



COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2022 MARKETING ACTIVITY

MARCH 15, 2022

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve
air quality

odonnellCOMPANY



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

FY22 MARKETING ACTIVITIES

RECAP January- March 2022

Regional TDM Recovery Campaign Phase II

Bike To Work Day

Employer Recognition Awards

Employer Newsletter



**REGIONAL TDM RECOVERY
MARKETING CAMPAIGN
PHASE II**

OBJECTIVES & STRATEGY

Regional TDM Recovery Campaign
Phase II

- Phase II Media Budgets:
 - \$450,000 (RS and GRH)
 - \$325K for RS
 - \$125K for GRH
 - \$50K (GRH Baltimore)
- Return-to-Office Focus and Encouraging:
 - Carpool and Vanpool Use
 - Guaranteed Ride Home Registrations and Re-Registrations
 - Other Alternative Modes of Transportation

MARKETING COMPONENTS

Regional TDM Recovery Campaign
Phase II

RS Campaign (existing assets)

- Radio
- Hispanic Radio
- Streaming TV
- YouTube
- Social/Digital
- Key Influencers
- Earned Media
- Direct Mail

GRH Campaign (new assets)

- Radio
- Hispanic Radio
- Social/Digital
- Key Influencers
- Earned Media
- YouTube
- Direct Mail

EARNED MEDIA STRATEGY

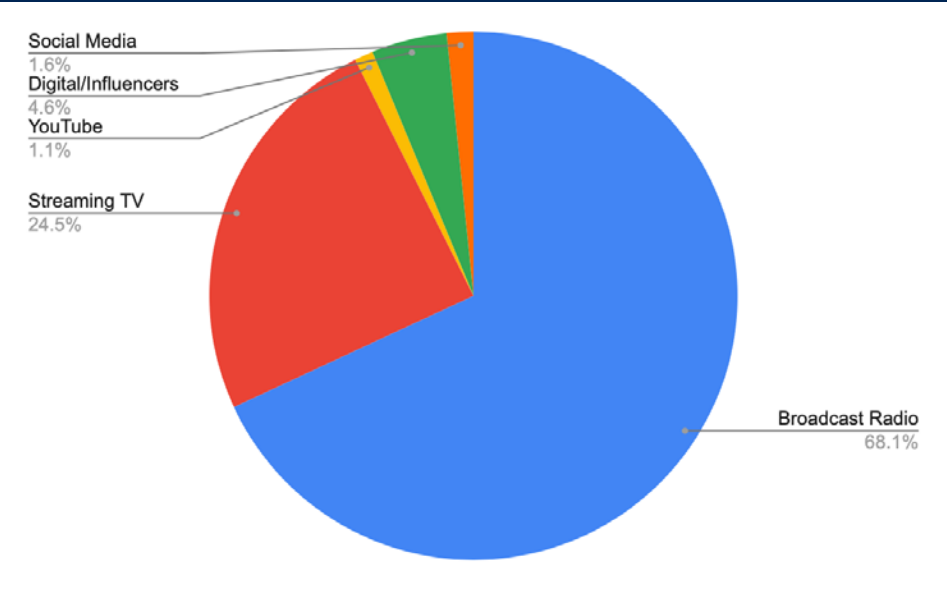
Regional TDM Recovery Campaign
Phase II

- Social media posts
- Infographic GIFs
- Targeted media pitching
- Commute with Confidence video discussion series

