are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other marketing outreach included transit, bicycling, and teleworking.

The objectives of the marketing campaign were to:

- Emphasize the cost savings benefits of ridesharing, using simple, direct messages that communicated how sharing a ride saves money.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as a trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive within Rideshare ads.
- Encourage commuters who use transportation alternatives to register for GRH.
- Position GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime, unexpected personal or family emergency, or illness.
- 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, and the Employer Recognition Awards.
- Incorporate human interest stories of commuters using alternative commute modes.
- Increase reach to younger, Spanish, and African American audiences.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Reduce work trips.
- Leverage umbrella campaign value add to support SafeTrack messaging.
- Promote CarpoolNow, the real-time on demand Ridematching app.

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, 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 traffic congestion for the region.

Spring 2017 Campaign

The spring media campaign, promoting GRH and Ridesharing, started the third week of February and will run through June. For Rideshare, radio was the primary media, with spots running for a total of eight weeks. Podcasts, online banner ads, digital text ads, and social media ran for eight weeks. GRH includes YouTube, digital text ads, social media, and online (web, tablet, and mobile banner ads) for eight weeks. GRH Baltimore also included YouTube, social media, and radio for eight weeks.

Ridematching Campaign

Messaging Strategy

Rideshare's "A Couple Clicks is All It Takes" campaign is promoting the ease of finding ridematch partners through Commuter Connections. Once you sign up online, a couple clicks will find a other to share a ride with and will save money, making the commute more positive.



Media Objectives: Rideshare

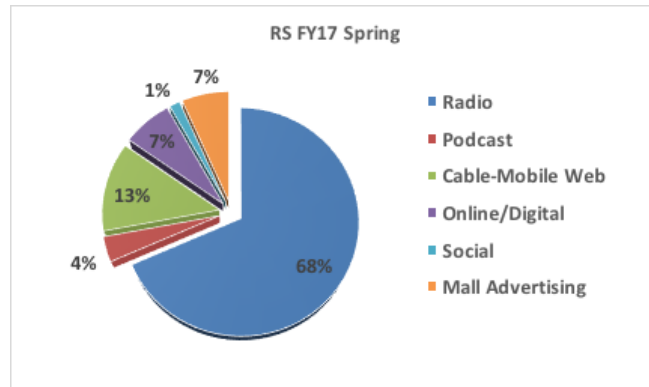
The spring FY2017 media campaign promotes the Ridematching program using a mix of traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is as an ideal commute alternative for longer distance commutes, especially around HOV corridors, due to highway congestion and fewer transit options.

Target Market

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	Estimated Impressions
Radio	\$228,863.00	\$269,250.00	47,894,400
Podcast	\$12,000.00	\$14,118.00	4,889,120
Cable – Mobile web	\$42,500.00	\$50,000.00	
Online/Digital	\$23,600.00	\$27,765.40	1,910,000
Mall Advertising	\$22,400.00	\$26,353.60	300,000
Social Media	\$5,000.00	\$5,882.50	1,460,000

Totals \$334,363.00 \$393,369.50 56,453,520

Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music, news, and Hispanic. Media added to the mix for this campaign included Podcasts for news and sports stations.

- WTOP (103.5 News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- ESPN (980 Sports)
- WFRE (99.9 Country)
- WAMU (88.5 Public Radio)
- WFMD (930 AM News/Talk)
- WAMU – Kojo Nnamdi Podcast
- Comcast SportsNet – Redskins, Capitals, Wizards Podcasts

The Rideshare radio campaign is alternating for eight weeks, starting February through June. The following ads promoted the Ridematching program in both English and Spanish languages:

Ridesharing :30 “A Couple Clicks to Share” English

Man: A couple of clicks is all it takes. To pay your bills. To share your thoughts with millions. To make a stand for what’s right. And now, to share a ride. When you want, where you want, a couple clicks can give you more options to more places. It’s also on demand, and can match you with someone along your route. There’s a lot more too, but most important—it’s free.

Announcer: Ridematching. Register today at CommuterConnections.org. That’s CommuterConnections.org, or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Share” Spanish

Hombre: Solo se necesita un par de clics para pagar tus facturas, compartir tus pensamientos con millones de personas, para defender lo que es correcto, y ahora para compartir tu ruta diaria, cuando quieras a donde quieras. Solo un par de clics te dan la opción a ir a más lugares. Lo haces por internet y puedes encontrar a alguien con quien compartir tu ruta. Y hay mucho más, pero lo más importante es que ES GRATIS.

Anunciate: Ridematching regístrate hoy en CommuterConnections.org o lláma al 800745RIDE. Prueba nuestra aplicación CarpoolNow para compartir tu viaje diario.

Ridesharing :30 “A Couple Clicks to Save” English

Woman: A couple clicks can do a lot these days. Couple clicks and you've got 3 new credit cards. Couple more and they're maxed out. But guess what, now a couple clicks can save you money! That's all it takes to sign up and start saving on your commute. Get a match anywhere along your route, scheduled or on demand. It's free, and saves you every time you share.

Announcer: Find your ridematch options in a couple clicks. Register today, Commuter Connections dot org or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Save” Spanish

Mujer: Con un par de tecleos se puede hacer mucho estos días. Con un par de tecleos ya tienes tres tarjetas de crédito. Unos tecleos más y ya están llenas. ¿Adivina qué? Con un par de tecleos puedes ahorrar dinero. Ese es el tiempo que lleva inscribirse y empezar a ahorrar en tu ruta cotidiana. Puedes encontrar a otros en la ruta con el mismo horario y que están buscando compartir viaje. Es gratis, así que ahorras cada vez que lo uses.

Anunciate: Encuentra opciones para compartir tecleando. Regístrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba la aplicación CarpoolNow para compartir tu ruta cotidiana.

Podcasts

The Rideshare podcast campaign alternated for eight weeks on WAMU's Kojo Nnamdi and ComcastSportsNet and ran during Redskins, Capitals, and Wizards podcasts, from February through June. The following ads promoted the Ridematching program:

WAMU "A Couple Clicks to Share :15

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A Couple Clicks Is All It Takes to pay your bills... To share your thoughts... and now, to share a ride. When you want, where you want, A Couple Clicks provides more options to more places for free. Call eight-hundred, seven-four-five, RIDE.

WAMU "A Couple Clicks to Share :30

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A couple of clicks is all it takes. To pay your bills. To check the weather. To share your thoughts with friends and family. And now, to share a ride. When you want, where you want, a couple clicks can provide more options to more places - on demand or en route. There's more too, but perhaps most important—it's free. Registration for ride-sharing is available on demand through the new CarpoolNow app. More at Commuter Connections dot org or 800.745.RIDE.

ComcastSportsNet "A Couple Clicks to Share :15

A couple clicks is all it takes to pay your bills, to share your thoughts. And now, to share a ride. When you want, where you want, a couple clicks gives you more options to more places - for free!

Register to rideshare today at Commuter Connections dot org or 800.745.RIDE. Try our new CarpoolNow app too!



Value Add

Rideshare

In addition to paid media spots, an estimated \$48,060 was negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com provided rotating bonus banner ads at no charge. The no charge radio :30 spots and WTOP.com banner ads were used to promote SafeTrack and the dynamic Rideshare App, CarpoolNow.

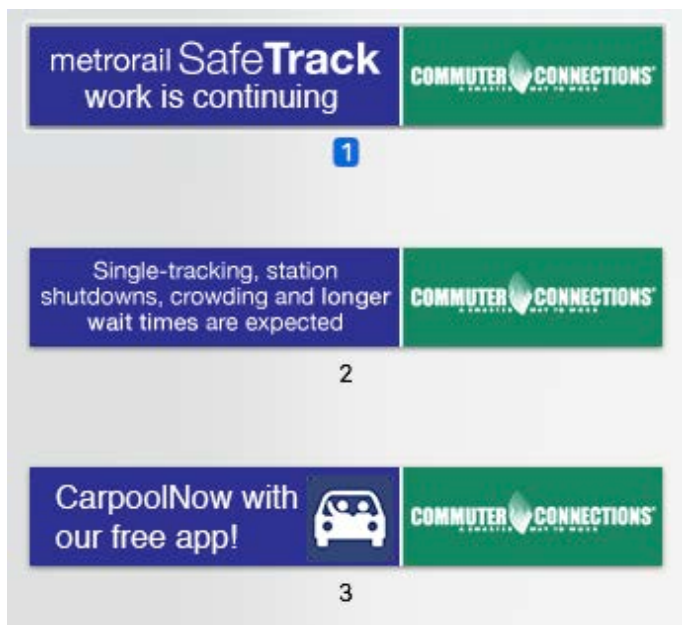
SafeTrack Surges Value Add :30

Metro's SafeTrack surges continue. Chances are, whether or not you take Metrorail, you're going to feel it - with shutdowns spanning over the next few weeks.

