



# **Metropolitan Washington Council of Governments**

## **FY22 Second Half Marketing Campaign Summary Draft Report**

### **Regional TDM Marketing Group**

**June 21, 2022**

**FY22 Second Half  
Marketing Campaign Summary**

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## Executive Summary

### Overview

This document summarizes FY22 Commuter Connections marketing activity occurring between January and June 2022. Commuter Connections began the vast majority of its Phase II Regional TDM Recovery Mass Marketing Campaign in January 2022 for Rideshare, and in February for Guaranteed Ride Home. A small portion of the Rideshare campaign started during the last week of December 2021.

### COVID

During the onset of calendar year 2022, the Omicron variant was pervasive, highly contagious and affected the vaccinated and unvaccinated populous. Omicron symptoms are generally milder than the previous Delta variant outbreak, and the strain is far less deadly. Omicron spread rapidly within the region, peaking in January 2022. By February, cases, hospitalizations, and deaths fell as precipitously as they rose. This prompted some non-federal employers who still had a full-time remote workforce, to begin returning employees to the workplace, at least in a hybrid fashion.

A federal mandate via executive order required companies with 100 or more employees to ensure that all employees were fully vaccinated. The mandate was challenged in the federal court system and in January 2022 was subsequently struck down as unconstitutional by the U.S. Supreme Court, with the exception of healthcare workers. Regardless, federal employees, including the military and federal contractors, are still required to be vaccinated.

Commuter Connections metrics picked up significantly in March 2022. Aside from a Labor Day surge in 2021, at no other time period since the pandemic began two years prior have the numbers been stronger.

### Regional TDM Recovery Campaign

Phase II of the Regional TDM Recovery Campaign is geared to workers returning to the office. The “Look Again” theme continued to promote ridematching to help commuters find carpool partners and seats in vanpools. A portion of the campaign promoted transit as well. A secondary Guaranteed Ride Home campaign encourages registrations using a similarly themed “Take a Look” message. The FY22 second half media buy is \$428,300; \$305,900 for Rideshare and \$122,400 for GRH. The GRH Baltimore media buy is \$49,900.

### Bike to Work Day

Commuter Connections concluded its Bike to Work Day 2022 event sponsorship drive at the end of January 2022, securing \$45,950 in cash. The media plan for the Bike to Work Day marketing campaign was \$63,100 and the May 20, 2022 event garnered 12,700 registrants.

### Employer Recognition Awards

2022 marks the 25<sup>th</sup> anniversary of the Employer Recognition Awards program which celebrates employers within the region who initiated outstanding worksite commute benefits and/or telework programs to assist employees. The nomination period concluded at the end of January 2022, the Selection Committee meeting took place in March, and winners will be honored at a ceremony on June 28, 2022. The media buy for the Employer Recognition Awards print ad is \$7,500.

**Incentive Programs**

Marketing campaigns for Commuter Connections various incentive programs ran during the month of June 2022. Media buys were CarpoolNow \$15,000, 'Pool Rewards \$15,900, and incenTrip \$107,866.

## Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection during the second half of FY22. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys also gathered demographic data to help understand the age, income, gender, and racial/ethnic backgrounds of its members and the region's overall employed population.

- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2019 Commuter Connections Bike to Work Survey Analysis Report

The second half of FY22 included the following activities:

- Regional Recovery Campaign Phase II implementation
- Bike to Work Day
- Employer Recognition Awards
- Newsletters (Winter and Spring 2022)
- Regional TDM Marketing Group meetings (March and June 2022)
- Incentive Programs Campaign

## About Commuter Connections

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

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

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

## Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington, DC region, providing free commuting services and solutions for more than 45 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with information on other alternative mode options such as transit and bicycling, including commute routing. Sharing a ride to work positively affects air quality and mobility for the region.



## Regional Recovery Campaign: Phase II

Phase II the FY22 Regional Recovery Campaign’s “Look Again” theme continued to promote ridematching to help commuters find carpool and vanpool partners. Newly developed creative assets for Guaranteed Ride Home incorporated a similar message by calling on commuters to “Take A Look” and register or re-register for the free emergency ride home service.

The costs of the Phase II Regional TDM Recovery Campaign media buys and known media impressions at this time are documented in the tables below:

<b>Recovery Campaign Ridesharing Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
WTOP (newsletter)	\$3,529.00	\$3,000.00	100,000
PoPville 1	\$763.00	\$649.00	5,000
Facebook	\$750.00	\$750.00	NA
Instagram	\$750.00	\$750.00	NA
YouTube	\$1,500.00	\$1,500.00	NA
Tik Tok	\$588.00	\$500.00	12,000
El Zol	\$29,410.00	\$24,999.00	525,000
PoPville 2	\$1,000.00	\$1,000.00	5,000
NBC4	\$88,237.00	\$75,000.00	1,500,000
Instagram	\$1,000.00	\$1,000.00	NA
WFED	\$6,960.00	\$5,916.00	110,000
WHUR	\$33,960.00	\$28,866.00	825,000
WPGC	\$29,420.00	\$25,007.00	1,800,000
WTOP	\$76,490.00	\$65,016.50	1,800,000
YouTube	\$2,000.00	\$2,000.00	NA
WTOP.com	\$9,412.00	\$8,000.00	997,211
WAFY	\$17,650.00	\$15,002.50	165,000
WVEG	\$17,645.00	\$14,998.25	164,000
WFRE	\$17,640.00	\$14,994.00	175,000
WBQB	\$15,830.00	\$13,455.50	175,000
LinkedIn	\$2,490.00	\$2,490.00	NA
<b>Totals</b>	<b>\$357,024.00</b>	<b>\$304,893.75</b>	<b>8,358,211+</b>



<b>Recovery Campaign GRH Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Instagram	\$1,500	\$1,500	NA
El Zol	\$20,600	\$17,510	466,000
PoPville	\$1,529	\$1,300	5,000
FNN	\$3,000	\$3,000	125,000
WFED	\$11,910	\$10,123.50	150,500
WHUR	\$25,110	\$21,344	720,000
WPGC	\$19,200	\$16,320	1,585,000
YouTube	\$1,000	\$1,000	NA
WAFY	\$17,670	\$15,019.50	160,000
WFRE	\$20,750	\$17,637.50	180,000
WAMU	\$16,685	\$16,685	1,435,000
LinkedIn	\$1,000	\$1,000	NA
<b>Totals</b>	<b>\$139,954</b>	<b>\$122,439.50</b>	<b>4,826,500+</b>

<b>Recovery Campaign GRH Baltimore Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
WPOC	\$29,350	\$24,948	275,000
WBAL	\$29,400	\$24,990	420,000
<b>Totals</b>	<b>\$58,750</b>	<b>\$49,938</b>	<b>695,000</b>

### Rideshare Added Value Summary

Below is a summary of Rideshare added value placements which were negotiated with various media partners.

<b>Media Partner</b>	<b>Added Value</b>	<b>Estimated Value</b>
WTOP.com	Extra impressions	\$1,600
WFRE	50 :30 spots	\$2,400
WPGC	60 :30 spots	\$7,650
WHUR	30 :30 spots	\$6,000
WAFY	96 :10s, 60 :15s, 48 :30 spots plus banners	\$5,500
WFED	36 :30 spots	\$4,680
WTOP	30 :30 spots	\$10,500
NBC4	Autofill	\$7,500
WWEG	96 :10s, 60 :15s, 48 :30 spots plus banners	\$5,500
WBQB	30 :30 spots	\$1,950
TikTok	3 additional videos	\$300
El Zol	60 :30 spots	\$4,800
<b>Totals</b>		<b>\$58,380</b>

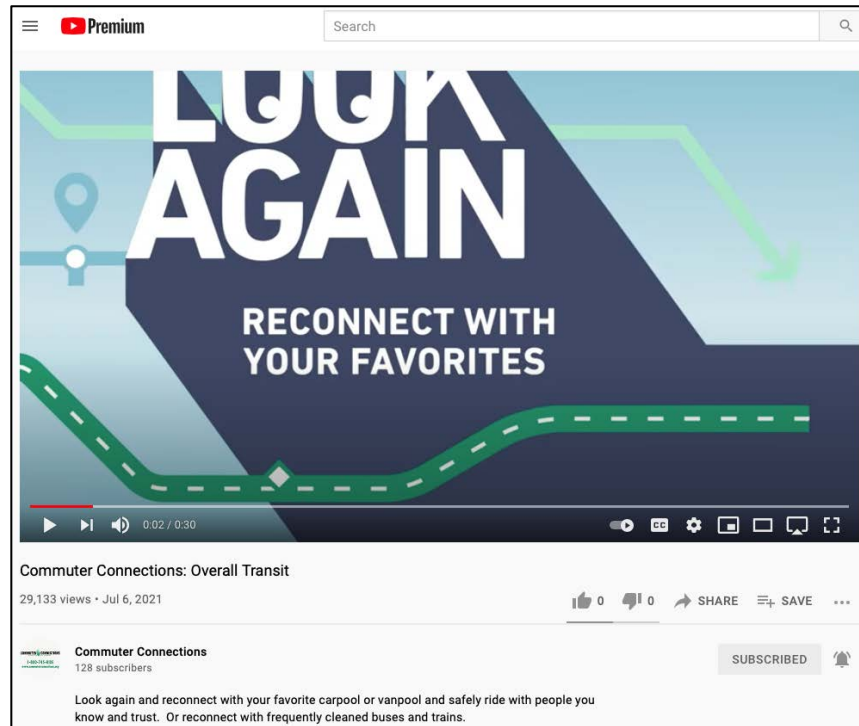
### Guaranteed Ride Home Added Value Summary

Below is a summary of the Guaranteed Ride Home added value placements that were negotiated with various media partners.