MEDIA SPEND

Rideshare

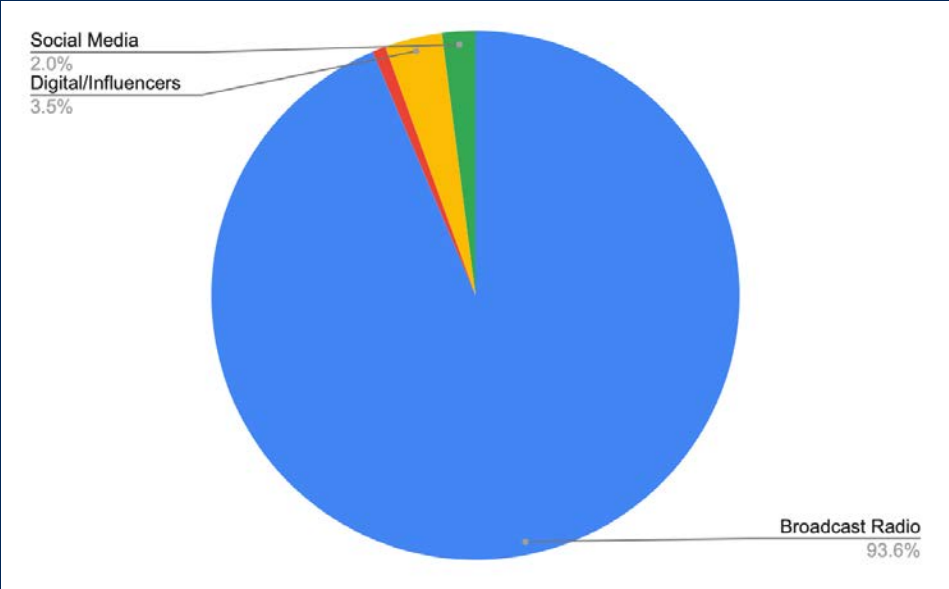
Broadcast Radio	\$208,254.75
Streaming TV	\$75,000
YouTube	\$3,500
Digital/Influencers	\$14,149
Social Media	\$4,990
Total	\$305,893.75



MEDIA SPEND

Guaranteed Ride Home

Broadcast Radio	\$114,639.50
YouTube	\$1,000
Digital/Influencers	\$4,300
Social Media	\$2,500
Direct Mail	TBD
Total	\$122,439.50



MEDIA SPEND

Guaranteed Ride Home Baltimore

Broadcast Radio	\$49,938
Social Media	Value Add
Total	\$49,938

ADDED VALUE SUMMARY

Regional TDM Recovery Campaign
Phase II

Added Value Negotiations:

Extra (free) radio spots and banner impressions

Campaign	Estimated Value
Rideshare	\$58,380
Guaranteed Ride Home	\$51,325
Total Estimated Value	\$109,705

RADIO ADS

Rideshare

:30 and :15 radio spots

Regional TDM Recovery Campaign
Phase II



RADIO ADS

Rideshare

:30 and :15 radio spots

Regional TDM Recovery Campaign
Phase II



:30 Radio English



:15 Radio English



:30 Radio Spanish

RADIO ADS

Guaranteed Ride Home

:30 and :15 radio spots

Regional TDM Recovery Campaign
Phase II



RADIO ADS

Guaranteed Ride Home Baltimore

:30 and :15 radio spots



Value added - both stations will share the GRH message on their social media platforms

RADIO ADS

Guaranteed Ride Home

:30 and :15 radio spots

Regional TDM Recovery Campaign
Phase II



:30 Radio English



:15 Radio English



:30 Radio Spanish

DIGITAL BANNER ADS

Rideshare

Regional TDM Recovery Campaign
Phase II

LOOK AGAIN

A SAFE WAY TO RIDESHARE

FOLLOW COVID GUIDELINES • ENJOY THE RIDE, TOGETHER

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

A horizontal banner ad with a light green background. On the left, the text "LOOK AGAIN" is written in large, bold, white letters with a dark blue shadow. To the right, "A SAFE WAY TO RIDESHARE" is written in bold, dark blue letters. Below this, a dashed line with a dark blue arrow pointing right contains the text "FOLLOW COVID GUIDELINES • ENJOY THE RIDE, TOGETHER" in a smaller font. At the bottom right is the "COMMUTER CONNECTIONS." logo with the tagline "A SMARTER WAY TO WORK" below it.

LOOK AGAIN

- FOLLOW COVID GUIDELINES
- ENJOY THE RIDE, TOGETHER

A SAFE WAY TO RIDESHARE

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

A vertical banner ad with a light green background. On the left, "LOOK AGAIN" is written in large, bold, white letters with a dark blue shadow. To the right, a list of two bullet points: "• FOLLOW COVID GUIDELINES" and "• ENJOY THE RIDE, TOGETHER" is displayed in dark blue. Below the list, a dashed line with a dark blue arrow pointing right contains the text "A SAFE WAY TO RIDESHARE" in bold, dark blue letters. At the bottom is the "COMMUTER CONNECTIONS." logo with the tagline "A SMARTER WAY TO WORK" below it.

