



 **COMMUTER CONNECTIONS[®]**
REGIONAL TDM MARKETING GROUP
FY2019 MARKETING ACTIVITY

March 19, 2019

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- CarpoolNow Mobile App
- Flextime Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletter





Ridesharing

SPRING RIDESHARE CREATIVE STRATEGY

Media Strategy

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

Creative Strategy


- Use statistics in an infographic-like design to bring the benefits of alternative mode commutes forward in a fun way

SPRING RIDESHARE CREATIVE

Why Rideshare? Why Not?

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

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



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

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



MEDIA SELECTION PROCESS

Review and Analyze

- Marketing Communications Plan
- 3rd party media data
- Reach and 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



RIDESHARE FY19 MEDIA BUDGET (NET)

DC Radio	\$190,906.60
Exurb Radio	\$31,249.40
Pandora	\$40,001.00
Digital/Social	\$19,315.00
Total Paid Media:	\$281,472.00



SPRING RIDESHARE DC RADIO

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17



SPRING RIDESHARE EXURB RADIO

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17



SPRING RIDESHARE RADIO ADS

:30 radio spots



Why Rideshare? Why Not?
Bob



Why Rideshare? Why Not?
Jane

SPRING RIDESHARE PANDORA®

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17

**WHY RIDESHARE?
WHY NOT?**

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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



**WHY RIDESHARE?
WHY NOT?**

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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



SPRING RIDESHARE



SPRING RIDESHARE FACEBOOK

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17

The screenshot shows a Facebook post from the page 'Commuter Connections' (@commuterconnections). The post is a video advertisement with a blue background and white text that reads 'JOIN THE 10% WHO RIDESHARE'. The post was published by 'Go Greenman' on February 13 at 4:23 PM. The text of the post says 'Join the 10% of Americans who Rideshare. Be Happy! To learn more about Ridesharing, visit https://www.commuterconnections.org/ridesharing/'. The ad performance metrics are: 7,005 People Reached and 34 Engagements. A 'Boost Again' button is visible. Below the main ad, there is a 'Boosted on Feb 25, 2019 By Go Greenman' section with a 'Finishes today' status. This section shows 'People Reached' as 3.9K and '10-Second Video Views' as 633. There is a 'View Results' link. At the bottom of the ad, it shows '1 Share' and '2.4K Views'.




SPRING RIDESHARE DIGITAL ADS WTOP.COM

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17

WHY RIDESHARE? WHY NOT?

JOIN THE
10%
1 IN 10
AMERICANS CARPOOL



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

DID YOU KNOW
YOUR COMMUTE AFFECTS YOUR
HAPPINESS?



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

JOIN THE 10% AMERICANS CARPOOL



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

DID YOU KNOW
YOUR COMMUTE AFFECTS YOUR
HAPPINESS?



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



Guaranteed Ride Home

CREATIVE STRATEGY

Media Strategy

- Radio and television as anchors supported by digital, pre-roll video, and social media

Creative Strategy

- Use visuals that are humorous and appeal to that inner anxiety we all feel in certain moments, like when we realize we cannot get home

GRH SPRING CREATIVE

Don't Freak Out!



Guaranteed Ride Home

GRH FY19 MEDIA BUDGET (NET)

DC Radio	\$106,567.00
Exurb Radio	\$60,242.90
NBC4 (TV)	\$92,632.15
Digital/Social	\$21,764.70
Total Paid Media:	\$281,206.75

odonnellCOMPANY



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

GRH BALTIMORE FY19 MEDIA BUDGET (NET)

Baltimore Radio	\$22,295.50
Facebook	\$1,350.00
YouTube	\$1,350.00
Total Paid Media:	\$24,995.50



SPRING GRH DC RADIO

Flight dates: 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/27, 6/10, 6/24

wtop

WAMU 88.5

97.1
WASH-FM

BIG100

99.9 WFRE
FREE COUNTRY

DC ⚡ 101

98.7
WMZQ

THE TEAM
= 98  =

HOT
99.5

SPRING GRH EXURB RADIO

Flight dates: 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/27, 6/10, 6/24



SPRING GRH BALTIMORE RADIO

Flight dates: 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/27, 6/10, 6/24

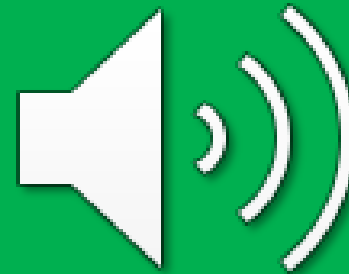


SPRING GRH RADIO ADS

:30 English radio spots



Don't Freak Out!
Male



Don't Freak Out!
Female

SPRING GRH VIDEO



Guaranteed Ride Home



Flight dates: 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/27, 6/10, 6/24