Media Partner	Added Value	Estimated Value
WPOC	50 :30 spots	\$5,000
WPGC	50 :30 spots	\$6,400
WHUR	25 :30 spots	\$5,000
WAFY	80 :10s, 50 :15s, 40 :30 spots plus banners	\$4,500
WFED	30 :30 spots	\$3,900
WAMU	250,000 additional imps (minimum)	\$10,000
FNN	bonus 400x250 banners	\$3,500
WBAL	50 :30 spots	\$6,625
El Zol	50 :30 spots	\$4,000
WFRE	50 :30 spots	\$2,400
<b>Totals</b>		<b>\$51,325</b>

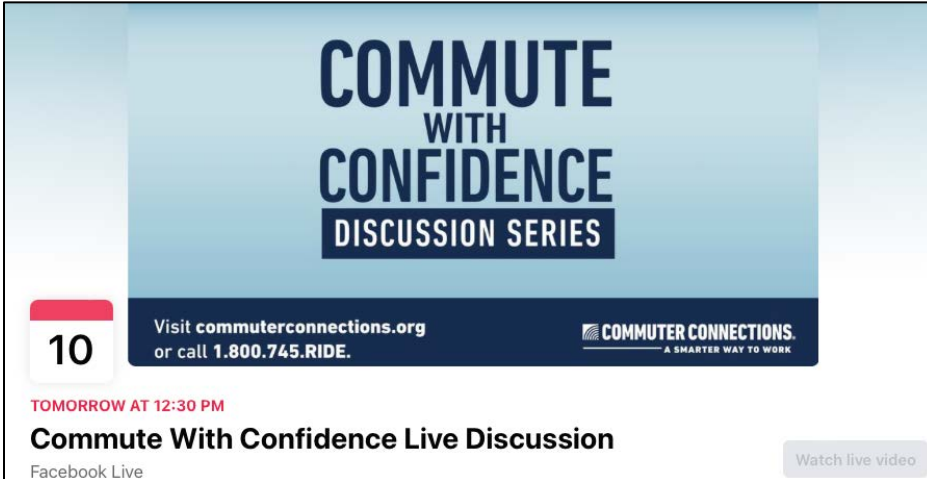
## YouTube Video (Rideshare)

A 30-second animated video created for the first phase of the Regional Recovery campaign is running again as paid advertising on YouTube. The video touches on commuting by carpool, bus, and train.

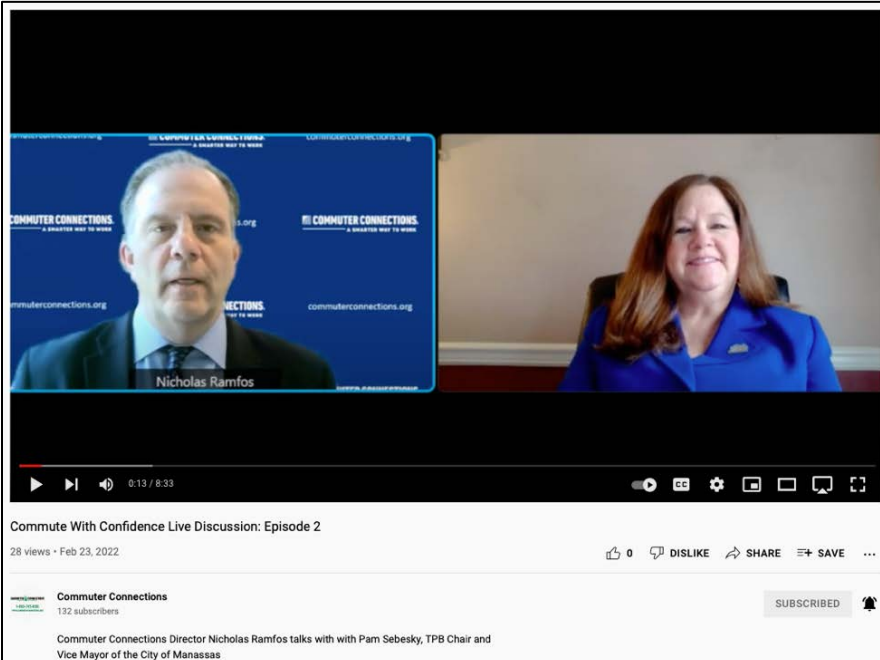


## Live Video (Rideshare)

A new short-form video discussion series, "Commuter With Confidence," was launched in February, hosted by Nicholas Ramfos, Commuter Connections Director. These short videos discussed how as a region and as individuals the commute can be navigated with confidence. In the debut episode, Nicholas spoke with Kari Snyder, Maryland Department of Transportation Regional Planner, and Commuter Connections Subcommittee Chair. The second video was with Pam Sebesky, Vice Mayor, City of Manassas and TPB Chair. The purpose of the discussion series is to engage the public on the importance of mobility options as commuters begin returning to the office. The third video featured a Washington-area commuter and public health professional, Rolando Diaz, who discussed the state of his commute and the benefits of the Guaranteed Ride Home program. The fourth and final video also featured a local commuter, Fred Wagner, who talked about his hybrid work schedule and commute.



The banner features a light blue background with the text "COMMUTE WITH CONFIDENCE DISCUSSION SERIES" in large, bold, dark blue letters. Below this, a dark blue bar contains the text "Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE." and the "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK" logo. A red calendar icon with the number "10" is on the left. Below the banner, it says "TOMORROW AT 12:30 PM" and "Commuter With Confidence Live Discussion" in bold. A "Watch live video" button is in the bottom right corner.



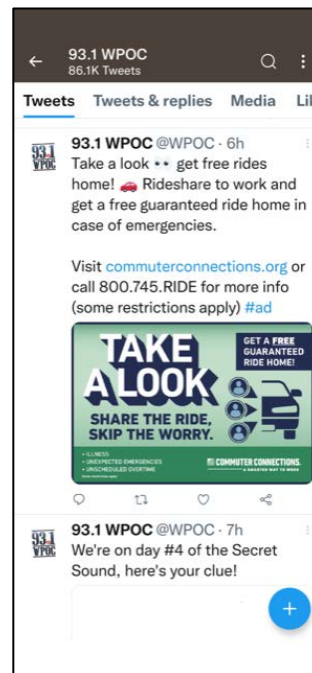
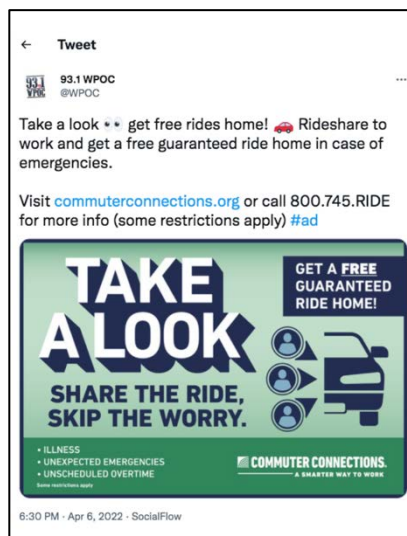
The video player shows two participants in a split-screen view. On the left is Nicholas Ramfos, wearing a dark suit and tie, with a blue background featuring the "COMMUTER CONNECTIONS" logo. On the right is Pam Sebesky, wearing a blue blazer, with a plain background. The video player interface includes a play button, a progress bar at 0:13 / 8:33, and various control icons. Below the player, the title "Commuter With Confidence Live Discussion: Episode 2" is displayed, along with "28 views · Feb 23, 2022". The "Commuter Connections" channel name and "132 subscribers" are shown, along with a "SUBSCRIBED" button. A description at the bottom reads: "Commuter Connections Director Nicholas Ramfos talks with with Pam Sebesky, TPB Chair and Vice Mayor of the City of Manassas".

## Social Media (Rideshare/Transit)

A series of “Look Again” social media posts (animated and static) were created for the Regional Recovery Campaign and placed onto Facebook, Instagram, and LinkedIn.

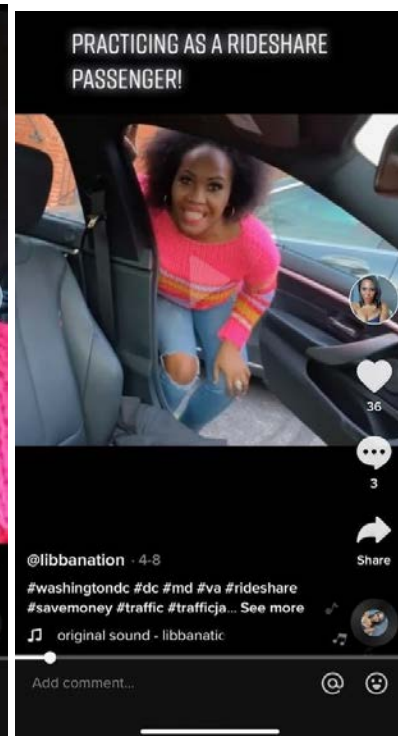
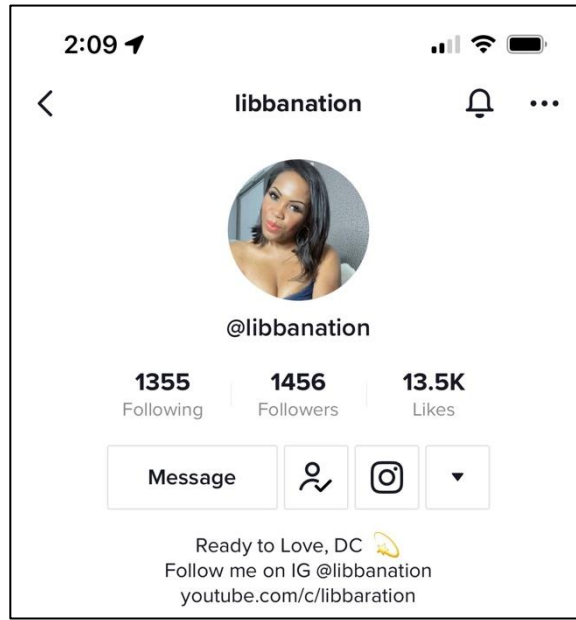


## Social Media (GRH Baltimore)



## TikTok

For the Rideshare campaign, Commuter Connections partnered with a TikTok influencer to create a buzz on the popular social media platform. These videos introduced Commuter Connections to followers of libbanation, a popular DC vlogger.





## Radio

Radio served as the main media component for the Regional Recovery Phase II Campaign. Thirty and 15-second Rideshare spots, previously developed for Phase I. New spots for Guaranteed Ride Home were produced for Phase II, and both Rideshare and GRH radio aired in English and Spanish.

### Rideshare Scripts & Stations

#### **:30 Ridesharing - Carpool/Vanpool Radio Script**

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. By forming a commute circle with your rideshare group, and following current safety guidelines, you can enjoy your favorite way to get to work in a safe manner. For more ways to ride safely to and from work, visit [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or call 1.800.745.RIDE. That's Commuter Connections Dot Org or 1.800.745.RIDE.

#### **:15 Ridesharing - Carpool/Vanpool Radio Script**

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. Enjoy your favorite way to commute once again with your rideshare group. For more ways to stay safe, healthy and happy to and from work, visit [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or call 1.800.745.RIDE.





## Guaranteed Ride Home Scripts & Stations

### :30 Guaranteed Ride Home Radio Script

Returning to the office but worried about getting stuck? Relax – we got you! Commute with confidence when you sign up for Guaranteed Ride Home from Commuter Connections. Take a look! If you rideshare to work, you're eligible for a free ride in case of illness, unexpected emergencies or unscheduled overtime – guaranteed! Register or renew today for free at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That's [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

### :15 Guaranteed Ride Home Radio Script

Take a look! If you rideshare to work, you can get free guaranteed rides home in case of illness, unexpected emergencies or unscheduled overtime. All free! Register today at [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE. Some restrictions apply.



