



**COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP**

FY 2022 MARKETING ACTIVITY

SEPTEMBER 21, 2021

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



# FY22 MARKETING ACTIVITIES SUMMER/FALL SCHEDULE

Regional TDM Recovery Marketing Campaign

Newsletters Summer/Fall

Car Free Day 2021

Employer Recognition Awards Brochure (call for nominations)





**REGIONAL TDM RECOVERY  
MARKETING CAMPAIGN**

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# OBJECTIVES & STRATEGY

## Regional TDM Recovery Campaign

- Maximum Campaign Budget: \$550,000
  - Transit-Dependent Campaign - \$385,000
  - General Audience Campaign - \$165,000
- Increase transit ridership with emphasis on bus; raise awareness around safety protocols
- Secondary objective: focus on encouraging Metrorail, commuter rail, as well as carpool and vanpool use with familiar partners

# MARKETING COMPONENTS

## Regional TDM Recovery Campaign

### Transit-Dependent Campaign

- Streaming & Traditional Radio
- Hispanic Radio
- Transit Ads
- Text Messages
- Streaming TV
- Direct Mail
- YouTube
- Social/Digital/Influencers
- Key Influencers
- Earned Media

### General Audience Campaign

- Streaming & Traditional Radio
- Broadcast TV
- Social/Digital/Influencers
- Text Messages
- YouTube
- Earned Media

# EARNED MEDIA STRATEGY

## Regional TDM Recovery Campaign

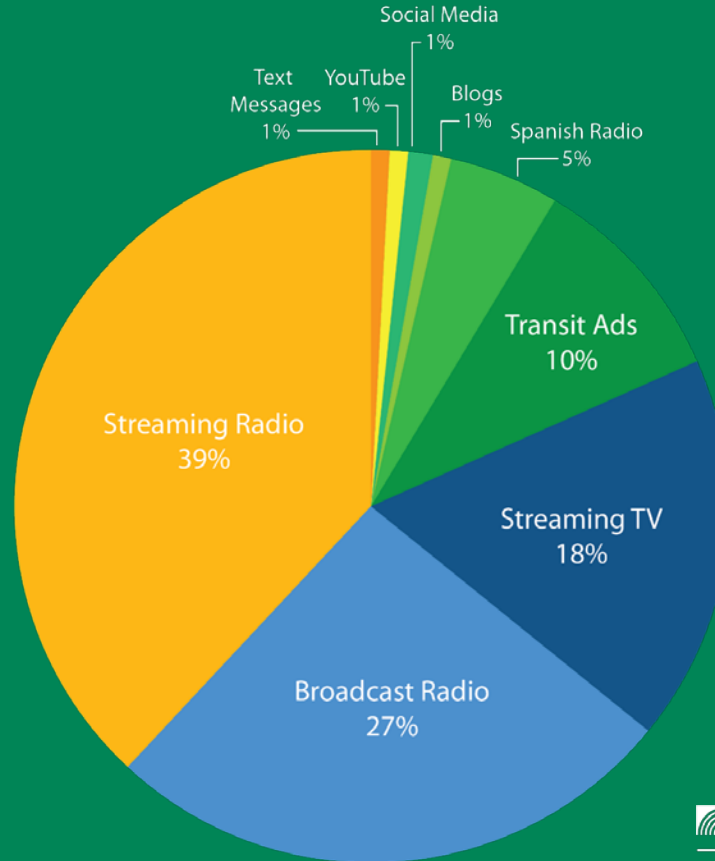
- Social media posts
  - Pitch and establish relationships with transit journalists
  - Press release
  - Outreach to transit-dependent community organizations
  - Earned media placements
  - Thought leadership pieces (including Washington Post Op-Ed)
  - Developed compelling infographic content

# MEDIA SPEND

## Transit-Dependent

Streaming Radio	\$ 111,385
Broadcast Radio	\$ 76,789
Spanish Radio	\$ 14,692.25
Transit Ads	\$ 27,035
YouTube	\$ 740
Blogs	\$ 600
Social Media	\$ 500
Streaming TV	\$ 50,689.75
Text Messages	\$ 800
<b>Total</b>	<b>\$283,231</b>

## Regional TDM Recovery Campaign

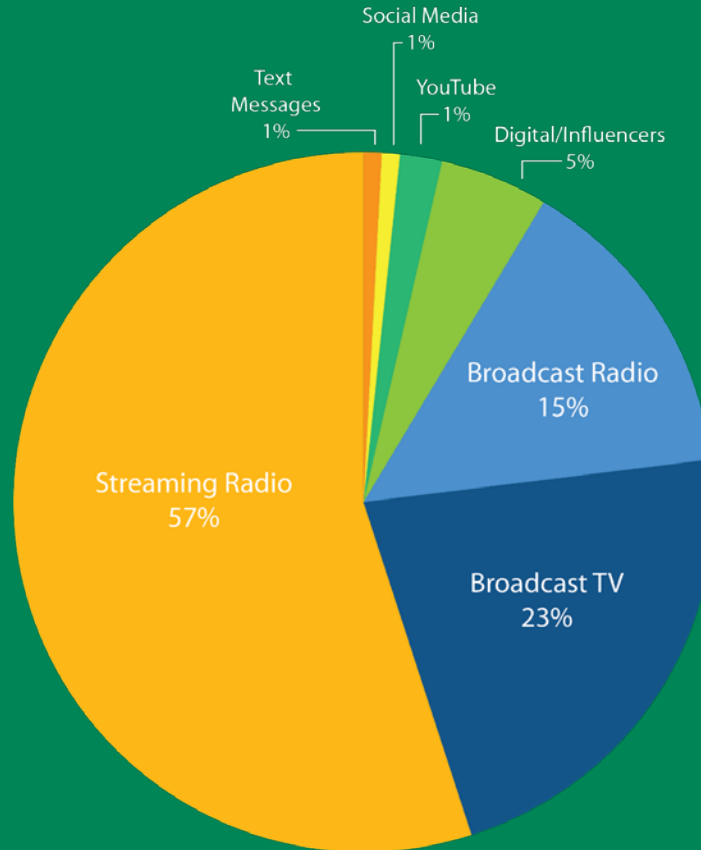




# MEDIA SPEND General Audience

## Regional TDM Recovery Campaign

Streaming Radio	\$79,000
Broadcast Radio	\$20,736.60
Broadcast TV	\$31,798.50
YouTube	\$740
Digital/Influencers	\$6,550
Social Media	\$500
Text Messages	\$400
<b>Total</b>	<b>\$139,725.10</b>



