

A photograph of two business professionals in professional attire walking up a set of stone stairs. The person in the foreground is wearing a white shirt and dark trousers, carrying a briefcase. The person behind them is wearing a light-colored suit and is looking at a smartphone. The background shows a modern building with a glass facade.

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2019 MARKETING ACTIVITY

December 18, 2018

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- CarpoolNow Mobile App
- Flextime Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletter
- New Commuter Connections Logo



FALL SCHEDULE

- AUG Spring FY 2019 Concept Development Begins
- AUG Summer Quarterly Newsletter & E-Newsletter Distributed
- SEPT Car Free Day Promotion
- OCT Fall 2018 GRH & Rideshare Campaign Launches
- NOV 'Pool Rewards Campaign Launch
- NOV Bike to Work Day 2019 Sponsor Drive
- NOV Fall Quarterly Newsletter & E-Newsletter Distributed
- DEC Employer Recognition Awards 2019 Nomination Brochure
- DEC Direct Mailer



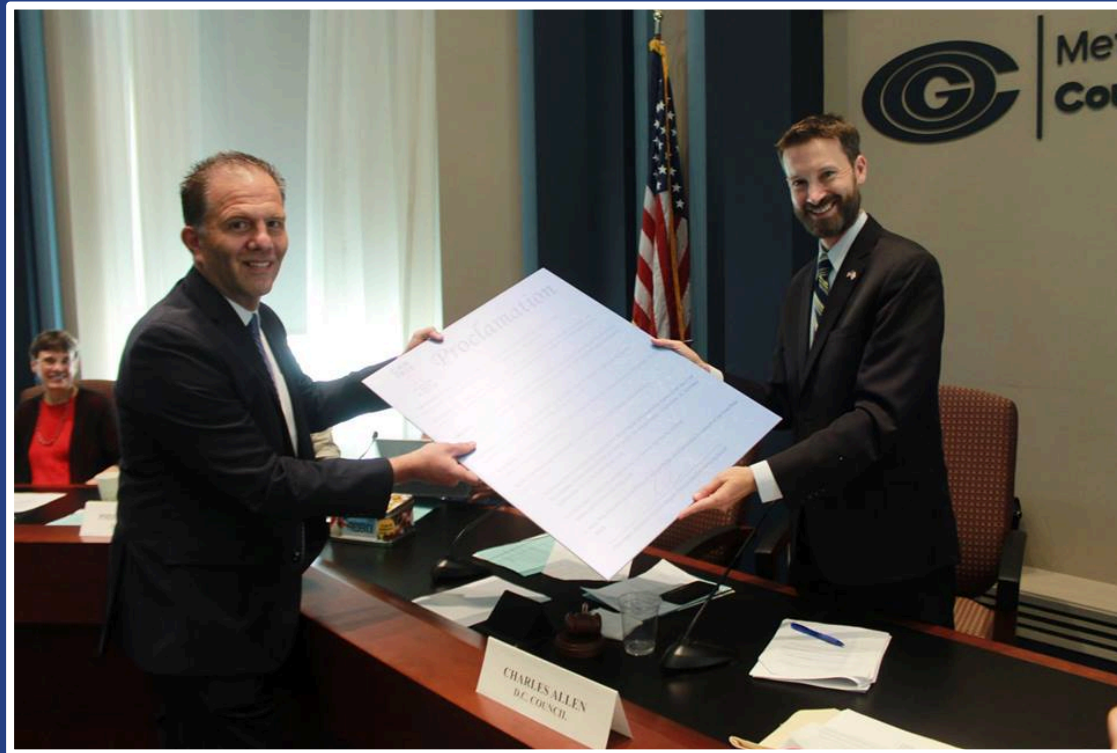
Car Free Day

STRATEGY

- Promote alternative modes of transportation for both commute and lifestyle
- Encourage pledging to go car free or car-lite by telework, bicycling, walking, carpooling, vanpooling or taking transit
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives



PROCLAMATION



Car Free Day Proclamation Signing - July 2018

MARKETING EFFORTS FOR CAR FREE DAY

- Website
- Poster
- Direct Mailer to Employers
- Social Media
- Traditional and Internet Radio
- Radio Endorsements
- Digital (all devices)
- Text Messaging
- Earned Media Placements
- Donated Transit Space
- Jurisdiction Special Events
- Key Influencer Blogs

POSTER

DROP IT FOR A DAY!

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

*Telework, Bike, Bus, RideShare, Train, or Walk on Friday Sept 21 and/or Saturday Sept 22. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

WEBSITE

DROP IT FOR A DAY!

CAR FREE DAYS METRO DC

9.21.18 AND/OR 9.22.18

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

[HOME](#) [ABOUT CAR FREE DAY](#) [HOW TO BE CAR FREE](#) [THE CAR FREE PLEDGE](#) [PRIZES & PROMOTIONS](#) [NEWS](#) [OUR SPONSORS](#) [CONTACT](#)

Home [Home](#)

**Take the Pledge Today, it's Free.
And you could Win Great Prizes!**

[Take The Pledge](#)

FACEBOOK

CAR FREE DAYS
METRO DC
9.21.18
AND/OR
9.22.18

DROP IT FOR A DAY!

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

Car Free Day
@carfreemetrodc

Home
About
Photos
Pledge
Events
Videos
Posts

Liked Following Share ...

Sign Up Send Message

Photos

CAR

Community See All

Invite your friends to like this Page

4,268 people like this

4,192 people follow this

TWITTER

DROP IT FOR A DAY!

CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

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

Commuter Connections
@CarFreeMetroDC

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!

carfreemetrodc.org
Joined July 2009

Tweets	Following	Followers	Likes
321	92	705	191

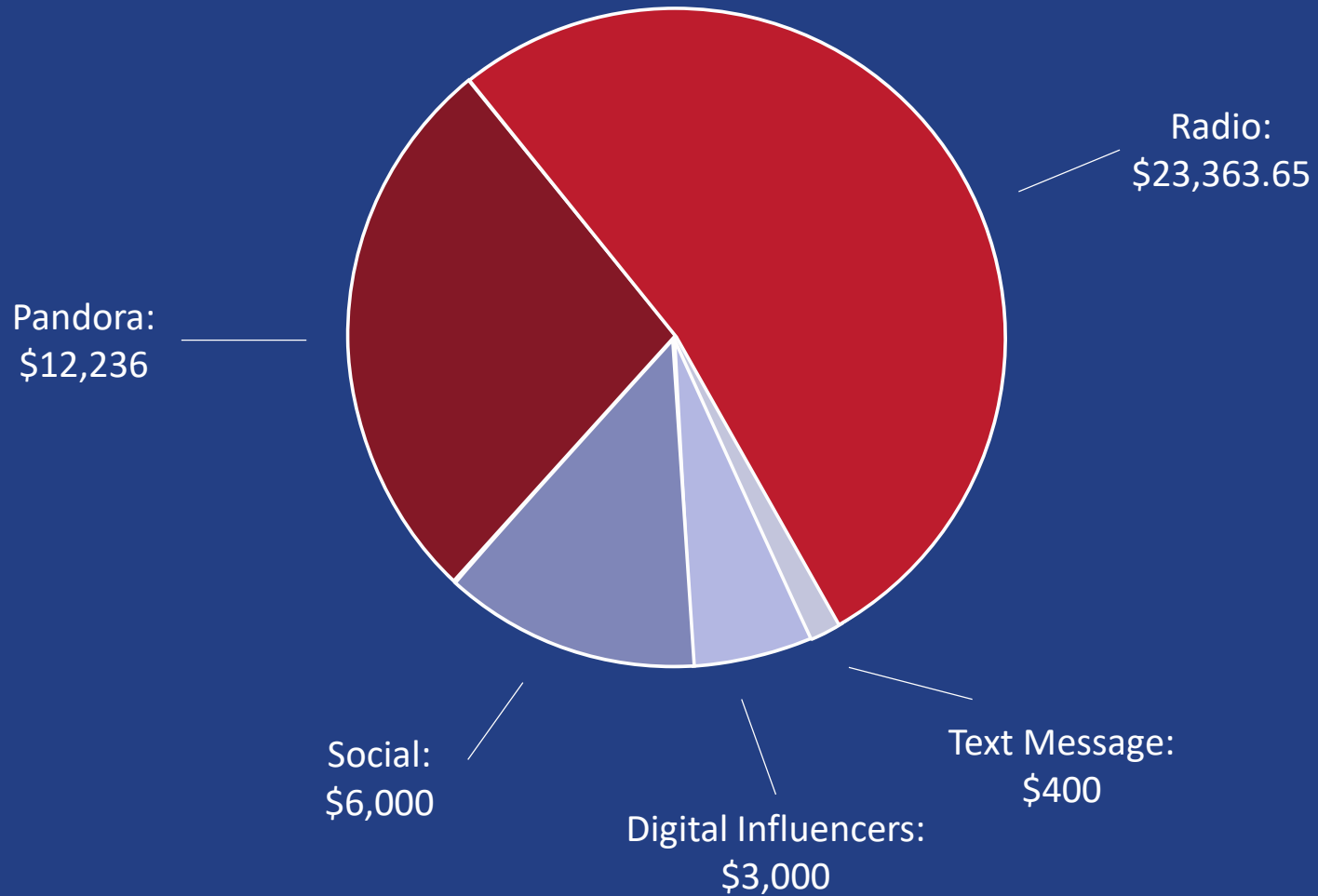
Tweets **Tweets & replies** **Media**

Commuter Connections @CarFreeMetroDC · 4 Oct 2017
Winner of Car Free Day Kindle raffle! She can use it while commuting on public transportation. Thx to tccsmd.org for donating!

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

You may also like · Refresh
Capital Bikeshare

CAR FREE DAY MEDIA BUDGET (NET)



PAID MEDIA: RADIO



PAID MEDIA: PANDORA

PANDORA®

Carrier 11:42 PM

Michael McDonald Radio

ADVERTISEMENT

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

COMMUTER CONNECTIONS

Advertisement

Your station will be right back... [Why Ads?](#)

0:05 ————— -0:25



PAID MEDIA: KEY INFLUENCERS

Car Free Day is always on **September 22nd**, so if you want to help with not only cleaner air but also creating less traffic (wouldn't we all love that), take the pledge to do Car Free Day on either Friday, September 21 and/or Saturday, September 22! If you ride with other people in a car (car pool or van pool — that counts as Car Lite!). If you already don't use a car — then you can still **pledge** which enters you to win some prizes.



PAID MEDIA: KEY INFLUENCERS

Eat Pray Run DC

Run Commute for Car Free Day!

