



Metropolitan Washington Council of Governments

**FY21 First Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

March 16, 2021



FY21 First Half Marketing Campaign Summary
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Executive Summary

COVID-19 Impact

During the first half of FY21, the COVID-19 pandemic continued to have a profound impact on the Washington, DC region. After several months of stay-at-home directives with business shutdowns and self-quarantines, the number of hospitalizations and COVID related deaths appeared reasonably under control. As a result, restrictions began lifting and phased re-openings started to breathe life back to the commute. In November 2020, cases began to surge once more, and the loosened restrictions began tightening again. At the same time, very positive news was announced; the development of an effective vaccine. Nonetheless, it will be some time before the vaccine can be disseminated to the general population and for the region to navigate back to normality.

Overview

This document summarizes Commuter Connections' FY21 first half marketing activity occurring between July and December 2020. Although the normally robust regional TDM Mass Marketing initiative remained on pause during the coronavirus pandemic, Commuter Connections continued to provide assistance to essential workers. During the phased re-openings with a modest budget, Commuter Connections embarked on the "Commute with Confidence" campaign. The campaign provided reassurance to help transition commuters back to the workplace in a safe and healthy manner.

The most significant campaign for the first half of FY21 was the promotion of Car Free Day 2020. Car Free Day promoted alternative modes for both commute and non-commute trips and encouraged commuters and the general public to take the pledge to telework or use car free or car-lite transportation on September 22, 2020. Emphasis was placed on employer based ridematching, bicycling, scootering, walking, and working remotely.

Mass Marketing Campaign

Due to the coronavirus pandemic the FY21 first half mass marketing media campaign remained on hold.

Car Free Day

Radio, blogs, streaming radio, social media, text messages, donated transit space, and earned media were used to promote Car Free Day 2020. The total number of Car Free Day pledges reached for the 2020 event was 3,834. While this was a decrease from the previous year's event, pledges were still greater in 2020 than in 2015 and 2018. The total cost of the Car Free Day media buy budget was \$45,000.

'Pool Rewards

The 'Pool Rewards campaign remained on hold due to the coronavirus pandemic.

Employer Recognition Awards

A nomination brochure and form were created and mailed to employers in late November 2020. The materials were also made available online.

incentTrip

The incentTrip campaign remained on hold due to the coronavirus pandemic.

Introduction

Results about respondents' attitudes, behaviors, and commute patterns from the following surveys helped to shape marketing efforts.

- 2019 Commuter Connections State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY202015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2019 Commuter Connections Bike to Work Survey Analysis Report

The first half of FY21 included the following activities:

- Car Free Day 2020 campaign.
- Commute with Confidence social media campaign.
- Commute with Confidence value add radio exposure.
- Newsletters, both summer and fall 2020 editions.
- Employer Recognition Awards 2021 nomination brochure and form.
- Bike to Work Day 2021 sponsor drive.
- Regional TDM Marketing Group meetings in September and December 2020.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to workers in the Washington, DC metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in the Washington, DC and Baltimore regions. Other key elements include a host of incentives programs and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with establishing and enhancing commuter programs for their employees, including telework.

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

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

Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington, DC region, providing free commuting services and solutions for more than forty years. Through Commuter Connections' online Ridematching system, commuters registering for the service are given direct access to others who are looking to carpool and vanpool, along with 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 mobility for the region.



Car Free Day 2020

Car Free Day was celebrated on Tuesday, September 22, 2020. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to telework or use car free or car-lite transportation. The total number of 2020 Car Free Day pledges reached 3,834.

Due to the impact of the coronavirus pandemic, transit and ridesharing were down dramatically in 2020 while teleworking received the greatest number of Car Free Day pledges. During a typical year, teleworking has the least number of pledges. Bicycling and walking remained impactful this year, in part because nearly a third who took the pledge biked/walked for recreation or exercise.

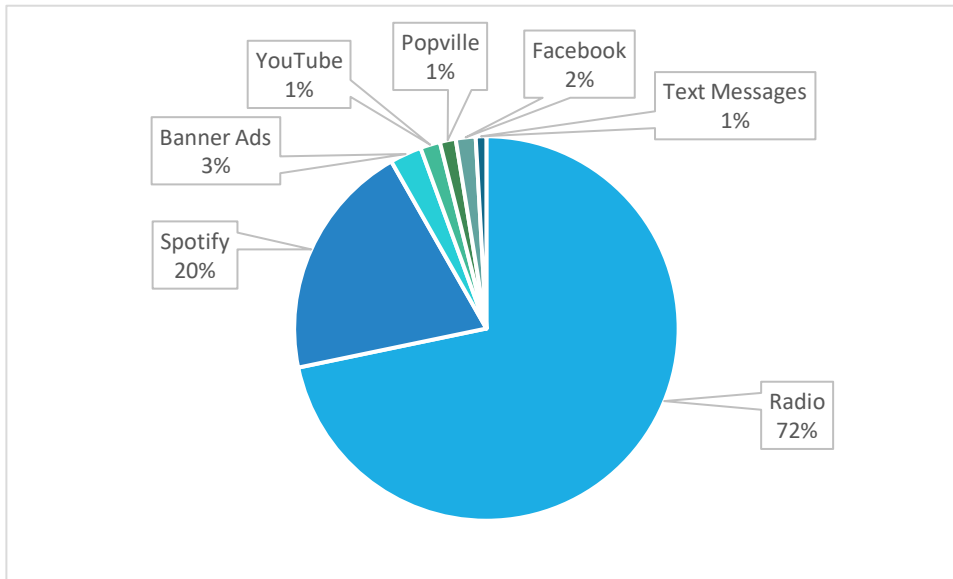


Media Objectives

The 2020 campaign encouraged commuters and the general public to take the car free pledge with an emphasis placed on telework, bicycling, scootering, and walking. Those who took the pledge were provided with free promotional offers and a chance to win raffle prizes. The campaign also engaged employers and area universities.

Paid media included traditional and internet radio (Spotify), video (YouTube), a sponsored blog article (Popville.com), online banner ads (El Tiempo Latino), social media (Facebook), and text messaging. In addition to the media buy, posters and an earned media effort were also developed to promote to the event and direct web visits to www.carfreemetrodc.org. Many transit agencies provided complimentary ad space to promote Car Free Day as well.

Car Free Day Media Spending



Geographic Target

Washington, D.C. DMA

Car Free Days Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$32,236.75	\$37,925	1,379,900
Spotify	\$9,000.00	\$10,588.50	716,850
Banner Ads (El Tiempo Latino)	\$1,200.00	\$1,411.80	378,563
YouTube	\$750	\$882.00	69,676
Popville	\$600	\$705.90	105,600
Facebook	\$750.00	\$882.00	131,757
Text Messages	\$400	\$470.60	12,941
Totals	\$44,936.75	\$52,865.80	2,795,287

Radio Station	MWCOG Cost	Gross Dollars
WTOP	\$22,168	\$26,080
WPGC	\$5,011	\$5,895
WHUR	\$5,058	\$5,950
	\$32,237	\$37,925

Proclamation



Proclamation

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington, DC region; and

WHEREAS, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

WHEREAS, Car Free Day invites citizens of the region to telework and try alternative forms of transportation such as transit, bicycling, walking, and "car-lite" methods such as carpools and vanpools in a safe and healthy manner; and

WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 2020, celebrating sustainable mobility.

NOW THEREFORE, be it resolved that the National Capital Region Transportation Planning Board:

Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Tuesday, September 22, 2020; and

Encourages citizens to take the pledge to be Car Free or Car-lite at www.carfreemetrodc.org; and

Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2020.

Chair, National Capital Region Transportation Planning Board

Car Free Day Poster

Images developed for Car Free Day 2020 were relevant to traveling during the coronavirus pandemic and working remotely. Messaging reminded participants to use safe and healthy practices such as wearing masks, practicing social distancing and washing hands. The poster was distributed only in an electronic format as PDF's on the website and via HTML email to 54,000 employers, stakeholders, and past year's participants of Car Free Day and Bike to Work Day events.