LOOK AGAIN

A SAFE WAY TO RIDESHARE

- FOLLOW COVID GUIDELINES
- ENJOY THE RIDE, TOGETHER

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

A vertical banner ad with a light green background. At the top, "LOOK AGAIN" is written in large, bold, white letters with a dark blue shadow. Below it, a dashed line with a dark blue arrow pointing right is shown. Underneath the arrow, "A SAFE WAY TO RIDESHARE" is written in bold, dark blue letters. Below this, a list of two bullet points: "• FOLLOW COVID GUIDELINES" and "• ENJOY THE RIDE, TOGETHER" is displayed in dark blue. At the bottom is the "COMMUTER CONNECTIONS." logo with the tagline "A SMARTER WAY TO WORK" below it.

DIGITAL BANNER ADS

Rideshare

Radio Station e-Newsletters

FEDERAL NEWS NETWORK
THE FEDERAL REPORT
January 07, 2022 | 1:00:00 AM

OFFENSE
For DoD, solving spectrum sharing is a matter of national, economic security
The Electromagnetic Spectrum Enterprise Policy and Program Office in the DoD's office of the chief information officer launched a new program to improve communication with industry about spectrum sharing.

FEDERAL REPORT
Got a best age to retire in mind? If not, maybe you should!
Whether you're a file with Uncle Sam, or your current job is just training for a better gig in the private sector, odds are one of these days you will retire.

ADVERTISEMENT
Join Us In Putting People First In 2022
Make a difference this year by supporting the Clinton Foundation's life-changing work. To give, use the code #12465 in your CFCF portal.

CYBERSECURITY
Here's how DHS's risk center responds to threats like ransomware
The Colonial Pipeline incident proved to be an important test of the National Risk Management Center's new approach to managing threats and vulnerabilities to key U.S. sectors.

INSIGHT BY PHIS IDENTITY
The Evolution of ICAM Strategy in a Hybrid World
During this exclusive webinar, technology executives will discuss modernizing identity and access management as part of a zero trust journey while improving citizen services and mission effectiveness.

ADVERTISEMENT
Reconnect with a carpool and ride safely
Reconnect with a carpool or vanpool to safely ride with people you know and trust. Visit commuterconnections.org or call 1-800-7-45-RIDE for more info.

MORNING FEDERAL REPORT FEDERAL NEWS NETWORK
December 29, 2021

OFFENSE
Omicron causes Pentagon Reservation to extend telework
The Pentagon Reservation is extending its maximum telework policy for employees until the end of January 2022 in response to widespread COVID-19 infections caused by the omicron variant.

FEDERAL REPORT
What's the new state of your 2022 estate?
Whether you got a pay raise or a retiree COLA, the value of your estate is about to increase. Inflation warning!

DEFENSE
DoD is likely missing tens of thousands of hazing incidents, watchdog says
A new report from the Government Accountability Office takes aim at oversight within the Pentagon when it comes to counting and reporting hazing data.

INSIGHT BY IBM
What Comes Next for Federal IT?
Expert Edition: Accelerating innovation through public-private partnerships
This exclusive e-book highlights how public and private partnerships have the power to revolutionize the way government serves its citizens.

ADVERTISEMENT
Celebrate 60 Years of the CFC
Make an impact with the Combined Federal Campaign (CFC). Through payroll deductions, you're able to donate to your favorite charities like United Way, NCA, and its partners!

CYBERSECURITY
After turbulent cyber year, agencies enter 2022 with fresh security crisis on hand
Federal agencies are once again entering the new year in the middle of a cybersecurity emergency, with IT offices racing to identify and patch instances of widely used software code on their networks.

TOM TERRI COMMENTARY
We take notice of what you like to read
We cover all the issues, but do track what stories are the most popular with readers.

Regional TDM Recovery Campaign
Phase II

PoPville Neighborhood Blog

HOME ABOUT ▼ ADVERTISE CATEGORIES ▼ NEWSLETTER PATREON

PoPville
PRINCE OF PETWORTH
Est. 2006

DOWNTOWN, RESTAURANTS
Farewell Note from Cafe Mozart, "We thank you from the bottom of our hearts. We only ask one thing of you, please, visit your small independent businesses."
Prince Of Petworth Today at 11:35am