SEPTEMBER 6, 2018 | BY: COURTNEY @ EAT PRAY RUN DC | 4 COMMENTS

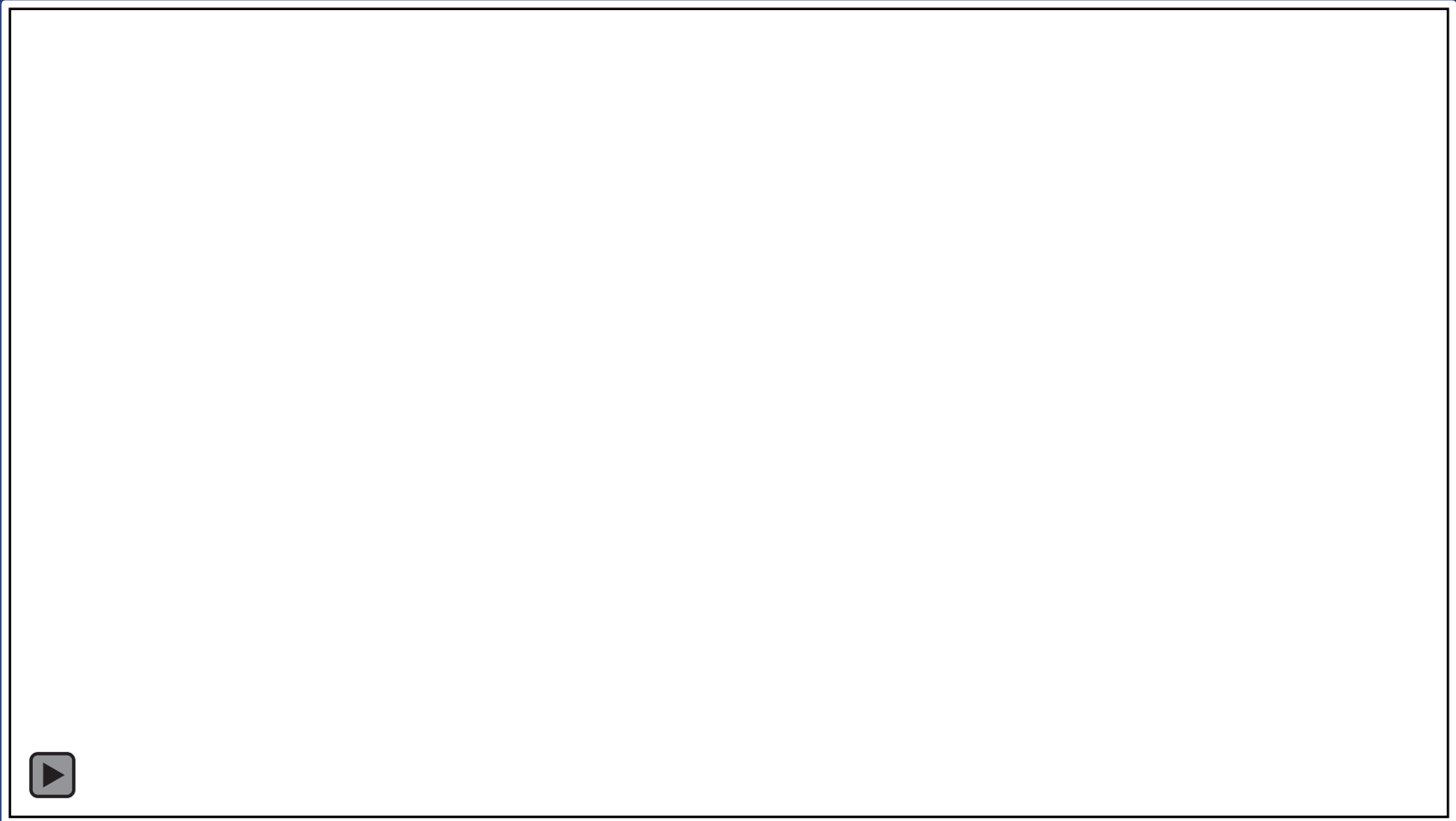


Hi friends. As I've mentioned [before](#), I sometimes run commute to or from work. It is a great way to get to and from work and get your workout in. I was recently featured in a Washington Post [article](#) about run commuting and it made me realize that with Car Free Day coming up on Friday, September 21 and/or Saturday September 22, this was the perfect opportunity to combine the two.

Tips on Run
Commuting

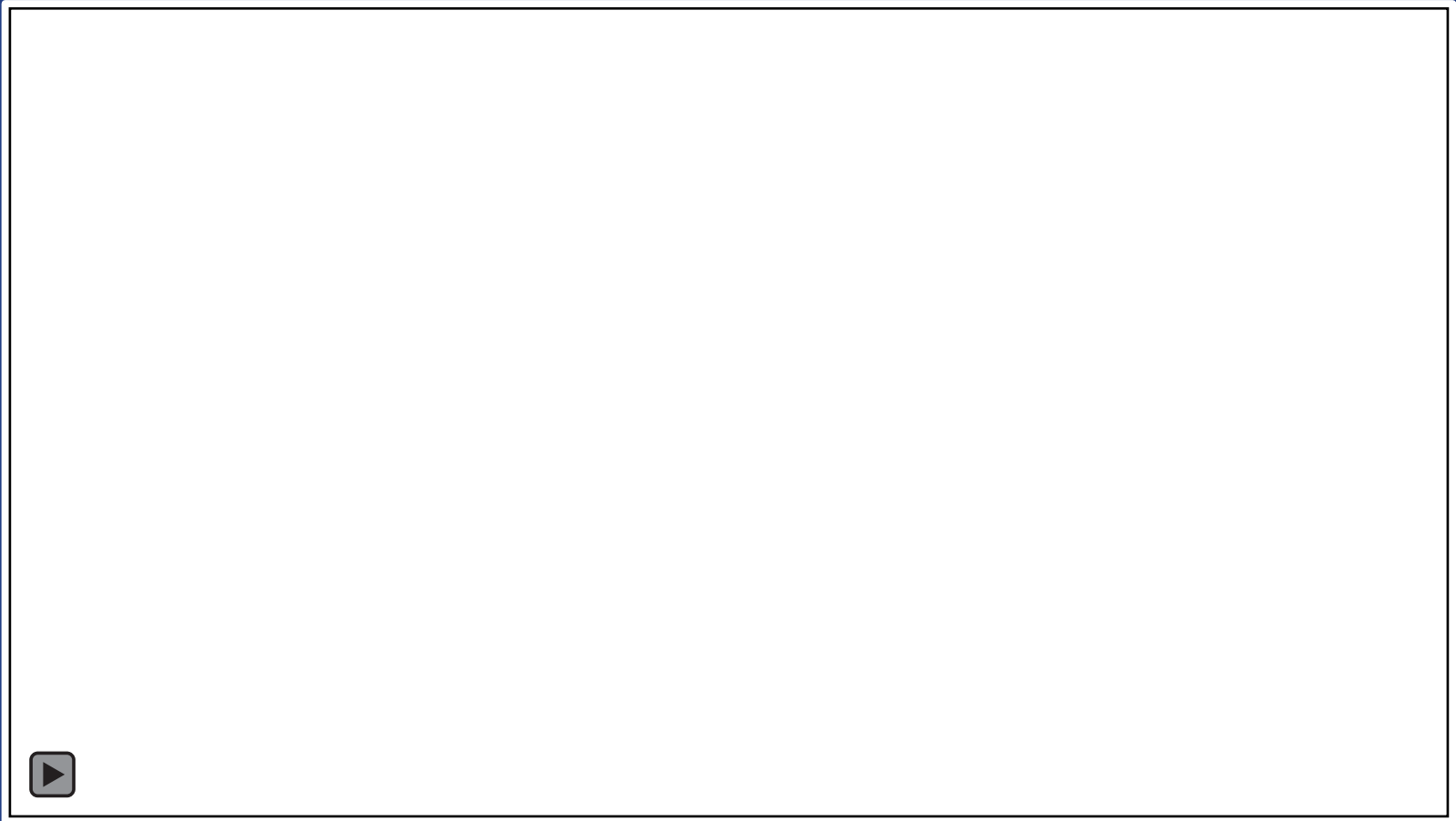
Car Free Days

PAID MEDIA: YOUTUBE



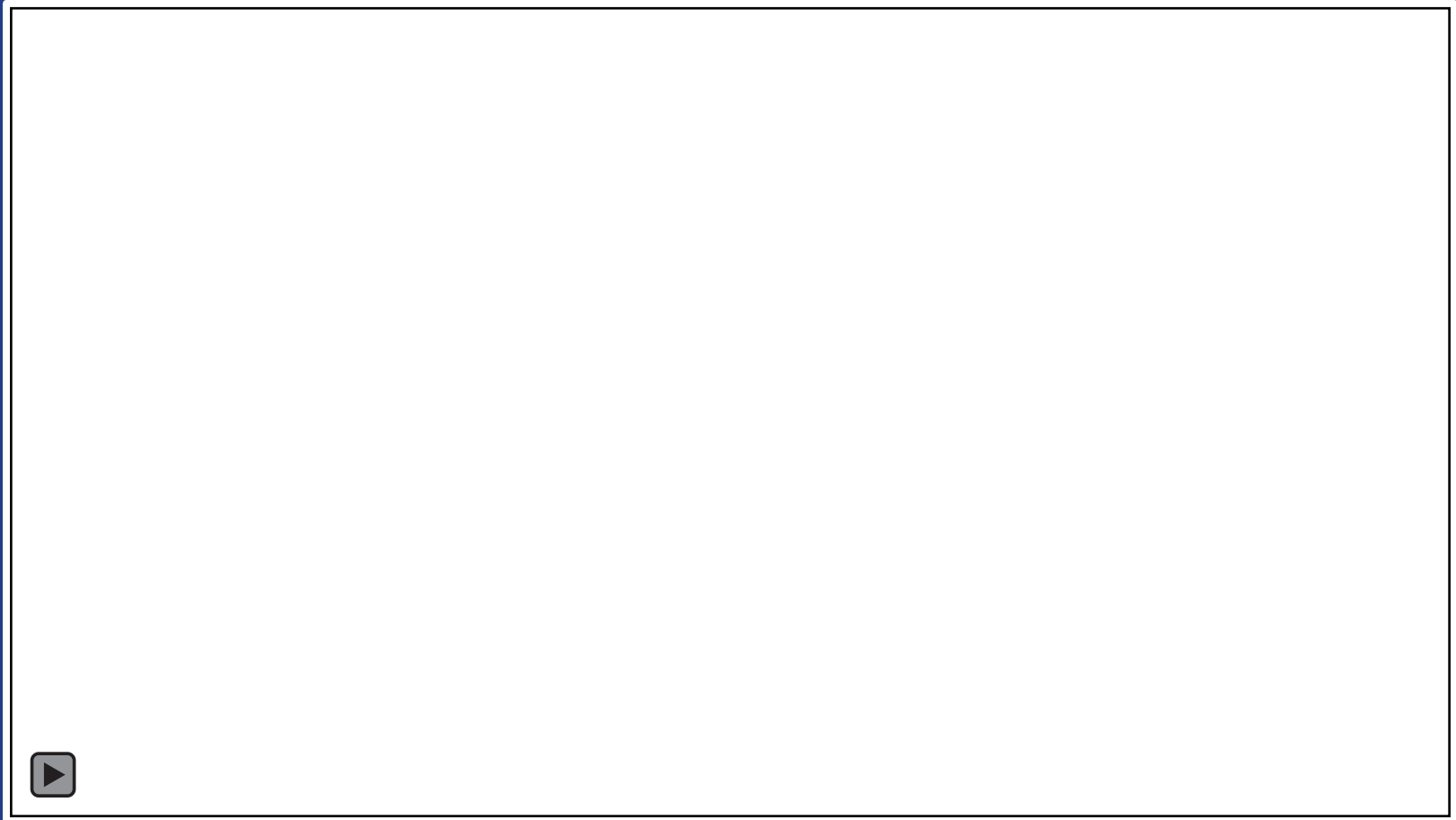
Car Free Days

PAID MEDIA: YOUTUBE



Car Free Days

PAID MEDIA: YOUTUBE



PAID MEDIA: SOCIAL MEDIA



CAR FREE DAYS
SEP 21-22 2018

Car Free Day
Published by Go Greenman [?] · September 19 · 🌐

Stay at home and go car-free with your family. Break out the popcorn and watch your favorite movies on Friday, September 21 and/or Saturday, September 22 - it's the perfect way to do your part on World Car Free Day! Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #WashingtonDC

WATCH A MOVIE WITH YOUR FAMILY



CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

CAR FREE DAYS
SEP 21-22 2018

Car Free Day
Published by Go Greenman [?] · September 14 · 🌐

You bet it counts! You can be car-free and still be productive! Shopping online is another great way to skip driving. Take the free pledge at www.carfreemetrodc.org and enter for your chance to win some great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC #DCMetro

DO YOUR SHOPPING ONLINE



CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

PAID MEDIA: SOCIAL MEDIA

Car Free Day
September 12 · 🌐

Yippee! Celebrate Car Free Day on Friday, September 21, which makes it the perfect day to work from home and do some good! Join millions around the world... and don't forget to take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

WORK FROM HOME ON FRIDAY!

CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

Dee J Wave and 401 others · 6 Comments 50 Shares

Like Comment Share

Most Relevant ▾

- Write a comment...
- Car Free Day Awesome!**
Like · Reply · 8w
- Kevin Garner My wife works from home every Friday!**
Like · Reply · 8w

Car Free Day
September 19 · 🌐

Stay at home and go car-free with your family. Break out the popcorn and watch your favorite movies on Friday, September 21 and/or Saturday, September 22 - it's the perfect way to do your part on World Car Free Day! Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #WashingtonDC

WATCH A MOVIE WITH YOUR FAMILY

CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

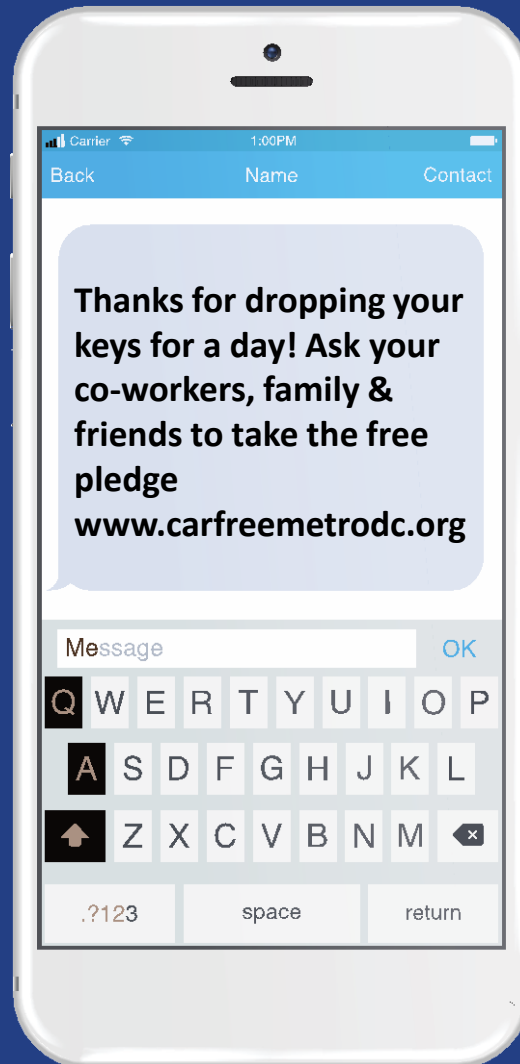
476 · 2 Comments 46 Shares

Like Comment Share

Most Relevant ▾

- Write a comment...
- Constance Stalnaker We use to go to blockbusters video rental store,grab snacks and enjoy our evenings as a little Family. 😊😊**
Like · Reply · 8w
- Car Free Day What's Blockbuster? Just kidding, same here :)**
Like · Reply · 7w
- Auring Legasto Escueta Thumbs up ! 👍**
Like · Reply · 7w

PAID MEDIA: TEXT MESSAGES



SPONSORSHIP RAFFLE PRIZES

- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tab A 32GB Wi-Fi, courtesy Tri-County Council for Southern Maryland
- KIND Healthy Snacks gift bag, courtesy KIND
- SmarTrip cards with \$25 in fare, courtesy Washington Metropolitan Area Transit Authority
- Free T-shirt and annual membership, courtesy East Coast Greenway Alliance
- Grocery Store gift cards of \$25 value, courtesy Giant
- Pairs of single ride tickets, courtesy VRE
- Annual memberships, courtesy Washington Area Bicyclist Association

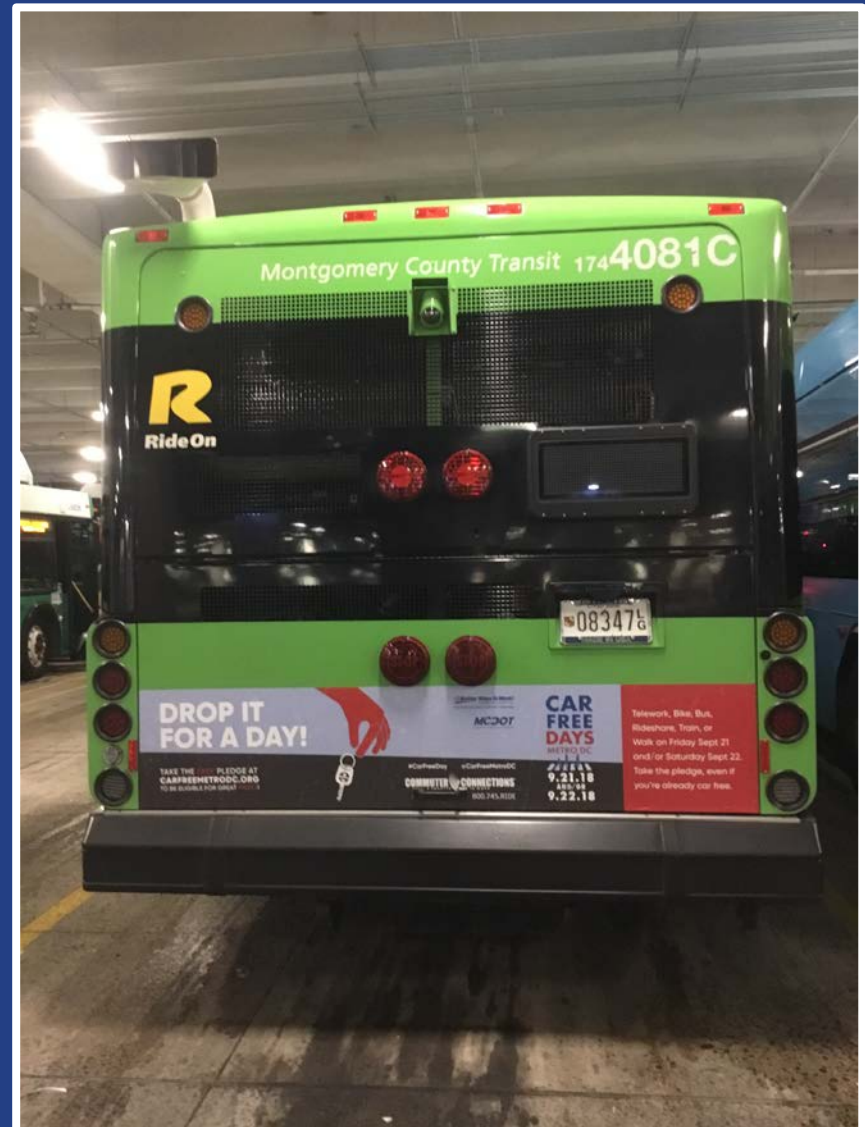
EARNED MEDIA

- Partnering with American Lung Association and American Heart Association
- Publication and outlet calendar listings
- Press releases/media advisories
- Content for association solicitation and communications
- Radio/TV interview placements
- College Campus Challenge kits
- Implement grassroots social media influencers campaign

DONATED SPACE

Transit space donated by:

- Arlington Transit (ART) interiors
- Fairfax County Connector exteriors
- Metrobus interiors
- Montgomery Co Ride On exteriors
- Prince George's Co bus shelters



COLLEGE CAMPUS CHALLENGE



DROP IT FOR A DAY!

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

Prizes include: \$1000, \$500 or more on Friday Sept 22. Take the pledge, even if you're already car free.

CAR FREE DAY METRO DC

9.22.17

COMMUTER CONNECTIONS
800.745.RIDE

COLLEGE CAMPUS CHALLENGE 2017

Join the Capital Area Car Free College Campus Challenge!

Icons: Car, Bicycle, Bus, Train, Person walking



Rideshare

FY19 FALL STRATEGY

- Geographic emphasis on middle and outer ring commutes
- Continue spring FY 2018 creative

FALL RIDESHARE CREATIVE

**BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS**

Create your **FREE** Commuter Connections account to rideshare and start saving an average \$22 a day.

COMMUTER CONNECTIONS

commuterconnections.org 800.745.RIDE

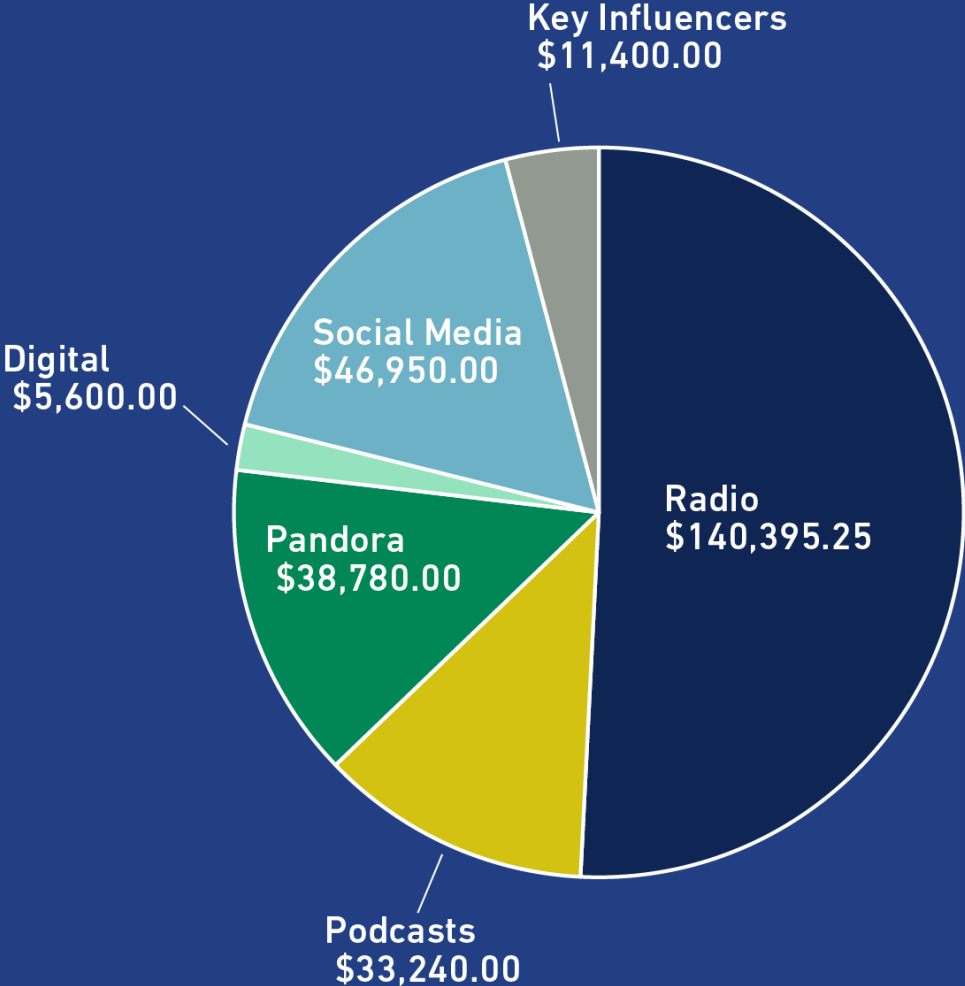
**BELONGING
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Create your **FREE** Commuter Connections account to start ridesharing and reduce your stress.

