



**Metropolitan Washington  
Council of Governments**

**FY20 Second Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**June 16, 2020**



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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2020. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington, DC region. The use of media and other forms of communication at high reach and frequency levels influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet emissions impacts and mobility goals.

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

Other campaigns planned for the second half of FY20 include the promotion of the Employer Recognition Awards, Flextime Rewards, CarpoolNow, and Bike to Work Day.

The COVID-19 pandemic had a significant impact on the Commuter Connections marketing activities during the second half of FY20. More specific details can be found in the COVID-19 section included below and throughout this report.

### Mass Marketing Campaign

The FY20 second half media campaign, promoting Ridesharing and Guaranteed Ride Home, used new advertising developed for spring FY20, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed “The Big Deal” for Rideshare, and “Why Ride Alone?” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2020. The Rideshare and GRH campaigns kicked off the second and third weeks of February, respectively. The campaigns planned to run for a total of 20 weeks, alternating weeks between Rideshare and GRH, but were abruptly paused in mid-March, due to the COVID-19 pandemic. The total planned cost of the Rideshare media buy during the second half of FY20 was \$54,993.80, and the total cost of the GRH media buy was \$494,992.65.

The FY20 second half media campaign also included promoting GRH in the Baltimore region, using the same new creative developed for the Washington, DC region. Two GRH radio ads were to run for a total of eight weeks from February through June 2020 but were ended prematurely due to the COVID-19 pandemic. The total cost of the GRH Baltimore media buy was \$24,976.00.

### Value Add Promotions

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

### **Messaging Strategy**

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

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

### **'Pool Rewards**

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

### **Flextime Rewards**

During the second half of FY20, the Flextime Rewards campaign was also developed and implemented. The campaign was to run February through June to promote financial rewards given to drivers to avoid highly congested areas during peak travel times, however it ended early due to the pandemic. The total planned cost of the Flextime Rewards media spend for FY20 was \$15,000.

### **CarpoolNow Mobile App**

A media campaign was to be developed and implemented for CarpoolNow during the second half of FY20 to promote the benefits of the mobile application. A portion of the messaging was to include a mention of the driver incentive. Due to the pandemic, this campaign was cancelled before it started. The total planned cost of the CarpoolNow mobile app media spend for the second half of FY20 was \$15,000.

### **Bike to Work Day**

The Committee selected raspberry as the 2020 color, along with a new visual concept for the marketing materials. A sponsor drive netted 18 sponsors for Bike to Work Day, donating \$56,000 in cash, and a \$12,040 value of in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and an earned media approach were included within the pre-COVID-19 planned campaign. The registration goal for Bike to Work Day 2020 was set at 18,800 bicyclists and the total cost of the Bike to Work Day media budget was \$60,000. The Bike to Work Day 2020 event was cancelled due to the pandemic; however, the marketing materials had already been printed and distributed. The T-shirts, vinyl banners were not printed, nor did the radio air.

### Employer Recognition Awards

The employer nomination period remained open through Friday January 31, 2020. Summaries of each employer nomination were prepared and were reviewed by the Selection Committee in April 2020. Award winners were to be honored at an in-person ceremony at the National Press Club on June 23, 2020. Due to the COVID-19 pandemic, the event will be held virtually. Two items originally planned to print, the invitations and podium signage will be created digitally. A video, program booklet, and print ad were developed for use during and following the virtual event.

## COVID-19 Impact

The COVID-19 pandemic had a profound impact on the world, the United States, and the Washington, DC region. The first sign of a pneumonia of an unknown cause was reported to the World Health Organization (WHO) on December 31, 2019. Less than two weeks later, the WHO issued its first guidance on the novel coronavirus, which was named COVID-19 a month later. On January 30, 2020, the first confirmed US case of human-to-human transmission was reported and new cases began to emerge throughout the country at an alarming rate. The virus was later determined to have originated in Wuhan, China.

By mid-March 2020, the U.S. declared a national emergency, and states, including the District of Columbia issued stay at home orders and school closures; only designated essential businesses remained open. Due to the lack of demand, public transportation schedules were drastically limited and traffic congestion as we know it became a non-entity. Lack of demand for gasoline caused rates at the pump to plummet. Commuter Connections had already begun to place more emphasis on teleworking, which fit well into maintaining continuity of operations, as many employers looked-for guidance and assistance to shift to a remote workforce model.

Due to the pandemic, most of Commuter Connections' in-progress and upcoming marketing campaigns were necessarily placed on hold. Bike to Work Day, which was to be held on Friday, May 15, 2020, to celebrate bicycling as a clean, fun, and healthy way to get to work, was cancelled for the calendar year. The CarpoolNow promotion to be held in conjunction with the Orange and Silver Line Metrorail station shutdowns was also cancelled. Campaigns for Guaranteed Ride Home, Ridesharing, and Flextime Rewards were all cut short. The Guaranteed Ride Home program however remained a vital resource for essential workers, including those on the front lines.

As the region phases back to "normalcy" in various stages, the commute will continue to be impacted into FY21. This will require a need to maintain flexibility regarding marketing plans, events, outreach, and initiatives.

## Introduction

The FY20 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2020, outlined the marketing plans for FY20. The strategy behind the FY20 campaigns were built upon findings from the following reports:

- 2019 State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2019 Bike to Work Survey TERM Analysis Report

The second half of FY20 included the following actions, prior to the COVID-19 pandemic:

- Launch of the new spring FY20 regional mass marketing campaign
- Promoting Flextime Rewards
- Promoting the CarpoolNow mobile app
- Winter and spring newsletters, in both print and e-newsletter versions
- Planning and implementing the Bike to Work Day 2020 event
- Planning and implementing the 23<sup>rd</sup> annual Employer Recognition Awards

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington, DC and Baltimore. Other components include a host of incentives programs and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with establishing commuter benefit programs for their employees, including teleworking.

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- GW Ride Connect
- LINK
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- U.S. General Services Administration
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority



## Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign pre COVID-19 pandemic were to:

- Promote the benefits of ridesharing, through simple, direct messages.
- Promote the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Promote Commuter Connections as the trusted, convenient regional provider of commuter services for over 40 years.
- Increase the number of participants in Bike to Work Day based on set committee goals.
- Promote incenTrip, the multimodal trip planning app that rewards points for each commute trip planned.
- Draw upon the additional savings of 'Pool Rewards as further incentive.
- Promote Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington, DC and Baltimore metropolitan regions, plus St. Mary's County.
- Promote employer efforts to ease regional commuting issues through earned media placements, employer newsletter, and the Employer Recognition Awards program.
- Prepare human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.
- Encourage employers to submit nominations for the 2020 Employer Recognition Awards.

### Brand Character

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

### Spring 2020 Campaign

The Spring Media campaign, promoting GRH and RS, started the second week of February and was to run through the end of June, but was terminated once stay at home orders were given. Media included radio, television, digital, native content, Facebook, Instagram, YouTube, and transit ads.



## Ridesharing Campaign

### Messaging Strategy

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



### Media Objectives: Rideshare

The spring FY20 media campaign promoted the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. RS is an ideal commute alternative for longer distance commutes, especially around HOV/ Express Lanes corridors, due to typical highway congestion and fewer transit options.

## Target Market

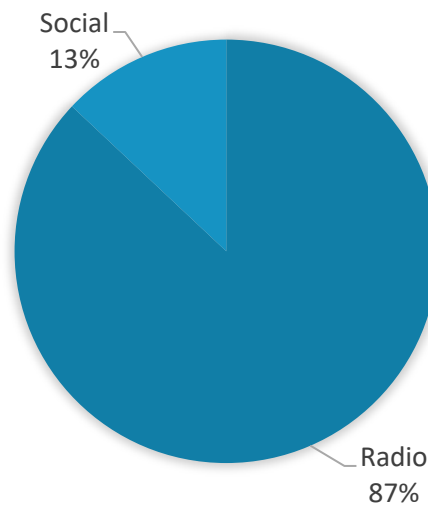
From the FY2018 Commuter Connections Applicant Database Annual Placement Survey Report:

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

## Geographic Targeting

Washington, DC DMA

### SPRING RIDESHARE MEDIA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$47,793.80	\$56,228.00	TBD
Social Media	\$7,200.00	\$7,200.00	TBD
<b>Totals</b>	<b>\$54,993.80</b>	<b>\$63,428.00</b>	<b>TBD</b>

