



COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2016 MARKETING ACTIVITY

Dan O'Donnell

December 15, 2015

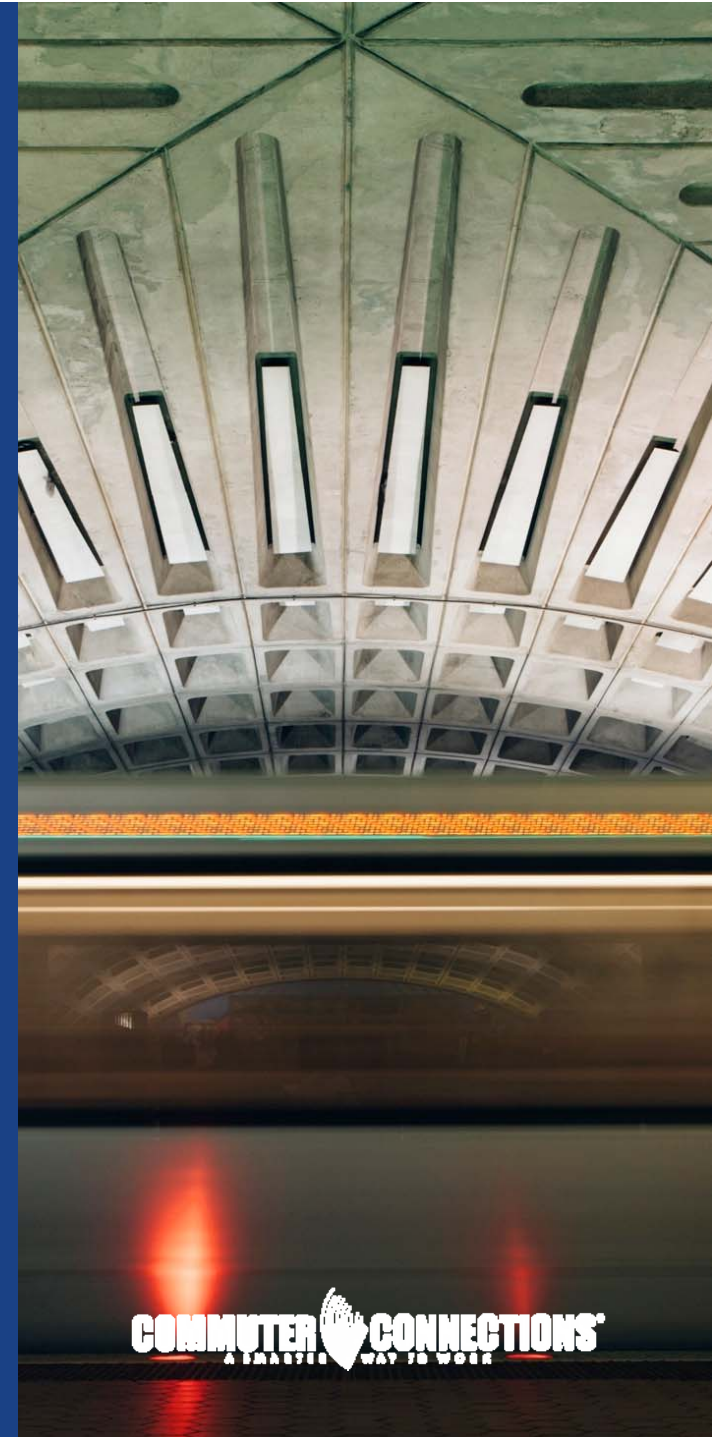
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COMMUTER CONNECTIONS
TDM GROUP

PROGRAM OBJECTIVES

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

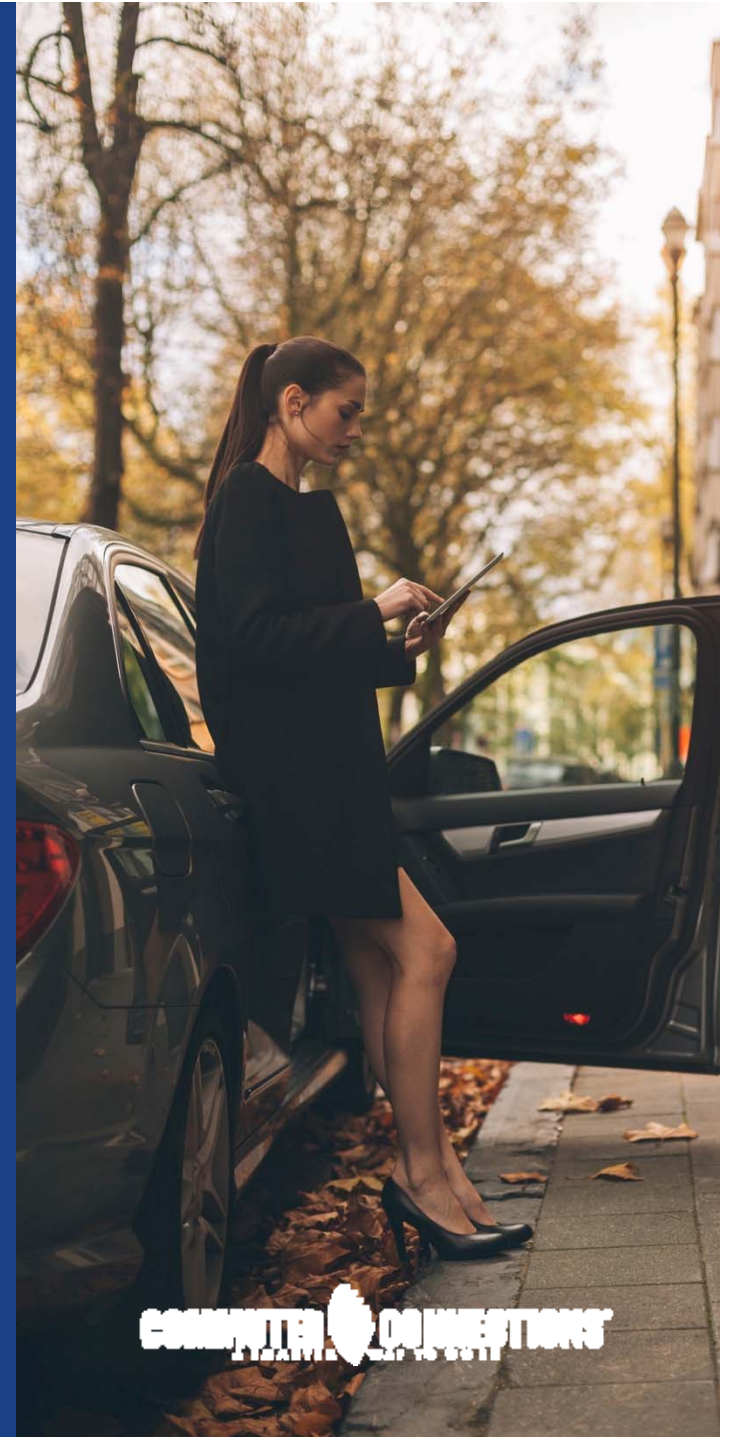
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INITIATIVES

- Car Free Day
- Fall Umbrella Campaign
- Spring Umbrella Campaign
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards

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COMMITTED CONNECTIONS



Car Free Day

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COMPUTER CONNECTIONS

OBJECTIVES

Promote alternative modes of transportation to commuters & other travelers

Increase engagement with area universities

Encourage audiences to go car free or car lite for a day



STRATEGY

Identify sponsors to offer raffle prizes and promotions as incentives.