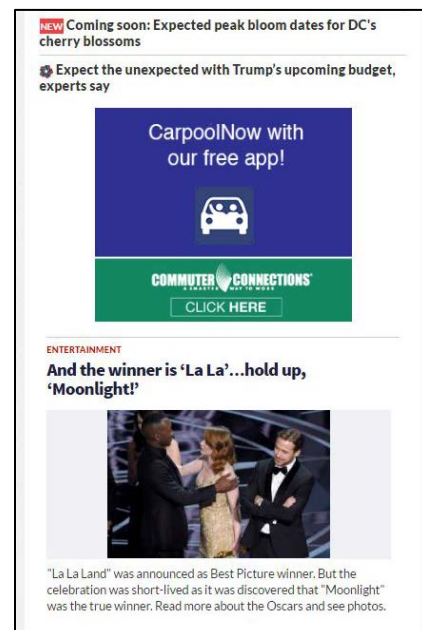
Commuter Connections has options! From our new CarpoolNow dynamic ridematching app to bus, bicycling, or telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

Download our CarpoolNow app at the App Store, Google Play, BlackBerry World, or visit Commuter Connections dot org or call 800.745.RIDE for info.

320x50 banner ad



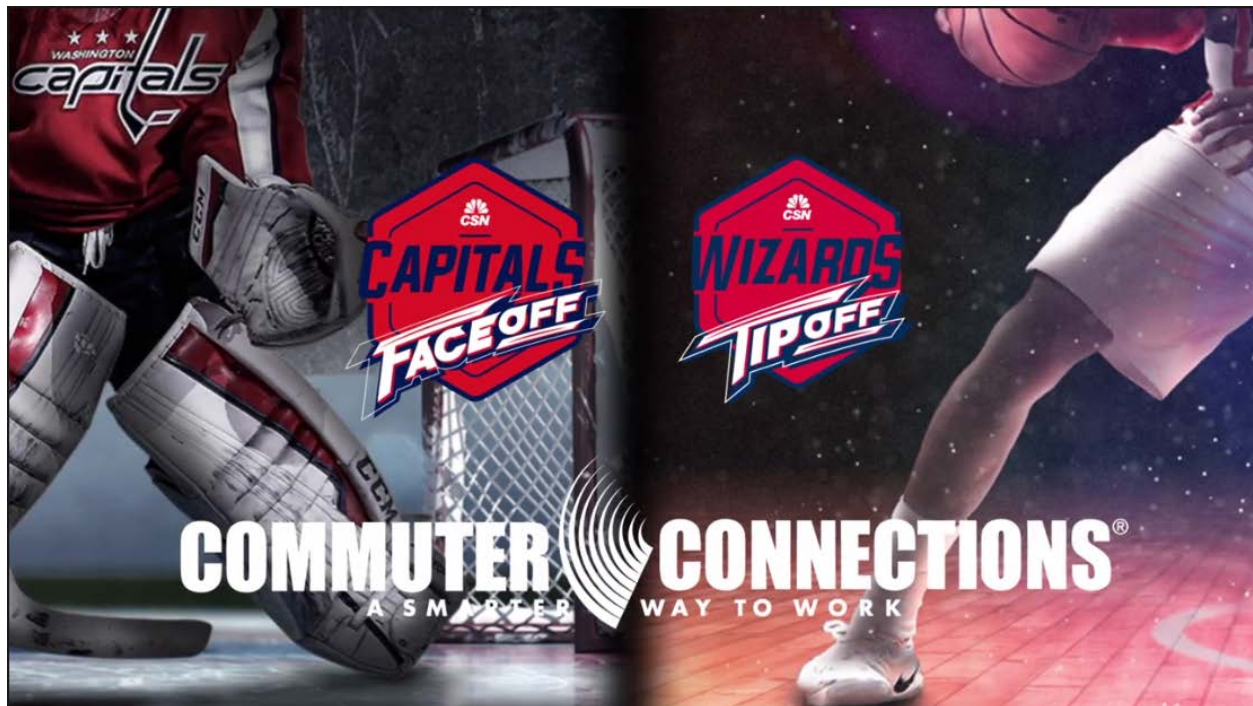
300x250 banner ad



Comcast SportsNet Homepage Takeover



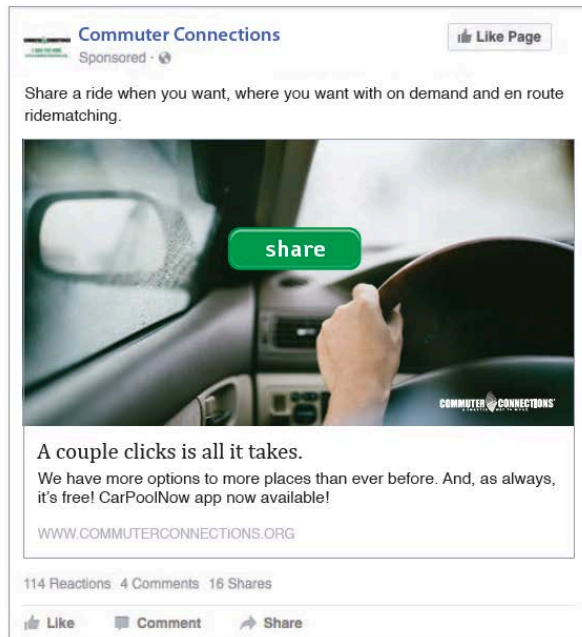
Comcast Sportsnet Podcast Advertising



Social Media Advertising

Social media advertising utilizing Facebook promoted the Ridematching program. Geo-targeting capabilities allowed Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for eight weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

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



Commuter Connections Sponsored · Like Page

Share a ride when you want, where you want with on demand and en route ridematching.

share

A couple clicks is all it takes.
We have more options to more places than ever before. And, as always, it's free! CarPoolNow app now available!

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share



Commuter Connections Sponsored · Like Page

Join with those already saving! Sharing a ride with on demand and en route ridematching.

join

A couple clicks can save you.
Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you! CarPoolNow app now available!

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Online & Digital Advertising

Rideshare digital banner ads promoting how easy it is, with just a couple clicks, to save money, find a ride, tap into benefits, and make your commute more positive, are running on WTOP.com and ComcastSportsNet. A Google AdWords campaign alternated every other week from February through June. Rideshare ad messages were served in Google's search results. Select Rideshare keywords were used throughout the campaign, monitored, and optimized to ensure Commuter Connections reached the most people with the least cost per click (CPC).

Ridesharing "A Couple Clicks Is All It Takes", "A Couple Clicks Can Save You"

The image shows a screenshot of the WTOP.com website. The top navigation bar includes the WTOP logo, "WASHINGTON'S TOP NEWS", and weather information (54° Washington, DC). There are also links for "LISTEN LIVE 103.5 FM" and "LISTEN LATEST TRAFFIC". The main content area features a news article titled "Expected peak bloom dates for cherry blossoms to be released" by AP, dated February 27, 2017. The article text includes: "WASHINGTON (AP) — The predicted peak blooming period for this year's blossom season will be announced this week. The window is expected to be announced Wednesday at a press conference at the New... Last year's peak bloom happened March 25. According to the National Park Service website however, from 2013 to 2015, peak bloom was around April 10. Peak bloom means at least 70 percent of the trees around the Tidal Basin are in blossom. When bloom is reached, the blossoms can remain on the trees for four to 10 days. This year's National Cherry Blossom Festival, which is timed to coincide with the bloom, is held from March 20 to April 16." A banner ad for "COMMUTER CONNECTIONS" is overlaid on the right side of the page. The banner features the WTOP logo, weather (61° Washington, DC), and "LISTEN LIVE 103.5 FM" and "LISTEN LATEST TRAFFIC" links. Below the banner, there is a photo of the Four Seasons Inn at Little Washington, a two-story blue building with a porch, and a black car parked in front. The caption reads "MONEY Four Seasons, Inn at Little Washington earn 5 stars". To the right of the photo is a green vertical box with white text: "Free Ridematching & Commuter Services Sign Up Now."

