



**Metropolitan Washington Council of Governments**

**FY2019 Second Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**June 18, 2019**



## Table of Contents

Executive Summary.....	2
Ridematching Campaign.....	9
Guaranteed Ride Home Campaign .....	20
Guaranteed Ride Home - Baltimore Campaign.....	31
Bike to Work Day.....	33
'Pool Rewards.....	42
Employer Recognition Awards.....	43
Carpool Now Mobile App.....	48
Flextime Rewards.....	54
Newsletter and Federal ETC Insert.....	57
Appendix	
A. Performance Measures.....	60
B. Media Schedules.....	62

## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2019. 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, DC region. The use of media and other forms of communication at high reach and frequency levels 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, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet transportation and emission impact goals.

Other campaigns for the second half of FY19 include promotion of the Employer Recognition Awards, CarpoolNow, Flextime Rewards, and Bike to Work Day. Bike to Work Day, held on May 17, 2019 celebrated bicycling as a clean, fun, and healthy way to get to work. CarpoolNow is a ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride. The Flextime Rewards Program incentivizes commuters with cash to avoid peak traffic times along specific highly-congested corridors.

### **Mass Marketing Campaign**

The FY2019 second half media campaign, promoting Ridesharing and GRH, used new advertising developed for spring FY2019, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Why Rideshare? Why Not?” for Rideshare, and “Don’t Freak Out” for GRH. Four radio ads, two Rideshare and two GRH, were produced in February 2019. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively, and alternated each week through the end of June. The total cost of the Rideshare media buy was \$281,472 and the total cost of the GRH media buy was \$281,206.75.

The FY2019 second half media campaign also included promoting GRH in the Baltimore region, using the same new advertising developed for spring FY2019 for the Washington, DC region. Two GRH radio ads ran for a total of nine weeks, which started at the end of February and ran through the last week in June. The total cost of the GRH Baltimore media buy was \$24,995.50.

### **Value Add Promotions**

Based on paid media spending, value add was negotiated in the form of additional Rideshare and GRH media exposure. Value add varies from no-charge radio ads, promotional messages, radio personality social media posts, and banner ads on station websites.

### **Messaging Strategy**

Rideshare’s “Why Rideshare? Why Not?” campaign uses statistics in an infographic-like design to bring the benefits of alternative mode commutes forward in a fun way. The campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising aired on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital and social media, and direct mail.

The FY19 messaging for GRH is “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that, with GRH, they can avoid "freaking out" with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can feel rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music and news radio stations, television, digital and social media, transit signage, and direct mail.

### **Bike to Work Day**

The Committee selected robin's egg blue as the 2019 color, along with a new visual concept for the marketing materials. A sponsor drive netted 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 value of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach made up the campaign. The registration goal for Bike to Work Day 2019 was set at 19,000 bicyclists. A paid media campaign consisted primarily of radio, digital, and social media spending for \$59,996.25.

### **Employer Recognition Awards**

The employer nomination period remained open through February 28, 2019. Summaries of each employer nomination were prepared and reviewed by the Selection Committee on March 22, 2019. Award winners will be honored at a ceremony on June 21, 2019, at the National Press Club. A video, invitations, program booklet, and podium sign have been developed. Print ads will be created for a paid media campaign with a total spend of \$7,500.

### **CarpoolNow Mobile App**

A media campaign was developed and implemented to promote the benefits of the mobile application and increase driver sign-ups by focusing on the driver incentive. The campaign ran May through June with a media spend of \$15,000, and consisted of pop-up events, radio, and social media.

### **Flextime Rewards**

During the second half of FY19, a media campaign was developed and implemented for the new Flextime Rewards Program. The campaign was targeted to both employers and commuters in the region, and ran during the months of May and June. The total media spend for the campaign was \$15,000 and included digital and social media.

## Introduction

The FY2019 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2018, outlined marketing plans for FY2019. The strategy behind the FY2019 campaign reflects the state of events for the regions' commuters, and builds upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington, DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The second half of FY2019 included the following actions:

- Launch of the new spring FY2019 regional mass marketing campaign.
- Promoting the CarpoolNow mobile app.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2019 event.
- Promoting the Flextime Rewards Program.
- Planning and implementing the 22<sup>nd</sup> annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2019 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. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers establish commuter benefit programs for their employees, including teleworking.

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

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

## Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are GRH and Ridematching. 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 are to:

- Emphasize the benefits of ridesharing, through simple, direct messages.
- Emphasize the benefits of ridesharing on HOV and Express Lanes.
- Position Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Position Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, Employer Recognition Awards, and the employer newsletter.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards usage and for participants to log trips.



### **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 and vanpool, along with an access to commute routes and other alternative mode options such as transit, bicycling, and teleworking. As more people share rides to work, the more positively air quality and mobility for the region is affected.

## Ridematching Campaign

### Messaging Strategy

Rideshare’s “Why Rideshare? Why Not?” campaign uses statistics in an infographic-like design to showcase the benefits of alternative mode commutes in a fun way.



### Media Objectives: Rideshare

The Spring FY2019 media campaign promotes the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV corridors, due to highway congestion and fewer transit options.

## Target Market

### FY2018 Commuter Connections Applicant Database Annual Placement Survey Report:

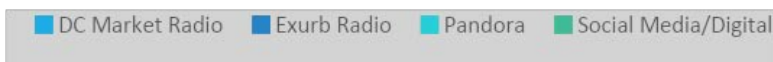
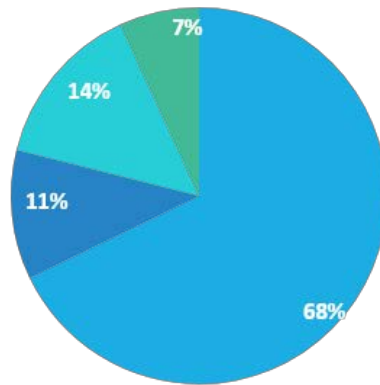
- 35-64 years old (84%)
- Caucasian (57%) and African-American (22%)
- Commutes less than 30 miles (38%), 30-39 (23%), 40 or more miles (39%)
- Commutes 45 minutes or less (29%), 46-60 (26%), 61 or more minutes (45%)
- Lives in Virginia (57%) or Maryland (40%); work in D.C. (50%), Maryland (25%) and Virginia (25%)
- Works for employers with 101-250 (11%) employees, 251-999 (20%), 1,000 or more (48%)
- Works for federal agencies (66%) and private sector (21%)

## Geographic Targeting

Washington D.C. DMA

38

### Rideshare Media Spending



Ridematching Spring Spending	Gross	Net	%	Impressions
DC Market Radio	\$228,721.00	\$190,906.60	68%	
Exurb Radio	\$36,764.00	\$31,249.40	11%	
Pandora	\$47,060.00	\$40,001.00	14%	
Social Media/Digital	\$20,665.00	\$19,315.00	7%	
	<b>\$333,210.00</b>	<b>\$281,472.00</b>	<b>100%</b>	

	<b>Media</b>	<b>Gross</b>	<b>Net</b>
Exurb Radio	WAFY	\$16,794.00	\$14,274.90
	WFMD	\$5,255.00	\$4,466.75
	WFRE	\$14,715.00	\$12,507.75
		<b>\$36,764.00</b>	<b>\$31,249.40</b>
Internet Radio	Pandora	<b>\$47,060.00</b>	<b>\$40,001.00</b>
DC Market Radio	WTEM	\$23,350.00	\$19,847.50
	WTOP	\$103,700.00	\$84,638.75
	iHeart (WASH, WBIG, WLZL)	\$101,671.00	\$86,420.35
		<b>\$228,721.00</b>	<b>\$190,906.60</b>
Social Media/Digital	Facebook	\$315.00	\$315.00
	iHeart	\$9,000.00	\$7,650.00
	WTOP.com	\$10,000.00	\$10,000.00
	YouTube	\$1,350.00	\$1,350.00
		<b>\$20,665.00</b>	<b>\$19,315.00</b>
		<b>\$333,210.00</b>	<b>\$281,472.00</b>

## Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats.

- WAFY (103.1 AC)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WLZL (Hispanic)
- WTEM (Sports)
- WTOP (103.5 News/Talk)

The Rideshare radio campaign alternated for nine weeks, February through June. The following ads promoted the Ridematching program:

### ***Ridesharing :30 “Why Rideshare? Why Not?” Male***

Bob loves carpooling to work. Why? He gets some much needed social interaction, de-stresses, and saves a bundle. Why rideshare? Why not? Join Bob and join 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the happy 10%! That’s [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

### ***Ridesharing :30 “Why Rideshare? Why Not?” Female***

Jane loves carpooling to work. Why? She knows that her commute affects her happiness. That’s right. With 18% of a monthly budget going to owning and operating a car, carpooling saves her a bundle. Who wouldn’t be happy with those savings? Join Jane and join the 10% of Americans who are happy to save by sharing a ride each day!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the 10%! That’s [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

## Value Add

In addition to paid media spots, value add spots were negotiated. Select radio stations and Pandora are running bonus banner ads at no charge, and some radio stations are providing bonus radio spots at no charge.

## Social Media Advertising

The Ridematching program was promoted through social media advertising on Facebook. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for nine weeks, from February through the end of June.

The ads displayed Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).




## Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored WTOP Articles from March – June. A Pandora campaign alternated every other week from February through June. This included digital banner ads and radio spots. Streaming services via YouTube were used to engage a unique audience.

### WTOP Banner Ads:



## WTOP Native Content Sponsored Articles:

**WHY RIDESHARE? WHY NOT?** DID YOU KNOW **YOUR COMMUTE AFFECTS YOUR HAPPINESS?**  **COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK.

Home » Council of Governments - Rideshare » Top apps that will...

### Top apps that will make your time as a carpool passenger more productive

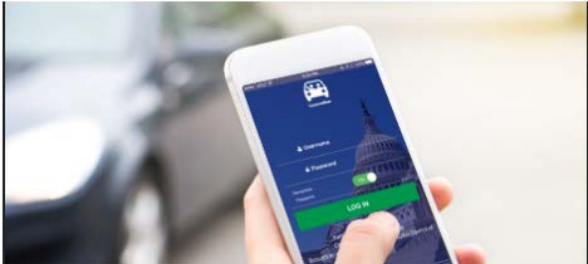
February 13, 2019 5:22 pm

[f](#) [t](#) [e](#) [p](#) [+](#)

*This content is sponsored by Commuter Connections- Rideshare*

Join the 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life! Register for free at [commuterconnections.org](http://commuterconnections.org)

Looking for ways to pass the time, train your brain, or get work done as you're riding as a passenger in your carpool? We put together a list of apps that could make that time more fun, educational, and productive.




**WHY RIDESHARE? WHY NOT?**

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



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

**WHY RIDESHARE? WHY NOT?** DID YOU KNOW **YOUR COMMUTE AFFECTS YOUR HAPPINESS?**  **COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK.

Home » Council of Governments - Rideshare » The top 15 most...

### The top 15 most expensive commutes in America


March 26, 2019 8:26 am

[f](#) [t](#) [e](#) [p](#) [+](#)

*This content is sponsored by Commuter Connections*


Join the 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life! Register for free at [commuterconnections.org](http://commuterconnections.org)

When you think of expensive commutes, you might think of people who live in the suburbs of New York City or Los Angeles but a surprising number of those expensive commutes are happening right here in the Washington, D.C. metro area. Bloomberg recently calculated the top 15 most expensive commutes in the United States converting total commuter hours into a dollar amount based on the average annual income of a full-time employee in the region. Here are the results.



**WHY RIDESHARE? WHY NOT?**

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



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



Pandora Banner Ads:

**WHY RIDESHARE?  
WHY NOT?**

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

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



**WHY RIDESHARE?  
WHY NOT?**

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

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



YouTube Video



**STORYBOARD:  
RIDESHARE  
WHY RIDESHARE? WHY NOT?**



**DID YOU  
KNOW...**

**YOUR COMMUTE  
AFFECTS YOUR**

**HAPPINESS?**

**JOIN THE  
10%  
WHO RIDESHARE**

**BE HAPPY!**


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

## Summer Postcard Mailer

A postcard was also developed during the second half of FY19, promoting Rideshare. The postcard was mailed in June. The rideshare portion of the postcard mailing expenses was \$43,687.42

**WHY RIDESHARE? WHY NOT?**

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



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

**WHY RIDESHARE? WHY NOT?**

Register for Ridematching or Guaranteed Ride Home at [commuterconnections.org](http://commuterconnections.org).

Defray the cost of gas, tolls, and parking, and raise your enjoyment levels!

Over 350 Park & Ride Lots in the area make great meeting points – the vast majority offer free parking.

**A couple of clicks can save you!**

- 1 Visit [commuterconnections.org](http://commuterconnections.org).
- 2 Once you create a free account and sign up to rideshare, you'll receive an instant list of potential carpool or vanpool partners.
- 3 Simply reach out to those on your list of potential partners. It's that easy!
- 4 Added Bonus: Guaranteed Ride Home. When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for the Guaranteed Ride Home program\*. If an illness, unexpected emergency or unscheduled overtime occurs, we'll arrange for you to get home for free, up to four times a year!

**Register for free Ridematching and/or Guaranteed Ride Home programs online today at [commuterconnections.org](http://commuterconnections.org). For questions, call 800.745.RIDE.**

By registering with Commuter Connections, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.


\*Some restrictions apply.

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

Metropolitan Washington Council of Governments  
777 N. Capital Street, NE, Suite 300  
Washington, DC 20002-4290

WHY RIDESHARE? WHY NOT?

JOIN THE  
10%  
1 IN 10  
AMERICANS CARPOOL



PRESORTED  
NON-PROFIT  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.

Commuter Connections® is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

## Guaranteed Ride Home Campaign

### Messaging Strategy

The FY19 messaging for GRH is “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that with a free ride home from GRH, they can avoid "freaking out". By registering or re-registering ahead of time, commuters who use alternative transportation can be rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the commuter finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music and news radio stations, television, digital and social media, transit signage, and direct mail.



### Media Objectives: Guaranteed Ride Home

The campaign raises awareness for the GRH program among commuters, new registrants, and re-registrations. GRH leverages alternative transportation by removing one of the perceived barriers: how to get home in case of an unexpected emergency.

### Target Market

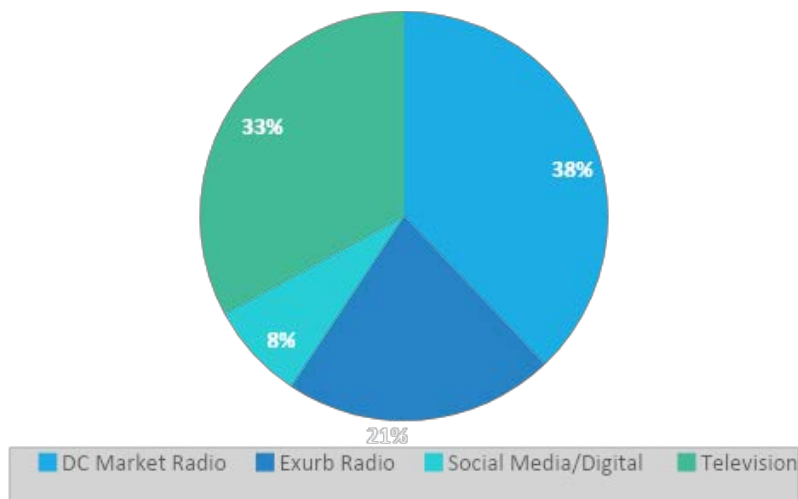
From 2016 Guaranteed Ride Home Program Washington, DC Region Survey Report:

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

### Geographic Targeting

Washington D.C. DMA

### GRH Media Spending



GRH Spring Spending	Gross	Net	%	Impressions
DC Market Radio	\$123,610.00	\$106,567.00	38%	
Exurb Radio	\$70,874.00	\$60,242.90	21%	
Social Media/Digital	\$23,547.00	\$21,764.70	8%	
Television	\$108,979.00	\$92,632.15	33%	
	<b>\$327,010.00</b>	<b>\$281,206.75</b>	<b>100%</b>	

	<b>GRH</b>	<b>Gross</b>	<b>Net</b>
TV	NBC4	<b>\$108,979.00</b>	<b>\$92,632.15</b>
Exurb Radio	WAFY	\$16,794.00	\$14,274.90
	WBQB	\$20,385.00	\$17,327.25
	WFLS	\$13,725.00	\$11,666.25
	WFMD	\$5,255.00	\$4,466.75
	WFRE	\$14,715.00	\$12,507.75
		<b>\$70,874.00</b>	<b>\$60,242.90</b>
DC Market Radio	WAMU	\$9,990.00	\$9,990.00
	WTOP	\$69,340.00	\$58,939.00
	iHeart (WASH, WBIG)	\$44,280.00	\$37,638.00
		<b>\$123,610.00</b>	<b>\$106,567.00</b>
Social Media/Digital	Facebook	\$315.00	\$315.00
	iHeart	\$11,882.00	\$10,099.70
	WTOP.com	\$10,000.00	\$10,000.00
	YouTube	\$1,350.00	\$1,350.00
		<b>\$23,547.00</b>	<b>\$21,764.70</b>
		<b>\$327,010.00</b>	<b>\$281,206.75</b>

## Radio

Radio was the anchor media for the GRH campaign, with a mix of station formats.

- WAFY (103.1 AC)
- WAMU (88.5 Public Radio)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WTOP (103.5 News/Talk)

The GRH radio campaign started in late February and ran every other week through the end of June 2019. The following spots promoted GRH for the second half of FY2019, every other week over a nine-week span.

### ***Guaranteed Ride Home :30 “Don’t Freak Out” (Male)***

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to receive a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

### ***Guaranteed Ride Home: :30 “Don’t Freak Out” (Female)***

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to get a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.



