



COMMUTER CONNECTIONS REGIONAL TDM MARKETING REGROUP

FY 2021 MARKETING ACTIVITY

SEPTEMBER 15, 2020

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



FY21 MARKETING CAMPAIGNS AND INITIATIVES

Approved FY21 Campaigns

- Car Free Day 2020
- Bike to Work Day 2021
- Employer Recognition Awards 2021
- Newsletters

To Be Determined

- CarpoolNow
- Flextime Rewards
- Guaranteed Ride Home
- incenTrip
- Pool Rewards
- Ride sharing

FY21 FALL SCHEDULE

- AUG Summer Newsletters & E-Newsletters Distributed
- SEPT Car Free Day Promotion
- NOV Fall Newsletters & E-Newsletters Distributed
- DEC Employer Recognition Awards Nomination Brochure



CAR FREE DAY 2020
EVENT

STRATEGY

Car Free Day

Objectives

- Promote alternative modes of transportation for commute and lifestyle (*emphasis on Telework, Bike, Scooter, Walk*)
- Encourage taking the pledge to go car free or car-lite
- Reduce auto emissions and traffic congestion
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage employers, general public and area universities
- Raise awareness of Commuter Connections as a resource for travel options
- Provide information on safe and healthy travel options




MARKETINGCOMPONENTS

Car Free Day

- Website
- Posters
- Social Media
- Traditional and Internet Radio
- Digital Banner Ads
- Native Articles
- YouTube Video
- Text Messaging
- Email Blast
- Earned Media Placements
- Donated Transit Space
- Key Influencer Blog
- College Promotion

PROCLAMATION

Car Free Day



Proclamation

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington, DC region; and

WHEREAS, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

WHEREAS, Car Free Day invites citizens of the region to telework and try alternative forms of transportation such as transit, bicycling, walking, and "car-lite" methods such as carpools and vanpools in a safe and healthy manner; and

WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 2020, celebrating sustainable mobility.

NOW THEREFORE, be it resolved that the National Capital Region Transportation Planning Board:

- Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Tuesday, September 22, 2020; and
- Encourages citizens to take the pledge to be Car Free or Car-lite at www.carfreemetrodc.org; and
- Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2020.

Chair, National Capital Region Transportation Planning Board

POSTER

Car Free Day

9.22.20

CAR FREE DAY

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Take the free pledge to be eligible for great prizes! Take the free pledge, even if you're already car free or car-lite.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

Icons: car, bicycle, bus, train, wheelchair, person walking, person on scooter

FACEBOOK

Car Free Day

CAR FREE DAY

METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

CAR FREE DAY
METRO DC
9.22.20

Car Free Day
@carfreemetrodc · Nonprofit Organization

[Sign Up](#)

carfreemetrodc.org

[Home](#) [Reviews](#) [Photos](#) [Videos](#) [More](#) ▼

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CAR FREE DAY
METRO DC
9.22.20

METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Follow

Commuter Connections
@CarFreeMetroDC

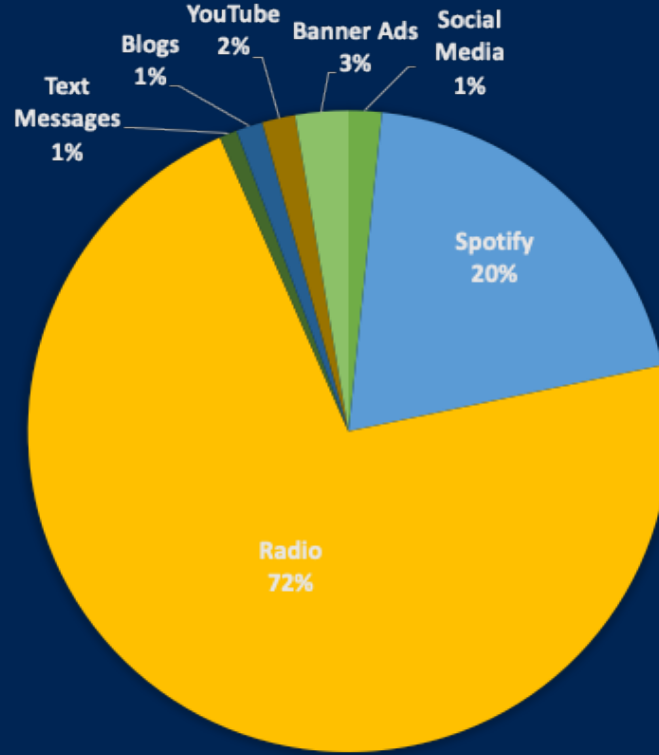
Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

carfreemetrodc.org Joined July 2009

MEDIA BUDGET (NET)

Car Free Day

Radio	\$32,236.75
Spotify	\$9,000
Digital Banner Ads	\$1,200
YouTube	\$750
Native Article (Blog)	\$600
Social Media	\$750
Text Messages	\$400
Total	\$44,936.75



RADIO STATIONS

Car Free Day



RADIO SPOTS

Car Free Day



Car Free Day
30 sec.