## Guaranteed Ride Home Baltimore Radio Stations

The same 15 and 30-second newly produced radio spots for Guaranteed Ride Home in the Washington, DC region also aired on two Baltimore market stations in February 2022.



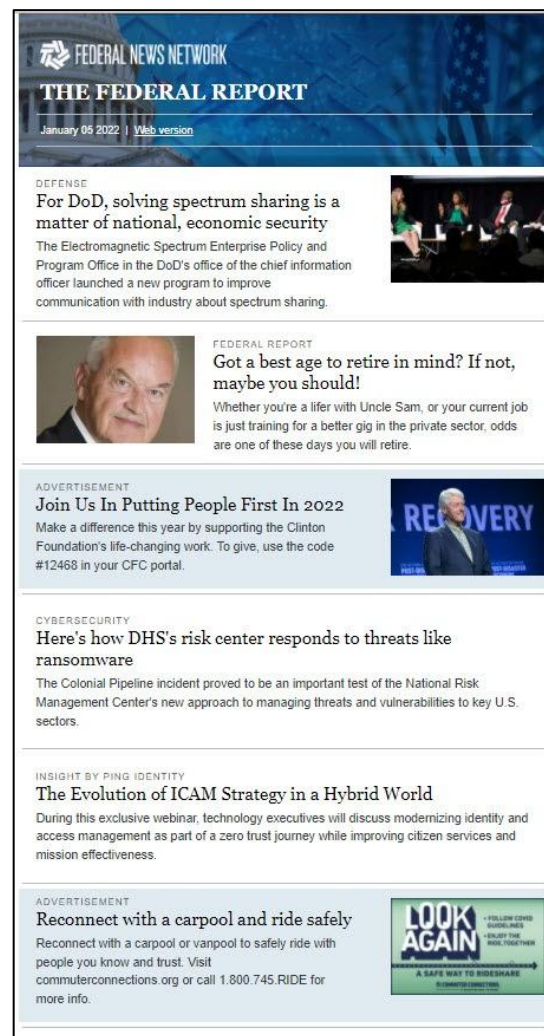
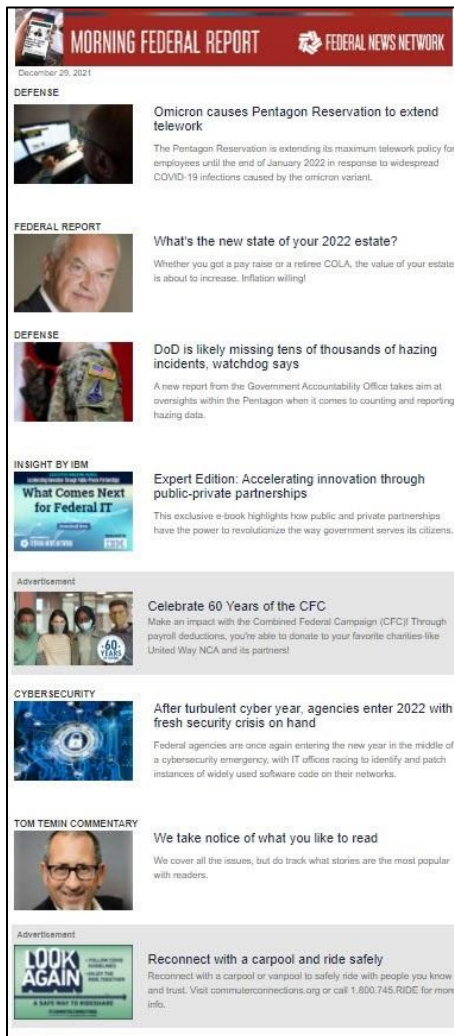
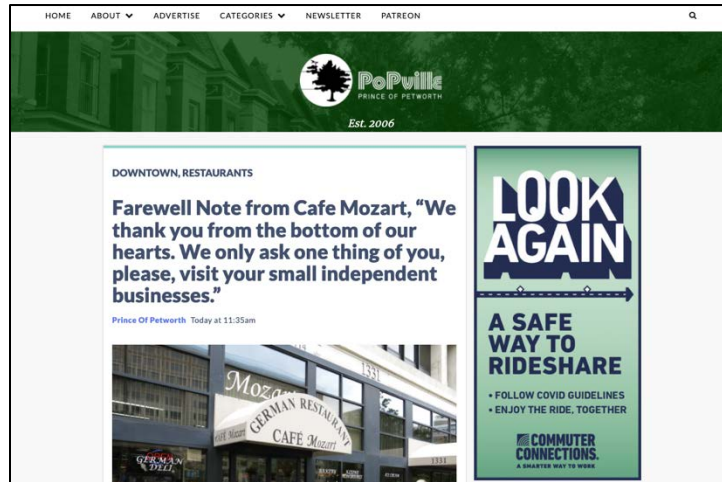
## Digital Banner Ads

Digital banner ads were placed to promote the message of the Recovery campaign and will appear on multiple websites.



## Newsletter Advertisements

Ads were placed in various local online newsletters to kick off Phase II of the campaign.



## Bike to Work Day

In January, Commuter Connections concluded its annual sponsorship drive for the 2022 Bike to Work Day event. A total of \$54,000 (\$45,950 cash/\$8,050 in-kind) was raised, representing both new and returning sponsors. A total of 12,740 registered for the May 20, 2022 event; a 43 percent increase over the previous year.

<b>BTWD Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Instagram	\$1,395	\$1,395	NA
CHOR (influencer)	\$1,764.75	\$1,500	6,200
WTOP Mobile	\$1,176.48	\$1,000	647,000
Pandora	\$9,412	\$8,000	396,000
PoPville	\$765	\$650	5,000
TikTok (Styled2be)	\$882.37	\$750	120,000
TikTok (Sea of Blush)	\$882.37	\$750	90,000
Brian Mitchell	\$8,219	\$6,986	500,000
WIHT	\$12,920	\$10,982	941,000
Washingtonian Problems	\$3,530	\$3,000	270,000
WTOP Blog	\$1,764.75	\$1,500	100,000
WTOP	\$17,715	\$15,058	715,000
WWDC	\$12,945	\$11,003.25	875,000
YouTube	\$498	\$498	NA
<b>Totals</b>	<b>\$73,859.72</b>	<b>\$63,072.25</b>	<b>4,665,200+</b>

## Added Value Summary

Below is a summary of added value placements which were negotiated with various media partners.

<b>Media Partner</b>	<b>Added Value</b>	<b>Estimated Value</b>
Pandora	300x250 companion banner; 30,000 imps	\$5,000
WTOP	18 :30 second spots	\$6,500
25 Local Listservs	37,500 impressions	\$3,750
<b>Totals</b>		<b>\$15,250</b>



## Proclamation

The Bike to Work Day 2022 Proclamation was signed by the National Capital Region Transportation Planning Board Chair, Pamela Sebesky, at the Metropolitan Washington Council of Governments on April 20, 2022. The Proclamation recognized Friday, May 20, 2022 as Bike to Work Day throughout the Washington, DC metropolitan region.



## Poster

Marketing materials were printed to help promote the Bike to Work Day May 2022 event. Posters were mailed to more than 4,600 employers within the region, along with a cover letter. Managers of nearly 100 pit stops received quantities of both small and large posters, as well as rack cards for distribution within their local neighborhoods and jurisdictions. On a request basis, pit stop managers also received the Spanish version of the poster.

**BIKE TO WORK DAY 2022**

**Friday, May 20**

**FREE EVENT - REGISTER AT**  
**BikeToWorkMetroDC.org**

Pre-register by May 13 for Free T-Shirt\* + Bike Raffle.  
Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem!  
Bike to your local "pit stop" for your free T-shirt and back home again.

**SPONSORS:** COMMUTER CONNECTIONS, WABA, URBANSTEMS, ICF, BILTON LAW FIRM, City Dental DC, VERRA, NATIONAL LANDNO, Bike Arlington, BICYCLE SPACE, FAIR LAKES, AASHIO, BIKES@VIENNA, GIANT, MDT, VDOT, goDCgo, CYCLES, VISIONZERO, BLUEJACKET.

Register free at [BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)  
800.745.7433

Visit [biketoworkmetrodc.org](https://www.biketoworkmetrodc.org) for pit stop locations and times.  
\*T-Shirts available at pit stops to first 15,000 registrants.  
Pit stops in D.C., Maryland, and Virginia!

#BTWD2022

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

bike to work day 2022

# DÍA DE LA BICICLETA PARA IR AL TRABAJO 2022

**Viernes 20 De Mayo**

**EVENTO GRATUITO - REGÍSTRESE EN [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)**

Regístrese previamente antes del 13 de mayo para recibir una CAMISETA GRATIS\* y participar en un SORTEO DE BICICLETAS.

¿Todavía trabajando desde casa? ¡No hay problema! Ve en bicicleta a tu punto de parada para una camiseta gratis y vuelve a casa nuevamente.

Refrigerios y obsequios gratuitos en los lugares participantes, hasta agotar existencias.



**URBANSTEMS**

**ICF**

**BILTON LAW FIRM**

**CityDentalDC**  
dentists over 20 years

**Bike Arlington**

**FAIR LAKES**

**AASHIO**

**VISIONZERO**  
prince georges

**BLUEJACKET**

**WABA**  
WASHINGTON AREA BIKEPUSH ASSOCIATION

**VERRA**  
Standard for a Sustainable Future

**NATIONAL LANDING**

**GIANT**

**BIKES@VIENNA**

**VISIONZERO**  
prince georges

Printed on recycled paper

Regístrese gratis en [Biketoworkmetrodc.org](http://Biketoworkmetrodc.org)  
800.745.7433 #8TWD2022

Visita [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para más información acerca de los puntos de parada y los horarios.\*Camisetas disponibles en los puntos de parada a los primeros 15,000 participantes que se registren.  
Puntos de parada en D.C., Maryland and Virginia.

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

**bike to work day 2022**



Rack Card

**Friday, May 20**

# BIKE TO WORK DAY 2022



**FREE EVENT - REGISTER AT [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)**

Pre-register by May 13 for Free T-Shirt\* + Bike Raffle.  
Free refreshments + giveaways at participating locations, while supplies last.


Working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
\*T-Shirts available at pit stops to first 15,000 registrants.  
Pit stops in D.C., Maryland, and Virginia!