# ADDED VALUE SUMMARY

## Regional TDM Recovery Campaign

Media Partner	Added Value	Estimated value
NBC4	30 spots (:30 length)	\$18,525
Pandora	Banners 300x250	\$36,000
Spotify	Banners 640x640	\$28,000
WTOP	47 spots (:30 length)	\$15,935
WLZL	60 spots (:30 length)	\$4,860
WHUR	30 spots (:30 length)	\$5,625
WPGC	60 spots (:30 length)	\$6,000
Audacy	Social media campaign	\$15,000
Total		\$129,945

# RADIO ADS Diversity

## Regional TDM Recovery Campaign



Hip Hop/Urban Hits  
Weekly Listeners: 486.2K  
Ethnic Composition:

66% African American  
14% Hispanic  
20% Other



Urban Contemporary  
Weekly Listeners: 556.4K  
Ethnic Composition:

87% African American  
3% Hispanic  
4% Caucasian  
6% Other



Spanish Contemporary  
Weekly Listeners: 142K  
Diverse, affluent and  
bilingual.

Reaches 1 out of 3 Hispanic  
households in DC weekly  
Over half of listeners are  
from Central America



All News  
Weekly Listeners: 810,000  
Ethnic Composition:

34% Black  
8% Hispanic  
58% Other

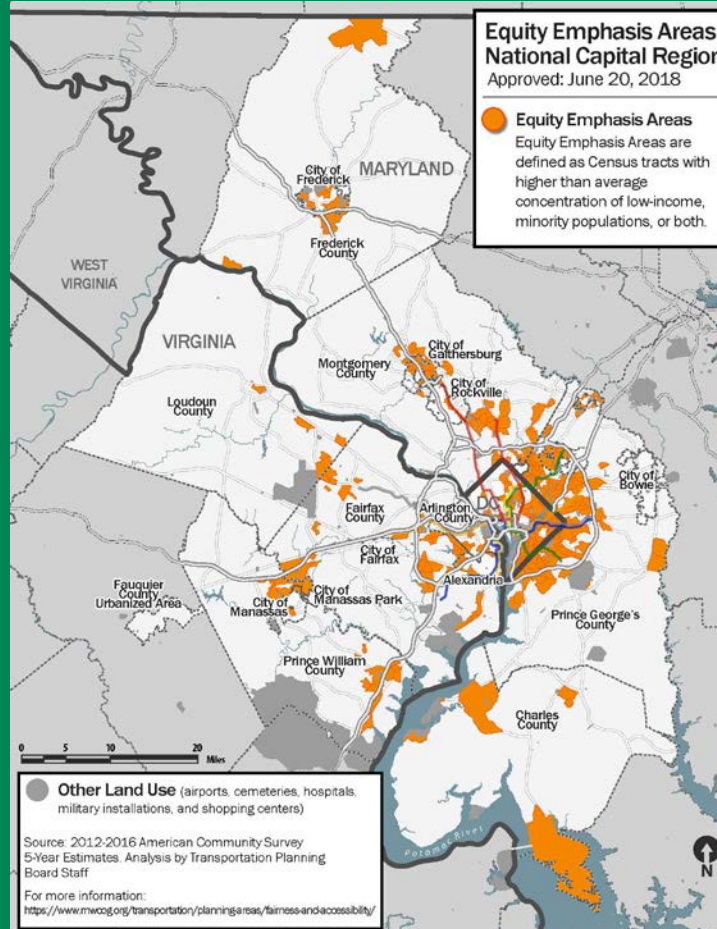
# RADIO ADS Targeted

Regional TDM Recovery Campaign



Targeted audio spots focused on zip codes  
within the *Equity Emphasis Areas*.

# EQUITY EMPHASIS AREAS COVERAGE MAP



## Regional TDM Recovery Campaign



# RADIO ADS Transit-Dependent

:30 and :15 radio spots

Regional TDM Recovery Campaign

## Streaming Media



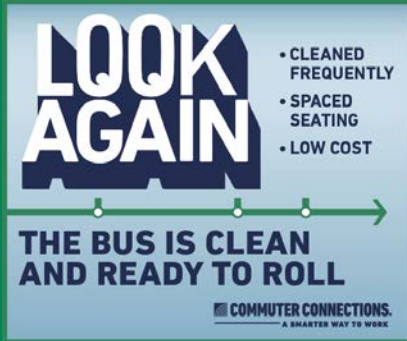
## Traditional Radio



# RADIO ADS Transit-Dependent

:30 and :15 radio spots

## Regional TDM Recovery Campaign



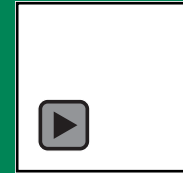
Streaming Radio  
Companion Image



:30 Radio English



:15 Radio English



:30 Radio Spanish

# RADIO ADS General Audience

:30 and :15 radio spots

Regional TDM Recovery Campaign

Streaming Media



Traditional Radio



# RADIO ADS General Audience

:30 and :15 radio spots

## Regional TDM Recovery Campaign



Streaming Radio  
Companion Image



:30 Radio English



:15 Radio English

# Blog Article



# Regional TDM Recovery Campaign

SPONSORED

## Local Transit and Ridesharing is Back, Offering Commuters a Safe Ride to Work

PoP Sponsor August 23, 2021 at 12:15pm



After working from home for so long, preparing to go back into work will feel a bit strange. You've got to find real clothes to wear, remember how to act "normal" around coworkers and pack lunch — but you don't have to worry about your commute.

Local transit and ridesharing is back, and D.C. commuters can get from point A to point B safely thanks to [Commuter Connections](#), the regional network of transportation organizations, a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments.