## Social Media Advertising

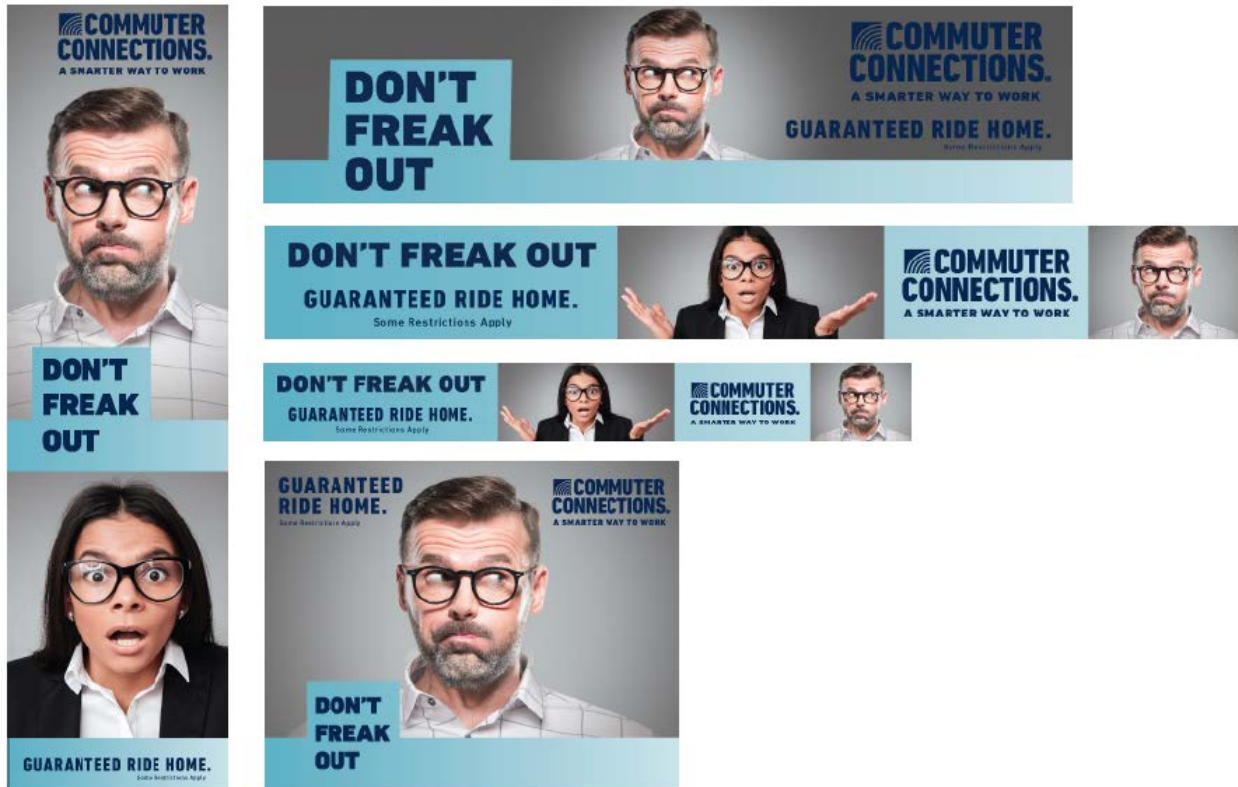
Social media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts ran for nine weeks, from February through the end of June.



## Online & Digital Advertising


GRH digital banner ads accompanied sponsored WTOP Articles from March – June. Streaming services via YouTube were also used to engage a unique audience.


### WTOP Banner Ads



WTOP Native Content Sponsored Articles

DON'T FREAK OUT






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

**GUARANTEED RIDE HOME.**  
Some Restrictions Apply

[Home](#) » [Council of Governments- Guaranteed Ride Home](#) » How much is your...

## How much is your car costing you?


March 5, 2019 10:55 am




*This content is sponsored by Council of Governments- Guaranteed Ride Home*


If you rideshare to work, you can get free guaranteed rides home in case of illness, unexpected emergencies, or unscheduled overtime. Register today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.

Ridesharing can save you money in the long run on fuel, maintenance and repairs. According to AAA, the average cost to operate a car in 2018 was \$8,849, or about \$734 per month. The figure was calculated based on the cost of fuel, maintenance, repairs, insurance, licensing, registration, taxes, depreciation, and loan interest. How much is your car costing you? This gallery takes a look at the different costs associated with owning a car.



DON'T FREAK OUT







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

**GUARANTEED RIDE HOME.**  
Some Restrictions Apply

DON'T FREAK OUT






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

DON'T FREAK OUT

[Home](#) » [Council of Governments- Guaranteed Ride Home](#) » Top carpool percentages by city


## Top carpool percentages by city

April 10, 2019 3:07 pm





*This content is sponsored by Commuter Connections*

Carpooling to work is a great way to save money and reduce wear and tear on your car. Carpooling is very popular among cities across the United States. Using data from the American Community Survey, we looked at cities larger than 30,000 and found the top 15 cities with the highest percentages of working-age people who carpool to work.



DON'T FREAK OUT





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

**GUARANTEED RIDE HOME.**  
Some Restrictions Apply

## Television/YouTube

For the Guaranteed Ride Home campaign, TV ads ran on NBC4 from the third week of February through the end of June. The ads also ran on YouTube through the end of June.

### STORYBOARD: GUARANTEED RIDE HOME DON'T FREAK OUT



Ergggg



Ohhhhh



Ughhhh



Feeling like you might freak out?



Try Guaranteed Ride Home from Commuter Connections.



If you rideshare to work,



you are eligible to receive a couple of free



rides home, each year, guaranteed.

**WHY  
FREAK  
OUT**

Why freak out

**ILLNESS?**

about getting home in case of illness,

**UNEXPECTED  
EMERGENCIES?**

unexpected emergencies,

**UNSCHEDULED  
OVERTIME?**

or unscheduled overtime?

**REGISTER FOR FREE!**  
commuterconnections.org  
or 800.745.RIDE

Register or renew today for free at [commuterconnections.org](http://commuterconnections.org)



or 800.745.RIDE.



That's [commuterconnections.org](http://commuterconnections.org).

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

Some restrictions apply.

### Transit Placements

To reach the large commuting population, free bus transit ads were placed with Arlington Transit, Prince George's County, PRTC OmniRide, Fairfax County Connector, and Montgomery County Ride On. Ads were displayed from April to June.



**DON'T  
FREAK  
OUT**

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

**GUARANTEED  
RIDE HOME.**

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

Some restrictions apply.

**commuterconnections.org**  
**800.745.RIDE**

**Better Ways To Work!**  
Montgomery County Commuter Services  
Your local connection to Commuter Connections

### Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge.

**Summer Postcard Mailer**

A postcard was also developed during the second half of FY19, promoting Guaranteed Ride Home. The postcard was mailed in June. The GRH portion of the postcard mailing expenses was \$43,687.42



**GET FREE GUARANTEED RIDES HOME.**  
 Register or renew today online at [commuterconnections.org](http://commuterconnections.org).  
Available in the Washington and Baltimore metropolitan areas.

**Guaranteed Ride Home:**  
 Go to [commuterconnections.org](http://commuterconnections.org) to sign up for Guaranteed Ride Home\* (GRH) – FREE reliable rides home when an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise!

- We'll arrange for a free taxi to get you home up to four times each year!
- Available Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

**Free Carpool and Vanpool Online Ridematching Service Available:**  
 A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.


**Register for Guaranteed Ride Home or Ridematching – today!**

- 1 To register for either free program simply visit [commuterconnections.org](http://commuterconnections.org) to get started.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool or vanpool partners today.

**There is absolutely no cost or commitment! For questions, call 1.800.745.RIDE.**  
\*Some restrictions apply.

**DON'T FREAK OUT**






A SMARTER WAY TO WORK

Metropolitan Washington Council of Governments  
 777 N. Capitol Street, NE, Suite 300  
 Washington, DC 20002-4290

PRESORTED  
 NON-PROFIT  
 U.S. POSTAGE  
 PAID  
 Permit No. 9770  
 Washington D.C.



**DON'T FREAK OUT**

**GET A FREE GUARANTEED RIDE HOME**

**For illness, unexpected emergencies & unscheduled overtime. Sign up today. It's free!**  
\*Some restrictions apply.

Commuter Connections\* is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

## Guaranteed Ride Home - Baltimore Campaign

The GRH Baltimore campaign raises awareness for the GRH program among commuters and new registrants in the Baltimore region. Radio and Facebook ads increased awareness of how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

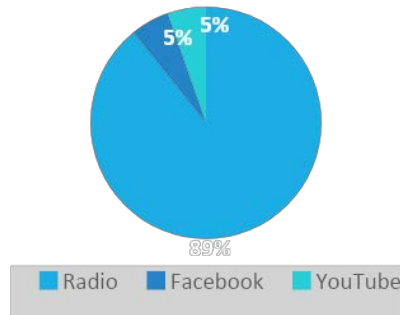
**Target Market** for Baltimore Metropolitan Region from 2016 Guaranteed Ride Home Program Baltimore Region Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

### Geographic Targeting

Baltimore, MD DMA

### GRH Baltimore Media Spending



GRH Baltimore Spring Media Spending	Gross	Net	%	Impressions
Radio	\$26,230.00	\$22,295.50	89%	
Digital	\$2,700.00	\$2,700.00	11%	
<b>Total</b>	<b>\$28,930.00</b>	<b>\$24,995.50</b>	<b>100%</b>	



### **Radio**

Radio served as the anchor media for the GRH Baltimore campaign. WBAL Radio 1090 AM (News/Talk) ran GRH ads every other week from February through June 2019, for a total of nine weeks on air. See radio scripts on page 23.

### **Social Media**

Facebook was used to engage and help drive registration and re-registration to the website. See social media ads on page 24. YouTube was also used to engage a unique audience (see video ad on page 27-28).