Register free at  
**BIKETOWORKMETRODC.ORG**  
800.745.7433

  #BTWD2022





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

**WABA**  
WASHINGTON AREA BICYCLIST ASSOCIATION

URBANSTEMS

**ICF**

**BILTON**  
LAW FIRM

**City Dental DC**  
serving over 20 years

**VERRA** Standards for a Sustainable Future

**NATIONAL LANDING**

**Bike Arlington**

**BICYCLE SPACE**

**FAIR LAKES**

**AASHIO**  
AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS

**BIKES@VIENNA**

**POTOMAC PREMIER**  
MD • DC • VA

**Giant**

**VISION ZERO**  
prince georges

**Seen & Alert Safe**

**BLUEJACKET**


**THREE POINTS CYCLES**

**VDOT**  
Virginia Department of Transportation

**goDCgo**  
powered by d.c.

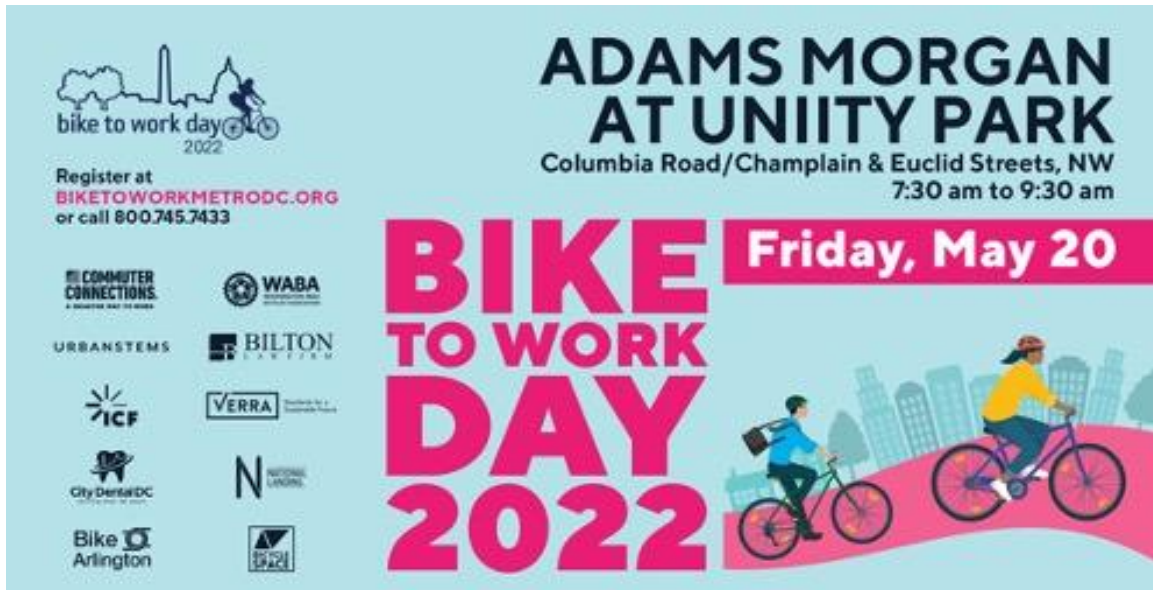
**MDOT**  
MARYLAND DEPARTMENT OF TRANSPORTATION

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

 Printed on recycled paper



Pit Stop Banner



## Radio Scripts

### **:30 Radio Script (for recorded spots)**

Ride into spring! Join us Friday, May 20th, for Bike to Work Day, organized by Commuter Connections and the Washington Area Bicyclist Association. This FREE event has nearly 100 pit stops across DC, Maryland, and Virginia. The first 15,000 who register and attend receive a FREE T-shirt. Enjoy free giveaways, food, and beverages, while supplies last. Plus, you could win a brand new bike! Go to [Bike to Work Metro DC Dot Org](http://Bike to Work Metro DC Dot Org) to register, that's Bike To Work Metro DC Dot Org. Bike to Work Day is sponsored by ICF and Urban Stems.

### **:15 Radio Script (for recorded spots)**

Join us Friday, May 20th, for Bike to Work Day! It's FREE and features pit stops in DC, Maryland, and Virginia. Register and attend to get a free T-shirt and other giveaways, while supplies last. Go to [Bike to Work Metro DC Dot Org](http://Bike to Work Metro DC Dot Org), that's Bike To Work Metro DC Dot Org.

### **:10 Radio Script (for radio reads)**

May 20<sup>th</sup> is Bike to Work Day at 96 pit stops in DC, Maryland, and Virginia. The first 15,000 to register and attend get a free T-shirt. Go to [Bike to Work Metro DC Dot Org](http://Bike to Work Metro DC Dot Org).



Social Media



Digital Banner Ads





## Washingtonian Problems



## PoPville Skyscraper Ad



# Influencers

**FREE EVENT WASHINGTON DC**

There's always so many things to do in Washington DC! May 20th is Bike to Work Day, so grab a friend and get your biking on in Washington DC, Maryland, and Virginia! (ad) #washingtondc #maryland #virginia #dmv #dctiktok #dmvtiktok #thingstodoindc

original sound - Washington DC

seaofblush  
Washington DC · 23h ...

**bike to work day**

phoenix\_bikes

**Bike to Work Day!**

19 likes

phoenix\_bikes Travel green 🌱 on your way to earn some green 💰 by participating in Bike to Work Day on Friday, May 20! There are almost 100 stations located across DC, Maryland, and Virginia for cyclists to visit on their way to work, including 10 stations in Arlington.

Come see us from 6:30am-9:30am at the Penrose Center on Columbia Pike (5500 Columbia Pike)

**Bike to Work Day is Friday, May 20, 2022!**

Join us at nearly 100 pit stops in DC, MD, and VA for this FREE event for a healthy way to start your day. The first 15,000 who register and attend at a pit stop by bike will receive a FREE T-shirt. Free giveaways, food, and beverages, while supplies last.

**PICK YOUR PIT STOP HERE**

Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free, annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature 96 pit stops throughout Washington, DC, suburban Maryland, and Northern Virginia for cyclists to visit on their way to work, including 10 stations in Arlington.

New and veteran bicycle commuters alike are encouraged to take the leap and register today. Registering for BTWD 2022 is fast, free, and easy at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) or by calling (800) 745-RIDE. "It's time to come together as a community," said Nicholas Ramos, Commuter Connections Director. "Bike to Work Day gives us the opportunity to jumpstart our day with a fun, healthy commuting option, all while reducing traffic congestion on roadways that are getting crowded once again." For those who wish to travel together, experienced volunteer bicycle commuters will lead bicycle convoys on the day of the event. Convoys starting point information will be available on the event website.

This year's event has been made possible by the generosity of several regional sponsors, including: Gold Sponsors ICF and UrbanStems; Silver Sponsors National Landing, Bike Arlington, BicycleSpace, Verro, City Dental DC, and Bilton Law Firm.

Although Bike to Work Day happens only once a year, Commuter Connections offers a wide range of services and resources year-round for all commuters, including the Guaranteed Ride Home (GRH) Program that provides peace of mind with a free ride home when one of life's unexpected emergencies arises.

Follow Commuter Connections on Twitter at @BikeToWorkDay and Facebook at @BikeToWorkDayMetroDC and use #BTWD2022 or #BTWDC to join the conversation.

Copyright © 2022 Congress Heights on the Rise. All rights reserved. You are receiving this email because you opted in to our website.

bmitch30 · Follow

bmitch30 @BTWD2022  
My fellow cyclists it isn't too late to register for Bike To Work Day this Friday, May 20th. Its free everyone from beginners and experienced bike commuters are welcome. Day of there will be nearly 100 pit stops with free food, beverages, and giveaways while supplies last. across MD, DC, and VA! [biketoworkmetrodc.org](http://biketoworkmetrodc.org) to register and for all the details. #biketoworkmetrodc

Tw Reply

jasondavisvii Keep Going

Tw Reply

779 views  
MAY 18

bmitch30 · Follow

bmitch30 My fellow cyclists register today for Bike To Work Day Friday May 20th. This free event welcomes beginner and experienced bike commuters. There will be nearly 100 pit stops with free food, beverages, and giveaways while supplies last across MD, DC, and VA! Free t-shirt to the first 15,000 registrants. Go to [biketoworkmetrodc.org](http://biketoworkmetrodc.org) to register and for all the details. #biketoworkmetrodc

Tw Reply

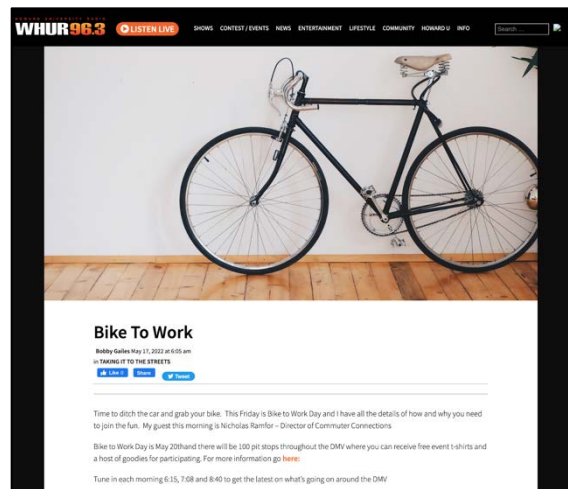
reneemolovebac I will be riding inside my home on my stationary

Tw Reply

933 views  
MAY 18



## Earned Media Coverage



Email Blast

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

Bike to Work Day registration is live! Join us at nearly 100 pit stops throughout DC, MD, and VA. Registration is free and the first 15,000 who attend a pit stop by bike will receive a T-shirt. Free giveaways and refreshments available at most pit stops, while supplies last.

**BIKE TO WORK DAY 2022**

**Friday, May 20**

**FREE EVENT - REGISTER AT [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)**

Pre-register by May 13 for Free T-Shirt + Bike Raffle. Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

URBANSTEMS | ICF | BILTON | City Dental DC | WABA | VERRA | NATIONAL BIKES-TO-WORK | N | NATIONAL BIKES-TO-WORK | Glant

Bike Arlington | FAIR LAKES | AASHIO | BIKES-VIENNA | VISIONZERO | BLUEJACKET

MDOT | VDOT | goDCgo | BIKE TO WORK DAY 2022

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) 800.745.7433 #BKTWDC22

Visit [Biketoworkmetrodc.org](http://Biketoworkmetrodc.org) for pit stop locations and times. \*T-Shirts available at pit stops to first 15,000 registrants. Pit stops in D.C., Maryland, and Virginia.

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

For assistance with registration, please call Commuter Connections at 1-800-745-7433. For general questions regarding the event, please visit Bike To Work Day's [FAQ page](#).