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FALL FY19 RIDESHARE MEDIA BUDGET (NET)



FALL RIDESHARE RADIO



FALL RIDESHARE PODCAST



FALL RIDESHARE PANDORA

PANDORA®

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FALL RIDESHARE CREATIVE: AUDIO



FALL RIDESHARE DIGITAL



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Share A Ride To Work | Save Time and Money Every Day

 www.commuterconnections.org

A free service from Commuter Connections. Sign up today to Rideshare.

Rideshare To Work | Save Time and Money On Your Commute

 www.commuterconnections.org

Find your options free with Commuter Connections. Sign up today and save.

Carpool, Vanpool, Bike, Walk | A New Commute Can Save Time and Money

 www.commuterconnections.org

Free info on commute options. Sign up at Commuter Connections.

FALL RIDESHARE DIGITAL



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REGISTER OR RENEW
TODAY!
FREE SERVICES

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FALL RIDESHARE SOCIAL

 **Sabrina Conte**
@SabConte Follow

#ad #Sponsored Ridesharing saves you time and money! Why be the one always paying for gas or sitting in DC traffic?? Register for free at [Commuter Connections dot org](http://CommuterConnections.org) or call 800.745.RIDE



3:17 PM - 6 Nov 2018



FALL RIDESHARE SOCIAL

Ty Bailey @MsTyBailey · Oct 25

Sick of sitting in traffic on your way home? Join Commuter Connections by setting up a free account, sign up to rideshare, and you can save an average of \$22 a day, reduce stress and qualify for a range of program benefits.

CommuterConnections.org #ad #partner

BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE
commuterconnections.org


FALL RIDESHARE SOCIAL



Lisa Berigan
1 min · 🧑🏻 · 📍

Between the massive traffic yesterday, and the traffic we'll encounter on Sunday as everyone makes their way back after the holiday weekend, maybe you'll be inspired to find a better way to get around. Join Commuter Connections and share the ride! You'll reduce stress and save money by splitting time behind the wheel. #holidaytraffic #ad #sharetheride

BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS



FREE SERVICES

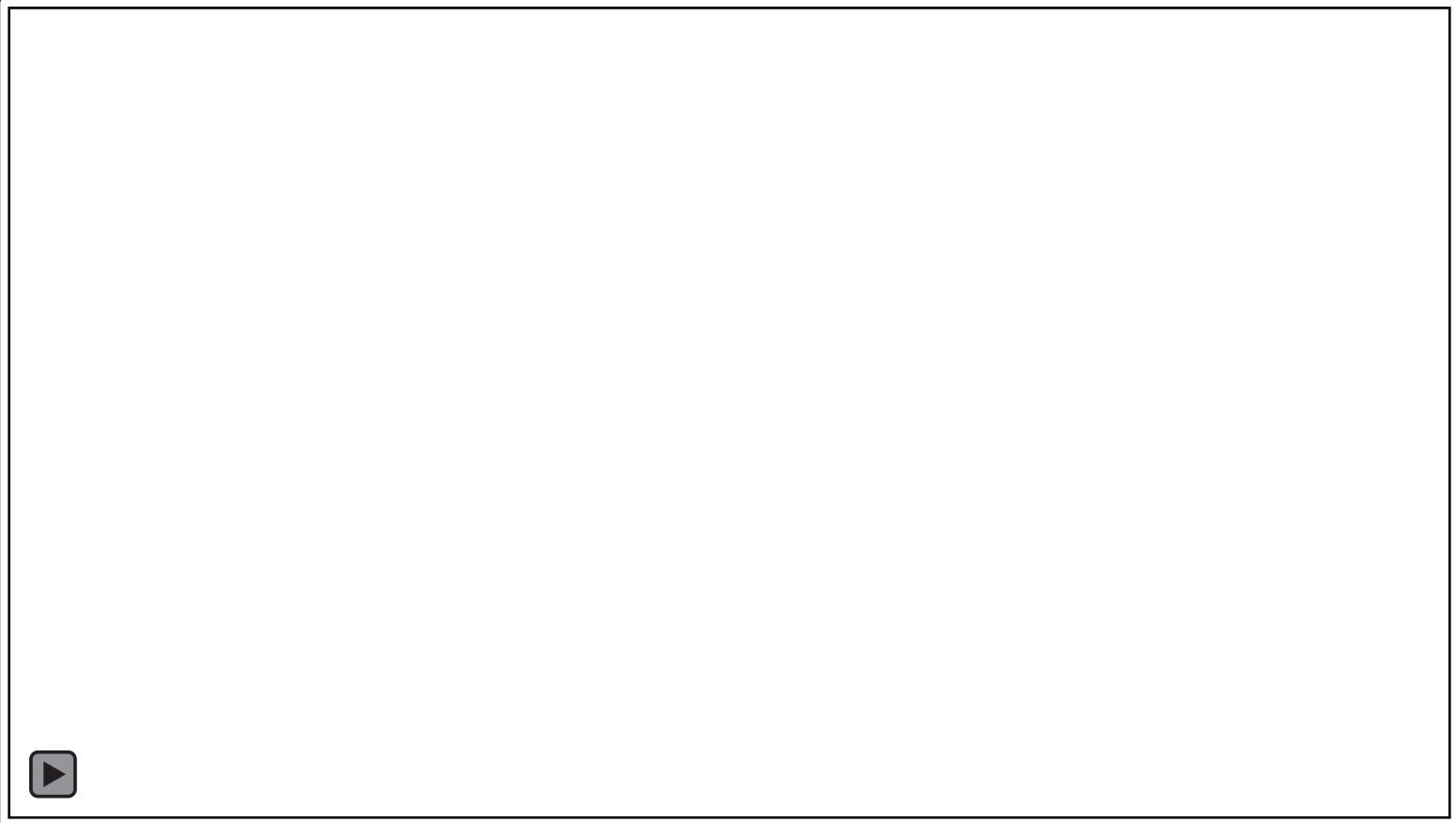
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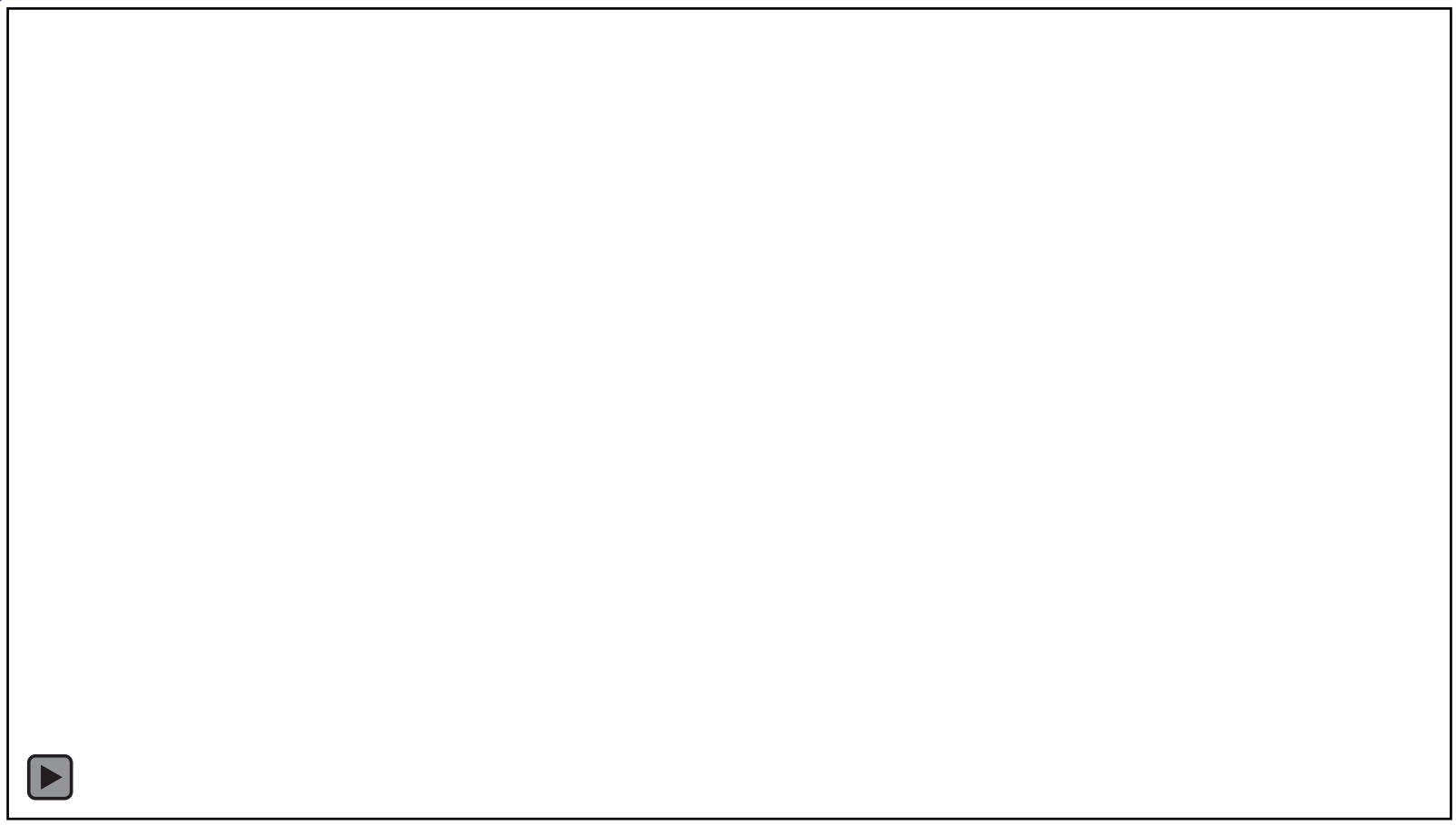
👍 Like 💬 Comment ➦ Share

👤 Write a comment... 😊 📷 🎬 🗨️

FALL RIDESHARE SOCIAL



FALL RIDESHARE SOCIAL



FALL RIDESHARE: NATIVE CONTENT

- Each article is posted on WTOP.com and boosted on Facebook
- Page Views: **16,250**
- Facebook Impressions: **124,925**
- Facebook Reach: **56,447**
- Facebook Clicks: **2,937**
- Facebook Reactions, Comments and Shares: **64**

This is the future of your commute, a look at emerging technologies in the distant future

October 10, 2018 4:30 pm



This content is sponsored by [Council of Governments- Rideshare](#)

The daily commute in the Washington, DC area can be hard and with traffic congestion at it's worst, many people are trying to find alternative ways to get to and from work. While most people take cars, buses or trains to work, there are new emerging technologies that are making the commute in the 21st century a lot easier.



