



COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2024 MARKETING ACTIVITY

SEPTEMBER 19, 2023

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve
air quality



FY24 MARKETING ACTIVITIES

SUMMER/FALL SCHEDULE

Car Free Day 2023

Newsletters: Summer & Fall

GRH & Rideshare Fall Campaigns

'Pool Rewards and CarpoolNow Fall Campaigns

Employer Recognition Awards Brochure (call for nominations)

Commuter Connections Website Templates



CAR FREE DAY 2023 EVENT

odonnellCOMPANY

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

STRATEGY

Car Free Day

Objectives

Primary:

- Encourage residents, employees, students etc. to take the Car Free Day pledge at carfreemetrodc.org and refrain from driving alone that day

Secondary:

- Increase awareness of greener methods of travel
- Encourage car-lite or other ways to get around other than driving alone by car
- Increase Car Free Day pledges
- Reduce traffic congestion and air pollution
- Raise awareness about Commuter Connections and position the organization as a resource for options to SOV commuting



MARKETING COMPONENTS

- Website
- Flyers
- Social Media
- Traditional and Internet Radio
- Digital Banner Ads
- YouTube Video
- Text Messaging
- Email Blast
- Earned Media Placements
- College Promotion
- Transit Ads
- Clean Air Partners Promotion

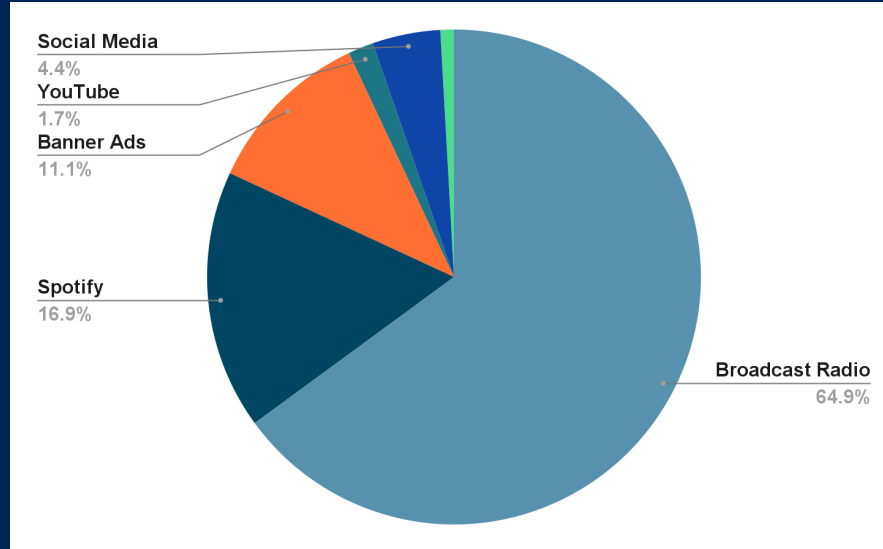
Car Free Day



MEDIA BUDGET (NET)

Car Free Day

Broadcast Radio	\$29,225.75
Spotify	\$7,621.95
Banner Ads	\$5,000.55
YouTube	\$750.00
Social Media	\$2,000.00
Text Messages	\$400.00
Total	\$44,998.25



ADDED VALUE SUMMARY

Car Free Day

Media Partner	Added Value	Estimated Value
WPGGFM	15 no charge spots	\$1,125.00
WJFK-FM	15 no charge spots	\$750.00
WTOP-FM	42 no charge spots	\$2,100.00
WTOP.com / FederalNewsNetwork.com	50,000 impressions	\$500.00
		\$4,475

Total:



PROCLAMATION

Car Free Day



FLYER

Car Free Day

Take the Free Pledge at CarFreeMetroDC.org



CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
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[CARFREEMETRODC.ORG](https://CarFreeMetroDC.org) 800.745.RIDE



