



Metropolitan Washington Council of Governments

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

**Commuter Connections
Regional TDM Marketing Group**

September 20, 2016



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2016. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and also the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

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

Mass Marketing Campaign

The FY 2016 second half media campaign promoting Ridesharing and GRH uses new advertising developed for spring FY 2016, in both audio and visual forms. Campaign creative selected by the marketing workgroup was developed with the themes of “It’s never too early to form good habits”, and for GRH, “For life’s little emergencies”. Four radio ads, two Rideshare and two GRH, were produced in January 2016. Both GRH and RS campaigns kicked-off the first and second week of February, respectively. The entire campaign ran for eighteen weeks, alternating between GRH and Rideshare programs. The total cost of the Rideshare media buy was \$319,057.62, and the total cost of the GRH media buy was \$212,993.50. Total impressions netted by the second half FY16 Spring Umbrella campaign reached 61.3 million.

Value Add Promotions

Based on paid media, an estimated \$91,357.00 in value add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, and banner ads on station web sites.

Messaging Strategy

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

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

Bike to Work Day

Radio, posters (English and Spanish), rack cards, vinyl banners and earned media were used to promote Bike to Work Day. A sponsor drive provided total cash sponsorships of \$43,350, and in-kind sponsorships totaling \$9,945. The cash sponsorship funded the purchase of T-shirts and pit stop banners. An additional \$2,250.00 was negotiated in the form of value added media and promotions. Registration for Bike to Work Day 2016 topped out at more than 17,500 cyclists, slightly surpassing the 2015 total. The total cost of the Bike to Work Day media buy was \$54,986.50 and delivered 3,865,080 radio impressions.

'Pool Rewards

TV, Facebook and Twitter ads were used to promote 'Pool Rewards during the spring campaign. The campaign started February 8th and ran through March 20th, alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy was \$43,108. A net total of 6,250,100 impressions were delivered.

Employer Recognition Awards

2016 winners were honored at an awards ceremony on June 27, 2016 at the Washington Marriott at Metro Center. The invitations, podium signage, and program booklet were developed to support the event and giveaway items were provided. A print ad appeared in the Wall St. Journal to announce the employer winners. Each winner received a promotional tool kit consisting of a customized winner seal, sample press releases, and social media content. The total cost of the Employer Recognition Awards media buy was \$7,000. Estimated newspaper circulation was 61,199.

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY 2016. The campaign included radio ad and a concert sponsorship.

Introduction

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

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

The second half of FY 2016 included the following:

- The new spring FY 2016 regional marketing campaign, promoting the money-savings of commuting by Ridesharing and the added free benefit of GRH in a case of unexpected emergency.
- Continuation of marketing support for the 'Pool Rewards program.
- The winter and spring newsletters, in both print and e-newsletter versions, that provided a number of articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- Planning and implementation of the 19th annual Employer Recognition Awards.
- Planning and implementation of the Bike to Work Day 2016 event.
- Planning stages of the Car Free Day 2016 event.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (MWCOC). Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

| | |
|----------------------------------------------------------|-------------------------------------------------------|
| Arlington County Commuter Services | North Bethesda Transportation Center |
| Annapolis Regional Transportation Management Association | Northern Neck Rideshare/PDC |
| Bethesda Transportation Solutions | Northern Virginia Transportation Commission |
| City of Alexandria Local Motion | Potomac and Rappahannock Transportation Commission |
| District Department of Transportation | Prince George's County Department of Transportation |
| Dulles Area Transportation Association | Rappahannock Area Development Commission |
| Fairfax City | Rappahannock-Rapidan Regional Commission |
| Fairfax Connector | TransIT Services of Frederick County |
| Fairfax County Office of Transportation | Tri-County Council for Southern Maryland |
| General Services Administration | Tysons Partnership Transportation Council |
| GW Ride Connect | Virginia Department of Rail and Public Transportation |
| LINK | Virginia Department of Transportation |
| Loudoun County Office of Transportation Services | Virginia Railway Express |
| Maryland Department of Transportation | vRide |
| Maryland State Highway Administration | Washington Area Bicyclist Association |
| Maryland Transit Administration | Washington Metropolitan Area Transit Authority |
| Montgomery County Commuter Services | |
| Montgomery County Ride On | |
| National Institutes of Health | |

Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are the GRH and Ridematching programs. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the marketing campaign were to:

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

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 collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

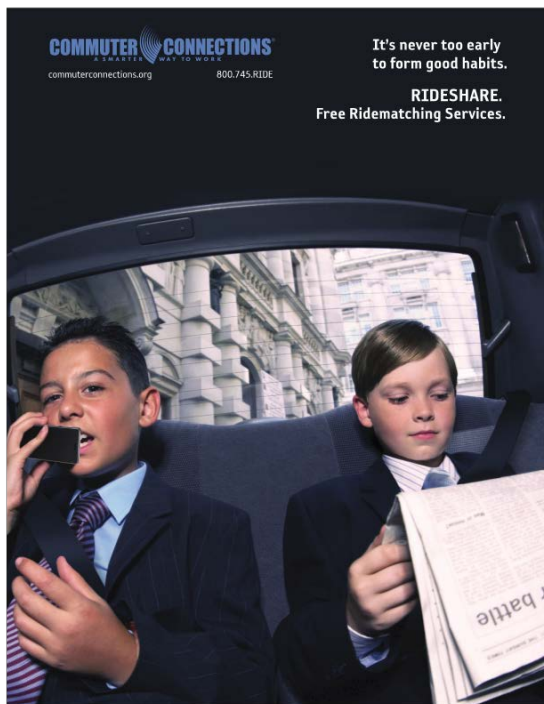
Spring 2016 Campaign

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

Ridematching Campaign

Messaging Strategy

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



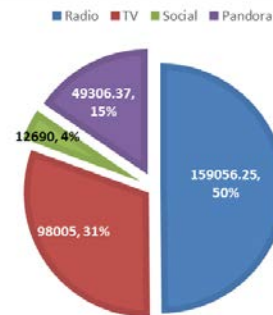
Media Objectives: Rideshare

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

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

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

Geographic Targeting Washington D.C. DMA



| Rideshare Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|-------------------------|---------------------|---------------------|-------------------|
| Radio | \$159,056.25 | \$187,129.67 | 43,764,702 |
| Television | \$98,005.00 | \$115,302.88 | 12,500,330 |
| Pandora | \$49,306.37 | \$58,008.94 | 6,530,022 |
| Social Media | \$12,690.00 | \$14,929.78 | 1,142,200 |
| Totals | \$319,057.62 | \$375,371.27 | 63,937,254 |

Radio

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

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

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

Ridesharing :30 “Kids Stock Market” English

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

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

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

Boy: What're you in?

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

Boy: Impressive!

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

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

Ridesharing :30 “Kids Stock Market” Spanish

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

Niño: Sí vistes? recibió un golpe...

Niña: Estoy contenta de haber diversificado.

Niño: En que?

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

Boy: ¡Wow Que Bueno!

Girl: Se lo debo a viajes compartidos.

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

Ridesharing :30 “Kids Stressed Out” English

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

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

Girl: How?... Yoga? Therapy?

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

Girl: That’s great!

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

(giggles)

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

Ridesharing :30 “Kids Stressed Out” Spanish

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

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

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

Niño: En realidad... compartiendo un viaje.

Niña: Wow! Eso es genial!

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

Value Add

Rideshare

In addition to paid media spots, an estimated \$76,507 was negotiated in no charge promotional media. Select radio and TV stations provided bonus spots at no charge in the form of banner ads and live short messages.

Television

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

Ridesharing :30 "Save your Sanity"



COMMUTER CONNECTIONSSM
A SMARTER WAY TO WORK

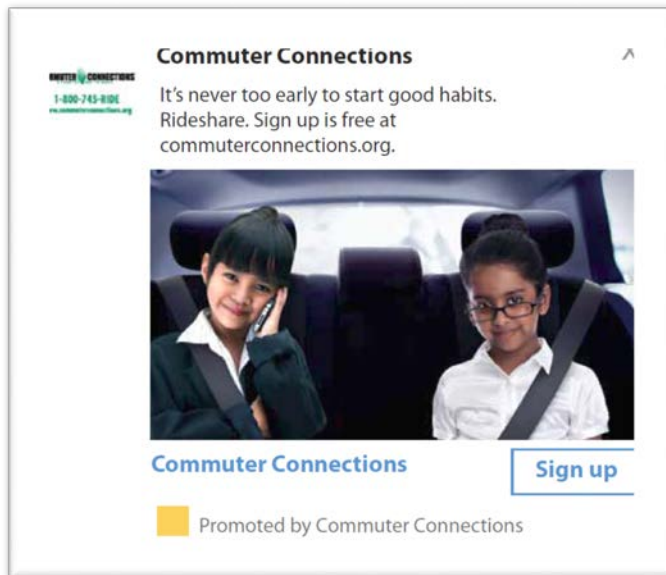
commuterconnections.org

800-745-RIDE

Social Media Advertising

Social Media advertising utilizing Facebook, Instagram, and Twitter sites, promoted the Ridematching program as well. Geo-targetting capabilities allow Ridematching messages to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads were posted for nine weeks, from February 8th 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.

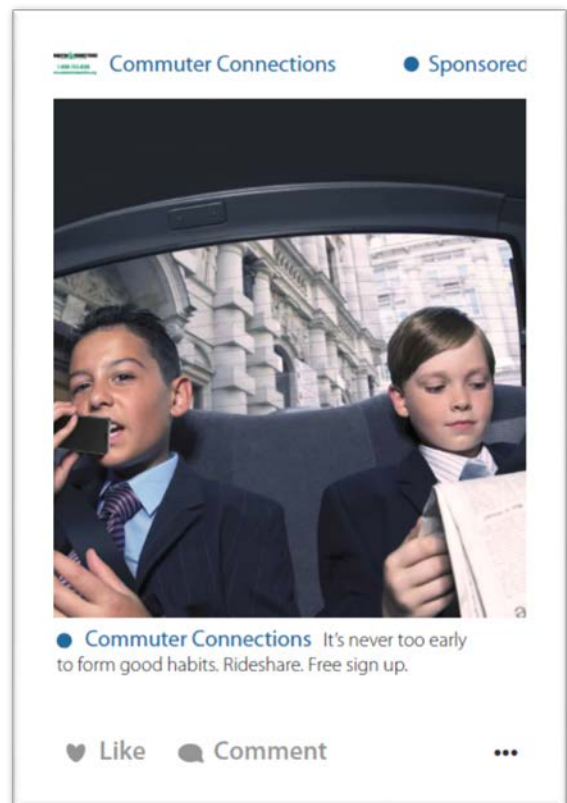


Commuter Connections
1-800-745-RIDE
commuterconnections.org

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

Commuter Connections [Sign up](#)

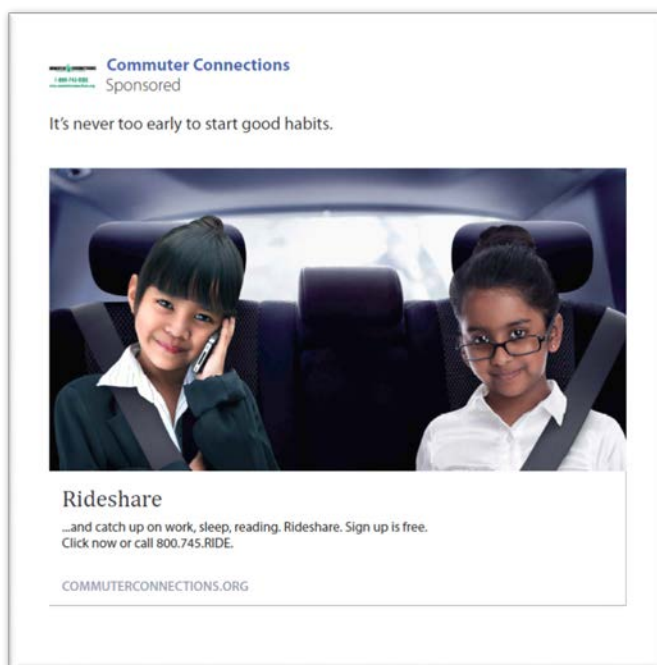
Promoted by Commuter Connections



Commuter Connections Sponsored

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

Like Comment



Commuter Connections Sponsored

It's never too early to start good habits.

