



Metropolitan Washington Council of Governments

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

**Commuter Connections
Regional TDM Marketing Group**

September 19, 2017



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2017. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington D.C. region. Media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

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

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

Other campaigns for the second half of FY2017 include the promotion of 'Pool Rewards and Bike to Work Day. Bike to Work Day was held on Friday in May 19, 2017 and celebrated bicycling as a clean, fun, and healthy way to get to work. The 'Pool Rewards program was geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

Mass Marketing Campaign

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

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

Value Add Promotions

Based on paid media, \$77,600 of value-add was negotiated in the form of additional Rideshare and GRH exposure. For example, during the summer of 2017, WTOP.com ran an additional \$11,437.20 worth of ads between July 1 – August 13, 2017, equaling 1,143,720 impressions. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, and banner ads on station web sites.

Messaging Strategy

Rideshare’s “A Couple Clicks is All It Takes” campaign is promoting the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising aired on a mix of music, news, and Hispanic radio stations. Other marketing and advertising included podcasts, digital and online, out of home, as well as social media.

The messaging for GRH is “Problem. Solved.” By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. By presenting the problem, then how simple and free it is to solve with GRH, Commuter Connections positively overcomes an area of concern and opens the possibility of transportation alternatives to SOV commuting. GRH registration was 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, YouTube, social media, online, and digital media.

Bike to Work Day

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

'Pool Rewards

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

Employer Recognition Awards

Award winners were honored at a ceremony on June 22, 2017 at the National Press Club. Invitations, program booklets and a podium sign were created. The giveaway items and trophies were ordered. A print ad appeared in the Washington Business Journal to announce the winners. Each winner also received a winner seal, custom press release, video, and social media posts. The total cost of the Employer Recognition Awards media buy was \$4,882. The estimated newspaper circulation was 15,668.

Clean Air Partners

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

Introduction

The FY2017 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2016, served as a tool to outline marketing plans for the fiscal year. The strategy behind the FY2017 campaign reflected the state of events for the regions' commuters, and built upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY2012-FY2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of FY2017 included the following actions:

- Launch of the new spring FY2017 regional mass marketing campaign.
- SafeTrack e-notification alerts.
- Promoting the CarpoolNow App.
- Marketing support for 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2017 event.
- Planning and implementing the 20th annual Employer Recognition Awards.
- Early planning stages of the Car Free Day 2017 event.

About Commuter Connections

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

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

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

Cornerstones of the FY17 2nd Half Marketing Campaign

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

The objectives of the marketing campaign were to:

- Emphasize the cost savings benefits of ridesharing, using simple, direct messages that communicated how sharing a ride saves money.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as a trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive within Rideshare ads.
- Position GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime, unexpected personal or family emergency, or illness.
- Encourage commuters who use transportation alternatives to register for GRH.
- Promote Guaranteed Ride Home to alternative commute mode users in the Washington and Baltimore metropolitan regions, plus St. Mary's County, Maryland.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues.
- Incorporate human interest stories of commuters using alternative commute modes.
- Increase reach to younger, Spanish, and African American audiences.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Reduce work trips.
- Leverage umbrella campaign value add to support SafeTrack messaging.
- Promote CarpoolNow, the real-time on demand Ridematching app.

Brand Character

Commuter Connections is a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool, along with an access to commute routes and other alternative mode options such as transit, bicycling, and teleworking. As more people share the ride to work, they positively affect air quality and traffic congestion for the region.

Spring 2017 Campaign

Radio was the primary media for the spring media campaigns promoting GRH and Ridesharing. Each campaign ran from February through June. Rideshare advertising aired on a mix of music, news, and Hispanic radio stations. Other Rideshare marketing and advertising included podcasts, digital and online, out of home, as well as social media. GRH advertising was placed on a mix of music, and news radio stations, YouTube, social media, online, and digital media.

Ridematching Campaign

Messaging Strategy

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



Media Objectives: Rideshare

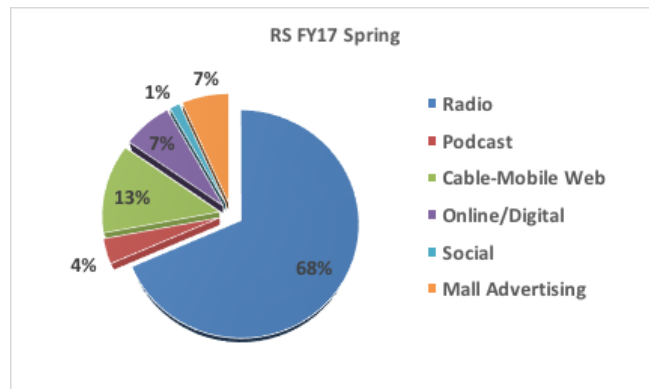
The spring FY2017 media campaign promoted the Ridematching program using a mix of traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes,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

Target Market

FY2015 Commuter Connections Applicant Database Annual Placement Survey Report:

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

Geographic Targeting Washington D.C. DMA



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

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

Radio & Podcasts

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

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

The following ads promoted the Ridematching program in both English and Spanish languages:

Ridesharing :30 “A Couple Clicks to Share” English

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

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

Ridesharing :30 “A Couple Clicks to Share” Spanish

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

Anunciate: Ridematching regístrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba nuestra aplicación CarpoolNow para compartir tu viaje diario.

Ridesharing :30 “A Couple Clicks to Save” English

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

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

Ridesharing :30 “A Couple Clicks to Save” Spanish

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

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

Podcasts

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

WAMU "A Couple Clicks to Share :15

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

WAMU "A Couple Clicks to Share :30

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

ComcastSportsNet "A Couple Clicks to Share :15

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

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



Value Add

Rideshare

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

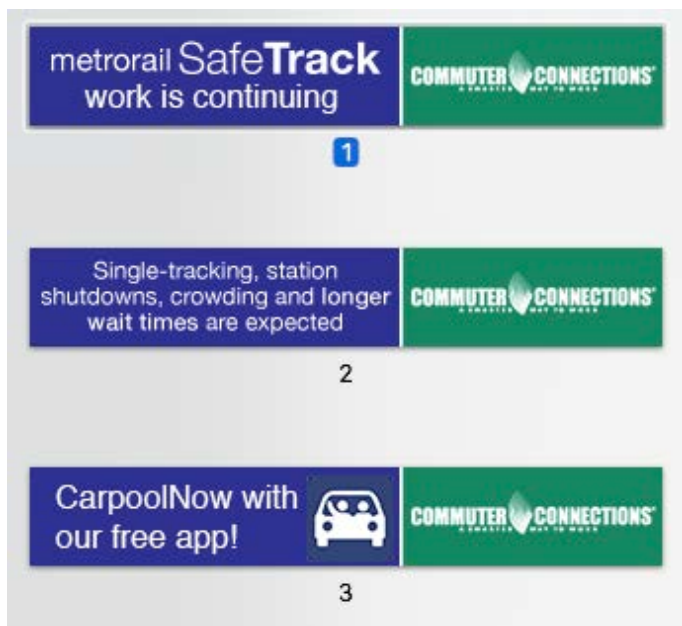
SafeTrack Surges Value Add :30

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

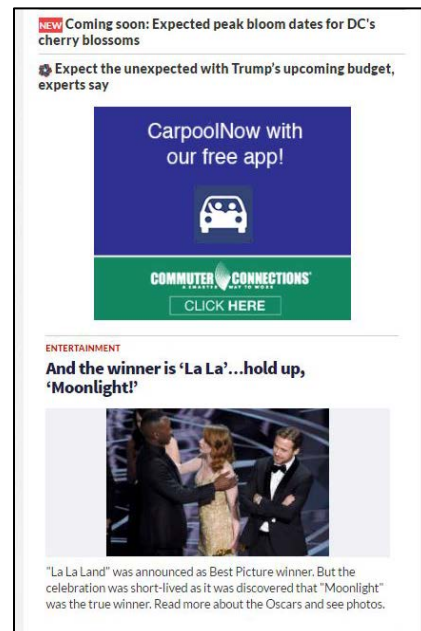
Commuter Connections has options! From our new CarpoolNow dynamic Ridematching app to bus, bicycling, or telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

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

320x50 banner ad



300x250 banner ad



Comcast SportsNet Homepage Takeover



Comcast Sportsnet Podcast Advertising



Social Media Advertising

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

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

This is a screenshot of a Facebook sponsored advertisement for Commuter Connections. The ad features a background image of a person's hands on a steering wheel. A green button with the word "share" is overlaid on the image. The text of the ad reads: "Share a ride when you want, where you want with on demand and en route ridematching. A couple clicks is all it takes. We have more options to more places than ever before. And, as always, it's free! CarPoolNow app now available! WWW.COMMUTERCONNECTIONS.ORG". The ad shows 114 reactions, 4 comments, and 16 shares.

This is a screenshot of a Facebook sponsored advertisement for Commuter Connections. The ad features a background image of a car's interior with a stack of US dollar bills on the seat. A green button with the word "join" is overlaid on the image. The text of the ad reads: "Join with those already saving! Sharing a ride with on demand and en route ridematching. A couple clicks can save you. Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you! CarPoolNow app now available! WWW.COMMUTERCONNECTIONS.ORG". The ad shows 114 reactions, 4 comments, and 16 shares.

Online & Digital Advertising

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

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

The image displays two screenshots of the WTOP.com website. The left screenshot shows a news article titled "Expected peak bloom dates for cherry blossoms to be released" with a sub-headline "WASHINGTON (AP) – The predicted peak blooming period for this year's blossom season will be announced this week." The right screenshot shows a "MONEY NEWS" article titled "Four Seasons, Inn at Little Washington earn 5 stars" with a green banner on the right side that reads "Free Ridematching & Commuter Services Sign Up Now." Both screenshots show the WTOP.com header with navigation menus, weather information (54° and 61°), and various promotional banners.

Google Keywords:

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

Google Ad Group Ads:

H1: Share A Ride to Work

H2: Save Time and Money Every Day

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

H1: Rideshare to Work

H2: Save Time and Money on Your Commute

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

H1: Carpool, Vanpool, Bike, Walk

H2: A New Commute Can Save Time and Money

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

H1: Less Stressful Commutes

H2: Save Time, Money, And Stress!