9.22.20

CAR FREE DAY

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Take the free pledge to be eligible for great prizes! Take the free pledge, even if you're already car free or car-lite.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
METRO DC

9.22.20
COMMUTE WITH CONFIDENCE

Icons: Laptop, Bicycle, Bus, Car, Train, Person, Scooter

Radio

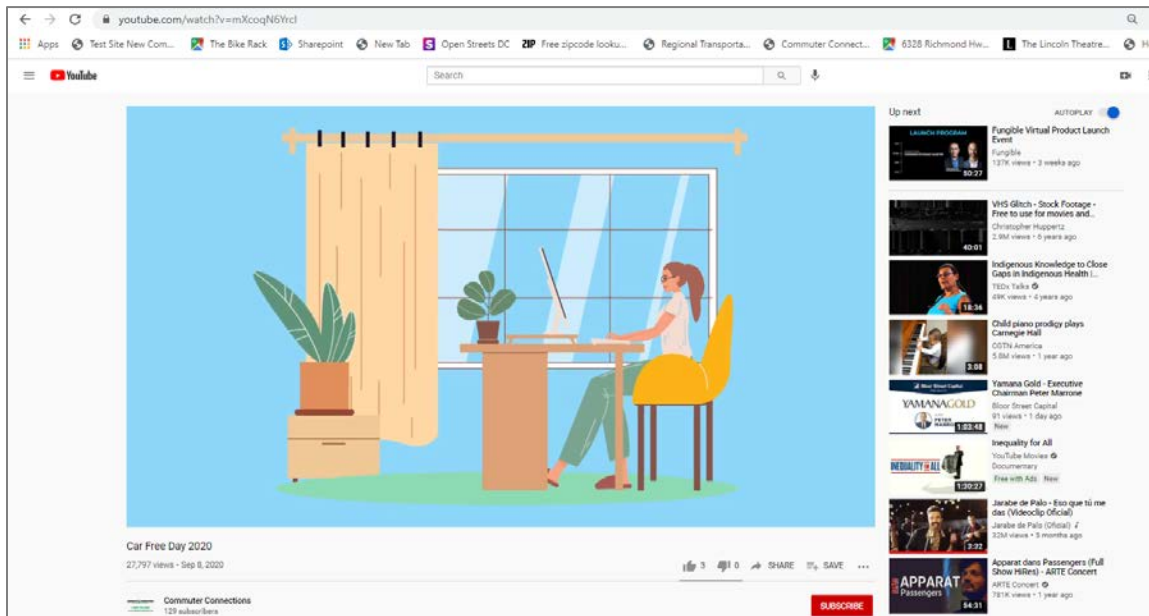
Radio encouraged travelers to Commute with Confidence and go car free or car-lite on Sept 22, 2021. Recorded :30 and :10 spots aired on three DC area radio stations: WPGC (95.5), WHUR (96.3), and WTOP (103.5).



Banner Ads (El Tiempo Latino)

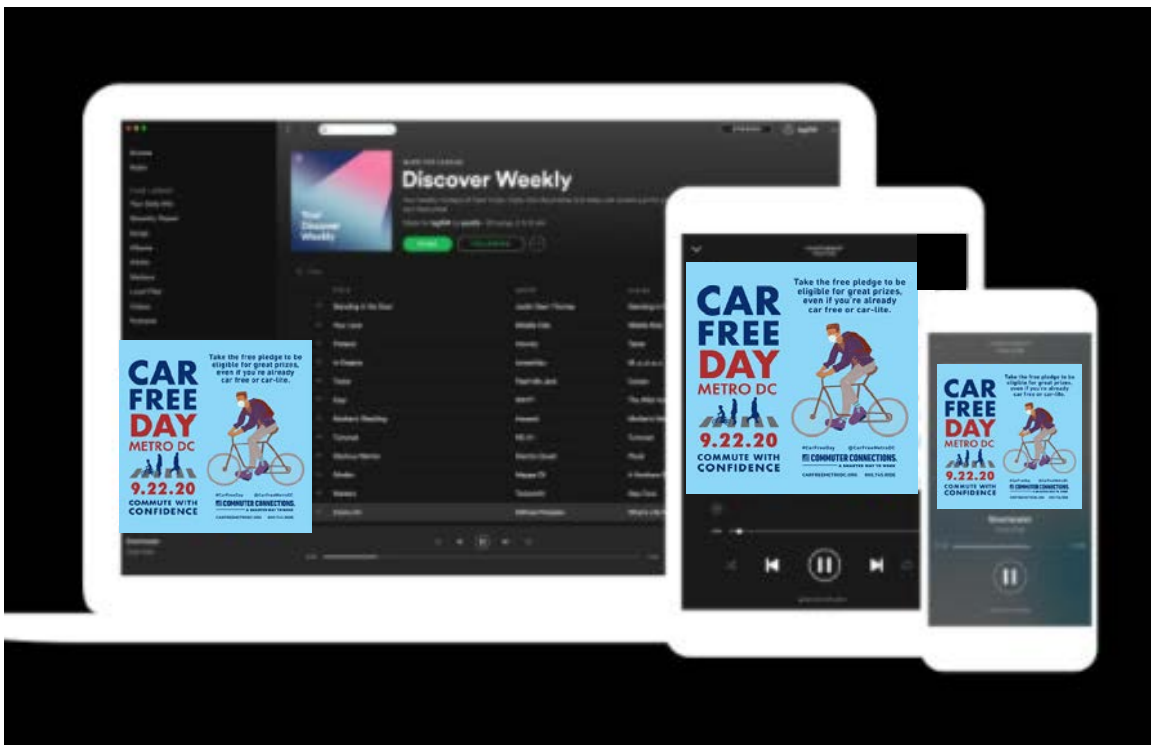


YouTube Video



Spotify

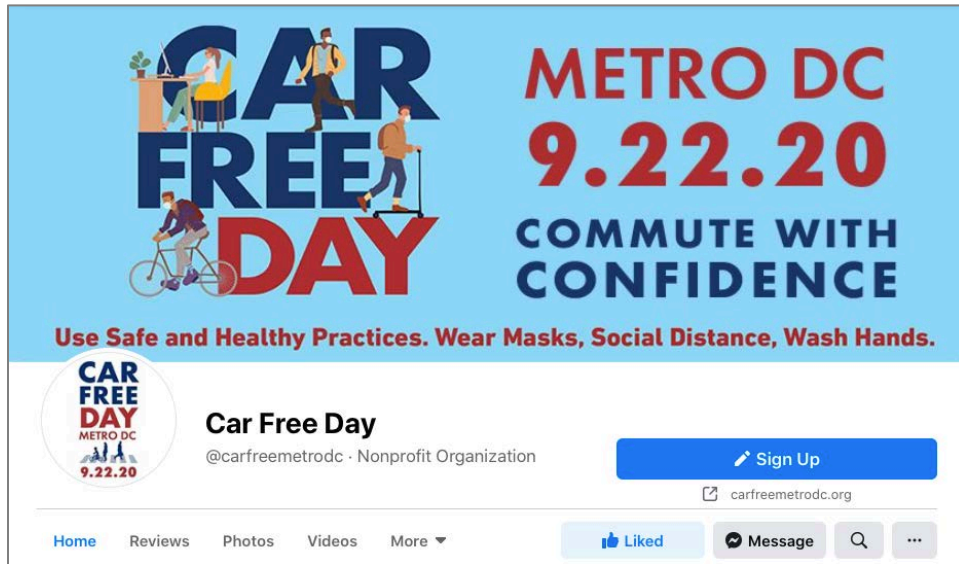
An estimated 716,850 impressions were delivered using Spotify, 35,032 more than the guaranteed number. A :30 audio spot ran concurrently with a companion image.



Car Free Days Social Media

Social Media kept users up to date on Car Free Day activities and helped spread the word through post sharing. Car Free Days is “liked” by over 4,850 Facebook fans.

Facebook



The image shows a Facebook profile for "Car Free Day METRO DC". The profile picture is a circular logo with the text "CAR FREE DAY METRO DC 9.22.20" and an illustration of people commuting. The cover photo features the text "CAR FREE DAY METRO DC 9.22.20" and "COMMUTE WITH CONFIDENCE" in large, bold letters, with a smaller text below: "Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands." The profile name is "Car Free Day" with the handle "@carfreemetrodc" and "Nonprofit Organization" listed below. A blue "Sign Up" button is visible, along with the website "carfreemetrodc.org". The navigation bar includes "Home", "Reviews", "Photos", "Videos", and "More". Interaction buttons for "Liked", "Message", and search are also present.

Twitter



The image shows a Twitter profile for "Commuter Connections" with the handle "@CarFreeMetroDC". The profile picture is the same circular logo as seen in the Facebook profile. The cover photo is identical to the Facebook profile, featuring the text "CAR FREE DAY METRO DC 9.22.20" and "COMMUTE WITH CONFIDENCE", with the safety message below. The bio reads: "Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!". The website "carfreemetrodc.org" and the date "Joined July 2009" are listed at the bottom. A blue "Follow" button is visible.

Social Media Posts

During the month of September, boosted posts were placed on Facebook, each with a different visual every few days.