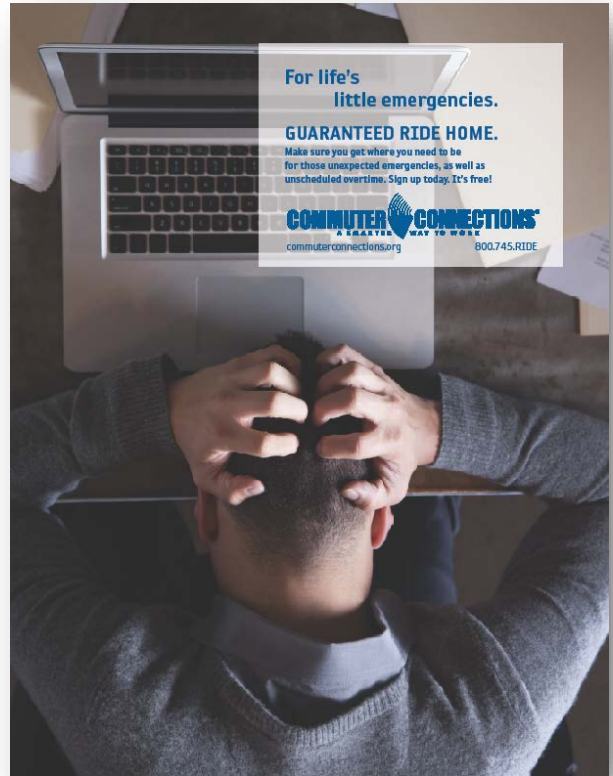
Rideshare
...and catch up on work, sleep, reading. Rideshare. Sign up is free. Click now or call 800.745.RIDE.

COMMUTERCONNECTIONS.ORG

Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY 2016 campaign promoted GRH as something you should have “for life’s little emergencies”. Newly recorded 30 second spots reinforced the message that GRH provides a free guaranteed way to get home in case of an unexpected emergency or unscheduled overtime.



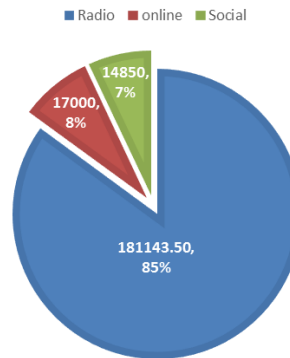
Media Objectives: Guaranteed Ride Home

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



Geographic Targeting

Washington D.C. DMA

| GRH Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|-------------------|---------------------|---------------------|-------------------|
| Radio | \$181,143.50 | \$213,115.32 | 38,650,800 |
| Social Media | \$14,850.00 | \$17,471.02 | 1,000,000 |
| Online | \$17,000.00 | \$20,000.50 | 1,221,139 |
| Totals | \$212,993.50 | \$250,586.84 | 40,871,939 |

Radio

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

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

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

Guaranteed Ride Home :30 “Working Late”

Sfx: copier machine

Copy. Copy. Copy.

(Copier jam.)

(Husband frustrated talking out loud to himself):

Why does everything break when I have a deadline?

Sfx: Phone dial / ring / pickup

Wife: Hi honey

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

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

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

Wife: Ahh, Great!

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

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

Guaranteed Ride Home: :30 “Baby”

SFX: (phone dialing)

Male: Hey babe..

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

Male: What?

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

Male: NOW? You have 3 weeks to go.

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

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

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

(sfx breathing heavily) Ride.

(sfx breathing heavily) Home.

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

Value Add

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

Value add (no charge) :10 sponsorship mentions aired weekly on WMZQFest with concert ticket giveaways. Guaranteed Ride Home received a total of 1,042 mentions.

DC101 included Commuter Connections as a sponsor of the DC101 Kerfuffle show June 26th at Merriweather Post Pavilion. The logo aired seven times to an audience of just over 13,000 and delivered an estimated 91,000 impressions.



Digital Advertising

Mobile/web advertising ran on 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 twenty-one weeks from February through June. Performance was monitored and optimized throughout the campaign.

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

WTOP.com Ads

The screenshot displays the WTOP.com website interface. At the top, the WTOP logo is on the left, followed by "WASHINGTON'S TOP NEWS". The weather is shown as 75° in Washington, DC. On the right, there is a "LISTEN LIVE 103.5 FM" button. Below the header is a navigation bar with "NEWS", "TRAFFIC", and "WEATHER" tabs, a search bar, and social media icons for Facebook and Twitter. A secondary navigation bar includes "LOCAL", "Va. • Md. • D.C. • Traffic • Weather • Videos • Elections • Target USA • Podcasts", "HEADLINES", and "GET ALERTS".

The main content area features a large "EXCLUSIVE" article with a photo of a man and a woman standing in front of a truck. The headline reads "Family breaks silence on Fairfax firefighter's suicide, bullying". Below the photo is a sub-headline: "For the first time, the husband and sister of Fairfax County firefighter..."

To the right of the main article is a list of news items:

- As 1st debris found from Egypt plane crash, no clue on cause
- NEW DC fire captain arrested on gun, drug charges
- Police investigate early-morning homicide in Fairfax County
- German shepherd survives 5 weeks on California freeway
- NEW Israel defense minister quits, warns of 'extremist' takeover
- Tiny Md. restaurant closes its doors after 92 years
- Huge frozen food recall
- NEW Metro tells riders to find other ways to get to work
- How not to waste money at the grocery store
- Baltimore plagued by zombie

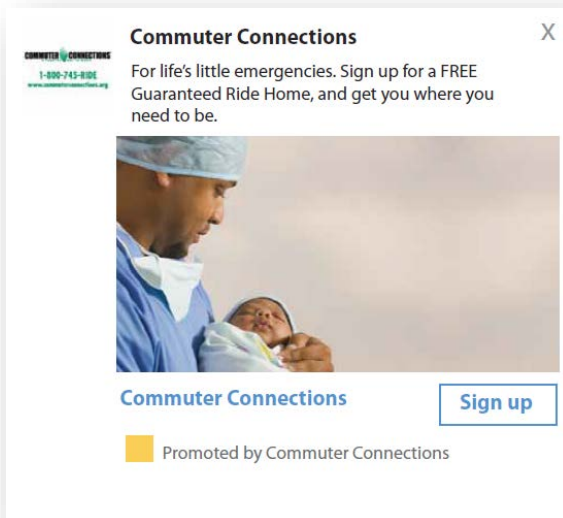
A large blue banner ad for "COMMUTER CONNECTIONS" is positioned on the right side of the page. The ad features the logo and the text "A FASTER WAY TO WORK" and "Sign up Now".

At the bottom of the page, there is a footer with the WTOP logo, "WASHINGTON'S TOP NEWS", the weather (75° Washington, DC), and "LISTEN LIVE 103.5 FM".

Social Media Advertising

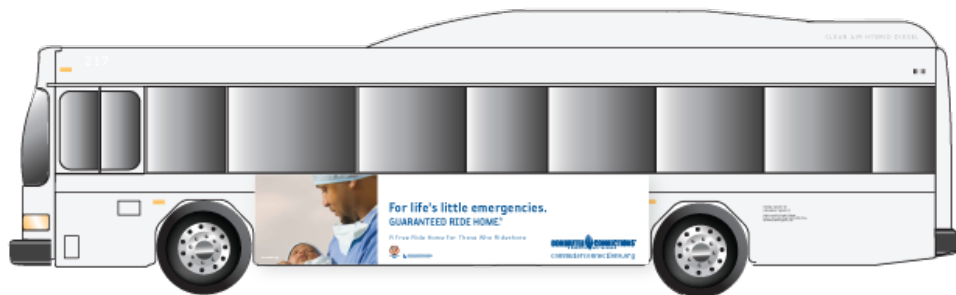
Social Media advertising was placed on Facebook, Instagram, and Twitter sites to promote the GRH program. Geo-targetting capabilities allowed the benefits of GRH messaging to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads were posted for nine weeks, from February through June, with performance monitoring and optimization throughout the campaign.

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



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 Prince William Counties, and on MARC trains.



Commuter Connections Website Home Page Flash

To further integrate visuals and messaging, the Commuter Connections website home page was updated with a new flash file to mirror what was used in new Rideshare and GRH campaigns.



It's never too early
to form good habits.

RIDESHARE.

Free Ridematching Services.

[Sign up Now](#)



For life's
little emergencies.

FREE GUARANTEED RIDE HOME:

[Register Now](#)

* Some restrictions apply



It's never too early
to form good habits.

RIDESHARE.

Free Ridematching Services.

[Sign up Now](#)



For life's
little emergencies.

FREE GUARANTEED RIDE HOME:

[Register Now](#)

* Some restrictions apply

Bike to Work Day

More than 17,500 registered cyclists participated in Bike to Work Day 2016: a slight increase over 2015. The May 20th event was held at 83 local pit stops, including a total of four afternoon pit stops. Six bicycles were raffled off and the first 15,000 registrants received an official BTWD 2016 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. This year, Commuter Connections secured a total of 27 sponsors for Bike to Work Day, reaching \$43,350 in cash. Additional in-kind sponsorships of \$9,945 were also secured as bicycle giveaways and other bicycle related merchandise and prizes.

Marketing Strategies

Posters and rack cards were provided to employers and employees through various distribution channels to create awareness and encourage registration. To reach more diverse audiences, a Spanish version of the poster was created. T-shirts were created as giveaways for the event for those who registered and participated.

Social media on facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation.

This year, radio advertising targeted adults ages 25-49, with additional focus on women and minorities, with a household income above \$30,000. Hot 99.5, WPGC, 97.1 WASH and DC101 ran :60 second radio ads. WASH, HOT 99.5, and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation. For the first time ever, a female announcer voice was used for the radio ad.

Tactics to increase awareness of BTWD with women and minority groups to encourage their participation included:

1. Developed a stakeholder database of women/minority organizations and media.
2. Conducted outreach to organizations such as U.S. Black Chamber, Washington DC Women's Business Center, Greater Washington Women's Network, and others.
3. Offered a cycling seminar.
4. Created earned media opportunities featuring women/minority cyclists or organizations.
5. Developed bike advocate mini-campaigns that included interviews with TPB members.

Marketing Strategies (Continued)

Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA


| Bike to Work Day Budget | MWCOG Cost | Gross Dollars | Impressions |
|-------------------------|--------------------|-----------------|------------------|
| Radio | \$54,986.50 | \$64,690 | 3,865,080 |
| Total Budget | \$54,986.50 | \$64,690 | 3,865,080 |

Value Add


In addition to paid media spots, an estimated \$2,250.00 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a social media promotion.

iHeart Radio Tweets

The image shows three tweets from radio stations promoting Bike to Work Day. The top tweet is from DC101 (@DC101) dated 6:00 AM - 17 May 2016, with a 'Follow' button. The middle tweet is from HOT 99.5 (@hot995) dated 31m, with a 'Follow' button. The bottom tweet is from 97.1 WASH-FM (@washfm) dated 5:59 AM - 17 May 2016, with a 'Follow' button. All tweets contain the text: 'Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD'.



BIKE TO WORK DAY 2016 FRIDAY MAY 20




[HOME](#) [EMPLOYER RESOURCES](#) [EVENT INFO](#) [FIRST TIME RIDER INFO](#) [REGISTRATION](#) [SPONSORS](#)

Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.

Registration Opens March 2016



Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.