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

Out of Home Advertising

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

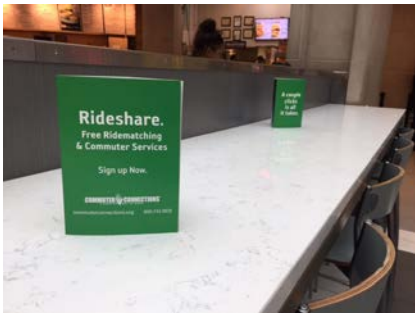
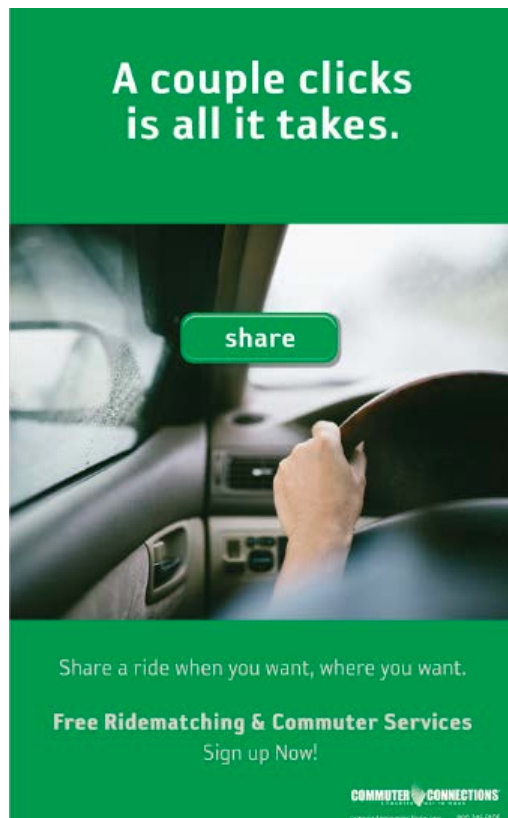
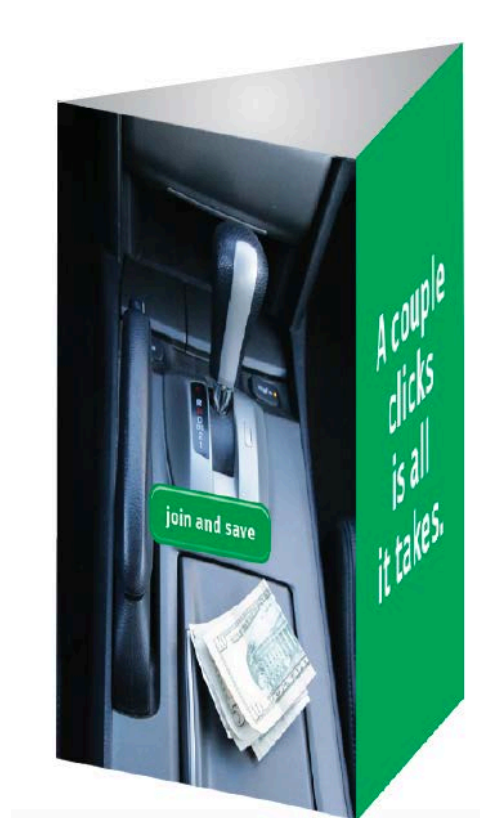


Table Tent



Ad Panel



Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY2017 GRH campaign focused on registration and re-registration, promoting how quick and easy GRH can support the choice to Rideshare and use other more sustainable transportation alternatives. Messaging first shows the problem; then how simple it is to solve it with GRH. Registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. The 30-second spots were a reminder to listeners to register, or renew, as well as reinforced the assurance that GRH provides.



Media Objectives: Guaranteed Ride Home

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

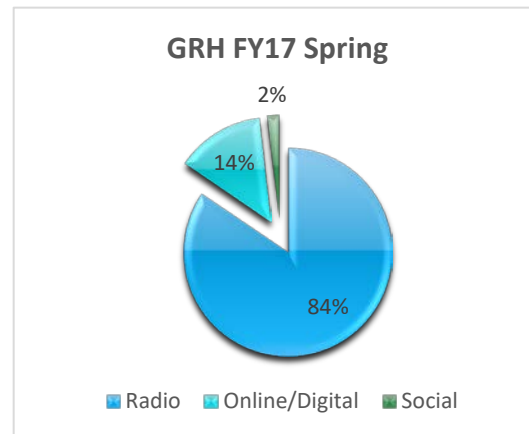
Target market

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

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

Geographic Targeting

Washington D.C. DMA



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

Radio

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

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

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

Guaranteed Ride Home :30 Problem. Solved. "Work Late"

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

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

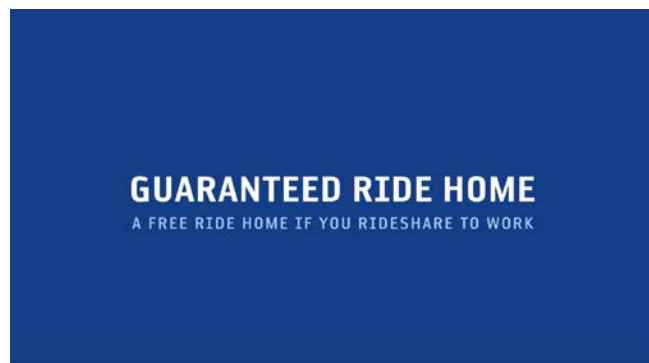
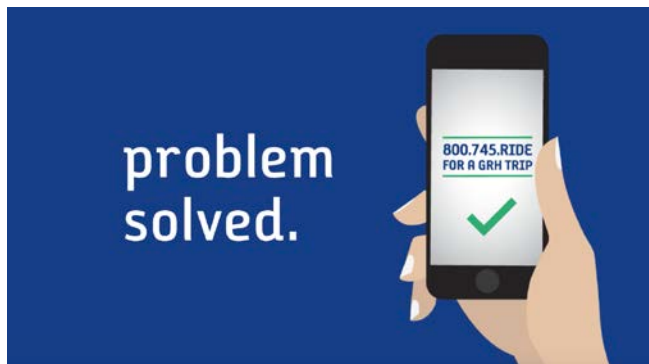
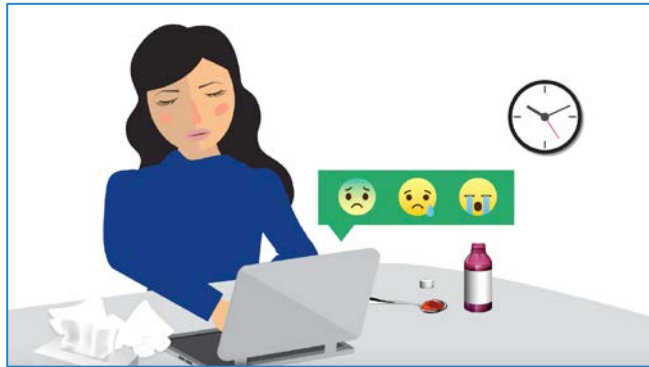
Guaranteed Ride Home: :30 Problem. Solved "Emergency"

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

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

YouTube

YouTube videos were created to promote the GRH campaign in both 15-second and 30-second lengths. YouTube is the second-largest search engine in the world, behind Google. These online videos were used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.

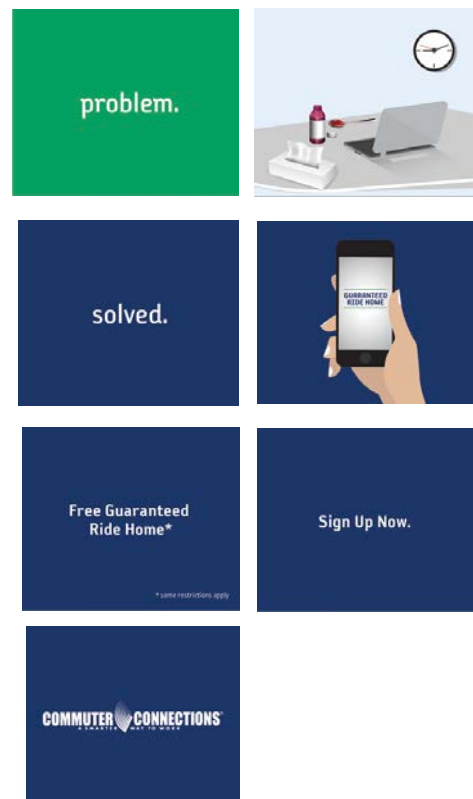
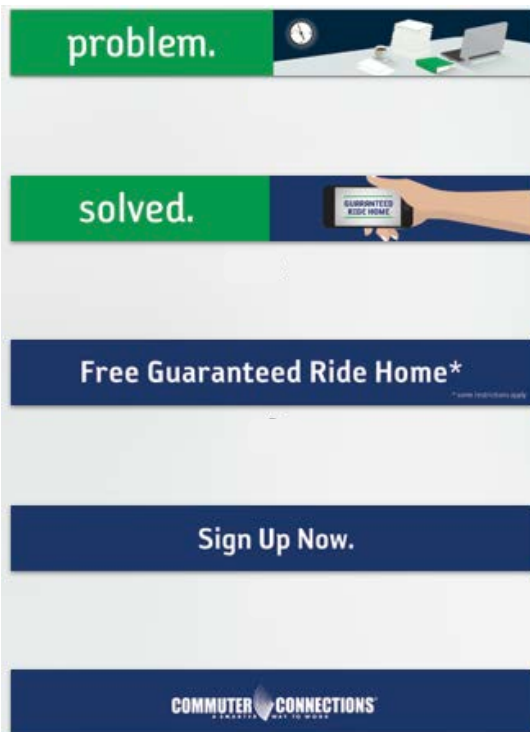


Online and Digital Advertising

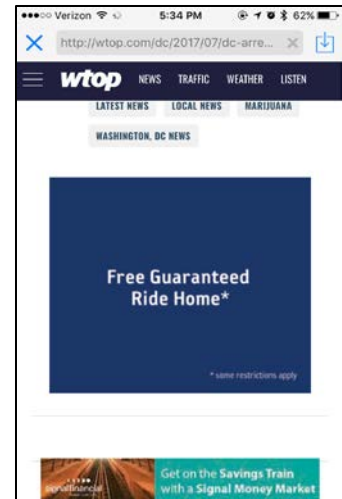
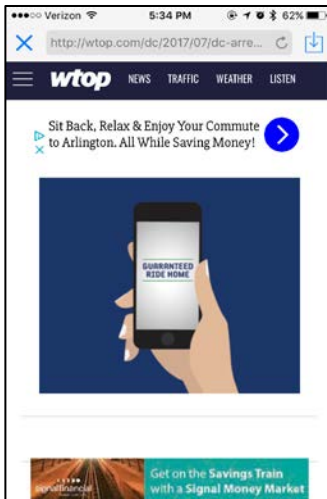
Display, mobile, tablet, and mobile in-app advertising ran on iHeart Radio and WTOP's digital sites to promote the GRH program. The ads reinforced the benefits of the GRH program to audiences in Washington, DC regions for eight weeks, from February through June. Performance was monitored and optimized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

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

iHeart Radio and WTOP.com Ads



WTOP.com GRH mobile and tablet ads



Google Keywords:

cab
 commute
 commuter
 commuting
 DC Traffic
 express lanes
 on demand car
 pool
 on demand carpool
 on demand
 carpooling
 on demand car
 pooling
 on demand
 ridesharing
 on demand ride
 sharing
 park and ride lot
 real time car pool
 real time carpool

real time
 carpooling
 real time car
 pooling
 real time ride
 ride sharing
 share a ride
 Sharing a ride
 Sharing rides
 Slug
 slugger
 slugging
 taxi cab
 telecommute
 telecommuting
 traffic
 traffic congestion
 weather
 uber
 lyft
 weather forecast

traffic
 dc metro
 car service
 carpool
 taxi
 work from home
 traffic cameras
 traffic report
 hov lane
 lyft ride
 traffic cams
 dmv traffic
 telework
 vanpool
 rideshare
 uber ride
 car pool
 highway
 construction
 taxi ride
 cab ride

Google Ad Group – Ads:

H1: Free Ride Home From Work

H2: For Those Who Rideshare

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

H1: Rideshare w/ Guaranteed Ride Home

H2: Get Home In An Unexpected Emergency

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

H1: Guaranteed Ride Home

H2: From Commuter Connections

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

H1: Guaranteed Ride Home

H2: Insurance For Ridesharing

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

Facebook

Mobile Ads

The screenshot shows a mobile phone interface with a status bar at the top displaying signal strength, Wi-Fi, 4G LTE, 51% battery, and 5:36 PM. Below the status bar is a search bar and navigation icons. The main content is a Facebook post from 'Commuter Connections' (Sponsored). The text reads: 'At work sick, unable to get home, so you send tear-streaked emoticons to your friends?'. Below this is a split-image ad: the left side shows a desk with a clock, a laptop, and a bottle of water, with the word 'problem.'; the right side shows a hand holding a smartphone displaying 'GUARANTEED RIDE HOME', with the word 'solved.'. Below the ad is the text: 'A free ride home if you RideShare to work. Guaranteed.' and a URL: 'http://www.commuterconnections.org/'. A 'Learn More' button is also present. At the bottom are 'Like', 'Comment', and 'Share' buttons.

