



**Metropolitan Washington
Council of Governments**

**FY20 Second Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

September 15, 2020



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity which occurred between January and June 2020. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington, DC region. The use of media and other forms of communication at high reach and frequency levels influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting and reregistering for Commuter Connections services.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet emissions impacts and mobility goals.

The regional TDM Mass Marketing initiative promotes Ridematching services and the Guaranteed Ride Home program. 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 or increase usage.

Other campaigns planned for the second half of FY20 included the promotion of Flextime Rewards, CarpoolNow, Bike to Work Day and the Employer Recognition Awards.

The COVID-19 pandemic had significant impact on Commuter Connections marketing activities during the second half of FY20. More specific details can be found in the COVID-19 section included below and throughout this report.

Mass Marketing Campaign

The FY20 second half media campaign, promoting Ridesharing and Guaranteed Ride Home, used new advertising developed for spring FY20, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed “The Big Deal” for Rideshare, and “Why Ride Alone?” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2020. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively. The campaigns planned to run for a total of 20 weeks, alternating weeks between Rideshare and GRH, but were abruptly paused in mid-March, due to the COVID-19 pandemic. The total planned cost of the Rideshare media buy during the second half of FY20 was \$18,346.51 and the total cost of the GRH media buy was \$334,724.71.

The FY20 second half media campaign also included promoting GRH in the Baltimore region, using the same new creative developed for the Washington, DC region. GRH radio “Why Ride Alone?” ads were to run for a total of eight weeks from February through June 2020 but were ended prematurely and the message was refocused on GRH during the COVID-19 pandemic. The total cost of the GRH Baltimore media buy was \$17,379.14.

Value Add Promotions

Based on paid media spending and negotiations, certain media outlets provided additional value to Commuter Connections through complimentary advertising in the form of extra Rideshare and GRH media exposure. Value add varies from no-charge radio ads and brief promotional messages, to radio personality social media posts and banner ads on station websites.

Messaging Strategy

Rideshare's "The Big Deal" campaign used the idea of hitting a jackpot or spinning a wheel to become a winner around commuting – with so many options (ridesharing, transit, walking, bicycling, scootering, and teleworking) and so many potential benefits (saving money and time, reducing pollution and traffic congestion, and better work-life balance); no matter how you spin or what you choose, you're always a winner. The campaign informed commuters that once they registered with Commuter Connections for free, they gained access to ridematch options, and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce traffic congestion is positively impacted. Rideshare advertising was placed on radio and social media.

The FY20 messaging for GRH is "Why Ride Alone?" The campaign graphically portrayed several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program portrayed in this message included the ability to share a ride with others, removing an otherwise isolated portion of someone's day; and knowing that you'll be able to get home safely, guaranteed. 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. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or emergencies. A reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music and news radio stations, television, digital, transit, native content, and social media.

'Pool Rewards

While the majority of the 'Pool Rewards campaign ran during the first half of FY20, the campaign was extended into the second half of the year on behalf of the I-66 project. In January, 'Pool Rewards was promoted on WTOP with live radio reads that aired January 6 - January 26.

Flextime Rewards

During the second half of FY20, the Flextime Rewards campaign was also developed and implemented. The campaign was to run February through June to promote financial rewards given to drivers to avoid highly congested areas during peak travel times, however it ended early due to the COVID-19 pandemic. The total planned cost of the Flextime Rewards media spend for FY20 was \$15,000.

CarpoolNow Mobile App

A media campaign was to be developed and implemented for CarpoolNow during the second half of FY20 to promote the benefits of the mobile application. A portion of the messaging was to include a mention of the driver incentive. Due to the pandemic, this campaign was cancelled before it started. The total planned cost of the CarpoolNow mobile app media spend for the second half of FY20 was \$15,000.

Bike to Work Day

The Committee selected raspberry as the 2020 color, along with a new visual concept for the marketing materials. A sponsor drive netted 18 sponsors for Bike to Work Day, collectively donating \$56,000 in cash, and \$12,040 of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach were included within the pre-COVID-19 planned campaign. The registration goal for Bike to Work Day 2020 was set at 18,800 bicyclists and the total cost of the Bike to Work Day media budget was \$60,000. The Bike to Work Day 2020 event was cancelled due to the pandemic; however, the marketing materials had already been printed and distributed. The T-shirts, vinyl banners were not printed, nor did any radio air.

Employer Recognition Awards

The employer nomination period remained open through Friday January 31, 2020. Summaries of each employer nomination were prepared and were reviewed by the Selection Committee in April 2020. Award winners were originally to be honored at an in-person ceremony at the National Press Club on June 23, 2020. Due to the COVID-19 pandemic, the event was held virtually. Two items originally planned to print, the invitations and podium signage were distributed digitally. A video, program booklet, trophies, and print ad were developed for use during and following the virtual event.

COVID-19 Impact

The COVID-19 pandemic had a profound impact on the world, the United States, and the Washington, DC region. The first sign of a virus of an unknown cause was reported to the World Health Organization (WHO) on December 31, 2019. Less than two weeks later, the WHO issued its first guidance on the novel coronavirus, which was later named COVID-19. On January 30, 2020, the first confirmed U.S. case of human-to-human transmission was reported and new cases began to emerge throughout the country at an alarming rate. The virus was later determined to have originated in Wuhan, China.

By mid-March 2020, the U.S. declared a national emergency, and states, including the District of Columbia issued stay at home orders and school closures; only designated essential businesses remained open. Due to the lack of demand, public transportation schedules were drastically limited and traffic congestion as we know it became a non-entity. Lack of demand for gasoline caused rates at the pump to plummet. Commuter Connections had already begun to place more emphasis on teleworking, which fit well into maintaining continuity of operations, as many employers looked-for guidance and assistance to shift to a remote workforce model.

Due to the pandemic, most of Commuter Connections' in-progress and upcoming marketing campaigns were necessarily placed on hold. Bike to Work Day, which was to be held on Friday, May 15, 2020, to celebrate bicycling as a clean, fun, and healthy way to get to work, was cancelled for the calendar year. The CarpoolNow promotion to be held in conjunction with the Orange and Silver Line Metrorail station shutdowns was also cancelled. Campaigns for Guaranteed Ride Home, Ridesharing, and Flextime Rewards were all cut short. The Guaranteed Ride Home program however remained a continued resource for essential workers, including those on the front lines.

Metropolitan Washington Council of Governments

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TPB considers actions to reduce roadway fatalities and injuries

Regional COVID-19 Updates & Resources

Region's leaders call for racial justice

2020 Homelessness Report

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
COVID-19 Commuting Tips

Recent Tweets

Among the recommendations being considered is a new @NatCapRegTPB Regional Roadway Safety Program to assist member... [twitter.com/I/web/status/1...](#)

Remember, used gloves and masks cannot be recycled. They must be thrown away! More about where and what to #recycle... [twitter.com/I/web/status/1...](#)

As the region gradually reopens, Commute with Confidence

During the midst of the coronavirus pandemic Commuter Connections launched its “*Commute with Confidence*” webpage to serve as a vital resource for commuting in a safe and healthy manner. As the region methodically began to re-open for business, this clearinghouse has and continues to provide valuable tips and guidance from the Centers for Disease Control and Prevention, state governments, local jurisdictions, and transit providers. The comprehensive tool provides important recommendations on how commuters can keep as safe as possible while commuting, using both shared and non-shared travel modes.

See pages 24 and 25 for the Commuter Connections public service marketing campaign targeting essential workers, along with Commute with Confidence messaging for phased re-openings.



Introduction

The FY20 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2020, outlined the marketing plans for FY20. The strategy behind the FY20 campaigns were built upon findings from the following reports:

- 2019 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
- FY2015-FY2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2019 Bike to Work Survey TERM Analysis Report

The second half of FY20 included the following actions, prior to the COVID-19 pandemic:

- Launch of the new spring FY20 regional mass marketing campaign
- Promoting Flextime Rewards
- Promoting the CarpoolNow mobile app
- Winter and spring newsletters, in both print and e-newsletter versions
- Planning and implementing the Bike to Work Day 2020 event
- Planning and implementing the 23rd annual Employer Recognition Awards

About Commuter Connections

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

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- 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

Cornerstones of the Marketing Campaign

The primary services initially featured in the regional TDM mass marketing campaign were GRH and Ridematching. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling, and teleworking.

The objectives of the marketing campaign (pre COVID-19 pandemic) were to:

- Promote the benefits of ridesharing, through simple, direct messages.
- Promote the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Promote Commuter Connections as the trusted, convenient regional provider of commuter services for over 40 years.
- Increase the number of participants in Bike to Work Day based on set committee goals.
- Promote incenTrip, the multimodal trip planning app that rewards points for each commute trip planned.
- Draw upon the additional savings of 'Pool Rewards as further incentive.
- Promote Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington, DC and Baltimore metropolitan regions, plus St. Mary's County.
- Promote employer efforts to ease regional commuting issues through earned media placements, employer newsletter, and the Employer Recognition Awards program.
- Prepare human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Hispanic, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.
- Encourage employers to submit nominations for the 2020 Employer Recognition Awards.

Brand Character

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

Spring 2020 Campaign

The spring 2020 media campaign, promoting GRH and RS, started the second week of February and was to run through the end of June. The campaign was terminated once stay at home orders were given. Media included radio, television, digital, native content, social media, and transit ads.



Ridesharing Campaign

Messaging Strategy

Rideshare's "The Big Deal" campaign used the idea of hitting a jackpot or spinning a wheel to become a winner around commuting – with so many options and many benefits, no matter how you spin or what you choose, you're always a winner with Commuter Connections!



Media Objectives: Rideshare

The spring FY20 media campaign promoted the Ridematching service using a mix of traditional and non-traditional advertising approaches to increase awareness of shared ride modes, retain current ridership, and gain new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV/Express Lanes corridors, due to typical highway congestion and fewer transit options.