Google Keywords:

cab	real time	traffic
commute	carpooling	dc metro
commuter	real time car	car service
commuting	pooling	carpool
DC Traffic	real time ride	taxi
express lanes	ride sharing	work from home
on demand car	share a ride	traffic cameras
pool	Sharing a ride	traffic report
on demand carpool	Sharing rides	hov lane
on demand	Slug	lyft ride
carpooling	slugger	traffic cams
on demand car	slugging	dmv traffic
pooling	taxi cab	telework
on demand	telecommute	vanpool
ridesharing	telecommuting	rideshare
on demand ride	traffic	uber ride
sharing	traffic congestion	car pool
park and ride lot	weather	highway
real time car pool	uber	construction
real time carpool	lyft	taxi ride
	weather forecast	cab ride

Google Ad Group Ads:

H1: Share A Ride to Work

H2: Save Time and Money Every Day

Text: A free service from Commuter Connections. Sign up today to Rideshare.

H1: Rideshare to Work

H2: Save Time and Money On Your Commute

Text: Find your options free with Commuter Connections. Sign up today and save.

H1: Carpool, Vanpool, Bike, Walk

H2: A New Commute Can Save Time and Money

Text: Free info on commute options. Sign up at Commuter Connections.

H1: Less Stressful Commutes

H2: Save Time, Money, And Stress!

Text: Free info to upgrade your commute. Rideshare, sign up to get started.

Out of Home Advertising

Rideshare ads were posted at Fashion Centre at Pentagon City, March through June. Three-sided table tents were positioned at 50 food court tabletops, and were replenished often. Back-lit ad panels were posted in high traffic areas; in front of the Apple store and Swatch store. Busy malls allow Ridematching messages to reach audiences through a cost-effective marketing effort.

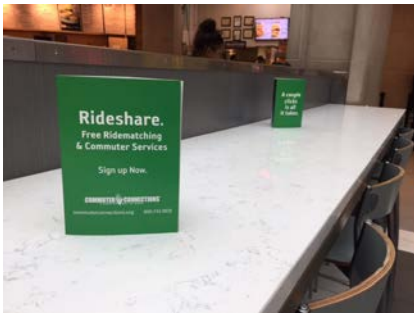
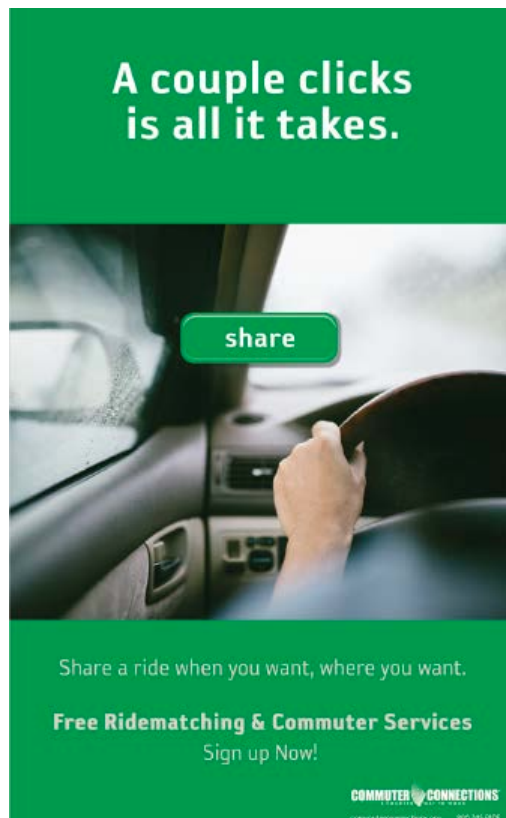


Table Tent



Ad Panel



Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY2017 GRH campaign focused on registration and re-registration, promoting how quick and easy GRH can support the choice to Rideshare and use other more sustainable transportation alternatives. Messaging first shows the problem; then how simple it is to solve it with 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. Recorded 30-second spots are a reminded listeners to register, or renew, as well as reinforced the assurance that GRH provides.



Media Objectives: Guaranteed Ride Home

The campaign focused 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.

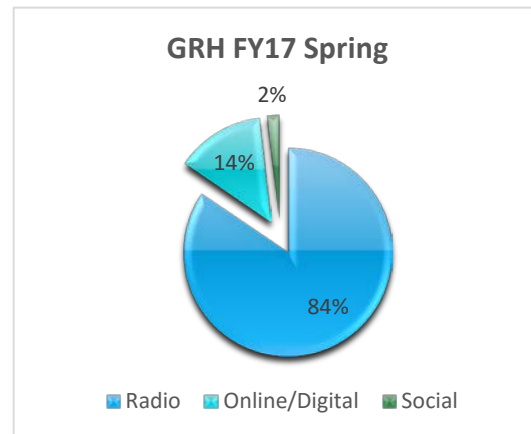
Target market

2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report :

- 35-64 years old (86%)
- Male (52%)/Female (48%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Avg one-way distance 35.4 miles. 61% commute 30 or more miles to work one-way.
- Lives in Virginia (60%) or Maryland (36%) or District of Columbia (2%)
- Top five home jurisdictions are Prince William (19%), Fairfax, (12%), Stafford (8%), Loudoun (7%), and Montgomery (6%)
- Works in D.C (61%), Maryland (11%) and Virginia (28%)
- Avg one-way commute time 66 minutes; 71% commute more than 45 minutes each way, and 45% commute more than an hour each way.

Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$188,406.75	\$221,655.00	42,626,480
Online/Digital	\$30,600.08	\$36,000.99	4,050,500
Social Media	\$4,000.00	\$4,706.00	560,000
Totals	\$223,006.83	\$262,361.99	47,236,980

Radio

Radio was the anchor media for the GRH campaign. Station formats include a mix of news and music:

- WTOP (103.5 News Talk)
- WASH (97.1 AC)
- WBIG (98.7 Classic Rock)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)

The GRH radio campaign started in late February and ran every other week through the end of June 2017. The following spots are promoting GRH for the second half of FY2017, every other week over an eight-week span.

Guaranteed Ride Home :30 Problem. Solved “Work Late”

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That’s commuterconnections.org. Some restrictions apply.

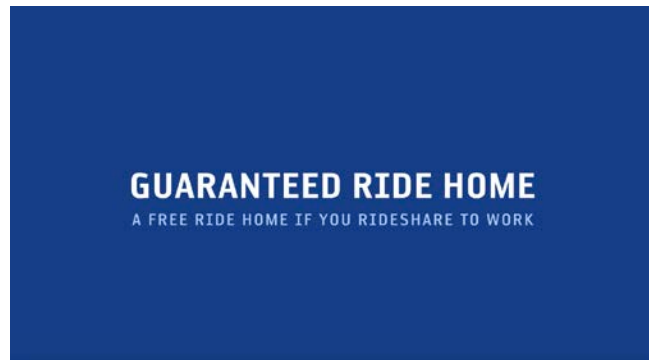
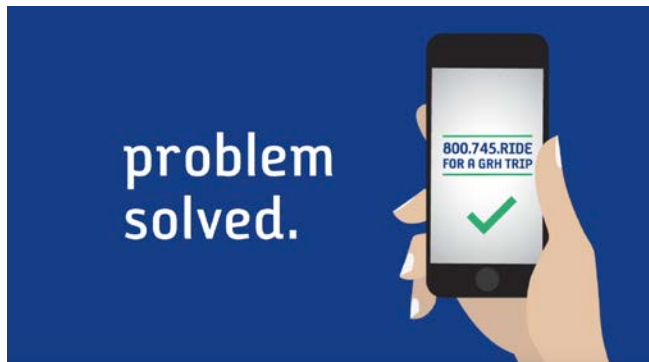
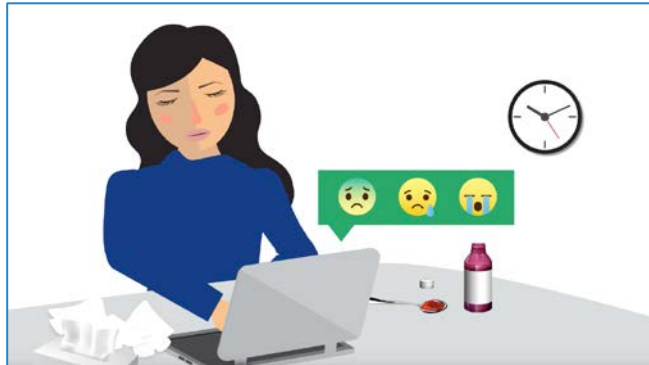
Guaranteed Ride Home: :30 Problem. Solved “Emergency”

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

YouTube

YouTube videos were created to promote the GRH campaign in both 15-second and 30-second lengths. YouTube is the second-largest search engine in the world, behind Google (which owns YouTube). These online videos were used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action. Problem. Solved. Thirty-second video has reached 91,461 views to date.

