



Metropolitan Washington Council of Governments

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

**Commuter Connections
Regional TDM Marketing Group**

March 20, 2018



Table of Contents

Executive Summary.....	1
Introduction	4
Ridematching	8
Guaranteed Ride Home	16
Guaranteed Ride Home Baltimore.....	23
Bike to Work Day	25
Employer Recognition Awards.....	32
'Pool Rewards	33
CarpoolNow	38
Newsletter and Federal ETC Insert	46
Appendix	
A. Performance Measures.....	48
B. Media Schedules – FY18 2nd Half Marketing Campaign.	49

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2018. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington D.C. region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

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

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

Other campaigns for the second half of FY18 include the promotion of 'Pool Rewards, CarpoolNow, and Bike to Work Day. Bike to Work Day will be held on Friday in May 18, 2018 and celebrates bicycling as a clean, fun, and healthy way to get to work. 'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride. The CarpoolNow marketing efforts for FY18 are focused on commuters who live or work in Howard County, MD.

Mass Marketing Campaign

The FY2018 second half media campaign, promoting Ridesharing and GRH, uses new advertising developed for spring FY2018, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2018. Both Rideshare and GRH campaigns kicked off the third and fourth week of February, respectively. The campaigns will run for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy is \$281,498.75, and the total cost of the GRH media buy is \$281,330.25.

The FY2018 second half media campaign also includes promoting GRH in the Baltimore region, using new advertising developed for spring FY2018 radio and social media. Two GRH radio ads will run for a total of eight weeks, starting at the end of February and running through the third week in June. The total cost of the GRH Baltimore media buy is \$24,992.50.

Value Add Promotions

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

Messaging Strategy

Rideshare’s “Belonging has its Benefits” campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising is airing on a mix of music and news radio stations. Other marketing and advertising includes podcasts, digital, and social media.

The FY18 messaging for GRH is “Don’t Get Stuck”. This concept offers the scenario of being stuck at work without a way to get home, but does so in a humorous manner. By creating a lighthearted situation, commuters are reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. Reminder to register or renew is included in the messaging. GRH advertising is placed on a mix of music, and news radio stations, podcasts, digital, social media, transit signage, and direct mail.

Bike to Work Day

The Committee selected gold as the 2018 color, along with a new visual concept for the marketing materials. A sponsor drive netted 30 sponsors donating \$58,600 in cash and \$25,950 in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media approach, will make up the campaign. The registration goal for Bike to Work Day 2018 was set at 20,000 bicyclists. A paid media campaign will consist of radio and social media spending of \$60,000.

'Pool Rewards

Facebook, radio spots, Pandora, direct mail, and WTOP sponsored articles are being used to promote 'Pool Rewards during the second half of FY18. The campaign started at the beginning of January and runs through the end of March. The campaign promotes the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. Some messaging also included the promotion of the I-66 / I-395 bonus incentive. The total cost of the 'Pool Rewards media buy for the second half of FY18 is \$34,853.33.

Employer Recognition Awards

The employer nomination period remained open through February 2, 2018. Summaries of each employer nomination were prepared and will be reviewed by the Selection Committee on March 22, 2018. Award winners will be honored at a ceremony on June 26, 2018 at the National Press Club. A video, invitations, proclamation, program booklet, print ad, and podium sign will be developed.

CarpoolNow Mobile App

Radio, digital, Out of Home, and print media are in play for CarpoolNow during the second half of FY18. The campaign runs January through June to promote the benefits of the mobile application. A portion of the messaging also includes mention of the driver incentive. The total cost of the CarpoolNow mobile app media buy in Howard County, MD for the second half of FY18 is \$127,013.14.

Introduction

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

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The second half of FY2018 includes the following actions:

- Launch of the new spring FY2018 regional mass marketing campaign.
- Promoting the CarpoolNow mobile app.
- Marketing support for 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2018 event.
- Planning and implementing the 21st annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2018 event.

About Commuter Connections

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

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

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

Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign are to:

- Emphasize the cost savings benefits of ridesharing, through simple, direct messages that communicate how sharing a ride saves money.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as the trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who Rideshare, use public transportation, ride bicycles, or walk to register for GRH.
- Position GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, and the Employer Recognition Awards.
- Incorporate human interest stories of commuters using alternative commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.

Brand Character

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

Spring 2018 Campaign

The Spring Media campaign, promoting GRH and Ridesharing, started the third week of February and will run through June. Media includes radio, Facebook, Hulu, YouTube, Pandora, and transit signage.

Ridematching Campaign

Messaging Strategy

The second half of the FY2018 Rideshare new campaign “Belong has its Benefits” informs commuters that once they register for free with Commuter Connections, they gain access to a host of commuting benefits and programs.

**BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS**

Create your **FREE** Commuter Connections account to rideshare and start saving an average \$22 a day.

COMMUTER CONNECTIONS
A QUALITY WAY TO WORK

commuterconnections.org 800.745.RIDE

**BELONGING
TO COMMUTER CONNECTIONS
HAS ITS
BENEFITS**

Create your **FREE** Commuter Connections account to start ridesharing and reduce your stress.

COMMUTER CONNECTIONS
A QUALITY WAY TO WORK

commuterconnections.org 800.745.RIDE

Media Objectives: Rideshare

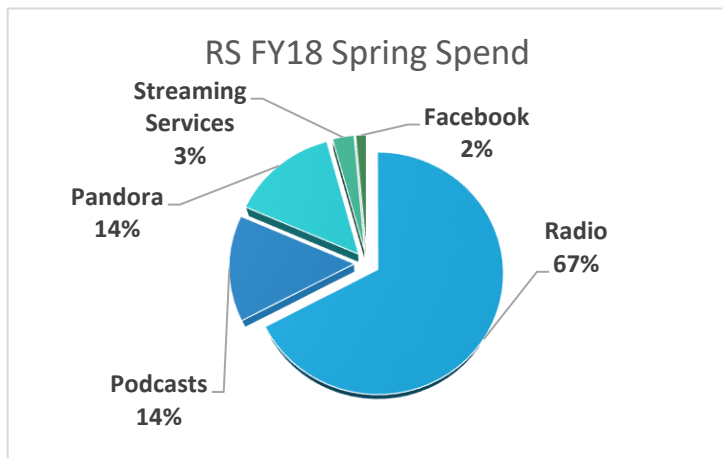
The spring FY2018 media campaign promotes the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative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

Target Market

FY2015 Commuter Connections Applicant Database Annual Placement Survey Report:

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

Geographic Targeting Washington D.C. DMA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	189,447.75	222,880.00	
Podcasts	40,000.00	40,000.00	
Pandora	40,001.00	47,060.00	
Streaming Services	8,050.00	8,050.00	
Facebook	4,000.00	4,000.00	

Totals \$281,498.75 \$321,990.00

Radio & Podcasts

Radio is the anchor media for the Rideshare campaign, with a mix of station formats including music and news. A new media added to the mix for this campaign are podcasts on news and sports stations.

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast, The Diane Rehm Show, Capital Weather Gang

The Rideshare radio campaign is alternating for eight weeks, starting February through June. The following ads are promoting the Ridematching program:

Ridesharing :30 “Belonging has its Benefits” Male

Belonging has its Benefits! When you sign up at [Commuter Connections.org](http://CommuterConnections.org), you join trusted professionals just like yourself who want to share a ride to work. It’s free and you’ll find potential matches for your commute. Ridesharing saves on average \$22 a day, that’s a trunk load of savings!

Register today for this free service at [Commuter Connections.org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE.