Target Market

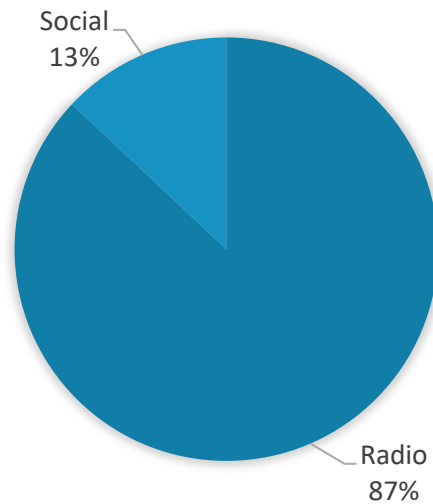
From the FY2018 Commuter Connections Applicant Database Annual Placement Survey Report:

- **Weekly Commute Trips by Mode Share:** takes transit (45%), carpools/vanpools (26%), teleworks/CWS (15%)
- **Gender:** female 54%, male (46%)
- **Age:** 45-64 (61%)
- **Arrives at Work:** between 6:00-7:59 a.m. (63%)
- **Ethnicity/Race:** Caucasian (57%), African-American (22%)
- **Commute Distance Average (One-Way):** 35.1 miles
- **Commute Distance (One-Way):** 20+ miles (81%), 30+ miles (62%), 40+ miles (39%)
- **Lives:** in Virginia (57%), Maryland (40%)
- **Works:** in DC (50%), Maryland (25%), and Virginia (25%)
- **Works:** for employers with 101+ employees (79%), for employers with 1000+ employees (48%)
- **Works:** for federal agency (66%), private sector (21%)
- **Works:** as computer-engineering-science (26%), business-financial operations (24%), office administrative support (15%), management occupations (13%)

Geographic Targeting

Washington, DC DMA

SPRING RIDESHARE MEDIA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$16,508.69	\$22,851.00	8,752,940
Social Media	\$1,837.82	\$1,837.82	60,000
Totals	\$18,346.51	\$24,688.82	8,812,940

Rideshare Spring by Radio Station	MWCOG Cost	Gross Cost
WAFY /WWEG	\$3,346.44	\$3,937.00
WBQB	\$2,991.15	\$6,948.00
WFLS	\$4,407.25	\$5,185.00
WFMD	\$1,620.10	\$1,906.00
WFRE	\$4,143.75	\$4,875.00
Totals	\$16,508.69	\$22,851.00

Rideshare Spring by Social Media	MWCOG Cost	Gross Cost
Facebook	\$400.00	\$400.00
Instagram	\$240.00	\$240.00
YouTube	\$1,197.82	\$1,197.82
Totals	\$1,837.82	\$1,837.82

Value Add

In addition to paid media spots, value add spots were negotiated. A total of \$18,810.00 in value-add was negotiated for Rideshare.

Radio

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

- WAFY (103.1 Top 40)
- WWEG (106.9 Classics)
- WBQB (101.5 Adult Contemporary)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)

The Rideshare radio campaign was to alternate for nine weeks, February through June, but ended starting mid-March due to the COVID-19 pandemic. The following radio ads promoted the Ridematching program:

Ridesharing :30 “The Big Deal” Extra Encouragement

Have you been thinking about switching to ridesharing? Here’s some extra encouragement to leave your car behind: your new commute could pay for your morning coffee! Check out all of the ridesharing incentives from Commuter Connections and start earning cash for your commute. You can also save time and money when you rideshare. Always free. Commuter Connections is a smarter way to work. Register or renew today at [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE. That’s [Commuter Connections dot org](http://CommuterConnections.org). Some restrictions apply.

Ridesharing :30 “The Big Deal” A Gamble

Does your commute feel like a gamble? The traffic, the parking, the stress! If you want to be a winner – Commuter Connections has free programs that fit your commuting needs; and the rewards really add up! Commuters can get assistance, perks, and even CASH for going car free, carpooling, or avoiding heavily congested traffic corridors. That’s a Big Deal! Always free. Register or renew today at [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE. That’s [Commuter Connections dot org](http://CommuterConnections.org). Some restrictions apply.

Social Media Advertising

The Ridematching program was promoted through social media advertising on Instagram. Sponsored ads were to be posted for nine weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign. However, these ads ended in mid-March due to the COVID-19 pandemic.

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



Online & Digital Advertising

Rideshare digital banner ads accompanied radio as value add.

Banner Ads



YouTube Video Storyboard

Commuter Connections
 Spring Umbrella: RS
 :15 seconds

<p>Does your commute Text comes in, wheel fades in</p>	<p>feel like a gamble? Text fades in, wheel starts spinning, yellow box scales to fit screen</p>	<p>The traffic, Text slides down</p>
<p>the parking Text slides up</p>	<p>the stress. Text slides side</p>	<p>If you want to be a winner Wheel spins, lands on WINNER, marker blinks (ding ding)</p>
<p>head over to Commuter Connections.org Logo comes in</p>	<p>for assistance, perks, Text slides in, slides down</p>	<p>and even CASH! Money sign scales in & blinks</p>
<p>It's a Big Deal! The Big Deal rotates in, slides out</p>	<p>Register today at Text slides in</p>	<p>commuterconnections.org or 800.745.RIDE. Some restrictions apply. Text fades in</p>

Guaranteed Ride Home Campaign

Messaging Strategy

The FY20 messaging for GRH was “Why Ride Alone?” This campaign graphically portrayed several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program in the ads included the ability to share a ride with others instead of riding alone, knowing that you’ll be able to get home safely, guaranteed.

By registering or re-registering, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home – guaranteed. GRH registration is positioned as an easy step that will pay off when the commuter finds themselves confronted with late nights, illness, or unexpected emergencies. GRH advertising was placed on a mix of music and news radio stations, television, digital, social media, and transit signage.

WHY RIDE
alone

CHANGE THE WAY YOU COMMUTE AND GET BENEFITS SUCH AS GUARANTEED RIDE HOME!*

GET A FREE GUARANTEED RIDE HOME

*Some restrictions apply.

Set up your free account at

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

Media Objectives: Guaranteed Ride Home

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

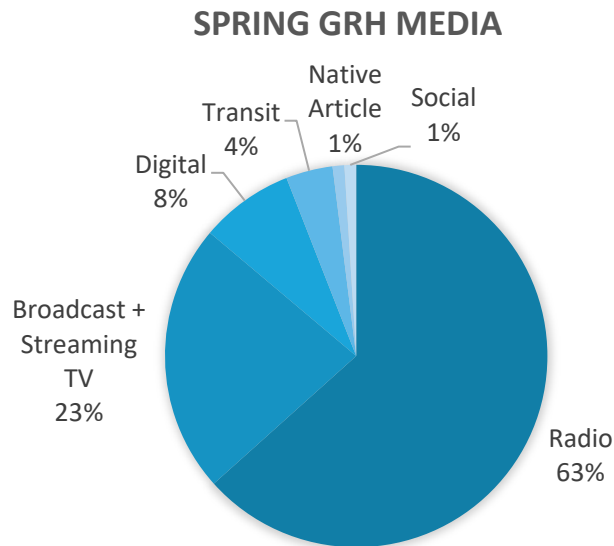
Target Market

From the 2019 Commuter Connections GRH Applicant Survey Report for the Washington, DC Region:

- **Gender:** male (54%), female (46%)
- **Age:** 45-64 years (67%), 35-64 years (87%)
- **Ethnicity/Race:** Caucasian (61%), African-American (22%)
- **HH Income:** \$120,000+ annual (60%)
- **Commute Distance/Time Avg One-Way:** 67 mins, 31+ mins (90%), 46 mins (72%)
- **Lives:** Virginia (55%) or Maryland (41%), emphasis on Prince William Co. (17%) and Fairfax Counties (12%)
- **Works:** DC (63%), Virginia (21%), Maryland (16%)

Geographic Targeting

Washington, DC DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$234,500.96	\$279,491.12	38,650,800
Broadcast + Streaming TV	\$43,821.75	\$73,425.00	11,400,400
Digital (WAMU/DCist)	\$30,869.93	\$40,361.11	2,860,900
Transit	\$20,195.00	\$20,195.00	270,000
Native Articles (Popville)	\$2,400.00	\$2,400.00	1,500,000
Social Media	\$2,937.07	\$2,937.07	6,500
Totals	\$334,724.71	\$418,809.30	54,688,600

GRH Spring by Radio Station	MWCOG Cost	Gross Cost
WTOP	\$79,606.75	\$93,655.00
WFRE	\$14,137.20	\$16,632.00
WFMD	\$6,311.25	\$7,425.00
WFLS	\$13,481.00	\$15,860.00
WBQB	\$13,051.75	\$19,792.03
WAFY/WWEG	\$17,331.91	\$20,390.50
iHeart	\$71,527.50	\$83,320.59
WLZL (El Zol)	\$19,053.60	\$22,416.00
Totals	\$234,500.96	\$279,491.12

GRH Spring by Social Media	MWCOG Cost	Gross Cost
Facebook	\$2,822.72	\$2,822.72
YouTube	\$114.35	\$114.35
Totals	\$2,937.07	\$2,937.07

Value Add

A total of \$54,255.00 in value add was negotiated for GRH Washington, DC.

Radio

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

- WTOP (103.5 News/Talk)
- WFRE (99.9 Country)
- WFMD (930 AM News/Talk)
- WFLS (93.3 Country)
- WBQB (101.5 Adult Contemporary)
- WAFY (Key 103.1 Top 40)
- WWEG (106.9 Classics)
- iHeart (Hot 99.5, 97.1 WASH, 98.7 WMZQ)
- WLZL (El Zol 107.9 FM Spanish)

The initial GRH radio campaign started in late February and was to run every other week through the end of June 2020, and instead ended in mid-March and replaced with COVID-19 specific messaging. The following spots promoted GRH for the second half of FY20, pre-pandemic.

Guaranteed Ride Home :30 “Why Ride Alone?”

Voice: Ugh. Traffic is backed up again. I’m gonna miss that nine AM meeting. Why am I still DOING this?

Narrator: Yeah, why ride alone? Change the way you commute and get perks like a free guaranteed ride home in case of unexpected illness, emergencies, or unscheduled overtime.

Always free. Commuter Connections is a smarter way to work. Register or renew today at Commuter Connections dot org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Guaranteed Ride Home: :30 “Why Ride Alone?” Do It

Female voice: Yay! I just found out I can get a free Guaranteed Ride Home from Commuter Connections. Mike, you rideshare to work right?

Male voice: Sometimes – but I want to more often.

Female Voice: Do it! You can help reduce congestion and pollution, use the Express or HOV Lanes for free, AND qualify for perks from Commuter Connections like a free, Guaranteed Ride Home when you’re sick, get unscheduled overtime, or deal with an unexpected emergency.

Narrator: Always free. Register or renew today at Commuter Connections dot org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Social Media Advertising

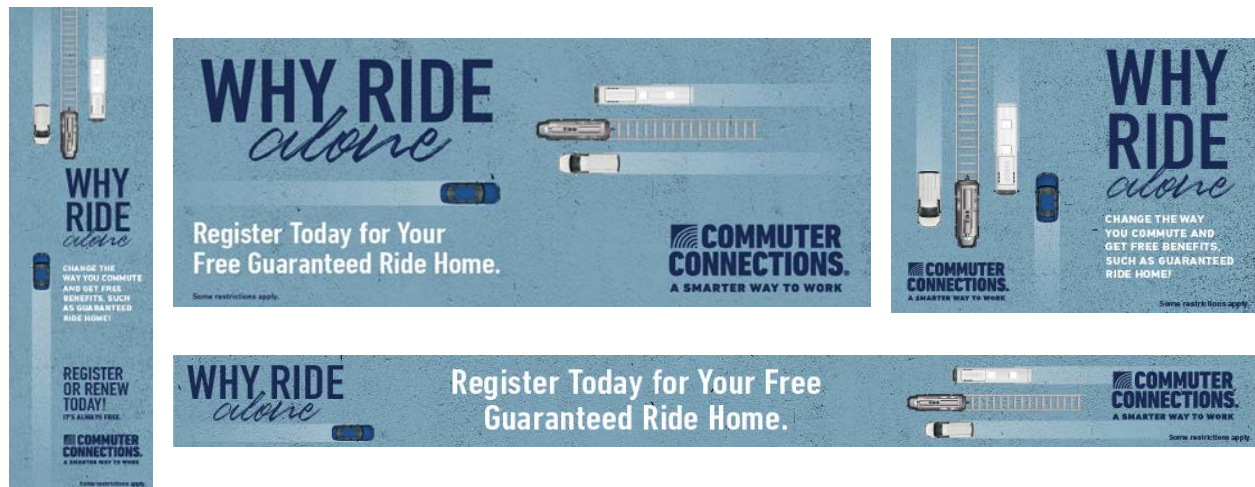
Social media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts were supposed to run for eight weeks, from February through the end of June. However, these ads ended in mid-March due to the COVID-19 pandemic.