Whether you're taking the local bus, commuter rail, Metrorail or Metrobus, you can be sure each method of public transportation is following all current safety guidelines.

Plus, if you experience an unexpected emergency, those who commute at least two days a week by transit, ridesharing, bicycling, scootering or walking can use [Guaranteed Ride Home](#) — for free, up to four rides per year.

Or, if you'd prefer to carpool/vanpool, share a ride to work with your coworkers, neighbors or household members and follow current safety guidelines. You can even form a commute circle with your rideshare group for added safety.



# DIGITAL BANNER ADS

# Regional TDM Recovery Campaign

**LOOK AGAIN** THE BUS IS CLEAN AND READY TO ROLL

CLEANED FREQUENTLY • SPACED SEATING • LOW COST

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

This banner features the 'LOOK AGAIN' logo on the left. A green horizontal line with three circular markers and an arrow pointing right spans the width of the ad. The main headline is 'THE BUS IS CLEAN AND READY TO ROLL'. Below it, three bullet points are listed: 'CLEANED FREQUENTLY • SPACED SEATING • LOW COST'. The Commuter Connections logo and tagline are in the bottom right corner.

**LOOK AGAIN** A SAFE WAY TO RIDESHARE

WEAR MASKS • STAGGER SEATING • ENJOY THE RIDE, TOGETHER

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

This banner features the 'LOOK AGAIN' logo on the left. A dashed black horizontal line with two diamond markers and an arrow pointing right spans the width of the ad. The main headline is 'A SAFE WAY TO RIDESHARE'. Below it, three bullet points are listed: 'WEAR MASKS • STAGGER SEATING • ENJOY THE RIDE, TOGETHER'. The Commuter Connections logo and tagline are in the bottom right corner.

**LOOK AGAIN**

- WEAR MASKS
- STAGGER SEATING
- ENJOY THE RIDE, TOGETHER

A SAFE WAY TO RIDESHARE

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

This banner features the 'LOOK AGAIN' logo on the left. A dashed black horizontal line with two diamond markers and an arrow pointing right spans the width of the ad. The main headline is 'A SAFE WAY TO RIDESHARE'. To the right of the headline is a bulleted list: '• WEAR MASKS', '• STAGGER SEATING', '• ENJOY THE RIDE, TOGETHER'. The Commuter Connections logo and tagline are in the bottom right corner.

**LOOK AGAIN**

THE BUS IS CLEAN AND READY TO ROLL

- CLEANED FREQUENTLY
- SPACED SEATING
- LOW COST

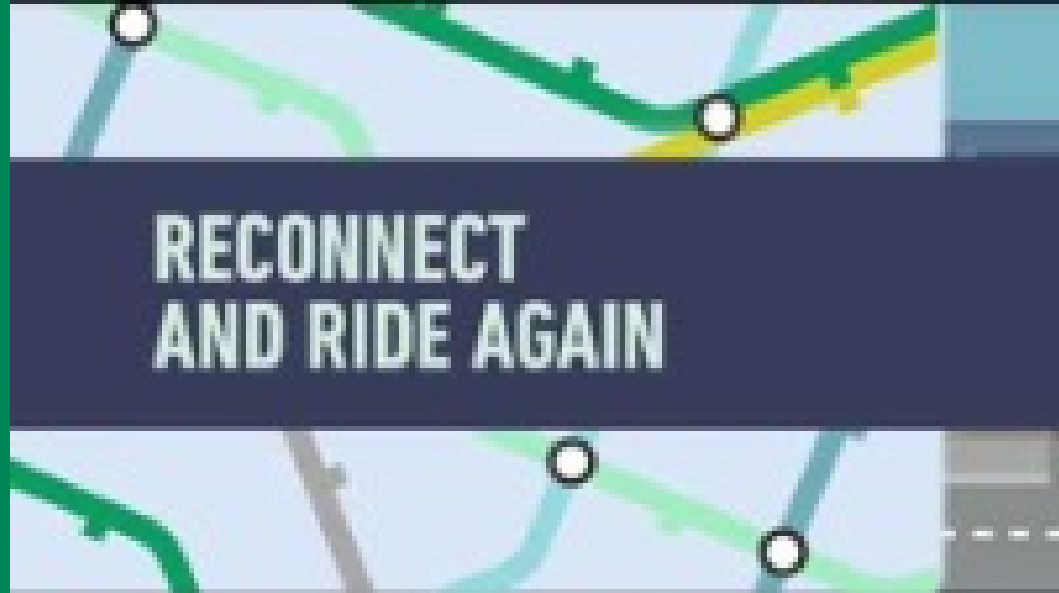
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

This vertical banner features the 'LOOK AGAIN' logo at the top. A green horizontal line with two circular markers and an arrow pointing right is positioned below the logo. The main headline is 'THE BUS IS CLEAN AND READY TO ROLL'. Below it, three bullet points are listed: '• CLEANED FREQUENTLY', '• SPACED SEATING', '• LOW COST'. The Commuter Connections logo and tagline are at the bottom.

# VIDEO (YOUTUBE & STREAMING TV) Regional TDM Recovery Campaign Transit-Dependent



# VIDEO (YOUTUBE & BROADCAST TV) Regional TDM Recovery Campaign General Audience



# SOCIAL MEDIA

## Regional TDM Recovery Campaign



# TRANSIT ADS (Paid)

# Regional TDM Recovery Campaign





# TRANSIT ADS (Donated)

## Regional TDM Recovery Campaign

Transit space donated by:

- PRTC Omniride
- Fairfax County Connector
- Montgomery County Ride On
- Prince George's County *TheBus*