[Read More...](#)

Commuter Convoys

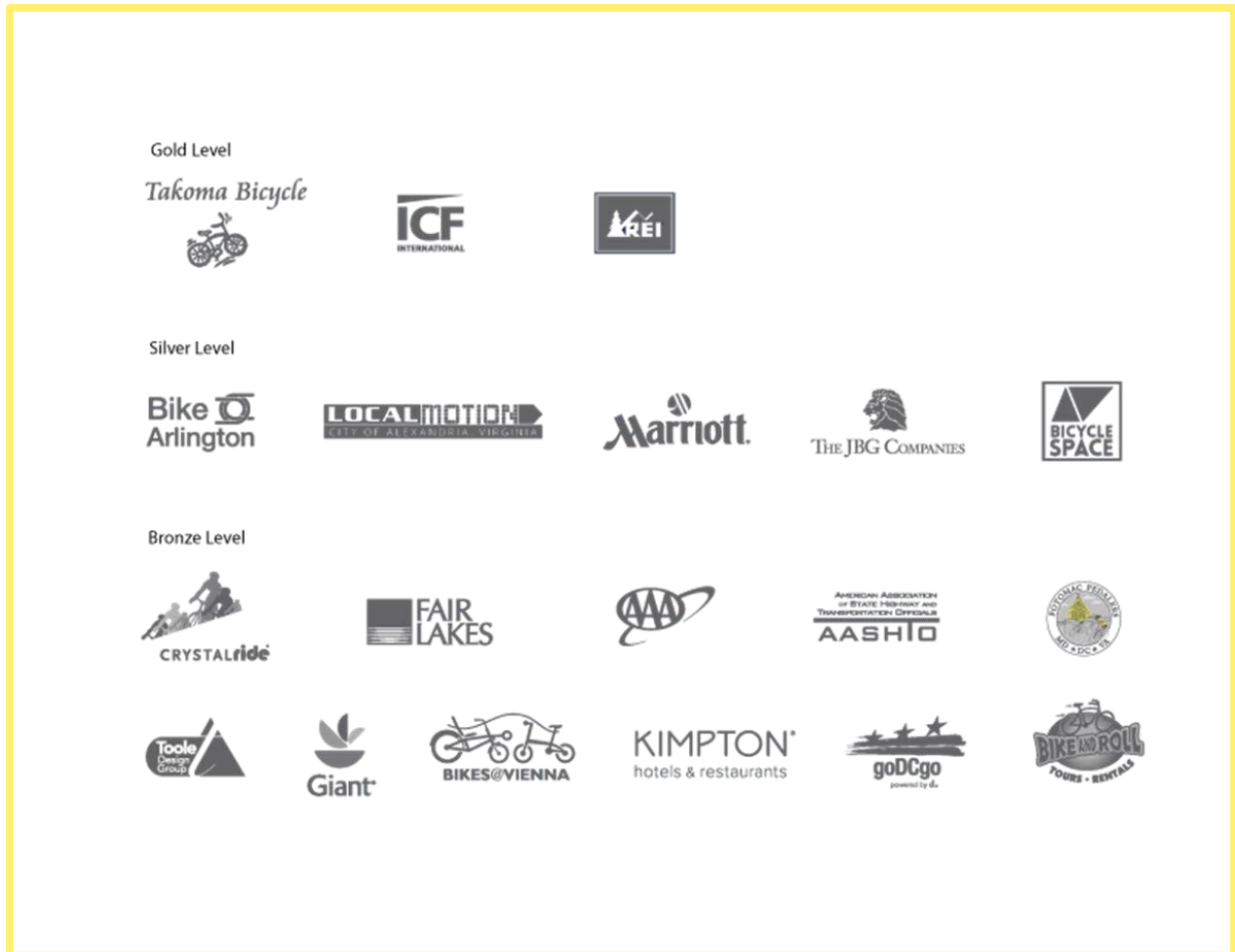
Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

[Read More...](#)

Sponsors



Sponsors



Posters English/Spanish

BIKE TO WORK DAY 2016
FRIDAY MAY 20

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle AGEI ICF LOCAL MOTION BIKE SPACE Bike Arlington

THE JBG COMPANIES Marriott AASHIO FAIR LAKES

CRYSTALIDE Giant AAA BIKES OF VIRGINIA KIMPTON hotels & restaurants

FELT goDGo ABUS BROMPTON

Pre-register by May 13 for Free T-shirt* and bike Raffles!

FREE FOOD, BEVERAGES and \$20 AWARDS at all locations

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

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433

#BTW2016

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

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle AGEI ICF LOCAL MOTION BIKE SPACE Bike Arlington

THE JBG COMPANIES Marriott AASHIO FAIR LAKES

CRYSTALIDE Giant AAA BIKES OF VIRGINIA KIMPTON hotels & restaurants

FELT goDGo ABUS BROMPTON BicyclePASS

Regístrese previamente antes del 13 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visit biketoworkmetrodc.org para saber más del calendario las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registren.

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

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

#BTW2016

Rack Card



BIKE TO WORK DAY 2016

FRIDAY MAY 20

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

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

**FREE FOOD, BEVERAGES and
 GIVEAWAYS** at all locations


Over 80 Bike to Work Day pit
 stops located in D.C., Maryland
 and Virginia

Visit www.biketoworkmetrodc.org
 for specific pit stop locations
 and times.

*T-shirts available at pit stops to
 first 15,000 registrants.

  #BTWD2016





COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLIST ASSOCIATION

Takoma Bicycle

REI

ICF INTERNATIONAL

LOCAL MOTION

BICYCLE SPACE

Bike Arlington

Tools Direct

The JBG Companies

Marriott

AASHIO

FAIR LAKES

BIKE & ROLL

CRYSTALride

Giant

AAA

BIKES@BINNA

KIMPTON hotels & restaurants

FELT

goDCgo

ABUS

BROMPTON

BicyclePASS

carrolldale

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

GREEN BERL

pow

ORTLIEB

Printed on recycled paper

T-Shirt



Pit Stop Vinyl Banner

EDGEWOOD-MET BRANCH TRAIL
On the Metropolitan Branch Trail
Above Rhode Island Avenue, NE
7:00 am to 9:00 am

BIKE TO WORK DAY 2016
FRIDAY MAY 20

Register at BIKETOWORKMETRODC.ORG or call 800.745.7433

Sponsors: Commuter Connections, Washington Area Bicyclist Association, Takoma Bicycle, KREI, ICF International, Local Motion, Bicycle Space, Bike Arlington, The JBG Companies, Marriott.

Social Media



The screenshot shows the Facebook page for "Bike to Work Day". The page header includes the name "Bike to Work Day", a search bar, and navigation links for "Ruth", "Home", and "Find Friends". The cover photo features a person in a suit standing with a yellow bicycle on a set of stairs. To the right of the cover photo, a yellow banner reads "BIKE TO WORK DAY 2016 FRIDAY MAY 20" and provides the website "www.biketoworkmetrodc.org" and phone number "800.745.RIDE". Below the cover photo, there are buttons for "Sign Up", "Like", "Message", and a menu icon. The page navigation tabs include "Timeline", "About", "Photos", "Reviews", and "More".

1,913 people like this
Michelle Beatrice Schiess and Jason LaRosa

39 people have been here

Invite friends to like this Page

4.1 of 5 stars · 15 reviews
View Reviews

ABOUT

H St NW H St NE

Status Photo / Video

Write something on this Page...


Bike to Work Day updated their cover photo.
February 2 at 9:58am · 🌐

BIKE TO WORK DAY 2016 FRIDAY MAY 20
www.biketoworkmetrodc.org
800.745.RIDE

Home Moments

Search Twitter


Have an account? Log in




BIKE TO WORK DAY 2016

FRIDAY MAY 20

800.745.RIDE www.biketoworkmetrodc.org



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



Commuter Connections

@BikeToWorkDay


Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC


biketoworkmetrodc.org

Joined April 2009

25 Photos and videos




Tweets
Tweets & replies
Photos & videos



Commuter Connections @BikeToWorkDay · 19 Nov 2015

Winner winner! Congrats to Kevin Hovis for winning this Gotham bike from rei.com! #BTWD








New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

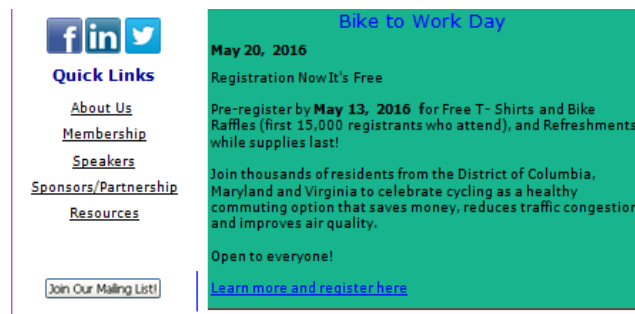
-  goDCgo @goDCgo
-  BicycleSPACE @BicycleSPACE
-  Capital Bikeshare @bikeshare
-  WABA @WABADC
-  BikeArlington @BikeArlington

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. See Appendix E for media placements.

Earned Media Highlights:

1. Prompted by the DC Metro closure on March 15, 2016, outlets like *Greater Greater Washington* and the *Washington Post*, among others, promoted BTWD in reference to biking to work during the closure.
2. BTWD expanded its coverage through partnering with organizations that serve women and minorities, who promoted the event to their members.

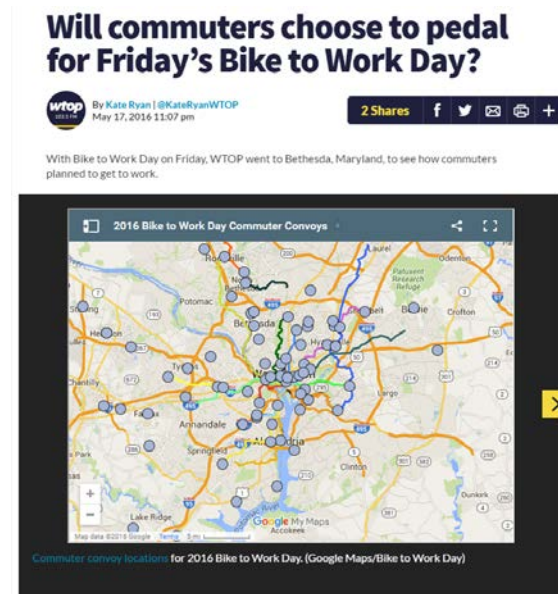


This is a screenshot of a website for 'Bike to Work Day'. The top section has a green background with the title 'Bike to Work Day' and the date 'May 20, 2016'. Below the title, it says 'Registration Now It's Free' and 'Pre-register by May 13, 2016 for Free T- Shirts and Bike Raffles (first 15,000 registrants who attend), and Refreshments while supplies last!'. It also mentions 'Join thousands of residents from the District of Columbia, Maryland and Virginia to celebrate cycling as a healthy commuting option that saves money, reduces traffic congestion and improves air quality.' and 'Open to everyone!'. At the bottom of the green section is a link: 'Learn more and register here'. On the left side of the screenshot, there are social media icons for Facebook, LinkedIn, and Twitter, followed by a 'Quick Links' section with links for 'About Us', 'Membership', 'Speakers', 'Sponsors/Partnership', and 'Resources'. At the bottom left of the screenshot is a 'Join Our Mailing List!' button.

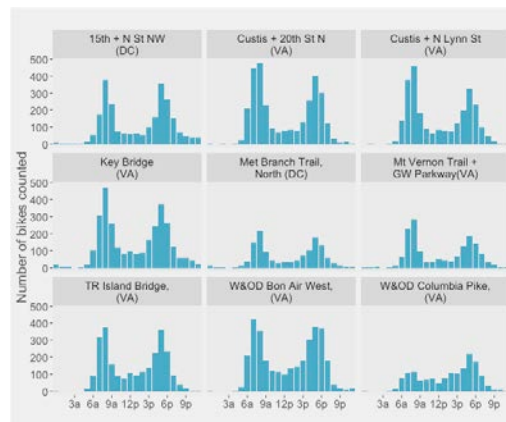
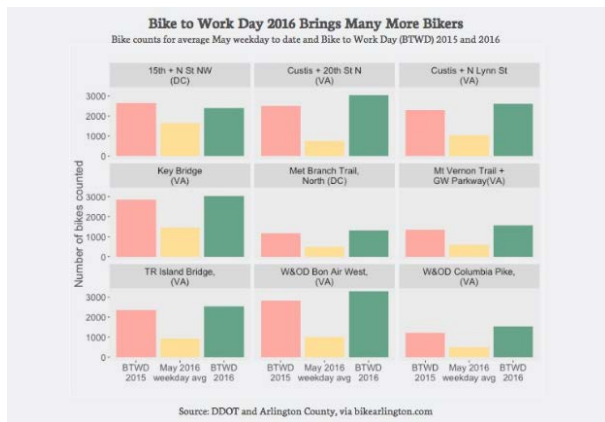


This is a screenshot of a Facebook post from 'The Bike House'. The post is dated '16 hrs' and features a photo of a large crowd of people at an outdoor event. The text of the post reads: 'Brand new to the world of biking, or is every day Bike to Work Day for you? Don't miss out on free t-shirts, snacks, prizes and the camaraderie of our favorite bike day of the year! Register now:'. Below the text is a link to 'BIKETOWORKMETRODC.ORG'. The post also includes a small image of a person riding a bicycle.

