



Metropolitan Washington Council of Governments

**FY 2016 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

June 21, 2016



Table of Contents

| Section | Page |
|--|-------------|
| Executive Summary..... | 1 |
| Introduction..... | 4 |
| Ridematching..... | 7 |
| Guaranteed Ride Home..... | 13 |
| Commuter Connections Website..... | 20 |
| Bike to Work Day..... | 21 |
| SafeTrack..... | 31 |
| Employer Recognition Awards..... | 35 |
| 'Pool Rewards..... | 38 |
| Newsletter and Federal ETC Insert..... | 42 |
| Clean Air Partners..... | 44 |
| | |
| | |
| Appendix | |
| A. Performance Measures..... | 45 |
| B. Digital Advertising Results..... | 47 |
| C. Spring Media Schedules | 48 |
| D. Spring Media Spend..... | 49 |
| E. BTWD Earned Media..... | 50 |
| F. Commuter Connections Web Analytics..... | 51 |

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2016. 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 region. The use of media and other forms of communication at high reach and frequency levels are used to 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, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

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

The campaign also includes the promotion of 'Pool Rewards and Bike to Work Day. The Bike to Work Day event acts as a springboard to introduce bicycling to work as a viable commute option. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

Mass Marketing Campaign

The FY 2016 second half media campaign promoting Ridesharing and GRH uses new advertising developed for spring FY 2016, in both audio and visual forms. Campaign creative selected by the marketing workgroup were developed with the themes of “It’s never too early to form good habits”, and for GRH, “For life’s little emergencies”. Four radio ads, two Rideshare and two GRH, were produced in January 2016. Both GRH and RS campaigns kicked-off the first and second week of February, respectively. The entire campaign will run for eighteen weeks, alternating between GRH and Rideshare programs. The total cost of the Rideshare media buy was \$319,057.62, and the total cost of the GRH media buy was \$208,743.50. Total estimated net impressions for the FY16 Spring Umbrella campaign are more than 61.3 million.

Value Add Promotions

Based on paid media, an estimated \$91,357.00 in value add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, and banner ads on station web sites.

Messaging Strategy

The TDM Mass Marketing campaign will promote Ridesharing with a focus on quality of life - “it’s never too early to form good habits.” Every day offers the opportunity to make an impression on our younger generation by setting an example of good habits, and allows them to see all the good that comes from starting early, like on a daily commute. While shifting driving responsibility, commuters can spend more time napping, reading, working, talking, or relaxing. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was placed on network and cable TV, with a mix of music, news, and Hispanic reach on radio stations, as well as social media.

The messaging for GRH is “for life’s little emergencies.” Simply by registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. By addressing the worry that using transportation alternatives will leave one stranded in an emergency, Commuter Connections positively overcomes an area of concern and opens the possibility of alternatives to SOV commuting to such an audience. GRH advertising was placed on a mix of music and news radio stations, on social media and digital media.

Bike to Work Day

Radio, posters (English and Spanish), rack cards, vinyl banners and earned media were used to promote Bike to Work Day. A sponsor drive provided total cash sponsorships of \$43,350, and in-kind sponsorships totaling \$9,945 to help pay for the 15,000 T-shirts and pit stop banners. Based on paid media, an additional \$2,250.00 was negotiated in the form of value added media and promotions. Registration for Bike to Work Day 2016 topped out at more than 17,500 cyclists, slightly surpassing the 2015 total. The total cost of the Bike to Work Day Media buy was \$ 54,986.50 and delivered 3,865,080 radio impressions.

'Pool Rewards

TV, Facebook and Twitter ads were used to promote 'Pool Rewards during the spring campaign. The campaign started February 8th and ran through March 20th, alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy was \$43,108. A net total of 6,250,100 impressions were delivered.

Employer Recognition Awards

Winners will be honored at an awards ceremony on June 27, 2016 at the Washington Marriott at Metro Center. The invitations, podium signage, and program booklet were developed and the giveaway item was selected. A print ad will appear in the Wall St. Journal to announce the winners. Each winner will also receive a marketing tool kit consisting of a customized winner seal, sample press releases, social media posts, and links to the Employer Recognition Awards website with winner information and recommendations on use of all marketing materials. The total cost of the Employer Recognition Awards media buy was \$7,000. Estimated newspaper circulation is 61,199.

Clean Air Partners

Commuter Connections will provide a sponsorship toward the Clean Air Partners marketing campaign for FY 2016. The campaign will include radio ad sponsorships.

Introduction

The FY 2016 Marketing Communications Plan and Schedule, distributed to network members in September 2015, served as a tool to outline marketing plans for FY 2016. The strategy behind the FY 2016 campaign reflects the state of events for the regions' commuters and builds upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY 2012-FY 2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of FY 2016 includes the following:

- Launch of the new spring FY 2016 regional marketing campaign.
- Planning stages of the Car Free Day 2016 event.
- Continuation of marketing support for the 'Pool Rewards program.
- Creating the winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the 19th annual Employer Recognition Awards.
- Planning and implementing the Bike to Work Day 2016 event.

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 (MWCOC). 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 GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

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

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

Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign are the GRH and Ridematching programs. 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 were to:

- Create a platform that promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's primary resource for alternatives to drive alone commuting.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on those modes; gain new riders; gain new applicants to the regional Ridematching database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Bike to Work Day to encourage commuters to try an alternative form of transportation.
- Raise awareness of the 'Pool Rewards program by recruiting and retaining commuters in carpools and vanpools through monetary incentives.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commuter benefits or telework programs.

Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool, along with an access to commute routes and other alternative mode options such as transit, bicycling and teleworking. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

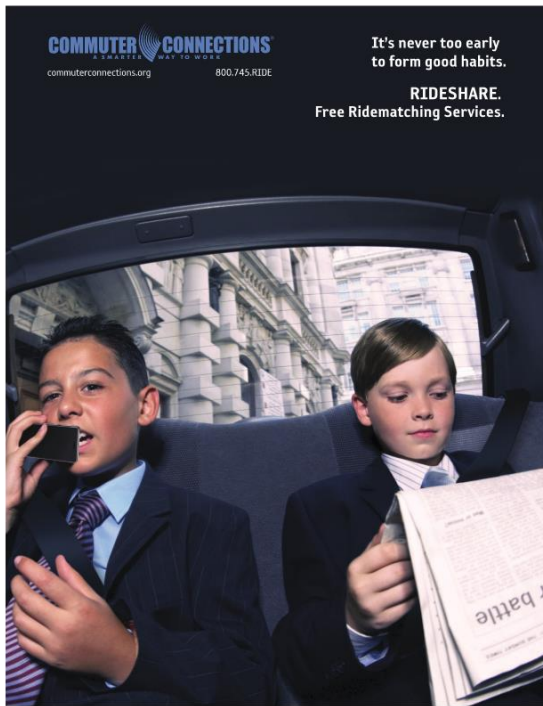
Spring 2016 Campaign

The Spring Media campaign promoting GRH and Ridesharing started at the beginning of February, and ran through June. Radio is the primary media for this campaign with spots running for a total of eighteen weeks. For Rideshare: network and cable television, Pandora, and social media will run for eight weeks. GRH will include social media and online (web, tablet, and mobile banner ads) for nine weeks.

Ridematching Campaign

Messaging Strategy

The second half of the FY 2016 Rideshare campaign “it’s never too early” messaging is quick, relatable, and fun: inviting the young, and young at heart, to use ridesharing options as early adopters. The ads place ridesharing among the good choices people make, leading to happy, reliable and improved commutes, with money-saving benefits.



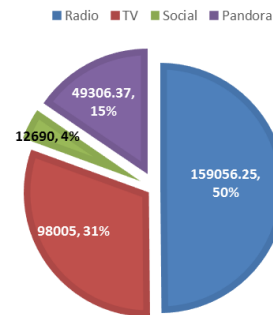
Media Objectives: Rideshare

The spring media campaign promoted the Ridematching program using a mix of traditional approaches to maintain and increase awareness of shared ride modes, retain current ridership in these modes and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially when there are fewer transit options.

Target market (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

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

Geographic Targeting
Washington D.C. DMA



| Rideshare Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|-------------------------|---------------------|---------------------|-------------------|
| Radio | \$159,056.25 | \$187,129.67 | 43,764,702 |
| Television | \$98,005.00 | \$115,302.88 | 12,500,330 |
| Pandora | \$49,306.37 | \$58,008.94 | 6,530,022 |
| Social Media | \$12,690.00 | \$14,929.78 | 1,142,200 |
| Totals | \$319,057.62 | \$375,371.27 | 63,937,254 |

Radio

Radio is the anchor media for the Rideshare campaign, with a mix of stations including music, news, Public Broadcasting, and Hispanic. Pandora is also running a mix of audio, display, and mobile ads.