LOOK AGAIN
A SAFE WAY TO RIDESHARE
• FOLLOW COVID GUIDELINES
• ENJOY THE RIDE, TOGETHER
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

odonnellcompany

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DIGITAL BANNER ADS

Guaranteed Ride Home

Regional TDM Recovery Campaign
Phase II



TAKE A LOOK

**SHARE THE RIDE,
SKIP THE WORRY.**

**GET A FREE
GUARANTEED
RIDE HOME!**

- ILLNESS
- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



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A SMARTER WAY TO WORK



**GET A FREE
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RIDE HOME!**

Some restrictions apply

TAKE A LOOK

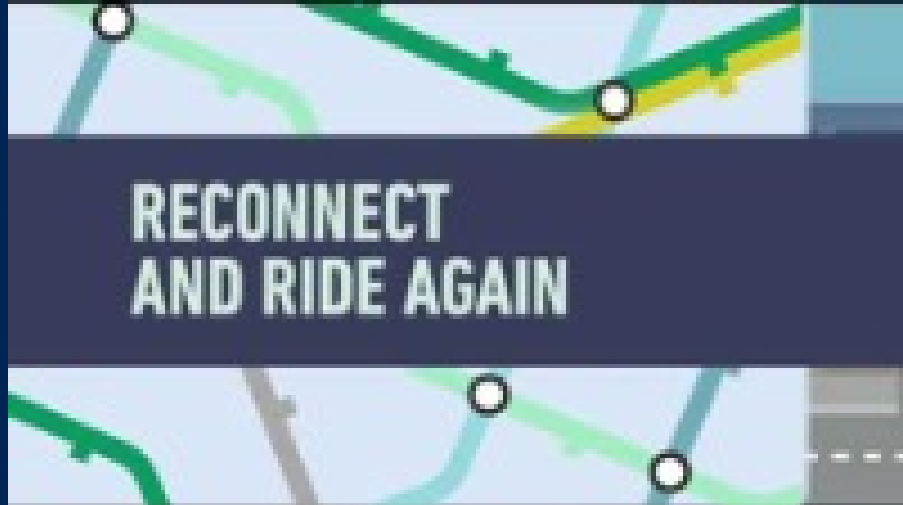
**SHARE THE RIDE,
SKIP THE WORRY.**

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

VIDEO (YOUTUBE & STREAMING TV)

Rideshare

Regional TDM Recovery Campaign
Phase II



LIVE VIDEO

Commute With Confidence Discussion Series

Regional TDM Recovery Campaign
Phase II



COMMUTE WITH CONFIDENCE DISCUSSION SERIES

Visit commuterconnections.org or call 1.800.745.RIDE.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

10

TOMORROW AT 12:30 PM

Commute With Confidence Live Discussion

Facebook Live

Watch live video



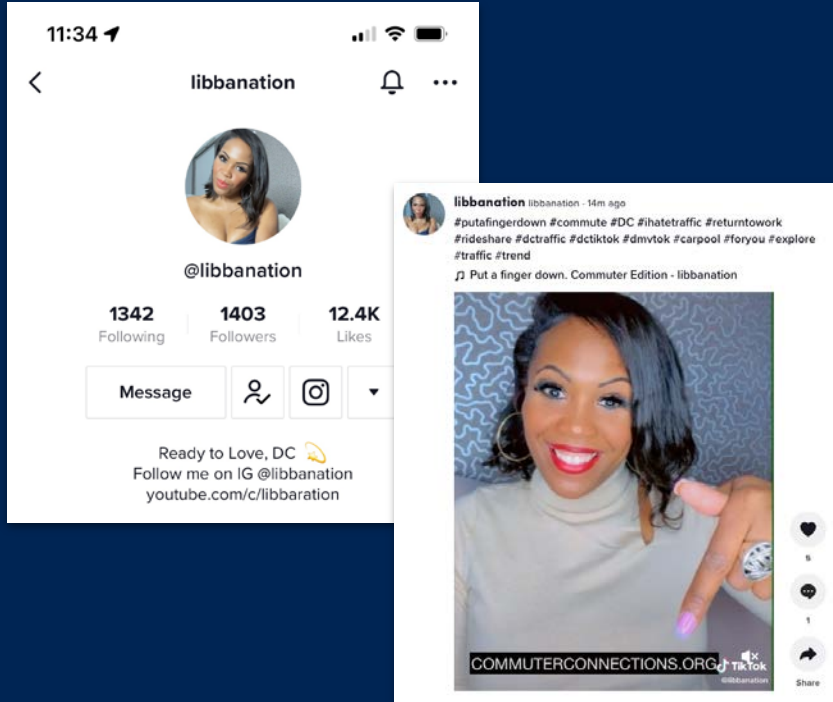
SOCIAL MEDIA

Regional TDM Recovery Campaign
Phase II



TIK TOK INFLUENCERS

Regional TDM Recovery Campaign
Phase II



25
YEARS

20
22

**EMPLOYER
RECOGNITION
AWARDS**

SELECTION COMMITTEE

Employer Recognition Awards

- March 2022
- Judges represent various factions of TDM and business community
- Moderated by third party
- Silent balloting