3. WTOP posted a map outlining the locations of the available bike convoys in the region allowing their audience to zoom in and find the most accessible one.



4. Multiple media outlets including *DataLensDC*, *Technal.ly DC*, and the *Washingtonian* covered bicycle count data collected by DDOT and Arlington County reporting on the number of bicycle trips traveled on weekdays since BTWD 2015.

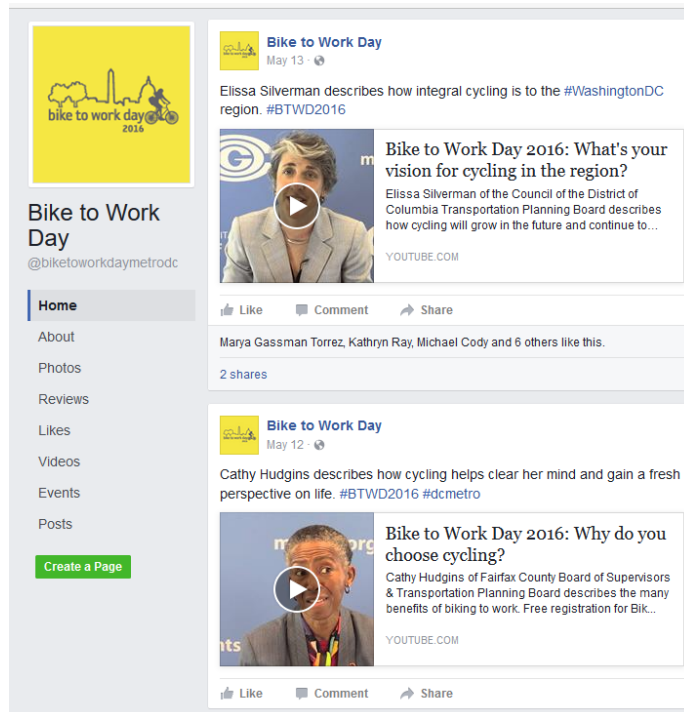


Social Media Highlights

Several social media platforms promoted BTWD during the months leading up to the event. Outlets focused on registration, pit stop information, and BTWD website resources including first time rider information.

Highlights include:

1. Video Podcasts with TPB Members:
 - o DC Councilmember, Elisa Silverman
 - o Frederick County Alderman, Kelly Russell
 - o Fairfax County Supervisor, Cathy Hudgins



2. Bike advocate endorsements:

- Sterling Stone, Gearin' Up Bicycles
- Lia Seremetis, DC Bike Party founder



3. News media social media

- Dr. Gridlock
- Washingtonian
- WTOP

4. Sponsor social media

- Gold, Silver and Bronze level sponsors endorsed BTWD on Facebook and Twitter.
- Fair Lakes League changed their Twitter cover photo to the Bike to Work Day logo.

5. Organization social media—Associated community organizations and Business Improvement Districts such as Bethesda Transportation Solutions, Golden Triangle BID, and Active Prince William displayed their support for BTWD.

6. University social media—Students, faculty and on-campus organizations from Georgetown University, George Washington University, American University and the University of Maryland advocated for BTWD on social channels.

7. YouTube – Many regional organizations posted videos. The cities of Frederick and Rockville engaged in a BTWD promotion video contest and had people vote on their favorite.



8. The BTWD Facebook page reached nearly 7,000 people and with over half engaging with posts.

9. The BTWD Facebook page accrued more than 300 likes in the month before BTWD.

10. The BTWD Twitter account achieved 45,700 impressions in the month of May alone. In the four months leading up to the event the account had over 56,500 impressions. The top tweet achieved nearly 4,000 views.

Event Photos – may 20th



SafeTrack

A comprehensive marketing and communications outreach effort was put in play during the month of June to assist with advising commuters and employers about SafeTrack repair work and how Commuter

Connections can provide alternative solutions such as ridematching, and information on commuter rail, bus, telework, bicycling and walking. The 'SafeTrack' plan is a massive yearlong effort to improve safety and service reliability throughout the Metrorail system. The extensive track work is being performed on an accelerated basis, completing three years worth of repair work in one year. Safety surges require some complete station closures, and single-tracking on various segments of the rail system for several weeks at a time, even during morning and afternoon rush hour.

The logo for SafeTrack, featuring the word "SafeTrack" in a white, sans-serif font on a black rectangular background.

Marketing included the creation of a SafeTrack hub page on the Commuter Connections web site, radio, print, online ads, social media, and email blasts to both commuters and employers. Earned media included a press release, participation in a press conference and "pop-up events" and PSA's.

Media Spending

| | |
|--------------|-----------------|
| Radio | \$8,325 |
| Digital | \$1,675 |
| Print | \$4,917 |
| Social | <u>\$2,000</u> |
| Total | \$16,917 |

Radio

A total of 70 :30 second SafeTrack ads were placed on WTOP and WFED (Federal News Radio) for a three week span, from May 30 to June 19.



SafeTrack :30

Metrorail SafeTrack is underway in June and will continue through March.

Single-tracking or station shutdowns on certain segments will occur for specified weeks at a time.

Crowding and longer wait times are expected.

Shuttle bus service will bridge gaps for all station closures.

Other travel options are recommended.

Commuter Connections can help you find free rideshare options and information on bus, commuter rail, bicycling, walking, and telework.

Visit commuterconnections.org, or call 800 745-RIDE.



Online

Rotating digital banner ads were placed on WTOP.com in various sizes. The ads ran for 167,500 impressions throughout the site, across desktop, tablet, and mobile platforms, over the course of June. Sizes included 728x90, 970x90, 468x60, 300x250, 300x600, 320x50, and 160x600 pixels. Placement includes performance optimization.



metrorail
SafeTrack
is now
UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A large vertical banner advertisement. The top half has a dark blue background with white text. The middle section shows a photograph of construction workers in orange safety vests and hard hats working on a train track. The bottom section has a green background with white text.

metrorail **SafeTrack**
is now UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A medium vertical banner advertisement. The top half has a dark blue background with white text. The middle section shows a photograph of construction workers on a train track. The bottom section has a green background with white text.

metrorail **SafeTrack**
is now UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A wide horizontal banner advertisement. The left side has a dark blue background with white text. The middle section shows a photograph of construction workers on a train track. The right side has a green background with white text.

Print

In conjunction with the Greater Washington Board of Trade, The Washington Business Journal published an employer directory detailing how to navigate the commute during Metro's SafeTrack initiative in late June. A full page color ad was placed, 9.5" x 13.58".



Metro SafeTrack repair work is underway. Single-tracking, station shutdowns, crowding, and longer wait times are expected.

**Your commute should be stress free.
Contact Commuter Connections and learn about all your options.**

RIDESHARE.

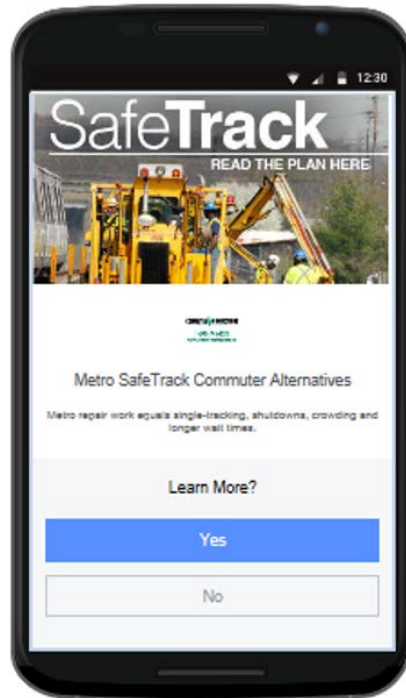
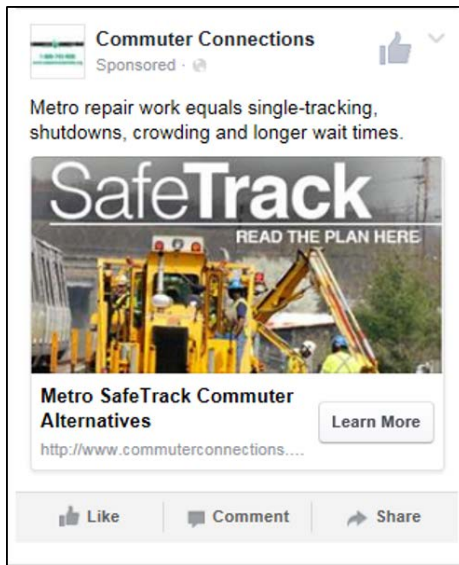
Free carpool matchlist & bus, commuter rail, bicycling, walking or telework information.



800.745.RIDE commuterconnections.org

Social Media

Paid ads were placed on Facebook and appeared across various platforms including mobile, desktop, and sponsored newsfeed ads.



Employer Recognition Awards

The Employer awards program recognized employers who initiated worksite commute programs to assist their employees. Winners were honored at the nineteenth annual awards ceremony June 27, 2016 at the Washington Marriott at Metro Center in Washington, DC. A video, invitations, podium sign, and program booklet were developed for the 2016 awards ceremony. Giveaways and trophies were provided. To recognize the winners, a print ad was placed in the Wall Street Journal, Tuesday, June 28th.

Invitation



**20 EMPLOYER
RECOGNITION
16 AWARDS**

MONDAY, JUNE 27, 2016

WASHINGTON MARRIOTT at METRO CENTER
775 12th Street NW, Washington D.C. 20005
Take Metrorail to Metro Center
(G & 12th Streets Exit)

GRAND BALLROOM SALONS AB
8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea
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

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
SUSTAINABLE. SMART. WORKING.

Program Booklet



The Employer Services Sales Team Achievement Award is given to the Commuter Connections Employer Services sales team that has most successfully met its goal of partnering with employers to develop and expand commute benefit offerings. There are a total of 10 Employer Services sales teams with 32 full time equivalent representatives in the Washington metropolitan region who cultivate and support employer based transportation programs. The Transportation Planning Board's (TPB) Commuter Connections program is pleased to honor Arlington County Commuter Services with the 2016 Employer Services Sales Team Achievement Award.

During the past year with nine full time sales representative, over 7,500 contacts were made with employers in Arlington, and 397 meetings were held. As a result, the Employer Services Program has added 12 new high-impact clients to expand their total list of significant employer commute programs to 73. Arlington's staff attended employer transportation fairs and commuter events last year, as well as conducted seminars and workshops. Selection of the 2016 Sales Team Achievement award recipient was based on information provided by the Employer Services sales teams as part of their required monthly reports to COG/TPB, and through on-going database verifications.

Incentives

Commuter incentives reward and encourage employees for taking alternative means of transportation. They also help to attract and retain employees. Incentives and commuter benefits can come in many forms such as transit and vanpool subsidies, pre-tax benefits and preferred or discounted parking for carpools and vanpools. Other incentives may include offering flex-time schedules or the provision of facilities and equipment such as showers and lockers for those who bike or walk to work, on-site amenities, free shuttle service, or laptops for teleworkers.

Marketing

Promoting the merits of ridesharing, transit and teleworking within a company is an essential part of a successful commuter program. Companies who educate and advocate alternative commuting options enjoy higher employee participation rates. With knowledge of the available choices, employees are empowered to make well-informed decisions about better and smarter ways to get to work. They arrive less stressed and more able to start their productive day. Marketing of commuter information and available benefits serve as an influential aspect, behind helping to change commuter drive-alone patterns.

Teleworking

Teleworking at home, or at a local telework or co-working center, allows employees to dramatically reduce or completely eliminate the time and money spent commuting to-and-from work, one or more days per week. For employers, savings may come in the form of reduced overhead such as office space costs and parking. In addition, teleworking provides for lower absenteeism, higher productivity and helps businesses attract and retain qualified employees.