FALL RIDESHARE KEY INFLUENCERS



Eat Pray Run DC

POPville

FALL RIDESHARE KEY INFLUENCERS



 **MegBiram.com**
November 20 at 6:25 PM · 🌐

A way to make your commute MUCH more enjoyable that you might not know about! Instead of driving, you could save money and use your time to do something more fun like reading or listening to a podcast. >>
<https://megbiram.com/getting-to-from-part-ii/>
Check out Commuter Connections. #ad



MEGBIRAM.COM
Getting To & From (Part II)
If you commute into the DC area and would love a few hours of time bac...






Guaranteed Ride Home

GRH FALL CREATIVE

DON'T GET STUCK

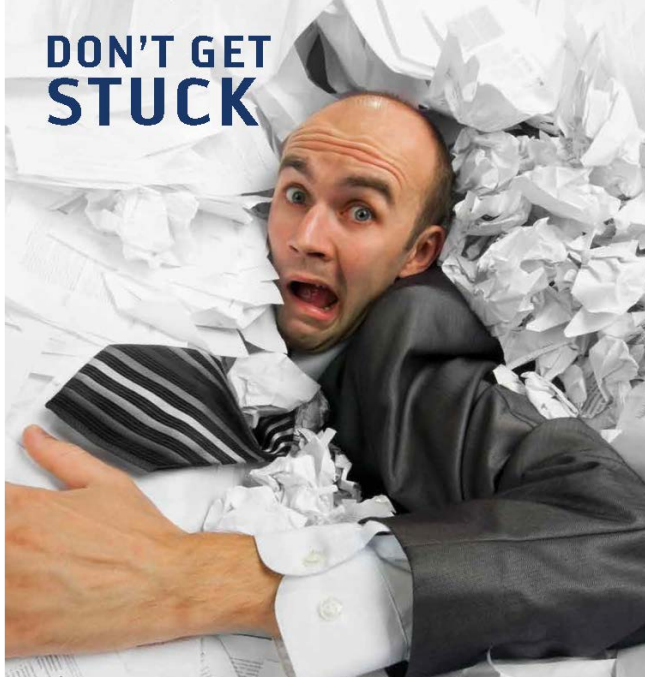


GUARANTEED RIDE HOME.
For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!
Some restrictions apply.

commuterconnections.org 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

DON'T GET STUCK

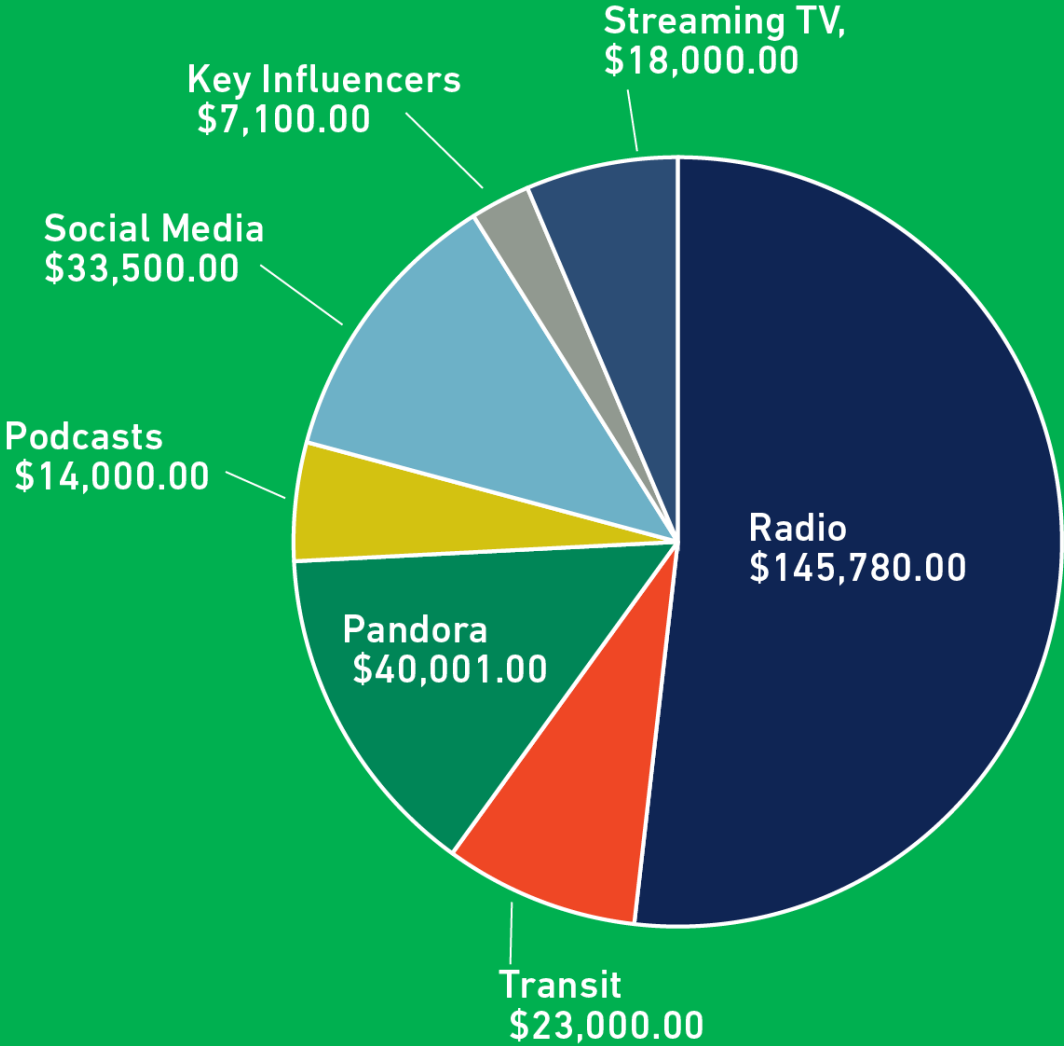


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COMMUTER CONNECTIONS
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FALL FY19 GRH MEDIA BUDGET (NET)



FALL GRH RADIO



FALL GRH PODCAST



Guaranteed Ride Home

FALL GRH PANDORA

PANDORA®



DON'T GET STUCK

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GRH FALL CREATIVE: AUDIO



Guaranteed Ride Home

FALL GRH TRANSIT



DON'T GET STUCK

GUARANTEED RIDE HOME.

For unexpected illness, emergencies & unscheduled overtime.
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Guaranteed Ride Home

FALL GRH SOCIAL



FALL GRH SOCIAL

Guaranteed Ride Home



COG // Guaranteed Ride Home // Google ADs

Free Ride Home From Work | For Those Who Rideshare

 www.commuterconnections.org

Don't get stuck with an unexpected emergency. Sign up today.

Guaranteed Ride Home | Don't Get Stuck At Work

 www.commuterconnections.org

Free program for commuters. Register or renew today.

Unscheduled Overtime? | Get a Free Ride Home

 www.commuterconnections.org

Sign up for Guaranteed Ride Home if you Rideshare.

Guaranteed Ride Home

FALL GRH STREAMING

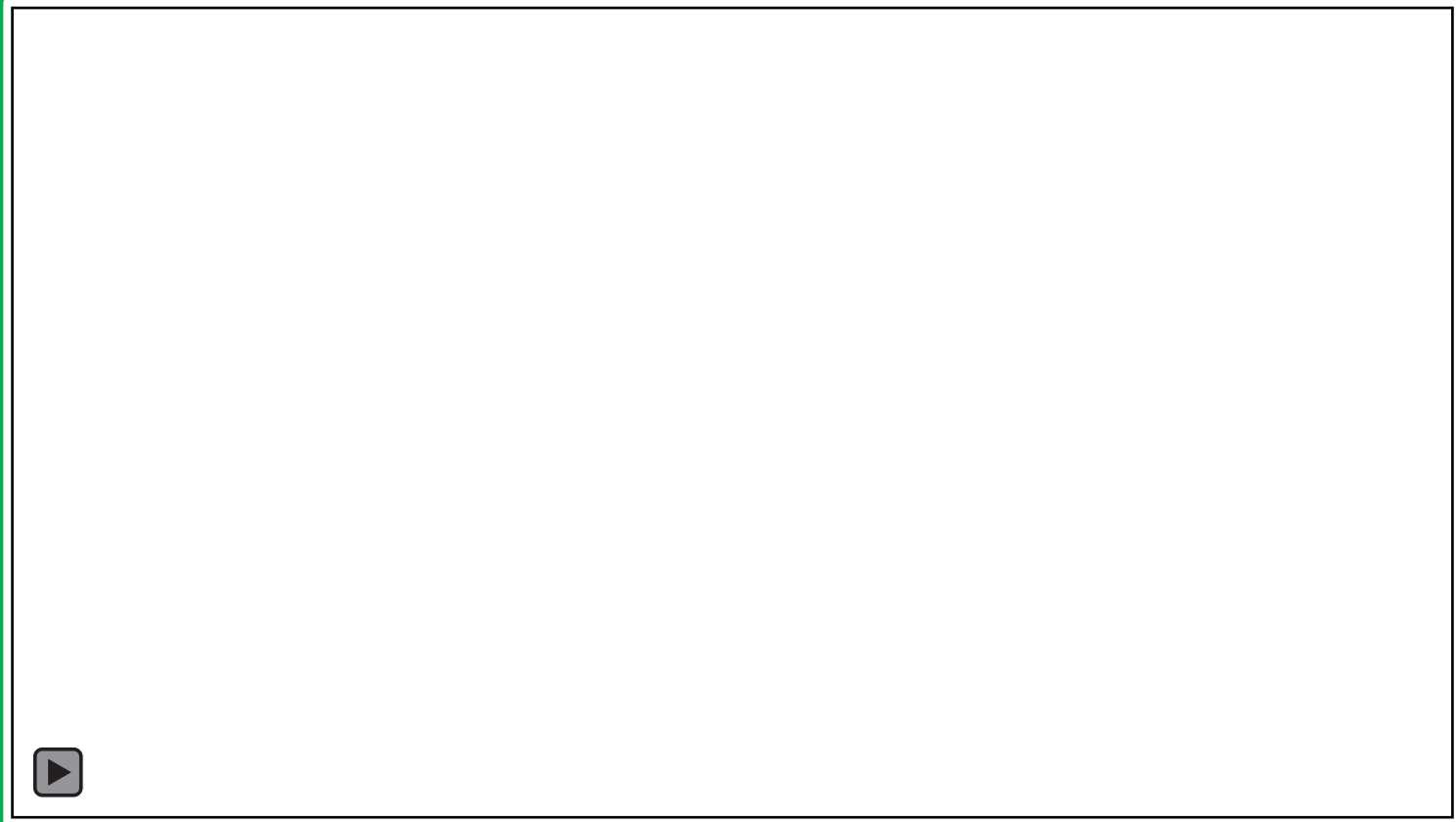


GRH FALL CREATIVE: VIDEO



Guaranteed Ride Home

GRH FALL CREATIVE: VIDEO



FALL GRH KEY INFLUENCERS



Eat Pray Run DC

POPville

FALL GRH KEY INFLUENCERS



Search Twitter

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A way to make your commute into DC/Baltimore MUCH more enjoyable >>
megbiram.com/getting-to-fro... #ad