- WTOP (103.5 News/Talk)
- WFRE (99.9 Country)
- WFMD (930 AM News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- WAMU (88.5 Public Broadcasting)

The Rideshare radio campaign alternated for eight weeks, from February 8th through June 26th. The following ads will promote the Ridematching program in both English and Spanish languages:

Ridesharing :30 “Kids Stock Market” English

Girl: (SFX: newspaper pages) Did you hear what the market did yesterday?

Boy: (SFX: slurping) Yeah, it really took a hit...

Girl: (SFX: newspaper pages) So glad I diversified.

Boy: What're you in?

Girl: (SFX: newspaper pages) I have two new baseball card packs with high expectations, and a coin collection worth a bundle. My piggy bank is full too!

Boy: Impressive!

Girl: I owe it all to ridesharing. Get a buddy or two and spend 1/2 or less.

Announcer: It's never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stock Market” Spanish

Niña: ¿Oíste lo que hizo hoy el mercado de valores?

Niño: Sí vistes? recibió un golpe...

Niña: Estoy contenta de haber diversificado.

Niño: En que?

Girl: Tengo dos nuevos paquetes de tarjetas de béisbol con altas expectativas,

Boy: ¡Wow Que Bueno!

Girl: Se lo debo a viajes compartidos.

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

Ridesharing :30 “Kids Stressed Out” English

Girl: I think I’ve aged like 3 months, I’m SO stressed!

Boy: Yeah, me too! I mean I was... but I got it together!

Girl: How?... Yoga? Therapy?

Boy: Actually... ridesharing. I can sit back and chill.

Girl: That’s great!

Boy: I’ve definitely de-stressed. Look at this face... And I’m even caught up on Real Housekids.

(giggles)

Announcer: It’s never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stressed Out” Spanish

Niña: (sfx: exasperación) Creo que he envejecido como tres meses, estoy tan estresada!

Niño: ¡Sí yo también! Bueno estuvo ... pero ya estoy tranquilo!

Niña: ¿cómo?... ¿meditación? Yoga? Terapia?

Niño: En realidad... compartiendo un viaje.

Niña: Wow! Eso es genial!

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

Value Add

Rideshare

In addition to paid media spots, an estimated \$76,507 was negotiated in no charge promotional media. Select radio and TV stations have provided bonus spots at no charge in the form of banner ads and live short messages.

Television

A Rideshare television commercial was produced and depicts young business people talking about the reasons why they Rideshare with Commuter Connections, and the benefits therein. While sharing their experiences, they demonstrate camaraderie and trust. The commercial ran on NBC4 and Comcast SportsNet.

Ridesharing :30 "Save your Sanity"



COMMUTER CONNECTIONSSM
A SMARTER WAY TO WORK

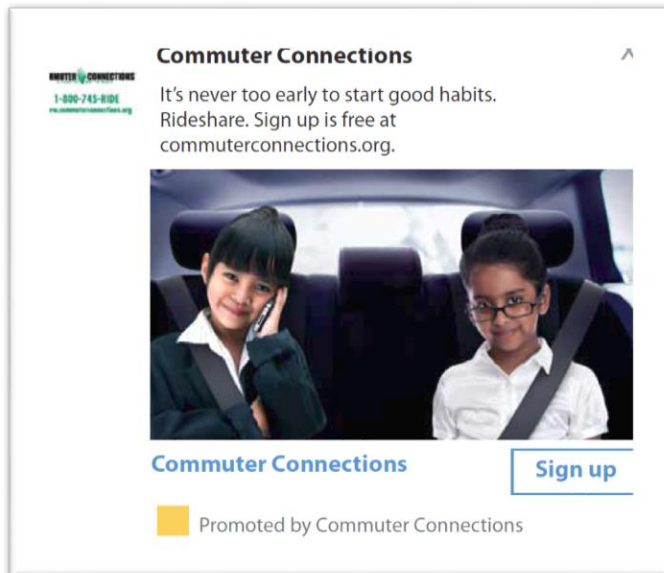
commuterconnections.org

800-745-RIDE

Social Media Advertising


Social Media advertising utilizing Facebook, Instagram, and Twitter sites, promotes the Ridematching program as well. Geo-targetting capabilities allow Ridematching messages to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads were posted for nine weeks, from February 8th through the end of June, with performance monitoring and optimization throughout the campaign.

The ads display Rideshare visuals with a call to action to visit commuterconnections.org.



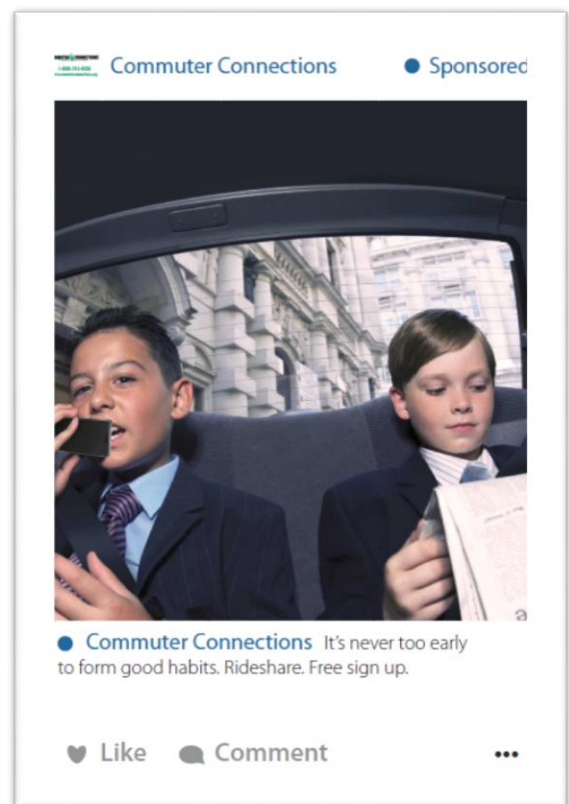
Commuter Connections
1-800-745-RIDE
commuterconnections.org

It's never too early to start good habits.
Rideshare. Sign up is free at
commuterconnections.org.




Commuter Connections [Sign up](#)

Promoted by Commuter Connections

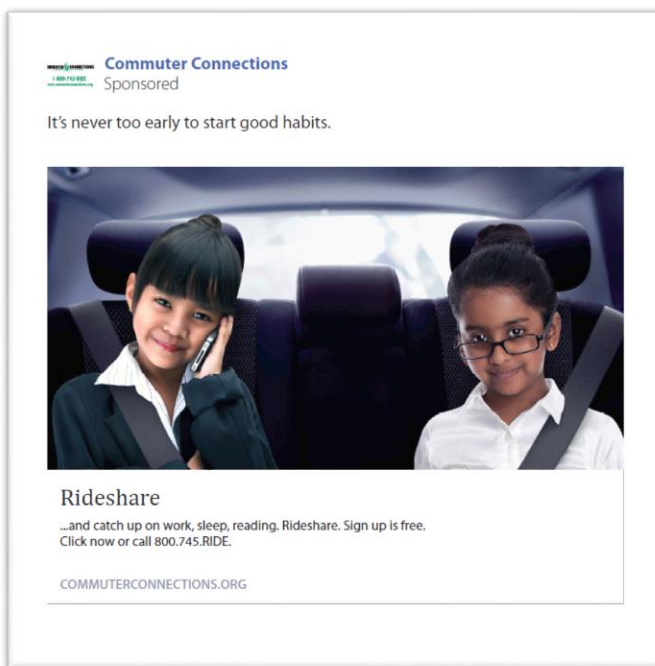


Commuter Connections Sponsored




Commuter Connections It's never too early to form good habits. Rideshare. Free sign up.

Like Comment



Commuter Connections
1-800-745-RIDE
Sponsored

It's never too early to start good habits.



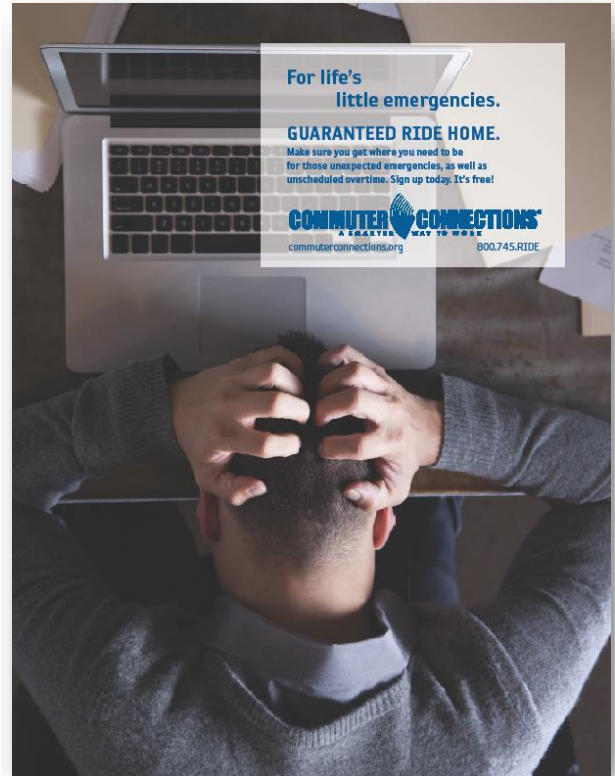
Rideshare
...and catch up on work, sleep, reading. Rideshare. Sign up is free.
Click now or call 800.745.RIDE.