Boosted Posts

The screenshot shows a mobile phone interface with a status bar at the top displaying 'Verizon LTE', '1:34 PM', and '74%' battery. Below the status bar is a search bar and navigation icons. The main content is a Facebook post from 'Commuter Connections' (Sponsored). The text reads: 'Guaranteed Ride Home - tdm.commuterconnections.org/mwcog/. It's free if you rideshare. #dcmetro #washingtondc'. Below this is a large image ad with a green border. The image shows a person in a suit looking at a document. Text on the image reads: 'GUARANTEED RIDE HOME' at the top, 'in case of unexpected emergency sign up!' in the center, and '(BEFORE THE EMERGENCY PREFERABLY)' below it. The 'COMMUTER CONNECTIONS' logo is at the bottom. Below the image are 'Like', 'Comment', and 'Share' buttons, with engagement metrics: 180 reactions, 2 comments, and 10 shares.

Display Ads

The screenshot shows a desktop computer interface with a Facebook post from 'Commuter Connections' (Sponsored). The text reads: 'Your boss asked you to work late unexpectedly, but your carpool leaves at 5?'. Below this is a split-image ad: the left side shows a desk with a clock, a laptop, a stack of papers, and a coffee cup, with the word 'problem.'; the right side shows a hand holding a smartphone displaying 'GUARANTEED RIDE HOME', with the word 'solved.'. Below the ad is the text: 'A free ride home if you RideShare to work. Guaranteed. Problem solved. Sign up or renew at www.commuterconnections.org. Some restrictions apply.' and the URL: 'WWW.COMMUTERCONNECTIONS.ORG'. Below the ad are 'Like', 'Comment', and 'Share' buttons, with engagement metrics: 114 reactions, 4 comments, and 16 shares.

Value Add

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

SafeTrack Surges Value Add :30

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

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

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

Banner ads - WTOP.com.

This screenshot shows a news article on the WTOP.com website. At the top, there is a blue banner for CarpoolNow with the text "CarpoolNow with our free app!" and a car icon. Below the banner is a green button that says "CLICK HERE". The article text includes headlines such as "'Biggest Loser' host Bob Harper suffers heart attack", "NEW Coming soon: Expected peak bloom dates for DC's cherry blossoms", and "Expect the unexpected with Trump's upcoming budget, experts say". Below the article, there are sections for "ENTERTAINMENT" with the headline "And the winner is 'La La'...hold up, 'Moonlight!'" and "LIVING" with the headline "Next yoga? Meditation studios multiply".

This screenshot shows the homepage of the WTOP.com website. At the top, there is a blue banner for CarpoolNow with the text "CarpoolNow with our free app!" and a car icon. To the right of the banner is a green button that says "CLICK HERE". Below the banner is a green button that says "CLICK HERE". The website header includes the WTOP logo, "WASHINGTON'S TOP NEWS", and a weather forecast for Washington, DC (54°). There are also links for "LISTEN LIVE 103.5 FM" and "LISTEN LATEST TRAFFIC". The main navigation bar includes "NEWS", "TRAFFIC", "WEATHER", and "Search". Below the navigation bar, there are sections for "LOCAL NEWS" and "TOPICS" (Washington, DC News, Maryland News, Virginia, Hannah Graham Murder). The main content area features a large photo of three people in martial arts uniforms and a "backcountry" clothing sale with various items and discounts.

GRH Baltimore Media

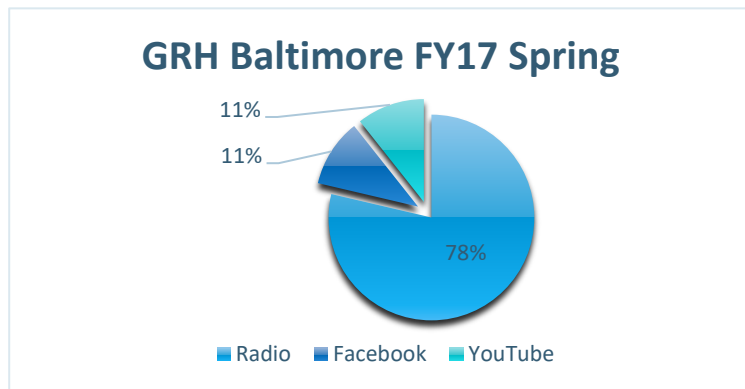
The GRH Baltimore campaign focused on raising awareness of the GRH program among commuters in the Baltimore region and increasing registrants. Radio, YouTube, and Facebook ads from the DC region’s spring umbrella campaign ran in Baltimore to increase awareness on how to get home in case of an unexpected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

Target market for Baltimore Metropolitan Region

2013 Commuter Connections GRH program Baltimore Region Survey Report:

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

Geographic Targeting Baltimore, MD DMA



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

Radio

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

Guaranteed Ride Home :30 Problem. Solved. "Work Late"

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

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

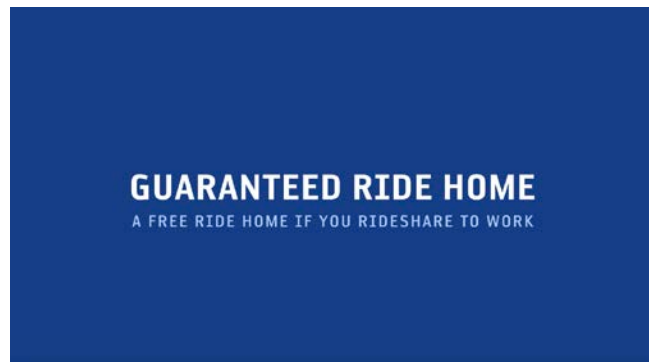
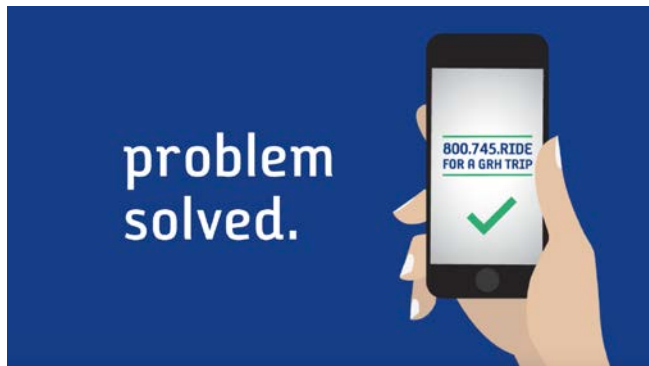
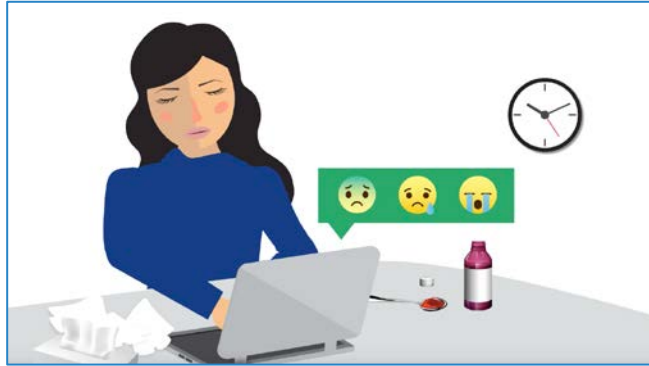
Guaranteed Ride Home :30 Problem. Solved. "Emergency"

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

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

YouTube

Videos on YouTube were used to promote the GRH Baltimore campaign in both 15-second and 30-second lengths. These videos promoted GRH registration and re-registration to support the choice to use transportation alternatives.



Facebook

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

Commuter Connections Sponsored · Like Page

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

problem. **solved.**

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

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Commuter Connections Sponsored · Like Page

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

problem. **solved.**

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

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

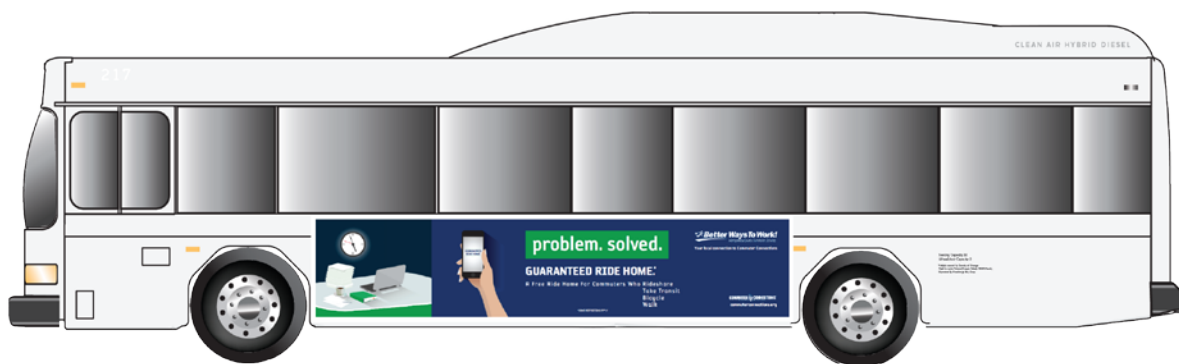
Like Comment Share

Value Add

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

Member Donated Placements

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



Commuter Connections Website

To provide a fully integrated user experience, the Commuter Connections website home page was updated with a new HTML5 rotating slide show, to match the visuals of the new Rideshare and GRH campaigns.



Bike to Work Day

More than 18,700 bicyclists registered for Bike to Work Day 2017: a 6.8 percent increase over the previous year. The May 19, 2017 event was held at 86 local pit stops, including a total of nine afternoon pit stops. Several bicycles were raffled off and the first 16,000 registrants who attended received a free BTWD 2017 T-shirt.

Sponsorship Drive

A sponsorship drive wrapped up at the end of January 2017, raising funds to purchase t-shirts, and to fund pit stop banners. Commuter Connections secured 21 cash sponsors for Bike to Work Day, generating \$54,550. Additionally, in-kind sponsors donated bicycles for the regional raffle, and bicycle merchandise as raffle prizes and giveaway items for the pit stops.

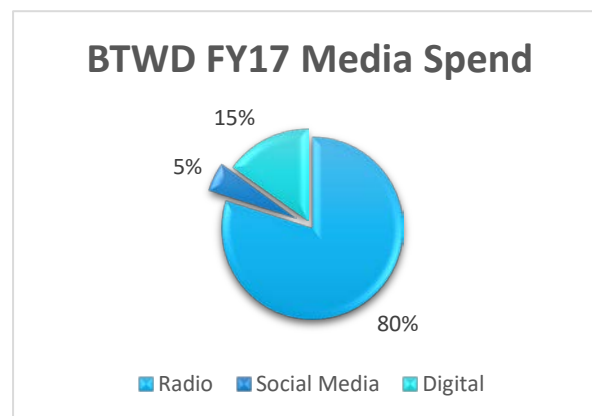


Target market:

- SOV drivers

Geographic Targeting

Washington D.C. DMA



Bike to Work Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$47,650	\$56,060	6,830,450
Social Media	\$ 3,000	\$ 3,000	430,000
Digital	\$ 9,348	\$10,998	1,199,058
Total Budget	\$59,998	\$70,058	8,459,508

Marketing Strategies

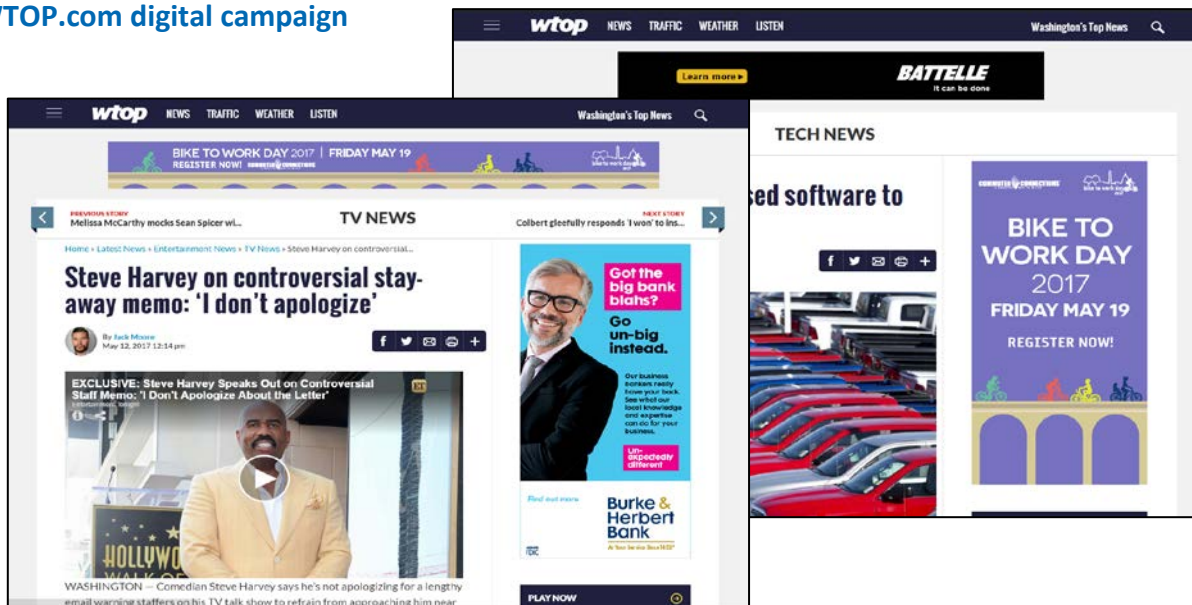
Posters were mailed to employers, and pit stop managers throughout the region. A Spanish version of the poster was also made available. Radio, vinyl banners, and paid social media were developed to promote the event.

