

A nighttime photograph of a city skyline with several illuminated skyscrapers. The lights from the buildings and a bridge in the foreground are reflected in the water. The sky is dark blue.

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2025 MARKETING ACTIVITY

SEPTEMBER 17, 2024

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve  
air quality

odonnellCOMPANY



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

# FY25 MARKETING ACTIVITIES

## SUMMER/FALL SCHEDULE

Car Free Day 2024

GRH & Rideshare Fall Campaigns

Employer Awards Call For Nominations Brochure

50th Anniversary Celebration

Website Templates

**CAR  
FREE  
DAY**  
METRO DC  
  
**9.23.24**



**CAR FREE DAY 2024 EVENT**

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# STRATEGY

Car Free Day

## Objectives

### Primary:

- Encourage residents, employees, and students to take the Car Free Day pledge at [carfreemetrodc.org](http://carfreemetrodc.org) to refrain from driving alone that day

### Secondary:

Increase awareness of and encourage greener methods of travel

- Encourage telework
- Reduce traffic congestion and air pollution
- Reduce Vehicle Miles Traveled
- Raise awareness about Commuter Connections and position the organization as a resource for options to SOV commuting



# MARKETING COMPONENTS

- Website
- Flyers
- Social Media
- Broadcast Radio
- Digital Banner Ads
- YouTube Video
- Text Messaging
- Email Blast
- Transit Ads
- Earned Media Placements
- Outreach Tookits

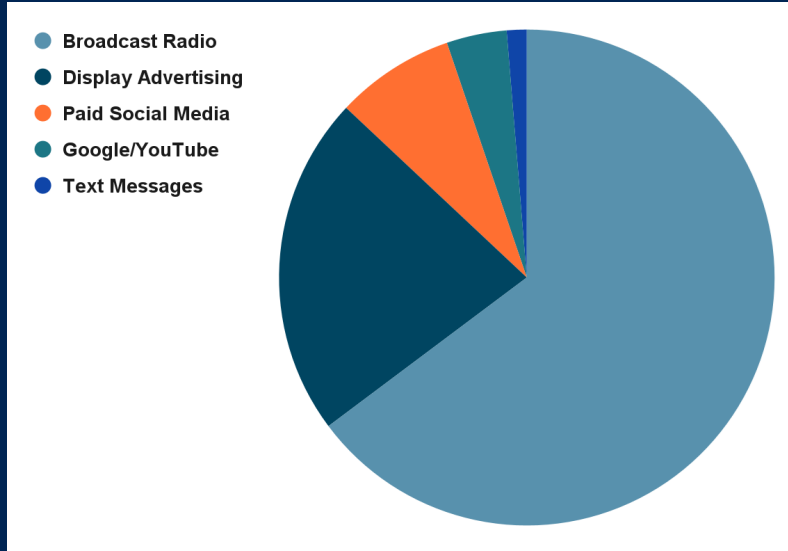
Car Free Day



# MEDIA BUDGET (NET)

Car Free Day

Broadcast Radio	\$29,146.50
Display Advertising	\$10,000.00
Paid Social Media	\$3,500.00
Google/YouTube	\$1,768.00
Text Messages	\$585.00
<b>Total</b>	<b>\$44,999.50</b>



# ADDED VALUE SUMMARY

Car Free Day

Media Partner	Added Value
WASH-FM	15 bonus spots to run MSu 6a-12m
WWDC-FM	15 bonus spots to run MSu 6a-12m
WPGG-FM	15 bonus spots to run MSu 5a-1a
WTOP-FM	24 bonus spots to run 5a-1a
WTOP-FM(cont.)	24 bonus spots to run 6a-6a

Total: \$1,845.00





# REGIONAL PROCLAMATION

Car Free Day



# FLYER

# Car Free Day

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



# CAR FREE DAY

SEPTEMBER 23, 2024

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

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



**CAR FREE DAY**  
METRO DC  
9.23.24



# CAR FREE DAY

METRO DC



9.23.24

# FACEBOOK

# Car Free Day

**Take the Free Pledge**

**9.23.24**

**CAR FREE DAY**

**CAR FREE DAY METRO DC**

4.8K likes · 4.8K followers

[Sign Up](#) [Liked](#) [Message](#)

**CAR FREE DAY**

**METRO DC**

**9.23.24**

X

Car Free Day

A screenshot of a Twitter post from the account 'Commuter Connections' (verified). The post features a large blue and white graphic for 'CAR FREE DAY METRO DC' on September 23-24. The graphic includes illustrations of various transportation modes: a car, a bus, a person in a wheelchair, a person on a bicycle, a person walking, a person on a scooter, and a person at a desk. The text 'Take the Free Pledge' is written in red. Below the main graphic is a circular logo with the text 'CAR FREE DAY METRO DC'. The post also shows a 'Follow' button and the account name and handle '@CarFreeMetroDC'.

← **Commuter Connections** ✓  
438 posts

Take the Free Pledge

**CAR FREE DAY**  
METRO DC

9.23.24

**CAR FREE DAY**  
METRO DC

Follow

**Commuter Connections** ✓  
@CarFreeMetroDC

A vertical graphic for 'CAR FREE DAY METRO DC' on September 23-24. It features the text 'CAR FREE DAY' in large blue and red letters, 'METRO DC' in red, and the date '9.23.24' in red. Below the text are silhouettes of a person on a bicycle, a person walking, and a person in a wheelchair.