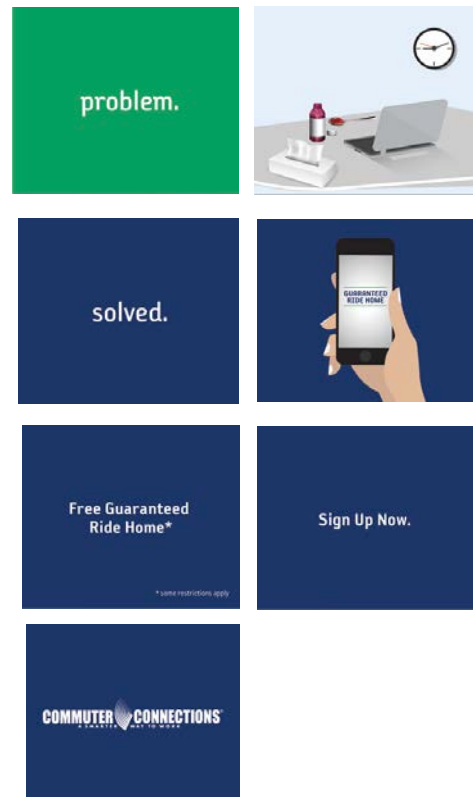
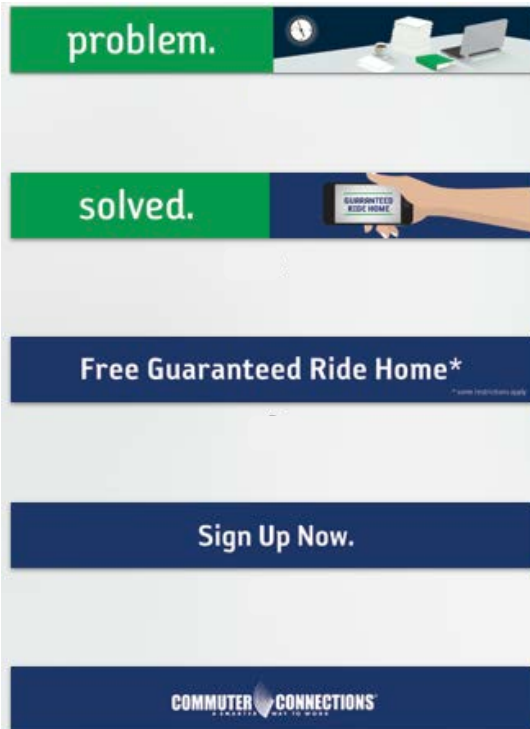


Online and Digital Advertising

Display, mobile, tablet, and mobile in-app advertising is running on iHeart Radio and WTOP's digital sites to promote the GRH program. Banner ads reinforced the benefits of the GRH program to audiences in Washington, DC regions for eight weeks, from February through June. Performance was monitored and optimized throughout the campaign.

A Google AdWords campaign was alternating every other week from February through June. GRH text ad messages were served up for matched key word search results. Select GRH keywords were used throughout the campaign, monitored, and optimized to be sure Commuter Connections was reaching the most people with the least cost per click (CPC).

iHeart Radio and WTOP.com Ads



Google Keywords:

cab	real time	traffic
commute	carpooling	dc metro
commuter	real time car	car service
commuting	pooling	carpool
DC Traffic	real time ride	taxi
express lanes	ride sharing	work from home
on demand car	share a ride	traffic cameras
pool	Sharing a ride	traffic report
on demand carpool	Sharing rides	hov lane
on demand	Slug	lyft ride
carpooling	slugger	traffic cams
on demand car	slugging	dmv traffic
pooling	taxi cab	telework
on demand	telecommute	vanpool
ridesharing	telecommuting	rideshare
on demand ride	traffic	uber ride
sharing	traffic congestion	car pool
park and ride lot	weather	highway
real time car pool	uber	construction
real time carpool	lyft	taxi ride
	weather forecast	cab ride

Google Ad Group – Ads:

H1: Free Ride Home From Work

H2: For Those Who Rideshare

Text: Don't get stuck on the job when you're sick. Sign up today.

H1: Rideshare w/ Guaranteed Ride Home

H2: Get Home In An Unexpected Emergency

Text: Free program for commuters. Register or renew today.

H1: Guaranteed Ride Home

H2: From Commuter Connections

Text: A free ride home from work if you rideshare. Register today.

H1: Guaranteed Ride Home

H2: Insurance For Ridesharing

Text: Free ride home from work, for those who rideshare. Register or renew today.

Facebook

Mobile Ads

Commuter Connections
Sponsored · 🌐

At work sick, unable to get home, so you send tear-streaked emoticons to your friends?

problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
<http://www.commuterconnections.org/>

Like Comment Share

Boosted Posts

Commuter Connections
Sponsored · 🌐

Guaranteed Ride Home - tdm.commuterconnections.org/mwcog/. It's free if you rideshare. #dcmetro #washingtondc

GUARANTEED RIDE HOME

in case of unexpected emergency sign up!
(BEFORE THE EMERGENCY PREFERABLY)

COMMUTER CONNECTIONS

180 2 Comments 10 Shares

Like Comment Share

Display Ads

Commuter Connections
Sponsored · 🌐

Your boss asked you to work late unexpectedly, but your carpool leaves at 5?

problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Value Add

In addition to paid media spots, an estimated \$29,540 of no-charge promotional media was negotiated. All radio stations provided either no-charge bonus spots, banner ads promoting SafeTrack, and/or the new dynamic rideshare app, CarpoolNow.

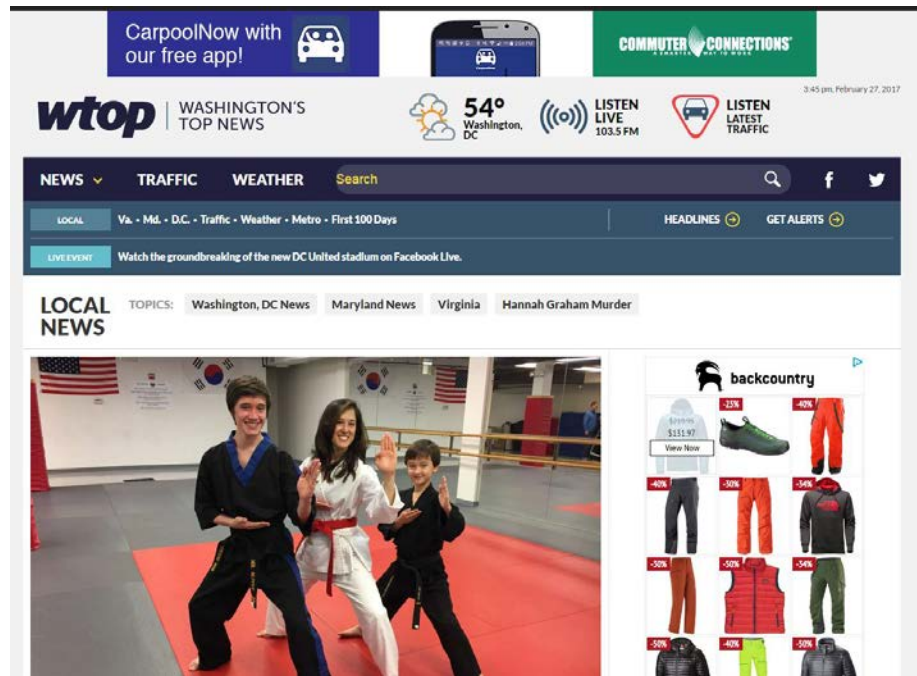
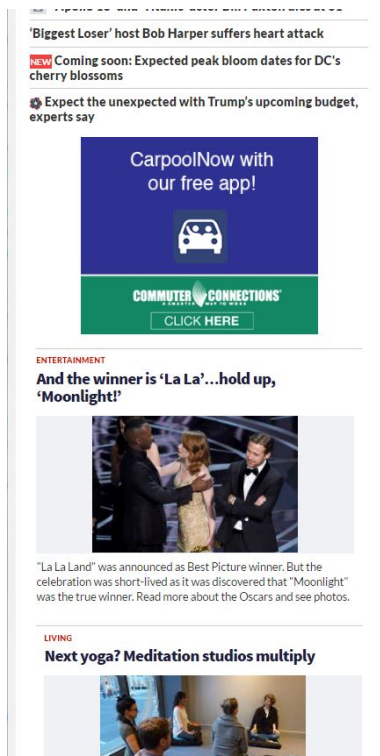
SafeTrack Surges Value Add :30

Metro's SafeTrack surges continue. Chances are, whether or not you take Metrorail, you're going to feel it - with shutdowns spanning over the next few weeks.