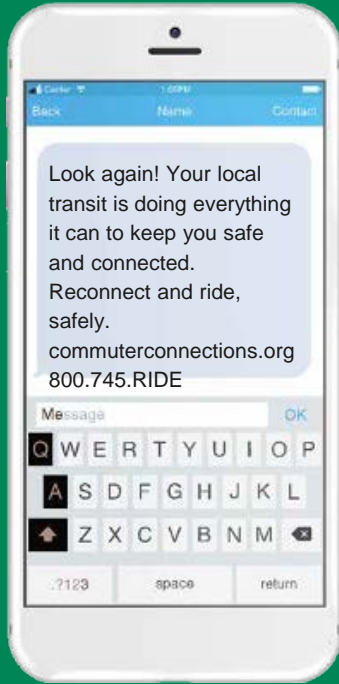
# DONATED TRANSIT ADS

# Regional TDM Recovery Campaign



# TEXT MESSAGES Transit-Dependent

## Regional TDM Recovery Campaign



### Message #1:

Look again! Your local transit is doing everything it can to keep you safe and connected. Reconnect and ride, safely. [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE

### Message #2:

Take another look. Reconnect and ride with us safely on your local bus, Metrobus or rail, or commuter bus or train. [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE

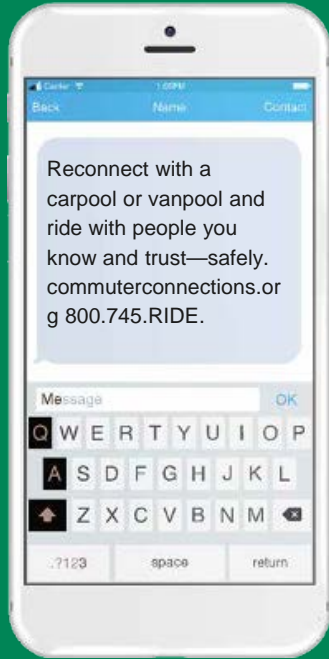
### Message #3:

Look again—the bus is clean and ready to roll. See all that your local transit service is doing to keep you safe at [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE.

# TEXT MESSAGES

## General Audience

## Regional TDM Recovery Campaign



### Message #1:

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE

### Message #2:

Form a commute circle with your rideshare group and follow current safety guidelines. More ways to enjoy your commute: [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE

### Message #3:

For ways to stay safe, healthy and happy while you catch up with your rideshare group and commute, visit [commuterconnections.org](http://commuterconnections.org) 800.745.RIDE.

# NEWSLETTERS

WTOP

**IN CASE YOU MISSED IT** FEDERAL NEWS NETWORK

June 28, 2021

**WORKFORCE**

**Biden creates sweeping diversity and inclusion initiative through new executive order**

The executive order addresses everything from unpaid federal internships and pay equity for members of underserved communities to diversity and inclusion training and workplace harassment.

**FEDERAL NEWSCAST**

**GAO thinks TSP should investigate how climate change will effect federal employees' retirement investments**

In today's Federal Newscast, agencies have new direction from the Biden administration to improve diversity, equity, inclusion and accessibility within the federal workforce.

**COMMENTARY**

**Navigating your path to CMMC audit readiness**

Although the CMMC certification is new for everyone, the requirement is already in effect, and has been since September 2020.

Advertisement

**LOOK AGAIN! The Bus is Clean & Ready!**

You've been here for others and your local bus is here for you. Safety is top of mind on local transit. Take another look, reconnect and ride the bus to work.

Audacy

**COMMUTER CONNECTIONS** A SMARTER WAY TO WORK

**LOOK AGAIN**

THE BUS IS CLEAN AND READY TO ROLL

**LOCAL TRANSIT AND RIDESHARING IS BACK AND READY FOR COMMUTERS, OFFERING SAFETY AND SECURITY WHILE RIDING**

- Transit is being cleaned frequently including local buses, MetroRail/Metrobus, and commuter rail/buses.
- Transit is low cost, compared to driving alone.
- Face coverings are required on all transit.
- Use the Incentrip app to earn up to \$600 a year while commuting!

**LEARN MORE**

**FORM A COMMUTE CIRCLE WITH YOUR RIDESHARE GROUP FOR ADDED SAFETY!**

- Those who rideshare (carpool/vanpool) can ride safely by following current safety guidelines.
- Share a ride to work with your coworkers, neighbors, or household members!
- Commuters can all take advantage of Guaranteed Ride Home! If there is an unexpected emergency, those who commute at least two days a week can use Guaranteed Ride Home, for free!

**WITH MORE CLEANING AND OTHER SAFETY PROTOCOLS IN PLACE, THERE'S NEVER BEEN A BETTER TIME TO RECONNECT WITH TRANSIT!**

COMMUTERCONNECTIONS.ORG

902.763.RIDE | TDD 902.982.2123 | [advertising@comdc.org](mailto:advertising@comdc.org)

Petworth

**Petworth News**

**Local News** it's all about the neighborhood

Register for the Celebrate Petworth Dog Show and try to win a prize!

**Petworth restaurants reopen post-vaccine while prioritizing staff's needs**

Participate in the GAFSC's Community Needs Assessment and share with neighbors! Take the survey!

Patch

**realsf.**

“It feels amazing to look in the mirror and feel sexy.”

**SEE MONEY MAKEOVER RESULTS**

**LOOK AGAIN**

THE BUS IS CLEAN AND READY TO ROLL

- CLEANED FREQUENTLY
- SAFETY GUIDELINES FOLLOWED
- LOW COST



# MILITARY GUIDE AD

# Regional TDM Recovery Campaign



**LOOK AGAIN**

RECONNECT WITH A CARPOOL OR VANPOOL

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

COMMUTERCONNECTIONS.ORG  
800.745.RIDE

The advertisement features a woman in a yellow shirt and blue skirt, wearing a black face mask and holding a smartphone. She is standing next to a light blue car. A large white arrow points down towards the car. To the right of the car, there are four circular icons representing different people. The background is a dark blue gradient with a white dashed line representing a road. The text 'LOOK AGAIN' is in large, bold, white letters. Below it, 'RECONNECT WITH A CARPOOL OR VANPOOL' is in smaller white letters. At the bottom right, the 'COMMUTER CONNECTIONS.' logo is displayed in white, followed by the tagline 'A SMARTER WAY TO WORK'. Below that, the website 'COMMUTERCONNECTIONS.ORG' and phone number '800.745.RIDE' are listed in white.