Online & Digital Advertising

The digital campaign included banner ads and access to a digital subscriber list of 160,000 people from DCist. The digital campaign was purchased with a minimum of 1.7 million impressions.

Banner Ads



Television/YouTube

Broadcast and streaming TV ads ran on NBC News4 TV for the Guaranteed Ride Home campaign, from the third week of February until the COVID-19 pandemic in mid-March. The ads streamed on NBC4 FEPs (full episode players), which play on apps and web browsers. The ads also ran on YouTube.

Commuter Connections
Spring Umbrella: GRH
:30 seconds

 <p>TRAFFIC BACKED UP AGAIN</p>	 <p>GOING TO MISS YOUR 9 AM MEETING?</p>	 <p>? ? TIRED OF THE SAME ROUTINE? ? ?</p>
<p>Traffic backed up again Animate text, cars drive across in traffic, lines around "traffic"</p>	<p>and going to miss your 9 AM meeting? Animate text, cars drive across in traffic</p>	<p>Tired of the same routine? Animate text, cars drive across in traffic, Question marks float</p>
 <p>WHY RIDE <i>alone</i></p>	 <p>WHY RIDE <i>alone</i></p>	 <p>WHY RIDE <i>alone</i></p>
<p>Why ride alone? Why Ride comes in, "alone" writes out</p>	<p>Cars come in as "Why ride alone" disappears.</p>	<p>Cars drive across</p>
 <p>CHANGE THE WAY YOU COMMUTE</p>	 <p>GET PERKS</p>	 <p>FREE GUARANTEED RIDE HOME!</p>
<p>Change the way you commute Text slides in</p>	<p>and get perks like a Car drives up, text slides in then slides down</p>	<p>free, Guaranteed Ride Home GRH fades in, car still driving up</p>
 <p>UNEXPECTED ILLNESS</p>	 <p>UNEXPECTED EMERGENCIES</p>	 <p>UNSCHEDULED OVERTIME</p>
<p>in case of unexpected illness Text comes in</p>	<p>emergencies, or Text comes in</p>	<p>unscheduled overtime. Text comes in, frame fades out</p>
 <p>ALWAYS FREE!</p>	 <p>COMMUTER CONNECTIONS. A SMARTER WAY TO WORK</p>	 <p>REGISTER OR RENEW TODAY!</p>
<p>Always free. Text scales in, lines around text</p>	<p>Commuter Connections is a smarter way to work. Logo fades in</p>	<p>Register or renew today Text comes in</p>
 <p>commuterconnections.org 800.745.RIDE</p>	 <p>commuterconnections.org 800.745.RIDE *Some restrictions apply.</p>	
<p>at commuterconnections.org or 800.745.RIDE. Animate text, car drives across</p>	<p>That's commuterconnections.org. Some restrictions apply. *Some restrictions apply fades in</p>	

Transit Placements

To help reach the large commuting population within the region, donated transit ad space was provided by the following: Arlington Transit (bus interiors), Prince George's County (benches and shelters), PRTC OmniRide (bus interiors), Fairfax County Connector (bus interiors), and Montgomery County Ride On (bus exteriors).



Sponsored Articles

Paid sponsored or “native” articles for GRH were placed on PoPville, a popular local blog chronicling D.C. area neighborhood happenings.

The screenshot shows the PoPville website interface. At the top, there is a navigation menu with links for HOME, ABOUT, ADVERTISE, RESTAURANTS, NEIGHBORHOODS, NEWSLETTER, and PATREON. The location "Washington, DC" is displayed on the right. Below the navigation is a green banner with the PoPville logo and "Est. 2006". A secondary navigation bar includes "Columns" and "LEGAL INSIDER", "FRESH FINDS", "PRE-MARKET SOURCE", "OPEN HOUSES". A "Connect" button with social media icons (Twitter, Facebook, Email, RSS) is on the right. The main content area features a sponsored article with the headline "Here's One Reason for Joining a Carpool: Four Free Rides Home!". The article is dated "March 16, 2020 at 12:15pm" and is sponsored by "PoP Sponsor". Below the headline is a large blue graphic for "WHY RIDE alone" with the text "CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS, SUCH AS GUARANTEED RIDE HOME!". The graphic also includes the text "GET A FREE GUARANTEED RIDE HOME" and "Set up your free account at COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org 800.745.RIDE". To the right of the article is a Petco advertisement for "Pick Up Curbside In 1-2 Hours" with a blue arrow icon.

COVID-19 Public Service Announcements and Outreach

The Guaranteed Ride Home program remained a continued resource for essential workers, including those on the front lines. Public Service Announcements (PSA's) were developed to target essential workers who had limited transportation options during the COVID-19 pandemic. The PSA's took the place of the general marketing campaign through the end of June 2020.

:30 Second Script

Commuter Connections thanks essential workers traveling to their jobs during the coronavirus pandemic. The free Guaranteed Ride Home service is available for commuters using transit, ridesharing, and more. GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime. Riders are reminded that face coverings are mandated for transit and using GRH. Register or renew at Commuter Connections dot org or 800.745.RIDE. Some restrictions apply.

:15 Second Script

Guaranteed Ride Home is still providing free rides to essential workers during the coronavirus pandemic due to unexpected illness, emergencies, or unscheduled overtime. Face coverings needed for transit and GRH. Visit Commuter Connections dot org. Restrictions apply.

The GRH marketing outreach to essential workers included a sponsored article on Popville.com and on Facebook.

SPONSORED

Commuter Connections: Despite EVERYTHING, You Can Still Get a Guaranteed Free Ride Home

PoP Sponsor Today at 12:15pm

Thank You ESSENTIAL WORKERS!

GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Set up your free account at commuterconnections.org or call 800.745.RIDE

*Some restrictions apply.

Essential workers who must continue to commute to work amid the pandemic lockdown are still assured a guaranteed free ride home should their transportation plans change.

Commuter Connections
May 27 · 🌐

Commuter Connections thanks the essential workers traveling to their jobs during the coronavirus pandemic. We'd like to remind these workers that the free Guaranteed Ride Home (GRH) service is still in operation and available for those commuting by transit, ridesharing, bicycling, and more. GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime. Riders are reminded that face coverings are required for transit and using GRH. Register ... See More

We'll get you home. Guaranteed.

Commuter Connections
Nonprofit Organization

Learn More

👍❤️ 119 1 Comment 12 Shares

Commute with Confidence

The final GRH sponsored article placed on Popville.com focused on the *Commute with Confidence* initiative. The marketing outreach also included a series of *Commute with Confidence* posts on Facebook.

SPONSORED

Commuter Connections: Commute With Confidence With A Guaranteed Free Ride Home

PoP Sponsor June 22, 2020 at 12:15pm




COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

COMMUTE WITH CONFIDENCE:
COVID-19
Commuting
Tips &
Resources

Commuter Connections is here to help you commute with confidence as the National Capital region begins to methodically re-open businesses, go to www.commuterconnections.org/covid19-commuting/ for more info.

Commuter Connections
June 17 · 🌐


As stay at home requirements are gradually lifted, Commute with Confidence as you return to the worksite. Get commuting tips and resources on keeping safe during your commute as you transition back to the workplace. #CommuteWithConfidence #Covid19 <https://www.commuterconnections.org/covid19-commuting/>



3 Shares

Commuter Connections
June 22 · 🌐


Get helpful guidance to plan ahead and Commute with Confidence. Learn about CDC transportation safety guidelines, what your state's re-opening policies are, and what your local transportation provider is doing to make your commuting as safe as possible. #CommuteWithConfidence #Covid19 <https://www.commuterconnections.org/covid19-commuting/>



6 Shares

Commuter Connections
June 30 · 🌐

Commuter Connections offers a new ridematching tool to help the Washington, DC region get back on its feet and navigate the changed commuting landscape during the reopening of business. Find out which of your co-workers you can carpool with through our new employer-based ridematching. #CommuteWithConfidence #Covid19 <https://www.commuterconnections.org/covid19-commuting/>



3 Shares

Metro Station Shutdown

As part of the GRH PSA radio buy, value-added spots were secured to announce the Orange and Silver line Metro station closures. For example, WTOP ran 80 bonus spots announcing the closures. To further notify commuters of the station closures, Commuter Connections sent an email to over 4,000 Virginia transit riders within our database.

Radio Reads

:15 Second Script

Nine Orange and Silver line Metro stations will be closed starting May 23rd for platform reconstruction and Silver Line extension. Guaranteed Ride Home will be available for affected commuters. Visit commuterconnections.org or call 800-745-RIDE.

:10 Second Script

Nine Metro stations on the Orange and Silver lines will be closed starting May 23rd contact 800-745-RIDE or commuterconnections.org for Guaranteed Ride Home.

MWCOG Email Announcement

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

METRO ALERT

STATION SHUTDOWNS

Who: Orange and Silver Line Metrorail Riders

What: Metro Station Shutdowns

When: Starting May 23, 2020

Where: Nine Orange and Silver Line Stations West of Ballston-MU

Why: Orange Line Platform Reconstruction and Silver Line Phase II Extension Connectivity

OR SV Free Shuttle Service
Effective: Saturday, May 23, 2020

Orange Line Local
Service between Vienna, Dunn Loring, West Falls Church & Ballston-MU

Orange Line Express
Direct service between Vienna & Ballston-MU (no intermediate stops)

Silver Line Local
Service between Wiehle-Reston East, Spring Hill, Tysons Corner & Ballston-MU

ADA shuttles provided upon request between impacted stations

Legend:
No rail service (orange line)
Station closed (red C)
Station open (black O)

Guaranteed Ride Home Baltimore

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

Target Market

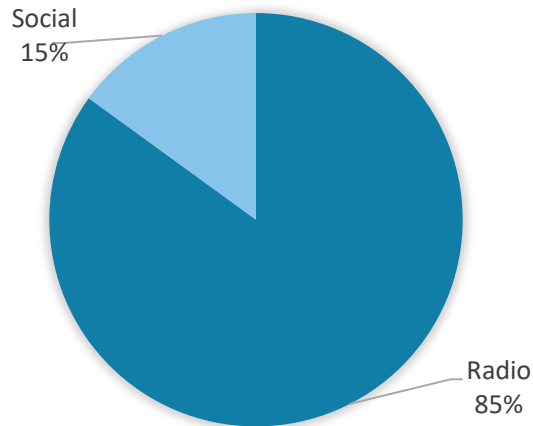
From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region:

- **Age:** 35-64 (83%), 45-64 (61%)
- **Ethnicity/Race:** Caucasian (57%), African-American (27%), Asian (11%)
- **Gender:** female (59%), male (41%)
- **Annual HH Income:** \$80,000+ (59%), \$120,000+ (36%)
- **Commute Distance/Time Avg One-Way:** 31+ mins (76%), 46+ mins (55%), 61+ mins (29%)
- **Lives:** Maryland (85%), PA (7%)
- **Top Six Home Jurisdictions:** Harford (23%), Baltimore City (17%), Baltimore County (17%), Howard County (6%), York County, PA (5%), Anne Arundel County (5%)
- **Works:** in Maryland (96%)

Geographic Targeting

Baltimore, MD DMA

SPRING GRH BALTIMORE MEDIA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio (WPOC)	\$16,524.00	\$26,250.00	2,335,814
Social Media (Facebook, YouTube)	\$855.14	\$855.14	19,500
Totals	\$17,379.14	\$27,105.14	2,355,314

GRH Baltimore Spring by Social Media	MWCOG Cost	Gross Cost
Facebook	\$322.66	\$322.66
YouTube	\$532.48	\$532.48
Totals	\$855.14	\$855.14

Value Add

A total of \$2,000 in value add was negotiated for GRH Baltimore.