Social media on facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation. Value add included event tie-in with WJFK's Fan Fest on May 6, 2017, and endorsements by radio personalities WTOP's Bob Marbourg, and ESPN's Scott Jackson.

Additional tactics to increase awareness of Bike to Work Day:

1. Promoted top-level sponsors on social media.
2. Created BTWD SnapChat geo-filters for the top 10 pit stops.
3. Developed toolkit to distribute to pit stop managers to assist in promoting BTWD.
4. Conducted outreach to women and minority organizations such as U.S. Black Chamber, Washington DC Women's Business Center, Greater Washington Women's Network, Washington Hispanic, Telemundo, Univision, La Nueva, Radio La Mera Mera, and others.

WTOP.com digital campaign



Value Add: WJFK Fan Fest

On May 4, 2017 Commuter Connections participated in the 4th annual WJFK Fan Fest. The event took place at the NOVA Field House in Chantilly, Virginia. The family-friendly day focused on bringing together sports fan from around the community. It drew close to 2,000 people from the surrounding areas. Sport teams and other vendors provided games and information booths. A table provided Bike to Work Day posters, and bicycling guides for people to grab. In addition, attendees were invited have their photo taken and printed onto a Bike to Work Day refrigerator magnet. A total of 250 attendees participated.






BIKE TO WORK DAY 2017
FRIDAY MAY 19

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday May 19, 2017 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 16,000 to register and attend a pit stop in D.C., MD, and VA to receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

2017 Registration Now Open



Pit Stops

Over 85 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

Bicycle commuter convoys are forming now for Bike to Work Day on 2017. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Sponsors



Event Poster


Download a PDF of the new Bike to Work

Find a Ride Buddy

Use the Washington Area Bike Forum to find

Increase Bicycling Skills

WABA's adult bicyclist education



Poster

Pre-register by May 12 for Free T-Shirt* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-Shirts available at pit stops to first 16,000 who register.
Over 85 pit stops throughout D.C., Maryland, and Virginia!

BIKE TO WORK DAY 2017

FRIDAY MAY 19

COMMUTER CONNECTIONS **WASHINGTON AREA BICYCLIST ASSOCIATION**

Takoma Bicycle **ICF** **GO Alex** **BICYCLE SPACE** **Bike Arlington** **Allegra ALLERGY**

California TORTILLA **DC BIKE RIDE** **THE JBG COMPANIES** **Marriott** **AASHTO** **FAIR LAKES**

CRYSTALride **Giant** **AAA** **BIKES@VIENNA** **KIMPTON** hotels & restaurants

BIKE n' ROLL **FELT** **goDCgo** **ABUS** **BROMPTON** **Arlington Transportation Partners**

GREEN GROUP **pdw** **ORTLIEB** **GENERAL DYNAMICS** Information Technology **SARRIS**

BIKETOWORKMETRODC.ORG
for free registration
or call 800.745.7433

f t #BTWD2017
Bike to Work Day is also funded by DC, MD, VA
and U.S. Departments of Transportation.

bike to work day
2017

Rack Card

BIKE TO WORK DAY 2017

FRIDAY MAY 19

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 12
 for free T-shirt* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Over 85 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

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

*T-shirts available at pit stops to first 16,000 registrants.




#BTWD2017



bike to work day
2017

































































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

♻️ Printed on recycled paper

T-Shirt



Vinyl Banner

BIKE TO WORK DAY 2017
FRIDAY MAY 19

Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

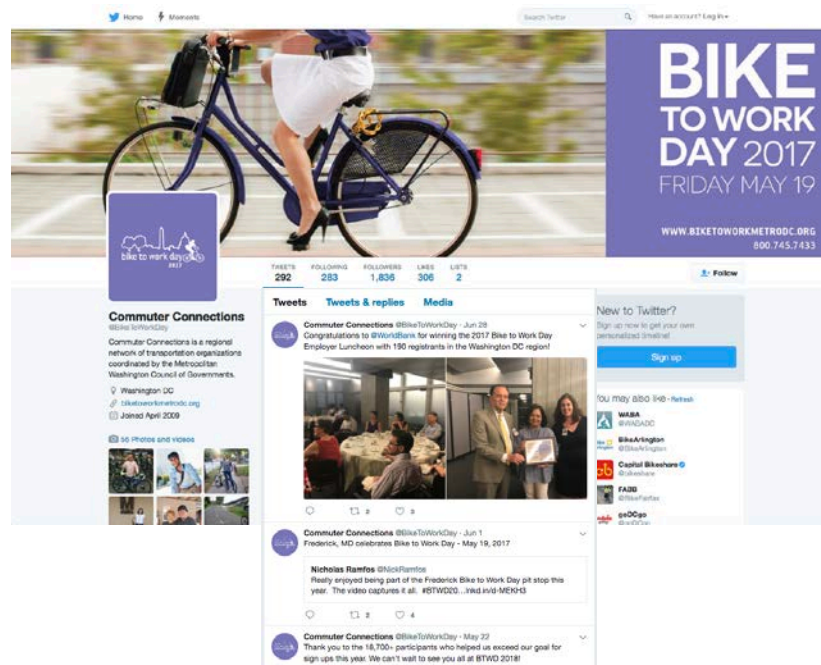
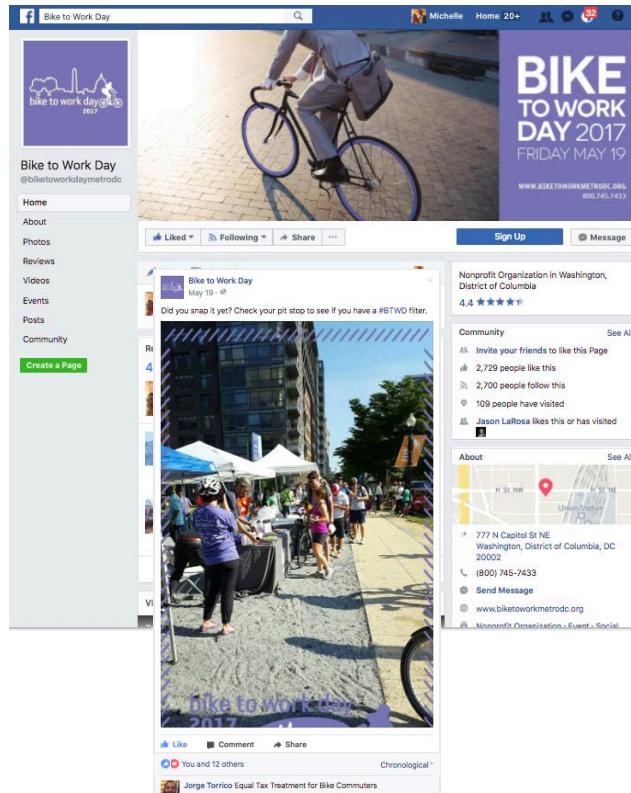
ARLINGTON – SHIRLINGTON
Shirlington Library
4200 Campbell Ave
6:30 am to 9:00 am

SPONSORS:
COMMUTER CONNECTIONS™, WASHINGTON AREA BICYCLIST ASSOCIATION, Takoma Bicycle, ICF, Allegra ALLERGY, Bike Arlington, BICYCLE SPACE, California TORTILLA®, DC BIKE LIFE, GO Alex, Marriott.

bike to work day 2017

Social Media

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



Earned Media

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

Snapchat

Snapchat filters were utilized at the top ten pit stops across the region. Each filter was customized with the pit stop name and a small graphic. More than 500 people were exposed to the snapchat filter, and 87 engaged with it, a 17% conversion rate. The Snapchat filters post by Bike to Work Day participants were seen by a total of 2,784 people.

Event Photos – NoMa Pit Stop



Employer Recognition Awards

The Commuter Connections 2017 Employer Recognition Awards program recognized employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. The awards nomination period ended February 2017, and the Selection Committee met in March to determine the winners. Employers were honored during the 20th annual awards ceremony held on June 22, 2017 at The National Press Club in Washington, D.C. A video, invitations, podium sign, and program booklet were developed for the 2017 awards ceremony. Giveaways and trophies were ordered. To recognize the winners, a display ad was placed in the Washington Business Journal on June 30, 2017.

Invitation



20 YEARS 1997-2017
EMPLOYER RECOGNITION AWARDS

2017 WINNER
EMPLOYER RECOGNITION AWARDS

2017 EMPLOYER RECOGNITION AWARDS

THURSDAY, JUNE 22, 2017
THE NATIONAL PRESS CLUB

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

Metrail 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
by JUNE 14, 2017. For questions contact
bbrown@mwco.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.

COMMUTER CONNECTIONS



Incentives Award
The Cadmus Group, Inc.
Arlington, VA

2017 Winners

Incentives Award– The Cadmus Group



Marketing Award – American Society of Health-System Pharmacists



Telework Award – TCG



rebeccacooper@bizjournals.com
703-258-0839
@TopShelfWBJ

SHAKE IT OFF

Dance cardio signs lease



305 Fitness classes bill themselves as a "nightclub" workout complete with live deejay and black lighting.

COURTESY 305 FITNESS

Douglas Development's Manhattan Laundry building at 14th and Florida avenues NW will add another fitness concept and a beauty retailer.

The workout option that's about to ink a deal is 305 Fitness, the cardio-workout studio that features a live deejay and dance party atmosphere in its group exercise classes. 305 came into the market in 2014 and has been operating out of the multi-function Bodysmith gym a few blocks down 14th Street for the past three years.

The studio would take 2,200 square feet in the building, which will also be home to a small Mint fitness studio. Nick Papadopoulos of Papadopoulos Properties represented 305 Fitness in the transaction.

The beauty brand going into Manhattan Laundry is IvyWild, a new startup retailer from D.C. resident Rachel Mulcahy that bills itself as

► MORE RETAIL NEWS

SCOUT & MOLLY'S: Reston Town Center got a new women's boutique June 24 in Scout & Molly's, a clothing and accessories shop from Jane Abraham and her daughters, Betsy and Julie. The two-level store will feature designer clothing, independent labels, and jewelry and accessories. Abraham is married to former U.S. Sen. Spencer Abraham, R-Mich., and has lived in the D.C. area for the past 20 years.

BARRY'S BOOTCAMP: Los Angeles-based fitness studio Barry's Bootcamp is making its way to D.C., with a new location expected to open later this summer. Though a release from a Barry's representative didn't include a location, it did say that the store is part of a three-city U.S. expansion that also includes Dallas and Atlanta.

RIZIK'S: This longtime bridal salon in downtown D.C. has reopened after a nine-month renovation, bringing with it a wider range of bridal offerings and evening wear. The space, located at 1100 Connecticut Ave. NW, includes a 900-square-foot alterations department, eight fitting rooms, a VIP room with a private entrance and family suites within the bridal boutique.

