



**Metropolitan Washington Council of Governments**

**FY2019 First Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**December 18, 2018**

# FY2019 First Half Marketing Campaign Summary Draft Report

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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2018. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington D.C. region. Through the use of media and other forms of communication at high reach and frequency levels, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet congestion and air quality impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs.

Other campaigns for the first half of FY19 include the promotion of 'Pool Rewards and Car Free Days. Car Free Days was held on Friday and Saturday, September 21-22, 2018 and served as an opportunity to promote alternative modes for both commute and non-commute transportation, and encouraged commuters and the general public to take the pledge to use car free or car-lite transportation. The 'Pool Rewards program was geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

## **Mass Marketing Campaign**

The FY2019 first half media campaign, promoting Ridesharing and GRH, uses advertising developed for spring FY 2018, in both audio and visual forms. Campaign creative were themed, “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2018. The Rideshare campaign kicked off the last week of September, while the GRH campaign kicked off the first week of October. The campaigns ran for a total of fourteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$276,365.25, and the total cost of the GRH media buy was \$281,381.

The FY2019 first half media campaign also includes promoting GRH in the Baltimore region, using the same advertising developed for spring FY2018 radio and social media for the DC region. Two GRH radio ads ran for a total of eight weeks, starting at the beginning of October and running through the last week of December. The total cost of the GRH Baltimore media buy was \$24,994.50.

## **Value Add Promotions**

Based on paid media spending, value add was negotiated in the form of additional media exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, email blasts, and banner ads on station web sites.

## **Messaging Strategy**

Rideshare’s “Belonging has its Benefits” campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was heard on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital, and social media.

The FY18 messaging for GRH is “Don’t Get Stuck”. This concept offers the scenario of being stuck at work without a way to get home but does so in a humorous manner. By creating a lighthearted situation, commuters are reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. A reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music, and news radio stations, podcasts, digital, social media, transit signage, and direct mail.

### **Car Free Days**

Radio, posters, social media, text messages, donated transit space, and earned media were used to promote Car Free Days 2018. Pledges reached nearly 2,800 which included the college pledges raised during the Car Free Days College Campus Challenge. The total cost of the Car Free Days media buy was \$44,998.65.

### **'Pool Rewards**

Facebook advertisements through radio partners were used to promote 'Pool Rewards during the first half of FY19. The campaign started in the middle of November 2018 and ran through the end of December. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. The total cost of the 'Pool Rewards media buy was \$15,000 for the first half of FY19.

### **Employer Recognition Awards**

Winners will be honored at an awards ceremony in June 2019. A nomination brochure and application form was created and mailed early December, and also made available online.

## Introduction

The FY2019 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2018, served as a tool to outline marketing plans for FY2019. The strategy behind the FY2019 campaign reflects the state of events for the regions' commuters, and builds upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The first half of FY2019 includes the following actions:

- The continuation of the spring FY 2018 Rideshare marketing campaign which emphasizes the benefits of Commuter Connections free membership and the safety net of GRH.
- The promotion of Car Free Days 2018 to remind commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- The continuation of the Ridesharing incentive program 'Pool Rewards.
- Summer and fall newsletters that provide articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- A "Call for Nominations" brochure and form for the 2019 Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2019 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2019.
- Deployment of a new website for Commuter Connections.

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria Local Motion
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- LINK
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

## Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are GRH and Ridematching. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling, and teleworking.

The objectives of the marketing campaign are to:

- Emphasize the benefits of ridesharing, through simple, direct messages.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Position Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, Employer Recognition Awards, and the employer newsletter.
- Incorporate human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.



## Brand Character

Commuter Connections is a network of organizations working to improve commutes. Through Commuter Connections' online Ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool and vanpool, along with an access to commute routes and other alternative mode options such as transit, bicycling, and teleworking. As more people share the ride to work, they positively affect air quality and mobility for the region.



## Car Free Days 2018

Car Free Days was celebrated on Friday and Saturday, September 21-22, 2018. The event promoted alternative travel modes for both commute and non-commute purposes, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of CAR FREE DAYS pledges reached nearly 2,800.



## Media Objectives

The Car Free Days campaign promoted more sustainable modes of transportation and raised public awareness. Car Free Days challenged drivers to leave their cars home for the day and go car free or car-lite by joining a team that fit their mobility best.

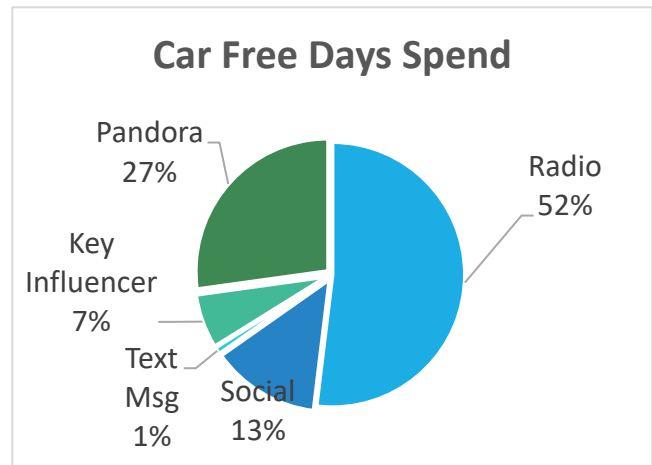
In addition to paid media of radio and text messaging, radio promotions, posters, bus kings and shelters, banner ads on radio station websites, social media, and an earned media effort were created to bring attention to this event and drive the public to [www.carfreemetrodc.org](http://www.carfreemetrodc.org) to take the pledge.

### Target market:

- All drivers.

### Geographic Targeting

Washington D.C. DMA



Car Free Days Budget	MWCOG Cost	Gross Dollars
Radio	\$ 23,362.00	\$27,484.70
Pandora	\$ 12,326.00	\$14,395.30
Social Media	\$ 6,000.00	\$ 6,000.00
Key Influencer	\$ 3,000.00	\$ 3,529.00
Text Messaging	\$ 400.00	\$ 471.00
<b>Total Budget</b>	<b>\$44,998.65</b>	<b>\$52,939.00</b>

## Car Free Days Poster

Messaging requested drivers to “Drop it For a Day” with a call to action to take the free pledge to use transportation alternatives. The poster was distributed to employers and stakeholders.

**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

RECYCLED PAPER

**COMMUTER CONNECTIONS\***  
800.745.RIDE

**CAR FREE DAYS METRO DC**

**9.21.18 AND/OR 9.22.18**

Icons: Laptop, Bicycle, Bus, Car, Train, Pedestrian

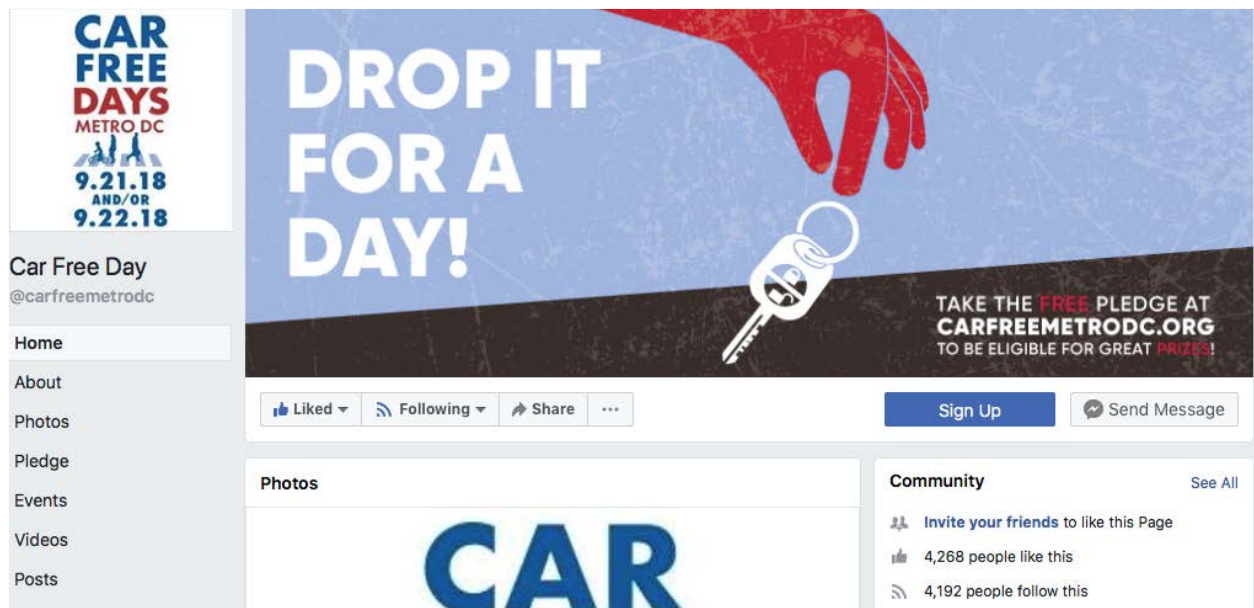
## Radio

Radio informed the single occupant vehicle driving public of Car Free Days on WIAD (94.7 Fresh), WTOP (103.5 WTOP News) as well as WJFK (103.5 The Fan). All three stations provided a combined value of \$23,362, 52% of the total Car Free Days budget. Stations also provided DJ personal endorsements that were recorded by the DJs inviting listeners to participate.