YouTube Video

**Bike to Work Day 2022**

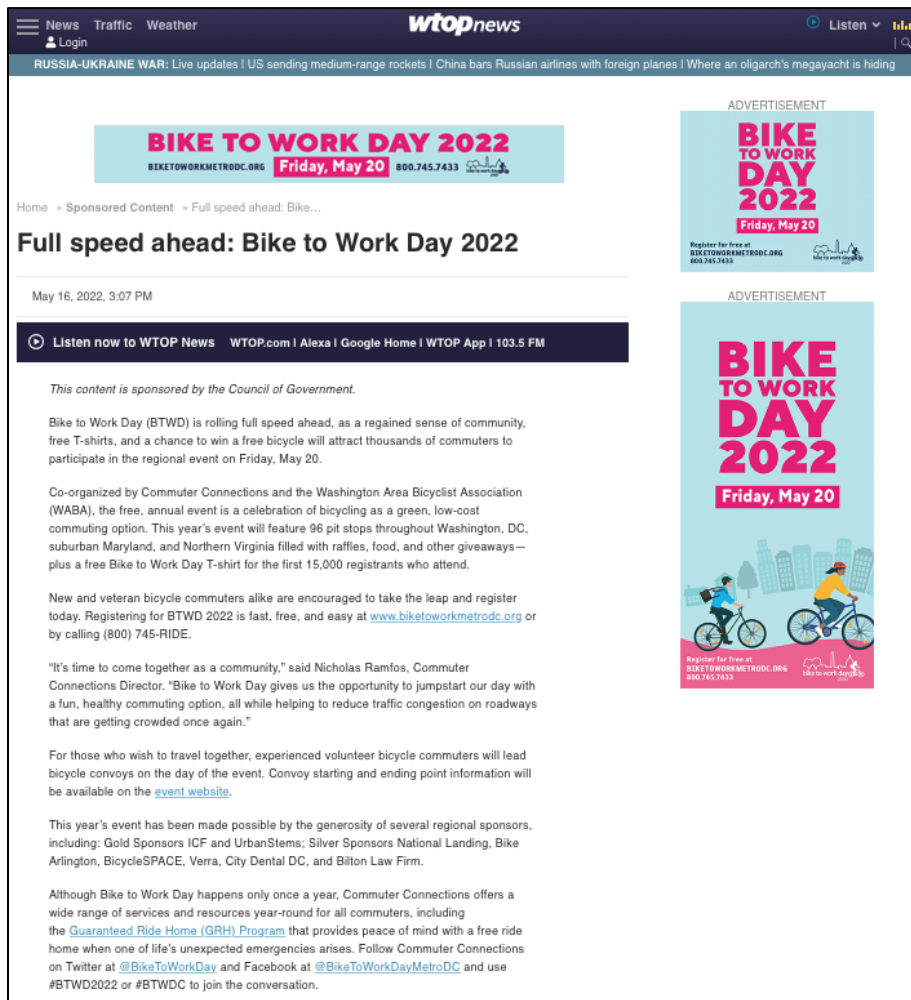
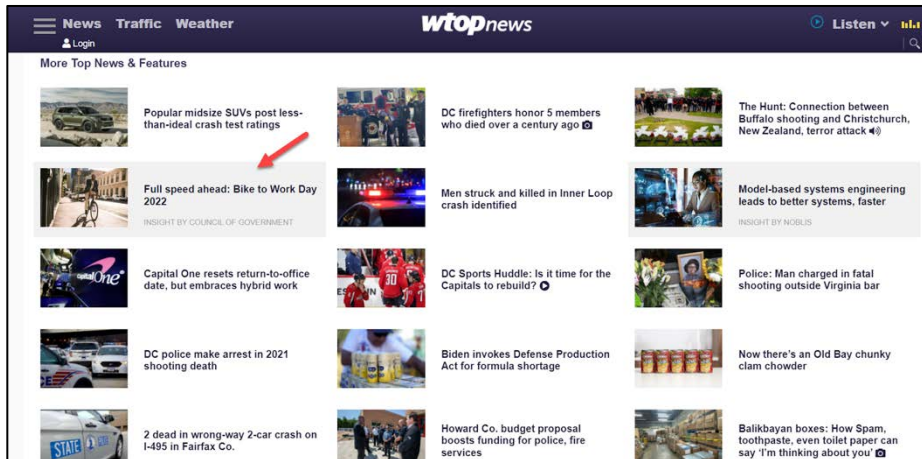
8K views • 6 days ago

Commuter Connections

Get excited for Bike to Work Day coming up on Friday, May 20!

New

0:31





## T-Shirt

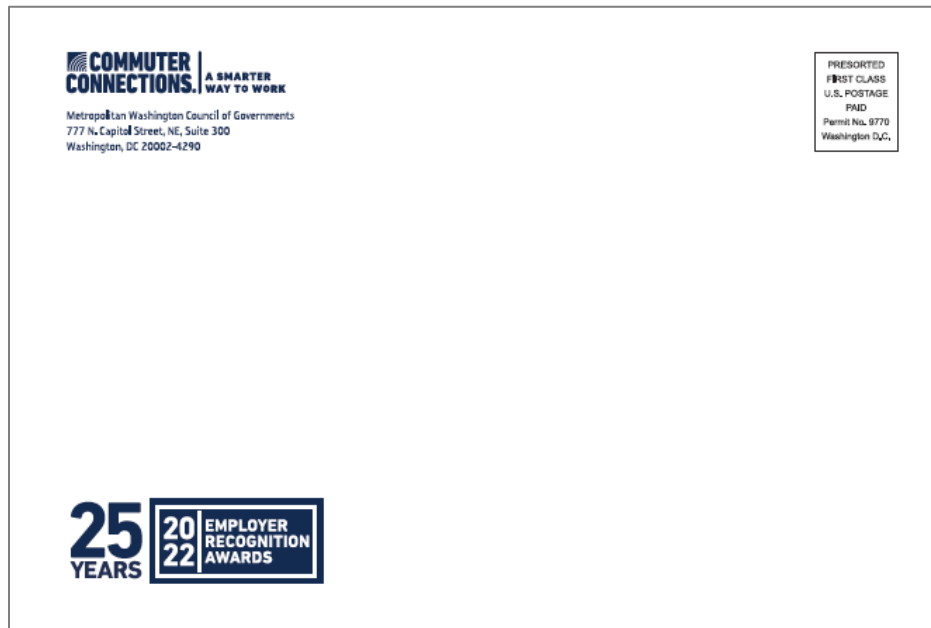


### Employer Recognition Awards

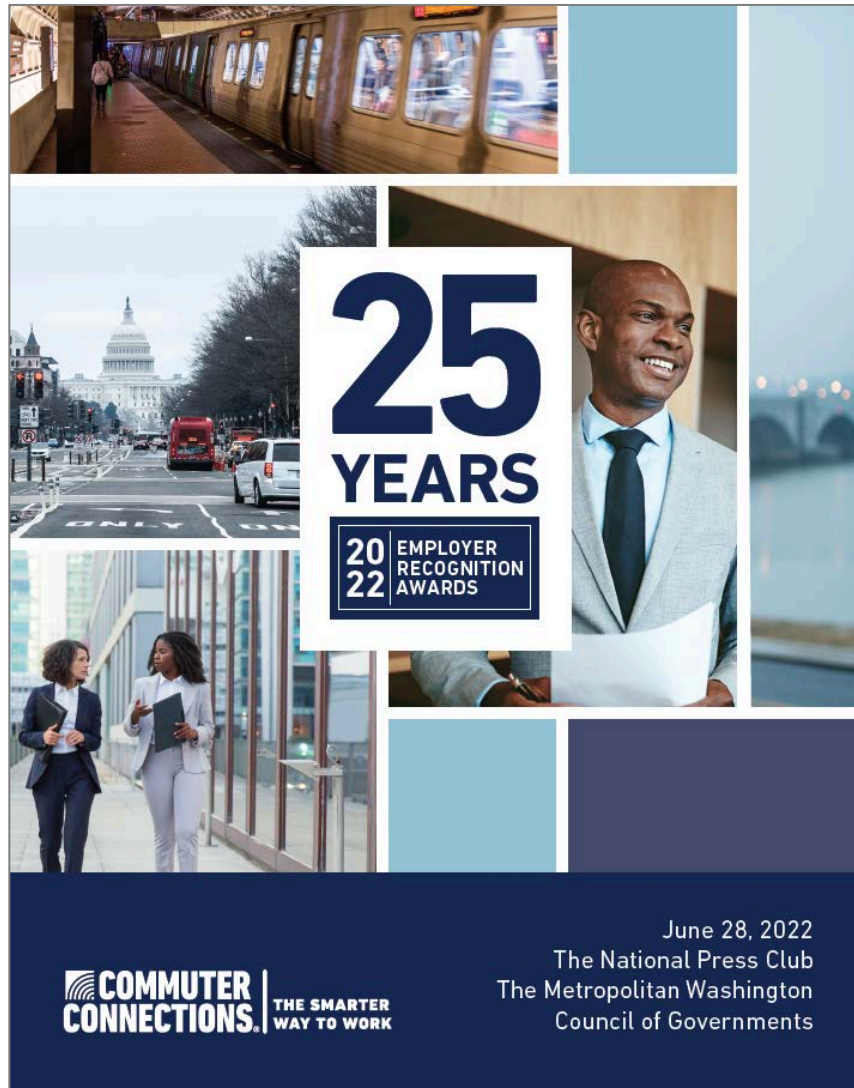
The Employer Recognition Awards program honors employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. FY22 marks the 25<sup>th</sup> anniversary of this prestigious event. Self-mailers with a loose application form were sent in late November to more than 3,200 level 3 & 4 employee transportation coordinators, level 3 & 4 executive level contacts, and Chambers of Commerce throughout the region. The printing and postage cost for the mailing was \$3,180. PDFs of the materials were also made available online. The 2022 awards nomination period ended January 31, 2022, and the Selection Committee met in March. Winners will be honored on June 28, 2022 at a ceremony to be held at the National Press Club.



Invitation & Envelope



Podium Sign



Program Booklet



## Newsletters

The winter and spring editions of the Commuter Connections newsletter were issued in February and May respectively. The six-page, 4-color newsletter is produced and distributed quarterly to employers and stakeholders. The newsletters are also available in PDF format on the Commuter Connections website.



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

Issue 1, Volume 26 WINTER 2022

**WHAT'S INSIDE**

- 1 Marketing Campaign to Focus on Retention and Recruitment Programs
- 2 National Science Law Extension
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- 4 New Region-Arlington Bus Service
- 5 2022 Employer Recognition Awards to Celebrate 25 Years
- 6 Metro Energy Line Station Closures
- 7 Montgomery County Ride On Extends Free Fare

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



**COMMUTER BENEFIT INCREASES IN 2022**

Commuters who use transit or vanpools to travel to work are now able to set aside an extra \$10 per month to pay their fares in 2022. The federal qualified transportation fringe benefit monthly tax-free limit was raised from \$270 in 2021 to \$280 in 2022, or \$3,360 per year.

