



Metropolitan Washington Council of Governments

**FY2019 Second Half
Marketing Campaign Summary
Final Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

September 17, 2019



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2019. Through the regional TDM Mass Marketing effort, with emphasis on Ridesharing and GRH, 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.

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

Other campaigns for the second half of FY19 include promotion of the Employer Recognition Awards, CarpoolNow, Flextime Rewards, and Bike to Work Day. Bike to Work Day, held on May 17, 2019 celebrated bicycling as a clean, fun, and healthy way to get to work. 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. The Flextime Rewards Program incentivizes commuters with cash to avoid peak traffic times along specific highly-congested corridors.

Mass Marketing Campaign

The FY2019 second half media campaign, promoting Ridesharing and GRH, used new advertising developed for spring FY2019, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Why Rideshare? Why Not?” for Rideshare, and “Don’t Freak Out” for GRH. Four radio ads, two Rideshare and two GRH, were produced in February 2019. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively, and alternated each week through the end of June. The total cost of the Rideshare media buy was \$281,184.13 and the total cost of the GRH media buy was \$281,202.50.

The FY2019 second half media campaign also included promoting GRH in the Baltimore region, using the same new advertising developed for spring FY2019 for the Washington, DC region. Two GRH radio ads ran for a total of nine weeks, which started at the end of February and ran through the last week in June. The total cost of the GRH Baltimore media buy was \$24,797.31.

Value Add Promotions

Based on paid media spending, \$58,492 in value add was negotiated in the form of additional Rideshare and GRH media exposure, \$33,142 for Rideshare and \$25,350 for GRH (DC and Baltimore). Value add varies from no-charge radio ads, promotional messages, radio personality social media posts, and banner ads on station websites.

Messaging Strategy

Rideshare’s “Why Rideshare? Why Not?” campaign uses statistics in an infographic-like design to bring the benefits of alternative mode commutes forward in a fun way. The campaign informs commuters that once they register with Commuter Connections for free, they gain 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 congestion is positively impacted. Rideshare advertising aired on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital and social media, and direct mail.

The FY19 messaging for GRH was “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that, with GRH, they can avoid "freaking out" with a free ride home. 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 unexpected 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 and social media, transit signage, and direct mail.

Bike to Work Day

The Committee selected robin's egg blue as the 2019 color, along with a new visual concept for the marketing materials. A sponsor drive netted 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 value of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach made up the campaign. A total of 17,909 bicyclists registered for the 2019 event, 3.6 percent above the previous year. A paid media campaign consisted of radio, digital, and social media spending in the amount of \$59,928.75.

Employer Recognition Awards

The employer nomination period remained open through February 28, 2019. Summaries of each employer nomination were prepared and reviewed by the Selection Committee on March 22, 2019. Award winners were honored at a ceremony on June 21, 2019, at the National Press Club. A video, invitations, program booklet, and podium sign were developed. Print ads were created for a paid media campaign with a total spend of \$7,448.81.

CarpoolNow Mobile App

A media campaign was developed and implemented to promote the benefits of the mobile application and increase driver sign-ups by focusing on the driver incentive. The campaign ran May through June with a media spend of \$19,777.88, and consisted of pop-up events, radio, and social media.

Flextime Rewards

During the second half of FY19, a media campaign was developed and implemented for the new Flextime Rewards Program. The campaign was targeted to both employers and commuters in the region, and ran during the months of May and June. The total media spend for the campaign was \$15,000 and included digital, social media, and direct mail.

Introduction

The FY2019 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2018, outlined marketing plans for FY2019. The strategy behind the FY2019 campaign reflects the state of events for the regions' commuters, and built upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington, DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The second half of FY2019 included the following actions:

- Launch of the new spring FY2019 regional mass marketing campaign.
- Promoting the CarpoolNow mobile app.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2019 event.
- Promoting the Flextime Rewards Program.
- Planning and implementing the 22nd annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2019 event.

About Commuter Connections

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

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- 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
- Potomac and Rappahannock Transportation Commission
- Prince George's County Department of Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are 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 modes included in marketing outreach include transit, bicycling, and teleworking.

The objectives of the marketing campaign were to:

- Emphasize the benefits of ridesharing, through simple, direct messages.
- Emphasize the benefits of ridesharing on HOV and Express Lanes.
- Position Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Position 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 and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, Flextime Rewards, the Employer Recognition Awards program, and the employer newsletter.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards usage among commuters.

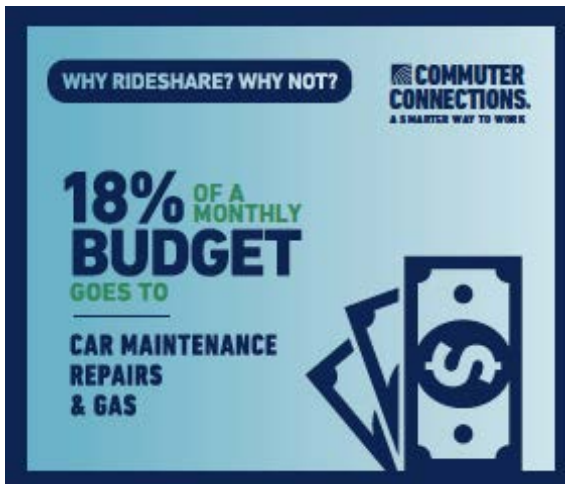
Brand Character

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 rides to work, the more positively air quality and mobility for the region is affected.

Ridematching Campaign

Messaging Strategy

Rideshare's "Why Rideshare? Why Not?" campaign used statistics in an infographic-like design to showcase the benefits of alternative mode commutes in a fun way.



Media Objectives: Rideshare

The Spring FY2019 media campaign promotes the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Due to highway congestion and fewer transit options, Ridesharing is as an ideal commute alternative for longer distance commutes, especially around Express Lanes/HOV corridors where time savings benefits are maximized.

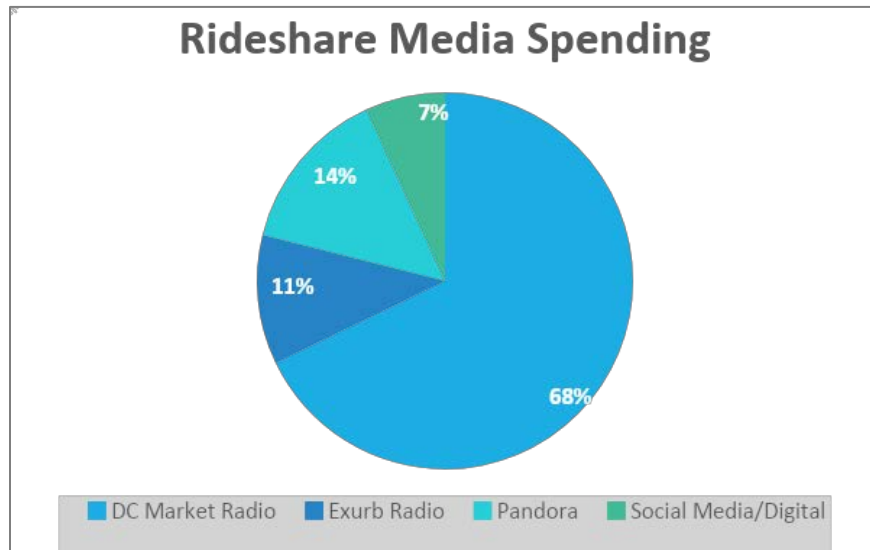
Target Market

FY2018 Commuter Connections Applicant Database Annual Placement Survey Report:

- 35-64 years old (84%): <35 (12%), 35-44 (23%), 45-54 (32%), 55-64 (29%),
- Female (54%) and Male (46%)
- Caucasian (57%) and African-American (22%), Asian (10%), Hispanic (8%)
- \$80,000+ annual household income.
- One-way commute of more than 30+ miles (62%) / more than 45 minutes (71%)
- Lives in Virginia (57%) or Maryland (40%); work in D.C. (50%), Maryland (25%), or Virginia (25%)
- Works for employers with more than 100 employees (79%), work for employers with 1,000 or more employees (48%)
- Works for federal agencies (66%) and private sector (21%)

Geographic Targeting

Washington D.C. DMA



Ridematching Spring Spending	Gross	Net	%	Impressions
DC Market Radio	\$228,721.00	\$190,906.60	68%	36,535,600
Exurb Radio	\$36,764.00	\$31,249.40	11%	6,230,000
Pandora	\$47,060.00	\$40,001.00	14%	7,220,000
Social Media/Digital	\$20,377.13	\$19,027.13	7%	1,615,917

Total \$332,922.13 \$281,184.13 100% 44,381,517

	Media	Gross	Net
Exurb Radio	WAFY	\$16,794.00	\$14,274.90
	WFMD	\$5,255.00	\$4,466.75
	WFRE	\$14,715.00	\$12,507.75
		\$36,764.00	\$31,249.40

Internet Radio	Pandora	\$47,060.00	\$40,001.00
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DC Market Radio	WTEM	\$23,350.00	\$19,847.50
	WTOP	\$103,700.00	\$84,638.75
	WLZL	\$45,396.00	\$38,586.60
	iHeart	\$56,275.00	\$47,833.75
		\$228,721.00	\$190,906.60

Social Media/Digital	Facebook/Instagram	\$244.96	\$244.96
	iHeart	\$9,000.00	\$7,650.00
	WTOP.com	\$10,000.00	\$10,000.00
	YouTube	\$1,132.17	\$1,132.17
		\$20,377.13	\$19,027.13

\$332,922.13 \$281,184.13

Radio & Podcasts

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

- WAFY (103.1 AC)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WLZL (Hispanic)
- WTEM (Sports)
- WTOP (103.5 News/Talk)

The Rideshare radio campaign alternated for nine weeks, February through June. The following ads promoted the Ridematching program:

Ridesharing :30 “Why Rideshare? Why Not?” Male

Bob loves carpooling to work. Why? He gets some much-needed social interaction, destresses, and saves a bundle. Why rideshare? Why not? Join Bob and join 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the happy 10%! That’s [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

Ridesharing :30 “Why Rideshare? Why Not?” Female

Jane loves carpooling to work. Why? She knows that her commute affects her happiness. That’s right. With 18% of a monthly budget going to owning and operating a car, carpooling saves her a bundle. Who wouldn’t be happy with those savings? Join Jane and join the 10% of Americans who are happy to save by sharing a ride each day!

Register today for free at [Commuter Connections.org](http://CommuterConnections.org) and join the 10%! That’s [Commuter Connections.org](http://CommuterConnections.org) or 800.745.RIDE.

Value Add

In addition to paid media spots, value add spots were negotiated. Select radio stations and Pandora are running bonus banner ads at no charge, and some radio stations are providing bonus radio spots at no charge. A total of \$33,142 in value add was secured, (\$16,857) for radio spots and (\$16,285) for Pandora.

