

A nighttime photograph of a cityscape featuring a large stone bridge with multiple arches spanning a river. The city buildings are illuminated with warm lights, and a prominent church spire with a red light on top is visible in the background. The sky is a mix of purple and blue.

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2023 MARKETING ACTIVITY

DECEMBER 20, 2022

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion

Improve air quality



FY23 MARKETING ACTIVITIES

FALL/WINTER SCHEDULE

Car Free Day 2022

Newsletters Fall/Winter

GRH & Rideshare Fall Campaigns

'Pool Rewards and CarpoolNow Campaigns

Spring Umbrella Campaign Research/Concepts

Employer Recognition Awards Brochure (call for nominations)



**CAR
FREE
DAY**
METRO DC

9.22.22

**CAR FREE DAY 2022
EVENT**

odonnellCOMPANY

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

POPVILLE BLOG

Car Free Day



PoPville Paid Partnership · September 19 at 12:18 PM ·

"Everyone who takes the pledge will be sent a \$30 promocode from Nift (Neighborhood Gift) to spend at local neighborhood businesses and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare." — with **Commuter Connections**.



CAR FREE DAY
SEPTEMBER 22, 2022

COMMUTER CONNECTIONS.

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

#CarFreeDay @CarFreeMetroDC

POPVILLE.COM

Park It and Win Prizes! Revving Up for 'Car Free Day'

Can you go just ONE DAY without your car? Try it on Car Free Day, September 22. Commut...

SPONSORED

Park It and Win Prizes! Revving Up for 'Car Free Day'

PoP Sponsor September 19, 2022 at 12:15pm



CAR FREE DAY
SEPTEMBER 22, 2022

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
CARFREEMETRODC.ORG 800.745.RIDE

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

CAR FREE DAY
METRO DC
AT 9.22.22
COMMITTEE WITH CONFIDENCE

Can you go just ONE DAY without your car? Try it on Car Free Day, September 22.

Commuter Connections, the regional network of transportation organizations coordinated by the **Metropolitan Washington Council of Governments**, challenges the area's drivers to park their vehicles for one day a year — and this year, "Car Free Day" is Thursday, September 22.

You won't be alone in the challenge: **Commuter Connections** has a long list of transportation alternatives to make it easy to get around, and, best of all, those who pledge to participate in Car Free Day will receive a \$30 gift promocode and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare. All who take the pledge will also be entered into a raffle for a Samsung tablet, gift cards to popular restaurants, annual memberships, transit passes and more.

[Take the pledge now!](#)

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries.

"Car Free Day is an important event for our region and presents an opportunity for us to come together and reduce our overall traffic congestion by pledging to take alternative transportation modes like riding the bus, Metrorail, or carpooling with friends and family," said **Commuter Connections** Director Nicholas Ramfos.



CAR FREE DAY
METRO DC
9.22.22

INFLUENCER VIDEOS

Car Free Day



COLLEGE CAMPUS CHALLENGE

Car Free Day

- Digital toolkit to promote event
- The University of Maryland had the most pledges in 2022



Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

Join the Capital Area Car Free College Campus Challenge!

9.22.22
COMMUTE WITH CONFIDENCE

CAR FREE DAY

METRO DC

9.22.22

A blurred office desk with a laptop, coffee cup, and notebook. The laptop is open and in the foreground, with a white coffee cup on a saucer and a notebook with glasses on it to the right. The background is out of focus, showing a bright office environment.

EMPLOYER NEWSLETTER

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)

NEW EXPRESS LANES NOW OPEN ALONG I-66

Nine miles of new I-66 Express Lanes Outside the Beltway opened in September 2022 that will help commuters save time and money. An additional 13 miles are expected to open in December. The two Express Lanes in each direction allow travelers to pay a toll to avoid traffic congestion in the general-purpose lanes from Gainesville to Route 28 in Centreville and feature multiple new ramps providing direct access to and from the Express Lanes.

The Virginia Department of Transportation (VDOT), along with their private partner, I-66 EMP, and the design-build contractor, FAM Construction, opened the first nine miles of the I-66 Express Lanes ahead of schedule.

"We are pleased to join our I-66 Express Lanes project partners in opening the first segment of one of Virginia's largest megaprojects ahead of schedule," said VDOT Commissioner Stephen Brich. "By opening the western segment of the new I-66 Express Lanes early, we were able to start delivering congestion relief to travelers sooner than originally planned."

Drivers can access the western end of the I-66 Express Lanes through a variety of entrance and exit points. Drivers traveling eastbound on I-66 will be able to merge onto the Express Lanes from the general-purpose lanes prior to Route 29 in Gainesville and by using a slip ramp, a short road that is used to get on or off a major road or highway, prior to Route 234 Business. Drivers traveling westbound on I-66 will be able to access the Express Lanes from the general-purpose lanes prior to Route 28. Drivers will also have direct access from new dedicated ramps at Route 234/Sudley Road, Route 28, and Braddock and Walnut Roads, as well as convenient access from two new commuter parking lots at University Boulevard in Gainesville and Century Park Drive in Manassas, which were built as part of the overall "Transform 66 Outside the Beltway" project.

"We are excited to open this first section of the I-66 Express Lanes Outside the Beltway, so that we can begin providing improved and more reliable travel for I-66 drivers," said Chief Executive Officer for I-66 Express Mobility Partners Javier Gutierrez. "This is an important

step in opening the new 66 Express Lanes, allowing customers to begin to experience the benefits that the new managed lanes and project enhancements will provide, and helping to ensure a great customer experience when the full corridor opens at the end of the year."

When completed, the I-66 Express Lanes will have a total of 29 entrances and 20 exits along the 22.5-mile I-66 corridor from I-495 to Route 29 in Gainesville.

Eligible high occupancy vehicles (HOVs) with an E-2 Pass Flex set to "carpool/HOV mode" can travel the I-66 Express Lanes toll free. Motorists who drive alone will need to pay a toll to use the Express Lanes, using either E-2 Pass or by paying online at Ride66Express.com. After the initial opening phase, carpool/vanpool drivers must have at least two passengers, for a total of three-vehicle occupants to qualify for free use of the new Express Lanes. Buses may also use the Express Lanes toll free.

Continued on page 2

FEDERAL ETC UPDATES

FEDERAL ETCs AND EV WORKPLACE CHARGING

As the world shifts away from fossil fuel transportation, eventually we are all going to drive an electric vehicle (EV). Many drivers have already adopted EVs. According to the White House, the number of EVs sold in the U.S. has tripled in the past year. Automotive companies have more than tripled their investment in EVs over 2021. In Q2 of 2022, the sale of electric vehicles hit a record high of nearly 200,000, a 13 percent increase from Q1. (Source: Cox Automotive, July 2022).

In September 2022, the U.S. Department of Transportation and the U.S. Department of Energy (DOE) approved 35 state plans to install EV chargers along roadways, opening the door to an initial \$900 million in federal formula funding that will grow a nationwide network of 500,000 chargers. EV ownership in the Washington, DC region is growing rapidly. Plans are underway to put public charging infrastructure in place. The District Department of Transportation's EV Charging Station Program makes a public curbside space permit available to EV charging station vendors to install a dual-port fast charger. New and refurbished commercial and multi-unit buildings in the District will need to provide EV charging capability from at least 20 percent of their parking spaces.

A bill passed by the City Council requires DC Department of Energy & Environment (DOEE) to provide an incentive to developers who go beyond 20 percent. The city has a goal of 25 percent zero-emission vehicles among newly registered vehicles by 2030. (Source: DC Department of Energy & Environment, 2022).

