



**Metropolitan Washington
Council of Governments**

**FY23 First Half
Marketing Campaign Summary
Draft Report**

Regional TDM Marketing Group

December 20, 2022

**FY23 First Half
Marketing Campaign Summary**

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Executive Summary

Overview

This document summarizes Commuter Connections' FY23 marketing activity occurring between July and December 2022. Special events planning and promotion during the first half of FY23 included Car Free Day in September 2022.

Post Pandemic

Across the Washington, DC region, a stark increase in telework has impacted the frequency and method of commuting. The changes are complex, consisting of many different but connected parts. Nearly half of all workdays were telework, which cut 3 million car trips a day. However, despite the high level of teleworking and contrary to expectation, traffic congestion has rebounded. SOV use is up, creating a steady stream of traffic throughout the day, and alternative mode use is down, especially transit ridership. Transit continues to lose ridership with lingering social anxieties around COVID as well as Metro's own issues with safety, and service availability.

A recent JLL Global Research survey found that DC traffic is exceeding pre-pandemic levels, with the number of vehicle trips per month up 120% compared to 2019. The State of the Commute (SOC) 2022 preliminary survey results finds that while drive alone use decreased – from 58% in 2019 to 41% in 2022 – if teleworking was backed out of the equation, SOV use actually increased 14%.

Employers encourage drive alone behavior by making it convenient and inexpensive to do so, such as by offering free worksite parking. The SOC survey found that 70% of commuters report having free parking and drive alone was lower at worksites where parking was not free and commute services were offered.

Express/toll lanes offer the option to drive alone more rapidly along busy corridors. More than three-quarters of commuters who used the managed lanes did so by driving alone.

Casual carpool/slug lines have plummeted. Many commuters are not yet comfortable carpooling with those they don't know, but are however open to carpooling with work colleagues, family, and friends. Yet rideshare has many benefits and the ability to form a small circle of familiar riders still resonates. The SOC survey reports that 75% of carpoolers found their carpool partner by riding with family members, alleviating social anxieties. Trust is the essential element.

GRH & Ridesharing Fall Campaign

A fall campaign was geared to workers returning to the office. The "Look Again" theme promoted ridematching was geared to helping commuters find carpool partners and seats in vanpools. The Guaranteed Ride Home portion of the campaign encouraged registrations using a similarly themed "Take a Look" message. The FY23 second half media buy was \$254,991 for Rideshare and \$169,957 for GRH. The GRH Baltimore media buy was \$24,903.

Car Free Day

A marketing campaign promoted the Car Free Day event that was held on September 22, 2022. The total cost of the Car Free Day media buy budget was \$44,779.

Employer Recognition Awards

A nomination brochure and form were developed and mailed to employers to kick off the 2023 call for nominations, which opened December 1, 2022.

Incentive Programs

Marketing campaigns for various Commuter Connections incentive programs ran during the months of October-December 2022. Media buys were CarpoolNow \$14,978, 'Pool Rewards Regional \$19,996, and 'Pool Rewards VDOT I-66 \$59,959.

Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection during the first half of FY23. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys also gathered demographic data to help understand the age, income, gender, and racial/ethnic backgrounds of the region's citizens and Commuter Connections members.

- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections Bike to Work Survey Analysis Report
- 2019 Commuter Connections State of the Commute Survey Report

The first half of FY23 included the following activities:

- Car Free Day 2022 promotion and event
- Regional TDM Marketing Group meetings (September & December 2022)
- Summer/fall employer newsletters
- CarpoolNow campaign
- 'Pool Rewards regional campaign
- 'Pool Rewards VDOT I-66 campaign
- GRH and Rideshare fall campaigns
- Spring campaign research project
- Employer Recognition Awards (call for nominations)

About Commuter Connections

Commuter Connections is a network of transportation organizations coordinated at a regional level through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to workers in the Washington, DC metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in the Washington, DC and Baltimore regions. Other key elements include TDM evaluation, incentive programs, and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with guidance on establishing and enhancing commuter programs, including telework and offering free collateral materials.

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

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- City of Fairfax
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax Connector
- Fairfax County Commuter Services
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- U.S. General Services Administration
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington, DC region, providing free commuting services and solutions for more than 45 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with access to routes and other alternative mode options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



Car Free Day 2022

Car Free Day was celebrated on September 22, 2022. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation.



Media Objectives

Car Free Day challenges drivers to leave their cars home for the day and go car free or car-lite. The campaign promotes the use of alternative modes of transportation such as taking transit, carpooling, vanpooling, bicycling, scootering, and walking. In addition, participating by teleworking is also included. The objectives are to encourage workers, residents, and students to take the Car Free Day pledge to reduce traffic congestion and auto emissions. The campaign also looks to engage employers, area universities, and the general public.

The Car Free Day media buy consisted of radio spots, text messages, posters, a YouTube video, social media influences, and digital banner ads. Other efforts to promote Car Free Day included social media and earned media.

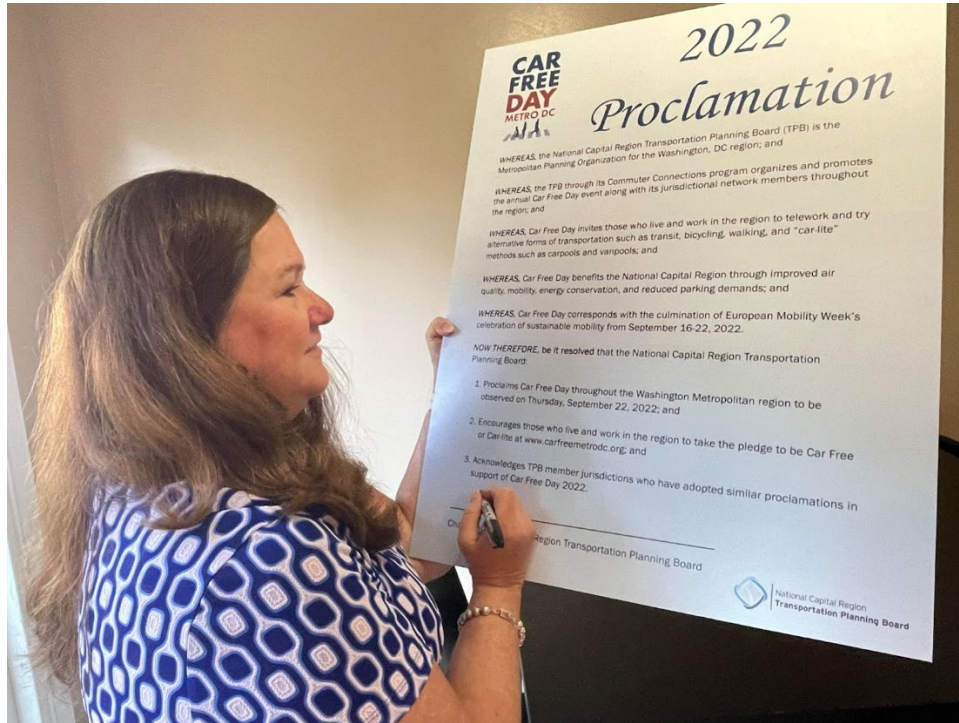
Car Free Day Media Spending	Gross Dollars	COG Net Cost	Final Impressions
Text Messages	\$470.60	\$400	5,900
Pandora	\$11,765	\$10,000	668,446
WTOP	\$19,185	\$16,307	2,012,200
WJFK	\$5,895	\$5,011	346,800
Influencer 1 (Dana)	\$1,529	\$1,300	14,525
Influencer 2 (Rachel)	\$1,529	\$1,300	5,181
Influencer 3 (Sarah)	\$1,529	\$1,300	3,929
NBC4	\$4,853	\$4,125	206,730
El Tiempo Latino	\$1,412	\$1,200	49,500
YouTube	\$471	\$400	NA
Popville	\$882	\$750	1,581
WPGC	\$3,160	\$2,686	154,300
Totals	\$53,680	\$44,779	3,469,092

Value Add

A total of approximately \$7,500 in value add was negotiated for Car Free Day 2022.

Proclamation

National Capital Region Transportation Planning Board (TPB) Chair and City of Manassas Vice Mayor Pamela Sebesky, signed the Car Free Day 2022 Proclamation declaring Thursday, September 22, 2022 as Car Free Day throughout the region.



Car Free Day Poster

The poster imagery from the previous year's event was modified for 2022 to remove COVID references. The poster was distributed to employers and stakeholders throughout the region.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
METRO DC

9.22.22
COMMUTE WITH CONFIDENCE

Radio

New radio spots were developed for Car Free Day 2022 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



Radio Scripts

“Car Free Day 2022” :30 seconds

Try a new way to travel on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Thursday, September 22nd. Take the free pledge at Car Free Metro D-C Dot Org for special promotions and a free raffle entry for a chance to win great prizes, even if you’re already car free or car-lite. Take the free pledge today and Commute with Confidence! Visit Car Free Metro D-C Dot Org. That’s Car Free Metro D-C Dot Org.

