



Metropolitan Washington Council of Governments

**FY2018 First Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

March 20, 2018



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2017. Through the regional TDM Mass Marketing effort, Commuter Connections delivered a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington D.C. region. Media and other forms of communication at high reach and frequency levels were used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aimed to encourage continued use of non-SOV modes of commuting.

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 Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs. Through effective outreach, the marketing campaign aimed to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

Other campaigns for the first half of FY2018 included the promotion of 'Pool Rewards, Car Free Day, and the CarpoolNow mobile app. Car Free Day was held on Friday in September 22, 2017 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. The CarpoolNow mobile app campaign targeted Howard County and focused on the promotion of a new driver incentive.

Mass Marketing Campaign

The FY2018 first half media campaign, promoted Ridesharing and GRH using advertising developed for spring FY2017, in both audio and visual forms. Campaign themes were “A Couple Clicks” for Rideshare, and “Problem. Solved.” for GRH. The Rideshare and GRH campaigns kicked off the first and second week of October, respectively. The campaigns ran for a total of fourteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy for the first half of FY2018 was \$338,630, and the total cost of the GRH media buy was \$227,164.84. Total combined net impressions for the first half FY2018 Fall Umbrella GRH and Rideshare campaigns were 107,696,188.

The FY2018 first half media campaign also included promoting GRH in the Baltimore region with radio and social media. Two GRH radio ads ran for a total of seven weeks, starting at the beginning of October and running through the middle of December. The total cost of the GRH Baltimore media buy was \$25,472.46 and was estimated to net 8,690,400 impressions.

Value Add Promotions

Based on paid media, \$110,300 of value-add was negotiated in the form of additional Rideshare and GRH exposure. Value add varied from no-charge radio ads, brief promotional messages, radio personality social media posts, and banner ads on station web sites.

Messaging Strategy

Rideshare’s “A Couple Clicks is All It Takes” campaign promoted the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising aired on a mix of music, news, and Hispanic radio stations. Other marketing and advertising included podcasts, digital and online, out of home, as well as social media.

The messaging for GRH is “Problem. Solved.” By registering or re-registering ahead of time, commuters who use alternative transportation can be rest assured that when unexpected issues arise, they can get home - guaranteed. By presenting the problem, and how simple and free it is to solve with GRH, Commuter Connections positively overcomes an area of concern and opens the possibility of transportation alternatives to SOV commuting. GRH registration was positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music, and news radio stations, YouTube, social media, online, and digital media.

Car Free Day

Radio, posters, social media, text messages, donated transit space, and earned media were used to promote Car Free Day 2017. An additional \$11,485 was negotiated in the form of value added media and promotions. Pledges reached 11,200, and the total cost of the Car Free Day media buy was \$45,540.98. Total impressions netted by the FY 2017 Car Free Day campaign reached 33,859,224.

'Pool Rewards

Facebook advertisements, radio spots, and Pandora were used to promote 'Pool Rewards during the first half of FY18. The campaign started in the middle of November 2017 and ran through the end of December. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy was \$15,092.50 for the first half of FY18. The fall FY18 campaign netted 9,832,080 impressions.

Bike to Work Day

The sponsor drive began in November with letters and outreach to previous sponsors and new prospects. The registration goal for Bike to Work Day 2018 was set at 20,000, and poster concepts were developed for the Bike to Work Day Steering Committee to review, using the color theme of Gold for 2018.

Employer Recognition Awards

A nomination brochure and application form developed with feedback from the Awards Workgroup was mailed in early December to level 3 and 4 employers, and made available online.

CarpoolNow Mobile App

Radio, Pandora and partnering with top social media pages were used to promote the CarpoolNow mobile app in Howard County, MD. The campaign started mid-November 2017 and ran through the end of December. The campaign promoted the benefits of the mobile app. Some messaging also included promotion of the driver Incentive. The total cost of the CarpoolNow mobile app media buy was \$154,456. The fall FY18 campaign netted 14,895,354 impressions.

Introduction

The FY2018 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2017, served as a tool to outline marketing plans for the fiscal year. The strategy behind the FY2018 campaign reflected the state of events for the regions' commuters, and built 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
- 2016 Bike to Work Survey TERM Analysis Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2012-FY 2014 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report

The first half of FY 2018 included the following:

- Continuation of the spring FY 2017 audio, visuals, and messaging which emphasized money-savings of commuting by Ridesharing, and the added free benefit of GRH in case of an unexpected emergency.
- Promotion of Car Free Day 2017 reminding commuters to explore alternative transportation options to work, school, or anywhere they needed to go.
- Continuation of the 'Pool Rewards program through a radio and paid social media campaign.
- Distribution of the summer and fall newsletters which provided articles relevant to employers, including infographics for quick glances at commuter statistics.
- Launch of the CarpoolNow mobile app campaign.
- Development of a nomination brochure for the 2018 Employer Recognition Awards program.
- Kick-off of the 2018 Bike to Work Day sponsor drive, and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2018.

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 (COG). Commuter Connections offers free commuter services to those who work in the Washington metropolitan region. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington DC and Baltimore regions. 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 Office of Transportation 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
- Potomac and Rappahannock Transportation Commission
- 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 FY18 1st Half Marketing Campaign

The primary services featured in the marketing campaign were GRH and Ridematching (including the CarpoolNow app, and the 'Pool Rewards program). Both GRH and Ridematching are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other marketing outreach included transit, bicycling, and teleworking.

The objectives of the marketing campaign were to:

- Emphasize the cost savings benefits of ridesharing, using simple, direct messages that communicated how sharing a ride saves money.
- 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 a trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive to Rideshare.
- Position GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime, unexpected personal or family emergency, or illness.
- Encourage commuters who use transportation alternatives to register for GRH.
- Promote Guaranteed Ride Home to alternative commute mode users in the Washington and Baltimore metropolitan regions, plus St. Mary's County, Maryland.
- Increase the number of participants in Car Free Day, based on set goals.
- Promote employer efforts to ease regional commuting issues.
- Increase reach to younger, Spanish, and African American audiences.
- Promote CarpoolNow, the real-time on demand Ridematching app.

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, 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 traffic congestion within the region.

Car Free Day 2017

Car Free Day was held on September 22, 2017, promoting alternative travel modes for both commute and non-commute purposes, encouraging travelers to take the pledge to use car free or car-lite transportation. The total number of CFD pledges reached over 11,200, a 149% increase above 2016.



Media Objectives

The Car Free Day campaign raised public awareness of trying more sustainable modes of transportation on September 22, 2017. Car Free Day 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.

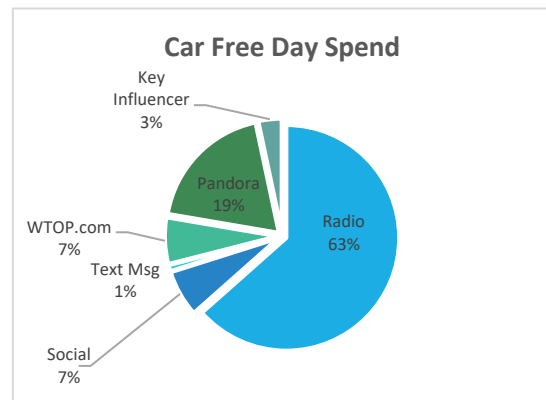
Paid media consisted of traditional radio (WTOP, WITH, WWDC), internet radio (Pandora), text messaging, key influencer blog (Meg Biram), online banner ads (WTOP.com), and social media (Facebook).

Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA



Car Free Day Budget

| | MWCOG Cost | Gross Dollars | Impressions |
|---------------------|--------------------|--------------------|-------------------|
| Radio | \$ 28,556.15 | \$33,595.50 | 29,850,300 |
| WTOP.com | \$ 3,000.00 | \$ 3,529.00 | 360,024 |
| Pandora | \$ 8,542.50 | \$10,050.00 | 3,568,500 |
| Key Influencer | \$ 1,500.00 | \$ 1,764.00 | 45,400 |
| Social Media | \$ 3,542.33 | \$ 3,542.43 | 25,000 |
| Text Messaging | \$ 400.00 | \$ 471.00 | 10,000 |
| Total Budget | \$45,540.98 | \$52,951.83 | 33,859,224 |

Car Free Day Poster

Messaging asked drivers to “Drop it for a Day” with a call to action to visit carfreemetrodc.org to take the free pledge.

**DROP IT
FOR A
DAY!**

**CAR
FREE
DAY
METRO DC**

9.22.17

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

Win a car, a bike, a gym membership, a bike, or more on Friday Sept 22.
Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE

Recycled Paper

Icons: Car, Bicycle, Bus, Train, Pedestrian

The poster was modified to reference the College Campus Challenge to help grow the friendly competition and increase visibility and participation between area colleges.



Radio

Radio informed the single occupant vehicle driving public of Car Free Day on WIHT (99.5 Top 40), WWDC (DC101/Alternative Rock) as well as WTOP (103.5 WTOP News). All three stations provided a combined value of \$28,556.15, 63% of the total Car Free Day budget. A total of 45 no-charge :30 second promotional spots over ran the 3-week schedule. Stations also provided Live DJ endorsements and Email Blasts as well. WTOP also provided a value-added produced :30 second endorsement spot from Bob Marbourg.

Three separate :30 second radio spots were created, each focused on a different audience; The first was a general spot, the second focused on university students and faculty, and the third targeted federal teleworkers. Each was created to encourage listeners to take the pledge on September 22nd by going to www.carfreemetrodc.org. The spots were rotated on each station as follows:

| | |
|------|---|
| WIHT | General Car Free Day, and College-Focused (50/50) |
| WWDC | General Car Free Day, and College-Focused (50/50) |
| WTOP | General Car Free Day, Telework-Focused, and Bob Marbourg (33/33/33) |

Car Free Day: :30 – Drop it for a Day Radio Scripts

“Drop it for a Day” General Spot :30 seconds

Announcer: Tired of traffic? Try something new, drop your keys for a day.

SFX: Sounds of keys dropping. Sounds of nature.

Announcer: Join millions across the world for Car Free Day, Friday, September 22nd.

Telework, bike, walk, carpool, vanpool or use transit. Take the free pledge at carfreemetrodc.org for a chance to win great prizes! Car Free Day. Friday, September 22. Visit carfreemetrodc.org. Sponsored by Commuter Connections.

“Drop it for a Day” - College :30 seconds

Announcer: Avoid campus parking and drop your keys on Friday, September 22nd for world Car Free Day!

SFX: Sound of keys dropping.

Announcer: Students, faculty, and administration - participate by ridesharing, using transit, bicycling or walking to campus.

Visit carfreemetrodc.org and take the free pledge. You’ll be eligible to win great prizes! Visit carfreemetrodc.org. Car Free Day is sponsored by Commuter Connections.

“Drop it for a Day” - Telework :30 seconds

Announcer: Telework eligible federal employees - Drop your keys on Friday, September 22nd for world Car Free Day.

SFX: Sound of keys dropping.

Announcer: To participate, visit carfreemetrodc.org and take the free pledge, for a chance to win great prizes!

Can’t work from home? You can still participate by ridesharing, using transit, bicycling or walking. Take the free pledge at carfreemetrodc.org. Car Free Day. Friday, September 22. Sponsored by Commuter Connections.

Car Free Day Social Media

Car Free Day Facebook added 164 more likes, for a total of 4,313; a nearly 4 percent increase since 2016.