Social Media Advertising

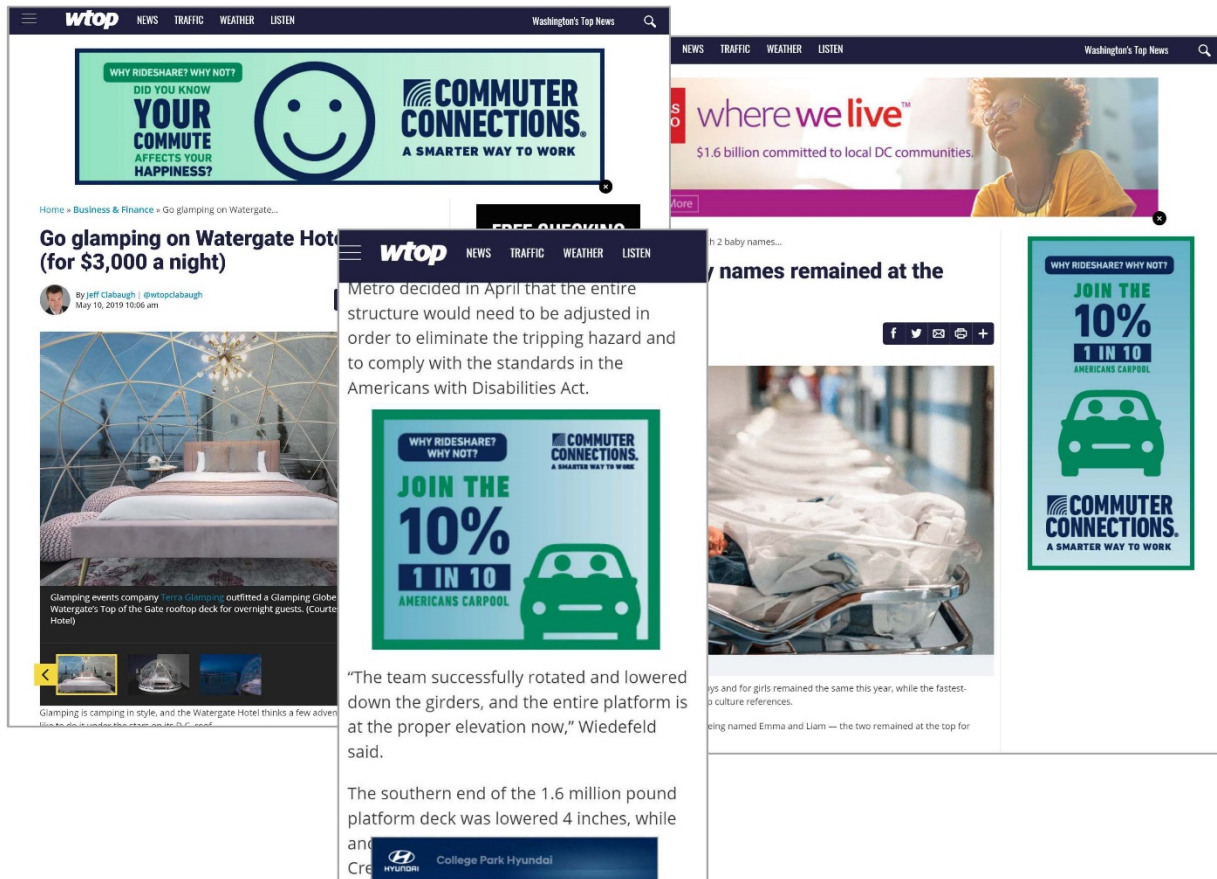
The Ridematching program was promoted through social media advertising on Facebook/Instagram. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for nine weeks, from February through the end of June.




Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored WTOP Articles from March – June. A Pandora campaign alternated every other week from February through June. This included digital banner ads and radio spots. Streaming services via YouTube were used to engage a unique audience.

WTOP.com Banner Ads:



WTOP.com Native Content Sponsored Articles:

WHY RIDESHARE? WHY NOT? DID YOU KNOW **YOUR COMMUTE AFFECTS YOUR HAPPINESS?**  **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

Home » Council of Governments - Rideshare » Top apps that will...

Top apps that will make your time as a carpool passenger more productive

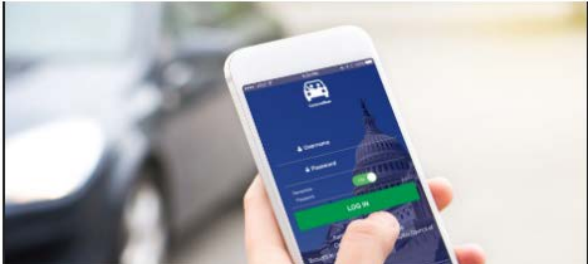
February 13, 2019 5:22 pm

[f](#) [t](#) [e](#) [p](#) [+](#)

This content is sponsored by Commuter Connections- Rideshare

Join the 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life! Register for free at commuterconnections.org

Looking for ways to pass the time, train your brain, or get work done as you're riding as a passenger in your carpool? We put together a list of apps that could make that time more fun, educational, and productive.




WHY RIDESHARE? WHY NOT?

DID YOU KNOW
YOUR COMMUTE AFFECTS YOUR HAPPINESS?



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT? DID YOU KNOW **YOUR COMMUTE AFFECTS YOUR HAPPINESS?**  **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

Home » Council of Governments - Rideshare » The top 15 most...

The top 15 most expensive commutes in America


March 26, 2019 8:26 am

[f](#) [t](#) [e](#) [p](#) [+](#)

This content is sponsored by Commuter Connections


Join the 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life! Register for free at commuterconnections.org

When you think of expensive commutes, you might think of people who live in the suburbs of New York City or Los Angeles but a surprising number of those expensive commutes are happening right here in the Washington, D.C. metro area. Bloomberg recently calculated the top 15 most expensive commutes in the United States converting total commuter hours into a dollar amount based on the average annual income of a full-time employee in the region. Here are the results.



WHY RIDESHARE? WHY NOT?

JOIN THE
10%
1 IN 10
AMERICANS CARPOOL




COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WTOP Native Content Facebook Posts:

wtop WTOP News with Commuter Connections.
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When you think of expensive commutes, you might think of people who live in the suburbs of New York City or Los Angeles but a surprising number of those expensive commutes are happening right here in the Washington, D.C. metro area. Bloomberg recently calculated the top 15 most expensive commutes in the United States converting total commuter hours into a dollar amount based on the average annual income of a full-time employee in the region. Here are the results.




WTOP.COM
The top 15 most expensive commutes in America [Learn More](#)

👍👎 Tiffany Allen, Mandeep Virk and 136 others 52 Comments 147 Shares

👍 Like 💬 Comment ➦ Share

wtop WTOP News with Commuter Connections.
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Looking for ways to pass the time, train your brain, or get work done as you're riding as a passenger in your carpool? We put together a list of apps that could make that time more fun, educational, and productive.



WTOP.COM
Top apps that will make your time as a carpool passenger more productive | WTOP

👍👎 Dina Mo, William Scales and 38 others 5 Comments 24 Shares

👍 Like 💬 Comment ➦ Share

Pandora Banner Ads:

**WHY RIDESHARE?
WHY NOT?**

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

**JOIN THE
10%
1 IN 10
AMERICANS CARPOOL**



**WHY RIDESHARE?
WHY NOT?**

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

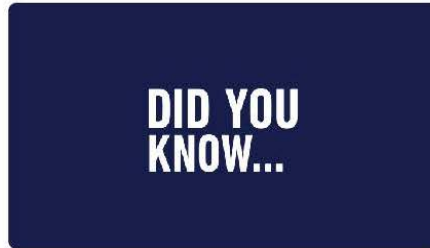
**DID YOU KNOW
YOUR
COMMUTE
AFFECTS YOUR
HAPPINESS?**



Video Storyboard

YouTube and Facebook/Instagram

**RIDESHARE
WHY RIDESHARE? WHY NOT?**





Summer Postcard Mailer

A postcard was also developed during the second half of FY19, promoting Rideshare. The postcard was mailed in June. The rideshare portion of the postcard mailing expenses was \$43,687.42

WHY RIDESHARE? WHY NOT?

DID YOU KNOW
**YOUR
COMMUTE
AFFECTS YOUR
HAPPINESS?**





WHY RIDESHARE? WHY NOT?

Register for Ridematching or Guaranteed Ride Home at commuterconnections.org.

Defray the cost of gas, tolls, and parking, and raise your enjoyment levels!

Over 350 Park & Ride Lots in the area make great meeting points – the vast majority offer free parking.


A couple of clicks can save you!

- 1 Visit commuterconnections.org.
- 2 Once you create a free account and sign up to rideshare, you'll receive an instant list of potential carpool or vanpool partners.
- 3 Simply reach out to those on your list of potential partners. It's that easy!
- 4 **Added Bonus: Guaranteed Ride Home.** When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for the Guaranteed Ride Home program*. If an illness, unexpected emergency or unscheduled overtime occurs, we'll arrange for you to get home for free, up to four times a year!

Register for free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. For questions, call 800.745.RIDE.

By registering with Commuter Connections, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.


*Some restrictions apply.



Metropolitan Washington Council of Governments
777 N. Capitol Street, NE, Suite 300
Washington, DC 20002-4290

WHY RIDESHARE? WHY NOT?

JOIN THE
10%
1 IN 10
AMERICANS CARPOOL



Commuter Connections® is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

PRESORTED
NON-PROFIT
U.S. POSTAGE
PAID
Permit No. 9770
Washington D.C.

Guaranteed Ride Home Campaign

Messaging Strategy

The FY19 messaging for GRH was “Don’t Freak Out”. This concept uses a humorous manner to appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home. By creating a lighthearted situation, commuters are reminded that with a free ride home from GRH, they can avoid "freaking out". By registering or re-registering ahead of time, commuters who use alternative transportation can be 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. 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 and social media, transit signage, and direct mail.



Media Objectives: Guaranteed Ride Home

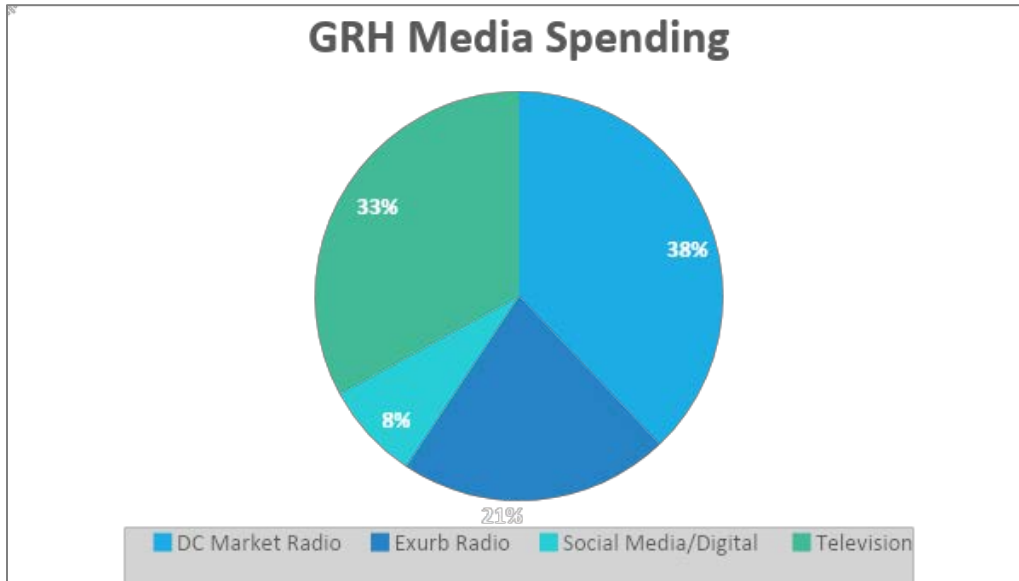
The campaign raises awareness for the GRH program among commuters, new registrants, and re-registrations. GRH leverages alternative transportation by removing one of the perceived barriers: how to get home in case of an unexpected emergency.

Target Market

From 2016 Guaranteed Ride Home Program Washington, DC Region Survey Report:

- Ages 25-54 (7%), 35-44 (18%), 45-54 (35%), 55-64 (34%)
- Caucasian (70%), African-American (17%), Asian (6%), Hispanic (5%)
- Male (53%) and Female (47%)
- Annual Household Income \$60,000+ (95%), \$100,000+ (75%), \$120,000+ (56%), \$160,000+ (30%)
- One-way commute more than 30 miles (62%) / more than 45 minutes (72%)
- Lives in Virginia (55%) or Maryland (40%) or District of Columbia (2%), another state (3%) with emphasis on Prince William (16%) and Fairfax Counties (12%)
- Works in D.C (64%), Maryland (15%) and Virginia (21%)

Geographic Targeting
Washington D.C. DMA



GRH Spring Spending	Gross	Net	%	Impressions
DC Market Radio	\$123,610.00	\$106,567.00	38%	28,109,600
Exurb Radio	\$70,874.00	\$60,242.90	21%	7,470,900
Social Media/Digital	\$23,542.75	\$21,760.45	8%	1,737,200
Television	\$108,979.00	\$92,632.15	33%	12,000,400
Total	\$327,005.75	\$281,202.50	100%	49,318,100

	GRH	Gross	Net
TV	NBC4	\$108,979.00	\$92,632.15

Exurb Radio	WAFY	\$16,794.00	\$14,274.90
	WBQB	\$20,385.00	\$17,327.25
	WFLS	\$13,725.00	\$11,666.25
	WFMD	\$5,255.00	\$4,466.75
	WFRE	\$14,715.00	\$12,507.75
		\$70,874.00	\$60,242.90

DC Market Radio	WAMU	\$9,990.00	\$9,990.00
	WTOP	\$69,340.00	\$58,939.00
	iHeart	\$44,280.00	\$37,638.00
		\$123,610.00	\$106,567.00

Social Media/Digital	Facebook/Instagram	\$315.96	\$315.96
	iHeart	\$11,882.00	\$10,099.70
	WTOP.com	\$10,000.00	\$10,000.00
	YouTube	\$1,344.79	\$1,344.79
		\$23,542.75	\$21,760.45
		\$327,005.75	\$281,202.50

Radio

Radio was the anchor media for the GRH campaign, with the following mix of station formats:

- WAFY (103.1 AC)
- WAMU (88.5 Public Radio)
- WASH (97.1 AC)
- WBIG (100.3 Classic Rock)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WTOP (103.5 News/Talk)

The GRH radio campaign started in late February and ran every other week through the end of June 2019. The following spots promoted GRH for the second half of FY2019, every other week over a nine-week span.