"fresh beauty." That business is taking on an 800-square-foot space in the building. Papadopoulos also represented IvyWild in its lease negotiation. IvyWild will carry low-toxin and organic skincare products.

Manhattan Laundry also has La Colombe coffee shop and Franklin Hall, a beer hall from the owners of Big Chief and Lost & Found. The building will also get a new restaurant, Maydan, from the team behind Compass Rose.

EYE ON SHAW

SOMMELIER BRENT KROLL OPENS WINE BAR

One of Washington's favorite sommeliers is now serving wine in his own digs: Maxwell Park from wine guru Brent Kroll opened June 26 in Shaw.

Kroll, who directed the wine program at The Oval Room, The St. Regis Hotel in D.C. and for the massive Neighborhood Restaurant Group before leaving in 2016 to helm the front of the house at the wine-focused Proof, has been working on the wine bar for the past year.

Maxwell Park, which is located at 1336 Ninth St. NW, brings Kroll together with two fellow sommeliers: Daniel Runnerstrom, formerly of Iron Gate, and Niki Lang, who was the opening sommelier at Voltaggio Brothers Steak House in



Kroll

his own restaurant, Pizzeria Inferno, in Rockville.

Max Kuller, son of late restaurateur Mark Kuller and president of Fat Baby Inc., which owns Proof, Doi Moi and Estadio, is Kroll's business partner in the venture. Maxwell Park is open daily at 5 p.m.

MGM National Harbor.

The opening menu of small plates and other light fare was designed by Tony Conte, who worked with Kroll at The Oval Room and has more recently been running

► THE BIG NUMBER

450 Capacity at Union Stage, a music hall from the team behind Vienna's Jammin' Java, when it opens at The Wharf in Southwest D.C. this fall.



CONGRATULATIONS TO OUR WINNERS

The Cadmus Group, Inc.
Arlington, VA
Incentives Award

American Society of
Health-System Pharmacists
Bethesda, MD
Marketing Award

TCG, Inc. Washington, DC
Telework Award

Honoring companies
innovating and improving
commuter mobility for
their employees.

20 EMPLOYER
17 RECOGNITION
AWARDS

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org | 800.745.RIDE

'Pool Rewards

Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. 'Pool Rewards print ads were placed in the Washington Post's Real Estate section, banner ads were placed on Realtor.com, and paid social media ads were placed on Facebook, and LinkedIn.



Message Strategy

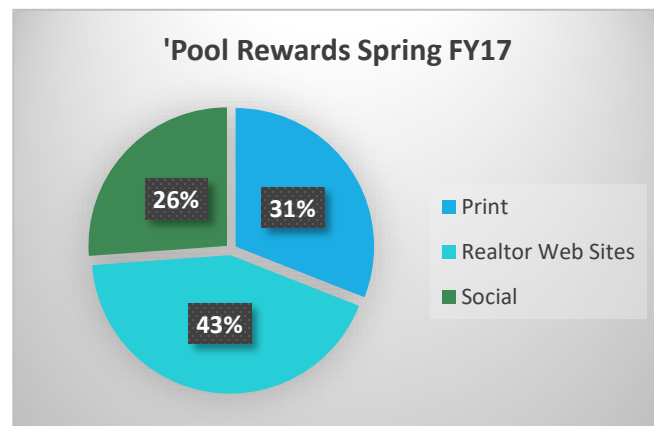
The ads encouraged commuters to find a partner to start a new carpool/vanpool. Ads mentioned the incentive offered and encouraged commuters to contact Commuter Connections.

Target Market

Rideshare demographics (see pg. 9)

Geographic Targeting

Washington D.C. DMA



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

'Pool Rewards Print Ad – The Washington Post

30 Town Square Real Estate News & Notes

Stained-glass windows make vacation home a work of art

Admirers of the stained-glass windows in Washington National Cathedral may not realize that 50 of the windows are the work of a local abstract painter and designer of stained glass named Brenda Beffield. Beffield's stained-glass windows can be found in numerous locations around the United States and at the U.S. Embassy in Saudi Arabia and the NATO base in Italy.

Locally, Beffield designed what she calls a "Ribbons of Light," a series of stained-glass transoms in most rooms in her vacation home at 2320 Miles Way in Port Republic in Calvert County, Md.

The house, which rests on 2.6 acres, is less than one block from the Chesapeake Bay in the Western Shores community, which has a beach. Priced at \$750,000, Beffield's house has nearly 6,000 square feet with four bedrooms and four



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

bedrooms. The house was custom-designed and built by Northern Virginia architect Michael LeMay in 1992 and includes an open floor plan with high ceilings and exposed beams.

The post-and-beam style design was influenced by houses in Nantucket, Mass., and Aspen, Colo.

For more information about Brenda Beffield, visit <http://www.befieldstudio.com>. For more information about

the property, contact associate broker Dawn Kiley with the Riley Team at RayMax One at 440-825-2430 or visit www.JonesDColvert.com.

Affordable Home of the Week: Hyattsville Inauguration A single-family house at 3022 Hamilton St. in Hyattsville, Md., priced at \$305,000, was built in 1920 and includes a fenced yard, a detached two-car garage and a driveway with space for extra parking. Annual taxes are \$4,341,

but there are no homeowners association fees.

The house has 1,264 square feet on three levels, with five bedrooms and two bathrooms.

Two bedrooms and one bathroom are on the main level, with the other three bedrooms and the second bath upstairs.

The kitchen and bathrooms have been updated, and the house has both a front porch and a screened-in side porch. The living room has a brick fireplace and a doorway to the formal dining room.

The main level has carpet, while the upper level has hardwood flooring. The house has gas radiator heat, and air conditioning is provided by window units.

The West Hyattsville Metro station, with Green and Yellow Line service, is a half mile from the house, which is also close to several bus routes.

Assigned schools are Hyattsville Elementary, Hyattsville Middle and Northwesters High.

The elementary school and high school are rated three out of 10 by Commotions.org, which is below average for the state; the middle school is rated five, which

is average.

For more photos, visit www.brightstar.com/home/3022-Hamilton-St-Hyattsville-MD-20770-20200007.

For more information, contact Kishberly D. James, a real estate agent with Long & Foster Real Estate at 240-422-0501.

— *Michelle Lerner*

REAL ESTATE

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THE WASHINGTON POST - SATURDAY, APRIL 1, 2017

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

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'POOL REWARDS
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'Pool Rewards Realtor.com Website Banner Ad

Washington, DC Real Estate & Homes for Sale

1,812 Homes listed by Realtors Listings

- \$795,000**
1028 Cathedral Ave NW, Washington, DC 20014
3 Br 2 1/2 Bath 3,500 sq ft
Contact Agent
- \$1,395,500**
124 P St SE, Washington, DC 20003
4 Br 2 1/2 Bath 1,300 sq ft
Contact Agent
- \$329,000**
1775 16 St SE Apt A, Washington, DC 20003
1 Br 1 Bath 450 sq ft
Contact Agent
- \$339,000**

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'Pool Rewards Facebook Ads

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

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

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

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

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

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

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

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

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

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LinkedIn Ads

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

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it pays to rideshare

Commuter Connections Newsletter and Federal ETC Insert

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

Spring 2017 Newsletter and Federal ETC Insert

Issue 2, Volume 21 Spring 2017 WHAT'S INSIDE

3 National Superfund surges coming to a close
4 System transportation improvements abound
5 DC Senator celebrates one year of service

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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



GRH AND EMPLOYER SERVICES PROGRAM TURNS 20

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

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

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

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

Continued on page 2



85% of commuters who've heard of Commuter Connections are the regional

GRH is a free program and a terrific selling point for your employees to commute to and from work than driving alone.
For more information on the regional Guaranteed Ride Home program, please visit www.commuterconnections.org.

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


Commuter Connections currently services over 2,000 employers in the region and provides services such as:
• On-site transportation assessments
• Assessing what programs are available to your employees
• Assessing what transportation services are offered in your area
• Corporate culture and how you can take advantage of it

Spring 2017

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL TRANSIT BENEFITS THROUGH TRANSERVE



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

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

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

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

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

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

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

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

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

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

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

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

Commuter Connections E-Newsletter

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

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

COMMUTER CONNECTIONS
TRANSIT. NOT JUST WORK.

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



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

[Read more](#)

SafeTrack **METRO RAIL SAFETRACK SURGES COMING TO A CLOSE**
SafeTrack disruptions will soon be behind us, as the final remaining surges...

[Read more](#)

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

[Read more](#)

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

[Read more](#)

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National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
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If you wish to unsubscribe from all future emails, please [click here](#).
www.commuterconnections.org

Appendix A

Performance Measures

Web Visits

Month	FY 2016 Web Visits	FY 2017 Web Visits	+/-	+/- %
Jan	11,990	13,708	1,718	14.3%
Feb	19,307	10,161	(9,146)	-47.4%
March	24,637	15,241	(9,396)	-38.1%
April	25,879	14,163	(11,716)	-45.3%
May	17,112	14,320	(2,792)	-16.3%
June	29,159	14,374	(14,785)	-50.7%
	128,084	81,967	(46,117)	-36.0%

Phone Calls

Month	FY 2016 Phone Calls	FY 2017 Phone Calls	+/-	+/- %
Jan	1,111	942	(169)	-15.2%
Feb	1,198	1,155	(43)	-3.6%
March	1,108	1,167	59	5.3%
April	1,347	887	(460)	-34.1%
May	1,460	1,048	(412)	-28.2%
June	1,203	1,174	(29)	-2.4%
	7,427	6,373	(1,054)	-14.2%

Rideshare Applications

Month	Rideshare FY 2016 Applications	Rideshare FY 2017 Applications	Change	%
Jan	868	813	-55	-6.3%
Feb	1,148	677	-471	-41.0%
March	1,268	1,003	-265	-20.9%
April	1,036	749	-287	-27.7%
May	826	932	106	12.8%
June	1,424	1,218	-206	-14.5%
	6,570	5,392	(1,178)	-17.9%

GRH Applications

Month	GRH FY 2016 Applications	GRH FY 2017 Applications	Change	%
Jan	838	827	-11	-1.3%
Feb	803	882	79	9.8%
March	803	787	-16	-2.0%
April	930	642	-288	-31.0%
May	854	709	-145	-17.0%
June	763	666	-97	-12.7%
	4,991	4,513	(478)	-9.6%