CAR FREE DAY
METRO DC



9.22.23

CAR FREE DAY

METRO DC



9.22.23

FACEBOOK

Car Free Day

Take the Free Pledge **CAR FREE DAY**
9.22.23

CAR FREE DAY
METRO DC

Car Free Day
4.8K likes · 4.8K followers

Sign Up Liked Message

Posts About Mentions Reviews Followers Photos More

Intro

Car Free Day is celebrated on September 22nd. Choose between Telework, Bike, Walk, Scooter, Train, Bu

Page · Nonprofit organization
carfreemetrodcc.org
Rating · 4.7 (33 Reviews)

Photos See all photos

Posts Filters

Car Free Day
July 20 at 10:19 AM · 🌐

The Car Free Day 2023 Proclamation was signed by the National Capital Region Transportation Planning Board Chair, Reuben Collins, at the Metropolitan Washington Council of Governments. This was to recognize Friday, September 22, 2023 as Car Free Day throughout the Washington, DC metropolitan region.

Metropolitan Washington Council of Governments

2023 Proclamation

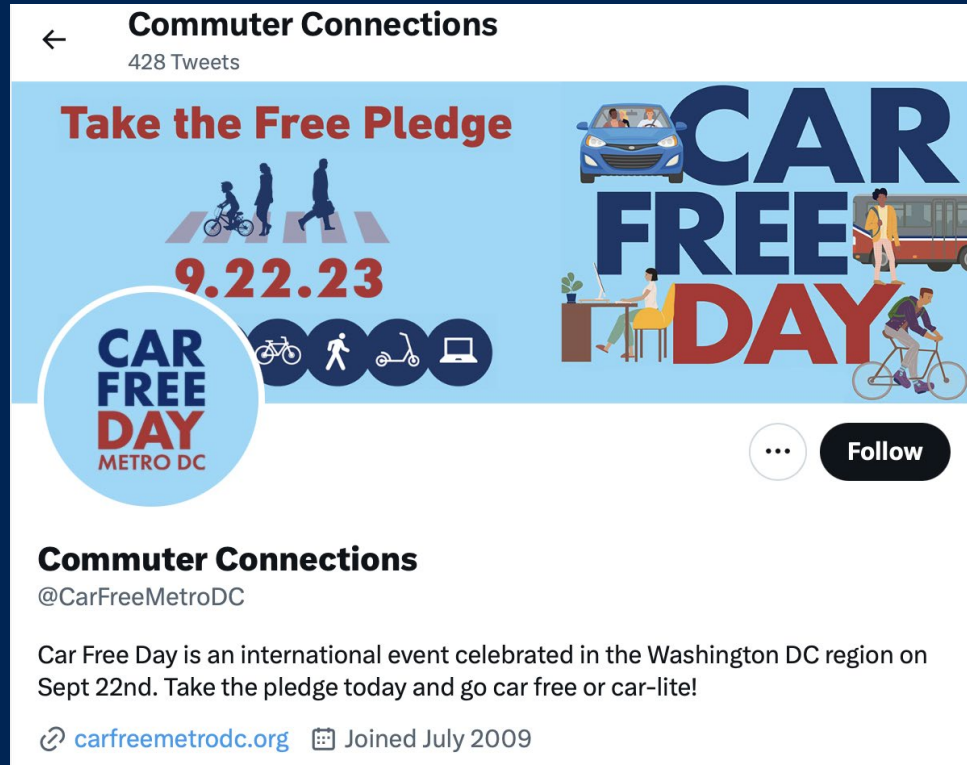
Like Comment Share

CAR FREE DAY
METRO DC

9.22.23

X (FORMERLY TWITTER)

Car Free Day



A screenshot of a tweet from the account 'Commuter Connections' (@CarFreeMetroDC). The tweet features a large graphic for 'CAR FREE DAY METRO DC' on September 22, 2023. The graphic includes the text 'Take the Free Pledge' and '9.22.23'. It also shows icons for a car, a person walking, a person on a bicycle, a person on a scooter, and a laptop. The tweet text says: 'Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!' and includes a link to 'carfreemetrodc.org' and the date 'Joined July 2009'.



