



Metropolitan Washington Council of Governments

**FY2018 First Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

December 19, 2017



Table of Contents

Executive Summary.....	1
Introduction	4
Car Free Day.....	8
Ridematching	26
Guaranteed Ride Home	33
Guaranteed Ride Home - Baltimore	38
CarpoolNow Mobile App	40
Direct Mailer	41
Bike to Work Day	42
Employer Recognition Awards.....	43
'Pool Rewards	44
Newsletter and Federal ETC Insert	46
Appendix	
A. Performance Measures.....	47
B. Umbrella Campaign WTOP.com Results.....	49
C. Fall Media Schedules	50
D. Fall Media Spend.....	51
E. Car Free Day Earned Media	52
F. Car Free Day Analytics WTOP.com	54
G. Car Free Day Results Infographic	55

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2017. 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 D.C. region. Media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

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

Other campaigns for the first half of FY2018 include the promotion of 'Pool Rewards, Car Free Day, and the CarpoolNow Mobile App. Car Free Day was held on Friday September 22, 2017 and served as an opportunity to promote alternative modes for both commute and non-commute transportation, and encouraged commuters and the general public to take the pledge to use car free or car-lite transportation for the day. The 'Pool Rewards program is geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. The CarpoolNow Mobile App campaign is targeting Howard County, MD and focuses on the promotion of on-demand ridesharing, coupled with a monetary driver incentive.

Mass Marketing Campaign

The FY2018 first half media campaign, promoting Ridesharing and GRH uses advertising developed for spring FY 2017, in both audio and visual forms. Campaign themes selected by the marketing workgroup were “A Couple Clicks” for Rideshare, and “Problem. Solved.” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2017. The Rideshare and GRH fall campaigns kicked off the first and second week of October, respectively. The campaigns will run for a total of fourteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$337,748, and the total cost of the GRH media buy was \$225,126.60. Total estimated net impressions for the first half FY2018 Fall umbrella campaigns is 107,696,188.

The FY2018 first half media campaign also included promoting GRH in the Baltimore region, using new advertising developed for spring FY2017 radio and social media. Two GRH radio ads ran for a total of seven weeks, starting at the beginning of October and running through the middle of December. The total cost of the GRH Baltimore media buy was \$25,027.75 and was estimated to net 8,690,400 impressions.

Value Add Promotions

Based on paid media, \$110,300 of value-add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, and banner ads on station web sites.

Messaging Strategy

Rideshare’s “A Couple Clicks is All It Takes” campaign is promoting the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising aired on a mix of music, news, and Hispanic radio stations. Other marketing and advertising included podcasts, digital and online, out of home, as well as social media.

The messaging for GRH is “Problem. Solved.” 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. By presenting the problem, then how simple and free it is to solve with GRH, Commuter Connections positively overcomes an area of concern and opens the possibility of transportation alternatives to SOV commuting. GRH registration was positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music, and news radio stations, YouTube, social media, online, and digital media.

Car Free Day

Radio, posters, social media, text messages, donated transit space, and earned media were used to promote Car Free Day 2017. An additional \$11,485 was negotiated in the form of value added media and promotions. Pledges reached 11,200 which included the college pledges raised during the Car Free Day College Campus Challenge. The total cost of the Car Free Day media buy was \$44,998.65. Total impressions netted by the FY 2017 Car Free Day campaign reached 33,859,224.

'Pool Rewards

Facebook advertisements, radio spots, and Pandora were used to promote 'Pool Rewards during the first half of FY18. The campaign started in the middle of November 2017 and ran through the end of December. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. Some messaging also included the promotion of the I-66 Incentive. The total cost of the 'Pool Rewards media buy was \$14,597.50 for the first half of FY18. The fall FY18 campaign is estimated 9,832,080 impressions.

Employer Recognition Awards

Winners will be honored at an awards ceremony in June 2018. An application to solicit nominees was created, mailed early December, and also made available online.

CarpoolNow Mobile App

Radio, Pandora and partnering with top social media pages were used to promote the CarpoolNow Mobile App. The campaign started in the middle of November 2017 and runs through the end of December. The campaign promoted the benefits of the mobile application. Some messaging also included the promotion of the driver Incentive. The total cost of the CarpoolNow mobile app media buy was \$154,456. The fall FY18 campaign is estimated to net 14,895,354 impressions.

Introduction

The FY2018 Marketing Communications Plan and Schedule, distributed to Commuter Connections network members in September 2017, served as a tool to outline marketing plans for the fiscal year. The strategy behind the FY2018 campaign reflected the state of events for the region's commuters, and built upon findings from the following reports:

- 2016 State of the Commute Survey Report.
- 2016 Commuter Connections GRH Program Survey Reports for the Washington DC and Baltimore regions.
- FY2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY2012-FY2014 Commuter Connections TERM Analysis Report.
- 2016 Bike to Work Survey TERM Analysis Report.

The first half of FY 2018 includes the following:

- The continuation of the spring FY 2017 messaging that emphasizes money-savings of commuting by Ridesharing and the added free benefit of GRH in case of an unexpected emergency.
- The promotion of Car Free Day 2017 to remind commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- The continuation of the 'Pool Rewards program through a radio and paid social media campaign.
- Newsletters that provide a number of articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- The CarpoolNow app campaign.
- A nomination brochure for the 2018 Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2018 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2018.

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 (MWCOCG). Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach representatives, Commuter Connections also assists companies establish 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
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- LINK
- Loudoun County Office of Transportation 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
- Potomac and Rappahannock Transportation Commission
- Prince George's County Department of Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- vRide
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Cornerstones of the FY18 1st Half Marketing Campaign

The primary services featured in the marketing campaign were GRH and Ridematching (including the CarpoolNow app, and the 'Pool Rewards program). Both GRH and Ridematching are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other marketing outreach included transit, bicycling, and teleworking.

The objectives of the marketing campaign were to:

- Emphasize the cost savings benefits of ridesharing, using simple, direct messages that communicated how sharing a ride saves money.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as a trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive within Rideshare ads.
- Position Guaranteed Ride Home as a safety net for ridesharing and public transportation use, available to commuters in case of illness, unscheduled overtime, unexpected emergency.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Promote Guaranteed Ride Home to alternative commute mode users in the Washington and Baltimore metropolitan regions, including St. Mary's County, MD.
- Increase the number of participants in Car Free Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues.
- Incorporate human interest stories of commuters using alternative commute modes.
- Increase reach to younger, Spanish, and African American audiences.
- Increase focus on 'Pool Rewards through direct mail resources.
- Reduce work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.

Brand Character

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



Car Free Day 2017

Car Free Day was held on September 22nd and promoted alternative travel modes for both commute and non-commute purposes, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of Car Free Day pledges reached over 11,200, a 149% increase above 2016.

Highlights of the Car Free Day campaign:

- Promotional kits were designed for business community participation, to encourage event sponsorships in the form of discounts, coupons and prizes. Kits were distributed to various associations, business improvement districts (BIDs), and chambers of commerce.
- A College Campus Challenge promotional tool kit included an email template, website content, social media recommendations, a Car Free Day flyer and logo which was distributed to colleges and universities through the Consortium of Universities of the Washington Metropolitan Area. As a result, five new colleges and universities were added to the challenge. For the second consecutive year, Georgetown University dominated the competition with 73% of the pledges.
- In tandem with MWCOG's Office of Communications, outreach was conducted that included targeted press releases that raised awareness and focused on the benefits of going car free or car-lite on September 22, 2017.



Media Objectives

The Car Free Day campaign promoted more sustainable modes of transportation and raised public awareness. Car Free Day challenged drivers to drop their keys for the day and go car free or car-lite.

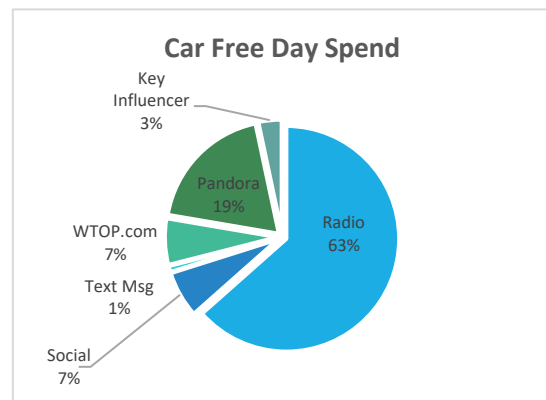
In addition to paid media of radio and text messaging, radio promotions, posters, stickers, bus kings and shelters, online banner ads, social media, and an earned media effort were created to bring attention to this event and drive the public to www.carfreemetrodc.org to take the pledge.

Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA



Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$ 28,556.15	\$33,595.50	29,850,300
WTOP.com	\$ 3,000.00	\$ 3,529.00	360,024
Pandora	\$ 8,542.50	\$10,050.00	3,568,500
Key Influencer	\$ 1,500.00	\$ 1,764.00	45,400
Social Media	\$ 3,000.00	\$ 3,529.00	25,000
Text Messaging	\$ 400.00	\$ 471.00	10,000
Total Budget	\$44,998.65	\$52,938.50	33,859,224

Car Free Days Poster

Messaging requested drivers to “Drop it for a Day” with a call to action to visit carfreemetrodc.org to take the pledge.

DROP IT FOR A DAY!

CAR FREE DAY METRO DC

9.22.17

TAKE THE **FREE** PLEDGE AT CARFREEMETRODC.ORG TO BE ELIGIBLE FOR GREAT **PRIZES!**

Win a weekend, a month, a year, or more on Friday Sept 22. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS[®] 800.745.RIDE

Icons: Car, Bicycle, Bus, Metro, Train, Pedestrian

© Roydal Fryer

Car Free Days College Poster

The Car Free Day poster was also modified to reference the College Campus Challenge to help grow the friendly competition and increase visibility and participation between area colleges.



Radio

Radio informed the single occupant vehicle driving public of Car Free Day on WIHT (99.5 Top 40), WWDC (DC101/Alternative Rock) as well as WTOP (103.5 WTOP News). All three stations provided a combined value of \$28,556.15, 63% of the total Car Free Day budget. A total of 45 no-charge :30 second promotional spots ran over a 3-week schedule. Both stations also provided Live DJ endorsements and email blasts as well. WTOP also provided a value-added produced :30 second endorsement spot from Bob Marbourg.

Three different :30 second radio spots were created, each focused on the overall theme of “Drop it for a day”; The first was a general script, the second focused on college students and faculty, and the third targeted federal teleworkers. Each was created to encourage listeners to take the pledge on September 22nd by going to www.carfreemetrodc.org. The spots were rotated on each station by the following:

WIHT	Drop It for A Day & College-Focused (50/50)
WWDC	Drop It for A Day & College-Focused (50/50)
WTOP	Drop It for A Day & Telework-Focused & Bob Marbourg (33/33/33)

Car Free Day: :30 – Drop it for a Day Radio Scripts

“Drop it for a Day” :30 seconds

Announcer: Tired of traffic? Try something new, drop your keys for a day.

SFX: Sounds of keys dropping. Sounds of nature

Announcer: Join millions across the world for Car Free Day, Friday, September 22nd.

Telework, bike, walk, carpool, vanpool or use transit. Take the free pledge at carfreemetrodc.org for a chance to win great prizes! Car Free Day. Friday, September 22. Visit carfreemetrodc.org. Sponsored by Commuter Connections.

Car Free Day Radio Scripts

“Drop it for a Day - College”

:30 seconds

Announcer: Avoid campus parking and drop your keys on Friday, September 22nd for world Car Free Day!

SFX: Sound of keys dropping.

Announcer: Students, faculty, and administration - participate by ridesharing, using transit, bicycling or walking to campus.

Visit carfreemetrodc.org and take the free pledge. You'll be eligible to win great prizes! Visit carfreemetrodc.org. Car Free Day is sponsored by Commuter Connections.

“Drop it for a Day - Telework”

:30 seconds

Announcer: Telework eligible federal employees - Drop your keys on Friday, September 22nd for world Car Free Day.

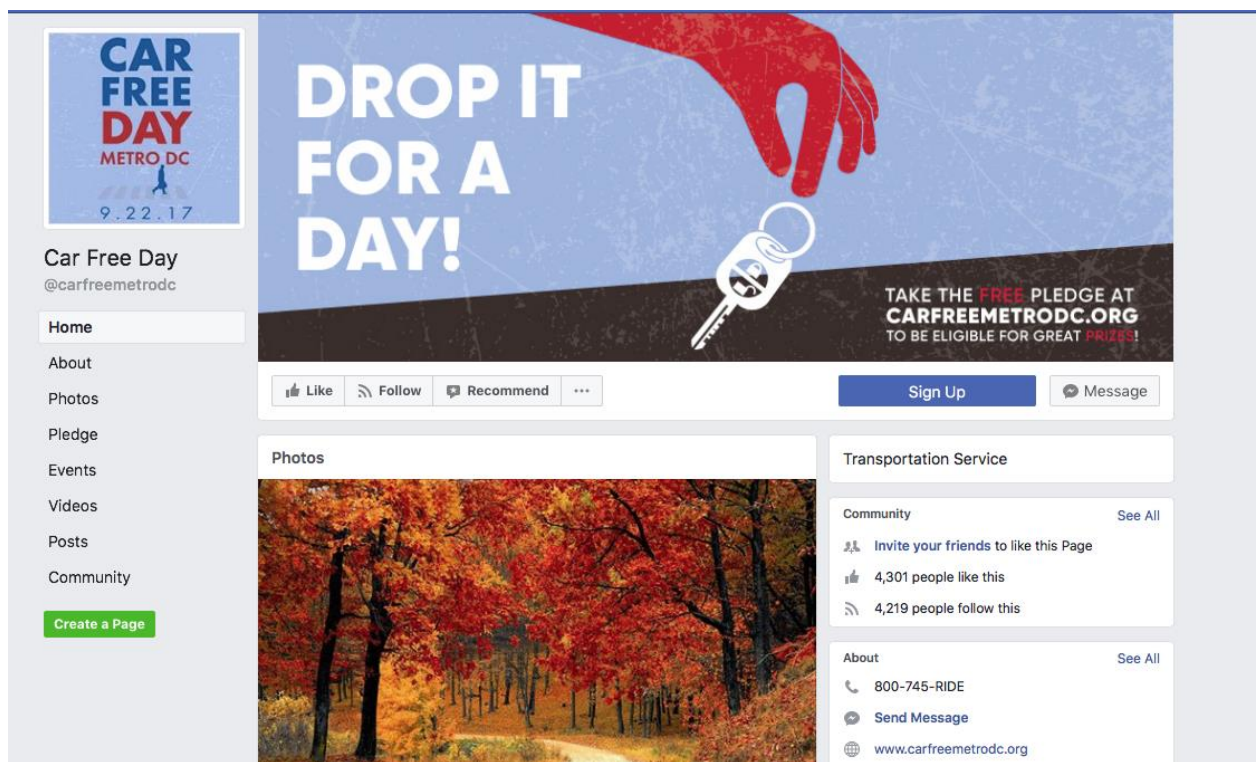
SFX: Sound of keys dropping.

Announcer: To participate, visit carfreemetrodc.org and take the free pledge, for a chance to win great prizes!

Can't work from home? You can still participate by ridesharing, using transit, bicycling or walking. Take the free pledge at carfreemetrodc.org. Car Free Day. Friday, September 22. Sponsored by Commuter Connections.

Car Free Day Social Media

Social Media was used to keep friends of the event up to date on activities prior to and after the event. Car Free Day was “liked” by over 4,300 Facebook fans.




Paid Social Media Facebook Boosted Posts Ads

Boosted Facebook posts were placed in September, a different one every couple of days. Collectively they received nearly 3,000 user engagements (clicks, comments, reactions, and shares).

Car Free Day
September 15 · 🌐

Yippee! World Car Free Day is Friday, September 22. A perfect day to work from home and do some good! Join millions around the world... Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC



Like Comment Share


445

46 Shares

Chronological

Car Free Day
September 18 · 🌐

Bicycling is not only healthy it's a fun way to get to work. World Car Free Day is Friday, September 22. Why not bike to work? Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#BikeDC #DCMetro



Like Comment Share

449

72 Shares

View 6 more comments

Chronological

Car Free Day
September 7 · 🌐

World Car Free Day is September 22...so grab a friend and take the free pledge to ride together! You could win some great prizes, and join millions around the world for this important event. Go to www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC



Like Comment Share

417

30 Shares

Chronological

Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Day, a :30 radio spot was utilized that ran concurrently with display advertisements.

Both the "Drop it for a Day" and College focused radio scripts ran on a 50/50 rotation.

Car Free Day Radio Scripts

Drop it for a Day

:30 seconds

Radio Script

"Drop it for a Day" :30 seconds

Announcer: Tired of traffic? Try something new, drop your keys for a day.

SFX: Sounds of keys dropping. Sounds of nature

Announcer: Join millions across the world for Car Free Day, Friday, September 22nd.

Telework, bike, walk, carpool, vanpool or use transit. Take the free pledge at carfreemetrodc.org for a chance to win great prizes! Car Free Day. Friday, September 22. Visit carfreemetrodc.org. Sponsored by Commuter Connections.

Car Free Day: :30 – College-Focused Script

Radio Script

"Drop it for a Day - College" :30 seconds

Announcer: Avoid campus parking and drop your keys on Friday, September 22nd for world Car Free Day!

SFX: Sound of keys dropping.

Announcer: Students, faculty, and administration - participate by ridesharing, using transit, bicycling or walking to campus.

Visit carfreemetrodc.org and take the free pledge. You'll be eligible to win great prizes! Visit carfreemetrodc.org. Car Free Day is sponsored by Commuter Connections.

Pandora Display Ads

Carrier 12:56 AM

Enya Radio

ADVERTISEMENT

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE

CAR FREE DAY
METRO DC

COMMITTEE CONNECTIONS 9.22.17

Promontory
Trevor Jones

0:07 — 3:49

⏮ ⏪ ⏩ ⏭

This screenshot shows the Pandora mobile app interface for the 'Enya Radio' station. At the top, the status bar shows 'Carrier' and '12:56 AM'. Below the station name, there is a back arrow, the station name 'Enya Radio', and a thumbs-up icon. A banner labeled 'ADVERTISEMENT' is displayed, featuring a red hand holding a key with a car icon. The text on the banner reads 'DROP IT FOR A DAY!', 'TAKE THE FREE PLEDGE', 'CAR FREE DAY METRO DC', and 'COMMITTEE CONNECTIONS 9.22.17'. Below the banner, a 'Promontory' advertisement for Trevor Jones is visible, including a small album cover image. At the bottom, a progress bar shows '0:07' out of '3:49' and playback controls: a refresh icon, a thumbs-down icon, a thumbs-up icon, a pause icon, and a skip forward icon.

Carrier 12:54 AM

Amy Grant Radio

ADVERTISEMENT

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE

CAR FREE DAY
METRO DC

COMMITTEE CONNECTIONS 9.22.17

Advertisement
Your station will be right back... Why Ads?

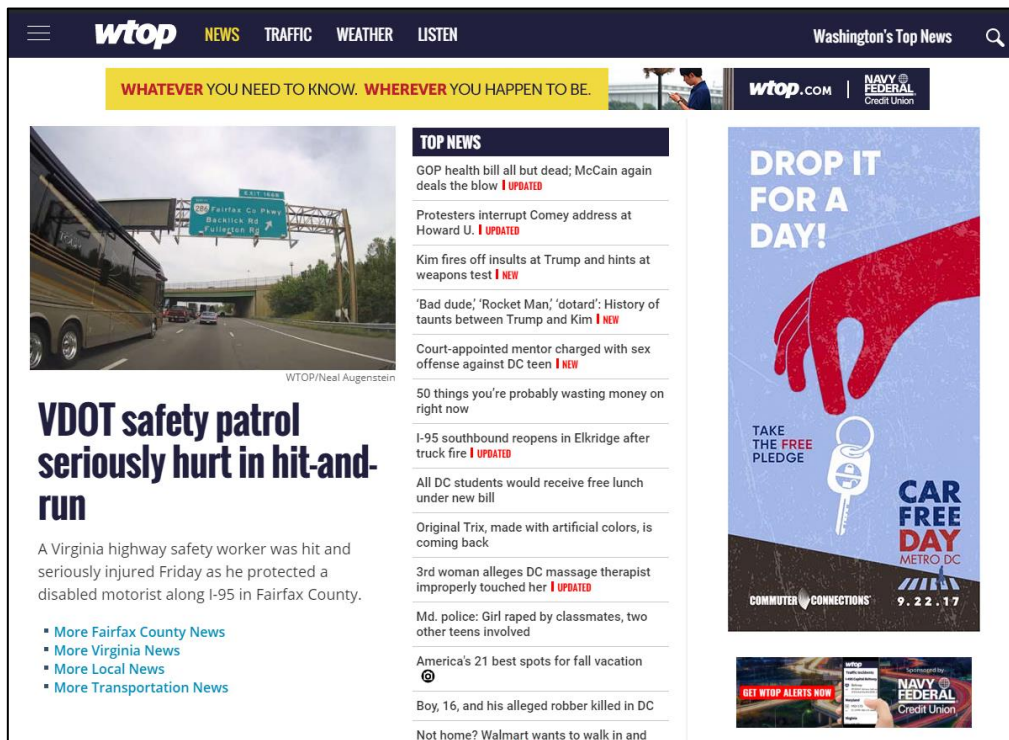
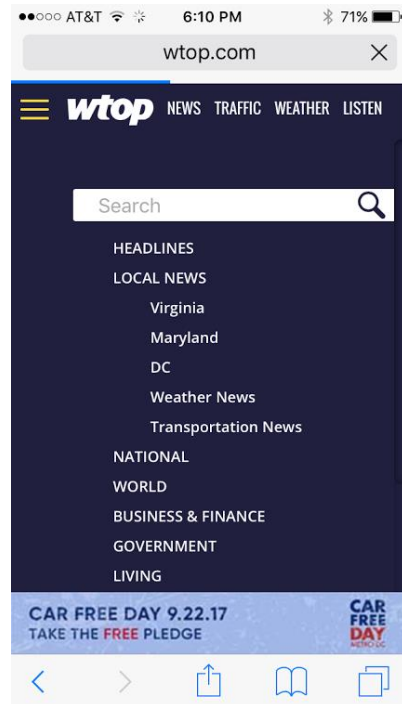
0:13 — 0:13

⏮ ⏪ ⏩ ⏭

This screenshot shows the Pandora mobile app interface for the 'Amy Grant Radio' station. The status bar at the top shows 'Carrier' and '12:54 AM'. Below the station name, there is a back arrow, the station name 'Amy Grant Radio', and a thumbs-up icon. A banner labeled 'ADVERTISEMENT' is displayed, featuring a red hand holding a key with a car icon. The text on the banner reads 'DROP IT FOR A DAY!', 'TAKE THE FREE PLEDGE', 'CAR FREE DAY METRO DC', and 'COMMITTEE CONNECTIONS 9.22.17'. Below the banner, an 'Advertisement' is shown with the text 'Your station will be right back...' and a 'Why Ads?' button. At the bottom, a progress bar shows '0:13' out of '0:13' and playback controls: a refresh icon, a thumbs-down icon, a thumbs-up icon, a pause icon, and a skip forward icon.

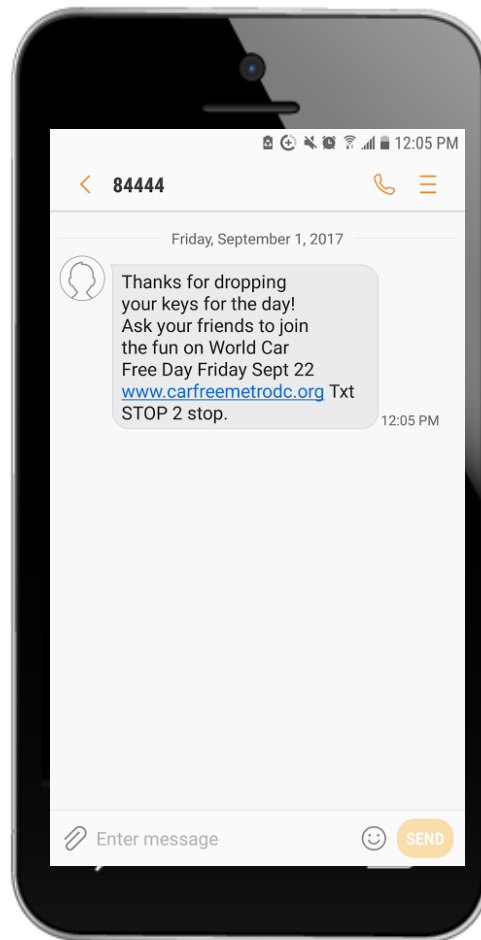
WTOP.com Digital Media

A minimum of 352,300 impressions were served run-of-site across all devices: desktop, mobile and tablet with banner ads in various sizes.



Text Messages

When event registrants took the Car Free Day pledge on carfreemetrodc.org, they could opt-in to receive text messages about the event. Messages asked them to encourage their friends, family, and co-workers to take the pledge.

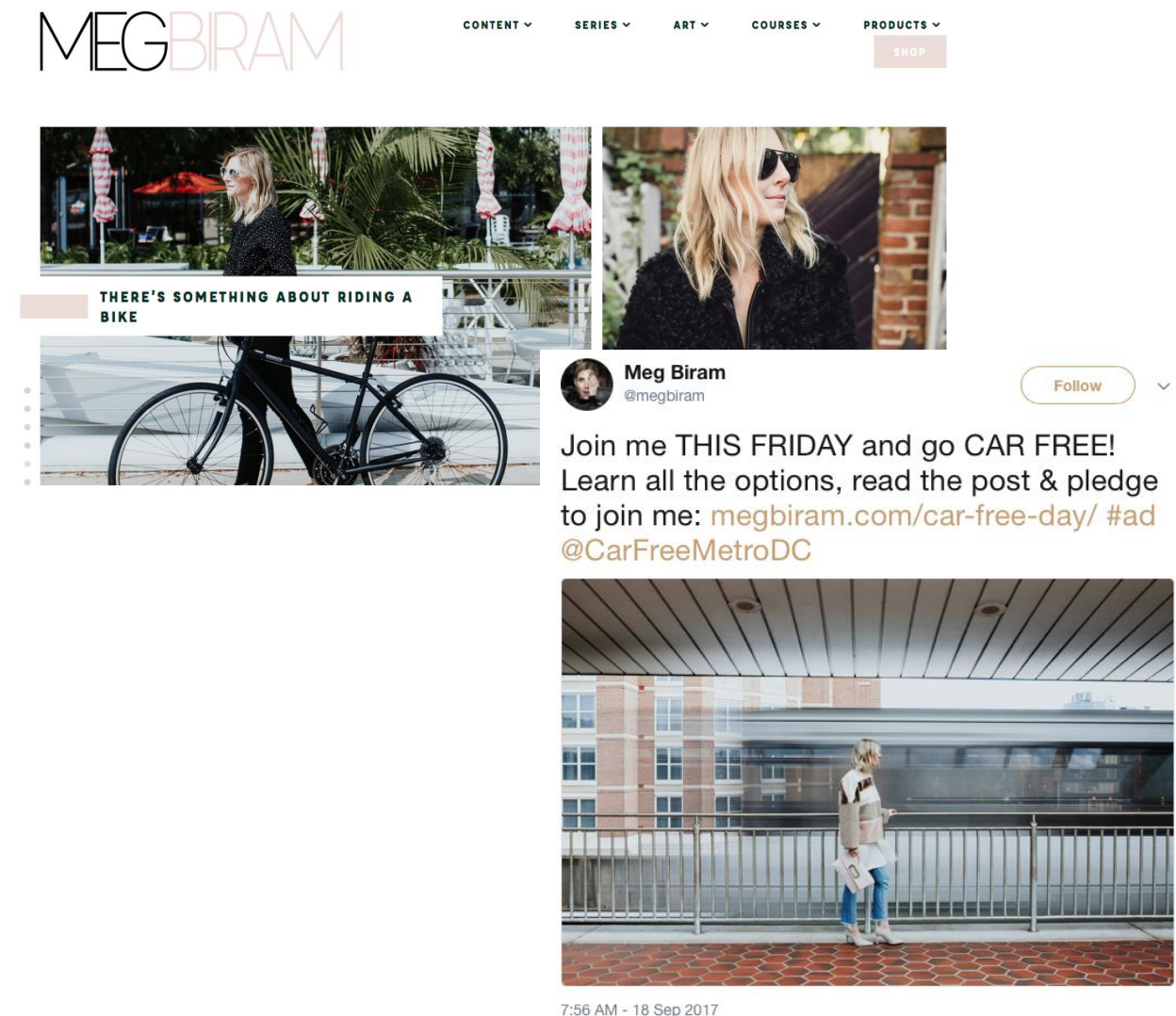


Key Influencer

In order to build excitement for Car Free Day, a grass-roots style element was added. Selecting key influencers in the community to recommend and discuss the program helped to build trust with the community.

Meg Biram's lifestyle blog in the DC Metro area, and social media pages have over 50,000 followers. She wrote a comprehensive article from a personal perspective, discussing the various forms of transportation participants can use on Car Free Day. The article was also shared on her social media accounts, and in her weekly newsletter.

The blog post brought 93 people to the Car Free Day website.



The image shows a screenshot of Meg Biram's website and a social media post. The website header features the name "MEG BIRAM" in a large, light-colored font, followed by navigation links: "CONTENT", "SERIES", "ART", "COURSES", and "PRODUCTS". A "SHOP" button is visible in the top right corner. Below the header, there are two images: one of Meg Biram standing next to a bicycle with the text "THERE'S SOMETHING ABOUT RIDING A BIKE" overlaid, and another of her wearing sunglasses. To the right, a social media post from Meg Biram (@megbiram) is displayed, featuring a "Follow" button and the text: "Join me THIS FRIDAY and go CAR FREE! Learn all the options, read the post & pledge to join me: megbiram.com/car-free-day/ #ad @CarFreeMetroDC". Below the post is a photo of Meg Biram standing on a balcony with a railing, holding a bag, with a building in the background. The timestamp "7:56 AM - 18 Sep 2017" is visible at the bottom of the post.

Transit Signage

Complimentary transit ad space was donated by Arlington, Prince George's, Montgomery, and Metrobus.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters
- Montgomery County Bus King, Queen and Tails
- Metrobus Interior Bus Cards



Earned Media

Working closely with COG's Office of Communications, outreach was conducted that included targeted press releases that raised awareness and focused on the benefits of going car free or car-lite for Car Free Day 2017. Press releases and calendar listings were developed, distributed, and pitched to print, broadcast, and social media:

For the first time, Commuter Connections collaborated with the American Lung Association to amplify the Car Free Day message with local stakeholders concerned about air quality. In addition to providing a quote for the Car Free Day press release, the American Lung Association distributed the release and information about Car Free Day to its media list and its stakeholders



- **Press Release #1:** August 22, 2017; "Commuter Connections and American Lung Association Urge Drivers to go Car-Free on September 22, 2017." Press release announced the MWCOG partnership with the American Lung Association.
- **Press Release #2:** September 12, 2017; "More than 3,000 take the Car Free Day pledge for September 22; Join them and win great prizes!" Press Release announced over 3,000 people had taken the pledge so far with 10 days left for others to register for Car Free Day 2017.
- **Press Release #3:** September 20, 2017; "More than 7,000 have already pledged to go car-free on September 22." Press release announced the last chance to participate.
- **Calendar Listing:** Car Free Day 2017—Take the free pledge to go car free for a day at www.CarFreeMetroDC.org. Telework, bicycle, walk, take transit, or go car-lite with a carpool/vanpool.

Sponsor Donated Prizes

Each event registrant who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following sponsor donated prizes. Social media posts also mentioned businesses who donated prizes.

- **Capital Bikeshare annual memberships**, courtesy [goDCgo](#)
- **Kindle Fire**, courtesy [Tri-County Council for Southern Maryland](#)
- **Commuter train round-trip passes**, courtesy [Virginia Railway Express](#)
- **KIND Healthy Snacks gift bag**, courtesy [KIND](#), #LiveKIND
- **SmarTrip cards with \$25 in fare**, courtesy [Washington Metropolitan Area Transit Authority](#)
- **Pizza Restaurant \$50 gift card**, courtesy [Mellow Mushroom Adams Morgan](#)
- **Giant Food Stores \$25 gift cards**, courtesy [Giant LLC](#)
- **Sweetgreen Restaurant \$25 gift card**, courtesy [Sweetgreen](#)
- **40% off coupons, \$40 off suit or tux rental coupons, ties and accessories** courtesy of [Men's Wearhouse](#)
- **Sunday Brunch and Bocce for 4, \$180 value**, courtesy of [Pinstripes](#) N. Bethesda location.
- **One-year Gym Membership, \$599.98 value**, courtesy [Crunch Fitness](#)
- **Swag Bag including SmartTrip card**, courtesy [DC Circulator](#)



MEN'S WEARHOUSE®

Chipotle Special Offer

For Car Free Day 2017 Chipotle offered a Buy-one-get-one special offer to anyone who showed their pledge confirmation. Email blasts were sent out to promote the one-day offer.

FUEL UP WITH PREMIUM



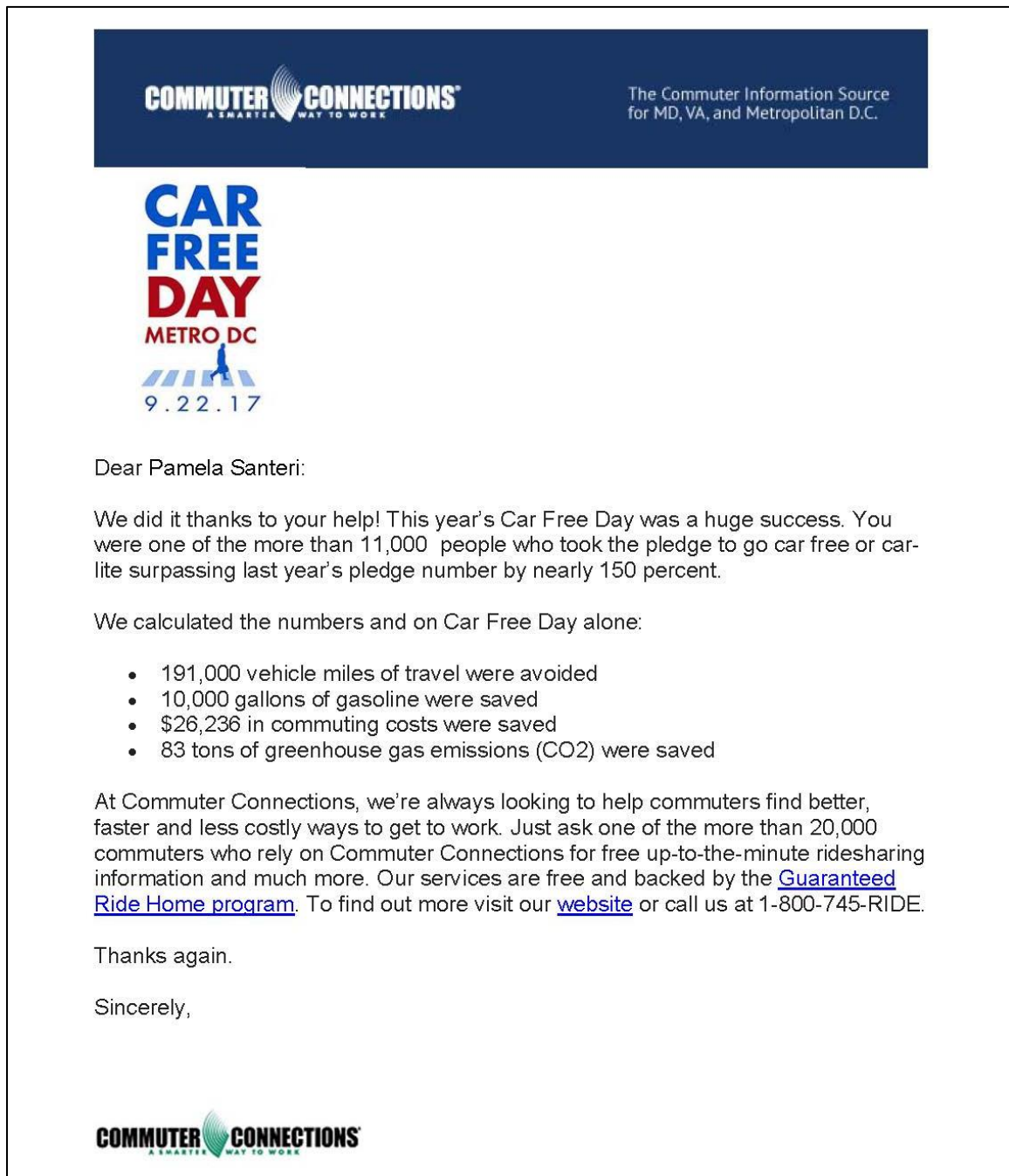
Fuel up at any DC, Maryland, or Virginia Chipotle on **Friday, September 22 from 10:45AM-10PM**. Here's how it works: Visit CarFreeMetroDC.org and take the free pledge to use more sustainable travel methods (transit, bike, walk, carpool, vanpool, telework) on Car Free Day. Then bring in your personalized e-mail confirmation (in print or on your phone), and we'll hook you up with **BUY-ONE/GET-ONE BURRITOS, BOWLS, SALADS, OR ORDERS OF TACOS.**

A valid, current ID must be presented to redeem this offer. Offer valid only during the offer period and only at the specified Chipotle Mexican Grill locations, for a single free regular-priced entrée item per ID with the purchase of an entrée item of equal or higher price. Not valid for online, mobile, fax or catering orders or Burritos by the Box. May not be combined with coupons, promotions or other offers. Void where prohibited. Additional restrictions may apply.



Post Event Email

Personalized follow up emails were sent out after the event to thank participants for taking the Car Free Day pledge. Separate letters were sent to those who indicated they were normally SOV travelers, versus those who typically use travel using alternative methods.



Ridematching Campaign

Messaging Strategy

Rideshare's "A Couple Clicks is All It Takes" campaign promoted the ease of finding ridematch partners through Commuter Connections. Once you sign up online, a couple clicks will find a partner to share a ride with, save money, and make the commute more positive.



Media Objectives: Rideshare

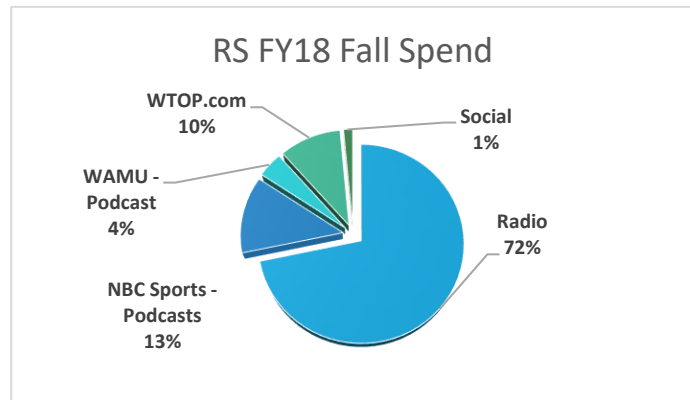
The Fall FY2018 media campaign promoted the Ridematching program using a mix of traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV corridors, due to highway congestion and fewer transit options.

Target Market

FY2015 Commuter Connections Applicant Database Annual Placement Survey Report:

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

Geographic Targeting Washington D.C. DMA



Rideshare Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$242,250.00	\$285,000.00	47,894,400
Podcast	\$56,500.00	\$66,470.59	230,100
WTOP.com	\$34,000.00	\$40,000.00	3,800,200
Social Media	\$4,998.00	\$5,880.00	1,460,000
Totals	\$337,748.00	\$397,350.59	53,384,700

Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music, news, and Hispanic. Other media added to the mix for this campaign included podcasts for news and sports stations.

- WTOP (103.5 News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- ESPN (980 Sports)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast
- NBC Sports Washington – Redskins, Capitals, Wizards Podcasts

In addition to paid media spots, an estimated \$31,800 was negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com provided rotating bonus banner ads at no charge. In total, 192 no-charge radio spots were given across all the stations.

The following ads promoted the Ridematching program in both English and Spanish languages:

Ridesharing Radio Scripts

:30 second

“A Couple Clicks to Share” English

Man: A couple of clicks is all it takes. To pay your bills, to share your thoughts with millions. To make a stand for what’s right. And now, to share a ride. When you want, where you want, a couple clicks can give you more options to more places. It’s also on demand, and can match you with someone along your route. There’s a lot more too, but most important—it’s free.

Announcer: Ridematching. Register today at Commuter Connections dot org. That’s Commuter Connections dot org, or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

“A Couple Clicks to Share” Spanish

Hombre: Solo se necesita un par de tecleos para pagar tus facturas, compartir tus pensamientos con millones de personas, para defender lo que es correcto, y ahora para compartir tu ruta diaria, cuando quieras a donde quieras. Solo un par de tecleos te dan la opción a ir a más lugares. Lo haces por internet y puedes encontrar a alguien con quien compartir tu ruta. Y hay mucho más, pero lo más importante es que ES GRATIS.

Anunciate: Ridematching registrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba nuestra aplicación CarpoolNow para compatir tu viaje diario.

“A Couple Clicks to Save” English

Woman: A couple clicks can do a lot these days. Couple clicks and you've got 3 new credit cards. Couple more and they're maxed out. But guess what, now a couple clicks can save you money! That's all it takes to sign up and start saving on your commute. Get a match anywhere along your route, scheduled or on demand. It's free, and saves you every time you share.

Announcer: Find your ridematch options in a couple clicks. Register today, Commuter Connections dot org or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

“A Couple Clicks to Save” Spanish

Mujer: Con un par de tecleos se puede hacer mucho estos días. Con un par de tecleos ya tienes tres tarjetas de crédito. Unos tecleos más y ya están llenas. ¿Adivina qué? Con un par de tecleos puedes ahorrar dinero. Ese es el tiempo que lleva inscribirse y empezar a ahorrar en tu ruta cotidiana. Puedes encontrar a otros en la ruta con el mismo horario y que están buscando compartir viaje. Es gratis, así que ahorras cada vez que lo uses.

Anunciate: Encuentra opciones para compartir tecleando. Regístrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba la aplicación CarpoolNow para compartir tu ruta cotidiana.

Podcasts

The Rideshare podcast campaign alternated for seven weeks on WAMU's Kojo Nnamdi and on ComcastSportsNet Redskins, Capitals, and Wizards podcasts, from October through January. The following ads promoted the Ridematching program:

WAMU "A Couple Clicks to Share" :15

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A Couple Clicks Is All It Takes to pay your bills... To share your thoughts... and now, to share a ride. When you want, where you want, A Couple Clicks provides more options to more places for free. Call eight-hundred, seven-four-five, RIDE.

WAMU "A Couple Clicks to Share" :30

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A couple of clicks is all it takes. To pay your bills. To check the weather. To share your thoughts with friends and family. And now, to share a ride. When you want, where you want, a couple clicks can provide more options to more places - on demand or en route. There's more too, but perhaps most important—it's free. Registration for ride-sharing is available on demand through the new CarpoolNow app. More at Commuter Connections dot org or 800.745.RIDE.

ComcastSportsNet "A Couple Clicks to Share" :15

A couple clicks is all it takes to pay your bills, to share your thoughts. And now, to share a ride. When you want, where you want, a couple clicks gives you more options to more places - for free!

Register to rideshare today at Commuter Connections dot org or 800.745.RIDE. Try our new CarpoolNow app too!




Social Media Advertising

Social media advertising on Facebook is promoting the Ridematching program. Geo-targeting capabilities allows Ridematching messages to reach audiences throughout the region. Sponsored ads are running for eight weeks, from October through the end of January, with performance monitoring and optimization throughout the campaign.

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

Commuter Connections Sponsored · Like Page

Share a ride when you want, where you want with on demand and en route ridematching.




A couple clicks is all it takes.
We have more options to more places than ever before. And, as always, it's free! CarPoolNow app now available!

WWW.COMMUTERCONNECTIONS.ORG

Commuter Connections Sponsored · Like Page

Join with those already saving! Sharing a ride with on demand and en route ridematching.



A couple clicks can save you.
Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you! CarPoolNow app now available!

WWW.COMMUTERCONNECTIONS.ORG

Online & Digital Advertising

Rideshare digital banner ads on WTOP.com and ComcastSportsNet are promoting how easy it is, with just a couple clicks, to save money, find a ride, tap into benefits, and make your commute more positive. Rideshare ad messages are also being served in Google search results. Select Rideshare keywords are being used throughout the campaign, monitored, and optimized to ensure Commuter Connections reached the widest target audience for the least cost per click.

Comcast SportsNet Homepage Takeover

The screenshot shows the Comcast SportsNet Washington homepage. At the top, there is a navigation bar with the following links: CAPITALS, WIZARDS, REDSKINS, RAVENS, NATIONALS, ORIOLES, PODCASTS, VIDEO, MORE. Below this is a secondary navigation bar with: LIVE, TICKETS, TV LISTINGS, CHANNEL FINDER, #NBCSports, #GOLF, #ROTOWORLD, and a SEARCH icon. The main content area is dominated by a large green banner for "COMMUTER CONNECTIONS" with the tagline "A couple of clicks is all it takes. Rideshare. Free Ridematching & Commuter Services." and a "Sign Up Now." button. The banner is flanked by two vertical panels, each containing a "share" button and a "COMMUTER CONNECTIONS" logo. Below the banner, the page is divided into several sections: "WATCH NOW" (listing NHL: Capitals @ Philadelphia Flyers (R) at 12pm EDT, Best of the Sports Junkies at 4pm EDT, Wizards Inside Access: The Offseason (R) at 5pm EDT, Redskins Nation at 5:30pm EDT, and Maple Leafs vs. Capitals (NBCS WAS) Hockey at 5pm EDT), "TOP STORIES" (featuring articles like "Cousins' Success Goes Under The Radar" and "Trotz Being Forced to Alter Defensive Lines"), and "TRENDING NOW" (listing "In a muddled NFC, why not the Redskins?", "Food guide for the neighborhood around Capital One Arena", "Cousins' strong game vs. 49ers goes under the radar", "Week 6 NFL Power Rankings", "Beal says Embiid can cool it on trash talk vs. Wizards", and "5 overlooked stories from the Redskins-").

Guaranteed Ride Home Campaign

Messaging Strategy

The first half of the FY2018 GRH campaign focuses on registration and re-registration, promoting how quick and easy GRH can support the choice to Rideshare and use other more sustainable transportation alternatives. Messaging first shows the problem; then how simple it is to solve it with GRH. Registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights at work, illness, or unexpected emergencies. The 30-second spots were a reminder to listeners to register, or renew, as well as reinforced the assurance that GRH provides.



Media Objectives: Guaranteed Ride Home

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

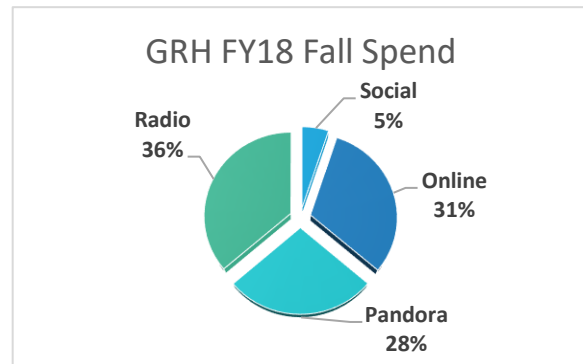
Target market

2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report :

- 35-64 years old (87%)
- Caucasian (70%) and African-American (17%)
- Male (53%) / Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ annual household income (30%)
- 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%).

Geographic Targeting

Washington D.C. DMA



GRH Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$81,834.60	\$96,276.00	44,427,130
Online/Digital	\$70,125.00	\$82,500	1,500,000
Pandora	\$61,617.00	\$72,490.59	7,024,358
Social Media	\$11,550.00	\$13,588.24	1,360,000

Totals \$225,126.60 \$264,854.83 54,311,488

Radio

Radio was the anchor media for the GRH campaign. Station formats included a mix of news and music:

- WARK (98.9 News Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930AM News Talk / Sports)
- WFRE (99.9 Country)
- WWEG / WAFY (106.9 Classic Rock / 103.1 AC)
- Pandora

The GRH radio campaign started in October and is running every other week through the end of December 2017. The following spots promote GRH for the first half of FY2018, every other week, over an eight-week span.

In addition to paid media spots, an estimated \$68,000 of no-charge promotional media was negotiated. All radio stations provided no-charge bonus spots, while provided no-charge spots for the radio spot and display ads.

Guaranteed Ride Home :30 Problem. Solved. "Work Late"

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That's commuterconnections.org. Some restrictions apply.

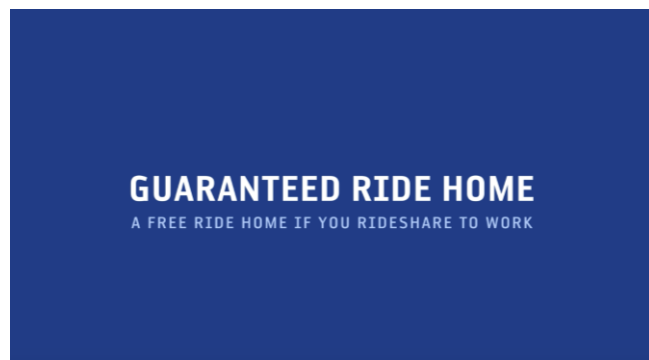
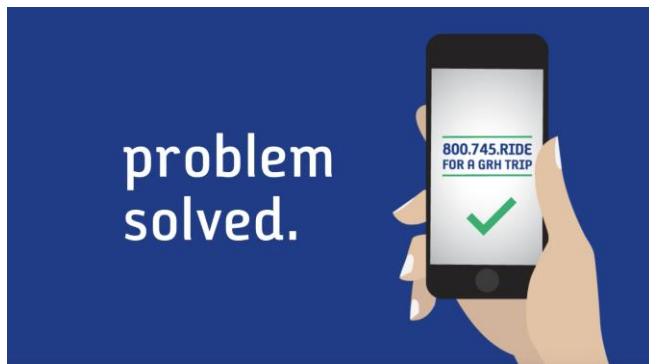
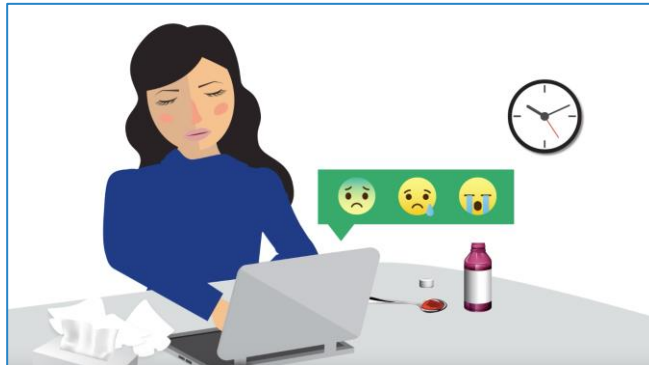
Guaranteed Ride Home: :30 Problem. Solved "Emergency"

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

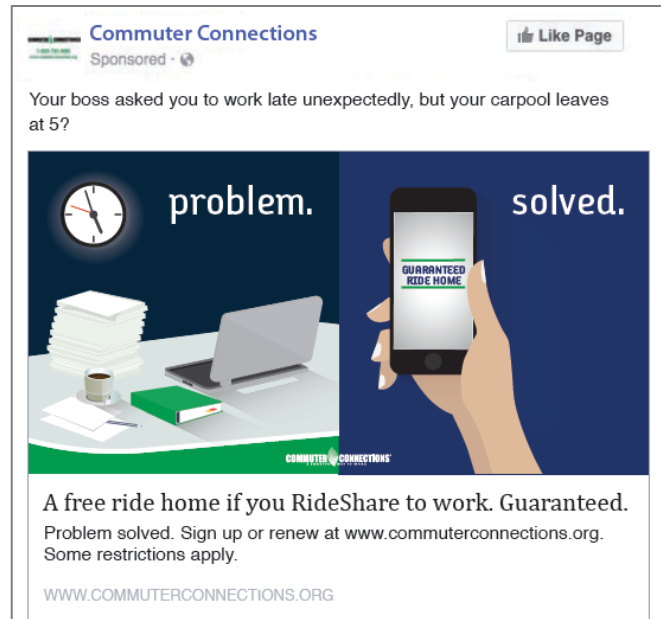
YouTube

YouTube videos were created to promote the GRH campaign in both 15-second and 30-second lengths. YouTube is the second-largest search engine in the world, behind Google. These online videos are being used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.



Facebook

Facebook was used to engage and help drive registration and re-registration to the website.



The advertisement is a sponsored post from the 'Commuter Connections' Facebook page. It features a split-screen visual: the left side, labeled 'problem.', shows a desk with a clock, a laptop, and a stack of papers; the right side, labeled 'solved.', shows a hand holding a smartphone displaying 'GUARANTEED RIDE HOME'. Below the visual, the text reads: 'A free ride home if you RideShare to work. Guaranteed. Problem solved. Sign up or renew at www.commuterconnections.org. Some restrictions apply.' The website URL 'WWW.COMMUTERCONNECTIONS.ORG' is listed at the bottom.

Commuter Connections Like Page
Sponsored · 🌐

Your boss asked you to work late unexpectedly, but your carpool leaves at 5?

problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.

WWW.COMMUTERCONNECTIONS.ORG

GRH Baltimore

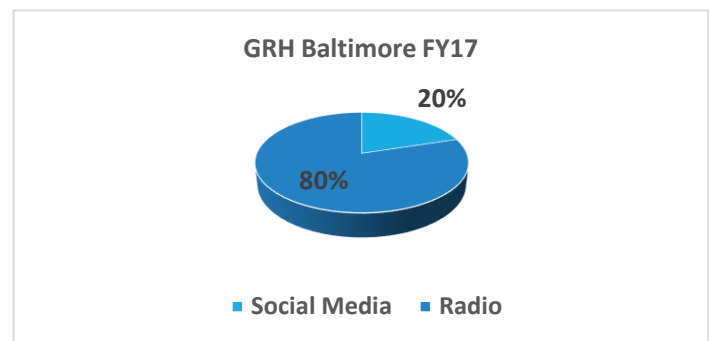
The GRH Baltimore campaign focuses on raising awareness of the GRH program among commuters in the Baltimore region and increasing registrants. Radio, YouTube, and Facebook ads from the DC region’s Fall umbrella campaign are running in Baltimore to increase awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

Target market for Baltimore Metropolitan Region

2016 Commuter Connections GRH program Baltimore Region Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%) / Female (47%).
- Annual household income \$80,000+ (73%), \$120,000+ (38%).
- 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%).

Geographic Targeting Baltimore, MD DMA



GRH Baltimore Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$19,987.75	\$23,515.00	7,725,400
YouTube	\$2,520.00	\$2,964.71	630,000
Facebook	\$2,520.00	\$2,964.71	335,000
Totals	\$25,027.75	\$29,444.42	8,690,400

Radio

Radio served as the primary media for the GRH Baltimore campaign. Spots are running on WBAL, Radio 1090 AM (News/Talk) every other week from October through December 2017, for a total of seven weeks on air.

In addition to paid media, an estimated \$10,500 was negotiated in no-charge promotional media. Both radio stations provided no-charge bonus spots, totaling to 70 spots between both stations.

See page 34 for radio scripts, the same radio spots from the Washington region ran on Baltimore stations.

YouTube

See page 35 for sample image and information, the same YouTube ads from the Washington region were served to Baltimore commuter IP addresses.

Facebook

See page 36, the same social media posts used in the Washington DC region were used in Baltimore.

CarpoolNow Mobile App



Pandora: mobile and web audio ads

Save on Every Commute

:30 sec

If you live or work in Howard County there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers.

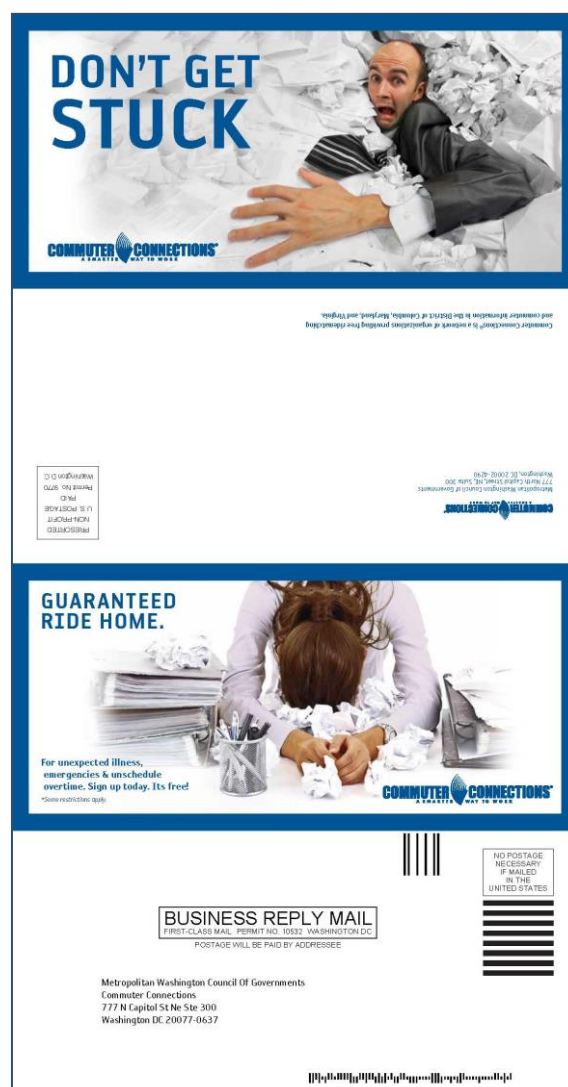
Just visit carpoolnow.org today and start saving right away!

With the CarpoolNow Mobile App your commute just got easier.

Sponsored by Commuter Connections. Some restrictions apply.

Direct Mail

The first element of the new FY 2018 campaign will be delivered to 500,000 households within the metropolitan Washington region in December. The mailers promote Ridematching and GRH programs, the new dynamic Rideshare app CarpoolNow, and remind residents that they may be eligible to participate in 'Pool Rewards. Recipients are households within the MWCOG footprint, ages 25-54 with annual incomes \$75,000 and above. Mailers included a postage paid reply mechanism containing a dual Ridematching and GRH application form. Commuters are also encouraged to go online to commuterconnections.org to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total Cost including printing, mailing list purchase and postage was \$88,240.







Bike to Work Day

Sponsorship Drive



Commuter Connections began its annual sponsorship drive in November 2017 for the May 2018 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. The Sponsorship Drive will remain open until the end of January 2018.

		Bike to Work Day - May 18, 2018 Regional Sponsorship Declaration			
		Please Return by January 31, 2017			
Please check one of the following Sponsor Levels:					
GOLD SPONSOR LEVEL	\$7,500	Cash	In-Kind		
<i>Mentioned as sponsor on over 400 Radio ads, Social Media, plus all Silver and Bronze level items</i>		<input type="checkbox"/>	<input type="checkbox"/>		
SILVER SPONSOR LEVEL	\$4,500	<input type="checkbox"/>	<input type="checkbox"/>		
<i>Logo on 17,000 T-Shirts, Press Release, plus Bronze level items</i>		<input type="checkbox"/>	<input type="checkbox"/>		
BRONZE SPONSOR LEVEL	\$1,200	<input type="checkbox"/>	<input type="checkbox"/>		
<i>Logo on Website and 90,000 Posters and Rack Cards</i>		<input type="checkbox"/>	<input type="checkbox"/>		
If In-kind donation, please describe: _____					
<i>Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,500 in cash, or \$2,250 in cash and \$2,250 in acceptable merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration, and is typically available at no extra cost; although uncommon, certain locations may require a separate fee.</i>					
Name: _____ Title: _____					
Organization: _____					
Address: _____					
City, State, Zip: _____					
e-mail: _____ Phone: _____					
Website address for your sponsor logo: _____					
Signature _____ Date: _____					
Please make check payable to the Metropolitan Washington Council of Governments (COG) 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send logos to dfranklin@mwkog.org in high resolution format for quality reproduction, no later than January 31, 2018. Preferred format is eps. Email signed form to dfranklin@mwkog.org . Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.					
					

Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the twenty-first annual awards ceremony in June 2018. A nomination brochure for the 2018 awards was developed and distributed in early December. The application form is also available online.


Nomination Brochure

Awards are given in the following categories:

INCENTIVES
Offering a host of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

MARKETING
Educating about and advocating for alternative commute options, and promoting its merits in an influential and informative way.

TELEWORK
Providing a formal or informal policy framework and technology to allow employees to seamlessly work from home, or at a local telework or co-working center, one or more days per week.



2018 Employer Recognition Awards

Has your organization made a difference in any of the following areas? If so, apply now.



- TELEWORKING**
Providing management support, training, and technology to enable employees to work from home or a remote office either on a part-time, full-time or occasional basis.
- TRANSIT AND VANPOOLS**
Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits[®]. Providing shuttle services to and from the workplace and transit stations.
- BICYCLING AND WALKING**
Providing bike racks, lockers and/or shower facilities for bicyclists and walkers. Offering a direct monthly bicycle benefit for purchases, improvement, repair, or storage.
- RIDESHARING**
Promoting Commuter Connections' free Ridematching services for carpools and vanpools, or providing your own on-site employee ridematching service.
- PARKING**
Offering incentives for carpools and vanpools.
- DISCOUNTS**
Offering discounts for carsharing.
- WORK SCHEDULES**
Offering flexible work schedules.
- AIR ALERTS**
Receiving forecasts for employees walking, riding, or driving.
- GUARANTEED**
Promoting emergency personal services.
- CLEAN ENERGY**
Providing clean energy incentives.

A bit about last year's 2017 winners:

MARKETING
American Society of Health-System Pharmacists
Bethesda, MD

The American Society of Health System Pharmacists (ASHP) is a national professional organization whose nearly 45,000 members include pharmacists, pharmacy technicians, and student pharmacists who provide patient care services in hospitals, health systems, and ambulatory clinics. For 75 years, ASHP has been at the forefront of efforts to improve medication use and enhance patient safety.

Of its 217 employees in the Washington, DC area, 50 percent participate in alternatives to drive-alone commuting; 30 employees use transit; 8 walk, run, or bike; 50 telework full time; and 20 telework 1-3 days per week.



'Pool Rewards

Fall Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. 'Pool Rewards ads began running in November 2017 and will continue through December and spill over into 2018.



Message Strategy

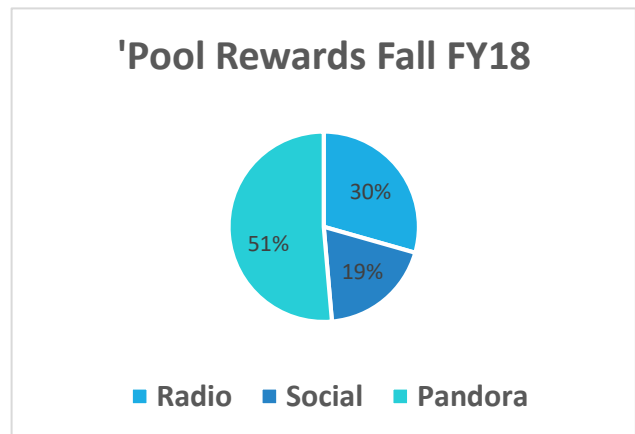
The ads encourage commuters to find a partner to start or join a new carpool/vanpool, and mention the incentive offered and encouraged commuters to contact Commuter Connections. Additional messaging was included to promote the extra I-395 incentive

Target Market

Rideshare demographics (see pg. 27)

Geographic Targeting

Washington D.C. DMA



Pool Rewards Fall	MWCOG Cost	Gross Cost	Impressions
Radio	\$4,292.50	\$5,050.00	6,833,820
Facebook	\$2,805.00	\$3,300.00	790,300
Pandora	\$7,500.00	\$8,823.53	2,207,960
Totals	\$14,597.50	\$17,173.53	9,832,080

Pandora



Facebook Video



Commuter Connections Newsletter and Federal ETC Insert

The summer and fall editions of the Commuter Connections newsletter were produced during the first half of FY2018. The six page newsletters are produced and mailed quarterly to employers and stakeholders. The newsletters were also made available in PDF form on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert were distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at www.federaletc.org.

Commuter Connections E-Newsletter

The Fall 2017 editions of the Commuter Connections e-newsletters were distributed to the same recipients as the print version.

Fall 2017 Newsletter and Federal ETC Insert



EMPLOYER BASED CASE STUDIES RELEASED

For more than 40 years, employers have come to Commuter Connections for help in starting, sustaining, and growing onsite employee commuta programs. Employers understand the value of offering comprehensive commute benefits as they contribute toward recruitment and retention, as well as displaying good corporate citizenship within the local community, and greater region.



One of the most effective tools available are real stories from employers. Commuter Connections has released several new case studies highlighting successful commuter programs in a concise way, to show what other employers are offering employees, to meet their commute challenges. The first new case study focuses on the Consumer Technology Association (CTA).

Originally founded as the Radio Manufacturers Association in 1924 in Crystal City, Arlington-based CTA is the standards and trade association for the consumer electronics industry in the United States. With easy access to Metrorail, Metrobus, Virginia Railway Express (VRE), Arlington Transit, and other options, CTA has truly embraced alternative modes of commuting.

Continued on page 2

While CTA's location provides for ready access to transit, the organization was looking to expand options for employees who have long commutes. Starting in 2005, the company began offering a full-time employees the opportunity to telework one day a week. To enhance participation in the telework program, CTA offers a reimbursement of up to 50 percent of the cost of home internet. Additionally, to improve employee morale, CTA instituted an early dismissal on Fridays during the summer months. With more than 70 percent of employees actively teleworking, and 50 percent using transit, CTA employees have reduced over 530,000 annual vehicle miles traveled, and saved \$26,380 in commuting costs.

CTA's overall benefits package, also includes mortgage assistance, tuition assistance, and professional development programs. These benefits coupled with commute benefits, have enabled the employer to maintain a productive, and happy workforce. Future plans at CTA include enhancing bicycling facilities through the installation of additional bike racks and lockers.

Our second case study focuses on the Cadmus Group, winner of a 2017 Commuter Connections Employer Recognition Award.

Founded in 1983, Cadmus is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and three offices in the Washington metropolitan region. As an employee-owned firm, Cadmus is fully committed to supporting employee health and well-being, while advancing its mission to create social value and minimize its impact on the natural environment.

In 2013, Cadmus opened their LEED gold certified office building in Bethesda. The newest location, combined with its offices in Arlington and the District allows the company to more effectively serve current and future clients, and cut down on travel for many of its employees.

Fall 2017

FEDERAL ETC UPDATES

CENSUS BUREAU GETS CARS OFF THE ROAD!



Since 1790, the United States Census Bureau (USCB) and its predecessor organizations, have collected data on many aspects of the U.S. population.

From a simple population count to economic data, USCB's mission is "to serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers."

With more than 4,250 employees, USCB, headquartered in Suitland, MD since 1942, conducts multiple censuses.

While the U.S. Constitution requires only that the decennial census be a population count, since the first census in 1790 the need for useful information about the United States' population and economy became increasingly evident.

The decennial census steadily expanded throughout the nineteenth century. By the turn of the century, the demographic, agricultural, and economic segments of the decennial census collected information on hundreds of topics.

The work of processing these data kept the temporary Census Office open for almost all the decades following the 1880 and 1890 censuses.

Recognizing the growing complexity of the decennial census, Congress enacted legislation creating a permanent Census Office within the Department of the Interior on March 6, 1902, and then on July 1, 1902, the U.S. Census Bureau officially "opened its doors" under the leadership of William Rush Merriam.

In 1903, the Census Office was moved to the newly created Department of Commerce and Labor. It remained within Commerce when Commerce and Labor split into separate departments in 1913.

With this important mission, the need to recruit and retain employees, and a need to help these employees get to and from work, the USCB Administrative and Customer Services Division Transit Benefits Team was formed according to Executive Order 13150, "Federal Workforce Transportation." This executive order mandated that federal agencies provide transportation benefits to encourage mass transportation and expand commuting alternatives to qualified federal employees and USCB wanted to be at the forefront of this initiative.

Appendix A

Performance Measures

Web Visits

Month	FY 2017 Web Visits	FY 2018 Web Visits	+/-	+/- %
July	17,685	13,779	(3,906)	-22.1%
August	19,736	15,167	(4,569)	-23.2%
September	15,120	13,561	(1,559)	-10.3%
October	14,938	17,512	2,574	17.2%
November	17,402	13,997	(3,405)	-19.6%
December	16,081			
	100,962	74,016	(10,865)	-10.76%

Phone Calls

Month	FY 2017 Phone Calls	FY 2018 Phone Calls	+/-	+/- %
July	1,080	892	(188)	-17.4%
August	1,116	942	(174)	-15.6%
September	1,178	847	(331)	-28.1%
October	1,101	948	(153)	-13.9%
November	1,060	950	(110)	-10.4%
December	1,004			
	6,539	4,579	(956)	-14.6%

Rideshare Applications

Month	Rideshare FY 2017 Applications	Rideshare FY 2018 Applications	Change	%
July	2,279	831	-1,448	-63.5%
August	1,094	1,333	239	21.8%
September	902	813	-89	-9.9%
October	1,416			
November	715			
December	1,058			
	7,464	2,977	(1,298)	-17.4%

GRH Applications

Month	GRH FY 2017 Applications	GRH FY 2018 Applications	Change	%
July	846	746	-100	-11.8%
August	907	736	-171	-18.9%
September	802	657	-145	-18.1%
October	727			
November	613			
December	608			
	4,503	2,139	(416)	-9.2%

Appendix B

Umbrella Campaign WTOP.com Results

WTOP.com Digital Campaign Performance	Month	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
GRH Cross Platform	October	419,305	507	0.12%
GRH Cross Platform	November	305,763	267	0.09%
GRH Cross Platform	December	0	0	0.00%
RS Cross Platform	October	1,469,750	3,062	0.11%
RS Cross Platform	November	762,738	1,632	0.21%
RS Cross Platform	December	0	0	0.00%
GRH Total / Averages	Feb – May	725,068	774	0.11%
RS Total / Averages	Feb – May	2,232,488	4,694	0.21%
Overall Total / Averages	Feb – May	2,957,556	5,468	0.19%

Note: National average CTR is .09%

Appendix C

Fall Media Schedules

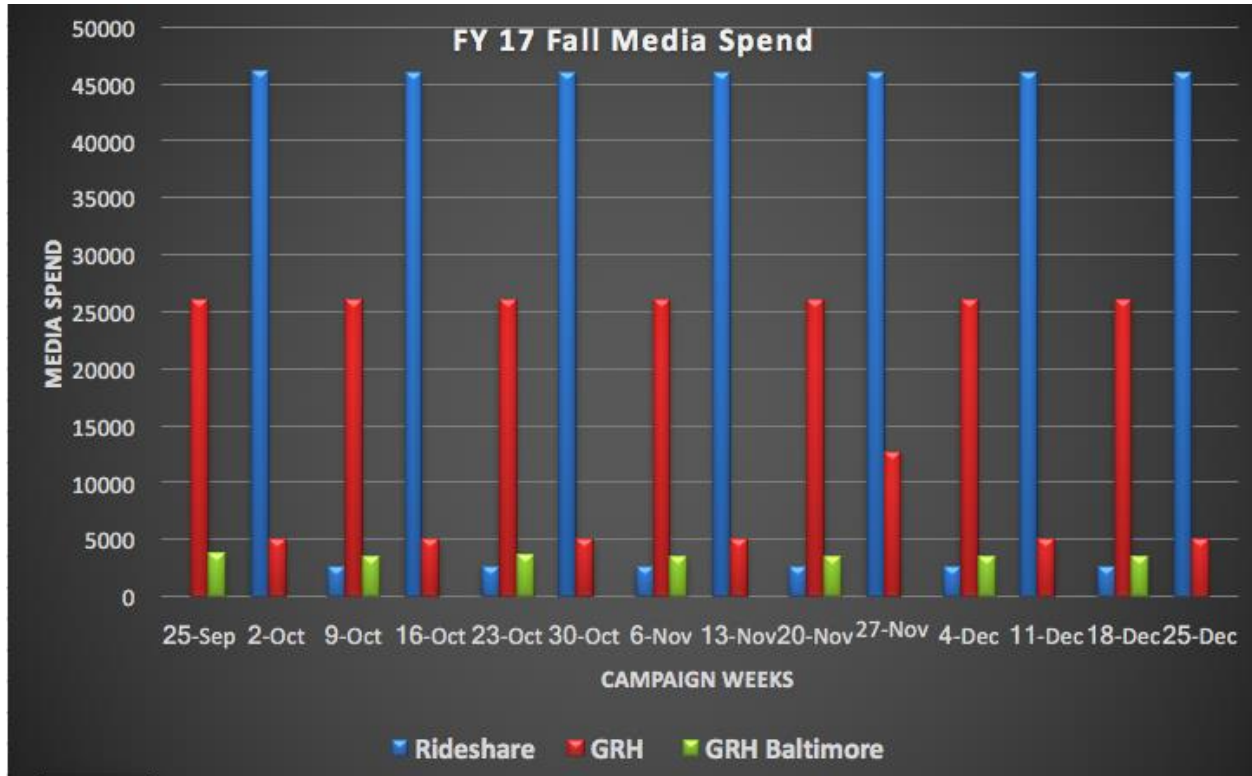
Commuter Connections FY2017 Fall Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																			
	Media Outlet	Format	Dial Position	Campaign to Run	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25		
GRH	Radio	WARK			9/25-12/31/17																			
		WBQB			9/25-12/31/17																			
		WFLS			9/25-12/31/17																			
		WFMD			9/25-12/31/17																			
		WFRE			9/25-12/31/17																			
		WWEG/WAFY			9/25-12/31/17																			
GRH - Baltimore	Social	YouTube	:15 & :30 videos		9/25-12/31/17																			
		Facebook	:15 & :30 videos		9/25-12/31/17																			
		:30 Audio			9/25-12/31/17																			
	Pandora	Banner/Tile Ads			9/25-12/31/17																			
		Radio	WBAL-AM/Baltimore			9/25-12/31/17																		
		Radio	WPOC-FM/Baltimore			9/25-12/31/17																		
Rideshare	Radio	WAMU			10/2-12/31																			
		WTEM	ESPN		10/2-12/31																			
		WLZL			10/2-12/31																			
		WPGC			10/2-12/31																			
		WTOP	News Talk		10/2-12/31																			
	Social Media	Facebook			10/2-12/31																			
		NBC Sports Washington	Social Media		10/2-12/31																			
		NBC Sports Washington			10/2-12/31																			
	Digital & Podcast	NBC Sports Washington			10/2-12/31																			
		WTOP.com Digital			10/2-12/31																			

GRH Baltimore radio can run any weeks, but social media and YouTube must run on different weeks than GRH, RS, and 'Pool Rewards.

Pool Rewards	Radio	WTOP-FM	News Talk	103.5	11/20-12/31/17																			
		Pandora Audio				11/20-12/31/17																		
		Pandora Banner/tile ads				11/20-12/31/17																		
Car Free Day	Radio	WIHT-FM	Top 40		9/4-9/18																			
		WWDC-FM	Rock	DC101.1		9/4-9/18																		
		WTOP-FM	News Talk	103.5		9/4-9/18																		
	Pandora	WTOP.com				9/4-9/18																		
		MegBiram.com				9/4-9/18																		
		500x500 tile				9/4-9/18																		
	Social	300x250 banner				9/4-9/18																		
		:30 audio				9/4-9/18																		
		300x250 banner			9/4-9/18																			
	Social	Facebook	FB Ad		9/4-9/18																			

Appendix D

FY2018 1st Half Paid Media Spend



Appendix E

Car Free Day Earned Media

Car Free Day 2017 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.

CFD 2017 Print /Online Coverage		
Date	Outlet	Topic linked to URL
2/23/17	Washington Area Bicycling Association	"Bike Car-Free in DC"
8/14/17	Wash Cycle	"Car Free Day 2017"
9/11/17	goDCgo	"How Are You Preparing for Car Free Day"
9/11/17	Gallaudet University	"Car Free Day" to take place Friday, September 22, 2017
9/21/17	EYA	Park It: Car Free Day September 22
9/20/17	Alexandria News	Car Free Day Is September 22
8/29/17	The Frederick News Post	County, city to participate in Car Free Day
9/18/17	WDVM	Car Free Day
9/21/17	Reston Now	Friday is 'Car-Free Day' in Fairfax County, DC Metro
9/22/17	Bethesda Magazine	Car Free Day
9/22/17	ORS News2Use	Car Free Day 2017
9/22/17	DC.gov	Washington, DC Joins Global Breathe Life Campaign for Cleaner Air
9/22/17	Meg Biram	Take a New Path to Work on Car Free Day
9/12/17	National Capitol Region	For one day, drop the car keys for cleaner air. Car Free Day is Sept. 22!
8/02/17	Arlington Magazine	Car Free Day
9/22/17	Prince William Living	Car Free Day
CFD 2017 Television Coverage		
9/18/17	Prince George's Community Television	National Car Free Day for the Washington Metropolitan area is Friday, September 22nd.
9/22/17	WDVM	

9/12/17	Frederick County MD	PSA: Car Free Day 2017
CFD 2017 Radio Coverage		
9/21/17	WTOP	Park it: Could you get to work car-free if you had to?
9/21/17	WMAL	Park it: Could you get to work car-free if you had to?

Appendix F

Car Free Day Digital Ad Analytics – WTOP.com

DIGITAL PERFORMANCE SUMMARY

Creative Performance

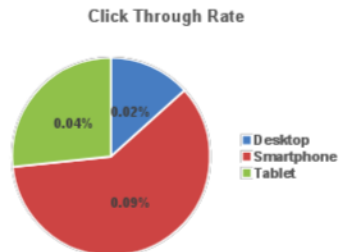
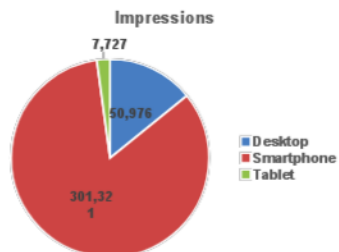
Creative	Ad server impressions	Ad server clicks	Ad server CTR
300 x 250	19,318	7	0.04%
300 x 600	14,401	5	0.03%
320 x 50	298,215	271	0.09%
468 x 60	5,693	6	0.11%
728 x 90	11,248	2	0.02%
970 x 90	11,149	2	0.02%
Total	360,024	293	0.08%

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WTOP.COM

DIGITAL PERFORMANCE SUMMARY

Device Category Performance

Device Category	Delivered Impressions	Clicks	CTR
Desktop	50,976	8	0.02%
Smartphone	301,321	282	0.09%
Tablet	7,727	3	0.04%
Totals/Averages	360,024	293	0.08%



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WTOP.COM

Car Free Day Digital Infographic