# INFOGRAPHICS

## Regional TDM Recovery Campaign



# SELF-MAILER

# Regional TDM Recovery Campaign

## LOOK AGAIN

### YOUR RIDE IS CLEAN AND READY TO ROLL

- Frequent cleanings
- Current safety guidelines in place

Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You have been at work for others—and transit is here for you.

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

Online Connections is a member of organizations providing free transit to Metro's employees. For more information, please visit [www.commuterconnections.org](http://www.commuterconnections.org) or call 800.745.RIDE.

Washington, DC  
Phone No. 8770  
FAX  
U.S. POSTAGE  
NON-PROFIT  
PERMISSION TO REPRODUCE THIS POSTAGE AND RETURN TO ADDRESSEE  
WASHINGTON, DC 20002-4270  
MAY 10 11 58 AM '10  
U.S. POSTAL SERVICE

### REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Register online at [commuterconnections.org](http://commuterconnections.org) or complete the form below and return today!

Name \_\_\_\_\_  
Home Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
County of Residence \_\_\_\_\_  
Home Phone Number \_\_\_\_\_  
Email (Optional) \_\_\_\_\_

Employer Agency \_\_\_\_\_  
Work Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
County of Residence \_\_\_\_\_  
Home Phone Number \_\_\_\_\_  
I work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

Which of the following best describes your mode of travel?  
 Drive Alone  Carpool  Vanpool  Bicycle  Walk  
 Transit (bus or rail)  Metro  Blue Green Orange Red Silver Yellow  
 Other (specify) \_\_\_\_\_  
 Other (specify) \_\_\_\_\_

How many people are usually in your vehicle to travel to work?  
 1 person (including driver)  2 people  3 people  4 people  5 people

**Section A | Carpool/Vanpool Ridematching Service**  
 I'd like the information below and we'll send you a number of potential carpool or vanpool partners who live and work near you that have similar schedules. We will let you know where the closest ones to you live are on your route.  
 If interested in a carpool would you prefer to:  
 Drive Only  Drive/Driving  
 If interested in a vanpool would you prefer to:  
 Drive Only  Drive/Driving  
 I can be reached at \_\_\_\_\_ (include cell phone) \_\_\_\_\_ (include cell phone) \_\_\_\_\_  
 I can be reached at \_\_\_\_\_ (include cell phone) \_\_\_\_\_ (include cell phone) \_\_\_\_\_

**Section B | Guaranteed Ride Home\***  
 This program is only for commuters already using a carpool, vanpool, bicycle, walking or public transit mode to work at least one day a week. Once you sign up you'll receive an initial Guaranteed Ride Home and another your Guaranteed Ride Home request number.  
 Supervisor's Name\*\* \_\_\_\_\_  
 Supervisor's Phone Number\*\*\* \_\_\_\_\_  
 How many miles is it from home to work one way? \_\_\_\_\_  
 Visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**LOOK AGAIN... FREE GUARANTEED RIDE HOME.\***  
Register or renew today!

**Guaranteed Ride Home:**  
 Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a Guaranteed Ride Home (GRH) – FREE reliable ride home when an emergency or family emergency occurs or unexpected weather occurs. You can take public transit, bicycle, or walk or work at least have a car or van to use to get home. We'll arrange for a free taxi, Uber, or rental car 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 the 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!**

- To register for either free program, simply visit [commuterconnections.org](http://commuterconnections.org) or scan the QR code to get started or fill out and mail the application above.
- Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment. For questions, call 1.800.745.RIDE.

**POOL REWARDS**

If you currently drive alone to work, sign up today to help a new carpool or vanpool with Pool Rewards! You'll receive 100 Pool Rewards by 12/31/10 with every carpool or vanpool ride you take. Pool Rewards can be used for a variety of things, including a \$1.00 Starbucks gift card every \$50 in cash over a 90-day period!

Visit [commuterconnections.org](http://commuterconnections.org)

Download Capabilities:  
 Scan the QR code  
 Download app and  
 activate your phone  
 using your mobile

Scan Code

Download Capabilities:  
 Scan the QR code  
 Download app and  
 activate your phone  
 using your mobile

Visit [commuterconnections.org](http://commuterconnections.org)

## LOOK AGAIN

### RECONNECT WITH A CARPOOL OR VANPOOL

- Form a commute circle with your rideshare group
- Follow current safety guidelines

Take another look, reconnect and ride safely, whether it's your local bus, Metrobus, commuter bus, Metrorail, commuter train, carpool or vanpool. You can use Guaranteed Ride Home (GRH) in case of an emergency, free of charge. Fill out your application for GRH as well as free ridematching today.

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON DC  
POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council Of Governments  
 Commuter Connections  
 777 N Capitol St Ne Ste 300  
 Washington DC 20077-0637

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

# GRH POSTCARD

# Regional TDM Recovery Campaign

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK  
Metropolitan Washington Council of Governments  
777 N. Capital Street, NE, Suite 300  
Washington, DC 20002-4290

## RE-REGISTER FOR GUARANTEED RIDE HOME

If you commute to and from work by carpool/vanpool, transit, bike, or walk at least twice a week, Guaranteed Ride Home (GRH) is still here to make sure you always have a safe, reliable ride home should an unexpected event, unscheduled overtime, illness, or emergency arise. What's more?

You can still access  
GRH for **FREE!**

Commuter Connections® is a network of organizations providing free direct ride-matching, commuter incentive programs, and information in the District of Columbia, Maryland, and Virginia.

PRESORTED  
NON-PROFIT  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.

# LOOK AGAIN

## YOU STILL HAVE A GUARANTEED RIDE HOME DON'T MISS OUT!

Reactivate your registration to keep this essential **free\*** perk going! Call Commuter Connections today to reactivate your account at **1.800.745.RIDE** so you are all set when you return to your office.

For free information and resources to improve your commute, and to register for other **free commuter** programs and services, visit [commuterconnections.org](http://commuterconnections.org) or call **1.800.745.RIDE**.

\*Some restrictions apply.

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

Printed on recycled paper

# GRH RENEWAL HTML EMAIL

# Regional TDM Recovery Campaign

## LOOK AGAIN

YOU STILL HAVE A **GUARANTEED RIDE HOME**  
DON'T MISS OUT!