20 EMPLOYER
RECOGNITION
AWARDS

Podium Sign



2016 Winners

Incentives – Toole Design Group



Marketing – MITRE Corporation



Telework – United Educators



On June 28, 2016 a quarter page color print ad appeared in the Wall Street Journal to congratulate the three employer award winners. The cost of the media was \$7,000.

WORLD NEWS

Turkey Moves to End Feud With Russia

Erdogan apologizes for November downing of plane in latest bid to ease sanctions

Turkey's President Recep Tayyip Erdogan said Sunday that he was sorry for the downing of a Russian jet on the Black Sea last November, a move that could help ease international sanctions on Turkey.

Erdogan said he was "deeply sorry" for the downing of the Russian jet, which he said was a "tragic accident." He said he was "deeply sorry" for the downing of the Russian jet, which he said was a "tragic accident."



Erdogan said he was "deeply sorry" for the downing of the Russian jet, which he said was a "tragic accident." He said he was "deeply sorry" for the downing of the Russian jet, which he said was a "tragic accident."

Refugee Crises in Mideast Spawn Health Threats

Years of conflict leave millions of displaced people vulnerable to communicable diseases

Millions of displaced people in the Middle East and elsewhere are at risk of communicable diseases because of years of conflict and displacement, according to a report by the World Health Organization.



Millions of displaced people in the Middle East and elsewhere are at risk of communicable diseases because of years of conflict and displacement, according to a report by the World Health Organization.

CONGRATULATIONS

TO OUR 2016 EMPLOYER RECOGNITION AWARD WINNERS

- Teledesign Group**
Baltimore, MD
Innovative Award
- METRE Corporation**
Baltimore, MD
Meritor Award
- United Educators**
Baltimore, MD
Innovative Award

COMMITTEE CONNECTIONS
1200 F STREET, N.W. | BALTIMORE, MD 21202

FY2016 2nd Half Reg TDM Marketing Campaign Summary Final Report September 20, 2016 Page 44

'Pool Rewards



Spring Campaign

A combination of Facebook, Instagram, and TV paid media ran in the spring to promote the benefits and incentives of the 'Pool Rewards program.

Message Strategy

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

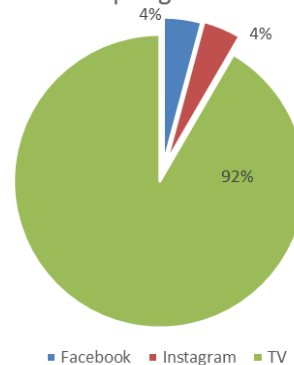
Target Market

Rideshare demographics (see pg. 8)
Younger demographics

Geographic Targeting

Washington D.C. DMA

'Pool Rewards Spring FY 2016 Media




| 'Pool Rewards Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|-----------------------------|--------------------|--------------------|------------------|
| TV | \$45,775.00 | \$38,908.75 | 6,250,100 |
| Facebook | \$2,100.00 | \$2,470.65 | 200,000 |
| Instagram | \$2,100.00 | \$2,470.65 | 325,000 |
| Totals | \$49,975.00 | \$43,850.05 | 6,775,100 |



Facebook Ads

Commuter Connections
Sponsored · 🌐

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



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


5 Likes

Like Comment Share

Ad

Commuter Connections
Sponsored · 🌐

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



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


Objective
Clicks to Website
[See Post](#)

Instagram Ads


Commuter Connections X

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

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




'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections


Commuter Connections X

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

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



'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections

Commuter Connections Newsletter and Federal ETC Insert

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

Spring 2016 Newsletter and Federal ETC Insert





COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 2, Volume 20 Spring 2016 WHAT'S INSIDE

- 2 DC Tips for Walking and Bicycling to Work
- 3 Bikeshare Spreading in Fairfax County
- 3 Bhecham-Richards Safer Than Bike Owners
- 4 Metro Turns 40 with Improvements on the Way

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


COMMUTER CONNECTIONS – CONTINUAL SUPPORT TO THE REGION

Commuter Connections has a host of programs available to your company and your employees. Created in 1974 as the "Commuter Club," Commuter Connections is a regional network of transportation organizations coordinated under the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. By 1994 the network had grown in membership to include all Washington D.C. area local governments, select federal agencies, several Transportation Management Associations, and local jurisdictions from the Baltimore region, Maryland, and Northern Virginia.

In 1996 and 1997, the services provided had grown beyond just Ridematching to include transit route and schedule information, a regional Guaranteed Ride Home program, bicycling to work information, park-and-ride lot and HOV lane information, telework program assistance, InfoExpress commuter information kiosks, commuter information services

through the Internet, and employer services. Additionally, a regional carpool incentive was introduced in 2010 under the "Pool Rewards" moniker, and expanded in 2012 to include a vanpool incentive. Commuter Connections also coordinates several regional programs each year, including Bike to Work Day, Car Free Day, and an Employer Recognition Awards program.

Ridesharing
As one of the primary services of Commuter Connections, ridesharing, is defined in simple terms as the act of sharing the ride and cost to get to and from work. Through Commuter Connections' Ridematching system, employees can find other commuters going their way. There are currently more than 17,500 commuters in the database. Commuter Connections also has a mobile-friendly website and app to give commuters access to its programs from their smartphones and tablets.

Continued on page 2




FEDERAL ETC UPDATES

Employee Transportation Coordinator

NEW MARK CENTER BUS ROUTES

In February, the Virginia Department of Rail and Public Transportation (VDOT) launched two new Overdale commuter bus routes to the Mark Center in Alexandria.

The new routes, operated by the Potomac and Rappahannock Transportation Commission (PRTC), will start in Dale City and Lake Ridge. Both routes will offer four trips during the morning and afternoon rush hours, enabling a convenient ride in the I-95 Express Lanes, and using the new I-95 HOV ramp at Seminary Road.

The Dale City route will start at the Dale City commuter lot at Dale Boulevard and Mineville Road. It will serve stops along Dale

Boulevard before traveling to the Mark Center. The Lake Ridge route will offer four morning trips starting at the Lake Ridge commuter lot and will also serve the Lake Ridge commuter lot, with stops along Old Bridge Rd, and the Gordon Blvd/123 Old Bridge commuter lot. Its final local stop before heading to the Mark Center will be the I-95/Rte. 223 commuter lot. Fares will be the standard Overdale commuter bus one way fare of \$4.20 with a Senior Trip card or \$6.30 cash.

With the operating expenses paid for through DRPT and the buses purchased by PRTC, there will be no cost to Prince William County. "Not only will these routes reduce traffic on our roads and aid in the protection of our environment, but they will do so without costing the County a single penny," said Prince William County Supervisor Frank S. Pirro, who serves as chairman of the PRTC Board of Commissioners.

"We know that the operational support and capital assistance DRPT is able to provide to our partners at PRTC for the new Dale City and Lake Ridge services will be extremely beneficial to transit in the area," Agency Director Jennifer Mitchell said. "These new buses and routes will provide essential mobility options for commuters in the I-95 corridor facing daily traffic congestion."


The Mark Center currently is home to the Department of Defense's Washington Headquarters Services as well as other Departments of Defense agencies. Mark Center schedules are available online at www.PRTCtransit.org.





Commuter Connections E-Newsletter

The winter and spring 2016 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.](#)




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



Commuter Connections - Continual Support to the Region

Commuter Connections has a host of programs available to your company and your employees. Created in 1974 as the "Commuter Club," Commuter Connections is a regional network of transportation organizations...

[Read more](#)



DC Tops for Walking and Bicycling to Work

The Alliance for Biking and Walking recently released a report naming the D.C. area a top major U.S. city for bicycling and walking to work.

[Read more](#)

Bikeshare Sprouting in Fairfax County


In January, the Fairfax County Board of Supervisors approved a \$1.7 million plan to bring bikesharing to Reston and Tysons.





[Read more](#)

Metro Turns 40 with Improvements on the Way

The Washington Metrorail system opened in 1976, ushering in a new and exciting era as the region's transportation gem.

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www.commuterconnections.org

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY 2016*. In conjunction with ozone season, the campaign included broadcast (TV), digital, transit, social media advertising and engagement, and partnership outreach.

Clean Air Deeds TV Promotion

Viewers were asked to share their “Clean Air Deeds” for a chance to win a pair of tickets to see Chicago, Earth, Wind & Fire in concert. WGL, Commuter Connections, and Clean Air Partners were featured in Good Morning Washington! Shout Out announcement.



Transit Signage

M Take Metrobus or Metrorail to Do Your Share for Cleaner Air MetroOpensDoors.com

My daughter depends on me,
I depend on
AirAlerts.


CLEAN AIR PARTNERS
DC-MD-VA


Scan here with your smartphone to sign up for AirAlerts

Visit CleanAirPartners.net for your FREE air quality forecast.


CLEAN AIR PARTNERS
DC-MD-VA

My daughter depends on me,
I depend on
AirAlerts.


Scan here with your smartphone to sign up for AirAlerts

Visit CleanAirPartners.net for your FREE air quality forecast.

Appendix A

Performance Measures

Web Visits

| Month | FY 2015 Web Visits | FY 2016 Web Visits | +/- | +/- % |
|-------|-----------------------|-----------------------|---------------|--------------|
| Jan | 12,308 | 11,990 | (318) | -2.6% |
| Feb | 10,960 | 19,307 | 8,347 | 76.2% |
| March | 14,919 | 24,637 | 9,718 | 65.1% |
| April | 14,185 | 25,879 | 11,694 | 82.4% |
| May | 15,306 | 17,112 | 1,806 | 11.8% |
| June | 14,648 | 29,159 | 14,511 | 99.1% |
| | 82,326 | 128,084 | 45,758 | 55.6% |

Phone Calls

| Month | FY 2015 Phone Calls | FY 2016 Phone Calls | +/- | +/- % |
|-------|------------------------|------------------------|--------------|--------------|
| Jan | 1,383 | 1,111 | (272) | -19.7% |
| Feb | 1,187 | 1,198 | 11 | 0.9% |
| March | 1,256 | 1,108 | (148) | -11.8% |
| April | 1,399 | 1,347 | (52) | -3.7% |
| May | 1,320 | 1,460 | 140 | 10.6% |
| June | 1,363 | 1,203 | (160) | -11.7% |
| | 7,908 | 7,427 | (481) | -6.1% |

Guaranteed Ride Home Applications

| Month | GRH FY 2015 Applications | GRH FY 2016 Applications | Change | % |
|-------|--------------------------------|--------------------------------|--------------|--------------|
| Jan | 1,001 | 838 | -163 | -16.3% |
| Feb | 994 | 803 | -191 | -19.2% |
| March | 929 | 803 | -126 | -13.6% |
| April | 758 | 930 | 172 | 22.7% |
| May | 716 | 854 | 138 | 19.3% |
| June | 726 | 763 | 37 | 5.1% |
| | 5,124 | 4,991 | (133) | -2.6% |

Rideshare Applications

| Month | Rideshare FY 2015 Applications | Rideshare FY 2016 Applications | Change | % |
|-------|--------------------------------------|--------------------------------------|------------|-------------|
| Jan | 724 | 868 | 144 | 19.9% |
| Feb | 1,216 | 1,148 | -68 | -5.6% |
| March | 1,035 | 1,268 | 233 | 22.5% |
| April | 843 | 1,036 | 193 | 22.9% |
| May | 1,130 | 826 | -304 | -26.9% |
| June | 1,195 | 1,421 | 226 | 18.9% |
| | 6,143 | 6,567 | 424 | 6.9% |