The screenshot shows the Facebook page for Car Free Day Metro DC. The page header features a large banner with a red hand dropping a key. The text on the banner reads "DROP IT FOR A DAY!" and "TAKE THE FREE PLEDGE AT CARFREEMETRODC.ORG TO BE ELIGIBLE FOR GREAT PRIZES!". The left sidebar includes the page name "Car Free Day @carfreemetrodc" and navigation options: Home, About, Photos, Pledge, Events, Videos, Posts, and Community. A "Create a Page" button is also visible. The main content area shows a "Photos" section with a picture of a forest with vibrant autumn trees. On the right, there are sections for "Transportation Service", "Community" (with "See All" link), and "About" (with "See All" link). The "Community" section displays "Invite your friends to like this Page", "4,301 people like this", and "4,219 people follow this". The "About" section lists the phone number "800-745-RIDE", a "Send Message" button, and the website "www.carfreemetrodc.org".

Paid Social Media Facebook Boosted Posts Ads

Boosted Facebook posts were placed in September 2017, a different one every couple of days. Collectively, they received nearly 3,000 user engagements (clicks, comments, reactions, and shares). Below are three of the posts.

Car Free Day
September 15 · 🌐

Yippee! World Car Free Day is Friday, September 22. A perfect day to work from home and do some good! Join millions around the world... Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC

The advertisement features a woman sitting in a red armchair, working on a laptop. A coffee cup sits on a table next to her. The background is a light blue sky with faint white clouds. The text 'WORK FROM HOME ON FRIDAY!' is written in large, bold, white letters. In the bottom right corner, the 'CAR FREE DAY METRO DC' logo is displayed with the date '9.22.17' below it.

Like Comment Share

445

46 Shares

Car Free Day
September 18 · 🌐

Bicycling is not only healthy it's a fun way to get to work. World Car Free Day is Friday, September 22. Why not bike to work? Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#BikeDC #DCMetro

The advertisement features a black silhouette of a bicycle on a red, textured ground. The background is a light blue sky with faint white clouds. The text 'A GOOD BIKE RIDE FIXES ALL' is written in large, bold, white letters. In the bottom right corner, the 'CAR FREE DAY METRO DC' logo is displayed with the date '9.22.17' below it.

Like Comment Share

449

72 Shares

View 6 more comments

Car Free Day
September 7 · 🌐

World Car Free Day is September 22...so grab a friend and take the free pledge to ride together! You could win some great prizes, and join millions around the world for this important event. Go to www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC

The advertisement features a winding road on a red, textured ground. Three white cars are driving on the road. The background is a light blue sky with white clouds. The text 'RIDE WITH A FRIEND!' is written in large, bold, white letters. In the top right corner, the 'CAR FREE DAY METRO DC' logo is displayed with the date '9.22.17' below it.

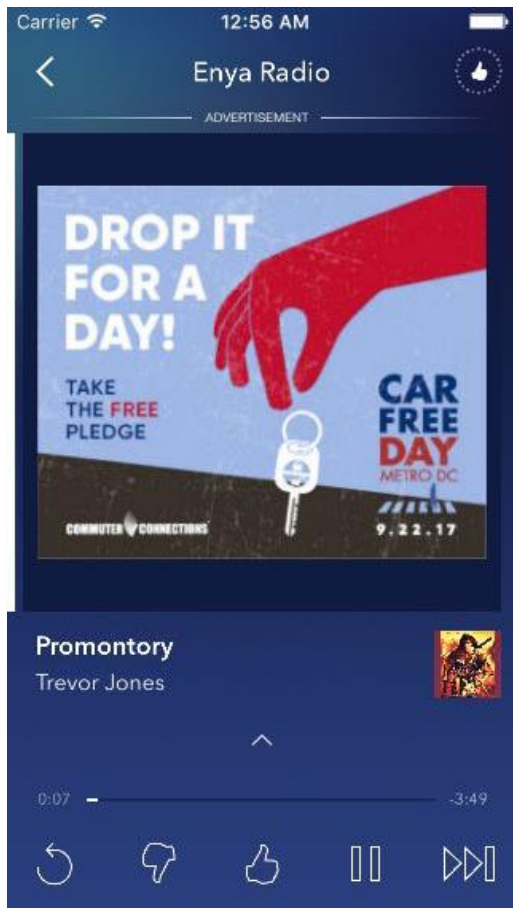
Like Comment Share

417

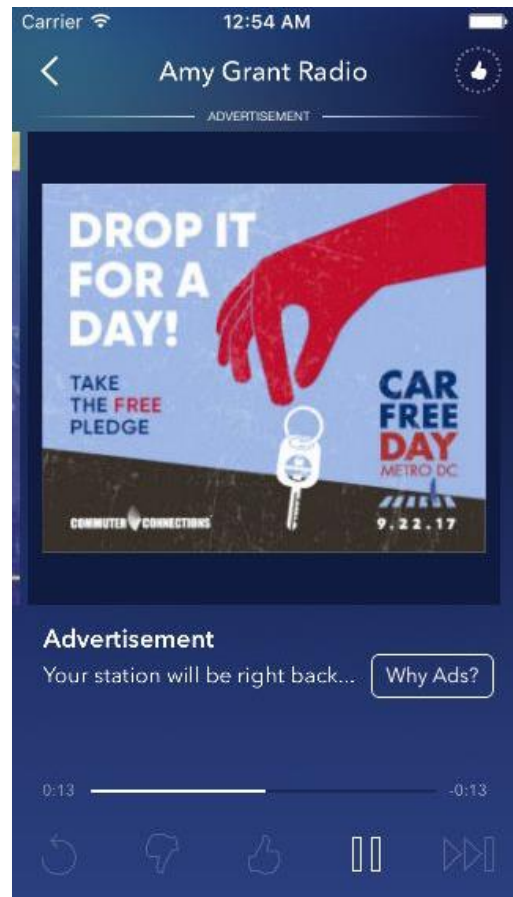
30 Shares

Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Day, a :30 radio spot was utilized that ran concurrently with display advertisements. Both the "Drop it for a Day" and College focused radio spots ran on a 50/50 rotation.



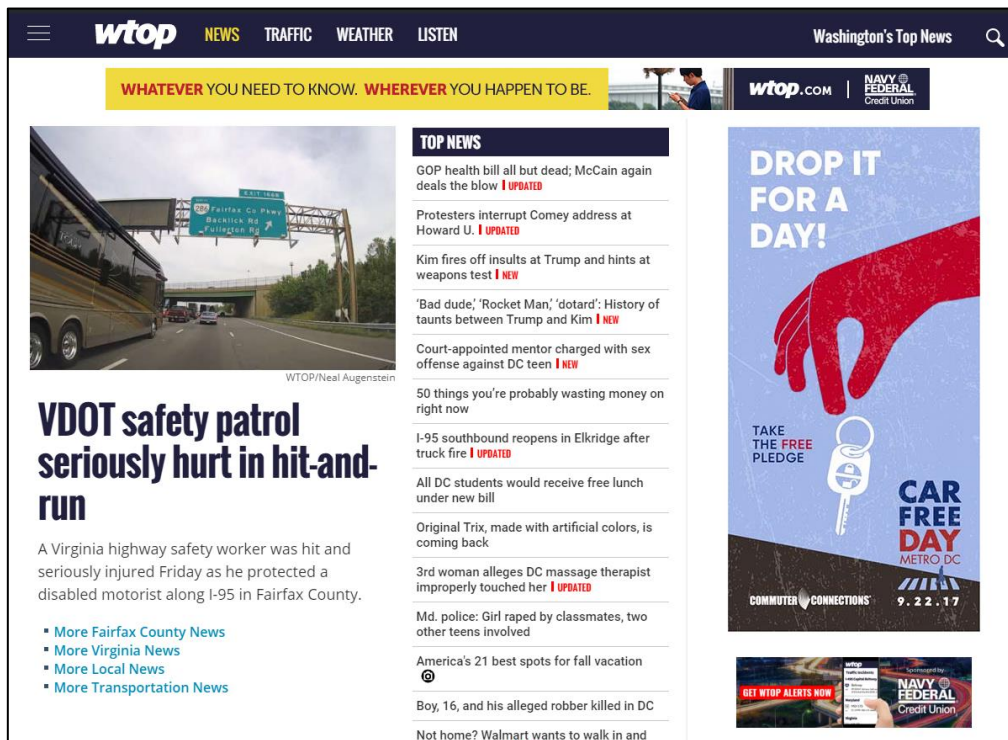
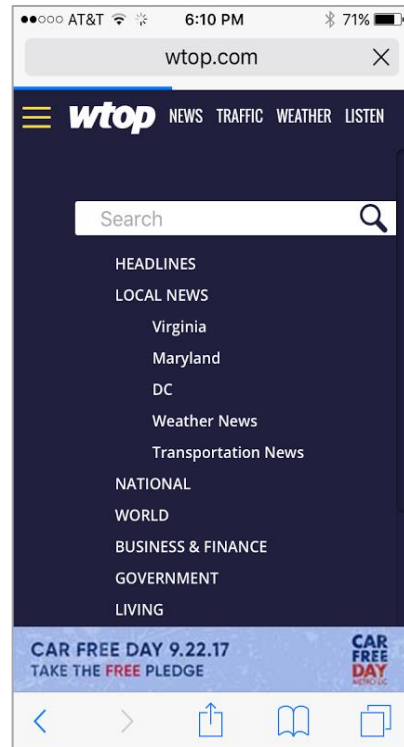
Banner Ads
386 Clicks & .49% CTR



Audio + Banner Ads
374 Clicks & .1% CTR

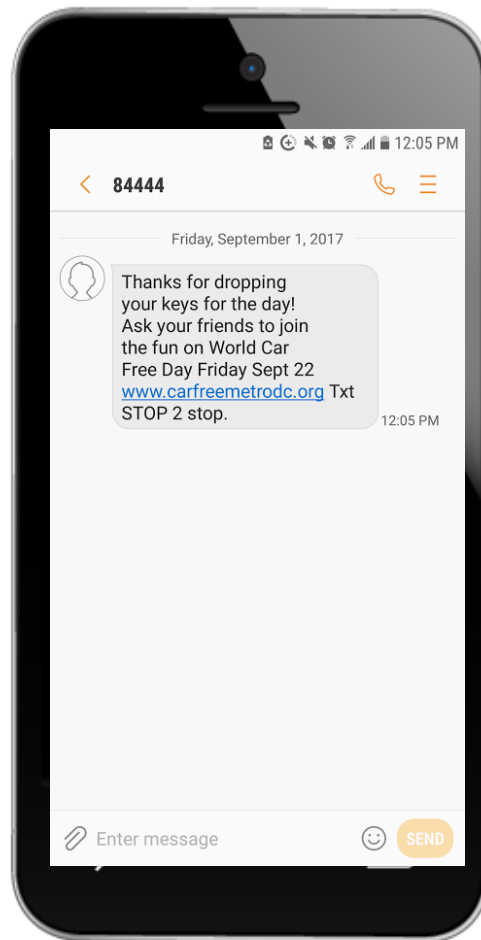
WTOP.com Digital Media

A minimum of 352,300 impressions were served run-of-site across all devices: desktop, mobile and tablet, with banner ads in various sizes.



Text Messages

When event registrants took the Car Free Day pledge on 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 take the pledge.