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

SPRING GRH

Flight dates: 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/27, 6/10, 6/24



Guaranteed Ride Home



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 **COMMUTER CONNECTIONS.**
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SPRING GRH DIGITAL ADS WTOP.COM

Flight dates: 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

DON'T FREAK OUT
GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS.
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GUARANTEED RIDE HOME.
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GUARANTEED RIDE HOME.
Some Restrictions Apply

SPRING GRH FACEBOOK

Flight dates: 18-Feb 4-Mar 18-Mar 1-Apr 15-Apr 29-Apr 27-May 10-Jun 24-Jun

Commuter Connections

Published by Go Greenman [?] · February 19 at 4:46 PM · 🌐

Rideshare to work with the assurance of Guaranteed Ride Home and get four free rides home when illness, unexpected emergencies, or unscheduled overtime arise.

Register or renew your free account with Commuter Connections:
<https://www.commuterconnections.org/guaranteed-ride-home/>

11,306 People Reached 215 Engagements [Boost Again](#)

Boosted on Feb 22, 2019 By Go Greenman Completed Boosted on Feb 19, 2019 By Go Greenman

People Reached	9.1K	10-Second Video Views	7.9K
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SPRING GRH TRANSIT ADS

Flight dates April through June 2019



DON'T FREAK OUT
GUARANTEED RIDE HOME.