COMMUTERCONNECTIONS.ORG

Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY 2016 campaign promotes GRH as something you should have “for life’s little emergencies”, after you sign up to rideshare or take an alternative transportation mode. Newly recorded 30 second spots reinforce the message that GRH provides a free guaranteed way to get home in case of an unexpected emergency or unscheduled overtime.



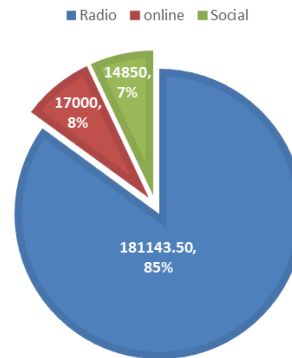
Media Objectives: Guaranteed Ride Home

The campaign focuses on raising awareness of the GRH program among commuters and increasing registrants. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an unexpected emergency.

Target market

2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report :

- 35-64 years old (86%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (60%) or Maryland (36%) or District of Columbia (2%), with emphasis on Prince William (19%) and Fairfax Counties (12%); work in D.C (61%), Maryland (11%) and Virginia (28%)



Geographic Targeting

Washington D.C. DMA

| GRH Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|-------------------|---------------------|---------------------|-------------------|
| Radio | \$181,143.50 | \$213,115.32 | 38,650,800 |
| Social Media | \$14,850.00 | \$17,471.02 | 1,000,000 |
| Online | \$17,000.00 | \$20,000.50 | 1,221,139 |
| Totals | \$212,993.50 | \$250,586.84 | 40,871,939 |

Radio

Radio served as the anchor media for the GRH campaign. Station types include a mix of sports, news, and music:

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 AC)
- WMZQ (98.7 Country)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)

The GRH radio campaign started in early February and ran every other week through the end of June 2016. The ads ran for a total of nine on air weeks, alternating weeks with Rideshare ads. The following spots promoted GRH for the second half of FY 2016:

Guaranteed Ride Home :30 “Working Late”

Sfx: copier machine

Copy. Copy. Copy.

(Copier jam.)

(Husband frustrated talking out loud to himself):

Why does everything break when I have a deadline?

Sfx: Phone dial / ring / pickup

Wife: Hi honey

Husband: Hey babe, my boss wants this report done before I leave. Gonna be here for a while.

Wife: Awwh... seriously. Can you make the last bus?

Husband: That’s the good part, I Signed up for Guaranteed Ride Home. Everyone here loves it!

Wife: Ahh, Great!

Husband: And, it’s free! ...What’s not to love.

Announcer: Guaranteed Ride Home, for life’s little emergencies. Sign up at commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Baby”

SFX: (phone dialing)

Male: Hey babe..

Female: (sfx heavy breathing.) Honeyyyy... The baby’s coming.

Male: What?

Female: (breathlessly) I think the baby’s coming.

Male: NOW? You have 3 weeks to go.

Female: (sfx breathing in & out) I’m telling you, you need to come now!

Male: I... can't. I carpoled.... (sfx expletive bleep)

Female: (sfx breathing heavily) Remember Hon, Guaranteed.

(sfx breathing heavily) Ride.

(sfx breathing heavily) Home.

Announcer: If you sign up for Guaranteed Ride Home, we make sure you get where you need to be for life's little emergencies as well as unscheduled overtime. Sign up today for free at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

Value Add

In addition to paid media spots, an estimated \$10,875 (an additional 5.11%) was negotiated in no charge promotional media. Select radio stations provided no charge bonus spots, banner ads, wall paper ads, and mobile in-app banners promoting the benefits of the GRH program.

Value add (no charge):10 sponsorship mentions aired weekly on WMZQFest with concert ticket giveaways. Guarantee Ride Home received a total of 1,042 mentions to date.

Digital Advertising

Mobile/web advertising ran on WTOP's digital sites to promote the GRH program. Banner ads, reinforced the benefits of the GRH program to audiences in Washington DC regions, for twenty-one weeks from February through June. Performance was monitored and optimized throughout the campaign.

The ads display GRH visuals with a call to action to visit commuterconnections.org.


wtop | WASHINGTON'S TOP NEWS 1:46 pm, May 20, 2016

75° Washington, DC LISTEN LIVE 103.5 FM

NEWS ▾ TRAFFIC WEATHER Search f t

LOCAL Va. • Md. • D.C. • Traffic • Weather • Videos • Elections • Target USA • Podcasts HEADLINES → GET ALERTS →

EXCLUSIVE



Courtesy Facebook/Jennifer Clardy Chalmers

Family breaks silence on Fairfax firefighter's suicide, bullying

For the first time, the husband and sister of Fairfax County firefighter...

As 1st debris found from Egypt plane crash, no clue on cause

NEW DC fire captain arrested on gun, drug charges

Police investigate early-morning homicide in Fairfax County

German shepherd survives 5 weeks on California freeway

NEW Israel defense minister quits, warns of 'extremist' takeover

Tiny Md. restaurant closes its doors after 92 years

Huge frozen food recall

NEW Metro tells riders to find other ways to get to work

How not to waste money at the grocery store

Baltimore plagued by zombie

COMMUTER CONNECTIONS
A FASTER WAY TO WORK

Sign up Now

COMMUTER CONNECTIONS
A FASTER WAY TO WORK

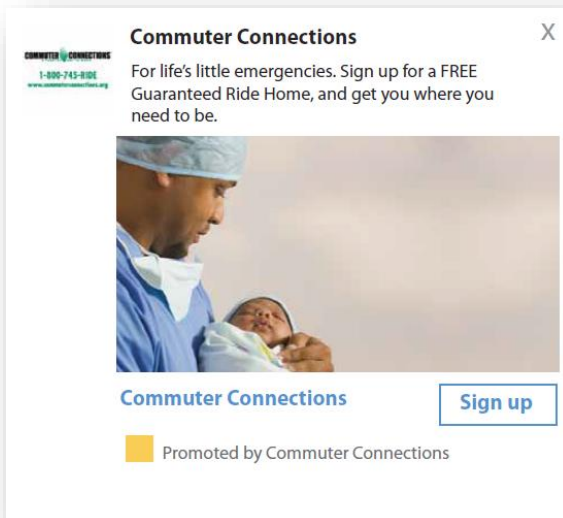
wtop | WASHINGTON'S TOP NEWS 1:54 pm, May 20, 2016

75° Washington, DC LISTEN LIVE 103.5 FM

Social Media Advertising

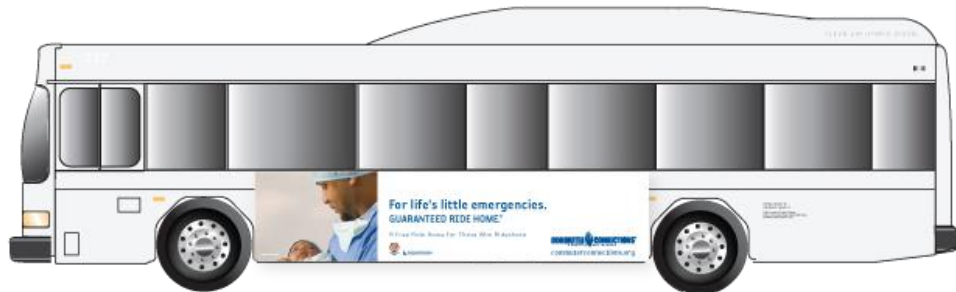
Social Media advertising was placed on Facebook, Instagram, and Twitter sites to promote the GRH program. Geo-targetting capabilities allowed the benefits of GRH messaging to reach audiences in Virginia, Maryland, and D.C. regions. Banner ads were posted for nine weeks, from February through June, with performance monitoring and optimization throughout the campaign.

Ads displayed GRH visuals with a call to action to visit commuterconnections.org.



Member Donated Placements

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space is being provided by the following network members: Arlington, Fairfax, Montgomery, Prince George's and Prince William Counties, and on MARC trains.



Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections website home page was updated with a new flash file to match the visuals used in new Rideshare and GRH campaigns.



It's never too early
to form good habits.

RIDESHARE.

Free Ridematching Services.

[Sign up Now](#)



For life's
little emergencies.

FREE GUARANTEED RIDE HOME:

[Register Now](#)

* Some restrictions apply



It's never too early
to form good habits.