## Car Free Days Social Media

Social Media was used to keep friends of the event up to date on activities prior to and after the event. Car Free Days was “liked” by over 4,300 Facebook fans.



## Paid Social Media Facebook Boosted Posts Ads

 **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](http://www.carfreemetrodc.org). Sponsored by Commuter Connections. #CarFreeDay #WashingtonDC



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

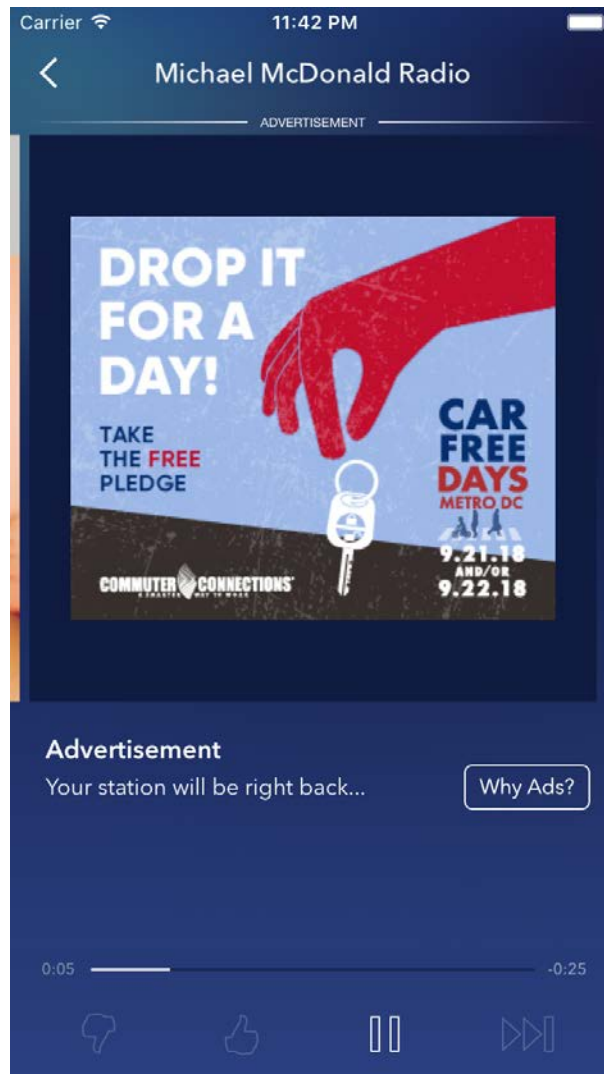
You bet it counts! You can be car-free and still be productive! Shopping online is another great way to skip driving. Take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and enter for your chance to win some great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC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



## Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Days, a :30 radio spot was utilized that ran concurrently with display advertisements.

## Pandora Display Ads





## Key Influencers

Paid partnerships with local popular bloggers Meg Biram and Courtney Dredde were utilized to help reach unique audiences.



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.



### Run Commute for Car Free Day!

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

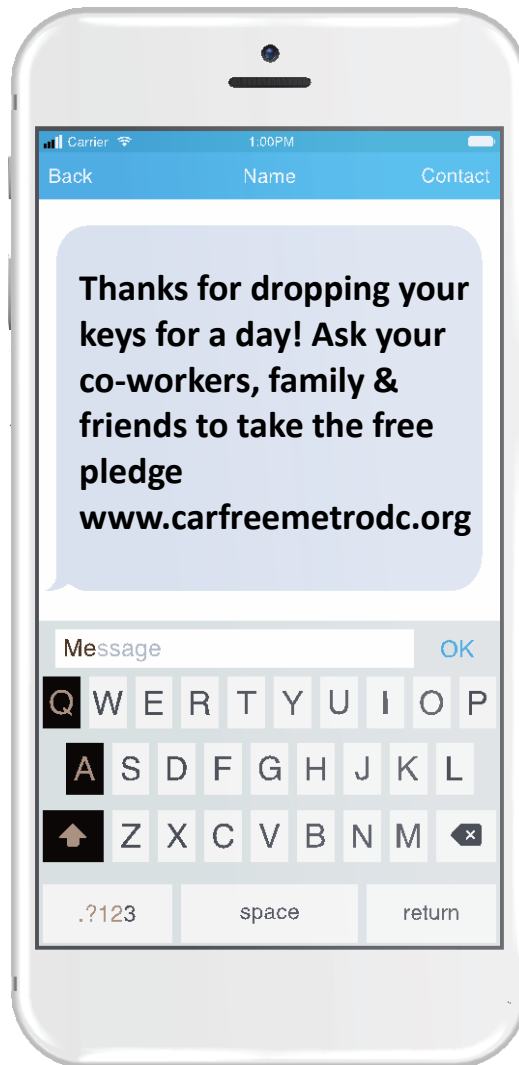


Hi friends. As I've mentioned [before](#), I sometimes run commute to or from work. It is a great way to get to and from work and get your workout in. I was recently featured in a Washington Post [article](#) about run commuting and it made me realize that with Car Free Day coming up on Friday, September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

Tips on Run  
Commuting

## Text Messages

When event registrants took the Car Free Days pledge on [carfreemetrodc.org](http://carfreemetrodc.org), they could opt-in to receive text messages about the event. Messages asked them to encourage their friends, family, and co-workers to also take the pledge.



## Transit Signage

Complimentary transit ad space was donated by Arlington, Prince George's, Montgomery, and Metrobus.

- Arlington Interior Bus Cards
- Fairfax County Connector Bus Tails
- Prince George's County Bus Shelters
- Montgomery County Bus Queens
- Metrobus Interior Bus Cards



## Earned Media

Working closely with MWCOG's Communications Office, outreach was conducted that included targeted press releases that raised awareness and focused on the benefits of going car free or car-lite for Car Free Days 2018. The following press releases and calendar listings were developed, distributed, and pitched to media outlets, and posted to social media:

Earned media support for the Car Free Days campaign:

- Promotional "kits" were designed to encourage event sponsorships in the form of discounts, coupons and prizes. The kits were distributed electronically to various associations, business improvement districts (BIDs), and chambers of commerce. As a result, a co-promotional opportunity was established with Cultural Tourism DC for their Walking Town DC 2018 event. The team promoted both events through a press release with a quote provided by Commuter Connections. The release was distributed by the group and placed on their website, along with the release of promotional social media content for placement on all platforms. Cultural Tourism DC also donated a prize for the regional raffle.
- A College Campus Challenge promotional tool kit included an email template, website content, social media recommendations, a Car Free Days flyer and logo which was distributed to colleges and universities through the Consortium of Universities of the Washington Metropolitan Area. Over 250 pledges (9.27% of all Car Free Day pledges) were made through .edu email domains. The top three institutions in order were Georgetown University, American University, and University of Maryland.
- In tandem with MWCOG's Office of Communications, outreach was conducted that included targeted press releases that raised awareness and focused on the benefits of going car free or car-lite during Car Free Days.
- For the second consecutive year, Commuter Connections partnered with the American Lung Association to support CAR FREE DAYS 's initiative of improving the region's air quality and health. The American Lung Association provided a quote for the Car Free Day press release and shared CAR FREE DAYS promotional posts and articles on their social media pages. a new partnership was established with the American Heart Association to amplify the CAR FREE DAYS message about health and air quality. In addition to providing a quote for the Car Free Day press release, the American Heart Association distributed the release and information about CAR FREE DAYS to its media list and stakeholders; created, posted, and distributed a blog post about CAR FREE DAYS; and promoted the event and its materials through its social media accounts.

