



**Metropolitan Washington Council of Governments**

**FY2020 Second Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**March 17, 2020**



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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2020. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington, DC region. The use of media and other forms of communication at high reach and frequency levels influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims 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, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet emissions impacts goals.

The regional TDM Mass Marketing initiative promotes Ridematching services and the Guaranteed Ride Home program. Through effective outreach, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

Other campaigns for the second half of FY20 include the promotion of the Employer Recognition Awards, Flextime Rewards, CarpoolNow, and Bike to Work Day. Bike to Work Day will be held on Friday, May 15, 2020 and celebrates bicycling as a clean, fun, and healthy way to get to work. Flextime Rewards pays registered commuters to avoid congested corridors in the DC area during peak travel times. 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.

## Mass Marketing Campaign

The FY2020 second half media campaign, promoting Ridesharing (RS) and Guaranteed Ride Home (GRH), uses new advertising developed for spring FY2020, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “The Big Deal” for Rideshare, and “Why Ride Alone?” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2020. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively. The campaigns will run for a total of twenty weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy budget is \$54,993.80 and the total cost of the GRH media buy budget is \$494,992.65.

The FY2020 second half media campaign also includes promoting GRH in the Baltimore region, using the same new creative developed for spring FY2020 for the Washington, DC region. Two GRH radio ads will run for a total of eight weeks, which started at the end of February and runs through the last week in June. The total cost of the GRH Baltimore media buy budget is \$24,986.50.

## Value Add Promotions

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

## Messaging Strategy

Rideshare’s “The Big Deal” campaign uses the idea of hitting a jackpot or spinning a wheel to become a winner around commuting – with so many options (carpooling, vanpooling, riding a bus or train, walking, bicycling, scootering, and teleworking) and so many benefits (money saving, lower pollution in the areas we live and work, a or more active lifestyle), no matter how you spin or what you choose, you're always a winner. The campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising is airing on radio and on social media.

The FY20 messaging for GRH is “Why Ride Alone?” The campaign graphically portrays several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program portrayed in this piece include the ability to share a ride with others, removing an otherwise isolated portion of someone’s day; and knowing that you’ll be able to get home safely, guaranteed. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising is placed on a mix of music and news radio stations, television, digital, transit, native content and social media.

### **‘Pool Rewards**

While the majority of the ‘Pool Rewards campaign ran during the first half of FY20, the campaign was extended into the second half of the year on behalf of the I-66 project. In January ‘Pool Rewards was promoted on WTOP with live radio reads that aired January 6 - January 26<sup>th</sup>.

### **Flextime Rewards**

During the second half of FY20, Flextime Rewards’ campaign will also be developed and implemented. The campaign will run February through June to promote financial rewards given to drivers to avoid highly congested areas during peak travel times. The total cost of the Flextime Rewards media buy budget for FY20 is \$15,000.

### **CarpoolNow Mobile App**

A media campaign will be developed and implemented for CarpoolNow during the second half of FY20. The campaign is slated to run March through May to promote the benefits of the mobile application. A portion of the messaging also includes mention of the driver incentive. The total cost of the CarpoolNow mobile app media buy budget for the second half of FY20 is \$15,000.

### **Bike to Work Day**

The Committee selected raspberry as the 2020 color, along with a new visual concept for the marketing materials. A sponsor drive netted 18 sponsors for Bike to Work Day, donating \$56,000 in cash, and \$12,040 value of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach, will make up the campaign. The registration goal for Bike to Work Day 2020 is set at 18,800 bicyclists. The total cost of the Bike to Work Day media budget is \$60,000.

### **Employer Recognition Awards**

The employer nomination period remained open through Friday January 31, 2020. Summaries of each employer nomination were prepared and will be reviewed by the Selection Committee on March 20, 2020. Award winners will be honored at a ceremony on June 23, 2020, at the National Press Club. A video, invitations, program booklet, print ad, and podium sign will be developed.

## Introduction

The FY2020 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2020, outlined the marketing plans for FY2020. The strategy behind the FY2020 campaign reflects the state of events for the regions' commuters, and builds upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2019 Bike to Work Survey TERM Analysis Report

The second half of FY2020 includes the following actions:

- Launch of the new spring FY2020 regional mass marketing campaign
- Promoting Flextime Rewards
- Promoting the CarpoolNow mobile app
- Winter and spring newsletters, in both print and e-newsletter versions
- Planning and implementing the Bike to Work Day 2020 event
- Planning and implementing the 23<sup>rd</sup> annual Employer Recognition Awards

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Other components include a host of incentives programs and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with establishing 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 GO Alex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

## Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign are to:

- Promote the benefits of ridesharing, through simple, direct messages.
- Promote the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Promote Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Increase the number of participants in Bike to Work Day based on set committee goals.
- Promote incenTrip, the multimodal trip planning app that rewards points for each commute trip you plan.
- Draw upon the additional savings of 'Pool Rewards as further incentive.
- Promote Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington, DC and Baltimore metropolitan regions, plus St. Mary's County.
- Promote employer efforts to ease regional commuting issues through earned media placements, employer newsletter, and the Employer Recognition Awards program.
- Prepare human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.
- Encourage employers to submit nominations for the 2020 Employer Recognition Awards.



### **Brand Character**

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

### **Spring 2020 Campaign**

The Spring Media campaign, promoting GRH and Ridesharing, started the second week of February and will run through the end of June. Media includes radio, television, digital, native content, Facebook, Instagram, YouTube, and transit ads.



## Ridematching Campaign

### Messaging Strategy

Rideshare's "The Big Deal" campaign uses the idea of hitting a jackpot or spinning a wheel to become a winner around to commuting – with so many options and many benefits, no matter how you spin or what you choose, you're always a winner.



### Media Objectives: Rideshare

The spring FY2020 media campaign promotes the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is as an ideal commute alternative for longer distance commutes, especially around HOV/ Express Lanes corridors, due to highway congestion and fewer transit options.