**CAR FREE DAY**  
METRO DC

9.23.24

# BROADCAST RADIO

Car Free Day



Car Free Day  
30 sec.

# DIGITAL BANNER ADS

Car Free Day

**CAR FREE DAY** METRO DC  **9.23.24**

TAKE THE **FREE** PLEDGE AT **CarFreeMetroDC.org**  
TO BE ELIGIBLE FOR **GREAT PRIZES**, EVEN IF YOU'RE ALREADY CAR FREE OR CAR-LITE!

**50** YEARS 1974-2024  
**COMMUTER CONNECTIONS.** | A SMARTER WAY TO WORK

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# TRANSIT ADS

# Car Free Day

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**MCDOT** **Better Ways To Work!**  
 Maryland's Quality Transit System  
 Maryland's Quality Transit System  
 Your local MetroDC is a Commuter Connection.

# TRANSIT ADS

# Car Free Day





# YOUTUBE VIDEO

Car Free Day



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**9.23.24**

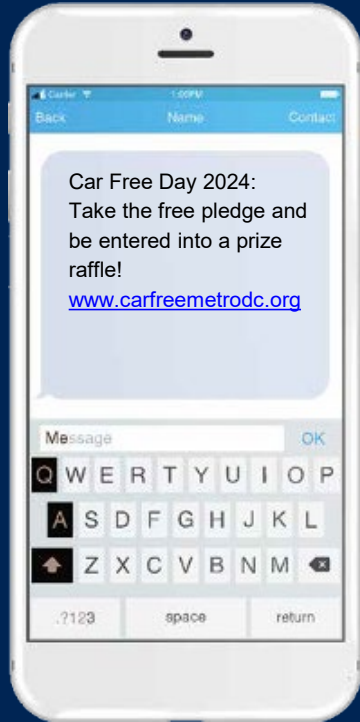
# SOCIAL MEDIA IMAGES

Car Free Day



# TEXT MESSAGES

## Car Free Day



### Message #1: Previous Year's Registrants

Date: 8/6/24

Car Free Day 2024: Take the free pledge and be entered into a prize raffle!

<https://www.carfreemetrodc.org/>

### Message #2: 2024 Registrants

Date: 9/9/24

Car Free Day 2024: Thanks for taking the free pledge. Ask a friend to do the same!

<https://www.carfreemetrodc.org/>

# SPONSORS

# Car Free Day



# SPONSORS

## Special Promotions

- All who take the free pledge will receive a confirmation email with a promocode for a FREE 30-minute Capital Bikeshare ebike or classic bike ride, courtesy Capital Bikeshare.

## Raffle Prizes

Samsung Galaxy, courtesy Tri-County Council for Southern Maryland

Individual-Level Memberships (\$50 value each), courtesy League of American Bicyclists

Classic Annual Memberships and Bicycling Jerseys, courtesy Washington Area Bicyclist Association

T-shirts and Annual Memberships, courtesy East Coast Greenway Alliance

\$75 Gift Certificate towards a cooking class at Hill Center and a cookbook, courtesy Hill Center at the Old Naval Hospital

Full Platter Voucher, courtesy of Nando's

\$50 in ebike credits for rides through 5.31.25, courtesy Capital Bikeshare

\$50 gift card towards any class, tour or hourly rental, courtesy Key Bridge Boathouse

\$50 SmarTrip Card, courtesy Washington Metropolitan Area Transit Authority

Ticket for TWO Participants to join a Sippin' with CityDance workshop, courtesy CityDance Studios

## Car Free Day



# EMAIL BLAST

# Car Free Day

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Take the 2024 Car Free Day pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and receive a promocode for a FREE 30-minute Capital Bikeshare ride on an ebike or classic bike. *Applicable to new riders only on Car Free Day - September 23, 2024.* Plus, be automatically eligible to win great raffle prizes! [See event website to take the pledge and for other details.](#)

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



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# EARNED MEDIA STRATEGY

Car Free Day

## Earned Media Tactics:

- Expand prize solicitation to encourage interest and registration
  - Maintain and expand partnerships
  - Build brand awareness and partnerships with local K-12 schools, colleges and universities
  - Leverage social media
  - Engage media to amplify message

## Earned Media Deliverables:

Press releases  
Message to potential partners  
Community calendar listings  
Sponsor/organization outreach toolkit  
Post-event debrief report  
Talking points  
College Campus Challenge toolkit and outreach





UPCOMING PROJECTS

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 **COMMUTER CONNECTIONS**  
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# Fall Umbrella Campaign

- Rideshare, Guaranteed Ride Home and Guaranteed Ride Home Baltimore  
Continuation of the creative launched in Spring 2024  
Media buy assets under development  
Campaign - October to December  
Rideshare Media Budget: \$312K  
GRH Media Budget: \$312K  
GRH Baltimore Media Budget: \$25K

# Employer Awards

## Objectives:

- Develop a theme (concept) for the FY25 Awards

- Creative concepts to be developed and call for nominations brochure to be designed this fall

# Spring Umbrella Campaign

- Review existing market research including the 2022 State of the Commute Report
- Design new creative concepts for the Spring 2025 campaign
- Refine chosen creative concept for final review and approval
- Develop media plan and build out creative assets

# OTHER PROJECTS

- Commuter Connections 50th Anniversary Celebration
  - Celebratory video
  - Invitation
  - Podium sign
  - Event brochure

## Commuter Connections Website Templates

- Designed home page and inner page templates
- Optimized for mobile devices
- Improved navigation



THANK YOU