25 YEARS **2022** **EMPLOYER RECOGNITION AWARDS**

Please apply with this form or apply online at commuterconnections.org/employer-recognition-awards

Eligibility
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible programs must have been initiated or improved before January 1, 2021, in a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline
The application deadline is January 31, 2022.
Completed applications should be sent to:
Commuter Connections
Stephen F. Parker
777 North Capital Square, N.E., Suite 300
Washington, DC 20002-4260
Tel: 202-762-3762
webmaster@commuterconnections.org
commuterconnections.org

Instructions
Nominations can be submitted online or by using this form, and should include all information requested in items 1-4, plus the program summary narrative as described in question 4b. Supplemental materials may be submitted in addition to, but not in place of the nomination form questions and program summary narrative.

1. CONTACT INFORMATION
Organization _____
Address _____
City _____ State _____, DC _____
Program Contact: _____ Title _____
Phone _____
Email _____ Website _____
Date Program Began (must have been initiated or improved before January 1, 2021): _____
Name, email, and phone of Person Submitting Nomination Form if different from above: _____

2. AWARD CATEGORY
Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)
 Marketing Incentives Telework
Is there a secondary category you would like to apply for? (Note: You can only win in one category.)
 Marketing Incentives Telework

3. TYPE OF ORGANIZATION
Please mark one of the choices below that best describes your organization.
 Private sector Local, State or Federal government
 Non-profit organization Other _____

4. NUMBER OF PARTICIPANTS
How many people do you employ in the Washington metropolitan area? _____
As how many work sites? _____
What is the total number of program participants in the Washington metropolitan area? _____

Nomination Form

CREATIVE

Employer Recognition Awards

25
YEARS

20 | **EMPLOYER**
22 | **RECOGNITION**
AWARDS

**HONORING EMPLOYERS
WHO MADE A DIFFERENCE!**

A woman with dark hair, wearing a bright neon green bicycle helmet and a brown plaid blazer over a white collared shirt, is riding a bicycle on a city street. She is looking off to the side with a focused expression. The background shows a blurred city street scene at dusk or dawn, with buildings, a bus stop, and a red car. The lighting is soft and warm, suggesting the 'golden hour' of the day.

BIKE TO WORK DAY 2022

odonnellCOMPANY

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

SPONSOR DRIVE

Bike to Work Day

- Past and prospective sponsors solicited
- Sponsor drive concluded January 31, 2022
- 19 sponsors secured
- Cash donations of \$45,950
- In-kind donations of \$9,250



POSTER

BIKE TO WORK DAY 2022

Friday, May 20

FREE EVENT - REGISTER AT BikeToWorkMetroDC.org

Pre-register by May 13 for Free T-Shirt* + Bike Raffle. Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA BICYCLE ASSOCIATION

URBANSTEMS | icf | BILTON LAWYERS | City Dental DC | VERRA | NATIONAL LAWRENCE

Bike Arlington | SQUARE | FAIR LAKES | AASHIO | BIKESBYVENNA | Giant

MDOT | VDOT | goDigo | CYCLES | VISIONZERO | BLUEJACKET

Register free at BikeToWorkMetroDC.org
800.452.4333

Visit BikeToWorkMetroDC.org for pit stop locations and times. *T-Shirts available at pit stops to first 15,000 registrants. Pit stops in D.C., Maryland, and Virginia!

#BTWC2022

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

bike to work day 2022

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2022

Viernes 20 De Mayo

EVENTO GRATUITO - REGÍSTRASE EN BikeToWorkMetroDC.org

Regístrate previamente antes del 13 de mayo para recibir una CAMISETA GRATIS* y participar en un SORTEO DE BICICLETAS.