In 1984, an agreement with the IRS, prompted by Congress, allowed employers to give employees \$15 per month to pay for transit and vanpools. As its popularity grew, in 1993 the commuter benefit was built right into the federal tax code, (Section 132(f)). The Qualified Transportation fringe benefit sparked a big change in how commuters paid for (and saved with) transit and vanpools.

Today, commuter benefits are a mainstream within America's payrolls and are among the top benefits provided by employers. On their website, the Society for Human Resource Management (SHRM) noted a 2020 national survey of 500 C-suite and HR executives by Care.com to learn what benefits they plan to change due to the pandemic. The survey showed that 31 percent of respondents planned to either introduce or expand commuting benefits in the near future.

The commuter benefit was primarily used by employees who traveled to the office Monday through Friday. Now, a portion of employees will work on a hybrid schedule where they work remotely a few days per week and commute to the office on the remaining days. With new discounted transit fare for fewer rides per week and the growth of part-time vanpooling, commuters can still save money with the benefit.

In addition to sparking a remote working revolution, the pandemic also left millions of unused dollars in employees' commuter benefit accounts. Money can be built up in a commuter benefit account but it cannot be refunded and the employee cannot take it with them when they leave their employer. Employee Transportation Coordinators (ETCs) or HR managers should remind commuter benefit account holders to keep track of their accounts and update their preferences when something changes.



In the Washington, DC region, the Washington Metropolitan Area Transit Authority (WMATA) allows employers to designate unused monthly contributions as "rollover" or "non-rollover." Rollover permits unused employer contributions to accumulate in the commuter benefit accounts from month to month. "Non-rollover" sends unused employer-paid benefits back to the employer at the end of the month.

And remember, employers save too when they provide a monthly commuter benefit contribution to employees. According to [Commuterbenefits.com](https://www.commuterbenefits.com), employers can save about \$40 per month in payroll taxes for each benefit participant; if 50 employees are enrolled in the benefit, the employer might save more than \$24,000 annually.

A new bicycle commuter benefit is included in the Build Back Better Act of 2021, still tied up in legislation. The provision would set the bicycle commuting tax-free limit at 30 percent of the amount provided for transit, vanpooling, and parking.



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

Issue 2, Volume 26 SPRING 2022

**WHAT'S INSIDE**

- 1 Free Parking Encourages Driving Alone to the Job
- 2 Transit Leads to Bring Passengers Back
- 3 100 Year-Old Streetcar Change to Honor James C. McPherson
- 4 AFS NEXT - Northern Extension Express Lanes
- 5 16 Area Metro Students Access to Transit
- 6 Loudoun County Employers Set Smarter

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



**RISING GAS PRICES REACH TIPPING POINT**



Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

In a February 2022 survey by AAA, 59 percent of respondents planned to make changes to their driving habits or lifestyle once the cost of gasoline rose above \$4 a gallon. At the end of March 2022, gas prices in the District of Columbia averaged \$4.37 a gallon, up from around \$2 at the beginning of the pandemic, just two years prior.

Driving alone has always been costly and that's truer than ever now. Other costs associated with commuting alone by car besides filling the tank include vehicle wear and tear, mileage depreciation, plus possible tolls, and parking costs. Auto repairs are another matter altogether. In addition to the aforementioned costs is the cost of wasted time sitting in traffic. Fortune magazine reports the average cost of opportunity loss (in time) during the commute is \$500 monthly.

Of those in the AAA survey who said they would make driving habit changes in response to higher gas prices, a majority (80 percent) said they would opt to drive less, with significant differences among age groups. Drivers between 18 and 34 years old were nearly three times as likely as those 35 and older to consider carpooling. A total of 29 percent of those 18 to 34 years old would consider carpooling compared to 11 percent of those 35 and older.

The AAA survey of 1,051 drivers was conducted using a probability-based panel designed to be representative of the overall U.S. household population. The panel provides sample coverage of approximately 97 percent of the population. The margin of error for the study is 3 percent at the 95 percent confidence level.

Employers can help employees make changes to their driving habits and lessen the number of cars coming to the worksite through the free assistance of a Commuter Connections Employer Services Representative.

Your Employer Representative will design a commuter plan for your company based the number of employees, parking availability, transit availability, and location. Depending on your company size, your commuter program might include email and intranet content, and/or an onsite commuter event that includes transit operators and carpool and vanpool experts. The events, including pre-event promotion, commuter information materials and giveaways (as available), are always free.

For more information on the AAA survey, visit <https://newsroom.aaa.com>. To find your Commuter Connections Employer Services Representatives, visit [www.commuterconnections.org/employers](https://www.commuterconnections.org/employers) and look for "Jurisdictional Employer Services Representatives." Or fill out an Employer Request Form, look for "Request Services."

FY22 2nd Half Marketing Campaign Summary Draft Report June 21, 2022

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## Federal ETC Updates Newsletter

The winter and spring 2022 editions of the Commuter Connections Federal ETC Updates newsletter were issued in February and May respectively. The two-page black & white newsletter is produced and distributed quarterly to Federal Employee Transportation Coordinators via GSA. It is also available in PDF format at [www.federaletc.org](http://www.federaletc.org).

WINTER 2022

# FEDERAL ETC UPDATES

**FDA EXPANSION PLAN FOR WHITE OAK, MARYLAND CAMPUS HEAVY ON TDM**



With a planned expansion of the Food and Drug Administration's (FDA) Federal Research Center (FRC) in White Oak, Maryland, along with a large increase in employees from consolidation and internal growth, a comprehensive commuter plan is a welcome commodity. The campus will grow by 1.6 million gross square feet (GSF) and the number of employees on campus will rise from 11,000 to 18,000.

The expansion project Master Plan calls for 7,436 additional parking spaces, about one parking space for every 1.8 employees. Under the plan, 46 percent of employees will need to commute by means other than driving alone: transit, carpooling, vanpooling, remote working, biking, walking.

A commuter survey conducted before the pandemic found that less than a third (31%) of employees commute to the campus every work day, while more than two-thirds (69%) work remotely, most teleworking two days per week. Excluding telecommuters, about 25 percent of current employees use alternative transportation methods to commute to work.

The FDA's robust Transportation Demand Management (TDM) program includes the following:

- Transit subsidies
- Carpool and vanpool support and subsidies
- Alternative Work Hours policies: Flex Hours, Flex Time, Compressed Work Week
- Commuter Connections' Guaranteed Ride Home program
- Telework/remote working
- Locker room and shower facilities
- Bike repair stations around campus

**New TDM strategies during and post-expansion could include:**

- Enhance existing TDM programs
- Expand the commuter shuttle system to include direct shuttle service to and from Park and Ride facilities along the I-270 corridor.
- Bike/walk to work (Live Near Your Work) incentives
- Identify potential sites for new Park and Ride lots, working with Montgomery County and the Maryland Department of Transportation State Highway Administration (MDOT SHA)
- Directional bike lanes along the campus loop roads
- Secure, covered bicycle parking near building entrances
- Wider sidewalks in high pedestrian areas
- Pedestrian crosswalks at all intersections
- Bikeshare docks at the main building and at the transit center
- A campus transit hub that includes a waiting area and real-time transit information, boarding areas for bus and campus shuttle services, a taxi/ridesharing waiting area, and bikeshare dock
- Expanded transit and shuttle service

The Employee Transportation Coordinator (ETC) will manage many of these strategies and conduct an annual employee survey to monitor progress. The ETC will also market the programs with events and other employee communication strategies. The plan notes that additional TDM staff may be needed to implement and maintain the new effort. According to its information page, funding and timing of the campus construction is dependent on GSA appropriations.

SPRING 2022

# FEDERAL ETC UPDATES

**FEDERAL AGENCIES FACE THE "GREAT RETURN" TO THE WORKPLACE**



During the pandemic, federal agencies found that tasks such as hiring, conducting security checks, and mail delivery came with challenges in the new remote work environment. Agencies also faced IT equipment shortages, lack of training, and limited network capacity. Some employees felt less engaged and found it difficult to maintain a healthy work/life balance while they worked and lived in the same place. About half of the federal workforce continued to report to the work site during COVID-19.

By redesigning business processes, increasing IT bandwidth and with more flexible core work hours, federal employees adapted and were able to, according to the U.S. Government Accountability Office (GAO), "continue their missions, maintain operations, and serve the public." Remote working, worked. But for an increasing number of federal employees, the end to the pandemic means an end to full time telework.

The Biden Administration plans to bring the "vast majority" of federal workers back and set an example for the country's labor force. The White House told private employers that COVID-19 no longer needs to dictate how we work. Agencies and their Federal ETC's are completing re-integration plans and working out hybrid schedules for employees whose job responsibilities allow them to continue working remotely a few days a week. Federal agencies are looking at workplace changes to allow more teleworking compared to pre-pandemic levels and are considering reducing some facilities and infrastructure.

The President's Management Council (PMC) Working Group on Reentry and the Future of Work, an interagency group working with federal agencies on post-reentry personnel policies and work environment, has provided agencies with guidance on re-entry and on future work. Some of the outcomes outlined by the Working Group include:

- A collaborative and flexible workplace environment that embraces the wellbeing of its employees.
- Consistency across agencies, while providing agencies and suborganizations sufficient flexibility on workforce and workplace decisions.
- Reinforcement of the federal workforce and the government's role as a modern employer.
- Attraction and retention of talent.
- Enhanced engagement of federal employees.

*continued on back*



E-Newsletters


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



**Commuter Benefit Increases in 2022**

Commuters who use transit or vanpools to travel to work are now able to set aside an extra \$10 per month to pay fares on a pre-tax basis, as the federal qualified transportation fringe benefit monthly limit was raised to \$280.00.

[More News](#)



**Bike to Work Day Registration Opens March 2022**

Bike to Work Day 2022 will include bicyclists commuting to their traditional workplace offices via a 'pit stop' and those working from home who bike to a pit stop and back to their home office. The first 15,000 registered bicyclists who attend will receive a free t-shirt.



**A SAFE WAY TO RIDESHARE**

**Marketing Campaign to Focus on Ridesharing and Incentive Programs**

According to Nicholas Ramfos, Commuter Connections Director, the best way to get commuters back into carpools, vanpools, and other alternatives to driving alone is by going green; "green" not only in the environmental sense, but also a reference to the cash that can be saved and earned by sharing the ride.