Commuter Connections has options! From our new CarpoolNow dynamic carpooling app to bus, bicycling, and telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

Download our CarpoolNow app at the App Store, Google Play, BlackBerry World, or visit commuterconnections dot org or call 800.745.RIDE for info.

Several different sized banner ads ran on WTOP.com.



GRH Baltimore Media

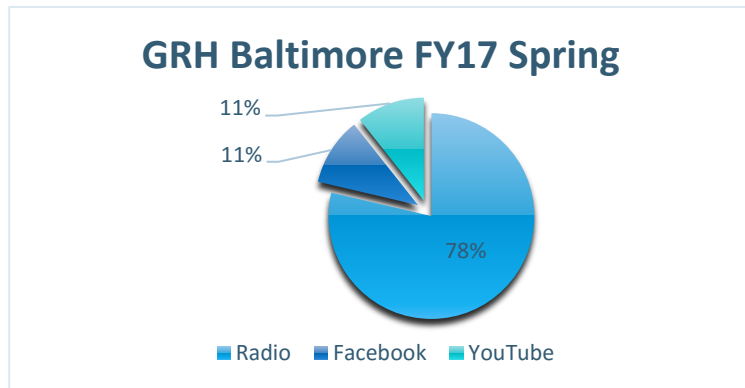
The GRH Baltimore campaign focused on raising awareness of the GRH program among commuters in the Baltimore region and increasing registrants. Radio, YouTube, and Facebook ads from the DC region’s spring umbrella campaign ran in Baltimore to increase awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

Target market for Baltimore Metropolitan Region

2013 Commuter Connections GRH program Baltimore Region Survey Report:

- 25-64 years old (93%)
- Caucasian (64%) and African-American (21%), Asian (8%)
- Male (54%)/Female (46%)
- Annual household income \$40,000 - \$79,999 (27%), \$80,000-119,999 (32%), \$120,000-\$159,999 (20%)
- Commute 40+ miles (33%) / more than 45 minutes (51%)
- Lives in Maryland (72%), Virginia (14%) or Pennsylvania (6%)
- Top five home jurisdictions are Baltimore City (21%), Baltimore County (15%), Harford (13%), Howard (6%), and Fairfax, VA (6%)
- Works in Maryland (100%)

Geographic Targeting Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$29,495.00	\$34,700.00	1,800,650
YouTube	\$4,000.00	\$4,706.00	630,000
Facebook	\$4,000.00	\$4,706.00	335,000
Totals	\$37,495.00	\$44,112.00	2,765,650

Radio

Radio served as the anchor media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk) ran GRH ads every other week from February through June 2017, for a total of eight weeks on air. The following spots promoted GRH for the second half of FY2017:

Guaranteed Ride Home :30 Problem. Solved “Work Late”

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That’s commuterconnections.org. Some restrictions apply.

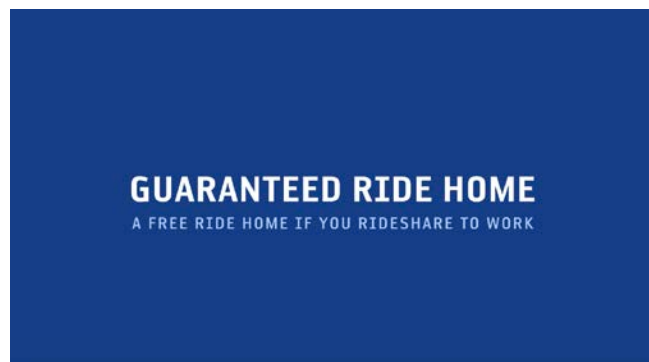
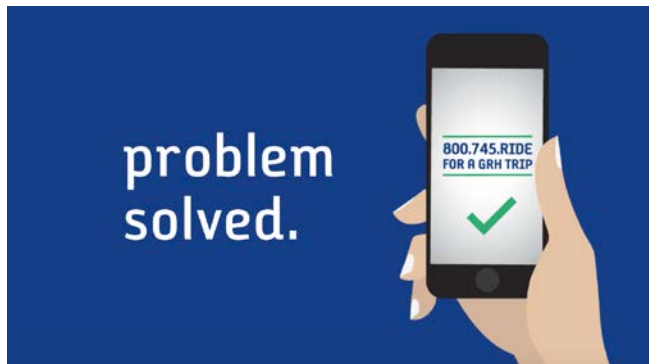
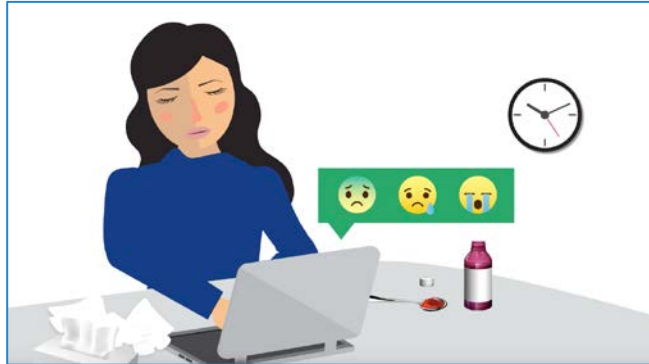
Guaranteed Ride Home: :30 Problem. Solved “Emergency”

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

YouTube

YouTube videos created for the Metropolitan D.C. region were used to promote the GRH Baltimore campaign in both 15-second and 30-second lengths. These online videos are used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.



Facebook

Facebook was used to engage and help drive registration and re-registration to the website. The same creative was used in both the Metropolitan DC, and Baltimore regions.

Commuter Connections Sponsored · Like Page

Your boss asked you to work late unexpectedly, but your carpool leaves at 5?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.


WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Commuter Connections Sponsored · Like Page

At work sick, unable to get home, so you send tear-streaked emoticons to your friends?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
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Some restrictions apply.

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

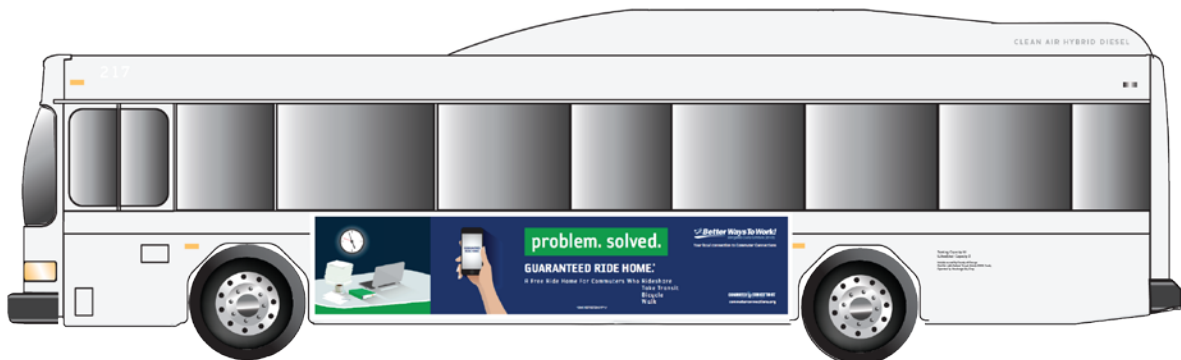
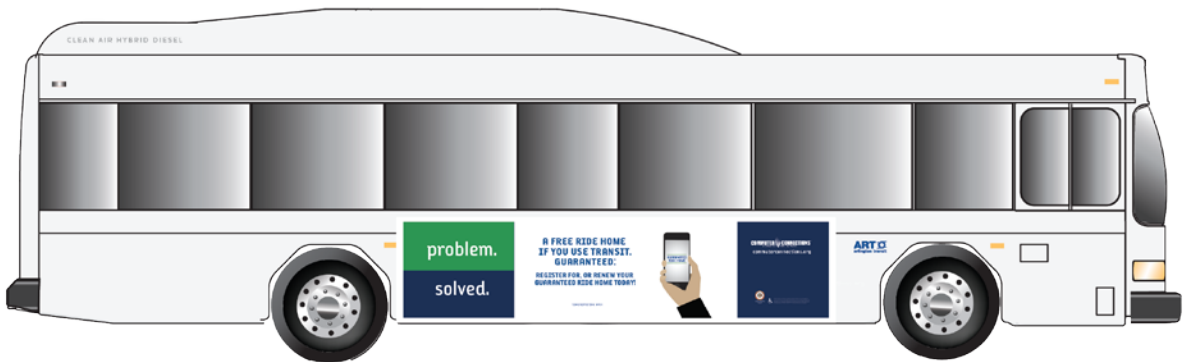
Like Comment Share

Value Add

In addition to paid media spots, an estimated \$5,120 was negotiated in no-charge promotional media. Both radio stations provided no-charge bonus spots. Commuter Connections was estimated to receive 360,000 impressions.