Guaranteed Ride Home :30 “Don’t Freak Out” (Male)

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to receive a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That’s commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Don’t Freak Out” (Female)

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to get a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That’s commuterconnections.org. Some restrictions apply.

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge. The total value add secured for radio was \$14,850.

Social Media Advertising

Social media advertising on Facebook/Instagram promoted Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts ran for nine weeks, from February through the end of June.




Online & Digital Advertising

GRH digital banner ads accompanied sponsored WTOP Articles from March – June. Streaming services via YouTube were also used to engage a unique audience.

WTOP Banner Ads

The image displays a screenshot of the WTOP website interface. At the top, a dark navigation bar contains the WTOP logo and links for NEWS, TRAFFIC, WEATHER, and LISTEN. Below this, a banner ad for 'COMMUTER CONNECTIONS' is visible, featuring a woman and a man with the text 'DON'T FREAK OUT GUARANTEED RIDE HOME.' and 'A SMARTER WAY TO WORK'. The main content area is split into two columns. The left column features an article titled 'Farmers markets make fresh food more accessible for low-income shoppers' by Rachel Nania, dated June 13, 2019. The article includes a photo of several crates of blueberries and a small 'COMMUTER CONNECTIONS' banner. The right column shows a news article titled 'All zombies: New 'Walking Dead' seeks extras in Virginia' with a photo of people in zombie costumes behind a chain-link fence and a sign that reads 'STOP VISITORS MUST SIGN IN AT GUARD HOUSE'. Social media sharing icons are present below the article titles.

WTOP Native Content Sponsored Articles



Home » Council of Governments- Guaranteed Ride Home » How much is your...



How much is your car costing you?


March 5, 2019 10:55 am

This content is sponsored by Council of Governments- Guaranteed Ride Home

If you rideshare to work, you can get free guaranteed rides home in case of illness, unexpected emergencies, or unscheduled overtime. Register today at commuterconnections.org or 800.745.RIDE. Some restrictions apply.

Ridesharing can save you money in the long run on fuel, maintenance and repairs. According to AAA, the average cost to operate a car in 2018 was \$8,849, or about \$734 per month. The figure was calculated based on the cost of fuel, maintenance, repairs, insurance, licensing, registration, taxes, depreciation, and loan interest. How much is your car costing you? This gallery takes a look at the different costs associated with owning a car.







Home » Council of Governments- Guaranteed Ride Home » Top carpool percentages by city

Top carpool percentages by city

April 10, 2019 3:07 pm

This content is sponsored by Commuter Connections


Carpooling to work is a great way to save money and reduce wear and tear on your car. Carpooling is very popular among cities across the United States. Using data from the American Community Survey, we looked at cities larger than 30,000 and found the top 15 cities with the highest percentages of working-age people who carpool to work.



WTOP Native Content Facebook Posts:

wtop WTOP News with Commuter Connections.
Sponsored · 🌐

According to AAA, the average cost to operate a car in 2018 was \$8,849, or about \$734 per month. The figure was calculated based on the cost of fuel, maintenance, repairs, insurance, licensing, registration, taxes, depreciation, and loan interest. How much is your car costing you? This gallery takes a look at the different costs associated with owning a car.




WTOP.COM
How much is your car costing you? [Learn More](#)

👍👎👤 Diana Trent, Sherrienne DiSabatino and 38 others 18 Comments 24 Shares

👍 Like 💬 Comment ➦ Share

wtop WTOP News with Commuter Connections.
Sponsored · 🌐

Carpooling to work is a great way to save money and reduce wear and tear on your car. Carpooling is very popular among cities across the United States. Using data from the American Community Survey, we looked at cities larger than 30,000 and found the top 15 cities with the highest percentages of working-age people who carpool to work.



WTOP.COM
Top carpool percentages by city | WTOP

👍 Diane Pelton, Christian Zimmermann and 38 others 13 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

Television/YouTube

For the Guaranteed Ride Home campaign, TV ads ran on NBC4 from the third week of February through the end of June. The ads also ran on YouTube through the end of June.

**STORYBOARD:
GUARANTEED RIDE HOME
DON'T FREAK OUT**



Ergggg



Ohhhhh



Ughhhh



Feeling like you might freak out?



Try Guaranteed Ride Home from Commuter Connections.



If you rideshare to work,



you are eligible to receive a couple of free



rides home, each year, guaranteed.

**WHY
FREAK
OUT**

Why freak out

ILLNESS?

about getting home in case of illness,

**UNEXPECTED
EMERGENCIES?**

unexpected emergencies,

**UNSCHEDULED
OVERTIME?**

or unscheduled overtime?

REGISTER FOR FREE!
commuterconnections.org
or 800.745.RIDE

Register or renew today for free at commuterconnections.org



or 800.745.RIDE.



That's commuterconnections.org.

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

Some restrictions apply.

Transit Ads

Transit ads were placed to reach the commuting population while en route. Ad space was generously donated by the following partners: Arlington Transit, Prince George's County, PRTC OmniRide, Fairfax County Connector, and Montgomery County Ride On. Ads appeared from April and June.

**DON'T
FREAK
OUT**

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

**GUARANTEED
RIDE HOME.**

For unexpected illness,
emergencies & unscheduled
overtime. Sign up today. It's free!

Some restrictions apply.

commuterconnections.org
800.745.RIDE

Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

Summer Postcard Mailer

A postcard was also developed during the second half of FY19, promoting Guaranteed Ride Home. The postcard was mailed in June. The GRH portion of the postcard mailing expense was \$43,687.42



GET FREE GUARANTEED RIDES HOME.

Register or renew today online at commuterconnections.org.

Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for Guaranteed Ride Home* (GRH) – FREE reliable rides home when an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise!

- We'll arrange for a free taxi to get you home up to four times each year!
- Available Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching – today!

- 1 To register for either free program simply visit commuterconnections.org to get started.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool or vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.RIDE.

*Some restrictions apply.


**DON'T
FREAK
OUT**

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

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

Metropolitan Washington Council of Governments
777 N. Capitol Street, NE, Suite 300
Washington, DC 20002-4290

PRESORTED
NON-PROFIT
U.S. POSTAGE
PAID
Permit No. 9770
Washington D.C.



**DON'T
FREAK
OUT**

**GET A FREE
GUARANTEED
RIDE HOME**

**For illness, unexpected emergencies
& unscheduled overtime. Sign up today.
It's free!**

*Some restrictions apply.

Commuter Connections* is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

Guaranteed Ride Home - Baltimore Campaign

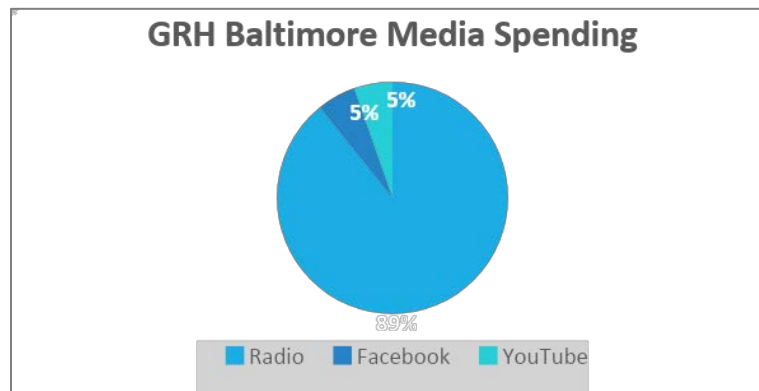
The GRH Baltimore campaign raises awareness for the GRH program among commuters and new registrants in the Baltimore region. Radio and Facebook/Instagram ads increased awareness of how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

Target Market for Baltimore Metropolitan Region from 2016 Guaranteed Ride Home Program Baltimore Region Survey Report:

- Ages 25-34 (13%), 35-44 (17%), 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%)
- Male (53%) / Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (24%), \$160,000+ (14%)
- One-way commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), Virginia (15%), or Pennsylvania (6%), New Jersey (6%), DC (1%), Delaware (1%)
- Top home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County, VA (7%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%)

Geographic Targeting

Baltimore, MD DMA



GRH Baltimore Spring Media Spending	Gross	Net	%	Impressions
Radio	\$26,230.00	\$22,295.50	90%	2,406,400
Social Media	\$2,501.81	\$2,501.81	10%	45,230
Total	\$28,731.81	\$24,797.31	100%	2,451,630

WBAL	\$26,230.00	\$22,295.50
------	-------------	-------------

Facebook/Instagram	\$1,157.02	\$1,157.02
YouTube	\$1,344.79	\$1,344.79
	\$2,501.81	\$2,501.81

Totals **\$28,731.81** **\$24,797.31**

Radio

Radio served as the anchor media for the GRH Baltimore campaign. WBAL Radio 1090 AM (News/Talk) ran GRH ads every other week from February through June 2019, for a total of nine weeks on air. See radio scripts on page 22.

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. A total of \$10,500 in value add was secured for radio.

Social Media

Facebook/Instagram was used to engage and help drive registration and re-registration to the website. See social media ads on page 23. YouTube was also used to engage a unique audience (see video storyboard on page 26-27).

Bike to Work Day

More than 17,900 bicyclists registered for Bike to Work Day 2019, a 3.6 percent increase over 2018. The May 17th event was held at 115 pit stops throughout the region. Registered attendees received a free Bike to Work Day 2019 T-shirt, refreshments, and other giveaways.



Sponsorship Drive

In FY2019, Commuter Connections secured 26 sponsors for Bike to Work Day, donating \$50,700 in cash, and \$21,450 in-kind sponsorships.

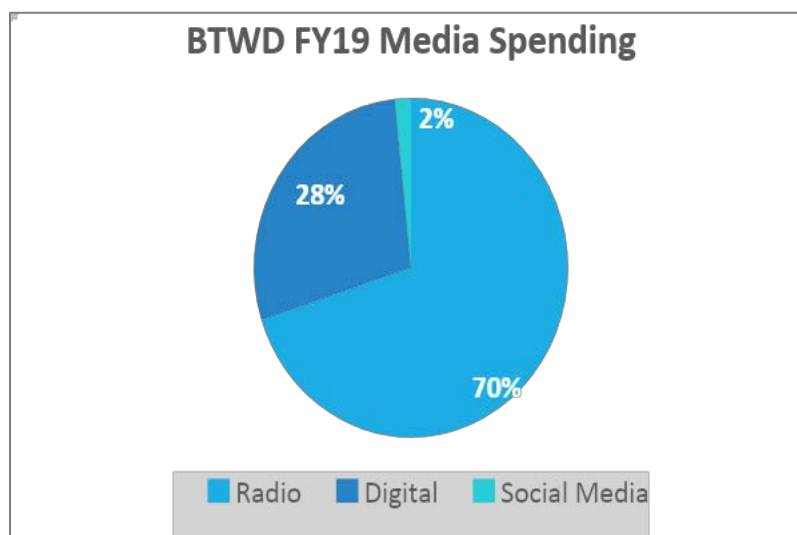
Target market

From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%) 25-34 (26%), 35-44 (20%), 45-54 (26%), 55-64 (20%),
- Male 64% and Female 36%
- Caucasian 85%, Hispanic (5%), Asian (4%), African-American (4%)
- Annual HH income \$80,000+ (77%), \$100,000+ (67%), \$120,000+ (55%), \$160,000+ (36%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA (30%), and MD (18%)
- Works for employer size of more than 100 employee (66%)

Geographic Targeting

Washington, DC DMA



BTWD Media Spending	Gross	Net	%	Impressions
Radio	\$49,425.00	\$42,011.25	70%	2,180,000
Digital	\$17,259.75	\$16,995.00	28%	905,000
Social Media	\$922.50	\$922.50	2%	150,991
Total	\$67,607.25	\$59,928.75	100%	3,235,991

BTWD Media Spending	Gross	Net
Radio		
iHeart	\$39,450.00	\$33,532.50
WJFK	\$9,975.00	\$8,478.75
	\$49,425.00	\$42,011.25
Digital		
Pandora	\$15,000.00	\$15,000.00
Spotify	\$495.00	\$495.00
WTOP	\$1,764.75	\$1,500.00
	\$17,259.75	\$16,995.00
Social Media		
Facebook/Instagram	\$427.50	\$427.50
Twitter	\$495.00	\$495.00
	\$922.50	\$922.50
Total	\$67,607.25	\$59,928.75

Marketing Strategies

Posters were mailed to employers throughout the region, and to more than 100 pit stop managers. Pit stop managers distributed the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. T-shirt graphics, pit stop banners, and a website were developed to promote the event. A paid media campaign consisted primarily of radio, digital and social media.