¿Todavía trabajando desde casa? ¡No hay problema! Ve en bicicleta a tu punto de parada para una camiseta gratis y vuelve a casa nuevamente. Refrigerios y obsequios gratuitos en los lugares participantes, hasta agotar existencias.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA BICYCLE ASSOCIATION

URBANSTEMS | icf | BILTON LAWYERS | City Dental DC | VERRA | NATIONAL LAWRENCE

Bike Arlington | SQUARE | FAIR LAKES | AASHIO | BIKESBYVENNA | Giant

MDOT | VDOT | goDigo | CYCLES | VISIONZERO | BLUEJACKET

Regístrate gratis en BikeToWorkMetroDC.org
800.452.4333

Visita BikeToWorkMetroDC.org para más información acerca de los puntos de parada y los horarios. *Camisetas disponibles en los puntos de parada a los primeros 15,000 participantes que se registran. Premios de parada en D.C., Maryland and Virginia.

#BTWC2022

El Día de la Bicicleta para ir al Trabajo está financiado por MDOT, VDOT y MDOT.

bike to work day 2022



RACK CARD



Friday, May 20

BIKE TO WORK DAY 2022

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Pre-register by May 13 for Free T-Shirt* + Bike Raffle.
Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

Visit biketoworkmetrodc.org for pit stop locations and times.
*T-Shirts available at pit stops to first 15,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

Register free at BIKETOWORKMETRODC.ORG
800.745.7433

#B2W2022

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
WORKERS ASSOCIATION

URBANSTEMS

ICF

BILTON
LAW FIRM

City Dental DC
serving over 30 years

VERRA Standards for a Sustainable Future

NATIONAL LANDING

Bike Arlington

RECYCLE SPACE

FAIR LAKES

AASHIO

BIKES@VIENNA

GIANT

VISION ZERO

BLUEJACKET

DDOT

goDCgo

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

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

Printed on recycled paper

OUTDOOR BANNER



Register at
[BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)
or call 800.745.7433