**Metro Orange Line Station Closures in Maryland, Summer 2022**

The final phase of the multi-year Metrorail Platform Reconstruction project includes the rehabilitation of three stations along the Orange Line in Maryland this summer.

**Montgomery County Ride On Extends Free Fare**

In Montgomery County, free rides on the county's bus service have been extended an additional six months, through July 2, 2022.

**Metrorail Silver Line Extension Could Open in May 2022**

Metropolitan Washington Airports Authority officials announced in December that they have declared work on Phase 2 of the Metrorail Silver Line extension project to be "substantially completed."

**New Reston-Arlington Bus Service to Start Under Commuter Choice Funding Grant**

Virginia's Commonwealth Transportation Board recently approved a \$5.1 million project that will support express bus service between the Reston South Park and Ride lot and worksites in Arlington.

**New Amtrak Train: Richmond to DC**

The new Amtrak Northeast Regional Route 51 offers early 5:35 A.M. service from Main Street Station in Richmond. The new train is the first expansion of service under the "Transforming Rail in Virginia Program".

**2022 Employer Recognition Awards to Celebrate 25 Years**

Commuter Connections will host its annual Employer Recognition Awards ceremony in late June 2022. This will mark the 25th Anniversary of the program which acknowledges employers who offer outstanding commuter benefits and telework programs.





### Rising Gas Prices Reach Tipping Point

Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

[More News](#)



### Free Parking Encourages Driving Alone to the Job

Employers that make it free or inexpensive for drive alone commuters to park are indirectly encouraging traffic congestion. Offering no or low cost parking for carpools and vanpools is bound to get more employees to share the ride and reduce parking demand.

### Transit Looks to Bring Passengers Back

The transit industry faced low ridership on buses and rail cars throughout the pandemic. To boost ridership in a post-pandemic environment, some transit agencies are offering creative strategies to bring back riders.

### 100 Year-Old Streetcar Garage To House Future EV Metrobuses

Metro will renovate an old streetcar storage garage on 14th Street NW, which dates back to 1906, into a modern-day facility to recharge and maintain 150 electric buses. It's part of Metro's goal of a 100 percent zero-emission bus fleet by 2045.

### 495 NEXT - Northern Extension Express Lanes

On I-495, Express Lanes are being extended about 3 miles from the end of the existing I-495 Express Lanes to the George Washington Memorial Parkway interchange, near the American Legion Bridge.

### U-Pass Gives Students Access to Transit

Metro has a solution for students on a tight budget and needing to get from point A to point B without a car. U-Pass provides college and university students with a special pass, at a nominal fee, which gives unlimited rail and bus rides during the semester.

### Loudoun County Employers Get Smarter

Loudoun County is offering SmartBenefits® Plus\$50, an incentive program for employers in Loudoun County, which provides a \$50 financial incentive for employees to try transit or vanpools for the first time.

[READ FULL NEWSLETTER](#)



[COMMUTERCONNECTIONS.ORG](https://www.commuterconnections.org)

[Web Version](#) | [Feedback](#) | [Unsubscribe](#)

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300, Washington, DC 20002

## Incentive Programs

### CarpoolNow

CarpoolNow is a rideshare app that immediately connects users who are offering a ride with those seeking a ride. It also displays routes, estimates pick-up time, and confirms pick-up and drop-off locations. A media campaign was launched in June 2022 to promote access to free, on-demand carpooling options that will include radio ads, social media promotion, and radio station onsite events in Prince George's and Prince William Counties.

CPN Budget	Gross Cost	COG Cost	Estimated Impressions
iHeart	\$17,050	\$14,493	144,000
Instagram	\$500	\$500	NA
<b>Totals</b>	<b>\$17,550</b>	<b>\$14,993</b>	<b>144,000</b>



## Radio Scripts

### **:30 Radio Script (for recorded spots)**

Find on-demand ridematching with CarpoolNow. The free app provides real-time access for commuters in search of carpool drivers, and for drivers seeking carpool passengers! Drivers commuting with passengers found through the app earn \$10 in each direction - that's \$20 a day. And couldn't you really use the extra gas money these days? Download CarpoolNow today from your app store. For more info, visit [CarpoolNow.org](http://CarpoolNow.org). Some restrictions apply.

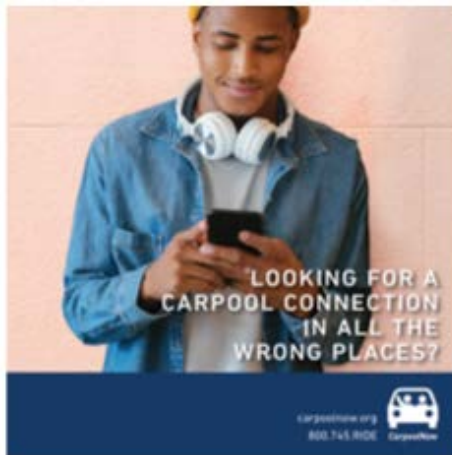
### **:15 Radio Script (for recorded spots)**

Find a ridematch with CarpoolNow. The free app provides on-demand matches for carpool drivers and passengers seeking to find each other. Drivers commuting to and from work earn \$10 each way! Download the app at [carpoolnow.org](http://carpoolnow.org). Some restrictions apply.

### **:10 Radio Script (for radio reads)**

Find an on-demand carpool connection! Use the CarpoolNow app to request a ride or offer one. It's free for passengers, AND drivers can earn \$10 per ride. Download the app at [carpoolnow.org](http://carpoolnow.org) today!

Instagram



## 'Pool Rewards

'Pool Rewards is a carpool incentive program designed to recruit and retain commuters in a carpool/vanpool through a cash incentive. The current carpool incentive allows each one-time new participating carpooler to earn up to \$130 over a 90-day period through a trip-tracking process. A paid digital and social media campaign ran in June 2022 to promote the benefits of the 'Pool Rewards program.

<b>PR Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Instagram	\$1,275	\$1,275	NA
PoPville	\$765	\$650	5,000
Sea of Blush	\$1,163	\$989	90,000
Washingtonian Probs	\$1,765	\$1,500	135,000
WTOP	\$3,529	\$3,000	140,000
WTOP.com	\$10,000	\$8,500	900,000
<b>Totals</b>	<b>\$18,497</b>	<b>\$15,914</b>	<b>1,270,000</b>

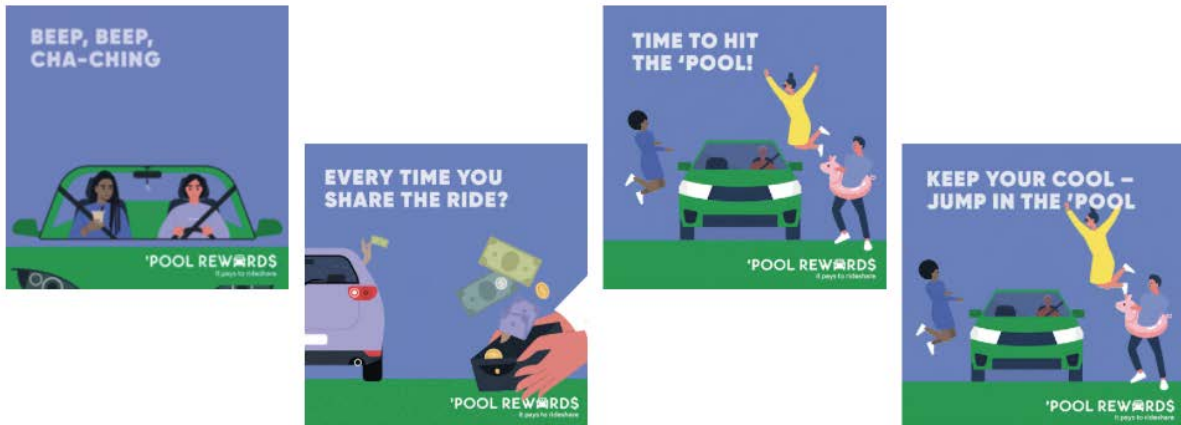
### Radio PSA

#### **:15 Radio Script (for recorded spots)**

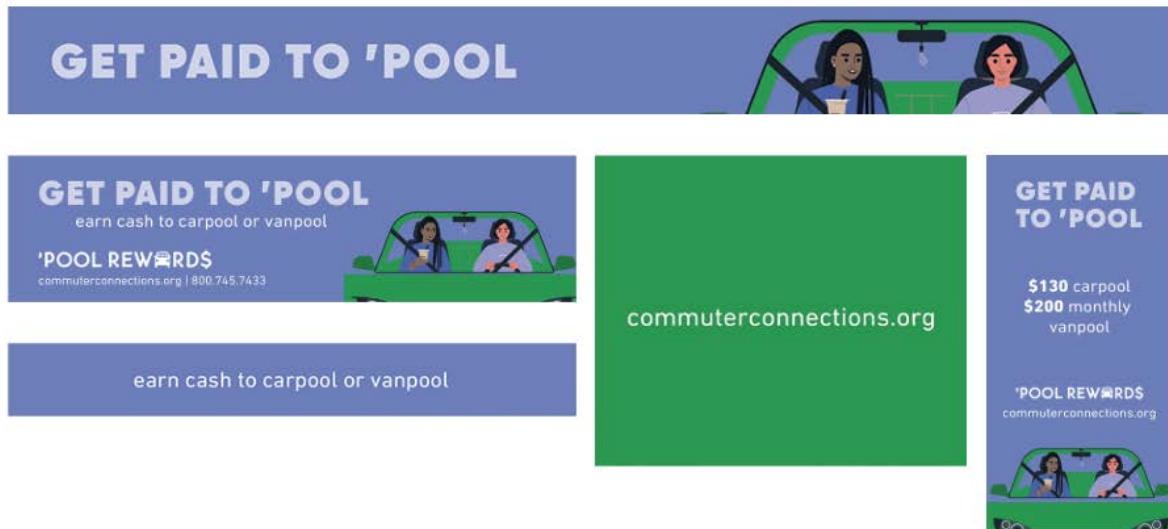
Get paid to Rideshare! You can earn cash when you carpool or vanpool through 'Pool Rewards. Earn 130 dollars when you start or join a new carpool or 200 dollars a month for a new vanpool. Ready to hit the 'Pool? Go to [commuterconnections.org](http://commuterconnections.org) to sign up for your free account. Some restrictions apply.



## Instagram



## Digital Banner Ads (animated)



## incentTrip

The incentTrip app rewards commuters who carpool, vanpool, bike, or take transit then log their trips onto the app. Points are earned for each trip, which can be redeemed for cash, up to \$600 per year. In addition, the app provides smart routing to help commuters avoid getting stuck behind delays caused by traffic accidents, work zones, and other traffic-related incidents during the morning and afternoon peak commuting times.