Website

The screenshot shows the homepage of the Bike to Work Day website. At the top is a teal banner with the text "BIKE TO WORK DAY FRIDAY MAY 17 2019" in orange and white. To the right of the text is an illustration of two cyclists riding over a bridge with a building in the background. Below the banner is a dark navigation bar with links: HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER, and SPONSORS. The main content area features a large heading "Bike to Work Day" and a paragraph describing the event. A teal button with the text "Free Registration Now Open" is positioned below the paragraph. To the right of the text is a photograph of a street scene with many cyclists riding. Below the main text are six content boxes, each with a teal header and a light gray background. The boxes are: "Pit Stops", "Commuter Convoys", "Sponsors", "Event Poster", "Find a Ride Buddy", and "Increase Cycling Skills". Each box contains a short paragraph of text and a "Read More..." link. The "Sponsors" box features the "GO Alex" logo, which consists of a colorful circular icon with a person, a bicycle, and a bus, and the text "GO Alex" below it.

BIKE TO WORK DAY FRIDAY MAY 17 2019

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday, May 17, 2019 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 115 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

[Free Registration Now Open](#)

Pit Stops

115 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



Event Poster

Download a PDF of the [Bike to Work Day Poster](#), and email it to your co-workers, friends, and family, inviting them to join you on Friday, May 17, 2019. Or print it out and pin it to your bulletin board.

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.
[Read More...](#)

Increase Cycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.
[Read More ...](#)

Poster

Pre-register by May 10 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.



BIKE TO WORK DAY 2019

FRIDAY MAY 17

Register free at BIKETOWORKMETRODC.ORG
 800.745.7433

Visit biketoworkmetrodc.org for pit stop locations & times.
 *T-Shirts available at pit stops to first 20,000 who register.
 Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2019





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

Rack Card



BIKE TO WORK DAY 2019
FRIDAY MAY 17

f t #BTWD2019

bike to work day 2019

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 10
for free T-shirt* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

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

*T-shirts available at pit stops to first 20,000 registrants.



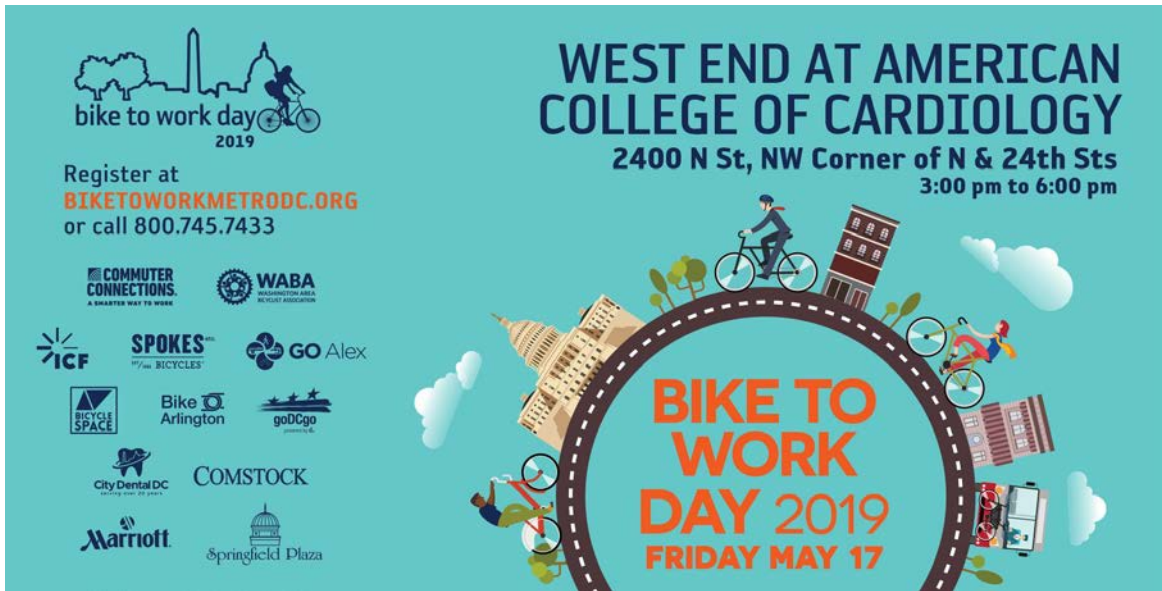
COMMUTER CONNECTIONS. A SMARTER WAY TO WORK
WABA WASHINGTON AREA BICYCLIST ASSOCIATION
ICF **SPOKES** etc. 187/188 BICYCLES
GO Alex
BICYCLE SPACE **Bike Arlington** **goDCgo** powered by d.
City Dental DC serving over 20 years **COMSTOCK**
Marriott **Springfield Plaza**
MDOT MARYLAND DEPARTMENT OF TRANSPORTATION **VDOT** Virginia Department of Transportation **AAA**
AASHIO AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS **AMERICAN COLLEGE of CARDIOLOGY**
BIKES@VIENNA **CRYSTALCITY** **FAIR LAKES**
Giant **POTOMAC PEDDLERS** MD + DC + VA **DC BIKE RIDE** + MAY 18
BROMPTON **ABUS** Security Tech Germany
pdw **GREEN GURU**
MSW BICYCLE ACCESSORIES **ORTLIEB** WATERPROOF

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

♻️ Printed on recycled paper.

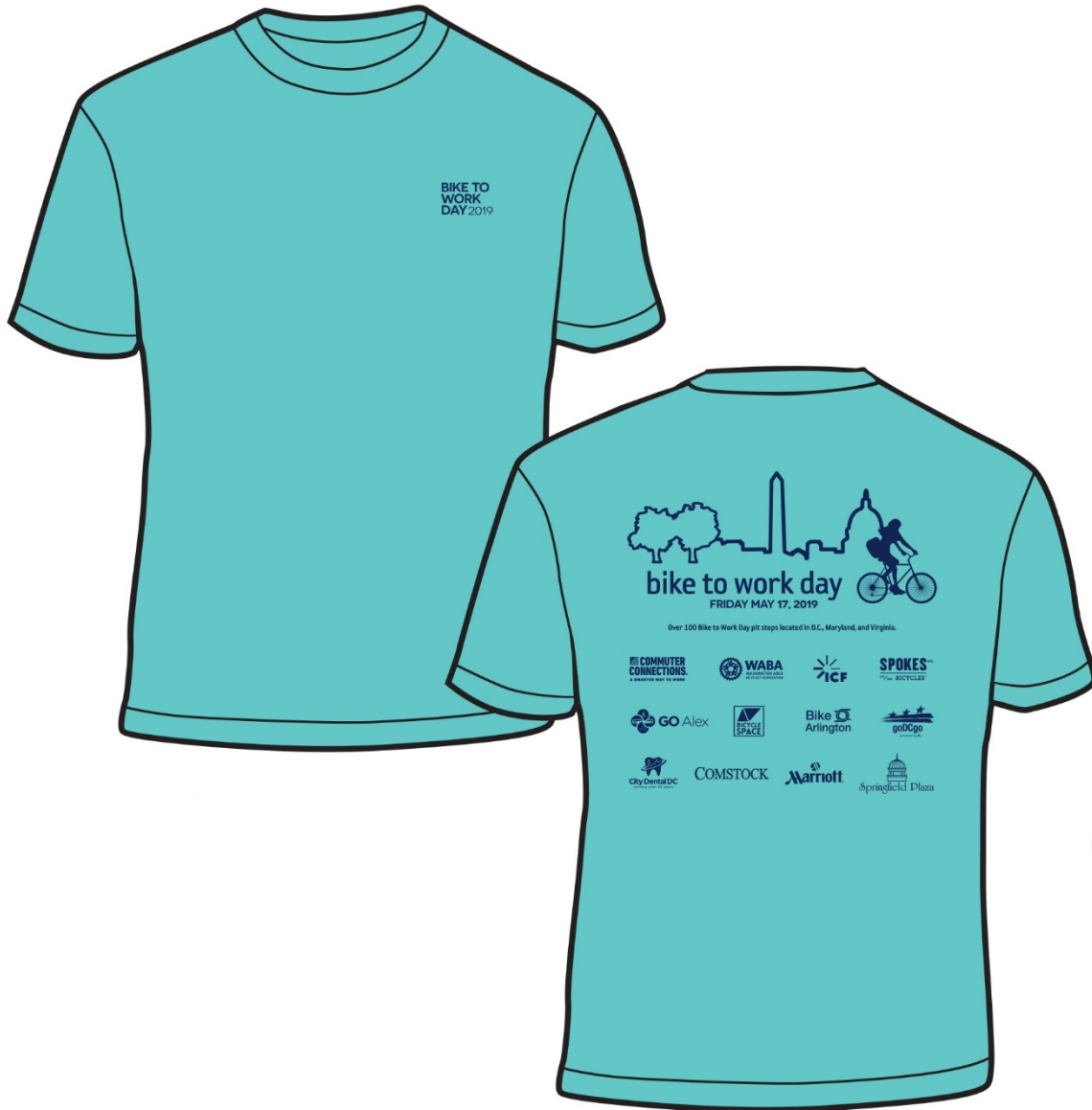
Vinyl Banner

Outdoor banners reflected graphics of the other Bike to Work Day 2019 marketing materials. The banners were 8' x 4' in size and provided to each pit stop manager more than a month prior to the May 17th event. Each banner was customized with the specific pit stop name, location, and times.



T-Shirt Design

Bike to Work Day T-shirts were given away free to the first 20,000 bicyclists who registered and attended.



Radio

BTWD 2019 :30

Spring is here, so is Bike to Work Day! Join Commuter Connections and the Washington Area Bicyclist Association on Friday, May 17th. The first 20,000 who register and attend this free event get a t-shirt and a chance at great prizes, like a new bike! Join the fun with free snacks, drinks, and giveaways at over 100 pit stops in DC, Maryland, and Virginia.

Bike to Work Day, Friday, May 17th. Register at biketoworkmetrodc.org or call 800-745-RIDE. See you there!