Reactivate your registration to keep this essential **free\*** perk going!  
Call Commuter Connections today to reactivate your account at 1.800.745.RIDE so you are all set when you return to your office.

### RE-REGISTER FOR GUARANTEED RIDE HOME

If you commute to and from work by carpool/vanpool, transit, bike, or walk at least twice a week, Guaranteed Ride Home (GRH) is still here to make sure you always have a safe, reliable ride home should an unexpected event, unscheduled overtime, illness, or emergency arise. What's more?

**You can still access GRH for FREE!**

For free information and resources to improve your commute, and to register for other **free commuter** programs and services, visit [commuterconnections.org](http://commuterconnections.org) or call **1.800.745.RIDE**.

\* Some restrictions apply.

Commuter Connections® is a network of organizations providing free direct ride-matching, commuter incentive programs, and information in the District of Columbia, Maryland, and Virginia.

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

Metropolitan Washington Council of Governments  
777 N. Capitol Street, NE, Suite 300  
Washington, DC 20002-4290

[Unsubscribe](#)



# CAR FREE DAY

METRO DC



9.22.21

## CAR FREE DAY 2021 EVENT

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# STRATEGY

Car Free Day

## Objectives

- Promote alternative modes of transportation for commute and lifestyle
- Encourage taking the pledge to go car free or car-lite
- Reduce auto emissions and traffic congestion
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage employers, general public and area universities
- Raise awareness of Commuter Connections as a resource for travel options
- Provide information on safe and healthy travel options





# MARKETING COMPONENTS

Car Free Day

- Website
- Posters
- Social Media
- Traditional and Internet Radio
- Digital Banner Ads
- Native Articles
- YouTube Video
- Text Messaging
- Email Blast
- Earned Media Placements
- Donated Transit Space
- Key Influencer Blog
- College Promotion



# PROCLAMATION

# Car Free Day



## *Proclamation*

**WHEREAS**, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington, DC region; and

**WHEREAS**, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

**WHEREAS**, Car Free Day invites citizens of the region to telework and try alternative forms of transportation such as bicycling, walking, transit and "car-lite" methods such as carpools and vanpools in a safe and healthy manner; and

**WHEREAS**, Car Free Day benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

**WHEREAS**, Car Free Day corresponds with the culmination of European Mobility Week's 20<sup>th</sup> celebration of sustainable mobility from September 16-22, 2021.

**NOW therefore**, be it resolved that the National Capital Region Transportation Planning Board:

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Wednesday, September 22, 2021; and
2. Encourages citizens to take the pledge to be Car Free or Car-lite at [www.carfreemetrodc.org](http://www.carfreemetrodc.org); and
3. Ask TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2021.

*Chair, National Capital Region Transportation Planning Board*



# POSTER

# Car Free Day

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)



**CAR  
FREE  
DAY**

**SEPTEMBER 22, 2021**

**Use Safe and Healthy Practices.**  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE



**CAR  
FREE  
DAY**  
METRO DC



**9.22.21**  
COMMUTE WITH  
CONFIDENCE

**CAR  
FREE  
DAY**  
METRO DC



**9.22.21**

# FACEBOOK

# Car Free Day

**Take the Free Pledge**

**Use Safe and Healthy Practices.**

**CAR FREE DAY**

**SEPTEMBER 22, 2021**

**CAR FREE DAY METRO DC 9.22.21**

**Car Free Day**  
@carfreemetrodc · Nonprofit Organization

[Sign Up](#)

[carfreemetrodc.org](https://carfreemetrodc.org)

Home Reviews Photos Videos More ▾

Liked Message 🔍 ⋮

**CAR FREE DAY**  
**METRO DC**

**9.22.21**

# TWITTER

# Car Free Day

**Take the Free Pledge**

**Safe and Practices.**

**CAR FREE DAY**  
METRO DC  
SEPTEMBER 22, 2021

**CAR FREE DAY**  
METRO DC  
9.22.21

**Follow**

**Commuter Connections**  
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

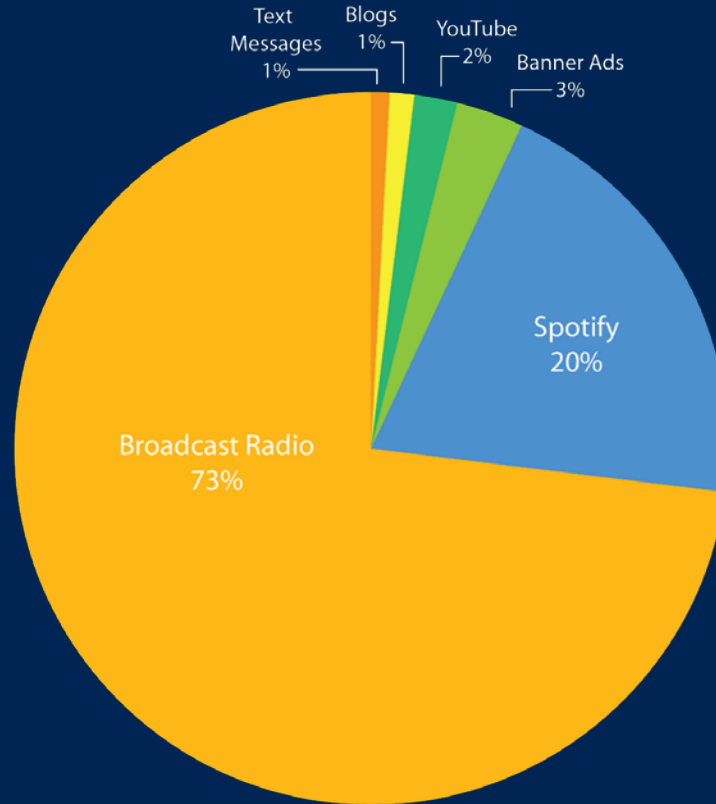
[carfreemetrodc.org](https://carfreemetrodc.org) Joined July 2009

**CAR FREE DAY**  
METRO DC  
9.22.21

# MEDIA BUDGET (NET)

Car Free Day

Broadcast Radio	\$33,050
Spotify	\$9,000
Banner Ads	\$1,200
YouTube	\$750
Blogs	\$600
Text Messages	\$400
Total	\$45,000



# RADIO STATIONS

Car Free Day



***wtop***



# RADIO SPOTS

Car Free Day



Car Free Day  
30 sec.