Allow those who pledge to choose a team: #teambike, #teamwalk, #teamrail, #teambus, #teampool, and #teamtelework

Promote with paid placements & engage with Social Media



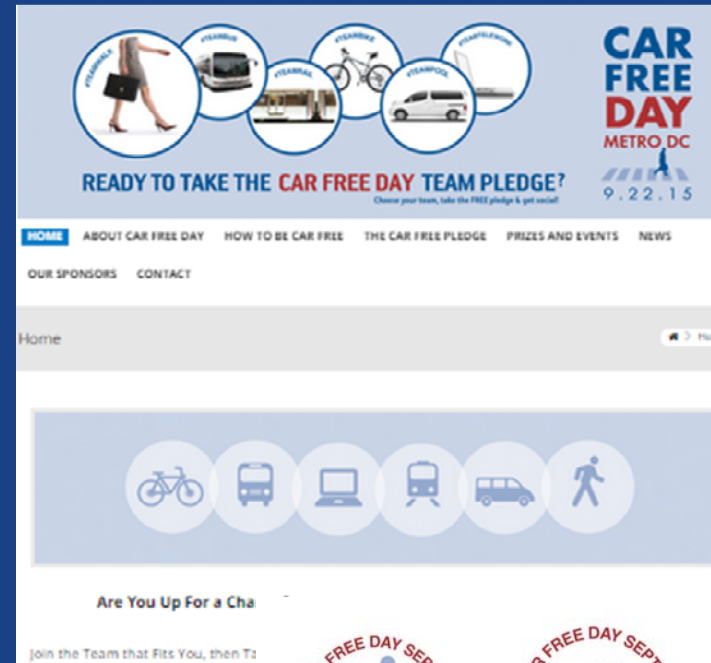
MEDIA BUDGET (NET)

Radio	\$ 40,999
Paid Social Media	\$ 4,000
Text Messaging	\$ 400
Total Paid Media:	\$ 45,399
Added Value:	\$ 54,000

CREATIVE APPROACH



Poster



Website



Stickers

FACEBOOK

Car Free Day Metro DC
Non-Profit Organization

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY! & TAKE THE FREE PLEDGE!
AT CARFREE.METRODC.ORG

Tri-County Council for Southern Maryland
August 18 · 🌐
Car Free Day is Tuesday, September 22, 2015! Join the team that best fits YOUR preferred way to travel—and qualify for drawings for great prizes. Visit www.carfreemetrodc.org/#CarFreeMetroDC

Car Free Day
September 19 at 10:03am · 🌐
Want a chance to win a Capital Beltway transit membership courtesy of goDCgo? www.carfreemetrodc.org/the-car-free-pledge/ Take the Car Free Day pledge and you may win!
Hurry - Car Free Day is Tuesday, Sept 22, 2015.

goDCgo - Home
Your number one resource for transportation information and options to make getting into and around the District of Columbia easier than ever.
WWW.GODCGO.COM | BY GODCGO

Car Free Day
September 17 at 6:01pm · 🌐
VRE is raffling off passes to ride the rails in Northern Virginia. Take the Car Free Day pledge and you may win a round trip!
www.carfreemetrodc.org/the-car-free-pledge/ Hurry - Car Free Day is Tuesday, Sept 22, 2015.

Rail service in Virginia - VRE
Contractor Safety & Access Resources Current Improvement Projects New Rider's Page Procurement Schedules VRE Blog Train Talk VRE RIDE...
WWW.VRE.ORG

3,992 people like this
Cesar Eduardo Garzon Medina and Jason LaRosa

Invite friends to like this Page

ABOUT

TWITTER

Home About Search Twitter Have an account? Log in

#TEAMRAIL #TEAMBKE #TEAMPOL #TEAMTELEWORK #TEAMWALK #TEAMBUS

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

CAR FREE DAY METRO DC
9.22.15

Commuter Connections
@CarFreeMetroDC
Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.
Joined July 2009
20 Photos and videos

TWEETS 236 FOLLOWING 69 FOLLOWERS 543 FAVORITES 70

Follow

Tweets Tweets & replies Photos & videos

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like
goDCgo @goDCgo

Commuter Connections @CarFreeMetroDC · 41m
No Pope Bobblehead dolls but other cool prizes! Take the Car Free Day Pledge for a chance to win. carfreemetrod.org/the-car-free-p... hurry last day!

Commuter Connections @CarFreeMetroDC · 4h
Happy Car Free Day! We'll keep the online form open all day, Tues Sept 22. Take the free pledge at carfreemetrod.org/the-car-free-p...

VALUE ADD

- Web banners, home page takeovers, and background ads
- Mobile app banner ads
- Radio: :05 and :15 sponsorship announcements
- Nominate A Friend Who Uses Alternative Commute Modes contest – stations aired 45 :30-second announcements netted 1.4M impressions

HOT 99.5 The Kane Show - DJ's - Win - Media - Connect -


Listen Live on **HeartRadio** HOT 99.5 DC's #1 Hit Music Station & Home of The Kane Show

SHERWIN WILLIAMS **30% OFF** PAINTS & STAINS AUG 27


Win Zedd Tickets

Home » Contest » Win Zedd Tickets » Entry

RECOMMENDED | Tweet | Share | Facebook



READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?



CAR FREE DAY
METRO DC
9.22.15

CARFREEMETRODC.ORG
You'll have an opportunity to win great prizes!

Nominate a friend who carpools, rides public transportation, teleworks, or walks/bikes and you think deserves to win a pair of tickets to see Zedd on October 3rd at The DC Armory!

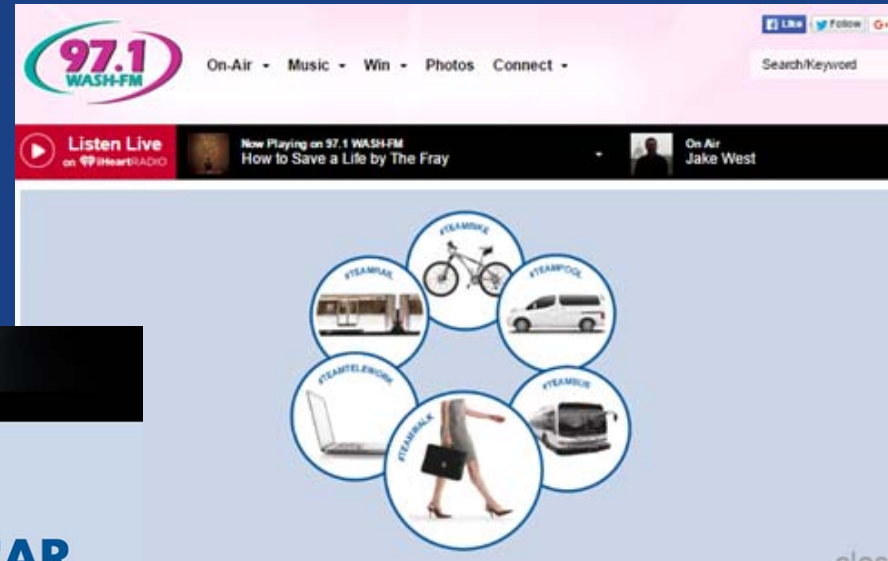
Take the Car Free Day team pledge for Car Free Day September 22nd! Pledging to free at CarFreeMetroDC.org. Do you know someone that is already trying their best to be Car Free? Maybe they walk to work? Or take the bus or metro? Are they a captain of the carpool? Recognize someone today and reward them by having them join you at the concert!