Key Influencer

To build interest with audiences through non-conventional methods, a grass-roots style element was added. Selecting a key influencer in the community to recommend and discuss Car Free Day helped build trust with the online community. Meg Biram was identified as a strong influencer in the DC Metro area. Her website, a lifestyle blog, and social media pages have over 50,000 followers. Biram wrote a one-page article discussing Car Free Day and the various forms of transportation alternatives available in the Washington, DC region. The article was also shared on her social media accounts, and in her weekly newsletter. Her blog post was visited by 162 unique visitors, and brought 93 people to the Car Free Day website. The article caveat stated *“This post was brought to you by Car Free Day Metro DC. All opinions are my own. Thank you for supporting the companies that help make this website possible.”*

The collage features four main elements:

- Website Screenshot:** The top left shows the 'MEGBIRAM' website header with navigation links for 'CONTENT', 'SERIES', 'ART', 'COURSES', and 'PRODUCTS', along with a 'SHOP' button. Below the header is a featured article titled 'THERE'S SOMETHING ABOUT RIDING A BIKE' with a photo of a woman with a bicycle.
- Tweet:** A tweet from Meg Biram (@megbiram) dated September 17, 2017, at 11:05 AM. The text reads: 'Join me THIS FRIDAY and go CAR FREE! Learn all the options, read the post & pledge to join me: megbiram.com/car-free-day/ #ad @CarFreeMetroDC'. It has 402 likes and 1 retweet.
- Photo with Bicycle:** A photo of Meg Biram standing next to a black bicycle on a paved area.
- Subway Photo:** A photo of Meg Biram standing on a subway platform, wearing a white jacket and blue jeans, holding a bag.

Transit Signage

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

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters
- Montgomery County Bus King, Queen and Tails
- Metrobus Interior Bus Cards



Earned Media

Working closely with COG's Communications Office, outreach was conducted that included targeted press releases to raise awareness and focus on the benefits of going car free or car-lite for Car Free Day 2017. Commuter Connections collaborated with the American Lung Association (ALA) to amplify the Car Free Day message with local stakeholders concerned about air quality. In addition to providing a quote for the Car Free Day press release, the ALA distributed the release and information about Car Free Day to its media list and stakeholders. The following press releases and calendar listings were distributed and pitched to media outlets:

- **Calendar Listing:** Car Free Day 2017—Take the free pledge to go car free for a day at www.CarFreeMetroDC.org. Telework, bicycle, walk, take transit, or go car-lite with a carpool/vanpool.
- **Press Release #1:** August 22, 2017; "Commuter Connections and American Lung Association Urge Drivers to go Car-Free on September 22, 2017." Press release announced the MWCOG partnership with the American Lung Association.



- **Press Release #2:** September 12, 2017; "More than 3,000 take the Car Free Day pledge for September 22; Join them and win great prizes!" Press Release announced over 3,000 people had taken the pledge so far with 10 days left for others to register for CFD 2017.
- **Press Release #3:** September 20, 2017; "More than 7,000 have already pledged to go car-free on September 22." Press release announced the last chance to participate.

Prizes

Each event registrant who pledged to go car free or car-lite was entered into a raffle for a chance to win sponsor donated prizes. Sponsors were recognized in social media posts and a press release. Car Free Day 2017 was also sponsored by Chipotle Mexican Grill, who offered a buy-one-get-one special to anyone who showed their Car Free Day pledge confirmation.

- **Capital Bikeshare annual memberships**, courtesy [goDCgo](#)
- **Kindle Fire**, courtesy [Tri-County Council for Southern Maryland](#)
- **Commuter train round-trip passes**, courtesy [Virginia Railway Express](#)
- **KIND Healthy Snacks gift bag**, courtesy [KIND](#), #LiveKIND
- **SmarTrip cards with \$25 in fare**, courtesy [Washington Metropolitan Area Transit Authority](#)
- **Pizza Restaurant \$50 gift card**, courtesy [Mellow Mushroom Adams Morgan](#)
- **Giant Food Stores \$25 gift cards**, courtesy [Giant LLC](#)
- **Sweetgreen Restaurant \$25 gift card**, courtesy [Sweetgreen](#)
- **40% off coupons, \$40 off suit or tux rental coupons, ties and accessories** courtesy of [Men's Wearhouse](#)
- **Sunday Brunch and Bocce for 4, \$180 value**, courtesy of [Pinstripes](#) N. Bethesda location.
- **One-year Gym Membership, \$599.98 value**, courtesy [Crunch Fitness](#)
- **Swag Bag including SmartTrip card**, courtesy [DC Circulator](#)



Ridematching Campaign

Messaging Strategy

Rideshare's "A Couple Clicks is All It Takes" campaign promoted the ease of finding ridematch partners through Commuter Connections. Once you sign up online, a couple clicks will find a partner to share a ride with, save money, and make the commute more positive.



Media Objectives: Rideshare

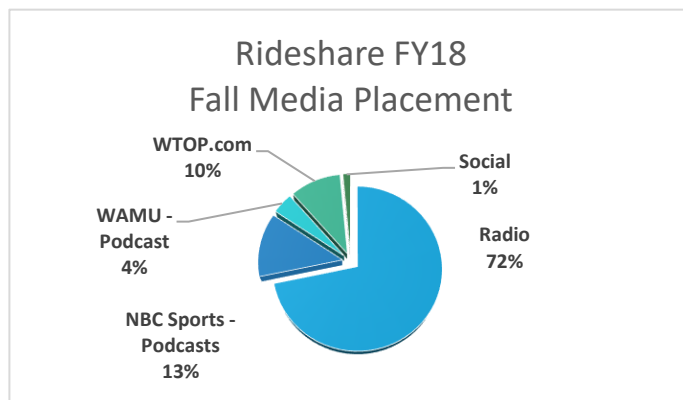
The Fall FY2018 media campaign promoted the Ridematching program using a mix of traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV corridors, due to highway congestion and fewer transit options.

Target Market

FY2015 Commuter Connections Applicant Database Annual Placement Survey Report:

- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Lives in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Works for employers with >100 employees (80%), 1,000 or more employees (45%)
- Works for federal agencies (67%) and private sector (20%)

Geographic Targeting Washington D.C. DMA



| Rideshare Fall Budget | MWCOG Cost | Gross Cost | Estimated Impressions |
|-----------------------|---------------------|---------------------|-----------------------|
| Radio | \$242,250.00 | \$285,000.00 | 47,894,400 |
| Podcast | \$56,500.00 | \$66,470.59 | 230,100 |
| WTOP.com | \$34,000.00 | \$40,000.00 | 3,800,200 |
| Social Media | \$5,880.00 | \$5,880.00 | 1,460,000 |
| Totals | \$338,630.00 | \$397,350.59 | \$53,384,700 |

Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music, news, and Hispanic. Other media added to the mix for this campaign included podcasts for news and sports stations.

- WTOP (103.5 News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- ESPN (980 Sports)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast
- NBC Sports Washington – Redskins, Capitals, Wizards Podcasts

The following ads promoted the Ridematching program in both English and Spanish languages:

Ridesharing :30 “A Couple Clicks to Share” English

Man: A couple of clicks is all it takes. To pay your bills, to share your thoughts with millions. To make a stand for what’s right. And now, to share a ride. When you want, where you want, a couple clicks can give you more options to more places. It’s also on demand, and can match you with someone along your route. There’s a lot more too, but most important—it’s free.

Announcer: Ridematching. Register today at [Commuter Connections dot org](http://CommuterConnections.org). That’s [Commuter Connections dot org](http://CommuterConnections.org), or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Share” Spanish

Hombre: Solo se necesita un par de tecleros para pagar tus facturas, compartir tus pensamientos con millones de personas, para defender lo que es correcto, y ahora para compartir tu ruta diaria, cuando quieras a donde quieras. Solo un par de tecleros te dan la opción a ir a más lugares. Lo haces por internet y puedes encontrar a alguien con quien compartir tu ruta. Y hay mucho más, pero lo más importante es que ES GRATIS.

Anunciate: Ridematching registrate hoy en [Commuter Connections punto ORG](http://CommuterConnections.org) o llama al 800745RIDE. Prueba nuestra aplicación CarpoolNow para compatir tu viaje diario.

Ridesharing :30 “A Couple Clicks to Save” English

Woman: A couple clicks can do a lot these days. Couple clicks and you've got 3 new credit cards. Couple more and they're maxed out. But guess what, now a couple clicks can save you money! That's all it takes to sign up and start saving on your commute. Get a match anywhere along your route, scheduled or on demand. It's free, and saves you every time you share.

Announcer: Find your ridematch options in a couple clicks. Register today, Commuter Connections dot org or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Save” Spanish

Mujer: Con un par de tecleos se puede hacer mucho estos días. Con un par de tecleos ya tienes tres tarjetas de crédito. Unos tecleos más y ya están llenas. ¿Adivina qué? Con un par de tecleos puedes ahorrar dinero. Ese es el tiempo que lleva inscribirse y empezar a ahorrar en tu ruta cotidiana. Puedes encontrar a otros en la ruta con el mismo horario y que están buscando compartir viaje. Es gratis, así que ahorras cada vez que lo uses.

Anunciate: Encuentra opciones para compartir tecleando. Regístrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba la aplicación CarpoolNow para compartir tu ruta cotidiana.

Value Add

Rideshare

In addition to paid media spots, an estimated \$31,800 was negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com provided rotating bonus banner ads at no charge. In total, 192 no-charge radio spots were given across all the stations

Podcasts

The Rideshare podcast campaign alternated for seven weeks on WAMU's Kojo Nnamdi and on Comcast SportsNet Redskins, Capitals, and Wizards podcasts, from October through January. The following ads promoted the Ridematching program:

WAMU "A Couple Clicks to Share" :15

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A Couple Clicks Is All It Takes to pay your bills... To share your thoughts... and now, to share a ride. When you want, where you want, A Couple Clicks provides more options to more places for free. Call eight-hundred, seven-four-five, RIDE.

WAMU "A Couple Clicks to Share" :30

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A couple of clicks is all it takes. To pay your bills. To check the weather. To share your thoughts with friends and family. And now, to share a ride. When you want, where you want, a couple clicks can provide more options to more places - on demand or en route. There's more too, but perhaps most important—it's free. Registration for ride-sharing is available on demand through the new CarpoolNow app. More at Commuter Connections dot org or 800.745.RIDE.

ComcastSportsNet "A Couple Clicks to Share" :15

A couple clicks is all it takes to pay your bills, to share your thoughts. And now, to share a ride. When you want, where you want, a couple clicks gives you more options to more places - for free!

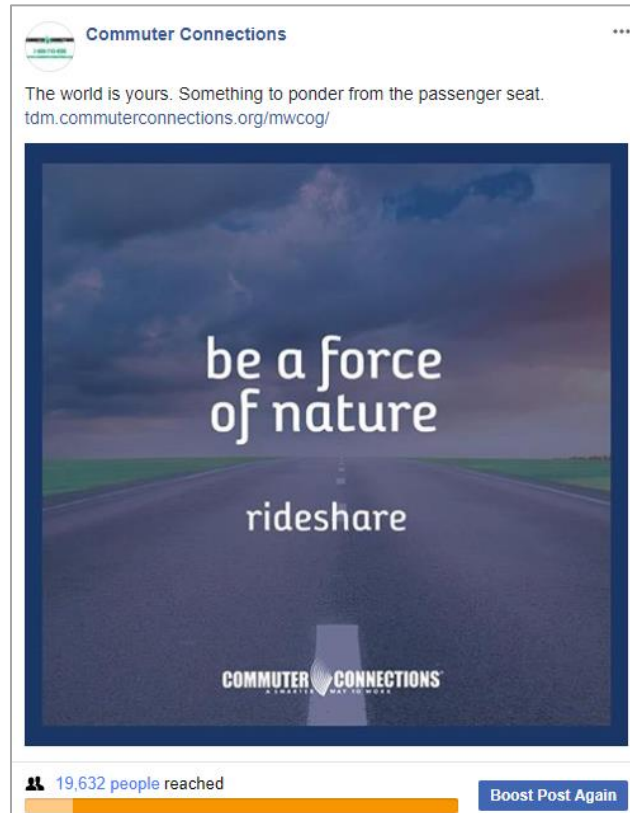
Register to rideshare today at Commuter Connections dot org or 800.745.RIDE. Try our new CarpoolNow app too!



