



**COMMUTER CONNECTIONS**  
**REGIONAL TDM MARKETING GROUP**  
FY2017 MARKETING ACTIVITY

June 20, 2017

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality





# INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards
- Car Free Day





Spring Umbrella Campaign

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK

## SPRING FY17 MEDIA BUDGET (NET)

Radio	\$228,863
Podcast	\$ 12,000
Google	\$ 3,600
Online/Mobile in-app	\$ 62,500
Social Media	\$ 5,000
Out Of Home	\$ 22,400
<b>Total Paid Media:</b>	<b>\$334,363</b>
<b>Added Value:</b>	<b>\$ 48,060</b>



# SPRING PAID MEDIA

MEDIA      2/20 2/27 3/6 3/13 3/20 3/27 4/3 4/10 4/17 4/24 5/1 5/8 5/15 5/22 5/29 6/5 6/12 6/19 6/26

## Gauranteed Ride Home

Radio	✓	✓	✓	✓	✓									✓	✓	✓		
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓	✓	✓		
Digital	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓	✓		

## GRH Baltimore

Radio	✓		✓		✓		✓		✓								✓	✓
Social Media	✓	✓		✓		✓		✓		✓				✓		✓		
Digital	✓	✓		✓		✓		✓		✓				✓		✓		

## Rideshare

Radio	✓	✓		✓		✓		✓						✓		✓			✓
Social Media	✓	✓		✓		✓		✓		✓				✓		✓			✓
Digital	✓	✓		✓		✓		✓		✓				✓		✓			✓
Out of Home (OOH)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

# SPRING RIDESHARE RADIO & PODCASTS

Flight dates: 2/20, 3/6, 3/20, 4/3, 4/17, 5/22, 6/5, 6/26

Podcast Dates: 3/6, 3/20, 4/3, 4/17, 5/22, 6/5



<- PODCASTS ->



# SPRING RIDESHARE SOCIAL & DIGITAL

Flight dates: 2/20, 3/6, 3/20, 4/3, 4/17, 5/22, 6/5, 6/26

WTOP: 2/20 – 6/30 (every other week)



Facebook



Google Text Ads



Web/Mobile/Tablet, Newsletters & Mobile in-app



# SPRING RIDESHARE OUT OF HOME ADVERTISING

Flight dates: March 6<sup>th</sup> – June 30<sup>th</sup>



Table Tents

Table tents appeared in front of food court crowds, and replenished as needed.

Ad Panels were in high traffic locations, in front of:


- Tourneau and Swatch
- Apple Store



Ad Panels

# SPRING RIDESHARE CREATIVE

**A COUPLE CLICKS IS ALL IT TAKES**




share

Share a ride when you want, where you want - a couple clicks will get you there. With on demand and on route ridematching, we have more options to more places than ever before. And, as always, it's free!

**COMMUTER CONNECTIONS**  
COMMUTERCONNECTIONS.COM 888.756.8118

**A COUPLE CLICKS CAN SAVE YOU**



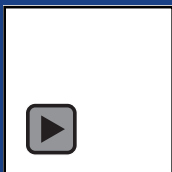
join

A couple clicks joins you with those already saving by sharing a ride. Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you!

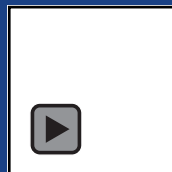
**COMMUTER CONNECTIONS**

# SPRING RIDESHARE RADIO ADS

- :30 English radio spots (2)

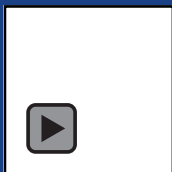


A Couple Clicks to Share

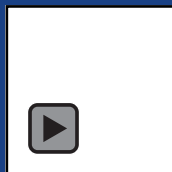


A Couple Clicks to Save

- :30 Spanish radio spots (2)



A Couple Clicks to Share

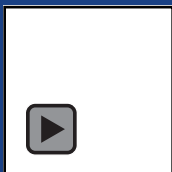


A Couple Clicks to Save

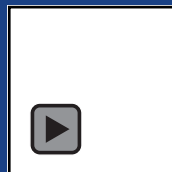


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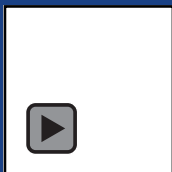


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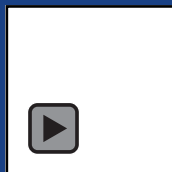


A Couple Clicks to Save

- :30 Spanish radio spots (2)



A Couple Clicks to Share



A Couple Clicks to Save

# COMCAST AD TAKEOVER

The image shows a screenshot of the Comcast SportsNet Mid-Atlantic website. The top navigation bar includes links for CSN MID-ATLANTIC, CAPITALS, WIZARDS, REDSKINS, RAVENS, NATIONALS, ORIOLES, SPORTS JUNKIES, VIDEO, and MORE. Below this is a secondary navigation bar with LIVE, TICKETS, TV LISTINGS, CHANNEL FINDER, and social media links for #NBCSports, #NFLGOLF, and #NFCOTWORLD, along with a SEARCH icon.

Two large green advertisements for CarpoolNow are positioned on the left and right sides of the page. Each ad contains the text: "A couple of clicks is all it takes. Rideshare. Free Ridematching & Commuter Services." and a "Sign Up Now." button. Below the text in each ad is a "share" button and a partial view of a car's interior.

The main content area features a large banner for "SPORTS JUNKIES" with the text "WATCH NOW 106.7 THE FAN SPORTSRADIO". Below the banner are four stylized portraits of the hosts. A small text box below the portraits reads: "Watch 106.7 The Fan's Sports Junkies M-F from 8-10 a.m. on CSN! Stream it live here or on the go via the NBC Sports app." Below the banner is a "TV SCHEDULE TONIGHT ON CSN" section with a right arrow.

Below the TV schedule is a "LATEST VIDEO" section with a video thumbnail titled "Billie Jean King: Being trailblazer to honor, also a shame". To the right of this is a "TOP STORIES" section with a basketball game thumbnail and the headline "AS FREE AGENCY HEATS UP, REDSKINS HAVE UNFINISHED BUSINESS".

At the bottom right of the main content area is a purple advertisement for CarpoolNow with the text "CarpoolNow with our free app!" and a "CLICK HERE" button. The CarpoolNow logo is also present in the bottom right corner of the page.

# SPRING RIDESHARE VALUE AD

Added value to Promote SafeTrack and CarpoolNow App :

- :30 Radio reads
- Banner ads

A radio banner for WTOP and Commuter Connections. The banner is divided into several sections. On the left, it says "CarpoolNow with our free app!" next to a car icon. In the center, there is an image of a smartphone displaying the CarpoolNow app. To the right of the phone is the "COMMUTER CONNECTIONS" logo with the tagline "A SMARTER WAY TO WORK". Below these sections, the WTOP logo is followed by "WASHINGTON'S TOP NEWS". To the right of that is a weather icon showing a sun and clouds with "54° Washington, DC". Further right is a radio signal icon with "LISTEN LIVE 103.5 FM". On the far right is a car icon with "LISTEN LATEST TRAFFIC". A timestamp "3:45 pm, February 27, 2017" is visible in the bottom right corner of the banner.

A vertical banner for "metrorail SafeTrack work is continuing". The top section has a dark blue background with white text. Below the text is a photograph of construction workers in orange safety vests and hard hats working on a rail track. The bottom section has a green background with the "COMMUTER CONNECTIONS" logo and tagline "A SMARTER WAY TO WORK".



# RIDESHARE VALUE AD: COMCAST

audioBoom Podcasters Advertisers Listen About Sign In

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

CSN

## CAPITALS FACEOFF

Capitals Faceoff  
7 posts

CSN CSNMA

EPISODE 007  
EPISODE 006  
EPISODE 005

CSN PODCASTS COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

## #REDSKINTALK

CSN #REDSKINTALK

#RedskinsTalk  
60 posts

CSN CSNMA

Episode 59 - Catching up with Nate Sudfeld  
#RedskinsTalk

Episode 58 - Beyond the bright lights, NFL draft matches dreams with pressure  
#RedskinsTalk

Episode 57 - Charley Casserly talks Redskins free agency  
#RedskinsTalk

Episode 56 - JP & Tandler go full free agency preview bonanza  
#RedskinsTalk

The #RedskinsTalk Podcast is anchored by CSNMA's Redskins insider JP Fintay and highlights all members of CSN's Redskins coverage team including Rickey Mitchell, Trevor...

CSN Mid-Atlantic  
May 9 at 6:00pm

Is Keef Morris the best quote in D.C. sports? Will the Wiz break D.C.'s semifinals curse?

All that and more on the latest [Wizards Tipoff](#) podcast:

WIZARDS TIPOFF  
Washington  
EPISODE 011

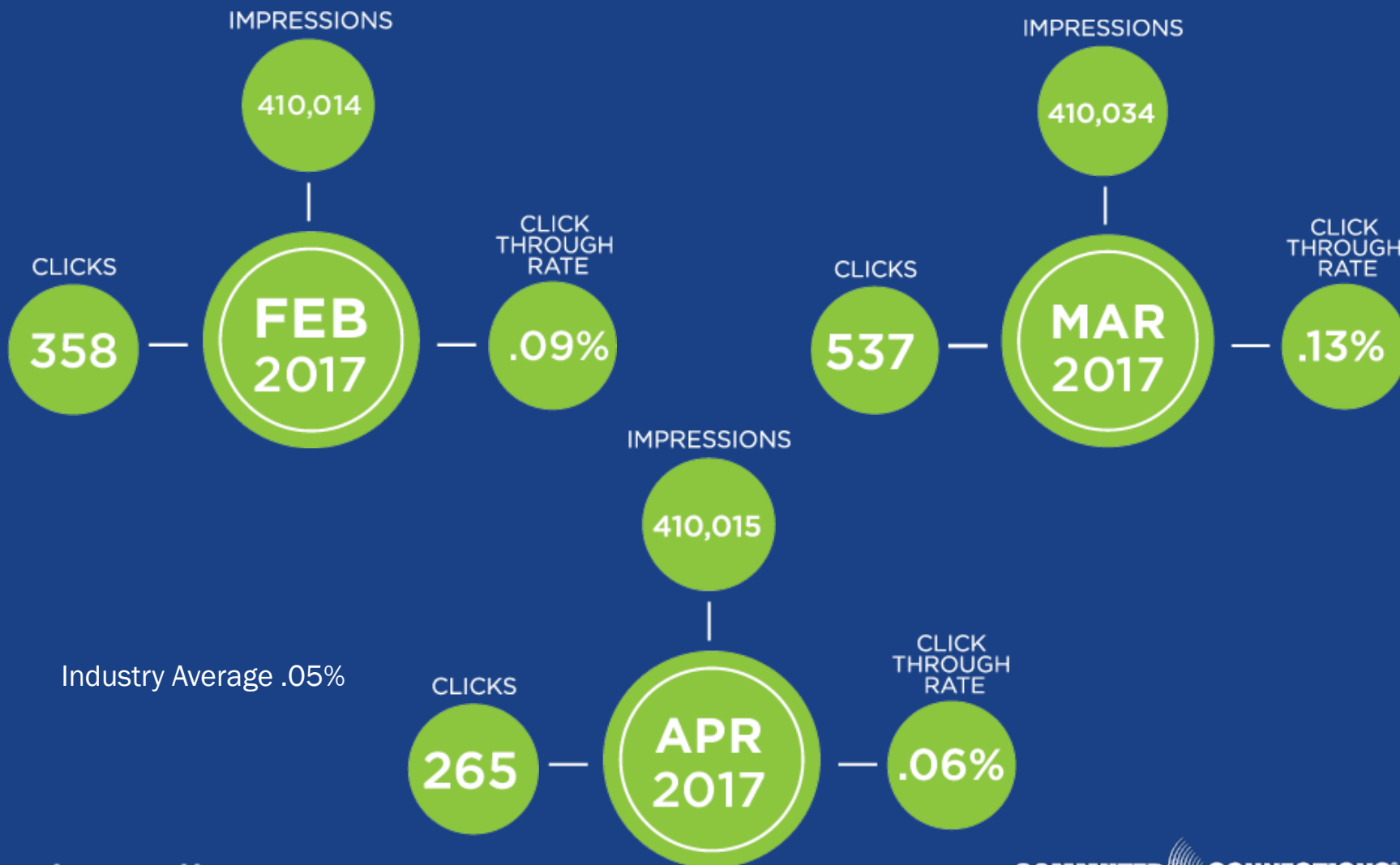
COMMUTER CONNECTIONS

Wizards Tipoff podcast, Ep. 11 - Is Markieff Morris the best quote on D.C. sports?

On the latest episode of the [Wizards Tipoff](#) podcast, we appreciate Markieff...

CSNMIDATLANTIC.COM | BY CSN MID-ATLANTIC

# RESULTS TO DATE: WTOP.COM ADS



# RESULTS TO DATE: COMCAST PODCAST



A woman with long dark hair and black-rimmed glasses is sitting in the driver's seat of a car. She is looking out the window to her right. The car's interior is visible, showing brown leather seats. The background is a blurred street scene with another car and some lights.

# Guaranteed Ride Home 20<sup>th</sup> Anniversary

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK

# GUARANTEED RIDE HOME MEDIA

## Washington DC Market

- Radio (anchor)
- YouTube
- Online/Digital
- Mobile in-app
- Social Media

## Baltimore Market

- Radio
- YouTube
- Social Media



guaranteed ride home

## SPRING MEDIA BUDGET (NET)

Radio	\$ 188,406
Online/Digital	\$ 23,600
YouTube	\$ 4,000
Mobile in-app	\$ 3,000
Social Media	\$ 4,000
<b>Total Paid Media:</b>	<b>\$ 223,006</b>
<b>Added Value:</b>	<b>\$ 24,420</b>
Radio – GRH Baltimore	\$ 29,495
Digital – GRH Baltimore	\$ 4,000
Social Media – GRH Balt	\$ 4,000
<b>Total Paid Media:</b>	<b>\$ 37,495</b>
<b>Added Value:</b>	<b>\$ 5,120</b>

odonnellCOMPANY



COMMUTER CONNECTIONS<sup>SM</sup>  
A SMARTER WAY TO WORK



# GRH SPRING CREATIVE

another free service from **COMMUTER CONNECTIONS**

**problem. solved.**





**A FREE RIDE HOME  
IF YOU RIDESHARE.  
GUARANTEED.**

**REGISTER OR RENEW TODAY!**

**GUARANTEED RIDE HOME**  
commuterconnections.org 1-800-745-RIDE

another free service from **COMMUTER CONNECTIONS**

**problem. solved.**



**A FREE RIDE HOME  
IF YOU RIDESHARE.  
GUARANTEED.**

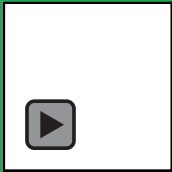
**REGISTER OR RENEW TODAY!**

**GUARANTEED RIDE HOME**  
commuterconnections.org 1-800-745-RIDE

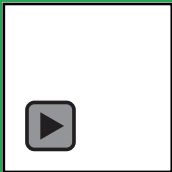
guaranteed ride home

# SPRING CREATIVE RADIO

Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/29, 6/12, 6/19



Problem Solved - Emergency



Problem Solved - Work Late



Baltimore Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/8, 6/12, 6/19



odonnellCOMPANY



# GRH YOUTUBE

problem  
solved.



# GRH BANNER ADS

problem.



solved.



**Free Guaranteed Ride Home\***

\* some restrictions apply

**Sign Up Now.**

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK



guaranteed ride home

# GRH SPRING SOCIAL & DIGITAL

Flight dates: 2/27, 3/13, 3/27, 4/10, 4/24, 5/29, 6/12, 6/19



Google Text Ads



Web/Mobile/Tablet



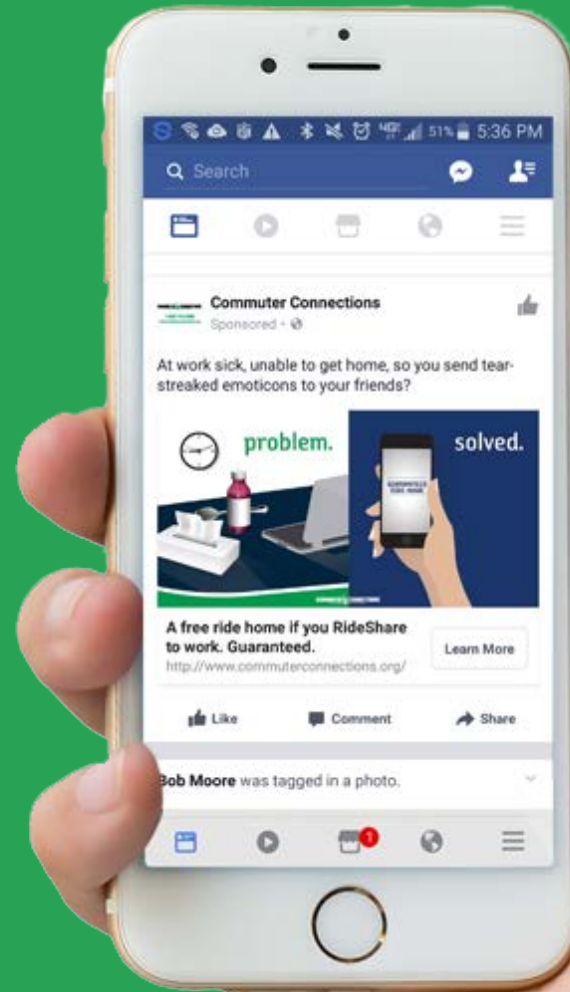
YouTube



Facebook



Mobile In-app



Facebook Boosted Post

odonnellCOMPANY

guaranteed ride home- baltimore

# GRH BALTIMORE SPRING SOCIAL & DIGITAL

Flight dates: 2/27, 3/6, 3/20, 4/3, 4/17, 5/1, 5/22, 6/5



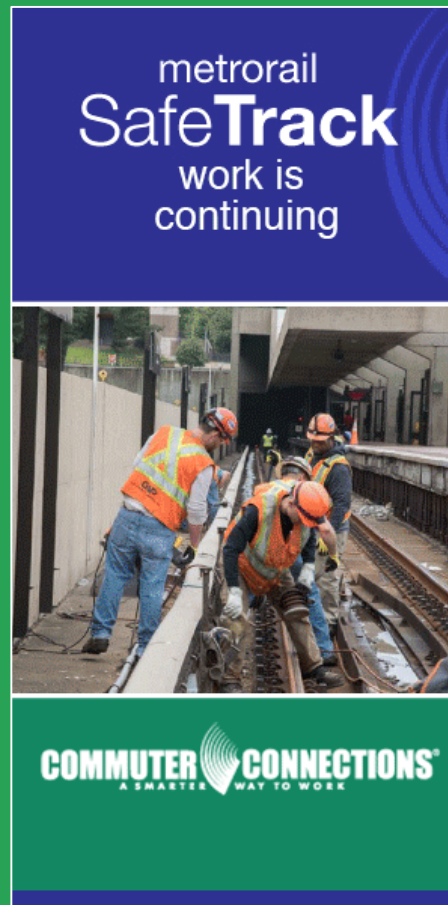
Facebook



YouTube

# SPRING GRH VALUE ADD

- :30 SafeTrack/CarpoolNow App bonus messages
- Banner ads



# RESULTS TO DATE: WTOP.COM ADS



guaranteed ride home

# DONATED TRANSIT PLACEMENT



odonnellCOMPANY





# EARNED MEDIA

## OBJECTIVES

- Increase impressions
- Build Trust

## STRATEGY

- Position as key resource & Innovator
- Promote economical, environmental, and social benefits



Spring 'Pool Rewards

# STRATEGY

Maximize impressions

Engage audience



# SPRING FY17 MEDIA BUDGET

Print	\$	7,800
Digital	\$	10,800
LinkedIn	\$	3,288
Facebook	\$	3,300
Total Paid Media	\$	25,188



Campaign Live:  
February 20 – April 23, 2017

# CREATIVE

**Town Square** Real Estate News & Notes

### Stained-glass windows make vacation home a work of art

Admirers of the stained-glass windows in Washington National Cathedral may not realize that 60 of the windows are the work of a local abstract painter and designer of stained glass named Brenda Beffield. Beffield's stained-glass windows can be found in numerous locations around the United States and at the U.S. Embassy in Saudi Arabia and the NATO base in Italy.

Locally, Beffield designed what she calls a "Ribbon of Light," a series of stained-glass transoms in most rooms in her vacation home at 2320 Miles Way in Port Republic in Calvert County, Md.

The house, which rests on 2.6 acres, is less than one block from the Chesapeake Bay in the Western Shores community, which has a beach.

Priced at \$750,000, Beffield's house has nearly 5,000 square feet with four bedrooms and four



Stained-glass artist Brenda Beffield is listing her vacation home in Port Republic in Calvert County, Md., for \$750,000.

Two bedrooms and one bathroom are on the main level, with the other three bedrooms and the second bath upstairs. The kitchen and bathrooms have been updated, and the house has both a front porch and a screened-in side porch.

The living room has a brick fireplace and a doorway to the formal dining room.

The main level has carpet, while the upper level has hardwood flooring. The house has gas radiator heat, and air conditioning is provided by window units.

The West Hyattsville Metro station, with Green and Yellow Line service, is a half mile from the house, which is also close to several bus routes. Assigned schools are Hyattsville Elementary, Hyattsville Middle and Northwestern High.

The elementary school and high school are rated three out of 10 by GreatSchools.org, which is below average for the state; the middle school is rated five, which is average.

For more photos, visit [www.zillow.com/homes/for-sale/2320-Miles-Way-Street-Hyattsville-MD-20782-256206807/](http://www.zillow.com/homes/for-sale/2320-Miles-Way-Street-Hyattsville-MD-20782-256206807/).

For more information, contact Kishorby D. James, a real estate agent with Long & Foster Real Estate at 340-822-9206.

— Michele Lerner

To pass on a tip or item, contact us at [realstate@washpost.com](mailto:realstate@washpost.com) and put "Town Square" in the subject line.

**REAL ESTATE**

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Mail:  
The Washington Post, Real Estate Section,  
1301 K St. NW, Washington, D.C. 20007

but there are no homeowners associations here.

The bungalow has 1,344 square feet on three levels, with five bedrooms and two bathrooms.

Two bedrooms and one bathroom are on the main level, with the other three bedrooms and the second bath upstairs.

The kitchen and bathrooms have been updated, and the house has both a front porch and a screened-in side porch.

The living room has a brick fireplace and a doorway to the formal dining room.

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Mail:  
The Washington Post, Real Estate Section,  
1301 K St. NW, Washington, D.C. 20007

the property, contact associate broker Dawn Riley with the Riley Team at Ray/Max One at 443-575-2430 or visit [www.HomeToCalvert.com](http://www.HomeToCalvert.com).

**Affordable Home of the Week** Hyattsville bungalow

A single-family house at 3602 Hamilton St. in Hyattsville, Md., priced at \$305,000, was built in 1920 and includes a fenced yard, a detached two-car garage and a driveway with space for extra parking. Annual taxes are \$4,241,

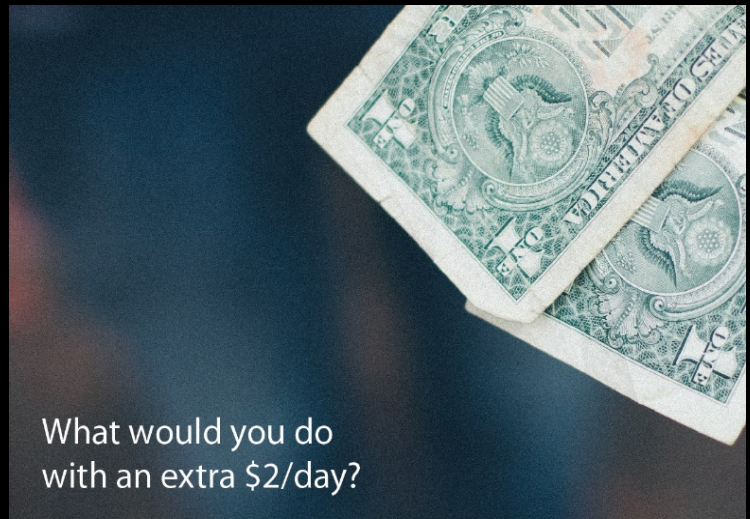
What would you do with an extra \$2/day?

**COMMUTER CONNECTIONS**  
EST. 1998  
Visit [commuterconnections.org](http://commuterconnections.org) and register today!

**'POOL REWARDS**  
it pays to rideshare

The Washington Post - print ads

## Realtor.com – banner ads



What would you do with an extra \$2/day?

**'POOL REWARDS**  
it pays to rideshare



# SOCIAL MEDIA

**Commuter Connections**  
Written by Go Greenman (7) · 34 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day? Sign up for 'Pool Rewards!

**'POOL REWARDS**  
It pays to ride with us.

**Form a Carpool, Earn CA\$H**  
Sharing a ride can get you that extra boost you need to get that latte you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/) [Sign Up](#)

10 people reached

👍 Like    💬 Comment    ➦ Share

Write a comment...

Facebook Ads

**Commuter Connections**  
Written by Go Greenman (7) · 52 mins · 🌱

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!

What would you do with an extra \$2/day?

**Form a Carpool, Earn CA\$H**  
Sharing a ride can get you that extra boost you need to get that latte you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCDG/](https://tdm.commuterconnections.org/mwcdg/) [Sign Up](#)

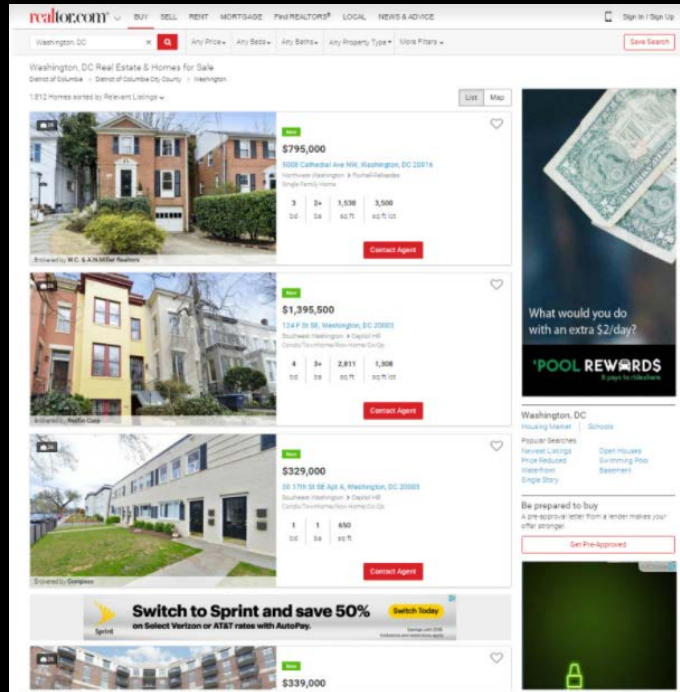
53 people reached

👍 Like    💬 Comment    ➦ Share

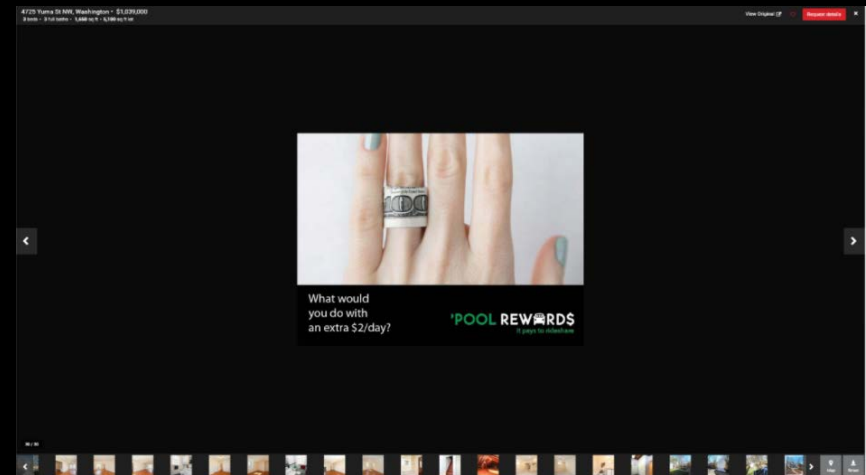
Write a comment...

LinkedIn Ads

# REALTOR.COM



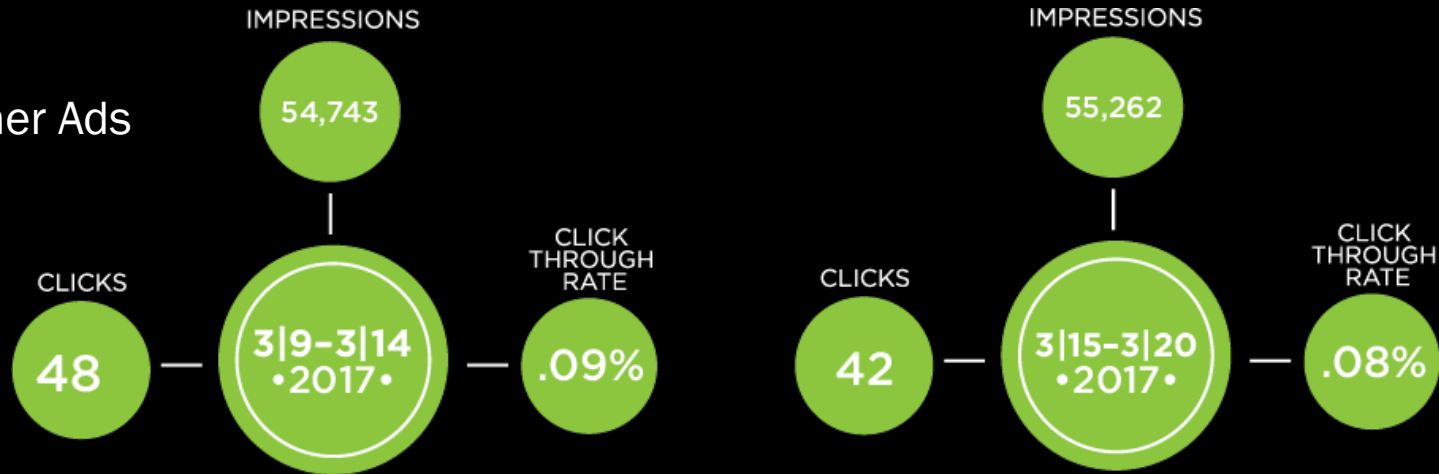
Banner Ads



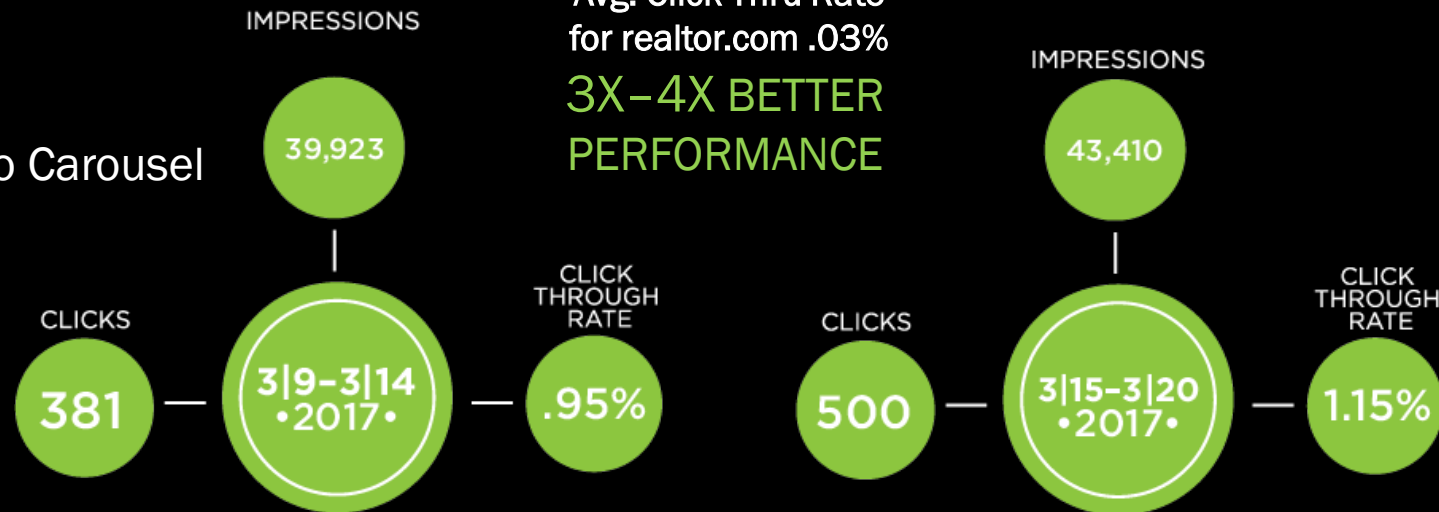
Carousel Ads

# RESULTS: REALTOR.COM

## Banner Ads



## Photo Carousel



Avg. Click Thru Rate for realtor.com .03%

**3X-4X BETTER PERFORMANCE**

# RESULTS: LINKEDIN

493,851 Impressions  
33 Clicks  
\$204.76 total spend

**Commuter Connections**  
Written by Go Greenman (91 - 52 mins -)

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What would you do with an extra \$2/day?

**Form a Carpool, Earn CASH**  
Sharing a ride can get you that extra boost you need to get that little 'you want or just help on gas. No one in mind? We can help you find carpool partners. Register today! It's totally free!

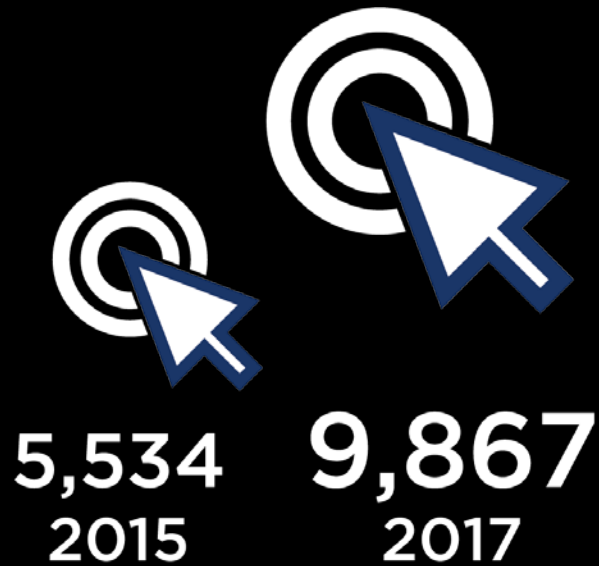
[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MW006/](https://tdm.commuterconnections.org/mw006/) **Sign Up**

58 people reached

Like Comment Share

Write a comment...

# RESULTS TO DATE: FACEBOOK



WEBSITE CLICKS  
475,000+ IMPRESSIONS  
**78% INCREASE**

INDUSTRY  
AVERAGE **.5%**

2017  
CLICK THRU  
**2.06%**





bike to work day





# BIKE TO WORK DAY Friday May 19, 2017

## STRATEGY

Promote bicycling as a viable alternative commute mode

Build regional participation

Engage employers and organizations



# BIKE TO WORK DAY MEDIA BUDGET (NET)

ESPN Radio	\$	13,451
Digital: WTOP	\$	9,348
Radio	\$	34,199
Facebook	\$	1,500
Twitter	\$	1,500
Total Paid Media	\$	59,998





# BIKE TO WORK DAY 2017 SPONSORS



## Sponsors

21 \$54,550 cash

9 in-kind



# BIKE TO WORK DAY POSTERS

Pre-register by May 12 for Free T-Shirt\* and Bike Raffles!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
\*T-Shirts available at pit stops to first 16,000 who register.  
Over 85 pit stops throughout D.C., Maryland, and Virginia!

## BIKE TO WORK DAY 2017

### FRIDAY MAY 19

[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
for free registration  
or call 800.745.7433

#BTWD2017  
Bike to Work Day is also funded by DC, MD, VA  
and U.S. Departments of Transportation.

bike to work day  
2017

Regístrate previamente antes del 12 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visita [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios.  
\*Camisetas disponibles en las ubicaciones de salida a los primeros 16.000 participantes que se registren.  
¡Más de 85 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia!

## DÍA DE LA BICICLETA PARA IR AL TRABAJO 2017

### VIERNES 19 DE MAYO

Regístrate gratis en [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
o llame al 800.745.7433

#BTWD2017  
Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

bike to work day  
2017

# BIKE TO WORK DAY T-SHIRT



Front



Back



# BIKE TO WORK DAY RACK CARDS

## BIKE TO WORK DAY 2017 FRIDAY MAY 19

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

Pre-Register by May 12  
for free T-shirt\* and  
bike raffle!

FREE FOOD, BEVERAGES and  
GIVEAWAYS at all locations

Over 85 Bike to Work Day pit  
stops located in D.C., Maryland  
and Virginia!

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

\*T-shirts available at pit stops to  
first 16,000 registrants.



COMMUTER CONNECTIONS



Takoma Bicycle



Bike Arlington



Allegria ALLERGY



Marriott



KIMPTON hotels & restaurants



FELT



BROMPTON

Arlington Transportation Partners



GENERAL DYNAMICS Information Technology



Bike to Work Day is also funded  
by the District of Columbia,  
Maryland, Virginia and U.S.  
Departments of Transportation.

Printed on recycled paper

# BIKE TO WORK DAY BANNER

# BIKE TO WORK DAY 2017 FRIDAY MAY 19

# ARLINGTON – SHIRLINGTON

Shirlington Library  
4200 Campbell Ave  
6:30 am to 9:00 am

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



Takoma Bicycle



Allegria  
ALLERGY

Bike  
Arlington




California  
TORTILLA



Marriott



# BIKE TO WORK DAY WEBSITE



**BIKE TO WORK DAY 2017**  
**FRIDAY MAY 19**


bike to work day 2017

HOME   EMPLOYER RESOURCES   EVENT INFO   FIRST TIME RIDER INFO   REGISTER   SPONSORS

## Bike to Work Day

On Friday May 19, 2017 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 16,000 to register and attend a pit stop in D.C., MD, and VA to receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**2017 Registration Now Open**




### Pit Stops

Over 85 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back. [Read More...](#)

### Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on 2017. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read More...](#)

### Sponsors



### Event Poster

Download a PDF of the new Bike to Work Day 2017 event poster! [Click here to see this year's event poster](#)

### Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area. [Read More...](#)

### Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work. [Read More...](#)

# BIKE TO WORK DAY FACEBOOK

**bike to work day 2017**

**Bike to Work Day**  
@biketoworkdaymetrodc

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Events  
Posts  
[Create a Page](#)

**BIKE TO WORK DAY 2017**  
FRIDAY MAY 19  
WWW.BIKETOWORKMETRODC.ORG  
800.745.7433

Like Follow Share ... Sign Up Message

Status Photo/Video

Write something on this Page...

**Photos**

Metropolitan Washington Council of Governments

Proclamation

Event in Washington, District of Columbia  
4.3 ★★★★★

Community

Invite your friends to like this Page

2,673 people like this  
2,639 people follow this  
101 people have visited

About See All

777 N Capitol St NE  
Washington, District of Columbia, DC 20002  
(800) 745-7433  
Typically replies within a few hours  
Send Message  
www.biketoworkmetrodc.org



# BIKE TO WORK DAY TWITTER

Home Moments Search Twitter Have an account? Log In

## BIKE TO WORK DAY 2017

FRIDAY MAY 19

WWW.BIKETOWORKMETRODC.ORG  
800.745.7433

**Commuter Connections**  
@BikeToWorkDay  
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.  
Washington DC  
biketoworkmetrodc.org  
Joined April 2009  
67 Photos and videos

TWEETS 366 FOLLOWING 283 FOLLOWERS 2,003 LIKES 438 LISTS 2

Follow

Tweets Tweets & replies Media

Commuter Connections Retweeted  
**Chuck Bean** @Chuck4TheRegion · 2h  
Best #BTWD ever. @MayorBowser @WABADC #bicycle

New to Twitter?  
Sign up now to get your own personalized timeline!  
Sign up

You may also like · Refresh

- WABA @WABADC
- Bike Arlington @BikeArlington
- Capital Bikeshare

# PAID MEDIA: BANNER ADS

Web & Mobile Ads

COMMUTER CONNECTIONS  
bike to work day 2017

## BIKE TO WORK DAY 2017 FRIDAY MAY 19

REGISTER NOW!

wtop NEWS TRAFFIC WEATHER LISTEN Washington's Top News

Learn more > **BATTELLE**  
It can be done

TECH NEWS

Microsoft Surface gets battery boost, be...

US says Fiat Chrysler used software to cheat emissions tests

By The Associated Press  
May 23, 2017 3:21 pm

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bike to work day 2017

### BIKE TO WORK DAY 2017 FRIDAY MAY 19

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BIKE TO WORK DAY 2017 | FRIDAY MAY 19  
REGISTER NOW! COMMUTER CONNECTIONS

PREVIOUS STORY  
Melissa McCarthy mocks Sean Spicer wi...

TV NEWS

Colbert gleefully responds 'I won't to ins...

NEXT STORY

Home » Latest News » Entertainment News » TV News » Steve Harvey on controversial...

wtop NEWS TRAFFIC WEATHER LISTEN

man playing James Bond

Jet took off with unruly passenger despite red flags | NEW

Russia-Trump campaign contacts a concern, ex-CIA chief says

Anne Arundel police employee suspended over posting related to Bowie State student's death

Fast-growing grocery chain Lidl has its eye on DC

MBA for mom who went to all classes with quadriplegic son @

Dina Merrill, DC-area heiress and actress, dead at 93 @

Loosen Up: NFL to allow some flair in celebrations | NEW

How much would president's proposed federal retirement changes impact you?

COMMUTER CONNECTIONS  
bike to work day 2017

### BIKE TO WORK DAY 2017 FRIDAY MAY 19

REGISTER NOW!

DC

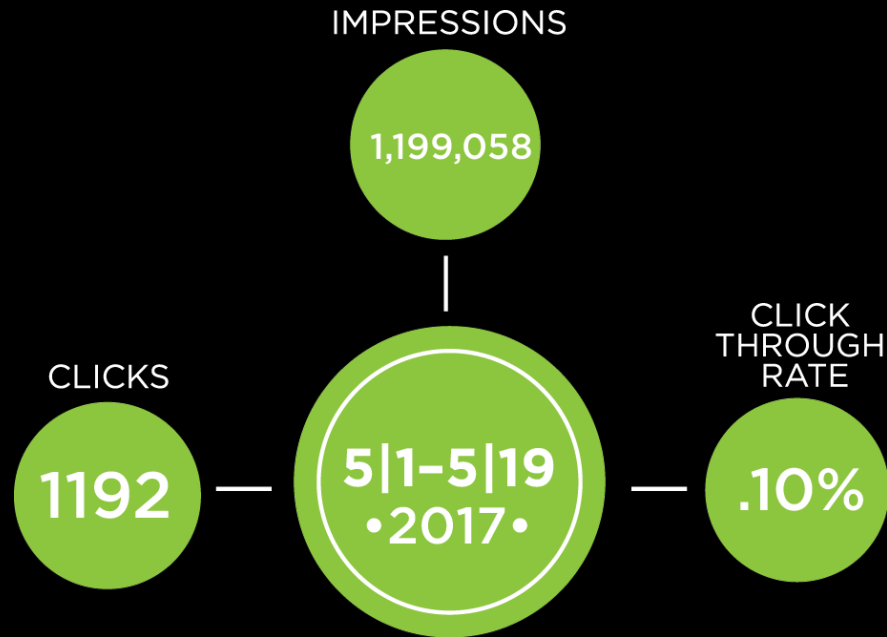
Festival brings murals to more

CarpoolNow with our free app!

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK



# RESULTS: WTOP.COM BANNER ADS



Industry Average .05%

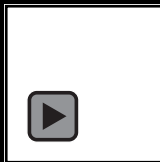
# PAID MEDIA: RADIO



Scott Jackson :15 Read



BTWD 2017 :60 Spot



Scott Jackson :60 Read



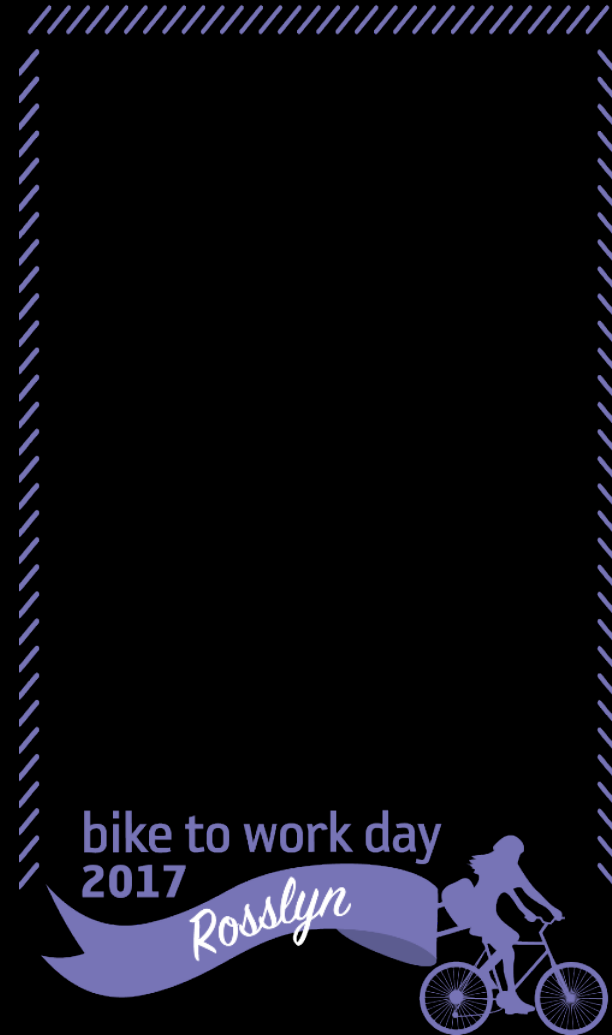
Bob Marbourg :60 Read

# SNAPCHAT

\$50 per day per location.

Pit stops:

- Adams Morgan
- Alexandria
- Ballston
- Bethesda
- Crystal City
- Downtown, D.C
- Georgetown
- NoMa
- Reston
- Rosslyn



# FACEBOOK

The screenshot shows the Facebook page for 'Bike to Work Day' (@biketoworkdaymetrodc). The page features a purple header with the Facebook logo and search bar. The main content area displays a post from 'Go Greenman' published on May 18 at 2:51pm. The post text reads: 'Roll with us on Friday, May 19th for Bike to Work Day! Grab your friends or with one of our commute convoys. Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for more information. #BTWD2017 #WashingtonDC'. The post includes a large graphic of a yellow bicycle wheel on a purple background. Below the post, a progress bar indicates that 23,858 people reached the post, and 5.4K views were recorded. The post has 2,702 likes, 2,668 follows, and 108 people have visited. The right sidebar contains a 'Sign Up' button and several tips for reaching potential customers and knowing friends who might like the page. The bottom right corner shows a map of the area around H St NW and H St NE.

**Bike to Work Day**  
@biketoworkdaymetrodc

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Promote  
Manage Promotions

**Bike to Work Day**  
Published by Go Greenman [?] · May 18 at 2:51pm · 🌐

Roll with us on Friday, May 19th for Bike to Work Day! Grab your friends or with one of our commute convoys. Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for more information. #BTWD2017 #WashingtonDC

23,858 people reached  
5.4K Views

Like Comment Share

Nani Lowery, Denise P Ni Raghallaigh and 126 others  
Chronological

47 shares

Sign Up

Feed and on your Page.

- Reach Potential Customers on Instagram  
Connect Bike to Work Day to your business's Instagram account to have your ads also appear on Instagram.
- Know Friends Who Might Like Your Page?  
Invite friends to like Bike to Work Day and help you connect with more people.

See All Page Tips 5

70% response rate, 10-days response time  
Respond faster to turn on the badge

- 2,702 likes +4 this week
- 2,668 follows
- See Pages Feed  
Posts from Pages you've liked as your Page
- 108 were here 0 this week
- 310 post reach this week

Community See All

- Invite your friends to like this Page
- 2,702 people like this
- 2,668 people follow this
- 108 people have visited

About See All

# EARNED MEDIA: INTERVIEWS



May 18<sup>th</sup>, 2017.  
Mike Farrell Interview



odonnellCOMPANY



May 16<sup>th</sup>, 2017.  
Nicholas Ramfos Interview with Bobby Gailes  
“Taking It To The Streets” Morning Segment.






## VALUE ADD: WJFK FAN FEST


- On May 6<sup>th</sup> in Chantilly, VA.
- attended by 2,000 people.
- 240 magnets were given out






# VALUE ADD: WJFK




 **106.7 The Fan with Bike to Work Day.**  

Sponsored · 

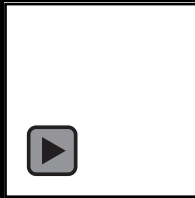
Bike to Work Day is May 19th – the first 16,000 to register & attend get a free t-shirt and are entered in a raffle to win a bike! #BTWD2017



**Bike To Work Day Metro DC**  
There are 85 pit stops throughout DC... [Sign Up](#)  
[biketoworkmetrodc.org](http://biketoworkmetrodc.org)

 Like |  Comment |  Share

# VALUE ADD: ESPN RADIO



Scott Jackson :10 Read

# WOMEN & MINORITY OUTREACH

## Media / Business

- El Pregonero (TMN)
- El Tiempo Latino (TMN)
- Washington Hispanic (TMN)
- Telemundo (TMN)
- Univision (TMN)
- El Zol (TMN)
- La Nueva (TMN)
- Radio America (TMN)
- Radio La Mera Mera (TMN)
- World Journal
- Washington Chinese Daily News
- The Washington Informer
- The Washington Sun

# WOMEN & MINORITY OUTREACH

## Organizations/Associations

- Central American Resource Center (TMN)
- National Society of Hispanic MBAs: DC Chapter (TMN)
- NAACP: DC
- National Society of Hispanic MBAs: DC Chapter
- National Black MBA Association, Inc.
- Northern Virginia Black Chamber of Commerce
- U.S. Black Chamber
- DCBlack.com
- National Association of Women Business Owners: Greater DC
- EWomen Association of Women Business Owners: Greater DC
- Washington DC Women's Business Center
- Greater Washington Women's Network
- Alexandria Spokeswomen
- Black Women Bike DC

# EARNED MEDIA: HISPANIC OUTREACH



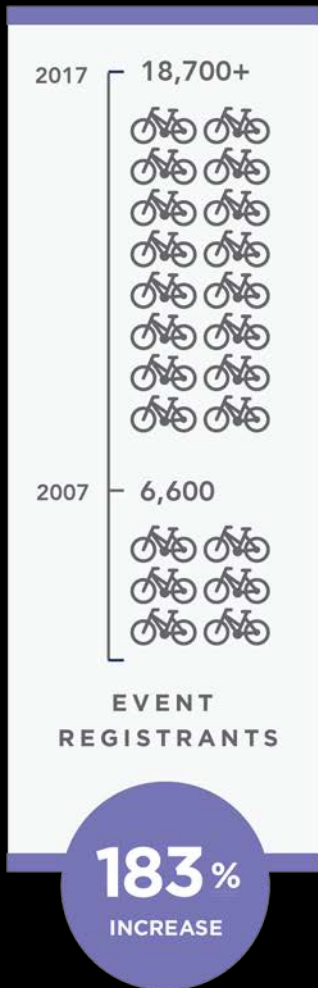
Jose Diaz interview with El Zol.



# EVENT: MAY 19<sup>TH</sup>, 2017



# RESULTS

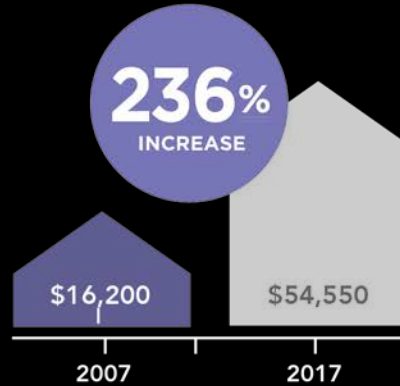


EVENT PARTICIPATION  
CONTINUES TO GROW!

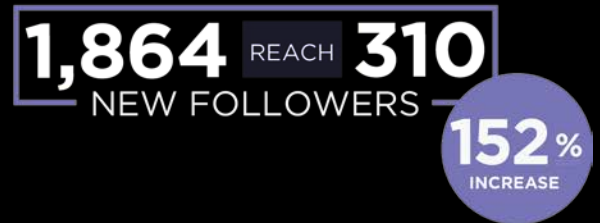


**16,000** TEES IN 2017

## SPONSORSHIP DOLLARS



## SOCIAL MEDIA STATS



## HIGHLIGHT







20<sup>th</sup> employer recognition awards

odonnellCOMPANY

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK

# 2017 EMPLOYER RECOGNITION AWARDS

## STRATEGY

Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs

- Newsletter
- Website
- Print ad
- Earned media
- Social media

Help winners leverage recognition

- Employer winner kit

Employer Awards 20<sup>th</sup> Anniversary Strategy

- Recognize milestone through ceremony, and paid, earned, and social media



# INVITATION



Metropolitan Washington Council of Governments  
777 N. Capital Street, NE, Suite 300  
Washington, DC 20002-4290

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.

20  
17 EMPLOYER  
RECOGNITION  
AWARDS



20  
17 EMPLOYER  
RECOGNITION  
AWARDS

THURSDAY, JUNE 22, 2017  
THE NATIONAL PRESS CLUB

529 14th St. NW, Washington, DC 20045  
Corner of 14th & F Sts., 13th Floor Ballroom

Subway: Walk to Metro Center, exit onto 13th St.

8:30 a.m. Check-in/Coffee Tea Reception  
9 a.m. - 10:00 a.m. Breakfast and Ceremony

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

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 14, 2017. For questions contact  
[bbrown@mwco.org](mailto:bbrown@mwco.org), 202.962.3327.

We congratulate employers in the Washington  
metropolitan region that voluntarily initiated  
programs encouraging employees to use  
commute alternatives.

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





# PROGRAM BOOKLET



# PODIUM SIGN

**20**  
YEARS  
1997-2017  
EMPLOYER RECOGNITION AWARDS

JUNE 22, 2017  
THE NATIONAL PRESS CLUB  
THE METROPOLITAN WASHINGTON  
COUNCIL OF GOVERNMENTS

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

2017 EMPLOYER RECOGNITION AWARDS



newsletter

odonnellCOMPANY

**COMMUTER CONNECTIONS**<sup>®</sup>  
A SMARTER WAY TO WORK

## OBJECTIVES


- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events

# STRATEGY

- Published quarterly and reaches
  - Employer Transportation Coordinators
  - Committee members
  - Other TDM stakeholders
  - Federal ETC's (w/insert)
  
- E-Newsletter delivered quarterly to employer database



PRINT



Issue 2, Volume 21 Spring 2017 WHAT'S INSIDE

- 3 Metrorail/Safetrack surges coming into clear
- 4 State transportation improvement counts
- 5 DC Streetcar celebrates one year of service

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

### GRH AND EMPLOYER SERVICES PROGRAM TURNS 20

20 years ago, Commuter Connections started two programs that would become hallmarks of commuter assistance throughout the Washington metropolitan region. These programs, Guaranteed Ride Home (GRH) and Employer Services, were started to increase commuter flexibility and employer support. The programs were designed to increase and maintain use of alternative transportation modes, teleworking, and flexible work schedules. These and all Commuter Connections programs contribute to the reduction in area traffic congestion and improvements in air quality.



**85%** of commuters who've heard of Commuter Connections, also know of the regional GRH program.

GRH is a free program and a terrific selling point to encourage your employees to commute to and from work by means other than driving alone.

For more information on the regional Guaranteed Ride Home program, please visit [www.commuterconnections.org](http://www.commuterconnections.org).

**Employer Outreach**

Also, begun 20 years ago, Commuter Connections' Employer Services program was born out of the realization that most employers are extremely busy and therefore need help and professional assistance to spark and expand commuter benefits programs. To the rescue came Commuter Connections to offer a variety of free outreach services and programs designed to help employers in the Washington DC region with smarter commute solutions, which bring significant bottom line savings for both employers and employees.

Commuter Connections currently services over 8,000 employers in the region and provides services such as:

- On-site transportation assessments


Assessing what programs are available to your employees, what transportation services are offered in your area, which fit your corporate culture and how you can take advantage of them.

Continued on page 2

# FEDERAL ETC UPDATES

Employee Transportation Coordinator

## FEDERAL TRANSIT BENEFITS THROUGH TRANSERVE



The U.S. Department of Transportation (DOT) was one of the first government agencies to embrace the Transit Benefit Program. It began distributing transit benefits to employees in the early 1990s and the program has evolved over the years to offer transit benefit distribution services to over 250,000 federal participants nationwide.

While the TRANServe has been around for a while, we often find it helpful to remind our Federal ETCs about this vital program, how it works, and the many benefits offered.

Simply put, federal employees committed to using mass transportation for their daily commute are eligible to receive the federal transit benefit.

TRANServe supports your employees with simplified access to transit authority information, electronic applications, how-to instructions and other resources that encourage use of mass transportation as the primary means of commuting to and from work.

Over the years, the program has improved, adapted to changing technologies, and embraced multiple alternative commuting options.

Announced in 2013, to both save money and make choosing mass transit easier for federal employees, TRANServe, moved away from paper fare media to deliver transit benefits electronically. Through a personalized Visa® debit card used to purchase benefits from a ticket agent, online, or at a station kiosk, TRANServe saved the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

In June 2015, TRANServe created a \$20 Active Bicycling Commuting subsidy designed to encourage more bicycle trips. Federal employees can be reimbursed for bicycling expenses up to \$20 per month including bicycle, bicycle related clothing, helmet, gear, etc.

In February 2017, TRANServe announced the launch of their newly redesigned website. The new design allows for streamlined menus, clear navigation and provides a user-friendly layout for all platforms.

TRANServe encourages its customers to protect their transit benefit by following a few basic rules:

- Apply using their Agency's established application process
- Spend the transit benefit to make a direct purchase through their specific transit authority
- Ride mass transportation for the bulk of their commute
- Comply with their own Agency's Transit Benefit Program Policy

TRANServe is focused on delivering innovative, efficient program services that support federal employees who choose mass transportation. For more information go to [www.transportation.gov/transerve](http://www.transportation.gov/transerve).

Spring 2017 Newsletter and Federal ETC Insert

# E-NEWSLETTER

[Not coming through? Click here to view in browser](#)


The Commuter Information Source  
for MD, VA, and Metropolitan D.C.





---

### GRH AND EMPLOYER SERVICES PROGRAMS TURN 20

20 years ago, Commuter Connections began two programs that would become hallmarks of commuter assistance throughout the Washington metropolitan region. Guaranteed Ride Home (GRH) and Employer Services...

[Read more](#)

---



#### METRO RAIL SAFETRACK SURGES COMING TO A CLOSE

SafeTrack disruptions will soon be behind us, as the final remaining surges...

[Read more](#)

---

### TYSONS TRANSPORTATION IMPROVEMENTS ABOUND

If you've been driving around Tysons recently you may have noticed that a lot is underway. Roadway improvements, transit service improvements, better Metrorail access, and improved biking and walking options are seemingly springing up everywhere.

[Read more](#)

---


### DC STREETCAR CELEBRATES ONE YEAR OF SERVICE

In February, the DC Streetcar celebrated its one-year anniversary and District Department of Transportation (DDOT) officials could not be happier. "It's doing what we expect it to do, and we are really excited about it," said Terry Owens, spokesman with DDOT.

[Read more](#)

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FOLLOW



National Capital Region Transportation Planning Board  
Metropolitan Washington Council of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

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# LOOKING AHEAD

Review Research, Trends, and Prior Campaign Results	July 2017
Write Marketing Communications Plan	July 2017
Reg TDM Marketing Committee Feedback	Aug 2017
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2017
Feedback from Marketing Workgroup	Oct 2017
Refine, Develop and Finalize	Nov 2017
Media Selection	Dec 2017
Production and Distribution to Media	Jan 2018
New FY18 Creative Campaign Goes Live	Feb 2018

A group of four business professionals (two men and two women) are sitting around a table in a modern office setting. They are all smiling and shaking hands in a circle, suggesting a successful meeting or agreement. The man on the left is wearing a light blue shirt and grey trousers. The woman next to him is wearing a white blazer and glasses. The man on the right is wearing a white shirt and a dark tie. The woman on the far right is wearing a white dress. On the table in front of them are a laptop, a white mug, and a glass of water. In the background, there are whiteboards with charts and documents pinned to them.

# Q&A