Member Donated Placements

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space was provided by the following network members: Arlington, Fairfax, Montgomery, Prince George's, and PRTC.



Commuter Connections Website

To provide a fully integrated user experience, the Commuter Connections website home page was updated with a new HTML5 file to match the visuals used in the new Rideshare and GRH campaigns.



Bike to Work Day

More than 18,700 bicyclists registered for Bike to Work Day 2017: a 6.8 percent increase over 2016. The May 19th event was held at 85 local pit stops, including a total of nine afternoon pit stops. Several bicycles were raffled off and the first 16,000 registrants who attended received a free BTWD 2017 T-shirt.

Sponsorship Drive

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. In FY2017, Commuter Connections secured 21 cash sponsors for Bike to Work Day, generating \$54,550 for outdoor banners, paid social media, and the T-shirt giveaway. An additional \$8,495 in products and services were secured from nine in-kind sponsors for the regional bike raffle, and giveaway items.



Target market:

- SOV drivers

Geographic Targeting

Washington D.C. DMA

Bike to Work Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$47,650	\$56,060	6,830,450
Social Media	\$ 3,000	\$ 3,000	430,000
Digital	\$ 9,348	\$10,998	
Total Budget	\$59,998	\$70,058	7,260,450

Marketing Strategies

Posters were mailed to employers throughout the region, and to over 85 pit stop managers. Pit stop managers distributed the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. T-shirt graphics, pit stop banners, paid social media, were developed to promote the event.

Social media on Facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation. Radio advertising included value add event tie-in with WJFK's Fan Fest on May 6th, and high profile personality endorsements by WTOP's Bob Marbourg and ESPN's Scott Jackson.

Tactics to increase awareness of BTWD and affirm Commuter Connections' leadership role in the region's annual event included:

1. Using the BTWD Facebook account, an Instagram photo contest was held for people to post photos with the hashtag #BTWD. The photo with the most likes won a California Tortilla gift certificate.
2. Promoted top-level sponsors on social media platforms.
3. Engaged with and provided informational/promotional materials to key organization groups.
4. Created BTWD SnapChat geo-filters for the top 10 pit stops to promote the event and encourage participation promotion.
5. Developed toolkit to distribute to pit stop organizers to assist in promoting BTWD.
6. Conducted outreach to organizations such as U.S. Black Chamber, Washington DC Women's Business Center, Greater Washington Women's Network, and others.
7. New this year, conducted outreach to Hispanic Women and Minority organizations such as Washington Hispanic, Telemundo, Univision, La Nueva, Radio La Mera Mera, and others.

Value Add: WJFK Fan Fest

On May 4th, 2017 Bike to Work Day was invited to participate in the 4th annual WJFK Fan Fest. The event took place at the NOVA Field House in Chantilly, Virginia. The family-friendly event focused on bringing together sports fan from around the community. It drew close to 2,000 people from the surrounding areas. Sport teams and other vendors provided games and information booths. A table provided Bike to Work Day brochures, and bicycling guides for people to grab. In addition, 250 custom magnets were created for the event, of which, 240 were taken.



Web Site



Rack Card



Poster English



Poster Spanish



T-Shirt

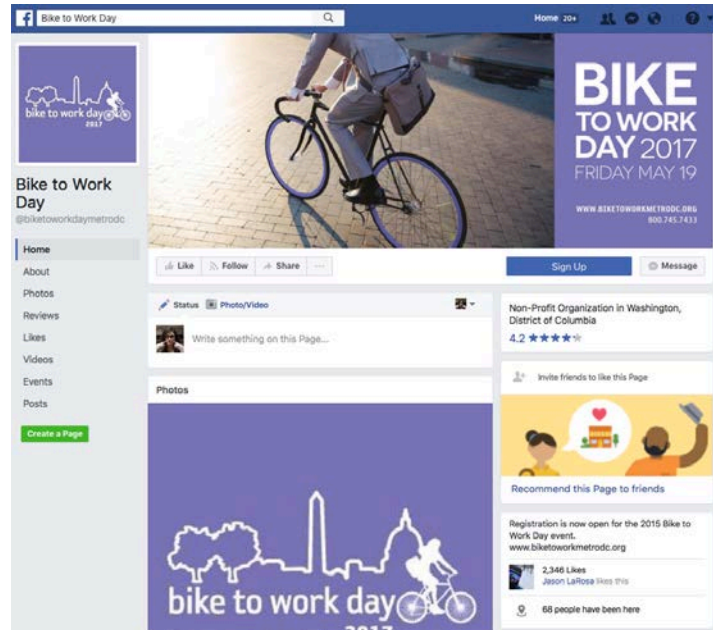


Pit Stop Vinyl



Social Media

Facebook and Twitter were updated to match the color theme for 2017.



Earned Media

BTWD was covered by radio and television in the weeks leading up to the event as well as the day of the event. BTWD received media placements across print, internet, radio and television outlets, in addition to social media placements.

Event Photos – NoMa Pit Stop



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 3, 2017, and the Selection Committee met on March 24th. Winners will be honored at the 20th annual awards ceremony on June 22, 2017 at The National Press Club in Washington, D.C. A video, invitations, podium sign, and program booklet were developed for the 2017 awards ceremony. Giveaways and trophies were ordered. To recognize the winners, a display ad will be placed in the Washington Business Journal, Friday, June 30th.



THURSDAY, JUNE 22, 2017
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

RSVP www.commuterconnections.org/rsvp
by JUNE 14, 2017. For questions contact
bbrown@mwcog.org, 202.962.3327.

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

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

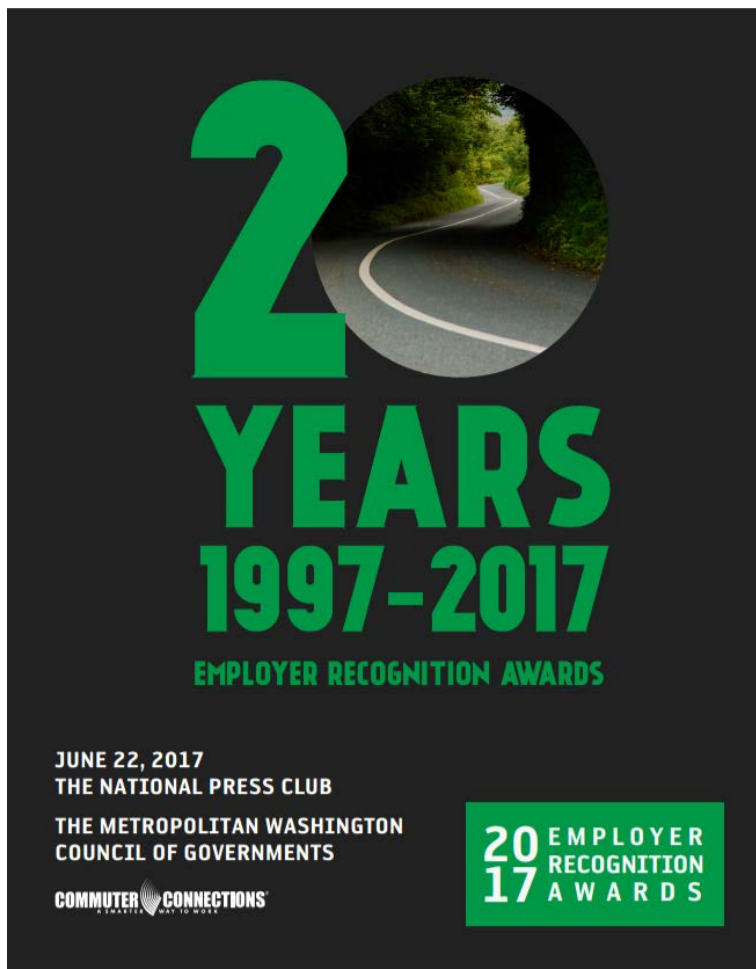
AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.