3:27 PM - 20 Nov 2018



FALL GRH KEY INFLUENCERS

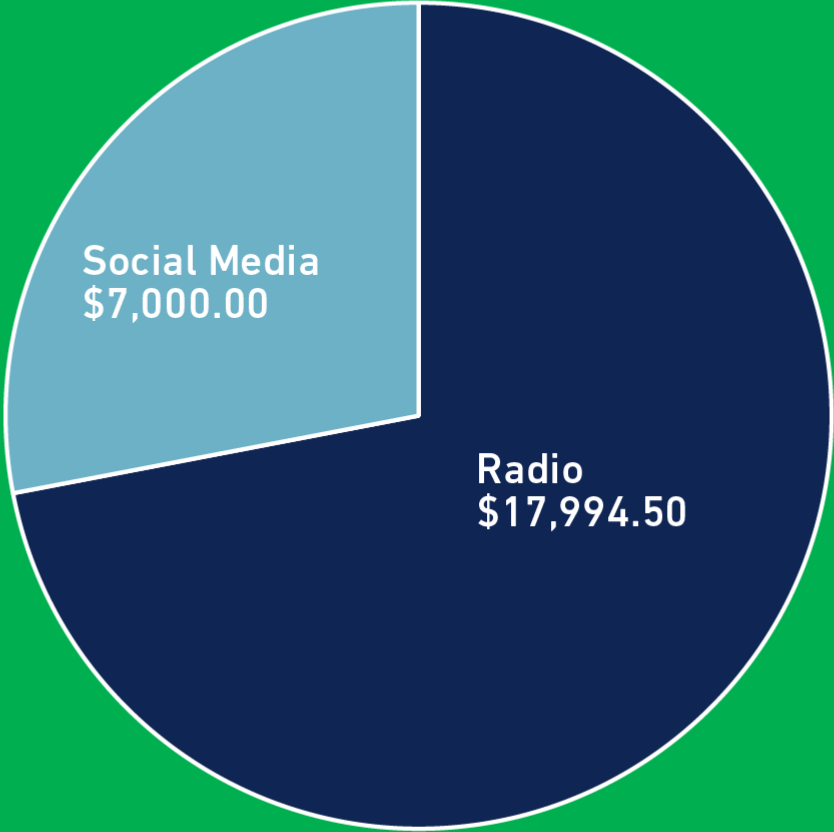


megbiram • Follow

megbiram While driving this holiday season, please be safe and be kind to others on the road! 🙏 Speaking of driving, who has a long commute to work? Who loves the stress of driving in traffic and spending 💰 on gas? Ya, I didn't think so. If you live in the DC/Baltimore metro area, have a long commute, would rather spend your time doing something other than driving, and you'd like to save some 💰 then check out my Getting To & From posts on megbiram.com. 📖 I teamed up with Commuter Connections to tell you about their Ride Share & Guaranteed Ride Home programs because I think knowing all of your options is important, especially if they can save you or someone you know time and money. 🚗 If you have an hour commute each way to work and are also trying to get a graduate degree at night you could use those 2 hours for studying. 📚



FALL FY19 GRH BALTIMORE MEDIA BUDGET (NET)



Guaranteed Ride Home

FALL GRH BALTIMORE





Spring Umbrella Campaign

FY2018 CAMPAIGN DEVELOPMENT TIMELINE

- Review research and results from previous campaigns Jun-18
- Regional TDM Marketing Creative Input Survey Jul-18
- Develop Marketing Communications Plan Jul-18
- Feedback on Plan from Regional TDM Marketing Group (SharePoint) Aug-18
- Present written conceptual approaches at Reg TDM Marketing Group Mtg Sep-18
- Present visual creative concepts to Reg TDM Mktg & State TDM Wkgrps Oct-18
- Refine, Develop and Finalize Nov-18
- Media Selection Dec-18
- Production and Distribution to Media Jan-18
- New FY18 Creative Campaign Goes Live Feb-18

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data
- Reach & frequency of target demographics for each

Analyze

- Cost/value proposition of each option

Reality check

- Does it make sense?

Negotiate

- Evaluate and negotiate best terms

Purchase media

Run campaign

Evaluate results





FY19 Spring Rideshare

FY19 SPRING RIDESHARING CONCEPT

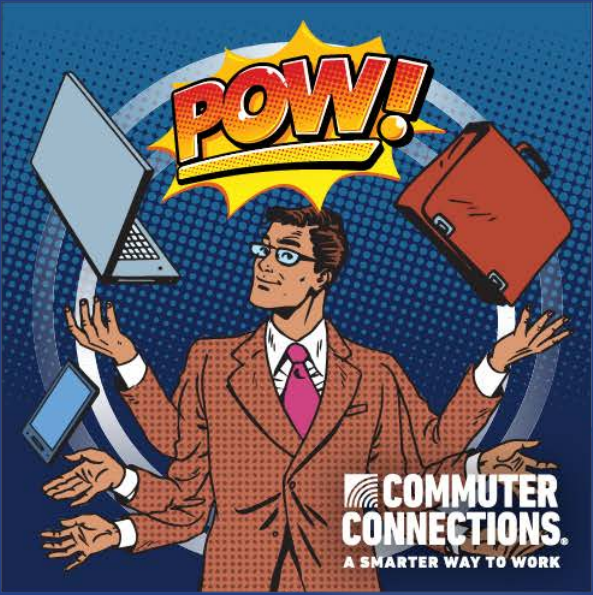
Media Strategy

- Drive time radio supported by social media and pre-roll video ads

Creative Strategy

- Market Confusion (Uber/Lyft – Ridesharing)
- No other program has the breadth and depth of benefits for free
- Registration gets commuters instant access to other programs
- Promote Commuter Connections as a community of commuters


Creative Concepts



Creative Concepts

WHY RIDESHARE? WHY NOT? **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

18% OF A MONTHLY **BUDGET**
GOES TO
**CAR MAINTENANCE
REPAIRS
& GAS**




WHY RIDESHARE? WHY NOT? **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

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

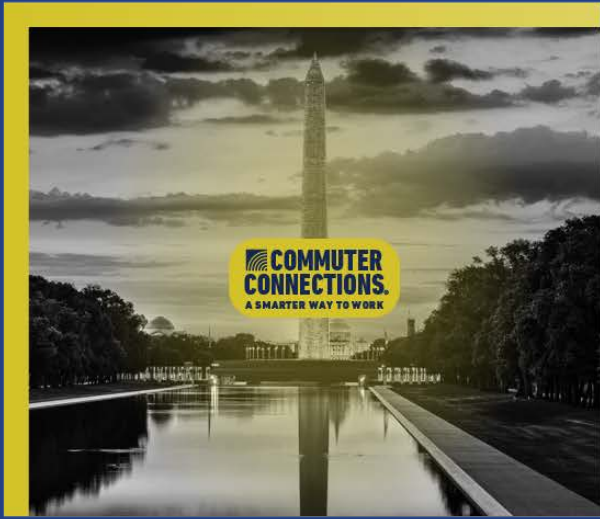


WHY RIDESHARE? WHY NOT? **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

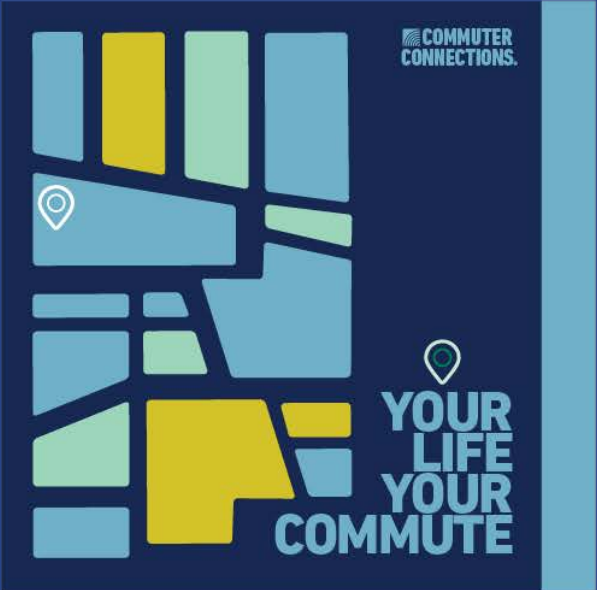
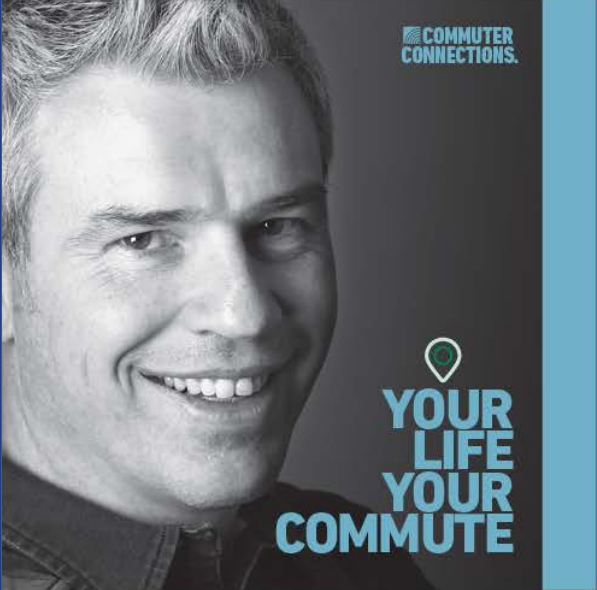
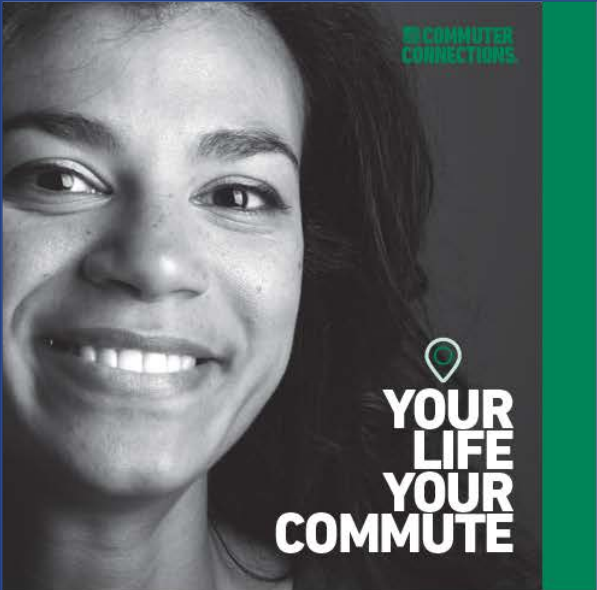
**JOIN THE
10%
1 IN 10
AMERICANS CARPOOL**



Creative Concepts



Creative Concepts



SELECTED CONCEPT

WHY RIDESHARE? WHY NOT?

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

18% OF A MONTHLY BUDGET GOES TO CAR MAINTENANCE REPAIRS & GAS



WHY RIDESHARE? WHY NOT?

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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



WHY RIDESHARE? WHY NOT?

