

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2021 MARKETING ACTIVITY

JUNE 15, 2021

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



FY21 MARKETING ACTIVITIES SPRING/SUMMER SCHEDULE

MAY	Regional Bicycling Map
MAY	Spring Newsletters & E-Newsletters Distributed
MAY	Bike To Work Day 2021
JUNE	Employer Recognition Awards 2021
SUMMER	Regional TDM Recovery Marketing Campaign

REGIONAL BIKE MAP

*English & Spanish
Covers*

The cover features a blue bicycle against a background of a map. At the top, a green circular graphic contains the text "BICYCLE ROUTE MAP" and "Washington, DC Region".

**BICYCLE
ROUTE
MAP**
Washington, DC
Region

PLAN YOUR TRIP!
Sign up for our Bicycle Route Finder
at commuterconnections.org

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

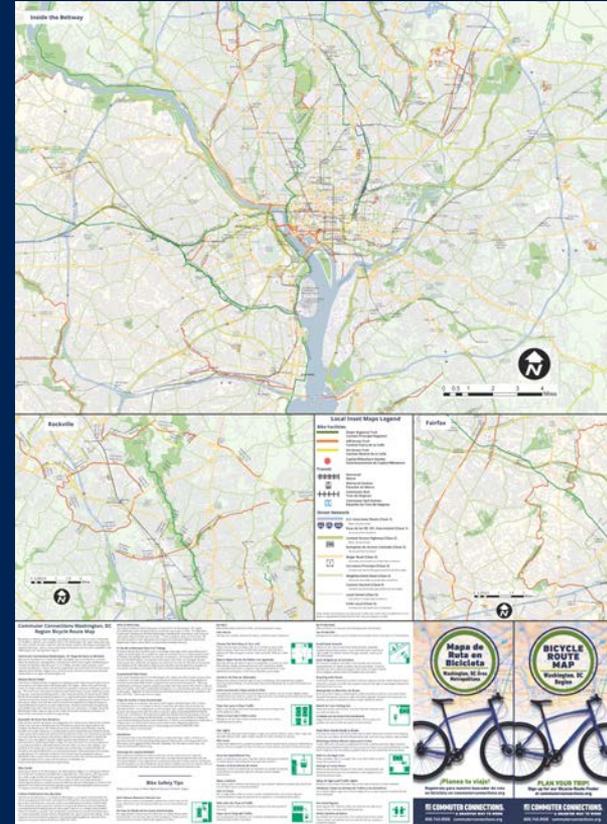
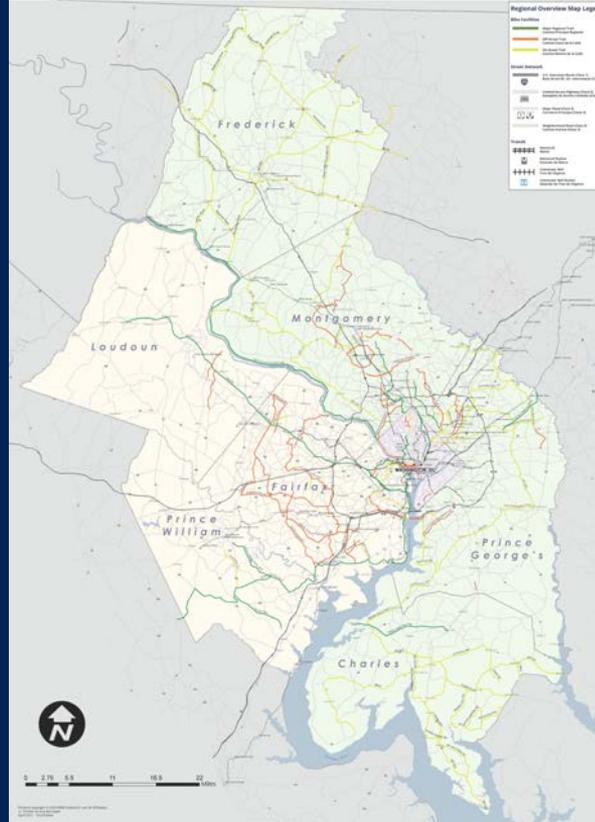
The cover features a blue bicycle against a background of a map. At the top, a green circular graphic contains the text "Mapa de Ruta en Bicicleta" and "Washington, DC Área Metropolitana".