### **Value Add**

In addition to paid media spots, value add spots were negotiated in no cost promotional media.

## Bike to Work Day

More than 17,900 bicyclists registered for Bike to Work Day 2019m, a 3.6 percent increase over 2018. The May 17<sup>th</sup> event was held at pit stops throughout the region. Registered attendees received a free Bike to Work Day 2019 T-shirt.



## Sponsorship Drive

In FY2019, Commuter Connections secured 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 in-kind sponsorships.

## Target market

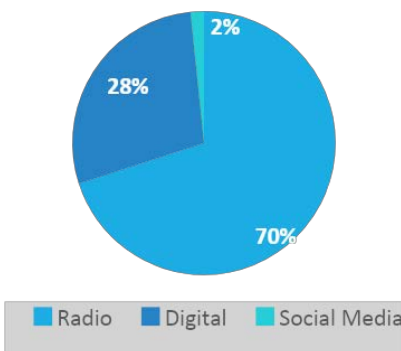
From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%)
- Male (64%) and Female (36%)
- Caucasian (86%), Hispanic (4%), Asian (4%).
- HH income \$80k+ (77%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA 30%, and MD (18%)
- Works for employer size of 100+ (66%)

## Geographic Targeting

Washington, DC DMA

BTWD FY19 Media Spending



BTWD Media Spending	Gross	Net	%	Impressions
Radio	\$49,425.00	\$42,011.25	70%	
Digital	\$17,259.75	\$16,995.00	28%	
Social Media	\$990.00	\$990.00	2%	
<b>Total</b>	<b>\$67,674.75</b>	<b>\$59,996.25</b>	<b>100%</b>	

<b>BTWD Media Spending</b>	<b>Gross</b>	<b>Net</b>
<b>Radio</b>		
iHeart	\$39,450.00	\$33,532.50
WJFK	\$9,975.00	\$8,478.75
	<b>\$49,425.00</b>	<b>\$42,011.25</b>
<b>Digital</b>		
Pandora	\$15,000.00	\$15,000.00
Spotify	\$495.00	\$495.00
WTOP	\$1,764.75	\$1,500.00
	<b>\$17,259.75</b>	<b>\$16,995.00</b>
<b>Social Media</b>		
Facebook	\$495.00	\$495.00
Twitter	\$495.00	\$495.00
	<b>\$990.00</b>	<b>\$990.00</b>
<b>Total</b>	<b>\$67,674.75</b>	<b>\$59,996.25</b>

## Marketing Strategies

Posters were mailed to employers throughout the region, and to more than 100 pit stop managers. Pit stop managers distributed the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. T-shirt graphics, pit stop banners, and a website were developed to promote the event. A paid media campaign consisted primarily of radio, digital and social media.

## Website

**BIKE TO WORK DAY**  
**FRIDAY MAY 17 2019**

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

# Bike to Work Day

On Friday, May 17, 2019 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 115 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**Free Registration Now Open**

### Pit Stops

115 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, 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

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area.  
[Read More...](#)

### Sponsors

**GO Alex**

### Event Poster

Download a PDF of the [Bike to Work Day Poster](#), and email it to your co-workers, friends, and family, inviting them to join you on Friday, May 17, 2019. Or print it out and pin it to your bulletin board.

### Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.  
[Read More...](#)

### Increase Cycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.  
[Read More ...](#)

Poster

**Pre-register by May 10 for Free T-shirt\* and Bike Raffles!**  
**FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.**

# BIKE TO WORK DAY 2019

## FRIDAY MAY 17

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

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
 \*T-Shirts available at pit stops to first 20,000 who register.  
 Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2019

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

Rack Card



**BIKE TO WORK DAY 2019**  
FRIDAY MAY 17

f t #BTWD2019 bike to work day 2019

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

**Pre-Register by May 10**  
for free T-shirt\* and bike raffle!

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

Over 100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.

\*T-shirts available at pit stops to first 20,000 registrants.



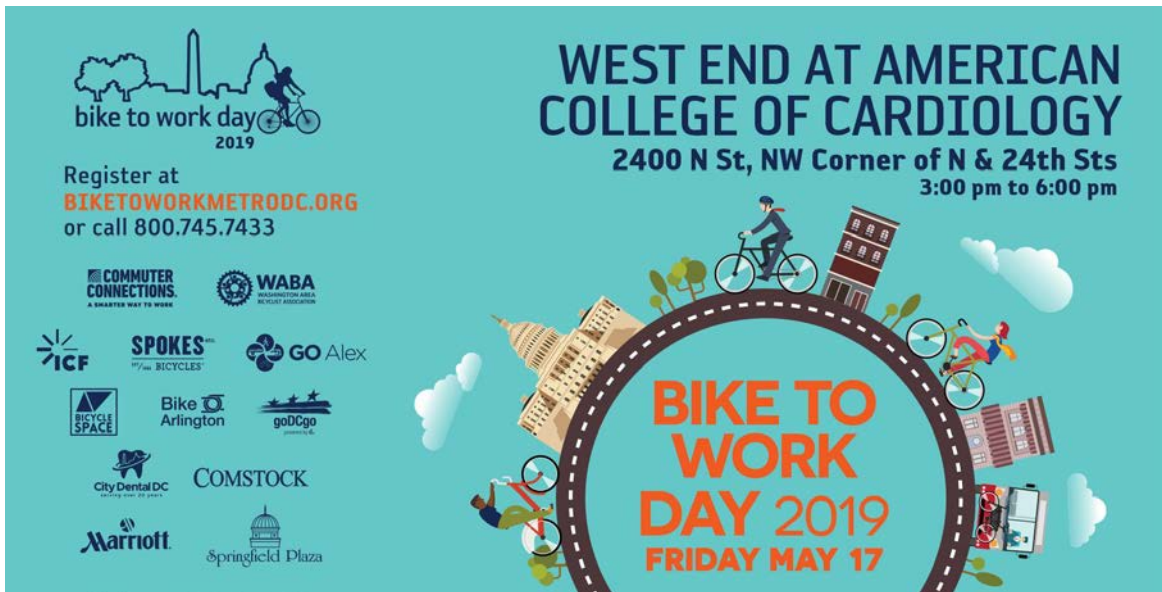
**COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK  
**WABA** WASHINGTON AREA BICYCLIST ASSOCIATION  
**ICF** **SPOKES** etc. 187/188 BICYCLES  
**GO Alex**  
**BICYCLE SPACE** **Bike Arlington** **goDCgo** powered by d.  
**City Dental DC** **COMSTOCK**  
**Marriott.** **Springfield Plaza**  
**MDOT** MARYLAND DEPARTMENT OF TRANSPORTATION **VDOT** Virginia Department of Transportation **AAA**  
**AASHIO** AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS **AMERICAN COLLEGE of CARDIOLOGY**  
**BIKES@VIENNA** **CRYSTALCITY** **FAIR LAKES**  
**Giant** **BIKES@VIENNA** **DC BIKE RIDE** + MAY 18  
**BROMPTON** **ABUS** Security Tech Germany  
**pdw** **GREEN GURU**  
**MSW** BICYCLE ACCESSORIES **ORTLIEB** WATERPROOF

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

♻️ Printed on recycled paper.

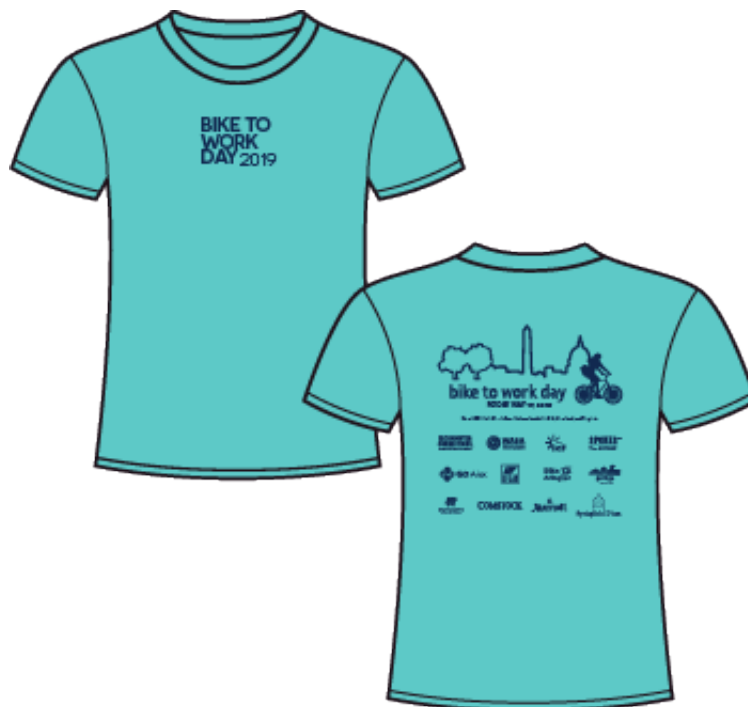
## Vinyl Banner

Outdoor banners reflected graphics of the other Bike to Work Day 2019 marketing materials. 8' x 4' banners were provided to each pit stop manager more than a month prior to the May 17th event. Each banner was customized with the specific pit stop name, location, and times.



## T-Shirt Design

Bike to Work Day T-shirts were given away free to the first 20,000 bicyclists who registered and attended.