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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





FY19 Spring Guaranteed Ride Home

FY19 SPRING GRH CONCEPT

Media Strategy

- Radio as anchor supported by digital video pre-roll video and social media

Creative Strategy

- A visual that is humorous/eye-catching to pull audiences in
- Develop a visual representation of experiencing the stress of and how the brand can help consumers in those situations.

Creative Concepts



Creative Concepts



Creative Concepts

save yourself
WITH A FREE RIDE HOME. GUARANTEED.



GUARANTEED RIDE HOME
COMMUTER CONNECTIONS.

This advertisement features a light blue background. At the top, the text 'save yourself' is in a large, dark blue font, with 'WITH A FREE RIDE HOME. GUARANTEED.' in a smaller, dark blue font below it. The central illustration shows a person lying on their back, completely buried under a tall, white stack of papers. Several papers are flying through the air around the stack. In the bottom right corner, there is a dark blue box containing the text 'GUARANTEED RIDE HOME' and 'COMMUTER CONNECTIONS.' with a small logo icon.

save yourself
WITH A FREE RIDE HOME. GUARANTEED.



GUARANTEED RIDE HOME
COMMUTER CONNECTIONS.

This advertisement has a light green background. The text 'save yourself' is in a large, dark green font, with 'WITH A FREE RIDE HOME. GUARANTEED.' in a smaller, dark green font below it. The central illustration shows a red car inside a clear glass bottle, with a hand holding the bottle's neck. In the bottom right corner, there is a dark green box containing the text 'GUARANTEED RIDE HOME' and 'COMMUTER CONNECTIONS.' with a small logo icon.

save yourself
WITH A FREE RIDE HOME. GUARANTEED.



GUARANTEED RIDE HOME
COMMUTER CONNECTIONS.

This advertisement has a light grey background. The text 'save yourself' is in a large, dark grey font, with 'WITH A FREE RIDE HOME. GUARANTEED.' in a smaller, dark grey font below it. The central illustration shows a hand in a dark blue suit sleeve holding a red and white life preserver ring over another hand in a dark blue suit sleeve that is reaching out. In the bottom right corner, there is a dark grey box containing the text 'GUARANTEED RIDE HOME' and 'COMMUTER CONNECTIONS.' with a small logo icon.

Creative Concepts



SELECTED CONCEPT



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

GET A FREE GUARANTEED RIDE HOME

This advertisement features a woman with a shocked expression, wearing large black-rimmed glasses and a black blazer over a white collared shirt. The background is a plain, light gray. The text is overlaid on the image: the logo in the top right, the slogan 'DON'T FREAK OUT' in a yellow box on the left, and the offer 'GET A FREE GUARANTEED RIDE HOME' in a yellow bar at the bottom.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

GET A FREE GUARANTEED RIDE HOME

This advertisement features a man with a worried expression, wearing large black-rimmed glasses and a white collared shirt. The background is a plain, light gray. The text is overlaid on the image: the logo in the top right, the slogan 'DON'T FREAK OUT' in a blue box on the left, and the offer 'GET A FREE GUARANTEED RIDE HOME' in a blue bar at the bottom.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

DON'T FREAK OUT

GET A FREE GUARANTEED RIDE HOME

This advertisement features a woman with a shocked expression, wearing large black-rimmed glasses and a white collared shirt with a black trim. The background is a plain, light gray. The text is overlaid on the image: the logo in the top right, the slogan 'DON'T FREAK OUT' in a light green box on the left, and the offer 'GET A FREE GUARANTEED RIDE HOME' in a light green bar at the bottom.



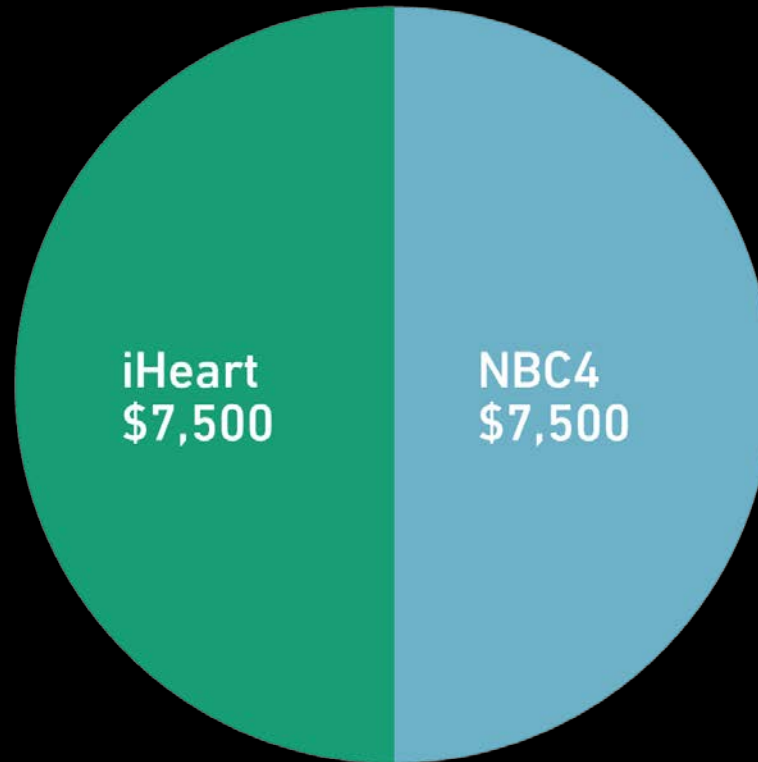
'Pool Rewards

STRATEGY

- Promote benefits & encourage registration
- Use Social Media
- Creative and Media in development
- Launched Mid-November

'POOL REWARDS\$
it pays to rideshare

POOL REWARDS FY19 MEDIA BUDGET (NET)



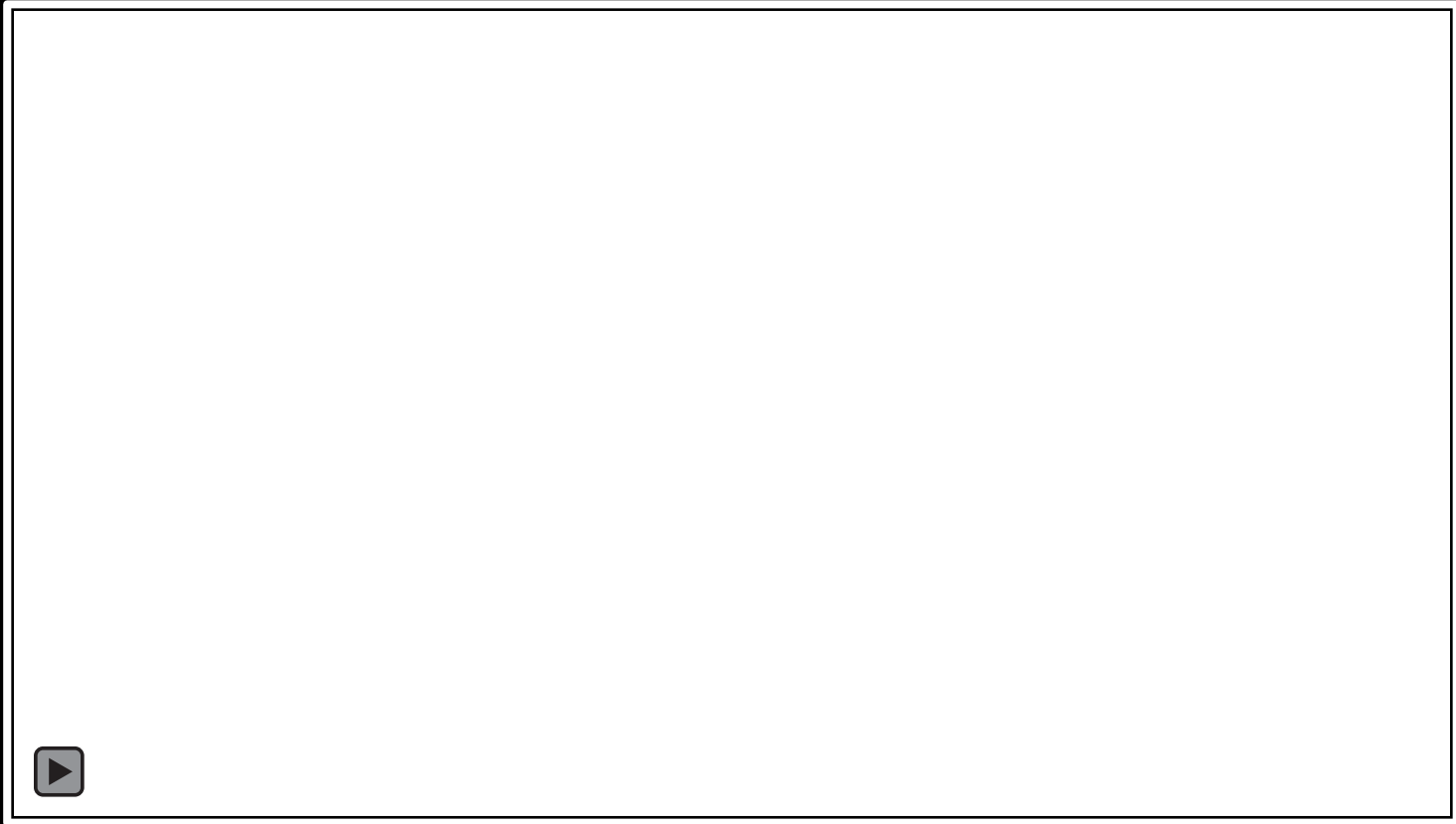
CREATIVE LOOK



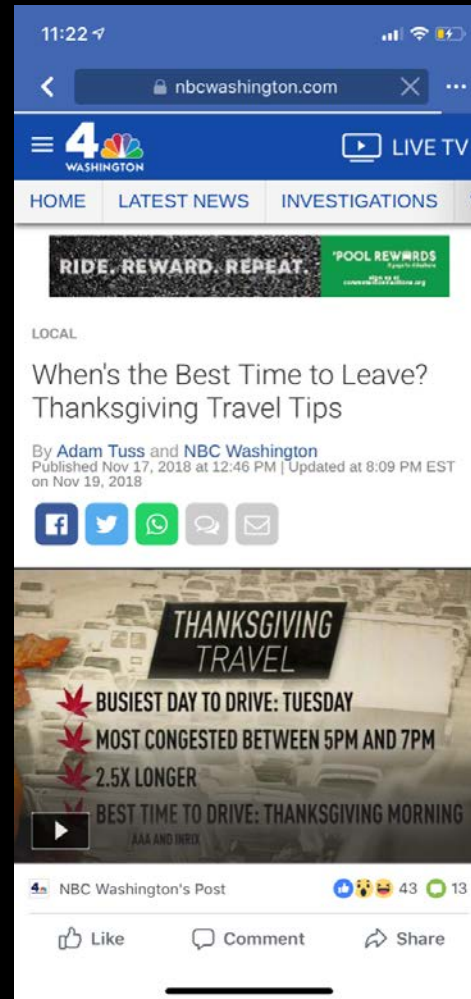
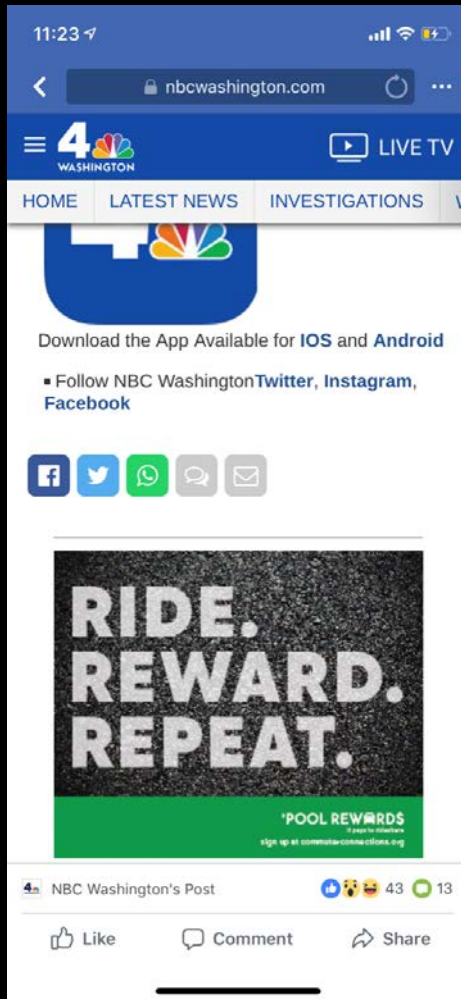
**RIDE.
REWARD.
REPEAT.**