Car Free Day
Published by Go Greenman · September 2 ·

On Tuesday, September 22, take a deep breath as you ride to work on Car Free Day! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

12,423 People Reached 278 Engagements [Boost Again](#)

Boosted on September 2 By Go Greenman Completed

People Reached	11.9K	Link Clicks	110
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[View Results](#)

👍👎❤️ 25 5 Comments 13 Shares

Car Free Day
Published by Go Greenman · September 4 ·

Hop on a scooter on Car Free Day, Tuesday, September 22, and enjoy a fuel-free alternative to get where you need to go! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

12,908 People Reached 276 Engagements [Boost Again](#)

Boosted on September 4 By Go Greenman Completed

People Reached	12.4K	Link Clicks	100
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[View Results](#)

👍👎❤️ 20 18 Comments 6 Shares

Car Free Day
Published by Go Greenman · September 10 · 🌐

Did you know that working from home counts as going car-free? If you're teleworking on Tuesday, September 22, why not be counted! Take the free pledge to be car-free at CarFreeMetroDC.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

WORK AT HOME COUNTS

CAR FREE DAY
METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

16,488 People Reached 294 Engagements [Boost Again](#)

Boosted on September 10 By Go Greenman Completed

People Reached	15.8K	Link Clicks	174
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[View Results](#)

👍 9 1 Comment 5 Shares

Car Free Day
Published by Go Greenman · September 14 · 🌐

Walking to work has numerous benefits, from getting in some exercise to taking more cars off the road! Walk to work this Car Free Day on Tuesday, September 22. Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

WALK TO WORK

CAR FREE DAY
METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

15,008 People Reached 283 Engagements [Boost Again](#)

Boosted on September 14 By Go Greenman Completed


People Reached	15K	Link Clicks	191
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[View Results](#)

👍👏 14 1 Comment 3 Shares

Native Article


A paid sponsored article on PoPville.com, a popular local blog chronicling DC area neighborhood happenings, was utilized to help engage local audiences. PoPville yielded 105,600 pageviews the day the post went live.



SPONSORED

Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm



9.22.20

CAR FREE DAY

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG** TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAY METRO DC **9.22.20** COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands. CARFREEMETRODC.ORG 800.745.RIDE

Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

Popville Facebook

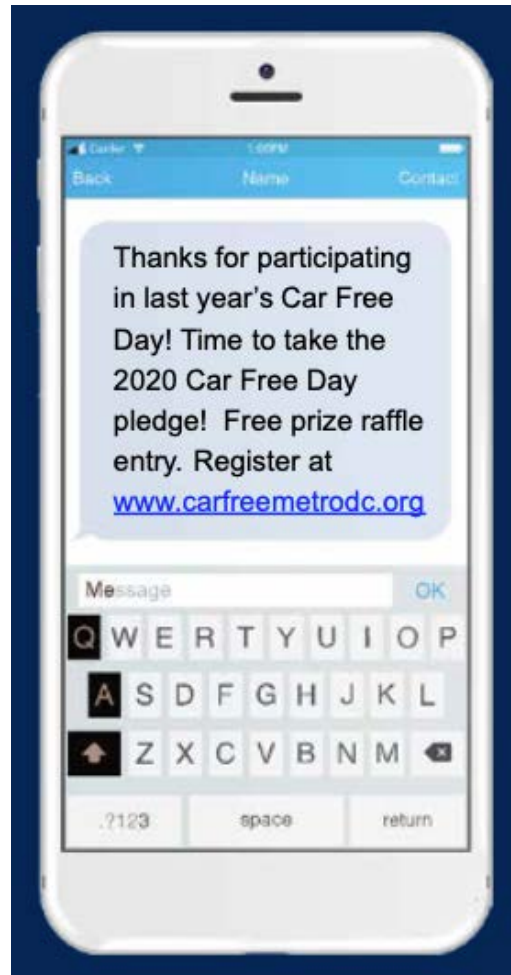
A companion post was placed on PoPville's Facebook page.



9578 People Reached		
106 Likes, Comments & Shares		
368 Post Clicks		
0 Photo Views	295 Link Clicks	73 Other Clicks

Text Messages

When event registrants took the Car Free Day pledge at carfreemetrodc.org, they could opt-in to receive text messages. Three unique messages were sent throughout the campaign, not more than twice to anyone person. Approximately 13,000 text messages were sent during the campaign.



Transit Signage

Complimentary transit ad space was donated by the following area transit agencies to support the Car Free Day 2020 event.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters
- Fairfax County Connector Bus Tails
- Metrobus Interior Bus Cards
- Montgomery County Bus Exteriors



College Campus Challenge

Colleges were provided with a digital toolkit to promote the event. The college with the greatest number of pledges (Georgetown University) received access to a radio Interview, plus Commuter Connections branded face masks and hand sanitizer.



Earned Media

For the 2020 Car Free Day event, Commuter Connections sent one press release, a departure from recent years when several were released. See appendix B for media placements.

Commuter Connections partnered with the American Heart Association to support the Car Free Day initiative of improving the region's air quality. The American Heart Association provided a quote for the Car Free Day press release and shared Car Free Day promotional posts and articles on their social media page.





Metropolitan Washington
Council of Governments

NEWS RELEASE

Pledge to Go Car Free on September 22 by Teleworking, Biking, Walking, and More

Annual event encourages residents to use travel alternatives throughout the day

Washington, D.C. (September 17, 2020) – Despite the ongoing COVID-19 pandemic, residents, workers, and students are poised to safely participate in the region's annual [Car Free Day](#) event on Tuesday, September 22, organized by Commuter Connections.

Although many residents' commutes are different in this year, working from home or riding a bike to the local store, among other actions, count toward taking part in Car Free Day 2020.

Due to COVID-19, the practice of teleworking has become part of a typical day for a large segment of the population. Before the health crisis, one-third of all workers in the region (an estimated 1.07 million people) teleworked to some degree, according to the Commuter Connections [2019 State of the Commute Survey](#). Albeit temporarily, the pandemic has shattered that figure.

A recent Commuter Connections [survey of employers](#) revealed the average share of employees who teleworked grew from 36 percent to 82 percent at sites with telework already in place in response to the pandemic. Preliminary data of the thousands who have already taken the pledge to be Car Free on September 22 show that only 17 percent plan to commute to their standard workplace location that day.

Nationwide and locally, bicycle purchases and repairs have skyrocketed as the age-old transportation mode has made a resurgence. This year, more than half (52 percent) of those who have already taken the pledge plan to incorporate a bicycle or scooter into their travels on Car Free Day.

A quarter of those who have taken the pledge to date are planning to shop or run errands on September 22. Before COVID-19, stopping for errands on the way home from work was a common occurrence.

"More working from home provides the perfect opportunity to combine running local errands with needed exercise by bicycling or walking," said Nicholas Ramfos, Commuter Connections Director.

Bicycling and walking are great ways to stay healthy, which is why the local chapter of the [American Heart Association](#) has endorsed taking the free pledge for Car Free Day.

"We are thrilled to work with Commuter Connections to help our community move more on Car Free Day and every day," said Soula Antoniou, Greater Washington Region American Heart Association Executive Director.

Taking the Car Free Day 2020 pledge is free and brings two special online promo code offers with it, plus entry into a free prize raffle. Car Free Day promotions include a \$30 giftcard to discover great local businesses from [Nift](#) (Neighborhood Gift), and a free LOVE vegan burger from [LEON](#).

Visit carfreemetrod.org to learn more and take the free pledge by September 22, and join the conversation on Twitter at [@CarFreeMetroDC](#) and [#CarFreeDay](#).

Special Offers

Those who took the Car Free Day 2020 pledge received a \$30 Nift Gift card to use with local participating businesses in the DC area and a free LOVE Burger from Leon. Registrants were also entered into a raffle for a chance to win sponsor donated prizes.

Raffle Prizes

All who took the Car Free Day pledge were entered into a free raffle for a chance to win one of the following prizes:

- **Capital Bikeshare annual memberships**, courtesy goDCgo
- **Samsung Galaxy Tab A**, courtesy Tri-County Council for Southern Maryland
- **SmarTrip cards with \$25** in fare, courtesy Washington Metropolitan Area Transit Authority
- **Free T-shirt and annual membership**, courtesy East Coast Greenway Alliance
- **Grocery Store gift cards of \$25** value, courtesy Giant Food
- **Annual memberships**, courtesy Washington Area Bicyclist Association
- **Nando's PERi-PERi**, Full Platter at DC, Maryland, or Virginia locations, courtesy Nando's PERi-PERi
- **Commuter train passes**, courtesy VirginiaRailwayExpress
- **Cookbooks**, courtesy LEON (Naturally Fast Food)
- **\$20 gift card**, courtesy HipCityVeg

Jurisdiction Promotions

- **La Plata Farmers Market** – Saturday, September 19, 2020 from 9 am to 2 pm Talbot St and Washington Ave, La Plata, MD 20646. Free giveaways from Tri-County Council for Southern Maryland
- **Prince William County/City of Manassas** – Take the Car Free Day 2020 pledge and then play OmniRide Car Free Day BINGO for great prizes!
- **Montgomery County** – visit with Montgomery County Commuter Services staff on Tuesday, September 22, 2020 from 7:00-9:00 am at the locations below for free hand sanitizer, face coverings and a chance to win a \$200 SmarTrip Card, Capital Bikeshare annual membership, or other gift cards!