RIDESHARE.

Free Ridematching Services.

[Sign up Now](#)



For life's
little emergencies.

FREE GUARANTEED RIDE HOME:

[Register Now](#)

* Some restrictions apply

Bike to Work Day

More than 17,500 registered cyclists participated in Bike to Work Day 2016: a slight increase over 2015. The May 20th event was held at 83 local pit stops, including a total of four afternoon pit stops. Six bicycles were raffled off and the first 15,000 registrants received an official BTWD 2016 T-shirt.



Sponsorship Drive

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. This year, Commuter Connections secured a total of 27 sponsors for Bike to Work Day, reaching \$43,350 in cash. Additional in-kind sponsorships of \$9,945 were also secured as bicycle giveaways and other bicycle related merchandise and prizes.

Marketing Strategies

Posters and rack cards were provided to employers and employees through various distribution channels to create awareness and encourage registration. To reach more diverse audiences, a Spanish version of the poster was created. T-shirts were created as giveaways for the event for those who registered and participated.

Social media on facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation.

This year, radio advertising targeted adults ages 25-49, with additional focus on women and minorities, with a household income above \$30,000. Hot 99.5, WPGC, 97.1 WASH and DC101 ran :60 second radio ads. WASH, HOT 99.5, and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation. For the first time ever, a female announcer voice was used for the radio ad.

Tactics to increase awareness of BTWD with women and minority groups to encourage their participation included:

1. Develop a stakeholder database of women/minority organizations and media.
2. Conducted outreach to organizations such as U.S. Black Chamber, Washington DC Women's Business Center, Greater Washington Women's Network, and others.
3. Offer a cycling seminar.
4. Create earned media opportunities featuring women/minority cyclists or organizations.
5. Develop bike advocate mini-campaigns that included interviews with TPB members.

Marketing Strategies (Continued)

Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA


| Bike to Work Day Budget | MWCOG Cost | Gross Dollars | Impressions |
|-------------------------|--------------------|-----------------|------------------|
| Radio | \$54,986.50 | \$64,690 | 3,865,080 |
| Total Budget | \$54,986.50 | \$64,690 | 3,865,080 |

Value Add

In addition to paid media spots, an estimated \$2,250.00 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a social media promotion.

iHeart Radio Tweets

The image shows two tweets from radio stations. The top tweet is from DC101 (@DC101) posted at 6:00 AM on May 17, 2016. The text of the tweet is: "Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD". The bottom tweet is from HOT 99.5 (@hot995) posted 31 minutes before the screenshot. The text of the tweet is: "The first 15k to register at biketoworkmetrodc.org for Bike to Work Day get free t-shirt at the event & entered to win a bicycle! #AD". Both tweets include a "Follow" button and icons for reply, retweet, and like.




**BIKE TO WORK DAY 2016
FRIDAY MAY 20**

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away. The free T-shirt limit has been reached.



Registration Opens March 2016


Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, 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

Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Sponsors



Sponsors

Gold Level

Takoma Bicycle



Silver Level

Bike 
Arlington



Bronze Level



Posters English/Spanish

BIKE TO WORK DAY 2016
FRIDAY MAY 20

COMPUTER CONNECTIONS WASHINGTON AREA RECYCLE AUTHORITY

Takoma Bicycle REI ICF LOCAL MOTION Bike Arlington
The JBG Cosponsors Marriott AASHIO FAIR LAKES
CRYSTALride Giant AAA BIKES@VIENNA KIMPTON
FELT goDCgo ABUS BROMPTON BicyclePASS
C carsharedate BIEN BIEN pdw ORTIEB

Pre-register by May 13 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-shirts available at pit stops to first 15,000 who register.
Over 80 pit stops throughout D.C., Maryland, and Virginia.

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433

bike to work day 2016

Bike to Work Day is also Funded by D.C., MD, VA and U.S. Sugar growers of Transportation.

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016
VIERNES 20 DE MAYO

COMPUTER CONNECTIONS WASHINGTON AREA RECYCLE AUTHORITY

Takoma Bicycle REI ICF LOCAL MOTION Bike Arlington
The JBG Cosponsors Marriott AASHIO FAIR LAKES
CRYSTALride Giant AAA BIKES@VIENNA KIMPTON
FELT goDCgo ABUS BROMPTON BicyclePASS
C carsharedate BIEN BIEN pdw ORTIEB

Regístrate previamente antes del 13 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.
COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registran.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

Regístrate gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

bike to work day 2016

Día de la Bicicleta Para Ir al Trabajo and Promociones especiales por los patrocinadores de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Rack Card



BIKE TO WORK DAY 2016

FRIDAY MAY 20

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 13
 for free T-shirt* and
 bike raffle!

FREE FOOD, BEVERAGES and
 GIVEAWAYS at all locations

Over 80 Bike to Work Day pit
 stops located in D.C., Maryland
 and Virginia

Visit www.biketoworkmetrodc.org
 for specific pit stop locations
 and times.

*T-shirts available at pit stops to
 first 15,000 registrants.

  #BTWD2016

 bike to work day 2016









































Bike to Work Day is also funded
 by the District of Columbia,
 Maryland, Virginia and U.S.
 Departments of Transportation.

 ORTLIEB

 Printed on recycled paper

T-Shirt



Pit Stop Vinyl Banner

Social Media



A screenshot of the Facebook page for 'Bike to Work Day'. The page features a cover photo of a person in a suit standing with a yellow bicycle on a set of stairs. The cover photo includes the text 'BIKE TO WORK DAY 2016 FRIDAY MAY 20' and the website 'www.biketoworkmetrodc.org' with the phone number '800.745.RIDE'. The page name is 'Bike to Work Day' and it is identified as a 'Non-Profit Organization'. Navigation tabs include 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the left sidebar, it shows '1,913 people like this' with names 'Michelle Beatrice Schiess and Jason LaRosa', '39 people have been here', and a 4.1 star rating from 15 reviews. The 'ABOUT' section includes a map showing the location at the intersection of H St NW and H St NE. A post from the page is visible, stating 'Bike to Work Day updated their cover photo.' on February 2 at 9:58am.



Home Moments Search Twitter Have an account? Log in

BIKE TO WORK DAY 2016
FRIDAY MAY 20
800.745.RIDE www.biketoworkmetrodc.org

TWEETS 220 FOLLOWING 274 FOLLOWERS 1,616 LIKES 145 LISTS 2 Follow

Commuter Connections
@BikeToWorkDay
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
Washington DC
biketoworkmetrodc.org
Joined April 2009
25 Photos and videos

Tweets Tweets & replies Photos & videos

Commuter Connections @BikeToWorkDay · 19 Nov 2015
Winner winner! Congrats to Kevin Hovis for winning this Gotham bike from rei.com! #BTWD

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

- goDCgo @goDCgo
- BicycleSPACE @BicycleSPACE
- Capital Bikeshare @bikeshare
- WABA @WABADC
- BikeArlington @BikeArlington

Earned Media

BTWD was covered by radio and television in the weeks leading up to the event as well as the day of the event. BTWD received media placements across print, internet, radio and television outlets, in addition to social media placements. See Appendix E for media placements recorded to date.

Event Photos – may 20th



SafeTrack

A comprehensive marketing and communications outreach effort was put in play during the month of June to assist with advising commuters and employers about SafeTrack repair work and how Commuter

Connections can provide alternative solutions such as ridematching, commuter rail, bus, telework, bicycling and walking. The 'SafeTrack' plan is a massive yearlong effort to improve safety, and service reliability throughout the Metrorail system. The extensive track work is being performed on an accelerated basis, completeing repair work in one year what would normally take three. Safety surges require some complete station closures, and single-tracking on various segments of the rail system for several weeks at a time, even including rush hour.



Marketing included radio, print, and online ads, and email blasts to both commuters and employers. Earned media included a press release, and PSA's.

Media Spending

Radio \$8,325
Digital \$1,675
Print \$4,917
Social \$2,000
Total \$16,917

Radio

A total of 70 :30 second SafeTrack ads were placed on WTOP and WFED (Federal News Radio) for a three week span, from May 30 to June 19.



SafeTrack :30

Metrorail SafeTrack is underway in June and will continue through March.

Single-tracking or station shutdowns on certain segments will occur for specified weeks at a time.

Crowding and longer wait times are expected.

Shuttle bus service will bridge gaps for all station closures.

Other travel options are recommended.

Commuter Connections can help you find free rideshare options and information on bus, commuter rail, bicycling, walking, and telework.

Visit commuterconnections.org, or call 800 745-RIDE.