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



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

Better Ways To Work!
Your local connection to Commuter Connections



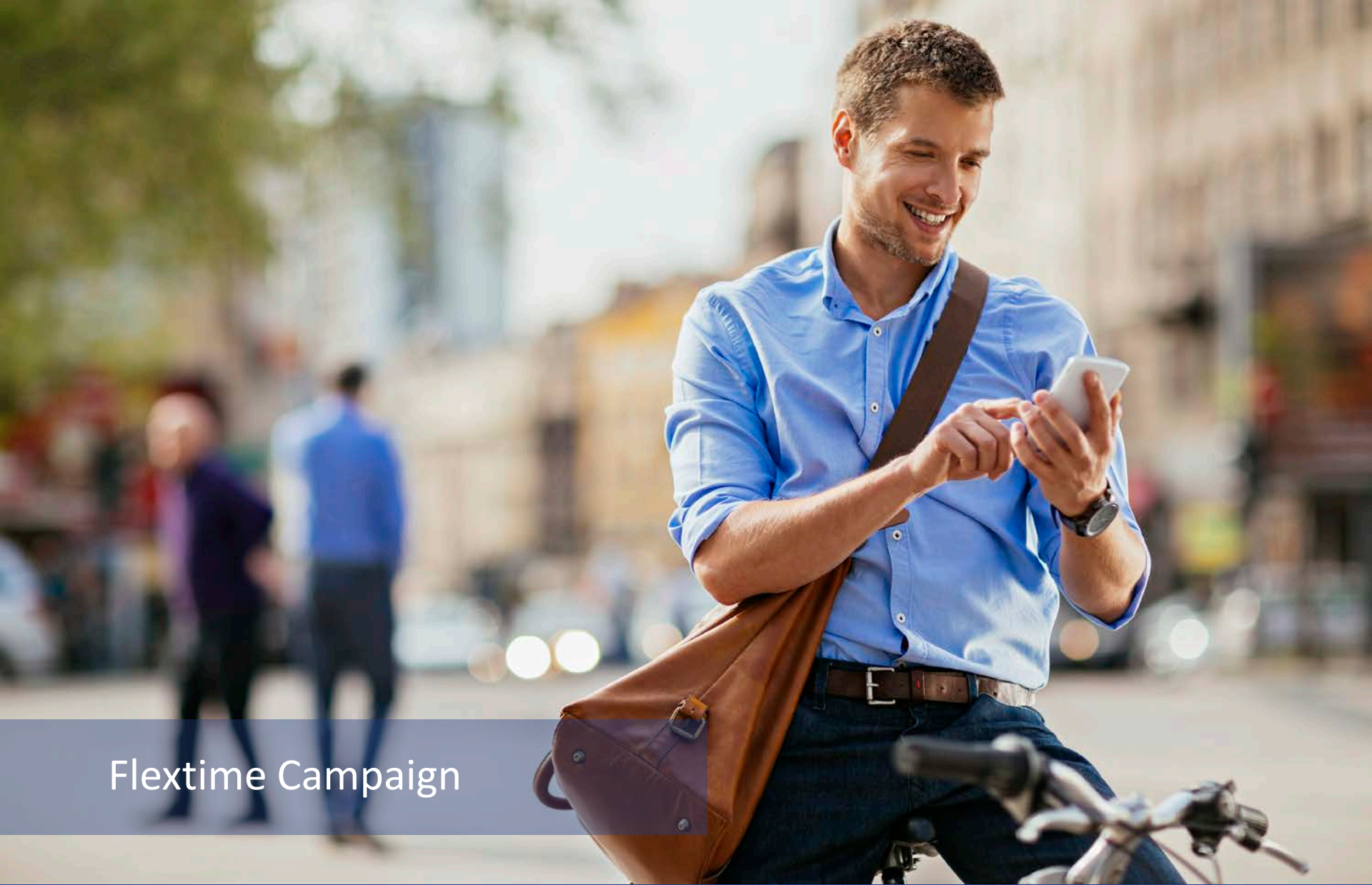
CarpoolNow Mobile App

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

Campaign live Spring 2019





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

Friday, May 17, 2019

STRATEGY

- Promote bicycling as a viable alternative commute mode
- Build regional participation
- Engage employers and organizations

BUDGET

- Media plan in development
- \$60,000



BIKE TO WORK DAY 2019 SPONSORS



\$50,700 in cash

26 Sponsors

\$21,450 in-kind

BIKE TO WORK DAY POSTER

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

BIKE TO WORK DAY 2019
FRIDAY MAY 17

Register Free at BIKETOWORKMETRODC.ORG
800.745.7433

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

#BTWD2019

bike to work day 2019

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

ICF

SPOKES
FOR BICYCLES

GO Alex

BICYCLE SPACE

Bike Arlington

godCgo

City Dental DC
THE DENTIST YOU WANT

COMSTOCK

Marriott

Springfield Plaza

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

VDOT

AAA

AASHIO
AMERICAN ASSOCIATION OF
HOSPITALITY & TOURISM

AMERICAN COLLEGE OF CARDIOLOGY

BIKES@VIENNA

CRYSTAL CITY

FAIR LAKES

Giant

DC BICYCLE CLUB

DC BIKE RIDE

BROMPTON

ABUS
SAFETY FOR EVERYONE

pow

GREEN GURU

MSW
BICYCLE ACCESSORIES

ORTLIEB

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

BIKE TO WORK DAY RACK CARD



BIKE TO WORK DAY 2019
FRIDAY MAY 17

#BTWD2019 bike to work day 2019

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

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

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

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

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

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



COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

WABA WASHINGTON AREA BICYCLIST ASSOCIATION

ICF SPOKES BY THE BICYCLES GO Alex

BICYCLE SPACE Bike Arlington goDCgo

City Dental DC COMSTOCK

Marriott Springfield Plaza

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION VDOT AAA

AASHIO AMERICAN ASSOCIATION OF STATE POLYMER AND TRANSPORTATION ENGINEERS AMERICAN COLLEGE OF CARDIOLOGY

BIKES@VIENNA CRYSTALCITY FAIR LAKES

Giant PUBLIC PEOPLE DC BIKE RIDE

BROMPTON ABUS

pdw GREEN GURU

MSW ORTLIEB

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

♻️ Printed on recycled paper

BIKE TO WORK DAY BANNER



Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

WEST END AT AMERICAN COLLEGE OF CARDIOLOGY

2400 N St, NW Corner of N & 24th Sts
3:00 pm to 6:00 pm



BIKE TO WORK DAY WEBSITE

BIKE TO WORK DAY FRIDAY MAY 17 2019



HOME

EMPLOYER RESOURCES

EVENT INFO

FIRST TIME RIDER INFO

REGISTER

SPONSORS

Bike to Work Day

On Friday, May 17, 2019 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 100 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Registration Opens March 2019



Pit Stops

100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.

Commuter Convoys

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area.

Sponsors



20 EMPLOYER
19 RECOGNITION
AWARDS

CELEBRATING STARS

Employer Recognition Awards

2019 EMPLOYER RECOGNITION AWARDS

STRATEGY

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

- Newsletter
- Website
- Print ad
- Earned media
- Social media

Help winners leverage recognition

- Employer winner kit

Employer Awards Strategy

- Allow for organizations who share brand values to align with Commuter Connections

SCHEDULE

2019

JAN	Email blast to level 3 & 4 employers in database
FEB	Nomination period ends
MAR	Selection Committee meeting
APR	Develop program brochure, invitations, video, and other materials
MAY	Media coordination
JUN	Employer Recognition Awards ceremony: June 21st
JUN	Print Ad

Employer Recognition Awards Ceremony
The National Press Club





Newsletter

OBJECTIVES & STRATEGY

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Print Publication and E-Newsletter reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)

Winter Newsletter

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK

Issue 1, Volume 23 Winter 2019 **WHAT'S INSIDE**

- 2 CarpoolNew Pays Carpool Drivers To Commute
- 2 Federal Transit Benefit Gets A Boost
- 3 Find Your Way To Bike To Work Day 2019!
- 5 Haymarket To Arlington New Bus Route And Park And Ride

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

IT PAYS TO RIDESHARE

'Pool Rewards, the special cash incentive program for employees who start a new carpool or vanpool, has just gotten more rewarding.