Social Media Advertising

Social media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allowed Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for eight weeks, from October through the end of January, with performance monitoring and optimization throughout the campaign.

Facebook



Online & Digital Advertising

Rideshare digital banner ads on WTOP.com and Comcast SportsNet promoted how easy it is, with just a couple clicks, to save money, find a ride, tap into benefits, and make your commute more positive. Rideshare ad messages were also served in Google search results. Select Rideshare keywords were used throughout the campaign, monitored, and optimized to ensure Commuter Connections reached the most people with the least cost per click (CPC).

Comcast SportsNet Homepage Takeover

The screenshot shows the Comcast SportsNet Washington homepage. At the top, there is a navigation bar with the 'Sports WASHINGTON' logo and 'powered by xfinity'. The main menu includes links for 'CAPITALS', 'WIZARDS', 'REDSKINS', 'RAVENS', 'NATIONALS', 'ORIOLES', 'PODCASTS', 'VIDEO', and 'MORE'. Below this is a secondary navigation bar with 'LIVE', 'TICKETS', 'TV LISTINGS', 'CHANNEL FINDER', and social media links for '#NBCSports', '#GOLF', and '#ROTCOWORLD'. A search bar is located on the right.

The central focus is a large green banner for 'COMMUTER CONNECTIONS' with the tagline 'A couple of clicks is all it takes.' and 'Rideshare. Free Ridematching & Commuter Services.' The banner includes a 'Sign Up Now.' button and a 'share' button. The banner also features a 'TV SCHEDULE TONIGHT ON' section with a 'WATCH NOW' button.

Below the banner, the page is divided into several sections:

- WATCH NOW:** View Full Schedule. Includes 'NHL: Capitals @ Philadelphia Flyers (R) General 12pm EDT', 'Best of the Sports Junkies General 4pm EDT', 'Wizards Inside Access: The Offseason (R) General 5pm EDT', and 'Redskins Nation General 5:30pm EDT'.
- UPCOMING EVENTS:** Includes 'Maple Leafs vs. Capitals (NBC's WAS) Hockey 6pm EDT'.
- TOP STORIES:** Features articles such as 'Cousins' Success Goes Under The Radar' (Need to Know: Last look at Redskins vs. 49ers including Kirk Cousins' excellent day, a followup on third downs, and Mack Brown's game.) and 'Jodie Meeks Recalls First Meeting With Wall'.
- TRENDING NOW:** Includes 'In a muddled NFC, why not the Redskins?', 'Food guide for the neighborhood around Capital One Arena', 'Cousins' strong game vs. 49ers goes under the radar', 'Week 6 NFL Power Rankings', 'Beal says Embiid can cool it on trash talk vs. Wizards', and '5 overlooked stories from the Redskins'.
- MUST SEE VIDEO:** A video player showing a football game.

The page also features 'COMMUTER CONNECTIONS' logos in the bottom corners of the sidebars.

Guaranteed Ride Home Campaign

Messaging Strategy

The first half of the FY2018 GRH campaign focused on registration and re-registration, promoting how quick and easy GRH can support the choice to Rideshare and use other more sustainable transportation alternatives. Messaging first shows the problem; then how simple it is to solve it with 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. The 30-second spots were a reminder to listeners to register, or renew, as well as reinforced the assurance that GRH provides.



Media Objectives: Guaranteed Ride Home

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

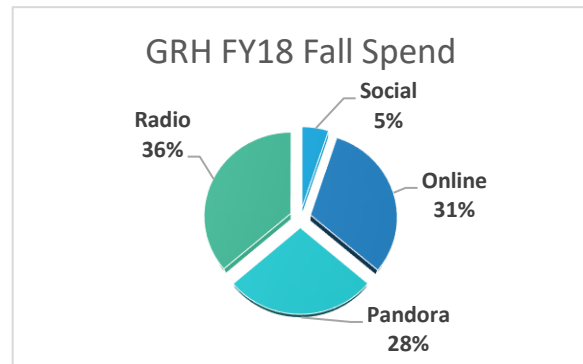
Target market

From 2016 Commuter Connections Guaranteed Ride Home (GRH) 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 Fall Budget | MWCOG Cost | Gross Cost | Estimated Impressions |
|-----------------|---------------------|---------------------|-----------------------|
| Radio | \$81,834.60 | \$96,276.00 | 44,427,130 |
| Online/Digital | \$70,125.00 | \$82,500 | 1,500,000 |
| Pandora | \$61,617.00 | \$72,490.59 | 7,024,358 |
| Social Media | \$13,588.24 | \$13,588.24 | 1,360,000 |
| Totals | \$227,164.84 | \$264,854.83 | 54,311,488 |

Radio

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

- WARK (98.9 News Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930AM News Talk / Sports)
- WFRE (99.9 Country)
- WWEG / WAFY (106.9 Classic Rock / 103.1 AC)
- Pandora

The GRH radio campaign started in October and ran every other week through the end of December 2017. The following spots promoted GRH for the first half of FY2018, every other week, over an eight-week span.

Guaranteed Ride Home :30 Problem. Solved. "Work Late"

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That's commuterconnections.org. Some restrictions apply.

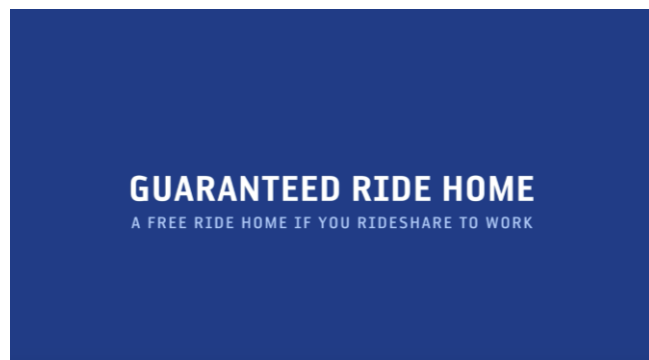
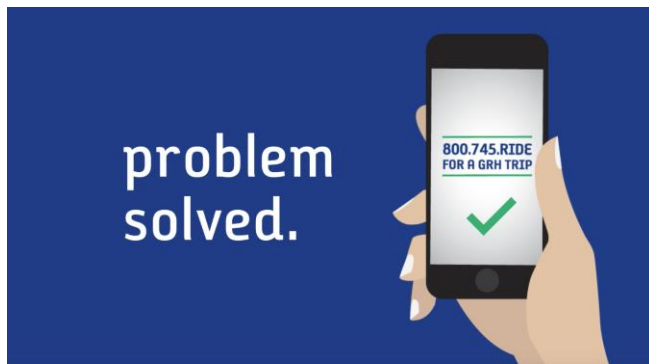
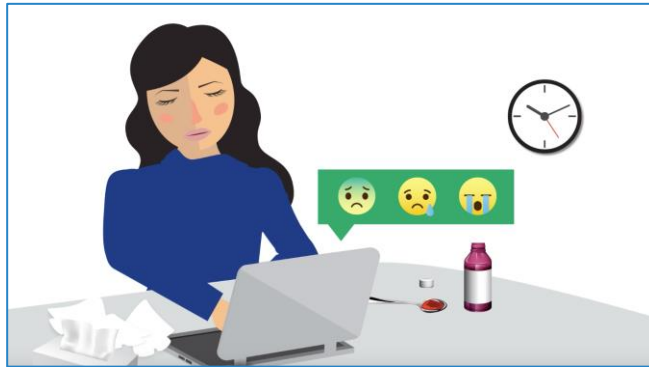
Guaranteed Ride Home: :30 Problem. Solved "Emergency"

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

YouTube

YouTube videos were created to promote the GRH campaign in both 15-second and 30-second lengths. YouTube is the second-largest search engine in the world, behind Google. These online videos were used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.

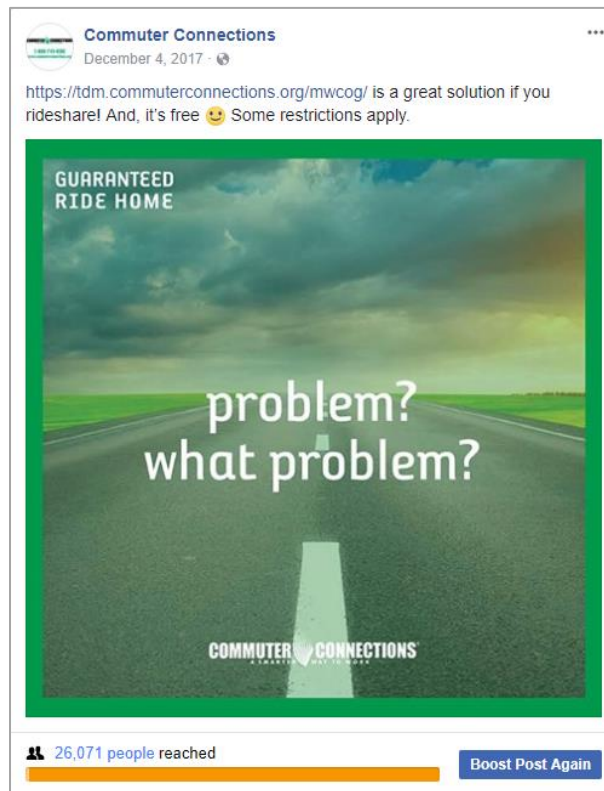


Online and Digital Advertising

Display, mobile, tablet, and mobile in-app advertising ran on iHeart Radio and WTOP's digital sites to promote the GRH program. The ads reinforced the benefits of the GRH program to audiences in the Washington, DC region for eight weeks, from February through June. Performance was monitored and optimized throughout the campaign.

A Google AdWords campaign alternated every other week from February through June. GRH text ad messages were served up for matched key word search results. Select GRH keywords were used throughout the campaign, monitored, and optimized to be sure Commuter Connections was reaching the most people with the least cost per click (CPC).

Facebook



Value Add

In addition to paid media spots, an estimated \$68,000 of no-charge promotional media was negotiated. All radio stations provided no-charge bonus radio spots and display ads.