Rideshare Spring by Radio Station	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend
WAFY /WWEG	\$10,042.75	\$11,815.00	\$3,346.44
WBQB	\$8,820.45	\$10,377.00	\$2,991.15
WFLS	\$11,666.25	\$13,725.00	\$4,407.25
WFMD	\$4,833.10	\$5,686.00	\$1,620.10
WFRE	\$12,431.25	\$14,625.00	\$4,143.75
<b>Totals</b>	<b>\$47,793.80</b>	<b>\$56,228.00</b>	<b>\$16,508.69</b>

Rideshare Spring by Social Media	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend thru May
Instagram	\$3,600.00	\$3,600.00	\$640.00
YouTube	\$3,600.00	\$3,600.00	\$1,100.95
<b>Totals</b>	<b>\$7,200.00</b>	<b>\$7,200.00</b>	<b>\$1,740.95</b>

**Value Add**

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

## Radio

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

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

The Rideshare radio campaign was to alternate for nine weeks, February through June, but ended starting mid-March due to the COVID-19 pandemic. The following radio ads promoted the Ridematching program:

### ***Ridesharing :30 "The Big Deal" Extra Encouragement***

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

### ***Ridesharing :30 "The Big Deal" A Gamble***

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

## Social Media Advertising

The Ridematching program was promoted through social media advertising on Instagram. Sponsored ads were to be posted for nine weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign. However, these ads ended in mid-March due to the pandemic.

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



## Online & Digital Advertising










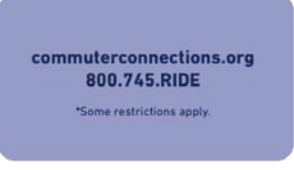
Rideshare digital banner ads accompanied radio as value add.

### Banner Ads



## YouTube Video

**Commuter Connections**  
Spring Umbrella: RS  
:15 seconds

		
Does your commute Text comes in, wheel fades in	feel like a gamble? Text fades in, wheel starts spinning, yellow box scales to fit screen	The traffic, Text slides down
		
the parking Text slides up	the stress. Text slides side	If you want to be a winner Wheel spins, lands on WINNER, marker blinks (ding ding)
		
head over to Commuter Connections.org Logo comes in	for assistance, perks, Text slides in, slides down	and even CASH! Money sign scales in & blinks
		
It's a Big Deal! The Big Deal rotates in, slides out	Register today at Text slides in	commuterconnections.org or 800.745.RIDE. Some restrictions apply. Text fades in



## Guaranteed Ride Home Campaign

### Messaging Strategy

The FY20 messaging for GRH was “Why Ride Alone?” This campaign graphically portrayed several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program in the ads included the ability to share a ride with others instead of riding alone, knowing that you’ll be able to get home safely, guaranteed.

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

**WHY RIDE**  
*alone*

CHANGE THE WAY YOU COMMUTE AND GET BENEFITS SUCH AS GUARANTEED RIDE HOME!\*

GET A FREE GUARANTEED RIDE HOME  
\*Some restrictions apply.

Set up your free account at  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org 800.745.RIDE

### Media Objectives: Guaranteed Ride Home

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

### Target Market

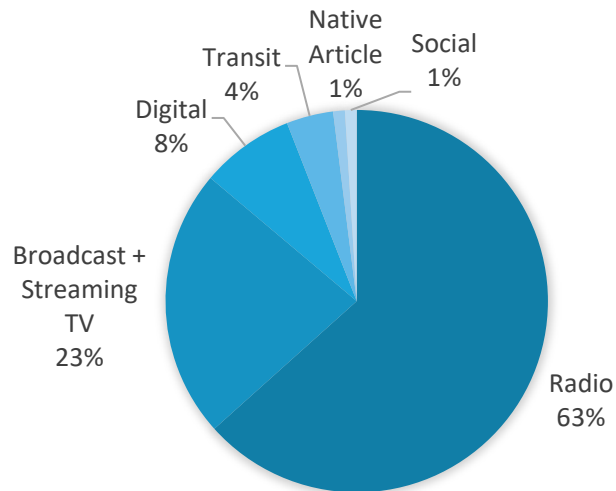
From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region:

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

### Geographic Targeting

Washington, DC DMA

### SPRING GRH MEDIA



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

GRH Spring by Radio Station	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend
WTOP	\$106,092.75	\$124,815.00	\$28,815.00
WFRE	\$19,278.00	\$22,680.00	\$8,568.00
WFMD	\$7,726.50	\$9,090.00	\$3,859.00
WFLS	\$16,592.00	\$19,520.00	\$6,222.00
WBQB	\$15,402.00	\$18,120.00	\$5,775.75
WAFY/WWEG	\$22,725.60	\$26,736.00	\$8,862.09
iHeart	\$95,370.00	\$112,200.00	\$39,962.50
WLZL (El Zol)	\$31,677.80	\$37,268.00	\$9,628.80
<b>Totals</b>	<b>\$314,864.65</b>	<b>\$370,429.00</b>	<b>\$111,693.14</b>

GRH Spring by Social Media	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend Thru May
Facebook	\$400.00	\$400.00	\$1,052.72
YouTube	\$400.00	\$400.00	\$85.19
<b>Totals</b>	<b>\$800.00</b>	<b>\$800.00</b>	<b>\$1,137.91</b>

#### Value Add

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

## Radio

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

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

The initial GRH radio campaign started in late February and was to run every other week through the end of June 2020, but ended in mid-March due to the pandemic. The following spots promoted GRH for the second half of FY20, pre-pandemic. A reminder to register or renew was included in the messaging.

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

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

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

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

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

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

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

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

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

## Social Media Advertising

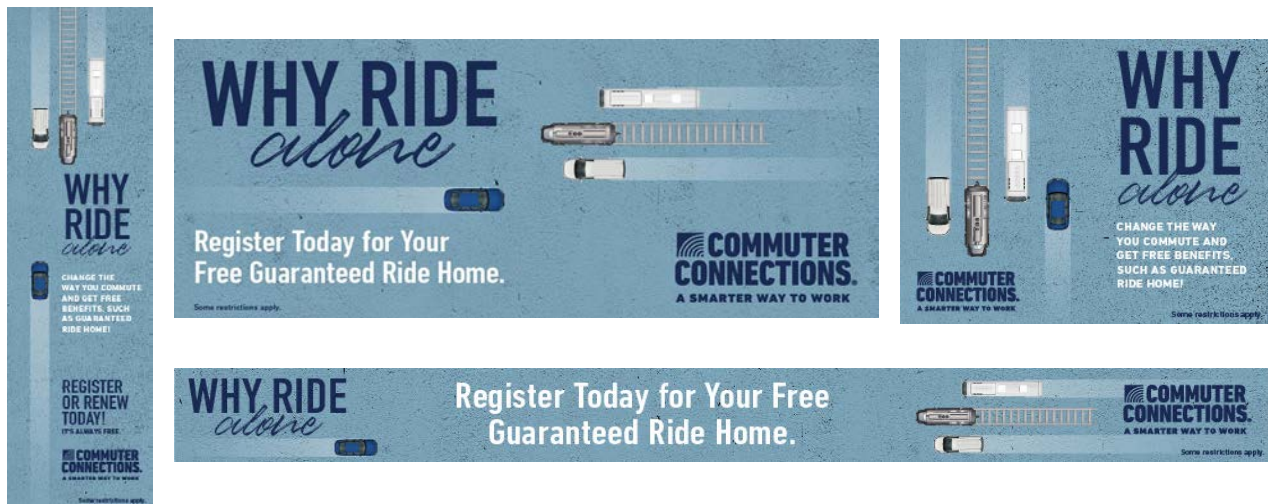
Social media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored posts were supposed to run for eight weeks, from February through the end of June. However, these ads ended in mid-March due to the pandemic.



## Online & Digital Advertising

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

## Banner Ads



## Television/YouTube

Broadcast and streaming TV ads ran on NBC News4 TV for the Guaranteed Ride Home campaign, from the third week of February until the COVID-19 pandemic. The ads streamed on NBC4 FEPs (full episode players), which play on apps and web browsers. The ads also ran on YouTube.

Commuter Connections  
Spring Umbrella: GRH  
:30 seconds

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

## Transit Placements

To reach the large commuting population, donated transit ad space was provided by the following: Arlington Transit (bus interiors), Prince George's County (benches and shelters), PRTC OmniRide (bus interiors), Fairfax County Connector (bus interiors), and Montgomery County Ride On (bus exteriors). Ads were displayed from April to June. Paid transit interiors ran on MARC trains from March through June.