**Mapa de
Ruta en
Bicicleta**
Washington, DC Área
Metropolitana

¡Planea tu viaje!
Regístrate para nuestro
buscador de ruta en bicicleta
en commuterconnections.org

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

REGIONAL BIKE MAP





BIKE TO WORK DAY 2021

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 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

MEDIA AND MARKETING COMPONENTS

Bike to Work Day

- Streaming Radio - Pandora & Spotify

Radio - El Zol

Key Influencers

PoPville Article

YouTube Video

Social Media

Banner Ads - WTOP.com & SourceOfTheSpring.com

Earned Media

Website

Email Blast



OBJECTIVES & STRATEGY

Bike to Work Day

Budget: \$64,000

Event Date: Friday May 21, 2021

Focus on mental and physical health

Celebrating 20th Anniversary

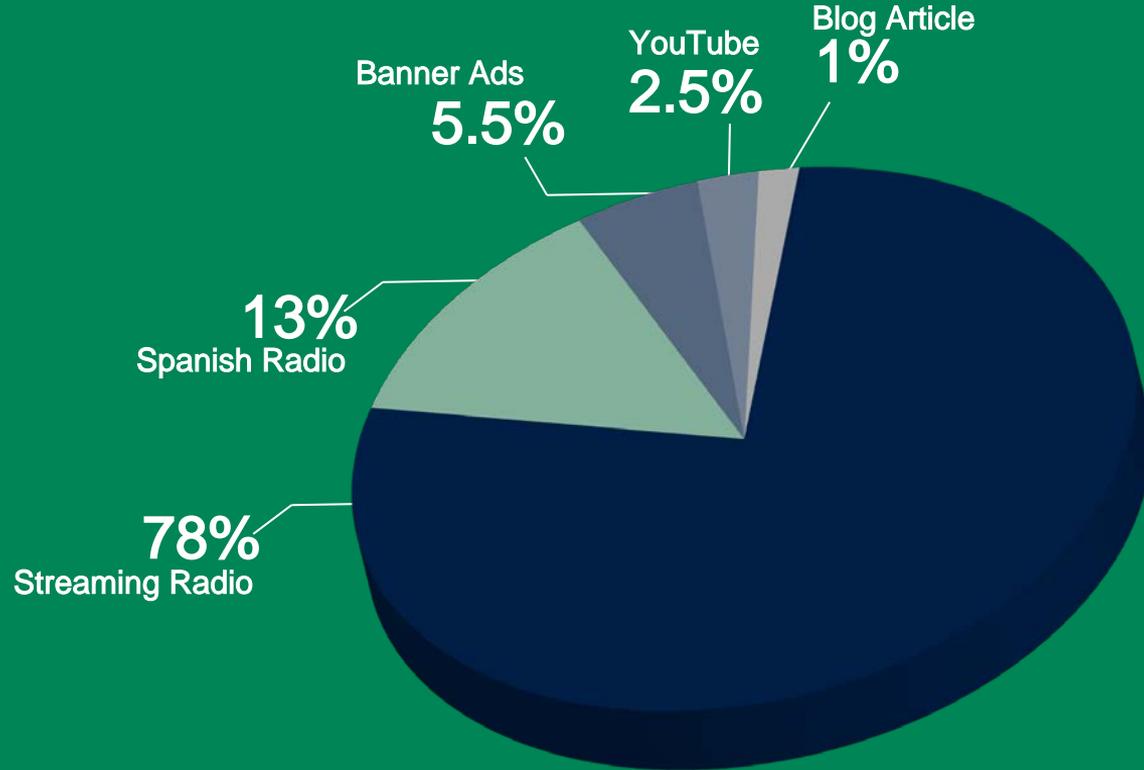
COVID policy/Staggered Hours



MEDIA BUDGET (NET)

Bike to Work Day

Streaming Radio	\$50,000
Spanish Radio	\$8,398
Blog Article	\$599
Banner Ads	\$3,500
YouTube	\$1,500
Total	\$63,997



EARNED MEDIA STRATEGY

Bike to Work Day

- Social media toolkit for sponsors
- Outreach and toolkit to Minorities and Women's Organizations
- Calendar listings
- Earned media placements
- Direct pitching local media outlets
- Outreach to digital community influencers
- Press release



RADIO ADS

:30 and :15 radio spots



Companion Image



:30 Radio English
Pandora & Spotify



:15 Radio English
Pandora & Spotify



:30 Radio Spanish
El Zol

Blog Article



odonnellCOMPANY

SPONSORED

Celebrate Bike to Work Day on May 21 (and Get a Free T-Shirt!)