## Online & Digital Advertising

Bike to Work Day digital banner ads accompanied a sponsored WTOP article during the campaign. Pandora and Spotify campaigns, which included digital banner ads and produced radio spots, also ran for the full 3-week duration of the campaign. Boosted posts were implemented on the Bike to Work Day Facebook and Twitter pages.

## Social Media

### Facebook

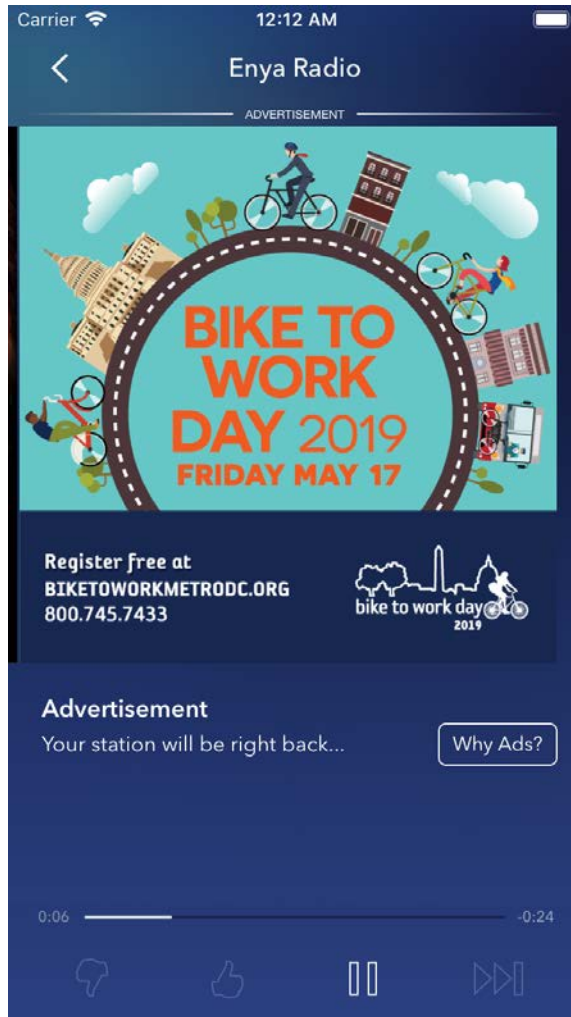


### Twitter





Spotify & Pandora





## SPONSORED CONTENT

Home » Sponsored Content » 10 benefits of biking...

# 10 benefits of biking to work

May 1, 2019 4:17 pm



*This content is sponsored by Commuter Connections- Bike to Work Day*

On Friday, May 17, 2019, Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. The first 20,000 who register and attend this free event get a t-shirt and a chance at great prizes, like a new bike! Join the fun with free snacks, drinks, and giveaways at over 100 pit stops in DC, Maryland, and Virginia. Register for free at [biketoworkmetrodc.org](http://biketoworkmetrodc.org).

A [recent study](#) found that people who biked to work were happier than people who drove alone to work every day. Being happier is just of the many benefits you can gain from biking to work. Here is a list of the top 10 benefits of biking to work.



## 'Pool Rewards

'Pool Rewards was promoted through boosted posts for the I-395 \$100 bonus offer on Facebook and Instagram.

**Commuter Connections**  
Published by Go Greenman [?] · February 4 · 🌐

'Pool Rewards provides up to \$130 to commuters who start or join a new carpool over a 90-day period\*. As a bonus incentive, an additional \$100 may be awarded to commuters who start or join a new three-person carpool and travel along the I-395 corridor construction project zone\*. To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards. \*Some restrictions apply.

**18,276** People Reached      **642** Engagements      **Boost Again**

Boosted on Feb 4, 2019      Completed  
By Go Greenman

People Reached	<b>18.8K</b>	Post Engagement	<b>2.5K</b>
----------------	--------------	-----------------	-------------

[View Results](#)

**commuterconnections**

commuterconnections 'Pool Rewards provides up to \$130 to commuters who start or join a new carpool over a 90-day period\*. As a bonus incentive, an additional \$100 may be awarded to commuters who start or join a new three-person carpool and travel along the I-395 corridor construction project zone\*. To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards. \*Some restrictions apply.

izsculev.monster 🍷 🍷 🍷 🍷 🍷

1,949 likes

FEBRUARY 4

Add a comment...      ...

## Employer Recognition Awards

The Employer Recognition Awards Program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 28, 2019, and the Selection Committee met on March 22, 2019. Winners are being honored at the 22<sup>nd</sup> annual awards ceremony on June 21, 2019 at The National Press Club in Washington, DC. To recognize the employer winners, two print ads will appear in the Wall Street Journal after the event; a ¼ page full color ad on June 24 in section A, and a B/W companion ad on June 26 in Section B.

### Media Budget

<b>Employer Recognition Awards Spending</b>	<b>Gross</b>	<b>Net</b>	<b>Impressions</b>
Balt/DC Wall Street Journal	\$7,448.81	\$7,448.81	62,536
<b>Total</b>	<b>\$7,448.81</b>	<b>7,448.81</b>	

## Invitation



Metropolitan Washington Council of Governments  
777 N. Capital Street, NE, Suite 300  
Washington, DC 20002-4290

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.

20 EMPLOYER  
RECOGNITION  
19 AWARDS

20 EMPLOYER  
RECOGNITION  
19 AWARDS

C E L E B R A T I N G   S T A R S

20 EMPLOYER  
RECOGNITION  
19 AWARDS

FRIDAY, JUNE 21, 2019  
THE NATIONAL PRESS CLUB

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

Metrorail to Metro Center, exit onto 13th St.

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

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

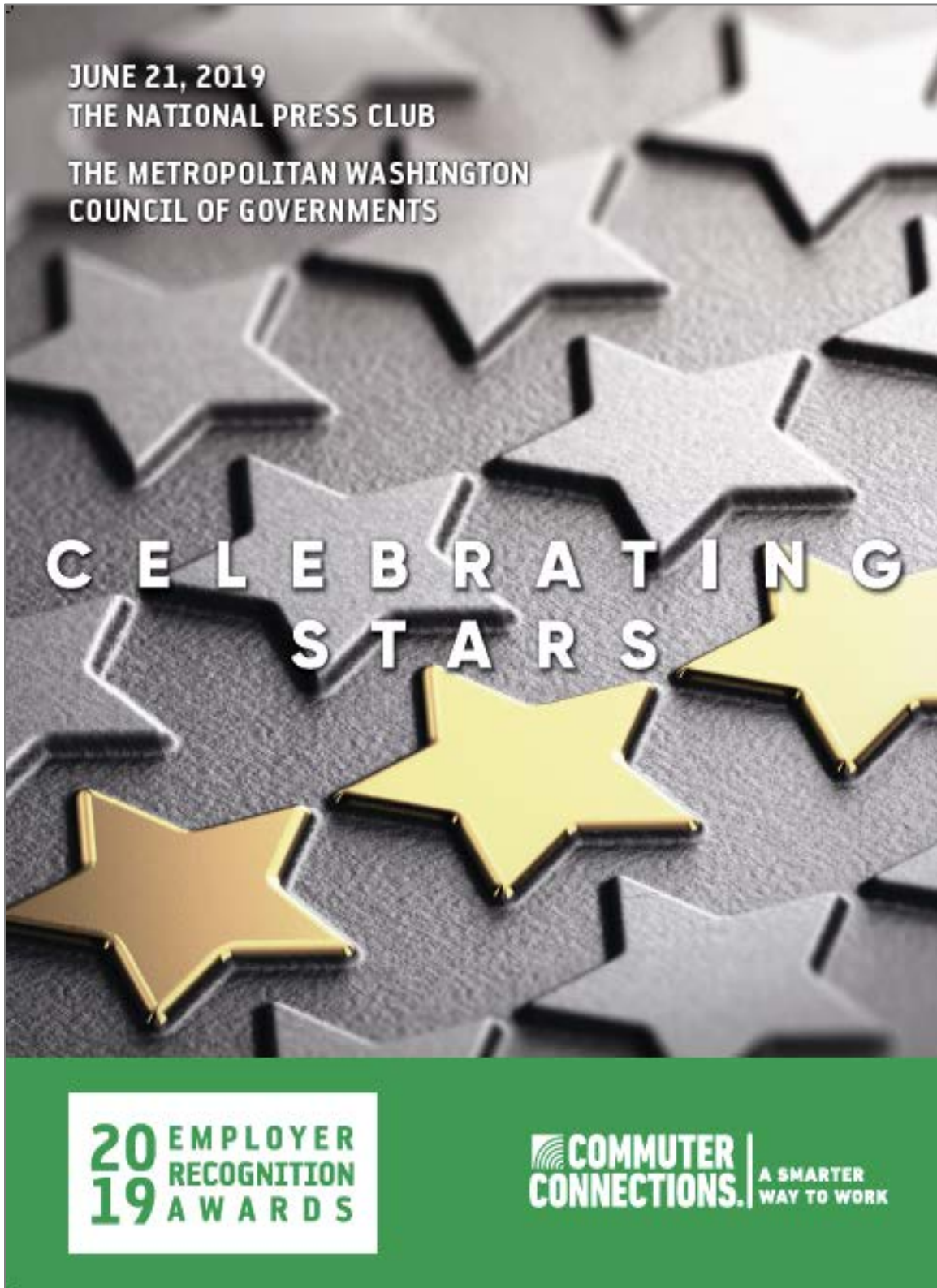
RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 12, 2019. For questions contact  
[csansbury@mmwco.org](mailto:csansbury@mmwco.org), 202.962.3327.