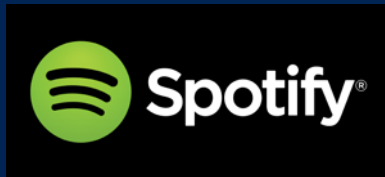


Car Free Day
10 sec.

SPOTIFY (RADIO & BANNER AD)

Car Free Day

- 30 second radio audio (radio spot)
- Car Free Day image accompanies audio

A vertical banner advertisement for Car Free Day Metro DC. The background is light blue. At the top left, the text "CAR FREE DAY" is written in large, bold letters, with "CAR FREE" in dark blue and "DAY" in red. Below this, "METRO DC" is written in dark blue. Underneath, there are silhouettes of a person on a bicycle, a person walking, and a person pushing a stroller, all on a crosswalk. The date "9.22.20" is written in large red numbers. Below the date, the text "COMMUTE WITH CONFIDENCE" is written in dark blue. On the right side, there is a paragraph of text: "Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite." Below this text is an illustration of a person wearing a face mask and a backpack, riding a bicycle. At the bottom right, there are social media handles "#CarFreeDay" and "@CarFreeMetroDC", the logo for "COMMUTER CONNECTIONS." with the tagline "A SMARTER WAY TO WORK", and the website "CARFREEMETRODC.ORG" and phone number "800.745.RIDE".

CAR FREE DAY
METRO DC

9.22.20

COMMUTE WITH CONFIDENCE

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

EL TIEMPO LATINODIGITAL BANNER ADS

Car Free Day



CAR FREE DAY METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
CARFREEMETRODC.ORG 800.745.RIDE



CAR FREE DAY METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

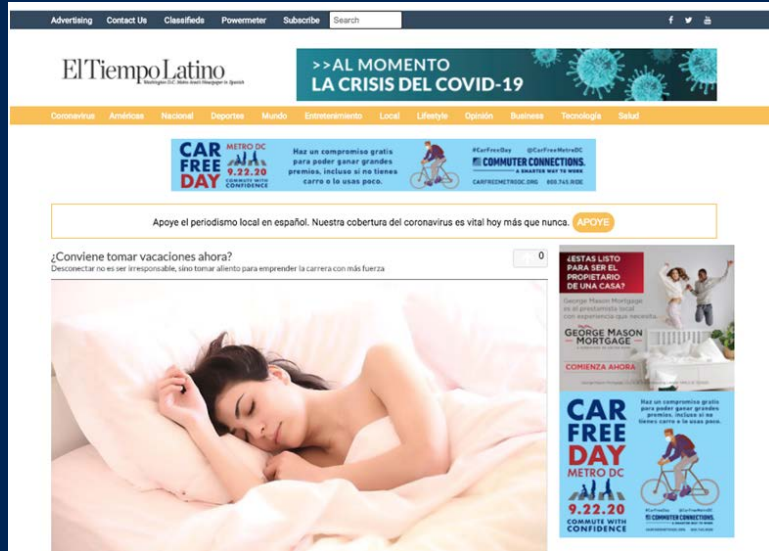
Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
CARFREEMETRODC.ORG 800.745.RIDE

El Tiempo Latino
Washington D.C. Metro Area's Newspaper in Spanish

EL TIEMPO LATINODIGITAL BANNER ADS

Car Free Day



PoPville

- PoPville chronicles the happenings in Washington D.C.'s neighborhoods

Car Free Day

SPONSORED

Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm

9.22.20

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

CAR FREE DAY METRO DC 9.22.20 COMMITTEE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