## Prizes

Each event registrant who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following sponsor donated prizes. Social media posts also mentioned businesses who donated prizes. Car Free Days 2018 was also sponsored by District Taco who offered a promo code discount for online orders to all participants who pledged.

- **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
- **Pair of single ride tickets**, courtesy VRE
- **Annual memberships**, courtesy Washington Area Bicyclist Association



## Ridematching Campaign

### Messaging Strategy

The first half of the FY2019 Rideshare new campaign “Belong has its Benefits” informed commuters that once they register for free with Commuter Connections, they gain access to a host of commuting benefits and programs.



### Media Objectives: Rideshare

The fall FY2019 media campaign promoted the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially along HOV/Express Lanes corridors, due to highway congestion and fewer transit options.

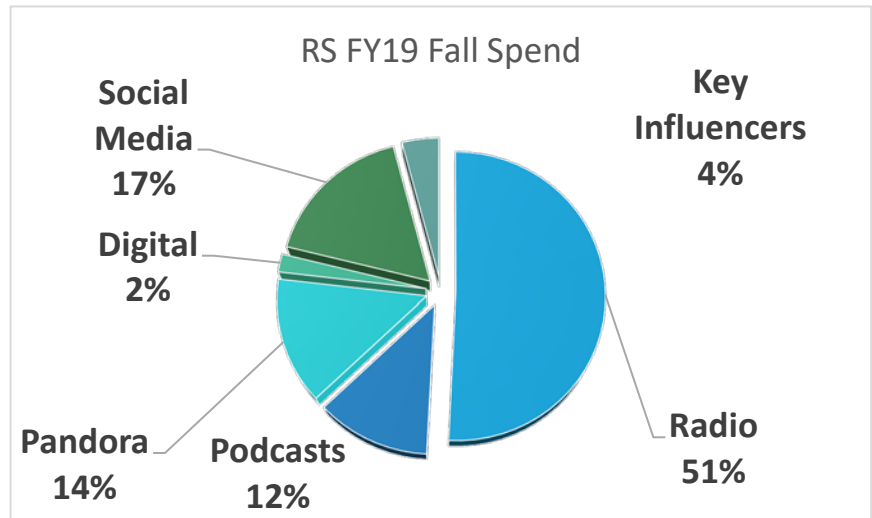
**Target Market**

FY2018 Commuter Connections Applicant Database Annual Placement Survey Report):

- 35-64 years old (84%)
- Caucasian (57%) and African-American (22%)
- \$80,000+ annual household income.
- Commute of more than 20 miles (81%) / 30 minutes (90%)
- Live in Virginia (57%) or Maryland (40%); work in D.C. (50%) or Virginia (25%)
- Work for employers with 100+ employees (79%), work for employers with 1000 or more employees (48%)
- Work for federal agencies (66%) and private sector (21%)

**Geographic Targeting**

Washington D.C. DMA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$ 140,395.25	\$ 165,170.88	
Podcasts	\$ 33,240.00	\$ 39,105.88	
Pandora	\$ 38,780.00	\$ 45,623.53	
Digital	\$ 5,600.00	\$ 6,588.24	
Social Media	\$ 46,950.00	\$ 55,235.29	
Key Influencers	\$ 11,400.00	\$ 13,411.76	

**Totals      \$276,365.25      \$ 325,135.59**

## Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music and news. A new media added to the mix for this campaign were podcasts on news and sports stations.

- WAMU (88.5 Public Radio)
- WBQB (101.5 AC)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WIAD (94.7 Fresh)
- WJFK (103.7 The Fan)
- WTOP (103.5 News/Talk)
- WWEG (106.9 The Eagle)

## Podcasts

The Rideshare podcasts alternated for eight weeks on NBC Sports podcasts for the Wizards and the Capitals.

The following ads promoted the Ridematching program:

### ***Ridesharing :30 “Belonging has its Benefits” Male***

Belonging has its Benefits! When you sign up at [Commuter Connections.org](http://CommuterConnections.org), you join trusted professionals just like yourself who want to share a ride to work. It’s free and you’ll find potential matches for your commute. Ridesharing saves on average \$22 a day, that’s a trunk load of savings!

Register today for this free service at [Commuter Connections.org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE.

### ***Ridesharing :30 “Belonging has its Benefits” Female***

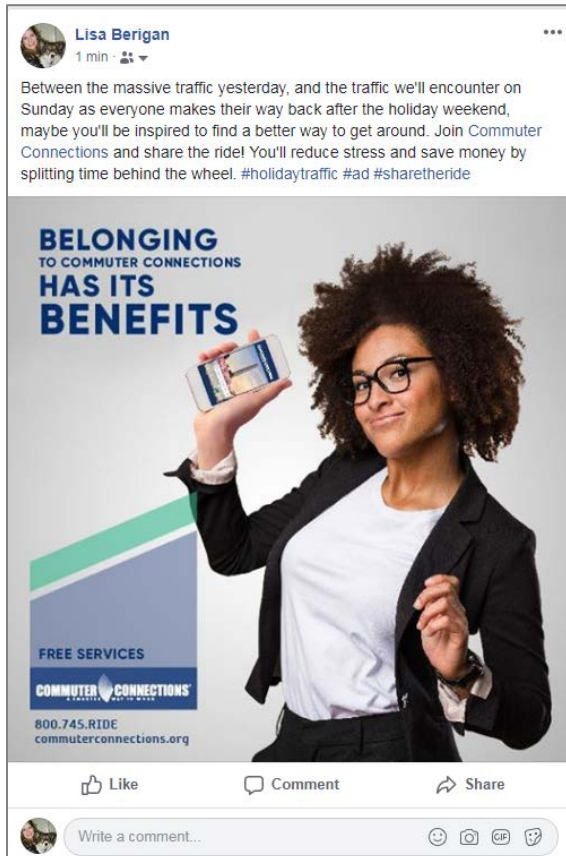
Belonging has its Benefits! Commuting to work can be very stressful! Beat the stress of driving alone when you rideshare. Sign up for a free account at [Commuter Connections dot org](http://CommuterConnections.org). You can find trusted professionals just like yourself who want to share a ride to work and start commuting stress free.

Register today for this free service at [Commuter Connections dot org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org), or 800.745.RIDE.



## Social Media Advertising


Social Media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored posts were placed for eight weeks.



**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**



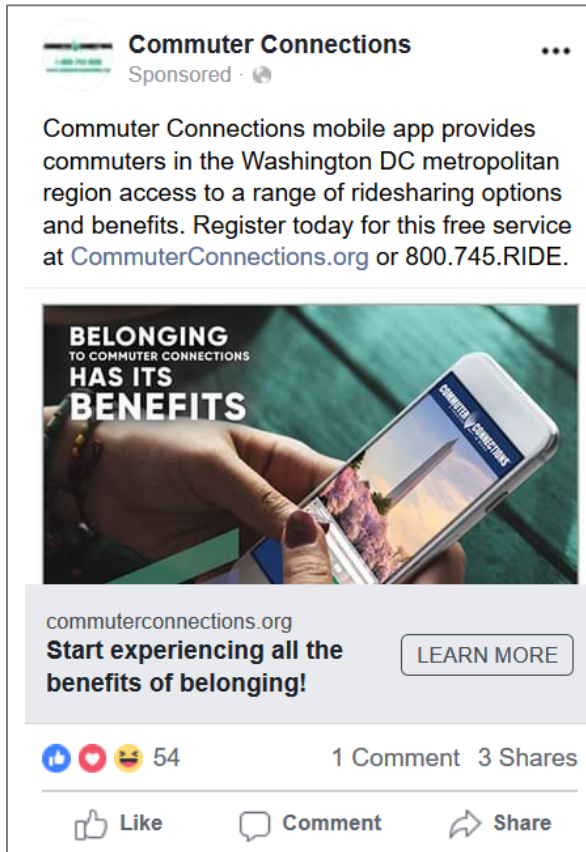
**FREE SERVICES**

**COMMUTER CONNECTIONS**

800.745.RIDE  
commuterconnections.org

Like Comment Share

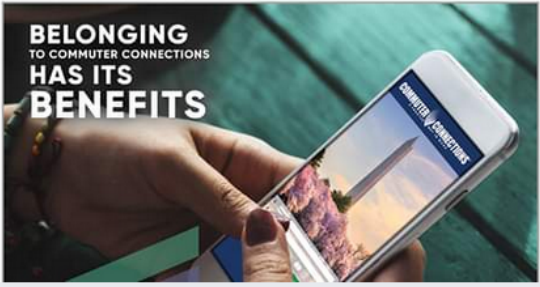
Write a comment...