## Target Market

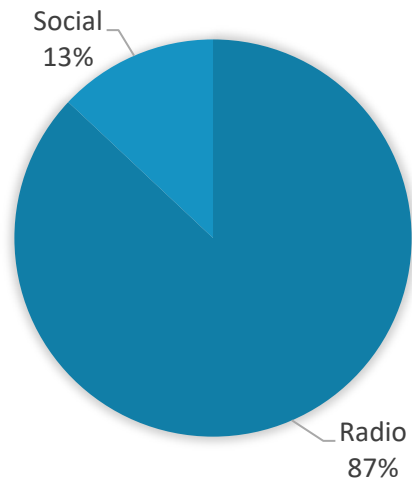
From the FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report:

- **Weekly Commute Trips by Mode Share:** - takes transit (45%), Carpools/Vanpools (26%), Teleworks/CWS (15%)
- **Gender:** Female 54%, male (46%)
- **Age:** 45-64 (61%)
- **Arrives at Work:** between 6:00 - 7:59 a.m. (63%)
- **Ethnicity/Race:** Caucasian (57%), African-American (22%)
- **Commute Distance Average (One-Way):** 35.1 miles
- **Commute Distance (One-Way):** 20+ miles (81%), 30+ miles (62%), 40+ miles (39%)
- **Lives:** in Virginia (57%), Maryland (40%)
- **Works:** in D.C. (50%), Maryland (25%), and Virginia (25%)
- **Works:** for employers with 101+ employees (79%), work for employers with 1000+ employees (48%)
- **Works:** for federal agency (66%), private sector (21%)
- **Works:** as computer-engineering-science (26%), business-financial operations (24%), office administrative support (15%), management occupations (13%)

## Geographic Targeting

Washington D.C. DMA

### SPRING RIDESHARE MEDIA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$47,793.80	\$56,228.00	TBD
Social Media	\$7,200.00	\$7,200.00	TBD
<b>Totals</b>	<b>\$54,963.60</b>	<b>\$63,816.00</b>	<b>TBD</b>

<b>Rideshare Spring by Radio Station</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
WAFY /WWEG	\$10,042.75	\$11,815.00
WBQB	\$8,820.45	\$10,377.00
WFLS	\$11,666.25	\$13,725.00
WFMD	\$4,833.10	\$5,686.00
WFRE	\$12,431.25	\$14,625.00
<b>Totals</b>	<b>\$47,793.80</b>	<b>\$56,228.00</b>

<b>Rideshare Spring by Social Media</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
Instagram	\$3,600.00	\$3,600.00
YouTube	\$3,600.00	\$3,600.00
<b>Totals</b>	<b>\$7,200.00</b>	<b>\$7,200.00</b>

#### **Value Add**

In addition to paid media spots, value add spots were negotiated. A total of \$18,810.00 in value add was negotiated for Rideshare.

## Radio

Radio is the anchor media for the Rideshare campaign, with a mix of music and news station formats.

- WAFY (103.1 Top 40)
- WWEG (106.9 Classics)
- WBQB (101.5 Adult Contemporary)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)

The Rideshare radio campaign is alternating for nine weeks, February through June. The following ads are promoting the Ridematching program:

### ***Ridesharing :30 “The Big Deal” Extra Encouragement***

Have you been thinking about switching to ridesharing? Here’s some extra encouragement to leave your car behind: your new commute could pay for your morning coffee! Check out all of the ridesharing incentives from Commuter Connections and start earning cash for your commute. You can also save time and money when you rideshare. Always free. Commuter Connections is a smarter way to work. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

### ***Ridesharing :30 “The Big Deal” A Gamble***

Does your commute feel like a gamble? The traffic, the parking, the stress! If you want to be a winner - Commuter Connections has free programs that fit your commuting needs; and the rewards really add up! commuters can get assistance, perks, and even CASH for going car free, carpooling, or avoiding heavily congested traffic corridors. That’s a Big Deal! Always free. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

## Social Media Advertising

The Ridematching program was promoted through social media advertising on Instagram. Sponsored ads will be posted for nine weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

The ads will display Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).



## Online & Digital Advertising












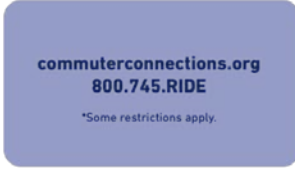
Rideshare digital banner ads will be accompanying radio as value ad.

### Banner Ads:



YouTube Video:

Commuter Connections  
Spring Umbrella: RS  
:15 seconds

 <p><b>DOES YOUR COMMUTE</b></p>	 <p><b>FEEL LIKE A GAMBLE?</b></p>	 <p><b>TRAFFIC!</b></p>
Does your commute Text comes in, wheel fades in	feel like a gamble? Text fades in, wheel starts spinning, yellow box scales to fit screen	The traffic, Text slides down
 <p><b>PARKING</b></p>	 <p><b>STRESS</b></p>	
the parking Text slides up	the stress. Text slides side	If you want to be a winner Wheel spins, lands on WINNER, marker blinks (ding ding)
 <p><b>COMMUTER CONNECTIONS.</b></p>	 <p><b>ASSISTANCE, PERKS</b></p>	 <p><b>\$</b></p>
head over to Commuter Connections.org Logo comes in	for assistance, perks, Text slides in, slides down	and even CASH! Money sign scales in & blinks
 <p><b>THE BIG DEAL</b></p>	 <p><b>REGISTER TODAY!</b></p>	 <p><b>commuterconnections.org 800.745.RIDE</b> *Some restrictions apply.</p>
It's a Big Deal! The Big Deal rotates in, slides out	Register today at Text slides in	commuterconnections.org or 800.745.RIDE. Some restrictions apply. Text fades in

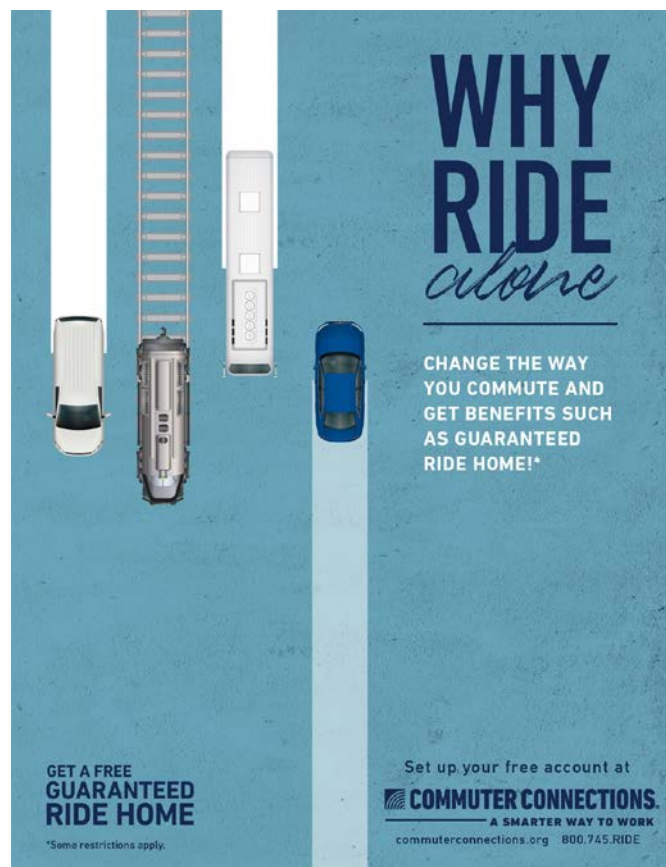


## Guaranteed Ride Home Campaign

### Messaging Strategy

The FY20 messaging for GRH is “Why Ride Alone?” This campaign graphically portrays several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program in this piece include the ability to share a ride with others, removing an otherwise isolated portion of someone’s day; and knowing that you’ll be able to get home safely, guaranteed.