ADAMS MORGAN AT UNITY PARK

Columbia Road/Champlain & Euclid Streets, NW
7:30 am to 9:30 am

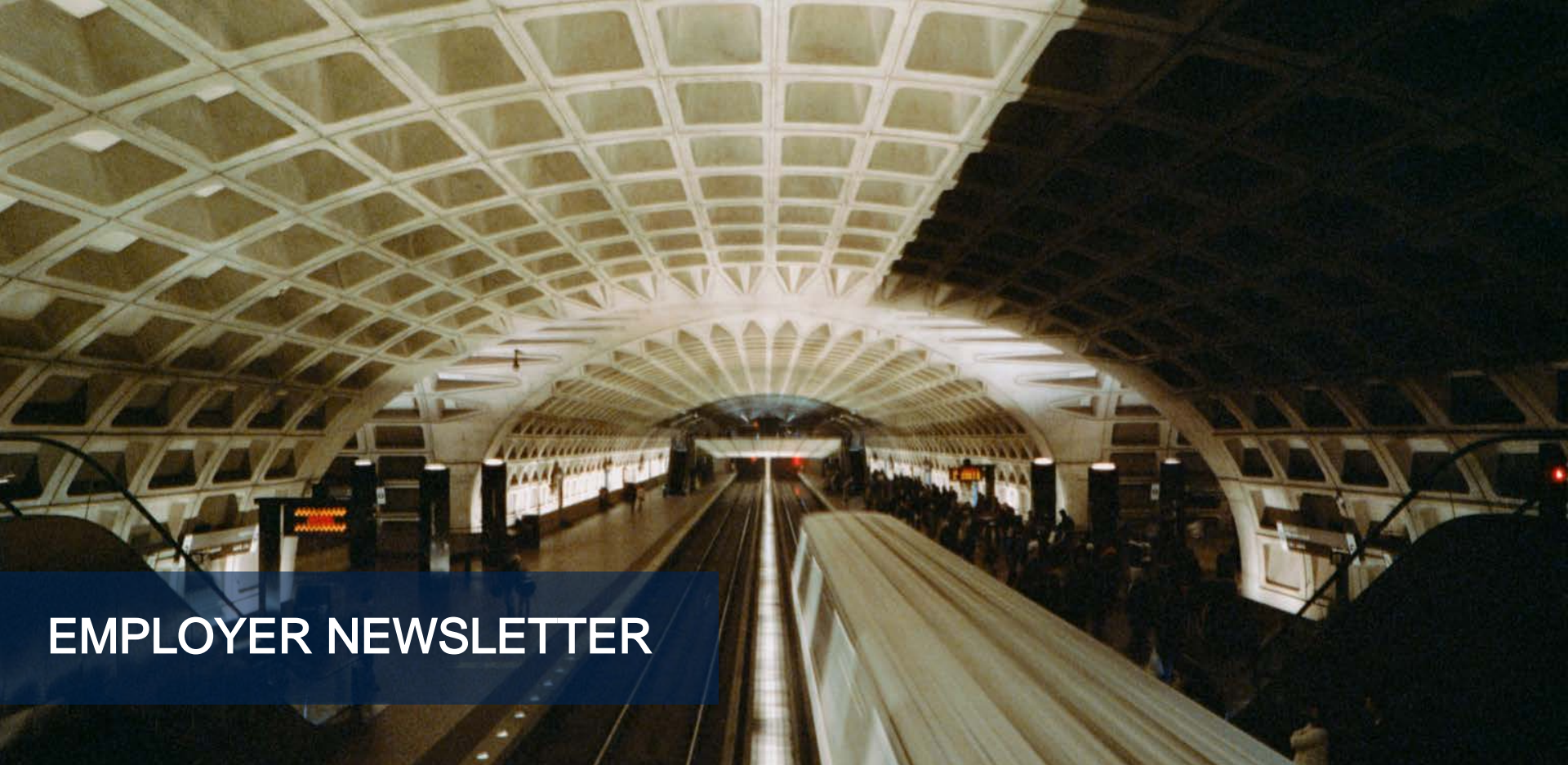
BIKE TO WORK DAY 2022

Friday, May 20



URBANSTEMS





EMPLOYER NEWSLETTER

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

Employer Transportation Coordinators

Committee members

Other TDM stakeholders

Federal ETCs (w/insert)

WINTER NEWSLETTER and FEDERAL ETC INSERT

Newsletter

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

Issue 1, Volume 26 WINTER 2022 WHAT'S INSIDE

- 1 Marketing Campaign to Focus on Rethinking and Incentive Programs
- 2 Research Shows On-Street
- 3 New Transit Tools Released to DC
- 4 New Route - Arlington Bus Service
- 5 2022 Employer Responsibilities Analysis
- 6 2022 Employer Responsibilities Analysis in California 25 Years
- 7 New Federal Tax-Exempt Classes
- 8 Montgomery County Ride On Expanded Fare Fee

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



COMMUTER BENEFIT INCREASES IN 2022

Commuters who use transit or vanpools to travel to work are now able to set aside an extra \$10 per month to pay their fares in 2022. The federal qualified transportation fringe benefit monthly tax-free limit was raised from \$270 in 2021 to \$280 in 2022, or \$3,360 per year.

In 1984, an agreement with the IRS, prompted by Congress, allowed employers to give employees \$15 per month to pay for transit and vanpools. As its popularity grew, in 1993 the commuter benefit was built right into the federal tax code, (section 132(f)). The Qualified Transportation Fringe benefit sparked a big change in how commuters paid for (and saved with) transit and vanpools. Today, commuter benefits are a mainstream within America's payroll and are among the top benefits provided by employers. On their website, the Society for Human Resource Management (SHRM) noted a 2020 national survey of 500 C-suite and HR executives by Care.com to learn what benefits they plan to change due to the pandemic. The survey showed that 31 percent of respondents planned to either introduce or expand commuting benefits in the near future.

The commuter benefit was primarily used by employees who traveled to the office Monday through Friday. Now, a portion of employees will work on a hybrid schedule where they work remotely a few days per week and commute to the office on the remaining days. With new discounted transit fare for fewer rides per week and the growth of part-time vanpooling, commuters can still save money with the benefit.

In addition to sparking a remote working revolution, the pandemic also left millions of unused dollars in employees' commuter benefit accounts. Money can build up in a commuter benefit account but it cannot be refunded and the employee cannot take it with them when they leave their employer. Employee Transportation Coordinators (ETCs) or HR managers should remind commuter benefit account holders to keep track of their accounts and update their preferences when something changes.




In the Washington, DC region, the Washington Metropolitan Area Transit Authority (WMATA) allows employers to designate unused monthly contributions as "rollover" or "non-rollover." Rollover permits unused employer contributions to accumulate in the commuter benefit accounts from month to month. "Non-rollover" sends unused employer-paid benefits back to the employer at the end of the month.

And remember, employers save too when they provide a monthly commuter benefit contribution to employees. According to Commuterbenefits.com, employers can save about \$40 per month in payroll taxes for each benefit participant; if 50 employees are enrolled in the benefit, the employer might save more than \$24,000 annually. A new bicycle commuter benefit is included in the Bull Back Better Act of 2021, still tied up in legislation. The provision would set the bicycle commuting tax-free limit at 30 percent of the amount provided for transit, vanpooling, and parking.