Program Booklet



Podium Sign



'Pool Rewards

Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign ran February through April 2017 to promote the benefits of the 'Pool Rewards program.



Message Strategy

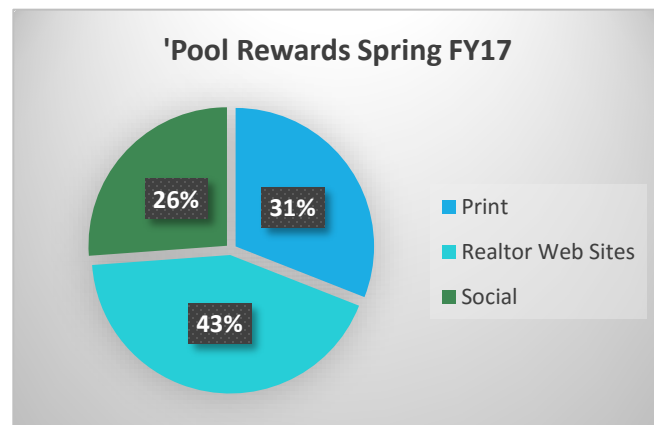
The ads ran on Rideshare weeks, encouraging commuters to find a partner to start a new carpool/vanpool. Ads mention the incentive offered and encouraged commuters to contact Commuter Connections.

Target Market

Rideshare demographics (see pg. 9)

Geographic Targeting

Washington D.C. DMA



Pool Rewards Spring	MWCOG Cost	Gross Cost	Impressions
Print	\$7,800.00	\$9,176.00	1,453,155
Realtor Websites	\$10,800.00	\$12,706.20	193,333
Facebook	\$3,300.00	\$3,882.45	193,125
LinkedIn	\$3,288.00	\$3,868.33	180,625
Totals	\$25,188.00	\$29,632.98	2,020,238

'Pool Rewards Print Ad – The Washington Post

30 Town Square Real Estate News & Notes

Stained-glass windows make vacation home a work of art

Admirers of the stained-glass windows in Washington National Cathedral may not realize that 40 of the windows are the work of a local abstract painter and designer of stained glass named Brenda Beffield. Beffield's stained-glass windows can be found in numerous locations around the United States and at the U.S. Embassy in Saudi Arabia and the NATO base in Italy.

Locally, Beffield designed what she calls a "Ribbons of Light," a series of stained-glass transoms in most rooms in her vacation home at 2320 Miles Way in Port Republic in Calvert County, Md. The house, which rests on 2.6 acres, is less than one block from the Chesapeake Bay in the Western Shores community, which has a beach. Priced at \$750,000, Beffield's house has nearly 6,000 square feet with four bedrooms and four



Stained-glass artist Brenda Beffield is fitting her vacation home in Port Republic in Calvert County, Md., for \$750,000.

bathrooms. The house was custom-designed and built by Northern Virginia architect Michael LeMay in 1992 and includes an open floor plan with high ceilings and exposed beams. The post-and-beam style design was influenced by houses in Nantucket, Mass., and Aspen, Colo. For more information about Brenda Beffield, visit <http://www.befieldstudio.com>. For more information about

the property, contact associate broker Dawn Kiley with the Riley Team at RayMax One at 440-825-2430 or visit www.Jones2KCalvert.com. **Affordable Home of the Week: Hyattsville longshore** A single-family house at 3021 Hamilton St. in Hyattsville, Md., priced at \$305,000, was built in 1920 and includes a fenced yard, a detached two-car garage and a driveway with space for extra parking. Annual taxes are \$4,241,

but there are no homeowners association fees. The longshore has 1,241 square feet on three levels, with five bedrooms and two bathrooms. Two bedrooms and one bathroom are on the main level, with the other three bedrooms and the second bath upstairs. The kitchen and bathrooms have been updated, and the house has both a front porch and a screened-in side porch. The living room has a brick fireplace and a doorway to the formal dining room. The main level has carpet, while the upper level has hardwood flooring. The house has gas radiator heat, and air conditioning is provided by window units. The West Hyattsville Metro station, with Green and Yellow Line service, is a half mile from the house, which is also close to several bus routes. Assigned schools are Hyattsville Elementary, Hyattsville Middle and Northwesters High. The elementary school and high school are rated three out of 10 by CommConnections.org, which is below average for the state; the middle school is rated five, which

is average. For more photos, visit www.brightstar.com/home/3021-Hamilton-St-Hyattsville-MD-20770-2000007. For more information, contact Kishberly D. James, a real estate agent with Long & Foster Real Estate at 240-422-0501. — *Michelle Lerner*

REAL ESTATE

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THE WASHINGTON POST - SATURDAY, APRIL 1, 2017

What would you do with an extra \$2/day?

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK
 Visit commuterconnections.org and register today!

'POOL REWARDS
 it pays to rideshare

'Pool Rewards Realtor.com Website Banner Ad

Washington, DC Real Estate & Homes for Sale

1,812 Homes listed by Realtors Listings

- \$795,000**
 1022 Cathedral Ave NW, Washington, DC 20014
 3 Br, 2 Ba, 1,538 sq ft, 10/7/02
 Contact Agent
- \$1,395,500**
 124 P St SE, Washington, DC 20003
 4 Br, 2 Ba, 2,811 sq ft, 10/7/02
 Contact Agent
- \$329,000**
 1776 16 St Apt A, Washington, DC 20008
 1 Br, 1 Ba, 450 sq ft, 10/7/02
 Contact Agent
- \$339,000**

Switch to Sprint and save 50% on Select versions of AT&T rates with AutoPay.

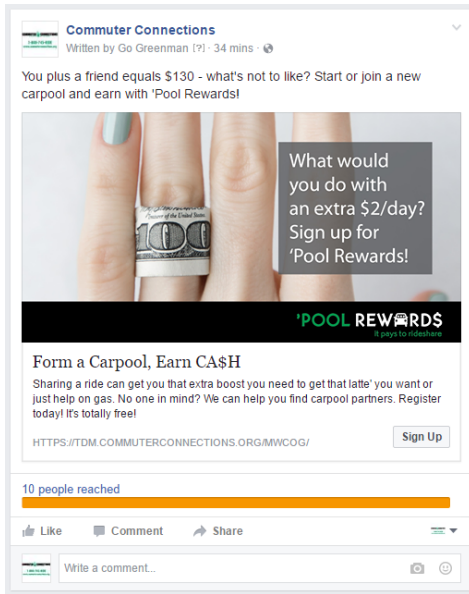
What would you do with an extra \$2/day?

'POOL REWARDS
 it pays to rideshare

Be prepared to buy a car or other item from a car dealer just after sunrise.

Get Pre-Approved

'Pool Rewards Facebook Ads



Commuter Connections
Written by Go Greenman [?] · 34 mins ·

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

What would you do with an extra \$2/day?
Sign up for 'Pool Rewards!

'POOL REWARDS
it pays to rideshare

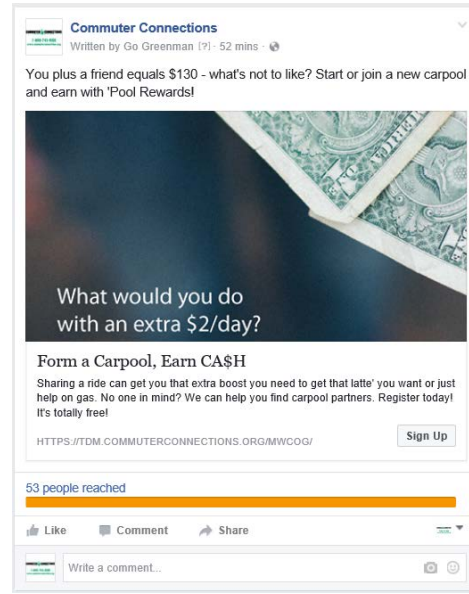
Form a Carpool, Earn CA\$H
Sharing a ride can get you that extra boost you need to get that latte' you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/](https://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/) **Sign Up**

10 people reached

Like Comment Share

Write a comment...



Commuter Connections
Written by Go Greenman [?] · 52 mins ·

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

What would you do with an extra \$2/day?

Form a Carpool, Earn CA\$H
Sharing a ride can get you that extra boost you need to get that latte' you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/](https://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/) **Sign Up**

53 people reached

Like Comment Share

Write a comment...