'Pool Rewards is designed to encourage solo drivers to start ridesharing. Each employee who switches from driving alone to starting or joining a new carpool can earn \$2 per day for each day they carpool over a 90-day period, up to \$130. Alternatively, if they start a new vanpool with seven or more commuters, the vanpool may qualify to receive a recurring monthly payment of \$200 to offset the lease cost.

There are currently seven active vanpools and over two dozen carpools that have been formed under the 'Pool Rewards program. The average one-time payment to each carpooler is over \$102, and monthly payments to vanpools are \$200.

To make the rideshare experience even more rewarding, commuters in a 2-person carpool can travel toll-free on the I-66 Express Lanes inside the Beltway when they use their E-ZPass Flex on "HOV mode". 'Pool Rewards includes an extra \$100 bonus per carpooler on the I-66 HOV Lanes outside the Beltway, and along I-395.

Each new carpool must commute to work an average of two or more weekdays for the duration of the 90-day program. Applicants must not have used an alternative commute mode (i.e., carpool, vanpool, transit, bicycle) more than three days in the 30 days prior to applying for 'Pool Rewards. Other rules and limitations apply.



For vanpools, employees who currently drive alone to work and get a minimum of seven people together (including the driver) who wish to start or join a new vanpool, may qualify for a \$200 monthly 'Pool Rewards payment for their vanpool. Vans are available to accommodate between 7 and 15 total occupants (including the driver).

For more information on 'Pool Rewards, your employees can visit www.commuterconnections.org/pool-rewards. To sign up for 'Pool Rewards, a free account with Commuter Connections is needed at <https://tdm.commuterconnections.org/mwccg/>.

FEDERAL ETC UPDATES

Winter 2019

ARLINGTON ARMY NATIONAL GUARD MARCHES TO BETTER COMMUTING



As part of a quarterly series for the Federal ETC Updates, Commuter Connections will focus on a single federal employer and their commuter benefits Transportation Demand Management (TDM) programs. By sharing details of successful TDM programs, you may find useful ideas applicable to improving your agency's program.

Last October, the Temple Army Readiness Transportation division of the Arlington Army National Guard held their annual Transportation Day in conjunction with multiple area partners.

In attendance at the Herbert R. Temple Jr. Army National Guard Readiness Center, Arlington Hall Station, were representatives from Commuter Connections, Washington Metropolitan Area Transit Authority (WMATA), Enterprise Rideshare, Department of Defense' Mass Transportation Benefit Program (MTBP), AMTRAK, and others. As a result, two new vanpools were formed and there were multiple applicants for the MTBP.

The headquarters building located on S. George Mason Drive in Arlington was named for Lt. General Herbert R.


Temple Jr, the 21st chief of the National Guard Bureau (NGB) and houses the national command for the Army National Guard. The NGB is the federal instrument responsible for the administration of the United States National Guard established by the United States Congress as a joint bureau of the Department of the Army and the Department of the Air Force. It was created by the Militia Act of 1903.

Temple Army Readiness Transportation division promotes the use of the MTBP, vanpooling, carpooling, slugging, walking, and bicycling. They are dedicated to assisting every employee with finding alternative commuting options through transportation fairs, one-on-one meetings, and communication programs.

In 2011, the Base Realignment and Closure Commission (BRAC), in an effort to reduce costs and increase efficiency, mandated that US armed forces combine, consolidate, and close, if necessary, multiple bases, posts, and campuses around the country. As a result, the population at the Army National Guard headquarters expanded tremendously.


Continued on back

Winter e-Newsletter



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK


NEWSLETTER
The Commuter Information Source for DC, MD, VA



It Pays to Rideshare


Pool Rewards provides employees who start a new carpool or vanpool with an extra \$100 bonus (per person) for up to \$230 on the I-66 HOV Lanes outside the Beltway (HOV-2), and along the I-395 corridor construction project zone inside the Beltway (HOV-3).

More News



CarpoolNow Pays Carpool Drivers to Commute

CarpoolNow, an on-demand real-time ridesharing app pays carpool drivers to commute. Employees within the region who drive to work and pick up commuters for their carpool may receive a \$10 incentive per day, up to \$600 a year.



Federal Transit Benefit Gets a Boost

Under the IRS Code, transportation benefits can be deducted from an employee's gross income (before tax), helping the employer and employee save on taxes. For 2019, the IRS announced an

LOOKING AHEAD

Spring Campaign

Thru June 2019

CarpoolNow

Mar – May 2019

Bike to Work Day Campaign

Apr – May 2019

Spring Newsletter

May 2019

Employer Recognition Awards Event

June 2019



Q & A