GRH Baltimore

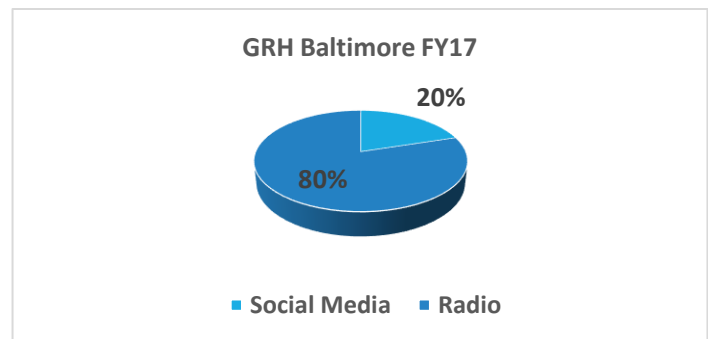
The GRH Baltimore campaign focused on raising awareness of the GRH program among commuters in the Baltimore region and increasing registrants. Radio, YouTube, and Facebook ads from the Washington DC region campaign were used in Baltimore to increase awareness on how to get home in case of an unexpected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

Target market for Baltimore Metropolitan Region

From 2016 Commuter Connections Guaranteed Ride Home (GRH) 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 five home jurisdictions are Harford (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 Fall Budget | MWCOG Cost | Gross Cost | Estimated Impressions |
|---------------------------|--------------------|--------------------|-----------------------|
| Radio | \$19,987.75 | \$23,515.00 | 7,725,400 |
| YouTube | \$2,520.00 | \$2,964.71 | 630,000 |
| Facebook | \$2,964.71 | \$2,964.71 | 335,000 |
| Totals | \$25,472.46 | \$29,444.42 | 8,690,400 |

Radio

Radio served as the primary media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk) and ran GRH ads every other week from October through December 2017, for a total of seven weeks on air. See page 34 for radio scripts.

YouTube

Videos on YouTube were used to promote the GRH Baltimore campaign in both 15-second and 30-second lengths. These videos promoted GRH registration and re-registration to support the choice to use transportation alternatives. See page 35 for You Tube video screen shots.

Facebook

Facebook was used to engage and help drive registration and re-registration to the website. The same creative was used in both the Metropolitan DC, and Baltimore regions. See page 36 for Facebook ad.

Value Add

In addition to paid media, an estimated \$10,500 was negotiated in no-charge promotional media. Both radio stations provided no-charge bonus spots, totaling to 70 spots between both stations.

Direct Mail

This first visual element of the new FY 2018 campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted Ridematching, GRH, CarpoolNow, and 'Pool Rewards. Recipients were 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 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 \$88,240.

Rideshare Mailer

BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

Defray the cost of gas, tolls, and parking, and raise your enjoyment level!

The over 355 Park & Ride Lots in the area make great meeting points – the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home at commuterconnections.org!

- 1 Simply visit commuterconnections.org.
- 2 Once you create an account and sign up to ride share, you'll receive an instant list of potential partners.
- 3 Simply reach out to those on your list of potential partners. It's that easy!
- 4 **Added Bonus: Guaranteed Ride Home.** When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for the Guaranteed Ride Home program*. If an illness, unexpected emergency or unscheduled overtime occurs, we'll arrange for you to get home for free, up to four times a year!

Register for free Ridematching or Guaranteed Ride Home programs online to day at commuterconnections.org. Or receive your match list via mail by filling out the application above. For questions, call 800.745.8286. You may also use our online bulletin board to locate carpool/vanpool partners.

By registering with Commuter Connections, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

*Some restrictions apply.

POOL REWARDS
Pay for less.

Download **carpooling** for free, real-time carpooling app and catch a ride along your route!

COMMUTER CONNECTIONS
TRANSIT AND COMMUTER SERVICES

Guaranteed Ride Home Mailer



**DON'T GET STUCK...
FREE GUARANTEED RIDE HOME. Register or renew today!**
Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home® (GRH) – a FREE reliable ride home if an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise!

- We'll arrange for a free taxi to get you home up to four times each year!
- Available Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:
A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching – today!

- 1 To register for either free program simply visit commuterconnections.org to get started or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and print an instant checklist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.8222.

Download **CarpoolNow**, our free, real-time carpooling app and catch a ride along your route!



If you currently drive alone to work, sign up today to form a new carpool or vanpool with **Pool Rewards**. Vanpools may be subsidized by \$200 per month per van, and carpools receive up to \$250 in cash over a 90-day period*. Visit commuterconnections.org.

POOL REWARDS
2 years to retirement

*Some restrictions apply.

Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual sponsorship drive in November 2017 for the May 2018 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. The Sponsorship Drive remained open until the end of January 2018.



Employer Recognition Awards

The 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 twentieth annual awards ceremony in June 2018. A nomination brochure for the 2018 awards was developed and distributed in early December. The application form was also made available online.

Nomination Brochure



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

TELEWORK
Providing a formal or informal policy framework and technology to allow employees to seamlessly work from home, or at a local telework 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 or a remote office 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.

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

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

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

DISCOUNTED MEMBERSHIPS
Offering discount memberships to nearby gyms, Bikeshaaring and/or carsharing services.

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/80 hours.

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, rideshaaring or taking transit.

GUARANTEED RIDE HOME
Promoting and/or supplementing Commuter Connections' free emergency ride home program for employees during unexpected personal or family emergencies/illnesses, or unscheduled overtime.


CLEAN ENERGY VEHICLES
Providing electric car charging stations or a company fleet of clean energy vehicles or hybrids.

A bit about last year's 2017 winners:

MARKETING
American Society of Health-System Pharmacists
Bethesda, MD

The American Society of Health System Pharmacists (ASHP) is a national professional organization whose nearly 45,000 members include pharmacists, pharmacy technicians, and student pharmacists who provide patient care services in hospitals, health systems, and ambulatory clinics. For 75 years, ASHP has been at the forefront of efforts to improve medication use and enhance patient safety.


Of its 217 employees in the Washington, DC area, 50 percent participate in alternatives to drive-alone commuting: 30 employees use transit; 8 walk, run, or bike; 50 telework full time; and 20 telework 1-3 days per week.



INCENTIVES
The Cadmus Group, Inc. Arlington, VA

The Cadmus Group, Inc. is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and three offices in the metropolitan Washington region. As an employee-owned firm, Cadmus is fully committed to supporting employees' health and well-being, while advancing its mission to create social value and minimize its impact on the natural environment.


In 2006, Cadmus initiated a benefits program that offers its employees a wide range of alternative commuting incentives designed to accommodate employee needs and minimize reliance on automobiles. Of the approximately 200 employees based in Cadmus' three Washington metropolitan area offices, 115 (64%) use mass transit, up from 46 percent in 2014. In addition, 50 (28%) telework or use flextime, and 15 (8%) bike or walk to work.




TELEWORK
TCG, Inc. Washington, DC


Founded in 1994, TCG, Inc. provides IT and management consulting services to the federal government, and has been recognized as one of the best places to work by Great Places to Work, Fortune Magazine, Entrepreneur, the Washington Post, and the Washington Business Journal. TCG's telework program was founded at its inception and today, of its 130 employees, about 80 percent telework. More than half of its employees do so full time, and another 27 percent telework at least one day per week.


TCG has adopted a telecommute-first model, where employees are encouraged to work remotely, enabling the company to hire employees who are the top performers in their fields, and keeping staff turnover below 9 percent, far less than the industry average. If a contract requires that the TCG employee work on-site at the client's offices, TCG attempts to negotiate teleworking for at least one or two days per week.





2018 Employer Recognition Awards





'Pool Rewards

Fall Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. 'Pool Rewards Ads were placed on Pandora, WTOP, and Facebook.



and

Message Strategy

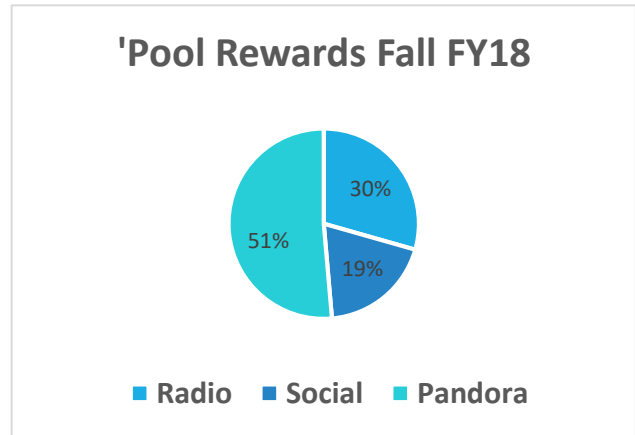
The ads encouraged commuters to find a partner to start a new carpool/vanpool. Ads mentioned the incentive offered and encouraged commuters to contact Commuter Connections. Additional messaging was included to promote the new I-395 bonus incentive.

Target Market

Rideshare demographics (see pg. 24)

Geographic Targeting

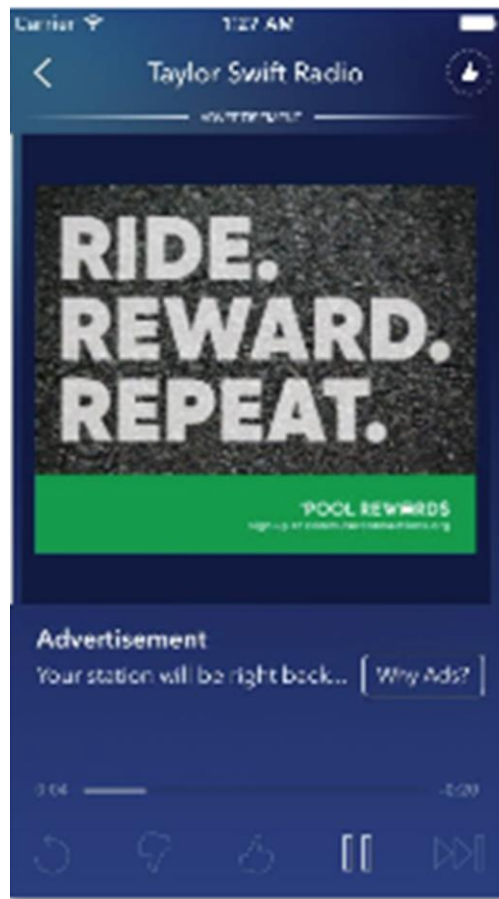
Washington D.C. DMA



| Pool Rewards Fall | MWCOG Cost | Gross Cost | Impressions |
|-------------------|------------|------------|-------------|
| WTOP | \$4,292.50 | \$5,050.00 | 6,833,820 |
| Facebook | \$3,300.00 | \$3,300.00 | 790,300 |
| Pandora | \$7,500.00 | \$8,823.53 | 2,207,960 |