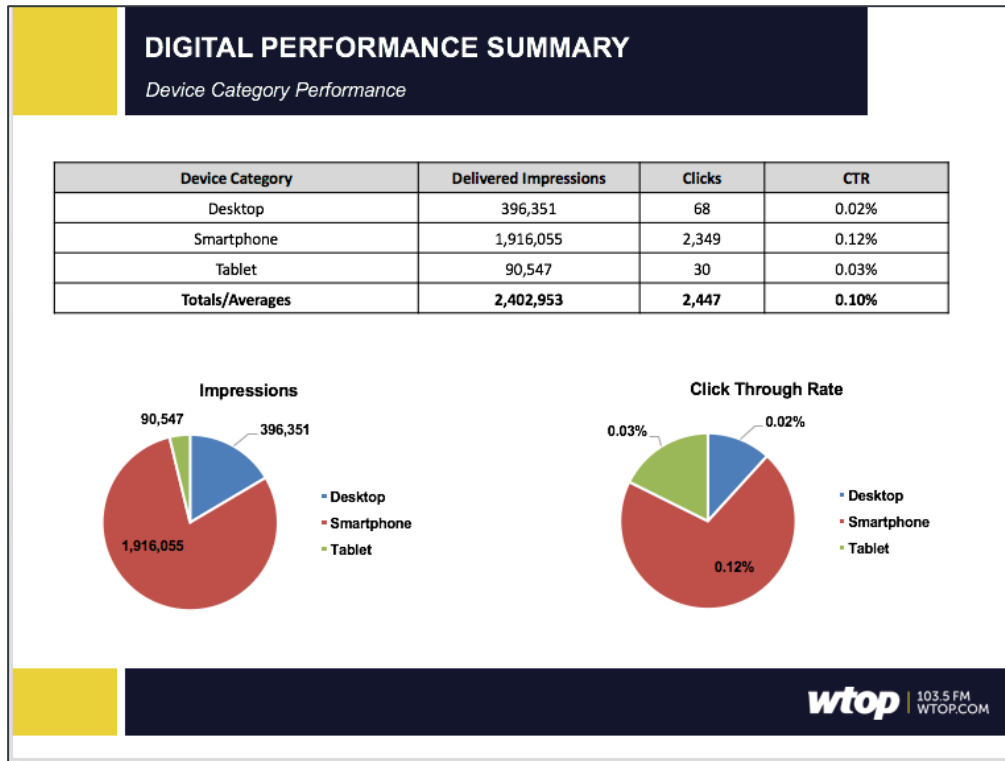
Appendix B

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

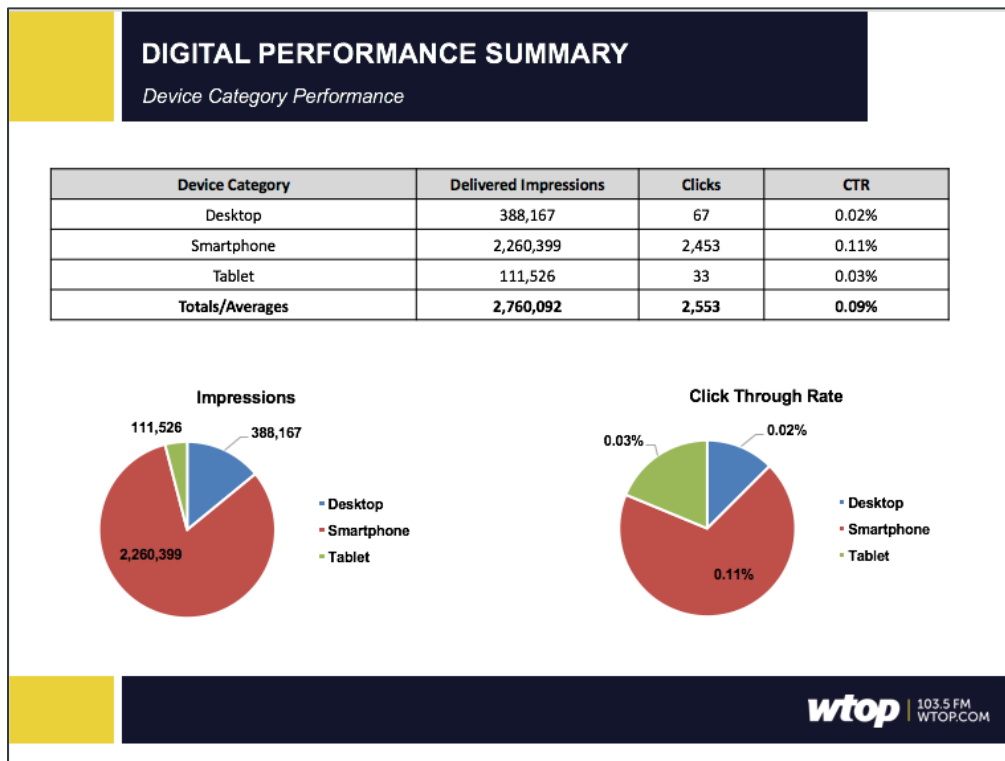
WTOP.com Digital Campaign Performance	Month	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
GRH Cross Platform	February	410,001	582	0.14%
GRH Cross Platform	March	410,007	727	0.18%
GRH Cross Platform	April	410,018	615	0.15%
GRH Cross Platform R	May	59,204	24	0.04%
RS Cross Platform	February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

Note: National average CTR is .09%

GRH Spring FY 2017 Campaign Summary



Rideshare Spring FY 2017 Campaign Summary



Appendix C

FY2017 Spring Media Schedules

Commuter Connections FY2017 Spring Umbrella				Media Schedule: Specific Dates Spots Run (Week of)																				
	Media Outlet	Format	Dial Position	Campaign to Run	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	6/26	
GRH	Radio	WBIG-FM	Oldies/Classic Hits	100.3	2/27 - 6/25/17																			
		WWDC-FM	Rock	DC101.1	2/27 - 6/25/17																			
		WASH-FM	AC	97.1	2/27 - 6/25/17																			
		WIHT-FM	Top 40	99.5	2/27 - 6/25/17																			
		WTOP-FM	News Talk	103.5FM	2/27 - 6/25/17																			
		WBAL-AM/Baltimore	News/Talk	1090 AM	2/27 - 6/25/17																			
	Online / Digital	Google	Text/Banner Ads		2/27 - 6/25/17																			
		iHeart	Mobile banner ads		2/27 - 6/25/17																			
		Youtube	:15/:30s Ads		2/27 - 6/25/17																			
		WTOP.com	Web/Mobile/Tablet		2/27 - 6/25/17																			
Social Media	Facebook	FB Ads		2/27 - 6/25/17																				
	Facebook/Baltimore	FB Ads		2/27 - 6/25/17																				
Rideshare	Radio	WLZL-FM	Spanish	107.9	2/20 - 6/30/17																			
		WFRE-FM	Country	99.9	2/20 - 6/30/17																			
		WTOP-FM	News Talk	103.5FM	2/20 - 6/30/17																			
		WPGC-FM	Urban AC	95.5	2/20 - 6/30/17																			
		ESPN	Sports	980	2/20 - 6/30/17																			
		WAMU	News Talk	88.5	2/20 - 6/30/17																			
		WAMU/Podcast	News Talk		2/20 - 6/30/17																			
	Social Media	Facebook			2/20 - 6/30/17																			
		Comcast SportsNet	Sports		2/20 - 6/30/17																			
	Online / Digital	Google	Text Ads		2/20 - 6/30/17																			
WTOP.com		Web/Mobile/Tablet	audio & display	2/20 - 6/30/17																				
OOH	Fashion Centre	Ads + Table Tents		2/20 - 6/30/17																				

Legend

- Guaranteed Ride Home Radio Coverage
- Guaranteed Ride Home Online Coverage
- Guaranteed Ride Home Social Media Coverage
- Rideshare Radio Coverage
- Rideshare Social Media Coverage
- Rideshare Online Coverage
- Rideshare Out of Home Coverage

Note: BTWD weeks are 5/1, 5/8, and 5/15/17.

GRH Baltimore radio can run any weeks, but social media and YouTube must run on different weeks than GRH, RS, and 'Pool Rewards.

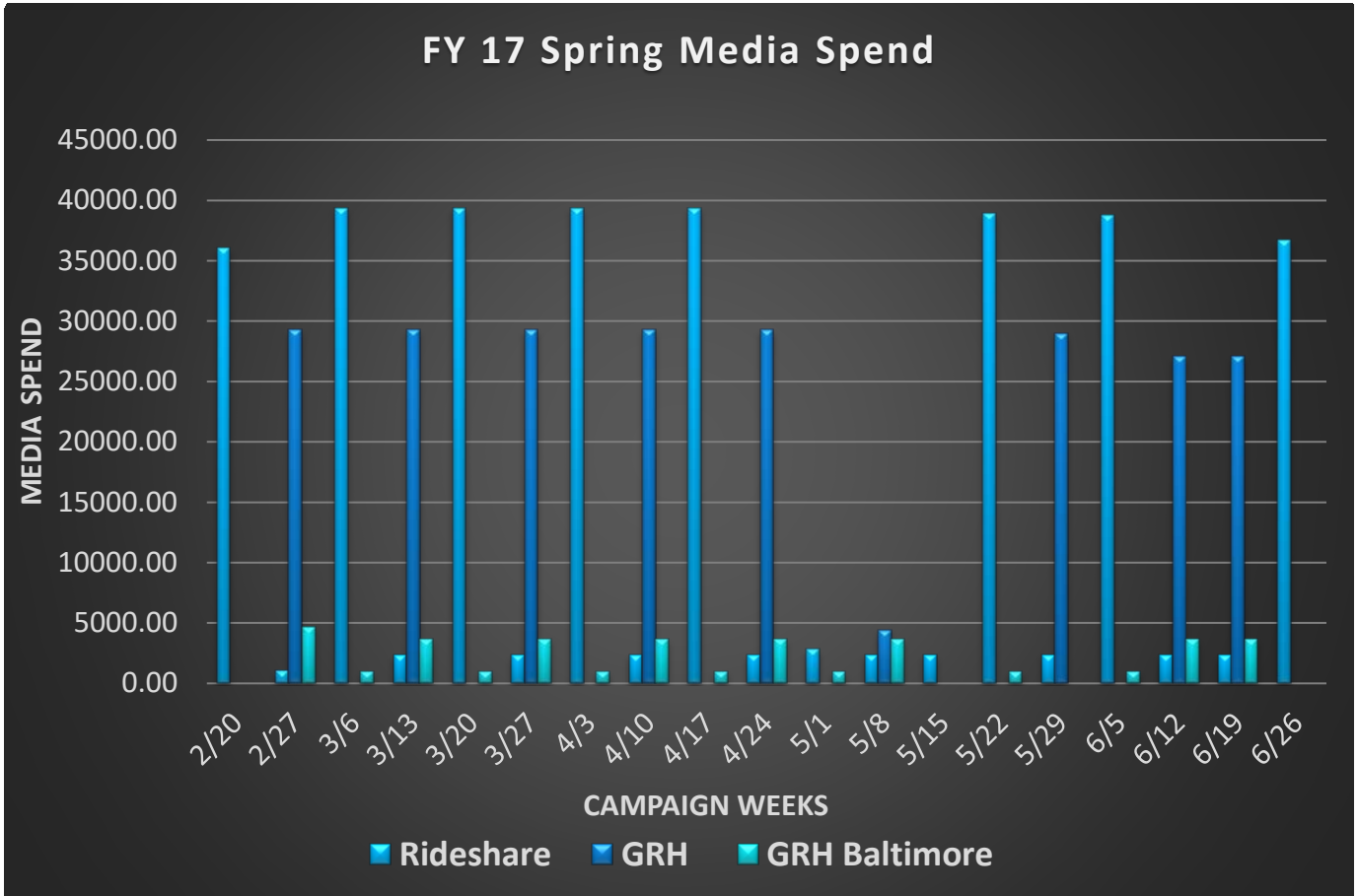
Commuter Connections FY2017 Spring Umbrella				Media Schedule: Specific Dates Spots Run (Week of)																				
	Media Outlet	Format	Dial Position	Campaign to Run	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	6/26	
'Pool Rewards	Social Media	Facebook		2/20 - 3/31/2017																				
		LinkedIn		2/20 - 3/31/2017																				
	Print Ads	Washington Post		2/20 - 3/31/2017																				
Bike to Work Day	Radio	WWDC-FM	Alternative Rock	101																				
		WIHT-FM	Top 40	99.5																				
		ESPN (WTEM-AM)	Sports	980 AM																				
		WFED-AM	Talk	1500 AM																				
	WJFK-FM	Sports	106.7																					
Social Media	Facebook																							
	Twitter																							
Online	WTOP.com	Banner Ads																						
Employee Recognition Awards	Print Ads	Washington Business Journal																					Friday June 30th	

Legend

- 'Pool Rewards Social Media Coverage
- 'Pool Rewards Print Ads Coverage
- 'Pool Rewards Online Coverage
- BTWD Radio
- BTWD Social Media
- BTWD Text Message
- ERA Print Ads Coverage

Appendix D

FY2017 2nd Half Paid Media Spend



Appendix E

Summer Media Campaign Results – Value Add

Digital Advertising – WTOP.com Results July 1st – August 13th, 2017

WTOP.com Digital Campaign Performance	Month	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
GRH Cross Platform	July	403,502	651	0.16%
GRH Cross Platform	August	168,227	359	0.21%
RS Cross Platform	July	403,923	554	0.14%
RS Cross Platform	August	168,068	387	0.23%
GRH Total / Averages	Jul – Aug	571,729	1,010	0.17%
RS Total / Averages	Jul – Aug	571,991	941	0.16%
Overall Total / Averages	Jul – Aug	1,143,720	1,951	0.17%

Note: National average CTR is .09%

Appendix F

Bike to Work Day Earned Media

Bike to Work Day 2017 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.