“Car Free Day 2022” :10 seconds

Try a new way to travel on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Thursday, September 22nd. Take the free online pledge at Car Free Metro D-C Dot Org.

Pandora

A :30-second radio spot ran on internet radio station Pandora and was accompanied by a companion image.

pandora®



**CAR
FREE
DAY**
METRO DC

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

9.22.22

COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC


COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

The graphic features a blue background with white and red text. On the right, there is an illustration of a person in a yellow jacket standing next to a red and grey bus. At the bottom left, there are small icons of a person on a bicycle and a person walking.

YouTube Video

A short animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2022. A link to the YouTube video was made available on the Car Free Day website.



The video player shows a promotional graphic for 'Car Free Day 2022'. The text 'CAR FREE DAY' is prominently displayed in large, bold letters. 'CAR' and 'FREE' are in blue, while 'DAY' is in red. The graphic includes illustrations of a blue car with people inside, a red and white bus, a person sitting at a desk with a laptop, and a person riding a bicycle. The video player interface shows a progress bar at 0:04 / 0:35 and standard YouTube controls.

Car Free Day 2022

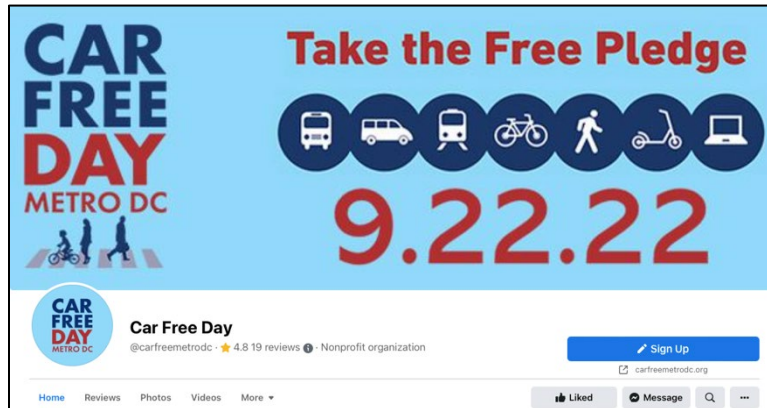
2 views Aug 29, 2022 Opt for sustainable travel on Thursday, September 22, for Car Free Day! Take the free pledge to go car free or car-lite (carpool/vanpool) at carfreemetrodc.org for free promotions and to be entered into our raffle for a chance to win great prizes!

👍 0 🗑 Dislike ➦ Share ➦ Save ...

Car Free Day Social Media

Social media was used to keep friends and followers up to date on activities, and sponsors donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,807 Facebook fans and has 734 followers on Twitter.

Facebook



Twitter



Facebook Social Media Posts

A series of images featuring each travel mode was developed for use on social media. A different image was posted along with promotional copy every several days during the months of August and September, leading up to Car Free Day.



Email Blast

An email blast was sent to participants from recent Car Free Day and Bike to Work Day events.



Take the Car Free Day 2022 Pledge at <https://www.carfreemetrodc.org/> for a chance to win great raffle prizes! Plus, all who take the pledge will receive a confirmation email with a \$30 Nift Gift (neighborhood gift) online Promocode. With the Nift app, discover great local businesses in neighborhoods where you live or work!



Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
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9.22.22
COMMUTE WITH CONFIDENCE

f
COMMUTERCONNECTIONS.ORG

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

Native Article (Blog)

A paid sponsored article on PoPville, a popular local blog chronicling D.C. area neighborhood happenings, was utilized to help reach local audiences.



SPONSORED

Park It and Win Prizes! Revving Up for 'Car Free Day'

Pop Sponsor September 19, 2022 at 12:15pm

The graphic for Car Free Day features a blue background with illustrations of a car, a bus, and a person on a bicycle. The text "CAR FREE DAY" is prominently displayed in large, bold letters. Below it, it says "SEPTEMBER 22, 2022". To the right, there is a smaller version of the "CAR FREE DAY" logo with the date "SEP 22, 2022" and the website "CARFREEMETRODC.ORG".

Can you go just ONE DAY without your car? Try it on Car Free Day, September 22.

Commuter Connections, the regional network of transportation organizations coordinated by the **Metropolitan Washington Council of Governments**, challenges the area's drivers to park their vehicles for one day a year — and this year, "Car Free Day" is Thursday, September 22.

You won't be alone in the challenge: Commuter Connections has a long list of transportation alternatives to make it easy to get around, and, best of all, those who pledge to participate in Car Free Day will receive a \$30 gift promo code and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare. All who take the pledge will also be entered into a raffle for a Samsung tablet, gift cards to popular restaurants, annual memberships, transit passes and more.

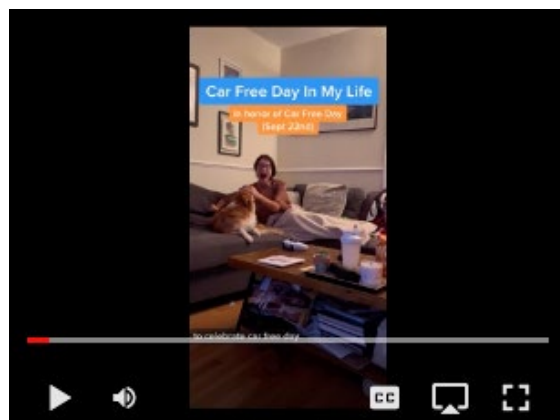
[Take the pledge now!](#)

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries.

"Car Free Day is an important event for our region and presents an opportunity for us to come together and reduce our overall traffic congestion by pledging to take alternative transportation modes like riding the bus, Metro rail, or carpooling with friends and family," said **Commuter Connections** Director Nicholas Ramfoss.

Influencer Videos

Popular local influencers Dana Marlowe (@danamarlowe), Rachel Schultz (@foodfitnessflights) and Sarah Darradjii (@itsyagirlsarahd) produced content that was shared via their social media channels on TikTok and Instagram.



Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

August 24, 2022 - Message #1 (2022 Registrants):

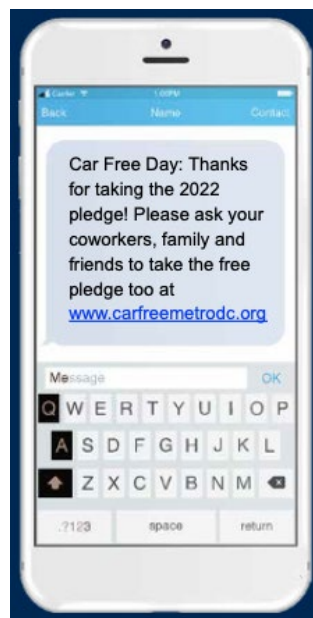
Car Free Day: Thanks for taking the 2022 pledge! Please ask your coworkers, family, and friends to take the free pledge too at www.carfreemetrod.org

August 26, 2022 - Message #2 (Previous Year's Registrants):

Car Free Day: Thanks for taking part in last year's event! It's time to take the 2022 Car Free Day pledge! Free prize raffle entry. www.carfreemetrod.org

September 20, 2022 - Message #3 (Last Chance to Pledge):

Car Free Day: Thurs Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions & raffle entry for great prizes! www.carfreemetrod.org



Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize their support of the event.

- Press Releases:
 - 8/5/2022: Car Free Day 2022 Registration Opens: Take Your Foot off the Gas and Take the Pledge to Go Car Free
 - 9/15/2022: Take the Pledge and Go Car Free with Commuter Connections, Win Prizes and Free Bikeshare Rides
 - 9/22/2022: Thousands of DC Area Residents Pledge to go Car Free Today – September 22

Prizes

Each event registrant who took the pledge to go car free or car-lite received a \$30 Nift Gift credit to use with local participating businesses in the DC area. They also received a 24-hour pass for unlimited 45-minute rides with Capital Bikeshare as well as a free cup of coffee at Busboys and Poets. Registrants were also entered into a raffle for a chance to win several sponsor-donated prizes. In-kind sponsors received a logo/link on the Car Free Day website and mentions on social media posts.

College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The winner of this year's challenge was the University of Maryland.



Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is a financial sponsor of Clean Air Partners and as part of its sponsorship, Clean Air Partners leveraged a network of local social media influencers to build awareness about Car Free Day and to encourage followers to visit the Car Free Day event website to take the pledge.



GRH & Rideshare Fall Campaign

The “Look Again” theme continued to promote ridematching to help commuters find carpool and vanpool partners. Guaranteed Ride Home incorporated a similar message by calling on commuters to “Take A Look” and register or re-register for the free emergency ride home service. The creative assets were revised to remove COVID related references. Otherwise, the design and messaging were similar to the regional recovery campaign used in FY22.