PoP Sponsor Today at 1:15pm

Did you know Friday, May 21, is [Bike to Work Day](#)?

No, this isn't another holiday the internet invented (though we don't hate National Pizza Day). Bike to Work Day is a D.C. area holiday that's been around for 20 years now.

Here's how it works: On Friday, May 21, strap on your helmet and bike to work. If you're still working from home, you can still hop on your bike for a little cruise.

Along the way, stop by one of the 95 pit stops set up in D.C., Maryland and Virginia, and grab your Bike to Work Day T-shirt. (Masks are required.) Then, on you go to work — or back home!

Bike alone or feel free to grab your co-worker, friend or work-from-home buddy and have them ride along.

This is also a great way to celebrate Mental Health Awareness Month. You'll get to enjoy the springtime temps and stretch your legs — all while reaping the mental health benefits of exercise.

The event is free, and if you [pre-register by May 14](#) and attend, you get a free T-shirt (while supplies last) and bike raffle entry.

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

Bike to Work Day



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

DIGITAL BANNER ADS

Bike to Work Day



BIKE TO WORK DAY 2021 20th Anniversary

Friday, May 21

This banner features a green background with a pattern of stylized leaves and buildings. The text 'BIKE TO WORK DAY' is in white, '2021' is in large purple letters with a bicycle wheel as the zero, and '20th Anniversary' is in a purple ribbon. The date 'Friday, May 21' is in a purple box.



Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

bike to work day 2021

This banner has a purple background. It includes the registration information and a logo featuring a city skyline and a person on a bicycle.



Friday, May 21

BIKE TO WORK DAY 2021 20th Anniversary

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BIKETOWORKMETRODC.ORG
800.745.7433

bike to work day 2021

This banner has a green background with a pattern of stylized leaves and buildings. It includes the date, event name, registration info, and logo.



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YOUTUBE

Bike to Work Day

YouTube

Search

BIKE TO WORK DAY 2021

20th Anniversary

Friday, May 21
Register for free at
biketoworkmetrodc.org

800,745,743 views

5 likes

SHARE SAVE

Commuter Connections
130 subscribers

SUBSCRIBE

The Washington, DC region's 20th Anniversary Bike to Work Day is Friday, May 21, 2021. Join us

SOCIAL MEDIA

BIKE TO WORK DAY 2021

Friday, May 21
Register for free at
biketoworkmetrodc.org
800.745.7433



LAST CHANCE TO REGISTER!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

STILL WORKING FROM HOME?

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

REGISTER TODAY!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

LAST CHANCE TO REGISTER!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

THANK YOU TO OUR SPONSORS

2021 20th Anniversary

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

RIDE TO KEEP HEALTHY!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

RIDE TO KEEP HEALTHY!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

GEAR UP!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

REGISTER TODAY!

BIKE TO WORK DAY 2021
FRIDAY MAY 21
Register for free at
biketoworkmetrodc.org • 800.745.7433

Bike to Work Day

A man in a dark suit, white shirt, and light blue tie is speaking at a wooden podium. He is looking slightly to his right. A name tag on the podium identifies him as Nicholas Rajewski. The background is a dark blue wall with the Commuter Connections logo and website address.

2021 EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

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

STRATEGY & MEDIA

- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs

Allow for organizations who share brand values to align with Commuter Connections

Media Budget: \$7,500

Employer Recognition Awards



INVITATION



Employer Recognition Awards



TUESDAY, JUNE 29, 2021

8:30 am to 10:00 am
Breakfast and Ceremony

RSVP online by JUNE 18, 2021
www.commuterconnections.org/rsvp

HOSTED BY
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

We congratulate employers in the Washington, DC metropolitan region who initiated outstanding programs encouraging employees to use commute alternatives.

AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK

THE NATIONAL PRESS CLUB
529 14th St. NW, Washington, DC 20045

Corner of 14th & F Sts., 13th Floor Ballroom
Metrorail to Metro Center, exit onto 13th St.

For questions contact dfranklin@mwco.org,
202.962.3792.