Radio

Radio served as the anchor media for GRH Baltimore. “Why Ride Alone” ads were scheduled to run on WPOC 93.1 (iHeart Radio) every other week from February through June 2020, for a total of eight weeks. Due to the COVID-19 pandemic, Public Service Announcements developed to target essential workers took the place of the initial marketing campaign. See radio scripts on page 19.

Social Media

Facebook was used to engage and help drive registration and re-registration to the website. See social media ads on page 20. YouTube was also to be used to engage a unique audience. See video ad storyboard on page 21.

Pool Rewards

Pool Rewards was promoted in the second half of FY20 on behalf of the I-66 project. In January, Pool Rewards was promoted on WTOP with live radio reads that aired January 6-January 26.

Pool Rewards I-66 Project Live Reads :10


1. Want to avoid traffic congestion on I-66? Start a Carpool! Relax, save time, and earn up to two hundred and thirty dollars. Sign up for “Pool Rewards” at Commuter Connections dot org.
2. RIDE. REWARD. REPEAT. Join or start a new carpool today and earn up to two hundred and thirty dollars. Sign up for “Pool Rewards” at Commuter Connections dot org.
3. Transform your trip while we transform 66! Vanpool, Carpool, or ride the bus. Just relax, save time, and earn rewards. Learn more at Transform Sixty-Six dot org.

2020 WTOP Traffic Package


Traffic : 10 Second Live Read Commercials		
TO AIR THE WEEKS OF 1/6, 1/13, 1/20		
Days to Air	Times to Air	#of Commercials
Monday-Friday	5am-10am	5
Monday-Friday	10am-3pm	5
Monday-Friday	3pm-8pm	5
Monday-Friday	6am-12am	4
Saturday	5am-8pm	4
Sunday	5am-8pm	4
Monday-Sunday	Best Time Available Bonus	5
Total Number of Weekly Commercials		32X
Total 3 week Investment		\$15,000

The #1 Reason People Come to WTOP is for Traffic and Weather Together, on the 8's.....

Your :10-Second message will be READ LIVE by a trusted WTOP Traffic Reporter directly between Traffic & Weather Reports.



Total #of commercials for the 3 weeks- 96


103.5 FM
WTOP.COM

Flexitime Rewards

The Flexitime Rewards campaign started the second week of February and was scheduled to run through June, and was terminated due to the COVID-19 pandemic. The campaign incentivized commuters to avoid peak traffic times. Commuters who travel in a vehicle (carpool or single-occupancy vehicle) during non-peak traffic congestion will be eligible for a per-trip cash incentive, paid monthly. The total cost of the Flexitime Rewards media spend for FY20 was to be \$15,000. The campaign consisted of digital and social media.

Media Strategy

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

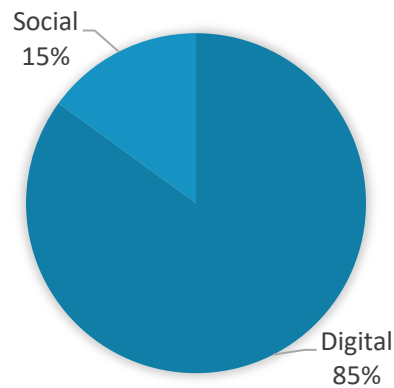
Target Audience

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

Geographic Area

- Washington, DC DMA

FLEXTIME REWARDS MEDIA



Flexitime Rewards	MWCOG Cost	Gross Cost	Estimated Impressions
Digital	\$7,692.50	\$9,050.00	1,300,000
Social Media	\$750.00	\$750.00	19,200
Totals	\$8,442.50	\$9,800.00	1,319,200

Flextime Rewards by Digital	MWCOG Cost	Gross Cost
WTOP	\$5,100.00	\$6,000.00
Federal News Network	\$2,592.50	\$3,050.00
Totals	\$7,692.50	\$9,050.00

Flextime Rewards by Social Media	MWCOG Cost	Gross Cost
Facebook	\$750.00	\$750.00
Totals	\$750.00	\$750.00

Value Add

An estimated total of \$2,500 in value add was expected for Flextime Rewards.

Digital

Digital media was serving as the anchor for Flextime Rewards. WTOP.com and Federal News Network were utilized for cross platform (desktop, tablet, mobile) run of site (ROS) ads. This buy included banner ads and an e-newsletter and was to net a minimum of 1.3 million impressions, if it had completed its full run.

FLEX FOR CASH

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE
commuterconnections.org

FLEX YOUR COMMUTE

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE | commuterconnections.org

FLEX YOUR COMMUTE

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE | commuterconnections.org

FLEX FOR CASH

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE
commuterconnections.org

Social Media

Facebook was also used to engage drivers to visit the website to register and apply for the Flextime Rewards program.



Flex Your Commute

Take back the time you spend in traffic and experience a better quality of life when you flex your commute and workday schedule. Register for the Flextime Rewards Program at commuterconnections.org. Some restrictions apply.



Flex for Cash!

When you join Commuter Connections Flextime Rewards program, you can receive \$8 cash each time you elect to flex your workday schedule to avoid peak traffic times. Register for the Flextime Rewards Program at commuterconnections.org and download the Commuter Connections app today to get started. Some restrictions apply.



Flex for Fun!

Flex your commute and have fun collecting cash! Earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Register for the Flextime Rewards Program at commuterconnections.org. Download the Commuter Connections app today to get started. Some restrictions apply.



Flex For Less Stress

When you flex your schedule, you breathe easier. Flexing helps you avoid peak traffic times, lets you earn cash, and spend more time getting your work done. Register for the Flextime Rewards Program at commuterconnections.org and download the Commuter Connections app today to get started. Some restrictions apply.



More Flex, Bigger Checks.



When you flex your workday schedule, you not only avoid peak traffic times, you also receive cash! Discover what the Flextime Rewards Program can do for you! Register at commuterconnections.org and download the Commuter Connections app to get started. Some restrictions apply.

WTOP Cross Platform Banner

The screenshot shows a news article on the WTOP website. The article title is "Postponed DC JazzFest offers live music online during coronavirus crisis". The author is Jilly Aanon, and the article was published on April 26, 2020. The article text discusses the postponement of the 2020 DC JazzFest and the availability of live music online. A video player for the article is visible, showing two men. To the right of the article is a "FLEX FOR CASH" advertisement. The ad features a woman with her arms crossed and the text: "Flex your commute and earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started." The ad also includes the logos for "FLEX TIME REWARDS PROGRAM" and "COMMUTER CONNECTIONS" and the phone number 800.745.RIDE.


FNN Cross Platform Banner

The screenshot shows a news article on the Federal News Network website. The article title is "After hearing complaints, GSA moves to make beta.SAM.gov information easier to find". The author is Eric White, and the article was published on February 20, 2020. The article text discusses the GSA's efforts to improve the beta.SAM.gov portal. A video player for the article is visible, showing a man speaking. To the right of the article is a "FLEX FOR CASH" advertisement. The ad features a woman with her arms crossed and the text: "Flex your commute and earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started." The ad also includes the logos for "FLEX TIME REWARDS PROGRAM" and "COMMUTER CONNECTIONS" and the phone number 800.745.RIDE.

 **MORNING FEDERAL REPORT** 


February 24, 2020
To view in your browser, [click here](#).

GOVERNMENT SHUTDOWN

 **With 6 years and counting, 2013 shutdown lawsuit enters new phase**


U.S. attorneys have filed a motion to dismiss the claims more than 2,000 federal employees who are unidentified or ineligible for liquidated damages after the 2013 government shutdown.

MIKE CAUSEY FEDERAL REPORT

 **How average are you and what does it matter?**


Even in the federal government where workers are supposed to be treated the same and be paid based on their grade level, there are differences. Take the two main retirement systems.

Advertisement




Flex your commute and have fun collecting cash!

Flex your workday commute avoiding peak traffic times and earn cash!
Register for free at commuterconnections.org. Some restrictions apply.

 **moving to the cloud**

As agencies shift from cloud first to cloud smart, they must rethink how and why they use these off-premise services.


Advertisement



Flex your commute and have fun collecting cash!


Flex your workday commute avoiding peak traffic times and earn cash!
Register for free at commuterconnections.org. Some restrictions apply.

DEFENSE

 **2020 NDAA helped guardsman and reservists make plans for early retirement**

The 2020 National Defense Authorization did a lot of things, including righting what guardsman and reservists thought was a wrong. That had to do with credit toward their early retirement pay.

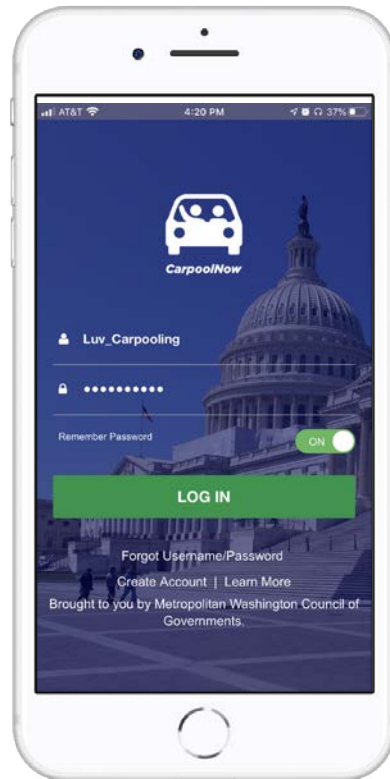
COMMENTARY

 **Visibility is the first step to better cloud security**

Federal agencies need a better security posture in the cloud and that starts with achieving better visibility into what applications their employees are using, and how they're using them.

CarpoolNow Mobile App

CarpoolNow is a ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for passenger(s) going to and from work. Drivers picking up commuters for their carpool receive a \$10 cash payment per trip. A media campaign was being developed to launch in March 2020, but due to the COVID-19 pandemic, it was cancelled before it had started.



Media Strategy

The media strategy was still in development for the CarpoolNow 2020 campaign when the COVID-19 pandemic hit. The campaign was subsequently cancelled for FY20.