LinkedIn Ads



What would you do with an extra \$2/day?
Sign up for 'Pool Rewards!

'POOL REWARDS
it pays to rideshare



What would you do with an extra \$2/day?
Sign up for 'Pool Rewards!

'POOL REWARDS
it pays to rideshare

Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter were produced during the second half of FY2017. The six page newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in PDF form on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert were distributed in PDF form to Federal Employee Transportation Coordinators via GSA and placed online at www.federaletc.org.

Spring 2017 Newsletter and Federal ETC Insert

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 2, Volume 21 Spring 2017 WHAT'S INSIDE

1. Metrolink Safetrack surges coming to a close
2. Space transportation improvements around
3. DC Statecar celebrates one year of service

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

GRH AND EMPLOYER SERVICES PROGRAM TURNS 20

20 years ago, Commuter Connections started two programs that would become hallmarks of commuter assistance throughout the Washington metropolitan region. These programs, Guaranteed Ride Home (GRH) and Employer Services, were started to increase commuter flexibility and employer support. The programs were designed to increase and maintain use of alternative transportation modes, teleworking, and flexible work schedules. These and all Commuter Connections programs contribute to the reduction in area traffic congestion and improvements in air quality.

Guaranteed Ride Home
In 1997, the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments introduced the GRH service through its Commuter Connections program. GRH eliminates a common barrier to using alternative commute modes - fear of being without transportation in the case of an emergency. GRH provides up to four free rides home per year by taxi, or rental car, in the event of illness, unexpected personal emergencies, or unscheduled overtime.

Since inception, GRH has provided peace of mind to over 95,000 commuters, and provided more than 50,000 free rides. In 2010, the GRH program expanded to include the Baltimore metropolitan region as well.

The 2016 GRH Customer Satisfaction survey for the Washington region showed that 91 percent of respondents gave the program good or excellent ratings for overall service. In the 2016 GRH Applicant Survey, 80 percent of respondents said the GRH program was either somewhat or very important to their decision to switch from driving alone, to using alternative transportation modes.

Employer Outreach
Also, begun 20 years ago, Commuter Connections' Employer Services program was born out of the realization that employers are extremely busy and therefore need help professional assistance to spark and expand commuter programs. To the rescue came Commuter Connections a variety of free outreach services and programs designed to help employers in the Washington DC region with commuter solutions, which bring significant bottom line for both employers and employees.

Commuter Connections currently services over 8,000 employers in the region and provides services such as:

- On-site transportation assessments
- Assessing what programs are available to your employees
- Transportation services are offered in your area, which corporate culture and how you can take advantage of it

GRH is a free program and a terrific selling point to encourage your employees to commute to and from work by means other than driving alone.

For more information on the regional Guaranteed Ride Home program, please visit www.commuterconnections.org.

85% of commuters who've heard of Commuter Connections, also know of the regional GRH program

Continued on page 2

FEDERAL ETC UPDATES
Employee Transportation Coordinator

FEDERAL TRANSIT BENEFITS THROUGH TRANSERVE

The U.S. Department of Transportation (DOT) was one of the first government agencies to embrace the Transit Benefit Program. It began distributing transit benefits to employees in the early 1990s and the program has evolved over the years to offer transit benefit distribution services to over 250,000 federal participants nationwide.

While the TRANServe has been around for a while, we often find it helpful to remind our Federal ETCs about this vital program, how it works, and the many benefits offered.

Simply put, federal employees committed to using mass transportation for their daily commute are eligible to receive the federal transit benefit.

TRANServe supports your employees with simplified access to transit authority information, electronic applications, how-to instructions and other resources that encourage use of mass transportation as the primary means of commuting to and from work.

Over the years, the program has improved, adapted to changing technologies, and embraced multiple alternative commuting options.

Announced in 2013, to both save money and make choosing mass transit easier for federal employees, TRANServe, moved away from paper form media to deliver transit benefits electronically. Through a personalized Visa® debit card used to purchase benefits from a

ticket agent, online, or at a station kiosk, TRANServe saved the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

In June 2015, TRANServe created a \$20 Active Bicycling Commuting subsidy designed to encourage more bicycle trips. Federal employees can be reimbursed for bicycling expenses up to \$20 per month including bicycle, bicycle related clothing, helmet, gear, etc.

In February 2017, TRANServe announced the launch of their newly redesigned website. The new design allows for streamlined menus, clear navigation and provides a user-friendly layout for all platforms.

TRANServe encourages its customers to protect their transit benefit by following a few basic rules:



- Apply using their Agency's established application process
- Spend the transit benefit to make a direct purchase through their specific transit authority
- Ride mass transportation for the bulk of their commute
- Comply with their own Agency's Transit Benefit Program Policy


TRANServe is focused on delivering innovative, efficient program services that support federal employees who choose mass transportation. For more information go to www.transportation.gov/transerve.

Commuter Connections E-Newsletter

The winter and spring 2017 editions of the Commuter Connections e-newsletters were distributed to the same recipients as the print version.

Not coming through? Click here to [view in browser](#)






GRH AND EMPLOYER SERVICES PROGRAMS TURN 20

20 years ago, Commuter Connections began two programs that would become hallmarks of commuter assistance throughout the Washington metropolitan region. Guaranteed Ride Home (GRH) and Employer Services...

[Read more](#)



METRO RAIL SAFETRACK SURGES COMING TO A CLOSE

SafeTrack disruptions will soon be behind us, as the final remaining surges...

[Read more](#)

TYSONS TRANSPORTATION IMPROVEMENTS ABOUND


If you've been driving around Tysons recently you may have noticed that a lot is underway. Roadway improvements, transit service improvements, better Metrorail access, and improved biking and walking options are seemingly springing up everywhere.

[Read more](#)

DC STREETCAR CELEBRATES ONE YEAR OF SERVICE

In February, the DC Streetcar celebrated its one-year anniversary and District Department of Transportation (DDOT) officials could not be happier. "It's doing what we expect it to do, and we are really excited about it," said Terry Owens, spokesman with DDOT.

[Read more](#)



National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
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Appendix A

Performance Measures

Web Visits

Month	FY 2016 Web Visits	FY 2017 Web Visits	+/-	+/- %
Jan	11,990	13,708	1,718	14.3%
Feb	19,307	10,161	(9,146)	-47.4%
March	24,637	15,241	(9,396)	-38.1%
April	25,879	14,163	(11,716)	-45.3%
May	17,112	14,320	(2,792)	-16.3%
June				
	98,925	67,593	(31,332)	-31.7%

Phone Calls

Month	FY 2016 Phone Calls	FY 2017 Phone Calls	+/-	+/- %
Jan	1,111	942	(169)	-15.2%
Feb	1,198	1,155	(43)	-3.6%
March	1,108	1,167	59	5.3%
April	1,347	887	(460)	-34.1%
May	1,460	1,048	(412)	-28.2%
June				
	6,224	5,199	(1,025)	-16.5%

Rideshare Applications

Month	Rideshare FY 2016 Applications	Rideshare FY 2017 Applications	Change	%
Jan	868	813	-55	-6.3%
Feb	1,148	677	-471	-41.0%
March	1,268	1,003	-265	-20.9%
April				
May				
June				
	3,284	2,493	(791)	-24.1%

GRH Applications

Month	GRH FY 2016 Applications	GRH FY 2017 Applications	Change	%
Jan	838	827	-11	-1.3%
Feb	803	882	79	9.8%
March	803	787	-16	-2.0%
April				
May				
June				
	2,444	2,496	52	2.1%

Appendix B

Digital Advertising – WTOP.com Results February 20 – March 21, 2017

WTOP.com Digital Campaign Performance	Month	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
GRH Cross Platform	February	410,001	582	0.14%
GRH Cross Platform	March	410,007	727	0.18%
GRH Cross Platform	April	410,018	615	0.15%
GRH Cross Platform R	May	59,204	24	0.04%
RS Cross Platform	February	410,014	358	0.09%
RS Cross Platform	March	410,034	537	0.13%
RS Cross Platform	April	410,015	265	0.06%
RS Cross Platform	May	59,483	18	0.03%
GRH Total / Averages	Feb – May	1,289,230	1,948	0.15%
RS Total / Averages	Feb – May	1,289,546	1,178	0.09%
Overall Total / Averages	Feb – May	2,578,776	3,126	0.12%

Note: National average CTR is .09%

Appendix D

FY2017 2nd Half Paid Media Spend