## Native Articles

Four native articles were scheduled to run on PoPville for a total buy of \$2,400. The articles were to be posted once per month running March through June. Due to the COVID-19 pandemic, three articles ran, the final two addressing essential workers.

SPONSORED

### Here's One Reason for Joining a Carpool: Four Free Rides Home!

PoP Sponsor March 16, 2020 at 12:15pm



The advertisement features a blue background with a white ladder on the left. A white car is at the top of the ladder, and a blue car is at the bottom. To the right of the ladder is a white car icon. The text 'WHY RIDE alone' is written in large, bold, blue letters, with 'alone' in a smaller, cursive font. Below this, it says 'CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS, SUCH AS GUARANTEED RIDE HOME!'. At the bottom right, it says 'Set up your free account at COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org 800.745.RIDE'. At the bottom left, it says 'GET A FREE GUARANTEED RIDE HOME' with a small asterisk and 'Some restrictions apply.' below it.

GET A FREE GUARANTEED RIDE HOME

**WHY RIDE**  
*alone*

CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS, SUCH AS GUARANTEED RIDE HOME!

Set up your free account at  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org 800.745.RIDE

\*Some restrictions apply.

SPONSORED

### Commuter Connections: Despite EVERYTHING, You Can Still Get a Guaranteed Free Ride Home

PoP Sponsor Today at 12:15pm



The advertisement has a blue background with the text 'Thank You ESSENTIAL WORKERS!' in large, white, cursive and bold fonts. Below this, it says 'GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime.' At the bottom left is the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo. At the bottom right, it says 'Set up your free account at commuterconnections.org or call 800.745.RIDE' with a small asterisk and 'Some restrictions apply.' below it.

*Thank You*  
**ESSENTIAL WORKERS!**

GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime.

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

Set up your free account at  
commuterconnections.org  
or call 800.745.RIDE

\*Some restrictions apply.

Essential workers who must continue to commute to work amid the pandemic lockdown are still assured a guaranteed free ride home should their transportation plans change.



## Guaranteed Ride Home Public Service Announcements

GRH Public Service Announcements were developed to target essential workers who have limited transportation options during the COVID-19 pandemic. The PSA's appeared on radio and social media through the end of June 2020, taking the place of the general marketing campaign.

### PSA Radio

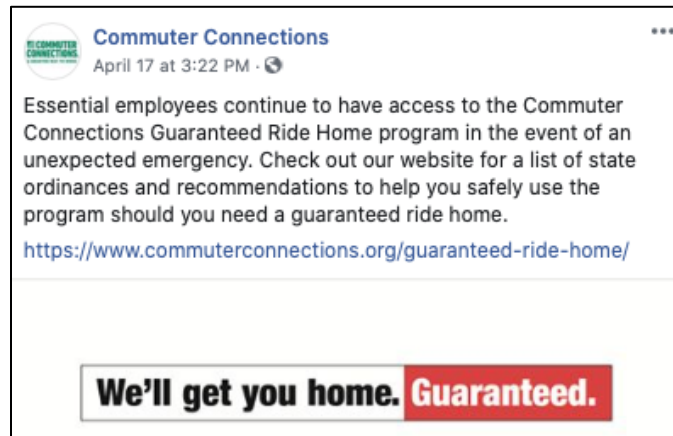
#### *:30 Second Script*

Commuter Connections thanks essential workers traveling to their jobs during the coronavirus pandemic. The free Guaranteed Ride Home service is available for commuters using transit, ridesharing, and more. GRH provides free rides home in case of unexpected illness, emergencies, or unscheduled overtime. Riders are reminded that face coverings are mandated for transit and using GRH. Register or renew at [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE. Some restrictions apply.

#### *:15 Second Script*

Guaranteed Ride Home is still providing free rides to essential workers during the coronavirus pandemic due to unexpected illness, emergencies, or unscheduled overtime. Face coverings needed for transit and GRH. Visit [Commuter Connections dot org](http://CommuterConnections.org). Restrictions apply.

### Social Media



## Metro Station Shutdown

As part of the GRH PSA radio buy, value-added spots were secured to announce the Orange and Silver line Metro station closures. To announce the closures, an email was sent to over 4,000 Virginia transit riders within the Commuter Connections database.

## Radio Reads

### :15 Second Script

Nine Orange and Silver line Metro stations will be closed starting May 23<sup>rd</sup> for platform reconstruction and Silver Line extension. Guaranteed Ride Home will be available for affected commuters. Visit [commuterconnections.org](http://commuterconnections.org) or call 800-745-RIDE.

### :10 Second Script

Nine Metro stations on the Orange and Silver lines will be closed starting May 23<sup>rd</sup> contact 800-745-RIDE or [commuterconnections.org](http://commuterconnections.org) for Guaranteed Ride Home.

## MWCOG Email Announcement

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

**METRO ALERT**

**STATION SHUTDOWNS**

**Who:** Orange and Silver Line Metrorail Riders

**What:** Metro Station Shutdowns

**When:** Starting May 23, 2020

**Where:** Nine Orange and Silver Line Stations West of Ballston-MU

**Why:** Orange Line Platform Reconstruction and Silver Line Phase II Extension Connectivity

**Free Shuttle Service**  
Effective: Saturday, May 23, 2020

**Orange Line Local**  
Service between Vienna, Dunn Loring, West Falls Church & Ballston-MU

**Orange Line Express**  
Direct service between Vienna & Ballston-MU (no intermediate stops)

**Silver Line Local**  
Service between Wiehle-Reston East, Spring Hill, Tysons Corner & Ballston-MU

ADA shuttles provided upon request between impacted stations

Legend:  
No rail service (orange line)  
Station closed (red C)  
Station open (black circle)

### Guaranteed Ride Home Baltimore

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

### Target Market

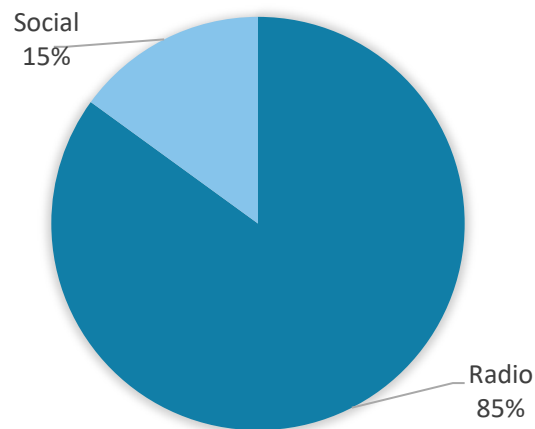
From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region:

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

### Geographic Targeting

Baltimore, MD DMA

### SPRING GRH BALTIMORE MEDIA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio (WPOC)	\$22,712.00	\$26,720.00	TBD
Social Media (Facebook, YouTube)	\$2,264.00	\$2,264.00	TBD
<b>Totals</b>	<b>\$24,976.00</b>	<b>\$28,984.00</b>	<b>TBD</b>

GRH Baltimore Spring by Social Media	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend
Facebook	\$400.00	\$400.00	\$152.67
YouTube	\$1,864.00	\$1,864.00	\$411.07
<b>Totals</b>	<b>\$2,264.00</b>	<b>\$2,264.00</b>	<b>\$563.74</b>

#### Value Add

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

#### Radio

Radio was serving as the anchor media for the GRH Baltimore campaign. iHeart Radio/WPOC 93.1 (Country Music) was purchased for 86% of the budget and scheduled to run every other week from February through June 2020, for a total of eight weeks on air. The GRH Public Service Announcements developed to target essential workers who have limited transportation options during the COVID-19 pandemic ran on radio and social media through the end of June 2020, taking the place of the general marketing campaign. See radio scripts p

#### Social Media

Facebook was used to engage and help drive registration and re-registration to the website. See social media ads on page 19. YouTube was also to be used to engage a unique audience. See video ad storyboard on page 20.

## Pool Rewards

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

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

1. Want to avoid traffic congestion on I-66? Start a Carpool! Relax, save time, and earn up to two hundred and thirty dollars. Sign up for “Pool Rewards” at Commuter Connections dot org.
2. RIDE. REWARD. REPEAT. Join or start a new carpool today and earn up to two hundred and thirty dollars. Sign up for “Pool Reward” at Commuter Connections dot org.
3. Transform your trip while we transform 66! Vanpool, Carpool, or ride the bus. Just relax, save time, and earn rewards. Learn more at Transform Sixty-Six dot org.

## 2020 WTOP Traffic Package

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

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

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



Total # of commercials for the 3 weeks- 96

**wtop** | 103.5 FM  
WTOP.COM

### Flextime Rewards

The Flextime Rewards campaign started the second week of February and was to run through June, but terminated during the campaign, due to the COVID-19 pandemic. The campaign incentivized commuters to avoid peak traffic times. Commuters who travel in a vehicle (carpool or single-occupancy vehicle) during non-peak traffic congestion will be eligible for a per-trip cash incentive, paid monthly. The total cost of Flextime Rewards media spend for FY20 was to be \$15,000. The campaign consisted of digital and social media.

### Media Strategy

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

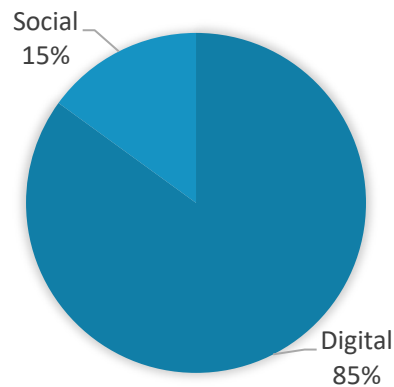
### Target Audience

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

### Geographic Area

- Washington, DC DMA

### FLEXTIME REWARDS MEDIA



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

Flextime Rewards by Digital	MWCOG Cost	Gross Cost	MWCOG Spend as of 5/8/20
WTOP	\$8,500.00	\$10,000.00	\$5,100.00
Federal News Network	\$4,250.00	\$5,000.00	\$2,592.50
<b>Totals</b>	<b>\$12,750.00</b>	<b>\$15,000.00</b>	<b>\$7,692.50</b>

Flextime Rewards by Social Media	MWCOG Cost	Gross Cost	Expected MWCOG Total Spend Thru May
Facebook	\$2,250.00	\$2,250.00	\$750.00
<b>Totals</b>	<b>\$2,250.00</b>	<b>\$2,250.00</b>	<b>\$750.00</b>

Value

### Add




An estimated total of \$2,500 in value add was expected for Flextime Rewards.


### Digital

Digital was serving as the anchor media for Flextime Rewards. WTOP.com and Federal News Network were utilized for cross platform (desktop, tablet, mobile) run of site (ROS) ads. This buy included banner ads and an e-newsletter and was to net a minimum of 1.3 million impressions, if it had completed its full run.

## Social Media

Facebook was also used to engage drivers to visit the website to register and apply for the Flextime Rewards program.

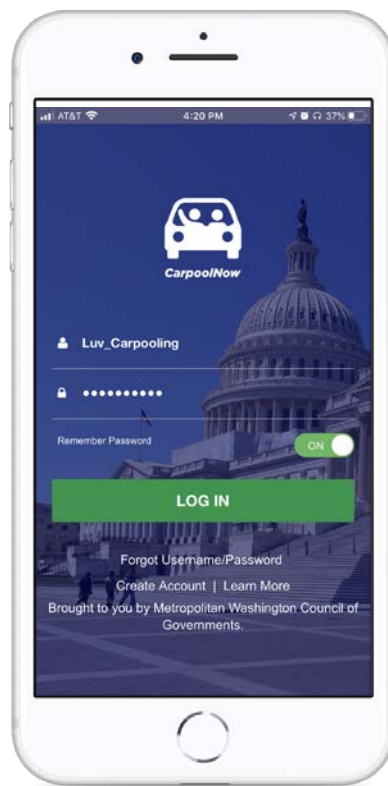
 <p><b>FLEX YOUR COMMUTE</b></p> <p><b>FLEXTIME</b> REWARDS PROGRAM</p> <p>800.745.RIDE commuterconnections.org</p>	 <p><b>FLEX FOR CASH!</b></p> <p><b>FLEXTIME</b> REWARDS PROGRAM</p> <p>800.745.RIDE commuterconnections.org</p>	 <p><b>FLEX FOR FUN!</b></p> <p><b>FLEXTIME</b> REWARDS PROGRAM</p> <p>800.745.RIDE commuterconnections.org</p>
<p><b>Flex Your Commute</b> Take back the time you spend in traffic and experience a better quality of life when you flex your commute and workday schedule. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a>. Some restrictions apply.</p>	<p><b>Flex for Cash!</b> When you join Commuter Connections Flextime Rewards program, you can receive \$8 cash each time you elect to flex your workday schedule to avoid peak traffic times. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app today to get started. Some restrictions apply.</p>	<p><b>Flex for Fun!</b> Flex your commute and have fun collecting cash! Earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a>. Download the Commuter Connections app today to get started. Some restrictions apply.</p>

 <p><b>FLEX FOR LESS STRESS</b></p> <p><b>FLEXTIME</b> REWARDS PROGRAM</p> <p>800.745.RIDE commuterconnections.org</p>	 <p><b>MORE FLEX, BIGGER CHECKS.</b></p> <p><b>FLEXTIME</b> REWARDS PROGRAM</p> <p>800.745.RIDE commuterconnections.org</p>
<p><b>Flex For Less Stress</b> When you flex your schedule, you breathe easier. Flexing helps you avoid peak traffic times, lets you earn cash, and spend more time getting your work done. Register for the Flextime Rewards Program at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app today to get started. Some restrictions apply.</p>	<p><b>More Flex, Bigger Checks.</b> When you flex your workday schedule, you not only avoid peak traffic times, you also receive cash! Discover what the Flextime Rewards Program can do for you! Register at <a href="http://commuterconnections.org">commuterconnections.org</a> and download the Commuter Connections app to get started. Some restrictions apply.</p>



## CarpoolNow Mobile App

CarpoolNow is a ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for passenger(s) going to and from work. Drivers picking up commuters for their carpool receive a \$10 cash payment per trip. A media campaign was being developed to launch in March 2020, but due to the COVID-19 pandemic, it was cancelled before it had started.



## Media Strategy

The media strategy was still in development for the CarpoolNow 2020 campaign when the COVID-19 pandemic hit. As a consequence, it never came to fruition for the remainder of FY20.

## Target Audience

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

## Geographic Area

- Washington, DC DMA

## incentrip

The incentrip marketing campaign for the second half of the fiscal year ran during Rideshare weeks in February and was ended due to the COVID-19 pandemic.

### Messaging Strategy

The messaging strategy for incentrip was to communicate how using the commute planning app can save time, fuel, and money while also reducing traffic congestion and improving air quality.



The incentrip app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams. With the app, commuters can earn rewards points which can be redeemed for cash from Commuter Connections.

### Media Objectives

The incenTrip campaign raised awareness of the multimodal commute planning app and aimed to increase the number of downloads and uses. Media included Facebook, Instagram, and Google.

### Media Strategy

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

### Target Audience

- All drivers

### Geographic Area:

Washington D.C. DMA

incenTrip Budget	MWCOG Cost	Gross Cost
Facebook/Instagram	\$1,550.00	\$1,550.00
Google	\$511.37	\$511.37
<b>Total</b>	<b>\$2,061.37</b>	<b>\$2,061.37</b>

### Instagram



## Bike to Work Day

Bike to Work Day, which was scheduled for Friday, May 15, 2020, to celebrate bicycling as a clean, fun, and healthy way to get to work, was cancelled this year due to the COVID-19 pandemic.

## Sponsorship Drive

In FY20, Commuter Connections secured 18 sponsors for Bike to Work Day, donating \$56,000 in cash, and \$12,040 of in-kind sponsorships. Due to the cancellation of the event, sponsors were offered the choice of a full refund for 2020 or a credit toward the 2021 event.

## Media

The following marketing materials had already been printed and distributed prior to the COVID-19 pandemic: flyers (English and Spanish), rack cards, and posters. The T-shirts, vinyl banners were not printed, nor did the radio air.



## Target market

From the FY2019 BTWD TERM Analysis Report:

- **Age:** 25-55 (90%)
- **Gender:** male (67%), female (33%)
- **Ethnicity:** Caucasian (82%), Hispanic (7%), Asian (5%), African-American (4%)
- **Average HH Income:** \$100k+ (73%)
- **Works:** for federal agency (33%), private sector (36%), non-profit (21%)
- **Lives:** in VA (42%), DC (32%), MD (26%)
- **Lives:** in Montgomery (19%), Fairfax (18%), and Arlington (12%) counties
- **Works:** in DC (50%), VA (31%), MD (19%)
- **Works:** for employer size of 100+ (67%)

## Geographic Targeting

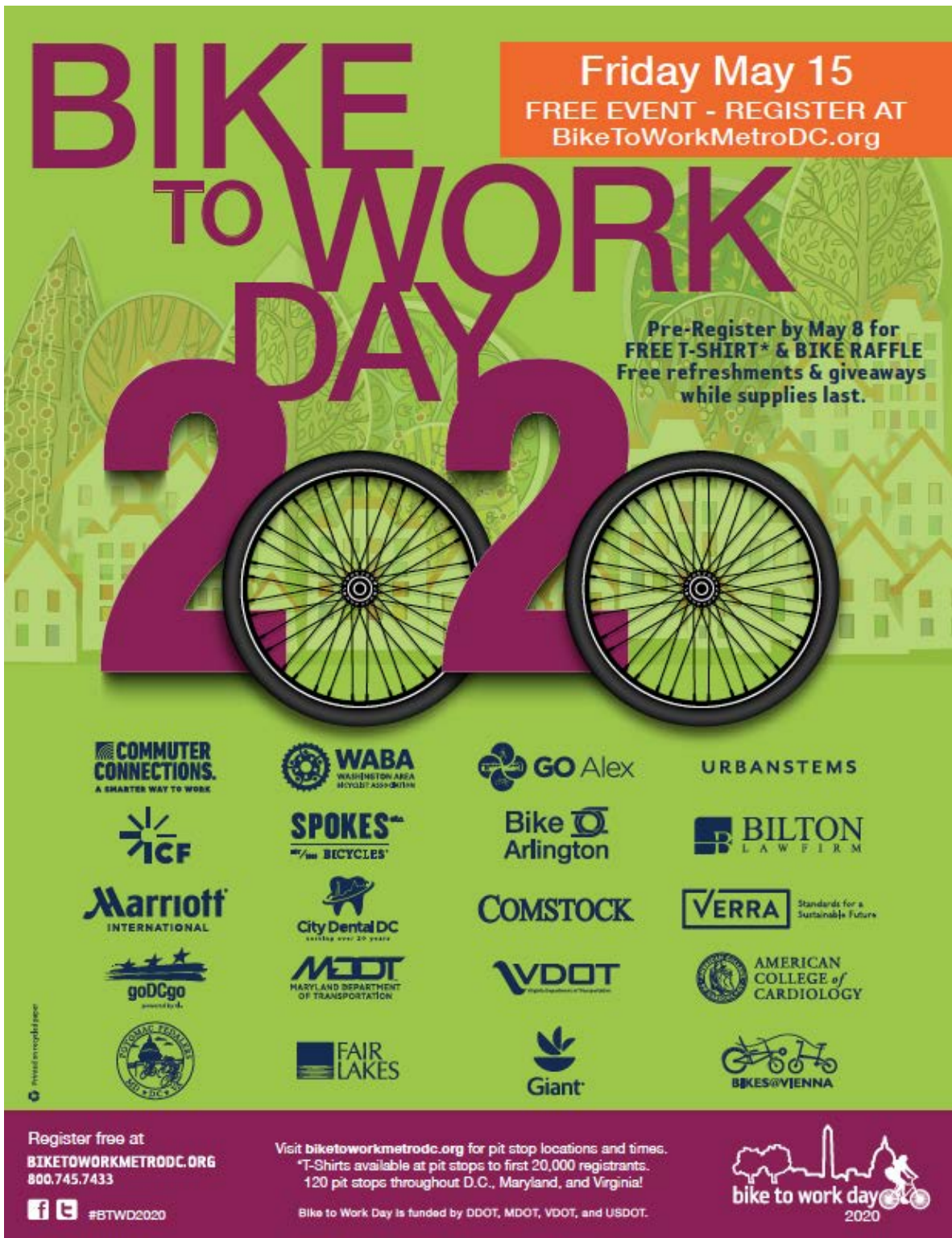
Washington, DC DMA

## Budget

The paid media strategy with a budget of \$60,000 was in development for the 2020 event and was stopped before it began, due to the COVID-19 pandemic.

Poster

Collectively, 100,000 marketing material were printed and distributed before the event was cancelled: 30,000 flyers, 68,500 rack cards, 500 large posters, and 1,000 Spanish flyers.



The poster features a green background with stylized city buildings and trees. The main title 'BIKE TO WORK DAY 2020' is written in large, bold, purple letters, with the numbers '2020' being significantly larger and containing two bicycle wheels. An orange banner at the top right contains the date and registration information. Below the title, there is a list of sponsors and partners. At the bottom, there is a purple banner with registration details and a logo for 'bike to work day 2020'.

**Friday May 15**  
**FREE EVENT - REGISTER AT**  
**BikeToWorkMetroDC.org**

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

**SPONSORS & PARTNERS:**

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

Register free at **BIKETOWORKMETRODC.ORG**  
800.745.7433

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

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

#BTWD2020

**bike to work day 2020**

# DÍA DE LA BICICLETA PARA IR AL TRABAJO

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

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

Refrigerios y obsequios sin cargo hasta agotar provisiones.



URBANSTEMS



Printed on recycled paper



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

#BTWD2020

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

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



**Friday May 15**

# BIKE TO WORK DAY

# 2020



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

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

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

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



**bike to work day**  
2020

  #BTWD2020



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

 Printed on recycled paper.

Vinyl Banner

The banner features a green background with a stylized cityscape and bicycle wheels. The main text is in large, bold, purple letters. An orange banner highlights the date. Logos for various sponsors are arranged in a grid on the left side.

**bike to work day**  
2020

Register at  
**BIKETOWORKMETRODC.ORG**  
or call 800.745.7433

**ADAMS MORGAN  
AT UNITY PARK**  
Columbia Road/Champlain & Euclid Streets, NW  
7:30 am to 9:30 am

**BIKE TO WORK DAY 2020** Friday May 15

**SPONSORS:**  
COMMUTER CONNECTIONS. A SMARTER WAY TO WORK  
WABA WASHINGTON AREA BICYCLE ASSOCIATION  
GO Alex URBANSTEMS  
SPOKES™ BY BICYCLES™ ICF Bike Arlington  
BILTON LAW FIRM City Dental DC Marriot INTERNATIONAL  
VERRA Standards for a Sustainable Future COMSTOCK



## T-Shirt Design

Bike to Work Day T-shirts were to be given away to the first 20,000 bicyclists who registered and attended the pit stops but were not printed due to event cancellation.



## Website

Nearly 800 bicyclists registered for the 2020 event by the end of March, before the cancellation was announced.

# BIKE TO WORK DAY 2020 Friday May 15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

## Bike to Work Day

Unfortunately, due to the coronavirus pandemic, the Bike to Work Day event which was scheduled for May 15, 2020 has been canceled. We'll be back, bigger and better than ever next May 2021 for the Bike to Work Day event's 20th Anniversary! Please consider taking the pledge to bike to work on September 22, 2020 for world [Car Free Day](#). Free registration for Car Free Day opens July 15, 2020.

**Event Canceled for 2020**



### Pit Stops

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

[Read More...](#)

### Commuter Convoys

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

[Read More...](#)

### Sponsors



## Social Media

Social media was used to announce the opening of registration in early March, and also the cancellation of the event in late March, due to the COVID-19 pandemic.

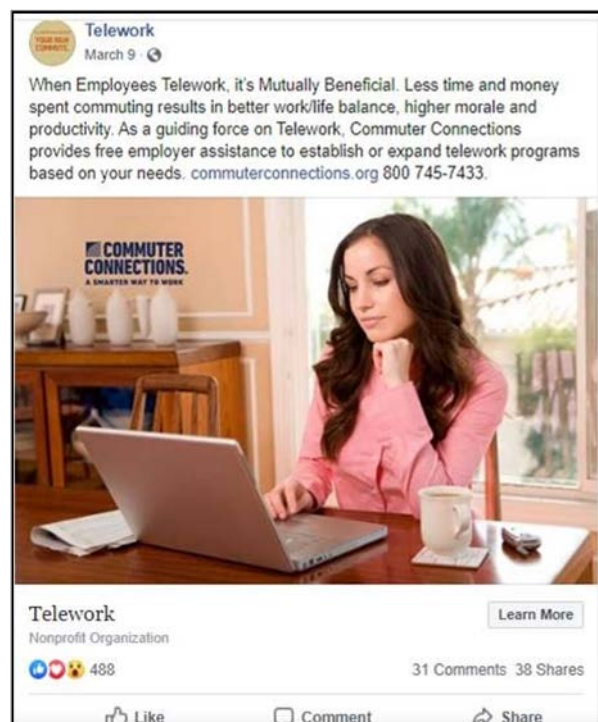
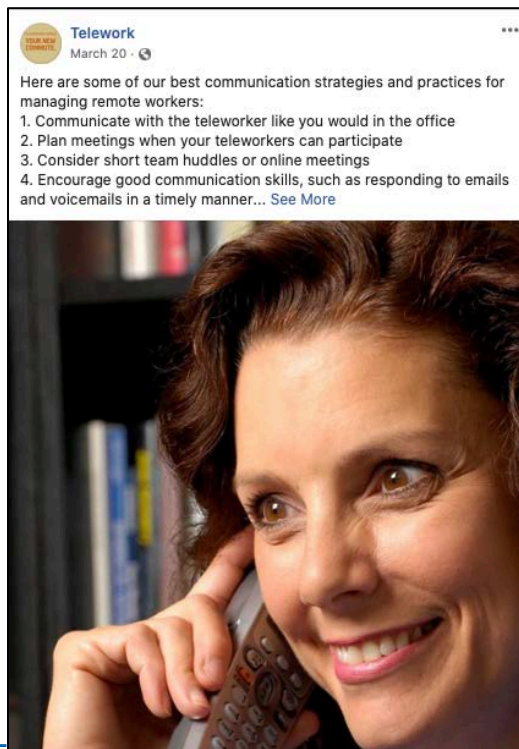


## Telework Campaign

As a program of the National Capital Region Transportation Planning Board (TPB), Commuter Connections is placing a renewed emphasis on teleworking as part of the TPB's adopted aspirational initiatives in its Visualize 2045 long-range transportation plan. Commuter Connections provides free telework resources to employers of all sizes; although small to medium-sized businesses are primary targets for growth potential. Commuter Connections began promoting its various teleworking resources available to employers and employees, which include:

- Teleworking “Do’s and Don’ts” for both managers and employees
- Coworking centers/shared workspaces/Telework Centers
- Telework poster for employers
- Self-help guide for employees
- Virtual tour and overview presentation of telework centers
- Sample program guidelines to construct a telework program
- Sample “teleworker agreement”
- FAQs regarding telework and Alternative Work Schedules (AWS)
- Sample program guidelines to develop an AWS policy
- Sample “program agreement” for individuals who elect to work alternative schedules
- Tips for compressed work weeks – “Do’s and Don’ts”

## Social Media



## MWCOG Homepage and News Highlight

Due to the COVID-19 pandemic, Telework became front and center on both the COG and Commuter Connections homepages.

The image displays two screenshots of the Metropolitan Washington Council of Governments (MWCOG) website. The left screenshot shows the homepage with a large banner for "Regional COVID-19 Resources" and a red box for "COVID-19: COG OFFICE AND MEETING STATUS". The right screenshot shows a news highlight titled "Commuter Connections offers new telework resources" dated March 19, 2020.

## Commuter Connections Homepage

The image shows the Commuter Connections website homepage. The header includes the logo "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK" and navigation links: HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, RESOURCES. The main content area features three green boxes:

- TELEWORKING**: Enhance or build your telework program with free resources and guidance.
- RIDESHARING**: Ridesharing services enable commuters to find other individuals who share similar commute routes and work hours.
- PARK & RIDE**: Locate over 140,000 parking spaces at nearly 400 Park & Ride lots throughout the Washington and Baltimore Metropolitan areas.

## Commuter Connections Telework Landing Page

Information on the telework landing page was refreshed.


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

HOME ABOUT US COMMUTERS EMPLOYERS NEWS & EVENTS QUICK LINKS RESOURCES

### Teleworking

Looking for customized telework assistance? [Let us know!](#)

Teleworking means using information technology and telecommunications to replace work-related travel. Simply put, it means working at home or closer to home. With teleworking, employees work at home, or an employer's satellite office one or more days per week. Communication is accomplished by phone, email, and teleconferencing. Regionally, more than 877,000 workers are going to work simply by turning on their home computers. This workplace alternative pays real dividends for area businesses and their employees, while reducing traffic congestion and air pollution, increasing the area's economic vitality, and bolstering the overall quality of life.



Promote teleworking at your workplace! [CLICK HERE](#) to download a PDF version of the above poster.

Commuter Connections can help your organization implement a successful telework program for your employees. Consider the benefits of implementing a telework program at your organization:

#### Why Telework?

**Employer Benefits**

Teleworking is an effective tool for organizations looking for a competitive edge in today's labor market. Teleworking can help an organization prosper by enhancing an employer's ability to recruit and retain skilled workers, improving employee satisfaction and productivity, and cutting overhead costs. Employer benefits include:

- Strengthened employee recruitment and retention
- Reduced absenteeism, sick leave, and late arrivals
- Increased employee productivity
- Increased employee satisfaction
- Reduced costs for office space and parking
- Expanded geographic access to skilled workers
- Enhanced public recognition as an innovative business and as a good corporate citizen
- Provides for business continuity of operations during a regional crisis

## Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended Friday, January 31, 2020, and the Selection Committee met in April 2020. In lieu of an in-person ceremony originally scheduled at the National Press Club in Washington, DC on June 23, 2020, winners will be honored during a virtual awards ceremony, live from the National Press Club broadcast studio. It will be live streamed on YouTube and Facebook. To recognize the employer winners, a display ad will be placed in the Wall Street Journal, after the event.





## Employer Recognition Awards

Virtual Ceremony Event

TUESDAY, JUNE 23, 2020

10:00 to 11:00 a.m.

[RSVP Online by JUNE 12, 2020 here](#)

The Metropolitan Washington Council of Governments National Capital Region Transportation Planning Board congratulates employers in the Washington, DC metropolitan region that initiated outstanding programs encouraging employees to use commute alternatives.

For questions contact:

800-745-7433 [ridematching@mwkog.org](mailto:ridematching@mwkog.org)

Awards will be given in the categories of INCENTIVES, MARKETING & TELEWORK



[COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG)

[Web Version](#) | [Feedback](#) | [Unsubscribe](#)

Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002



## Program Booklet

**About the Metropolitan Washington Council of Governments**

CDG is the hub for regional partnership where every month more than 1,500 officials and experts convene to make connections, share information, and develop solutions to the region's major challenges. Together, they help advance CDG's Region Forward Vision for a more prosperous, accessible, livable, and sustainable future.

Founded in 1957, CDG is an independent, nonprofit association with a membership of 300 elected officials from 24 local governments, the Maryland and Virginia state legislatures, and U.S. Congress. CDG is supported by financial contributions from its member governments, federal and state grants and contracts, and donations from foundations and the private sector.

The Board of Directors is CDG's governing body and is responsible for its overall policies. In addition, a wide network of policy, technical, and advisory committees, partnerships, and programs advance CDG's regional work. Elected leaders, police chiefs, housing directors, environmental experts, transportation planners, and more find tremendous value in working together at CDG. A staff of more than 130 subject matter experts and technical professionals support CDG and its members.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
777 N. CAPITOL ST, NE, SUITE 300  
WASHINGTON, D.C. 20002-4290  
800.745.RIDE  
commuterconnections.org

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

Printed on recycled paper

**LEADING THE WAY**

**20 EMPLOYER RECOGNITION AWARDS**

JUNE 23, 2020


## Giveaway Item



## Newsletter and Federal ETC Insert

The Winter and Spring editions of the Commuter Connections newsletter were produced during the second half of FY20. The six-page, four-color newsletters are produced and distributed quarterly to employers and stakeholders. They are also available in PDF format on the Commuter Connections website. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).


## Winter Newsletter



Issue 1, Volume 24 WINTER 2020 WHAT'S INSIDE

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

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




### THREE METRORAIL STATIONS TO CLOSE FOR SUMMER CONSTRUCTION

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

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

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

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



*Photo courtesy WMATA*

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

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

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

Winter 2020

# FEDERAL ETC UPDATES

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



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

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

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

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



Continued on back



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

Issue 2, Volume 24 SPRING 2020

**WHAT'S INSIDE**

- 2 DMU Students Scouting Around Campus in Pils
- 3 A Vandal's Renaissance in Tysons?
- 4 "MaxiCiti" TDM Comes to Montgomery County
- 4 Apple Map Users See Real-time Metro Trains and Bus Info
- 5 Coping and How? Express Lane: Save Time, Toll
- 5 New App Pays Virginia Toll on Cellphone and Bills, Credit Card

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






**TELEWORK SURGES AMID CORONAVIRUS PANDEMIC; NEW RESOURCES AVAILABLE**

In some parts of the country, teleworking has been second nature for employers. In others, the coronavirus pandemic (COVID-19) forced management, IT departments, and employees into a crash course in working remotely. Employees who were already teleworking were more poised to do so on a full-time scale, while the majority of employees who never did so before were required to adapt to a whole new remote working environment, seemingly overnight.

Washington, D.C. ranks 16th on a list of Top Cities for Working from Home, according to SmartAsset, a program of Chase Bank. In developing the rankings, the study considered seven metrics: percent working from home; five-year change in percent working from home; unemployment rate; poverty rate; housing costs; coffee shop density; and bar density. Washington, D.C. had a higher unemployment rate than the top 15 cities for teleworking (6.6% vs 3-4%), a figure that impacted its overall score.

The Metropolitan Washington Council of Governments' Transportation Planning Board (TPB) is placing a renewed emphasis on teleworking as one of its adopted aspirational initiatives in its Visualize 2045 long-range transportation plan. Commuter Connections provides free telework resources to employers of all sizes, although small to medium-sized businesses are primary targets for growth potential in this realm.

Through its Employer Services representatives, Commuter Connections is poised to assist employers with regard to continuity of business operations objectives.

The following Telework and Alternative Work Schedules (AWS) resources have been updated and are available on the Commuter Connections website, at [www.commuterconnections.org](http://www.commuterconnections.org), in both the "Employer" and "Commuter" sections:

- Tips for teleworking "Do's and Don'ts" for both managers and employees
- List of coworking centers/shared workspaces/ Telework Centers
- Downloadable Telework poster to hang up at your worksite or distribute to your employees to encourage teleworking
- Self-help guide for employees seeking to telework or who are looking to become more productive while teleworking
- Virtual tour and overview presentation of Telework Centers (e.g. Coworking Centers) that describe how these spaces operate
- Sample program guidelines that can be used to construct a telework program at your worksite
- Sample teleworker agreement

*Continued on page 2*



SPRING 2020

# FEDERAL ETC UPDATES

## VANPOOL INCENTIVES FUEL A BETTER COMMUTE



Vanpooling to work has many benefits: saving money; gaining time in the day to rest, read, or (if necessary) catch up on work; saving wear and tear on your car; getting to know fellow employees; and, in some cases, getting a shorter commute via HOV and Express Lanes.

You might say vanpooling is its own reward. But the region provides additional benefits to make vanpooling, already cheaper than driving alone, even less expensive.

The Commuter Connections' Pool Rewards incentive gives qualifying new vanpools \$200 per month to lower rider fares. There is no end date for this incentive as long as the vanpool maintains at least seven riders and meets simple reporting deadlines.

In addition, drivers and riders can pay their vanpool fare with tax-free income under the federal Commuter Benefit program.

Annette Booze, office management specialist with the National Institutes of Health (NIH), just started a new vanpool along with nine NIH employees. "The commute takes up to one hour each way on a good day," said Booze. The one-way length of the trip is about 30 miles.

"Pool Rewards definitely helped us bring the vanpool group together; lowering the monthly fare for everyone really helped us to recruit riders," she added.

Booze appreciates the benefits she gets from vanpooling,

including the flexibility not to drive everyday (the 10-passenger van has five drivers who each take turns driving) and lightening the use of her personal vehicle.

"Vanpooling is a great way to commute to work," said Booze. "I have enjoyed getting to know my vanpool-mates and, most days, I even look forward to the commute!"

The vanpoolers also benefit from Commuter Connections' Guaranteed Ride Home program, which provides a free ride home in the event of an unexpected emergency or unplanned overtime. In addition, 25 designated vanpool spaces and 200 carpool spaces are reserved until 11am on the NIH Bethesda Campus.

Dayna Paszkiet is a Commuting Consultant with Enterprise Vanpools. "As Commuter Connections' Pool Rewards' vendor, Commute with Enterprise strives to provide Annette and her vanpool, along with all our other vanpools, the best possible experience and customer service," she said.

"Our team of local customer service and fleet representatives are here to assist Annette and our other coordinators with any help they need – finding riders, applying for subsidies like Pool Rewards, switching vehicles, maintenance, payment, EZ Pass, and fuel card questions to name a few – while allowing them to manage the day-to-day details to ensure the vanpool meets the needs of everyone inside."

### IMPACTS OF THE VANPOOL OVER THE ENTIRE TIME IT'S BEEN ON THE ROAD:

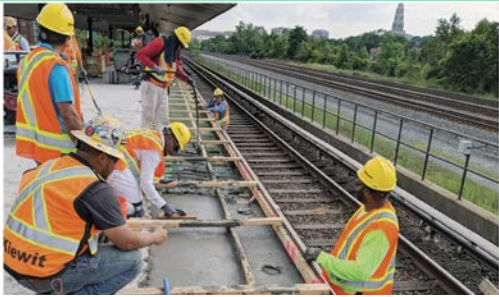


## Commuter Connections E-Newsletter


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

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


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



*More News*



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



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



### Telework Surges Amid Coronavirus Pandemic

Telework has been second nature in some companies, while in others, the coronavirus pandemic forced management, IT departments, and employees into a crash course in working remotely.

*More News*



**Metro Station Closures Begin May 23**

## Appendix A

### Performance Measures

#### Web Visits

Month	FY 2019 Web Visits	FY 2020 Web Visits	+/-	+/- %
January	11,155	11,699	544	4.88%
February	7,849	10,320	2,471	31.48%
March	10,930	9,010	-1,920	-17.57%
April	8,862	4,320	-4,542	-51.25%
May	10,450	3,998	-6,452	-61.74%
June				
	<b>49,246</b>	<b>39,347</b>	<b>(9,899)</b>	<b>-20.10%</b>

#### Phone Calls

Month	FY 2019 Phone Calls	FY 2020 Phone Calls	+/-	+/- %
January	955	1,197	242	25.3%
February	862	853	(9)	-1.0%
March	1,062	730	(332)	-31.3%
April	998	152	(846)	-84.8%
May	1,159	122	(1,037)	-89.5%
June				
	<b>5,036</b>	<b>3,054</b>	<b>(1,982)</b>	<b>-39.4%</b>



### GRH Applications

Month	GRH FY 2019 Applications	GRH FY 2020 Applications	Change	%
January	761	812	51	6.7%
February	705	621	-84	-11.9%
March	731	545	-186	-25.4%
April				
May				
June				
	<b>2,197</b>	<b>1,978</b>	<b>-219</b>	<b>-10.0%</b>

### Rideshare Applications

Month	Rideshare FY 2019 Applications	Rideshare FY 2020 Applications	Change	%
January	1,018	1,003	-15	-1.5%
February	679	893	214	31.5%
March	888	1,008	120	13.5%
April				
May				
June				
	<b>2,585</b>	<b>2,904</b>	<b>319</b>	<b>12.3%</b>

## Appendix B

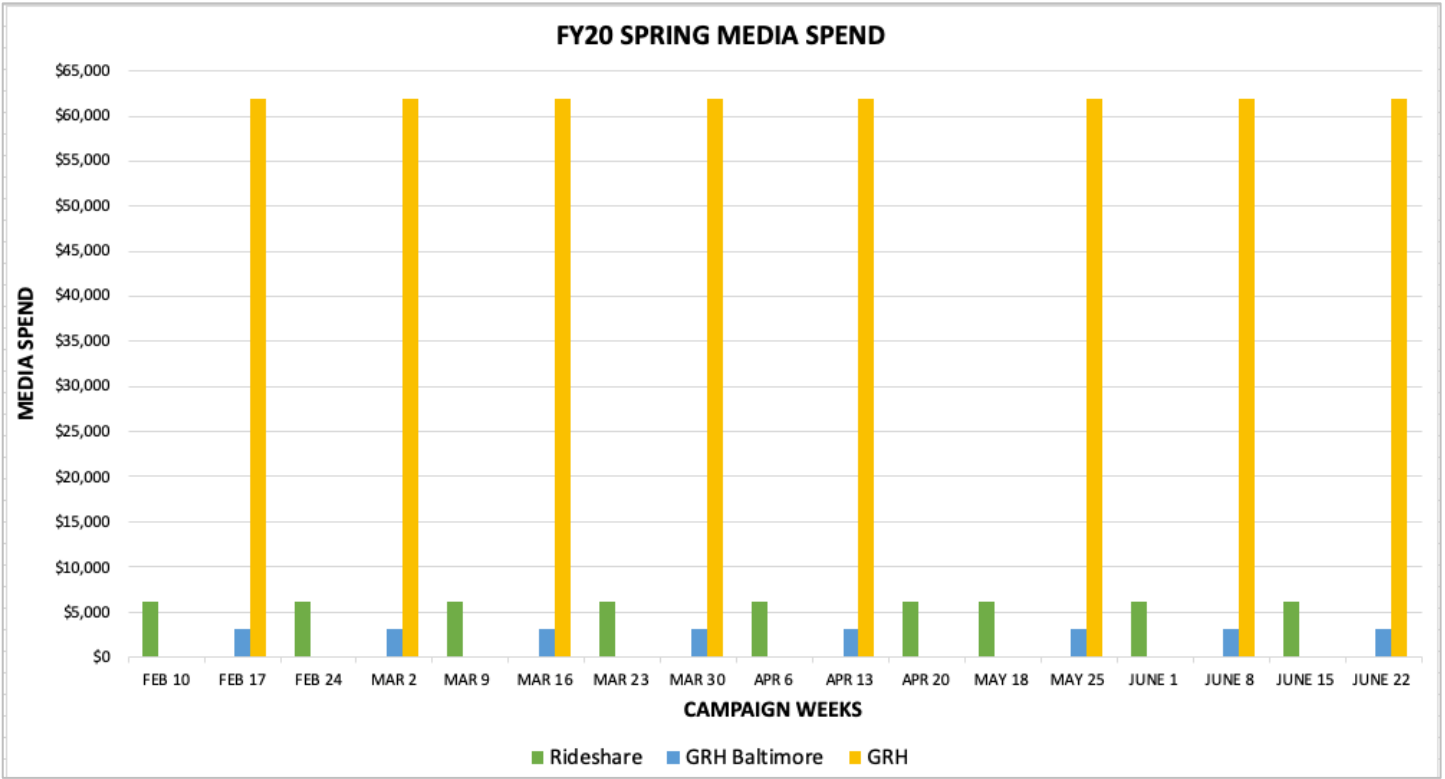
### Media Schedules – FY20 2<sup>nd</sup> Half Marketing Campaign (original plan before pandemic)

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

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

Appendix C

FY20 2<sup>nd</sup> Half Media Spend (original plan before pandemic)



## Appendix D

### Digital Social Media Performance (Jan - May 2020)

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Flexitime Rewards	Facebook	\$250.00	\$250.00	8,014	1,082	13.50%	\$0.23
Flexitime Rewards	Facebook	\$250.00	\$250.00	10,231	1,031	10.08%	\$0.24
Flexitime Rewards	Facebook	\$250.00	\$250.00	8,831	502	5.68%	\$0.50
		<b>\$750.00</b>	<b>\$750.00</b>	<b>27,076</b>	<b>2,615</b>	<b>9.66%</b>	<b>\$0.29</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	Facebook	\$50.00	\$50.00	10,561	61	0.58%	\$0.82
GRH Baltimore	Facebook	\$85.00	\$85.00	2,754	598	21.71%	\$0.14
GRH Baltimore	Facebook	\$50.00	\$17.67	539	190	35.25%	\$0.09
		<b>\$185.00</b>	<b>\$152.67</b>	<b>13,854</b>	<b>849</b>	<b>6.13%</b>	<b>\$0.18</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	Google	\$233.00	\$9.17	431	306	71.00%	\$0.03
GRH Baltimore	Google	\$233.00	\$87.71	1,965	1,227	62.44%	\$0.07
GRH Baltimore	Google	\$233.00	\$24.53	815	144	17.67%	\$0.17
		<b>\$699.00</b>	<b>\$121.41</b>	<b>3,211</b>	<b>1,677</b>	<b>52.23%</b>	<b>\$0.07</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	YouTube	\$233.00	\$222.55	24,254	10,702	44.12%	\$0.02
GRH Baltimore	YouTube	\$233.00	\$143.86	8,458	1,390	16.43%	\$0.10
GRH Baltimore	YouTube	\$233.00	\$44.66	4,307	1,872	43.46%	\$0.02
		<b>\$699.00</b>	<b>\$411.07</b>	<b>37,019</b>	<b>13,964</b>	<b>37.72%</b>	<b>\$0.03</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	Facebook	\$50.00	\$50.00	989	158	15.98%	\$0.32
GRH DC	Facebook	\$800.00	\$800.00	54,901	2,000	3.64%	\$0.40
GRH DC	Facebook	\$50.00	\$50.00	1,088	394	36.21%	\$0.13
GRH DC	Facebook	\$50.00	\$50.00	1,280	217	16.95%	\$0.23
GRH DC	Facebook	\$50.00	\$17.72	7,227	37	0.51%	\$0.48
GRH DC	Facebook	\$85.00	\$85.00	3,194	328	10.27%	\$0.26
		<b>\$1,085.00</b>	<b>\$1,052.72</b>	<b>68,679</b>	<b>3,134</b>	<b>4.56%</b>	<b>\$0.34</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	Google	\$50.00	\$24.36	570	448	78.60%	\$0.05
GRH DC	Google	\$50.00	\$1.97	81	10	12.35%	\$0.20
GRH DC	Google	\$50.00	\$2.83	135	111	82.22%	\$0.03
		<b>\$150.00</b>	<b>\$29.16</b>	<b>786</b>	<b>569</b>	<b>72.39%</b>	<b>\$0.05</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	YouTube	\$50.00	\$25.34	1,497	331	22.11%	\$0.08
GRH DC	YouTube	\$50.00	\$13.09	1,260	567	45.00%	\$0.02
GRH DC	YouTube	\$50.00	\$46.76	4,911	1,946	39.63%	\$0.02
		<b>\$150.00</b>	<b>\$85.19</b>	<b>7,668</b>	<b>2,844</b>	<b>37.09%</b>	<b>\$0.03</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
incenTrip	Facebook	\$625.00	\$625.00	36,948	563	1.52%	\$1.11
incenTrip	Instagram	\$300.00	\$300.00	9,824	329	3.35%	\$0.91
incenTrip	Facebook	\$625.00	\$625.00	14,516	1,556	10.72%	\$0.40
		<b>\$1,550.00</b>	<b>\$1,550.00</b>	<b>61,288</b>	<b>2,448</b>	<b>3.99%</b>	<b>\$0.63</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
incenTrip	Google	\$21.00	\$102.39	39,323	124	0.32%	\$0.83
incenTrip	Google	\$21.00	\$400.00	2,035	98	4.82%	\$4.08
incenTrip	Google	\$21.00	\$8.98	3,769	2	0.05%	\$4.49
		<b>\$63.00</b>	<b>\$511.37</b>	<b>45,127</b>	<b>224</b>	<b>0.50%</b>	<b>\$2.28</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	Instagram	\$240.00	\$240.00	5,956	1,115	18.72%	\$0.22
Rideshare	Instagram	\$400.00	\$400.00	13,576	1,195	8.80%	\$0.33
		<b>\$640.00</b>	<b>\$640.00</b>	<b>19,532</b>	<b>2,310</b>	<b>11.83%</b>	<b>\$0.28</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	Google	\$400.00	\$72.36	1,454	674	46.35%	\$0.11
Rideshare	Google	\$400.00	\$0.48	335	323	96.42%	\$0.00
Rideshare	Google	\$400.00	\$24.04	1,122	386	34.40%	\$0.06
		<b>\$1,200.00</b>	<b>\$96.88</b>	<b>2,911</b>	<b>1,383</b>	<b>47.51%</b>	<b>\$0.07</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	YouTube	\$400.00	\$399.57	24,501	6,850	27.96%	\$0.06
Rideshare	YouTube	\$400.00	\$325.67	19,687	3,496	17.76%	\$0.09
Rideshare	YouTube	\$400.00	\$375.71	27,471	5,331	19.41%	\$0.07
		<b>\$1,200.00</b>	<b>\$1,100.95</b>	<b>71,659</b>	<b>15,677</b>	<b>21.88%</b>	<b>\$0.07</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Telework	Facebook	\$750.00	\$258.14	9,086	1,821	20.04%	\$0.14
Telework	Facebook	\$750.00	\$750.00	53,986	1,706	3.16%	\$0.44
		<b>\$1,500.00</b>	<b>\$1,008.14</b>	<b>63,072</b>	<b>3,527</b>	<b>5.59%</b>	<b>\$0.29</b>

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Earth Day	Facebook	\$150.00	\$150.00	6,152	1,004	16.32%	\$0.15