Target Audience

- Commuters, 25-55 years old; residents & businesses
- Commuters affected by the WMATA station construction

Geographic Area

- Washington, DC DMA

incentTrip

The incentTrip app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences, to help commuters avoid both day-to-day congestion and traffic jams. With the app, commuters can earn rewards points which can be redeemed for cash from Commuter Connections.

The incentTrip marketing campaign for the second half of the fiscal year ran during Rideshare weeks in February and was ended due to the COVID-19 pandemic.

Messaging Strategy

The messaging strategy for incentTrip was to communicate how using the commute planning app can save time, fuel, and money while also reducing traffic congestion and improving air quality.

Media Objectives

The incentTrip campaign raised awareness of the multimodal commute planning app and aimed to increase the number of downloads and uses. Media included Facebook, Instagram, and Google.

Media Strategy

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

Target Audience

- All drivers

Geographic Area

Washington D.C. DMA

incentTrip Budget	MWCOG Cost	Gross Cost
Facebook/Instagram	\$1,550.00	\$1,550.00
Google	\$511.37	\$511.37
Total	\$2,061.37	\$2,061.37

Social Media
Facebook and Instagram



Choose Travel Options

incenTrip

commuterconnections • Follow

commuterconnections incenTrip lets you earn points for commutes that help reduce congestion and improve air quality - ridesharing, transit, biking. The app helps you choose the best travel options for your commute and helps you avoid traffic too. Learn more at commuterconnections.org/incenTrip-app/.

10w

332 likes
FEBRUARY 3

Log in to like or comment.

Bike to Work Day

Bike to Work Day, which was scheduled for Friday, May 15, 2020, to celebrate bicycling as a clean, fun, and healthy way to get to work, was cancelled for 2020, due to the COVID-19 pandemic.

Sponsorship Drive

In FY20, Commuter Connections secured 18 sponsors for Bike to Work Day, donating \$56,000 in cash, and \$12,040 of in-kind sponsorships. Due to the cancellation of the event, sponsors were offered the choice of a full refund for 2020 or a credit toward the 2021 event.

Media

The following marketing materials were already printed and distributed prior to the COVID-19 pandemic: flyers (English and Spanish), rack cards, and posters.



Target Market

From the FY2019 BTWD TERM Analysis Report:

- **Age:** 25-55 (90%)
- **Gender:** male (67%), female (33%)
- **Ethnicity:** Caucasian (82%), Hispanic (7%), Asian (5%), African-American (4%)
- **Average HH Income:** \$100k+ (73%)
- **Works:** for federal agency (33%), private sector (36%), non-profit (21%)
- **Lives:** in VA (42%), DC (32%), MD (26%)
- **Lives:** in Montgomery (19%), Fairfax (18%), and Arlington (12%) counties
- **Works:** in DC (50%), VA (31%), MD (19%)
- **Works:** for employer size of 100+ (67%)

Geographic Targeting

Washington, DC DMA

Budget

The paid media strategy with a budget of \$60,000 was in development for the 2020 event and was stopped before it began, due to the COVID-19 pandemic. The T-shirts, vinyl banners were not printed, nor did the radio air.

Poster

Posters in both English and Spanish were printed and distributed before the Bike to Work Day 2020 event was cancelled:

BIKE TO WORK DAY 2020

Friday May 15
FREE EVENT - REGISTER AT
BikeToWorkMetroDC.org

Pre-Register by May 8 for
FREE T-SHIRT* & BIKE RAFFLE
Free refreshments & giveaways
while supplies last.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

GO Alex

URBANSTEMS

ICF

SPOKES™
FOR RECYCLES™

Bike Arlington

BILTON
LAW FIRM

Marriott INTERNATIONAL

City Dental DC
SERVING SINCE 20 YEARS

COMSTOCK

VERRA Standards for a Sustainable Future

goDCgo
powered by DC

MDOT
MARYLAND DEPARTMENT
OF TRANSPORTATION

VDOT
Virginia Department of Transportation

AMERICAN COLLEGE of CARDIOLOGY

FAIR LAKES

Giant

BIKES@VIENNA

Register free at
BIKETOWORKMETRODC.ORG
800.745.7433

Visit **biketoworkmetrodc.org** for pit stop locations and times.
*T-Shirts available at pit stops to first 20,000 registrants.
120 pit stops throughout D.C., Maryland, and Virginia!

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

bike to work day 2020

DÍA DE LA BICICLETA PARA IR AL TRABAJO

VIERNES 15 DE MAYO
EVENTO GRATUITO - REGÍSTRESE EN
BikeToWorkMetroDC.org

Regístrese previamente antes del 8 de mayo para recibir una CAMISETA GRATIS* y participar en un SORTEO DE BICICLETAS.

Refrigerios y obsequios sin cargo hasta agotar provisiones.



URBANSTEMS



COMSTOCK



Printed on recycled paper



Regístrese gratis en
BIKETOWORKMETRODC.ORG
800.745.7433

#BTWD2020

Visite biketoworkmetrodc.org para más información acerca de las ubicaciones de salida y los horarios. *Camisetas disponibles en las ubicaciones de salida a los primeros 20,000 participantes que se registren. Más de 120 ubicaciones de salida situadas en D. C., Maryland y Virginia.

El Día de la Bicicleta para Ir al Trabajo está financiado por DDOT, MDT, VDOT y USDOT.



Rack Card

Rack cards were printed and distributed before the 2020 Bike to Work Day event was cancelled:

Friday May 15

BIKE TO WORK DAY 2020

FREE EVENT REGISTER AT
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 8 for
FREE T-SHIRT* & BIKE RAFFLE
Free refreshments & giveaways while supplies last.

Visit biketoworkmetrodc.org for pit stop locations and times.

*T-Shirts available at pit stops to first 20,000 registrants. 120 pit stops throughout D.C., Maryland, and Virginia!

bike to work day 2020

  #BTWD2020



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA BICYCLIST ASSOCIATION

GO Alex

URBANSTEMS

ICF

SPOKES™
THE BICYCLES™

Bike Arlington

BILTON
LAW FIRM

Marriott INTERNATIONAL

COMSTOCK

CityDentalDC
Serving over 20 years

VERRA Standards for a Sustainable Future

goDCgo
www.goDCgo.com

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

VDOT
Virginia Department of Transportation

AMERICAN COLLEGE of CARDIOLOGY

Giant™

BIKES@VIENNA

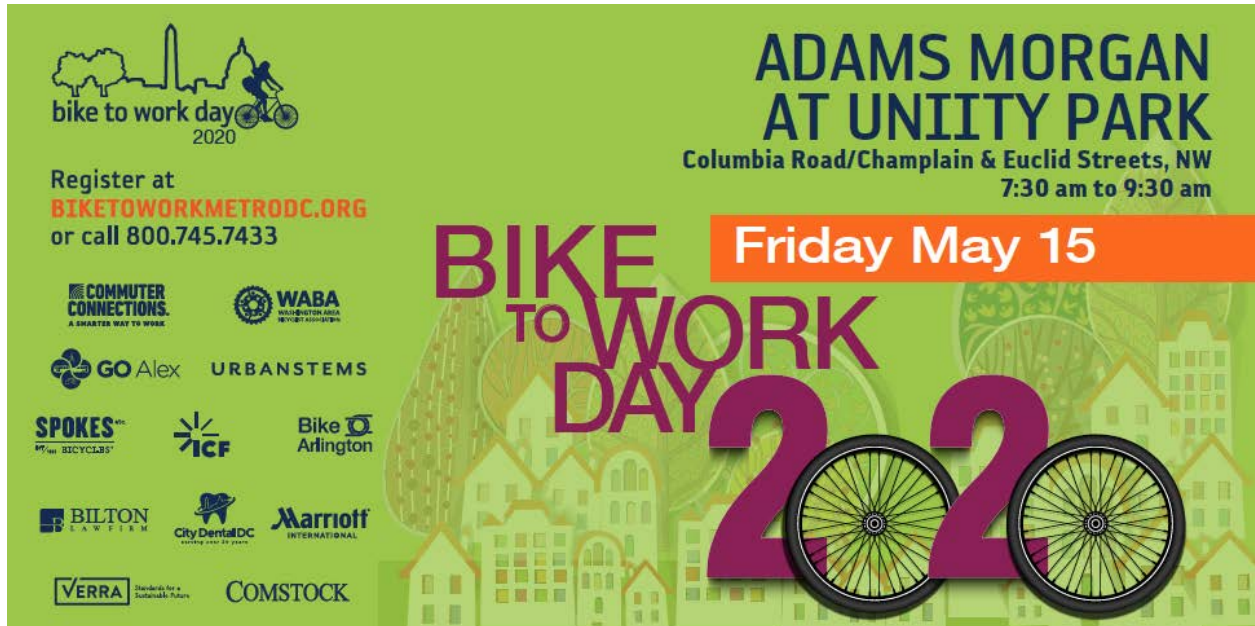
Fair Lakes

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

 Printed on recycled paper.

Vinyl Banner

Banner art was created for each pit stop but were never printed due to the event's cancellation.



T-Shirt Design

Bike to Work Day T-shirt art was developed but shirts were never printed due to the event's cancellation.



Website

Nearly 800 bicyclists registered by the end of March, before the Bike to Work Day event cancellation was announced.

BIKE TO WORK DAY 2020 Friday May 15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

Unfortunately, due to the coronavirus pandemic, the Bike to Work Day event which was scheduled for May 15, 2020 has been canceled. We'll be back, bigger and better than ever next May 2021 for the Bike to Work Day event's 20th Anniversary! Please consider taking the pledge to bike to work on September 22, 2020 for world [Car Free Day](#). Free registration for Car Free Day opens July 15, 2020.

Event Canceled for 2020



Pit Stops

120 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys

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

Sponsors



Social Media

Social media was used to announce the opening of registration in early March, and also the cancellation of the event in late March, due to the COVID-19 pandemic.