BTWD 2017 Media Coverage		
Print/Online Coverage - 83		
3/8/2017	FABB	<u>Bike to Work Day Registration Now Open</u>
3/14/2017	DCBikeLawyers.com	<u>Grenier Law Group is Sponsoring Bike to Work Day 2017!</u>
3/27/2017	MCDOT	<u>Biking & Walking</u>
4/7/2017	Gaithersburg	<u>Gaithersburg Joins Cycling Celebration Bike to Work Day</u>
4/11/2017	Trip Savvy	<u>May 2017 Festivals and Events in the Washington, DC Area</u>
4/11/2017	Blackbird	<u>Register for Bike to Work Day Set for Friday, May 19, 2017</u>
4/12/2017	Washington Post	<u>Alexandria-Arlington community calendar, April 13-20, 2017</u>
4/14/2017	DC Triathlon Club	<u>Bike to Work Day 2017 is Friday, May 19–</u>
4/13/2017	DCist	<u>Bike to Work Day (Registration) Is Back</u>
4/19/2017	Washington Post	<u>Alexandria-Arlington community calendar</u>
4/20/2017	Cherry Blossom Volunteers	<u>Downtown DC needs volunteers for Bike to Work Day</u>
4/20/2017	The Georgetowner	<u>BID Members Report Phenomenal Winter</u>
4/20/2017	SoMD	<u>Springtime fun: April, May events in Southern Maryland</u>
4/25/2017	goDCgo	<u>Upcoming Events</u>
5/2/2017	GWWM	<u>Bike to Work Day 2017</u>
5/2/2017	NoMa News	<u>Biking in NoMa: DDOT Public Workshop & Bike to Work Day 2017</u>
5/4/2017	Bike Savvy	<u>Bike Events 2017 in Washington DC</u>

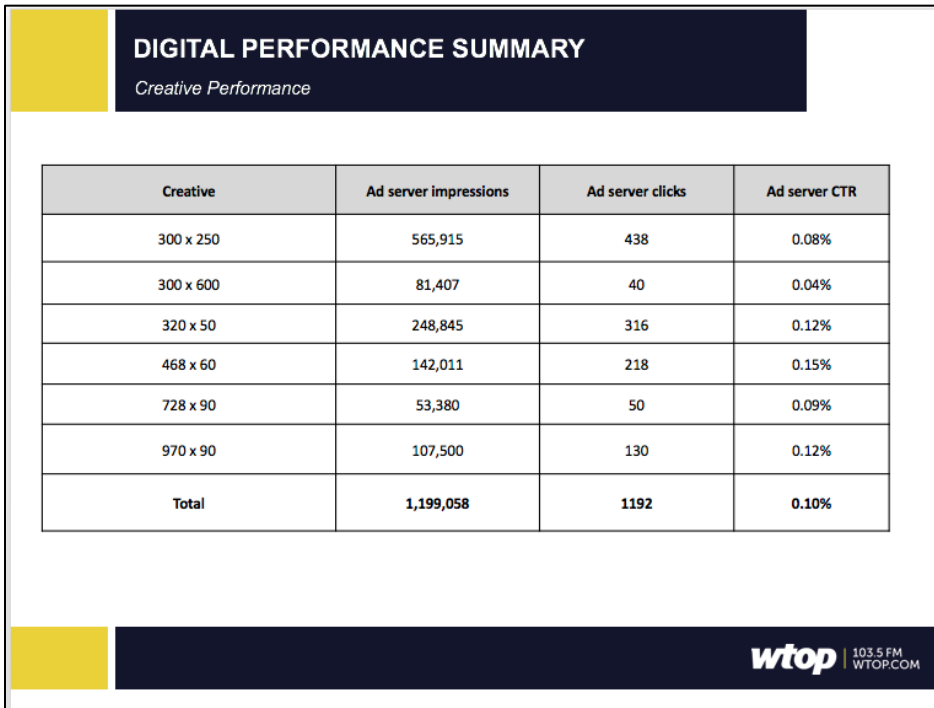
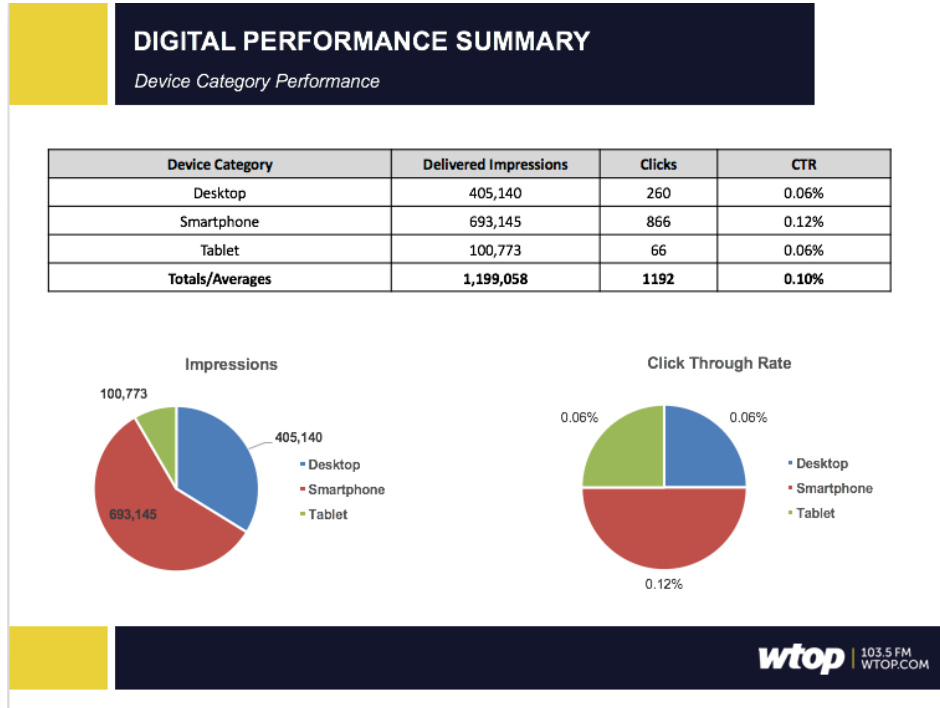
5/4/2017	Multi Briefs Blog	<u>Cut your chances of cancer and heart disease by biking to work</u>
5/9/2017	Washington Post	<u>Loudon County News Briefs</u>
5/11/2017	<u>DSN DrugStoreNews</u>	<u>Allegra Allergy Supports Bike to Work Day Events Across the Country</u>
5/11/2017	Falls Church News Press	<u>Bike to Work Day to Offer Freebies in Falls Church</u>
5/11/2017	ARL Now	<u>Bike to Work Day Festivities Set for Next Week</u>
5/12/2017	Arlington Now	<u>Bicycling & Bikesharing</u>
5/12/2017	Bike Arlington	<u>One Bike to Work Day Can Get You Hooked</u>
5/12/2017	Shooshancompany	<u>Arlington Bike to Work Day</u>
5/15/2017	Allegra	<u>Allegra® Allergy Gears Up for Bike to Work Day Across the U.S.</u>
5/16/2017	Del Ray Patch	<u>Bike to Work Day to Offer Freebies in Alexandria</u>
5/16/2017	Galludet Univ	<u>May 19, 2017, is Bike to Work Day</u>
5/16/2017	DDOT	<u>DDOT Invites District Commuters to Participate in Bike to Work Day 2017</u>
5/16/2017	Kingstowne Patch	<u>Bike to Work Day to Offer Freebies Near Kingstowne</u>
5/16/2017	Reston Now	<u>Commuters Encouraged to Ride to Work During Bike Day Friday</u>
5/16/2017	WHUR	<u>Bike to Work Day 2017</u>
5/17/2017	Kingstowne Patch	<u>Bike to Work Day to Offer Freebies Near Kingstowne</u>
5/18/2017	Urban Scrawl	<u>How to Ride Your Bike to Work on National Ride Your Bike to Work Day</u>
5/18/2017	AARP	<u>Leave the Car at Home and Dust off the Bike to Celebrate Bike to Work Day</u>
5/18/2017	Urbanplacesandspaces Blog	<u>Bike to Work Day as an opportunity to assess the state of bicycle planning: Part 2, building a network of bike facilities at the regional scale</u>
5/18/2017	WTOP	<u>Surprising Stats: How Many People Bike to Work Around DC and More</u>
5/19/2017	Patch Falls Church	<u>Bike to Work Day to Offer Freebies in Falls Church</u>
5/19/2017	WTOP	<u>What to expect on Bike to Work Day</u>

5/19/2017	Washingtonian	Some Scenes from Crystal City's Bike to Work Day
5/19/2017	Google	Bike Convoy Maps
5/19/2017	E wallstreeter	Things to Do in DC This Weekend (May 18-21): Jazz in the Garden Returns, Films About JFK, and Bike to Work Day
5/19/2017	Doctors to You	Bike to Work (and Everywhere else)!
5/19/2017	AmerUniv	A healthy U Bike to Work
5/19/2017	Dai Global	What Bike to Work Day Tells Us About Open Data
5/19/2017	Downtown DC	Bike to Work Day 2017
5/19/2017	Inside Nova	Bike to Work Day 2017: 35 pit stops in Northern Virginia
5/19/2017	The Wash Cycle	Happy Bike to Work Day
5/19/2017	Bethesda Transit	Bike to Work Day
5/19/2017	Reston Now	Commuters Encouraged to Ride to Work During Bike Day Friday
5/19/2017	Mobility Lab	Bike to Work Day 2017 sets new records for the D.C. region
5/19/2017	WAMU	This Guy Rides 28 Miles to The Office — And Not Just On Bike to Work Day
5/19/2017	Link	Bike to Work Day 2017
5/19/2017	Adamsmorganonline	What's Going on
5/19/2017	Wherevent	Event in Washington
5/19/2017	A DC Journey	Do This: Bike to Work Day (5/19/17)
5/19/2017	Your4state.com	Gaithersburg Residents Celebrate Bike to Work Day
5/19/2017	Arlington VA Commuter Page	Bicycling & Bikesharing
5/19/2017	Reddit	Bike to Work Day 2017
5/19/2017	Prince William County YouTube	The Buzz: Bike to Work Day 2017
5/19/2017	Fairfax County/YouTube	Fairfax Bike to Work Week 2017
5/19/2017	Accesstysons	Bike to Work Day 2017
5/19/2017	Allevents	Bike to Work Day 2017 - NoMa
5/19/2017	Alexandria News	Bike to Work Day Breaks Records In Metropolitan Washington
5/19/2017	NNSA	NNSA/DOE Bike to Work Day
5/19/2017	Georgetown Patch	Bike to Work Day 2017
5/19/2017	Anne Arundel Patch	Coming Up: 20th Annual Bike to Work Day In Anne Arundel County