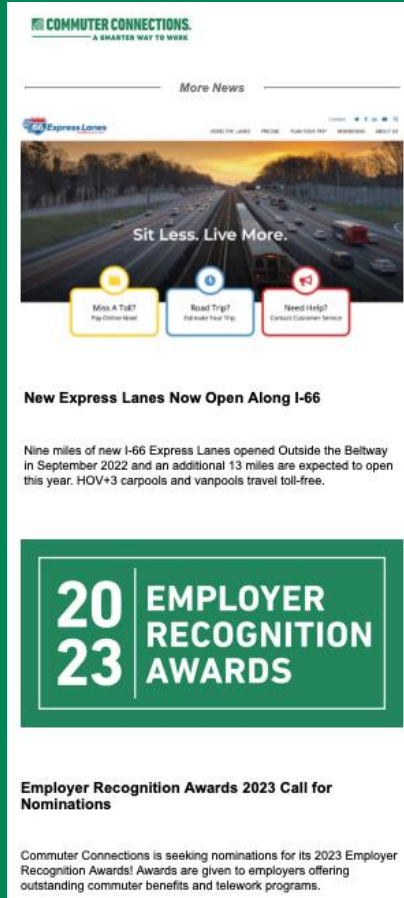
As a Federal ETC, you might set up and manage EV charging as part of a shared ride parking management program. Shared ride parking eligibility could be expanded to include electric vehicles until they make up the majority of cars in the parking garage. A dedicated EV charging manager at the site could also be tasked with managing the program. If available, an executive champion can help move planning decisions through the agency.

Before you start off on your EV charging journey, you'll need to put together your team. Key stakeholders can include a building or facilities manager; GSA lease administration manager, in the event your site is GSA owned or leased; labor relations; legal; parking manager; procurement office, maintenance staff; and utility representatives. The team can help develop policies that fit your site, including charging access, enforcement

Continued on page 2

FALL e-NEWSLETTER

Newsletter



The screenshot shows the top portion of an e-newsletter. At the top left is the logo for 'COMMUTER CONNECTIONS' with the tagline 'A SMARTER WAY TO WORK'. Below the logo is a 'More News' section. The main content area features a large image of a highway with the text 'Sit Less. Live More.' overlaid. Below the image are three call-to-action buttons: 'Miss A Toll? Tap On toll Road', 'Road Trip? Estimate Your Trip', and 'Need Help? Contact Customer Service'. Below this is a section titled 'New Express Lanes Now Open Along I-66' with a paragraph of text. Further down is a green box with the text '2023 EMPLOYER RECOGNITION AWARDS'. At the bottom is a section titled 'Employer Recognition Awards 2023 Call for Nominations' with a paragraph of text.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

More News

Express Lanes

Sit Less. Live More.

Miss A Toll?
Tap On toll Road

Road Trip?
Estimate Your Trip

Need Help?
Contact Customer Service

New Express Lanes Now Open Along I-66

Nine miles of new I-66 Express Lanes opened Outside the Beltway in September 2022 and an additional 13 miles are expected to open this year. HOV+3 carpools and vanpools travel toll-free.

2023 EMPLOYER RECOGNITION AWARDS

Employer Recognition Awards 2023 Call for Nominations

Commuter Connections is seeking nominations for its 2023 Employer Recognition Awards! Awards are given to employers offering outstanding commuter benefits and telework programs.



FALL TDM REGIONAL RECOVERY CAMPAIGN

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

Fall Regional TDM Recovery Campaign

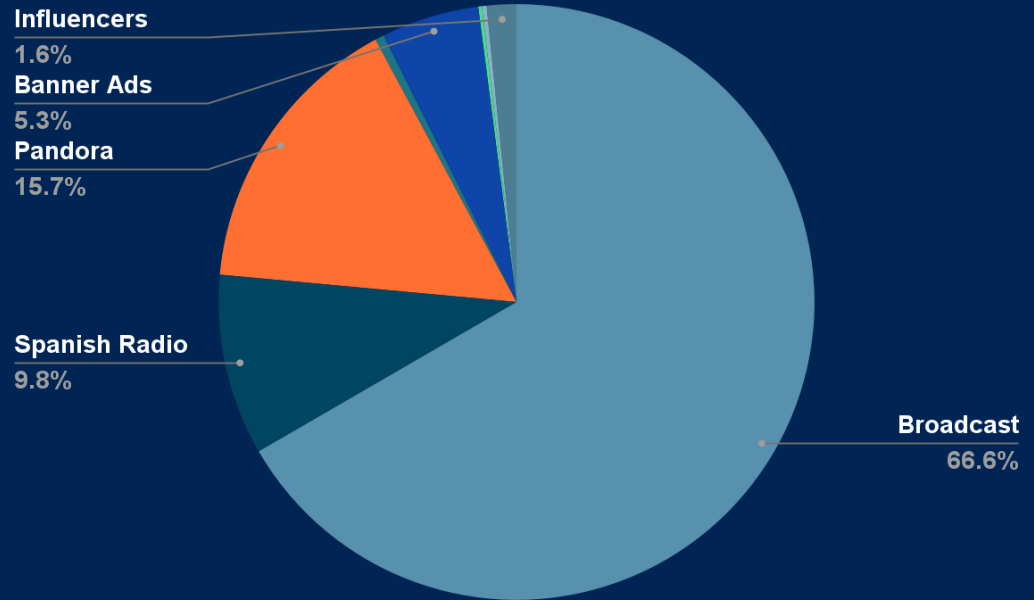
- **Media Budgets:**
 - \$450,000 (Total)
 - \$255K for Rideshare
 - \$170K for Guaranteed Ride Home - DC region
 - \$25K for Guaranteed Ride Home - Baltimore region
- **Return-to-Office Focus, Encouraging:**
 - Carpool and Vanpool Use
 - Guaranteed Ride Home Registrations and Re-registrations
 - Other Alternative Modes of Transportation

MEDIA BUDGET (NET)

Rideshare

Broadcast Radio	\$169,924
Spanish Radio	\$25,053.75
Pandora	\$40,000
Social Media	\$1,244.40
Banner Ads	\$13,530
YouTube	\$510
Blogs	\$649
Influencers	\$4,080
Total	\$254,991.15

Fall Regional TDM Recovery Campaign

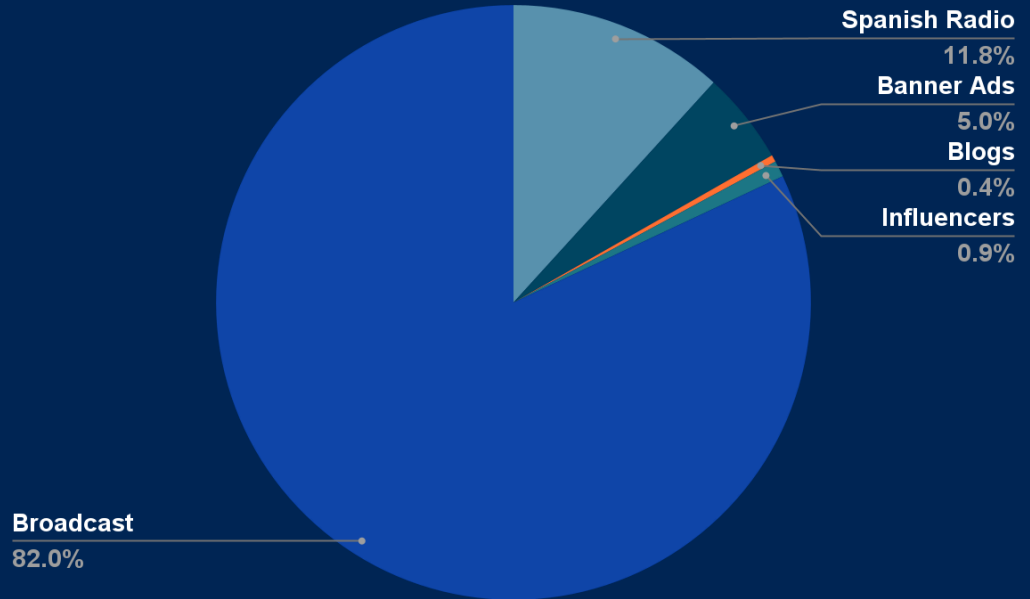


MEDIA BUDGET (NET)

Guaranteed Ride Home

Broadcast Radio	\$139,323.25
Spanish Radio	\$19,975
Banner Ads	\$8,510
Blogs	\$649
Influencers	\$1,500
Total	\$169,957.25

Fall Regional TDM Recovery Campaign



MEDIA BUDGET (NET)

Guaranteed Ride Home - Baltimore

**Fall Regional TDM Recovery
Campaign**

Broadcast Radio	\$24,903.25
Total	\$24,903.25

DIGITAL BANNER ADS

Fall Regional TDM Recovery Campaign Guaranteed Ride Home

GET A **FREE** GUARANTEED RIDE HOME!