Appendix B

Digital Advertising – WTOP.com Results February 1 – June 19, 2016

| WTOP.com Digital Campaign Performance | Ad Server Impressions Delivered | Ad Server Clicks | Ad Server CTR |
|----------------------------------------------|----------------------------------------|-------------------------|----------------------|
| Cross Platform 2/1-2/7 | 88,349 | 149 | 0.17% |
| Cross Platform 2/8-2/14 | 86,792 | 166 | 0.19% |
| Cross Platform 2/15-2/21 | 84,683 | 233 | 0.28% |
| Cross Platform 2/29 | 6,697 | 14 | 0.21% |
| Cross Platform 3/1-3/6 | 72,679 | 117 | 0.16% |
| Cross Platform 3/7-3/13 | 82,285 | 142 | 0.17% |
| Cross Platform 3/21-3/27 | 79,339 | 114 | 0.14% |
| Cross Platform 3/28-3/31 | 39,088 | 54 | 0.14% |
| Cross Platform 4/1-4/3 | 36,677 | 68 | 0.19% |
| Cross Platform 4/4-4/10 | 77,398 | 228 | 0.29% |
| Cross Platform 4/11-4/17 | 86,683 | 316 | 0.36% |
| Cross Platform 4/18-4/24 | 84,794 | 521 | 0.61% |
| Cross Platform 4/25-4/30 | 63,786 | 329 | 0.52% |
| Cross Platform 5/1 | 11,638 | 22 | 0.19% |
| Cross Platform 5/2-5/8 | 82,729 | 213 | 0.26% |
| Cross Platform 5/9-5/15 | 82,995 | 196 | 0.24% |
| Cross Platform 5/16-5/22 | 83,507 | 265 | 0.32% |
| Cross Platform 5/23-5/29 | 71,020 | 275 | 0.39% |
| Cross Platform 6/13-6/19 | 76,145 | 214 | 0.28% |
| Total / Averages | 1,297,284 | 3,636 | |

Note: National average CTR is .09%

Appendix C

FY 2016 Spring Media Schedules

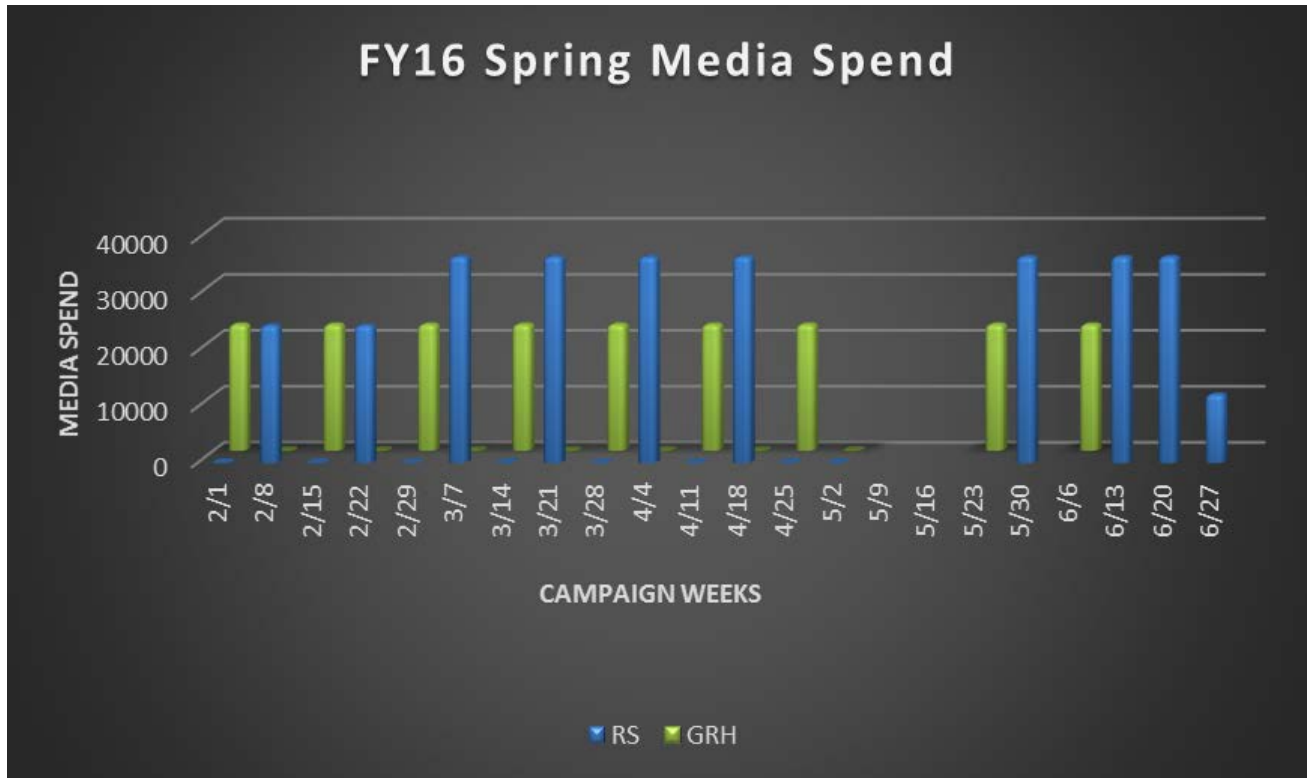
| Commuter Connections FY2016 Spring Umbrella | | | | | Media Schedule: Specific Dates Spots Run (Week of) | | | | | | | | | | | | | | | | | | | |
|---------------------------------------------|---------------------|----------------------|---------------|-----------------|----------------------------------------------------|------|-----------|---------|---------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

Legend

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

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

**Appendix D
FY 2016 2nd Half Paid Media Spend**



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

Legend

| |
|-------------------------------------|
| 'Pool Rewards TV Ads Coverage |
| 'Pool Rewards Social Media Coverage |
| BTVD Radio |
| BTVD Social Media |
| ERA print ads |

Appendix E

Bike to Work Day Earned Media

Featured below is a list of Bike to Work Day 2016 media placements, across print, internet, radio and television outlets, along with a selection of social media placements.

| Print/Online Coverage - 115 | | |
|-----------------------------|---------------------------------------|---------------------------------------------------------------------------------------------|
| 2/3/2016 | Washingtonian | DC Will Close the Roads in May so 8,000 Cyclists Can Ride |
| 3/14/2016 | Bike Arlington | Bike to Work Day 2-16 event details |
| 3/15/2016 | DCist | Gear Up For Spring: Bike To Work Day Registration Is Open |
| 3/16/2016 | Greater Greater Washington | Breakfast links: The day the Metro stood still |
| 3/17/2016 | Washington City Paper | DDOT: Metropolitan Branch Trail Extremely Popular During Metro Shutdown |
| 3/18/2016 | Washington Post | Without Metrorail, Wednesday's commute was merely bad. Why wasn't it worse? |
| 3/22/2016 | New Columbia Heights | Registration now open for Bike to Work Day 2016, which is May 20 |
| 3/22/2016 | Prince William Living | Bike To Work Day 2016 |
| 3/22/2016 | Technal.ly DC | These data visualizations show how DC gets around when there's no Metro |
| 3/22/2016 | The Bay Net | Register for D.C. region's 16th Annual Bike to Work Day |
| 3/23/2016 | Ashburn Patch | Bike to Work Day Set for May 20 |
| 4/6/2016 | Mclean Patch | Registration Open for Bike to Work Day on May 20 |
| 4/15/2016 | Alexandria News | 16th Annual Bike To Work Day |
| 4/26/2016 | goDCgo | Pedaling Forward! Bike to Work Day is Friday, May 20 |
| 4/27/2016 | WABA | Can you help me out in May? |
| 4/28/2016 | The Connection | Bike to Work Day is Friday, May 20 |
| 4/30/2016 | On Tap | Biking in the City |
| 5/2/2016 | Frederick News-Post | Frederick, Rockville video competition highlights bike month |
| 5/2/2016 | Prince William County | Residents Encouraged to Participate in Bike to Work Day on May 20 |
| 5/3/2016 | Capital Bikeshare | Bike to Work Day is Back |
| 5/4/2016 | Falls Church News-Press | New Location Planned for Bike to Work Day Pit Stop |
| 5/4/2016 | News-Gazette | Come along for the ride |
| 5/4/2016 | WABA | Ready for something really big? |
| 5/5/2016 | Bicycle Space DC | May is Bike Month |
| 5/9/2016 | Washington Post | Loudoun County news briefs |
| 5/10/2016 | Downtown DC BID | Join the DowntownDC BID on Bike to Work Day May 20 at Freedom Plaza |
| 5/10/2016 | Washington Area Bicyclist Association | How to Prepare for Bike to Work Day 2016 |
| 5/11/2016 | Red Brick Town | Bike to Work Day 2016 in Alexandria and the DMV #BTWD2016 |
| 5/11/2016 | Falls Church News-Press | F.C. to Host Bike to Work Day Pit Stop on May 20 |

| | | |
|-----------|----------------------------------------------|---------------------------------------------------------------------------------------------------|
| 5/11/2016 | Greater Washington Women's Network | GWWN Community Resources Information Newscast No. 6 |
| 5/11/2016 | Mass Transit | Frederick Organizations to Partner for 2016 Bike to Work Day Events |
| 5/11/2016 | Washingtonian | See How Four Washingtonians Bike to Work |
| 5/12/2016 | Frederick News-Post | Leafy Greens: All about that bike |
| 5/12/2016 | Takoma Voice | Bike Month |
| 5/12/2016 | The Journal | NSAB Set to Join in Bike to Work Day |
| 5/12/2016 | Washington Area Bicyclist Association | Bike to Work Day 2016: What You Should Expect |
| 5/13/2016 | Arlington Transportation Partners Blog | Bike to Work Day is in One Week |
| 5/13/2016 | Defense Video & Imagery Distribution System | NSAB Set to Join in Bike to Work Day |
| 5/13/2016 | National Capital Region Transportation Board | Check out some cool BTWD videos |
| 5/16/2016 | Active Life | Visit KIND Snacks during Bike to Work Day DC! |
| 5/16/2016 | Bike and Roll DC | 3 Can't-Miss Events for the Really Big Bike Weekend |
| 5/16/2016 | Frederick News-Post | 6 things to know for the week of May 16 |
| 5/16/2016 | Hill Now | 'Bike to Work Day' Pit Stops to Give Away Shirts, Refreshment to Bikers on Friday |
| 5/16/2016 | U.S. PRIG | GOOD THINGS COME TO THOSE ON BIKES |
| 5/16/2016 | Washington DC Patch | Wacky 'Tour de Fat' Party Coming to Yards Park This Weekend |
| 5/16/2016 | Washington Post | Bike to Work Day may have special value this year |
| 5/16/2016 | White Plains Daily Voice | Leave The Car At Home For National Bike To Work Week, White Plains |
| 5/17/2016 | Bowie Patch | Bike to Work Day 2016: Bowie, PG County Pit Stops |
| 5/17/2016 | DC Sun Times | Get in Gear: Bike to Work Week Has Arrived (repost from DC Curbed) |
| 5/17/2016 | DC Curbed | Get in Gear: Bike to Work Week Has Arrived |
| 5/17/2016 | Frederick News-Post | Health & Fitness Calendar — May 17 |
| 5/17/2016 | National Capital Region Transportation Board | How I decided to ride on Bike to Work Day |
| 5/17/2016 | The Connection | Arlington: Gearing Up for Bike to Work Day |
| 5/18/2016 | Architect of the Capitol | A Passion for Pedaling |
| 5/18/2016 | DCist | Bike To Work Day Returns On Friday |