PROGRAM BOOKLET

Employer Recognition Awards



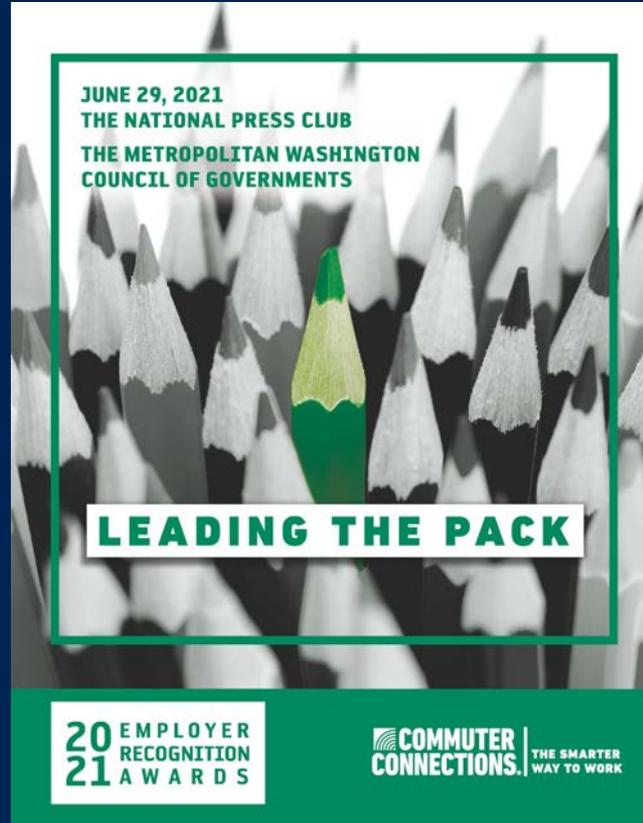
GIVEAWAY ITEM

Employer Recognition Awards



PODIUM SIGN

Employer Recognition Awards





**REGIONAL TDM RECOVERY
MARKETING CAMPAIGN**

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 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

MARKETING COMPONENTS

Transit-Dependent Campaign

- Streaming & Traditional Radio
- Spanish Radio
- Transit Ads
- Text Messages
- TV
- Direct Mail
- YouTube
- Social/Digital/Influencers
- Key Influencers
- Earned Media

Regional TDM Recovery Campaign

General Audience Campaign

- Streaming & Traditional Radio
- TV
- **Social/Digital/Influencers**
- Text Messages
- YouTube
- Earned Media

OBJECTIVES & STRATEGY

Regional TDM Recovery Campaign

Total Campaign Budget: \$550,000

- Transit-Dependent Campaign - \$385,000
- General Audience Campaign - \$165,000

Increase local and commuter bus ridership; raise awareness around safety protocols; consider incentives to motivate increased use

The secondary objective is to focus on encouraging Metrorail, commuter rail, as well as carpool and vanpool use with a focus on sharing the ride to work with coworkers, neighbors and household members

Put Commuter Connections in a position to help in the region's recovery efforts

EARNED MEDIA STRATEGY

Regional TDM Recovery Campaign

- Social media posts
 - Pitch and establish relationships with transit journalists
 - Hold press conference
 - Press release
 - Outreach to transit-dependent community organizations
 - Earned media placements

CREATIVE CONCEPTS

Regional TDM Recovery Campaign

LOOK AGAIN
THE BUS IS CLEAN AND READY TO ROLL

You have been here for others—and your local bus is here for you. When you take transit, your safety is top of mind. Take another look, reconnect and ride with us, safely. Learn more at commuterconnections.org or call 800.745.RIDE.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

CLEANED FREQUENTLY • SPACED SEATING • LOW COST

LOOK AGAIN
CLEAN AND BACK ON TRACK

Reconnect with your favorite ride. No matter where you need to go, the 9-Runner and Train are clean, spacious and safe. Learn more at commuterconnections.org or call 800.745.RIDE.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

CLEANED FREQUENTLY • STAGGERED SEATING • LOW COST

LOOK AGAIN
A SAFE WAY TO RIDESHARE

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. For more ways to stay safe, healthy and happy while you get back to your ride, visit commuterconnections.org or call 800.745.RIDE.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

WEAR MASKS • STAGGER SEATING • ENJOY THE RIDE, TOGETHER

LOOK AGAIN
WE'RE READY TO ROLL

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

LOOK AGAIN
RIDESHARE SAFELY

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

LOOK AGAIN
WE'RE BACK ON TRACK

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.