Some restrictions apply

TAKE A LOOK
SHARE THE RIDE, SKIP THE WORRY.

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

TAKE A LOOK
SHARE THE RIDE, SKIP THE WORRY.

GET A **FREE** GUARANTEED RIDE HOME!



- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply

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

GET A **FREE** GUARANTEED RIDE HOME!

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A SMARTER WAY TO WORK

Some restrictions apply

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TAKE A LOOK SHARE THE RIDE, SKIP THE WORRY.

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Some restrictions apply

TAKE A LOOK SHARE THE RIDE, SKIP THE WORRY.

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

ENGLISH RADIO SPOTS

Fall Regional TDM Recovery Campaign
Guaranteed Ride Home



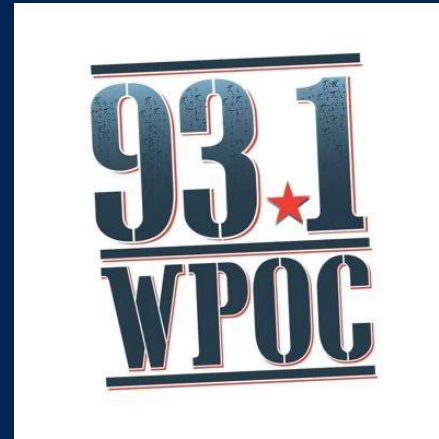
Guaranteed Ride Home
30 sec.



Guaranteed Ride Home
15 sec.

ENGLISH RADIO SPOTS

Fall Regional TDM Recovery Campaign
Guaranteed Ride Home - Baltimore



SPANISH RADIO SPOTS

Fall Regional TDM Recovery Campaign
Guaranteed Ride Home



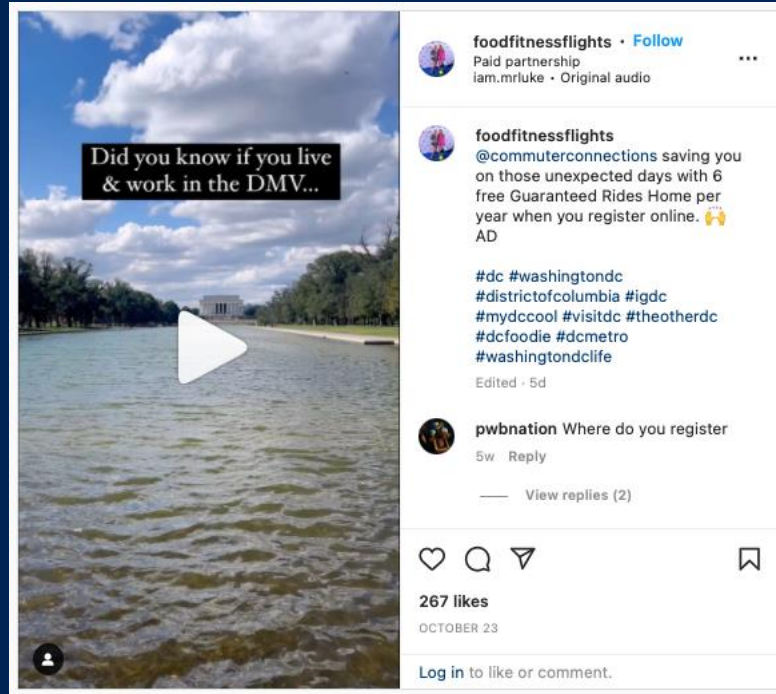
Guaranteed Ride
Home
30 sec.



Guaranteed Ride
Home
15 sec.

INFLUENCERS

Fall Regional TDM Recovery Campaign Guaranteed Ride Home



The image shows a screenshot of an Instagram post. The main visual is a video thumbnail of a river with a white play button in the center. A black text box at the top of the video reads "Did you know if you live & work in the DMV...". The post is from the user "foodfitnessflights" and is marked as a "Paid partnership" with "iam.mrluke". The caption reads: "@commuterconnections saving you on those unexpected days with 6 free Guaranteed Rides Home per year when you register online. 🙌 AD". Below the caption are several hashtags: #dc, #washingtondc, #districtofcolumbia, #igdc, #mydccool, #visitdc, #theotherdc, #dcfoodie, #dcmetro, and #washingtondclife. A reply from "pwbnation" asks "Where do you register" and is dated "5w". The post has 267 likes and was posted on October 23. At the bottom, it says "Log in to like or comment."

foodfitnessflights · Follow
Paid partnership
iam.mrluke · Original audio

foodfitnessflights
@commuterconnections saving you on those unexpected days with 6 free Guaranteed Rides Home per year when you register online. 🙌 AD

#dc #washingtondc
#districtofcolumbia #igdc
#mydccool #visitdc #theotherdc
#dcfoodie #dcmetro
#washingtondclife

Edited · 5d

pwbnation Where do you register
5w Reply

View replies (2)

267 likes
OCTOBER 23

Log in to like or comment.

LINKEDIN AD

Fall Regional TDM Recovery Campaign Guaranteed Ride Home

GET A **FREE** GUARANTEED RIDE HOME!

**TAKE
A LOOK**

SHARE THE RIDE,
SKIP THE WORRY.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SOCIAL MEDIA

Fall Regional TDM Recovery Campaign Guaranteed Ride Home



POPVILLE


Fall Regional TDM Recovery Campaign Guaranteed Ride Home

11th and P Street, NW previously home to [The Commodore](#) and [Veranda](#) before them

"Dear PoPville,

Two friends just told me that they heard it's gonna be a gay bar. Another two friends who work in the industry said they've known this for a few months...they've put more flags up." [Read More](#)

1 COMMENT



DC GENERAL ELECTION
08 NOV 2022

Kenyan ★ ★
McDuffie
DC COUNCIL AT-LARGE

A VOTE FOR KENYAN IS A VOTE FOR
**SAFER NEIGHBORHOODS
& GREATER OPPORTUNITIES**

DON'T FORGET: YOU HAVE 2 VOTES FOR AT-LARGE! CAST THEM BOTH!

www.mcduffie.com | @mcduffie | mcduffieforDC

WWW.MCDUFFIEFORDC.COM

*Paid for by Kenyan McDuffie 2022, 1848 Strangier, N.Y.N. Washington, DC 20015. Licensed/Permitted.

CHINATOWN, DC GOVERNMENT, DEAR POPVILLE, DOWNTOWN, SIGNS,
TRANSIT, WHAT THE HELEN OF TROY IS THIS

**"PSA: These vehicular death traps
have been installed on every block of**

**GET A FREE
GUARANTEED
RIDE HOME!**

**TAKE
A LOOK**

**SHARE THE
RIDE, SKIP
THE WORRY.**

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

Some restrictions apply.

CITY
HOUSES

\$50,000
FALL MOVE-IN

BALTIMORE SOCIAL

Fall Regional TDM Recovery Campaign Guaranteed Ride Home - Baltimore

93.1 WPOC with Commuter Connections.

Sponsored

TAKE A LOOK

GET A FREE GUARANTEED RIDE HOME!