By registering or re-registering, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the commuter finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising is placed on a mix of music and news radio stations, television, digital and social media, transit signage, and direct mail.



### Media Objectives: Guaranteed Ride Home

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

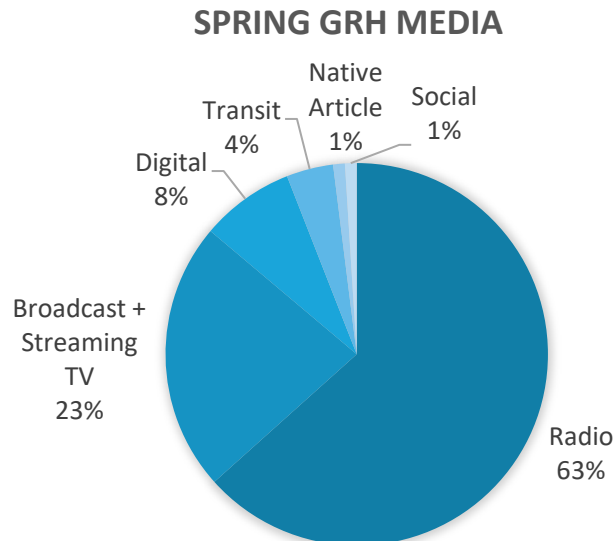
### Target Market

From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region:

- **Gender:** Male (54%), female (46%)
- **Age:** 45-64 years (67%), 35-64 years (87%)
- **Ethnicity/Race:** Caucasian (61%) and African-American (22%)
- **HH Income:** \$120,000+ annual (60%)
- **Commute Distance/Time Avg One-Way:** 67 mins, 31+ mins (90%), 46 mins (72%)
- **Lives:** Virginia (55%) or Maryland (41%), emphasis on Prince William Co. (17%) and Fairfax Counties (12%);
- **Works:** DC (63%), Virginia (21%), Maryland (16%)

### Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$314,864.65	\$370,429.00	TBD
Broadcast + Streaming TV	\$115,583.00	\$135,980.00	TBD
Digital	\$41,150.00	\$41,150.00	1,785,000
Transit	\$20,195.00	\$20,195.00	TBD
Native Articles	\$2,400.00	\$2,400.00	TBD
Social Media	\$800.00	\$800.00	TBD
<b>Totals</b>	<b>\$494,992.65</b>	<b>\$570,954.00</b>	<b>1,785,000+</b>

<b>GRH Spring by Radio Station</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
WTOP	\$106,092.75	\$124,815.00
WFRE	\$19,278.00	\$22,680.00
WFMD	\$7,726.50	\$9,090.00
WFLS	\$16,592.00	\$19,520.00
WBQB	\$15,402.00	\$18,120.00
WAFY/WWEG	\$22,725.60	\$26,736.00
iHeart	\$95,370.00	\$112,200.00
WLZL (El Zol)	\$31,677.80	\$37,268.00
<b>Totals</b>	<b>\$314,864.65</b>	<b>\$370,429.00</b>

<b>GRH Spring by Social Media</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
Facebook	\$400.00	\$400.00
YouTube	\$400.00	\$400.00
<b>Totals</b>	<b>\$800.00</b>	<b>\$800.00</b>

### **Value Add**

A total of \$54,255.00 in value add was negotiated for GRH Washington, DC.

## Radio

Radio is the anchor media for the GRH campaign, with a mix of music, news, and Spanish station formats.

- WTOP (103.5 News/Talk)
- WFRE (99.9 Country)
- WFMD (930 AM News/Talk)
- WFLS (93.3 Country)
- WBQB (101.5 Adult Contemporary)
- WAFY (Key 103.1 Top 40)
- WWEG (106.9 Classics)
- iHeart (Hot 99.5, 97.1 WASH, 98.7 WMZQ)
- WLZL (El Zol 107.9 FM Spanish)

The GRH radio campaign started in late February and is running every other week through the end of June 2020. The following spots are promoting GRH for the second half of FY2020, alternating weeks over an eight-week span.

### ***Guaranteed Ride Home :30 “Why Ride Alone?”***

Voice: Ugh. Traffic is backed up again. I’m gonna miss that 9 AM meeting. Why am I still DOING this?

Narrator: Yeah, why ride alone? Change the way you commute and get perks like a free guaranteed ride home in case of unexpected illness, emergencies, or unscheduled overtime.

Always free. Commuter Connections is a smarter way to work. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

### ***Guaranteed Ride Home: :30 “Why Ride Alone?” Do It***

Female voice: Yay! I just found out I can get a free Guaranteed Ride Home from Commuter Connections. Mike, you rideshare to work right?

Male voice: Sometimes - but I want to more often.

Female Voice: Do it! You can help reduce congestion and pollution, use the Express or HOV Lanes for free AND qualify for perks from Commuter Connections like a free, Guaranteed Ride Home when you’re sick, unscheduled overtime, or dealing with an unexpected emergency.

Narrator: Always free. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s [commuterconnections.org](http://commuterconnections.org). Some restrictions apply.