A vertical graphic for 'CAR FREE DAY METRO DC' on September 22, 2023. The text 'CAR FREE DAY' is in large, bold letters, with 'METRO DC' below it. At the bottom, it says '9.22.23'. The graphic also features icons of a person walking, a person on a bicycle, and a person on a scooter.

BROADCAST RADIO STATIONS

Car Free Day



wtop

SPOTIFY (RADIO & BANNER AD)

- 30 second radio audio (radio spot)
- Car Free Day image accompanies audio



Car Free Day



RADIO SPOTS

Car Free Day



Car Free Day
30 sec.



Car Free Day
Brian Mitchell - WFAN



DISPLAY/GEOFENCING BANNER ADS

WTOP.COM & FNN.COM

Car Free Day

CAR FREE DAY
METRO DC

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CAR FREE DAY METRO DC

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TRANSIT ADS

Car Free Day



CAR FREE DAY
SEPTEMBER 22, 2023

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

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MCJOT
Better Ways To Work!
Your local connection to Commuter Connections

CAR FREE DAY
METRO DC
9.22.23



CAR FREE DAY
SEPTEMBER 22, 2023

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9.22.23



CAR FREE DAY
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METRO DC
9.22.23



CAR FREE DAY
SEPTEMBER 22, 2023

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M
metro

CAR FREE DAY
METRO DC
9.22.23

ASK YOUR CO-WORKERS, FRIENDS AND FAMILY TO USE METRO



CAR FREE DAY
SEPTEMBER 22, 2023

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

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ART
arlington transit

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ASK YOUR CO-WORKERS, FRIENDS AND FAMILY TO USE TRANSIT

TRANSIT ADS

Car Free Day



YOUTUBE VIDEO

Car Free Day



SOCIAL MEDIA POSTS

Car Free Day



CAR FREE DAY
SEPTEMBER 22, 2023
CARFREEMETRODC.ORG

This graphic features a blue car at the top left, a person walking with a backpack, a person sitting at a desk, and a person riding a bicycle. The text 'CAR FREE DAY' is in large, bold letters, with 'DAY' in red. Below it is the date 'SEPTEMBER 22, 2023' and the website 'CARFREEMETRODC.ORG'.



TAKE A STAND FOR CLEAN AIR

CAR FREE DAY
METRO DC
9.22.23

This graphic shows a person in a yellow jacket and black pants running on a path. The text 'TAKE A STAND FOR CLEAN AIR' is on the left, and the 'CAR FREE DAY' logo is on the right.



GO GREEN, GO CLEAN!

CAR FREE DAY
METRO DC
9.22.23

This graphic depicts a person with a yellow backpack riding a bicycle on a path. The text 'GO GREEN, GO CLEAN!' is on the left, and the 'CAR FREE DAY' logo is on the right.



LET'S CLEAR THE AIR!

CAR FREE DAY
METRO DC
9.22.23

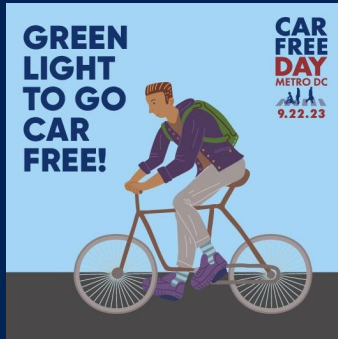
This graphic shows a blue car with two people inside. The text 'LET'S CLEAR THE AIR!' is on the left, and the 'CAR FREE DAY' logo is on the right.



CHANGE YOUR WHEELS FOR A DAY

CAR FREE DAY
METRO DC
9.22.23


This graphic features a person in a red jacket and blue pants riding a kick scooter. The text 'CHANGE YOUR WHEELS FOR A DAY' is on the left, and the 'CAR FREE DAY' logo is on the right.



GREEN LIGHT TO GO CAR FREE!