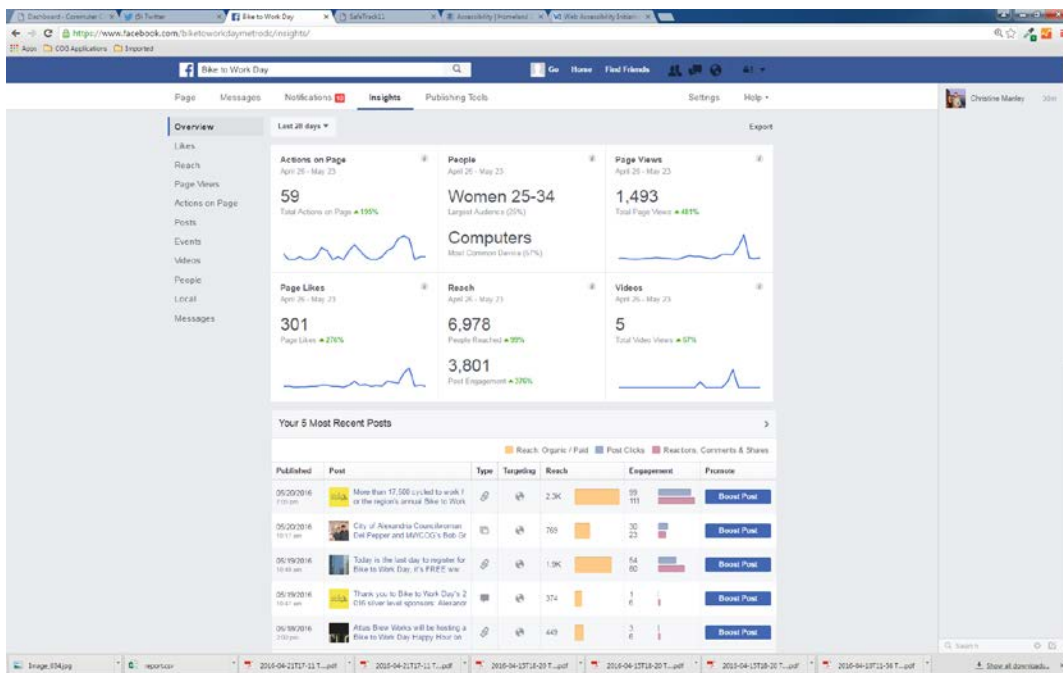
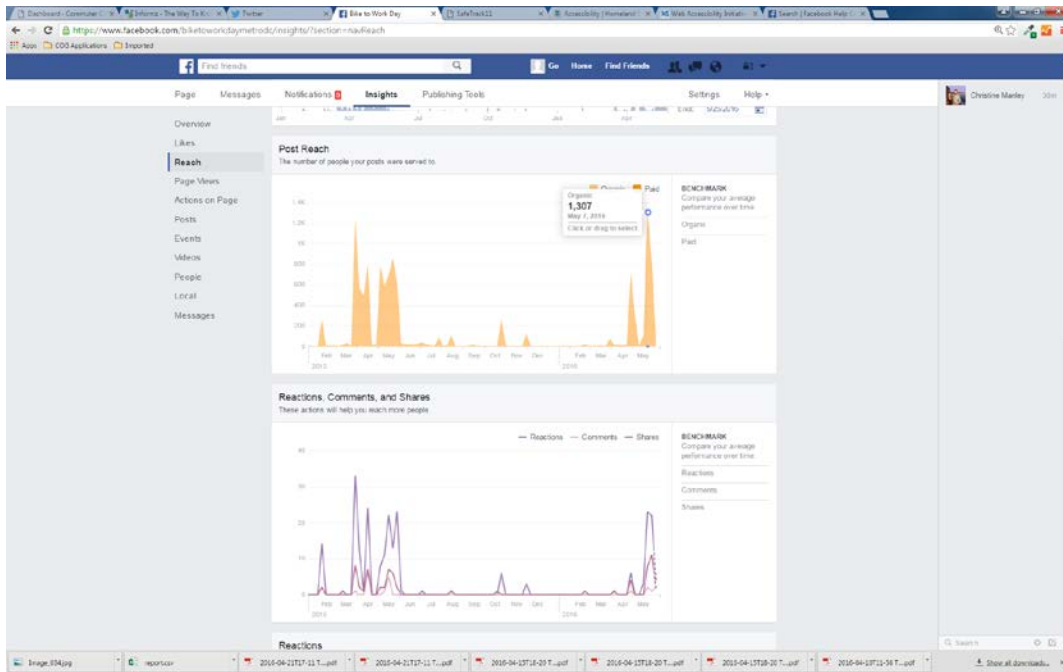
| | | |
|-----------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 5/18/2016 | Fairfax City Patch | Bike to Work Day 2016: Fairfax City Pit Stops |
| 5/18/2016 | Greater Greater Washington | Friday is Bike to Work Day. Here's where to find a pit stop. |
| 5/18/2016 | Old Town Alexandria Patch | Bike to Work Day 2016: Alexandria Pit Stops |
| 5/18/2016 | Old Town Alexandria Patch | Gear Up for Bike to Work Day |
| 5/18/2016 | PlanItMetro | Bike to Work (or Metro) Day 2016 |
| 5/18/2016 | Reston Now | Friday: Take a Ride on Bike to Work Day 2016 |
| 5/18/2016 | Southern Maryland News | Commissioners Recognize May 20 as Bike to Work Day |
| 5/18/2016 | Washington Post | Alexandria-Arlington community calendar, May 19-26, 2016 |
| 5/19/2016 | Bowie Patch | Bowie Bike to Work Day 2016: When and Where |
| 5/19/2016 | Downtown DC BID | Bike to Work Day is TOMORROW |
| 5/19/2016 | Popville DC Neighborhood Blog | It's Bike to Work Day Friday – Get Free Coffee and Lots More at 83 Pit Stops |
| 5/19/2016 | Takoma Voice | Bike to Work Day, 2016 |
| 5/19/2016 | The Connection | Alexandria: Gearing Up for Bike to Work Day |
| 5/19/2016 | Washingtonian | Be Careful at These Intersections on Bike to Work Day |
| 5/20/2016 | Alexandria News | AAA Mid-Atlantic's First Anniversary Of Bicycle Roadside Assistance At Bike To Work Day In Washington Metro |
| 5/20/2016 | ARL now | Photos: Bike to Work Day in Arlington |
| 5/20/2016 | Ballston BID | Bike to Work Day |
| 5/20/2016 | Bethesda Magazine | Bike to Work Day; Airbnb Comes to Tax Agreement With County; Scholarship Winners |
| 5/20/2016 | Capital Gazette | Schuh, advocates highlight need for improvements on Bike to Work Day |
| 5/20/2016 | Center for Total Health | Bike to Work (or Lunch) Day 2016 |
| 5/20/2016 | DC Bike Blogger | National Bike to Work Day 2016 |
| 5/20/2016 | New Columbia Heights | Bike to Work Day is today: there's an afternoon pit stop at the Civic Plaza |
| 5/20/2016 | Root Chopper blog | Bike to Work Day 2016 |
| 5/20/2016 | Takoma Voice | Photos: Bike to Work Day |
| 5/20/2016 | VOA News | US Cities Celebrate #BiketoWorkDay |
| 5/20/2016 | Washington City Paper | D.C. Councilmember Proposes Bill to Increase Bike Safety...Using Cars? |
| 5/20/2016 | Washington Post | Traffic, transit tips for the weekend |
| 5/21/2016 | Red Brick Town | Bike to Work Day 2016 (Photos) |
| 5/21/2016 | Red Brick Town | Bike to Work Day 2016 (Photos) |
| 5/23/2016 | Washington City Paper | Met Branch Trail Sees Record Use on Bike to Work Day |
| 5/24/2016 | DataLensDC | Bike to Work Day: By the Numbers |
| 5/24/2016 | Washingtonian | Bike to Work Day 2016, By the Numbers |

| | | |
|--------------------------------|----------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 5/27/2016 | Technal.ly DC | DataLensDC declares Bike to Work Day 'a success across the region' |
| 5/27/2016 | WABA | Newsletter |
| 5/31/2016 | Greater Greater Washington | Breakfast links: Going anywhere? |
| 6/1/2016 | Washington Area Bicyclist Association | Thank You for Riding on Bike to Work Day |
| 6/2/2016 | Washington Post | D.C.'s plan for SafeTrack: cheaper Bikeshare, shared rides and extended rush-hour parking restrictions |
| 6/2/2016 | Washington Area Bicyclist Association | Celebrate Biking to Work (Again!) With Us On June 9th |
| 6/19/2016 | Rockville Patch | Rockville Bike to Work Day 2016: Where to Find Pit Stops |
| May, 2016 | Red Brick Town | Bike to Work day 2016 (event posting) |
| May, 2016 | American Planning Association | APA Staff Takes Part in National Bike to Work Day |
| May, 2016 | Arlington Transportation Partners Blog | Bike to Work Day |
| May, 2016 | Arlington's Car-Free Diet | Bike to Work Day 2016 event details |
| May, 2016 | Capital Riverfront | Calendar Event |
| May, 2016 | Capitol Hill BID | Bike to Work Day May 20th – Register for Our Pit Stop at Eastern Market Metro Plaza! |
| May, 2016 | Falls Church VA | Bike to Work Day |
| May, 2016 | Georgetown BID | Celebrate Bike to Work Day in Georgetown May 20, 2016 |
| May, 2016 | Golden Triangle DC | Start your morning with a leisurely bike ride to Farragut Park. |
| May, 2016 | Greenbelt News Review | Greenbelt Pit Stop Serves May 20 Bike to Work Day |
| May, 2016 | Greenbelt News Review | Newsletter Vol. 79, No. 25 (Bike to Work Day calendar posting) |
| May, 2016 | Kabir Cares | Bike to Work - May 20, 2016 |
| May, 2016 | Main Street Takoma | Bike to Work Day |
| May, 2016 | NoMa BID | Bike to Work Day 2016 |
| May, 2016 | Potomac Pedalers | Bike to Work Day May 20, 2016 |
| May, 2016 | REI | Bike to Work Day 2016 DC Metro |
| May, 2016 | Sustainable NoVa | Bike To Work Day 2016 |
| 5/20/2016 | The Wash Cycle | It's Bike to Work Day! |
| Television Coverage - 6 | | |
| 5/16/2016 | NBC 4 Washington | Freebies and Safety Tips for Bike to Work Day Friday |
| 5/20/2016 | WUSA 9 | Hundreds take part in 'Bike to Work Day' |
| 5/20/2016 | WJLA | DMV residents celebrate Bike to Work Day |
| 5/20/2016 | WJLA | Finally (sunny) Friday before weekend brings the rain |
| 5/20/2016 | FOX 5 DC | Ditch the Car on National Bike to Work Day |

| Radio Coverage - 5 | | |
|--------------------|------|----------------------------------------------------------------------------------------|
| 4/22/2016 | WTOP | Bike to Work day organizers aim for more diversity |
| 5/17/2016 | WTOP | Will commuters choose to pedal for Friday's Bike to Work Day? |
| 5/19/2016 | WTOP | Local planners aim to prioritize unfinished and unfunded bike projects |
| 5/20/2016 | WMAL | Mornings on the Mall |
| 6/3/2016 | WTOP | DC mayor warns Metro work will slow all commuters |

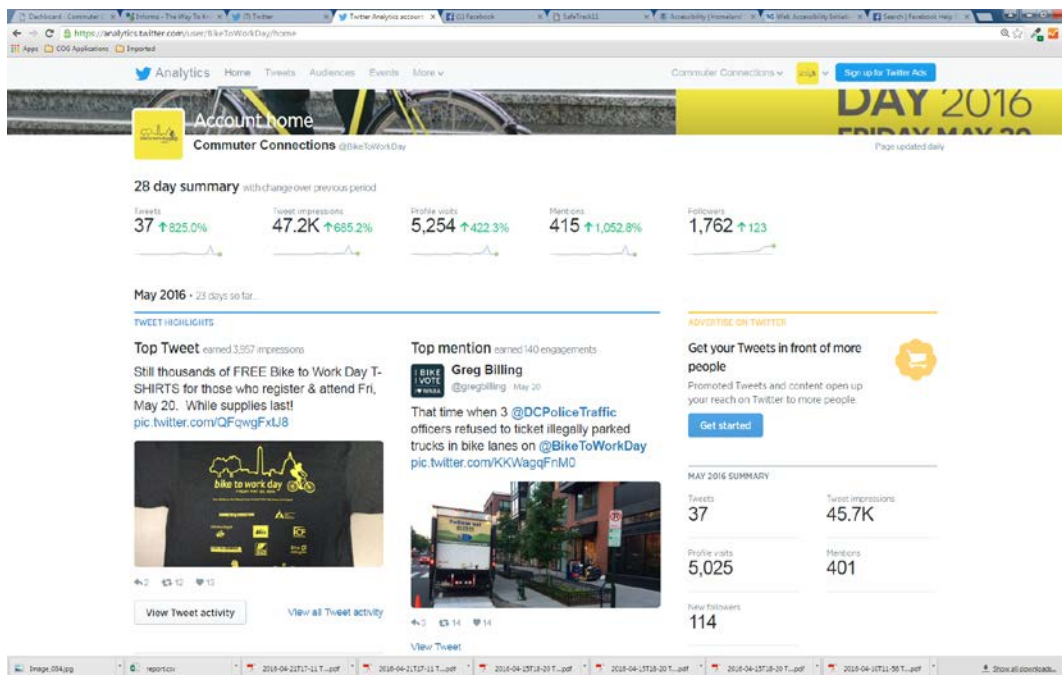
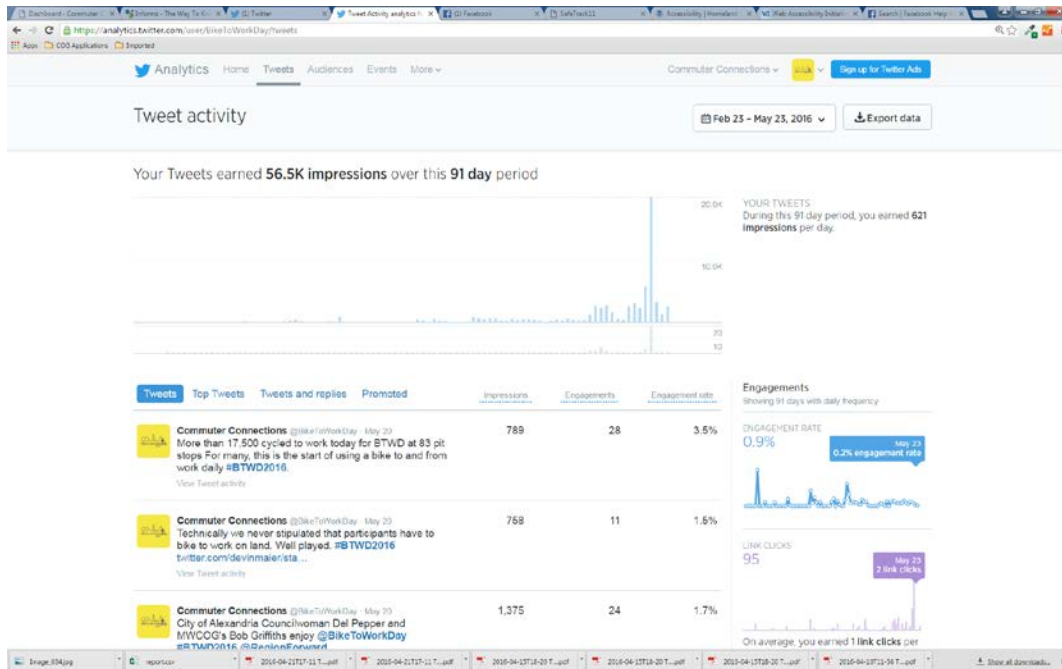
Appendix F