## Social Media Advertising

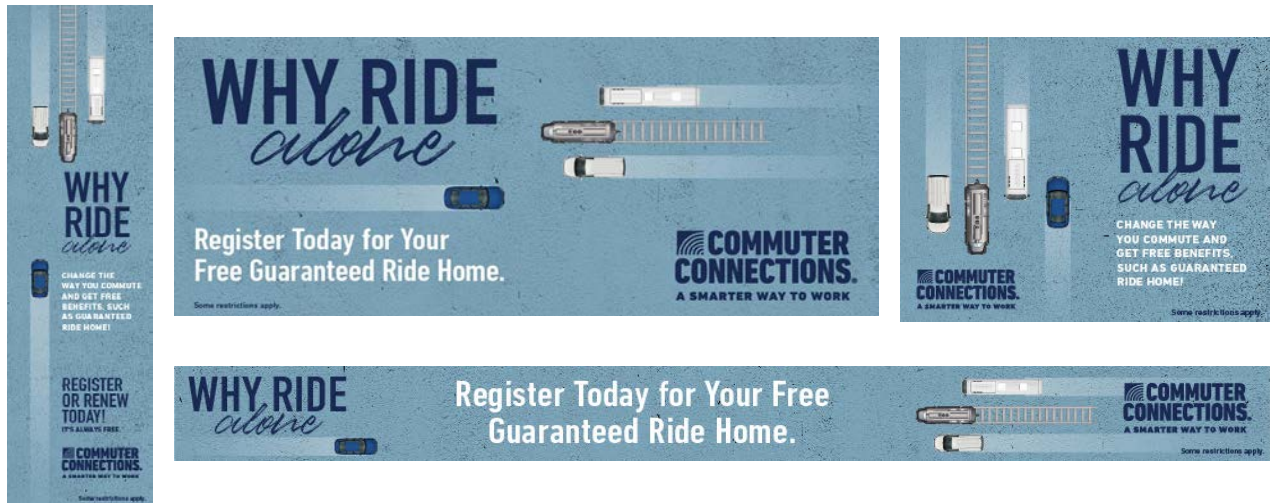
Social Media advertising on Facebook is promoting Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts are running for eight weeks, from February through the end of June.



## Online & Digital Advertising

The digital campaign includes banner ads and access to a digital subscriber list of 160,000 people from DCist. The digital campaign is purchased with a minimum of 1.7 million impressions.






### Banner Ads:



## Television/YouTube

For the Guaranteed Ride Home campaign, broadcast and streaming TV ads will run on NBC4 from the third week of February through the end of June. The ads will run on broadcast TV on NBC News4 at 4:30am, 5am & 6am and will stream on NBC4 FEPs (full episode players), which play on apps and web browsers. The ads will also run on YouTube through the end of June.

Commuter Connections  
Spring Umbrella: GRH  
:30 seconds

 <p><b>TRAFFIC BACKED UP AGAIN</b></p> <p>Traffic backed up again Animate text, cars drive across in traffic, lines around "traffic"</p>	 <p><b>GOING TO MISS YOUR 9 AM MEETING?</b></p> <p>and going to miss your 9 AM meeting? Animate text, cars drive across in traffic</p>	 <p><b>TIRED OF THE SAME ROUTINE?</b></p> <p>Tired of the same routine? Animate text, cars drive across in traffic, Question marks float</p>
 <p><b>WHY RIDE ALONE</b></p> <p>Why ride alone? Why Ride comes in, "alone" writes out</p>	 <p><b>WHY RIDE ALONE</b></p> <p>Cars come in as "Why ride alone" disappears.</p>	 <p>Cars drive across</p>
 <p><b>CHANGE THE WAY YOU COMMUTE</b></p> <p>Change the way you commute Text slides in</p>	 <p><b>GET PERKS</b></p> <p>and get perks like a Car drives up, text slides in then slides down</p>	 <p><b>FREE GUARANTEED RIDE HOME!</b></p> <p>free, Guaranteed Ride Home GRH fades in, car still driving up</p>
 <p><b>UNEXPECTED ILLNESS</b></p> <p>in case of unexpected illness Text comes in</p>	 <p><b>UNEXPECTED EMERGENCIES</b></p> <p>emergencies, or Text comes in</p>	 <p><b>UNSCHEDULED OVERTIME</b></p> <p>unscheduled overtime. Text comes in, frame fades out</p>
 <p><b>ALWAYS FREE!</b></p> <p>Always free. Text scales in, lines around text</p>	 <p><b>COMMUTER CONNECTIONS.</b> A SMARTER WAY TO WORK</p> <p>Commuter Connections is a smarter way to work. Logo fades in</p>	 <p><b>REGISTER OR RENEW TODAY!</b></p> <p>Register or renew today Text comes in</p>
 <p><b>commuterconnections.org</b> <b>800.745.RIDE</b></p> <p>at commuterconnections.org or 800.745.RIDE. Animate text, car drives across</p>	 <p><b>commuterconnections.org</b> <b>800.745.RIDE</b></p> <p>*Some restrictions apply.</p> <p>That's commuterconnections.org. Some restrictions apply. *Some restrictions apply fades in</p>	

### Transit Placements

To reach the large commuting population, transit ads will run on MARC trains from March through June. The ads will be displayed inside of MARC regional commuter rail cars running on three lines: Brunswick, Penn and Camden.



### Native Articles

Four native articles with run on PoPville for a buy of \$2,400 or 1% of the spring GRH budget. The articles will be posted once per month running March through June.



## Guaranteed Ride Home Baltimore

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

### Target Market

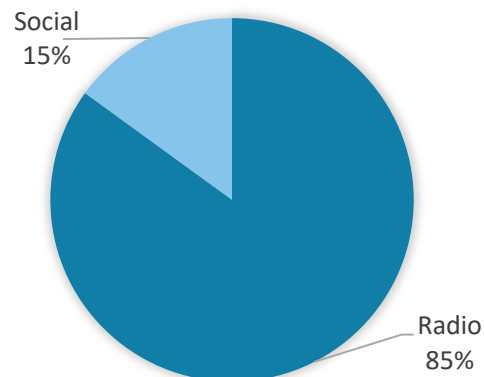
From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region:

- **Age:** 35-64 (83%), 45-64 (61%)
- **Ethnicity/Race:** Caucasian (57%), African-American (27%), Asian (11%)
- **Gender:** Female (59%), Male (41%)
- **Annual HH Income:** \$80,000+ (59%), \$120,000+ (36%)
- **Commute Distance/Time Avg One-Way:** 31+ mins (76%), 46+ mins (55%), 61+ mins (29%)
- **Lives:** Maryland (85%), PA (7%)
- Top six home jurisdictions are Harford (23%), Baltimore City (17%), Baltimore County (17%), Howard County (6%), York County, PA (5%) Anne Arundel County (5%).
- **Works:** in Maryland (96%)

### Geographic Targeting

Baltimore, MD DMA

### SPRING GRH BALTIMORE MEDIA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$21,258.50	\$25,010.00	TBD
Social Media (Facebook, YouTube)	\$3,728.00	\$3,728.00	TBD
<b>Totals</b>	<b>\$24,986.50</b>	<b>\$28,738.00</b>	<b>TBD</b>

<b>GRH Baltimore Spring by Radio</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
WPOC/iHeart	\$21,258.50	\$25,010.00
<b>Totals</b>	<b>\$21,258.50</b>	<b>\$25,010.00</b>

<b>GRH Baltimore Spring by Social Media</b>	<b>MWCOG Cost</b>	<b>Gross Cost</b>
Facebook	\$1,864.00	\$1,864.00
YouTube	\$1,864.00	\$1,864.00
<b>Totals</b>	<b>\$3,728.00</b>	<b>\$3,728.00</b>

### **Value Add**

A total of \$2,000 in value add was negotiated for GRH Baltimore.