CAR FREE DAY
METRO DC
9.22.23

This graphic shows a person with a backpack riding a bicycle. The text 'GREEN LIGHT TO GO CAR FREE!' is on the left, and the 'CAR FREE DAY' logo is on the right.



RISE UP!

CAR FREE DAY
METRO DC
9.22.23

This graphic depicts a woman in a red top and blue pants standing at a desk with a laptop and a potted plant. The text 'RISE UP!' is on the left, and the 'CAR FREE DAY' logo is on the right.



BE PART OF SOMETHING BIG!

CAR FREE DAY
METRO DC
9.22.23

This graphic shows a person in a yellow jacket standing next to a bus. The text 'BE PART OF SOMETHING BIG!' is on the left, and the 'CAR FREE DAY' logo is on the right.



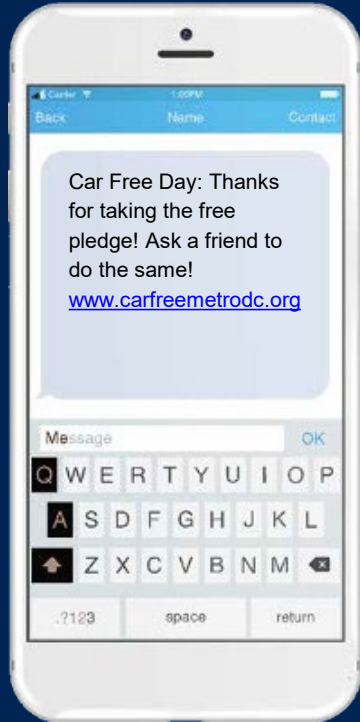
WAY TO TAKE A STAND!

CAR FREE DAY
METRO DC
9.22.23

This graphic features three hands giving a thumbs up. The text 'WAY TO TAKE A STAND!' is on the right, and the 'CAR FREE DAY' logo is on the left.

TEXT MESSAGES

Car Free Day



Previous Year's Registrants

September 5, 2023 - Message #1:

Car Free Day 2023: Take the free pledge and be entered into the prize raffle at no cost!
<https://www.carfreemetrodc.org/>

2023 Registrants

September 12, 2023- Message #2:

Car Free Day 2023: Thanks for taking the free pledge. Ask a friend to do the same!
<https://www.carfreemetrodc.org/>

Last Chance to Pledge

September 19, 2023- Message #3:

Car Free Day 2023. Take the free pledge on or before Sept 22 for a prize raffle entry at no cost! <https://www.carfreemetrodc.org/>

SPONSORS

Car Free Day

Promo Codes *(given after taking the pledge)*

- \$30 special offer from Nift
- 50% off orders at All About Burgers
- Free Capital Bikeshare Day Pass

Raffle Prizes

- Samsung Galaxy Tab A, Tri-County Council for Southern Maryland
- Annual Membership, Washington Area Bicyclist Association
- \$100 Vintage Shop Gift Card, Miss Pixies
- \$50 Gift Card, Little Sesame
- Full Platter Voucher, Nando's
- T-shirt and Annual Membership, East Coast Greenway Alliance
- Capital Bikeshare Annual Membership, goDCgo
- Commuter Train Pass, Virginia Railway Express
- Annual Membership and SWAG Pack, League of American Bicyclists
- SmarTrip Card with Fare, Washington Metropolitan Area Transit Authority
- Two Tickets to POTUS, Arena Stage's Mead Center
- \$25 Bike Shop Gift Card, in-shop purchase of \$100 or more (not including service), courtesy Maverick Bikes Cafe
- \$75 Gift Certificate, courtesy Hill Center at the Old Naval Hospital
- \$50 Gift Card, courtesy Shake Shack



EMAIL BLAST

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Take the 2023 Car Free Day pledge at www.carfreemetrodc.org. All who take the free pledge will receive a confirmation email with a promo code for 50% off orders at All About Burger, valid on Car Free Day only - September 22, 2023, and a \$30 Nift online gift code, valid through October 31, 2023. Plus, you'll be automatically eligible to win great raffle prizes!