Car Free Day  
10 sec.



# SPOTIFY (RADIO & BANNER AD)

Car Free Day

- 30 second radio audio (radio spot)
- Car Free Day image accompanies audio



**CAR FREE DAY**  
METRO DC

TAKE THE FREE PLEDGE AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)  
TO BE ELIGIBLE FOR GREAT PRIZES!

9.22.21

COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE

The banner features a large illustration of a man with a backpack riding a bicycle. Below the main text, there are silhouettes of a person on a bicycle and two pedestrians walking on a crosswalk.

**CAR FREE DAY**  
METRO DC

9.22.21

This vertical banner features silhouettes of a person on a bicycle and two pedestrians walking on a crosswalk.

# EL TIEMPO LATINO DIGITAL BANNER ADS

Car Free Day

**CAR FREE DAY**  
METRO DC

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

**9.22.21**

COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE

**CAR FREE DAY**  
METRO DC

**9.22.21**

**CAR FREE DAY** METRO DC

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

**9.22.21**

COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE

# YOUTUBE VIDEO

Car Free Day



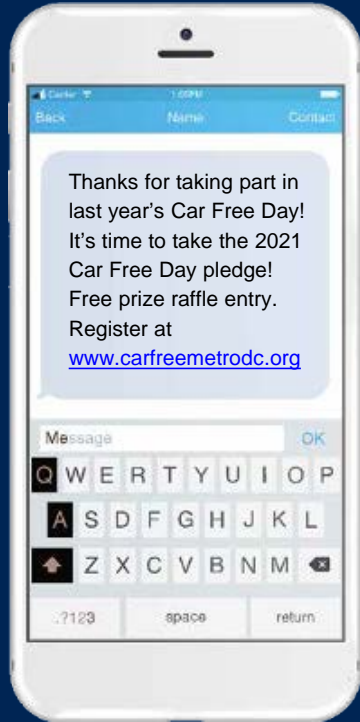
# FACEBOOK SOCIAL MEDIA POSTS

Car Free Day



# TEXT MESSAGES

Car Free Day



Previous Year's Registrants Text  
September 1, 2021

2021 Registrants "Tell a Friend" Text  
September 13, 2021

Last Chance to Pledge Text  
September 20, 2021



# SPONSORS

Car Free Day

## Promo Codes *(given after taking the pledge)*

- **\$30 Nift** Gift, \$30 credit toward local neighborhood businesses

## Raffle Prizes

- **Capital Bikeshare memberships** , goDCgo
- **Samsung Galaxy Tab A**, Tri-County Council for Southern Maryland
- **Monthly SmarTrip Card** , Washington Metropolitan Area Transit Authority
- **Free T-shirt and annual membership** , East Coast Greenway Alliance
- **Grocery Store gift cards of \$25** value, Giant Food
- **WABA annual memberships**, Washington Area Bicyclist Association
- **Nando's PERi-PERi**, Full Platter, Nando's PERi-PERi
- **Commuter train passes**, Virginia RailwayExpress
- **HipCityVeg** \$20 gift card, HipCityVeg
- **Brewery Tasting for 2**, Caboose Tavern
- **\$50 Gift card** , Georgetown Running Company





# EMAIL BLAST

# Car Free Day



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

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

# CAR FREE DAY


SEPTEMBER 22, 2021

Use Safe and Healthy Practices.  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-free!

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE



**CAR FREE DAY**  
METRO DC  
9.22.21  
COMMUTE WITH CONFIDENCE

*Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.*

f  
COMMUTERCONNECTIONS.ORG

Web Version | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002



# CAR FREE DAY

METRO DC



**9.22.21**

# EARNED MEDIA STRATEGY

Car Free Day

- In-kind sponsor drive
- College Challenge digital toolkit/on-air exposure
- Partner with American Lung and Heart Associations
- Calendar listings
- Press releases/media advisories
- Grassroots influencers campaign
- Digital social media toolkits
- Earned media placements



# TRANSIT SIGNAGE (DONATED SPACE)

Car Free Day

Transit space donated by:

- Arlington Transit (ART)
- Fairfax Connector
- Metrobus
- Montgomery County Ride On
- Prince George's *TheBus*



**CAR FREE DAY**  
SEPTEMBER 22, 2021

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

Use Safe and Healthy Practices.

#CarFreeDay @CarFreeMetroDC  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
CARFREEMETRODC.ORG 800.745.RIDE

**MC DOT**  
Metropolitan Council of Governments  
**Better Ways To Work!**  
Your local connection to Commuter Connections

**CAR FREE DAY**  
METRO DC  
9.22.21  
COMMUTE WITH CONFIDENCE



**CAR FREE DAY**  
SEPTEMBER 22, 2021  
Use Safe and Healthy Practices.

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

#CarFreeDay @CarFreeMetroDC  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
CARFREEMETRODC.ORG 800.745.RIDE



**CAR FREE DAY**  
METRO DC  
9.22.21

# TRANSIT SIGNAGE (DONATED SPACE)

Car Free Day



# COLLEGE CAMPUS CHALLENGE

Car Free Day

- Digital toolkit to promote event
- College with greatest number of pledges to receive recognition.



Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

# CAR FREE DAY

SEPTEMBER 22, 2021

Use Safe and Healthy Practices.  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE

Join the Capital Area Car Free College Campus Challenge!