Ridesharing :30 “Belonging has its Benefits” Female

Belonging has its Benefits! Commuting to work can be very stressful! Beat the stress of driving alone when you rideshare. Sign up for a free account at [Commuter Connections dot org](http://CommuterConnections.org). You can find trusted professionals just like yourself who want to share a ride to work and start commuting stress free.

Register today for this free service at [Commuter Connections dot org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org), or 800.745.RIDE.

Podcasts

The Rideshare podcast campaign is alternating for eight weeks on WAMU's Kojo Nnamdi Podcast, The Diane Rehm Show, and the Capital Weather Gang, February through June. 30th. The following ads are promoting the Ridematching program:

WAMU "A Couple Clicks to Share" :15

Support for WAMU 88.5 and programs like this comes from Commuter Connections. Join trusted professionals just like yourself who want to share a ride to work. It's free and you'll find potential matches for your commute. Belonging has its benefits! 800-745-RIDE

Value Add

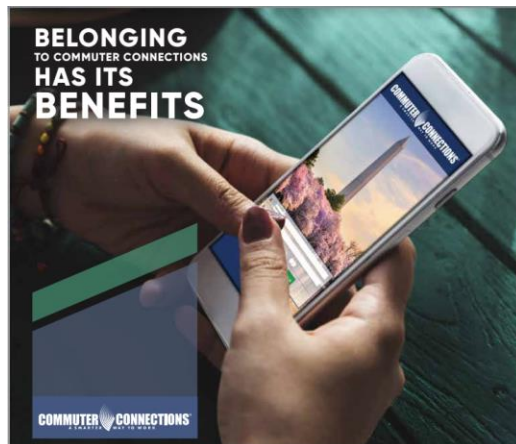
Rideshare

In addition to paid media spots, value add spots were negotiated. Select radio stations are providing bonus spots and WTOP.com is rotating bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads are being used to promote I-66 / I-395 Pool Rewards & the Flextime Rewards Program.

Social Media Advertising

Social Media advertising utilizing Facebook is promoting the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads will be posted for eight weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

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



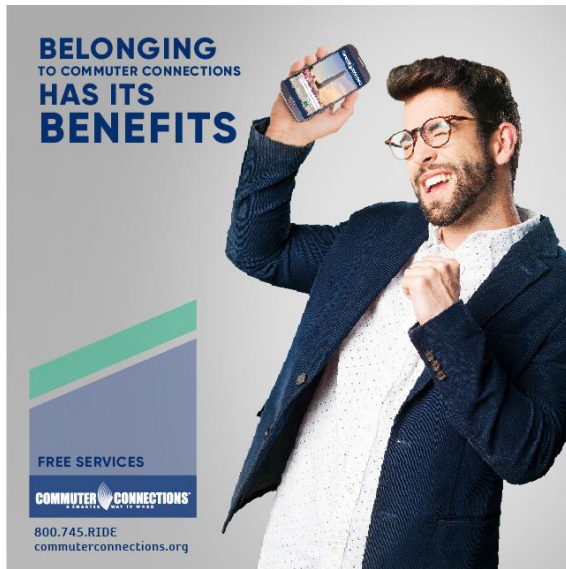
Online & Digital Advertising

Rideshare digital banner ads will be accompanying sponsored WTOP Articles from March – June. A Pandora campaign is alternating every other week from February through June. This includes digital banner ads and produced radio spots. Streaming services, Hulu and YouTube, will offer a unique audience.

WTOP Banner Ads:



Pandora Banner Ads:



Streaming Service Videos:



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!



Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!

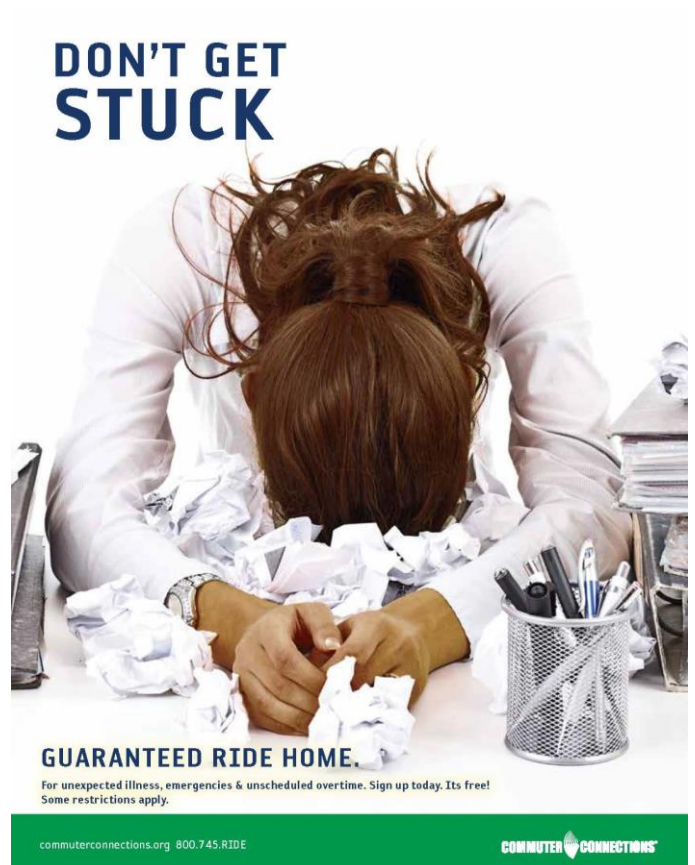
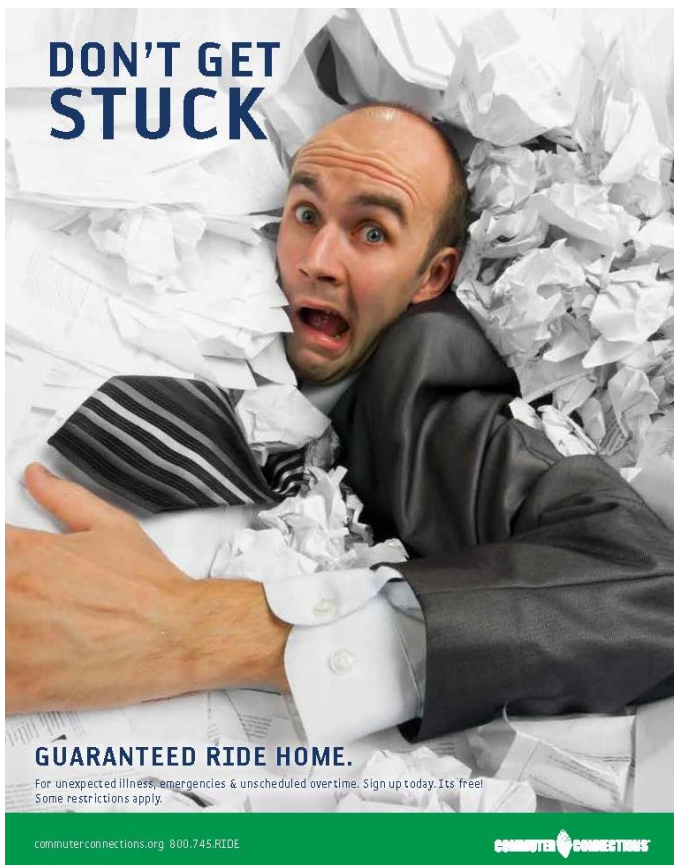


Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!

Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY2018 GRH campaign offers the concept of being stuck at work without a way to get home, but does so in a humorous manner. By creating a lighthearted situation, commuters are reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can be rest assured that when unexpected issues arise, they can get home, guaranteed. Recorded 30-second spots are a reminder to register, or renew, as well as reinforce the assurance that GRH provides a free, guaranteed way to get home in case of an unexpected illness, emergency, or unscheduled overtime.



Media Objectives: Guaranteed Ride Home

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

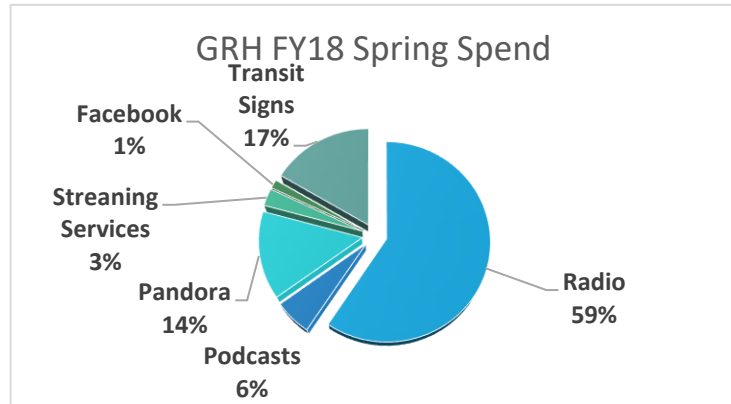
Target market

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

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	166,894.25	196,346.00	
Podcasts	16,000.00	16,000.00	
Pandora	40,001.00	47,060.00	
Streaming Services	7,875.00	7,875.00	
Facebook	4,000.00	4,000.00	
Transit Signs	46,560.00	46,560.00	

Totals \$281,330.25 \$317,841.00

Radio

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

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WWEG (106.9 Classic Hits)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast

The GRH radio campaign started in late February and is running every other week through the end of June 2018. The following spots are promoting GRH for the second half of FY2018, every other week over an eight-week span.

Guaranteed Ride Home :30 “Don’t Get Stuck” Office Mail

Don’t get stuck at work. When you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. We’ll get you home. Register or renew today at commuterconnections.org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Guaranteed Ride Home: :30 “Don’t Get Stuck” Sick Female

Moping at your desk with a miserable cold? Don’t get stuck if you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at CommuterConnections.org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Social Media Advertising

Social Media advertising utilizing Facebook is promoting Guaranteed Ride Home. Geo-targeting capabilities allow messaging to reach audiences throughout the region. Sponsored ads will be posted for eight weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

The ads will display the concept visuals with a call to action to visit commuterconnections.org.



Online & Digital Advertising

A Pandora campaign is alternating every other week from February through June. This includes digital banner ads and produced radio spots. Streaming services, Hulu and YouTube, will offer a unique audience.

Pandora Banner Ads:



Streaming Service Videos:



GRH Don't Get Stuck



Don't Get Stuck at Work...



When you rideshare, you can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections.



Free rides home if you rideshare.



Register or renew today at commuterconnections.org or 800.745.RIDE. Some restrictions apply.



GRH Don't Get Stuck



Moping at your desk with a miserable cold?



Don't get stuck if you rideshare...



You can get a guaranteed ride home in the case of illness, unexpected emergencies or unscheduled overtime.



Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare.




Register or renew today at commuterconnections.org or 800.745.RIDE. Some restrictions apply.

Paid Transit Placements

To reach the large commuting population, paid transit ads were placed on VRE and MARC commuter rail. Interior posters will be displayed from March to June.

MARC Ads:



DON'T GET STUCK

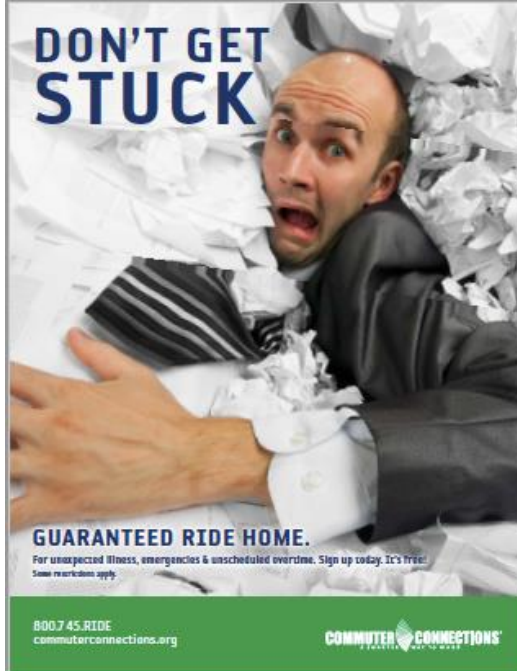
GUARANTEED RIDE HOME.

For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!
Some restrictions apply.™

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

VRE Ads:



DON'T GET STUCK

GUARANTEED RIDE HOME.

For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!
Some restrictions apply.

800.745.RIDE
commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations are providing bonus spots and WTOP.com is rotating bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads are being used to promote I-66/I-395 'Pool Rewards & the Flextime Rewards program.

GRH Baltimore

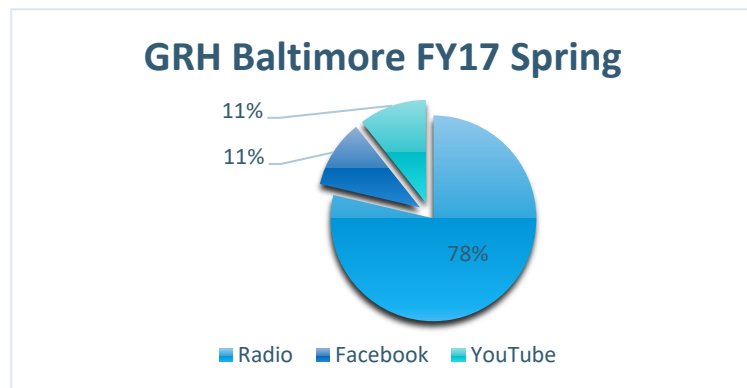
The GRH Baltimore campaign is focused on raising awareness of the GRH program among commuters in the Baltimore region, and increasing registrants. Radio, and Facebook ads will increase awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

Target market for Baltimore Metropolitan Region

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

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

Geographic Targeting Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	22,992.50	27,050.00	
Facebook	2,000.00	2,000.00	

Totals \$24,992.50 \$29,050.00

Radio

Radio is serving as the anchor media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk), will run GRH ads every other week from February through June 2018, for a total of eight weeks on air. See radio scripts on page 18.

Facebook

Facebook will be used to engage and help drive registration and re-registration to the website. See social media ads on page 19.

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. No charge radio :30 spots and WTOP.com banner ads are being used to promote I-66/I-395 'Pool Rewards & the Flextime Rewards program.

Bike to Work Day

Sponsorship Drive

In FY2018, Commuter Connections secured 30 sponsors for Bike to Work Day, donating \$58,600 in cash, and \$25,950 in-kind sponsorships.

Media

Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media make up the campaign. The registration goal for Bike to Work Day 2018 was set at 20,000 participants, and a paid media campaign consists of radio and social media.



Target market

From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%)
- Male (64%) and Female (36%)
- Caucasian (86%), Hispanic (4%), Asian (4%).
- HH income \$80k+ (77%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA 30%, and MD (18%)
- Works for employer size of 100+ (66%)

Geographic Targeting

Washington D.C. DMA

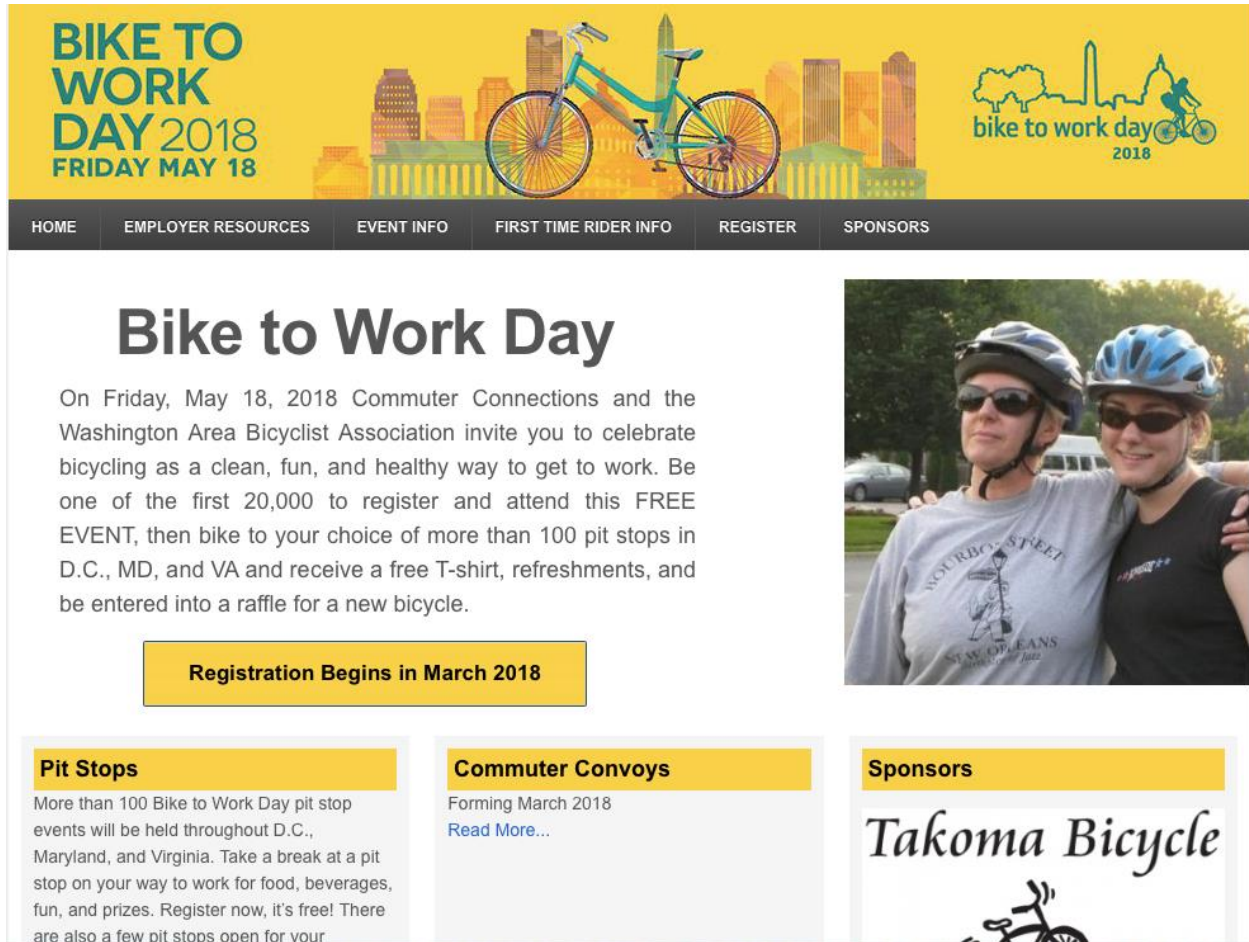
Budget

Media budget \$60,000

Marketing Strategies

Posters were mailed to employers throughout the region, and to more than 100 pit stop managers. Pit stop managers will distribute the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. T-shirt graphics, pit stop banners, and a web site were developed to promote the event.

Web Site



The screenshot shows the homepage of the Bike to Work Day 2018 website. The header features a yellow background with the event title 'BIKE TO WORK DAY 2018 FRIDAY MAY 18' on the left, a central illustration of a bicycle against a city skyline, and a logo on the right that says 'bike to work day 2018' with a silhouette of a person on a bicycle. Below the header is a dark navigation bar with links for HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER, and SPONSORS.

Bike to Work Day

On Friday, May 18, 2018 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 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Registration Begins in March 2018

Pit Stops


More than 100 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


Commuter Convoys

Forming March 2018
[Read More...](#)

Sponsors

Takoma Bicycle





BIKE TO WORK DAY 2018

FRIDAY MAY 18

**Pre-register by May 11 for
Free T-shirt* and Bike Raffles!**

**FREE FOOD, BEVERAGES and
GIVEAWAYS at all locations.**



Register free at
BIKETOWORKMETRODC.ORG
800.745.7433

#BTWD2018

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-Shirts available at pit stops to first 20,000 who register.
Over 100 pit stops throughout: D.C., Maryland, and Virginia!





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

Rack Card

BIKE TO WORK DAY 2018

FRIDAY MAY 18

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 11
 for free T-shirt* and
 bike raffle!

FREE FOOD, BEVERAGES and
 GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit
 stops located in D.C., Maryland
 and Virginia!

Visit www.biketoworkmetrodc.org
 for specific pit stop locations
 and times.

*T-shirts available at pit stops to
 first 20,000 registrants.





 #BTWD2018


 bike to work day
 2018



COMMUTER CONNECTIONS
WABA
 WASHINGTON AREA
 BICYCLIST ASSOCIATION

GO Alex
ICF
Takoma Bicycle

SPOKES
 "100% BICYCLES"
Bike Arlington
TELE DENTAL EXAM

Marriott
California TORTILLA

DC BIKE RIDE
goDCgo
 powered by d.
AASHIO
 AMERICAN ASSOCIATION
 OF STATE HIGHWAY AND
 TRANSPORTATION OFFICIALS

BICYCLE SPACE
CRYSTAL CITY
AMERICAN COLLEGE of CARDIOLOGY

FAIR LAKES
MDOT
 MARYLAND DEPARTMENT
 OF TRANSPORTATION
KIMPTON
 HOTELS & RESTAURANTS

POTOMAC PEDALERS
 MD • DC • VA
AAA
Giant
BIKES@VIENNA

Mozz
 southwest grill
KIND
 HEALTHY SNACKS
FELT

GREEN CLARKE
ABUS
 Security Tech Germany
BROMPTON

MSW
 BICYCLE ACCESSORIES
ORTLIEB
 WATERPROOF
pdw

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

Printed on recycled paper

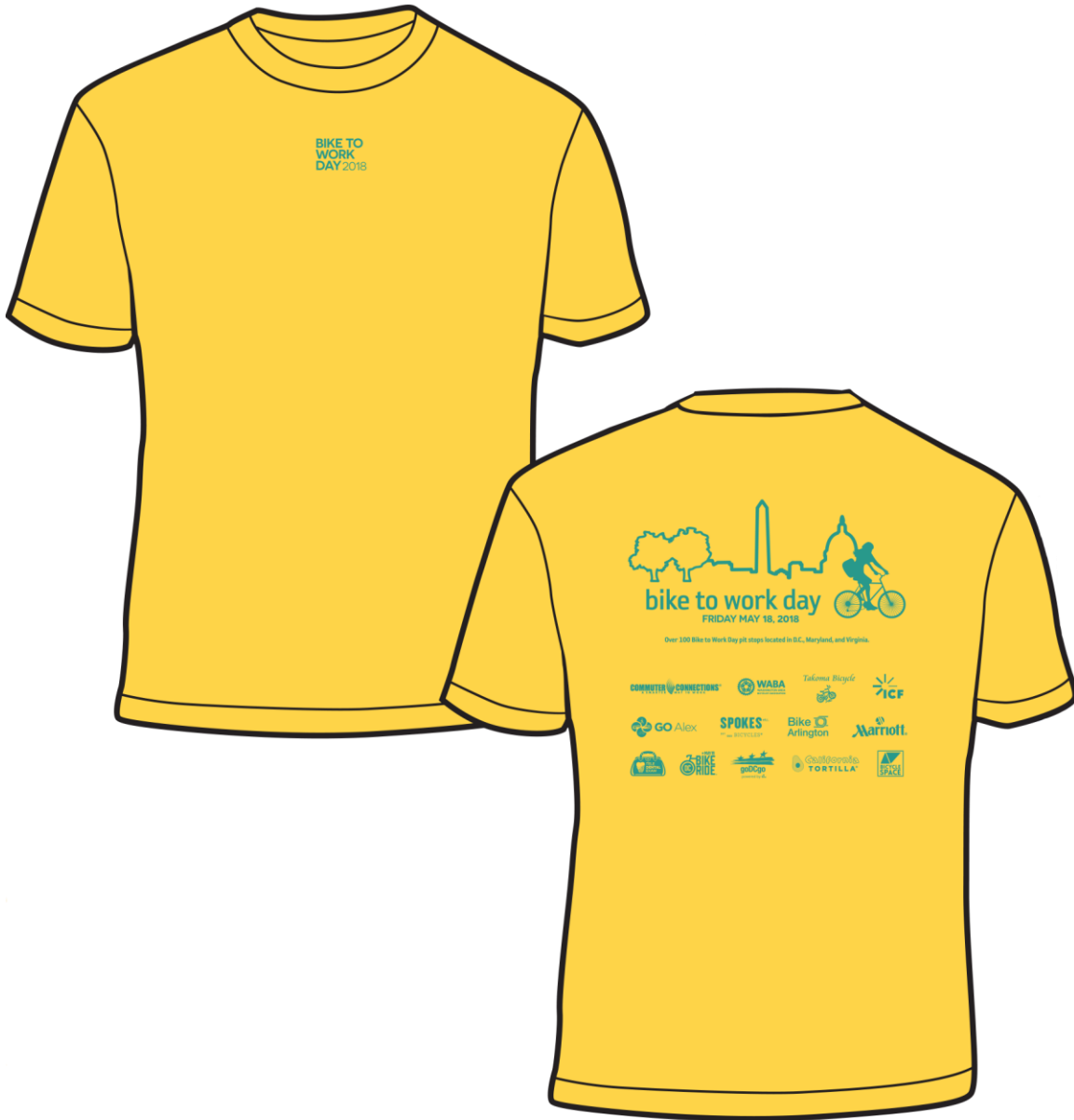
Vinyl Banner

Outdoor banners reflect graphics of the other Bike to Work Day 2018 marketing materials. Banners are 8' w x 4' h and will be provided to the pit stop managers approximately a month prior to the May 18th event. Each banner is customized with the specific pit stop name, location, and times. Over 100 banners will be produced.

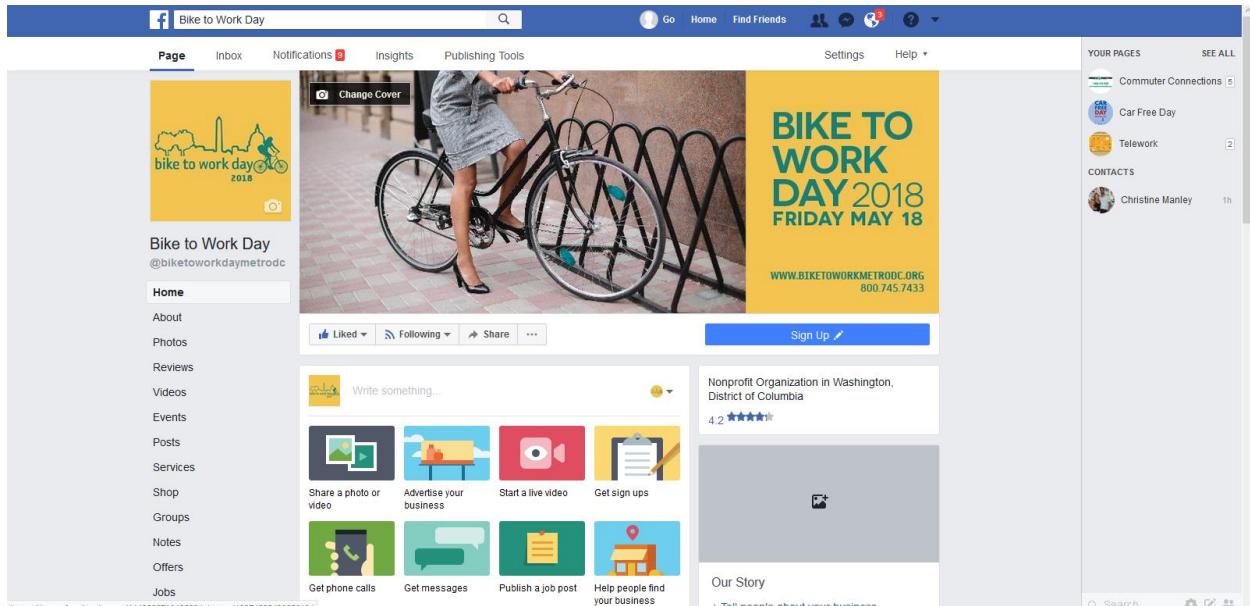


T-Shirt Design

Bike to Work Day T-shirts will be given away for free to the first 20,000 bicyclists who register and attend the pit stops.



Social Media



Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 2, 2018, and the Selection Committee will meet on March 22, 2018. Winners and nominees will be honored at the 21st annual awards ceremony on June 26, 2018 at The National Press Club in Washington, D.C. To recognize the employer winners, a display ad will be placed in a major newspaper after the event.



'Pool Rewards

Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign is running in the spring to promote the benefits of the 'Pool Rewards program.



Message Strategy

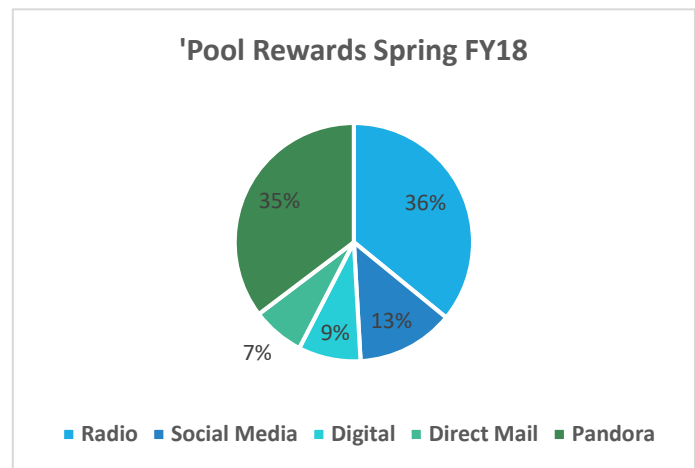
The ads are running on Rideshare weeks, January through March. The ads encourage commuters to find a partner to start a new carpool/vanpool, mention the incentive offered, and encourage commuters to contact Commuter Connections.

Target Market

See Rideshare demographics on page 9.

Geographic Targeting

Washington D.C. DMA



Pool Rewards Spring	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$11,333.33	\$13,333.33	
Social Media	\$5,500.00	\$5,500.00	
Digital	\$3,000.00	\$3,530.00	
Pandora	\$12,500.00	\$14,706.25	
Direct Mail	\$2,520.00	\$2,965.00	
Totals	\$34,853.33	\$40,034.58	

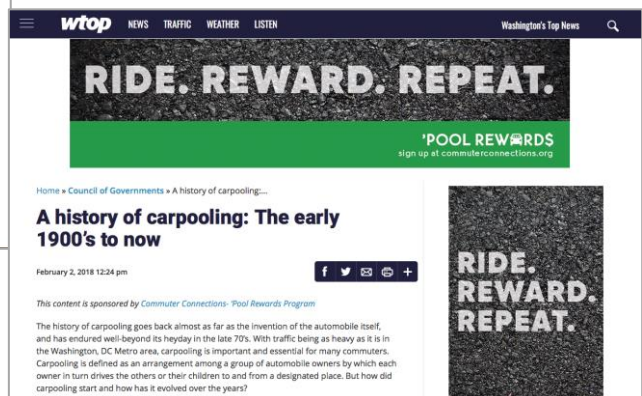
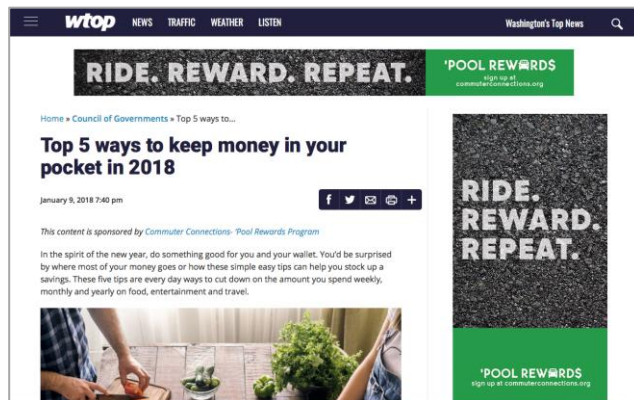
'Pool Rewards Radio Script

Pool Rewards :30 "Ride. Reward. Repeat."

Ride. Reward. Repeat. Just join or start a new carpool and receive 130 dollars with 'Pool Rewards. Carpools with 3 or more occupants on I-395 can travel TOLL-FREE and earn an extra 100 dollars for up to 230 dollars! Remember, you can get extra cash when you travel on I-395 if you join 'Pool Rewards. Just Ride. Reward. Repeat with Commuter Connections. Sign up at Commuter Connections dot org. Some restrictions apply.

'Pool Rewards WTOP Sponsored Articles

For the Spring 'Pool Rewards campaign, sponsored articles are utilized to help engage with audiences. The content focuses on some of 'Pool Rewards key brand elements, saving money and promoting carpooling. The first article was titled "Top 5 Ways to Keep Money in Your Pocket in 2018" which included Pool Rewards as one of the five. The second article focused on a history of carpooling and how it has affected the DC area.



'Pool Rewards Facebook Ads

Commuter Connections
January 17 · 🌐

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



CASH IN ON YOUR COMMUTE


POOL REWARDS
sign up at commuterconnections.org

Like Comment Share

👍❤️👤 213

Commuter Connections
February 12 at 3:50pm · 🌐

Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



REWARDS AHEAD

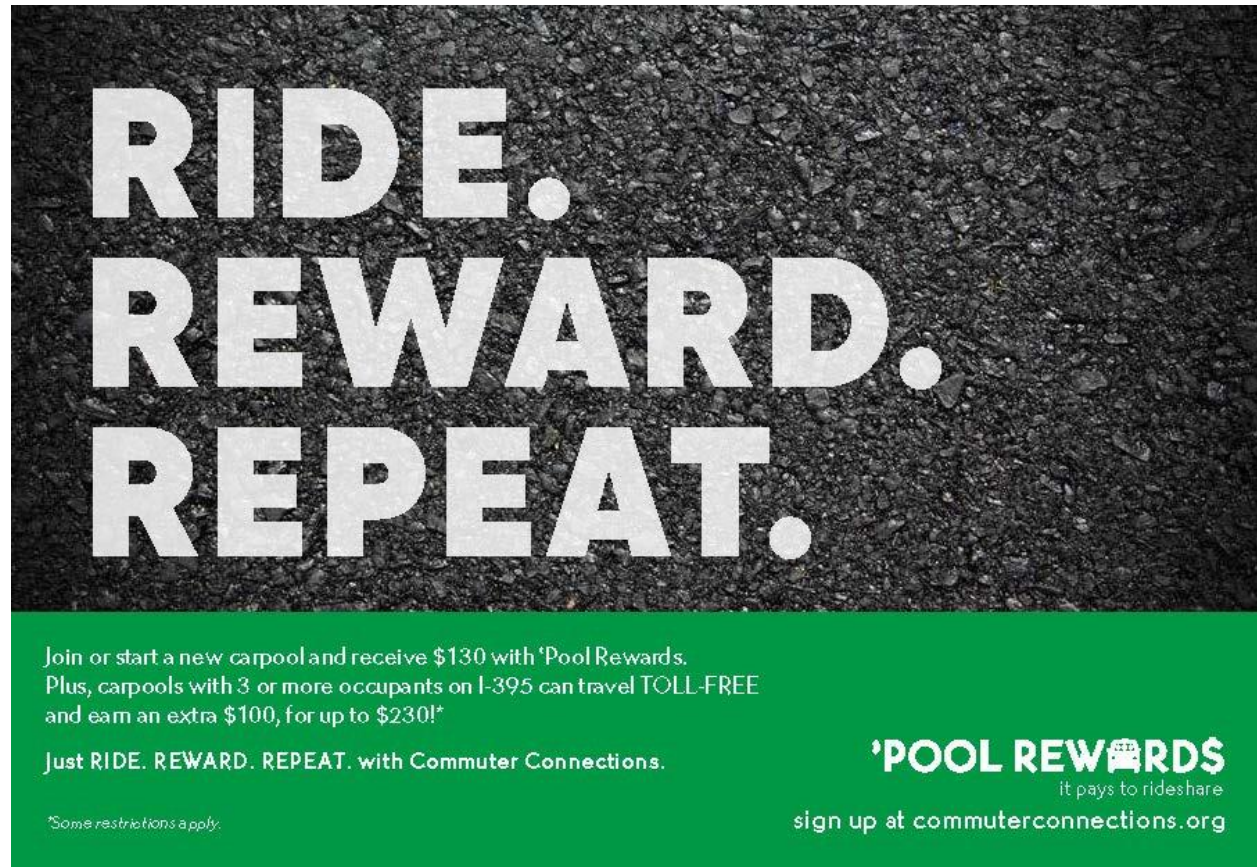
POOL REWARDS
sign up at commuterconnections.org

Like Comment Share

👍❤️👤 227 Chronological ▾

Every Door Direct

Every Door is a direct mail piece that was distributed to targeted households within Fairfax County. The postcard promoted 'Pool Rewards and its bonus incentive for joining or starting a new carpool and using I-395.



**RIDE.
REWARD.
REPEAT.**

Join or start a new carpool and receive \$130 with 'Pool Rewards.
Plus, carpools with 3 or more occupants on I-395 can travel TOLL-FREE
and earn an extra \$100, for up to \$230!*

Just RIDE. REWARD. REPEAT. with Commuter Connections.

'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

*Some restrictions apply.



EARN UP TO \$230

Join or start a new carpool and get paid by 'Pool Rewards using these easy steps!

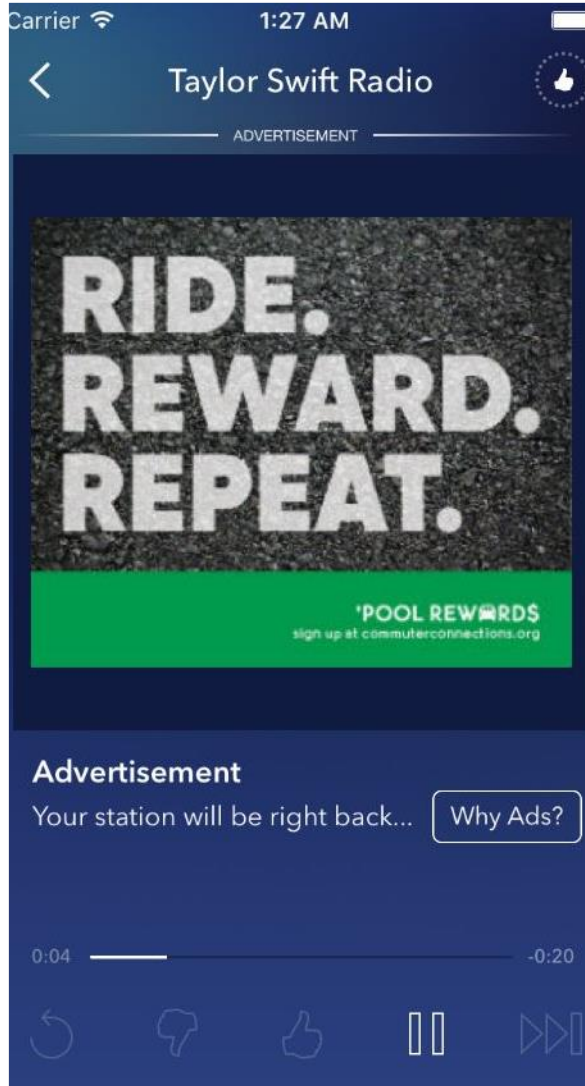
- 1 Create a free account and set up your NEW carpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool.
- 3 Reap your Rewards! Up to \$130 per person for a carpool, plus if you travel I-395 earn an extra \$100 up to \$230*.

*Some restrictions apply.

'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

COMMUTER CONNECTIONS
800.745.RIDE

Pandora



CarpoolNow Mobile App

CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. Through a grant received by Howard County, Commuter Connections ran a media campaign in the fall to promote the CarpoolNow mobile app to those who live or work in Howard County.



Media Strategy

Radio, digital, print and out of home media were used to promote the CarpoolNow mobile app during the second half of FY18. The campaign started in January and runs through June 2018.

Target Audience

- Commuters, 25-55 years old; residents & businesses.

Geographic Area

- Howard County and surrounding area.

CarpoolNow Spring Budget	COG Cost	Gross Cost	Impressions
Print	\$2,480.30	\$2,918.00	225,000
Out of Home	\$7,157.50	\$8,420.80	312,000
Digital	\$47,722.09	\$56,143.64	1,252,401
Radio	\$69,653.25	\$81,945.00	2,340,845
Totals	\$127,013.14	\$149,427.44	4,130,246

Radio

A :30 second radio spot was produced and is airing on news (WBAL) and music (WPOC) stations within the Baltimore market.



CarpoolNow :30 Seconds “Your Commute Just Got Easier”

If you live or work in Howard County, there’s a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It’s free to use the app and there’s no cost for passengers. Just visit CarpoolNow dot org today and start saving right away! That’s CarpoolNow dot org.

With the CarpoolNow mobile app, your commute just got easier.
Sponsored by Commuter Connections. Some restrictions apply.


Print

The Business Monthly is a business-to-business newspaper covering Howard and Anne Arundel Counties. Featured articles are written by, for, and about local business people and their companies. A half page ad ran in January 2018.

The Business Monthly


For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND



FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!



carpoolnow.org 800.745.RIDE

Living Local is a magazine delivered to over 75,000 households in Howard County. Each edition features local events, fund-raisers and focuses on neighborhood businesses. A double-page spread was placed in January and March 2018.

Two promotional posters for carpooling services, set against a blue background. The left poster is titled "FREE RIDESHARING ON DEMAND" and features a smartphone displaying a map with a yellow line and a button that says "FIND A RIDEMATCH". The right poster is titled "GET PAID TO DRIVE!" and features a steering wheel with a fan of US dollar bills in the center. Both posters include the text "For those who Live or Work in Howard County" at the top, a list of instructions at the bottom left, and the carpoolnow.org logo and phone number at the bottom right.

For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND

GET PAID TO DRIVE!

FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

carpoolnow.org 800.745.RIDE

carpoolnow.org 800.745.RIDE

Pandora

Mobile audio ads and web audio ads geo-targeted to Howard County will run January through March 2018.

pandora®



Nextdoor


Nextdoor is a private social network for neighborhoods, which allows residents to stay informed about what's going on in their neighborhood. Ads run January through June 2018, targeted to Howard County zip codes.



CarpoolNow, Sponsored

Rideshare Anytime!

If you commute to or from Howard County there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers. Just sign up at carpoolnow.org or call 800.745.Ride today! With carpoolnow.org your commute just got easier. Sponsored by Commuter Connections. Some restrictions apply.



Rideshare anytime for Free! [Download](#)

Thank Reply


AT&T 1:58 PM

Search

CarpoolNow, Sponsored

Rideshare Anytime!

If you commute to or from Howard County there's a great new option to shar... See more



Rideshare anytime for Free! [Download](#)

35m ago

Thank Reply

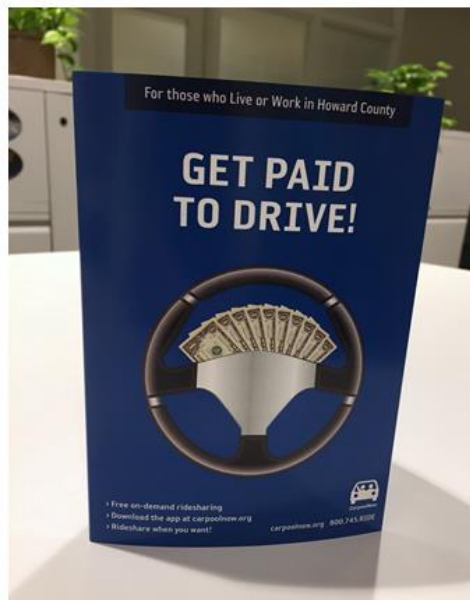
Steve Wymer, HQ Lead

Home Messages Heart Notifications 5 Menu

The Mall in Columbia

The Mall in Columbia is the central shopping mall for the planned community of Columbia, MD. CarpoolNow Table Tent ads run from January through June 2018.

THE MALL IN COLUMBIA



Commuter Connections Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections newsletter was produced during the second half of FY2018, and development of the spring edition has begun. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at www.federaletc.org.

CARPOLS RIDE FREE ON NEW I-66 EXPRESS LANES, INSIDE THE BELTWAY Continued from front



services such as Uber and Lyft, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work.

Encourage your employees to consider carpooling to work using the CarpoolNow Ridesharing mobile app. To start using CarpoolNow, simply create a free account at www.commuterconnections.org, then download the free CarpoolNow app for Apple, Android, or BlackBerry devices. For questions about the CarpoolNow Ridesharing app, please visit www.carpoolnow.org or call Commuter Connections at 800 745-7433.

MOBILE COMMUTER STORE ROLLS INTO MONTGOMERY COUNTY

The Montgomery County Department of Transportation (MCDOT) launched its first Mobile Commuter Store (MCS), selling transit fare media and offering a broad variety of transportation information to the public. The fully outfitted 38-foot Winnebago "store on wheels" replaced the brick and mortar TRIPS Commuter Store in Friendship Heights.

"I'm proud that Montgomery County is the first community in Maryland to launch a Mobile Commuter Store that brings transportation services directly to commuters, residents and tourists," said Montgomery County Executive Ike Leggett. "The MCS will help promote the use of transit and other travel options that reduce traffic congestion and are a critical part of our balanced and comprehensive network."

The MCS can bring services directly to customers throughout the county at convenient locations such as recreation centers, senior centers, libraries, community centers, major office, retail and residential complexes, and county fairs and festivals.

The mobile store offers a wide variety of transportation and visitor information. Customers can purchase or load value onto SmartTrip cards, Ride On bus passes (including Youth Cruiser passes), and MARC Commuter Rail tickets. Customers can even



register and obtain key fobs for Capital Bikeshare. The store also provides real time transit information on screens, both inside and outside the mobile store.

MCDOT will continue to operate the TRIPS Commuter Store at the Silver Spring Transit Center, and has significantly extended the days and hours of operation to seven days a week from 6:00 a.m. to 6:00 p.m. Monday through Friday, and 6:00 a.m. to 5:00 p.m. Saturday and Sunday.


A schedule of locations where the Mobile Commuter Store can be found at www.montgomerycountymd.gov/dot-dir/commuter/

2

Winter 2018

FEDERAL ETC UPDATES

NATIONAL INSTITUTES OF HEALTH COMMUTER PROGRAM



Headquartered in Bethesda, the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services, is the steward of medical and behavior research for the nation. In addition to the main campus, NIH has various offices in the surrounding area, principally in Montgomery County.

In Bethesda, NIH employs approximately 23,000 people, directly across Rockville Pike from the Walter Reed National Medical Center, which has seen a recent growth in population.

Parking on campus is limited, and traffic congestion in the area is considered heavy on good days. To combat this, NIH has developed and implemented extensive commuter incentives programs, alternative transportation options, and has found workable strategies to promote them.

In 1993, NIH started a small pilot program to provide a few hundred employees a subsidy as an incentive to use mass-transit. That early pilot has evolved into the NIH Transhare Program, with more than 6,000 members. During the summer months, that number surges to over 7,000. Additionally, NIH participates in Metro's SmartBenefits program.

NIH also has a very active Bicycle Commuter Club, sponsored by NIH Recreation and Welfare Association, who provide a reward called Bike Bucks based on the miles employees commute annually via two wheels. The bike club also mentors new cyclists

and provides assistance and information on route selections, equipment choices, and safety. Since bicycling is a clean form of commuting, the bike club operates under the motto, "non-polluter commuter."

As is evidenced by continually placing at the top of Bike to Work Day's employee participation, NIH has one of the largest employer based bicycle programs in the region. Dr. Francis Collins, director of NIH, stated that, "NIH should lead by example when it comes to health and exercise." Collins is an active participant in NIH's Bike to Work Day event, held each May.

NIH was one of the first federal agencies in the country to implement a bicycle subsidy program and provides over a thousand spaces for bicycle parking, strategically placed for easy access, and protected from the elements. Additionally, NIH provides more than 1,000 lockers and 90 shower facilities on and off-campus for cyclists to use.

The bicycle subsidy program offers cyclists a subsidy to commute to work using only their "manpower." This \$20 per month subsidy has helped to propel NIH as a leader in the federal government in this regard. The subsidy in conjunction with the close coordination of the NIH bike club has greatly assisted employees with commuting to work in a healthy, environmentally-friendly manner.

Continued on back

Commuter Connections E-Newsletter

The winter 2018 edition of the Commuter Connections e-newsletter was distributed via email blast to employers, and Committee Members.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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



66 ExpressLanes
INSIDE THE BELTWAY

CARPOOLS RIDE FREE ON NEW I-66 EXPRESS LANES, INSIDE THE BELTWAY

In December, the long awaited I-66 Express Lanes opened inside the Beltway, giving commuters a faster and more predictable way to get to and from work. Touted as the nation's first peak-period, all lanes, dynamically-tolled roadway, the lanes are designed to offer better travel choices that can move commuters more rapidly and with greater reliability...[Read more](#)

MOBILE COMMUTER STORE ROLLS INTO MONTGOMERY COUNTY

The Montgomery County Department of Transportation launched its first Mobile Commuter Store, selling transit fare media and offering a broad



Appendix A

Performance Measures

Web Visits

Month	FY 2017 Web Visits	FY 2018 Web Visits	+/-	+/- %
Jan	13,708	14,326	618	4.5%
Feb	10,161	11,124	963	9.5%
March				
April				
May				
June				
	23,869	25,450	1,581	6.6%

Phone Calls

Month	FY 2017 Phone Calls	FY 2018 Phone Calls	+/-	+/- %
Jan	942	1,245	303	32.2%
Feb	1,155	965	(190)	-16.5%
March			-	
April			-	
May			-	
June			-	
	2,097	2,210	113	5.4%

Appendix B

Media Schedules – FY18 2nd Half Marketing Campaign

Commuter Connections FY2018 Spring Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																				
	Media Outlet	Campaign to Run	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25		
GRH	Radio & Podcasts	iHeart	2/26 - 6/30/18																				
		WBQB	2/26 - 6/30/18																				
		WFLS	2/26 - 6/30/18																				
		WFMD	2/26 - 6/30/18																				
		WAMU	2/26 - 6/30/18																				
		WAMU Podcasts	2/26 - 6/30/18																				
		WFRE	2/26 - 6/30/18																				
		WVWG	2/26 - 6/30/18																				
	Streaming	Hulu	2/26 - 6/30/18																				
		Youtube	2/26 - 6/30/18																				
Social	Facebook	2/26 - 6/30/18																					
Transit Signs	MARC	2/26 - 6/30/18																					
	VRE	2/26 - 6/30/18																					
Pandora	:30 Audio	2/26 - 6/30/18																					
	Banner/Tile Ads	2/26 - 6/30/18																					
GRH - Baltimore	Radio	WBAL-AM/Baltimore	2/26 - 6/30/18																				
		WPOC-FM/Baltimore	2/26 - 6/30/18																				
Social	Facebook	2/26 - 6/30/18																					
Rideshare	Radio & Podcasts	WTOP-FM	2/19 - 6/24/18																				
		WBQB	2/19 - 6/24/18																				
		WFLS	2/19 - 6/24/18																				
		WFMD	2/19 - 6/24/18																				
		WAMU	2/19 - 6/24/18																				
		WAMU Podcasts	2/19 - 6/24/18																				
	Streaming	WFRE	2/19 - 6/24/18																				
		Hulu	2/19 - 6/24/18																				
	Youtube	Youtube	2/19 - 6/24/18																				
	Social	Facebook	2/19 - 6/24/18																				
Facebook		2/19 - 6/24/18																					
Pandora	:30 Audio	2/19 - 6/24/18																					
	Banner/Tile Ads	2/19 - 6/24/18																					

Commuter Connections FY2018 Spring Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																										
	Media Outlet	Campaign to Run	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25	
iPool Rewards	Digital & Social	WTOP.com	1/1 - 3/3/18																										
	Radio	Pandora	1/1 - 3/3/18																										
	Social	Facebook	1/1 - 3/3/18																										
Direct Mail	WTOP-FM	1/1 - 3/3/18																											
	Every Door Direct	1/1 - 3/3/18																											
CarPoolNow Mobile App	Digital	Nextdoor	1/1 - 6/30/18																										
	Print	Pandora	1/1 - 6/30/18																										
	OOH	Living Local	1/1 - 6/30/18																										
	Radio	Business Monthly	1/1 - 6/30/18																										
	Radio	Mall of Columbia	1/1 - 6/30/18																										
Radio	WPOC-FM/Baltimore	1/1 - 6/30/18																											
	WBAL-AM/Baltimore	1/1 - 6/30/18																											