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Car Free Day

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9.22.23

EARNED MEDIA STRATEGY

Car Free Day

Earned Media Tactics:

- Expand prize solicitation to encourage interest and registration
- Maintain and expand partnerships
- Build brand awareness and partnerships with local K-12 schools, colleges and universities.
- Leverage social media
- Engage media to amplify message

Earned Media Deliverables:

- Press releases
- Message to potential partners
- Social media toolkit
- Community calendar listings
- Sponsor/organization outreach toolkit
- Post-event debrief report
- Talking points
- College Campus Challenge toolkit and outreach



COLLEGE CAMPUS CHALLENGE

Car Free Day

- Digital toolkit to promote event
- College with greatest number of pledges to receive recognition



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Join the Capital Area Car Free College Campus Challenge!

CAR FREE DAY
METRO DC
9.22.23

CAR FREE DAY
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9.22.23



EMPLOYER NEWSLETTER

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

OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

Employer Transportation Coordinators

Committee members

Other TDM stakeholders

Federal ETCs (w/insert)

SUMMER NEWSLETTER & FEDERAL ETC INSERT Newsletter

Issue 3, Volume 27 SUMMER 2023

WHAT'S INSIDE

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4 Car Free Day 2023 is Here!

5 Potomac Yard Metrorail Station Opens in November

5 New Commuter Connections Employer Case Studies Available

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

EMPLOYERS HONORED FOR COMMUTE/TELEWORK PROGRAMS

Five employers were recently honored by Commuter Connections for their outstanding commute alternatives and telework programs at the 26th annual Employer Recognition Awards. The ceremony was well attended by area employers and transportation officials at the National Press Club in Washington, DC on June 30.

The 2023 award winners included:

- George Mason University of Arlington, Fairfax, and Manassas, VA – Incentives Award
- Federal Home Loan Mortgage Company (Freddie Mac) of McLean, VA – Marketing Award
- Abt Associates of Rockville, MD – Telework Award
- Montgomery County Commuter Services, MD – Employer Services Sales Team Achievement Award
- Reston Town Center Association of Reston, VA – Employer Services Organization Achievement Award

organizations will embrace similar initiatives, creating more opportunities to maximize the efficiencies of shared commutes and telework.”

Employer Award Winners

Incentives Award
George Mason University (GMU)

1st - Christina Henderson, DC Councilmember (TPB Vice-Chair), Matt Caywood, Actor/figure, Joshua Carter, GMU, Holly Monette, Omnicell

George Mason University (GMU) received the 2023 Employer Recognition Award for commuter incentives. GMU's commute program includes:

- financial incentive for bicycle commuting, based on bicycling frequency and distance
- investment in online resources to connect employees and students to transit and other commute options
- a robust telework environment
- free shuttle system to transit, with Wi-Fi and bike racks
- pre-tax benefit of up to \$300 per month for public transit or vanpools
- flextime and compressed work weeks

Christina Henderson, Vice-Chair of the National Capital Region Transportation Planning Board at COG and DC Councilmember, opened the event. “The employers we are honoring today have implemented innovative and successful commuter and telework programs,” she said. “We hope that through their example, other

Continued on page 2

SUMMER 2023

FEDERAL ETC UPDATES

NIH WINS BIKE TO WORK DAY EMPLOYER CHALLENGE

Bicycling to work for National Institutes of Health (NIH) employees is in their DNA. It's no surprise then that more than 500 NIH employees who registered for Bike to Work Day 2023 clinched the event's Employer Challenge. Bike to Work Day co-organizers, Commuter Connections and the Washington Area Bicyclist Association (WABA) presented a plaque to NIH staff and its Bike Club during a luncheon held in June.

NIH's bicycle club works in tandem with the team at the NIH Office of Research Service/ Division of Amenities and Transportation Services (DATS) to identify bike improvements across the campus. The club also promotes Bike to Work Day strategically through direct outreach to members and co-workers.