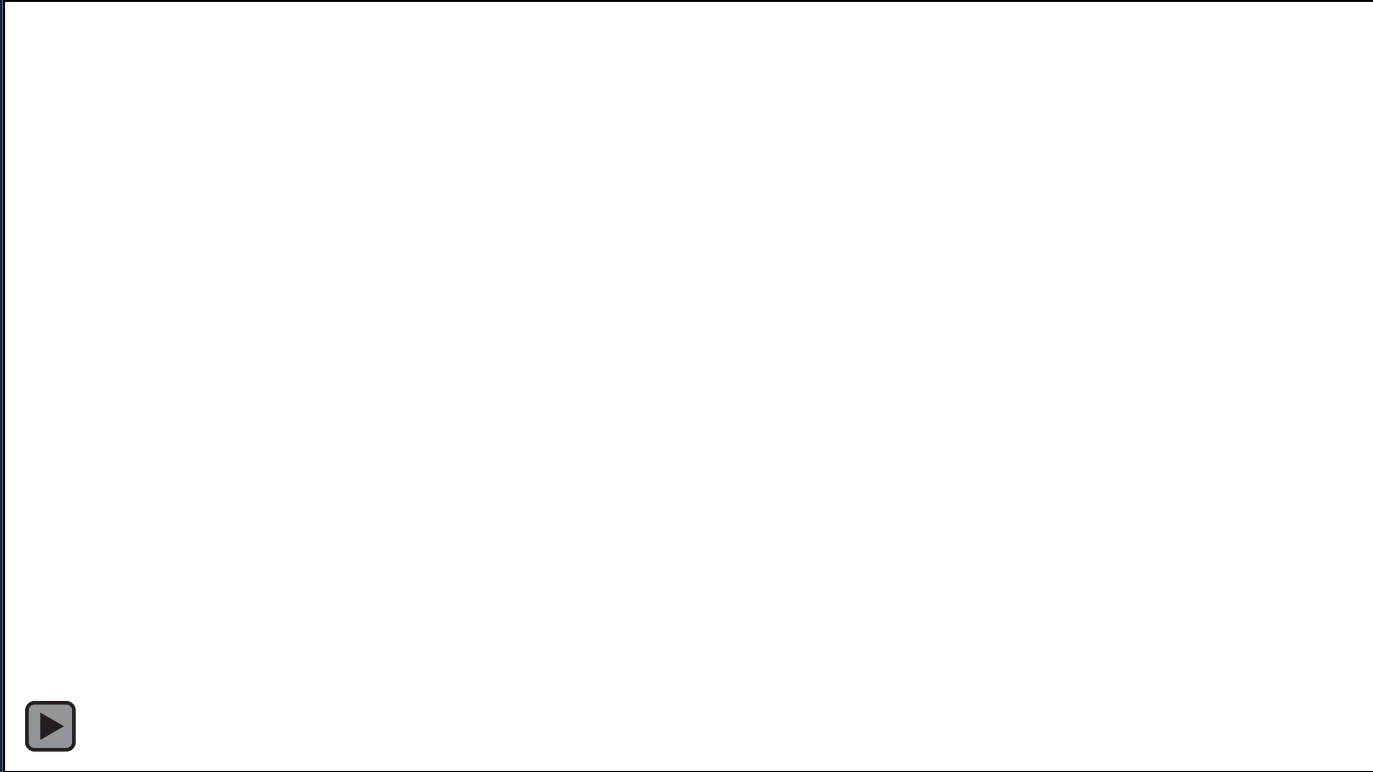
Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands. CARFREEMETRODC.ORG 800.745.RIDE

Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

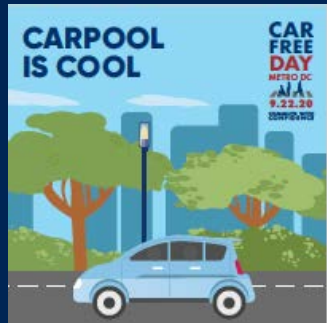
YOUTUBE VIDEO

Car Free Day



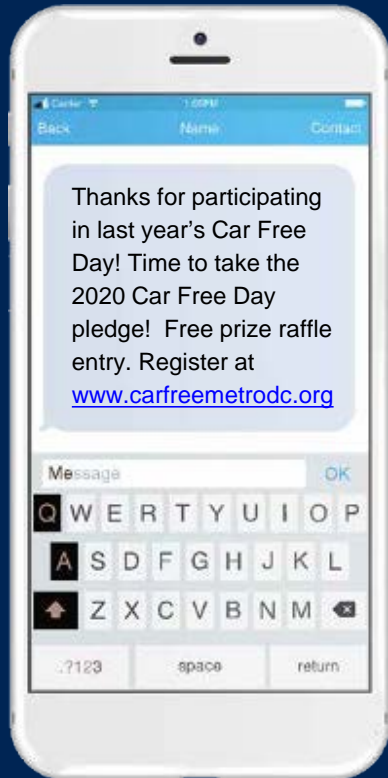
FACEBOOK SOCIALMEDIA POSTS

Car Free Day



TEXT MESSAGES

Car Free Day



Previous Year's Registrants

September 2, 2020 - Message #1:

Thanks for participating in last year's Car Free Day! Time to take the 2020 Car Free Day pledge! Free prize raffle entry. Register at www.carfreemetrodc.org

2020 Registrants

September 10, 2020 - Message #2:

Thanks for taking the Car Free Day pledge! Please ask your coworkers, family & friends to take the free pledge too at www.carfreemetrodc.org.