Online

Rotating digital banner ads were placed on WTOP.com in various sizes. The ads ran for 167,500 impressions throughout the site, across desktop, tablet, and mobile platforms, over the course of June. Sizes included 728x90, 970x90, 468x60, 300x250, 300x600, 320x50, and 160x600 pixels. Placement includes performance optimization.



metrorail
SafeTrack
is now
UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A large vertical banner advertisement. The top half has a dark blue background with white text. The middle section shows a photograph of construction workers in orange safety vests and hard hats working on a rail track. The bottom section has a green background with white text and the Commuter Connections logo.

metrorail **SafeTrack**
is now UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A horizontal banner advertisement. The top part is a dark blue bar with white text. Below is a photograph of construction workers on a rail track. The bottom part is a green bar with white text and the Commuter Connections logo.

metrorail **SafeTrack**
is now UNDERWAY!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A wide horizontal banner advertisement. It features a dark blue bar on the left with white text, a central photograph of construction workers on a rail track, and a green bar on the right with white text and the Commuter Connections logo.

Print

In conjunction with the Greater Washington Board of Trade, The Washington Business Journal will publish an employer directory detailing how to navigate the commute during Metro's SafeTrack initiative. The publication will be issued in late June. A full page color ad was placed, 9.5" x 13.58".

WASHINGTON
BUSINESS JOURNAL



The advertisement features a photograph of two women sitting in the front seats of a car. The woman on the left has curly hair and is wearing a bright yellow jacket. The woman on the right has straight blonde hair, wears glasses, and a dark sleeveless top. They are both smiling. The word "SafeTrack" is printed in the top right corner of the photo. Below the photo is a dark blue section with white text.

Metro SafeTrack repair work is underway. Single-tracking, station shutdowns, crowding, and longer wait times are expected.

Your commute should be stress free.
Contact Commuter Connections and learn about all your options.

RIDESHARE.

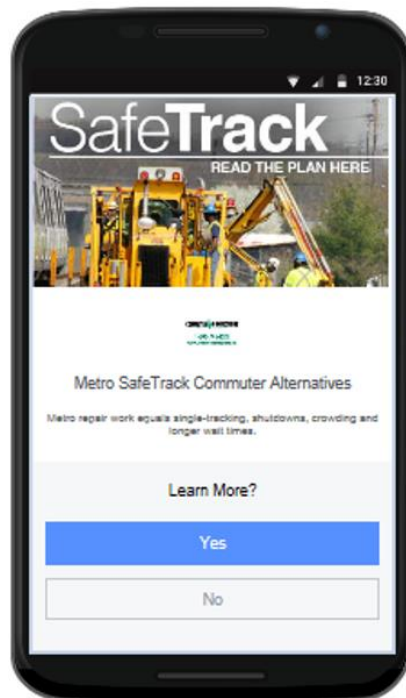
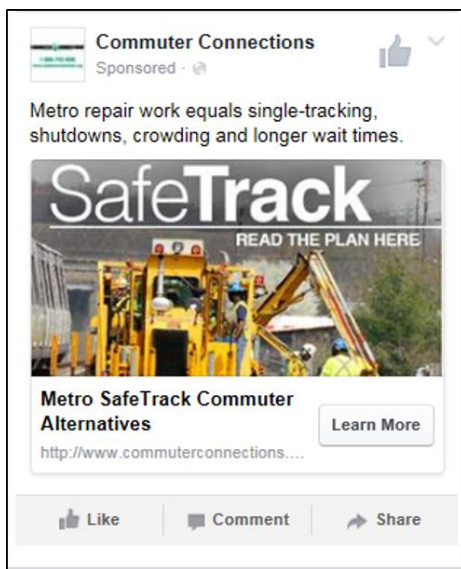
Free carpool matchlist & bus, commuter rail, bicycling, walking or telework information.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE commuterconnections.org

Social Media

Paid ads were placed on Facebook and will appear across various platforms including mobile, desktop, and sponsored newsfeed ads.



Employer Recognition Awards

The Employer awards program recognizes employers who initiated worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony June 27, 2016 at the Washington Marriott at Metro Center in Washington, DC. A video, invitations, podium sign, and program booklet were developed for the 2016 awards ceremony. Giveaways and trophies were ordered. To recognize the winners, a display ad will be placed in the Wall Street Journal, Tuesday, June 28th.

Invitation



**20 EMPLOYER
RECOGNITION
16 AWARDS**

MONDAY, JUNE 27, 2016

WASHINGTON MARRIOTT at METRO CENTER
775 12th Street NW, Washington D.C. 20005
Take Metrorail to Metro Center
(G & 12th Streets Exit)

GRAND BALLROOM SALONS AB
8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

Hosted by
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.

AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS
MAKING THE CONNECTION

RSVP www.commuterconnections.org/rsvp
by JUNE 14, 2016. For questions contact
bbrown@mwkog.org, 202.962.3327.





'Pool Rewards



Spring Campaign

A combination of Facebook, Instagram, and TV paid media ran in the spring to promote the benefits and incentives of the 'Pool Rewards program.

Message Strategy

Paid TV spots and social media ran on alternate Rideshare weeks, February through March, promoting the benefits and cost-savings of the 'Pool Rewards ridesharing incentive program. The ads encouraged commuters to find a partner to start a new carpool/vanpool with; detailed the incentive offered; and encouraged commuters to contact Commuter Connections.

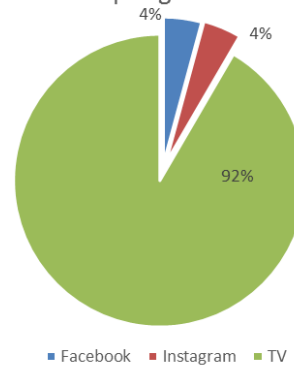
Target Market

Rideshare demographics (see pg. 8)
Younger demographics

Geographic Targeting

Washington D.C. DM

'Pool Rewards Spring FY 2016 Media



| 'Pool Rewards Spring Budget | MWCOG Cost | Gross Cost | Impressions |
|--------------------------------|--------------------|--------------------|-------------|
| TV | \$45,775.00 | \$38,908.75 | 6,250,100 |
| Facebook | \$2,100.00 | \$2,470.65 | |
| Instagram | \$2,100.00 | \$2,470.65 | |
| Totals | \$49,975.00 | \$43,850.05 | |



Facebook Ads

Commuter Connections
Sponsored · 





You and a friend equals \$130 – what's not to like?
Earn by carpooling w/ 'Pool Rewards!






More Dash than Cash
Sharing a ride with 'Pool Rewards ca... [Sign Up](#)
tdm.commuterconnections.org


5 Likes

 Like  Comment  Share


Ad    

Commuter Connections  
Sponsored · 

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!



Form a Carpool, Earn CASH
Sharing a ride can get you that ext... [Sign Up](#)
tdm.commuterconnections.org


Objective
Clicks to Website
[See Post](#) 

Twitter Ads


Commuter Connections X

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Get an extra boost to get that latte' or just help on gas.
'Pool Rewards!
Click or 800.745.RIDE




'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections


Commuter Connections X

COMMUTER CONNECTIONS
1-800-745-RIDE
www.commuterconnections.org

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE



'Pool Rewards [Sign up](#)

 Promoted by Commuter Connections

Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter were produced during the second half of FY 2016. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC inserts were distributed in PDF form to Federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

Spring 2016 Newsletter and Federal ETC Insert

Issue 7, Volume 25 Spring 2016 WHAT'S INSIDE

- 2 ETC Tips for Bicycling and Bicycling to Work
- 3 Bicycles Spraying in Fort Cavely
- 3 Bicycles Riders Safer Than Drivers
- 4 More Items At with Improvements on the Way

COMMUTER CONNECTIONS – CONTINUAL SUPPORT TO THE REGION

Commuter Connections has a host of programs available to your company and your employees. Created in 1974 as the "Commuter Club," Commuter Connections is a regional network of transportation organizations coordinated under the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. By 1994 the network had grown in membership to include all Washington D.C. area local governments, select federal agencies, several Transportation Management Associations, and local jurisdictions from the Baltimore region, Maryland, and Northern Virginia.

In 1996 and 1997, the services provided had grown beyond just Ridesharing to include transit route and schedule information, a regional Guaranteed Ride Home program, bicycling to work information, park-and-ride lot and HOV lane information, telework program assistance, InfoExpress commuter information kiosks, commuter information services

through the Internet, and employer services. Additionally, a regional carpool incentive was introduced in 2010 under the "Pool Friends" moniker, and expanded in 2012 to include a vanpool incentive. Commuter Connections also coordinates several regional programs each year, including Bike to Work Day, Car Free Day, and an Employer Recognition Awards program.

Ridesharing
As one of the primary services of Commuter Connections, ridesharing, is defined in simple terms as the act of sharing the ride and cost to get to and from work. Through Commuter Connections' Ridesharing system, employees can find other commuters going their way. There are currently more than 17,500 commuters in the database. Commuter Connections also has a mobile-friendly website and app to give commuters access to its programs from their smartphones and tablets.