I understand that by submitting my information it will be collected and used by HeartRadio to administer the contest subject to its Privacy Policy. I further understand that my information will also be collected exclusively by COMPUTER CONNECTIONS and their partners subject to its Privacy Policy only in the event that I have given my expressed consent.

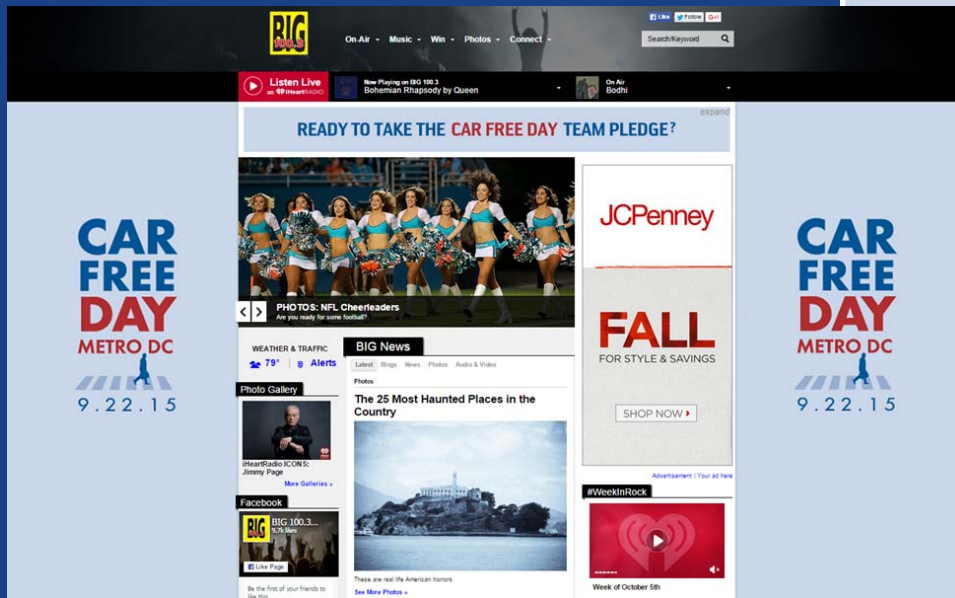
Enter your email address to continue:

BANNER ADS

- 1,134,762 impressions
- 3,155 clicks



WASH-FM



WBIG-FM

DONATED SPACE

Free transit ads donated by:

- Arlington County
- Prince George's County
- Montgomery County Commuter Services
- Metrobus



RESULTS: COLLEGE CAMPUS CHALLENGE

- 1ST place: Georgetown University (512)
- 2nd place: George Mason University (43)
- 3rd place: University of Maryland (22)

RESULTS

41 earned media placements (newsletter, calendar listings, radio, television, and blogs)

3,442 total pledges

RECOMMENDATIONS FOR 2016

- Focus on the emotional experience, rather than transportation modes.
- Increase emphasis on prizes and promotions.
- Continue to expand university participation.



Fall Umbrella: Rideshare

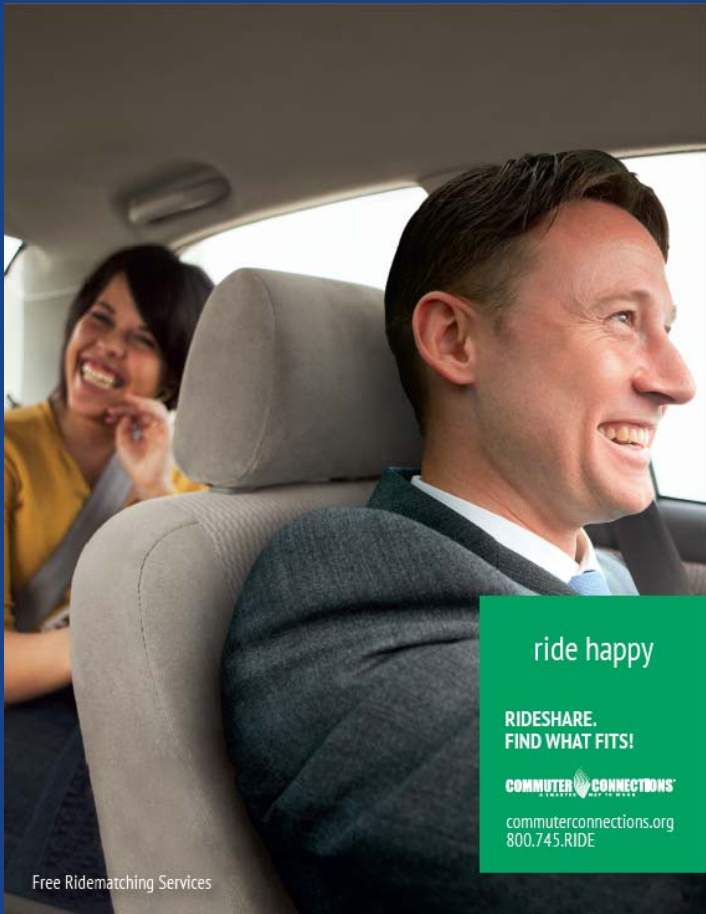
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COMPUTER CONNECTIONS

FALL CAMPAIGN STRATEGY

- Bring forward Commuter Connections benefits:
 - Large database of potential matches
 - Life experience of ridesharing
- Quality of life creative approach “Ride Happy”
- Appeal to a wide age range & culturally diverse audience

CREATIVE



FALL RIDESHARE MEDIA

- Radio
- TV
- Digital
- Social Media
- Direct Mail

Campaign Live: October 5, 2015 – December 31, 2015

FALL MEDIA BUDGET (NET)

Radio	\$ 188,300
Network/Cable TV	\$ 90,074
Social Media	\$ 31,500
Online	\$ 8,500
Total Paid Media:	\$ 318,375
Added Value:	\$ 90,583
Direct Mail:	\$ 42,900