Day Before Text

Sept 21, 2020 - Message #3:

Tomorrow's Car Free Day! Last chance to take the free pledge to get free giveaways and raffle entry for great prizes. www.carfreemetrodc.org

SPONSORS

Car Free Day

Promo Codes *(given after taking the pledge)*

- **\$30 Nift** Gift, \$30 credit toward local neighborhood businesses
- A free **LOVe Burger** (ve gan) from LEON

Raffle Prizes

- **Capital Bikeshare annual memberships**, courtesy goDCgo
- **Samsung Galaxy Tab A**, courtesy Tri-County Council for Southern Maryland
- **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 \$25 gift cards**, courtesy Giant Food
- **Annual memberships**, courtesy Washington Area Bicyclist Association
- **Nando's PERi-PERi gift cards**, courtesy Nando's PERi-PERi
- **Commuter train passes**, courtesy Virginia Railway Express
- **Cookbooks**, courtesy LEON

EMAIL BLAST

Car Free Day



Take the [Car Free Day pledge](#) by September 22, 2020 and receive promo codes for your own **\$30 gift card** to local merchants from Nift Gift and a free vegan **Love Burger** from LEON. Plus, all will be entered for a chance to [win great raffle prizes!](#) Take the free pledge today at <https://carfreemetrodc.org/>



Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Take the free pledge to be eligible for great prizes! Take the free pledge, even if you've already car-free or car-lite.

#CarFreeDay @CarFreeMetroDC



CARFREEMETRODC.ORG 800.745.RIDE





EARNED MEDIA STRATEGY

Car Free Day

- In-kind sponsor drive
- College Challenge digital toolkit/on-air exposure
- Partner with American Lung and Heart Associations
- Calendar listings
- Press release/media advisories
- Grassroots influencers campaign
- Digital social media toolkits
- Earned media placements

TRANSITSIGNAGE

Car Free Day

Transit space donated by:

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

DONATED SPACE

Car Free Day



COLLEGE CAMPUS CHALLENGE

Car Free Day

- Digital toolkit to promote event
- College with greatest number of pledges may receive:
 - Radio Interview
 - COG branded masks and/or hand sanitizer.



A promotional poster for Car Free Day 2020 Metro DC. The date "9.22.20" is in the top right. The words "CAR FREE DAY" are written in large, bold letters, with "CAR" and "FREE" in blue and "DAY" in red. Illustrations show a woman working at a desk, a man walking with a backpack, a man on a bicycle, and a man on a skateboard, all wearing face masks. Below the main text, it says "Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands." At the bottom, there is a row of icons representing different modes of transport: a car, a bicycle, a bus, a train, a person walking, and a person on a skateboard. To the right of the icons, there is a small circular logo for the challenge and a vertical text block that says "CAR FREE DAY METRO DC" and "9.22.20 COMMUTE WITH CONFIDENCE".



PARK & RIDE LOT MAP

PARK & RIDE LOT MAP

PARK & RIDE LOT MAP
Commuter Resource Guide

Washington and Baltimore Metropolitan Regions

- Park & Ride Locations
- Transit Services
- Bicycle Racks/Lockers
- Free vs. Paid Parking
- HOV/Express Lanes Access
- Highways/Major Roads

MetroDC Washington Council of Governments, VDOT, MDT, State Department of Transportation, M, VRE, MARC

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

MAPA DE LUGARES DE ESTACIONAMIENTO
Guía de recursos para viajeros

Región Metropolitana de Washington y Baltimore

- Lugares para estacionar y continuar viaje
- Servicios de Transporte
- Soportes para bicicletas y casilleros
- Estacionamiento gratuito o de pago
- Carriles de acceso express
- Autopistas/Carreteras generales

MetroDC Washington Council of Governments, VDOT, MDT, State Department of Transportation, M, VRE, MARC

COMMUTER CONNECTIONS.
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EMPLOYER NEWSLETTER

OBJECTIVES & STRATEGY

Newsletter

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Reaches
 - Employee Transportation Coordinators
 - Committee Members
 - Other TDM Stakeholders
 - Federal ETC's (w/insert)