Continued on page 2

Spring 2016

FEDERAL ETC UPDATES

Employee Transportation Coordinator

NEW MARK CENTER BUS ROUTES

In February, the Virginia Department of Rail and Public Transportation (DRPT) launched two new OnDemand commuter bus routes to the Mark Center in Alexandria.

The new routes, operated by the Potomac and Rappahannock Transportation Commission (PRTC), will start in Dale City and Lake Ridge. Both routes will offer four trips during the morning and afternoon rush hours, enabling a convenient ride in the I-95 Express Lanes, and using the new I-95 HOV ramp at Seminary Road.

The Dale City route will start at the Dale City commuter lot at Dale Boulevard and Mineville Road. It will serve stops along Dale Boulevard before traveling to the Mark Center. The Lake Ridge route will offer four morning trips starting at the Tacketts Mill commuter lot and will also serve the Lake Ridge commuter lot, with stops along Old Bridge Rd. and the Gordon Blvd. 223 Old Bridge commuter lot. Its final local stop before heading to the Mark Center will be the I-95/Route 223 commuter lot. Fares will be the standard OnDemand commuter bus one-way fare of \$6.20 with a SmartTrip card or \$8.30 cash.

With the operating expenses paid for through DRPT and the buses purchased by PRTC, there will be no cost to Prince William County. "Not only will these routes reduce traffic on our roads and aid in the protection of our environment, but they will do so without costing the County a single penny," said Prince William County Supervisor Frank J. Principi, who serves as chairman of the PRTC Board of Commissioners.


"We know that the operational support and capital assistance DRPT is able to provide to our partners at PRTC for the new Dale City and Lake Ridge services will be extremely beneficial to transit in the area," Agency Director Jennifer Mitchell said. "These new buses and routes will provide essential mobility options for commuters in the I-95 corridor facing daily traffic congestion."

The Mark Center currently is home to the Department of Defense's Washington Headquarters Services as well as other Department of Defense agencies. Mark Center schedules are available online at www.PRTCtransit.org.


Commuter Connections E-Newsletter

The winter and spring 2016 editions of the Commuter Connections e-newsletters were distributed to the same recipients as the print version.

Not coming through? [Click here to view in browser.](#)




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



Commuter Connections - Continual Support to the Region

Commuter Connections has a host of programs available to your company and your employees. Created in 1974 as the "Commuter Club," Commuter Connections is a regional network of transportation organizations...

[Read more](#)



DC Tops for Walking and Bicycling to Work

The Alliance for Biking and Walking recently released a report naming the D.C. area a top major U.S. city for bicycling and walking to work.

[Read more](#)

Bikeshare Sprouting in Fairfax County


In January, the Fairfax County Board of Supervisors approved a \$1.7 million plan to bring bikesharing to Reston and Tysons.





[Read more](#)

Metro Turns 40 with Improvements on the Way

The Washington Metrorail system opened in 1976, ushering in a new and exciting era as the region's transportation gem.

[Read more](#)

FOLLOW 

National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
777 North Capitol Street, NE • Suite 500 • Washington, DC 20002

If you wish to unsubscribe from all future emails, please [click here.](#)

www.commuterconnections.org

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY 2016*. The marketing campaign will run during the summer months and include radio, online advertising, transit, media outreach, and social media. The radio spots will feature AirAlert subscribers speaking about how Clean Air Partners benefit their lives.

**Commuter Connections dollars spent were from the previous fiscal year.*



 Take Metrobus or Metrorail to Do Your Share for Cleaner Air MetroOpensDoors.com

#BreatheEasy

this summer and download
the Clean Air Partners
Air Quality App



Visit CleanAirPartners.net for your FREE air quality forecast.

Appendix A

Performance Measures

Web Visits

| Month | FY 2015 Web Visits | FY 2016 Web Visits | +/- | +/- % |
|-------|-----------------------|-----------------------|---------------|--------------|
| Jan | 12,308 | 11,990 | (318) | -2.6% |
| Feb | 10,960 | 19,307 | 8,347 | 76.2% |
| March | 14,919 | 24,637 | 9,718 | 65.1% |
| April | 14,185 | 25,879 | 11,694 | 82.4% |
| May | 15,306 | 17,112 | 1,806 | 11.8% |
| June | | | | |
| | 67,678 | 98,925 | 31,247 | 46.2% |

Phone Calls

| Month | FY 2015 Phone Calls | FY 2016 Phone Calls | +/- | +/- % |
|-------|------------------------|------------------------|--------------|--------------|
| Jan | 1,383 | 1,111 | (272) | -19.7% |
| Feb | 1,187 | 1,198 | 11 | 0.9% |
| March | 1,256 | 1,108 | (148) | -11.8% |
| April | 1,399 | 1,347 | (52) | -3.7% |
| May | 1,320 | 1,460 | 140 | 10.6% |
| June | | | | |
| | 6,545 | 6,224 | (321) | -4.9% |

Guaranteed Ride Home Applications

| Month | GRH FY 2015 Applications | GRH FY 2016 Applications | Change | % |
|-------|--------------------------------|--------------------------------|--------------|---------------|
| Jan | 1,001 | 838 | -163 | -16.3% |
| Feb | 994 | 803 | -191 | -19.2% |
| March | 929 | 803 | -126 | -13.6% |
| April | | | | |
| May | | | | |
| June | | | | |
| | 2,924 | 2,444 | (480) | -16.4% |

Rideshare Applications

| Month | Rideshare FY 2015 Applications | Rideshare FY 2016 Applications | Change | % |
|-------|--------------------------------------|--------------------------------------|------------|--------------|
| Jan | 724 | 868 | 144 | 19.9% |
| Feb | 1,216 | 1,148 | -68 | -5.6% |
| March | 1,035 | 1,268 | 233 | 22.5% |
| April | | | | |
| May | | | | |
| June | | | | |
| | 2,975 | 3,284 | 309 | 10.4% |

Appendix B

Digital Advertising – WTOP.com Results February 1 – February 29, 2016

| WTOP.com Digital Campaign Performance | Ad Server Impressions Delivered | Ad Server Clicks | Ad Server CTR |
|---------------------------------------|---------------------------------|------------------|---------------|
| Cross Platform 2/1-2/7 | 88,349 | 149 | 0.17% |
| Cross Platform 2/8-2/14 | 86,792 | 166 | 0.19% |
| Cross Platform 2/15-2/21 | 84,683 | 233 | 0.28% |
| Cross Platform 2/29 | 6,697 | 14 | 0.21% |
| Cross Platform 3/1-3/6 | 72,679 | 117 | 0.16% |
| Cross Platform 3/7-3/13 | 82,285 | 142 | 0.17% |
| Cross Platform 3/21-3/27 | 79,339 | 114 | 0.14% |
| Cross Platform 3/28-3/31 | 39,088 | 54 | 0.14% |
| Cross Platform 4/1-4/3 | 36,677 | 68 | 0.19% |
| Cross Platform 4/4-4/10 | 77,398 | 228 | 0.29% |
| Cross Platform 4/11-4/17 | 86,683 | 316 | 0.36% |
| Cross Platform 4/18-4/24 | 84,794 | 521 | 0.61% |
| Cross Platform 4/25-4/30 | 63,786 | 329 | 0.52% |
| Cross Platform 5/1 | 11,638 | 22 | 0.19% |
| Cross Platform 5/2-5/8 | 82,729 | 213 | 0.26% |
| Cross Platform 5/9-5/15 | 82,995 | 196 | 0.24% |
| Cross Platform 5/16-5/22 | 83,507 | 265 | 0.32% |
| Cross Platform 5/23-5/29 | 71,020 | 275 | 0.39% |
| Total / Averages | 1,221,139 | 3,422 | |