Costs from the media buy and associated impressions are below:

Ridesharing Budget	Gross Cost	COG Cost	Estimated Impressions
Brian Mitchell	\$1,800	\$1,530	330,000
Cameo	\$1,200	\$1,020	NA
El Zol	\$29,475	\$25,053.75	500,000
Sarah Derrajii (influencer)	\$1,800	\$1,530	5,000
LinkedIn	\$1,464	\$1,244.40	NA
PoPville	\$764	\$649	5,000
Pandora	\$47,060	\$40,000	654,999
WAFY	\$11,670	\$9,920	165,000
Waze	\$1,176	\$1,000	NA
WFED Newsletter	\$17,520	\$14,892	100,000
WFED Podcast	\$5,882.36	\$5,000	40,000
WFED	\$17,510	\$14,892	110,000
WFRE	\$17,400	\$14,790	175,000
WHUR	\$23,600	\$20,060	820,000
WJFK	\$29,420	\$25,007	535,000
WPGC	\$23,550	\$20,017.50	1,300,000
WTOP	\$47,040	\$39,984	1,440,000
WTOP.com	\$7,058	\$6,000	325,000
WVEG	\$12,010	\$10,208.50	150,000
YouTube	\$600	\$510	NA
WBQB	\$17,700	\$15,045	175,000
Totals	\$29,989.36	\$254,991.15	6,829,999

GRH Budget	Gross Cost	COG Cost	Estimated Impressions
El Zol	\$23,500	\$19,975	450,000
Rachel Schultz (influencer)	\$1,800	\$1,500	5,000
LinkedIn	\$600	\$510	NA
PoPville	\$764	\$649	5,000
WAFY	\$20,625	\$17,531	330,000
WAMU	\$16,683	\$14,246	1,375,000
WFED	\$23,515	\$19,987.75	175,000
WFRE	\$20,580	\$17,493	125,000
WPGC	\$23,550	\$20,017.50	1,400,000
WHUR	\$23,600	\$20,060	820,000
WTOP	\$35,280	\$29,988	1,080,000
WTOP.com	\$9,412	\$8,000	390,000
Totals	\$199,909	\$169,957.25	6,155,000

GRH Baltimore Budget	Gross Cost	COG Cost	Estimated Impressions
WBAL	\$14,621	\$12,428.25	300,000
WPOC	\$14,676	\$12,475	250,000
Totals	\$29,297	\$24,903.25	550,000

Value Add

A total of approximately \$31,100 in value add was negotiated for Ridesharing, \$21,930 for Guaranteed Ride Home, and \$3,300 for Guaranteed Ride Home Baltimore.

Radio (Rideshare)

Radio served as the main media component for the Fall Rideshare Campaign and included 30 and 15 second spots on popular radio stations in the region.

Rideshare Scripts

:30 Ridesharing - Carpool/Vanpool Radio Script

Reconnect with a carpool or vanpool. Even if you're commuting just a few days a week, Commuter Connections can match you with others that live and work near or at the same place as you. Prefer taking the bus or train? There's never been a better time to reconnect with transit. Plus, you have the added comfort of knowing Guaranteed Ride Home is there for any unexpected emergency, for free! For more options, visit CommuterConnectionsDotOrg or call 1.800.745.RIDE. Some restrictions apply.

:15 Ridesharing - Carpool/Vanpool Radio Script

Reconnect with a carpool or vanpool. Even if you're commuting just a few days a week, Commuter Connections can match you with others who live and work near you. To learn more, visit CommuterConnectionsDotOrg or call 1.800.745.RIDE.



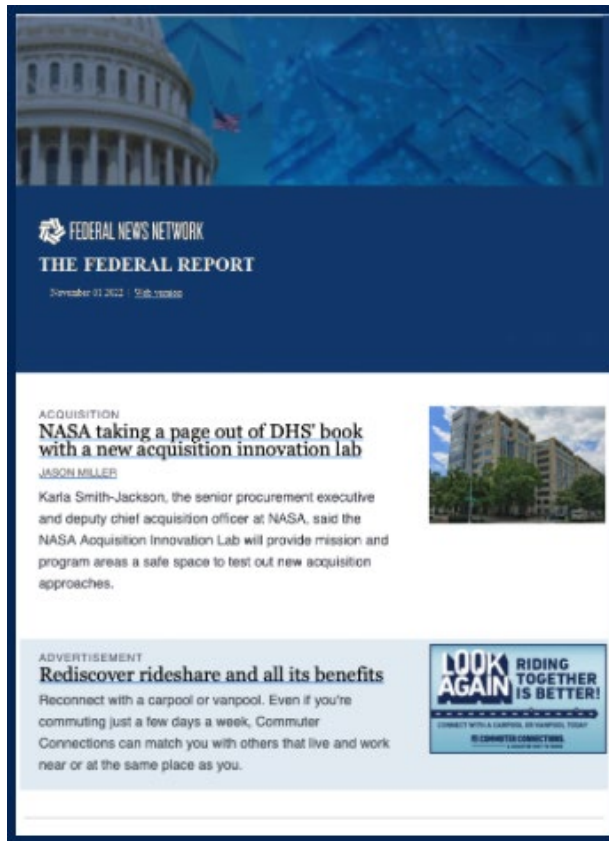
Digital Banner Ads (Rideshare)

Banner ads in various sizes ran on WTOP.com



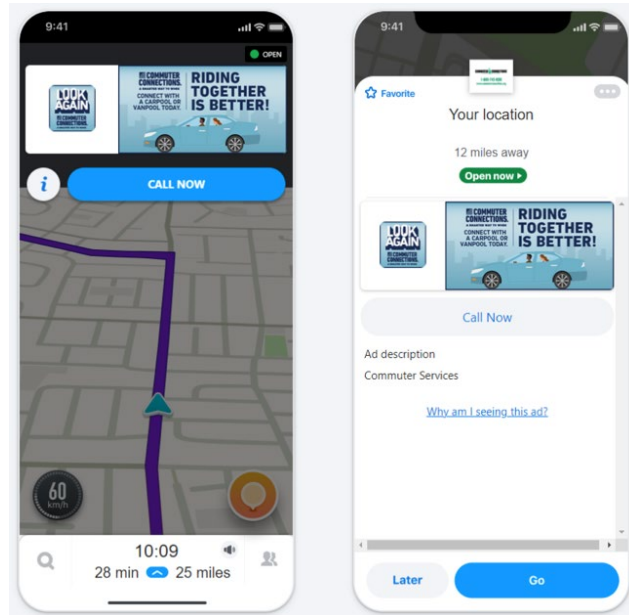
WFED Newsletter (Rideshare)

An advertisement also appeared in an edition of the WFED newsletter.



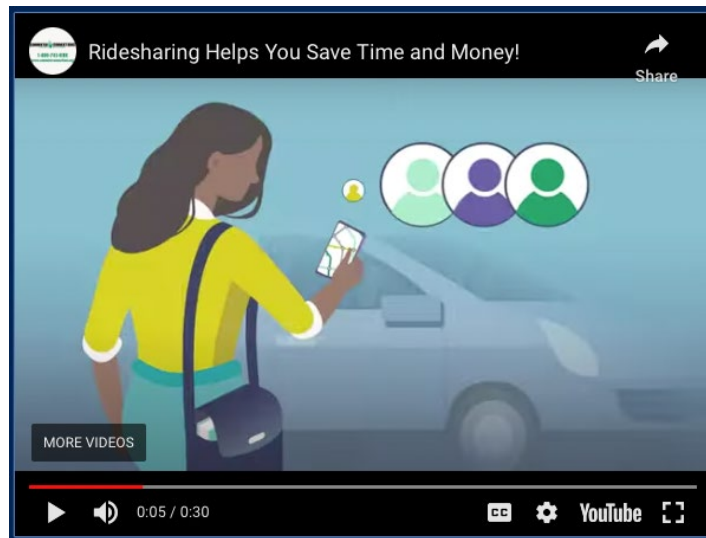
Waze (Rideshare)

With Waze ending their carpool program, Commuter Connections leveraged the opportunity to offer free Ridematching services by advertising to its app's users.



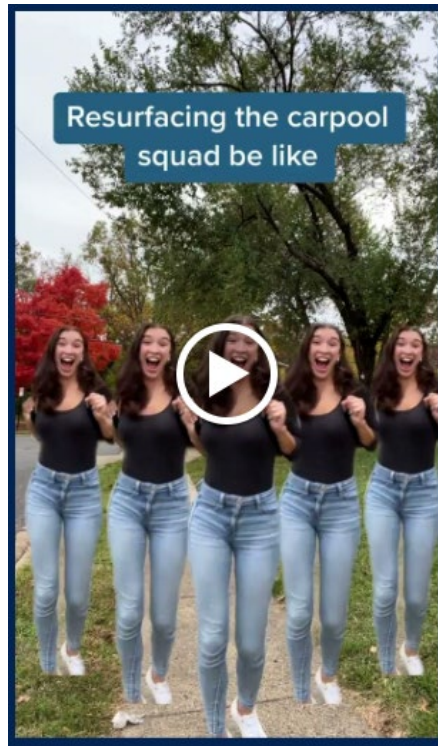
YouTube Video (Rideshare)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube. The video touches on commuting by carpool, bus, and train.



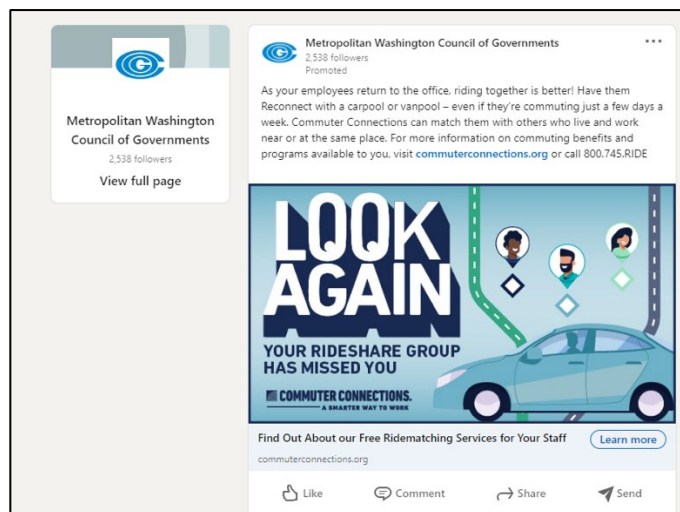
Influencers (Rideshare)

For the Rideshare campaign, Commuter Connections partnered with local influencers to create a buzz on popular social media platforms such as Instagram and TikTok.



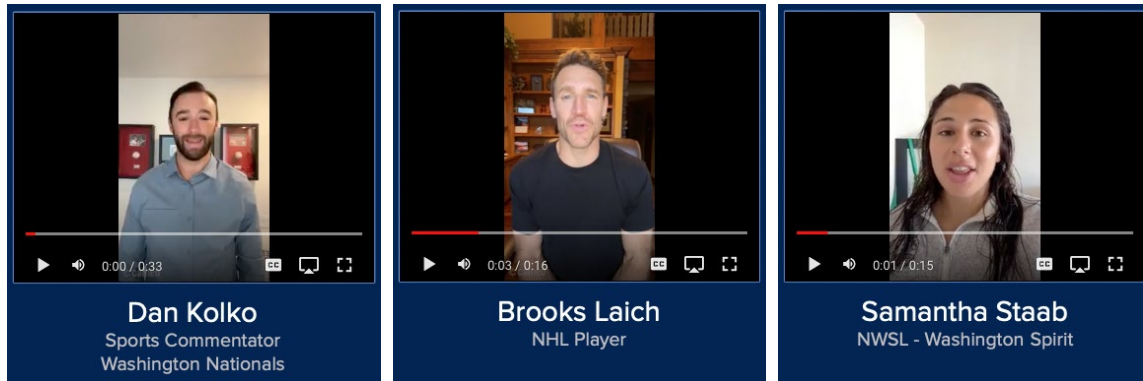
LinkedIn Ad (Rideshare)

An advertisement targeting employers was promoted on LinkedIn.



Cameo (Rideshare)

Cameo is a service that allows advertisers access to celebrities who will record a personalized video message. Cameo was used for the first time to promote Ridesharing with three popular local athletes. These videos were promoted as YouTube Shorts.



PoPville (Rideshare)

A skyscraper ad promoted ridesharing on the PoPville website.

The skyscraper ad is divided into two main sections. The top section features a review of a restaurant named Hammanh, located at 1604 7th Street, NW. The review text reads: "Dear PoPville, We just had dinner Hammanh, which I am pretty sure is the most underrated place in DC. It might be because they are only open three nights a week. It might be because they were closed during COVID. Or it might be because the menu posted online has only four dishes, (but in reality there were a ton of choices). Everything we got was AMAZING." Below the text is a "COMMENTS" button and a "Read More" link. The bottom section of the ad is a blue vertical banner with the text "LOOK AGAIN" in large white letters, followed by "RIDING TOGETHER IS BETTER!" and "CONNECT WITH A CARPOOL OR VANPOOL TODAY". At the bottom of the banner is the logo for "COMMUTER CONNECTIONS. A SHORTER WAY TO WORK." and a "Learn more" button. The ad also includes images of the restaurant's exterior and a group of people celebrating with a birthday cake.

Social Media (Rideshare)

A series of “Look Again” social media posts were created for the fall campaign and used on various social media platforms.



Radio (GRH)

Radio served as the main media component for the fall GRH campaign and utilized several different radio stations in the region.

Guaranteed Ride Home Scripts

:30 Guaranteed Ride Home Radio Script

Returning to the office but worried about getting stuck? Relax – we got you! Commute with confidence when you sign up for Guaranteed Ride Home from Commuter Connections. Take a look! If you rideshare to work, you're eligible for a free ride in case of illness, unexpected emergencies or unscheduled overtime – guaranteed! Register or renew today for free at commuterconnections.org or 800.745.RIDE. That's commuterconnections.org. Some restrictions apply.

:15 Guaranteed Ride Home Radio Script

Take a look! If you rideshare to work, you can get free guaranteed rides home in case of illness, unexpected emergencies or unscheduled overtime. All free! Register today at commuterconnections.org or call 800.745.RIDE. Some restrictions apply.

:10 Guaranteed Ride Home Radio Read

Take a look! If you rideshare to work you can get a free guaranteed ride home in case of illness, unexpected emergencies or unscheduled overtime. Visit Commuter Connections Dot Org.



PoPville Ad (GRH)

A skyscraper ad promoted GRH on the PoPville website.

11th and P Street, NW previously home to [The Commodore](#) and [Veranda](#) before them

"Dear PoPville,

Two friends just told me that they heard it's gonna be a gay bar. Another two friends who work in the industry said they've known this for a few months...they've put more flags up." [Read More](#)

1 COMMENT

DC GENERAL ELECTION 08 NOV 2022

Kenyan McDuffie
DC COUNCIL AT-LARGE

A VOTE FOR KENYAN IS A VOTE FOR
**SAFER NEIGHBORHOODS
& GREATER OPPORTUNITIES**

DON'T FORGET: YOU HAVE 2 VOTES FOR AT-LARGE! CAST THEM BOTH!

www.mcduffiefordc.com

COMMUTER CONNECTIONS

GET A FREE GUARANTEED RIDE HOME!

TAKE A LOOK

SHARE THE RIDE, SKIP THE WORRY.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Some restrictions apply

CHINATOWN, DC GOVERNMENT, DEAR POPVILLE, DOWNTOWN, SIGNS, TRANSIT, WHAT THE HELEN OF TROY IS THIS

"PSA: These vehicular death traps have been installed on every block of

CITY HOME

\$50,000 FALL MOVE-IN

Social Media (GRH)

A series of "Take A Look" social media posts were created for the fall campaign and used on various social media platforms.



Digital Banner Ads (GRH)

Banner ads promoting Guaranteed Ride Home were placed on WTOP.com



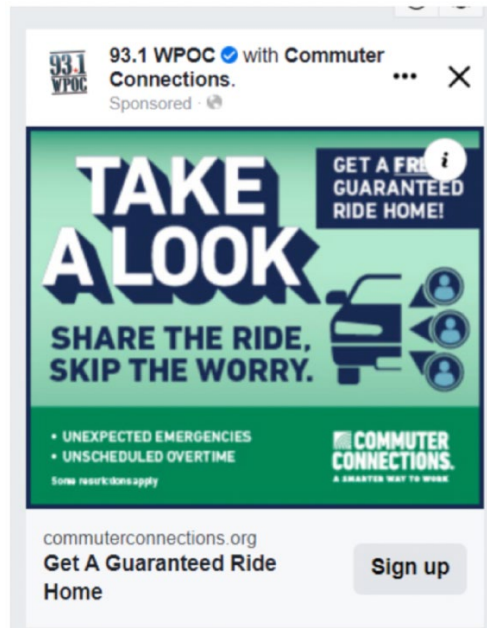
Guaranteed Ride Home (GRH Baltimore)

GRH radio spots aired on the following two Baltimore stations.



Social Media (GRH Baltimore)

The Baltimore area radio stations also posted value add message on their social media channels.



Incentive Programs

CarpoolNow App

CarpoolNow is a rideshare app that connects users in real-time who are offering a ride with those seeking a ride. It also displays routes, estimates pick-up time, and confirms pick-up and drop-off locations. A media campaign was launched in November 2022 to promote access to free, on-demand carpooling options that included radio ads, social media, and radio station onsite events.

CarpoolNow Budget	Gross Cost	COG Cost	Estimated Impressions
Instagram	\$2,125	\$2,500	NA
iHeart (WIHT)	\$14,680	\$12,478	150,000
Totals	\$16,805	\$14,978	

Value Add

A total of approximately \$3,670 in value add was negotiated for CarpoolNow.

Radio Scripts

:30 sec (recorded spot)

Looking for the right carpool or vanpool connection? Find on-demand ridematching with CarpoolNow. Our free app provides real-time access for commuters in search of drivers, and for drivers seeking passengers! Carpool drivers commuting with passengers found through the app earn \$10 in each direction - that's \$20 a day. And couldn't you really use the extra gas money? Download CarpoolNow today from your app store. For more info, visit CarpoolNow dot org. Some restrictions apply.

:10 sec (radio read)

Looking for the right carpool or vanpool connection? Use the CarpoolNow app. It's free for passengers, AND carpool drivers can earn \$10 per ride. Download the app today at carpoolnow.org!



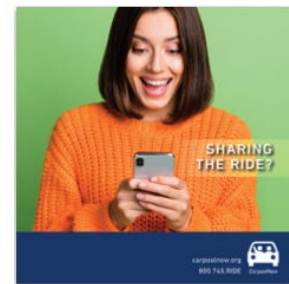
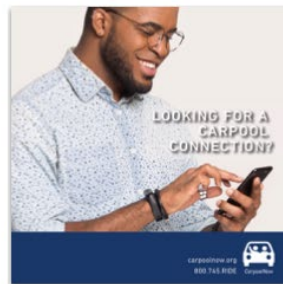
iHeart Radio Events

Two radio events were scheduled in the region to promote CarpoolNow at the following locations:

- Frederick County Mt. Zion Road Park & Ride Lot event on 11/15
- Prince William County Horner Road Park & Ride Lot on 11/29

Instagram

Social media posts promoted CarpoolNow on Instagram.



'Pool Rewards Regional Campaign

'Pool Rewards is a carpool incentive program designed to recruit and retain commuters in a carpool/vanpool through a cash incentive. The carpool incentive allows each new qualifying carpooler to earn up to \$130 over a 90-day period through a trip-tracking process.

Vanpools may receive a \$200 monthly subsidy. A paid digital and social media campaign started in October 2022 and promoted the benefits of the 'Pool Rewards program.

'Pool Rewards Regional Budget	Gross Cost	COG Cost	Estimated Impressions
WFED	\$6,760	\$5,746	55,000
WTOP (article)	\$3,529.50	\$3,000	100,000
WTOP.com	\$10,000	\$8,000	390,000
Instagram	\$750	\$750	NA
PoPville	\$765	\$650	5,000
Dana Harlowe (influencer)	\$2,176	\$1,850	12,000
Totals	\$23,980.50	\$19,996	562,000

Value Add

A total of approximately \$4,400 in value add was negotiated for the regional 'Pool Rewards fall 2022 campaign.

Radio Scripts

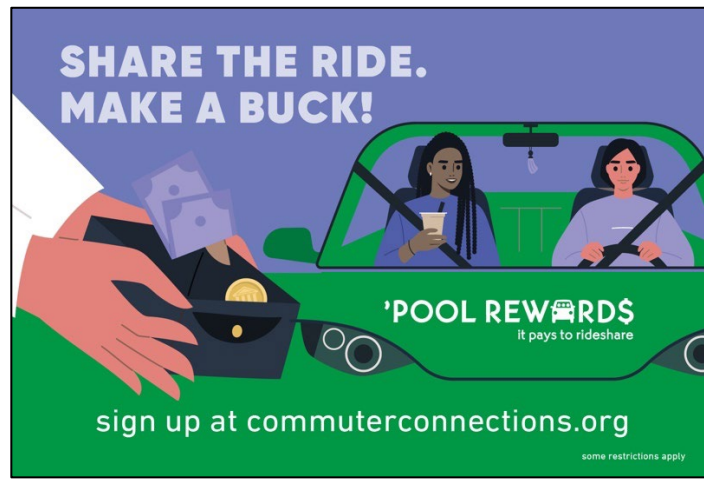
:30 Radio Script (for recorded spot)

Share the ride. Make a buck! That's right - earn cash just by carpooling or vanpooling two or more days a week through 'Pool Rewards. Earn 130 dollars when you start or join a new carpool OR a 200 dollar monthly subsidy for a new vanpool. Save on parking, gas and tolls every time you rideshare! Plus, you can get a free guaranteed ride home in case of unexpected emergencies or unscheduled overtime. Go to commuterconnections.org to sign up today for your free account. Some restrictions apply.



Banner Ads

A mix of static and animated banner ads ran on WTOP.com.



Instagram

Instagram social posts promoted the 'Pool Rewards regional campaign.



Influencers

Dana Marlowe promoted 'Pool Rewards on Tik Tok and Instagram.

Blogs

A paid sponsored (native) article was posted on WTOP.com promoting the benefits of the 'Pool Rewards program.

News Traffic Weather **wtopnews** Listen  

UPDATE: Most residents accounted for after explosion at Gaithersburg condo building, fire chief says ×

NEWS ALERT: Legislation to protect same-sex marriages advances in Senate test vote, putting historic measure on track for passage ×

[commuterconnections.org](https://www.commuterconnections.org) | 800.745.7433
some restrictions apply

Home » Sponsored Content » Paid to carpool? Yes please!

Paid to carpool? Yes please!

Metropolitan Washington Council of Governments
November 14, 2022, 3:08 PM

 Listen now to WTOP News [WTOP.com](#) | [Alexa](#) | [Google Home](#) | [WTOP App](#) | 103.5 FM

This content is provided by Metropolitan Washington Council of Governments.

High gas prices got you down? Cheer up because it pays to 'Pool! That's right – did you know you can earn some cool cash when you carpool or vanpool? Sign up and track your trips to earn \$130 for carpooling or \$200 for vanpooling. 'Pool Rewards is an incentive offered by Commuter Connections, the regional commuter assistance program at the Metropolitan Washington Council of Governments. The program is designed to reduce rush-hour congestion and improve air quality in the region. 'Pool Rewards offers a monthly financial incentive to newly-forming vanpools to offset their monthly expenses, charged by the approved vanpool companies servicing the program.

Yes, you can get paid to carpool/vanpool! Here's how:

- Sign up with Commuter Connections and the 'Pool Rewards program to track your trips and earn up to \$130 for carpooling or \$200 per month for vanpooling over a 90-day period
- Carpools enjoy free use of HOV and Express Lanes
- Save on parking, gas, tolls and more every time you rideshare
- Work on the go! Catch up on work and get more done when you're a carpool/vanpool passenger
- Get paid to carpool and earn some cash for each trip
- 'Pool Rewards participants are also eligible for other Commuter Connections incentive programs

Reduce stress and earn cash by joining a carpool or vanpool through 'Pool Rewards.

Get started today at <https://www.commuterconnections.org/pool-rewards>.

[commuterconnections.org](https://www.commuterconnections.org) | 800.745.7433

ADVERTISEMENT

SHARE THE RIDE.
MAKE A BUCK!



ADVERTISEMENT

earn cash
to rideshare

\$130 carpool
\$200 monthly
vanpool

'Pool Rewards VDOT I-66 Campaign

The VDOT sponsored campaign promoted use of the 'Pool Rewards program while carpooling on the new I-66 Express Lanes Outside the Beltway to earn up to \$366 per person, and that carpools with HOV-3+ ride free.

'Pool Rewards VDOT Budget	Gross Cost	COG Cost	Estimated Impressions
Instagram	\$1,500	\$1,500	NA
Rachel Schultz (influencer)	\$1,850	\$1,572.50	4,500
Sarah D (influencer)	\$1,850	\$1,572.50	3,500
PoPville	\$765	\$650	5,000
WFED	\$11,850	\$10,072.50	100,000
WTOP (article)	\$3,529.50	\$3,000	100,000
WTOP	\$29,520	\$25,092	2,000,000
WTOP.com	\$10,000	\$16,500	1,000,000
Totals	\$60,864.50	\$59,959.50	3,213,000

Value Add

A total of approximately \$6,950 in value add was negotiated for 'Pool Rewards VDOT.

Radio

:30 Radio Script (for recorded spots)

Share the ride. Make a buck! That's right, earn extra cash - up to \$366 per person - when you share the ride during rush hour on I-66 with 'Pool Rewards! Plus, HOV-3+ travels free. Faster, more reliable travel adds up to extra savings on time, parking, gas and tolls every time you rideshare! Go to [commuterconnections dot org slash pool dash rewards](http://commuterconnections.dot.org/slash/pool-dash-rewards) to sign up today for your free account. Some restrictions apply.



Instagram

Instagram social posts promoted the 'Pool Rewards VDOT campaign.



Influencers

Two popular regional influencers, Rachel Schultz @foodfitnessflights and Sarah Darradj @itsyagirlsarahd promoted the I-66 bonus 'Pool Rewards incentive on TikTok and Instagram channels.

Blogs

A paid sponsored (native) article was placed on WTOP.com promoting the 'Pool Rewards' bonus incentive for carpooling along the new I-66 Express Lanes Outside the Beltway.

The screenshot shows a news article on the WTOP website. At the top, there are navigation links for News, Traffic, and Weather, along with a 'wtopnews' logo and a 'Listen' button. Two red alert banners are visible: 'SPORTS ALERT: Washington Spirit hire Mark Parsons as new head coach' and 'NEWS ALERT: District attorney says 1 dead, 16 injured after SUV crashes into Apple store in Massachusetts'. Below the alerts, there are two green call-to-action buttons: 'SIGN UP FOR FREE AT commuterconnections.org/pool-rewards' and 'ADVERTISMENT' with an image of a bus and 'VDOT DRPT E-ZPass'. The article title is 'I-66 opening brings even greater savings to carpoolers' by the Metropolitan Washington Council of Governments, dated November 18, 2022. A 'Listen now to WTOP News' button is present. The article text describes the 'Pool Rewards' program, which offers cash incentives for carpooling on the new I-66 Express Lanes. A list of bullet points details the program's benefits, including HOV-3+ travel, cash incentives up to \$366, and eligibility for other programs. A 'Top Stories' section is visible at the bottom of the article.

SPORTS ALERT: Washington Spirit hire Mark Parsons as new head coach

NEWS ALERT: District attorney says 1 dead, 16 injured after SUV crashes into Apple store in Massachusetts

SIGN UP FOR FREE AT commuterconnections.org/pool-rewards
some restrictions apply

ADVERTISMENT

VDOT DRPT E-ZPass

Home > Sponsored Content > I-66 opening brings even...

I-66 opening brings even greater savings to carpoolers

Metropolitan Washington Council of Governments
November 18, 2022, 11:07 AM

Listen now to WTOP News WTOP.com | Alexa | Google Home | WTOP App | 103.5 FM

This content is provided by Metropolitan Washington Council of Governments.

Did you know you can earn some cool cash when you carpool or vanpool along the new I-66 Express Lanes Outside the Beltway, scheduled to fully open this year? Sign up to earn cash for sharing your commute along the new Express Lanes, with the required HOV passengers. Just sign up with 'Pool Rewards' and track your trips to earn real cash.

'Pool Rewards' is one of many incentives offered by Commuter Connections, the regional commuter assistance program at the Metropolitan Washington Council of Governments. The program is designed to reduce rush-hour traffic congestion and improve air quality in the region.

Yes, you can get paid to carpool through the 'Pool Rewards' program! Commuter Connections is currently offering even greater savings and incentives when you carpool along the new I-66 Express Lanes Outside the Beltway using 'Pool Rewards. Here's how:

- HOV-3+ travels free – that's right, now when you carpool with 3 or more passengers, you can use the I-66 Express Lanes for free, and enjoy a faster more reliable commute!
- Plus, HOV-3+ carpools on the 66 Express Lanes Outside the Beltway can get up to \$366 cash per person through 'Pool Rewards.
- Sign up and track your trips over a 90-day period to earn an extra \$236 for carpooling along the new I-66 Express Lanes, on top of the usual \$130 for a total of \$366.
- Carpools and vanpools need an E-ZPass Flex transponder to travel free.
- The additional 'Pool Rewards' cash incentives for the new I-66 Express Lanes (additional \$236 per carpooler) are above and beyond the usual \$130 savings offered to commuters traveling elsewhere through the regional Commuter Connections 'Pool Rewards' program.
- 'Pool Rewards' participants are also eligible for other Commuter Connections incentive programs, up to \$800 per year in total!

Reduce stress and earn cash by joining a carpool or vanpool through 'Pool Rewards. It pays to 'Pool!

Get started today at <https://www.commuterconnections.org/pool-rewards>.

ADVERTISMENT

Carpools on 66 Express Lanes can earn up to \$366 per person - and HOV-3+ rides for free!

'POOL REWARDS' it pays to ride share

SIGN UP FOR FREE AT commuterconnections.org/pool-rewards
some restrictions apply

Top Stories

SIGN UP FOR FREE AT commuterconnections.org/pool-rewards
some restrictions apply

Digital Banner Ad

Banner ad ran on WTOP.com to promote the use of 'Pool Rewards along the new I-66 Express Lanes.

The screenshot shows the WTOP news website interface. At the top, there are navigation links for 'News', 'Traffic', and 'Weather', along with the 'wtopnews' logo and a 'Login' button. A main news article features a photograph of a large truck overturned on a highway, with the headline: 'Overturned truck, fuel spill paralyze I-95 north of Baltimore - WTOP N...'. Below the headline, it states: 'The northbound lanes of I-95 were closed north of White Marsh'. To the right of the main article is a traffic alert section with three items, each featuring a bus icon and a route number (25B, 86, and another bus icon). Below the main article is a 'Don't Miss' section with three featured stories: 'The Hunt: Al-Qaida issues a warning about World Cup', 'Tchaikovsky's 'The Nutcracker' dances into Kennedy Center', and a large green banner ad for 'POOL REWARDS'. The banner ad includes the text: 'GET PAID TO RIDESHARE!', 'POOL REWARDS pays to rideshare', 'Carpools on I-66 Express Lanes can earn up to \$246 per person - and HOV-3-rides for free!', 'I-66 Express Lanes', and 'I-66 opening brings even greater savings to carpoolers'. At the bottom of the banner, it says 'SPONSORED BY METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS'.

Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. To kick off the call for nominations, a nomination brochure and form were developed and mailed to employers in late November 2022.



Nomination Brochure

2023 WINNERS

COMMUTING FRONT RUNNERS

20 EMPLOYER RECOGNITION AWARDS

AWARDS ARE GIVEN IN THE FOLLOWING CATEGORIES:

- INCENTIVES**
Offering a benefit or incentive encourages and rewards employees for accomplishing business objectives and their work.
- MARKETING**
Helps attract and championed for for alternative transportation by helping to promote and increase program awareness through social media, newsletters, and other means.
- TELEWORK**
Enables employees and remote employees to work from home, or at a location other than their regular work site.


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

- INCENTIVES**
Offering a benefit or incentive encourages and rewards employees for accomplishing business objectives and their work.
- MARKETING**
Helps attract and championed for for alternative transportation by helping to promote and increase program awareness through social media, newsletters, and other means.
- TELEWORK**
Enables employees and remote employees to work from home, or at a location other than their regular work site.

A bit about last year's winners:

- MARKETING**
ellumen, Inc.
Offering a benefit or incentive encourages and rewards employees for accomplishing business objectives and their work.
- INCENTIVES**
ENHANCEMENT
Offering a benefit or incentive encourages and rewards employees for accomplishing business objectives and their work.
- TELEWORK**
NW
Enables employees and remote employees to work from home, or at a location other than their regular work site.

Nomination Form



Please apply with this form or apply online at
commuterconnections.org/employer-recognition-awards

Eligibility
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2022, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline
The application deadline is January 31, 2023.
Apply online at commuterconnections.org/employer-recognition-awards or send completed application to:

Commuter Connections
Douglas Franklin
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4290
Tel: 202.962.3792
webmaster@commuterconnections.org
commuterconnections.org

Instructions
Nominations can be submitted online or by using this form, and should include all information requested in items 1-5, plus the program summary narrative as described in question #6. Supplemental materials may be submitted in addition to, but not in place of the nomination form questions and program summary narrative.

1. CONTACT INFORMATION

Organization _____
Address _____
City _____ State _____ ZIP _____
Program Contact _____ Title _____
Phone _____
Email _____ Website _____
Date Program Began (must have been initiated or improved before January 1, 2022) _____
Name of Program (if applicable) _____
Name, Email, and Phone of Person Submitting Nomination Form (if different from above) _____

2. AWARD CATEGORY
Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)

Marketing Incentives Telework

Is there a secondary category you would like to apply for? (Note: You can only win in one category.)

Marketing Incentives Telework


3. TYPE OF ORGANIZATION
Please mark one of the choices below that best describes your organization.

Private sector Local, state or federal government
 Non-profit organization Other _____
Please specify

4. NUMBER OF PARTICIPANTS

How many people do you employ in the Washington metropolitan area? _____
At how many worksites? _____
What is the total number of program participants in the Washington metropolitan area? _____

Nomination Form



Newsletter

The summer and fall 2022 editions of the Commuter Connections newsletter were issued during the first half of FY23. The six page, 4-color newsletters are produced and distributed quarterly to employers and stakeholders. The newsletters are also available in PDF format on the Commuter Connections website.



COMPUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 3, Volume 26 SUMMER 2022

WHAT'S INSIDE

- 1-3 Employers Recognized for Outstanding Telework and Commuter Incentive Programs
- 4 Car Free Day Observation Commuter Option
- 5 Employer Case Studies from Around the Metro/DC Region
- 5 Maryland Employers Can Now Half Their Subsidy Back
- 6 Pending Contract Law for DC Employers

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



EMPLOYERS RECOGNIZED FOR OUTSTANDING TELEWORK AND COMMUTER BENEFITS PROGRAMS

In March 2020, employers all over the DC region were thrust into managing a remote workforce. Employees who had previously slogged through hours-long commutes each day suddenly found themselves teleworking five days a week. With the advent of hybrid working, employers are facing new challenges in getting returning employees to share the ride to work on the days they commute to the physical worksite.

Commuter Connections also honored two organizations: The District Department of Transportation (DDOT) received the Employer Services Sales Team Achievement Award and the National Capital Planning Commission (NCP) earned the Employer Services Organization Achievement Award.

"We hope that through their example, other organizations will embrace similar initiatives, creating more opportunities to maximize the efficiencies of shared commutes," said TPB Chair and City of Manassas Vice Mayor Pamela Sebesky.

Nominations were received from employers throughout the region and evaluated by a selection committee on several measurable and sustainable program aspects, including their efforts to reduce gasoline consumption and traffic congestion, while creating meaningful benefits for employees.

"We are thrilled to honor these employers for their support of innovative commute alternative programs and their ongoing commitment to help improve traffic congestion and air quality in the region," said Commuter Connections Director Nicholas Ramos. "These employers are a model for other employers who are seeking to develop their own programs. We look forward to seeing how these and other organizations continue to start and expand their commuter benefits programs."

Employer Award Winners

Incentives Award Environmental Enhancements

The Incentives Award was presented to Environmental Enhancements, a landscaping services company in Sterling, VA. The award recognizes an employer who offers a variety of commuter benefits and incentives to encourage and reward employees for using alternative means of transportation to and from work, and in this case, throughout the workday as well. Environmental Enhancements developed an innovative vanpool

Continued on page 2



COMPUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 4, Volume 26 FALL 2022

WHAT'S INSIDE

- 1-2 New Express Lanes Now Open Along I-66
- 3 Call for 2023 Employer Recognition Awards Nominations
- 4 Flexible Working Schedules: Hybrid Commuters Disobed
- 4 Metropolitan Police Service to Metro Silver Line Adjacent Station
- 5 New Shuttle Services: Metrolink and Silver Line Center
- 5 Don't be Managing Hybrid Teleworkers

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



NEW EXPRESS LANES NOW OPEN ALONG I-66

Nine miles of new I-66 Express Lanes Outside the Beltway opened in September 2022 that will help commuters save time and money. An additional 13 miles are expected to open in December. The two Express Lanes in each direction allow travelers to pay a toll to avoid traffic congestion in the general-purpose lanes from Gainesville to Route 28 in Centreville and feature multiple new ramps providing direct access to and from the Express Lanes.

The Virginia Department of Transportation (VDOT), along with their private partner, I-66 EMP, and the design-build contractor, FAM Construction, opened the first nine miles of the I-66 Express Lanes ahead of schedule.

"We are pleased to join our I-66 Express Lanes project partners in opening the first segment of one of Virginia's largest megaprojects ahead of schedule," said VDOT Commissioner Stephen Brich. "By opening the western segment of the new I-66 Express Lanes early, we were able to start delivering congestion relief to travelers sooner than originally planned."

Drivers can access the western end of the I-66 Express Lanes through a variety of entrance and exit points. Drivers traveling eastbound on I-66 will be able to merge onto the Express Lanes from the general-purpose lanes prior to Route 29 in Gainesville and by using a slip ramp, a short road that is used to get on or off a major road or highway, prior to Route 234 Business. Drivers traveling westbound on I-66 will be able to access the Express Lanes from the general-purpose lanes prior to Route 28. Drivers will also have direct access from new dedicated ramps at Route 234/Sudley Road, Route 28, and Braddock and Walney Roads, as well as convenient access from two new commuter parking lots at University Boulevard in Gainesville and Century Park Drive in Manassas, which were built as part of the overall "Transform 66 Outside the Beltway" project.

"We are excited to open this first section of the I-66 Express Lanes Outside the Beltway, so that we can begin providing improved and more reliable travel for I-66 drivers," said Chief Executive Officer for I-66 Express Mobility Partners Javier Gutierrez. "This is an important step in opening the new 66 Express Lanes, allowing customers to begin to experience the benefits that the new managed lanes and project enhancements will provide, and helping to ensure a great customer experience when the full corridor opens at the end of the year."

When completed, the I-66 Express Lanes will have a total of 23 entrances and 20 exits along the 22.5-mile I-66 corridor from I-495 to Route 29 in Gainesville.

Eligible high occupancy vehicles (HOVs) with an E-2 Pass Plus set to "carpool/HOV mode" can travel the I-66 Express Lanes toll free. Motorists who drive alone will need to pay a toll to use the Express Lanes, using either E-2 Pass or by paying online at Ride66Express.com. After the initial opening phase, carpool/vanpool drivers must have at least two passengers, for a total of three vehicle occupants to qualify for free use of the new Express Lanes. Buses may also use the Express Lanes toll free.



While the western section of the I-66 Express Lanes will be open, construction will continue throughout the project corridor. Activities will include major paving operations and shifting lanes into final alignments as well as work on interchanges, bridges, and ramps.

The Transform I-66 Express Lanes Outside the Beltway project provides 22.5 miles of new Express Lanes, including two lanes in each direction alongside three regular lanes, with dedicated Express Lane access ramps.

Continued on page 2


Federal ETC Updates Newsletter

The summer and fall 2022 editions of the Commuter Connections Federal ETC Updates newsletter was produced during the first half of FY23. The two-page black & white newsletters are produced and distributed quarterly to Federal Employee Transportation Coordinators via GSA. It is also available in PDF format at www.federaletc.org.

SUMMER 2022

FEDERAL ETC UPDATES

NCPCC AWARDED FOR SUPPORTING TDM PROGRAMS AT FEDERAL AGENCIES



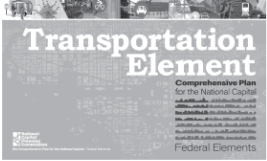
With its 429,000 employees and more than 400,000 contractors in a region of 3.8 million workers, the federal workforce has a huge impact on the flow of traffic. Federal Employee Transportation Coordinators play a crucial role in giving their commuters options and making sure they have the information and support they need to choose how they will get to the office.

The National Capital Planning Commission (NCPCC) in Washington, DC, is the federal government's planning agency for the National Capital Region. Part of its mission is to assist federal agencies with developing effective Transportation Management Plans (TMPs) that establish short- and long-term transportation goals for federal facilities. Transportation Demand Management (TDM) strategies help meet those goals.

NCPCC was awarded the 2022 Employer Services Organization Achievement Award from Commuter Connections for its Transportation Element and Addendum, part of its Comprehensive Plan published in July 2020. The project was a culmination of several years of studies and analyses of employer commute programs. The document provides updated policy guidance to help reduce parking demand and meet established maximum parking ratios for federal facilities. New policies use a zone-based system which assigns a prescribed ratio of parking spaces per number of employees, based on transit accessibility within each zone.

The Transportation Element suggests that goals should include a reduction in automobile parking to meet and maintain a facility's applicable employee parking ratio.

Agencies also have the opportunity to consider long-term strategies such as charging employees for agency provided parking or treating parking as a taxable benefit to the extent permitted by law.



The Transportation Element also suggests that federal agencies should consider the following:

- Establish an employee transportation coordinator
- Avoid building new employee-intensive facilities in outlying areas with poor accessibility
- Provide priority parking spaces in convenient locations for high-occupancy and energy efficient vehicles
- Lease existing parking near federal facilities to meet parking needs before building new parking at a facility
- Encourage active commuting, including biking, walking, and scootering

Continued on page 2

FALL 2022

FEDERAL ETC UPDATES

FEDERAL ETCs AND EV WORKPLACE CHARGING




As the world shifts away from fossil fuel transportation, eventually we are all going to drive an electric vehicle (EV). Many drivers have already adopted EVs. According to the White House, the number of EVs sold in the U.S. has tripled in the past year. Automotive companies have more than tripled their investment in EVs over 2021. In Q2 of 2022, the sale of electric vehicles hit a record high of nearly 200,000, a 13 percent increase from Q1. (Source: Cox Automotive, July 2022).

In September 2022, the U.S. Department of Transportation and the U.S. Department of Energy (DOE) approved 35 state plans to install EV chargers along roadways, opening the door to an initial \$900 million in federal formula funding that will grow a nationwide network of 500,000 chargers. EV ownership in the Washington, DC region is growing rapidly. Plans are underway to put public charging infrastructure in place. The District Department of Transportation's EV Charging Station Program makes a public curbside space permit available to EV charging station vendors to install a dual-port fast charger. New and refurbished commercial and multi-unit buildings in the District will need to provide EV charging capability from at least 20 percent of their parking spaces.