SHARE THE RIDE, SKIP THE WORRY.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

commuterconnections.org
Get A Guaranteed Ride Home

Sign up

BANNER ADS

Fall Regional TDM Recovery Campaign Ridesharing

LOOK AGAIN RIDING TOGETHER IS BETTER!
CONNECT WITH A CARPOOL OR VANPOOL TODAY
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

LOOK AGAIN RIDING TOGETHER IS BETTER!
CONNECT WITH A CARPOOL OR VANPOOL TODAY
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A SMARTER WAY TO WORK

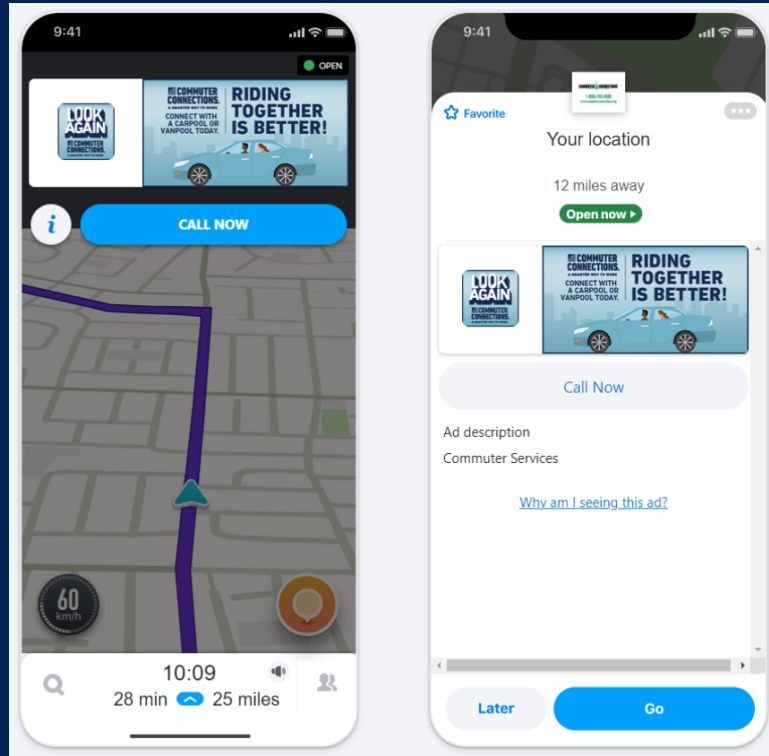
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A SMARTER WAY TO WORK


WAZE AD


Fall Regional TDM Recovery Campaign Ridesharing



WFED NEWSLETTER


Fall Regional TDM Recovery Campaign Ridesharing




 FEDERAL NEWS NETWORK
THE FEDERAL REPORT
November 01, 2022 | [Web Version](#)

ACQUISITION
NASA taking a page out of DHS' book with a new acquisition innovation lab
[JASON MILLER](#)

Karla Smith-Jackson, the senior procurement executive and deputy chief acquisition officer at NASA, said the NASA Acquisition Innovation Lab will provide mission and program areas a safe space to test out new acquisition approaches.



ADVERTISEMENT
Rediscover rideshare and all its benefits
Reconnect with a carpool or vanpool. Even if you're commuting just a few days a week, Commuter Connections can match you with others that live and work near or at the same place as you.




INFLUENCERS

Fall Regional TDM Recovery Campaign Ridesharing



POPVILLE

Fall Regional TDM Recovery Campaign Ridesharing




1604 7th Street, NW

“Dear PoPville,

We just had dinner [Hanumanh](#), which I am pretty sure is the most underrated place in DC. It might be because they are only open three nights a week. It might be because they were closed during COVID. Or it might be because the menu posted online has only four dishes, (but in reality there were a ton of choices). Everything we got was AMAZING.

Check out the actual menu (below). Get the tapioca dumplings!” [Read More](#)


COMMENTS



Who knows the best gift is spending time with the family. [Learn more](#)


The Pub & The People
side_door_dc

LOOK AGAIN




RIDING TOGETHER IS BETTER!

CONNECT WITH A CARPOOL OR VANPOOL TODAY



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



ENGLISH RADIO SPOTS

Fall Regional TDM Recovery Campaign Ridesharing



Rideshare
30 sec.



Rideshare
15 sec.



Rideshare
Brian Mitchell
Endorsement

SPANISH RADIO SPOTS

Fall Regional TDM Recovery Campaign
Ridesharing



Rideshare
30 sec.



Rideshare
15 sec.

YOUTUBE VIDEO

Fall Regional TDM Recovery Campaign Ridesharing



LINKEDIN AD

Fall Regional TDM Recovery Campaign Ridesharing

Metropolitan Washington Council of Governments
2,538 followers
Promoted
View full page

As your employees return to the office, riding together is better! Have them Reconnect with a carpool or vanpool – even if they’re commuting just a few days a week. Commuter Connections can match them with others who live and work near or at the same place. For more information on commuting benefits and programs available to you, visit commuterconnections.org or call 800.745.RIDE

LOOK AGAIN
YOUR RIDESHARE GROUP HAS MISSED YOU
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Find Out About our Free Ridematching Services for Your Staff [Learn more](#)
commuterconnections.org