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

Reaches

- Employer Transportation Coordinators
- Committee members
- Other TDM stakeholders
- Federal ETC's (w/insert)

SPRING NEWSLETTER

Newsletter

COMMUTER CONNECTIONS A SMARTER WAY TO WORK

Issue 2, Volume 25 SPRING 2021 WHAT'S INSIDE

- 1 Be Starting Your SmartBenefits Program
- 2 New Regional Bids May Offer More Work Resources
- 3 Metro Improves Bus, But Continues
- 4 Employer Services Represents 2021

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



GOING BACK TO THE WORKPLACE: COMMUTER CONNECTIONS CAN HELP

A recent Commuter Connections survey found that among employers who participated in its employer programs, 55 percent had all of their employees teleworking every workday during the pandemic. In all, 97 percent of employers had their employees teleworking at least some of the time. This compares to the one-third of regional employers who teleworked at least some of the time, pre-pandemic. (Source: 2019 Commuter Connections State of the Commute Survey).

After the pandemic is over, it is likely that many, if not most, of these employees will want to continue to telework beyond pre-pandemic levels. The survey found that 57 percent of work sites expected to see a long-term increase in post-pandemic teleworking.

As part of the recovery plan, employees might be interested in changing their work schedules or commute mode rather than resume driving alone in traffic five days a week.

Employers offer work/life balance in part through flexible work schedules, compressed work weeks and staggered work hours. A flexible work schedule allows employees to choose a different work schedule to meet personal or family needs. A compressed work week, in the case of a full-time employee, includes working 80 hours every two weeks in fewer than ten workdays. With staggered work hours, employees arrive and depart work at different times with different shifts. Shifts might be staggered anywhere from 15 minutes to several hours. Commuter Connections Employer Services representatives can help employers establish these schedule changes.

A new commute mode, whether a bus, train, carpool or vanpool, can shorten employees' commutes if their route includes a high occupancy vehicle (HOV) lane. Walking or biking to work can help employees with an exercise routine during their commute.

Resources can be found on the Commuter Connections website that will support employers and their employees during the transition back to the workplace. The Commute with Confidence clearinghouse offers COVID-19 related safety tips and recommendations to commuters on the use of alternatives to driving alone.

"The clearinghouse has helped employers and their employees navigate the new commuting landscape by providing them with the information they need to plan ahead and consider their options during these unusual times and as part of the region's recovery," said Commuter Connections Director Nicholas Ramos.

Continued on page 2

SPRING 2021

FEDERAL ETC UPDATES

REVIEW YOUR SMARTBENEFITS / CHANGES TO SMARTTRIP® CARDS



As your federal worksite reopens in the near future it will be important to review your agency's transit benefits program so employees who used transit and vanpools to get to work pre-pandemic, won't feel pressure to drive alone and contribute to the region's congested highways and city streets. SmartBenefits are the key to unlocking your employees' former transit and vanpool ways.

Most federal employees are still enrolled in SmartBenefits and unclaimed benefits are automatically credited back to your agency each month. Employees can confirm their SmartBenefits enrollment status by checking the SmartBenefits Dashboard linked to their SmartTrip® account.

According to the Commuter Connections 2019 State of the Commute Survey, respondents who worked for federal agencies were more likely to report availability of commuter benefits/services at their workplaces, compared to non-federal employees. Federal workers also had greater access for the most individual commuter benefits/services. This was especially true for transit/vanpool subsidies as 75% of federal workers said that subsidies were offered. Only 51% of non-profit workers and even fewer state/local agencies (30%) and private sector firms (29%) reported that transit/vanpool subsidies were made available to them by their employer. The high availability of transit/vanpool subsidies among federal employees is due to mandates. In 2021, the maximum commuter benefits amount was \$270/month.

Employees who use transit are more likely to arrive on time and more relaxed than their driving co-workers. When employees are making a change in their routine (starting a new job, moving to a new place, adjusting back to normal life after the pandemic) it's a great time to reacquaint or introduce them to commuting by transit. SmartBenefits is a benefit that has tax advantages for employees. Participating employees can save over \$1,600 on their taxes annually.

SmartBenefits can also be allocated to MARC, VRE, MTA Commuter Bus, MetroAccess, vanpools, and Metrorail parking. Contactless fare payments can be made on a smartphone or smartwatch.