### **Radio**

Radio is serving as the anchor media for the GRH Baltimore campaign. iHeart Radio/WPOC 93.1 (Country Music) was purchased for 86% of the budget and will run every other week from February through June 2020, for a total of eight weeks on air. See radio ad on page 19.

### **Social Media**

Facebook will be used to engage and help drive registration and re-registration to the website. See social media ads on page 19. YouTube will also be used to engage a unique audience. See video ad storyboard on page 22.

## 'Pool Rewards

'Pool Rewards was promoted in the second half of FY20 on behalf of the I-66 project. In January 'Pool Rewards was promoted on WTOP with live radio reads that aired January 6 - January 26<sup>th</sup>.

### **Pool Rewards I-66 Project Live Reads :10**

1. Want to avoid traffic congestion on I-66? Start a Carpool! Relax, save time and earn up to two hundred and thirty dollars. Sign up for "Pool Rewards" at [commuterconnections dot org](http://commuterconnections dot org).
2. RIDE. REWARD. REPEAT. Join or start a new carpool today and earn up to two hundred and thirty dollars. Sign up for "Pool Reward" at [commuterconnections dot org](http://commuterconnections dot org).
3. Transform your trip while we transform 66! Vanpool, Carpool, or ride the bus. Just relax, save time, and earn rewards. Learn more at [Transform66 dot org](http://Transform66 dot org).

## 2020 WTOP Traffic Package

Traffic :10 Second Live Read Commercials <i>TO AIR THE WEEKS OF 1/6, 1/13, 1/20</i>		
Days to Air	Times to Air	# of Commercials
Monday-Friday	5am-10am	5
Monday-Friday	10am-3pm	5
Monday-Friday	3pm-8pm	5
Monday-Friday	6am-12am	4
Saturday	5am-8pm	4
Sunday	5am-8pm	4
Monday-Sunday	Best Time Available Bonus	5
Total Number of Weekly Commercials		32X
Total 3 week Investment		\$15,000

The #1 Reason People Come to WTOP is for Traffic and Weather Together, on the 8's.....

Your :10-Second message will be READ LIVE by a trusted WTOP Traffic Reporter directly between Traffic & Weather Reports.



Total # of commercials for the 3 weeks- 96

**wtop** | 103.5 FM  
WTOP.COM

## Flextime Rewards

The Flextime Rewards campaign started the second week of February and will run through June. The campaign incentivizes commuters to travel during better-flowing hours to avoid peak traffic times. Commuters who travel in a vehicle (carpool or single-occupancy vehicle) during off-peak hours will be eligible for a per-trip cash incentive, paid monthly. The total cost of Flextime Rewards media spend for FY20 is \$15,000. The campaign consisted of digital and social media.

## Media Strategy

Target current SOV drivers along specific bottle-neck corridors, as well as employers of those commuters, and raise awareness of the incentive program to encourage participation.

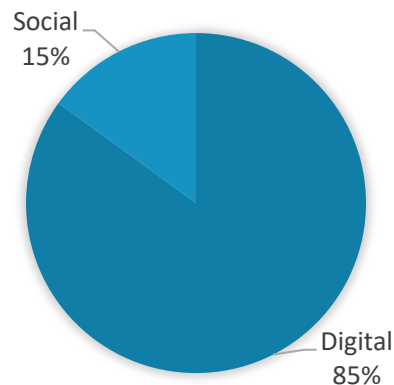
## Target Audience

- Current SOV drivers on specific corridors:
  - I-495 inner loop between VA-267 and I-270 spur
  - I-495 outer loop between I-95 and MD-193
  - I-66 eastbound at VA-267
  - DC-295 southbound at Benning Rd
- Employers of the drivers specified above

## Geographic Area

- Washington, DC DMA

**FLEXTIME REWARDS MEDIA**



Flextime Rewards	MWCOG Cost	Gross Cost	Estimated Impressions
Digital	\$12,750.00	\$15,000.00	1,300,000
Social Media	\$2,250.00	\$2,250.00	TBD
<b>Totals</b>	<b>\$15,000.00</b>	<b>\$17,250.00</b>	<b>1,300,000+</b>

Flexitime Rewards by Digital	MWCOG Cost	Gross Cost
WTOP	\$8,500.00	\$10,000.00
Federal News Network	\$4,250.00	\$5,000.00
<b>Totals</b>	<b>\$12,750.00</b>	<b>\$15,000.00</b>

Flexitime Rewards by Social Media	MWCOG Cost	Gross Cost
Facebook	\$2,250.00	\$2,250.00
<b>Totals</b>	<b>\$2,250.00</b>	<b>\$2,250.00</b>

### Value Add

An estimated total of \$2,500 in Value Add is expected for Flexitime Rewards.

### Digital

Digital is serving as the anchor media for Flexitime Rewards. WTOP.com and Federal News Network will be utilized for cross platform (desktop, tablet, mobile) run of site (ROS) ads. This buy will include banner ads, an e-newsletter and will net in a minimum of 1.3 million impressions.

**FLEX FOR CASH**

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flexitime Rewards Program app today to get started.

Some restrictions apply.

**FLEXTIME** | **COMMUTER CONNECTIONS.**  
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE  
commuterconnections.org

**FLEX YOUR COMMUTE**

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times.

Some restrictions apply.

**FLEXTIME** | **COMMUTER CONNECTIONS.**  
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE | commuterconnections.org

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**FLEX FOR CASH**

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**FLEXTIME** | **COMMUTER CONNECTIONS.**  
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE  
commuterconnections.org

## Social Media

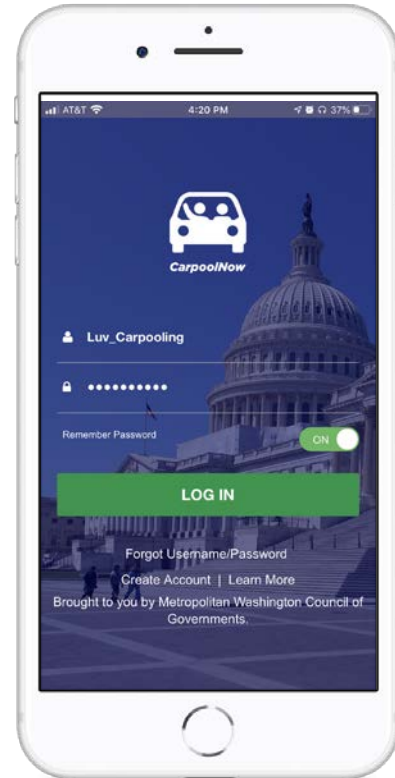
Facebook will also be used to engage drivers to the website to register for and apply for the free rewards program.