Sponsored by Go Alex, ICF, and Spokes Etc. Bicycles

Value Add

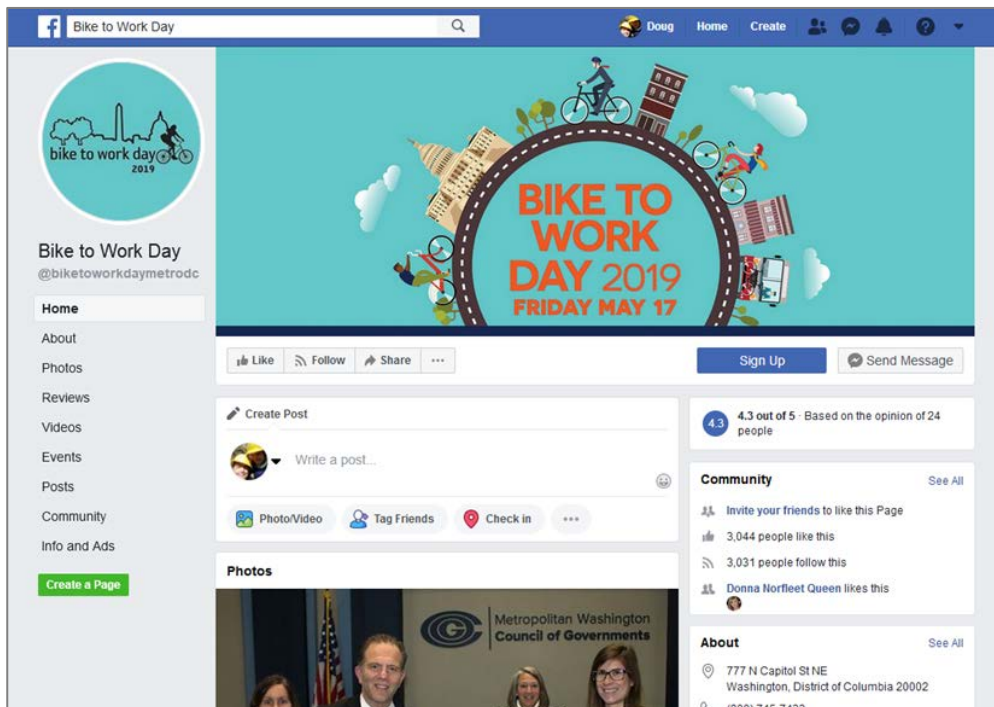
In addition to paid media, value add radio spots were negotiated in no cost promotional media. A total amount of \$10,000 was secured in value add for radio, which included additional bonus spots, radio personality endorsement, and social media impressions.

Online & Digital Advertising

Bike to Work Day digital banner ads accompanied a sponsored WTOP article during the campaign. Pandora and Spotify campaigns, which included digital banner ads and produced radio spots, also ran for the full 3-week duration of the campaign. Boosted posts were implemented on the Bike to Work Day Facebook/Instagram and Twitter pages.

Social Media

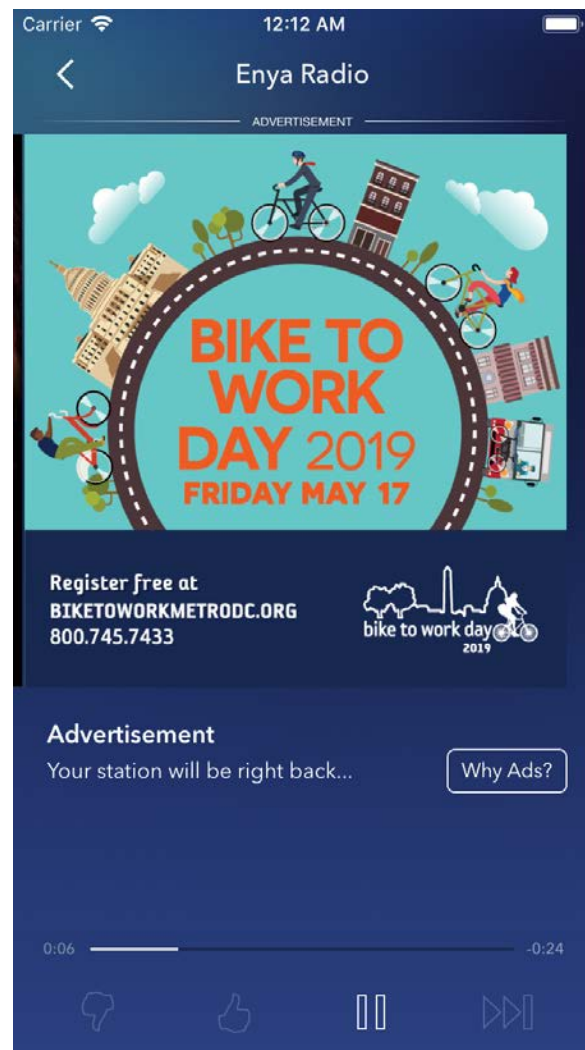
Facebook



Twitter



Spotify & Pandora





SPONSORED CONTENT

Home » Sponsored Content » 10 benefits of biking...

10 benefits of biking to work

May 1, 2019 4:17 pm



This content is sponsored by Commuter Connections- Bike to Work Day

On Friday, May 17, 2019, Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. The first 20,000 who register and attend this free event get a t-shirt and a chance at great prizes, like a new bike! Join the fun with free snacks, drinks, and giveaways at over 100 pit stops in DC, Maryland, and Virginia. Register for free at biketoworkmetrodc.org.

A [recent study](#) found that people who biked to work were happier than people who drove alone to work every day. Being happier is just of the many benefits you can gain from biking to work. Here is a list of the top 10 benefits of biking to work.



'Pool Rewards

'Pool Rewards was promoted through boosted posts for the I-395 \$100 bonus offer on Facebook/Instagram.

Pool Rewards Media Spending	Gross	Net	%	Impressions
Facebook/Instagram	\$3,000.00	\$3,000.00	100%	69,500
Total	\$3,000.00	\$3,000.00	100%	797,360

Value Add

Value add radio spots were negotiated in no cost promotional media, totaling \$1,625.

Facebook and Instagram

Commuter Connections
Published by Go Greenman [?] · February 4 · 🌐

'Pool Rewards provides up to \$130 to commuters who start or join a new carpool over a 90-day period*. As a bonus incentive, an additional \$100 may be awarded to commuters who start or join a new three-person carpool and travel along the I-395 corridor construction project zone*. To sign up for a free account, visit commuterconnections.org and select 'Pool Rewards. *Some restrictions apply.

18,276
People Reached

642
Engagements

[Boost Again](#)

Boosted on Feb 4, 2019
By Go Greenman

Completed

People Reached **18.8K** Post Engagement **2.5K**

[View Results](#)

Employer Recognition Awards

The Employer Recognition Awards Program recognized employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 28, 2019, and the Selection Committee met on March 22, 2019. Winners were honored at the 22nd annual awards ceremony on June 21, 2019 at the National Press Club in Washington, DC. To recognize the employer winners, two print ads appeared in the Wall Street Journal after the event; a ¼ page full color ad on June 24 in section A, and a B/W companion ad on June 26 in Section B.



Media Budget

Employer Recognition Awards Spending	Gross	Net	Impressions
Wall Street Journal DC/Baltimore edition	\$7,448.81	\$7,448.81	62,536
Total	\$7,448.81	\$7,448.81	62,536

Invitation



Metropolitan Washington Council of Governments
777 N. Capital Street, NE, Suite 300
Washington, DC 20002-4290

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 9770
Washington D.C.

20 EMPLOYER
RECOGNITION
19 AWARDS

20 EMPLOYER
RECOGNITION
19 AWARDS

C E L E B R A T I N G S T A R S

20 EMPLOYER
RECOGNITION
19 AWARDS

FRIDAY, JUNE 21, 2019
THE NATIONAL PRESS CLUB

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

Metrorail to Metro Center, exit onto 13th St.

8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea Reception
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

Hosted by
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

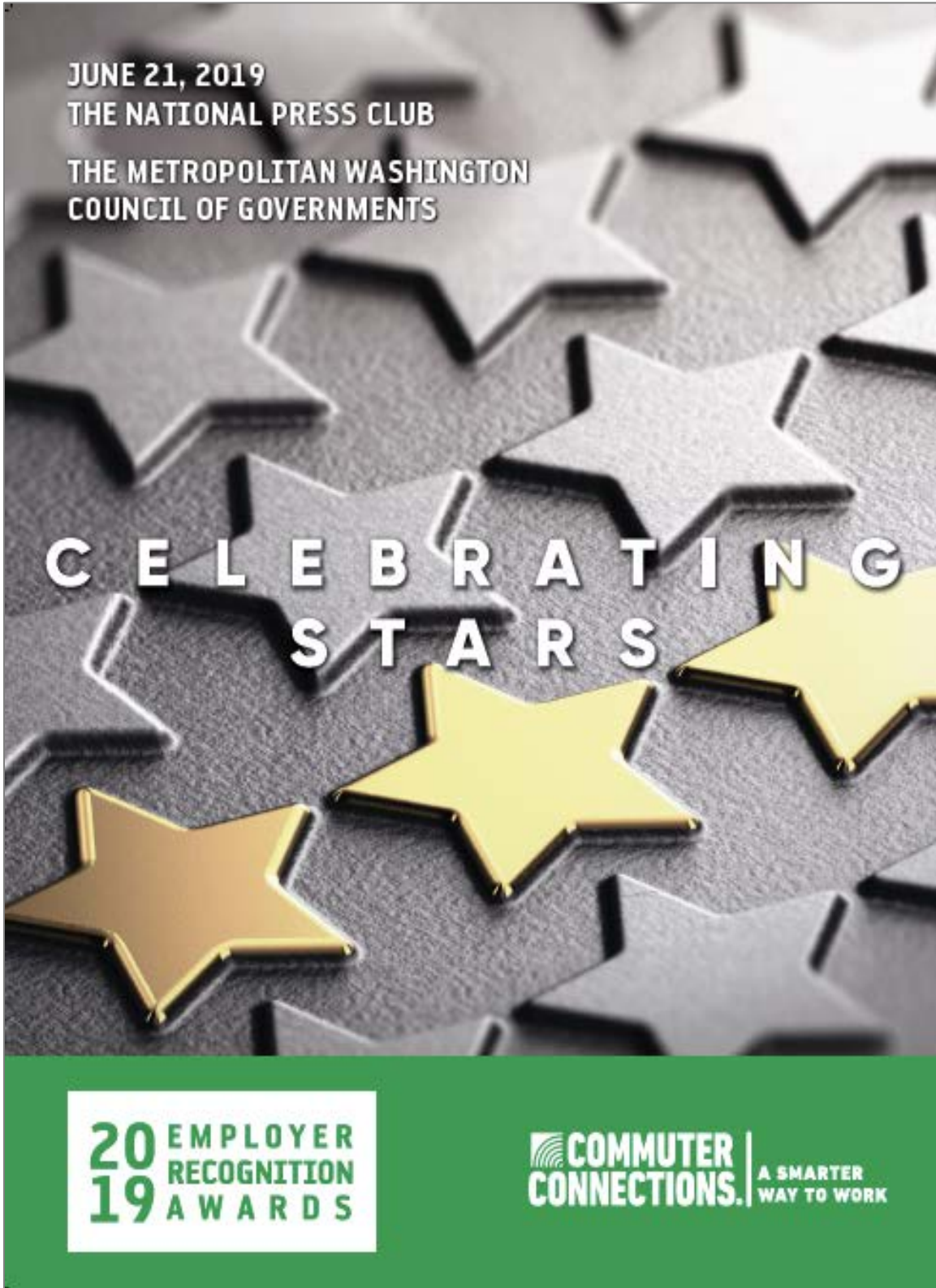
RSVP www.commuterconnections.org/rsvp
by JUNE 12, 2019. For questions contact
csansbury@mmwco.org, 202-962-3327.

We congratulate employers in the Washington
metropolitan region that voluntarily initiated
programs encouraging employees to use
commute alternatives.

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



Podium Sign



Program Booklet



2019 EMPLOYER RECOGNITION AWARDS

The National Capital Region is among the fastest growing areas in the country. There are millions of people and jobs in hundreds of communities linked together by a system of roads, transit lines, and bicycle and pedestrian right-of-ways. Both population and employment in the region are expected to continue to grow in the upcoming decade. The impacts on the highway and public transportation systems are tremendous.

As we look toward keeping pace with the region's development, a key component will be guiding daily commute behavior by encouraging a multi-modal balance of shared rides, transit, bicycling and walking, and teleworking. Commuter Connections and its jurisdictional partners assist employers in all such areas, and an employer's role in helping to shape commute methods of their employees cannot be underestimated.

The employers we are honoring today have implemented innovative and successful commuter benefits programs. We hope that through their example, other organizations will embrace similar initiatives, creating more like-minded workplaces for the betterment of employers, employees, and the region.