**Commuter Connections**  
Sponsored · 🌐

Commuter Connections mobile app provides commuters in the Washington DC metropolitan region access to a range of ridesharing options and benefits. Register today for this free service at [CommuterConnections.org](http://CommuterConnections.org) or 800.745.RIDE.

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**



commuterconnections.org  
**Start experiencing all the benefits of belonging!**

LEARN MORE

👍❤️😂 54 1 Comment 3 Shares

Like Comment Share

## Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored native articles on WTOP. A Pandora campaign alternated every other week from October through December. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

## WTOP Banner Ads





Home » Council of Governments » This is the future...

## 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.



## Pandora Banner Ads



## Streaming Service Videos



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!



Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!

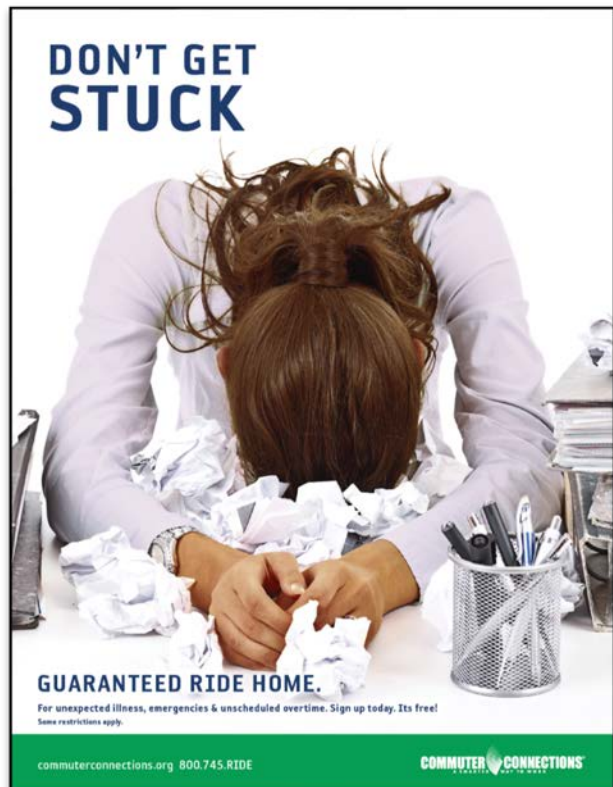
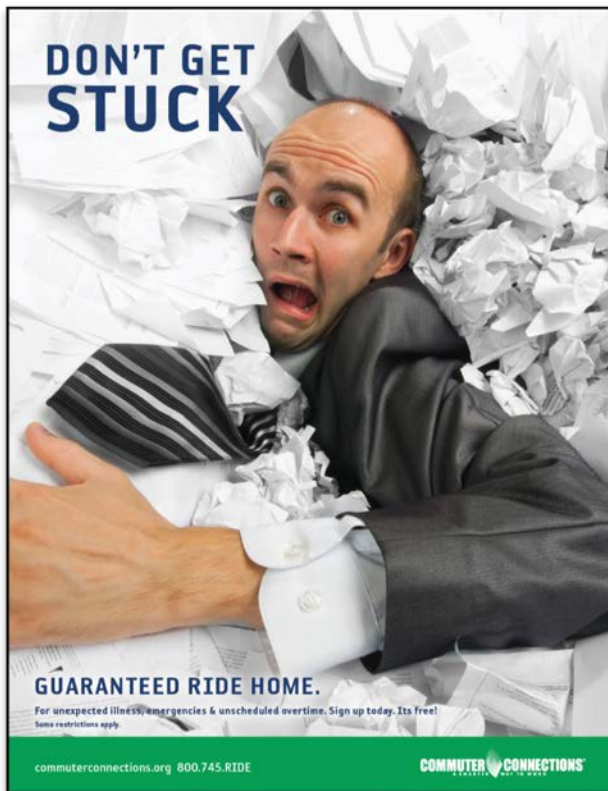


Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!

## Guaranteed Ride Home Campaign

### Messaging Strategy

The second half of the FY2019 GRH campaign offered the concept of being stuck at work without a way to get home, and did so in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who used alternative transportation were rest assured that when unexpected issues arise, they can get home, guaranteed.



## Media Objectives: Guaranteed Ride Home

The campaign is focusing on raising awareness of the GRH program among commuters and increasing registration and re-registration. GRH leverages alternative transportation by removing one of the perceived barriers: how to get home in case of an unexpected emergency.

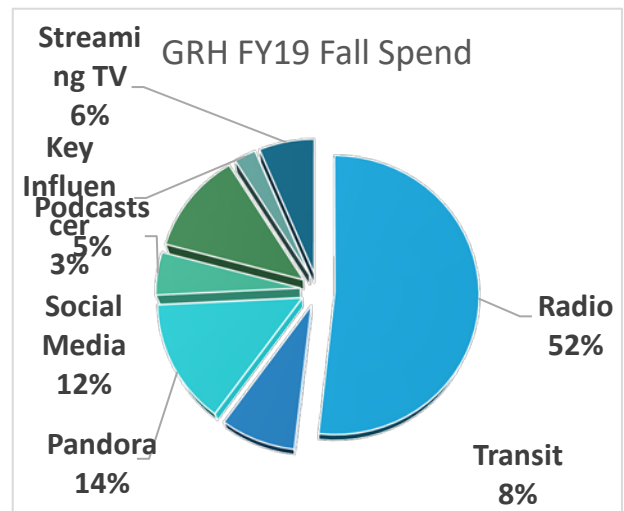
## Target market

From 2016 Guaranteed Ride Home Washington, DC Region Program Survey Report:

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

## Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$ 145,780.00	\$ 171,505.88	
Transit	\$ 23,000.00	\$ 27,058.82	
Pandora	\$ 40,001.00	\$ 47,060.00	
Podcasts	\$ 14,000.00	\$ 16,470.59	
Social Media	\$ 33,500.00	\$ 39,411.76	
Key Influencer	\$ 7,100.00	\$ 8,352.94	
Streaming TV	\$ 18,000.00	\$ 21,176.47	
<b>Total</b>	<b>\$281,381.00</b>	<b>\$ 331,036.47</b>	

## Radio

Radio was the anchor media for the GRH campaign. Station formats included a mix of news and music:

- WAMU (88.5 Public Radio)
- WBQB (101.5 AC)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WTOP (103.5 News/Talk)
- WWEG (106.9 The Eagle)

## Podcasts

The Rideshare podcasts alternated for eight weeks on WAMU's Kojo Nnamdi Sho

The following spots promoted GRH:

### ***Guaranteed Ride Home :30 "Don't Get Stuck" Office Mail***

Don't get stuck at work. When you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. We'll get you home. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That's Commuter Connections dot org. Some restrictions apply.

### ***Guaranteed Ride Home: :30 "Don't Get Stuck" Sick Female***

Moping at your desk with a miserable cold? Don't get stuck if you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [Commuter Connections dot org](http://Commuter Connections dot org) or 800.745.RIDE. That's Commuter Connections dot org. Some restrictions apply.

## Social Media Advertising

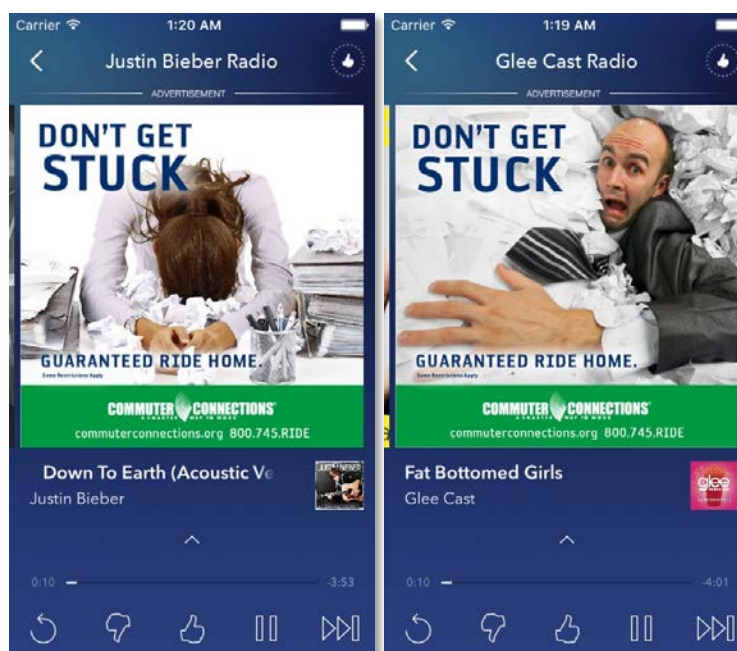
Social Media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allowed messaging to reach audiences throughout the region. Sponsored ads were posted for eight weeks.