FALL RIDESHARE RADIO

- Flight weeks: 10/5, 10/19, 11/2, 11/16, 11/30, 12/14, and 12/28



930 AM



99.9



1500 AM



103.5



107.9



99.5



95.5

FALL RIDESHARE TV

- Flight weeks: 10/5, 10/19, 11/2, 11/16, 11/30, 12/14, and 12/28

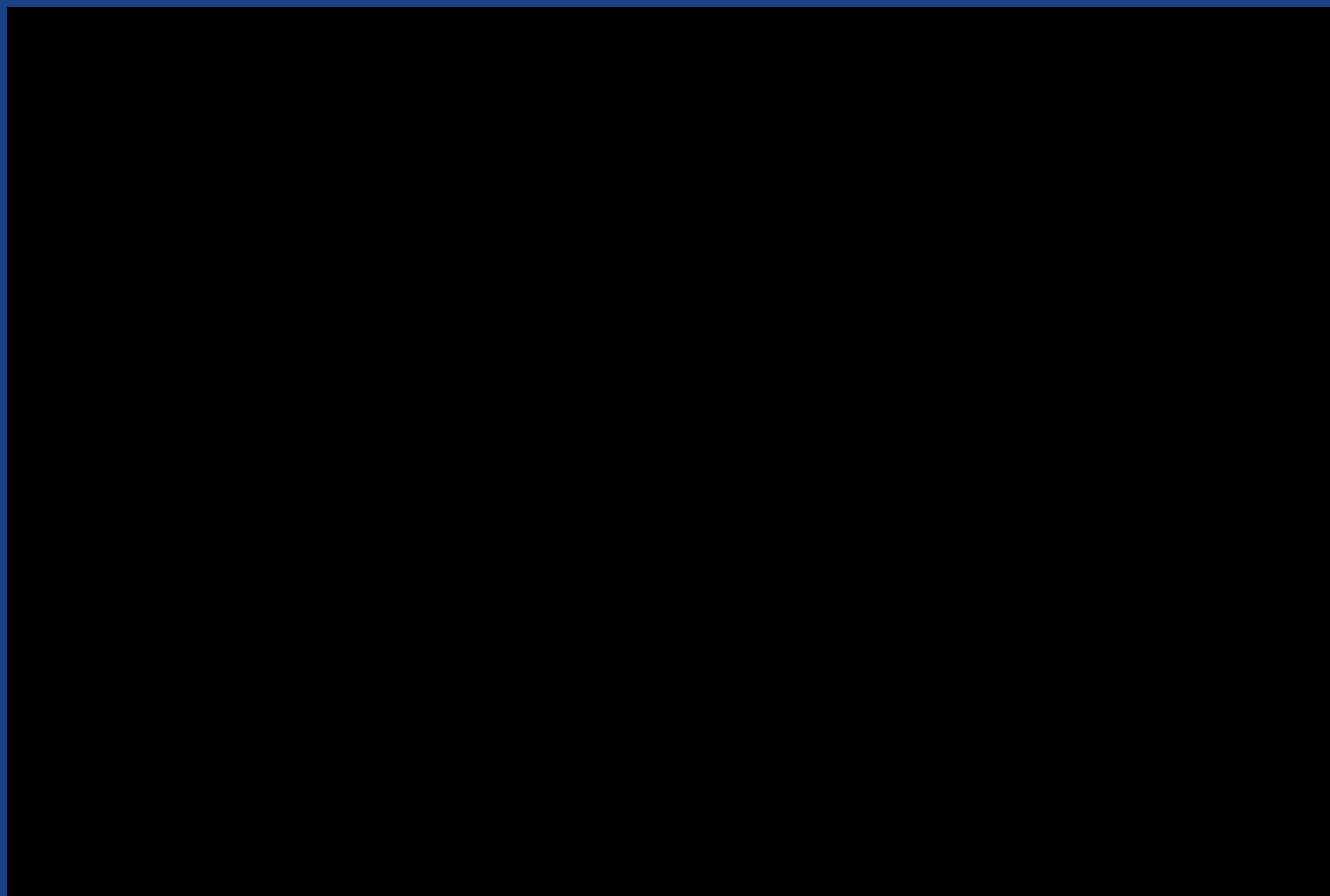


DCW50 TV



WRC/NBC 4

FALL RIDESHARE TV AD “Paula”



FALL RIDESHARE VALUE AD

The screenshot shows the WTOP website header with the logo, "WASHINGTON'S TOP NEWS", and a weather widget for Washington, DC showing 61°. Below the header is a navigation bar with "NEWS", "TRAFFIC", and "WEATHER" tabs, and a search bar. A secondary navigation bar includes "LOCAL", "D.C. + Md. + Va.", "Traffic + Weather + Recalls", and "Search". The main content area is titled "COMMUTER CONNECTIONS" and features the "COMMUTER CONNECTIONS" logo. Below the logo is a paragraph of text: "Commuter Connections gives you the option to **Ride Happy!** Save money and improve your commute at the same time. Go to [CommuterConnections.org](#) to see all of your FREE ridesharing options!" followed by a red promotional line: "Tell us about the alternative modes of transportation you use and you could win a \$100 gift card to The Silver Diner! Visit [SilverDiner.com](#) for locations." Below this is the Silver Diner logo. The form fields include: "Name *" (split into "Your first name..." and "Your last name..."), "Email *", "Address *" (split into "Street Address", "City", "State / Province / Region", and "ZIP / Postal Code"), and "Phone *". A text area asks "What alternative forms of transportation do you use? How many times per week? *". At the bottom, there is a checkbox "Click here to receive more information from Commuter Connections/Rideshare" and a blue "Submit" button.

WTOP Contest page

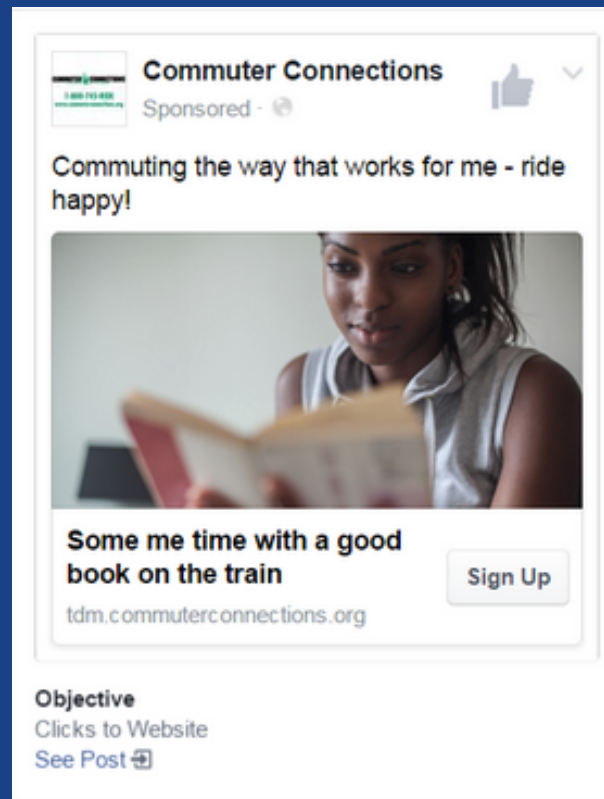


WTOP Contest Promo



NBC 4 Billboard

FALL RIDESHARE VALUE ADD



A screenshot of a Facebook advertisement for Commuter Connections. The ad features a profile picture of the organization, the name 'Commuter Connections', and a 'Sponsored' label. The main text reads 'Commuting the way that works for me - ride happy!'. Below this is a photograph of a woman reading a book. The ad includes a 'Sign Up' button and the URL 'tdm.commuterconnections.org'. At the bottom, it specifies the objective as 'Clicks to Website' and provides a 'See Post' link.

Commuter Connections Sponsored

Commuting the way that works for me - ride happy!