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.**



Podium Sign



## Program Booklet



2019 EMPLOYER RECOGNITION AWARDS

The National Capital Region is among the fastest growing areas in the country. There are millions of people and jobs in hundreds of communities linked together by a system of roads, transit lines, and bicycle and pedestrian right-of-ways. Both population and employment in the region are expected to continue to grow in the upcoming decade. The impacts on the highway and public transportation systems are tremendous.

As we look toward keeping pace with the region's development, a key component will be guiding daily commute behavior by encouraging a multi-modal balance of shared rides, transit, bicycling and walking, and teleworking. Commuter Connections and its jurisdictional partners assist employers in all such areas, and an employer's role in helping to shape commute methods of their employees cannot be underestimated.

The employers we are honoring today have implemented innovative and successful commuter benefits programs. We hope that through their example, other organizations will embrace similar initiatives, creating more like-minded workplaces for the betterment of employers, employees, and the region.

On behalf of the National Capital Region Transportation Planning Board, I wish to congratulate the winners of the 2019 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to reducing traffic congestion and improving the region's air quality.

Sincerely,

Martin E. Nohe  
Chairman, National Capital Region Transportation Planning Board



Martin E. Nohe  
Prince William Board of County Supervisors

Giveaway Item





## CarpoolNow Mobile App

CarpoolNow is a ridesharing mobile application for commuters to carpool on-demand in real time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. A media campaign was developed and ran May through June 2019 and consisted of pop-up events, radio, and social media.



### Media Strategy

Commuter Connections held events in DC, MD, and VA to promote the CarpoolNow app and emphasized the driver incentive. Events were held in partnership with various radio stations, WMATA, and various local transportation organizations.

### Target Audience

- Commuters, 25-55 years old; residents & businesses
- Commuters affected by the WMATA station platform reconstruction underway in summer 2019

### Geographic Area

- Washington, DC DMA

### Budget

CarpoolNow Media Spending	Gross	Net	%	Impressions
Radio Events	\$15,000	\$15,000		
Social Media				
<b>Total</b>	<b>\$15,000</b>	<b>\$15,000</b>		

Radio Event Partners	Gross	Net
Entercom WMATA event	\$4,800	\$4,800
WTOP WMATA event	\$5,000	\$5,000
WFRE/WFMD Park & Ride event	\$4,000	\$4,000
Capital BBQ event with Entercom	\$1,200	\$1,200
<b>Total</b>	<b>\$15,000</b>	<b>\$15,000</b>

## Pop-Up Events

### **May 8 – Huntington Station - Yellow Line**

Street teams spoke to more than 600 commuters over the course of 2.5 hours. A radio spot also ran to promote the app and the event.



### **May 14 – Van Dorn Street Station - Blue Line**

Street teams spoke to more than 400 commuters over the course of 2.5 hours.



**May 22 – Urbana Park & Ride Lot, Frederick, MD**

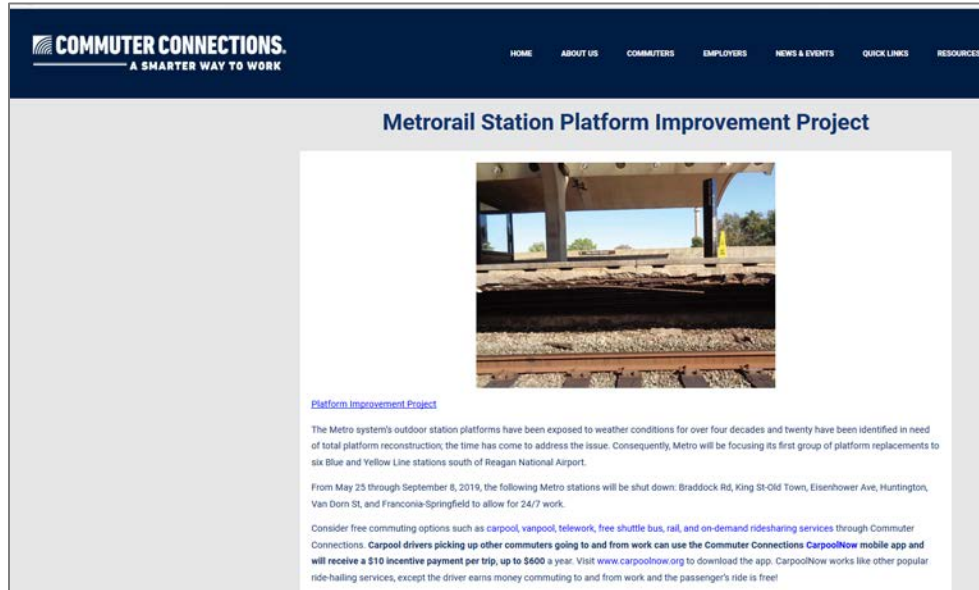
The event was broadcast live by the radio station partners, and commuters enjoyed complimentary donuts as they spoke with the street teams. A radio spot also ran to promote the app and the event. Approximately 75 commuters engaged with the street team during the promotion.



**June 22-23 – National Capital BBQ Battle, Washington, DC**



## Metro Station Shutdown Webpage




The screenshot shows the top portion of a webpage. At the top left is the logo for "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK". To the right is a navigation menu with links for HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The main heading is "Metrorail Station Platform Improvement Project". Below this is a photograph of a construction site at a station platform. Underneath the photo is a link "Platform Improvement Project" and a paragraph of text explaining the project's scope and timeline. A final paragraph promotes the CarpoolNow mobile app, offering a \$10 incentive per trip.

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

HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS RESOURCES

### Metrorail Station Platform Improvement Project



[Platform Improvement Project](#)

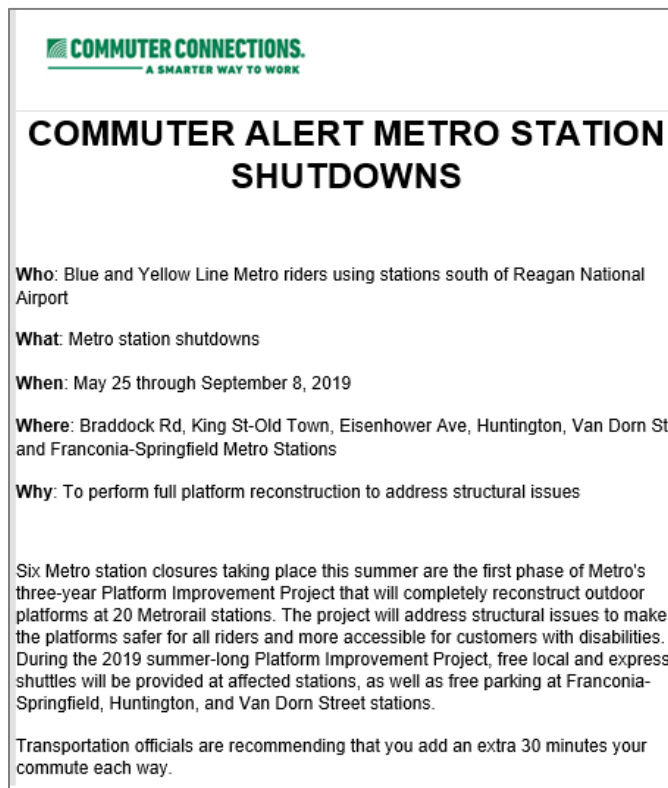
The Metro system's outdoor station platforms have been exposed to weather conditions for over four decades and twenty have been identified in need of total platform reconstruction; the time has come to address the issue. Consequently, Metro will be focusing its first group of platform replacements to six Blue and Yellow Line stations south of Reagan National Airport.

From May 25 through September 8, 2019, the following Metro stations will be shut down: Braddock Rd, King St-Old Town, Eisenhower Ave, Huntington, Van Dorn St, and Franconia-Springfield to allow for 24/7 work.

Consider free commuting options such as carpool, vanpool, telework, free shuttle bus, rail, and on-demand ridesharing services through Commuter Connections. Carpool drivers picking up other commuters going to and from work can use the Commuter Connections CarpoolNow mobile app and will receive a \$10 incentive payment per trip, up to \$600 a year. Visit [www.carpoolnow.org](http://www.carpoolnow.org) to download the app. CarpoolNow works like other popular ride-hailing services, except the driver earns money commuting to and from work and the passenger's ride is free!

## Metro Station Shutdown Email Alert

E-mail messages went to 5,800 commuters and over 1,000 employers surrounding the impacted station closures.



The screenshot shows an email alert with a header and several sections of text. The header includes the "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK" logo and the title "COMMUTER ALERT METRO STATION SHUTDOWNS". The main body of the email lists key information: Who (Blue and Yellow Line Metro riders), What (Metro station shutdowns), When (May 25 through September 8, 2019), Where (Braddock Rd, King St-Old Town, Eisenhower Ave, Huntington, Van Dorn St, and Franconia-Springfield Metro Stations), and Why (To perform full platform reconstruction). A paragraph explains that six station closures are the first phase of a three-year project to reconstruct 20 platforms. A final paragraph recommends adding 30 minutes to the commute.