## Online & Digital Advertising

A Pandora campaign alternated every other week from October through December. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

### Pandora Banner Ads





## Streaming Service Videos



GRH Don't Get Stuck



Don't Get Stuck at Work...



When you rideshare, you can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections.



Free rides home if you rideshare.



Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



GRH Don't Get Stuck



Moping at your desk with a miserable cold?



Don't get stuck if you rideshare...



You can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare.



Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.

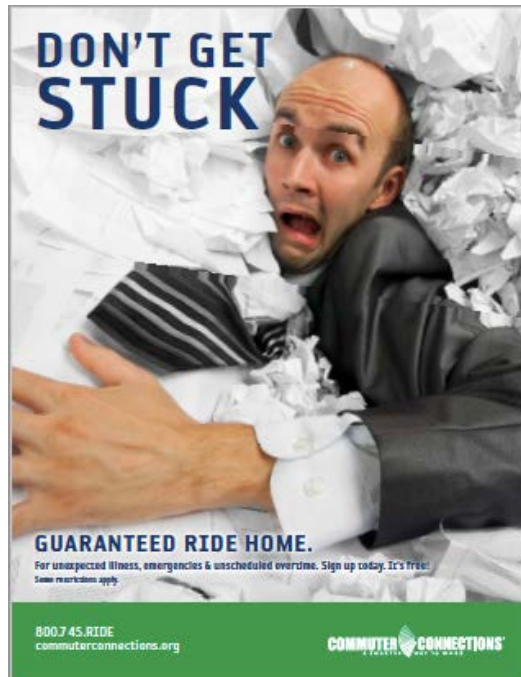
## Paid Transit Placements

To reach the large commuting population, paid transit ads were placed on VRE and MARC commuter rail.

### MARC Ads



### VRE Ads



## GRH Baltimore

The GRH Baltimore campaign focused on raising awareness of the program among commuters in the Baltimore region, and increasing registrants. Radio, and Facebook ads increased awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

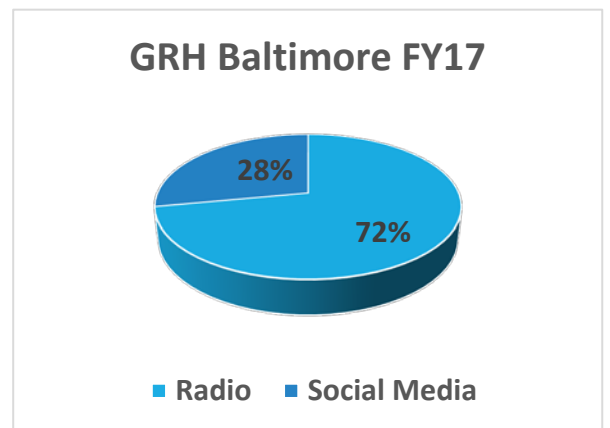
### Target market for Baltimore Metropolitan Region:

From 2016 Guaranteed Ride Home Baltimore Region Program Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top six home jurisdictions are Hartford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

### Geographic Targeting

Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$ 17,994.50	\$ 21,170.00	
Social Media	\$ 7,000.00	\$ 8,235.29	

**Total                    \$ 24,994.50            \$ 29,405.29**

## **Radio**

Radio served as the anchor media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk), See radio scripts on page 29.

## **Facebook**

Facebook was used to engage and help drive registration and re-registration to the website. See social media ad on page 30.

## Direct Mail

This first element of the new FY 2019 campaign will be delivered to 500,000 households within the metropolitan Washington region in December in the form of self-mailers. The mailers promote Ridematching and GRH programs, the new dynamic Rideshare app CarpoolNow and remind residents that they may be eligible to participate in 'Pool Rewards. Recipients are households within the MWCOG footprint, ages 25-54 with annual incomes \$75,000 and above. Mailers included a postage paid reply mechanism containing a dual Ridematching and GRH application form. Commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org) to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total Cost including printing, mailing list purchase and postage was \$97,826.

## **Bike to Work Day**

### **Sponsorship Drive**

Commuter Connections began its annual sponsorship drive in November 2018 for the May 2019 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. The Sponsorship Drive will remain open until the end of February 1, 2019.



## Employer Recognition Awards

The 2019 Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the annual awards ceremony in June 2019. A nomination brochure and form for the 2019 awards were developed and distributed in early December 2018. The materials were also made available online.

## Nomination Brochure

**Awards are given in the following categories:**

**INCENTIVES**  
Offering a bonus or consumer incentives to encourage and reward employees for using alternative means of transportation to and from work.

**MARKETING**  
Educating about and advocating for alternative commute options, and promoting its merits in an influential and informative way.

**TELEWORK**  
Providing a policy framework and technology to allow employees to successfully work from home, or at a local office or co-working center, one or more days per week.

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 INFRASTRUCTURE**  
Offering monthly transit and/or special pre-tax or direct benefits, through SmartRideNow? Providing shuttle services to and from the workplace and nearby locations.

**RECYCLING AND WALKING**  
Providing bike racks, lockers and/or shower facilities for bicycles and walkers. Offering a direct monthly bicycle benefit for purchases, improvements, repair, or storage.

**ROBOSHARING**  
Providing Consumer Connections? from Robosharing services for carpools and vanpools, or providing your own on-site employee Robosharing services.

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

**DISCOUNTED MEMBERSHIPS**  
Offering discounts memberships to nearby gyms, bike-sharing and/or car-sharing services.

**A bit about last year's 2018 winners:**

**MARKETING**  
**The Denstone Companies**  
Bethesda, MD

The Denstone Companies was founded in 1966 and has grown into a full-service commercial real estate company. Denstone successfully used its corporate headquarters as a transit accessible location, just blocks from the metro station and ride on bus service.

The human resources team regularly works to learn about new commuter related initiatives and communicates to program benefits and transportation reimbursements in a bi-weekly company e-newsletter, supplementing posted flyers. Denstone also engages supervisors to promote transportation information with their teams and provides incentives for employee participation to encourage and make taking transit easier. A train brochure was included in commuters today to provide real-time transit information, special fares such as ride co-work day, and the walk-a-mile challenge encourage employees to bike and walk to work.

**TELEWORK**  
**IQ Solutions**  
Bethesda, MD

**INCENTIVES**  
**American Pharmacists Association**

**DMOHOE**





**2019 EMPLOYER RECOGNITION AWARDS**

**CELEBRATING STARS**

## 'Pool Rewards

### Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign ran in the fall to promote the benefits of the 'Pool Rewards program.



### Message Strategy

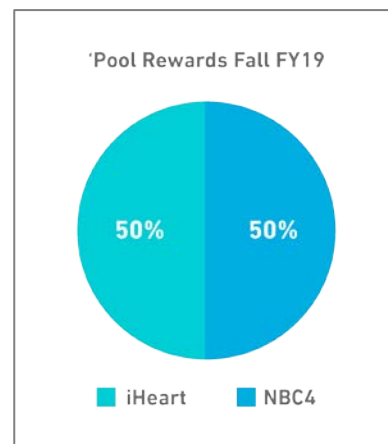
The ads ran on Rideshare weeks, November through December. The ads encouraged commuters to find a partner to start a new carpool/vanpool, mentioned the incentive offered, and encouraged commuters to contact Commuter Connections.

### Target Market

See Rideshare demographics on page 21.