Three distinct yet interrelated targeted marketing campaigns were launched in June 2022 to encourage commuters to download and use the app. The media buy encompassed radio ads, influencers, Google Ads, Instagram, and digital banner ads.

### Target Audiences

#### incentTrip

Commuters within the traditional Washington, DC metropolitan region.

#### incentTrip MDOT

Commuters living or working in the Baltimore metropolitan region (Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County) , St. Mary's County, Washington County, Hagerstown, living and working Berkley County, Jefferson County, Martinsburg, WV, Ranson, WV, Charles Town, WV and working in MD, Working/Living in Allegany County, Cumberland, MD, Frostburg, MD, Cecil County, Living in New Castle County, Wilmington, DE and working in MD.

#### incentTrip ATCMTD

Advanced Transportation and Congestion Management Technologies Deployment grant program targeting those working in the Washington, DC non-attainment region, including those commuting from the Richmond region.

<b>incentTrip App Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
CHOR	\$2,353	\$2,000	6,500
Google Ads	\$2,500	\$2,500	NA
Instagram	\$2,500	\$2,500	NA
Washingtonian Probs	\$3,530	\$3,000	173,000
WTOP	\$35,244	\$29,957	1,400,000
<b>Totals</b>	<b>\$46,127</b>	<b>\$39,957</b>	<b>1,579,500</b>

<b>incenTrip ATCMTD Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Google Ads	\$750	\$750	NA
Instagram	\$750	\$750	NA
Somar Group	\$7,480	\$6,358	160,000
WPOC	\$6,250	\$5,313	150,000
WRVA	\$7,990	\$6,792	175,000
<b>Totals</b>	<b>\$23,220</b>	<b>\$19,963</b>	<b>485,000</b>

<b>incenTrip MDOT Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Google Ads	\$2,500	\$2,500	NA
Instagram	\$2,500	\$2,500	NA
WAFY	\$8,125	\$6,906	150,000
WBQB	\$12,000	\$10,200	175,000
WFMD	\$3,800	\$3,230	700,000
WFRE	\$11,600	\$9,860	100,000
WWEG	\$15,000	\$12,750	150,000
<b>Totals</b>	<b>\$55,525</b>	<b>\$47,946</b>	<b>1,275,000</b>

## Radio Scripts (App & ATCMTD)

### **:30 Radio Script (for recorded spots)**

Take a clean commute and get cash back with the incenTrip app by Commuter Connections. Earn points each time you use the app to commute via ridesharing, transit, or biking. Redeem points for cash – up to \$600 a year! The incenTrip app has real-time navigation to help you choose the best travel method, route, and departure time, to help avoid traffic delays – saving time and money. Learn more about incenTrip and register at [commuterconnections.org](http://commuterconnections.org). That's [commuterconnections.org](http://commuterconnections.org). Or call 800 745-RIDE. Some restrictions apply.

### **:15 Radio Script (for recorded spots)**

Take a clean commute and get cash back. With the incenTrip App by Commuter Connections, you can earn points that can be redeemed for cash – up to \$600 a year! Download the incenTrip app and register at [commuterconnections.org](http://commuterconnections.org). That's [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

### **:10 Radio Script (for radio reads)**

Take a clean commute and get cash back with the incenTrip App. Redeem points for cash – up to \$600 a year through Commuter Connections! Download the incenTrip app and register at [commuterconnections.org](http://commuterconnections.org).

## Radio Scripts (MDOT)

### **:30 Radio Script (for recorded spots)**

Go green, get green! That's right, Maryland – take a clean commute and get cash back. With the incenTrip App, it's easy to earn points every time you plan and take a green trip, like ridesharing, transit, walking, and biking or multimodal. Redeem points for cash – up to \$600 a year! The incenTrip App offers real-time navigation to help you choose the best travel mode, departure time, and route to avoid traffic delays, saving you time and money. Sign up today at [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip). That's [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip). Some restrictions apply.

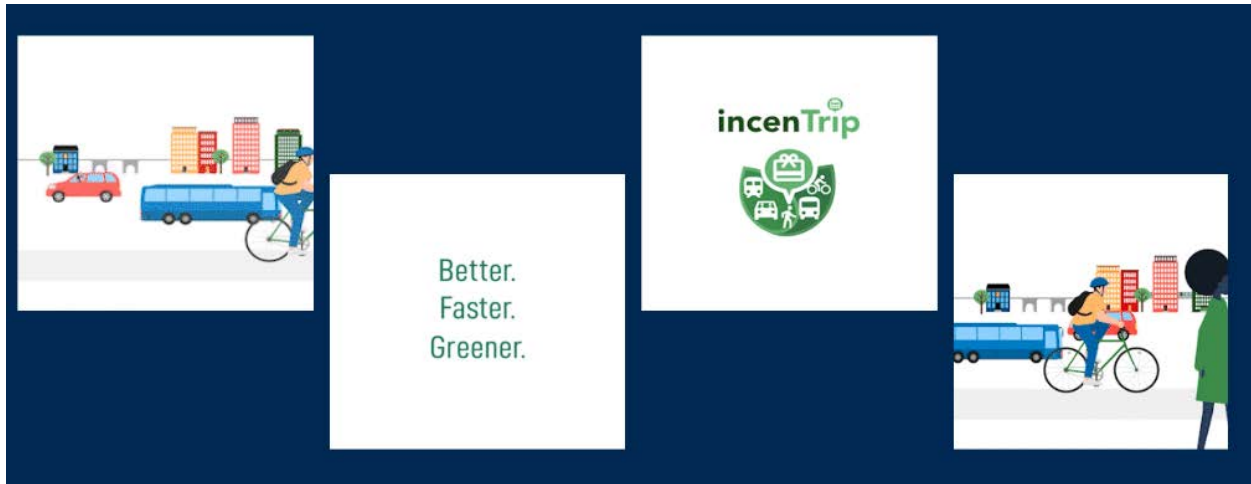
### **:15 Radio Script (for recorded spots)**

Go green, get green! That's right Maryland – take a clean commute and get cash back. With the incenTrip App, you can earn points that can be redeemed for cash - up to \$600 a year! Download the app and register for free at [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip). That's [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip). Some restrictions apply.

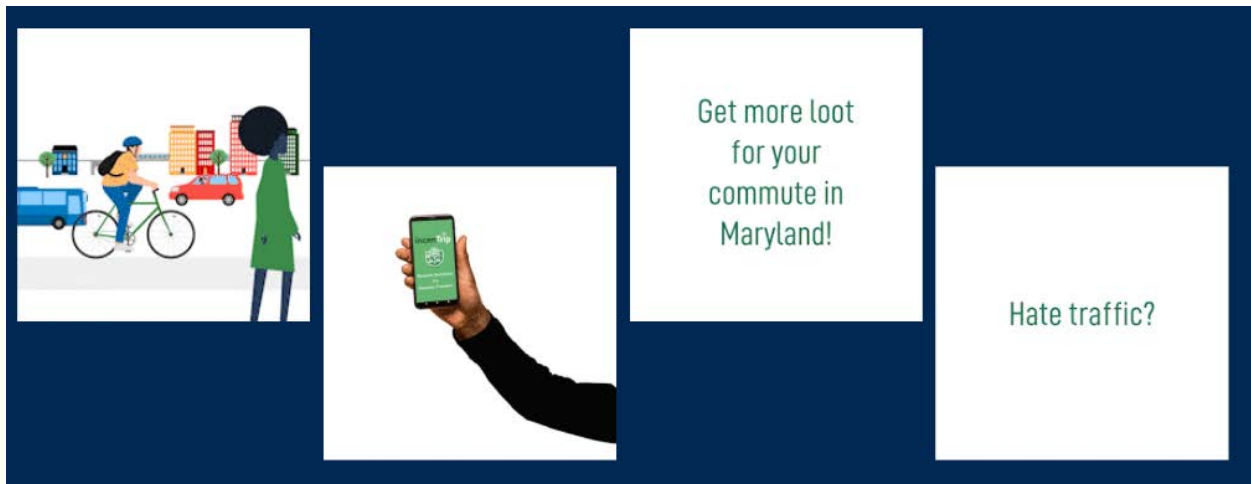
### **:10 Radio Script (for radio reads)**

Take a clean commute and get cash back with the incenTrip App, helping you navigate your commute. Redeem points for cash – up to \$600 a year through the Maryland Department of Transportation! Download the app and register at [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip).

Instagram (App & ATCMTD animated posts)



Instagram (MDOT animated posts)






## Digital Takeover Ad (ATCMTD)

**MORE LOOT FOR YOUR COMMUTE!**  
Getting cash for your clean trips is as easy as 1-2-3

- 1 Download the **FREE** incenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!


800.745.RIDE | [CommuterConnections.org](http://CommuterConnections.org)  
Some restrictions apply




## Digital Takeover Ad (MDOT)

**MORE LOOT FOR YOUR COMMUTE IN MARYLAND!**  
Getting cash for your clean trips is as easy as 1-2-3

- 1 Download the **FREE** incenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!

 [mdot.maryland.gov/incenTrip](http://mdot.maryland.gov/incenTrip)  
Some restrictions apply



**APPENDIX A**  
**Performance Measures**

**Web Visits**

Month	FY 2021 Web Visits	FY 2022 Web Visits	+/-	+/- %
January	3,410	5,621	2,211	64.8%
February	4,709	5,465	756	16.1%
March	4,007	8,406	4,399	109.8%
April	4,210	7,885	3,675	87.3%
May	6,717	7,131	414	6.2%
June				
	<b>23,053</b>	<b>34,508</b>	<b>11,455</b>	<b>49.7%</b>

**Phone Calls**

Month	FY 2021 Phone Calls	FY 2022 Phone Calls	+/-	+/- %
January	144	146	2	1.4%
February	159	188	29	18.2%
March	131	322	191	145.8%
April	133	348	215	161.7%
May	178	368	190	106.7%
June				
	<b>745</b>	<b>1,372</b>	<b>627</b>	<b>84.2%</b>

### GRH Applications

Month	GRH FY 2021 Applications	GRH FY 2022 Applications	Change	%
January	198	156	-42	-21.2%
February	207	69	-138	-66.7%
March	171	222	51	29.8%
April				
May				
June				
	<b>576</b>	<b>447</b>	<b>-129</b>	<b>-22.4%</b>

### Rideshare Applications

Month	Rideshare FY 2021 Applications	Rideshare FY 2022 Applications	Change	%
January	702	686	-16	-2.3%
February	815	480	-335	-41.1%
March	689	674	-15	-2.2%
April				
May				
June				
	<b>2,206</b>	<b>1,840</b>	<b>(366)</b>	<b>-16.6%</b>