'POOL REWARD\$
sign up at commuterconnections.org

CREATIVE LOOK



POOL REWARDS SOCIAL (NBC4)





CarpoolNow Mobile App

STRATEGY

- Encourage download and usage of the new CarpoolNow mobile app throughout the Metro DC area.
- Focus on Driver messaging
- New driver incentive available now





Flextime Campaign

STRATEGY

- Promote benefits & encourage registration
- Use digital media platforms
- Creative and Media in development
- Campaign Live: Spring 2019





Bike To Work Day

BIKE TO WORK DAY

Two cash sponsors secured to date: \$3,450

Sponsorship drive to continue through February 1, 2019.

Poster concepts developed for Steering Committee review.





2019 Employer Recognition Awards

2019 EMPLOYER RECOGNITION AWARDS

STRATEGY

Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs



NOMINATION FORM SELF-MAILER

Awards are given in the following categories:

INCENTIVES
Offering a host of commensurate incentives to encourage and reward employees for taking alternate means of transportation to and from work.

MARKETING

Has your organization made a difference in any of the following areas? If so, apply now.



TELEWORKING
Providing management support, training, and technology to enable employees to work from home, a remote office, or co-working space, either on a part-time, full-time, or occasional basis.

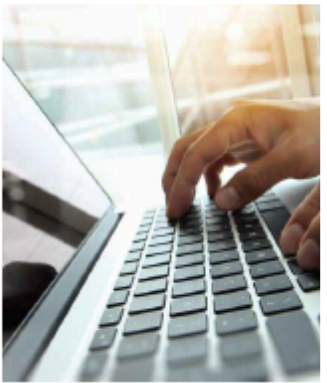
TRANSIT AND MILEAGE
Offering monthly transit and/or unpaid pre-tax or direct benefits,

A bit about last year's 2018 winners:

MARKETING
The Donahoe Companies
Bethesda, MD

The Donahoe Companies was founded in 1986 and has grown from a full-service commercial real estate company, to a multi-branch strategically placed in corporate headquarters to a transit accessible location, just blocks from the metro station and able to bus service.

We encourage a culture to learn about new initiatives and communicate to program creation milestones. In a bi-weekly company meeting, general flyers, conduct alternative promotion transportation information with ideas incentives for employee participation. Also taking transit, mobile, a transit screen shows today's available real-time transit services such as able to work day, and the encourage employees to bike and walk.



DIVORCE

S
ectives Association

ectives Association (AIA) founded in 1984 is a national organization of pharmacists in the Washington, DC region. It is a benefit, not persons, which work or more people, and a persons like to work.

gives receive a subsidy up to \$1,000 per day for transportation, and give other employees a month. AIA provides online like tools, to encourage helping use of Land Laptop, an increased in online writing mass awareness, and complete training. AIA also provides work schedule, and summer a modified day when air quality is poor, sensitive work schedule arrangements.



TELEWORK

IQ Solutions
Rockville, MD

IQ solutions applies strategic communications, science, and public health theory to share knowledge to create some of the most important issues in public health. Of the company's own employees within the Washington, DC region, 40 percent telework one or more days a week. IQ solutions telework program has a formal written policy, and strong management support. For six months of employees and assessing training, employees are eligible for a four-day telework week.

IQ solutions uses video phone and hearing officers for teleworking employees to use when at the office. In addition, the company provides a new-line support of \$1,000 to be used for the purchase of a supplemental hardware, along with a two-month allowance for internet and other remote work needs. The telework program has helped IQ solutions attract and retain highly skilled employees, maintain a low turnover rate, and allowed for the consolidation of office space, from four floors to one.



SCHEDULE

2018

- SEP Form Awards Workgroup
- OCT Develop concepts
- OCT Selection by Workgroup
- NOV Develop brochure and nomination form
- DEC Mailing to level 3 & 4 employers in database
- DEC Nomination period begins

2019

- JAN Email blast to level 3 & 4 employers in database
- FEB Nomination period ends
- MAR Selection Committee meets
- APR Develop program brochure, invitations, video, and other materials
- MAY Media coordination
- JUN Employer Recognition Awards ceremony
- JUN Print Ad



Newsletter

OBJECTIVES & STRATEGY

- Build loyalty and brand awareness
- Report on relevant TDM news
- Published quarterly and reaches:
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)
- e-Newsletter delivered quarterly

PRINT



Issue 4, Volume 22 Fall 2018 WHAT'S INSIDE

2 Transportation Incentives Offered During I-66 Construction

3 2019 Employer Recognition Awards Call For Non-profits

4 Disasters While Driving: Bicycling, And Walking

5 Be Prepared For An Emergency Commute

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



NEW EMPLOYER CASE STUDIES RELEASED

Inova Fairfax

Inova Health System is a non-profit network of five hospitals located throughout Northern Virginia. Inova Fairfax Medical, located in Falls Church, serves as the main campus with over 6,000 employees, including administrative and clinical staff. As the flagship of the Inova Health System, Inova Fairfax includes a Children's Hospital, a Women's Hospital, and a Heart and Vascular Center.

Inova Fairfax provides a free employee shuttle between its campus and the Dunn Loring Metrorail station, located approximately two miles away. Other free commuter shuttles originate from Park & Ride lots located in Gainesville, along I-66 and from Woodbridge, along I-95. Additionally, the campus has designated parking for carpools, ample bicycle parking and lockers, and provides a transit benefit.

Last year a Commuter Challenge was held when groups of employees competed against each other to accumulate the most car-free trips; prizes were given to the top three winners.

With strong employee participation at Inova Fairfax, the company is looking to expand the program to other locations and are considering expanding telework participation and increasing the amount of educational events about alternative commuting.

An employee commuter survey conducted in 2010 indicated that 13% of commuters used alternative modes of commuting. That figure has increased to 18%.

Peterson Companies - National Harbor



Situated along the Potomac River in Oxon Hill within Prince George's County Maryland, National Harbor is a 350-acre resort destination developed by Peterson Companies. The waterfront development includes the Gaylord National Resort and Convention Center, Tanger Outlets, thousands of hotel rooms, hundreds of residential and office units, tree-lined promenades with popular shops and restaurants, a marina, and The Capital Wheel, a 180-foot Ferris wheel featuring panoramic views of the nation's capital.

In December 2016, MGM Resorts International opened a \$1.4 billion integrated casino resort complex on 23 acres overlooking

Continued on page 2

FEDERAL ETC UPDATES

COMMUTER STORE RE-OPENS AT THE PENTAGON



In September, Arlington County Commuter Services (ACCS) re-opened the Pentagon Commuter Store located on the Pentagon Reservation.

Through a partnership with the Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), the Virginia Department of Rail and Public Transportation (DRPT), Arlington County, Washington Metropolitan Area Transit Authority (WMATA), and Washington Headquarters Service (WHS), the commuter store was re-opened on September 4, 2018 to serve the Pentagon community.

WMATA undertook The Commuter Store renovation project which includes a bus driver's lounge.

Identified as a potential Transportation Management Plan (TMP) construction mitigation strategy, the plan was presented to the transit/TDM stakeholder committee of ACCS for funding consideration. Endorsed by the committee and expected to be a benefit to the commuters using the I-395 corridor, the plan was included in the final TMP document and approved by the FHWA.

The renovation of the building was funded by WMATA, the start-up costs to open The Commuter Store was provided by WHS, and the I-395 project is funding the store's day-to-

day operational expenses for the next 18 months, until the beginning of 2020.

The new Pentagon Commuter Store operates Monday through Friday from 6:30 am - 6:30 pm and provides information about commuting options and updates on area construction. Additionally, customers can purchase tickets and passes for all regional transit systems.


Open to both Pentagon Reservation staff and outside visitors, The Commuter Store is operated by The Convention Store, a contractor to ACCS, and is the fifth Commuter Store in Arlington with other locations in Ballston, Rosslyn, Crystal City, and Shirlington.


The Commuter Store offers face-to-face information, sales, and assistance to commuters. Also offering commute assistance are the Mobile Commuter Stores that serve additional Arlington, Alexandria, and Washington, DC locations. The Mobile Commuter Store schedule can be found at www.commuterpage.com.

Available at both the brick and mortar stores, as well as the mobile stores, are printed bus schedules, free publications for commuters, and assistance in planning the best way to travel, whether by bus, rail, carpool, vanpool, bicycle, or walking.

Continued on back

Digital Newsletter



NEW \$ LETTER | The Commuter Information Source for DC, MD, VA



New Employer Case Studies Released

Commuter Connections has made available several new employer case studies, which represent a snapshot of commute challenges and opportunities faced by local employers in the region.

More News



Call for 2019 Employer Recognition Awards Nominations

Nominations are now being accepted for the 2019 Employer Recognition Awards program. This annual event recognizes employers that offer robust commuter benefits.

Distractions While Driving, Bicycling, and Walking

About 9 out of 10 drivers believe distracted driving is on the rise, a new AAA survey found. Whether distracted driving is as widespread as it's perceived to be, arguably it's a real cause of concern with sometimes fatal consequences.


Transportation Incentives Offered During I-66 Construction

The Virginia Department of Transportation is offering half-priced bus fares and expanded carpool, vanpool, and telework incentives for commuters and employers along the I-66 corridor.

Be Prepared for an Emergency Commute

With the 2018 Atlantic hurricane season officially over on November 30, in comes the threat of snowfall. In our area, a small accumulation of snow can be considered a calamity and slow the commute to a grinding halt.

READ FULL NEWSLETTER



COMMUTERCONNECTIONS.ORG

[Web Version](#) | [Articles](#) | [Feedback](#) | [Unsubscribe](#)
 MetroArea Washington Council of Governments
 777 Fourth Capital Blvd NE, Suite 300, Washington, DC 20002

FY19 LOOKING AHEAD

Flextime Rewards

Jan 2019 – Mar 2019

CarpoolNow

Jan 2019 – Mar 2019

Spring FY19 Campaign Live

Feb 2019 - June 2019

Bike to Work Day Campaign Live

Apr 2019 - May 2019

Employer Recognition Awards

June 2019



THANK YOU