Note: National average CTR is .09%

Appendix C

FY 2016 Spring Media Schedules

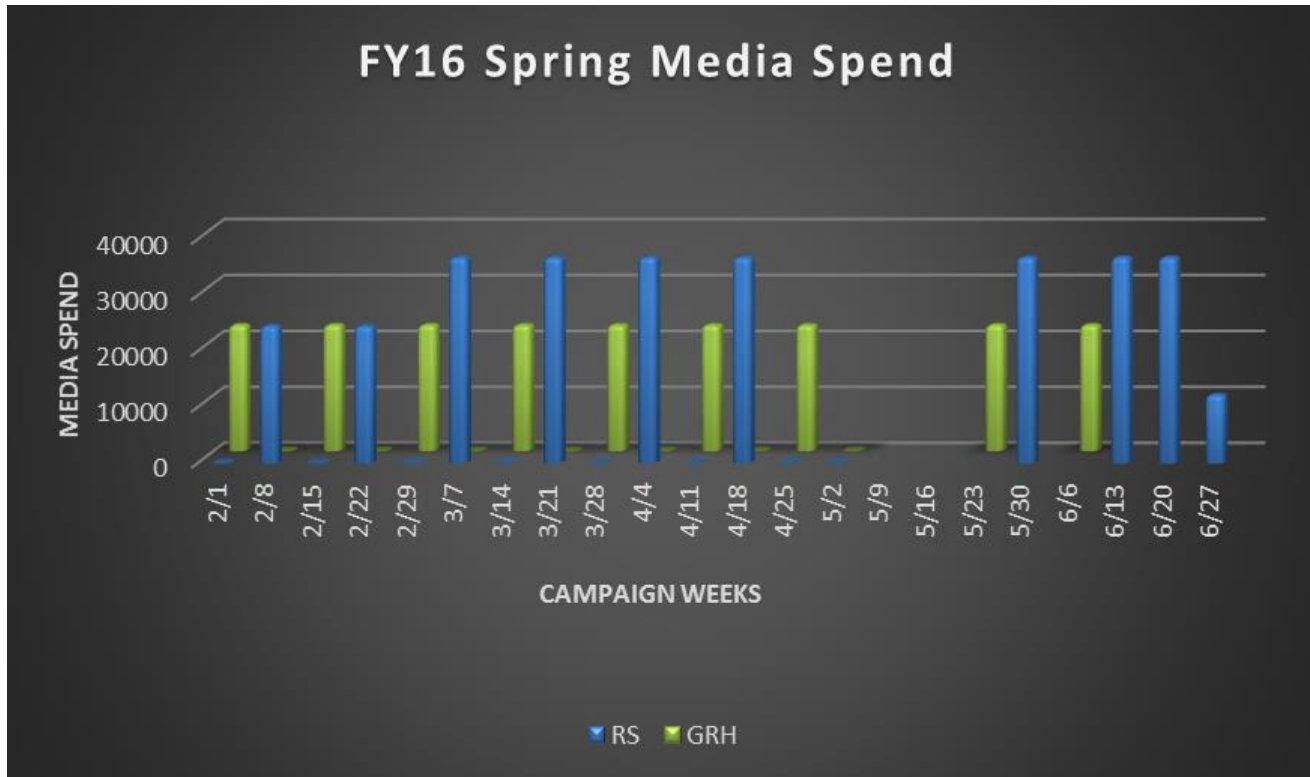
| Commuter Connections FY2016 Spring Umbrella | | | | | Media Schedule: Specific Dates Spots Run (Week of) | | | | | | | | | | | | | | | | | | | |
|---|---------------------|----------------------|---------------|-----------------|--|------|-----------|---------|---------------|-----|------|------|------|-----|------|------|------|------|------|-----|------|------|------|--|
| GRH | Media Outlet | Format | Dial Position | Campaign to Run | 2/1 | 2/8 | 2/15 | 2/22 | 2/29 | 3/7 | 3/14 | 3/21 | 3/28 | 4/4 | 4/11 | 4/18 | 4/25 | 5/23 | 5/30 | 6/6 | 6/13 | 6/20 | 6/27 | |
| | | | | | Radio | WTOP | News Talk | 103.5FM | 2/1-6/12/2016 | | | | | | | | | | | | | | | |
| WBIG | Oldies/Classic Hits | 100.3FM | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | | |
| WWDC | Rock | DC101.1FM | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | | |
| WASH | AC | 97.1 | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | | |
| WIHT-FM | Top 40 | 99.5 | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | | |
| WMZQ-FM | Country | 98.7 | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | | |
| Social Media | Facebook | Sponsored Ads | | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | |
| | Instagram | Sponsored Ads | | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | |
| | Twitter | Sponsored Ads | | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | |
| Online | WTOP.com | Online Ads | | 2/1-6/12/2016 | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Rideshare | WLZL | Spanish | 107.9 | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | WTOP | News Talk | 103.5FM | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | WFRE | Country | 99.9FM | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | WFMD | News/Talk | 930 AM | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | WPGC | Urban AC | 95.5 | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | WAMU | Public Broadcast | 88.5 | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | Pandora | Audio/Display/Mobile | | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| | NBC4/WRC | News | Channel 4 | 3/7 - 6/30/16 | | | | | | | | | | | | | | | | | | | | |
| | Comcast SportsNet | Sports | | 3/7 - 6/30/16 | | | | | | | | | | | | | | | | | | | | |
| | Social Media | Facebook | Sponsored Ads | | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | |
| Instagram | | Sponsored Ads | | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |
| Twitter | | Sponsored Ads | | 2/8 - 6/26/16 | | | | | | | | | | | | | | | | | | | | |

Legend

| |
|--------------------------------------|
| Guaranteed Ride Home Radio Coverage |
| Guaranteed Ride Home Social Media |
| Guaranteed Ride Home Online Coverage |
| Rideshare Radio Coverage |
| Rideshare TV Coverage |
| Rideshare Social Media Coverage |

Note: BTWD weeks are 5/2, 5/9, and 5/16/16.

Appendix D
FY 2016 2nd Half Paid Media Spend



| Commuter Connections FY2016 Spring Umbrella | | | | | | Media Schedule: Specific Dates Spots Run (Week of) | | | | | | | | | | | |
|---|--------------|--------------|---------------|---------------|-----------------|--|-----|------|------|------|-----|------|-----|-----|------|------|------|
| | | Media Outlet | Format | Dial Position | Campaign to Run | 2/1 | 2/8 | 2/15 | 2/22 | 2/29 | 3/7 | 3/14 | 5/2 | 5/9 | 5/16 | 6/20 | 6/27 |
| 'Pool Rewards | TV | ABC7/WJLA | News | Channel 7 | May-June | | | | | | | | | | | | |
| | Social Media | Facebook | Sponsored Ads | | May-June | | | | | | | | | | | | |
| Bike to Work Day | Radio | | | | May | | | | | | | | | | | | |
| | | | | | May | | | | | | | | | | | | |
| | | | | | May | | | | | | | | | | | | |
| | Social Media | Facebook | | | | | | | | | | | | | | | |
| | | Instagram | | | | | | | | | | | | | | | |
| | | Twitter | | | | | | | | | | | | | | | |
| Employer Recognition Awards | Print Ads | | | | June | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |

Legend

| |
|-------------------------------------|
| 'Pool Rewards TV Ads Coverage |
| 'Pool Rewards Social Media Coverage |
| BTWD Radio |
| BTWD Social Media |
| ERA print ads |