		
<p><b>Flex Your Commute</b> Take back the time you spend in traffic and experience a better quality of life when you flex your commute and workday schedule. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a>. Some restrictions apply.</p>	<p><b>Flex for Cash!</b> When you join Commuter Connections Flextime Rewards program, you can receive \$8 cash each time you elect to flex your workday schedule to avoid peak traffic times. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app today to get started. Some restrictions apply.</p>	<p><b>Flex for Fun!</b> Flex your commute and have fun collecting cash! Earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a>. Download the Commuter Connections app today to get started. Some restrictions apply.</p>

	
<p><b>Flex For Less Stress</b> When you flex your schedule, you breathe easier. Flexing helps you avoid peak traffic times, lets you earn cash, and spend more time getting your work done. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app today to get started. Some restrictions apply.</p>	<p><b>More Flex, Bigger Checks.</b> When you flex your workday schedule, you not only avoid peak traffic times, you also receive cash! Discover what the Flextime Rewards Program can do for you! Register at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app to get started. Some restrictions apply.</p>

## 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 passenger(s) going to and from work. Drivers picking up commuters for their carpool receive a \$10 cash payment per trip. A media campaign will be developed to launch in March 2020.



## Media Strategy

Media strategy is in development for the CarpoolNow 2020 campaign.

## Target Audience

- Commuters, 25-55 years old; residents & businesses.
- Commuters affected by the WMATA station construction

## Geographic Area

- Washington, DC DMA

## **Bike to Work Day**

### **Sponsorship Drive**

In FY2020, Commuter Connections secured 18 sponsors for Bike to Work Day, donating \$56,000 in cash, and \$12,040 in-kind sponsorships.

### **Media**

Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media will make up the campaign. The registration goal for Bike to Work Day 2020 was set at 18,800 participants.



### **Target market**

From the FY 2019 BTWD TDM Analysis Report:

- Ages 25-55 (90%)
- Male (67%) and Female (33%)
- Caucasian (82%), Hispanic (7%), Asian (5%), Black (4%)
- HH income \$100k+ (73%)
- Works for federal agency (33%), private sector (36%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (19%), Fairfax (18%), and Arlington (12%) counties
- Works in DC (50%), VA 31%, and MD (19%)
- Works for employer size of 100+ (67%)

### **Geographic Targeting**

Washington, DC DMA

### **Budget**

Media budget \$60,000; Media strategy is in development for the 2020 event.

### **Marketing Strategy**

Posters were mailed to employers throughout the region and to 120 pit stop managers. Pit stop managers will distribute the materials within their local neighborhoods and jurisdictions. A Spanish version of the flyer was also created. T-shirt graphics, pit stop banners, and a website were developed to promote the event.



# BIKE TO WORK DAY 2020

## Friday May 15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

### Bike to Work Day

On Friday, May 15, 2020 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 120 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**Registration Now Open for 2020**

#### Pit Stops

120 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back. [Read More...](#)

#### Commuter Convoys

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area. [Read More...](#)

#### Sponsors





# BIKE TO WORK DAY 2020

**Friday May 15**  
**FREE EVENT - REGISTER AT**  
**[BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)**

**Pre-Register by May 8 for**  
**FREE T-SHIRT\* & BIKE RAFFLE**  
**Free refreshments & giveaways**  
**while supplies last.**

**SPONSORS & PARTNERS:**

- COMMUTER CONNECTIONS. A SMARTER WAY TO WORK
- WABA WASHINGTON AREA BICYCLIST ASSOCIATION
- GO Alex
- URBANSTEMS
- ICF
- SPOKES™ "FOR BICYCLES"
- Bike Arlington
- BILTON LAW FIRM
- Marriott INTERNATIONAL
- City Dental DC celebrating over 20 years
- COMSTOCK
- VERRA Standards for a Sustainable Future
- goDCgo powered by DC
- MDOT MARYLAND DEPARTMENT OF TRANSPORTATION
- VDOT Virginia Department of Transportation
- AMERICAN COLLEGE of CARDIOLOGY
- POTOMAC TOMATOES EST. 1983
- FAIR LAKES
- Giant
- BIKES@VIENNA

Register free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
 800.745.7433

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
 \*T-Shirts available at pit stops to first 20,000 registrants.  
 120 pit stops throughout D.C., Maryland, and Virginia!

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

#BTWD2020

bike to work day 2020

# DÍA DE LA BICICLETA PARA IR AL TRABAJO

**VIERNES 15 DE MAYO**  
 EVENTO GRATUITO - REGÍSTRESE EN  
[BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)

Regístrese previamente antes del 8 de mayo para recibir una CAMISETA GRATIS\* y participar en un SORTEO DE BICICLETAS.

Refrigerios y obsequios sin cargo hasta agotar provisiones.



URBANSTEMS



COMSTOCK



Printed on recycled paper



Regístrese gratis en  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
 800.745.7433

#BTWD2020

Visite [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para más información acerca de las ubicaciones de salida y los horarios. Camisetas disponibles en las ubicaciones de salida a los primeros 20,000 participantes que se registren. Más de 120 ubicaciones de salida situadas en D. C., Maryland y Virginia.

El Día de la Bicicleta para Ir al Trabajo está financiado por DDOT, MDT, VDOT y USDOT.



Rack Card

**Friday May 15**

# BIKE TO WORK DAY 2020

**FREE EVENT REGISTER AT**  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
 or call 800.745.7433

**Pre-Register by May 8 for**  
**FREE T-SHIRT\* & BIKE RAFFLE**  
 Free refreshments & giveaways while supplies last.

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.

\*T-Shirts available at pit stops to first 20,000 registrants. 120 pit stops throughout D.C., Maryland, and Virginia!