Totals \$15,092.50 \$17,173.53 9,832,080

Pandora Ads



Pool Rewards Radio Script

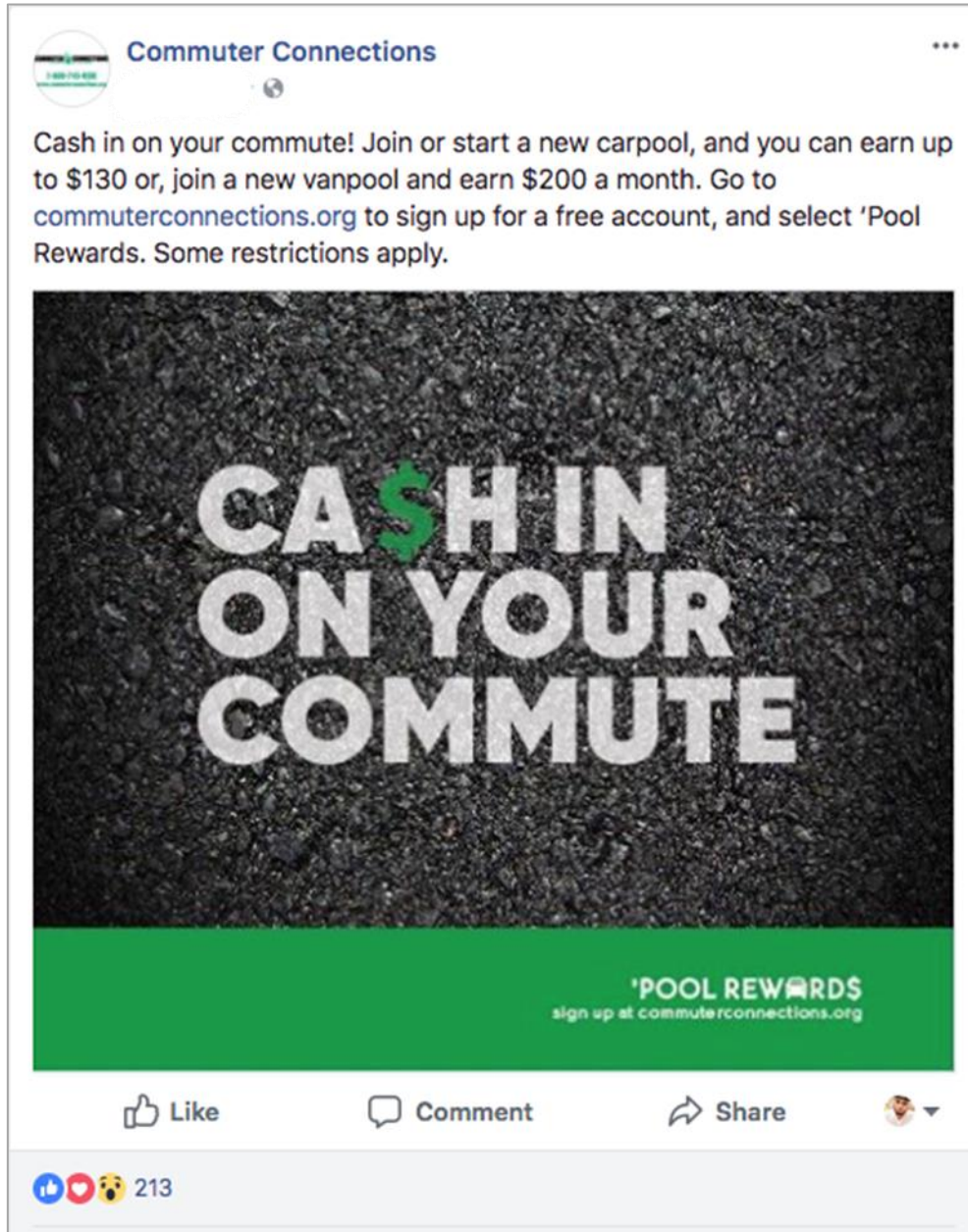
30 second

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 or start a new vanpool and earn 200 dollars a month. It's that easy to earn extra money. Ride. Reward. Repeat.


Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. That's commuterconnections.org. Some restrictions apply.

Pool Rewards Facebook



Commuter Connections

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



**CASH IN
ON YOUR
COMMUTE**

POOL REWARDS
sign up at commuterconnections.org

Like Comment Share

213



Commuter Connections



Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



Like

Comment

Share



227

Chronological

CarpoolNow Mobile App

CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. Through a grant received by Howard County, Commuter Connections ran a media campaign in the fall to promote the CarpoolNow mobile app to those who live or work in Howard County.



Media Strategy

Radio, Pandora and outreach to Howard County employers were used to promote the CarpoolNow mobile app during the first half of FY18. The campaign started in October and ran through December 2017.

Target Audience

- Commuters, 25-55 years old; residents & businesses.


Geographic Area

- Howard County and surrounding area.


| CarpoolNow Fall Budget | COG Cost | Gross Cost | Impressions |
|-----------------------------------|--------------------|--------------------|--------------------|
| Pandora | \$7,272.91 | \$8,556.36 | 195,012 |
| Radio | \$20,888.50 | \$22,808.50 | 1,800,650 |
| Totals | \$28,161.41 | \$31,364.86 | 1,995,662 |

For those who Live or Work in Howard County

RIDESHARE ANYTIME



- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!



carpoolnow.org 800.745.RIDE

For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND



- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!



carpoolnow.org 800.745.RIDE

Radio

A :30 second radio spot was produced and aired on news (WBAL) and music (WPOC) stations within the Baltimore market.



CarpoolNow :30 Seconds “Your Commute Just Got Easier”

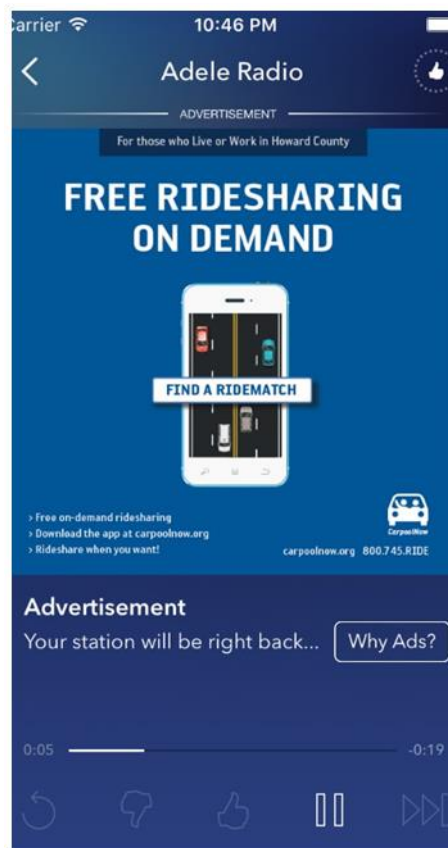
If you live or work in Howard County, there’s a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It’s free to use the app and there’s no cost for passengers. Just visit CarpoolNow dot org today and start saving right away! That’s CarpoolNow dot org

With the CarpoolNow mobile app, your commute just got easier.
Sponsored by Commuter Connections. Some restrictions apply.

Pandora

Mobile audio ads and web audio ads geo-targeted to Howard County ran during the month of December 2017.

pandora®



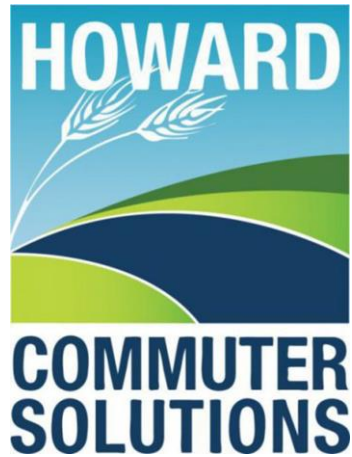
CarpoolNow Landing Page

A special landing page was set up at www.carpoolnow.org, which redirects to a page within the Commuter Connections web site.

The screenshot shows the CarpoolNow landing page on the Commuter Connections website. The page features a dark blue header with the 'COMMUTER CONNECTIONS' logo and a 'Select Language' dropdown. A navigation bar includes links for HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The main content area is titled 'CarpoolNow' and features a large blue banner with the CarpoolNow logo (a car with two people) and three download buttons: 'Available on the Android App Store', 'Download on the App Store', and 'Get it at BlackBerryWorld'. Below the banner is a photo of two people looking at a smartphone, with the text 'DOWNLOAD THE APP TODAY!' at the bottom. To the right of the photo, there are three paragraphs of text: 'Try the CarpoolNow app and connect with commuters just like you, going your way. It's free and it saves you money on every commute.', 'CarpoolNow is an app you can use anytime to find and schedule rides.', and 'Download the CarpoolNow app and join thousands who rideshare whenever they want!'. Below the text are three buttons labeled 'FREE', 'CONVENIENT', and 'SMART'. Under each button is a short paragraph describing the benefit: 'On-demand carpooling services, connecting drivers offering a ride with passengers seeking a ride.', 'The CarpoolNow app makes carpooling convenient for both passengers and drivers going the same way.', and 'CarpoolNow displays routes, estimated pick-up times, and confirms pick-up and drop-off locations.' On the right side of the page, there is a 'Commuters' sidebar menu with links to: Guaranteed Ride Home, Ridesharing, What It Is, Mobile Apps, Register Now, *Pool Rewards, Rideshare Bulletin Board, Tips to Carpooling, HOV/Express Lanes, Park And Ride Locations, Why Vanpool, Why Carpool, CarpoolNow (with sub-links for CarpoolNow Driver, Incentive Participation, and Guidelines), Transit, Teleworking, Bicycling, Walking, FAQ, and Flextime Rewards Program.

Employer Outreach

A letter was sent out to Howard County employers, introducing the CarpoolNow mobile app and explaining the benefits. The letter was co-signed by the County, and the Economic Development Authority. Employers were encouraged to share information about the new mobile app Ridesharing tool, and to ask employees to consider carpooling to work using CarpoolNow.



Commuter Connections Newsletter and Federal ETC Insert

The summer and fall editions of the Commuter Connections newsletter were produced during the first half of FY2018. The six-page newsletters were produced and mailed to employers, COG Committee members, and other TDM stakeholders. The newsletter is also made available in PDF form on the Commuter Connections web site and in html form distributed through email. Newsletters with a black & white Federal ETC insert were distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at www.federaletc.org.

Issue 4, Volume 21 Fall 2017 WHAT'S INSIDE

- 1 Metro Promoters Weigh In Again
- 2 2018 Employer Recognition Awards Call for New Initiatives
- 3 Doctors Receiving Health Care Reimbursement
- 4 2017 National Commuter Enhancement Awards
- 5 Car-Free Day 2017

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

EMPLOYER BASED CASE STUDIES RELEASED

For more than 40 years, employers have come to Commuter Connections for help in starting, sustaining, and growing onsite employee commute programs. Employers understand the value of offering comprehensive commute benefits as they contribute toward recruitment and retention, as well as displaying good corporate citizenship within the local community and greater region.

While CTA's location provides for ready access to transit, the organization was looking to expand options for employees who had long commutes. Starting in 2005, the company began offering all full-time employees the opportunity to telework one day a week. To enhance participation in the telework program, CTA offers a reimbursement of up to 50 percent of the cost of home internet.

Additionally, to improve employee morale, CTA instituted an early dismissal on Fridays during the summer months. With more than 70 percent of employees actively teleworking, and 50 percent using transit, CTA employees have reduced over 530,000 annual vehicle miles traveled, and saved \$26,380 in commuting costs.

CTA's overall benefits package, also includes mortgage assistance, tuition assistance, and professional development programs. These benefits coupled with commute benefits, have enabled the employer to maintain a productive, and happy workforce. Future plans at CTA include enhancing bicycling facilities through the installation of additional bike racks and lockers.

Our second case study focuses on the Cadmus Group, winner of a 2017 Commuter Connections Employer Recognition Award.

Founded in 1983, Cadmus is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and three offices in the Washington metropolitan region. As an employee-owned firm, Cadmus is fully committed to supporting employee health and well-being, while advancing its mission to create social value and minimize its impact on the natural environment.

In 2013, Cadmus opened their LEED gold certified office building in Bethesda. The newest location, combined with its offices in Arlington and the District allows the company to more effectively serve current and future clients, and cut down on travel for many of its employees.

Originally founded as the Radio Manufacturers Association in 1924 in Crystal City, Arlington-based CTA is the standards and trade association for the consumer electronics industry in the United States. With easy access to Metrolink, Metrolab, Virginia Railway Express (VRE), Arlington Transit, and other options, CTA has truly embraced alternative modes of commuting.