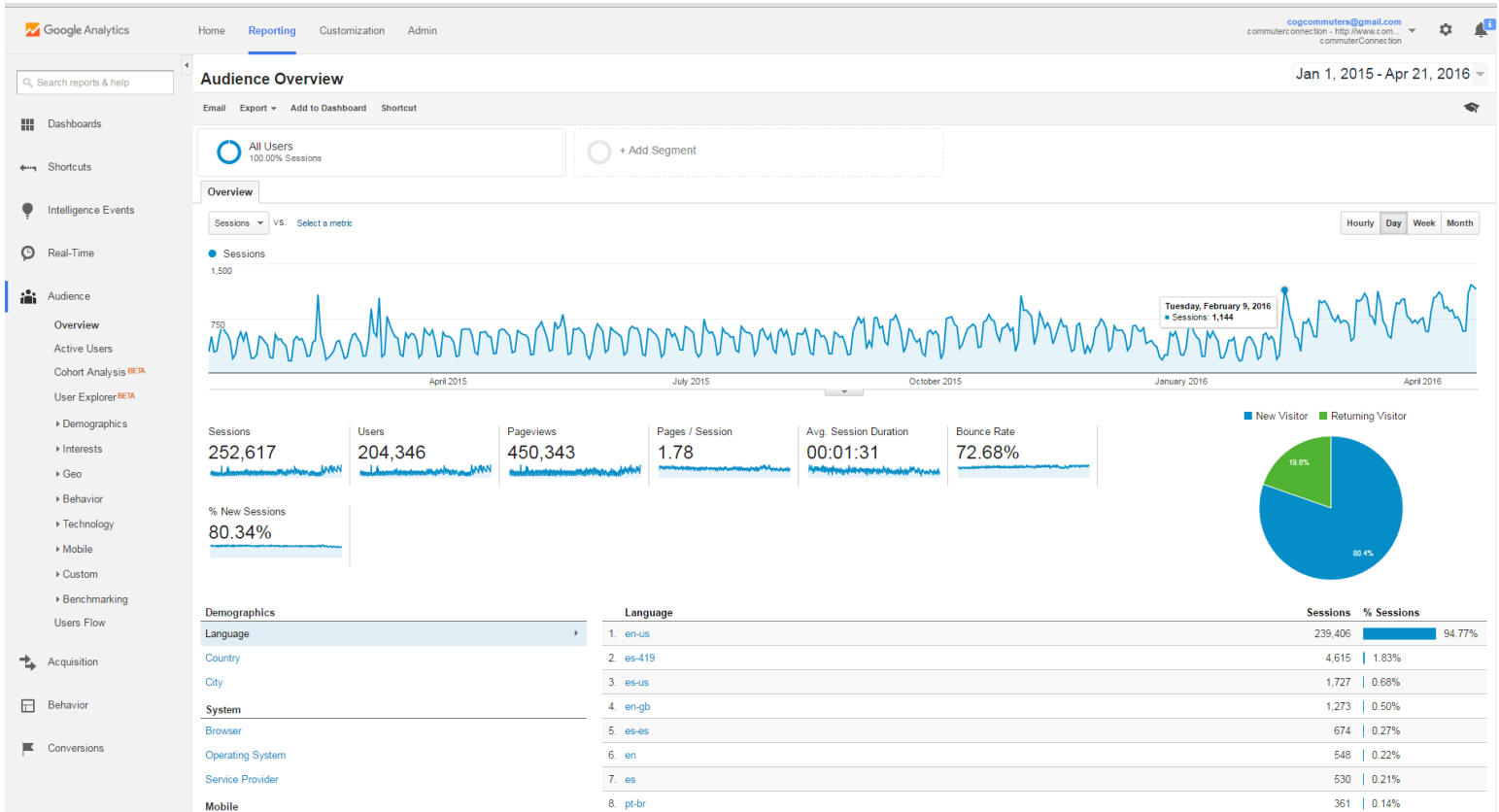
Appendix E

Bike to Work Day 2016 media placements, to date, across print, internet, radio and television outlets, along with a selection of social media placements.

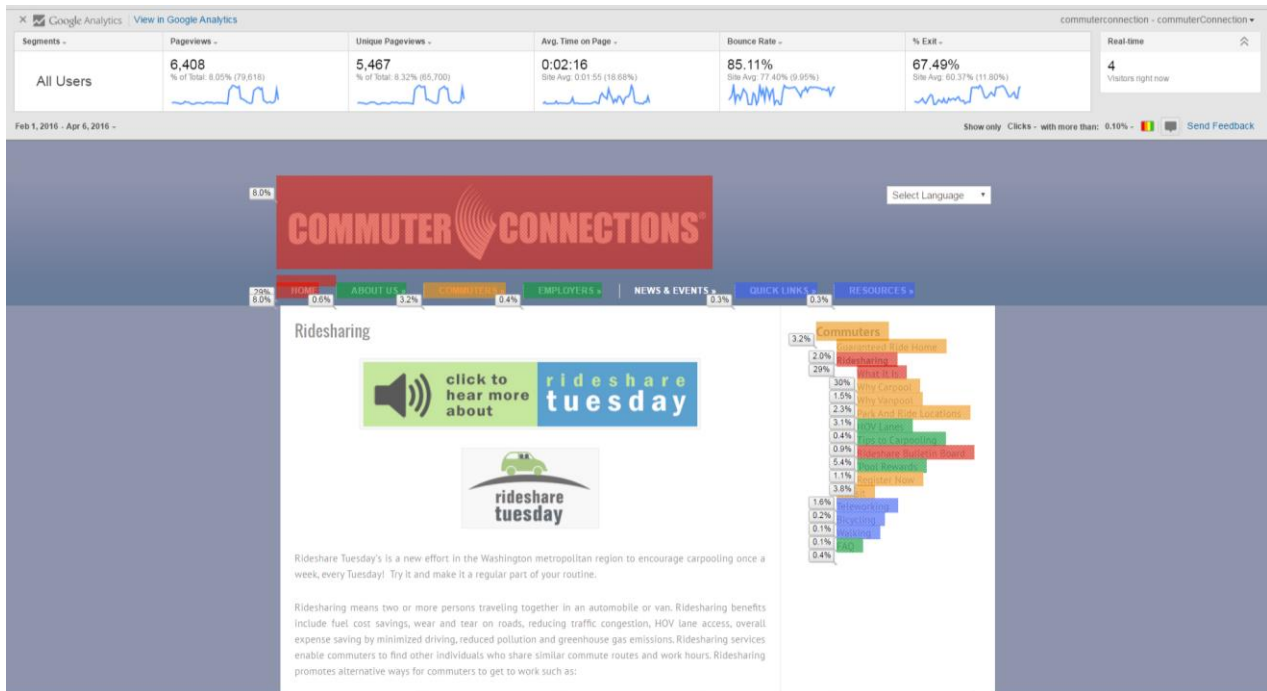
| Date | Medium | Outlet | Article |
|-------------|---------------|------------------------|--|
| 5/16/2016 | Print/Online | Washington Post | Bike to Work Day may have special value this year |
| 5/24/2016 | Print/Online | Washingtonian | Bike to Work Day 2016, By the Numbers |
| 5/17/2016 | Print/Online | Curbed | Get in Gear: Bike to Work Week Has Arrived |
| 4/22/2016 | Radio | WTOP | Bike to Work day organizers aim for more diversity |
| 5/20/2016 | Radio | WMAL (minutes 38 - 44) | Mornings on the Mall – Bike to Work Day |
| 5/20/2016 | TV | WJLA | DMV residents celebrate Bike to Work Day |
| 5/16/2016 | TV | NBC 4 Washington | Freebies and Safety Tips for Bike to Work Day Friday |
| 4/20/2016 | Social | @CM_Silverman | Filming a promo for @BikeToWorkDay at @NatCapRegTPB. Save the date: May 20th! Sign up here: www.biketoworkmetrodc.org |
| 4/15/2016 | Social | Car Free Diet | Bike to Work Day 2016 — Pit Stops in Arlington |

Appendix F

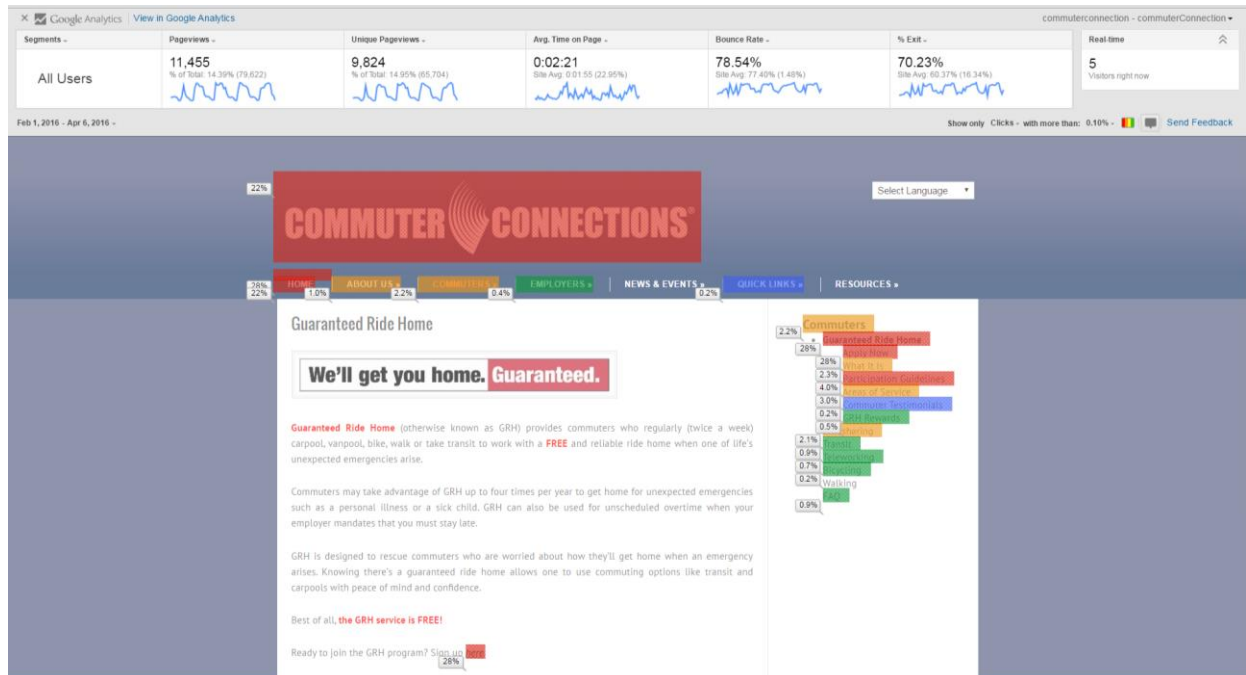
Social media campaigns have had a significant impact on website traffic. After looking at the data from 2015 compared to first half of 2016, the baseline for Commuter Connections traffic is much higher while the campaigns are running. Averaging website visits have gone from about 12,000 - 15,000 visitors a month to about 22,000 - 25,000 visitors a month:



Commuter Connections Rideshare February 1 – April 6, 2016



Commuter Connections GRH February 1 – April 6, 2016



'Pool Rewards February 1 – April 6, 2016