Like Comment Share Send

SOCIAL MEDIA

Fall Regional TDM Recovery Campaign Ridesharing



CAMEO

**Fall Regional TDM Recovery Campaign
Ridesharing**



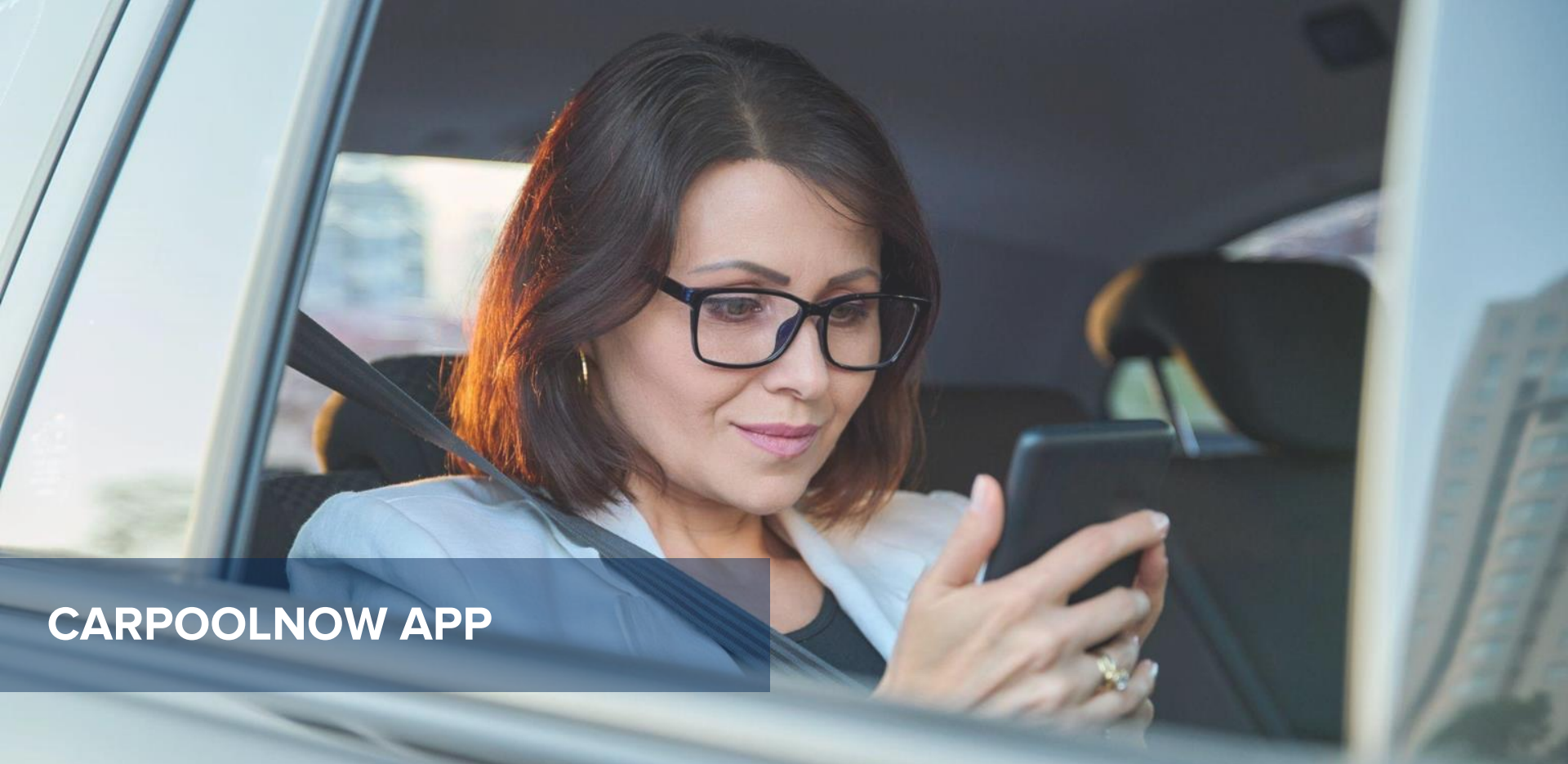
Brooks Laich
NHL Player



Dan Kolko
Sports Commentator
Washington Nationals



Samantha Staab
NWSL - Washington Spirit



CARPOOLNOW APP

odonnellCOMPANY

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

OBJECTIVES & STRATEGY

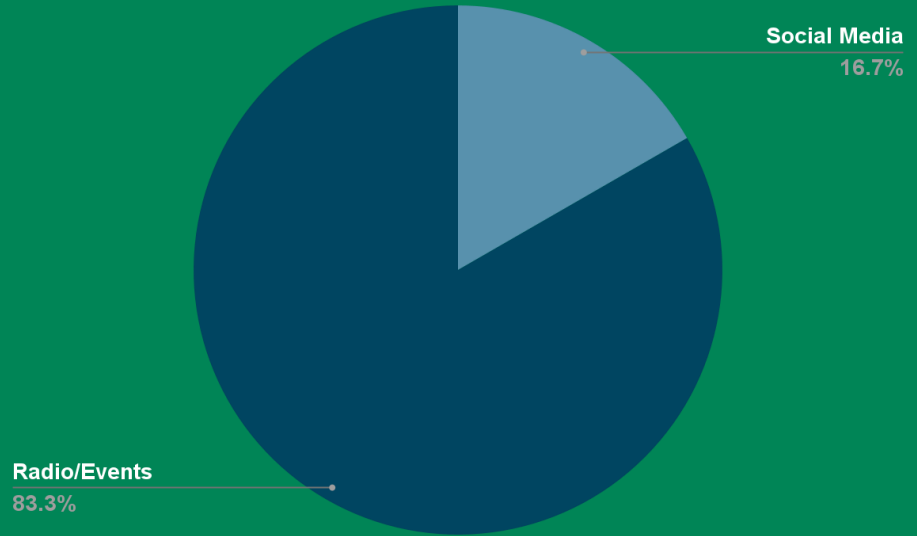
CarpoolNow App Campaign

- Media Budget: \$15,000
- Promote and encourage on-demand or “dynamic” ridesharing through the CarpoolNow mobile app
- Raise awareness about the CarpoolNow mobile app
- Raise awareness of the Flexible Vanpool component of the CarpoolNow mobile app

MEDIA BUDGET (NET)

Social Media	\$2,500
Broadcast Radio/Events	\$12,478
Total	\$14,978

CarpoolNow App Campaign



RADIO SPOT

CarpoolNow App Campaign



CarpoolNow
30 sec.

RADIO EVENTS

CarpoolNow App Campaign

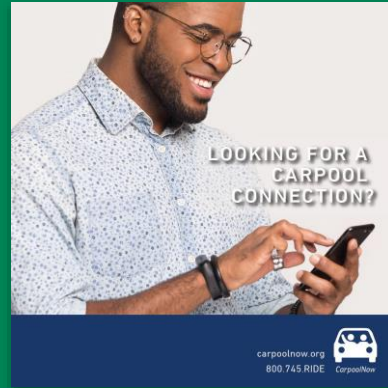
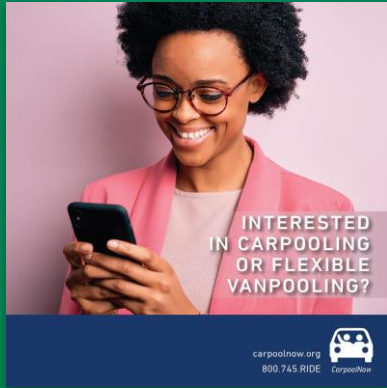
iHeart Radio promoted CarpoolNow at two Park & Ride Lots:

- 11/15 in Frederick County
- 11/29 in Prince William County



INSTAGRAM

CarpoolNow App Campaign





'POOL REWARDS CAMPAIGNS

odonnellCOMPANY

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

OBJECTIVES & STRATEGY

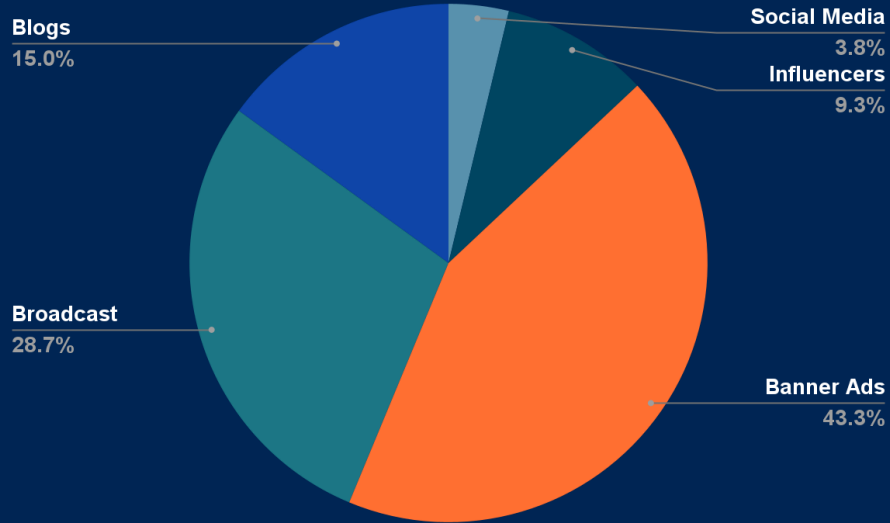
'Pool Rewards Campaigns

- **Media Budgets:**
 - 'Pool Rewards (Regional) - \$20,000
 - 'Pool Rewards (Virginia – I-66) - \$60,000
- **Recruit and retain commuters in carpools and vanpools through monetary incentives.**
 - **Regional Campaign Objective:** Raise regional awareness about the 'Pool Rewards program using existing FY22 creative assets
 - **I-66 Campaign Objective:** Raise awareness about the added I-66 incentive (\$236 in additional incentive dollars for a total of \$366 per carpooler) using VDOT-provided creative assets and coordinating with VDOT's marketing/advertising messaging.

MEDIA BUDGET (NET)

'Pool Rewards Regional Campaign

Social Media	\$750
Influencers	\$1,850
Banner Ads	\$8,650
Broadcast Radio	\$5,746
Blogs	\$3,000
Total	\$19,996



RADIO SPOT

'Pool Rewards Regional Campaign



'Pool Rewards
Regional
30 sec.

BANNER ADS

'Pool Rewards Regional Campaign

**SHARE THE RIDE.
MAKE A BUCK!**



**SHARE
THE RIDE.**

**MAKE
A BUCK!**



**SHARE THE RIDE.
MAKE A BUCK!**



**SHARE THE RIDE.
MAKE A BUCK!**



'POOL REWARDS
it pays to rideshare

sign up at commuterconnections.org

some restrictions apply

The screenshot shows a news article on the WTOP News website. The article is titled "Paid to carpool? Yes please!" and is dated November 14, 2022, at 3:08 PM. It is sponsored by the Metropolitan Washington Council of Governments. The article discusses the "Pool Rewards" program, which offers incentives for carpooling and vanpooling to reduce rush-hour congestion and improve air quality. The program is designed to reduce rush-hour congestion and improve air quality in the region. "Pool Rewards" offers a monthly financial incentive to newly-forming vanpools to offset their monthly expenses, charged by the approved vanpool companies servicing the program.

Yes, you can get paid to carpool/vanpool! Here's how:

- Sign up with Commuter Connections and the 'Pool Rewards' program to track your trips and earn up to \$130 for carpooling or \$200 per month for vanpooling over a 90-day period
- Carpools enjoy free use of HOV and Express Lanes
- Save on parking, gas, tolls and more every time you rideshare
- Work on the go! Catch up on work and get more done when you're a carpool/vanpool passenger
- Get paid to carpool and earn some cash for each trip
- 'Pool Rewards' participants are also eligible for other Commuter Connections incentive programs

Reduce stress and earn cash by joining a carpool or vanpool through 'Pool Rewards.

Get started today at <https://www.commuterconnections.org/pool-rewards>.

The article is flanked by advertisements with the text "SHARE THE RIDE. MAKE A BUCK!" and an illustration of two people in a car.