SmartBenefits are easy to administer, especially with the free help available from Commuter Connections. For assistance, please call 800-745-7433

Metro is installing Metrorail faregates which will no longer accept SmartTrip® cards that were bought before 2012. Pre-2012 SmartTrip® cards use an outdated chip technology. If your employees have a card that was purchased before 2012, they will need to transfer their

Continued on back

SPRING ENEWSLETTER

Newsletter



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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

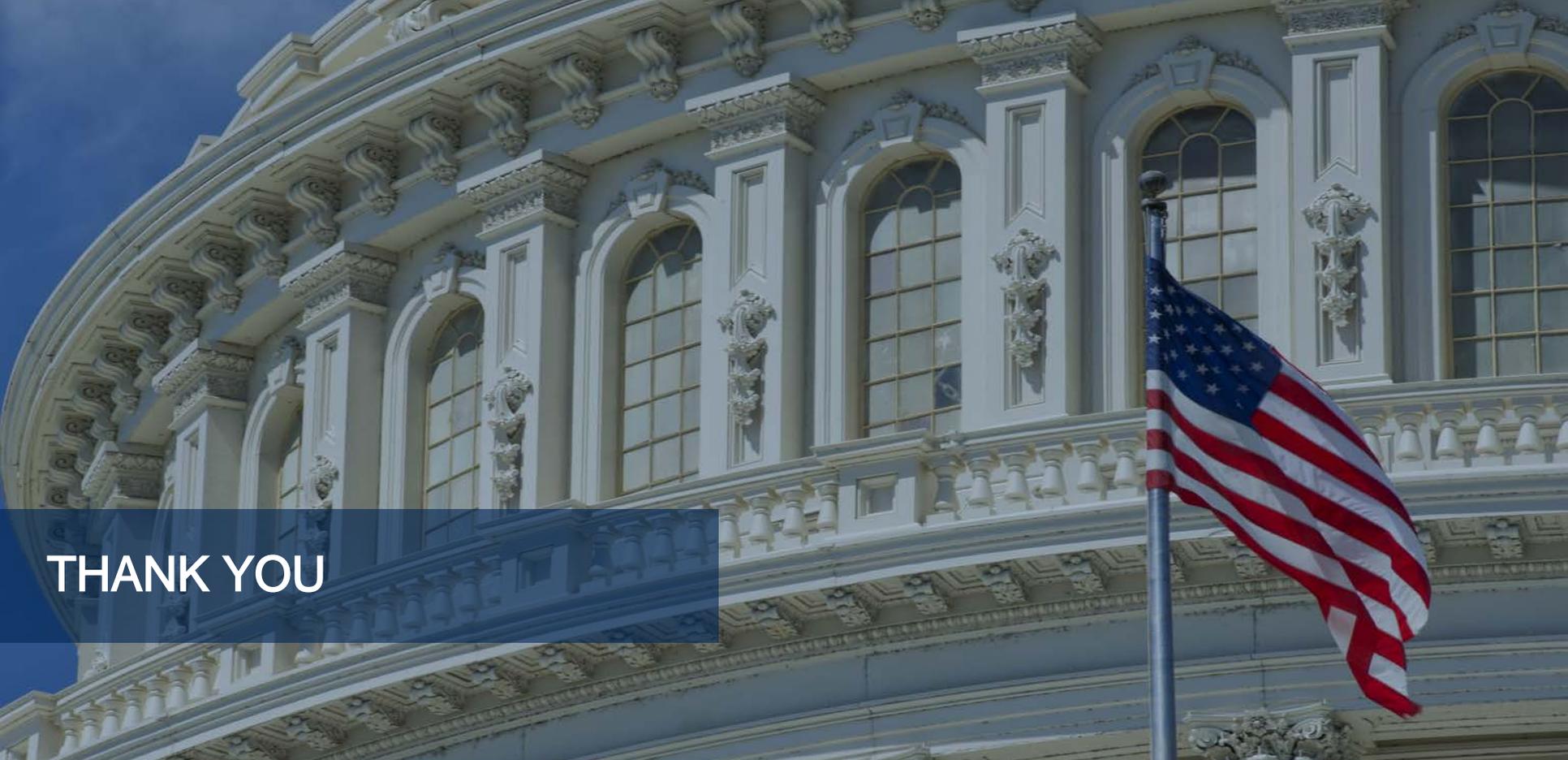


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More News





THANK YOU