Continued on page 2

Fall 2017

FEDERAL ETC UPDATES

CENSUS BUREAU GETS CARS OFF THE ROAD!

Since 1790, the United States Census Bureau (USCB) and its predecessor organizations, have collected data on many aspects of the U.S. population.

From a simple population count to economic data, USCB's mission is "to serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers."

With more than 4,250 employees, USCB, headquartered in Suitland, MD since 1942, conducts multiple censuses.

While the U.S. Constitution requires only that the decennial census be a population count, since the first census in 1790 the need for useful information about the United States' population and economy became increasingly evident.

The decennial census steadily expanded throughout the nineteenth century. By the turn of the century, the demographic, agricultural, and economic segments of the decennial census collected information on hundreds of topics.

The work of processing these data kept the temporary Census Office open for almost all the decades following the 1880 and 1890 censuses.

Recognizing the growing complexity of the decennial census, Congress enacted legislation creating a permanent Census Office within the Department of the Interior on March 6, 1902, and then on July 1, 1902, the U.S. Census Bureau officially "opened its doors" under the leadership of William Rush Merriam.

In 1903, the Census Office was moved to the newly created Department of Commerce and Labor. It remained within Commerce when Commerce and Labor split into separate departments in 1913.

With this important mission, the need to recruit and retain employees, and a need to help these employees get to and from work, the USCB Administrative and Customer Services Division Transit Benefits Team was formed according to Executive Order 13150, "Federal Workforce Transportation." This executive order mandated that federal agencies provide transportation benefits to encourage mass transportation and expand commuting alternatives to qualified federal employees and USCB wanted to be at the forefront of this initiative.

Issue 3, Volume 21 Summer 2017 WHAT'S INSIDE

- 1 Drop Your Keys for A Day And Go Home
- 2 VRS Guidelines 25 Years
- 3 Soft-Fork Restores Light At End Of Tunnel
- 4 World Bank Recognizes Transportation For How To Work Day 2017

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

20 YEARS OF CELEBRATING TOP EMPLOYER COMMUTE PROGRAMS

For 20 years, Commuter Connections has celebrated the top employer commute benefits programs in the Washington, DC region through its annual Employer Recognition Awards. These companies offer more sustainable, healthy, and convenient commute options for their employees.

The 20th annual Employer Recognition Awards was held June 22, 2017 at the National Press Club, in Washington DC, to honor three employers for their outstanding efforts to offer and promote employee commute options. Two awards were also given to organizations for providing employer-based support for commute programs and services.

20 YEARS 1997-2017 EMPLOYER RECOGNITION AWARDS

Employers were eligible for three award categories, Incentives, Marketing, and Telework. Incentives encourage and reward employees for using alternative means of commuting. Marketing promotes and influences the merits of alternative commuting. Teleworking allows employees to eliminate or dramatically reduce time and money spent commuting.

*For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting," said Nicholas Ramfies, Director of Commuter Connections.

2017 Winners

Incentives Award - The Cadmus Group, Arlington, VA

The Cadmus Group (Cadmus), is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and several offices in the Washington metropolitan region. As an employee-owned firm, Cadmus is fully committed to supporting employee health and well-being, while advancing its mission to create social value and minimize its impact on the environment.

Cadmus' commuter incentives include reimbursement for use of public transit, up to \$160 monthly for each employee, and \$100 in annual reimbursement toward the purchase or upkeep of a

Continued on page 2

Summer 2017

FEDERAL ETC UPDATES

STATE OF THE COMMUTE SURVEY SHOWS FEDS CONTINUE TO LEAD

The Commuter Connections 2016 State of the Commute (SOC) survey has shown that in the Washington, DC region, the federal government is responsible for most of the growth in teleworking over the last six years, and has, over the last nine years, consistently posted more significant gains than the private, non-profit, and state and local government sectors.

By comparison, 31 percent of private sector employees reported teleworking, up from 26 percent in 2010, and 33 percent of workers in the non-profit sector teleworked, up from 26 percent in 2010. Just 14 percent of state and local government employees said that they teleworked in the 2016 survey.

Additionally, respondents who worked for federal agencies were most likely to have more benefits/services available to them than those who worked for other types of employers.

The State of the Commute survey, conducted every three years by Commuter Connections, surveyed 5,903 randomly selected employed residents of the Washington region. The first survey in 2001, found that 11 percent of those surveyed teleworked regularly or at least occasionally. The 2016 survey saw that number rise to 32 percent. Additionally, the overall average frequency of teleworkers who did so at least one day a week increased to 58 percent in 2016, from 48 percent in 2010. Formal telework programs are most common among federal government employees. Nearly seven in ten (69%) federal employees stated that they teleworked under a formal program.

The growth in three of the respondent sectors - state/local government, private, and non-profit - remained relatively steady over the past nine years, while the growth of teleworking in the federal sector rose dramatically from 16 percent to 45, far outpacing the other sectors.

The federal Telework Enhancement Act of 2010 is credited as a major factor contributing to the increases. The law requires all federal agencies to develop formal telework policies, identify all positions suitable for teleworking, and to designate staff specifically to help implement and monitor telework programs. The law also provided guidance on developing written employer-employee telework agreements, and providing training to workers and managers on teleworking best practices.

The legislation sought to reduce the need for additional office

Appendix A

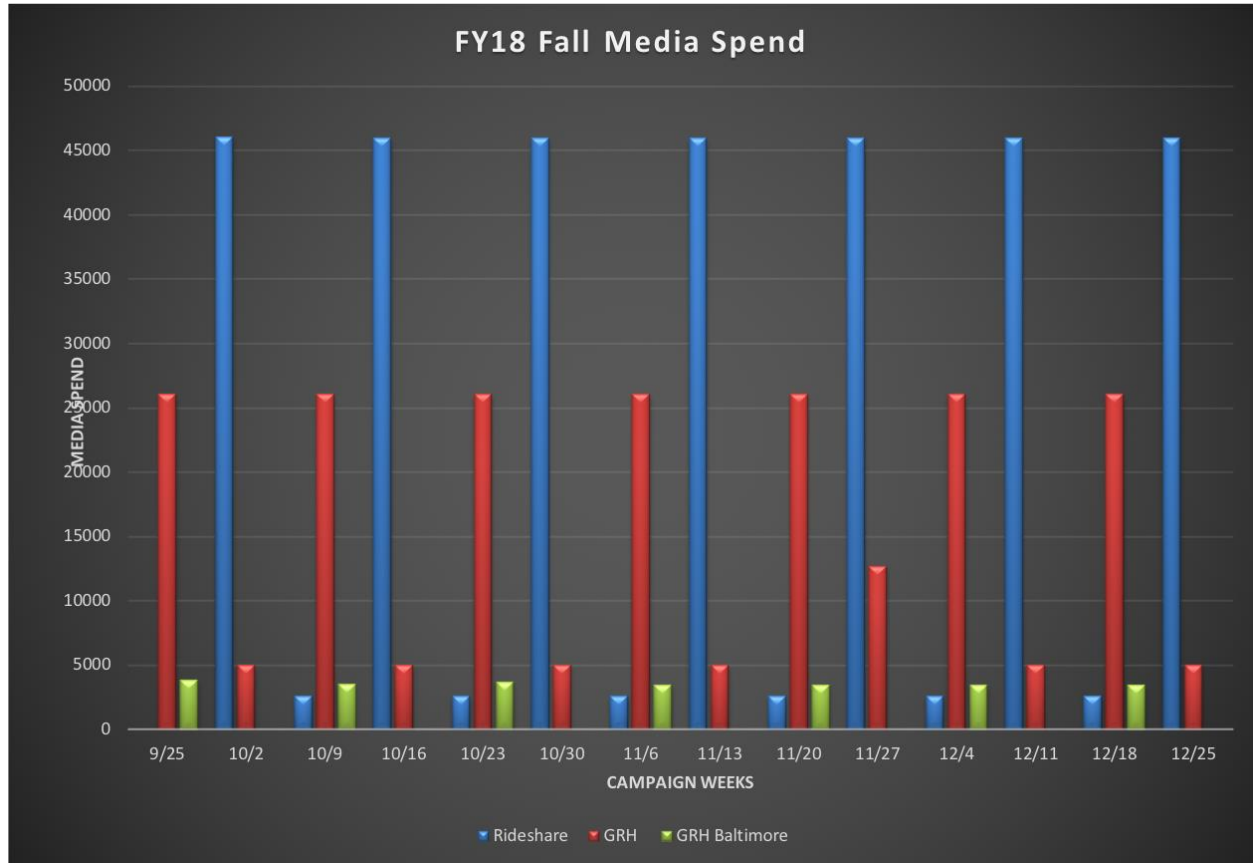
FY2018 First Half Fall Media Schedules

| Commuter Connections FY2018 Fall Umbrella | | | Media Schedule: Specific Dates Spots Run (Week of) | | | | | | | | | | | | | | | | | | | |
|---|-------------------|-----------------------|--|-----|------|------|------|------|------|-------|-------|-------|------|-------|-------|-------|------|-------|-------|-------|--|--|
| | Media Outlet | Campaign to Run | 8/28 | 9/4 | 9/11 | 9/18 | 9/25 | 10/2 | 10/9 | 10/16 | 10/23 | 10/30 | 11/6 | 11/13 | 11/20 | 11/27 | 12/4 | 12/11 | 12/18 | 12/25 | | |
| GRH | Radio & Podcasts | WARK | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WBQB | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WFLS | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WFMD | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WFRE | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WWEG/WAFY | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| GRH - Baltimore | Social | Facebook | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | Youtube | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | :30 Audio | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| Rideshare | Radio & Podcasts | Banner/Tile Ads | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WBAL-AM/Baltimore | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WPOC-FM/Baltimore | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | Facebook | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| Rideshare | Social | Youtube | 9/25 - 12/24/17 | | | | | | | | | | | | | | | | | | | |
| | | WAMU | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | WTEM | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | WLZL | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | WPGC | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | Social | WTOP | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | Facebook | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | NBC Sports Washington | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | Digital & Podcast | NBC Sports Washington | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |
| | | WTOP.com Digital | 10/2-12/31 | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|----------|--------------------|------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 'Pool Rewards | Radio | WTOP-FM | 11/20 - 12/31/17 | | | | | | | | | | | | | | | | | | | |
| | Pandora | Pandora Audio | 11/20 - 12/31/17 | | | | | | | | | | | | | | | | | | | |
| | Pandora | Pandora Banner Ads | 11/20 - 12/31/17 | | | | | | | | | | | | | | | | | | | |
| Car Free Day | Radio | WIHT-HM | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | | WWDC-FM | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | | WTOP-FM | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | Digital | WTOP.com | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | | Meg Biram | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | Pandora | 500x500 Tile | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | | 300x250 Banner | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| | | :30 Audio | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | |
| Text to 221 cell #s | | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | | |
| Social | Facebook | 9/4 - 9/18 | | | | | | | | | | | | | | | | | | | | |

Appendix B

FY2018 First Half Paid Media Spending



Appendix C

Performance Measures

Web Visits

| Month | FY 2017 Web Visits | FY 2018 Web Visits | +/- | +/- % |
|-----------|-----------------------|-----------------------|-----------------|----------------|
| July | 17,234 | 13,779 | (3,455) | -20.05% |
| August | 19,736 | 15,167 | (4,569) | -23.15% |
| September | 15,120 | 13,561 | (1,559) | -10.31% |
| October | 14,938 | 17,512 | 2,574 | 17.23% |
| November | 17,402 | 13,997 | (3,405) | -19.57% |
| December | 16,081 | 14,637 | (1,444) | -8.98% |
| | 100,511 | 88,653 | (11,858) | -11.80% |