INSTAGRAM

'Pool Rewards Regional Campaign



EARN \$ EVERY TIME YOU SHARE THE RIDE!

'POOL REWARDS
It pays to rideshare

commuterconnections.org



SHARE THE RIDE. MAKE A BUCK!

'POOL REWARDS
It pays to rideshare

commuterconnections.org



REWARD YOURSELF WITH RIDESHARE.

'POOL REWARDS
It pays to rideshare

commuterconnections.org



BEEP BEEP, CHA-CHING! GET PAID TO RIDESHARE!

'POOL REWARDS
It pays to rideshare

commuterconnections.org

INFLUENCERS

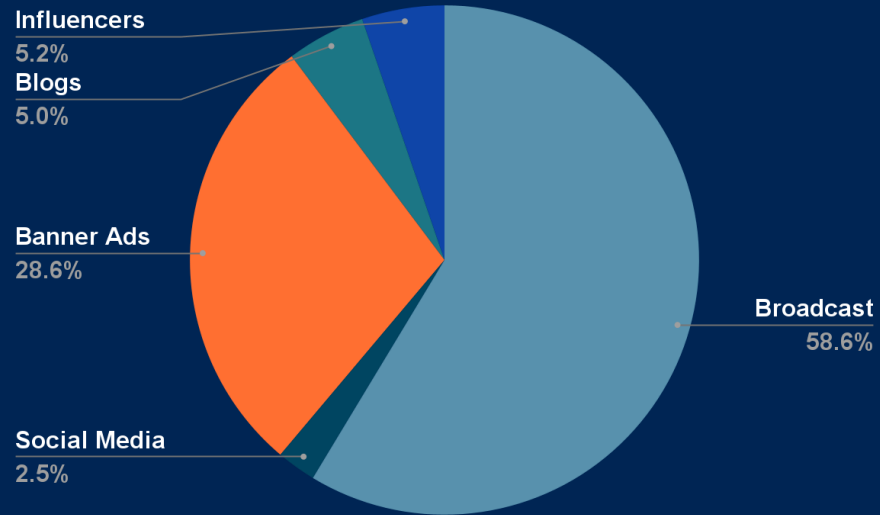
'Pool Rewards Regional Campaign



MEDIA BUDGET (NET)

'Pool Rewards I-66 Campaign

Broadcast Radio	\$35,164.50
Social Media	\$1,500
Banner Ads	\$17,150
Blogs	\$3,000
Influencers	\$3,145
Total	\$59,959.50



RADIO SPOT

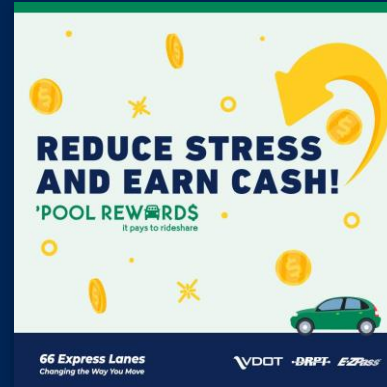
'Pool Rewards I-66 Campaign



'Pool Rewards
I-66
30 sec.

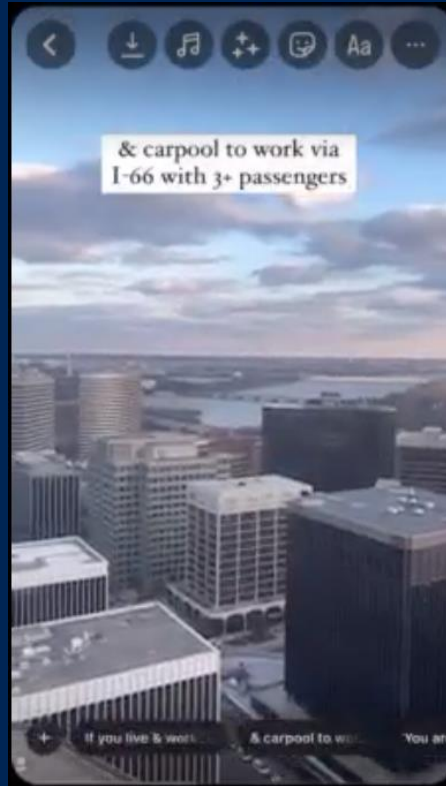
INSTAGRAM

'Pool Rewards I-66 Campaign



INFLUENCERS

'Pool Rewards I-66 Campaign



The screenshot shows a news article on the wtopnews website. The article title is "I-66 opening brings even greater savings to carpoolers". The byline is "Metropolitan Washington Council of Governments" dated "November 15, 2022, 11:07 AM". The article text discusses the "Pool Rewards" program, which offers cash incentives for carpooling on the new I-66 Express Lanes. It includes a list of benefits and a sign-up link: <https://www.commuterconnections.org/pool-rewards>. There are two green call-to-action boxes: one at the top left and one at the bottom right, both containing the text "SIGN UP FOR FREE AT [commuterconnections.org/pool-rewards](https://www.commuterconnections.org/pool-rewards) some restrictions apply". The right side of the article features two advertisements: one for VDOT's BRPT EZPass and another for the Pool Rewards program itself, which states "Carpools on 66 Express Lanes can earn up to \$366 per person - and HOV-3+ rides for free!".

SIGN UP FOR FREE AT [commuterconnections.org/pool-rewards](https://www.commuterconnections.org/pool-rewards) some restrictions apply

Home » Sponsored Content » I-66 opening brings even...

I-66 opening brings even greater savings to carpoolers

Metropolitan Washington Council of Governments
November 15, 2022, 11:07 AM

Listen now to WTOP News | WTOP.com | Alexa | Google Home | WTOP App | 103.5 FM

This content is provided by Metropolitan Washington Council of Governments.

Did you know you can earn some cool cash when you carpool or vanpool along the new I-66 Express Lanes Outside the Beltway, scheduled to fully open this year? Sign up to earn cash for sharing your commute along the new Express Lanes, with the required HOV passengers. Just sign up with 'Pool Rewards and track your trips to earn real cash.

'Pool Rewards is one of many incentives offered by Commuter Connections, the regional commuter assistance program at the Metropolitan Washington Council of Governments. The program is designed to reduce rush-hour traffic congestion and improve air quality in the region.

Yes, you can get paid to carpool through the 'Pool Rewards program! Commuter Connections is currently offering even greater savings and incentives when you carpool along the new I-66 Express Lanes Outside the Beltway using 'Pool Rewards. Here's how:

- HOV-3+ travels free – that's right, now when you carpool with 3 or more passengers, you can use the I-66 Express Lanes for free, and enjoy a faster more reliable commute!
- Plus, HOV-3+ carpools on the 66 Express Lanes Outside the Beltway can get up to \$366 cash per person through 'Pool Rewards.
- Sign up and track your trips over a 90-day period to earn an extra \$236 for carpooling along the new I-66 Express Lanes, on top of the usual \$130 for a total of \$366.
- Carpools and vanpools need an E-ZPass Flex transponder to travel free.
- The additional 'Pool Rewards cash incentives for the new I-66 Express Lanes (additional \$236 per carpooler) are above and beyond the usual \$130 savings offered to commuters traveling elsewhere through the regional Commuter Connections 'Pool Rewards program.
- 'Pool Rewards participants are also eligible for other Commuter Connections incentive programs, up to \$600 per year in total!

Reduce stress and earn cash by joining a carpool or vanpool through 'Pool Rewards. It pays to 'Pool!

Get started today at <https://www.commuterconnections.org/pool-rewards>.

SIGN UP FOR FREE AT [commuterconnections.org/pool-rewards](https://www.commuterconnections.org/pool-rewards) some restrictions apply

ADVERTISMENT
VDOT - BRPT - EZPass

ADVERTISMENT
Carpools on 66 Express Lanes can earn up to \$366 per person - and HOV-3+ rides for free!
'POOL REWARDS
It pays to ride share
SIGN UP FOR FREE AT [commuterconnections.org/pool-rewards](https://www.commuterconnections.org/pool-rewards) some restrictions apply



EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

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

CONCEPT

Employer Recognition Awards



NOMINATION BROCHURE

Employer Recognition Awards

THE COMMUTER CONNECTIONS A SMARTER WAY TO WORK
 Metropolitan Washington Council of Governments
 1711 North Capitol Street, NE, Suite 200
 Washington, DC 20002

PRESCRIBED
 FIRST CLASS
 U.S. POSTAGE
 PAID
 Permit No. 9778
 Washington D.C.