Clean Air Partners

Clean Air partners participated in Commuter Connections Car Free Day with a targeted social media promotion on Twitter and Facebook. Because our main goal was to drive pledges, we optimized the campaign for link clicks to the Car Free Day pledge and our efforts resulted in 2,980 total clicks to the Car Free Day website.

Commute with Confidence

Due to the coronavirus, instead of our traditional mass marketing initiative, Commuter Connections used a combination of paid social media, YouTube, and value add radio exposure to provide commuters with confidence as they headed back to work as part of the phased business re-openings. The paid portion was a nominal \$6,000.

Social Media

Commuter Connections
Published by Go Greenman · October 1

Employer-based ridematching by Commuter Connections offers a new and easy tool to help commuters like you get back to the worksite in a safe and healthy manner. We'll match you with co-workers who live near you or along your route to work. Commute with Confidence and carpool with your colleagues in the Washington, DC region. Visit <https://www.commuterconnections.org/> or call 800 745-RIDE.

COMMUTERCONNECTIONS.ORG
Commuter Connections
Commuter Connections is a regional network of tra...

49,843 People Reached 2,035 Engagements [Boost Again](#)

Boosted on October 1 By Go Greenman Completed

People Reached	49.4K	Link Clicks	1.4K
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[View Results](#)

44 3 Shares

Commuter Connections
Published by Go Greenman · October 19 at 3:28 PM

Bike with confidence and maintain physical and mental health while you commute. There's still plenty of ideal bicycling weather in 2020, although one can bike year-round. Energize yourself while biking to work and decompress on the way home. Get a free copy of our Bicycling to Work Guide. Visit <https://www.commuterconnections.org/commuters/> and click "Bicycling", or call 800 745-7433.

26,994 People Reached 922 Engagements [Boost Again](#)

Boosted on October 19 at 3:29 PM By Go Greenman Completed

People Reached	26.2K	Post Engagements	1.5K
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[View Results](#)

395 10 Comments 12 Shares

Commuter Connections
 Published by Go Greenman · November 9 at 3:28 PM · 🌐

Commute with Confidence in a safe and healthy manner while you take the bus, Metrorail, or train. For COVID-19 commuting tips, visit <https://www.commuterconnections.org> and click on "Commute with Confidence", or call 800 745-7433.



COMMUTERCONNECTIONS.ORG
Commuter Connections Learn More
 Commuter Connections is a regional network of tra...

20,278 440
 People Reached Engagements Boost Again

Boosted on November 9 at 3:35 PM Finishes in 13 days
 By Go Greenman

People Reached	20.3K	Link Clicks	304
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[View Results](#)

👍❤️👏 14 5 Shares

Video



The screenshot shows a web browser window displaying a YouTube video. The video player is the central focus, showing a woman with blonde hair wearing a white face mask and a patterned top, sitting on a bus. A blue text overlay at the bottom of the video reads "Use Safe and Healthy Practices". Below the video player, the video title "Commute With Confidence" is visible, along with "62 views · Nov 16, 2020" and a "SUBSCRIBE" button for the channel "Commuter Connections". To the right of the video player is a "Up next" section with several video thumbnails and titles, including "2019 Commuter Connections Employer Awards", "Car Free Day 2020", "Mastersclass Boris Roibas on ELUC: Como analizar una...", "Statistics 101", "Brand Name Bicycles: Yea Or Nay? Bicycle Commuting Bike...", "Yamaha Gold - Executive Chairman Peter Marner", "WISE PLANNING IN A VOLATILE WORLD 111520", "How The Economic Machine Works by Ray Dalio", and "Fungible Virtual Product Launch Event". The browser's address bar shows the URL "youtube.com/watch?v=Mh1u4VU80A". The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons. The system tray in the bottom right corner shows the time as 3:56 PM on 11/19/2020.

Value Add Radio

Commuter Connections was provided with value-add radio exposure for our Commute with Confidence campaign. Four Entercom stations which included WIAD, WJFK, WLZL (Spanish), and WPGC collectively provided 262 :30 second spots and 22 shorter “billboard” mentions; the radio aired from October 12 through December 31, 2020. WTOP contributed to the campaign as well, providing 109 :10 and :30 second value-add spots which aired from November 16 through December 27, 2020.



Radio Scripts

:30

Commuter Connections’ free employer-based ridematching offers a new and easy tool to help commuters get safely back to work. We’ll match you with coworkers who live near you or along your route. Commute with Confidence and carpool with your colleagues as the Washington, DC region reopens and gets back to business. Visit CommuterConnectionsDotOrg or call 800 745-RIDE. That’s Commuter Connections Dot Org, 800-745-RIDE.

:10

Commute with Confidence and carpool with your colleagues. Find coworkers who live near you or along your route. Free employer-based ridematching, CommuterConnectionsDotOrg or 800 745-RIDE.

:30 (Spanish)

Commuter Connections ofrece el servicio gratuito "ridematching", una herramienta nueva y fácil para volver al trabajo de forma segura. El servicio le identifica con compañeros de trabajo que viven a lo largo de su ruta. Viaje con confianza y sea parte de un carpool con colegas mientras el area del dc re abre y regresa al trabajo. Visite CommuterConnections punto org o llame al ochocientos, siete, cuatro, cinco - ride.(800-745-ride) eso es CommuterConnections punto org o llame ochocientos, siete, cuatro, cinco - ride.

Community Affairs Interviews

Entercom Radio, a conglomerate with stations throughout the U.S. and multiple radio properties in the Washington, DC market offered Commuter Connections an opportunity to participate in exclusive interviews which aired in November 2020 for its various Sunday morning community affairs programs.

WPGC FM

Community Focus

A local thirty-minute talk show program produced and hosted by Public Affairs and News Director Guy Lambert. This show openly discusses a wide range of issues and information that are important to Washington's Communities of Color.

WIAD/WJFK

The Washington Report

A thirty minute on air educational talk show program that speaks to 94.7 The Drive and 106.7 The Fan listeners about their communities. Produced and hosted by Stevie Bridgewater, The Washington Report focuses on the issues and events that impact Greater Washington, DC area communities.

WLZL (Hispanic)

Tu Familia Zol

For over ten years, our community affairs show "Tu Familia Zol" has continuously tackled topics that affect the Latino community in Washington, DC and Baltimore. Covering a wide range of subjects such as health, education, finance, legal matters, arts and culture, host Maria Esther Caceres uses her journalism background to get to the root of complicated issues and make them accessible to the El Zol audience.

Employer Recognition Awards

Nomination Brochure

A nomination brochure and form were developed and distributed in early December 2020. The materials were also made available online. The 2021 Employer Recognition Awards program will recognize employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the 24th annual awards ceremony on June 29, 2021.



Metropolitan Washington Council of Governments

The Metropolitan Washington Council of Governments (MCOG) is an association of 24 local governments in the District of Columbia, Maryland, and Virginia. COG's National Capital Region Transportation Planning Board is a forum for addressing and coordinating regional transportation programs.

Please visit mwcog.org for more info.

Commuter Connections

A program of the National Capital Region Transportation Planning Board, **Commuter Connections** is a nationwide transportation information, outreach, and service network dedicated to easing the weekday commute and reducing the number of single-occupant vehicles.

Free information, incentive programs, and assistance on services including ride-sharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and SmartRide Home is available for both employers and commuters.

Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds.

Please visit commuterconnections.org or call 800.743.7433 for more info.

Easing the way for what's to follow

Ride-sharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That often means smoother, easier, and faster commutes, and a reduction in harmful vehicle emissions.

Opening new doors... and getting in

Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupant vehicles on the road.

The **Commuter Connections Employer Recognition Awards** acknowledges employers who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, and the community at large.

A bit about last year's winners:

MARKETING

United Therapeutics Corporation Silver Spring, MD

United Therapeutics Corporation (UTC) is a biotech company focused on quality, innovation, and bioinformatics leadership. The company employs 236 people in the region and offers up to \$130 towards the monthly cost of commuting, bike racks, showers, and lockers are provided, and free access to electric vehicle charging stations. The option of flextime or telework is also available.

Commuter information is posted across company bulletin boards and commuter brochures are available within the Cafe & Coffee Bar. UTC utilizes Facebook's "Workplace" to distribute real-time alerts, and relevant transit and commuting links plus screens displayed in two buildings show up-to-the-minute transportation information. Regional and local special events such as Bike to Work Day, Car Free Day, and the Walk & Ride Challenge are widely promoted.