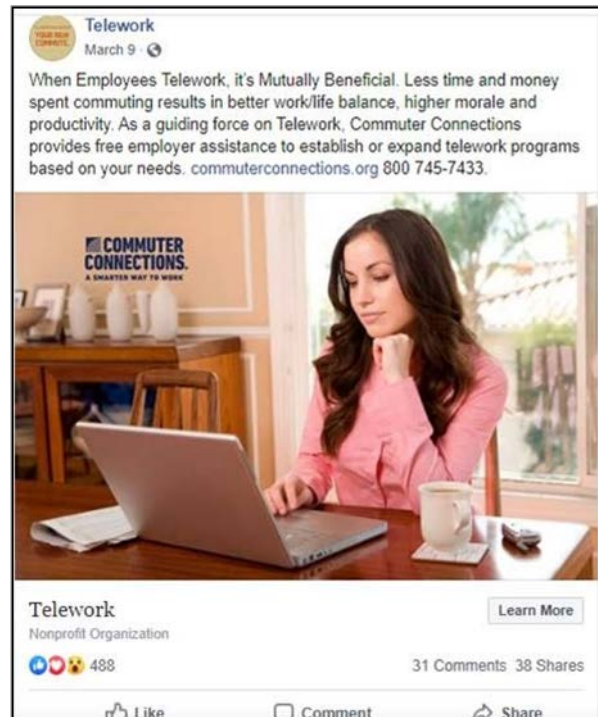


Telework Campaign

As a program of the National Capital Region Transportation Planning Board (TPB), Commuter Connections is placing a renewed emphasis on teleworking as part of the TPB's adopted aspirational initiatives in its Visualize 2045 long-range transportation plan. Commuter Connections provides free telework resources to employers of all sizes; although small to medium-sized businesses are primary targets for growth potential. In March 2020, Commuter Connections began promoting its various teleworking resources available to employers and employees, which include:

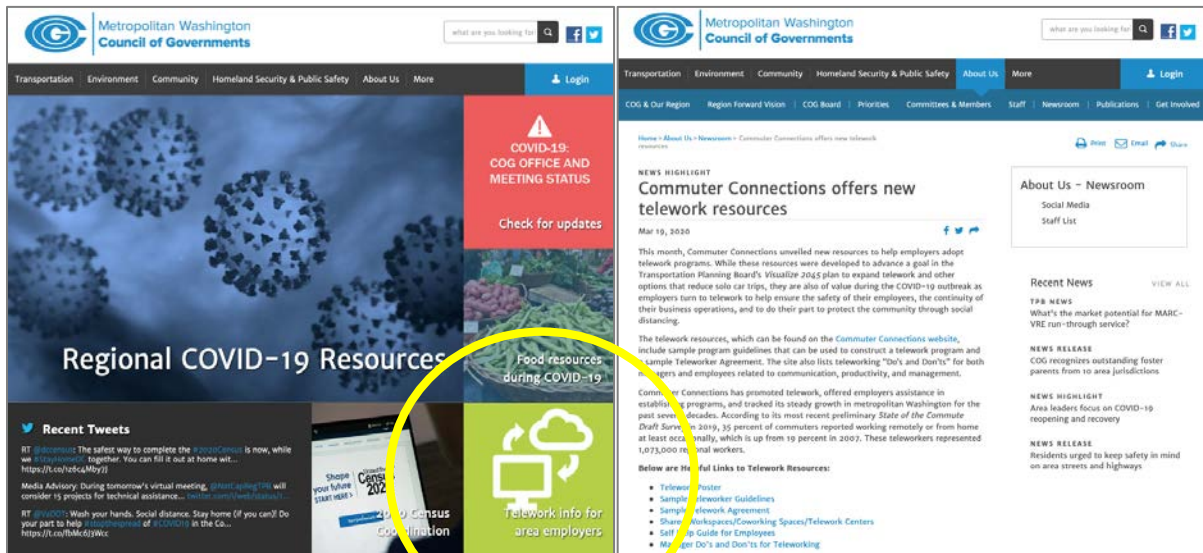
- Teleworking "Do's and Don'ts" for both managers and employees
- Coworking centers/shared workspaces/Telework Centers
- Telework poster for employers
- Self-help guide for employees
- Virtual tour and overview presentation of telework centers
- Sample program guidelines to construct a telework program
- Sample "teleworker agreement"
- FAQs regarding telework and Alternative Work Schedules (AWS)
- Sample program guidelines to develop an AWS policy
- Sample "program agreement" for individuals who elect to work alternative schedules
- Tips for compressed work weeks – "Do's and Don'ts"

Social Media

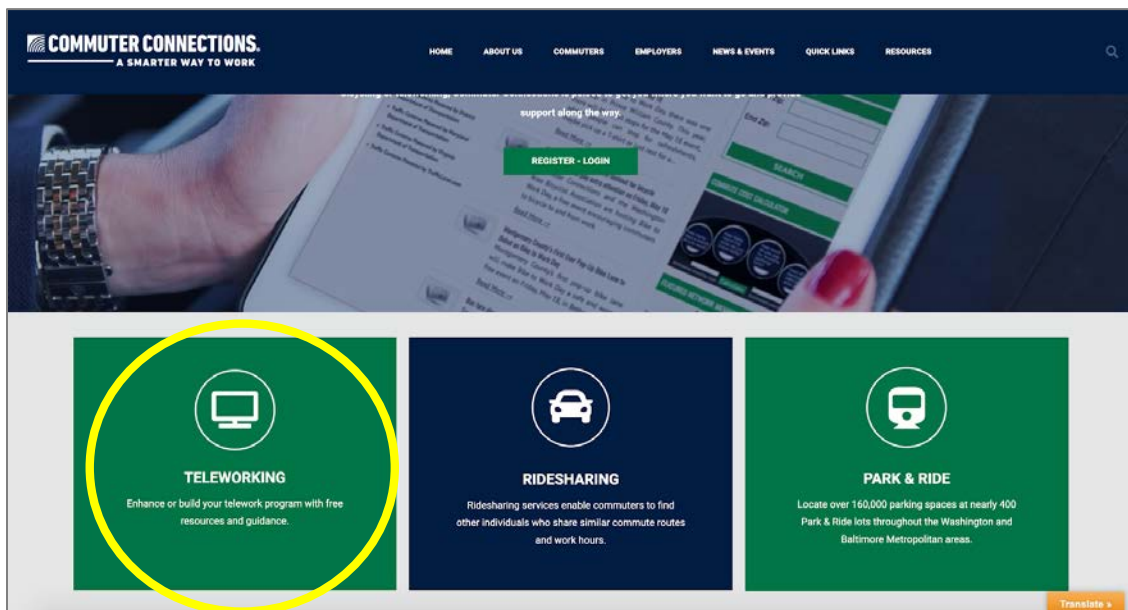


MWCOG Homepage and News Highlight

Due to the COVID-19 pandemic, Telework became front and center on both the COG and Commuter Connections homepages.



Commuter Connections Homepage



Commuter Connections Telework Landing Page

Information on the telework landing page was refreshed for new demand.


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HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS RESOURCES

Teleworking

Looking for customized telework assistance? [Let us know!](#)

Teleworking means using information technology and telecommunications to replace work-related travel. Simply put, it means working at home or closer to home. With teleworking, employees work at home, or an employer's satellite office one or more days per week. Communication is accomplished by phone, email, and teleconferencing. Regionally, more than 877,000 workers are going to work simply by turning on their home computers. This workplace alternative pays real dividends for area businesses and their employees, while reducing traffic congestion and air pollution, increasing the area's economic vitality, and bolstering the overall quality of life.



Promote teleworking at your workplace! [CLICK HERE](#) to download a PDF version of the above poster.

Commuter Connections can help your organization implement a successful telework program for your employees. Consider the benefits of implementing a telework program at your organization:

Why Telework?

Employer Benefits

Teleworking is an effective tool for organizations looking for a competitive edge in today's labor market. Teleworking can help an organization prosper by enhancing an employer's ability to recruit and retain skilled workers, improving employee satisfaction and productivity, and cutting overhead costs. Employer benefits include:

- Strengthened employee recruitment and retention
- Reduced absenteeism, sick leave, and late arrivals
- Increased employee productivity
- Increased employee satisfaction
- Reduced costs for office space and parking
- Expanded geographic access to skilled workers
- Enhanced public recognition as an innovative business and as a good corporate citizen
- Provides for business continuity of operations during a regional crisis

Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The 2020 nomination period ended Friday, January 31, 2020, and the Selection Committee met in April 2020. In lieu of an in-person ceremony originally scheduled at the National Press Club in Washington, DC on June 23, 2020, winners were honored during a virtual awards ceremony, live from the National Press Club broadcast studio. It was live-streamed on YouTube and Facebook.





Employer Recognition Awards

Virtual Ceremony Event

TUESDAY, JUNE 23, 2020

10:00 to 11:00 a.m.

[RSVP Online by JUNE 12, 2020 here](#)

The Metropolitan Washington Council of Governments National Capital Region Transportation Planning Board congratulates employers in the Washington, DC metropolitan region that initiated outstanding programs encouraging employees to use commute alternatives.

For questions contact:

800-745-7433 ridematching@mwkog.org

Awards will be given in the categories of INCENTIVES, MARKETING & TELEWORK



COMMUTERCONNECTIONS.ORG

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Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300, Washington, DC 20002

Program Booklet

About the Metropolitan Washington Council of Governments

COG is the hub for regional partnership where every month more than 1,500 officials and experts convene to make connections, share information, and develop solutions to the region's major challenges. Together, they help advance COG's Region Forward Vision for a more prosperous, accessible, livable, and sustainable future.

Founded in 1957, COG is an independent, nonprofit association with a membership of 300 elected officials from 24 local governments, the Maryland and Virginia state legislatures, and U.S. Congress. COG is supported by financial contributions from its member governments, federal and state grants and contracts, and donations from foundations and the private sector.

The Board of Directors is COG's governing body and is responsible for its overall policies. In addition, a wide network of policy, technical, and advisory committees, partnerships, and programs advance COG's regional work. Elected leaders, police chiefs, housing directors, environmental experts, transportation planners, and more find tremendous value in working together at COG. A staff of more than 130 subject matter experts and technical professionals support COG and its members.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 N. CAPITOL ST. NE, SUITE 300
WASHINGTON, D.C. 20002-4290
800.745.RIDE
commuterconnections.org

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LEADING THE WAY

20 EMPLOYER
RECOGNITION
20 AWARDS

JUNE 23, 2020

Giveaway Item



Print Ad

To recognize the employer winners, a display ad was placed in the Wall Street Journal, after the event. The total cost was \$7,413.46.

THE WALL STREET JOURNAL. ***** Friday, June 26, 2020 A7

U.S. NEWS

Senate Passes China Sanctions Measure

By LAWRENCE WU
AND IAN TALLEY

The Senate passed by unanimous consent a bipartisan bill that would put sanctions on Chinese officials who erode Hong Kong's limited autonomy from Beijing, as well as the banks and firms that do business with them.

Because it sets mandatory sanctions, the legislation has drawn objections from Trump administration officials concerned it could hobble their ability to conduct diplomacy with China and give Congress too much power over foreign relations, according to one congressional administration and industry officials.

Still, they say, the bill's final provisions, the White House with some flexibility in how those sanctions are levied, assuaging some administration concerns.

Under separate rules, a single objection in either chamber could have blocked the bill. Sen. Kevin Cramer (R., N.D.) had blocked it earlier this month, citing the need for feedback from the Trump administration. But no one stepped up to do so on Thursday, and it passed.

The legislation, sponsored by Sen. Chris Van Hollen (D., Md.) and Sen. Pat Toomey (R., Pa.), aims to defend human rights in Hong Kong and pressure China to preserve the territory's special status. The sponsors say China's introduction of new national security laws in Hong Kong made the bill more urgent. Those laws, they say, dealt a blow to the territory's autonomy as Beijing moves to strip pro-democracy protests that have challenged Chinese President Xi Jinping.

The White House didn't respond to a request to comment. A spokesman for the Chinese Embassy in Washington didn't reply to a request to comment.

The bill presents a challenge for President Trump, who has toughened his tone on China and blamed it for the spread of coronavirus. But the president also has been reluctant to enact measures sought by Congress for fear they could upset the trade deal he considers a major accomplishment.

The bill will proceed to the House, where a companion bill has been introduced.

U.S. WATCH



DOUSED: Firefighters put out a blaze in a commercial building on Thursday in Seattle's Chinatown-International District.

to the killing of George Floyd, a black man, by Minneapolis police. Photos of soldiers routinely were attached to a military version of a routine, known as an officer record brief, which military review boards examine when considering a service member for a major career advance. An internal study showed the photos led to racial bias against some of those seeking to become Army officers.