### Geographic Targeting

Washington D.C. DMA



Pool Rewards Fall	MWCOG Cost	Gross Cost	Estimated Impressions
iHeart	\$7,500	\$ 8,823.53	1,385,148
NBC4 (social media sites)	\$,7500	\$ 8,823.53	500,000
<b>Total</b>	<b>\$15,000</b>	<b>\$ 17,647.06</b>	<b>3,804,650</b>



## 'Pool Rewards Radio Script

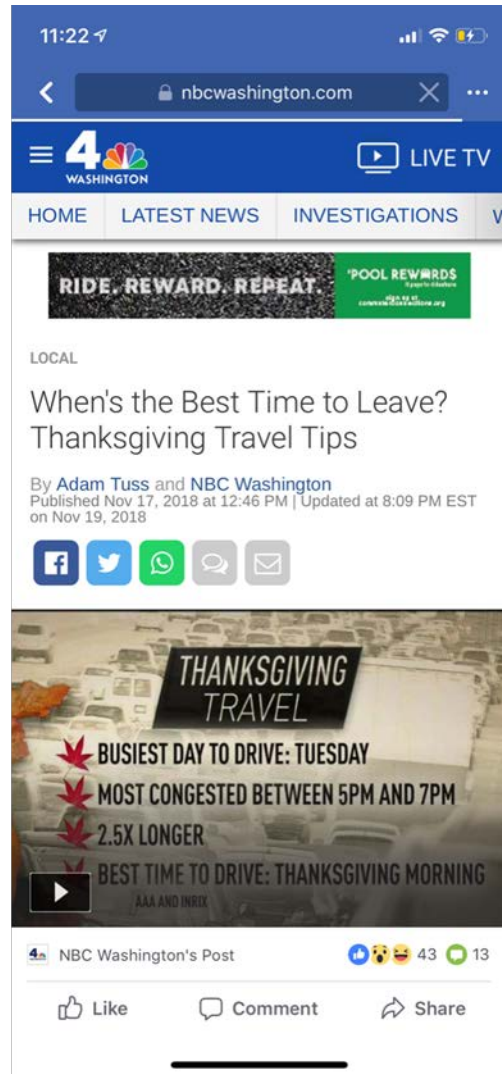
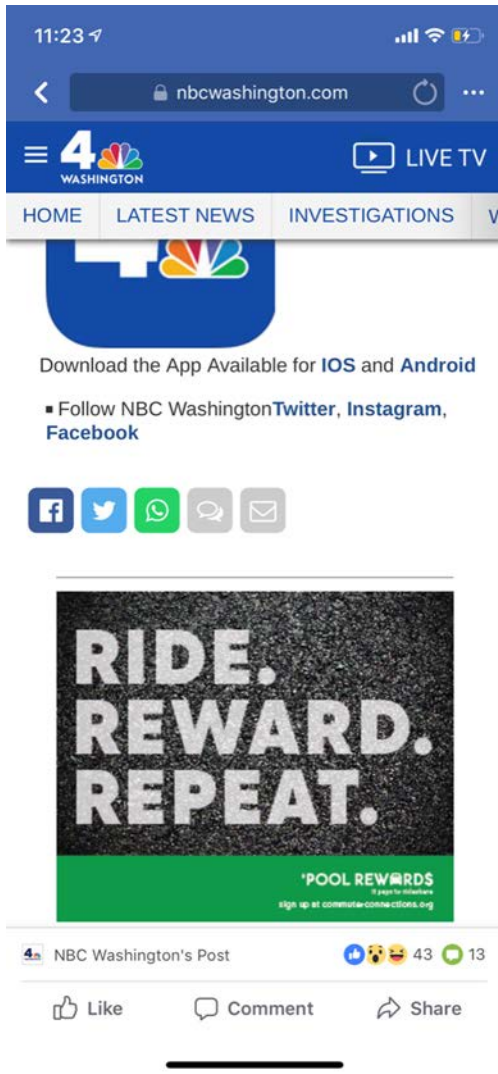
*Pool Rewards :30 "Ride. Reward. Repeat."*

Ride. Reward. Repeat. That's right, get rewarded to rideshare through 'Pool Rewards. Just join or start a new carpool, and you can earn 130 dollars. Or, join a new vanpool and earn 200 dollars a month for your vanpool. It's that easy to earn extra money. Ride. Reward. Repeat. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. That's [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

## 'Pool Rewards Visual




# NBC4 Social Media



## Flextime Rewards


An email blast was sent to all Flextime Rewards participants to remind them to “Flex” their commute and login for a chance to win \$100. It showcased the first monthly winner.




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

Thanks for registering for the Commuter Connections Flextime Rewards program. If you've had significant traffic congestion along your planned travel route, then you may have received emails about avoiding the peak of congestion. These email notifications estimate the number of travel minutes, based on alternative departure times. Adjusting your travel time to avoid the heaviest traffic congestion is called "Flexing Your Commute".




If you flexed your commute based on our email notifications, please remember to log-in your trip(s) to be eligible to win cash prizes. [Click here](#) to log your flex commute trips.



Congratulations to our first cash winner Kelly Muffaletto, who won a cool \$100 by using Flextime Rewards to avoid heavy traffic congestion along her route!



Kelly Muffaletto

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National Capital Region Transportation Planning Board  
Metropolitan Washington Council Of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

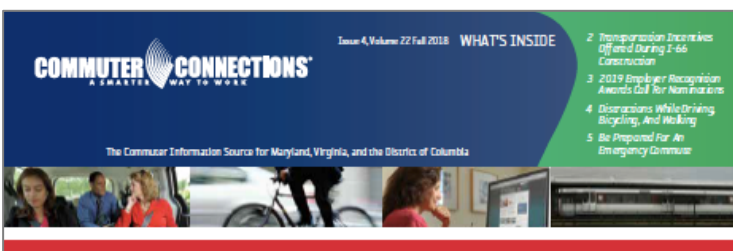
For more information, please contact [ridematching@nrcog.org](mailto:ridematching@nrcog.org)

If you would prefer not to receive emails from us, [click here](#)

## Commuter Connections Newsletter and Federal ETC Insert

The Summer and Fall editions of the Commuter Connections newsletter were produced during the first half of FY2019. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).

### Fall 2018 Newsletter and Federal ETC Insert



#### NEW EMPLOYER CASE STUDIES RELEASED

Commuter Connections is a trusted provider of commuting options for the Washington, DC region offering commute benefit programs that help increase recruitment and retention, and improve the quality of life for your employees.

Commuter Connections has developed and made available several new employer case studies which represent a snapshot of commute challenges and opportunities faced by local employers in the region. This information sharing can help your organization learn what other employers are doing to improve employee commutes and enhance work/life balance.

The case studies contain practical in-use information that highlight how area employers are making their commuter benefits programs work for them and their employees in the region.

##### 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.

Continued on page 2

With strong employee participation, a company is looking to expand telecommuting and is considering expanding telecommuting to the amount of educational employees.

An employee commuter survey showed that 13% of commuters used alternative modes of transportation. This figure has increased to 18%.

##### Peterson Companies - National



Situated along the Potomac River in George's County Maryland, National Harbor is a new destination developed by Peterson Companies. The development includes the Gayle Convention Center, Tanger Outlets, hundreds of residential and office buildings, a popular shops and restaurants, a 180-foot Ferris wheel, and a national's capital.

In December 2016, MGM Resorts International integrated casino resort

Fall 2018

## 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](http://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

## Commuter Connections E-Newsletter

The Summer and Fall 2018 edition of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

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

**NEW 3 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-88 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-88 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**

**f**  
COMMUTERCONNECTIONS.ORG

Web | Events | Archive | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
111 North Capitol Street SE, Suite 302, Washington, DC 20002

## Appendix A Performance Measures

### Web Visits

Month	FY 2018 Web Visits	FY 2019 Web Visits	+/-	+/- %
July	13,779	12,767	(1,012)	-7.34%
August	15,167	14,995	(172)	-1.13%
September	13,561	11,373	(2,188)	-16.13%
October	17,512	17,581	69	0.39%
November				
December				
	<b>60,019</b>	<b>56,716</b>	<b>(3,303)</b>	<b>-5.50%</b>

### Phone Calls

Month	FY 2018 Phone Calls	FY 2019 Phone Calls	+/-	+/- %
July	892	883	(9)	-1.0%
August	942	925	(17)	-1.8%
September	847	841	(6)	-0.7%
October	948	984	36	3.8%
November				
December				
	<b>3,629</b>	<b>3,633</b>	<b>4</b>	<b>0.1%</b>

### Rideshare Applications

Month	Rideshare FY 2018 Applications	Rideshare FY 2019 Applications	Change	%
July	831	1,377	546	65.7%
August	1,333	1,002	-331	-24.8%
September	813	1,064	251	30.9%
October				
November				
December				
	<b>2,977</b>	<b>3,443</b>	<b>466</b>	<b>15.7%</b>

### GRH Applications

Month	GRH FY 2018 Applications	GRH FY 2019 Applications	Change	%
July	746	763	17	2.3%
August	736	685	-51	-6.9%
September	657	636	-21	-3.2%
October				
November				
December				
	<b>2,139</b>	<b>2,084</b>	<b>(55)</b>	<b>-2.6%</b>