United Therapeutics commuter marketing programs have helped reduce employee vehicle miles by 242,200 and save an estimated 11,000 gallons of gasoline annually.

INCENTIVES

Abt Associates Rockville, MD

Abt Associates' mission is to improve the quality of life and economic well-being of people world-wide. More than half of over 400 employees in the region participate in its various commuter programs. Employees are provided with 75% of transit costs, up to \$100 per month, and a free shuttle to and from the Metro.

For bicyclists, Abt installed showers, indoor bike racks, and Fallt stations, and a \$120 per year subsidy can be used for bike maintenance and equipment, and bikeshare memberships. For carpools, nine front-row parking spaces are reserved, plus ride-sharing assistance is given. For work-life balance, Abt offers telework, flextime, and compressed work weeks. Employees who telework three days per week or more are furnished or reimbursed with a laptop, equipment, connectivity, and all supplies needed.

As a result of its various commuter benefits and amenities, Abt reduces 1,047,800 employee vehicle miles and saves an estimated 47,600 gallons of gasoline annually.

TELEWORK

ANA Enterprise Silver Spring, MD

ANA Enterprise is the leading resource for nurses to equip themselves with the tools, information, and networks they need to excel in their individual practices. Employees are equipped with laptops and 68% of 282 employees in the region telework, most at least once a week. Flextime and compressed work schedules are also made available. Approximately 234 employees (83%) participate in work schedule alternatives, which have saved the organization 11% in real estate costs.

ANA employees are provided with SmartTrip and Flexible Spending Accounts to help employees save money on their daily commutes and pay for qualified commuting expenses using pre-tax dollars. Bike racks are provided and employees have access to nearby Capital Bikeshare stations.

ANA Enterprise's telework and work schedule alternatives programs have helped reduce employee vehicle miles by 832,000 and save an estimated 54,500 gallons of gasoline annually.

Nomination Form



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

Eligibility
 Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2020, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline
 The application deadline is January 29, 2021. Completed applications should be sent to:
 Commuter Connections
 Douglas Franklin
 777 North Capitol Street, N.E., Suite 300
 Washington, DC 20002-4200
 Tel: 202-542-3742
winning@commuterconnections.org
commuterconnections.org

Instructions
 Nominations can be submitted online or by using this form, and should include all information requested in Items 1-5, plus the program summary narrative as described in question #6. Supplemental materials may be submitted in addition to, but not in place of the nomination form questions and program summary narrative.

1. CONTACT INFORMATION

Organization _____
 Address _____
 City _____ State _____ Zip _____
 Program Contact (Mr./Ms.) _____ Title _____
 Phone _____
 Email _____ Website _____
 Date Program Began (must have been initiated or improved before January 1, 2020) _____
 Name of Program (if applicable) _____
 Name, email, and phone of Person Submitting Nomination Form (if different from above) _____

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

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

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





5. ACKNOWLEDGEMENT
 I acknowledge that I am authorized to submit this nomination form on behalf of my organization and that, if selected as a winner, my organization will participate in the awards ceremony and ideas, and that Commuter Connections will promote my organization's initiatives online and in print.
 Signed _____ Title _____

6. PROGRAM SUMMARY NARRATIVE
 Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph and provide measurable results of the program, wherever possible.
 Provide a clear, concise description of your program activities. If you are a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning.
 Questions and points to address in narrative if applicable:

A. Description of Program

- What was the situation or condition that led to the creation of your program?
- What were the program's goals and how has it been successful in meeting its goals?
- What have the results been compared to previous years?
- What type of commuter benefits, services, information, or amenities are offered to employees and how many take advantage of each?
- How are the various programs promoted within your workforce?
- If parking is provided, is it free or employee paid? If employee paid, are coupons given discounts or preferential parking spaces?
- Is transit fare offered to employees on a pre-tax basis?
- Is transit fare subsidized as an out-of-pocket expense by your organization, paid by employees, or a combination of both?
- If transit fare is subsidized, what is the dollar amount provided to employees?
- Do you provide shuttle services between your worksite and nearby transit centers?
- Do you have bike racks, lockers, bike stations, and/or shower facilities?
- Do you offer bike-sharing discounts?
- Are flexible or compressed work weeks offered?
- How many employees telework and how often do they do so?
- What type of training and/or amenities are offered to management and to employees who telework?
- Is your telework program informal or do you have a formal telework policy?

B. Employer and Employee Benefits
 Describe how the program has:


- Improved employee morale, productivity, absenteeism.
- Increased your organization's ability to attract and retain qualified employees.
- Helped reduce employee commuting time and stress.
- Contributed to better employee work-life demands/balances.


C. Economic and Financial Benefits
 Describe how the program has:

- Helped reduce employee commuting expenses.
- Reduced your organization's costs associated with providing commuter parking and/or office space.
- Provided other discounts for your organization or employees.

D. Environmental Impacts
 Describe and quantify the benefits to the community. Describe how the program has:

- Reduced traffic congestion. How many vehicles have been taken off the road? How many annual vehicle miles have been reduced? To calculate vehicle miles reduced, please visit commuterconnections.org/commuting-resources/mile-calculator.
- Reduced gasoline consumption and emissions. What is the number of additional gallons of gas saved annually?
- Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?






HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS

Employer Recognition Awards

Celebrating our 24th Annual Employer Recognition Awards Program



20 EMPLOYER RECOGNITION AWARDS

LEADING THE PACK

The Metropolitan Washington Council of Governments and its Commuter Connections® program invite you to apply for the 2021 Employer Recognition Awards.

The Awards are open to all private sector companies, non-profit organizations, and government agencies within the District of Columbia, Suburban Maryland, and Northern Virginia.

[The 2021 Online Nomination Form](#)

[2021 Nomination Form \(PDF\)](#)

[2021 Nomination Brochure \(PDF\)](#)

Winners will be recognized at our esteemed awards ceremony to be held June 2021 in Washington, DC.

Commuter Connections encourages and assists area businesses and their employees to adopt alternative commuting methods such as transit, teleworking, carpooling/vanpooling, and bicycling/walking. These methods help to mitigate traffic congestion and provide for cleaner air through reduced auto emissions.

The Commuter Connections annual Employer Recognition Awards Ceremony recognizes employers who have initiated programs that facilitate the use of such alternatives. Eligible employer programs include those that market alternative commuting options, initiated a successful telework program, or provide incentives that make using alternative transportation modes easier and more attractive than driving alone. Applications are evaluated by a selection committee and winners are chosen for their ability to offer measurable commuter benefits that reduce automobile fuel consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners are selected for their policies that improved the lives of their employees and the region.


Employer Awards Categories

Incentives

Employers who offer commuter incentives to encourage and reward employees for taking alternative means of transportation; such as transit and vanpool subsidies, pre-tax benefits, and preferred or discounted parking for carpools and vanpools. Other incentives may include flex-time schedules, free shuttle service, or the provision of facilities and equipment such as bike racks, showers, and lockers.

Bike to Work Day

Commuter Connections began its annual sponsorship drive in November 2020 for the May 2021 Bike to Work Day event. Outreach was made to past and prospective sponsors. The sponsorship drive remained open until January 29, 2021.



bike to work day
2021

Bike to Work Day - May 21, 2021 Regional Sponsorship Declaration

Please Return by January 29, 2021

Please check one of the following Sponsor Levels:	Cash	In-Kind
<p>GOLD SPONSOR LEVEL \$7,500 <i>Mentioned as sponsor on over 400 Radio ads (traditional radio and/or equivalent online media impressions), Social Media, plus all Silver and Bronze level items</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>SILVER SPONSOR LEVEL \$4,500 <i>Logo on 20,000 T-shirts, Press Release, plus Bronze level items</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>BRONZE SPONSOR LEVEL \$1,200 <i>Logo on Website and 90,000 Posters and Rack Cards</i></p>	<input type="checkbox"/>	<input type="checkbox"/>

If in-kind donation, please describe: _____

Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,500 in cash, or \$2,250 in cash and \$2,250 in acceptable merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration and is typically available at no extra cost; although uncommon, certain pit stop locations may require a separate fee for tabling.

Name: _____ Title: _____

Organization: _____

Address: _____


City, State, Zip: _____

e-mail: _____ Phone: _____


Website address for your sponsor logo: _____

Signature _____ Date: _____


Please make check payable to: **Metropolitan Washington Council of Governments** and mail to 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send this form and logo to dfranklin@mwcog.org in high resolution format for quality reproduction, no later than January 29, 2021. Preferred format is eps. Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION



Metropolitan Washington
Council of Governments



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

Newsletters

The Summer and Fall 2020 editions of the Commuter Connections newsletter were produced during the first half of FY21. These six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections website. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at www.federaletc.org.