**CAR FREE DAY**  
METRO DC  
9.22.21  
COMMUTE WITH CONFIDENCE







EMPLOYER NEWSLETTER

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# OBJECTIVES & STRATEGY

Newsletter

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



# SUMMER NEWSLETTER

# Newsletter

**COMMUTER CONNECTIONS** A SMARTER WAY TO WORK

Issue 3 Volume 25 SUMMER 2021 WHAT'S INSIDE

- 1-3 Employer Award Winners Leading The Pack
- 4 2021 Employer Recognition Awards
- 5 2021 Employer Recognition Awards
- 6 2021 Employer Recognition Awards
- 7 2021 Employer Recognition Awards
- 8 2021 Employer Recognition Awards
- 9 2021 Employer Recognition Awards
- 10 2021 Employer Recognition Awards

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



## EMPLOYER AWARD WINNERS LEADING THE PACK

For 24 years, the National Capital Region Transportation Planning Board (TPB) and Commuter Connections have honored employers who are "Leading the Pack" in commute programs. And in a year that saw teleworking soar, many DC region employers faced new challenges.



The winners of the 2021 Commuter Connections Employer Recognition Awards were the National Institute of Allergy and Infectious Diseases (NIAID), GEICO, and American Speech-Language-Hearing Association (ASHA). These employers have responded to challenges with good communications, planning, and open minds. All have designed and implemented innovative and successful commuter and telework programs.

The Commuter Connections Employer Recognition Awards annual program acknowledges employers who offer outstanding commuter benefits, amenities, and tools to facilitate the use of alternative commuting methods such as ridesharing, transit, teleworking, bicycling, and walking.

Charles Allen, District of Columbia Council member and chair of the National Capital Region Transportation Planning Board, congratulated the winners and provided key insights. "We hope that through their example, other organizations will embrace similar initiatives, creating more opportunities to help maximize the efficiencies of shared commuters," he said.

Qualified applicants within the Washington, DC region were evaluated by a Selection Committee of industry experts and professionals from the Washington, DC metropolitan region and moderated by a third party. Winners were chosen for their ability to track performance metrics for their commute programs such as a decrease in vehicle trips and miles traveled. Winners also implemented policies that have improved the lives of their employees and those within the National Capital Region.

### Employer Award Winners Incentives Award National Institute of Allergy and Infectious Diseases



From left: Judy Quasney, NIAID; Pamela Sebesky, City of Manassas (TPB Vice Chair); Lando Cox, JBG Smith; Matt Hensley, JBG Smith.

The National Institute of Allergy and Infectious Diseases (NIAID) is a scientific organization within the National Institutes of Health (NIH) that advances research used to improve the health of millions of people around the world. Started over 130 years ago in Staten Island, NY, NIAID research led to increased knowledge of addressing public health crises caused by infectious disease outbreaks.

NIAID features an array of commuter amenities such as reserved carpool and vanpool parking, a bus shelter,

Continued on page 2

SUMMER 2021

# FEDERAL ETC UPDATES

## NIAID WINS COMMUTER INCENTIVES AWARD



The National Institute of Allergy and Infectious Diseases (NIAID) located in Rockville, MD, was the recipient of the Commuter Connections 2021 Employer Recognition Award for its commuter incentives program. The Incentives Award was presented to NIAID on June 29, 2021, at the National Press Club in Washington, DC. The in-person event was the 24th annual employer awards ceremony which recognized a number of employers within the National Capital Region for outstanding commute and telework programs.

The award was presented by Pamela Sebesky, vice chairman, National Capital Region Transportation Planning Board and vice mayor, City of Manassas, Commuter Connections is a program of the TPB at the Metropolitan Washington Council of Governments. Vice Mayor Sebesky also served as the award event's Master of Ceremonies.

"Employers that offer commuter incentives deliver real value to their employees and help to move the needle. Commuter benefits provide direct motivation to try alternative methods of travel and continue to reward employees for making positive changes," said Sebesky.

Accepting the award was NIAID's Director, Office of Workplace Solutions, Judy Quasney. NIAID is an organization within the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services.

NIAID features a wide array of commuter amenities such as reserved carpool and vanpool parking, a bus shelter, electric vehicle charging stations, display monitors showing public transit information, secure bike parking, showers and lockers, and an eight-foot wide bike trail connected to the area bike network.

Of NIAID's 4,500 employees in the Washington, DC metropolitan region, 40 percent (1,800) telework up to eight days monthly. Employees using transit have a short

half mile walk from the Metrorail Station, and 77 percent receive a subsidy up to the federal limit. There is also a shuttle between NIAID and the main NIH campus in Bethesda.

NIAID also supports flexible scheduling. These schedules stagger arrival and departure times, and are strongly encouraged. Approximately 40 percent of NIAID employees participate in alternative work schedules, helping ease commuting and improving work-life balance.

NIAID also offers employees classes on health and wellness, nutrition, and mental health balance. Employees are encouraged to use the on-site fitness areas, and many enjoy daily walks around the campus. An onsite cafeteria and coffee shop as well as two outdoor eating areas provide a reason not to drive off campus for lunch hour.


As a result of its various commuter benefits and amenities offered, NIAID has saved an average of 117 million employee vehicle miles and an estimated \$34,000 gallons of gasoline annually.



From left: Judy Quasney, NIAID; Pamela Sebesky, City of Manassas (TPB Vice Chair); Lando Cox, JBG Smith; Matt Hensley, JBG Smith.


# SUMMER ENEWSLETTER

Newsletter



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

NEWSLETTER | The Commuter Information Source for DC, MD, VA



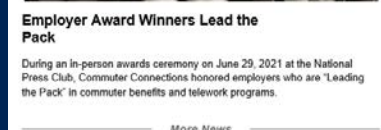
20 EMPLOYER  
RECOGNITION  
AWARDS 2021

**LEADING THE PACK**


**Employer Award Winners Lead the Pack**

During an in-person awards ceremony on June 29, 2021 at the National Press Club, Commuter Connections honored employers who are "Leading the Pack" in commuter benefits and telework programs.

[More News](#)



Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)



**CAR FREE DAY**

SEPTEMBER 22, 2021

Region to Celebrate Car Free Day - September 22

Car Free Day celebrates travel alternatives to driving alone. Employees who take the pledge to be car free or car-lite on Wednesday, September 22, 2021 will be entered into a free prize raffle.



THANK YOU

odonnellCOMPANY

 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK