



FY 2019 Final Marketing Communications Plan and Schedule September 18, 2018

Mission: Commuter Connections is a regional network of organizations providing commute services and information to area residents and employers in the Washington metropolitan region to help reduce traffic congestion and emissions caused by single occupant vehicles (SOVs).

As part of the Regional Mass Marketing Transportation Emission Reduction Measure, the Commuter Connections Marketing program will provide frequent promotion of Ridematching services, Guaranteed Ride Home, 'Pool Rewards, CarpoolNow Mobile Application, and, new to FY 2019, Flextime Rewards in addition to special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. These various services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY 2019 marketing program will raise awareness of commuting choices available in the Washington metropolitan region. Additionally, the program will support Commuter Connections network members in educating area workers and the general public on how to find and use alternatives to driving alone, for work trips and in some instances nonwork trips.

Marketing Input: The background for this marketing brief was derived from the following sources:

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

These reports and surveys are the cornerstone for the FY 2019 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by workers and Commuter Connections program applicants throughout the Washington metropolitan region and the impact of this behavior on air quality and congestion.

In addition to comprehensive data provided by these reports, the marketing team conducted a Regional TDM Marketing Creative Input Survey in July 2018 through members of the Regional TDM Marketing Group. Other important inputs which is taken into consideration includes performance data from past campaigns, as well as information gathered through industry reports, surveys, and trends, and how they might be applied to the Commuter Connections mass marketing campaign efforts. This information is used to support the development of the media and/or messaging strategies.

The fluctuating nature of gas prices has had a measured effect on ridesharing over the past several years. In the DC/Virginia/Washington area, gas prices now average about \$2.80 per gallon, the highest price since 2015¹. The price at the pump will continue to be an important issue for commuters as it is increasingly influential in commuter's willingness and availability to use alternative modes of transportation. The economic benefit of ridesharing remains a strong, simple message that resonates and will continue to be emphasized.

In addition to gas prices and the economy, other regional events will impact this year's messaging and strategy, such as construction/rehabilitation projects to improve the highways and Metrorail in the region that are in various stages of progress. Commuter Connections has an opportunity to team up with VDOT to provide commuters with project updates and commute alternatives, such as Ridesharing, which has benefits and incentives including Guaranteed Ride Home and 'Pool Rewards.

In the 2016 State of the Commute Survey, awareness of commute options is shown to correlate positively with awareness of Commuter Connections, and commute advertising has been shown to influence consideration of commute alternatives. Train commuters continue to exhibit the highest level of alternative commute awareness. Commuter rail riders show a relatively high level of satisfaction with their commutes (70 percent), particularly compared to those who drive alone (57 percent). This satisfaction disparity can be leveraged as part of the Mass Marketing campaign. Continuing a partnership between Commuter Connections and Northern Virginia Megaprojects would stand to greatly benefit both parties toward a common goal.

DC employees are reported to have the third longest work week.² The 2018 Annual Placement Survey supports this statistic with its finding that the average one-way commute distance is 35.1 miles and 66 minutes. Many commuters rely on the Metro system to get to and from work. The Metro's SafeTrack project, now complete, repaired the Metrorail system on an accelerated one-year schedule. This has impacted commuters dramatically but will continue to do so through upcoming improvements to the rail system, which can be leveraged through marketing efforts.

¹ <https://patch.com/district-columbia/washingtondc/va-gas-prices-jump-highest-level-3-years>

² <https://www.washingtontimes.com/news/2015/mar/19/dc-residents-have-third-longest-workweek-including/>

The Washington metropolitan area offers multi-modal transportation choices, particularly within the inner core where transit, bike/carsharing, and apps to navigate it are robust. Paving, construction, and bridge repair projects continue for I-495, I-66, Route 50, Route 1, Virginia Ave Tunnel, Gallows Road Bridge, and Old Centerville Bridge. Revitalization projects in select Washington D.C., Maryland, and Virginia areas include highway and bridge improvements, paving, and pedestrian safety features. I-495 ramps to I-395 bridge repairs began in spring 2017. Work on the bridges include replacing concrete and bearings, paving the approach bridge, and repairs to concrete beams, piers, and abutments. Newly revised plans for I-66 toll lanes, between the beltway and U.S. 29 Gainesville, were finalized and presented to the public in June 2017. The proposed two new toll lanes in each direction will be between three regular lanes and a shoulder along the 22-mile corridor in either direction. The plan also indicated these toll lanes will be free for *three* people in the car and E-ZPass Flex switched to HOV mode. Lanes are scheduled to open in 2022. Other drivers can pay a toll to use the lanes, which will rise and fall to encourage or discourage more drivers from using the lanes. This will encourage commuters to carpool in order to save money and time. Those that use regular lanes should move faster if more people are using toll lanes, carpooling, or taking the bus. Benefits to the toll lanes will provide new support in revenue for carpooling, slugging, or buses. For all these reasons, the DC area lends itself to an ideal location to continue to promote events and programs centered on alternative modes of transportation.

Carpooling continues to receive growing national and regional attention through social media and mobile apps. Social media and digital presence are important aspects of a campaign that aims to reach a growing demographic. We can increase interaction with the use of hashtags, live video, and social media postings geared towards target audiences. Not only will users be excited to incorporate hashtags into their competition, but since the postings reach an audience, even more people will become aware of the Commuter Connections mission. Millennials (those born 1983 to 2000) make up 25 percent of the population and are causing a decline in car usage and ownership; this newfound interest in carpooling and other forms of mobility is positive news for Commuter Connections.³ Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for over forty years while building the customer base. Commuter Connections has an established, trusted brand across the region and boasts a database of over 17,000 commuter ridesharing accounts.⁴ The Ridematching service offered by Commuter Connections allows commuters to easily find and establish carpools to meet their day-to-day commuting needs. Cost savings, the need for back up transportation (GRH), and commuting choices from a trusted source, can also help establish a lasting carpool. These messages will continue to be explored in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system through a mobile platform, unveiled in FY 2014. Commuter Connections' real-time Ridematching app, CarpoolNow, allows the region's commuters easy access to finding carpool partners and locating park-and-ride lots. The app increases interest in carpooling by

³ Trends in Transportation Demand Management Report

⁴ <http://www.commuterconnections.org/wp-content/uploads/SMP-2017-Final-Report.pdf>

providing more and easier ways to find a shared ride, which can be leveraged and promoted in this year's outreach effort.

In addition, the personal benefits of ridesharing – the most important of which are saving commuters time and money - impact the way commuters make their transportation choices. The demographics are changing as well, switching from baby boomers to millennials. By 2030, Millennials will represent most of the population and will be influential when it comes to driving habits at their peak age of 35 to 54 years old. Currently, millennials are driving less, buying fewer cars, prefer dense and walkable neighborhoods, and have reduced the miles traveled for personal business and shopping. When looking at this demographic, you have to understand that two-thirds own smartphones and the internet is universal, even among low income levels and minority populations. A 2016 Washington Business Journal report about millennials states that they value short commute times or proximity to public transportation more than low crime rates.⁵ However, according to data from the Bureau of Labor Statistics, total employment in the U.S. rose by 2.078 million last year and more employees are commuting to the office.⁶ Americans are increasing their fuel consumption and burning more gasoline on their daily commutes. This increase in gasoline consumption has been glaringly apparent to many people, particularly millennials. The sharing economy has greatly increased the interest in alternative fuels and modes of transportation. Fewer people own cars, more people are renting them, even more people are sharing them, and on-demand transportation services such as Uber and Lyft are exploding in popularity.

Societal benefits like saving energy and reducing pollution and congestion rank among the top motivators for those who use commute alternatives. Trends point toward people actively working to improve their commutes and willingly trying alternative commute options. Many people are increasingly aware of their own impact on the environment and are familiar with ways to positively impact the current environmental situation, including the use of public and alternate transportation. There is also a connection between health and transportation that should be considered as part of the message.

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a valuable service in securing a free and reliable ride home in case of an unexpected personal or family illness or emergency, or unscheduled overtime. To increase GRH awareness and drive applications to the program, the most receptive areas need to be targeted, both geographically and demographically. This year's campaign will continue to promote GRH registration within the inner core for those switching to or already using transit, bicycling, and walking to and from work. For commuters in the middle and outer rings, Baltimore Metropolitan region, and St. Mary's County, the campaign will focus on positioning GRH as a service provided to those who convert from SOV driving to other mobility modes or who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on

⁵ "D.C. ranks high among the worst cities for commuting", Washington Business Journal, March 3, 2016

⁶ <https://data.bls.gov/timeseries/LNS12000000>

registration for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using transportation alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include Car Free Days and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative transportation modes. The intention is to change their behavior so that individuals will choose to incorporate such alternatives as part of their regular, or at least occasional, commute or lifestyle patterns.

Marketing Strategies: The marketing strategy will focus on achieving the following:

- Emphasize the cost savings benefits of ridesharing, specifically through the use of simple, direct messages that communicates how sharing a ride saves money.
- Capitalize on the Commuter Connections mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as another incentive within rideshare ads.
- Drive inner core and Baltimore Metropolitan region, St. Mary's County commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle and outer ring commuters, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation users, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in special events and promotions such as Car Free Days and Bike to Work Day based on set committee goals.
- Increase the number of commuter downloads and usage of the CarpoolNow mobile application in the Washington, DC region through the use of creative materials in traditional and digital media outlets.
- Increase commuter participation in the Flextime Rewards program.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards; incorporate human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.
- Increase reach to younger demographic (18-34yo), Spanish, and African American audiences in radio and print messages.
- Explore opportunities to advertise with transit and/or bus wraps.
- Reduce work trips.
- Leverage umbrella campaign value add to support icenTrip messaging.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each of the following Commuter Connections properties: Ridesharing,

Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Days, Bike to Work Day, 'Pool Rewards, CarpoolNow App, Flextime Rewards, and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

For FY 2019, digital media is recommended as the anchor medium for the program. Digital media has the ability to reach a large portion of the Commuter Connections target markets.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2019's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage and shelters will be evaluated as potential visual elements for the campaign.

New and existing digital media, such as Google, YouTube, Twitter, Instagram, and other social media, is also recommended to compliment the overall campaign. Online advertising with visuals will drive target audiences searching for commuter or carpool/vanpool options to the Commuter Connections website. Utilizing retargeting with the audience at key decision-making moments will increase the reach to the target audiences. Facebook continues to be the most popular social network and ads on the platform drive a 60% increase in sales.⁷ Twitter is an ideal platform for real time marketing and responses within minutes of an event. According to Instagram, 80% of users say they follow at least one business on the app, with 60% hearing about a product and service through the platform. As of March 2017, over 120 million Instagram users visited a website, got directions, called a business, emailed, or direct messaged a business.⁸ Snapchat is best when you want to show insight into a business, event or product or advertising through geographically set filters. For all these reasons, these will be evaluated for use and best practices for each campaign.

Internet advertising is also visual and closer to one-to-one selling than any other form of media. Optimized placement of banner ads on websites targeted to jurisdiction, news, weather, television affiliates, and job sites may be used to reach commuters who are just a click away from Commuter Connections' online Ridematching service or GRH registration and re-registration.

Opportunities to involve retailers and local businesses in sponsorship or promotion of Commuter Connections programs such as GRH Rewards, Bike to Work Day, and Car Free Day will be considered. We aim to identify businesses interested in both encouraging people to explore the use of sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship through giveaways or discounts for events such as Car Free Days or could be involved in co-promotional opportunities.

⁷ <http://www.digitalgrowthagency.com/blog/the-complete-list-of-top-online-advertising-platforms>

⁸ <https://sproutsocial.com/insights/instagram-stats/>

In addition to traditional media, the marketing team will look to further expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook and Instagram (Commuter Connections, Telework, Bike to Work Day, and Car Free Days) and accounts on Twitter (Bike to Work Day and Car Free Days), which have received increasing attention over the last few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The marketing team will examine opportunities to provide improved smart phone access to Commuter Connections resources and commute option information and benefits. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and provide smart phone users with immediate access to Commuter Connections' information and registration or pledge pages. This would also improve Commuter Connections' digital presence and help us to reach our newly targeted younger demographic and even increase engagement.

Existing creative developed in FY 2018 will be used for the FY 2019 fall campaign; results of the complete FY 2018 campaign will be studied, and best practices will be carried forward for the FY 2019 campaign. The creative team will consider the results of the FY 2018 campaign along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2019.

The marketing team will investigate format and layout options for print pieces, including the Commuter Connections newsletter, direct mailer, and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: decrease print costs, increase usability and response rates, and provide a fresh, new look.

The Marketing Communications Plan will effectively and efficiently reach its target markets based on a review and analysis of third party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.

Guaranteed Ride Home Washington, DC region

Objective: Increase the number of applicants in the GRH database by promoting GRH as a fast and reliable transportation rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

Target market (from 2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region):

- 35-64 years old (87%)
- Caucasian (70%) and African-American (17%)
- Male (53%) / Female (47%)
- \$120,000+ annual household income (56%), \$20,000+ annual household income (16%)
- GRH registrants commute more than 30 miles (62%) / 45 minutes (72%)
- Live in Virginia (55%) or Maryland (40%) or District of Columbia (2%), another state (3%) with emphasis on Prince William (16%) and Fairfax Counties (12%)
- Works in D.C (64%), Maryland (15%) and Virginia (21%)

Tactics:

- Focus will be to target commuters in the Washington D.C. metropolitan statistical area, encouraging them to register for GRH.
- New and existing digital media – Google, Facebook, Social Media, streaming TV, and YouTube pre-roll – will be incorporated into the media mix, both paid media and value add.
- Radio advertising will focus on district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region’s Hispanic and African American commuters.
- TV may be considered as an opportunity to visually present the message that’s conveyed in radio spots.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/or transit signage to increase awareness of the GRH program.
- Leverage human interest stories on social media e.g. a quick video to be used on the Commuter Connections website.
- Update website images to integrate with the campaign.
- Direct Mail (allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

GRH Washington, DC Region Media Allocation: Approximately 42.4 percent of media budget.

Guaranteed Ride Home Baltimore region

Target market for Baltimore Metropolitan Region (from 2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region):

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%)
- Male (53%) / Female (47%)
- Annual household income \$80,000+ (73%), \$160,000+ (14%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), Virginia (15%), or Pennsylvania (6%), New Jersey (6%), DC (1%), Delaware (1%)
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Fredrick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%)

Tactics:

- Focus will be to target commuters in the Baltimore metropolitan statistical area and St. Mary's County in Southern Maryland, encouraging them to register for GRH.
- New and existing digital media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll – will be considered as part of the media mix, as value add.
- Radio Advertising will focus on stations serving the Baltimore market. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- Evaluate web advertisement (banner ads) and interactive ads geared directly towards generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/ or transit signage to increase awareness of the GRH program.
- Leverage Human Interest stories on social media; e.g. short video shown on website and pages.
- Update website images to integrate with campaign.

GRH Baltimore Media Allocation: Approximately 3.7 percent of media budget.

Ridematching

Objectives: Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders; gain new applicants to the regional database.

Target market (from FY2018 Commuter Connections Applicant Database Annual Placement Survey Report):

- 35-64 years old (84%)
- Caucasian (57%) and African-American (22%)
- \$80,000+ annual household income.
- Commute of more than 20 miles (81%) / 30 minutes (90%)
- Live in Virginia (57%) or Maryland (40%); work in D.C. (50%) or Virginia (25%)
- Work for employers with 100+ employees (79%), work for employers with 1000 or more employees (48%)
- Work for federal agencies (66%) and private sector (21%)

Tactics:

- Radio advertising to increase awareness of benefits and ease of ridesharing. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- A Spanish-speaking radio station may be included to reach out to the region's Hispanic population.
- TV may be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Social media will be considered for real-time engagement with commuters.
- Optimized online banner ads may be used on select websites to drive users to the Commuter Connections website and/or mobile Ridematching service for registration.
- Out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations.
- Update website images to integrate with the campaign.
- Direct mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

Rideshare Media Allocation: Approximately 42.4 percent of media budget.

CarpoolNow Mobile App

Objectives: Increase knowledge and activity of app use, in turn easing consumer access to ridesharing.

Target Market

- Rideshare demographics.
- Younger demographics, 30yo and younger.

Tactics:

- Media and public outreach will be used to build awareness of mobile app.
- Public outreach at park & rides, focusing on slug lines.
- Focus messaging on promoting driving and the driver incentive.
- Leverage Commuter Connections brand equity in the Washington, DC Region; “another great Commuter Connections program...”
- To promote awareness, a heavy digital presence will be used to reach many potential commuters.
- Radio will be evaluated for use as a secondary media.
- CarpoolNow App may be tied to Rideshare messages and special events such as Car Free Days. For example, “...interested in Ridesharing? Check out the CarpoolNow App...”
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- Video tutorial will be explored and optimize the features of the app such as the Drivers Incentive. Value add from the mass marketing campaign may be used to expand the reach of the CarpoolNow Mobile App.

CarpoolNow Mobile App Media Allocation: Approximately 1.1 percent of media budget.

'Pool Rewards

Objectives: Recruit and retain commuters in carpools and vanpools through monetary incentives.

Target Market

- Rideshare demographics.
- Younger demographics, 30 year old and younger.

Tactics:

- Media and public outreach will be used to build awareness of program and incentives.
- The primary message will be the cash incentive. Additional messaging will promote environmental/health benefits of ridesharing, such as tons of CO₂ emissions reduced, gallons of gas saved, miles of commutes logged, vehicle trips saved, and/or social responsibility of reducing traffic congestion and improving quality of life through better health.
- To promote awareness, Facebook and Instagram ads will be the primary focus, and optimized online banner ads may also be used.
- Radio will be evaluated for use as a secondary media.
- 'Pool Rewards eligibility may be tied to Rideshare messages. For example, "...interested in Ridesharing? You may be eligible for 'Pool Rewards..."
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- Value add from the mass marketing campaign may be used to expand the reach of 'Pool Rewards.
- Non-cost avenues such as Craig's List and the Commuter Connections bulletin board may be used.
- Consider opportunities to expand into Spanish radio.

'Pool Rewards Media Allocation: Approximately 1.1 percent of media budget.

Flextime Rewards

Objectives: Increase knowledge and participation in program; help reduce peak traffic congestion by alerting commuters of flextime options.

Target Market

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- Workers with Flextime and Telework availability
- Younger demographics, 35yo and younger.

Tactics:

- Media and public outreach will be used to build awareness of program.
- To promote awareness, leveraging Social Media will be the primary focus.
- Radio will be evaluated for use as a secondary media with focus on Radio talent to help personalize the promotions.
- Continue to include Flextime Rewards messaging in existing campaigns with call to action to download and participate in Flextime Rewards.
- YouTube tutorial exploring the benefits of the program as well as a tutorial of the program.
- Creation of a sell sheet to give to businesses and hand out at events.
- Integrate Flextime marketing into Commuter Connection Website.

Flextime Rewards Media Allocation: Approximately 1.1 percent of media budget.

Special Events

Objectives: Use special events, such as Bike to Work Day, Car Free Days, and the Employer Recognition Awards to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Days.

Target Markets:

- Car Free Days 2018:
 - SOV drivers; car-heavy families and individuals; students;
 - Ages 16-65.
 - Male and female.
 - Caucasian and Hispanic.
 - Live/work in DC metropolitan area.
- Bike to Work Day 2019 (from [FY 2016 BTWD TERM Analysis Report](#)):
 - Ages 25-55 (92%)
 - Male 64% and Female 36%
 - Caucasian 86%, Hispanic (4%), Asian (4%).
 - HH income \$80k+ (77%)
 - Works for federal agency (35%), private sector (32%), non-profit (21%)
 - Lives in VA (42%), DC (32%), and MD (26%)
 - Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
 - Works in DC (52%), VA (30%), and MD (18%)
 - Works for employer size of 100+ (66%)
- Employer Recognition Awards 2019:
 - Level 3 & 4 Employers in Commuter Connections Network area

Tactics:

- Car Free Days (CFD) September 21 and/or 22, 2018:
 - Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers.
 - Focus on teleworking and vanpool in addition to family-friendly messaging.
 - Explore teaming with media channels to promote and cover local events.
 - Expand digital and social media, explore video ads, digital radio, digital video and YouTube as primary media.
 - Evaluate using young radio personalities through on-air and online/social media communications to increase awareness of CFD and drive listeners to carfreemetrodc.org to pledge.
 - Provide marketing collateral such as posters.
 - Transit /outdoor signage (bus exterior and bus shelter ads).
 - Text messaging.
 - Email blasts and mailings to employers and past participants.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.

- Increase University Challenge participation through campus commuter programs, clubs, media, and RA Directors. Create challenges between universities and workplaces for most pledges.
 - Compliment paid digital and social media with a strong earned media plan as well as outreach to employers, schools, and key influencers like bloggers and podcasters.
 - Email after the event to all of those who pledged, offering congratulations, appreciation, and a list of the benefits of going Car Free or Car Lite, along with a link to the Commuter Connections website for more information on programs to sustain a car free lifestyle.
 - Newsletter articles.
 - Reach 10,000 pledges.
 - Include a real-time pledge leaderboard by mode on the web site.
- Bike to Work Day (BTWD) May 17, 2019
 - Secure corporate and other sponsorships.
 - Use an integrated mix of radio, social media, and display ad advertising to boost registration.
 - Provide additional marketing collateral and advertising including t-shirts, posters, and rack cards.
 - Should additional sponsor dollars become available, provide additional marketing such as pit stop banners, print ads, various signage, and participation identifiers (e.g. BTWD rubber bracelets).
 - Email blasts and mailings to employers and past participants.
 - Earned Media to reach minorities and women.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
 - Goal set by Committee (approximately 5% above previous year's number).
 - Employer Recognition Awards
 - Coordinate the Employer Recognition Awards ceremony, June 2019.
 - Provide brochure/nomination form in support of the nomination process; online application and email blast to potential nominees.
 - Marketing collateral for the event including invitations, program brochure, podium sign, and promotional giveaways.
 - Print advertisement in major business publication(s) highlighting winning employers.
 - Earned media for the event and winners.

Special Events Media Allocation: Approximately 4.4 percent of media budget for BTWD, Approximately 3.3 percent of media budget for CFD, and less than 1 percent of media budget for Employer Recognition Awards event.

Employer Outreach

Objectives: Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employers who have implemented successful employee commute benefit programs; increase the number of employers offering the tax-free commute benefits; increase use of SmarTrip® offered through employer programs as well as other TDM strategies such as telework, flextime, and Ridematching.

Target Market (from FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report):

- Employers with more than 250 employees (68%)
- Private sector employers (21%)

Tactics:

- Update web content as required
- Update social media applications (e.g. Facebook) for Telework
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Continuously update Federal ETC website information
- Employer Case Studies.

Employer Outreach Media Allocation: 0 percent of media budget.

FY 2019 Creative Development Schedule

Review research and results from previous campaigns	June 2018
Regional TDM Marketing Creative Input Survey	July 2018
Develop Marketing Communications Plan	July 2018
Feedback on Plan from Regional TDM Marketing Group (SharePoint)	Aug 2018
Present written conceptual approaches at the Regional TDM Marketing Group meeting	Sept 2018
Present visual creative concepts to Regional TDM Marketing & State TDM Workgroups	Oct 2018
Refine and develop creative based on all feedback; finalize creative	Nov 2018
Produce creative	Dec 2018
Distribute creative to media vendors	Jan 2019
Campaign launch	Feb 2019

FY 2019 Marketing Campaign Schedule

Car Free Day	Aug – Sept 2018
CarpoolNow Mobile Application	Oct - Dec 2018
Fall Campaign (repeat FY17 creative)	Oct – Dec 2018
Spring Campaign (new FY18 creative)	Feb – June 2019
'Pool Rewards	Oct 2018 - June 2019
Flextime Rewards	Jan 2019 – March 2019
Bike to Work Day	Apr – May 2019
Employer Recognition Awards	June 2019