On behalf of the National Capital Region Transportation Planning Board, I wish to congratulate the winners of the 2019 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to reducing traffic congestion and improving the region's air quality.

Sincerely,

Martin E. Nohe
Chairman, National Capital Region Transportation Planning Board



Martin E. Nohe
Prince William Board of County Supervisors

Giveaway Item





CONGRATULATIONS TO OUR
WINNERS

Toole Design Group
Silver Spring, MD
Incentives Award

Washington Headquarters Services
Washington, DC and Alexandria, VA
Marketing Award

Aircraft Owners and Pilots Association
Frederick, MD
Telework Award

Honoring companies innovating
and improving commuter mobility
for their employees.

20 EMPLOYER
19 RECOGNITION
AWARDS

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



20 EMPLOYER
19 RECOGNITION
AWARDS

CONGRATULATIONS TO OUR WINNERS

Toole Design Group, Silver Spring, MD
Incentives Award

Washington Headquarters Services
Washington, DC and Alexandria, VA
Marketing Award

Aircraft Owners and Pilots Association, Frederick, MD
Telework Award

Honoring companies innovating and improving
commuter mobility for their employees.

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

CarpoolNow Mobile App

CarpoolNow is a ridesharing mobile application 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 app functions like popular for-profit “Ridehailing” services, except with CarpoolNow the focus is on commuters, the ride is free for passengers, and the driver earns \$10 per trip going to and from work. A media campaign was developed and ran May through June 2019 and consisted of pop-up events, radio, and social media.



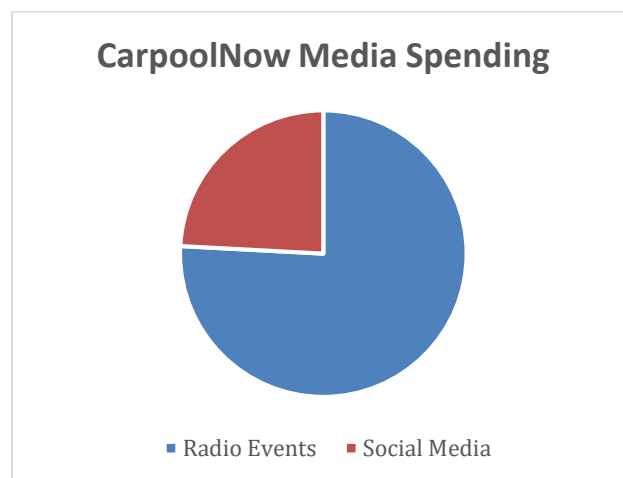
Media Strategy

Commuter Connections held events in DC, MD, and VA to promote the CarpoolNow app and emphasized the driver incentive. Events were held in partnership with various radio stations, WMATA, and various local transportation organizations.

Target Audience (Washington, DC DMA)

- SOV drivers; car-heavy families and individuals; students;
- Ages 16-65.
- Male and female.
- Caucasian and Hispanic.
- Lives/works in the Washington, DC metropolitan area.
- Commuters affected by the WMATA station platform reconstruction

Budget



CarpoolNow Media Spending	Gross	Net	%	Impressions
Radio Events	\$15,000.00	\$15,000.00	76%	107,500
Social Media	\$4,777.88	\$4,777.88	24%	382,511
Total	\$19,777.88	\$19,777.88	100%	490,011

Radio Partner Events	Gross	Net
Huntington Metro Station Event (Entercom)	\$4,800.00	\$4,800.00
Van Dorn Street Metro Station Event (WTOP)	\$5,000.00	\$5,000.00
Frederick Park & Ride Lot Event (WFRE/WFMD)	\$4,000.00	\$4,000.00
National Capital BBQ Battle Event (Entercom)	\$1,200.00	\$1,200.00
	\$15,000.00	\$15,000.00

Social Media	Gross	Net
Facebook/Instagram	\$4,777.88	\$4,777.88

Total **\$19,777.88** **\$19,777.88**

CarpoolNow Pop-Up Events

May 8 – Huntington Station - Yellow Line

Street teams spoke to more than 600 commuters over the course of 2.5 hours. A radio spot also ran to promote the app and the event.



May 14 – Van Dorn Street Station - Blue Line

Street teams spoke to more than 400 commuters over the course of 2.5 hours.



May 22 – Urbana Park & Ride Lot, Frederick, MD

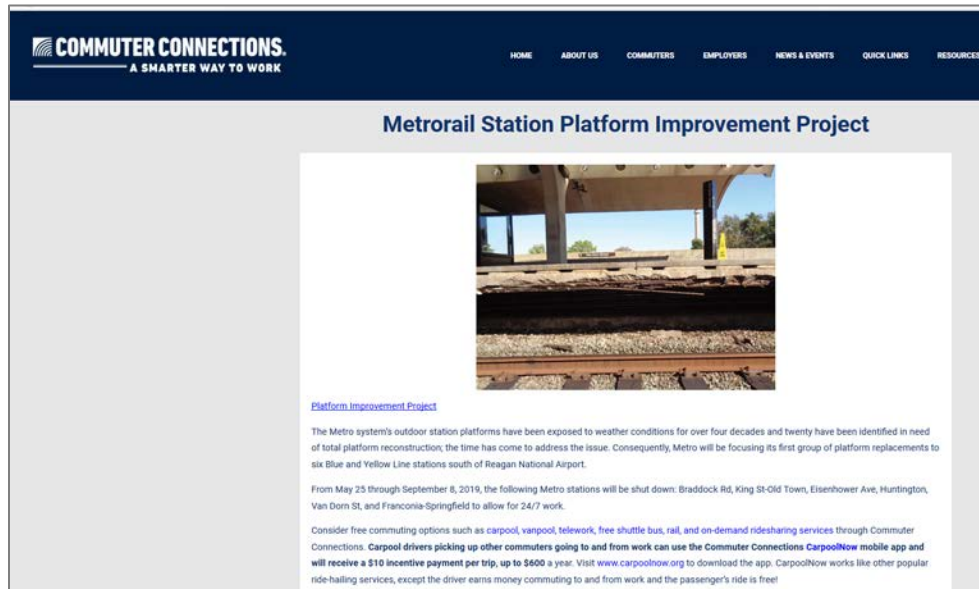
The event was broadcast live by the radio station partners, and commuters enjoyed complimentary donuts as they spoke with the street teams. A radio spot also ran to promote the app and the event. Approximately 75 commuters engaged with the street team during the promotion.



June 22-23 – National Capital BBQ Battle, Washington, DC



Metro Station Shutdown Webpage



The screenshot shows the top portion of a webpage. At the top left is the logo for "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK". To the right is a navigation menu with links for HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The main heading is "Metrorail Station Platform Improvement Project". Below the heading is a photograph of a construction site at a station platform. Underneath the photo is a small caption "Platform Improvement Project" and a paragraph of text explaining the project's scope and timeline. A final paragraph promotes the CarpoolNow mobile app, offering a \$10 incentive per trip.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS RESOURCES

Metrorail Station Platform Improvement Project

[Platform Improvement Project](#)

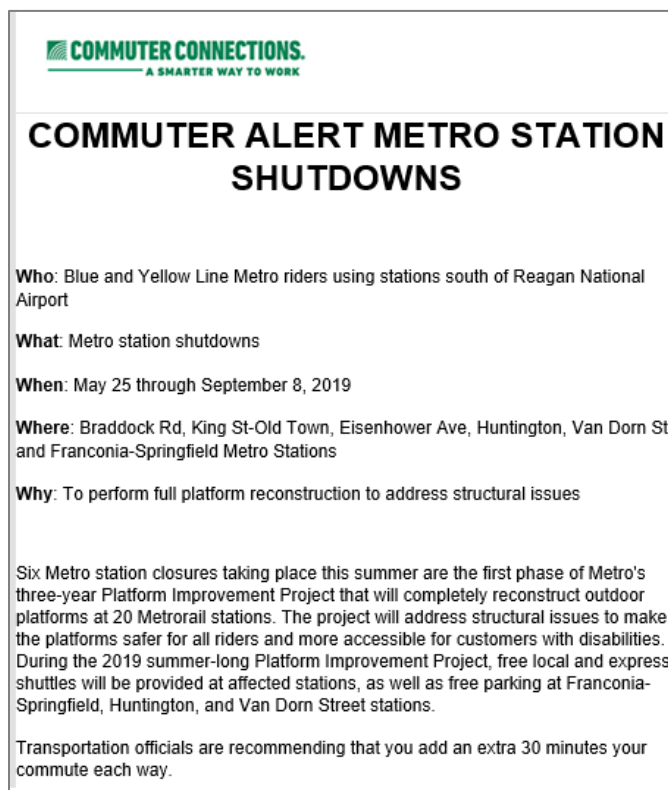
The Metro system's outdoor station platforms have been exposed to weather conditions for over four decades and twenty have been identified in need of total platform reconstruction; the time has come to address the issue. Consequently, Metro will be focusing its first group of platform replacements to six Blue and Yellow Line stations south of Reagan National Airport.

From May 25 through September 8, 2019, the following Metro stations will be shut down: Braddock Rd, King St-Old Town, Eisenhower Ave, Huntington, Van Dorn St, and Franconia-Springfield to allow for 24/7 work.

Consider free commuting options such as carpool, vanpool, telework, free shuttle bus, rail, and on-demand ridesharing services through Commuter Connections. **Carpool drivers picking up other commuters going to and from work can use the Commuter Connections CarpoolNow mobile app and will receive a \$10 incentive payment per trip, up to \$600 a year.** Visit www.carpoolnow.org to download the app. CarpoolNow works like other popular ride-hailing services, except the driver earns money commuting to and from work and the passenger's ride is free!

Metro Station Shutdown Email Alert

E-mail messages went to 5,800 commuters and over 1,000 employers surrounding the impacted station closures.



The screenshot shows an email alert. It features the "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK" logo at the top. The main heading is "COMMUTER ALERT METRO STATION SHUTDOWNS". Below this, there are four sections: "Who", "What", "When", and "Where", each followed by a brief description. A "Why" section explains the project's goal. A longer paragraph provides more details about the project's scope and the services provided at affected stations. The final sentence recommends adding 30 minutes to the commute.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

COMMUTER ALERT METRO STATION SHUTDOWNS

Who: Blue and Yellow Line Metro riders using stations south of Reagan National Airport

What: Metro station shutdowns

When: May 25 through September 8, 2019

Where: Braddock Rd, King St-Old Town, Eisenhower Ave, Huntington, Van Dorn St, and Franconia-Springfield Metro Stations

Why: To perform full platform reconstruction to address structural issues


Six Metro station closures taking place this summer are the first phase of Metro's three-year Platform Improvement Project that will completely reconstruct outdoor platforms at 20 Metrorail stations. The project will address structural issues to make the platforms safer for all riders and more accessible for customers with disabilities. During the 2019 summer-long Platform Improvement Project, free local and express shuttles will be provided at affected stations, as well as free parking at Franconia-Springfield, Huntington, and Van Dorn Street stations.

Transportation officials are recommending that you add an extra 30 minutes your commute each way.

WTOP Native Content Sponsored Article

A sponsored article ran on WTOP.com after the May 14th event, which was accompanied by banner ads promoting the CarpoolNow app.

GIVE RIDES GET CASH!
Share your work commute and get paid \$10 each way when you do the driving! Download the CarpoolNow app today to get started.
Some restrictions apply.




carpoolnow.org
800.745.RIDE
CarpoolNow

SPONSORED CONTENT

[Home](#) » [Sponsored Content](#) » WTOP joins forces with...


WTOP joins forces with Commuter Connections & Metro to inform on platform closures

May 17, 2019 11:35 am




This content is sponsored by Commuter Connections

WTOP, along with Commuter Connections and other area transit organizations, visited the Van Dorn Street Metro station on May 14th to make sure everyone is informed of the upcoming platform closures on the Blue & Yellow lines south of Reagan National Airport starting May 25th. Didn't catch us there? Still need information? No problem! Check out the event information and pictures here. Or, explore your alternatives and workarounds at Commuter Connections at <https://www.commuterconnections.org/metro-station-shutdown/>.



