

COMMUTER CONNECTIONS

FY21 Second Half Marketing Activities

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Senior Marketing Manager

Regional TDM Marketing Group
March 16, 2021

FY21 Second Half Marketing Activities

- Bike to Work Day
- Employer Recognition Awards
- Newsletters
- Regional Recovery Campaign

Posters

BIKE TO WORK DAY 2021

Friday, May 21
FREE EVENT - REGISTER AT BikeToWorkMetroDC.org

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

Logos: COMMUTER CONNECTIONS, WABA, ICF, GO Alex, URBANSTEMS, BICYCLE SPACE, Bike Arlington, Marriott INTERNATIONAL, VERRA, AASHIO, AMERICAN COLLEGE OF CARDIOLOGY, FAIR LAKES, Giant, VISIONZERO, goDCgo, MDT, VDOT.

Register free at BIKETOWORKMETRODC.ORG 800.745.7433 #BTWDC2021

Visit 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 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

Regístrese previamente antes del 14 de mayo para recibir una **CAMISETA GRATIS*** y participar en un **SORTEO DE BICICLETAS**.
Refrigerios y obsequios sin cargo en los lugares participantes hasta agotar provisiones.

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.

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Regístrese gratis en BIKETOWORKMETRODC.ORG 800.745.7433 #BTWDC2021

Visite 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

Rackcard

Friday, May 21

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#BTWD2021



Logos include: 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 PERLETS MD & DC; VISIONZERO; goDCgo powered by G.; MDT MARYLAND DEPARTMENT OF TRANSPORTATION; VDOT Virginia Department of Transportation.


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

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


T-shirt






Press Release







Metropolitan Washington
Council of Governments

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NEWS RELEASE
Early registration for Bike to Work Day 2021 is now open
Mar 1, 2021   



After a year of unprecedented change, [Commuter Connections](#) and the [Washington Area Bicyclist Association \(WABA\)](#) are excited to announce that registration for the **20th Annual Bike to Work Day (BTWD)** event has opened. The event will take place on Friday, May 21, with pit stops in the District of Columbia, Maryland, and Virginia. The first 15,000 people to register and attend will receive a free t-shirt.

The annual BTWD event traditionally celebrates bicycling as a fun, eco-friendly, low-cost commuting option, and it provides both physical and mental health benefits. To make sure even those working from home can participate, Commuter Connections is encouraging telecommuting registrants to bike to a local pit stop early in the day for a free t-shirt and then cycle back home to start the workday.

Recent News [VIEW ALL](#)

NEWS RELEASE
Early registration for Bike to Work Day 2021 is now open

TPB NEWS
Get to know the TPB's Community Advisory Committee

TPB NEWS
Voices of the Region survey gauges opinions on future of transportation

NEWS HIGHLIGHT
Regional support continues on COVID-19 vaccine efforts

Contacts

For all media inquiries:
Office of Communications

Employer Recognition Awards



Employer Recognition Awards

- Selection Committee meeting
March 19, 2021
- Review and rank nominees
- Silent Balloting



Employer Recognition Awards

- Giveaway items
- Invitations
- Print ad
- Program Booklet
- Trophies
- Venue logistics
- Video production



Newsletter



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

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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 disembarking 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

SPRING/SUMMER 2021 METRO PLATFORM RECONSTRUCTION

An ongoing effort by the Washington Metropolitan Area Transit Authority (WMATA) to improve deteriorating outdoor Metrorail platforms will cause several stations to temporarily close for reconstruction in 2021. According to a WMATA press release, six Metrorail stations are anticipated to close for a portion of 2021.

Arlington Cemetery and Addison Road stations will be closed for approximately three months from February, through May 2021. Silver Line trains will pass through the Addison Road construction site, using a single track and without stopping. As a result of the Arlington Cemetery station closure, there will be no Blue Line rail service. The Yellow Line will serve all Metrorail stations south of Arlington Cemetery, including Van Dorn Street and Franconia-Springfield.

During summer 2021, four Green Line Metrorail stations in Maryland will be closed for platform replacement and station renovations. Those stations include West Hyattsville, Prince George's Plaza, College Park – University of Maryland, and Greenbelt.

WMATA is working closely with local jurisdictions and transportation agencies to identify transportation solutions



Photo courtesy of WMATA

for riders displaced by the construction work. Free shuttle buses will be utilized to assist the mitigation efforts.

Commuter Connections will monitor the construction process and update its Metrorail Station Platform Improvement Project webpage with a complete listing of transportation alternatives as WMATA and local jurisdictions provide further announcements. Commuter Connections' free ridesharing services and real-time ridesharing app, CarpoolNow, are available to commuters seeking transportation solutions during the service disruptions. For more information, visit www.commuterconnections.org/metro-station-shutdown.

ON-DEMAND PGC LINK SERVICE

The Prince George's County Department of Public Works and Transportation (DPW&T) launched a demonstration project to provide an app-based on-demand curb to curb service.

"The COVID-19 pandemic has greatly impacted the Prince George's County community. However, this did not stop DPW&T from implementing innovative service options for residents and essential workers," said Anthony Foster, Chief of Transit Planning.

The PGC Link is classified as Microtransit and has no fixed stops or schedules and comes directly to you when a ride is booked Monday through Saturday, during service hours.

Passengers will be picked up or dropped off inside a defined zone, an approximate 17-square mile service area. Wait times are based on vehicle availability.

The service works similar to Uber or Lyft and is driven through TransLoc, a Ford Mobility company. After requesting a ride using the TransLoc app, customers will be given an estimated pickup time and can track their vehicle using their mobile device as it travels toward the pickup point.

"PGC Link, a new on-demand, door to door transit option is operating in the greater Fort Washington area, safely connecting residents to important services and amenities in southern Prince George's County," Foster added.

Fare is \$2 and payable only by credit card, either through the app or the driver. Popular destinations within the PGC Link zone include Fort Washington Hospital, Harmony Hall, Livingston Square, MGM Casino, National Harbor, Old Fort Village Shopping Center, and Tanger Outlets.

For more information to share with your employees about PGC Link, including how to download and use the app, visit www.princegeorgescountymd.gov/3391/microtransit.



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Federal ETC

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 \$40 billion, NAVSEA accounts for about one quarter of the Navy’s entire budget.

The origin of NAVSEA dates back to the late 18th 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 3rd 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.

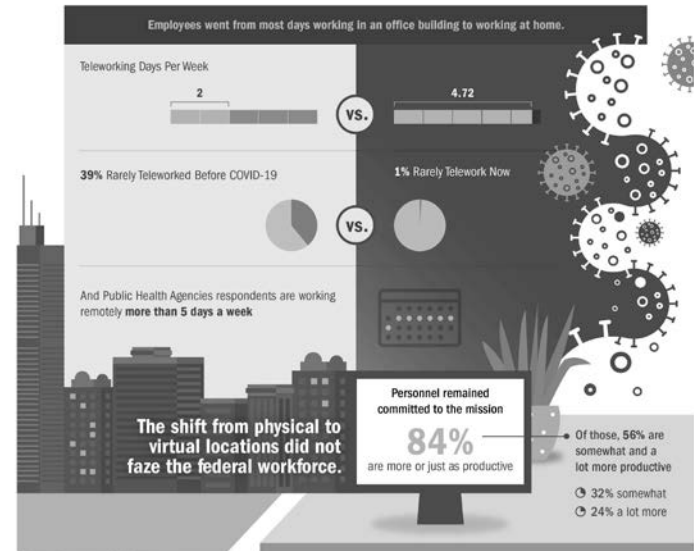
HOW HAS COVID-19 CHANGED THE WAY THE GOVERNMENT DOES ITS WORK?

How has COVID-19 Changed the Way the Government Does its Work?

There’s no going back as agencies anticipate a future with much greater use of IT to serve the public

SAIC

Follow the journey of how we got here and the data driving what’s next.



Infographics courtesy of SAIC.

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eNewsletter

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK


NEWSLETTER | The Capital Information Source for DC, MD, VA



Transit Innovations in the Region

While 2020 was a year that laid good odds to, transit agencies can reflect on several state-of-the-art and groundbreaking bus innovations brought to the region.

[More News](#)



Spring/Summer 2021 Metro Platform Reconstruction

Metro will temporarily close six stations in 2021 to reconstruct deteriorating outdoor platforms. Stations include Arlington Cemetery and Addison Road 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 pit stop for exercise and a free T-shirt. COVID rules and staggered hours have been established by organizers for the benefit of maintaining public health safety.

New Policies for Electric Scooters/E-Bikes in DC

Safety improvements are coming later this year for electric scooter and e-bike use in the District. New regulations for "Shared Fleet Devices" include a public complaint hotline, locking device requirements, and limitations on speed.

On-Demand PGC Link Service

A new demonstration project was launched in Prince George's County serving the greater Fort Washington area. The app-based service provides curb-to-curb on-demand transportation.

[READ FULL NEWSLETTER](#)

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Regional Recovery Marketing Campaign

Goals and Objectives:

- Part of a larger regional recovery from the pandemic
- Messaging will focus on safe and reliable commuting options
- Focus on essential workers and equity emphasis areas
- Focus on a return to local transit, commuter bus routes, and carpools and vanpools
- Determine optimal timing to release the campaign

Regional Recovery Messaging

- Restore trust in transit use.
- Optimism and confidence.
- Safety assurance and regional readiness.
- Ridesharing with “people you know.”
- Bus ridership incentives for specific populations in equity emphasis areas.

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