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

### COMMUTER ALERT METRO STATION SHUTDOWNS

**Who:** Blue and Yellow Line Metro riders using stations south of Reagan National Airport

**What:** Metro station shutdowns

**When:** May 25 through September 8, 2019

**Where:** Braddock Rd, King St-Old Town, Eisenhower Ave, Huntington, Van Dorn St, and Franconia-Springfield Metro Stations

**Why:** To perform full platform reconstruction to address structural issues


Six Metro station closures taking place this summer are the first phase of Metro's three-year Platform Improvement Project that will completely reconstruct outdoor platforms at 20 Metrorail stations. The project will address structural issues to make the platforms safer for all riders and more accessible for customers with disabilities. During the 2019 summer-long Platform Improvement Project, free local and express shuttles will be provided at affected stations, as well as free parking at Franconia-Springfield, Huntington, and Van Dorn Street stations.

Transportation officials are recommending that you add an extra 30 minutes your commute each way.

## WTOP Native Content Sponsored Article

A sponsored article ran on WTOP.com after the May 14<sup>th</sup> event, which was accompanied by banner ads promoting the CarpoolNow app.

**GIVE RIDES GET CASH!**  
Share your work commute and get paid \$10 each way when you do the driving! Download the CarpoolNow app today to get started.  
Some restrictions apply.



carpoolnow.org  
800.745.RIDE  
CarpoolNow

**SPONSORED CONTENT**


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### WTOP joins forces with Commuter Connections & Metro to inform on platform closures


May 17, 2019 11:35 am


*This content is sponsored by Commuter Connections*

WTOP, along with Commuter Connections and other area transit organizations, visited the Van Dorn Street Metro station on May 14th to make sure everyone is informed of the upcoming platform closures on the Blue & Yellow lines south of Reagan National Airport starting May 25th. Didn't catch us there? Still need information? No problem! Check out the event information and pictures here. Or, explore your alternatives and workarounds at Commuter Connections at <https://www.commuterconnections.org/metro-station-shutdown/>.



**GIVE RIDES GET CASH!**  
Share your work commute and get paid \$10 each way when you do the driving! Download the CarpoolNow app today to get started.  
Some restrictions apply.





## Social Posts

Boosted posts ran on Facebook promoting the CarpoolNow app and the pop-up events.

**Commuter Connections**  
May 7 at 3:45 PM · 🌐

Visit us at Huntington Metro Station on Wednesday, May 8th from 4:30 pm - 7 pm. Learn how you can earn \$10 each way when you drive fellow carpoolers to and from work. Just sign up at [carpoolnow.org](http://carpoolnow.org) or call 800.745.Ride. It's FREE! Sponsored by Commuter Connections. Some restrictions apply.



**GIVE RIDES  
GET CASH!**




[carpoolnow.org](http://carpoolnow.org) 800.745.RIDE


You and 66 others 2 Comments 7 Shares

**Commuter Connections**  
May 9 at 3:29 PM · 🌐

Learn how you can earn \$10 each way when you pick up fellow carpoolers. Come join us on Tuesday, May 14th from 4:30 pm - 7 pm at Van Dorn Street Metro Station and get a chance to win some awesome prizes! Sign up at [carpoolnow.org](http://carpoolnow.org) or call 800.745.Ride. It's FREE! Sponsored by Commuter Connections. Some restrictions apply.



**GET PAID  
TO DRIVE!**



[carpoolnow.org](http://carpoolnow.org) 800.745.RIDE

👍👍👍 126 2 Comments 8 Shares

## Flextime Rewards

The Flextime Rewards Program incentivizes commuters to avoid travel during peak traffic congestion. Carpool or single-occupant vehicle commuters may participate and rewarded with an \$8 cash incentive per trip when traveling along specific traditional bottleneck corridors within the region. A campaign was developed to promote the Flextime Rewards Program which runs May through June 2019 and consists of direct mail, digital, and social media.

## Media Strategy

Target current SOV drivers along specific bottle-neck corridors, as well as employers of those commuters, and raise awareness of the incentive program to encourage participation.

## Target Audience

- Current SOV drivers on specific corridors:
  - I-495 inner loop between VA-267 and I-270 spur
  - I-495 outer loop between I-95 and MD-193
  - I-66 eastbound at VA-267
  - DC-295 southbound at Benning Rd
- Employers of the drivers specified above

## Geographic Area

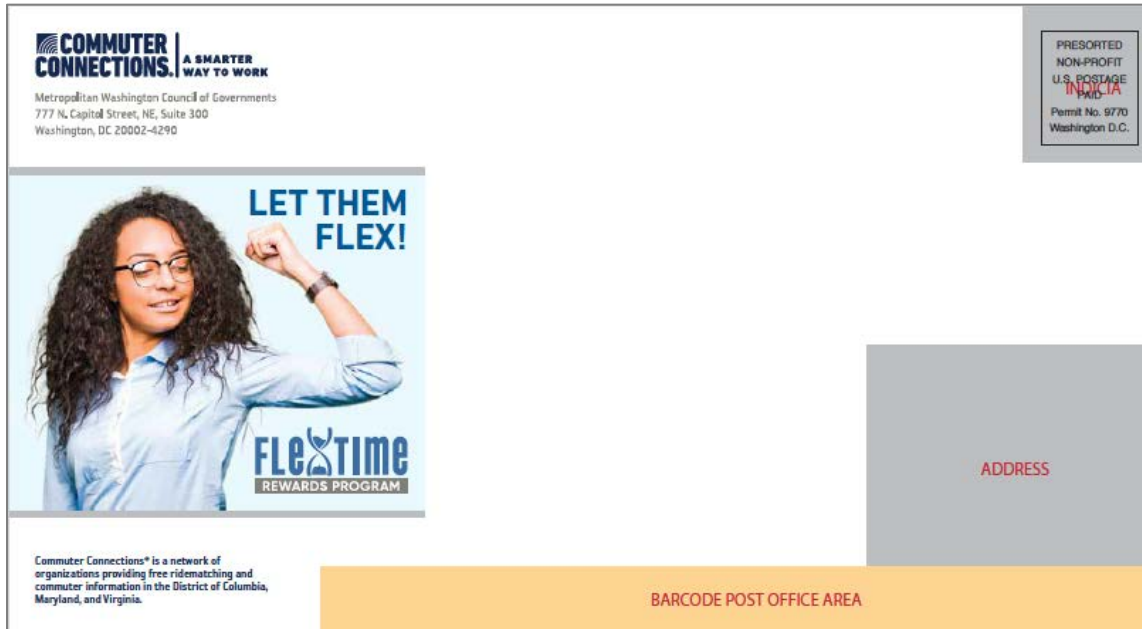
- Washington, DC DMA

## Media Budget

<b>Flextime Rewards Media Spending</b>	<b>Gross</b>	<b>Net</b>	<b>%</b>	<b>Impressions</b>
<b>Digital &amp; Social Media</b>				
WTOP	\$14,500.00	\$14,500.00	89%	775,000
Facebook/Twitter	\$500.00	\$500.00	3%	
Employer Postcard	\$1,268.00	\$1,268.00	8%	600
<b>Total</b>	<b>\$16,268.00</b>	<b>\$16,268.00</b>	<b>100%</b>	

## Postcard

A postcard direct mailer was developed and mailed to qualifying employers to promote the Flextime Rewards program.





Social Media Posts



**Flex Your Commute**  
 Take back the time you spend in traffic and experience a better quality of life when you flex your commute and workday schedule. Register for the Flextime Rewards Program at [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.



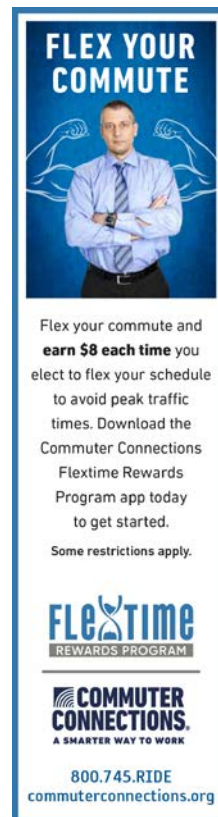
**Flex for Cash!**  
 When you join Commuter Connections Flextime Rewards program, you can receive \$8 cash each time you elect to flex your workday schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started. Some restrictions apply.



**Flex for Fun!**  
 Flex your commute and have fun collecting cash! Earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Register for the Flextime Rewards Program at [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

WTOP Digital Banner Ads

Web banners were developed for display on WTOP.com to promote the program.



## Newsletter and Federal ETC Insert

The Winter and Spring editions of the Commuter Connections newsletter were produced during the second half of FY2019. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).


### Spring Newsletter

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

Issue 2, Volume 23 Spring 2019 WHAT'S INSIDE

- 2 Metro Platform Blues? (Continued From Page 1)
- 3 New Frederick Douglass Bridge Construction
- 4 Metrorail Welcomes Full-Size Bicycles
- 5 Red Line Riders To Face More Service Disruptions
- 5 Fix Your Commute

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



### METRO PLATFORM BLUES?

Got the Metro platform repair blues? Commuter Connections can help your employees smile again.