On Bike to Work Day, more than 100 pit stops throughout the region, including at NIH, offered drinks, snacks, and giveaway items to bicyclists on their commute to work on Friday, May 19, 2023. NIH's pit stop was held at its main Bethesda campus. In addition to fresh fruit, pastries, and drinks, the NIH tent had a bike mechanic from Terrapin Cycling who provided free bike tune-ups.

NIH benefits from nearby bike trails from points in Montgomery County and DC, and also has bike trails on campus.

NIH supports its bicycle commuters with a number of amenities including:

- showers and lockers
- bike racks (now adding bike lockers, located under pavilions)
- a campus map indicating bike rack and shower locations
- an active NIH employee bicycle club
- bike repair kits at parking attendant booths

Colin Browne, Communications Director at WABA, said employers large and small are finding ways to support their cyclists. “NIH, for example, is deeply involved in helping their employees bike to work.” In addition to providing the infrastructure, they have also fostered a work culture that is bike-friendly; their bike club provides social connections where people can find coworkers to ride with, make friends, learn, and have fun.”

Browne added that the DC region's focus on bike infrastructure improvements is better than most American cities, although, as a bike advocate, he thinks more can always be done. “We can see progress as there are new places to ride every year,” he said. Browne noted that all 25 WABA employees bike to work. Colin rides five miles each way on the days he commutes to the office.

SUMMER eNEWSLETTER

Newsletter



Employers Honored for Commute/Telework Programs

Three employers and two organizations within the Washington D.C. metropolitan region were recognized for outstanding efforts in offering or supporting telework and/or commuter programs at the 2023 Employer Recognition Awards ceremony. For 25 years, the annual Commuter Connections Employer Recognition Awards program has recognized employers who have initiated programs that facilitate the use of alternative commuting methods.

[More News](#)



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UPCOMING PROJECTS

Fall Umbrella Campaign

- Rideshare, Guaranteed Ride Home and Guaranteed Ride Home Baltimore
- Continuation of the creative launched in Spring 2023
- Media plan under development
- Campaign - October to December
- Media budget \$600,000
- GRH Baltimore \$25,000

RELAX TOGETHER.

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

SO WHAT'S UP?

ZZZZZ

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



BETTER TOGETHER.

CARPPOOLING AND VANPOOLING WITH TRUSTED FRIENDS OR COWORKERS IS BETTER, SAFER AND MORE CONVENIENT.

I SO NEED COFFEE!

❤️❤️😊

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



'Pool Rewards

- Objectives:
 - Raise regional awareness about the 'Pool Rewards program using existing FY23 creative assets.
 - Encourage commuters to register for and complete the program over a 90 day period.
- Media budget: \$20,000
- Campaign will run from October to January



CarpoolNow

- Objectives:
 - Primary focus is to promote and encourage on-demand or “dynamic ridesharing” through the CarpoolNow Mobile app, especially in areas where slugging is popular. In addition to slugline spots, the app has access to over 400+ parking lots.
 - Promote and encourage use of the CarpoolNow Mobile App
 - Raise Awareness of the Flexible Vanpool component of the CarpoolNow Mobile App
- Media budget: \$15,000
- Campaign will run from November to January



Employer Recognition Awards

- Objectives:
 - Develop a theme (concept) for the FY24 Awards
 - Promote awards winners in local newspaper
- Media budget: \$7,500
- Creative concepts to be developed and call for nominations brochure to be designed this fall

Commuter Connections Website Template

- Objectives: Update the Commuter Connections website theme to optimize for current mobile devices
- Current effort: Best practice research & recommendations
- Refine overall Process & Schedule
- Develop new website templates to be implement by COG web team

Spring Umbrella Campaign

- Review existing market research including the 2022 State of the Commute Report
- Design new creative concepts for the spring 2024 campaign
- Refine chosen creative concept for final review and approval
- Develop media plan and build out creative assets



THANK YOU