ISSUE 3, Volume 24, SUMMER 2020 WHAT'S INSIDE

- 3-4 Car Free Day - Tuesday, September 22, 2020
- 5 Commuter Connections' 23rd Annual Employer Recognition Awards
- 6 New Commuter Connections Website Available

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

23RD ANNUAL EMPLOYER RECOGNITION AWARDS HONOR AREA COMPANIES

A good employer commute program is beneficial in helping to influence how employees get to and from work. In June, the Metropolitan Washington Council of Governments (COG) Commuter Connections' program honored three employers in the Washington, DC, region for their exceptional commitment to easing their employees' commutes at its 23rd annual Employer Recognition Awards. This year's event was live streamed virtually from the National Press Club.

Moore, Chair, Commuter Connections Subcommittee and Employer Outreach Specialist and Transportation Planner, Fairfax County Department of Transportation. The Commuter Connections Employer Services program is a comprehensive regional network dedicated to assisting employers in setting up and expanding commuter initiatives.

Winners were chosen based on their abilities to offer measurable commuter benefits that reduce gasoline consumption and emissions through fewer vehicle trips and miles traveled; and for implementing policies that have improved the commutes of their employees. These collective efforts by employers help reduce traffic congestion and air quality emissions in the region.

"For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting," said Nicholas Ramos, Commuter Connections Director.

District of Columbia Councilmember, Charles Allen, served as the Master of Ceremonies and one of the award presenters. He also serves as Vice Chairman of the National Capital Region Transportation Planning Board (TPB) at COG. Alderman Kelly Russell with the City of Frederick, and the current chair of the TPB, was also an award presenter.

INCENTIVES AWARD
Abt Associates' Rockville, MD

Abt Associates' mission is to improve the quality of life and economic well-being of people worldwide by incorporating social and environmental responsibility into all its operations, from committing to de-carbonization to taking

LEADING THE WAY

Commuter Connections recognized Abt Associates of Rockville, MD, United Therapeutics Corporation of Silver Spring, MD, and ANI Enterprise of Silver Spring with awards for their incentives, marketing, and teleworking programs, respectively. Together, their employees reduced a total of more than 21 million vehicle miles traveled (VMT) and collectively saved more than 113,000 gallons of gasoline per year while saving thousands of dollars annually.

"Employees that support daily commute alternatives such as bicycling, walking, teleworking, public transit, ridesharing, and alternative work schedules help create better morale and work-life balance for employees, while simultaneously bettering their environments," said Marcus

2020 WINNER

Continued on page 2

ISSUE 4, Volume 24, FALL 2020 WHAT'S INSIDE

- 1 Commuter Connections' 23rd Annual Employer Recognition Awards
- 2 Commuter Connections' 23rd Annual Employer Recognition Awards
- 3 What is Paying Cash-Out?
- 4 Job Vacancies Available Nationwide

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

SURVEYS REVEAL TELEWORK LEVELS PRE-POST COVID-19

A recent survey of employers in the Washington, DC metropolitan region was conducted by Commuter Connections to examine coronavirus pandemic experiences.

180 employers responded, representing a wide range of employer types and sizes. The survey assessed worksite shut-downs, level of teleworking at worksites before and during the pandemic, and challenges and benefits experienced during the unprecedented heavy remote work period.

Nearly all (93%) employers reported that their worksites shut down or reduced on-site operations for employees. More than three-quarters (77%) had shut-down or reduced operations at all worksites and 16 percent had shut down some worksites.

Nearly all (97%) respondents said at least some employees were teleworking during the pandemic. More than half (55%) said employees teleworked all workdays and 11 percent said all employees teleworked some of their workdays. Three in ten (31%) noted that some employees teleworked, but that others worked at their usual work location.

More than six in ten (62%) employers had a formal telework policy or program in place before the pandemic began, and 14 percent said they initiated one during the pandemic.

Thirty-seven percent of employers said they would continue telework at a level higher than pre-pandemic levels, allowing more employees to telework than before the pandemic and/or allowing more days or hours of telework per week. Twenty percent said they would most likely continue telework at normal levels.

"Telework prepared us for moving forward with 100% remote (employees) when the pandemic hit in March. The company continued operations without missing a beat," said Dale Roberts, Chief Operating Officer at Tesla Government.

Almost two-thirds (64%) of respondents considered flexible or staggered work hours and nearly three in ten (27%) considered compressed work schedules to reduce the spread of future virus outbreaks after offices reopen.

Child/dependent care rated as the most significant concern during increased teleworking. The other highest issue of concern was employee isolation.

Nearly half (48%) of all respondents said employees felt they were more productive working remotely, and more than one in five (21%) said employees had even improved communication with managers. Roberts added, "We have several supervisors who, prior to the pandemic, were reluctant to allow more than 2-days per week of telework for their teams. They feared loss of a cohesive team and have learned how to keep the team environment functioning extremely well and productive through use of video, phone and messaging capabilities available to them."

The overwhelming benefit, cited by 75 percent of respondents, was not having to commute to work. Six

Continued on page 2

Federal ETC News Updates

SUMMER 2020

FEDERAL ETC UPDATES

RETURNING TO A NEW NORMAL



The COVID-19 pandemic will not last forever, but the changes in the way we interact with one another may well continue; some predict the handshake will become obsolete.

What about the way we work? COVID-19 has shown us that for some federal agencies, teleworking is more feasible than originally thought. Video conference services took over for conference rooms. The refrigerator took over for the local café that caters to the business lunch crowd. Pets assumed the role of co-worker who just doesn't want to leave you alone. Telework notably reduces auto emissions and traffic congestion, so the more working remotely, the better the environment and mobility. That alone is a good reason to start mixing more frequent telework into the regular work week for federal employees, not to mention the enormous work/life balance impact it brings.

The federal government has released a phased approach to reopening the country, and there is no shortage of guidance. There are three phases, each of which progresses to lighter and lighter restrictions. For example, non-essential travel is prohibited under phase one, but can be resumed under phase two. Workplaces should remain closed during phase one but can slowly be reopened under phase two, and will be fully open under phase three.

The Office of Personnel Management (OPM) issued M-20-23, a guide to help agency leadership determine when to implement return to work plans. The M-20-23 memo outlines five key parameters that will inform how federal agencies operate, including geographic-based decisions, telework status guidelines, personal guidelines, facilities, service & operations guidelines, and federal employee and travel guidelines. The Administration's Opening Up America Again provides additional guidance. General Service Administration (GSA) has even more guidance on what agencies need to consider when developing a re-opening plan.


The federal government understands that the pace of the re-opening will be different for federal employees region-to-region. Employees of the National Parks Service have a better chance of returning to work sooner than Hill staffers, due to the outdoor nature of many of its jobs.



FALL 2020

FEDERAL ETC UPDATES

NCPIC TRANSPORTATION ELEMENT UPDATE AND WHAT IT MEANS FOR FEDERAL AGENCY TMP'S




New policies guiding transportation management at federal workites in the National Capital Region were recently adopted by the National Capital Planning Commission (NCPIC). The Commission voted at a July 2020 meeting to adopt updates to the Transportation Element of the Comprehensive Plan. The updated Transportation Element will replace the 2016 Federal Transportation Element and policies.

Notable changes to the Transportation Element, as outlined in the NCPIC Project Summary, include:

- A new Transportation Addendum targeting practical implementation of Transportation Management Plans (TMP)
- An increase in the parking requirements for the L'Enfant City (formerly Regional Core) area from 1:5 to 1:6 ratio of parking spaces to employees
- A new policy that encourages agencies to consider how charging for parking can be used as a TDM tool

The new Addendum to the Transportation Element contains a revamped TMP review process that encourages Federal Employee Transportation Coordinators (ETC) operating or creating a TMP to proactively consult directly with NCPIC, local jurisdictions, the Metropolitan Washington Council of Governments (MCOG), and transit planners to identify potential employee commute issues and/or opportunities. ETCs are considered the primary implementors, administrators, and managers of TMPs at the federal agency level. TMPs should be fully integrated with worksite master plans and reviewed at least every five years to ensure they accurately reflect forecasted challenges to the campus/installation (Transportation Element Addendum, 5).

Consistent monitoring and evaluation are also expected under the new policies. Federal ETCs are expected to document the effectiveness of Transportation Demand Management (TDM) strategies by collecting applicable data for determining impacts. NCPIC will request certain transportation metrics on a biennial basis for all facilities with master plans or for projects that have transportation implications, including those that seek a parking ratio deviation in accordance with the criteria in the NCPIC Submission Guidelines. The biennial report is intended to update NCPIC with TMP progress, and generally




Continued on page 2

E-Newsletters

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK


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



Surveys Reveal Telework Levels Pre-Post Coronavirus Pandemic

A survey of employers revealed telework experiences surrounding the pandemic. More than a third said that after stay-at-home restrictions are lifted, employees are likely to telework at a greater degree than pre-pandemic levels.