BTWD Facebook Analytics



BTWD activity over 28 days April 26 – May 23, 2016

BTWD Twitter Analytics

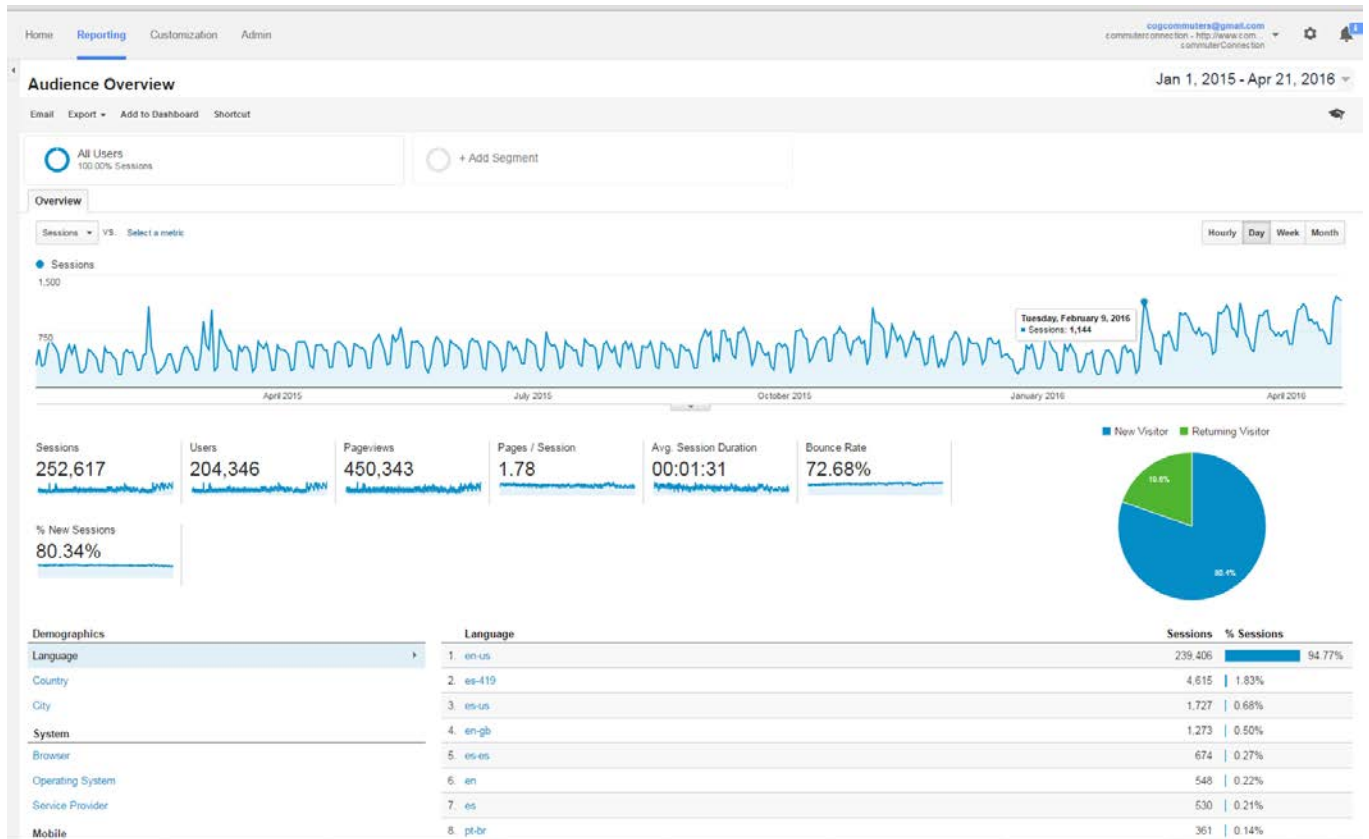


BTWD activity over 28 days April 26 – May 23, 2016

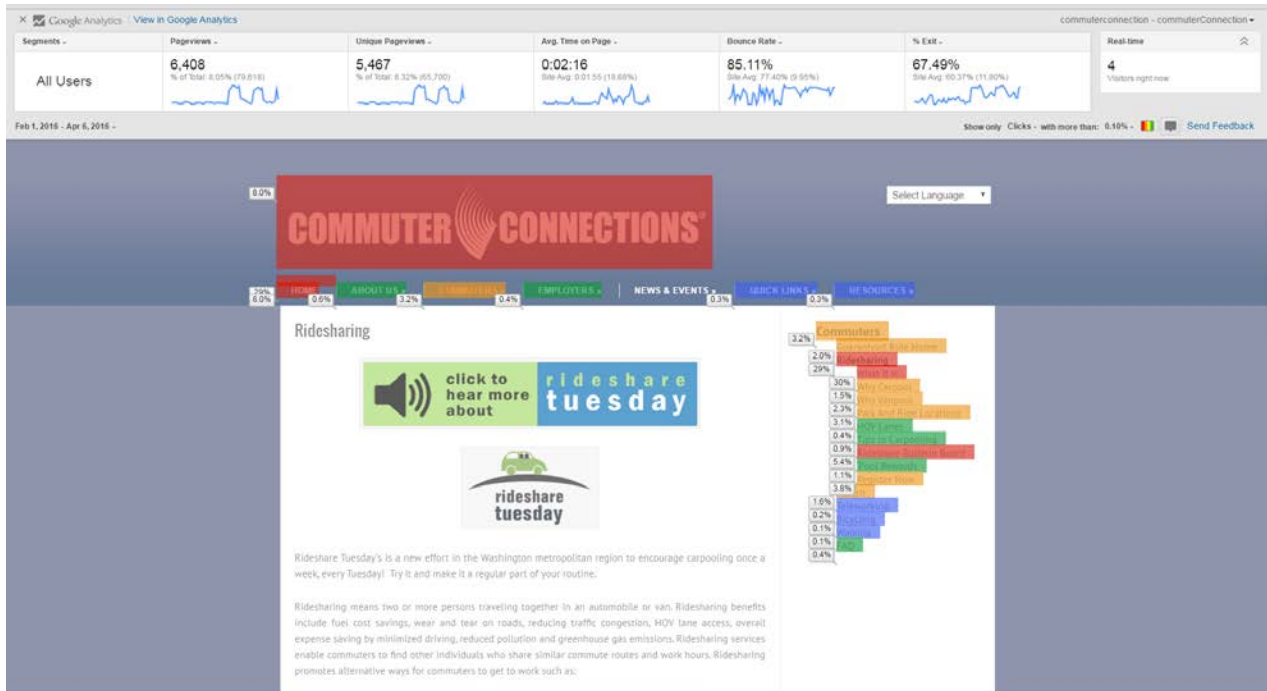
Appendix G

Commuter Connections Web Analytics

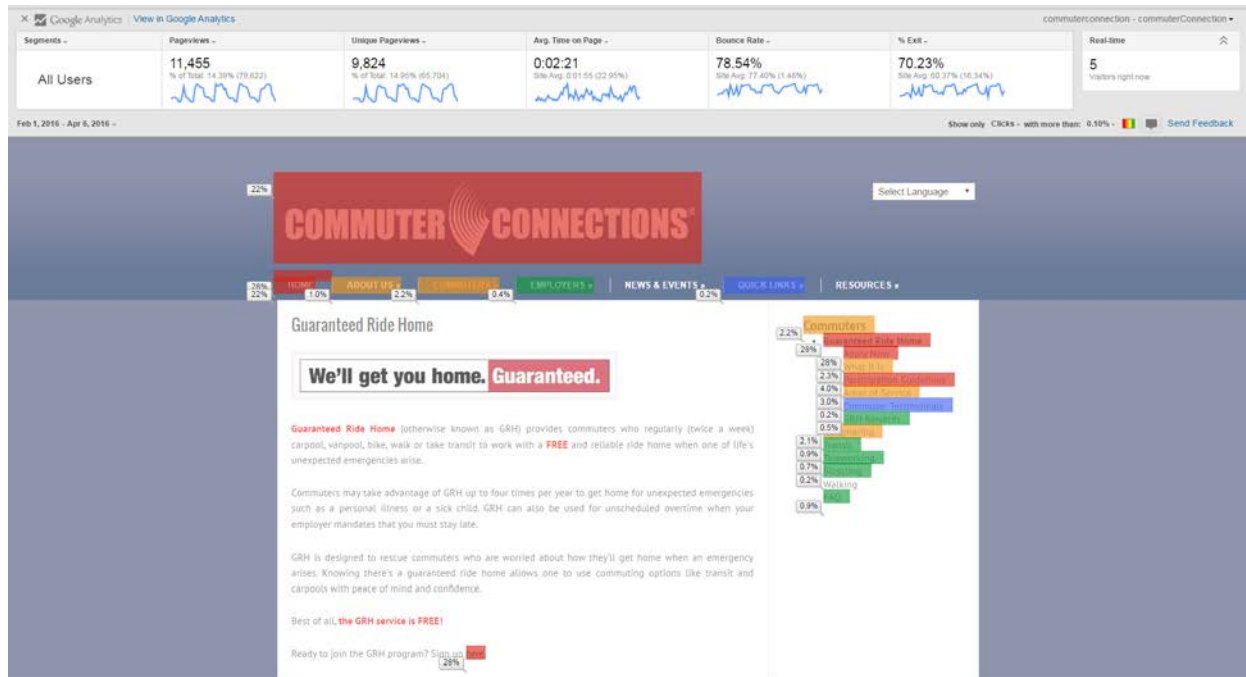
Social media campaigns have had a significant impact on website traffic. After looking at the data from 2015 compared to first half of 2016, the baseline for Commuter Connections traffic is much higher while the campaigns are running. Averaging website visits have gone from about 12,000 - 15,000 visitors a month to about 22,000 - 25,000 visitors a month:



Commuter Connections Rideshare February 1 – April 6, 2016



Commuter Connections GRH February 1 – April 6, 2016



'Pool Rewards February 1 – April 6, 2016