**bike to work day 2020**

  #BTWD2020



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

WABA  
WASHINGTON AREA  
BICYCLIST ASSOCIATION

GO Alex

URBANSTEMS

ICF

SPOKES  
BICYCLES

Bike Arlington

BILTON  
LAW FIRM

Marriott INTERNATIONAL

COMSTOCK

City Dental DC  
serving over 20 years

VERRA  
Standards for a Sustainable Future

goDCgo  
powered by DC

MDOT  
MARYLAND DEPARTMENT OF TRANSPORTATION

VDOT  
Virginia Department of Transportation

AMERICAN COLLEGE of CARDIOLOGY

Giant

BIKES@VIENNA

PYSOMAC PEPALES  
MD • DC • VA

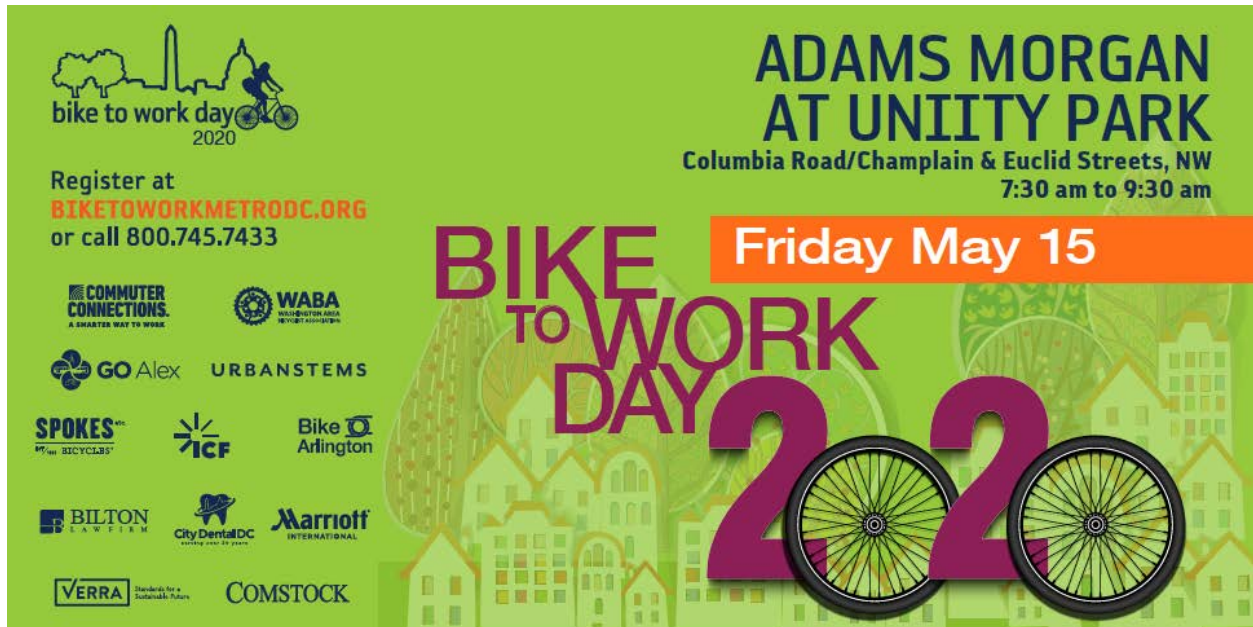
FAIR LAKES

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

 Printed on recycled paper

### Vinyl Banner

Outdoor banners reflect graphics of the other Bike to Work Day 2020 marketing materials. Banners are 8' w x 4' h and will be provided to each pit stop manager approximately a month prior to the May 15th event. Each banner is customized with the specific pit stop name, location, and times.



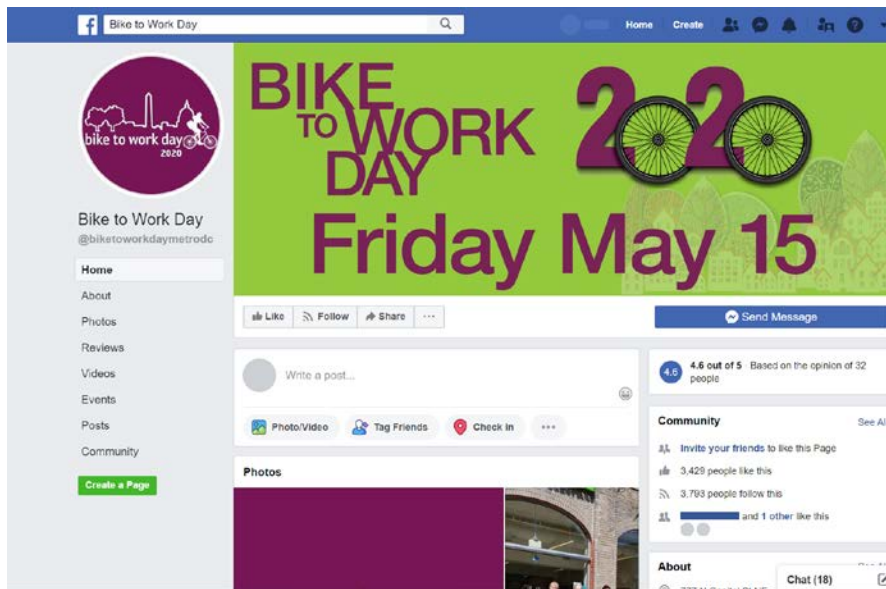
## T-Shirt Design

Bike to Work Day T-shirts will be given away for free to the first 20,000 bicyclists who register and attend the pit stops.



## Social Media

### Facebook



### Twitter



## Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended Friday January 31, 2020, and the Selection Committee will meet on March 20, 2020. Winners and nominees will be honored at the 23<sup>rd</sup> annual awards ceremony on June 23, 2020 at The National Press Club in Washington, DC. To recognize the employer winners, a display ad will be placed in a major newspaper after the event.





## Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections newsletter was produced during the second half of FY2020, and development of the spring edition has begun. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections website. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).



Issue 1, Volume 24 WINTER 2020 WHAT'S INSIDE

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

- 2 Protected Intersection Improves Safety In Montgomery County
- 2 New Year, New Routine, New Commute
- 3 Bike to Work Day – Friday, May 15, 2020
- 5 Closing the First Mile - Last Mile Gap
- 5 4 Easy Steps to Update Your Commute Program



### THREE METRORAIL STATIONS TO CLOSE FOR SUMMER CONSTRUCTION

The Washington Metropolitan Area Transit Authority (WMATA) and other commuter service providers are already planning to help riders navigate the second phase of Metro's Platform Improvement Project that will begin this summer. Phase II of the program includes rebuilding deteriorating platforms at four outdoor Orange Line stations in Virginia.