Starting Saturday, May 25, 2019, the Washington Metropolitan Area Transit Authority (WMATA) will begin a major platform reconstruction project of outdoor platforms at 20 Metrorail stations.

As part of a three-year platform improvement project, the 20 platforms will be completely reconstructed to make them safer and more accessible to riders with disabilities, as well as address safety concerns and structural issues.

Reconstruction will take place at six stations along the Blue and Yellow Lines and is scheduled for completion by Labor Day, September 2. Stations include Braddock Road, King St - Old Town, Eisenhower Ave, Huntington, Van Dorn Street, and Franconia-Springfield. To accelerate completion of the project, the stations will be closed and construction will occur concurrently and around-the-clock.

"Thanks to the region's investment in Metro safety and reliability, we are now able to get after these stations where there are structural deficiencies," said Metro General Manager and Chief Executive Officer Paul J. Wiedefeld. "To reduce the length of time riders are inconvenienced, we have incentivized the contractor to rebuild deteriorating concrete platforms using an aggressive construction approach that reduces the project duration and contains the service disruption as



much as possible to provide normal rail service elsewhere on the system."

While free express and local shuttle bus service will be provided while the stations are closed, Metro suggests riders add 30 minutes to their trips to account for any issues.


"We are doing our part to help provide transportation options in conjunction with these important platform improvements," said city of Alexandria Mayor Justin Wilson. "The City and its partners are expanding local bus, trolley, and water taxi service; managing traffic flow; emphasizing rideshare, pedestrian, bicycle, and mobility device use; encouraging telework and alternate commuting schedules; and other mitigation strategies. Plans are detailed at [alexandriava.gov](http://alexandriava.gov)."

Continued on page 2

Spring 2019

# FEDERAL ETC UPDATES

## TRANSERVE SERVES YOUR FEDERAL EMPLOYEES



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

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

Under the program, government employees use a personalized Visa<sup>®</sup> debit card to purchase fare media from a ticket agent, online, or at a station kiosk. This saves the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

Over the years, the program has improved, adapted to changing technologies, and embraced multiple alternative commuting options. In 2013, to both save money and make choosing mass transit easier for federal employees, TRANSServe, moved away from paper fare media to deliver the transit benefit electronically.

In 2015, TRANSServe created a \$20 Active Bicycling Commuting subsidy designed to encourage more bicycle trips. Federal employees can be provided with up to \$20 per month (\$240 a year) for bicycling expenses to be used towards the purchase of a bicycle, bicycle related clothing, helmet, gear, etc. The subsidy was created in June 2015 as a response to the provision "Implementing Instructions for Executive Order (E.O.) 13693, Planning for Federal Sustainability in the Next Decade," calling for the DOT to reconvene the Interagency Task Force on Bicycling and Active Transportation. This led to updating the document "Implementing a Successful Bicycle and Active Commuting Program in the Washington, DC Metropolitan Area," ensuring such updates included expansion to metropolitan areas with major Federal offices and facilities. The document also evaluated ways to administer the commuter transit subsidy to encourage more bicycle trips and provide recommendations to the Council on Environmental Quality and Office of Management and Budget.

In 2017, TRANSServe announced the launch of their newly redesigned website. The new design allows for streamlined menus, clearer navigation and provides a


Continued on back

## Commuter Connections E-Newsletter

The Winter 2019 and Spring 2019 editions of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

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

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



### Metro Platform Blues

Starting Saturday, May 25, 2019, Metro will begin a major platform reconstruction project of outdoor platforms at six Metrorail stations, south of Reagan National Airport.



### New Frederick Douglass Bridge Construction

The largest project in the District Department of Transportation's history, the construction of the Frederick Douglass Memorial Bridge across the Anacostia River is scheduled for completion in 2021.

### Metrorail Welcomes Full-Sized Bicycles

A long-standing policy by Metrorail prohibiting riders of full-sized bicycles from bringing their bikes onboard trains during morning and evening rush hours has been lifted.

### Red Line Riders to Face More Service Disruptions

Metro Red Line riders are facing disruptions this summer on the same stretch of track that was shut down just two years ago during Metro's SafeTrack maintenance program.

## Appendix A

### Performance Measures

#### Web Visits

Month	FY 2018 Web Visits	FY 2019 Web Visits	+/-	+/- %
January	14,326	11,171	(3,155)	-22.02%
February	11,124	7,849	(3,275)	-29.44%
March	16,155	10,930	(5,225)	-32.34%
April	16,139	8,862	(7,277)	-45.09%
May	14,842	10,450	(4,392)	-29.59%
June				
	<b>72,586</b>	<b>49,262</b>	<b>(23,324)</b>	<b>-32.13%</b>

#### Phone Calls

Month	FY 2018 Phone Calls	FY 2019 Phone Calls	+/-	+/- %
Jan	1,245	955	(290)	-23.3%
Feb	965	862	(103)	-10.7%
March	1,060	1,062	2	0.2%
April	932	998	66	7.1%
May	967	1,159	192	19.9%
June				
	<b>5,169</b>	<b>5,036</b>	<b>(133)</b>	<b>-2.6%</b>

### Rideshare Applications

Month	Rideshare FY 2018 Applications	Rideshare FY 2019 Applications	Change	%
Jan	1,381	1,018	-363	-26.3%
Feb	881	679	-202	-22.9%
March	850	888	38	4.5%
April				
May				
June				
	<b>3,112</b>	<b>2,585</b>	<b>(527)</b>	<b>-16.9%</b>

### GRH Applications

Month	GRH FY 2018 Applications	GRH FY 2019 Applications	Change	%
Jan	1,037	761	-276	-26.6%
Feb	665	705	40	6.0%
March	663	731	68	10.3%
April				
May				
June				
	<b>2,365</b>	<b>2,197</b>	<b>(168)</b>	<b>-7.1%</b>

## Appendix B

### Media Schedules – FY19 2<sup>nd</sup> Half Marketing Campaign

Commuter Connections FY2019 Spring Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																						
	Media Outlet	Campaign Duration	2/11	2/18	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1		
Rideshare	Radio	WTOP	2/11/19 - 6/17/19																						
		WTEM	2/11/19 - 6/17/19																						
		WLZL (El Zol)	2/11/19 - 6/17/19																						
		WFRE	2/11/19 - 6/17/19																						
		WFMD	2/11/19 - 6/17/19																						
		WAFY/WWEG	2/11/19 - 6/17/19																						
		iHeart (WIHT/WWDC/WASH/WBIG/WMZQ)	2/11/19 - 6/17/19																						
	Digital	WTOP.com Native Content	2/11/19 - 6/17/19																						
		WTOP.com Banner Ads	2/11/19 - 6/17/19																						
		iHeart (mobile app/digital audio)	2/11/19 - 6/17/19																						
Social	Facebook	2/11/19 - 6/17/19																							
	Youtube	2/11/19 - 6/17/19																							
Pandora	:30 Audio	2/11/19 - 6/17/19																							
Banner/Tile Ads	Banner/Tile Ads	2/11/19 - 6/17/19																							
	WBAL-AM/Baltimore	2/18/19 - 6/24/19																							
Social	Facebook	2/18/19 - 6/24/19																							
	Youtube	2/18/19 - 6/24/19																							
GRH	Radio	WTOP	2/18/19 - 6/24/19																						
		WFRE	2/18/19 - 6/24/19																						
		WFMD	2/18/19 - 6/24/19																						
		WFLS	2/18/19 - 6/24/19																						
		WBQB	2/18/19 - 6/24/19																						
		WAMU	2/18/19 - 6/24/19																						
		WAFY/WWEG	2/18/19 - 6/24/19																						
		iHeart (WASH/WBIG)	2/18/19 - 6/24/19																						
		NBC4	2/18/19 - 6/24/19																						
		Transit TV																							
	Digital	WTOP.com Native Content	2/18/19 - 6/24/19																						
WTOP.com Banner Ads		2/18/19 - 6/24/19																							
iHeart Social Influencer Posts		2/18/19 - 6/24/19																							
Social	iHeart (mobile app/digital audio)	2/18/19 - 6/24/19																							
	Facebook	2/18/19 - 6/24/19																							
Youtube	2/18/19 - 6/24/19																								

Media Schedules – FY19 2<sup>nd</sup> Half Marketing Campaign (cont.)

Commuter Connections FY19 2nd Half Marketing Campaigns												
		Media Outlet	Campaign Run Dates	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
Flextime Rewards	Digital & Social Media	WTOP.com	5/28 - 6/30									
		Facebook	5/28 - 6/30									
		Twitter	5/28 - 6/30									
CarpoolNow App	Pop-Up Events	WIAD/Entercom	5/6 - 6/23									
		WTOP	5/6 - 6/23									
		WFRE/WFMD	5/6 - 6/23									
	Radio	WFRE/WFMD	5/6 - 6/23									
		WIAD/Entercom	5/6 - 6/23									
	Social	Facebook	5/6 - 6/23									
	Digital	WTOP Native Content Sponsored Post	5/6 - 6/23									
Bike to Work Day	Radio	iHeart	4/29 - 5/13									
		WJFK	4/29 - 5/13									
	Social Media	Twitter	4/29 - 5/13									
		Facebook	4/29 - 5/13									
	Digital	Pandora	4/29 - 5/13									
		Spotify	4/29 - 5/13									
		WTOP	4/29 - 5/13									