More News



Clean Air Partners Educates Region on Air Quality

As a result of the coronavirus pandemic, traffic levels have been down dramatically which has contributed to better air quality in the region.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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



23rd Annual Employer Recognition Awards Honor Area Companies

Three employers in the Washington, DC region were honored during a virtual ceremony hosted by the Metropolitan Washington Council of Governments, for their commuter benefits and telework programs.

More News



Car Free Day – Tuesday, September 22, 2020

Telework, Bike, Walk, Scooter, Bus, Rideshare, or use the Train on Car Free Day 2020. Take the free pledge and receive a \$30 Nift Gift credit to local merchants, and a free LOVE Burger!

Appendix A

Performance Measures

Web Visits

Month	FY 2020 Web Visits	FY 2020 Web Visits	+/-	+/- %
July	7,280	4,113	(3,167)	-43.50%
August	8,274	4,356	(3,918)	-47.35%
September	8,944	3,702	(5,242)	-58.61%
October	11,125	4,180	(6,945)	-62.43%
November	10,791	3,713	(7,078)	-65.59%
December	9,373	2,776	(6,597)	-70.38%
	55,787	22,840	(32,947)	-59.06%

Phone Calls

Month	FY 2020 Phone Calls	FY 2021 Phone Calls	+/-	+/- %
July	853	261	(592)	-69.4%
August	847	158	(689)	-81.3%
September	953	143	(810)	-85.0%
October	1,069	191	(878)	-82.1%
November	568	171	(397)	-69.9%
December	898	151	(747)	-83.2%
	5,188	1,075	(4,113)	-79.3%

Rideshare Applications

Month	Rideshare FY 2020 Applications	Rideshare FY 2021 Applications	Change	%
July	932	748	-184	-19.7%
August	1,552	423	-1,129	-72.7%
September	843	634	-209	-24.8%
October	1,069	471	-598	-55.9%
November	1,585	568	-1,017	-64.2%
December	874	712	-162	-18.5%
	6,855	3,556	(3,299)	-48.1%

GRH Applications

Month	GRH FY 2020 Applications	GRH FY 2021 Applications	Change	%
July	581	192	-389	-67.0%
August	634	206	-428	-67.5%
September	595	151	-444	-74.6%
October	701	212	-489	-69.8%
November	527	163	-364	-69.1%
December	524	127	-397	-75.8%
	3,562	1,051	-2,511	-70.5%

Appendix B

Car Free Day Earned Media Placements

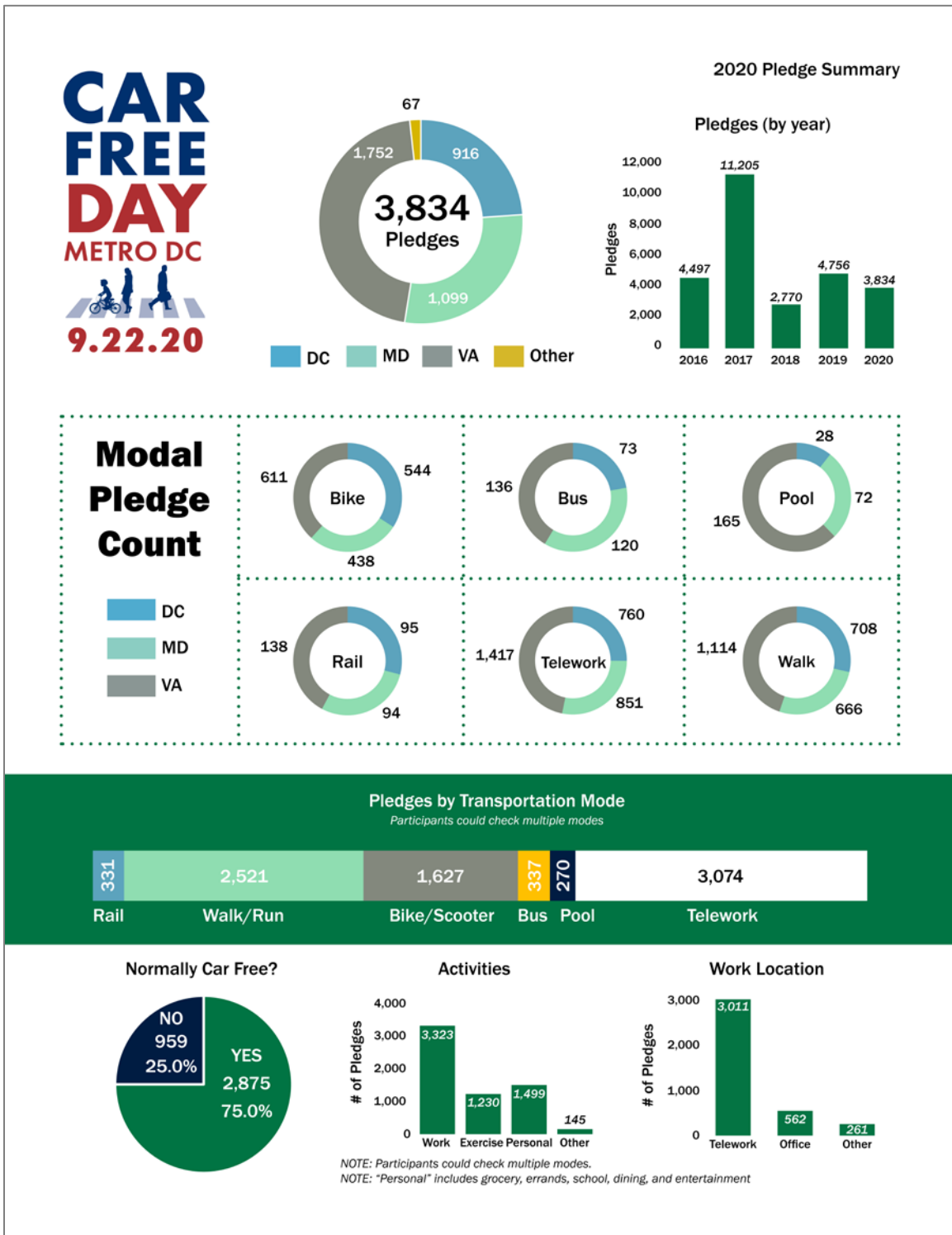
Car Free Day 2020 media placements and calendar listings across print, online, and broadcast outlets.

Media Placements:

Car Free Day 2020 Print /Online Coverage		
Date	Outlet	Topic linked to URL
September 21, 2020	InsideNoVA	Commuter Connections wants you to commit to a car free Tuesday
September 21, 2020	WTOP News	Commuter Connections wants you to commit to a car free Tuesday
Car Free Day 2020 Television Coverage		
September 18, 2020	CTV News	September 18, 2020 – YouTube video CTV News – timestamp 7:04
Car Free Day 2020 Calendar Listing		
Outlet	Listing	
Arlington Transportation Partners	https://arlingtontransportationpartners.com/initiatives/car-free-day/	
Patch	https://patch.com/district-columbia/washingtondc/calendar/event/20200922/879859/car-free-day-2020	
Frederick News Post	https://www.fredericknewspost.com/calendar/other/car-free-day-2020/event_cafac692-d281-11ea-8025-5cb9017bdf7b.html	
Prince William Living	https://princewilliamliving.com/event/car-free-day-2020/	
TaxiComp	https://www.taxicomp.com/XX/Unknown/123041014376149/Car-Free-Day	
The BayNet	https://www.thebaynet.com/events/car-free-day-2020.html	
Spingo DC	http://spingodc.spingo.com/mobile/home	
The Washington Informer	https://www.washingtoninformer.com/community-calendar/?escaped_fragment=%23!/show/?start=2018-10-30#!/show/?start=2020-09-22	
WTOP News	https://wtop.com/local/2020/09/commuter-connections-wants-you-to-commit-to-a-car-free-tuesday/	