Some me time with a good book on the train

tdm.commuterconnections.org [Sign Up](#)

Objective
Clicks to Website
[See Post](#)

Facebook Ad



Guaranteed Ride Home

odonnellCOMPANY

COMPUTER CONNECTIONS
ATTENDING TO YOUR NEEDS SINCE 1981

guaranteed ride home

FALL STRATEGY

- Focus on the benefit of registration
- Eye catching creative
- Focus on things you do “Just in case”

guaranteed ride home

CREATIVE



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply

odonnellCOMPANY



guaranteed ride home

FALL GRH MEDIA

- Radio spots
- Promotions
- Direct Mail

Campaign Live: September 28 – December 27, 2015

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COMMITTER CONNECTIONS
ATTENDING. SAY TO GO!

FALL MEDIA BUDGET

Radio	\$ 212,984
Added Value:	\$ 286,925
Direct Mail:	\$ 42,900

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guaranteed ride home



COMPUTER CONNECTIONS

guaranteed ride home

FALL GRH RADIO

- 6 radio stations pulsing GRH creative: 9/28, 10/12, 10/26, 11/9, 11/23, 12/7, 12/21, and 12/28



103.5



97.1



100.3



101.1



99.5



98.7

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COMPUTER CONNECTIONS

guaranteed ride home

FALL GRH VALUE ADD

- Bonus spots
- 5 second live reads
- Streaming spots
- Home page takeovers
- Mobile banner ads
- Concert sponsorships
- Newsletters

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COMMITTER CONNECTIONS
ATTENDING IS FREE

guaranteed ride home

FALL GRH VALUE ADD

To view this email as a web page, [click here](#).

DC'S #1 HIT MUSIC STATION & HOME OF THE KANE SHOW

HOT 99.5 Listen to HOT 99.5
[iHeartRadio.com](#)

HOT 99.5 HOT FLASH UPDATE

HOT 99.5's Jingle Ball!
HOT 99.5's Jingle Ball presented by Capital One is coming to Verizon Center on December 14th with Demi Lovato, 550S and more! Tickets are selling fast and are almost sold out!
[Details >](#)

Demi Lovato & Nick Jonas Weekend
See Demi Lovato at HOT 99.5's Jingle Ball and see her again next Summer with Nick Jonas for the Future Now Tour! Listen all weekend for keywords to text for a chance to win.
[Register >](#)

DC ALR Walk with The Kane Show
Join The Kane Show this Saturday, November 7th for DC's ALR Walk at The National Mall at the Sylvan Theater. Join our team and Walk With Us!
[Details >](#)

Let's Get Social! #HOT995JingleBall
Follow us on social for more chances to win HOT 99.5 Jingle Ball tickets! Thanks to Mattress Warehouse, we have chances for you to win all day today with Snapchat! Thursday hit the link for a chance to win.
[Details >](#)

MORE HOT BUZZ

Fall Out Boy Hits CMA Stage
[Watch >](#)

Justin Timberlake Performs at CMA's
[Watch >](#)

50 Days Till Christmas!
[View >](#)

Gwen & Blake Are Official!
[View >](#)

JUST IN CASE.
COMMUTER CONNECTIONS

nick radio
ALL THE HITS.
ALL THE SLIME.
[Listen Now](#)
ON [iHeartRADIO](#)

[Edit Subscription](#) | [Unsubscribe](#) | [Twitter](#) | [Facebook](#)

Listen to HOT 99.5
[iHeartRadio.com](#)

This email was sent to [csh@iheart99.com](#)
Terms & Conditions | Privacy Policy | HOT 99.5 © 2015
1001 Rockville Pike, Rockville, MD 20852 US



iHeart Radio Sponsorships

WIHT/Newsletter

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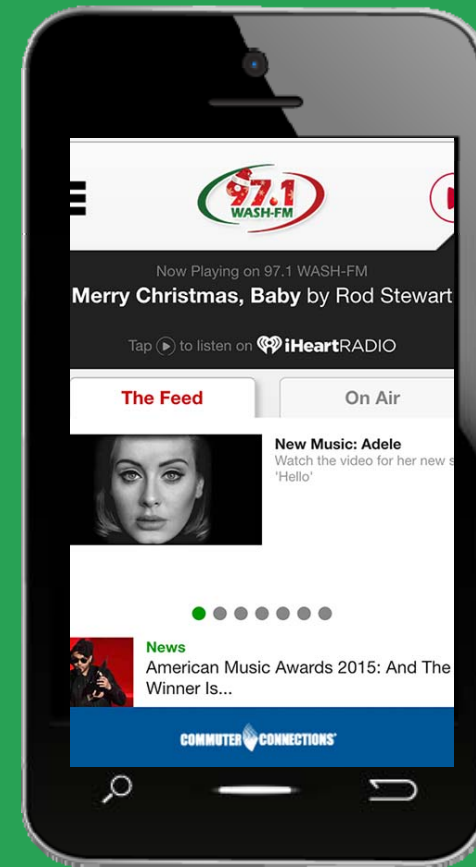


guaranteed ride home

FALL GRH VALUE ADD



WASH-FM banner ads



WASH-FM Mobile in-app ads

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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



'Pool Rewards

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COMPUTER CONNECTIONS

FALL SOCIAL MEDIA CAMPAIGN

Promote benefits & encourage registration

Use paid social media & value add media from the fall umbrella campaign



FALL MEDIA BUDGET

Facebook Ads \$ 6,000

Twitter Ads \$ 4,995

Total Paid Media \$ 10,995

Campaign Live: October 19 – December 31, 2015



'pool rewards

CREATIVE

Commuter Connections X

Get an extra boost to get that latte' or just help on gas. 'Pool Rewards!
Click or 800.745.RIDE

Commuter Connections Sponsored ·

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

Form a Carpool, Earn CA\$H
Sharing a ride can get you that ext... [Sign Up](#)

tdm.commuterconnections.org

Facebook ads

'Pool Rewards

Promoted by Commute

Commuter Connections X

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE

'Pool Rewards [Sign up](#)

Promoted by Commuter Connections

Twitter ads

odonnellCOMPANY

COMMUTER CONNECTIONS

SPRING UMBRELLA CAMPAIGN TIMELINE

Review Research, Trends, and Prior Campaign Results	July 2015
Write Marketing Communications Plan	July 2015
Reg TDM Marketing Group Feedback via SharePoint	Aug 2015
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2015
Feedback from Marketing Workgroup	Oct 2015
Refine, Develop and Finalize	Nov 2015
Media Selection	Dec 2015
Production and Distribution to Media	Jan 2016
New Creative Campaign goes Live	Feb 2016

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data: Strata, Scarborough, Arbitron

Calculate

- Reach & frequency of target demographics for each
- Media options

Analyze

- Cost/value proposition of each media option

Reality check

- Does it make sense?

Negotiate

- Evaluate best negotiated options

Media purchase

Run campaign

Evaluate results

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COMPUTER CONNECTIONS



Spring Umbrella Campaign

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COMPUTER CONNECTIONS
IT. NETWORK. SECURITY.

SPRING RIDESHARE

Research

- Commuters primarily listen to broadcast radio when commuting (92.8% of listeners).
- Vertical viewing is increasing in popularity (29% simultaneously use smartphone, laptop, and TV).
- TV continues to dominate the viewing category (87% of adults).