WINTER 2022

FEDERAL ETC UPDATES

FDA EXPANSION PLAN FOR WHITE OAK, MARYLAND CAMPUS HEAVY ON TDM



With a planned expansion of the Food and Drug Administration's (FDA) Federal Research Center (FRC) in White Oak, Maryland, along with a large increase in employees from consolidation and internal growth, a comprehensive commuter plan is a welcome commodity. The campus will grow by 1.6 million gross square feet (GSF) and the number of employees on campus will rise from 11,000 to 18,000.

The expansion project Master Plan calls for 7,426 additional parking spaces, about one parking space for every 1.8 employees. Under the plan, 46 percent of employees will need to commute by means other than driving alone: transit, carpooling, vanpooling, remote working, biking, walking.

A commuter survey conducted before the pandemic found that less than a third (31%) of employees commute to the campus every work day, while more than two-thirds (69%) work remotely, most teleworking two days per week. Excluding telecommuters, about 25 percent of current employees use alternative transportation methods to commute to work.

The FDA's robust Transportation Demand Management (TDM) program includes the following:

- Transit subsidies
- Carpool and vanpool support and subsidies
- Alternative Work Hours policies: Flex Hours, Flex Time, Compressed Work Week
- Commuter Connections Guaranteed Ride Home program
- Telework/remote working
- Locker room and shower facilities
- Bike repair stations around campus

New TDM strategies during and post-expansion could include:

- Enhance existing TDM programs
- Expand the commuter shuttle system to include direct shuttle services to and from Park and Ride facilities along the 1-270 corridor.
- Bike/walk to work (Live Near Your Work) incentives
- Identify potential sites for new Park and Ride lots, working with Montgomery County and the Maryland Department of Transportation State Highway Administration (MDOT SHA)
- Directional bike lanes along the campus loop roads
- Secure, covered bicycle parking near building entrances
- Wider sidewalks in high pedestrian areas
- Pedestrian crosswalks at all intersections
- Bikeshare docks at the main building and at the transit center
- A campus transit hub that includes a waiting area and real-time transit information, boarding areas for bus and campus shuttle services, a taxi/ridesharing waiting area, and bikeshare dock
- Expanded transit and shuttle service

The Employee Transportation Coordinator (ETC) will manage many of these strategies and conduct an annual employee survey to monitor progress. The ETC will also market the programs with events and other employee communication strategies. The plan notes that additional TDM staff may be needed to implement and maintain the new effort. According to its information page, funding and timing of the campus construction is dependent on USA appropriations.

WINTER eNEWSLETTER

Newsletter

COMPUTER CONNECTIONS
A SMARTER WAY TO WORK



Commuter Benefit Increases in 2022

Commuters who use transit or vanpools to travel to work are now able to get aside an extra \$10 per month to pay fares on a pre-tax basis, as the federal qualified transportation fringe benefit monthly limit was raised to \$280.00.



Bike to Work Day Registration Opens March 2022

Bike to Work Day 2022 will include bicyclists commuting to their traditional workplace offices via a 'roll stop' and those working from home who bike to a roll stop and back to their home office. The first 15,000 registered bicyclists who attend will receive a free t-shirt.



Marketing Campaign to Focus on Ridesharing and Incentive Programs

According to Nicholas Paeffos, Computer Connections Director, the best way to get commuters back into carpools, vanpools, and other alternatives to driving alone is by going green, "green" not only in the environmental sense,

FY22 MARKETING ACTIVITIES

Second Half – Jan Through June 2022

Regional TDM Recovery Campaign Phase II

Bike to Work Day

Employer Recognition Awards

Employer Newsletters Winter/Spring

Incentive Programs

A nighttime photograph of the U.S. Capitol building in Washington, D.C., illuminated by warm lights. The building is centered in the background, with a wide street in the foreground. The street has a blue-painted bike lane with white markings, including a bicycle symbol and the text 'TURN LEFT WITH BICYCLES'. Several cars are visible on the road, some with light trails from long exposure. The sky is a deep blue, and streetlights are visible on both sides of the road. A large, white, sans-serif text overlay 'THANK YOU' is positioned in the lower-left quadrant of the image.

THANK YOU

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK