



**Metropolitan Washington Council of Governments**

**FY21 Second Half  
Marketing Campaign Summary  
Final Report**

**Regional TDM Marketing Group**

**September 21, 2021**

**FY21 Second Half  
Marketing Campaign Summary**

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## Executive Summary

### Overview

This document summarizes Commuter Connections' FY21 second half marketing activity occurring between January and June 2021. The normally robust regional TDM Mass Marketing initiative remained on pause due to the COVID pandemic. Commuter Connections did however continue to provide assistance to essential workers and persevered with holding the Bike to Work Day event in May 2021, and the in-person Employer Recognition Awards ceremony in June 2021.

Although the COVID pandemic continued to have a significant impact on the region, great strides were made during the second half of FY21. After a year-plus of working from home for non-essential employees, nearly all who wanted to be vaccinated were given the opportunity to do so. In addition, by late spring, mandates for outdoor gatherings and indoor mask wearing were lifted for vaccinated individuals. This however turned out to be short-lived for some parts of the region, due to concerns of the "Delta variant". It should be noted that throughout the pandemic, mask wearing requirements were never lifted for public transit, hospitals, and certain other facilities.

### Bike to Work Day

Commuter Connections concluded its Bike to Work Day 2021 event sponsorship drive at the end of January 2021 and in early March 2021 launched online registration. The media buy for the Bike to Work Day marketing campaign ran for three weeks at a cost of \$64,185. The event was held on May 21, 2021 and marked the popular bicycling celebration's 20<sup>th</sup> anniversary. Due to the pandemic, registration was expectedly down by roughly 50 percent.

### Employer Recognition Awards

The 2021 Employer Recognition Awards program recognizes employers within the region who initiate outstanding worksite commute benefits and/or telework programs to assist employees. The nomination period concluded at the end of January, the Selection Committee meeting took place in March, and winners were honored at a ceremony in June. The media buy for the Bike to Work Employer Recognition Awards print ad was \$7,500.

### Regional TDM Recovery Campaign

Due to the coronavirus pandemic, the FY21 second half traditional mass marketing campaign which would have normally launched in February 2021, did not take place. A regional recovery campaign for FY22 was developed during the second half of FY21 and some outreach and marketing started to occur near the end of FY21. The campaign's message of "Look Again" aims to help transition commuters back to using transit and ridesharing in a safe and healthy manner. A portion of the campaign began in June 2021 at a media cost of \$4,050.

**CarpoolNow**

The CarpoolNow marketing campaign remained on hold due to the coronavirus pandemic.

**Flextime Rewards**

The Flextime Rewards marketing campaign remained on hold due to the coronavirus pandemic.

**incentTrip**

The incentTrip marketing campaign remained on hold due to the coronavirus pandemic.

**'Pool Rewards**

The 'Pool Rewards marketing campaign remained on hold due to the coronavirus pandemic.

## Introduction

The following reports which indicate respondents' attitudes, preferences, behaviors, and patterns about commuting were assessed as part of the planning process to help shape creative approaches and media selection and during the second half of FY21.

- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections 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
- 2019 Commuter Connections Bike to Work Survey Analysis Report

The second half of FY21 included the following activities:

- Bike to Work Day 2021
- Employer Recognition Awards 2021
- Regional TDM Marketing Group meetings (March and June 2021)
- Regional Recovery Campaign development
- Winter and spring newsletters

## 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 workers in the Washington, DC metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in the Washington, DC and Baltimore regions. Other key elements include TDM evaluation, incentive programs, and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with establishing and enhancing commuter programs for employees, including telework, and offering free collateral materials.

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- City of Fairfax
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax Connector
- Fairfax County Commuter Services
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- 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

## Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington, DC region, providing free commuting services and solutions for more than forty-five years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with access to routes and other alternative mode options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



## Bike to Work Day

In January, Commuter Connections concluded its annual sponsorship drive for the 2021 Bike to Work Day event. The sponsorship total was \$46,700 which included carryover donations from the previous year's cancelled event, plus new sponsor donations for 2021. Registration was launched in early March 2021, and after a one-year pandemic-induced hiatus, the spring bicycling tradition returned for its 20<sup>th</sup> anniversary in May 2021. Despite COVID restrictions and caps placed on the number of bicyclists permitted to register per 30-minute period (no more than 30), the event welcomed approximately 8,800 registrants.



The media buy included a heavy dose of streaming radio, plus digital banner ads, a sponsored online article, video, and Hispanic radio.

<b>Bike to Work Day Media Spending</b>	<b>Gross Dollars</b>	<b>COG Net Cost</b>	<b>Final Impressions</b>
WTOP.com	\$3,530	\$3,000	360,030
Pandora	\$41,178	\$35,000	3,568,775
Spotify	\$17,648	\$15,000	1,249,997
YouTube	\$1,688	\$1,688	147,026
El Zol radio	\$9,880	\$8,398	301,164
SOTS	\$588	\$500	25,394
PoPville	\$705	\$599	5,319
<b>Totals</b>	<b>\$75,217</b>	<b>\$64,185</b>	<b>5,657,705</b>



## Poster

A total of 64,000 marketing materials were printed to help promote the Bike to Work Day May 2021 event. Posters were mailed to 6,100 employers, and managers of 95 pit stops received quantities of both small and large posters, as well as rack cards for distribution within their local neighborhoods and jurisdictions. On a request basis, pit stop managers also received the Spanish version of the poster.

**BIKE TO WORK DAY 2021**

**Friday, May 21**  
FREE EVENT - REGISTER AT [BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)

Pre-Register by **May 14** for **FREE T-SHIRT\*** & **BIKE RAFFLE**  
Free refreshments & giveaways while supplies last.

**20th Anniversary**

Still working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

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

**WABA**  
WASHINGTON AREA BICYCLIST ASSOCIATION

**ICF**

**GO Alex**

**URBANSTEMS**

**BICYCLE SPACE**

**Bike Arlington**

**Marriott INTERNATIONAL**

**VERRA** Standards for a Sustainable Future

**AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS AASHTO**

**AMERICAN COLLEGE of CARDIOLOGY**

**FAIR LAKES**

**Giant**

**POTOMAC PRESIDENTS MD + DC + VA**

**VISIONZERO**  
prince georges

**goDCgo**  
powered by DC

**MDOT**  
MARYLAND DEPARTMENT OF TRANSPORTATION

**VDOT**  
Virginia Department of Transportation

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

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
\*T-Shirts available at pit stops to first 15,000 registrants.  
More than 90 pit stops in D.C., Maryland, and Virginia!  
Staggered hours and a strict COVID policy will be in place.

#BTWD2021

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

**bike to work day 2021**

# DÍA DE LA BICICLETA PARA IR AL TRABAJO 2021

**VIERNES 21 DE MAYO**  
EVENTO GRATUITO - REGÍSTRESE EN  
[BikeToWorkMetroDC.org](http://BikeToWorkMetroDC.org)

Regístrese previamente antes del 14 de mayo para recibir una CAMISETA GRATIS\* y participar en un SORTEO DE BICICLETAS.

20th Aniversario

¿Todavía trabajando desde casa? ¡No hay problema! Ve en bicicleta a tu punto de parada para una camiseta gratis y vuelve a casa nuevamente.

**ICF**  
Bike Arlington

**AMERICAN COLLEGE of CARDIOLOGY**

**VISIONZERO**  
VISION ZERO

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

**GO Alex**

**Marriott INTERNATIONAL**

**FAIR LAKES**

**goDCgo**  
powered by DC

**WABA**  
WASHINGTON AREA BICYCLIST ASSOCIATION

**URBANSTEMS**

**VERRA** Standards for a Sustainable Future

**Giant**

**MDOT**  
MARYLAND DEPARTMENT OF TRANSPORTATION

**BICYCLE SPACE**

**AASHIO**  
AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS

**PROLOGIC PARTNER**  
2021

**VDOT**  
Virginia Department of Transportation

Regístrese gratis en  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800,745,7433

#BTWD2021

Visite [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para más información acerca de los puntos de parada y los horarios. \*Camisetas disponibles en los puntos de parada a los primeros 15,000 participantes que se registren. Puntos de parada en D.C., Maryland and Virginia. Se mantienen los protocolos estrictos del Covid y se flexibilizan los horarios.

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

bike to work day  
2021

Rack Card

**Friday, May 21**

# BIKE TO WORK DAY 2021

*20th Anniversary*

Still working from home? No problem! Bike to your local "pit stop" for your free T-shirt and back home again.

**FREE EVENT – REGISTER AT**  
**BIKETOWORKMETRODC.org**  
 or call 800.745.7433

**Pre-Register by May 14 for**  
**FREE T-SHIRT\* & BIKE RAFFLE**  
 Free refreshments & giveaways  
 at participating locations,  
 while supplies last.

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations and times.  
 \*T-Shirts available at pit stops to first 15,000 registrants.  
 Pit stops in D.C., Maryland, and Virginia!  
 Staggered hours and a strict COVID policy will be in place.



bike to work day  
2021

  #BTWD2021



COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

WABA WASHINGTON AREA BICYCLIST ASSOCIATION

ICF

GO Alex

URBANSTEMS

BICYCLE SPACE

Bike Arlington

Marriott INTERNATIONAL

VERRA Standards for a Sustainable Future

AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS AASHTO

AMERICAN COLLEGE of CARDIOLOGY

FAIR LAKES

Giant

POTOMAC FEDERATION MD + DC + VA

VISIONZERO prince georges

goDCgo powered by dc

MDT MARYLAND DEPARTMENT OF TRANSPORTATION

VDOT Virginia Department of Transportation

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


 Printed on recycled paper



# Digital Banner Ads

**SOURCE OF THE SPRING**  
SILVER SPRING & TAKOMA PARK COMMUNITY NEWS


Home About Advertise Shop Subscribe Support Events



**Don't Stress. Take the Test**  
FREE COVID-19 testing sites & dates visit: [AAHPcovid.com](https://AAHPcovid.com)

## County Announces Memorial Day Schedule Changes

May 28, 2021



The county has released schedule changes that will be in effect on Memorial Day Monday, May 31. County and state offices, state courts and county libraries will be closed, as will the Brookside Nature Center.

**Friday, May 21**

**BIKE TO WORK DAY 2021**  
20th Anniversary

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

bike to work day 2021

## Sponsored Article/Digital Banner Ad- PoPville

ABOUT ▾ ADVERTISE CATEGORIES ▾ NEWSLETTER PATREON

Popville   
Est. 2006

SPONSORED

### Celebrate Bike to Work Day on May 21 (and Get a Free T-Shirt!)

PoP Sponsor May 12, 2021 at 1:15pm



The banner features a green background with a city skyline and a bicycle wheel. Text includes: 'BIKE TO WORK DAY 2021 20th Anniversary', 'Friday, May 21', 'Pre-Register by May 14 for FREE T-SHIRT\* & BIKE RAFFLE', 'Still working from home? No problem!', 'Ride to your local "pit stop" for your free T-shirt and back home again.', and 'Register for free at BIKETOWORKMETRODC.ORG 800.745.7433'. A logo for 'bike to work day 2021' is in the bottom right.

Did you know Friday, May 21, is [Bike to Work Day](#)?

No, this isn't another holiday the Internet invented (though we don't hate National Pizza Day). Bike to Work Day is a D.C. area holiday that's been around for 20 years now.

Here's how it works: On Friday, May 21, strap on your helmet and bike to work. If you're still working from home, you can still hop on your bike for a little cruise.

Along the way, stop by one of the 95 pit stops set up in D.C., Maryland and Virginia, and grab your Bike to Work Day T-shirt. (Masks are required.) Then, on you go to work — or back home!

Bike alone or feel free to grab your co-worker, friend or work-from-home buddy and have them ride along.

This is also a great way to celebrate Mental Health Awareness Month. You'll get to enjoy the springtime temps and stretch your legs — all while reaping the mental health benefits of exercise.

The event is free, and if you [pre-register by May 14](#) and attend, you get a free T-shirt (while supplies last) and bike raffle entry.

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

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# YouTube Video

The screenshot shows a YouTube video player for the video "Bike to Work Day 2021". The video player is the central focus, displaying a green and purple graphic with the text "BIKE TO WORK DAY 2021" and a bicycle illustration. Below the video, the title "Bike to Work Day 2021" is visible, along with the view count "54,025 views · May 3, 2021" and interaction buttons for like, comment, share, and save. The channel name "Commuter Connections" and its subscriber count "130 subscribers" are also shown. A description at the bottom of the video player reads: "The Washington, DC region's 20th Anniversary Bike to Work Day is Friday, May 21, 2021. Join us at 8:00 AM EDT for this FREE event for a healthy and safe way to start your day."

YouTube

Search

Sign Up Free

monday.com

START NOW

All Road bikes Recently uploaded

A Day with Danny MacAskill  
Eberhard Weir  
8.3K views · 1 week ago

Queen - Bohemian Rhapsody (Live Aid 1985)  
Live Aid  
84M views · 2 years ago

When I have a FEW MINUTES I make this cake, and everyone...  
Ricette 8000  
8M views · 1 month ago

Stevie Wonder Spain Live London 2008 480 x 360  
Joaquín Rodrigo Ed.  
315K views · 9 years ago

Tiny Baby Stoat Has The Best Reaction When She Meets...  
The Dodo  
14M views · 3 months ago

[SUB] Steamed Custard Buns :: Soft & Fluffy :: Easy Recipe  
최일민's delicious day  
2.3M views · 6 months ago

Victor Borge  
Nandras  
8.1M views · 11 years ago

Friday, May 21  
Register for free at  
biketoworkmetrodc.org

8:00 / 7:45  
6:33 / 6:30

54,025 views · May 3, 2021

5 1 0 SHARE SAVE

Commuter Connections  
130 subscribers

SUBSCRIBE

The Washington, DC region's 20th Anniversary Bike to Work Day is Friday, May 21, 2021. Join us at 8:00 AM EDT for this FREE event for a healthy and safe way to start your day.



## Social Media

**Bike to Work Day**  
Published by Hootsuite · May 14 at 6:00 PM · 🌐

Bike to Work Day 2021 is just a week away, and there's still time to register: [#BTWD2021](http://bit.ly/DCBTWD21)



**REGISTER TODAY!**

**BIKE TO WORK DAY 2021  
FRIDAY MAY 21**  
Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433

bike to work day 2021


178 People Reached      12 Engagements

Boost Post

4      1 Share

**Bike to Work Day**  
Published by Hootsuite · May 14 at 6:30 PM · 🌐

Whether you're working from home or commuting to work, give your health a boost by riding to a pit stop on the 20th anniversary of Bike to Work Day! Register today for [#BTWD2021](http://bit.ly/BTWD2021) [#health](http://bit.ly/BTWD2021) [#health](http://bit.ly/BTWD2021) <http://bit.ly/BTWD2021>



**STILL WORKING FROM HOME?**

**BIKE TO WORK DAY 2021  
FRIDAY MAY 21**  
Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433

bike to work day 2021

313 People Reached      19 Engagements

Boost Post

3      2 Shares

**Bike to Work Day**  
Published by Hootsuite · May 19 at 5:00 PM · 🌐

Wear bright or neon-colored clothing to help others see you! Flashing lights and reflectors can also be beneficial. <http://bit.ly/btwddc2021> [#BTWD2021](http://bit.ly/btwddc2021)



**GEAR UP!**

**BIKE TO WORK DAY 2021  
FRIDAY MAY 21**  
Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433

bike to work day 2021

506 People Reached      41 Engagements

Boost Post

8      5 Shares

**Bike to Work Day**  
Published by Hootsuite · May 20 at 12:30 PM · 🌐

It's almost that time! Sign up at <https://www.biketoworkmetrodc.org/> [#BikeToWorkDayDC](https://www.biketoworkmetrodc.org/#BikeToWorkDayDC) [#BTWD2021](https://www.biketoworkmetrodc.org/#BTWD2021) [#WashingtonDC](https://www.biketoworkmetrodc.org/#WashingtonDC) [#BikeDC](https://www.biketoworkmetrodc.org/#BikeDC)



**LAST CHANCE TO REGISTER!**

**BIKE TO WORK DAY 2021  
FRIDAY MAY 21**  
Register for free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433

bike to work day 2021

1,010 People Reached      47 Engagements

Boost Post

10      1 Comment 6 Shares

## T-shirt

Bike to Work Day 2021 T-shirt ranging in size from extra small to extra-large were given away free to the first 14,800 bicyclists who registered and attended. The Raspberry-colored T-shirts included a commemoration of the event's 20<sup>th</sup> anniversary.





## **Radio Scripts**

### **:30 Second Radio Script**

Join us on Friday, May 21<sup>st</sup> for the 20<sup>th</sup> Anniversary of Bike to Work Day organized by Commuter Connections and the Washington Area Bicyclist Association. This free event has over 90 pit stops in DC, Maryland, and Virginia. Still working from home? Get healthy in a safe way by biking to a pit stop, picking up your free T-shirt, then back home. A strict COVID policy will be in place and masks are required. Go to [Bike to Work Metro DC Dot Org](http://Bike to Work Metro DC Dot Org) to register. Bike to Work Day is sponsored by Go Alex, ICF, and Urban Stems.

### **:15 Second Radio Script**

Join us on Friday, May 21<sup>st</sup> for the 20<sup>th</sup> Anniversary Bike to Work Day! This free event has pit stops in DC, Maryland, and Virginia. A strict COVID policy will be in place and masks are required. Go to [Bike to Work Metro DC Dot Org](http://Bike to Work Metro DC Dot Org) to register.

## Employer Recognition Awards

The 2021 Employer Recognition Awards program recognized employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. The awards nomination period ended in January 2021, and the Selection Committee met in March 2021. Winners were honored in person on June 29, 2021 at the 24<sup>th</sup> annual awards ceremony at the National Press Club in Washington, DC. Speakers were the Chair and Vice Chair of the National Capital Region Transportation Planning Board, Charles Allen, District of Columbia Councilmember, and Pamela Sebesky, Vice Mayor City of Manassas respectively.

The Incentives Award winner was the National Institute of Allergy and Infectious Diseases, the Marketing Award winner was GEICO, and the Telework Award winner was American Speech-Language-Hearing Association. The Employer Services Sales Team Achievement Award winner was the District Department of Transportation, and the Employer Services Organization Achievement Award winner was the Fairfax County Department of Transportation.



## Invitation



**20 EMPLOYER  
21 RECOGNITION  
AWARDS**

**TUESDAY, JUNE 29, 2021**

8:30 am to 10:00 am  
Breakfast and Ceremony

RSVP online by JUNE 18, 2021  
[www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)

**HOSTED BY**

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

We congratulate employers in the Washington, DC metropolitan region who initiated outstanding programs encouraging employees to use commute alternatives.

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

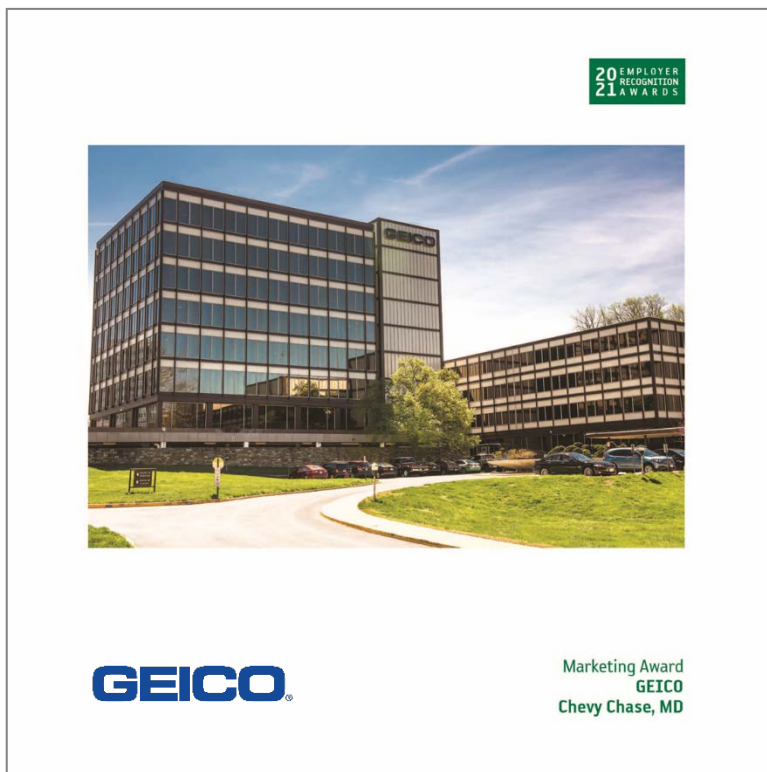
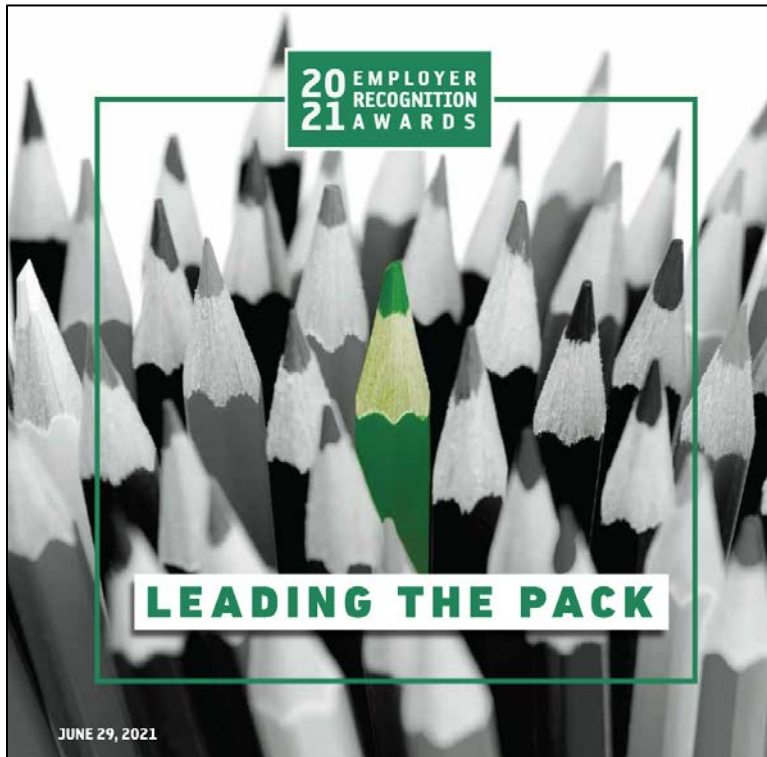
**THE NATIONAL PRESS CLUB**  
529 14th St. NW, Washington, DC 20045

Corner of 14th & F Sts., 13th Floor Ballroom  
Metrorail to Metro Center, exit onto 13th St.

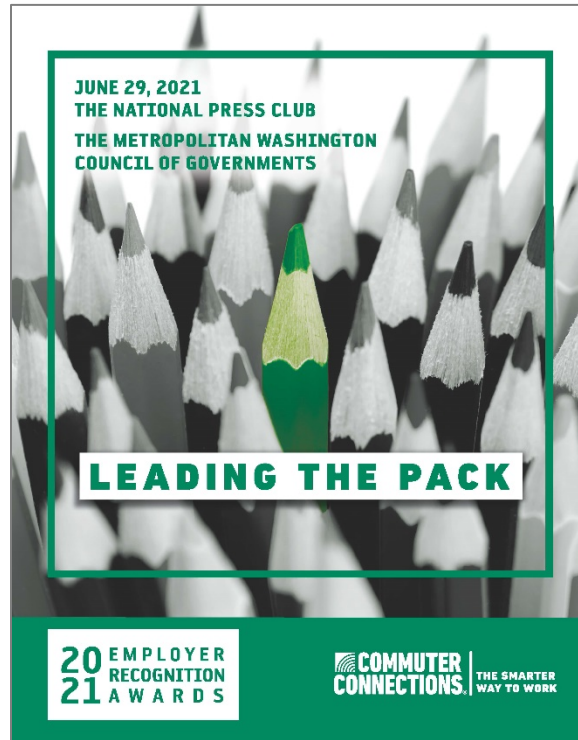
For questions contact [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org),  
202.962.3792.

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

Program Booklet



## Podium Sign




## Video



Giveaway Item (booklight)







**CONGRATULATIONS TO OUR**  
**WINNERS**

National Institute of Allergy and  
Infectious Diseases, NIH  
Rockville, MD  
**Incentives Award**

GEICO  
Chevy Chase, MD  
**Marketing Award**

American  
Speech-Language-Hearing Association  
Rockville, MD  
**Telework Award**

Honoring companies innovating  
and improving commuter mobility  
for their employees.

**20** EMPLOYER  
**21** RECOGNITION  
AWARDS

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.RIDE

## Regional Recovery Campaign

During the first half of FY21, Commuter Connections developed a Regional TDM Recovery marketing campaign to be launched at the onset of FY22 (July 2021). The campaign's message of "Look Again" aims to provide reassurance and help transition commuters back to using non-SOV methods of travel in a safe and healthy manner. The objective is for traffic congestion not to exceed pre-pandemic levels, due to avoidance of public transit and ridesharing.

A small portion of the media plan dollars began early placement in June 2021. The campaign will officially launch in its entirety during the summer months of FY22 in anticipation of a significant percentage of workers resuming daily commutes following Labor Day.

A facet of the regional recovery campaign's target audience are Equity Emphasis Area households, of which a noteworthy percentage are disproportionately transit dependent. Equity Emphasis Areas are small geographic areas that have concentrations of low-income or minority populations, or both, compared to the regional average.

### FY21 Portion of Regional TDM Recovery Campaign (June 2021)

<b>Media Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Estimate Impressions</b>
Patch	\$1,765	1,500	18,750
Petworth	\$59	\$50	15,000
WTOP Newsletter	\$2,941	\$2,500	368,450
<b>Totals</b>	<b>\$4,765</b>	<b>\$4,050</b>	<b>402,200</b>



## Creative Concepts

LOOK AGAIN

THE BUS IS CLEAN AND READY TO ROLL

You have been here for others—and your local bus is here for you. When you take transit, your safety is top of mind. Take another look, reconnect and ride with us, safely. Learn more at [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE.

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

CLEANED FREQUENTLY • SPACED SEATING • LOW COST

This advertisement features a dark blue background with a light blue and green graphic of a bus route. The route is represented by a solid green line with white location pins. A white arrow points to the right at the top. The text is in white, with 'LOOK AGAIN' in a large, bold font.

LOOK AGAIN

WE'RE READY TO ROLL

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

This advertisement features a dark blue background with a light blue and green graphic of a bus route. The route is represented by a solid green line with white location pins. A white arrow points to the right at the top. The text is in white, with 'LOOK AGAIN' in a large, bold font.

LOOK AGAIN

CLEAN AND BACK ON TRACK

Reconnect with your favorite ride. No matter where you need to go, the Metrorail and train are clean, spacious and safe. Learn more at [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE.

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

CLEANED FREQUENTLY • STAGGERED SEATING • LOW COST

This advertisement features a dark blue background with a light green and white graphic of a train route. The route is represented by a dashed white line with white location pins. A white arrow points to the right at the top. The text is in white, with 'LOOK AGAIN' in a large, bold font.

LOOK AGAIN


WE'RE BACK ON TRACK

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


This advertisement features a dark blue background with a light green and white graphic of a train route. The route is represented by a dashed white line with white location pins. A white arrow points to the right at the top. The text is in white, with 'LOOK AGAIN' in a large, bold font.

Social Media






## IN CASE YOU MISSED IT



FEDERAL NEWS NETWORK

June 28, 2021


### WORKFORCE



#### [Biden creates sweeping diversity and inclusion initiative through new executive order](#)

The executive order addresses everything from unpaid federal internships and pay equity for members of underserved communities to diversity and inclusion training and workplace harassment.


### FEDERAL NEWSCAST



#### [GAO thinks TSP should investigate how climate change will effect federal employees' retirement investments](#)

In today's Federal Newscast, agencies have new direction from the Biden administration to improve diversity, equity, inclusion and accessibility within the federal workforce.


### COMMENTARY



#### [Navigating your path to CMMC audit readiness](#)

Although the CMMC certification is new for everyone, the requirement is already in effect, and has been since September 2020.

Advertisement



#### [Look Again! The Bus Is Clean & Ready!](#)

You've been here for others and your local bus is here for you. Safety is top of mind on local transit. Take another look, reconnect and ride the bus to work.



# LOOK AGAIN



THE BUS IS CLEAN AND READY TO ROLL

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



## Local News

It's all about the neighborhood



Petworth restaurants reopen post-vaccine while prioritizing staff's needs.



July 4th celebration at Old Soldiers Home returns (updated)



Take advantage of the DC Security Camera Reboot Program (updated)



June brings amazing new blooming flowers to Petworth



Everyday Sundae brings premium ice cream to Kennedy Street



Petworth Area Listservs

### Community Calendar

- Recommend If You Like Cookbook Swap**  
Thu Jul 8th 6:00pm - 8:00pm
- ANC 4C Meeting**  
Wed Jul 14th 7:00pm - 9:00pm
- ANC 4D regular monthly meeting (Advisory Neighborhood Commission 4D)**  
Wed Jul 21st 6:30pm - 9:00pm

[OPEN FULL CALENDAR](#)

Once-a-week news email:

[SIGN UP FOR THE WEEKLY NEWSLETTER >](#)

## Register for the Celebrate Petworth Dog Show and try to win a prize!

June 29, 2021



The **Celebrate Petworth Festival** is returning this year after a Covid-hiatus, coming to the 800 block of Upshur Street on Saturday, September 25th from 11-5pm. The **Dog Show contest** is at noon — and you can register now to show off your pup for a chance to win part of the \$700 in available prizes!

[READ MORE](#)

[Drew](#) Leave a comment!

Share DC News, Events, Neighborhood, Petworth Dog Show, Celebrate Petworth

Track this!

## Petworth restaurants reopen post-vaccine while prioritizing staff's needs

June 28, 2021



Restaurants in Petworth are excited to move towards the pre-pandemic "normal," but they acknowledge that normal may still be a ways off — even with increased vaccine distribution in DC and the Mayor's decision to allow restaurants to return to 100% capacity. With that in mind, they are ensuring their staff comes first as they navigate the new economics of a post-vaccine District.

[READ MORE](#)

[Austin Schott](#) Leave a comment!

Share DC News, Neighborhood, Petworth, Restaurants, Post-Vaccine, Hiring, Promo

Track this!

**goDCgo**  
powered by DC

*Go Far with No Car*

Get around Brightwood and Brightwood Park by foot, bike, bus, scooter, rideshare, or carshare.

[LEARN MORE >>](#)

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DC GOVERNMENT OF DC  
U.S. HOUSE BOWSER MAYOR

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**realself.**

“It feels amazing to look in the mirror and feel sexy.”

Like 43 Realself Community Member

SEE MOMMY MAKEOVER RESULTS

Ask a question or share local news Post

**Wheaton Local News**

**New opportunity for Wheaton local journalists**

Are you passionate about your town? Patch Labs is giving local reporters the chance to earn a living by covering their own communities.

Learn more >>

Baltimore, MD | Breaking News | 2h

**MD 4th Of July 2021: Where To See Fireworks Plus Cancellations**

Which Maryland communities plan to hold 4th of July fireworks shows this year? Find out on Maryland Patch.

Deb Betz, Patch Staff

Think Reply Share

Baltimore, MD | News | 15h

**Missing In Maryland: 9 People Have Disappeared**

Have you seen any of these people who are missing in Maryland?

Elizabeth Janney, Patch Staff

**LOOK AGAIN**

THE BUS IS CLEAN AND READY TO ROLL

- CLEANED FREQUENTLY
- SAFETY GUIDELINES FOLLOWED
- LOW COST

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

**LOOK AGAIN**

THE BUS IS CLEAN AND READY TO ROLL

- CLEANED FREQUENTLY
- SPACED SEATING
- LOW COST

**COMMUTER CONNECTIONS.**  
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## Commuter Connections Newsletters

The winter and spring 2021 editions of the Commuter Connections newsletter were produced during the second half of FY21. The six page 4-color newsletter is produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections website.

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

Issue 1, Volume 25 WINTER 2021    **WHAT'S INSIDE**

- 3 Bike to Work Day Set for May 2021
- 4 New Policies for Electric Scooters/ E-Bikes in D.C. Expected
- 5 Spring/Summer 2021 Metro Platform Reconstruction
- 5 On-Demand PGC Link Service

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



### TRANSIT INNOVATIONS IN THE REGION

While 2020 was a year most said good riddance to, transit agencies can reflect back on several diamonds in the rough. Last fall brought state-of-the-art and groundbreaking bus innovations to the Washington, DC metropolitan region to help get your employees to and from work.

The appeal of developing bus solutions to relieve the region's congested roadways are many; beyond environmental gains, topping the reasons are lower costs and quicker deployment to get bus systems up and running.

Flash is a new bus rapid transit (BRT) network which serves the East side of Montgomery County, traveling along Colesville Road/Columbia Pike (US 29) and Lockwood Drive, between the downtown Silver Spring Transit Center, Four Corners, White Oak, Fairland and Burtonsville.

Unique station designs come with weather protection, pre-payment stations, and real-time transit information. The new articulated (bendy) style 80 passenger buses are extra-long and spacious. Buses are equipped with features such as free Wi-Fi and USB charging ports.

Flash buses are the first within the region where bicycles can be taken onboard, unlike conventional buses which have bike racks mounted to the front. Wheelchairs and strollers are also welcome to roll on board.

"The October launch of Flash significantly improved transportation options for Montgomery County residents. We've been encouraged by the community's enthusiastic reception and the growing ridership on our new service. Our success on US 29 informs and inspires our ongoing work to implement our countywide bus rapid transit plan," said Chris Conklin, Director, Montgomery County Department of Transportation.

Flash is not the first BRT in the region, but it is the first in Maryland. Metroway was introduced in 2014 as part of the Metrobus system and has gained wide popularity for speedily transporting riders along Route 1 between

Arlington and Alexandria from Pentagon City to the Braddock Road Metrorail station, via Potomac Yard.

The Flash system has bus-only shoulders in the northern part of the US 29 corridor, north of its Tech Rd. Station, allowing the buses to travel at more predictable rates of speed, making them more reliable, especially during rush hours. In addition, Flash buses use transit signal priority to extend green lights and shorten red lights to advance through some 15 intersections more efficiently.

With several features similar to Metrorail's efficiency, BRT platforms are essentially level with bus entryways to make boarding and deboarding faster. Additionally, all doors open when the bus arrives, allowing riders to enter or exit from any of the three doors instead of waiting in line for just one.

Flash's Blue route operates weekdays only during rush hours, (5:30 to 8:00 am) and (3:30 to 7:00 pm), and travels between the Silver Spring Transit Center and Burtonsville. Buses arrive at least every 15 minutes, and where Blue and Orange routes overlap, service is every 7 to 8 minutes.

Flash's Orange route operates seven days a week, all day (5:30 am to 11:55 pm) and travels between the Silver Spring Transit Center and Briggs Chaney. Buses arrive at least every 15 minutes, and on weekdays where Orange and Blue routes overlap, every 7 to 8 minutes during rush hours.



*Photo courtesy of Montgomery County Department of Transportation.*

**Continued on page 2**

- 3 Re-Starting Your SmartBenefits Program
- 4 New Regional Bike Map, Other Bikes to Work Resources
- 5 Metro Improves Bus, Rail Commutes
- 6 Employer Services Representatives

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



## GOING BACK TO THE WORKPLACE: COMMUTER CONNECTIONS CAN HELP

A recent Commuter Connections survey found that among employers who participated in its employer programs, 55 percent had all of their employees teleworking every workday during the pandemic. In all, 97 percent of employers had their employees teleworking at least some of the time. This compares to the one-third of regional employees who teleworked at least some of the time, pre-pandemic. (Source: 2019 Commuter Connections State of the Commute Survey).

After the pandemic is over, it is likely that many, if not most, of these employees will want to continue to telework beyond pre-pandemic levels. The survey found that 57 percent of work sites expected to see a long-term increase in post-pandemic teleworking.



**COMMUTE WITH CONFIDENCE:**  
COVID-19 Commuting Tips & Resources



[www.commuterconnections.org/covid19-commuting/](http://www.commuterconnections.org/covid19-commuting/)

As part of the recovery plan, employees might be interested in changing their work schedules or commute mode rather than resume driving alone in traffic five days a week.

Employers offer work/life balance in part through flexible work schedules, compressed work weeks and staggered work hours. A flexible work schedule allows employees to choose a different work schedule to meet personal or family needs. A compressed work week, in the case of a full-time employee, includes working 80 hours every two weeks in fewer than ten workdays. With staggered work hours, employees arrive and depart work at different times with different shifts. Shifts might be staggered anywhere from 15 minutes to several hours. Commuter Connections Employer Services representatives can help employers establish these schedule changes.

A new commute mode, whether a bus, train, carpool or vanpool, can shorten employees' commutes if their route includes a high occupancy vehicle (HOV) lane. Walking or biking to work can help employees with an exercise routine during their commute.

Resources can be found on the Commuter Connections website that will support employers and their employees during the transition back to the workplace. The Commute with Confidence clearinghouse offers COVID-19 related safety tips and recommendations to commuters on the use of alternatives to driving alone.

"The clearinghouse has helped employers and their employees navigate the new commuting landscape by providing them with the information they need to plan ahead and consider their options during these unusual times and as part of the region's recovery," said Commuter Connections Director Nicholas Ramfos.

Continued on page 2



## Federal ETC Updates Newsletter

The winter and spring 2021 editions of the Commuter Connections Federal ETC Updates newsletter were produced during the second half of FY21. The two-sided black & white newsletter is produced and distributed quarterly to Federal Employee Transportation Coordinators via GSA. It is also available in .pdf format on the [www.federaletc.org](http://www.federaletc.org) website.

WINTER 2021

# FEDERAL ETC UPDATES

## NAVSEA – THE FORCE BEHIND THE FLEET



Naval Sea Systems Command (NAVSEA) known as “*The Force Behind the Fleet*” designs, builds, delivers, and maintains the United States Navy’s ships and submarines and their combat systems. NAVSEA is the largest of the Navy’s five system commands and with a fiscal year budget of more than \$4.0 billion, NAVSEA accounts for about one quarter of the Navy’s entire budget.

The origin of NAVSEA dates back to the late 18<sup>th</sup> century when piracy against American merchant trading vessels became problematic along the Barbary Coast of Northern Africa. After the Revolutionary War, ships from the newly independent American colonies were no longer under the protection of the British Empire. This enabled the Barbary States to overtake unprotected American ships at will and without repercussion.

Lacking a proper navy, the fledgling American government could do little to prevent such seizures and in 1793, matters got worse when eleven American merchant ships were captured and held for ransom. As part of the Naval Act of 1794, passed by the 3<sup>rd</sup> U.S. Congress and signed into law by President George Washington, Commodore John Barry was charged to oversee the construction of a 44-gun frigate. It was the beginning of what is now NAVSEA.

Fast forward to modern day warfare, and the Navy’s mission to protect U.S. interests here and abroad has not changed, although the size, scope, and weaponry has. Today, with a global workforce of more than 82,000 civilian and military personnel, NAVSEA’s challenges are much like any large

government agency, which includes the concerns of getting its employees to and from work cost-effectively and efficiently.

In December 2020, NAVSEA held a virtual commuter event for the approximately 5,000 Washington Navy Yard headquarters personnel with the anticipated return of normal-level commuting options in a post-pandemic environment. Online attendees learned about the latest developments from representatives of Commuter Connections, OmniRide, Transform 66, and Vanpool Alliance.

For example, half-price fares are available on OmniRide I-66 bus routes from Gainesville.

In Virginia, riders in new vanpools of 5 or more riders pay only \$150 per month for the first 12 months. Plus, mobile apps and incentives programs (CarpoolNow, incenTrip, and Pool Rewards) from Commuter Connections pay cash rewards to commuters for using greener ways to commute.

The commuter subject experts from these various organizations presented on a multitude of topics such as: Upcoming Improvements on I-66, Local and Regional Commuter Assistance Programs, Commuter Resources Available Online and on Mobile Devices, and Financial Incentives for New and Existing Vanpools & Carpools. Afterward, the format of the event consisted of a panel discussion and allowed for the guest panel to field questions from NAVSEA personnel.

For more information, visit [www.navsea.navy.mil](http://www.navsea.navy.mil).



SPRING 2021

# FEDERAL ETC UPDATES

REVIEW YOUR SMARTBENEFITS / CHANGES TO SMARTRIP® CARDS



As your federal worksite reopens in the near future it will be important to review your agency's transit benefits program so employees who used transit and vanpools to get to work pre-pandemic, won't feel pressure to drive alone and contribute to the region's congested highways and city streets. SmartBenefits are the key to unlocking your employees' former transit and vanpool ways.

Most federal employees are still enrolled in SmartBenefits and unclaimed benefits are automatically credited back to your agency each month. Employees can confirm their SmartBenefits enrollment status by checking the SmartBenefits Dashboard linked to their SmarTrip® account.

According to the Commuter Connections 2019 State of the Commute Survey, respondents who worked for federal agencies were more likely to report availability of commuter benefits/services at their worksites, compared to non-federal employees. Federal workers also had greater access for the most individual commuter benefits/services. This was especially true for transit/vanpool subsidies as 75% of federal workers said that subsidies were offered. Only 51% of non-profit workers and even fewer state/local agencies (30%) and private sector firms (29%) reported that transit/vanpool subsidies were made available to them by their employer. The high availability of transit/vanpool subsidies among federal employees is due

to mandates. In 2021, the maximum commuter benefits amount was \$270/month.

Employees who use transit are more likely to arrive on time and more relaxed than their driving co-workers. When employees are making a change in their routine (starting a new job, moving to a new place, adjusting back to normal life after the pandemic) it's a great time to reacquaint or introduce them to commuting by transit. SmartBenefits is a benefit that has tax advantages for employees. Participating employees can save over \$1,600 on their taxes annually.

SmartBenefits can also be allocated to MARC, VRE, MTA Commuter Bus, MetroAccess, vanpools, and Metrorail parking. Contactless fare payments can be made on a smartphone or smartwatch.

SmartBenefits are easy to administer, especially with the free help available from Commuter Connections. For assistance, please call 800-745-7433


Metro is installing Metrorail faregates which will no longer accept SmarTrip® cards that were bought before 2012. Pre-2012 SmarTrip® cards use an outdated chip technology. If your employees have a card that was purchased before 2012, they will need to transfer their

Continued on back

## E-Newsletters

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



### Transit Innovations in the Region

While 2020 was a year most said good riddance to, transit agencies reflect on several state-of-the-art and groundbreaking bus innovations brought to the region.

[More News](#)




### Spring/Summer 2021 Metro Platform Recons

Metro will temporarily close six stations in 2021 to reconstruct outdoor platforms. Stations include Arlington Cemetery and Adams Morgan this spring, and four Green Line stations this summer.

### Bike to Work Day Set for May 21, 2021

Those still working from home in May can bike to a nearby park for exercise and a free T-shirt. COVID rules and staggered hours have been established by organizers for the benefit of maintaining public health.


**READ FULL NEWSLETTER**

 [COMMUTERCONNECTIONS.ORG](https://www.commuterconnections.org)

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

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



### Going Back to the Workplace: Commuter Connections Can Help

Resources can be found on the Commuter Connections website that will support employers and their employees during the transition back to the workplace.

[More News](#)



### Re-Starting Your SmartBenefits Program

As your worksite re-opens it will be vital to restart your company's transit benefits program or employees who previously used transit to get to work will feel more pressure to drive.

### New Regional Bike Map, Other Bike to Work Resources

A new regional paper bike map is now available from Commuter Connections which covers significant off-street and on-street bike routes within the District of Columbia, Suburban Maryland, and Northern Virginia.

## APPENDIX A

### Performance Measures

#### Web Visits

Month	FY 2020 Web Visits	FY 2021 Web Visits	+/-	+/- %
January	11,699	3,410	(8,289)	-70.9%
February	10,320	4,710	(5,610)	-54.4%
March	9,010	4,007	(5,003)	-55.5%
April	4,320	4,210	(110)	-2.5%
May	3,998	6,717	2,719	68.0%
June	6,109	5,755	(354)	-5.8%
	<b>45,456</b>	<b>28,809</b>	<b>(16,647)</b>	<b>-36.6%</b>

#### Phone Calls

Month	FY 2020 Phone Calls	FY 2021 Phone Calls	+/-	+/- %
January	1,197	144	(1,053)	-88.0%
February	853	159	(694)	-81.4%
March	730	131	(599)	-82.1%
April	152	133	(19)	-12.5%
May	122	178	56	45.9%
June	170	205	35	20.6%
	<b>3,224</b>	<b>950</b>	<b>(2,274)</b>	<b>-70.5%</b>

## GRH Applications

Month	GRH FY 2020 Applications	GRH FY 2021 Applications	Change	%
January	846	198	-648	-76.6%
February	635	207	-428	-67.4%
March	552	171	-381	-69.0%
April	272	39	-233	-85.7%
May	227	129	-98	-43.2%
June	202	143	-59	-29.2%
	<b>2,734</b>	<b>887</b>	<b>-1,847</b>	<b>-67.6%</b>

## Rideshare Applications

Month	Rideshare FY 2020 Applications	Rideshare FY 2021 Applications	Change	%
January	1,051	702	-349	-33.2%
February	1,013	815	-198	-19.5%
March	1,008	689	-319	-31.6%
April	718	502	-216	-30.1%
May	90	506	416	462.2%
June	97	445	348	358.8%
	<b>3,977</b>	<b>3,659</b>	<b>(318)</b>	<b>-8.0%</b>

APPENDIX B

Bike to Work Day 2021  
Earned Media Placements

<b>Bike to Work Day 2021 Media Coverage</b>		
<b>Television Interviews</b>		
05/20/2021	ABC7	<u>Bike to Work Day is on Friday: here's how you can register and get a free T-shirt</u>
05/20/2021	Telemundo	<u>Día de ir en bicicleta al trabajo</u>
<b>Additional Radio/Television Coverage</b>		
03/6/2021	WTOP	<u>Early registration opens for DC-area's annual 'Bike to Work Day'</u>
05/03/2021	WTOP	<u>In Montgomery Co., telecommuters invited to 'fake commute' for Bike to Work Day 2021</u>
05/20/2021	WHUR	<u>Ditch the Car: Friday Is Bike to Work Day</u>
05/21/2021	WDVM	<u>20th annual Bike to Work day celebrated differently post-pandemic</u>
<b>Print/Online Coverage</b>		
03/1/2021	PATCH	<u>'Bike to Work Day' Adds Pit Stops For Arlington Telecommuters</u>
03/24/2021	The GeorgeTown Dish	<u>Wheels Down, Georgetown</u>
03/29/2021	The Southern Maryland Chronicle	<u>Tri-County Council for Southern Maryland Bike to Work Day Registration Now Open</u>
04/20/2021	City of Fairfax	<u>Bike to Work Day</u>

04/21/2021	PATCH	<a href="#"><u>Bike to Work Day - It happens in Fairfax</u></a>
04/22/2021	ArlingtonNOW	<a href="#"><u>Bike to Work Day is Back and Set for Next Month</u></a>
05/03/2021	Capitol Hill BID	<a href="#"><u>Register for Bike to Work Day 2021</u></a>
05/04/2021	Potomac Local News	<a href="#"><u>It's Bike to Work day again on May 21</u></a>
05/05/2021	Montgomery Community Media	<a href="#"><u>MAY 21 IS BIKE TO WORK DAY</u></a>
05/05/2021	Anacostia BID	<a href="#"><u>MAY 21   Bike to Work Day Anacostia Pit Stop</u></a>
05/05/2021	Technical.ly	<a href="#"><u>Capital Bikeshare riders can once again earn angel status</u></a>
05/08/2021	Prince William Living	<a href="#"><u>Around Town Bike to Work Day</u></a>
05/08/2021	Bethesda Transit Solutions	<a href="#"><u>Bike to Work Day</u></a>
05/11/2021	Loudon Times-Mirror	<a href="#"><u>Registration open for D.C. region's 'Bike to Work Day'</u></a>
05/11/2021	Zebra	<a href="#"><u>Alexandria Residents Encouraged to Take Part in Bike to Work Day May 21</u></a>
05/12/2021	Popville (Paid-sponsored article)	<a href="#"><u>Celebrate Bike to Work Day on May 21 (and Get a Free T-Shirt!)</u></a>

05/13/2021	Connection Newspaper	<u>Biking and Trail Use Continues to Grow in Northern Virginia</u> <u>Pit Stop gathering is out, but Bike to Work Day is still on for May 21.</u>
05/14/2021	Bristow Beat	<u>OmniRide Encourages Residents to Bike to Work on May 21</u>
05/14/2021	OmniRide	<u>OmniRide Encourages Residents to Bike to Work on May 21</u>
05/17/2021	Tyson Reporter	<u>Weekly Planner: Fredericksburg Nationals, Bike to Work Day, and Angie Kim</u>
05/17/2021	PATCH	<u>Weeks Upcoming Events Leesburg Area</u>
05/17/2021	Greater Greater Washington	<u>Events: Join GW for a chat about what planners do, and their role in the federal government and environmental justice</u>
05/18/2021	ALXNow	<u>Morning Notes</u>
05/18/2021	Prince William Living	<u>People to Meet: Area Networking Events</u>
05/18/2021	PATCH	<u>Bike to Work Day Returns In 2021 With Mount Vernon Area Pit Stops</u>
05/19/2021	Maryland Today	<u>Friday's Bike to Work Day Celebrated on Campus</u>
05/20/2021	The Georgetowner	<u>Weekend Round Up (May 20th)</u>

05/20/2021	The Washingtonian	<u><a href="#">Bike to Work Day Makes a Comeback Tomorrow—for Teleworkers</a></u>
05/20/2021	Potomac Local News	<u><a href="#">What's behind the 'strict zero tolerance' mask policy in effect for bike-to-work day</a></u>
05/20/2021	DCist	<u><a href="#">11 Virtual and IRL Things To Do Around D.C. This Weekend</a></u>
05/21/2021	Reston Now	<u><a href="#">Morning Notes</a></u>
05/21/2021	Montgomery Community Media	<u><a href="#">5 THINGS TO KNOW TODAY, MAY 21, IN MONTGOMERY COUNTY</a></u>
05/27/2021	Connections Newspaper	<u><a href="#">The Weather, Tee Shirts and Fresh Air Made Bike to Work Day a Success</a></u>



## APPENDIX C

### Bike to Work Day 2021 Click Thru Results

Program	Media	Amount Spent	Impressions	Interactions (Click Thrus)	Interaction Rate (CTR)	Cost Per Interaction
Bike to Work Day 2021	WTOP.com	\$3,000	360,030	567	0.16%	\$5.29
Bike to Work Day 2021	Pandora	\$35,000	3,568,775	5,047	0.14%	\$6.93
Bike to Work Day 2021	Spotify	\$15,000	1,249,997	276	0.02%	\$54.35
Bike to Work Day 2021	YouTube	\$1,688	147,026	260	0.18%	\$6.49
Bike to Work Day 2021	SOTS.com	\$500	25,394	89	0.35%	\$5.62
Bike to Work Day 2021	PoPville	\$599	5,319	149	2.80%	\$4.02