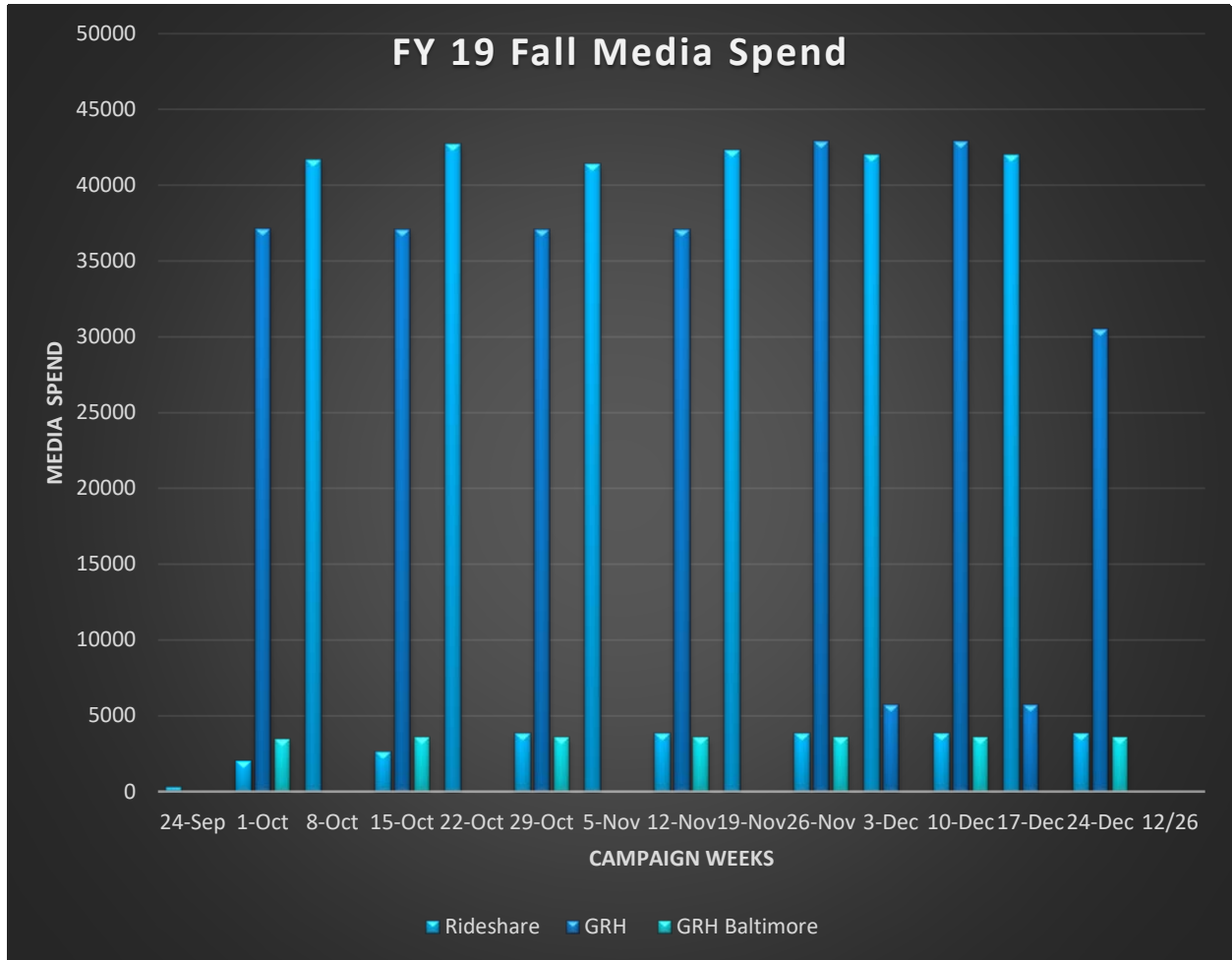
## Appendix B FY2019 Fall Media Schedules

Commuter Connections FY2019 Fall Umbrella				Media Schedule: Specific Dates Spots Run (Week of)																		
	Media Outlet	Campaign to Run	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24		
Rideshare	Radio & Podcasts	WAMU	9/24 - 12/23/18																			
		WBQB	9/24 - 12/23/18																			
		WFMD	9/24 - 12/23/18																			
		WFRE	9/24 - 12/23/18																			
		WJFK	9/24 - 12/23/18																			
		WTOP	9/24 - 12/23/18																			
		WVEG	9/24 - 12/23/18																			
		WIAD	9/24 - 12/23/18																			
	Digital & Key Influencers	NBC Sports Washington	9/24 - 12/23/18																			
		Waze	9/24 - 12/23/18																			
		Eat Pray Run	9/24 - 12/23/18																			
	Social	MegBiram.com	9/24 - 12/23/18																			
		PoPville	9/24 - 12/23/18																			
		Facebook	9/24 - 12/23/18																			
Pandora	Google	9/24 - 12/23/18																				
	Youtube	9/24 - 12/23/18																				
	:30 Audio	9/24 - 12/23/18																				
GRH - Baltimore	Banner/Tile Ads	9/24 - 12/23/18																				
	Radio	WBAL-AM/Baltimore	10/1 - 12/31/18																			
GRH	Social	Facebook	10/1 - 12/31/18																			
		Youtube	10/1 - 12/31/18																			
	Radio & Podcasts	WAMU	10/1 - 12/31/18																			
		WAMU Podcast	10/1 - 12/31/18																			
		WBQB	10/1 - 12/31/18																			
		WFMD	10/1 - 12/31/18																			
		WFRE	10/1 - 12/31/18																			
		WTOP	10/1 - 12/31/18																			
		WVEG/WAFY	10/1 - 12/31/18																			
	Transit	VRE	10/1 - 12/31/18																			
		MARC	10/1 - 12/31/18																			
	Key Influencers	Eat Pray Run	10/1 - 12/31/18																			
		MegBiram.com	10/1 - 12/31/18																			
		PoPville	10/1 - 12/31/18																			
Social & Streaming	Facebook	10/1 - 12/31/18																				
	Google	10/1 - 12/31/18																				
	NBC4 Streaming	10/1 - 12/31/18																				
	Youtube	10/1 - 12/31/18																				
Pandora	:30 Audio	10/1 - 12/31/18																				
	Banner/Tile Ads	10/1 - 12/31/18																				

Commuter Connections FY2019 Other Programs				Media Schedule: Specific Dates Spots Run (Week of)																		
	Media Outlet	Campaign to Run	8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24		
'Pool Rewards	Partner Social Media	iHeart	Nov - Dec																			
		NBC4	Nov - Dec																			
Car Free Day	Radio	WJFK	9/3 - 9/22																			
		WTOP	9/3 - 9/22																			
		WIAD	9/3 - 9/22																			
	Digital	Eat Pray Run	9/3 - 9/22																			
		Meg Biram	9/3 - 9/22																			
	Pandora	500x500 Tile	9/3 - 9/22																			
		300x250 Banner	9/3 - 9/22																			
		:30 Audio	9/3 - 9/22																			
		Text to 221 cell #s	9/3 - 9/22																			
	Social	Youtube	9/3 - 9/22																			
Facebook		9/3 - 9/22																				



## Appendix C FY2019 1<sup>st</sup> Half Paid Media Spend



## Appendix D

### Car Free Days Earned Media Placements

Car Free Days 2018 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.