GIVE RIDES GET CASH!
Share your work commute and get paid \$10 each way when you do the driving! Download the CarpoolNow app today to get started.
Some restrictions apply.



CarpoolNow

Social Media Posts

Boosted posts ran on Facebook/Instagram promoting the CarpoolNow app and the pop-up events.

Commuter Connections
May 7 at 3:45 PM · 🌐

Visit us at Huntington Metro Station on Wednesday, May 8th from 4:30 pm - 7 pm. Learn how you can earn \$10 each way when you drive fellow carpoolers to and from work. Just sign up at carpoolnow.org or call 800.745.Ride. It's FREE! Sponsored by Commuter Connections. Some restrictions apply.



**GIVE RIDES
GET CASH!**




carpoolnow.org 800.745.RIDE


👍❤️ You and 66 others 2 Comments 7 Shares

Commuter Connections
May 9 at 3:29 PM · 🌐

Learn how you can earn \$10 each way when you pick up fellow carpoolers. Come join us on Tuesday, May 14th from 4:30 pm - 7 pm at Van Dorn Street Metro Station and get a chance to win some awesome prizes! Sign up at carpoolnow.org or call 800.745.Ride. It's FREE! Sponsored by Commuter Connections. Some restrictions apply.



**GET PAID
TO DRIVE!**



carpoolnow.org 800.745.RIDE

👍👍👍 126 2 Comments 8 Shares

Flextime Rewards

The Flextime Rewards Program incentivizes commuters to avoid travel during peak traffic congestion. Carpool or single-occupant vehicle commuters may participate and rewarded with an \$8 cash incentive per trip when traveling along specific traditional bottleneck corridors within the region. A campaign was developed to promote the Flextime Rewards Program which ran May through June 2019 and consisted of direct mail, digital, and social media.

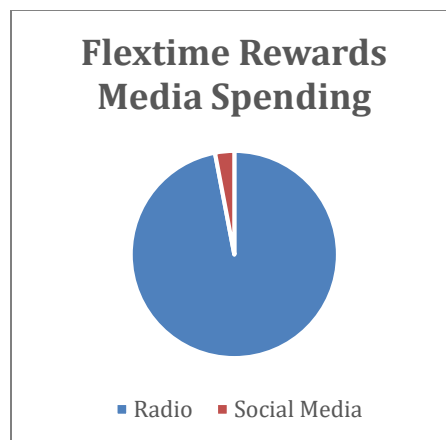
Media Strategy

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

Target Audience (Washington, DC DMA)

- Current SOV drivers on the following corridors:
 - I-495 inner loop between VA-267 and I-270 spur
 - I-495 outer loop between 1-95 and MD-193
 - I-66 eastbound at VA-267
 - DC-295 southbound at Benning Rd
- Employers of the drivers specified above

Media Budget



Flextime Rewards Media Spending	Gross	Net	%	Impressions
WTOP	\$14,500.00	\$14,500.00	89%	775,000
Facebook/Instagram	\$500.00	\$500.00	3%	22,360
Total	\$15,000.00	\$15,000.00	100%	797,360

Social Media Posts



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.



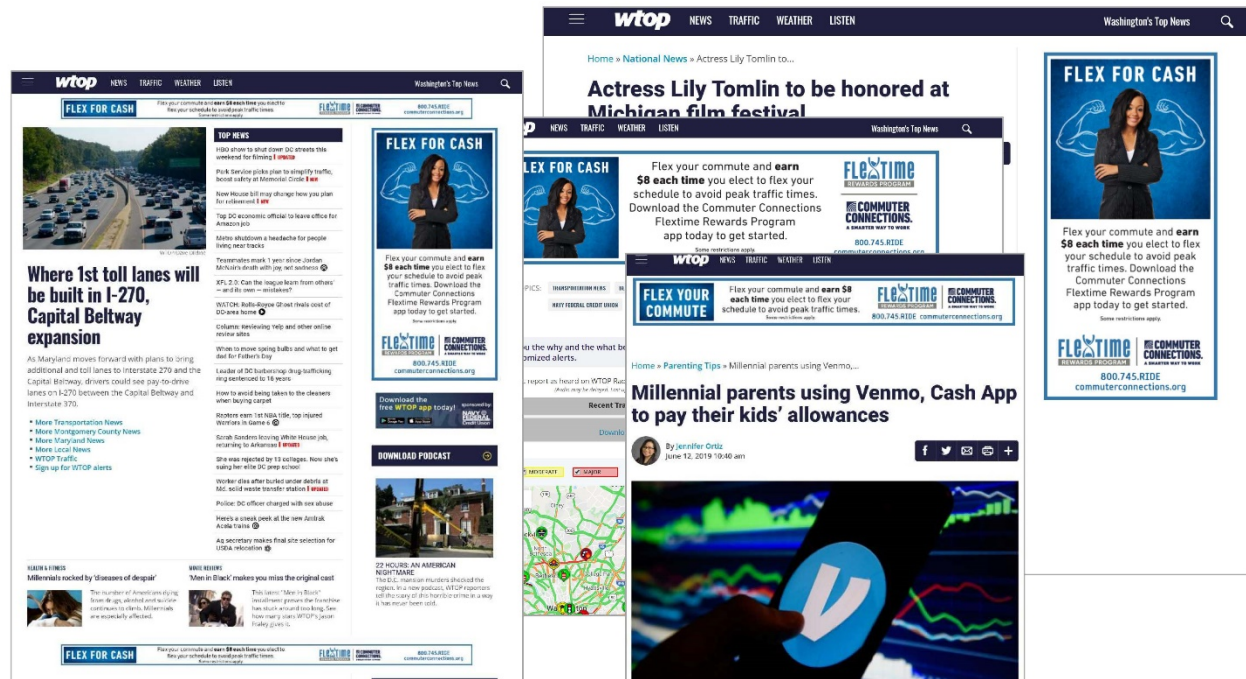
Flex for Cash!
When you join Commuter Connections Flextime Rewards program, you can receive \$8 cash each time you elect to flex your workday schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started. Some restrictions apply.



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. Some restrictions apply.

WTOP Digital Banner Ads

Web banners were developed for display on WTOP.com to promote the program.



Postcard

A postcard direct mailer was developed and mailed to qualifying employers to promote the Flextime Rewards program. The postcard was mailed in June and printing, mail house services, and postage expenses were \$1,268.



THEY FLEX YOU WIN.

Enhance company benefits and productivity at no cost to you or your employees with Flextime Rewards! In fact, employees receive money just for flexing their schedule.

When commuters join the Flextime Rewards program, they receive **\$8 cash each and every time they flex** their schedule! Eligible commuters who sign up will receive a notification when traffic congestion is heavy along their route, so they can choose to flex their commute and workday schedule.

What commute routes are eligible?

- I-495 IL between VA-267 and I-270 Spur
- I-495 OL between I-95 and MD-193
- I-66 EB at VA-267
- DC-295 SB at Benning Rd

Those with an existing Commuter Connections account can simply opt into the program by logging into their account and selecting the Flextime Rewards option on the right-hand side of the page. **New members can register for the Commuter Connections Flextime Rewards program at commuterconnections.org**

Some restrictions apply.

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

Employees can register for the Flextime Rewards Program at commuterconnections.org.

Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter were produced during the second half of FY2019. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. 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.

Spring Newsletter

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK

Issue 2, Volume 23 Spring 2019 WHAT'S INSIDE

- 2 Metro Platform Blues? (Continued From Page 1)
- 3 New Frederick Douglass Bridge Construction
- 4 Metrorail Welcomes Full-Size Bicycles
- 5 Red Line Riders To Face More Service Disruptions
- 5 Flat Your Commute

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



METRO PLATFORM BLUES?

Got the Metro platform repair blues? Commuter Connections can help your employees smile again.

Starting Saturday, May 25, 2019, the Washington Metropolitan Area Transit Authority (WMATA) will begin a major platform reconstruction project of outdoor platforms at 20 Metrorail stations.

As part of a three-year platform improvement project, the 20 platforms will be completely reconstructed to make them safer and more accessible to riders with disabilities, as well as address safety concerns and structural issues.

Reconstruction will take place at six stations along the Blue and Yellow Lines and is scheduled for completion by Labor Day, September 2. Stations include Braddock Road, King St - Old Town, Eisenhower Ave, Huntington, Van Dorn Street, and Franconia-Springfield. To accelerate completion of the project, the stations will be closed and construction will occur concurrently and around-the-clock.

"Thanks to the region's investment in Metro safety and reliability, we are now able to get after these stations where there are structural deficiencies," said Metro General Manager and Chief Executive Officer Paul J. Wiedefeld. "To reduce the length of time riders are inconvenienced, we have incentivized the contractor to rebuild deteriorating concrete platforms using an aggressive construction approach that reduces the project duration and contains the service disruption as



much as possible to provide normal rail service elsewhere on the system."

While free express and local shuttle bus service will be provided while the stations are closed, Metro suggests riders add 30 minutes to their trips to account for any issues.


"We are doing our part to help provide transportation options in conjunction with these important platform improvements," said city of Alexandria Mayor Justin Wilson. "The City and its partners are expanding local bus, trolley, and water taxi service; managing traffic flow; emphasizing rideshare, pedestrian, bicycle, and mobility device use; encouraging telework and alternate commuting schedules; and other mitigation strategies. Plans are detailed at alexandriava.gov."

Continued on page 2

Spring 2019

FEDERAL ETC UPDATES

TRANSERVE SERVES YOUR FEDERAL EMPLOYEES



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

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

Under the program, government employees use a personalized Visa® debit card to purchase fare media from a ticket agent, online, or at a station kiosk. This saves the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

Over the years, the program has improved, adapted to changing technologies, and embraced multiple alternative commuting options. In 2013, to both save money and make choosing mass transit easier for federal employees, TRANSServe, moved away from paper fare media to deliver the transit benefit electronically.


In 2015, TRANSServe created a \$20 Active Bicycling Commuting subsidy designed to encourage more bicycle trips. Federal employees can be provided with up to \$20 per month (\$240 a year) for bicycling expenses to be used towards the purchase of a bicycle, bicycle related clothing, helmet, gear, etc. The subsidy was created in June 2015 as a response to the provision "Implementing Instructions for Executive Order (E.O.) 13693, Planning for Federal Sustainability in the Next Decade," calling for the DOT to reconvene the Interagency Task Force on Bicycling and Active Transportation. This led to updating the document "Implementing a Successful Bicycle and Active Commuting Program in the Washington, DC Metropolitan Area," ensuring such updates included expansion to metropolitan areas with major Federal offices and facilities. The document also evaluated ways to administer the commuter transit subsidy to encourage more bicycle trips and provide recommendations to the Council on Environmental Quality and Office of Management and Budget.

In 2017, TRANSServe announced the launch of their newly redesigned website. The new design allows for streamlined menus, clearer navigation and provides a

Continued on back

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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



Metro Platform Blues

Starting Saturday, May 25, 2019, Metro will begin a major platform reconstruction project of outdoor platforms at six Metrorail stations, south of Reagan National Airport.



New Frederick Douglass Bridge Construction

The largest project in the District Department of Transportation's history, the construction of the Frederick Douglass Memorial Bridge across the Anacostia River is scheduled for completion in 2021.

Metrorail Welcomes Full-Sized Bicycles

A long-standing policy by Metrorail prohibiting riders of full-sized bicycles from bringing their bikes onboard trains during morning and evening rush hours has been lifted.

Red Line Riders to Face More Service Disruptions

Metro Red Line riders are facing disruptions this summer on the same stretch of track that was shut down just two years ago during Metro's SafeTrack maintenance program.