5/22/2017	ARL Now	<u>Morning Notes</u>
5/23/2017	Homes with Casey	<u>Breakfast links: The President's budget threatens transit, but not Metro</u>
5/24/2017	Capital Gazette	<u>Trumbauer on Bike to Work Day</u>
5/23/2017	Arlington Connection	<u>Bike to Work Day is Friday, May 20</u>
5/25/2017	Fairfax Connection Newspapers	<u>Fairfax Promotes Bike Safety</u>
5/25/2017	The Journal	<u>NSAB, Walter Reed Participate in Bike to Work Day</u>
5/25/2017	Springfield Plaza Connection Newspapers	<u>New Bike Parking Rack at Springfield Plaza</u>
5/26/2017	Bike Arlington	<u>Bike to Work Day</u>
5/26/2017	Washington Bike Forum	<u>Forum: Bike to Work Day 2017</u>
5/26/2017	Partyearth	<u>Bike to Work Day - DC</u>
5/26/2017	Fairfax County Times	<u>Fairfax County Bike to Work Day an Annual Success</u>
5/29/2017	Alexandria Gazette	<u>Commuting on Two Wheels in Alexandria</u>
5/31/2017	goDCgo	<u>Bike to Work Day 2017 Breaks Record</u>
5/31/2017	Frederick	<u>Frederick Bike to Work Day</u>
Television – 2		
5/18/2017	NBC 4 Washington	<u>Bike to Work Day</u>
5/15/2017	WDCW	Bike to Work Day at Manassas pit stop
Radio - 3		
5/15/2017	WHUR	Taking It to The Streets
5/17/2017	WTOP	Surprising Stats: Surprising Stats: How many people bike to work around DC and more
5/18/2017	WFMD	Morning news express

Appendix G

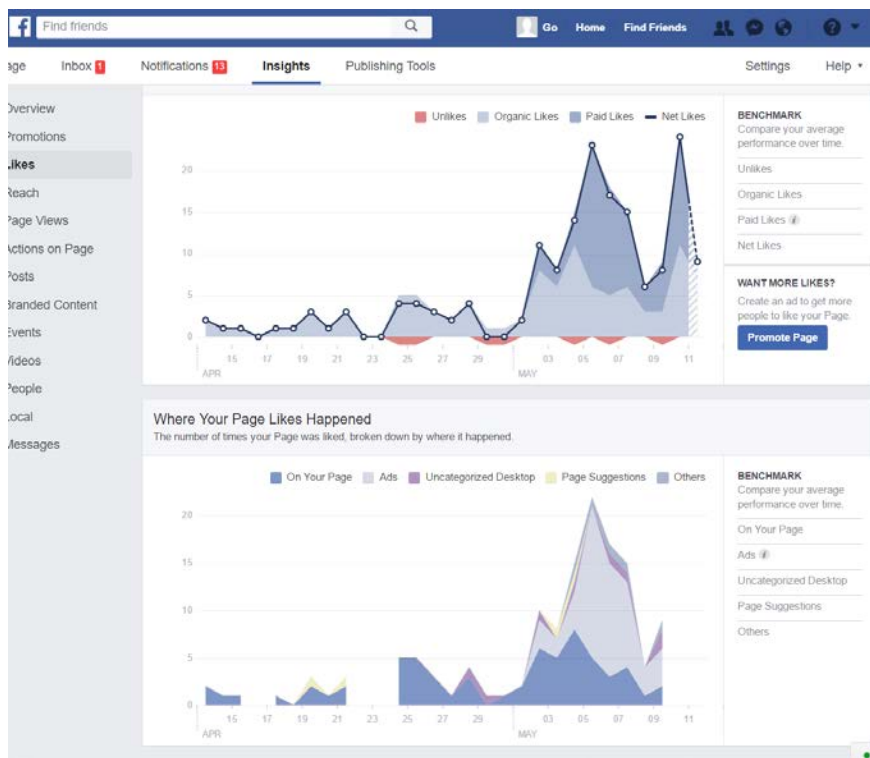
Bike to Work Day Digital Ad Analytics – WTOP.com

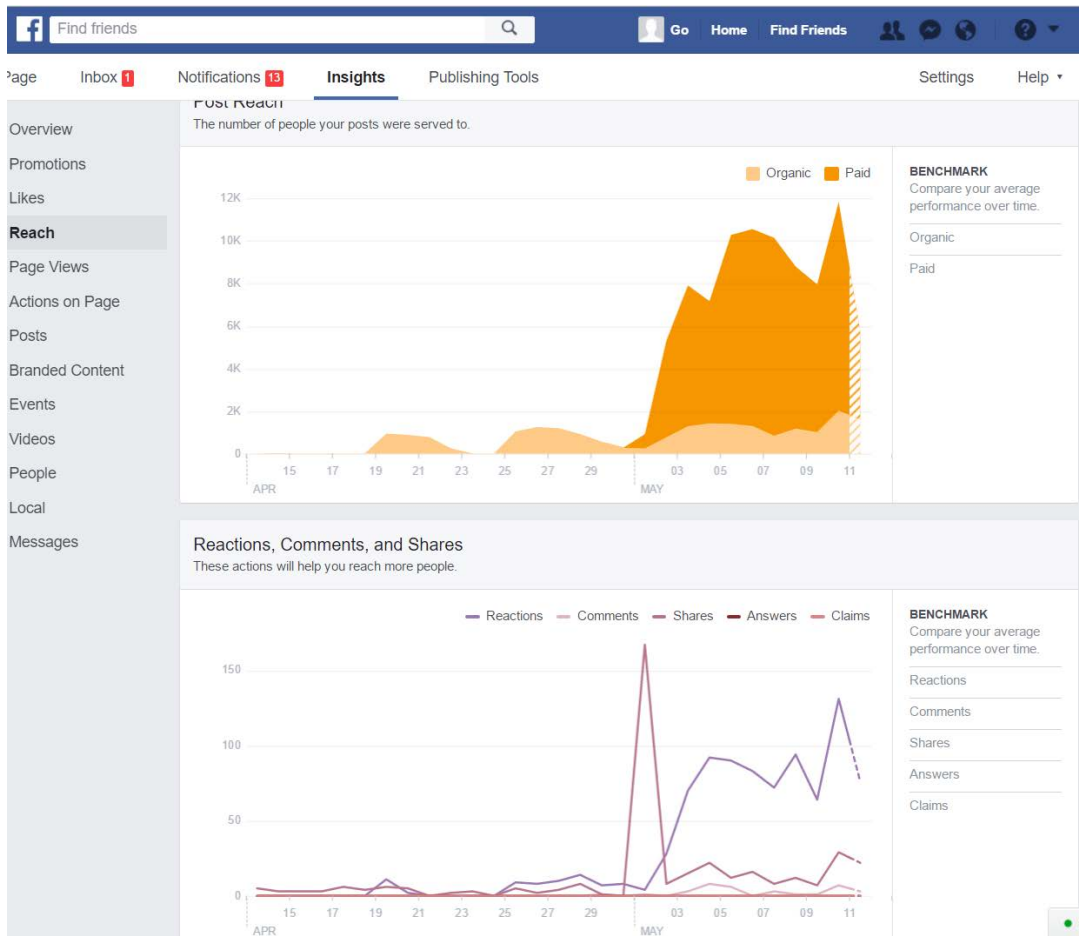


Bike to Work Day Social Media Analytics

Facebook

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/11/2017 9:20 am	Thanks to Takoma Bicycle, Takoma Park's neighborhood professi			164	0 5	Boost Post
05/10/2017 8:00 pm	You don't have to go solo. Visit w ww.biketoworkmetrodc.org to loc			126	0 0	Boost Post
05/10/2017 8:00 pm	Didn't snap?.. Then it didn't happe n. Share your Bike to Work Day e			157	1 1	Boost Post
05/10/2017 5:17 pm	Gear up for Bike to Work Day on Friday, May 19th! Riding is fun, b			5K	92 165	\$140.98 Left Boosted: \$45.02
05/10/2017 2:53 pm	The 2017 Bike to Work Day Steer ing Committee meeting at the Met			1.3K	19 9	Boost Post
05/09/2017 3:28 pm	Share the pit stop fun with your fo llowers using the Arlington - Ross			157	3 0	Boost Post
05/08/2017 11:29 am	We've got over 85 pit stops to ch oose from! Find yours- visit biket			10.3K	183 214	View Results Boosted: \$190.00
05/06/2017 2:00 pm	Use the #BTWDC geotag at sele ct pit stops including - Arlington-R			220	0 4	Boost Post
05/05/2017 2:57 pm	Did you know that cycling is a he althy and FUN way to get to wor			13.1K	197 222	View Results Boosted: \$190.00
05/04/2017 10:54 am	Don't forget to share your #BTW D experience by using our Snapc			156	5 0	Boost Post
05/03/2017 11:25 am	A recent psychological study fou nd that cyclists have a unique ble			9.8K	181 284	View Results Boosted: \$190.00
04/30/2017 7:01 pm	The first 16,000 registrants for Bi ke to Work Day 2017 can pick up			338	9 7	Boost Post

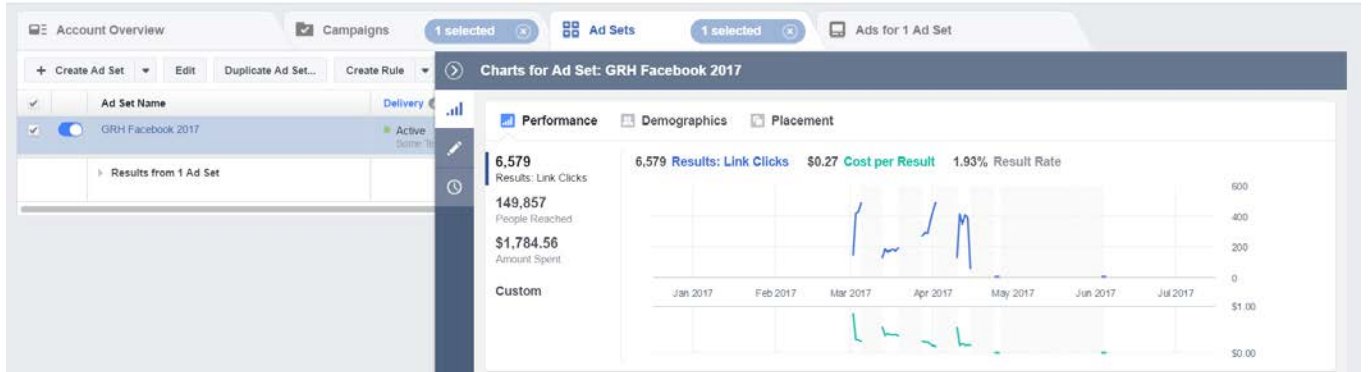




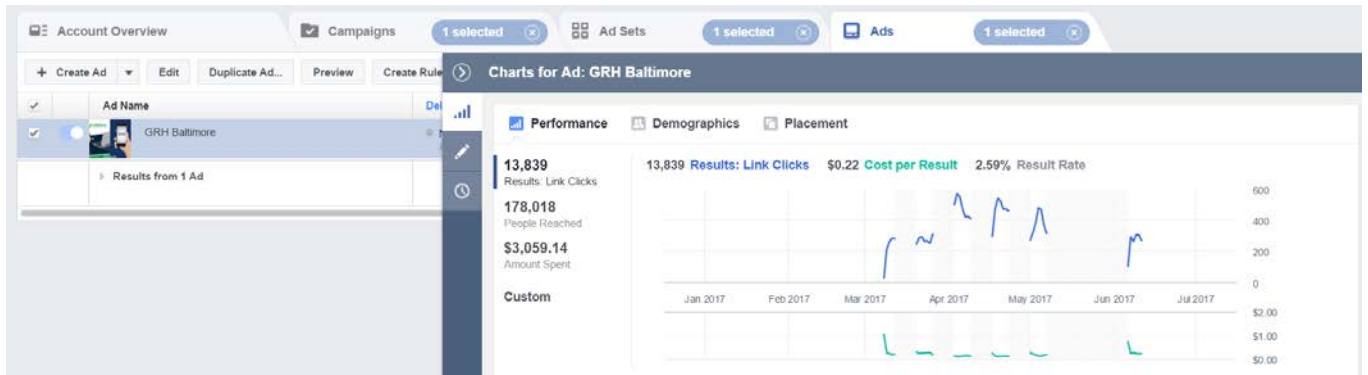
Appendix H

Commuter Connections Spring FY 2017 Umbrella Social Media Analytics

Facebook - GRH Washington



Facebook - GRH Baltimore



Facebook - Rideshare