SPRING RIDESHARE CAMPAIGN

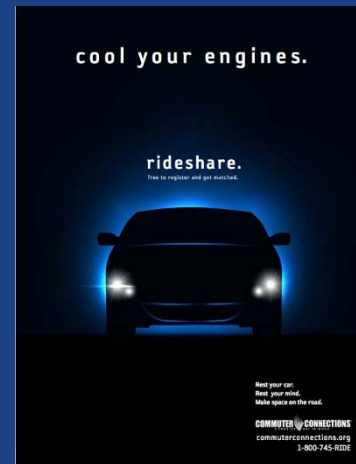
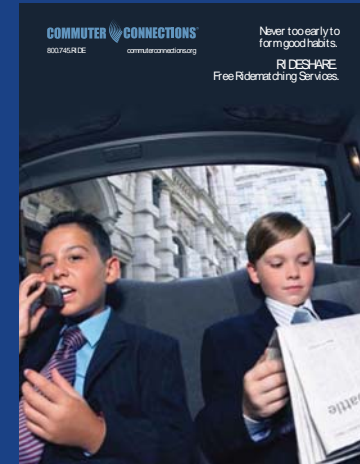
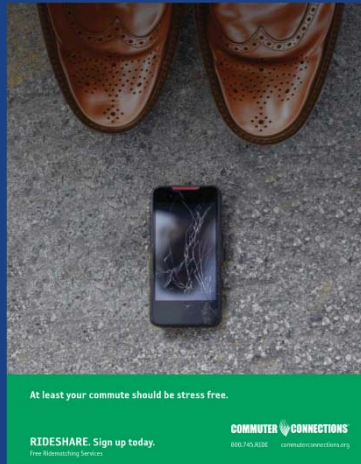
MEDIA STRATEGY

- Drive time radio supported by TV and mobile in-app ads

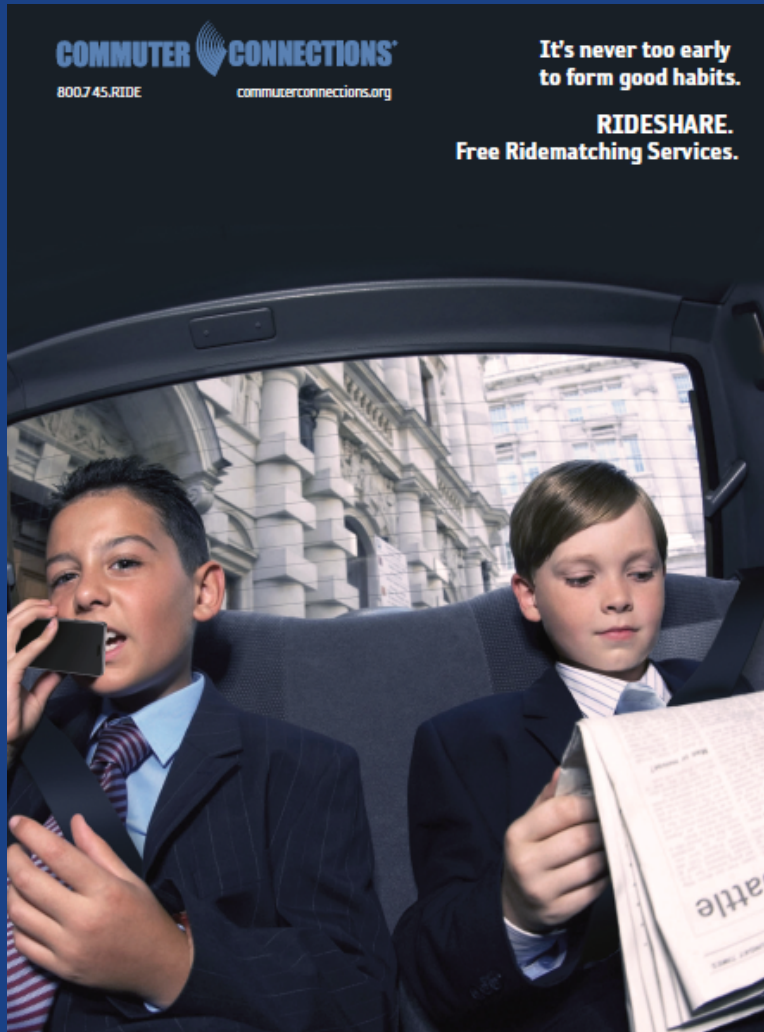
CREATIVE STRATEGY

- Be engaging, yet simple to comprehend
- Focus on the common sense aspect contrasting against more complex ways to save money

CREATIVE CONCEPTS



SELECTED CONCEPT



Two radio spots to be produced

odonnellCOMPANY

COMMUTER CONNECTIONS

DIRECT MAIL

Form a good habit. Start today!
REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME
 Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

Name _____ Title/Address _____
 Home Address _____
 City _____ State _____ Zip _____
 Date of Birth _____
 Home Phone Number _____
 Email Address _____

Name/Address _____ Title/Address _____
 Home Address _____
 City _____ State _____ Zip _____
 Date of Birth _____
 Work Phone Number _____
 Start work at _____ am and stop work at _____ pm

Which of the following do you use to get to work? (check all that apply)
 Carpool Vanpool Bus Train Bicycling Walking
 Guaranteed Ride Home Other (Specify) _____

How many days per week do you use the above method(s) to get to work?
 1 2 3 4 5 6 7

Information and instructions—Please read information about:
 Guaranteed Ride Home Carpool/Vanpool Guaranteed Ride Home Bicycling

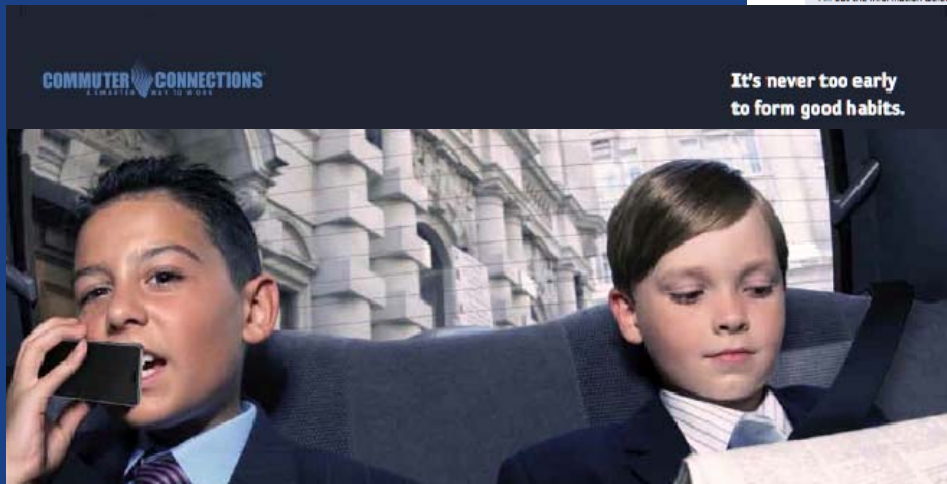
Section A | Carpool/Vanpool Ridematch Service
 Fill out the information below and we'll send you a matchlist of potential ride partners who live and work near you that have the same route as you know where the closest Park & Ride is.
 I prefer to: Ride Only Share Driving
 I prefer to: Ride Only Share Driving
 I prefer to: Ride Only Share Driving
 I prefer to: Ride Only Share Driving
 I prefer to: Ride Only Share Driving
 I prefer to: Ride Only Share Driving

Section B | Guaranteed Ride Home*
 This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.
 Supervisor's Name** _____
 Supervisor's Phone Number** _____
 How many miles is it from home to work one way? _____

Have questions or need more information?
 Visit commuterconnections.org
 or call 1.800.743.8396

COMMUTER CONNECTIONS
 A COMMITMENT TO COMMUNITY

Don't miss the best ways to get to work.





Guaranteed Ride Home

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COMPUTER CONNECTIONS

SPRING GUARANTEED RIDE HOME

Research

- 7 in 10 Rideshare applicants have either looked up or received Guaranteed Ride Home information, and have signed up for the FREE program.
- Seventy-seven percent of the applicants agree GRH is an important service.

guaranteed ride home spring 2016

SPRING GUARANTEED RIDE HOME

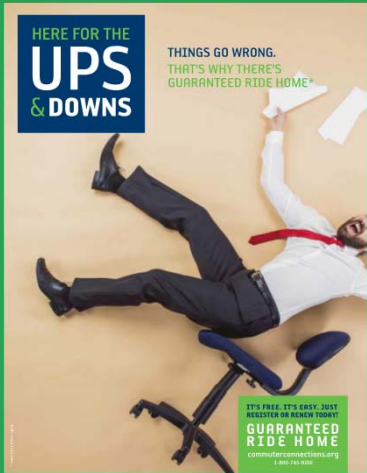
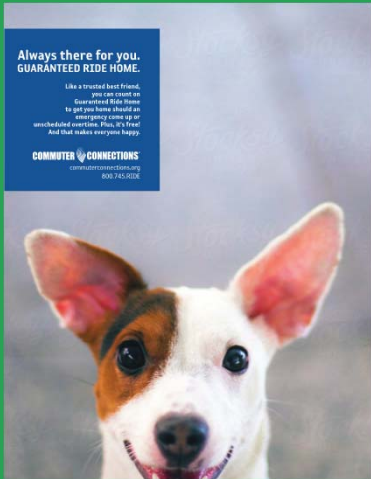
CREATIVE DIRECTION

- Be engaging, while still being relatable
- Focus on life's little emergencies

odonnellCOMPANY

COMMITTER CONNECTIONS
ATTENDING. SAY TO GO!

CREATIVE CONCEPTS



guaranteed ride home spring 2016

SELECTED CONCEPT



**For life's
little emergencies.**

GUARANTEED RIDE HOME.
Make sure you get where you need to be
for those unexpected emergencies, as well as
unscheduled overtime. Sign up today. It's free!

COMMUTER CONNECTIONS
commuterconnections.org 800.745.RIDE

Two radio spots to be produced

odonnellCOMPANY

COMMUTER CONNECTIONS
ATTENDING CARE TO GO

DIRECT MAIL

Make sure you get where you need to be for those unexpected emergencies, as well as unscheduled overtime.

FREE GUARANTEED RIDE HOME. For life's little emergencies.
Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home® (GRH). GRH is a FREE program that provides a reliable emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime for commuters who carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your commute home!

- We'll arrange for a free taxi or even a rental car, whatever it takes to get you home, up to four times each year!
- Our network of providers are on call 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 or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential riders today.

...commitment! For questions,

It pays to Rideshare through the Commuter Connections' Pool Rewards program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpools may receive up to \$130 in cash over a 90-day period! Visit commuterconnections.org for more details.

POOL REWARDS
It pays to rideshare



For life's
 little emergencies.

COMMUTER CONNECTIONS
A COMMUNITY OF CONNECTIONS

CAMPAIGN EARNED MEDIA

OBJECTIVES

- Position the Commuter Connections network as the trusted providers of commuter information & services.

STRATEGY

- Build partnerships with the media, employers, and business associations to educate and encourage alternatives to SOV commuting.
- Differentiate free Commuter Connections services from for-hire programs operating in the region.



bike to work day

odonnellCOMPANY

COMPUTER CONNECTIONS

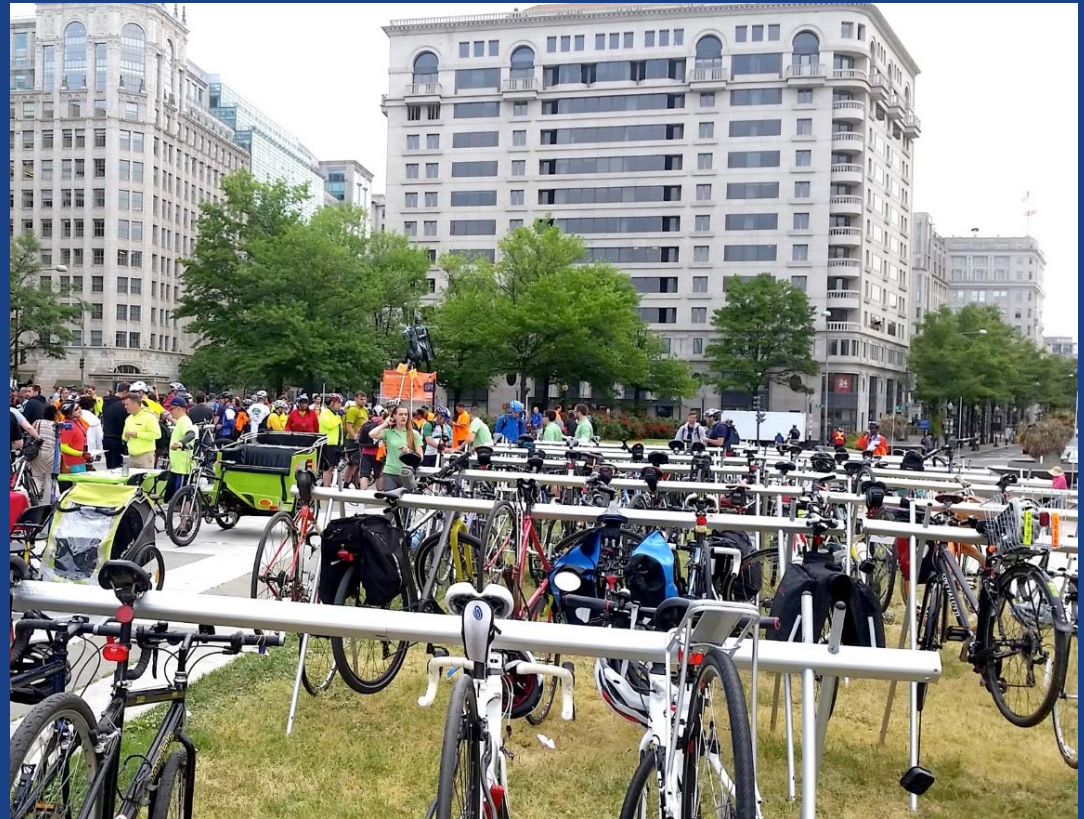
BIKE TO WORK DAY Friday May 14, 2016

Cash sponsors secured to date:

- Takoma Bicycle: Gold
- Bike Arlington: Silver
- AAA Mid-Atlantic: Bronze
- Crystal City BID: Bronze

\$13,000

Sponsorship drive to continue through January 2016



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COMPUTER CONNECTIONS



the 2016 ALL-STARS
of commute programs

employer recognition awards

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COMPUTER CONNECTIONS
TECHNICAL SUPPORT

2016 EMPLOYER RECOGNITION AWARDS

STRATEGY

Recognize regional employers who deliver measurable commuter benefits



NOMINATION FORM

employer recognition awards 2016



What is the Metropolitan Washington Council of Governments?