20
 EMPLOYER
 RECOGNITION
 AWARDS

Apply now for the 2023 Commuter Connections Employer Recognition Awards.



COMMUTING FRONT RUNNERS

Awards are given in the following categories:

INCENTIVES

Offering a host of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

MARKETING

Advertising about and championing for use of alternative transportation by frequently promoting commuter programs in creative and new ways.

WORK

Offering a flexible work policy framework and allowing employees to work from home, or at a work or co-working center, 1 day per week.

DISCOUNTED MEMBERSHIPS

Offering discount memberships to nearby gyms, bikesharing, and/or carsharing services.

GUARANTEED RIDE HOME

Promoting and/or supplementing Commuter Connections' free emergency ride home program for employees during unexpected emergencies or unscheduled overtimes.

PARKING STRATEGIES

Offering reduced parking fees and/or preferred parking spaces for carpools and vanpools.

RIDESHARING

Promoting Commuter Connections' free Ridesharing services for carpools and vanpools, or providing your own on-site employee ridesharing service.

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 VANPOOLS

Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits®. Providing shuttle services to and from the workplace and transit stations.

WORK SCHEDULE ALTERNATIVES

Offering flexible or staggered start and end times, or compressed work week schedules, such as 4 days/40 hours or 9 days/90 hours.

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



AIR ALERTS

Receiving free e-mail alerts from Clean Air Partners about forecasted unhealthy Code Orange/Red days to encourage employees to improve air quality by teleworking, bicycling, walking, ridesharing, or taking transit.

BICYCLING AND WALKING

Providing bike racks, fixed stations, lockers, and/or shower facilities for bicyclists and walkers. Offering a direct monthly bicycle benefit for purchases, improvement, repair, or storage.

CLEAN ENERGY VEHICLES

Providing electric car charging stations, or a company fleet of clean energy vehicles or hybrids.

DISCOUNTED MEMBERSHIPS

Offering discount memberships to nearby gyms, bikesharing, and/or carsharing services.

GUARANTEED RIDE HOME

Promoting and/or supplementing Commuter Connections' free emergency ride home program for employees during unexpected emergencies or unscheduled overtimes.

PARKING STRATEGIES

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WORK SCHEDULE ALTERNATIVES

Offering flexible or staggered start and end times, or compressed work week schedules, such as 4 days/40 hours or 9 days/90 hours.

A bit about last year's winners:

MARKETING

Ellumem, Inc., Silver Spring, MD

Ellumem is a small, privately held healthcare IT company that adopted a formal telework policy in January 2020. The company has 74 employees in the region, all of whom work remotely 4-5 days per week.

To help attract qualified new hires, Ellumem promotes its commuter incentives and telework program when advertising externally to potential job candidates. During its onboarding process, Ellumem encourages the practice of teleworking together with use of sustainable transportation for days when employees commute to the office. Ellumem informs employees about available commuting options through its company newsletter, such as the option to pay for transit using pre-tax dollars, free use of bike racks, and the company's flex-time schedule.

Ellumem's telework and commuter programs have led to a reduction of employee vehicle miles traveled (VMT) by 512,000 miles, and savings of 23,276 gallons of gas annually.



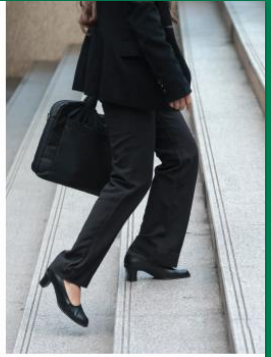
INCENTIVES

Environmental Enhancements Sterling, VA

Environmental Enhancements offers a full range of commercial landscaping services and began a vanpool program in 2017 to improve the reliability of employee transportation to customer work sites. The company pays for fuel, tolls, and maintenance expenses and due to the program's initial success, purchased a second van.

Over 60% (23%) of Environmental Enhancements' 28 employees participate in the vanpool program which has helped create a stronger sense of community among staff. Since the launch of the vanpool program, the company has seen a dramatic reduction in employee absenteeism and an increase in productivity at the worksite. Environmental Enhancements staff who are not required at customer work sites are given the option to telework, further reducing both commuting costs and the company's carbon footprint.

The vanpool and telework programs reduce employee vehicle miles traveled (VMT) by 121,000 and save 5,505 gallons of gas annually.



TELEWORK

Northwest Federal Credit Union Herndon, VA

Northwest Federal Credit Union (NWFCU) is a full-service financial institution that services 240,000-plus members. The company's telework program began informally in March 2020 and was formalized in fall 2021. NWFCU has 520 employees in the Washington metropolitan area; 48 percent of whom work remotely 1-2 days per week, and 17 percent do so full-time.

As a result, NWFCU has been able to reduce office space and increase employee work/life balance. Equipment such as laptops, headsets, monitors, keyboards, and VPN access are made available to ensure that employees can flourish in a remote work environment. Additionally, NWFCU supervisors are given training on managing in a remote work environment.

The NWFCU telework program has led to the reduction of 884,000 vehicle miles traveled (VMT) and saves more than 40,000 gallons of gasoline annually.



NOMINATION FORM

Employer Recognition Awards



Please apply with this form or apply online at commuterconnections.org/employer-recognition-awards

Eligibility

Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2022, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline

The application deadline is January 31, 2023.
Apply online at commuterconnections.org/employer-recognition-awards
or send completed application to:

Commuter Connections
Dorelas Franklin
777 North Capital Street, N.E., Suite 300
Washington, DC 20002-4290
Tel: 202.642-2792
webmaster@commuterconnections.org
commuterconnections.org

Instructions

Nominations can be submitted online or by using this form, and should include all information requested in items 1-5, plus the program summary narrative as described in question #6. Supplemental materials may be submitted in addition to, but not in place of the nomination form questions and program summary narrative.

1. CONTACT INFORMATION

Organization _____
Address _____
City _____ State _____ ZIP _____
Program Contact _____ Title _____
Phone _____
Email _____ Website _____
Date Program Began (must have been initiated or improved before January 1, 2022) _____
Name of Program (if applicable) _____
Name, Email, and Phone of Person Submitting Nomination Form (if different from above) _____

2. AWARD CATEGORY

Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)

Marketing Incentives Telework

Is there a secondary category you would like to apply for? (Note: You can only win in one category.)

Marketing Incentives Telework

3. TYPE OF ORGANIZATION

Please mark one of the choices below that best describes your organization.

Private sector Local, state or federal government
 Non-profit organization Other _____
Please specify

4. NUMBER OF PARTICIPANTS

How many people do you employ in the Washington metropolitan area? _____

At how many worksites? _____

What is the total number of program participants in the Washington metropolitan area? _____

Nomination Form





**SPRING CAMPAIGN
SURVEY RESEARCH**

Research Overview

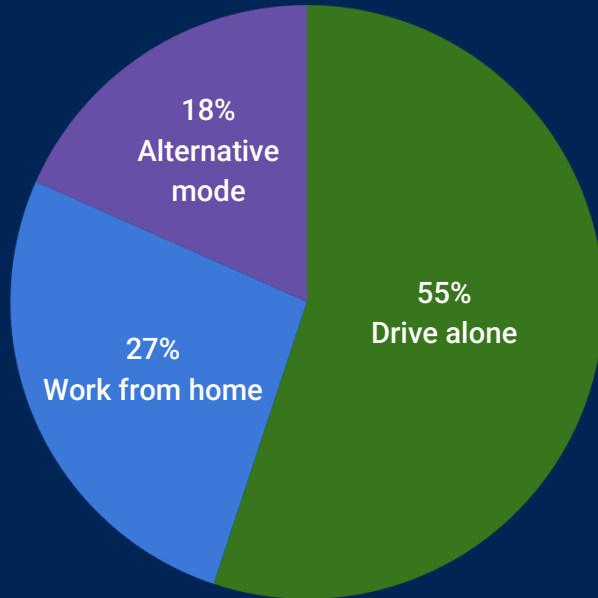
To encourage workers to use alternative modes of transportation for their commutes, in order to reduce DC-area traffic and pollution.