Appendix A

Performance Measures

Web Visits

Month	FY 2018 Web Visits	FY 2019 Web Visits	+/-	+/- %
January	14,326	11,171	(3,155)	-22.02%
February	11,124	7,849	(3,275)	-29.44%
March	16,155	10,930	(5,225)	-32.34%
April	16,139	8,862	(7,277)	-45.09%
May	14,842	10,450	(4,392)	-29.59%
June	17,821	9,884	(7,937)	-44.54%
	90,407	59,146	(31,261)	-34.58%

Phone Calls

Month	FY 2018 Phone Calls	FY 2019 Phone Calls	+/-	+/- %
Jan	1,245	955	(290)	-23.3%
Feb	965	862	(103)	-10.7%
March	1,060	1,062	2	0.2%
April	932	998	66	7.1%
May	967	1,159	192	19.9%
June	905	926	21	2.3%
	6,074	5,962	(112)	-1.8%

Rideshare Applications

Month	Rideshare FY 2018 Applications	Rideshare FY 2019 Applications	Change	%
Jan	1,381	1,018	-363	-26.3%
Feb	881	679	-202	-22.9%
March	850	888	38	4.5%
April	1,019	639	-380	-37.3%
May	1,190	1,308	118	9.9%
June	956	889	-67	-7.0%
	6,277	5,421	(856)	-13.6%

GRH Applications

Month	GRH FY 2018 Applications	GRH FY 2019 Applications	Change	%
Jan	1,037	761	-276	-26.6%
Feb	665	705	40	6.0%
March	663	731	68	10.3%
April	674	730	56	8.3%
May	630	704	74	11.7%
June	583	592	9	1.5%
	4,252	4,223	(29)	-0.7%

Appendix B

Media Schedules – FY19 2nd Half Marketing Campaign

Commuter Connections FY2019 Spring Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																						
	Media Outlet	Campaign Duration	2/11	2/18	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1		
Rideshare	Radio	WTOP	2/11/19 - 6/17/19																						
		WTEM	2/11/19 - 6/17/19																						
		WLZL (El Zol)	2/11/19 - 6/17/19																						
		WFRE	2/11/19 - 6/17/19																						
		WFMD	2/11/19 - 6/17/19																						
		WAFY/WWEG	2/11/19 - 6/17/19																						
		iHeart (WIHT/WWDC/WASH/WBIG/WMZQ)	2/11/19 - 6/17/19																						
	Digital	WTOP.com Native Content	2/11/19 - 6/17/19																						
		WTOP.com Banner Ads	2/11/19 - 6/17/19																						
		iHeart (mobile app/digital audio)	2/11/19 - 6/17/19																						
Social	Facebook	2/11/19 - 6/17/19																							
	Youtube	2/11/19 - 6/17/19																							
Pandora	:30 Audio	2/11/19 - 6/17/19																							
Banner/Tile Ads		2/11/19 - 6/17/19																							
		2/11/19 - 6/17/19																							
GRH Baltimore	Radio	WBAL-AM/Baltimore	2/18/19 - 6/24/19																						
	Social	Facebook	2/18/19 - 6/24/19																						
		Youtube	2/18/19 - 6/24/19																						
GRH	Radio	WTOP	2/18/19 - 6/24/19																						
		WFRE	2/18/19 - 6/24/19																						
		WFMD	2/18/19 - 6/24/19																						
		WFLS	2/18/19 - 6/24/19																						
		WBQB	2/18/19 - 6/24/19																						
		WAMU	2/18/19 - 6/24/19																						
		WAFY/WWEG	2/18/19 - 6/24/19																						
		iHeart (WASH/WBIG)	2/18/19 - 6/24/19																						
		Transit TV	NBC4	2/18/19 - 6/24/19																					
		Digital	WTOP.com Native Content	2/18/19 - 6/24/19																					
	WTOP.com Banner Ads		2/18/19 - 6/24/19																						
	iHeart Social Influencer Posts		2/18/19 - 6/24/19																						
	iHeart (mobile app/digital audio)		2/18/19 - 6/24/19																						
	Social	Facebook	2/18/19 - 6/24/19																						
Youtube		2/18/19 - 6/24/19																							

Media Schedules – FY19 2nd Half Marketing Campaign (cont.)

Commuter Connections FY19 2nd Half Marketing Campaigns												
		Media Outlet	Campaign Run Dates	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
Flextime Rewards	Digital & Social Media	WTOP.com	5/28 - 6/30									
		Facebook	5/28 - 6/30									
		Twitter	5/28 - 6/30									
CarpoolNow App	Pop-Up Events	WIAD/Entercom	5/6 - 6/23									
		WTOP	5/6 - 6/23									
		WFRE/WFMD	5/6 - 6/23									
	Radio	WFRE/WFMD	5/6 - 6/23									
		WIAD/Entercom	5/6 - 6/23									
	Social	Facebook	5/6 - 6/23									
		WTOP Native Content Sponsored Post	5/6 - 6/23									
Bike to Work Day	Radio	iHeart	4/29 - 5/13									
		WJFK	4/29 - 5/13									
	Social Media	Twitter	4/29 - 5/13									
		Facebook	4/29 - 5/13									
	Digital	Pandora	4/29 - 5/13									
		Spotify	4/29 - 5/13									
		WTOP	4/29 - 5/13									

Appendix C

Facebook/Instagram Data

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
"Everyone hates waiting in traffic. Make time fly..."	Rideshare	807	\$34.99	251
"Join the 10% of Americans who Rideshare. Be Happy!"	Rideshare	4,184	\$35.00	827
"Join the 10% of Americans who Rideshare. Be Happy!"	Rideshare	3,481	\$35.00	749
"Join the 10% of Americans who Rideshare. Be Happy!"	Rideshare	3,738	\$35.00	874
"Join the 10% of Americans who Rideshare. Be Happy!"	Rideshare	5,336	\$35.00	1,317
"Join the 10% of Americans who Rideshare. Be Happy!"	Rideshare	4,649	\$35.00	1,052
"Why rideshare? Why not? It's free, and you can..."	Rideshare	427	\$34.97	144

22,622 \$244.96 5,214

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
"Don't freak out. Get a guaranteed ride home! Sign..."	GRH	3,484	\$149.99	398
"Don't freak out. Get a guaranteed ride home! Sign..."	GRH	2,013	\$34.95	12
"Never get stranded. Sign up for Guaranteed Ride..."	GRH	506	\$34.93	275
"Rideshare to work with the assurance of..."	GRH	75	\$1.09	67
"Rideshare to work with the assurance of..."	GRH	2,356	\$35.00	2,145
"Rideshare to work with the assurance of..."	GRH	2,576	\$35.00	2,335
"Rideshare to work with the assurance of..."	GRH	12,308	\$150.00	11,222

"Rideshare to work with the assurance of..."	GRH	3,105	\$35.00	2,814
"Rideshare to work with the assurance of..."	GRH	11,168	\$150.00	10,210
"Rideshare to work with the assurance of..."	GRH	11,369	\$150.00	10,353
"Rideshare to work with the assurance of..."	GRH	2,577	\$35.00	2,353
"Rideshare to work with the assurance of..."	GRH	12,798	\$150.00	11,481
"Rideshare to work with the assurance of..."	GRH	2,508	\$35.00	2,265
"Rideshare to work with the assurance of..."	GRH	9,359	\$150.00	8,497
"Rideshare to work with the assurance of..."	GRH	2,318	\$35.00	2,124
"The face you make when the school nurse calls at..."	GRH	514	\$34.99	198

79,034 \$1,215.95 66,749

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
GRH Baltimore Spring 2019	GRH-Baltimore	25,538	\$150.00	131
GRH Baltimore Spring 2019 - tracked	GRH-Baltimore	19,692	\$107.03	99

45,230 \$257.03 230

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
"Join or start a new 2-person carpool on the I-66..."	Pool Rewards	31,847	\$1,500.00	2,525
"Pool Rewards provides up to \$130 to commuters..."	Pool Rewards	37,653	\$1,500.00	2,490

69,500 \$3,000.00 5,015

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
"Enjoy the spring weather and spend time with..."	BTWD	3,128	\$82.50	245
"Gear up for Bike to Work Day on Friday, May 17th!..."	BTWD	4,733	\$82.50	251
"Get out and ride with friends, ride solo, or with..."	BTWD	3,586	\$82.50	232
"Get ready to ride on Friday, May 17th for Bike to..."	BTWD	4,379	\$82.50	263
"Join in and ride on Friday, May 17th for Bike to..."	BTWD	7,712	\$82.50	456
"With over 100 pit stops to choose from, you and..."	BTWD	6,313	\$82.50	307

29,851 \$495.00 1,754

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
CarpoolNow 6/24	CarpoolNow	115,894	\$600.00	569
CarpoolNow post 2	CarpoolNow	114,730	\$600.00	472
"Are you ready for the Metro station shutdown?..."	CarpoolNow	56,416	\$1,250.00	950
"Join us 6/22 and 6/23 at the National Capital BBQ..."	CarpoolNow	25,990	\$1,000.00	3,235
"Learn how you can earn \$10 each way when you pick..."	CarpoolNow	52,569	\$1,000.00	792
"Visit us at Huntington Metro Station on..."	CarpoolNow	16,912	\$327.88	309

382,511 \$4,777.88 6,327

Campaign Name	Program	Impressions	Amount Spent	Post Engagements
"Flex your commute and have fun collecting cash!..."	Flextime	6,215	\$99.96	27
"Take back the time you spend in traffic and..."	Flextime	7,973	\$100.00	34
"When you flex your schedule, you breathe easier...."	Flextime	2,033	\$99.96	770
"When you flex, you save time by avoiding high..."	Flextime	2,145	\$99.95	766
"When you join Commuter Connections Flextime..."	Flextime	3,187	\$99.99	642
		21,553	\$499.86	2,239

Appendix D
WTOP

Rideshare WTOP.com Cross Platform Banner Ads	Impressions	Clicks	CTR
February	104,105	63	0.06%
March	104,112	50	0.05%
April	104,135	24	0.02%
May	104,112	27	0.03%
June	102,938	44	0.04%
BONUS	64,942	16	0.02%
	584,344	224	0.04%

Rideshare WTOP.com Native Articles	March	April	Totals
Article Title	"Top apps that will make your time as a carpool passenger more productive"	"The top 15 most expensive commutes in America"	
Page Views:	20,538	303,934	324,472
Average Time on Page:	1 min, 15 secs	21 secs	
Homepage Impressions:	738,887	509,724	1,248,611
Daily Headlines E-mail Clicks:	188	510	698

Rideshare WTOP Facebook Posts	March	April	Totals
Article Title	"Top apps that will make your time as a carpool passenger more productive"	"The top 15 most expensive commutes in America"	
Facebook Reach:	32,089	61,921	94,010
Facebook Impressions:	64,451	82,579	147,030
Facebook Landing Page Views:	826	5,445	6,271
Facebook Reactions:	66	296	362

GRH WTOP.com Cross Platform Banner Ads	Impressions	Clicks	CTR
February	104,118	60	0.06%
March	104,119	53	0.05%
April	75,116	19	0.03%
May	104,117	27	0.03%
June	94,363	21	0.02%
BONUS	104,119	53	0.05%

585,952 233 0.04%

GRH WTOP.com Native Articles	March	April	
Article Title	"How much is your commute costing you?"	"Top carpool percentages by city"	Totals
Page Views:	10,417	14,028	24,445
Average Time on Page:	1 min 23 secs	27 seconds	
Homepage Impressions:	247,864	232,054	479,918
Daily Headlines E-mail Clicks:	151	51	202

GRH WTOP Facebook Posts	March	April	
Article Title	"How much is your commute costing you?"	"Top carpool percentages by city"	Totals
Facebook Reach:	32,664	44,806	77,470
Facebook Impressions:	53,462	84,789	138,251
Facebook Landing Page Views:	600	649	1,249
Facebook Reactions:	78	52	130

Bike to Work Day Native Article	March 2019
Article Title	"10 benefits of biking to work"
Page Views:	7,685
Average Time on Page:	1 min
Homepage Impressions:	253,465
Daily Headlines E-mail Impressions:	58,531
Daily Headlines E-mail Clicks:	40

Bike to Work Day Facebook	March 2019
Article Title	"10 benefits of biking to work"
Facebook Reach:	16,219
Facebook Impressions:	27,253
Facebook Landing Page Views:	275
Facebook Reactions:	102
Banner Ad Clicks	4

Flextime Rewards Ad Type	Impressions	Click Thrus	CTR
Cross Platform ROS	610,013	863	0.14%
Cross Platform Traffic Page	180,415	126	0.07%
Homepage Takeover 6/14	314,630	154	0.05%
Homepage Takeover 6/20	323,212	142	0.04%
Homepage Takeover 6/25	328,439	188	0.06%
	1,756,709	1,473	0.08%