The Metropolitan Washington Council of Governments (COG) is an association of 22 local governments in the District of Columbia and Northern Virginia. COG's Transportation Department is focused on addressing transportation issues that go beyond the boundaries of any one jurisdiction. For more info, visit www.mwco.org.

Commuter Connections

is a regionwide program that provides information, outreach, and technical assistance to help employers and employees reduce the number of single-occupancy vehicles. Free services include: free transit, carpooling, bike racks, and ride home services and commuters.

is supported by the District of Columbia, Virginia, and U.S. Department of Transportation, with state and federal funding. For more info, visit [connections.org](http://www.connections.org).



Easing the way for what's to follow

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

Opening new doors... and getting in

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

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



About the organizations



SCHEDULE

2015	SEP	Form Awards Workgroup
	OCT	Develop concepts
	OCT	Selection by Workgroup
	NOV	Finalize brochure and nomination form
	NOV	Set up online nomination info and form
	DEC	Mailing to level 3 & 4 employers in database Nomination period begins
2016	JAN	Email blast to level 3 & 4 employers in database
	FEB	Nomination period ends
	MAR	Selection Committee meets
	APR	Development of program brochure, invitations, video and other materials
	MAY	Media coordination
	JUN	Employer Recognition Awards ceremony
	JUN	Print Ad



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COMPUTER CONNECTIONS
IT. WI. US. TOGETHER

OBJECTIVES

- Create loyalty and brand awareness
- Develop relationships and trust

STRATEGY

- Published quarterly and reaches
 - Employers
 - Committee members
 - Other TDM stakeholders

- Launched e-Newsletter (Nov 2015)

PRINT



NEW EMPLOYER CASE STUDIES RELEASED

For over 40 years, employers have come to Commuter Connections for help in starting, or expanding their employee commuting programs. Employers know that offering commute benefit programs can help increase recruitment and retention.

Commuter Connections has found that one of the most effective tools is to share real stories of program successes with other employers. What works for one employer may apply well to others.

Commuter Connections provides free assistance to employers throughout the Washington D.C. region and has a breadth of knowledge and experience with employers of all walks of life.

One of the methods used to share such information is through case studies. Commuter Connections recently released several brief, easy to digest case studies highlighting successful employer commute programs.

The first of these case studies focuses on the MITRE Corporation, headquartered in McLean, VA and Bedford, MA. With offices across the U.S. and the world, MITRE is a not-for-profit company that operates multiple research and development centers funded by the federal government. MITRE provides innovative, practical solutions for some of the nation's most critical challenges in defense and intelligence, aviation, civil systems, homeland security, the judiciary, healthcare, and cybersecurity. MITRE employs approximately 3,600 people in the Washington, D.C. metropolitan region.

For the past 14 years, MITRE has offered commuting programs to increase travel options for its employees and promote environmentally friendly practices. MITRE's Transportation Demand Management (TDM) program

covers a range of benefits, amenities, and modes of transportation aimed at reducing the number of single occupancy vehicle trips to the workplace. *Continued on page 2*




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E-NEWS


COMMUTER CONNECTIONS
The Commuter Information Source for MD, VA, and Metropolitan D.C.




New Employer Case Studies Released
 Sharing "real program successes" with other employers.
November 2015
[Read more](#)






2016 Employer Recognition Awards
 Nominations will be accepted starting December 1, 2015.
November 2015
[Read more](#)



Electric Car Charging Stations Sparking Change in the Region
 EV Everywhere Workplace Charging Challenge...
November 2015
[Read more](#)



Farifax County Program Gives \$50 in Metro Fare
 Try transit with the SmartBenefits "Plus 50" Program
November 2015
[Read more](#)

FOLLOW   

National Capital Region Transportation Planning Board
 Metropolitan Washington Council of Governments
 777 North Capitol Street, NE • Suite 500 • Washington, DC 20002

E-Newsletter

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LOOKING AHEAD

'Pool Rewards Spring Ideation

Dec '15 - Jan '16

Winter Newsletter

February 2016

Spring Campaign Live

Feb - June 2016

'Pool Rewards

Feb - Mar 2016

Bike to Work Day Campaign

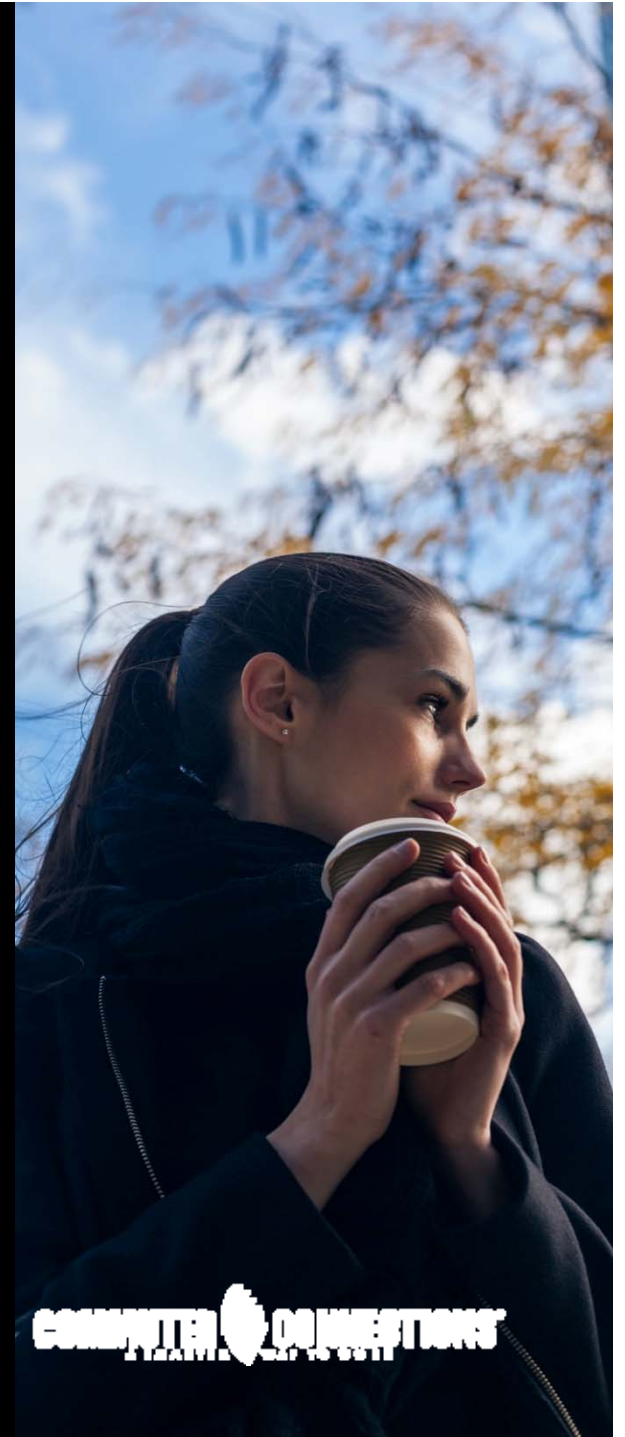
Apr - May 2016

Employer Recognition Awards

June 2016

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Q&A

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