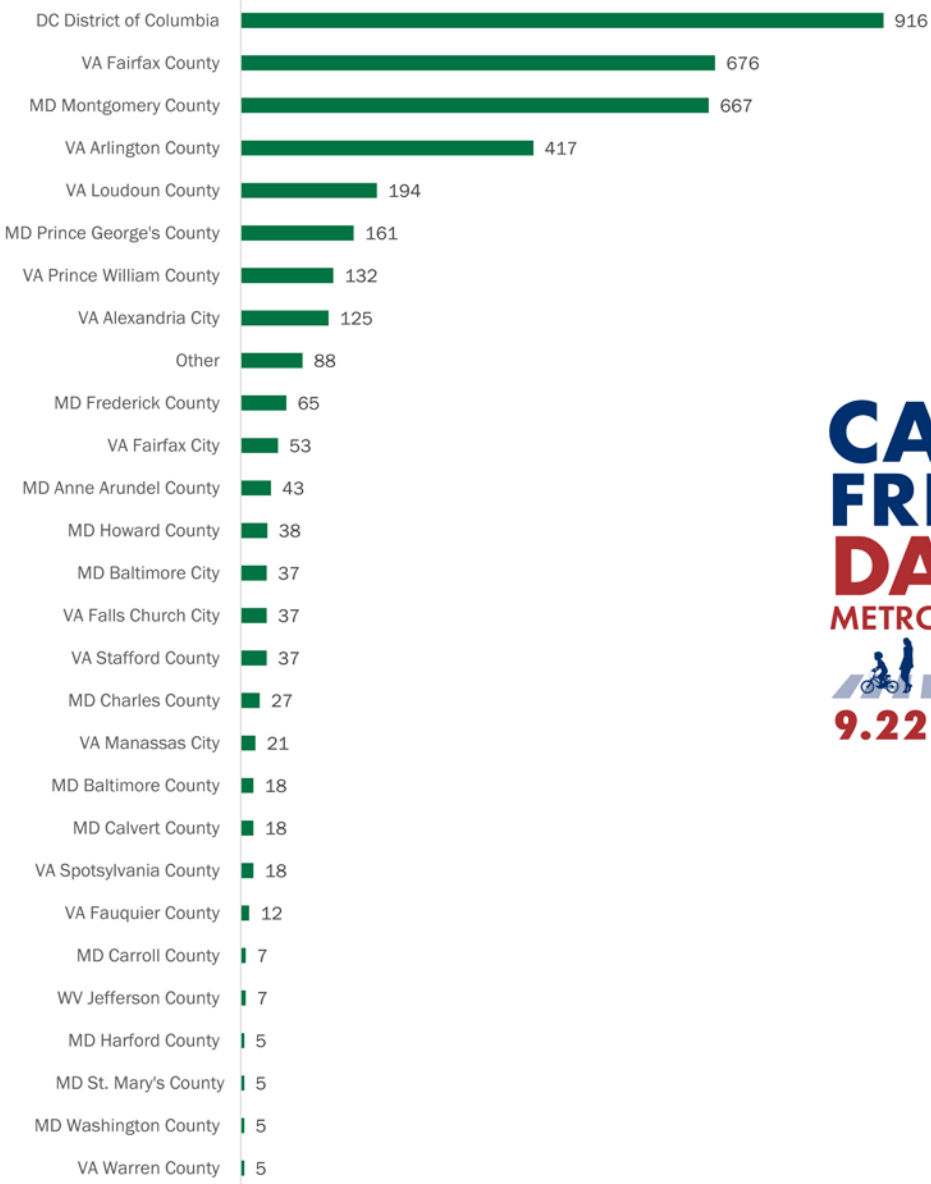
Appendix C

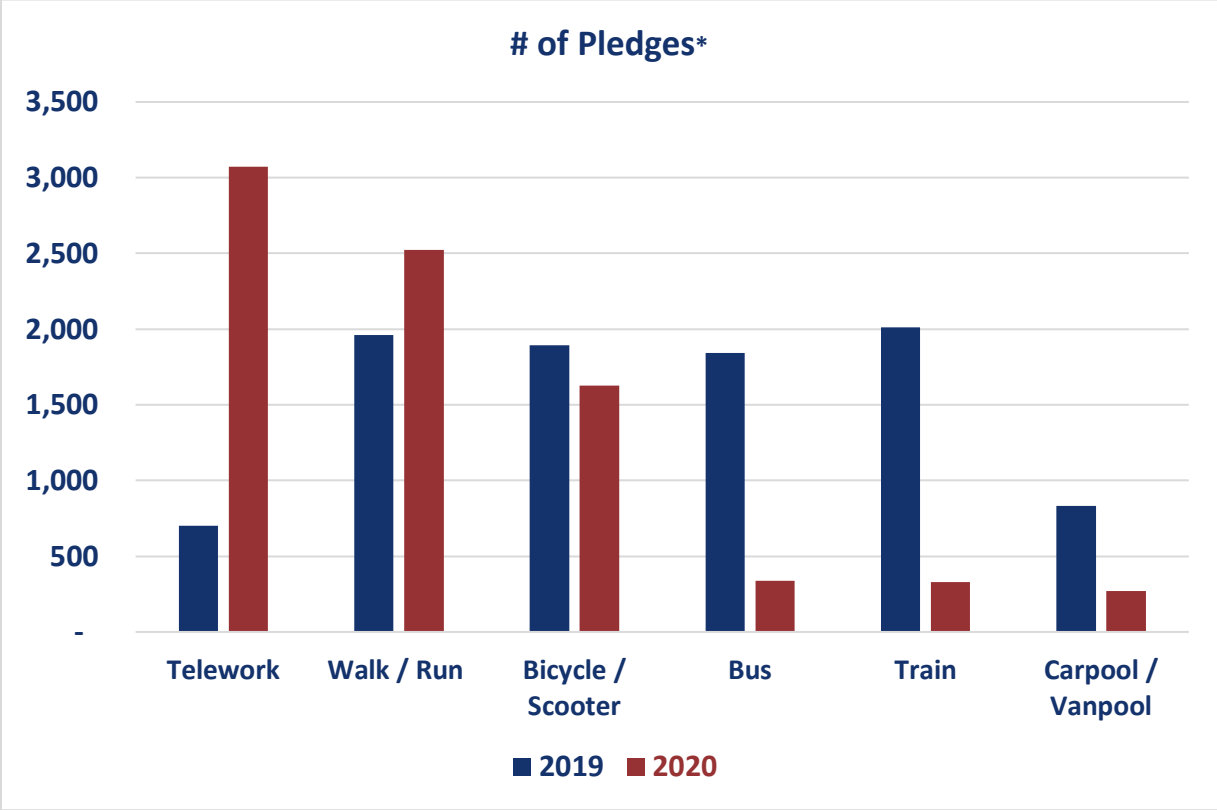
Car Free Day Pledge Data



2020 Pledge Summary

Pledges by Jurisdiction





Appendix D

Car Free Day Digital Media Results

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day 2020	Google Display Network	\$9.67	490	172	35.10%	\$0.06
Car Free Day 2020	Google Display Network	\$15.00	560	251	44.82%	\$0.06
Car Free Day 2020	Google Display Network	\$21.33	839	446	53.16%	\$0.05
Car Free Day 2020	YouTube Videos	\$237.58	25,667	11,242	43.80%	\$0.02
Car Free Day 2020	YouTube Videos	\$233.56	23,895	9,675	40.49%	\$0.02
Car Free Day 2020	YouTube Videos	\$223.99	18,225	5,951	32.65%	\$0.04
		\$741.13	69,676	27,737	39.81%	\$0.03

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day 2020	Facebook "Take a deep..."	\$83.00	14,788	110	0.74%	\$0.75
Car Free Day 2020	Facebook "Hop on a scooter,..."	\$83.00	16,396	100	0.61%	\$0.83
Car Free Day 2020	Facebook "Commute with Confidence..."	\$83.00	16,792	104	0.62%	\$0.80
Car Free Day 2020	Facebook "Working from home..."	\$83.00	18,663	174	0.93%	\$0.48
Car Free Day 2020	Facebook "Walking to work..."	\$83.00	17,502	191	1.09%	\$0.43
Car Free Day 2020	Facebook "Carpooling is..."	\$83.00	17,172	152	0.89%	\$0.55
Car Free Day 2020	Facebook "Join millions and take..."	\$83.00	15,504	103	0.66%	\$0.81
Car Free Day 2020	Facebook "Happy first day of fall..."	\$83.00	13,674	102	0.75%	\$0.81
Car Free Day 2020	Facebook "Thanks to our sponsors..."	\$50.23	1,266	312	24.64%	\$0.16
		\$714.23	131,757	1,348	1.02%	\$0.53

Appendix E

Commute with Confidence Social Media Results

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Commute with Confidence Fall 2020	Facebook "Employer-based ridematching..."	\$1,500.00	166,388	1,363	0.82%	\$1.10
Commute with Confidence Fall 2020	Facebook "Bike with confidence and maintain..."	\$1,000.00	79,107	1,462	1.85%	\$0.68
Commute with Confidence Fall 2020	Facebook "Commute with Confidence in a safe..."	\$372.60	42,791	320	0.75%	\$1.16
		\$2,872.60	288,286	3,145	1.09%	\$0.91