Three stations will be closed to customers from Memorial Day weekend through Labor Day: Vienna, Dunn Loring, and East Falls Church. Although the East Falls Church Station will be closed, trains will be permitted to single-track through the station work area. The West Falls Church Station will remain open during the project, as it is equipped with two platforms that can be reconstructed one at a time, although service will operate less frequently than normal. The West Falls Church Station will serve as the de facto end of the Orange Line until all stations reopen. Silver Line stations from McLean to Wiehle-Reston East will remain open, but with reduced service.

The previously announced platform work on the Green Line (in Prince George's County) was cancelled for 2020 and will be addressed in a later phase of the overall initiative.

The Platform Improvement Project is part of Metro's 10-year, \$15 billion capital program, which is designed to improve the customer experience and keep the region's infrastructure in a state of good repair by investing in new railcars and buses; improving stations and platforms, and upgrading fire-suppression and emergency response systems. Tracks, tunnels, bridges, signals and communications systems will be repaired or replaced. The program will also rebuild decades-old bus garages and provide modern customer amenities such as passenger information systems.



Photo courtesy WMATA

To date, the Platform Improvement Project has successfully reconstructed six stations on the Blue and Yellow lines in Virginia.

Metro is partnering with local communities and transportation agencies to develop alternative travel options such as free shuttle buses. Support will also be provided by the Commuter Connections network to promote its free carpool and vanpool ridematching services, and offer its various incentives programs such as CarpoolNow, incenTrip, Pool Rewards, and Flextime Rewards. More specifics about travel alternatives and rail service details will be announced in early March. Metro will use extensive public outreach to be sure that riders are aware of the project and its full impacts.

For more information about the Platform Improvement Project, visit [www.wmata.com/platforms](http://www.wmata.com/platforms). For information regarding ridematching and Commuter Connections incentives programs, visit [www.commuterconnections.org](http://www.commuterconnections.org), or call 800-745-7433.

# FEDERAL ETC UPDATES

## U.S. COAST GUARD CAMPUS EMPLOYEES CHOOSE THEIR COMMUTE



Name an alternative commute option and someone at the United States Coast Guard (USCG) Headquarters Building is probably using it. With more than 5,000 employees (4,000+ USCG, 1,200 DHS) at the St. Elizabeths campus in southeast DC and only 2,100 parking spaces, driving alone isn't an option for everyone. The simple math is that most employees have to find other ways to get to work. USCG employees use MARC and VRE commuter trains, Metrorail, Metrobus, private shuttle, carpools, vanpools, bicycles, dockless bikes and scooters, and walking. Many use more than one mode to travel to work.

"At Coast Guard Headquarters, we are fully aware that our location and lack of available parking can turn the simple act of getting to work into a long and difficult process," said Patrice Higgins, Executive Director USCG Base National Capital Region. "Since we can't provide parking for everyone who wants it, it is our responsibility to provide our workforce with the tools and information to find the alternative commuting option that works best for them."

The headquarters site is reasonably accessible to transit riders, bicyclists, and walkers, as Metro's Anacostia Station is under a mile from the campus' Gate One

entrance, along Martin Luther King Jr Ave, SE. For bicyclists, there is plenty of protected bicycle parking, complete with a service rack and tools. Bicycle parking is also located at the gym where bicycle commuters can shower, and they are the only group authorized to have permanent lockers at the gym to store work clothes and personal items.




Continued on back

## Commuter Connections E-Newsletter


The Winter 2020 edition of the Commuter Connections e-newsletter was distributed via email blast to employers and Committee Members.

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


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



*More News*



**Protected Intersection Improves Safety in Montgomery County**  
A protected intersection was introduced this past fall in downtown Silver Spring, making it the first intersection of its kind in the mid-Atlantic region.



**Bike to Work Day - Friday, May 15, 2020**  
Join thousands of like-minded commuters at 120 "pit stop" celebrations for the Washington, DC region's Bike to Work Day 2020 event. The first 20,000 registered attendees get a free T-shirt.

## Appendix A

### Performance Measures

#### Web Visits

Month	FY 2019 Web Visits	FY 2020 Web Visits	+/-	+/- %
January	11,155	11,699	544	4.88%
February	7,849	10,320	2,471	31.48%
March		0	0	
April		0	0	
May		0	0	
June		0	0	
	<b>19,004</b>	<b>22,019</b>	<b>3,015</b>	<b>15.87%</b>

#### Phone Calls

Month	FY 2019 Phone Calls	FY 2020 Phone Calls	+/-	+/- %
January	955	1,197	242	25.3%
February	862	853	(9)	-1.0%
March				
April				
May				
June				
	<b>1,817</b>	<b>2,050</b>	<b>233</b>	<b>12.8%</b>

## Appendix B

### Media Schedules – FY20 2<sup>nd</sup> Half Marketing Campaign

Commuter Connections FY2020 Spring Umbrella			2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22		
Rideshare	Radio	WAFY/WWEG	2/10 - 6/15/20																						
		WBQB	2/10 - 6/15/20																						
		WFLS	2/10 - 6/15/20																						
		WFMD	2/10 - 6/15/20																						
		WFRE	2/10 - 6/15/20																						
	Social	Instagram	2/10 - 6/15/20																						
		Youtube	2/10 - 6/15/20																						
GRH - Baltimore	Radio	WPOC 93.1/Baltimore	2/17 - 6/22/20																						
	Social	Facebook	2/17 - 6/22/20																						
		Youtube	2/17 - 6/22/20																						
GRH	Radio	WTOP	2/17 - 6/22/20																						
		WFRE	2/17 - 6/22/20																						
		WFMD	2/17 - 6/22/20																						
		WFLS	2/17 - 6/22/20																						
		WBQB	2/17 - 6/22/20																						
		WAFY/WWEG	2/17 - 6/22/20																						
		iHeart	2/17 - 6/22/20																						
		WLZL (El Zol)	2/17 - 6/22/20																						
		Broadcast + Streaming TV	NBC4	2/17 - 6/22/20																					
		Digital	WAMU	2/17 - 6/22/20																					
	Transit Ads	MARC Trains	March - June																						
	Native Articles	Popville	3/16 - 6/22/20																						
	Social	Facebook	2/17 - 6/22/20																						
	Youtube	2/17 - 6/22/20																							

Commuter Connections FY2020 Other Programs			Media Schedule: Specific Dates Spots Run (Week of)																					
	Media Outlet	Campaign to Run	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	
Flextime Rewards	Digital	FNN.com	2/10 - 6/15/20																					
		WTOP.com	2/10 - 6/15/20																					
	Social	Facebook	2/10 - 6/15/20																					

## Appendix C

### FY20 2<sup>nd</sup> Half Media Spend