The results led Army Secretary Ryan McCarthy to propose removing the photos, officials said.

—Nancy A. Youssef

ARMY
Photo Use to End in Officer Process

The U.S. Army will end the practice of including photos of soldiers on records used to select future officers and for other personnel purposes in a bid to end racial bias in its promotion-and-advancement process, defense officials said Thursday.

The move marks the first major change in measures to maintain throughout the U.S. military.

democratic wireframe.

"Now is the time to suspend capital distributions across the board to bolster the loss absorbing capacity of big banks," Sen. Brian Schatz of Hawaii, Sen. Sherrod Brown of Ohio

FEDERAL RESERVE
Kaplan Laments Lack of Mask Use

Dallas Fed President Robert Kaplan said he is worried Americans aren't taking a simple step that would help reduce health risks posed by the coronavirus pandemic: wearing a mask.

While there is plenty of need for officials to help the nation navigate the pandemic, those moves are "not going to be a substitute for basic things like

people in the United States wearing masks," Mr. Kaplan said Thursday in a video appearance. Comprehensive wearing of masks is "not happening in the U.S. very unevenly" relative to other nations, where more citizens have followed this step to mitigate the spread of Covid-19, he said.

Recent data have shown signs that the economy is recovering more quickly than some expected, even as central bank officials continue to warn that a rebound will take some time.

—Michael S. Derby

Fed Warns Banks on Downturn

Continued From Page One

quiet banks to reevaluate updated capital plans later this year to reflect current stresses.

The central bank didn't break out the results of the coronavirus analysis for individual banks. However, among the six largest, only Wells Fargo & Co. had a dividend payout that would breach the new threshold set by the Fed, according to Wolfe Research forecasts. The banks' dividend in the third quarter would be 10% of its average expected profit over the next four quarters, a Wells Fargo spokesman declined to comment on the stress that results.

The Fed said banking shareholder payouts would help keep banks healthy during the recession, its analysis of the current pandemic found that if the economy takes a long time to recover, banks could experience losses on consumer debt such as auto loans and mortgages, as well as corporate debt and commercial real estate. Most of the firms would remain well capitalized, but some would approach their minimum capital levels.

Randal Quarles, the Fed's point man on financial regulation, said the central bank could take additional steps to restrict buybacks or dividends

"if the circumstances warrant."

The Fed's decision to allow banks to keep paying dividends during the crisis drew a sharp dissent from Led Grant, the Fed's lone holdover from the Obama administration. Allowing banks to "deplete capital buffers," she said, could force them to tighten credit in a protracted downturn.

"This is a time for large banks to preserve capital, so they can be a source of strength in a robust recovery," she said. "This policy fails to learn a key lesson of the financial crisis, and I cannot support it."

Romer, Fed officials and Democratic lawmakers have urged the central bank to prohibit both buybacks and dividends to assure the firms could continue to lend if the economic fallout from the pandemic worsens.

"The Fed annually releases a scenario for an economic catastrophe and then looks at banks' ability to withstand it. The results, which were broken out by individual banks and released Thursday, were largely as expected. But this year's scenario was quickly overwhelmed by the pandemic, whose economic effects were far worse.

After coronavirus ground the U.S. economy to a halt in March, the biggest U.S. banks set aside billions of dollars to cover a wave of expected loan defaults in the months since, a period that saw unemployment surge to a post-World War II high.

A more prolonged downturn that led to a "U-shaped" recovery would cause \$700 billion in loan losses. A "W-shaped" recovery in which the economy bounces back quickly but then takes another dip, would result in \$680 billion in loan losses.

20

20

EMPLOYER RECOGNITION AWARDS

CONGRATULATIONS TO OUR WINNERS

Abt Associates, Rockville, MD
Incentives Award

United Therapeutics Corporation, Silver Spring, MD
Marketing Award

ANA Enterprise, Silver Spring, MD
Telework Award

Honoring companies innovating and improving commuter mobility for their employees.



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Newsletter and Federal ETC Insert

The Winter and Spring editions of the Commuter Connections newsletter were produced during the second half of FY20. The six-page, four-color newsletters are produced and distributed quarterly to employers and stakeholders. They are 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.


Winter 2020 Newsletter

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 1, Volume 24 WINTER 2020 WHAT'S INSIDE

- 2 Protected Intersection Improves Safety in Montgomery County
- 2 New Year, New Routine, New Commute
- 3 Bike to Work Day – Friday, May 15, 2020
- 5 Closing the First Mile – Last Mile Gap
- 5 4 Easy Steps to Update Your Commute Program

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



THREE METRORAIL STATIONS TO CLOSE FOR SUMMER CONSTRUCTION

The Washington Metropolitan Area Transit Authority (WMATA) and other commuter service providers are already planning to help riders navigate the second phase of Metro's Platform Improvement Project that will begin this summer. Phase II of the program includes rebuilding deteriorating platforms at four outdoor Orange Line stations in Virginia.

Three stations will be closed to customers from Memorial Day weekend through Labor Day: Vienna, Dunn Loring, and East Falls Church. Although the East Falls Church Station will be closed, trains will be permitted to single-track through the station work area. The West Falls Church Station will remain open during the project, as it is equipped with two platforms that can be reconstructed one at a time, although service will operate less frequently than normal. The West Falls Church Station will serve as the de facto end of the Orange Line until all stations reopen. Silver Line stations from McLean to Wiehle-Reston East will remain open, but with reduced service.

The previously announced platform work on the Green Line (in Prince George's County) was cancelled for 2020 and will be addressed in a later phase of the overall initiative.

The Platform Improvement Project is part of Metro's 10-year, \$15 billion capital program, which is designed to improve the customer experience and keep the region's infrastructure in a state of good repair by investing in new railcars and buses; improving stations and platforms, and upgrading fire-suppression and emergency response systems. Tracks, tunnels, bridges, signals and communications systems will be repaired or replaced. The program will also rebuild decades-old bus garages and provide modern customer amenities such as passenger information systems.




Photo courtesy WMATA

To date, the Platform Improvement Project has successfully reconstructed six stations on the Blue and Yellow lines in Virginia.

Metro is partnering with local communities and transportation agencies to develop alternative travel options such as free shuttle buses. Support will also be provided by the Commuter Connections network to promote its free carpool and vanpool ridematching services, and offer its various incentives programs such as CarpoolNow, incenTrip, Pool Rewards, and Flextime Rewards. More specifics about travel alternatives and rail service details will be announced in early March. Metro will use extensive public outreach to be sure that riders are aware of the project and its full impacts.

For more information about the Platform Improvement Project, visit www.wmata.com/platforms. For information regarding ridematching and Commuter Connections incentives programs, visit www.commuterconnections.org, or call 800-745-7433.

Winter 2020

FEDERAL ETC UPDATES

U.S. COAST GUARD CAMPUS EMPLOYEES CHOOSE THEIR COMMUTE



Name an alternative commute option and someone at the United States Coast Guard (USCG) Headquarters Building is probably using it. With more than 5,000 employees (4,000+ USCG, 1,200 DHS) at the St. Elizabeths campus in southeast DC and only 2,100 parking spaces, driving alone isn't an option for everyone. The simple math is that most employees have to find other ways to get to work. USCG employees use MARC and VRE commuter trains, Metrorail, Metrobus, private shuttle, carpools, vanpools, bicycles, dockless bikes and scooters, and walking. Many use more than one mode to travel to work.

"At Coast Guard Headquarters, we are fully aware that our location and lack of available parking can turn the simple act of getting to work into a long and difficult process," said Patrice Higgins, Executive Director USCG Base National Capital Region. "Since we can't provide parking for everyone who wants it, it is our responsibility to provide our workforce with the tools and information to find the alternative commuting option that works best for them."

The headquarters site is reasonably accessible to transit riders, bicyclists, and walkers, as Metro's Anacostia Station is under a mile from the campus' Gate One

entrance, along Martin Luther King Jr Ave, SE. For bicyclists, there is plenty of protected bicycle parking, complete with a service rack and tools. Bicycle parking is also located at the gym where bicycle commuters can shower, and they are the only group authorized to have permanent lockers at the gym to store work clothes and personal items.



Continued on back

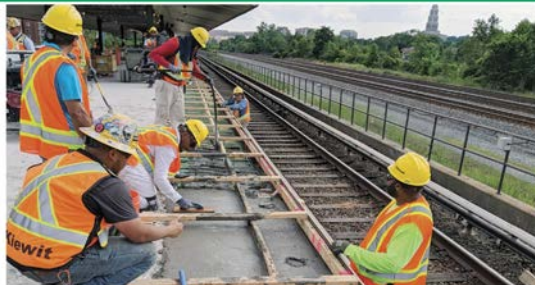
Winter 2020 E-Newsletter

The Winter 2020 and Spring 2020 editions of the Commuter Connections e-newsletter were distributed via email blast to employers and Committee Members.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

NEWSLETTER |

The Commuter Information Source for DC, MD, VA



More News



Protected Intersection Improves Safety in Montgomery County

A protected intersection was introduced this past fall in downtown Silver Spring, making it the first intersection of its kind in the mid-Atlantic region.



Bike to Work Day - Friday, May 15, 2020

Join thousands of like-minded commuters at 120 "pit stop" celebrations for the Washington, DC region's Bike to Work Day 2020 event. The first 20,000 registered attendees get a free T-shirt.

COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK

Issue 2, Volume 24 SPRING 2020 WHAT'S INSIDE

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

- 2 DMU Students Scouting Around Campus In Plus
- 3 AV Airport Rehabilitation at Tysons?
- 4 "MaxGo" TDM Comes to Montgomery County
- 4 Apple Map Users See Real-time Metro Train and Bus Info
- 5 Carpooling and HOV/Express Lanes: Save Time, Tolls
- 5 New App Pays Virginia Tolls on Cellphone and Bills Credit Card



TELEWORK SURGES AMID CORONAVIRUS PANDEMIC; NEW RESOURCES AVAILABLE

In some parts of the country, teleworking has been second nature for employers. In others, the coronavirus pandemic (COVID-19) forced management, IT departments, and employees into a crash course in working remotely. Employees who were already teleworking were more poised to do so on a full-time scale, while the majority of employees who never did so before were required to adapt to a whole new remote working environment, seemingly overnight.

Washington, D.C. ranks 16th on a list of Top Cities for Working from Home, according to SmartAsset, a program of Chase Bank. In developing the rankings, the study considered seven metrics: percent working from home; five-year change in percent working from home; unemployment rate; poverty rate; housing costs; coffee shop density; and bar density. Washington, D.C. had a higher unemployment rate than the top 15 cities for teleworking (6.6% vs 3-4%), a figure that impacted its overall score.



The Metropolitan Washington Council of Governments' Transportation Planning Board (TPB) is placing a renewed emphasis on teleworking as one of its adopted aspirational initiatives in its Visualize 2045 long-range transportation plan. Commuter Connections provides free telework resources to employers of all sizes, although small to medium-sized businesses are primary targets for growth potential in this realm.