#### Media Placements:

CFD 2018 Print /Online Coverage		
Date	Outlet	Topic linked to URL
7/18/18	Washington Times	<a href="#">D.C. officials to stretch 'Car Free Day' into two days</a>
8/29/18	issuu	<a href="#">Car-Centric to Car Free</a>
9/01/18	CityScene	<a href="#">Celebrate Try Transit Week and Car-Free Day</a>
9/05/18	Montgomery County	<a href="#">Shop &amp; Play the Easy Way</a>
9/07/18	Gallaudet University	<a href="#">"Car Free Day" to take place Friday, September 21, 2018</a>
9/07/18	Arlington Transit	<a href="#">Free ART Bus Rides on September 20</a>
9/10/18	Potomac Local	<a href="#">OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'</a>
9/11/18	Bristow Beat	<a href="#">'Try Transit Week,' 'Car Free Day' Encourages Driving Alternatives</a>
9/12/18	Montgomery County MD	<a href="#">MCDOT to Sponsor Special Car Free Day "Shop and Play" Celebration</a>
9/14/18	Prince William County Virginia	<a href="#">Consider Going Car Free for a Day</a>
9/14/18	Fairfax County	<a href="#">Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22</a>
9/16/18	NIH	<a href="#">Car Free Day</a>
9/17/18	WTOP	<a href="#">Will a taco discount get you to go car-free this week?</a>
9/17/18	WTOP	<a href="#">How to get a free bus ride in Arlington this week</a>
9/17/18	Potomac Local	<a href="#">Leave the car at home on Car Free Day</a>
9/17/18	WFMD	<a href="#">Car Free Days Taking Place Later This Week</a>
9/17/18	City of Frederick	<a href="#">Car-Free Days, Free Ride on Transit</a>
9/17/18	Greater Greater Washington	<a href="#">Be carefree by being car-free</a>
9/18/18	American Heart Association	<a href="#">American Heart Association Supports Car Free Day to Create Heart Healthy Habits in DC</a>









9/18/18	The Frederick News Post	<a href="#">Car Free Days offer chance to try alternative to solo commute</a>
9/19/18	Potomac Almanac	<a href="#">Car Free Days 2018</a>
9/19/18	Prince William Times	<a href="#">Can you go car-free for a day?</a>
9/19/18	Urban Places and Spaces	<a href="#">World Car Free Day: Saturday September 22nd</a>
9/19/18	Herald Mail Media	<a href="#">TransIT encourages greener modes of travel Friday and Saturday</a>
9/20/18	Mass Transit Magazine	<a href="#">MD: Car Free Days Offer Chance to Try Alternative to Solo Commute</a>
9/20/18	Cultural Tourism DC	<a href="#">Pledge to Go Car Free and Join Us for Walking Town DC</a>
9/20/18	94.7 Fresh FM	<a href="#">Watch Jen Try Scooters, Bikeshare &amp; More Modes of Transport for Car Free Day</a>
9/23/18	Greater Greater Washington	<a href="#">On Car-Free Day, residents yearn for the Purple Line</a>
<b>CFD 2018 Television Coverage</b>		
9/18/17	Prince George's Community Television	<a href="#">Car Free Day</a>
<b>CFD 2018 Radio Coverage</b>		
9/21/17	CFD WTOP	<a href="#">Car Free Day</a>
9/21/17	Fresh FM	<a href="#">Car Free Day</a>
<b>CFD 2018 Paid Influencer Blog</b>		
9/14/18	Eat Pray Run DC	<a href="#">Top Ten Big Birdcamp Memories</a>
9/13/18	Meg Biram	<a href="#">Change It Up</a>
<b>CFD 2018 Calendar Listing</b>		
<b>Outlet</b>		<b>Listing</b>
<b>Maryland</b>		
The Baltimore Sun		<a href="#">Car Free Days 2018</a>
Bethesda Transportation Solutions		<a href="#">Car Free Day</a>
Frederick News Post		<a href="#">Car Free Days 2018</a>
Evensi		<a href="#">Car Free Day 2018</a>
<a href="#">Bethesda Magazine</a>		<a href="#">Car Free Days 2018</a>
Carroll County Times		<a href="#">Car Free Days 2018</a>
WMAR-TV (ABC – Baltimore) Channel 13		<a href="#">Car Free Days 2018</a>
<b>Patch</b>		
Across Maryland		Car Free Days 2018
Annapolis		Car Free Days 2018
Baltimore		<a href="#">Car Free Days 2018</a>
Bowie		Car Free Days 2018
College Park		Car Free Days 2018

Edgewater	Car Free Days 2018
Laurel	Car Free Days 2018
Sevema Park	Car Free Days 2018
<b>Virginia</b>	
Fairfax County	<a href="#">Try Transit Week and Go Car Free September 17 - 22</a>
Arlington Transit	<a href="#">Car Free Day</a>
Arlington Transportation Partners	<a href="#">Car Free Day</a>
Try Transit Week	<a href="#">Virginia's 2018 Try Transit Week September 17 - 21</a>
Bike Arlington	<a href="#">Car Free Day 2018</a>
Alexandria Times	<a href="#">Car Free Days 2018</a>
Neck Ride	<a href="#">Car Free Days</a>
<b>Patch</b>	
Across Virginia	Car Free Days 2018
Arlington	Car Free Days 2018
Clarendon	Car Free Days 2018
Norfolk	<a href="#">Car Free Days 2018</a>
Richmond	Car Free Days 2018
Roanoke	Car Free Days 2018
Tysons Corner	Car Free Days 2018
<b>Washington, D.C.</b>	
<b>Patch</b>	
Washington, D.C.	<a href="#">Car Free Day</a>
Mix 107.3	<a href="#">Car Free Day</a>
WMAL	<a href="#">Car Free Day</a>

# Appendix E

## Car Free Days Social Media Analytics

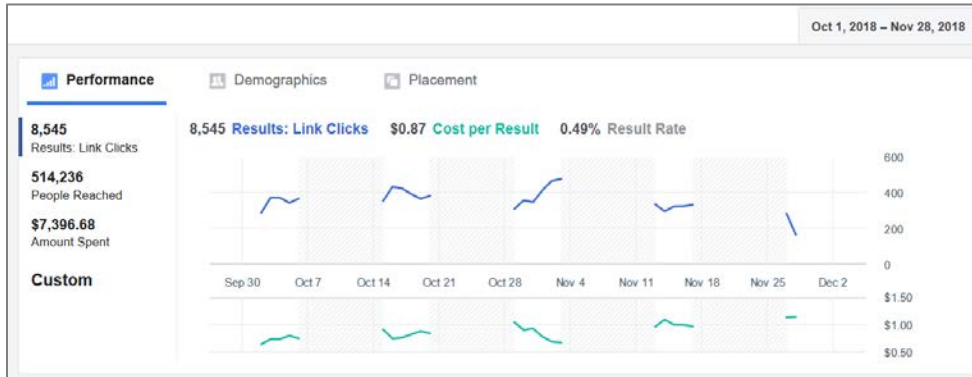
### Facebook

Facebook Navigation		Page	Inbox 7	Notifications 14	Insights	Publishing To...	Ad Center	Settings	Help
<ul style="list-style-type: none"> <li>Overview</li> <li><b>All Ads</b></li> <li>Audiences</li> </ul>		<b>Boosted Post</b>	Stay at home and go car-free with your family. B...	3,515 People Reached	513 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	We don't think there's any truth to the rumor that...	4,560 People Reached	358 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	You bet it counts! You can be car-free and still b...	2,443 People Reached	293 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	Yippeee! Celebrate Car Free Day on Friday, Sept...	4,069 People Reached	415 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	On Friday, September 21 and/or Saturday, Sept...	3,726 People Reached	1,006 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	Walk to work on Friday, September 21 or to the ...	3,992 People Reached	434 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Boosted Post</b>	Gather your co-workers and carpool together on...	78,192 People Reached	32,056 Post Engagement	\$187.50 Spent of \$187.50	<a href="#">View Results</a>		
		<b>Website Promotion</b>	<a href="http://www.carfreemetrodc.org/">http://www.carfreemetrodc.org/</a> Join millions all over the world and take the free...	120,958 People Reached	1,161 Link Clicks	\$1,349.99 Spent at \$75.00 pe...	<a href="#">View Results</a>		

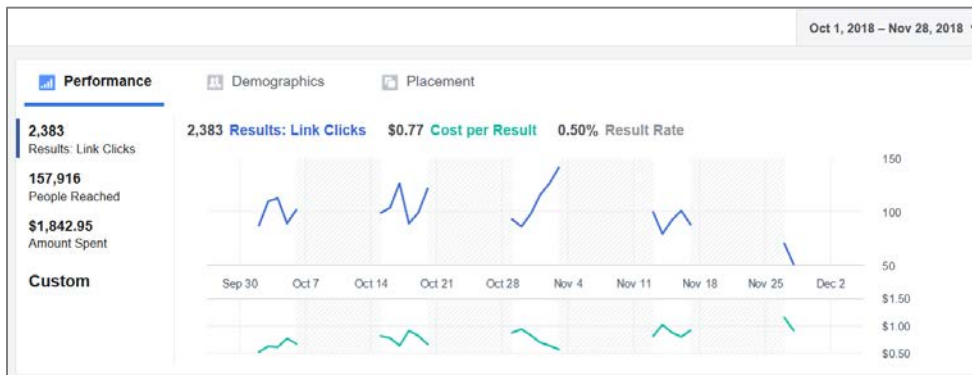
# Appendix F

## Commuter Connections Fall FY 2019 Umbrella Social Media Analytics

### Facebook - GRH Washington



### Facebook - GRH Baltimore



### Facebook - Rideshare