Phone Calls

| Month | FY 2017 Phone Calls | FY 2018 Phone Calls | +/- | +/- % |
|-----------|------------------------|------------------------|--------------|---------------|
| July | 1,080 | 892 | (188) | -17.4% |
| August | 1,116 | 942 | (174) | -15.6% |
| September | 1,178 | 847 | (331) | -28.1% |
| October | 1,101 | 948 | (153) | -13.9% |
| November | 1,060 | 950 | (110) | -10.4% |
| December | 1,004 | 1,014 | 10 | 1.0% |
| | 6,539 | 5,593 | (946) | -14.5% |

Rideshare Applications

| Month | Rideshare FY 2017 Applications | Rideshare FY 2018 Applications | Change | % |
|-----------|--------------------------------------|--------------------------------------|----------------|---------------|
| July | 2,279 | 831 | -1,448 | -63.5% |
| August | 1,094 | 1,333 | 239 | 21.8% |
| September | 902 | 813 | -89 | -9.9% |
| October | 1,416 | 1,163 | -253 | -17.9% |
| November | 715 | 684 | -31 | -4.3% |
| December | 1,058 | 958 | -100 | -9.5% |
| | 7,464 | 5,782 | (1,682) | -22.5% |

GRH Applications

| Month | GRH FY 2017 Applications | GRH FY 2018 Applications | Change | % |
|-----------|-----------------------------|-----------------------------|--------------|---------------|
| July | 846 | 746 | -100 | -11.8% |
| August | 907 | 736 | -171 | -18.9% |
| September | 802 | 657 | -145 | -18.1% |
| October | 727 | 704 | -23 | -3.2% |
| November | 613 | 537 | -76 | -12.4% |
| December | 608 | 589 | -19 | -3.1% |
| | 4,503 | 3,969 | (534) | -11.9% |

Appendix D

Digital Advertising – WTOP.com Results GRH and Rideshare

| WTOP.com Digital Campaign Performance | Month | Ad Server Impressions Delivered | Ad Server Clicks | Ad Server CTR |
|---------------------------------------|------------------|---------------------------------|------------------|---------------|
| GRH Cross Platform | October | 419,305 | 507 | 0.12% |
| GRH Cross Platform | November | 305,763 | 267 | 0.09% |
| GRH Cross Platform | December | 804,932 | 650 | 0.08% |
| | | | | |
| GRH Bonus Campaign | Oct - Dec | 210,008 | 395 | 0.19% |
| | | | | |
| RS Cross Platform | October | 1,469,750 | 3,062 | 0.11% |
| RS Cross Platform | November | 762,738 | 1,632 | 0.21% |
| RS Cross Platform | December | 2,257,398 | 5051 | 0.22% |
| | | | | |
| GRH Total / Averages | Feb – May | 1,740,008 | 1,819 | 0.10% |
| RS Total / Averages | Feb – May | 4,489,886 | 9,745 | 0.22% |
| Overall Total / Averages | Feb – May | 6,229,894 | 11,564 | 0.19% |

Note: National average CTR is .07%

Appendix E

Commuter Connections Fall FY 2018 Umbrella Social Media Analytics

Facebook - GRH Washington

| Campaign Name | Date Ended | Reach | Impressions | Indicator | Results | Cost Per Result |
|---------------|------------|---------------|---------------|-----------------|--------------|-----------------|
| GRH Wash DC | 10/28/2017 | 9,944 | 11,230 | post engagement | 768 | \$0.80 |
| GRH Wash DC | 11/23/2017 | 4,123 | 5,797 | post engagement | 320 | \$0.96 |
| GRH Wash DC | 12/9/2017 | 26,071 | 37,615 | post engagement | 2,720 | \$0.47 |
| GRH Wash DC | 12/23/2017 | 21,005 | 31,432 | post engagement | 1,635 | \$0.80 |
| | | 61,143 | 86,074 | | 5,443 | \$0.65 |

Facebook - GRH Baltimore

| Campaign Name | Date Ended | Reach | Impressions | Indicator | Results | Cost Per Result |
|---------------|------------|--------|-------------|---------------|---------|-----------------|
| GRH Baltimore | 12/24/2017 | 55,274 | 101,480 | ad link click | 1,044 | \$0.73 |

Facebook - Rideshare

| Campaign Name | Date Ended | Reach | Impressions | Indicator | Results | Cost Per Result |
|---------------|------------|----------------|----------------|-----------------|---------------|-----------------|
| Rideshare | 11/18/2017 | 5,164 | 7,016 | post engagement | 272 | \$0.93 |
| Rideshare | 12/2/2017 | 9,682 | 12,865 | post engagement | 908 | \$0.53 |
| Rideshare | 12/16/2017 | 11,514 | 14,268 | post engagement | 1,980 | \$0.39 |
| Rideshare | 12/31/2017 | 19,551 | 23,180 | post engagement | 2,523 | \$0.29 |
| Rideshare | 12/31/2017 | 217,716 | 523,497 | ad link click | 6,633 | \$0.40 |
| | | 441,187 | 854,454 | | 12,316 | \$0.39 |

Appendix F

Car Free Day Earned Media

Car Free Day 2017 media placements were covered across print, internet, radio, and television outlets, along with calendar listings.

Media Placements:

| CFD 2017 Print /Online Coverage | | |
|---------------------------------|---------------------------------------|---|
| Date | Outlet | Topic linked to URL |
| 2/23/17 | Washington Area Bicycling Association | "Bike Car-Free in DC" |
| 8/14/17 | Wash Cycle | "Car Free Day 2017" |
| 9/11/17 | goDCgo | "How Are You Preparing for Car Free Day" |
| 9/11/17 | Gallaudet University | "Car Free Day" to take place Friday, September 22, 2017 |
| 9/21/17 | EYA | Park It: Car Free Day September 22 |
| 9/20/17 | Alexandria News | Car Free Day Is September 22 |
| 8/29/17 | The Frederick News Post | County, city to participate in Car Free Day |
| 9/18/17 | WDVM | Car Free Day |
| 9/21/17 | Reston Now | Friday is 'Car-Free Day' in Fairfax County, DC Metro |
| 9/22/17 | Bethesda Magazine | Car Free Day |
| 9/22/17 | ORS News2Use | Car Free Day 2017 |
| 9/22/17 | DC.gov | Washington, DC Joins Global Breathe Life Campaign for Cleaner Air |
| 9/22/17 | Meg Biram | Take a New Path to Work on Car Free Day |
| 9/12/17 | National Capitol Region | For one day, drop the car keys for cleaner air. Car Free Day is Sept. 22! |
| 8/02/17 | Arlington Magazine | Car Free Day |
| 9/22/17 | Prince William Living | Car Free Day |
| CFD 2017 Television Coverage | | |
| 9/18/17 | Prince George's Community Television | National Car Free Day for the Washington Metropolitan area is Friday, September 22nd. |

| 9/22/17 | WDVM | |
|--------------------------------------|---------------------|--|
| 9/12/17 | Frederick County MD | PSA: Car Free Day 2017 |
| CFD 2017 Radio Coverage | | |
| 9/21/17 | WTOP | Park it: Could you get to work car-free if you had to? |
| 9/21/17 | WMAL | Park it: Could you get to work car-free if you had to? |
| CFD 2017 Calendar Listing | | |
| Outlet | | Listing |
| Maryland | | |
| The Baltimore Sun | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Capital Gazette | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Carroll County Times | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WJZ-TV (CBS – Baltimore) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WMAR-TV (ABC – Baltimore) Channel 13 | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Patch | | |
| Across Maryland | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Annapolis | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Baltimore | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Bowie | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| College Park | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Edgewater | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Laurel | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Severna Park | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Virginia | | |
| Arlington Now | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WAVY-TV (NBC – Norfolk) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WDBJ-TV (CBS – Roanoke) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WSLS-TV (NBC – Roanoke) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WTKR-TV (CBS – Norfolk) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| WTVR-TV (CBS – Richmond) | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Patch | | |
| Across Virginia | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Arlington | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Clarendon | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Norfolk | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Richmond | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Roanoke | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Tysons Corner | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Washington, D.C. | | |
| Patch | | |
| Georgetown | | Take the Car Free Day Pledge and enjoy free Chipotle! |
| Washington, D.C. | | Take the Car Free Day Pledge and enjoy free Chipotle! |

Appendix G

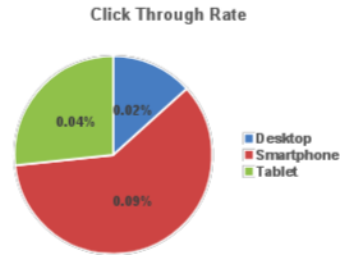
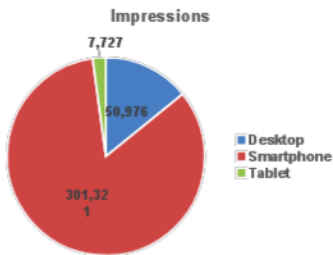
Car Free Day Digital Ad Analytics – WTOP.com



DIGITAL PERFORMANCE SUMMARY

Device Category Performance

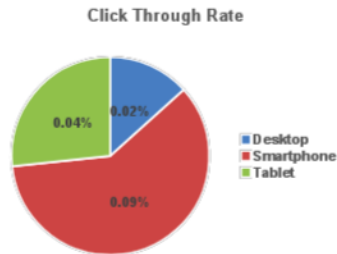
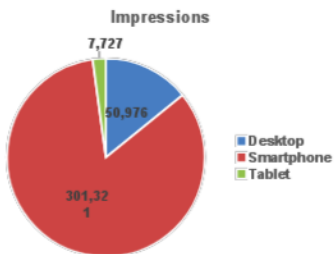
| Device Category | Delivered Impressions | Clicks | CTR |
|------------------------|-----------------------|------------|--------------|
| Desktop | 50,976 | 8 | 0.02% |
| Smartphone | 301,321 | 282 | 0.09% |
| Tablet | 7,727 | 3 | 0.04% |
| Totals/Averages | 360,024 | 293 | 0.08% |



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Appendix H

Car Free Day Social Media Analytics

Facebook

| Car Free Day Campaign Name | Date Ended | Reach | Impressions | Result Indicator | Results | Cost per Result |
|---------------------------------|------------|----------------|----------------|------------------|--------------|-----------------|
| Do something vantastic | 9/7/2017 | 5,884 | 7,662 | post engagement | 400 | \$0.81 |
| Ride with a friend | 9/10/2017 | 7,633 | 10,488 | post engagement | 462 | \$0.70 |
| Lose the suit, drop the commute | 9/14/2017 | 6,592 | 8,630 | post engagement | 498 | \$0.65 |
| Work from home on Friday! | 9/17/2017 | 9,758 | 11,407 | post engagement | 498 | \$0.64 |
| A good bike ride fixes all | 9/20/2017 | 10,733 | 12,866 | post engagement | 542 | \$0.59 |
| Drop it for a day | 9/22/2017 | 9,952 | 11,819 | post engagement | 551 | \$0.58 |
| Car Free Day 2017 | 9/22/2017 | 102,865 | 217,438 | ad link click | 2,780 | \$0.38 |
| | | 153,417 | 280,310 | | 5,731 | \$0.52 |