Through its Employer Services representatives, Commuter Connections is poised to assist employers with regard to continuity of business operations objectives.

The following Telework and Alternative Work Schedules (AWS) resources have been updated and are available on the Commuter Connections website, at www.commuterconnections.org, in both the "Employer" and "Commuter" sections:

- Tips for teleworking "Do's and Don'ts" for both managers and employees
- List of coworking centers/shared workspaces/ Telework Centers
- Downloadable Telework poster to hang up at your worksite or distribute to your employees to encourage teleworking
- Self-help guide for employees seeking to telework or who are looking to become more productive while teleworking
- Virtual tour and overview presentation of Telework Centers (e.g. Coworking Centers) that describe how these spaces operate
- Sample program guidelines that can be used to construct a telework program at your worksite
- Sample teleworker agreement

Continued on page 2

SPRING 2020

FEDERAL ETC UPDATES

VANPOOL INCENTIVES FUEL A BETTER COMMUTE



Vanpooling to work has many benefits: saving money; gaining time in the day to rest, read, or (if necessary) catch up on work; saving wear and tear on your car; getting to know fellow employees; and, in some cases, getting a shorter commute via HOV and Express Lanes.

You might say vanpooling is its own reward. But the region provides additional benefits to make vanpooling, already cheaper than driving alone, even less expensive.

The Commuter Connections' Pool Rewards incentive gives qualifying new vanpools \$200 per month to lower rider fares. There is no end date for this incentive as long as the vanpool maintains at least seven riders and meets simple reporting deadlines.

In addition, drivers and riders can pay their vanpool fare with tax-free income under the federal Commuter Benefit program.

Annette Booze, office management specialist with the National Institutes of Health (NIH), just started a new vanpool along with nine NIH employees. "The commute takes up to one hour each way on a good day," said Booze. The one-way length of the trip is about 30 miles.

"Pool Rewards definitely helped us bring the vanpool group together; lowering the monthly fare for everyone really helped us to recruit riders," she added.

Booze appreciates the benefits she gets from vanpooling,

including the flexibility not to drive everyday (the 10-passenger van has five drivers who each take turns driving) and lightening the use of her personal vehicle.

"Vanpooling is a great way to commute to work," said Booze. "I have enjoyed getting to know my vanpool-mates and, most days, I even look forward to the commute!"

The vanpoolers also benefit from Commuter Connections' Guaranteed Ride Home program, which provides a free ride home in the event of an unexpected emergency or unplanned overtime. In addition, 25 designated vanpool spaces and 200 carpool spaces are reserved until 11am on the NIH Bethesda Campus.

Dayna Paszkiet is a Commuting Consultant with Enterprise Vanpools. "As Commuter Connections' Pool Rewards' vendor, Commute with Enterprise strives to provide Annette and her vanpool, along with all our other vanpools, the best possible experience and customer service," she said.

"Our team of local customer service and fleet representatives are here to assist Annette and our other coordinators with any help they need – finding riders, applying for subsidies like Pool Rewards, switching vehicles, maintenance, payment, EZ Pass, and fuel card questions to name a few – while allowing them to manage the day-to-day details to ensure the vanpool meets the needs of everyone inside."

IMPACTS OF THE VANPOOL OVER THE ENTIRE TIME IT'S BEEN ON THE ROAD:





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



Telework Surges Amid Coronavirus Pandemic

Telework has been second nature in some companies, while in others, the coronavirus pandemic forced management, IT departments, and employees into a crash course in working remotely.

More News



Metro Station Closures Begin May 23

Appendix A

Performance Measures

Web Visits

Month	FY 2019 Web Visits	FY 2020 Web Visits	+/-	+/- %
January	11,171	11,699	528	4.73%
February	7,849	10,320	2,471	31.48%
March	10,930	9,010	-1,920	-17.57%
April	8,862	4,320	-4,542	-51.25%
May	10,450	3,998	-6,452	-61.74%
June	9,884	6,109	-3,775	-38.19%
	59,146	45,456	(13,690)	-23.15%

Phone Calls

Month	FY 2019 Phone Calls	FY 2020 Phone Calls	+/-	+/- %
January	955	1,197	242	25.3%
February	862	853	(9)	-1.0%
March	1,062	730	(332)	-31.3%
April	998	152	(846)	-84.8%
May	1,159	122	(1,037)	-89.5%
June	928	170	(758)	-81.7%
	5,964	3,224	(2,740)	-45.9%

GRH Applications

Month	GRH FY 2019 Applications	GRH FY 2020 Applications	+/-	+/- %
January	761	846	85	11.2%
February	705	635	-70	-9.9%
March	731	552	-179	-24.5%
April	730	272	-458	-62.7%
May	704	227	-477	-67.8%
June	592	202	-390	-65.9%
	4,223	2,734	-1,489	-35.3%

Rideshare Applications

Month	Rideshare FY 2019 Applications	Rideshare FY 2020 Applications	+/-	+/- %
January	1,018	1,051	33	3.2%
February	679	1,013	334	49.2%
March	888	1,008	120	13.5%
April	639	718	79	12.4%
May	1,308	90	-1,218	-93.1%
June	889	97	-792	-89.1%
	5,421	3,977	(1,444)	-26.6%

Appendix B

Media Schedules – FY20 2nd Half Marketing Campaign *(original plan before pandemic)*

Commuter Connections FY2020 Spring Umbrella																										
	Media Outlet	Campaign to Run	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22			
Rideshare	Radio	WAFY/WWEG	2/10 - 6/15/20																							
		WBQB	2/10 - 6/15/20																							
		WFLS	2/10 - 6/15/20																							
		WFMD	2/10 - 6/15/20																							
		WFRE	2/10 - 6/15/20																							
	Social	Instagram	2/10 - 6/15/20																							
Youtube		2/10 - 6/15/20																								
GRH - Baltimore	Radio	WPOC 93.1/Baltimore	2/17 - 6/22/20																							
	Social	Facebook	2/17 - 6/22/20																							
		Youtube	2/17 - 6/22/20																							
GRH	Radio	WTOP	2/17 - 6/22/20																							
		WFRE	2/17 - 6/22/20																							
		WFMD	2/17 - 6/22/20																							
		WFLS	2/17 - 6/22/20																							
		WBQB	2/17 - 6/22/20																							
		WAFY/WWEG	2/17 - 6/22/20																							
		iHeart	2/17 - 6/22/20																							
		WLZL (El Zol)	2/17 - 6/22/20																							
		Broadcast + Streaming TV	NBC4	2/17 - 6/22/20																						
	WAMU		2/17 - 6/22/20																							
	Digital	MARC Trains	March - June																							
	Native Articles	Popville	3/16 - 6/22/20																							
		Facebook	2/17 - 6/22/20																							
Social	Youtube	2/17 - 6/22/20																								

Commuter Connections FY2020 Other Programs			Media Schedule: Specific Dates Spots Run (Week of)																					
	Media Outlet	Campaign to Run	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	
Flextime Rewards	Digital	FNN.com	2/10 - 6/15/20																					
		WTOP.com	2/10 - 6/15/20																					
	Social	Facebook	2/10 - 6/15/20																					

Appendix C

Flextime WTOP/FNN Digital Media Results

	Delivered Impressions	Clicks	CTR
WTOP	978,816	698	0.07%
Federal News Network	187,178	70	0.04%

Email Sponsorship	Emails Opened	Clicks	CTR
Federal News Network	176,475	567	0.32%

Appendix D

Social Media Performance (Jan - June 2020)

Facebook and Instagram

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	Facebook	\$50.00	10,561	61	0.58%	\$0.82
GRH Baltimore	Facebook	\$85.00	2,754	598	21.71%	\$0.14
GRH Baltimore	Facebook	\$85.00	3,118	371	11.90%	\$0.23
GRH Baltimore	Facebook	\$17.67	539	190	35.25%	\$0.09
GRH Baltimore	Facebook	\$84.99	3,305	764	23.12%	\$0.11
		\$322.66	20,277	1,984	9.78%	\$0.16

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	Facebook	\$17.72	7,227	37	0.51%	\$0.48
GRH DC	Facebook	\$50.00	1,280	217	16.95%	\$0.23
GRH DC	Facebook	\$85.00	3,819	690	18.07%	\$0.12
GRH DC	Facebook	\$800.00	54,901	2,000	3.64%	\$0.40
GRH DC	Facebook	\$85.00	3,194	328	10.27%	\$0.26
GRH DC	Facebook	\$85.00	2,733	206	7.54%	\$0.41
GRH DC	Facebook	\$50.00	989	158	15.98%	\$0.32
GRH DC	Facebook	\$800.00	145,616	964	0.66%	\$0.83
GRH DC	Facebook	\$800.00	59,143	2,535	4.29%	\$0.32
GRH DC	Facebook	\$50.00	1,088	394	36.21%	\$0.13
		\$2,822.72	279,990	7,529	2.69%	\$0.37

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	Facebook	\$400.00	13,576	1,195	8.80%	\$0.33
Rideshare	Instagram	\$240.00	5,956	1,115	18.72%	\$0.22
		\$640.00	19,532	2,310	11.83%	\$0.28

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Flextime	Facebook	\$250.00	10,231	1,031	10.08%	\$0.24
Flextime	Facebook	\$250.00	8,014	1,082	13.50%	\$0.23
Flextime	Facebook	\$250.00	8,831	502	5.68%	\$0.50
		\$750.00	27,076	2,615	9.66%	\$0.29

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
incenTrip	Facebook	\$625.00	36,948	563	1.52%	\$1.11
incenTrip	Facebook	\$625.00	14,516	1,556	10.72%	\$0.40
incenTrip	Instagram	\$300.00	9,824	329	3.35%	\$0.91
		\$1,550.00	61,288	2,448	3.99%	\$0.63

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Telework	Facebook	\$258.14	9,086	1,821	20.04%	\$0.14
Telework	Facebook	\$750.00	53,986	1,706	3.16%	\$0.44
		\$1,008.14	63,072	3,527	5.59%	\$0.29

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Earth Day	Facebook	\$150.00	6,152	1,004	16.32%	\$0.15

Appendix E

Social Media Performance (Jan - June 2020)

Google and YouTube

Program	Media	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	YouTube	\$69.19	5,122	12	0.23%	\$5.77
GRH Baltimore	YouTube	\$231.57	10,423	24	0.23%	\$9.65
GRH Baltimore	YouTube	\$231.72	24,685	78	0.32%	\$2.97
		\$532.48	40,230	114	0.28%	\$4.67

Program	Media	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	YouTube	\$15.06	1,341	2	0.15%	\$7.53
GRH DC	YouTube	\$49.59	5,046	15	0.30%	\$3.31
GRH DC	YouTube	\$49.70	2,067	5	0.24%	\$9.94
		\$114.35	8,454	22	0.26%	\$5.20

Program	Media	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	YouTube	\$398.03	21,141	58	0.27%	\$6.86
Rideshare	YouTube	\$399.75	28,593	66	0.23%	\$6.06
Rideshare	YouTube	\$400.04	24,836	66	0.27%	\$6.06
		\$1,197.82	74,570	190	0.25%	\$6.30

Program	Media	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
incenTrip	Google	\$511.37	45,127	224	0.50%	\$2.28