SUMMER NEWSLETTER

Newsletter

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK

Issue 3, Volume 24 SUMMER 2020 WHAT'S INSIDE

- 3-4 Car-Free Day - Tuesday, September 22, 2020
- 5 Commuter Resources Support Migration Back to Office
- 5 New Employer Case Studies Available

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



23RD ANNUAL EMPLOYER RECOGNITION AWARDS HONOR AREA COMPANIES

A good employer commute program is beneficial in helping to influence how employees get to and from work. In June, the Metropolitan Washington Council of Governments (COG) Commuter Connections' program honored three employers in the Washington, DC, region for their exceptional commitment to easing their employees' commutes at its 23rd annual Employer Recognition Awards. This year's event was live-streamed virtually from the National Press Club.

Moore, Chair, Commuter Connections Subcommittee and Employer Outreach Specialist and Transportation Planner, Fairfax County Department of Transportation. The Commuter Connections Employer Services program is a comprehensive regional network dedicated to assisting employers in setting up and expanding commuter initiatives.

Winners were chosen based on their abilities to offer measurable commuter benefits that reduce gasoline consumption and emissions through fewer vehicle trips and miles traveled, and for implementing policies that have improved the commutes of their employees. These collective efforts by employers help reduce traffic congestion and air quality emissions in the region.

"For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting," said Nicholas Ramos, Commuter Connections Director.

District of Columbia Councilmember, Charles Allen, served as the Master of Ceremonies and one of the award presenters. He also serves as Vice Chairman of the National Capital Region Transportation Planning Board (TPB) at COG. Alderman Kelly Russell with the City of Frederick, and the current chair of the TPB, was also an award presenter.

INCENTIVES AWARD
Abt Associates
Rockville, MD

Abt Associates' mission is to improve the quality of life and economic well-being of people worldwide by incorporating social and environmental responsibility into all its operations, from committing to de-carbonization to taking



Continued on page 2

SUMMER 2020

FEDERAL ETC UPDATES

RETURNING TO A NEW NORMAL



The COVID-19 pandemic will not last forever, but the changes in the way we interact with one another may well continue; some predict the handshake will become obsolete.

What about the way we work? COVID-19 has shown us that for some federal agencies, teleworking is more feasible than originally thought. Video conference services took over for conference rooms. The refrigerator took over for the local café that caters to the business lunch crowd. Pets assumed the role of co-worker who just doesn't want to leave you alone. Telework notably reduces auto emissions and traffic congestion, so the more working remotely, the better the environment and mobility. That alone is a good reason to start mixing more frequent telework into the regular work week for federal employees, not to mention the enormous work/life balance impact it brings.

The federal government has released a phased approach to reopening the country, and there is no shortage of guidance. There are three phases, each of which progresses to lighter and lighter restrictions. For example, non-essential travel is prohibited under phase one, but can be resumed under phase two. Workplaces should remain closed during phase one but can slowly be reopened under phase two, and will be fully open under phase three.

The Office of Personnel Management (OPM) issued M.20-23, a guide to help agency leadership determine when to implement return to work plans. The M.20-23 memo outlines five key parameters that will inform how federal agencies operate, including geographic-based decisions, telework status guidelines, personal guidelines, facilities, service & operations guidelines, and federal employee and travel guidelines. The Administration's Opening Up America Again provides additional guidance. General Services Administration (GSA) has even more guidance on what agencies need to consider when developing a re-opening plan.

The federal government understands that the pace of the re-opening will be different for federal employees region-to-region. Employees of the National Parks Service have a better chance of returning to work sooner than Hill staffers, due to the outdoor nature of many of its jobs.



Continued on page 2

SUMMER ENEWSLETTER

Newsletter



The newsletter cover features the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo at the top left. Below it is a green header bar with 'NEWSLETTER' and 'The Commuter Information Source for DC, MD, VA'. The main image shows a line of grey spheres with one orange sphere in the foreground, overlaid with a dark blue box containing the text 'LEADING THE WAY'. A small badge in the bottom right of the image reads '20 EMPLOYER RECOGNITION AWARDS'. Below the image is the title '23rd Annual Employer Recognition Awards Honor Area Companies' and a paragraph of text. At the bottom, there is a 'More News' link.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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

LEADING THE WAY

20 EMPLOYER RECOGNITION AWARDS

23rd Annual Employer Recognition Awards Honor Area Companies

Three employers in the Washington, DC region were honored during a virtual ceremony hosted by the Metropolitan Washington Council of Governments, for their commuter benefits and telework programs.

[More News](#)



THANK YOU