To more deeply understand commuters in Washington DC, with a focus on attitudes, behaviors, unmet needs, personalities, messaging, and interest in programs/incentives.

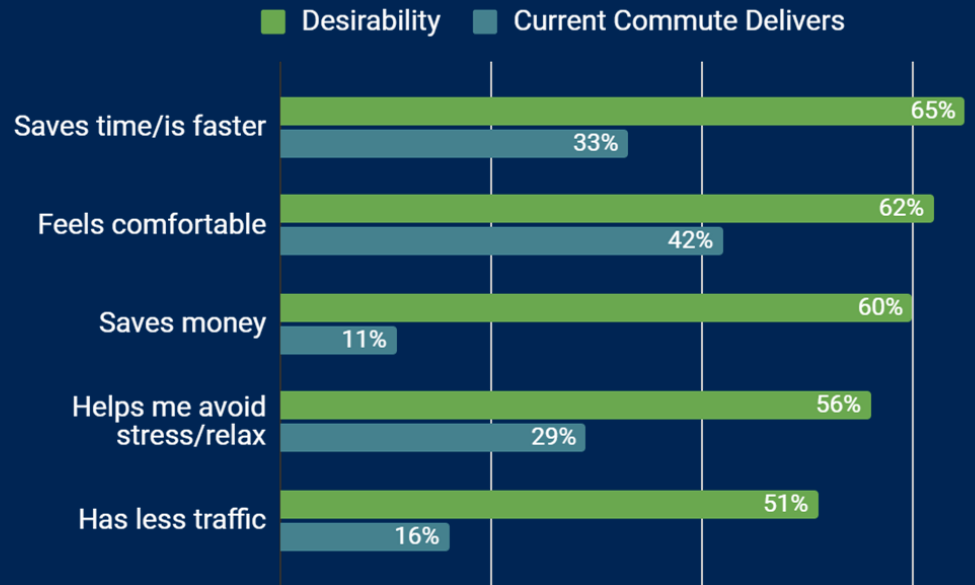


Washington DC Commuters

Share of Commute by 5 Day Workweek



How Well Current Commute Delivers Benefit



Carpooling Attitudes & Perceptions

Carpooling Perceptions

Friendly
A good alternative
Helpful
Convenient
Fun



Comfort Level Carpooling With Others



Preliminary Messaging

Messaging That Resonates

Start with small changes to your commute, once per week or month.

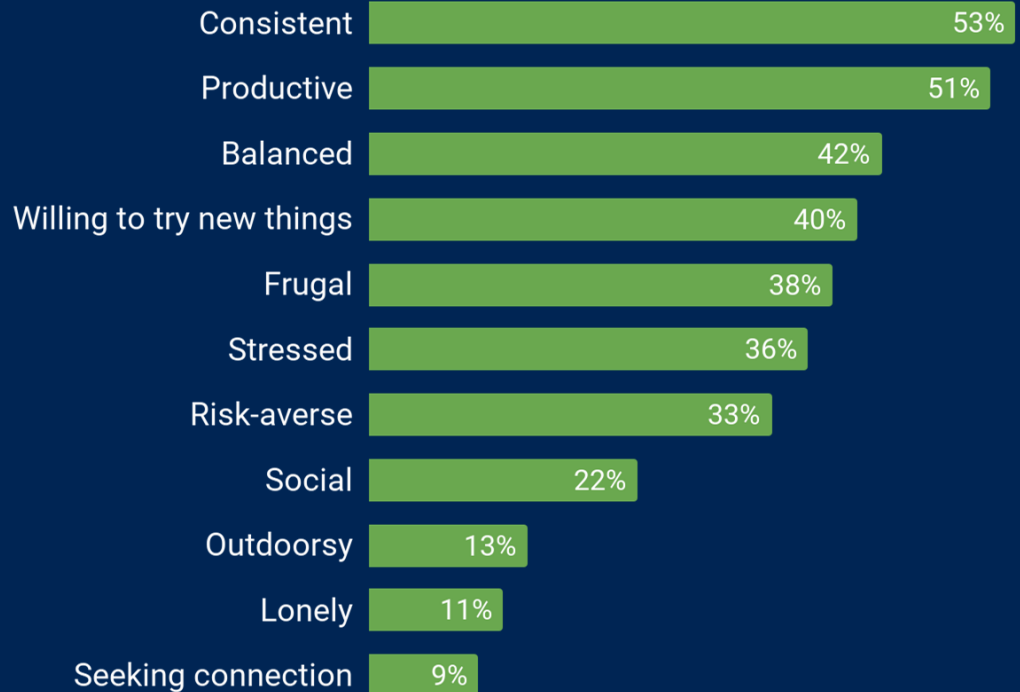
Take control of your money by taking control of your commute.

Commutes that offer relaxation are proven to improve health and quality of life.

Sharing your commute is safe and affordable.

Every commute counts - save money and save the environment.

Commuter Personality Types



Interest in Commuter Connection Programs

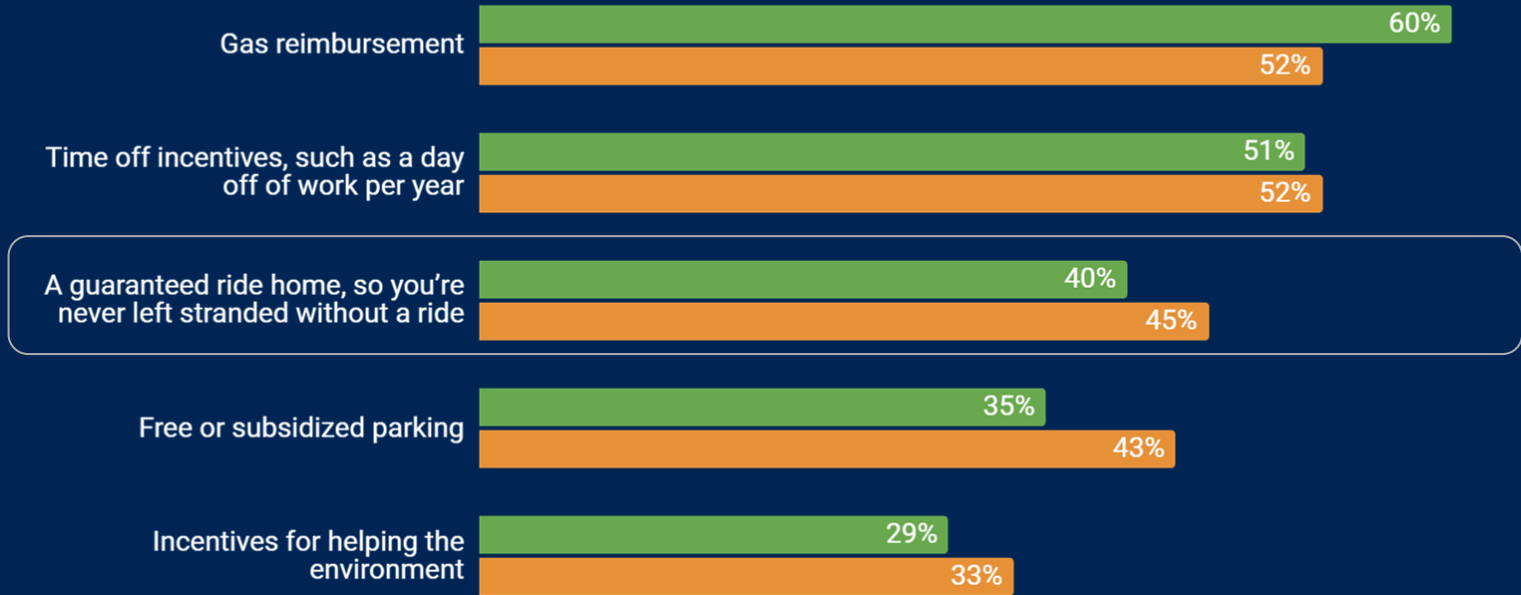
Mutual Interest in COG Programs



Interest in Other Incentives

Interest in Other Incentives

■ Workers ■ Employers





THANK YOU