A bill passed by the City Council requires DC Department of Energy & Environment (DOEE) to provide an incentive to developers who go beyond 20 percent. The city has a goal of 25 percent zero-emission vehicles among newly registered vehicles by 2030. (Source: DC Department of Energy & Environment, 2022).

As a Federal ETC, you might set up and manage EV charging as part of a shared ride parking management program. Shared ride parking eligibility could be expanded to include electric vehicles until they make up the majority of cars in the parking garage. A dedicated EV charging manager at the site could also be tasked with managing the program. If available, an executive champion can help move planning decisions through the agency.




Before you start off on your EV charging journey, you'll need to put together your team. Key stakeholders can include: a building or facilities manager; GSA lease administration manager, in the event your site is GSA owned or leased; labor relations; legal; parking manager; procurement office; maintenance staff; and utility representatives. The team can help develop policies that fit your site, including charging access, enforcement

Continued on page 2

E-Newsletters

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK




25 YEARS
2022 EMPLOYER RECOGNITION AWARDS

HONORING EMPLOYERS WHO MADE A DIFFERENCE!

Employers Recognized for Outstanding Telework Commuter Benefits Program

Three employers and two organizations within the Washington D.C. metropolitan region were recognized for outstanding efforts in offering or supporting telework and/or commuter programs.


More News



CAR FREE DAY
SEPTEMBER 22, 2022


COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

More News



New Express Lanes Now Open Along I-66

Nine miles of new I-66 Express Lanes opened Outside the Beltway in September 2022 and an additional 13 miles are expected to open this year. HOV+3 carpools and vanpools travel toll-free.



2023 EMPLOYER RECOGNITION AWARDS

Employer Recognition Awards 2023 Call for Nominations

APPENDIX A
Performance Measures

Web Visits

Month	FY 2022 Web Visits (Sessions)	FY 2023 Web Visits (Sessions)	Year to Year # Change	Year to Year % Change
July	5,346	6,613	1,267	23.7%
August	9,271	7,159	-2,112	-22.8%
September	9,103	6,679	-2,424	-26.6%
October	5,321	8,045	2,724	51.2%
November	4,912	9,404	4,492	91.4%
December				
	33,953	37,900	3,947	11.6%

Phone Calls

Month	FY 2022 Phone Calls	FY 2023 Phone Calls	+/-	+/- %
July	203	248	45	22.2%
August	289	303	14	4.8%
September	370	348	(22)	-5.9%
October	232	341	109	47.0%
November	232	382	150	64.7%
December				
	1,326	1,622	296	22.3%

GRH Applications

Month	GRH FY 2022 Applications	GRH FY 2023 Applications	Year to Year # Change	Year to Year % Change
July	145	187	42	29.0%
August	197	217	20	10.2%
September	231	220	-11	-4.8%
October				
November				
December				
	573	624	51	8.9%

Rideshare Applications

Month	Rideshare FY 2022 Applications	Rideshare FY 2023 Applications	Year to Year # Change	Year to Year % Change
July	542	571	29	5.4%
August	1,136	459	-677	-59.6%
September	844	649	-195	-23.1%
October				
November				
December				
	2,522	1,679	(843)	-33.4%

APPENDIX B

Car Free Day Digital Results

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Car Free Day	Influencer (Dana)	\$1,300.00	14,525	197	1.36%	\$6.60
Car Free Day	Influencer (Rachel)	\$1,300.00	5,181	1,250	24.13%	\$1.04
Car Free Day	Influencer (Sarah)	\$1,300.00	3,929	401	10.21%	\$3.24
Car Free Day	NBC4	\$4,125.00	206,730	196	0.09%	\$21.05
Car Free Day	El Tiempo Latino	\$1,200.00	49,500	25	0.05%	\$48.00
Car Free Day	PoPville	\$750.00	1,581	38	2.40%	\$19.74
		\$9,975.00	281,446	2,107		

APPENDIX C

Car Free Day Earned Media Placements

Media Coverage

Car Free Day 2022 Media Coverage		
Television Interviews		
9/21/2022	WJLA	World Car Free Day WJLA
Print/Online Coverage		
9/13/2022	The Moco Show	Car Free Day 2022 Will Take Place on Thursday, September 22 - The MoCo Show
9/22/2022	Arlington Transportation Partners	Car Free Day Arlington Transportation Partners
9/12/2022	Arlington Transportation Partners	Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)
9/22/2022	Virginia Bicycling Federation	Metro DC's Car Free Day, Thursday, September 22, 2022 – Virginia Bicycling Federation (vabike.org)
9/1/2022	Carlyle Council	Car Free Day 2022 — The Carlyle Council (thecarlylecommunity.com)
9/19/2022	PoPville	Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville
-	Ride Smart Commuter Solutions	Three Ways to Win Car Free Day!
9/20/2022	Prince William County	Board Proclaims Sept. 22 as Car Free Day in Prince William County (pweva.gov)
9/16/2022	Potomac Local News	OmniRide Asks Residents to Pledge to Go Car Free on September 22 - Potomac Local News (Press Release)
9/12/2022	University of Maryland	2022 Car Free Day & Group Bike Commute to UMD UMD DOTS
9/21/2022	City of Takoma Park	Proclamation of Car Free Day - September 21, 2022 (takomaparkmd.gov)
9/21/2022	WUSA	Montgomery Co. celebrates Car-Free Day with raffles for residents wusa9.com
8/5/2022	Tri-County Council for Southern Maryland	Car Free Day 2022 Registration Opens: Take Your Foot off the Gas and Take the Pledge to go Car Free - Tri County Council for Southern Maryland (tccsmd.org)
9/19/2022	Head Topics	Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville (headtopics.com)
8/31/2022	Omni Ride	Car-Free-Day_2022_Interactive-Bingo-Card_08-31-22.pdf (omniride.com)
9/12/2022	Arlington Transportation Partners	Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)
9/20/2022	Patch	MoCo Residents Can Join 'Car-Free Day' On Sept. 22 Gaithersburg, MD Patch
9/20/2022	Montgomery Community Media	What is Car Free Day? - Montgomery Community Media (mymcmedia.org)
9/15/2022	WJLA	Changing commuting habits doesn't mean traffic is getting better in the DMV WJLA
-	Charles County	2022-59_Car_Free_Day.pdf (legistarweb-production.s3.amazonaws.com)

9/12/2022	Fairfax Alliance for Better Bicycling	Car Free Day: Take the Pledge Fairfax Alliance for Better Bicycling (fabb-bikes.org)
Social Media		
9/22/2022	Instagram - Ride Smart	RideSmart (@ridesmartva) • Instagram photos and videos
9/22/2022	Twitter - FOVNDRY	FOVNDRY (formerly Van Eperen) on Twitter: "It's
9/19/2022	Twitter Arlington DES	Arlington Department of Environmental Services on Twitter:
9/20/2022	Twitter - County Executive Angela Alsobrooks	County Executive Angela Alsobrooks on Twitter
9/21/2022	Twitter – Rockville Chamber of Commerce	Rockville Chamber (@chamberrock) / Twitter
9/07/2022	Twitter - Walk Arlington	WalkArlington on Twitter: "Car Free Day is Sept. 22.
9/14/2022	Twitter - Brian Mitchell	Brian Mitchell on Twitter: "-Car Free Day
9/9/2022	Twitter – Prince George’s County DPW&T	PGCountyDPWT on Twitter
9/20/2022	Instagram – Ride Smart	#carfreemetrodc hashtag on Instagram • Photos and videos
9/14/2022	Instagram - PgcountyDPWT	PGCountyDPWT on Instagram
9/19/2022	Instagram – Brian Mitchell	Brian Mitchell on Instagram: “-Car Free Day
9/20/2022	Instagram - Jennythehenry	Instagram • Direct
9/20/2022	Instagram – Arch Street Communications	Instagram • Direct
9/20/2022	Instagram - County Executive Alsobrooks	Instagram • Direct
9/13/2022	Instagram - Foodfitnessflights	@foodfitnessflights on Instagram:
9/19/2022	TikTok - ItsYaGirlSarahD	Find 'car free day' on TikTok TikTok Search
9/20/2022	TikTok – Dana Marlowe	Find 'car free day' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search
9/21/2022	TikTok - Foodfitnessflights	Find 'car free day' on TikTok TikTok Search
9/14/2022	Instagram – Prince George’s County DPW&T	#carfreemetrodc hashtag on Instagram • Photos and videos
9/22/2022	Facebook – Loudoun County	(3) car free day metro dc - Search Results Facebook
9/22/2022	Facebook – City Rockville Government	(3) car free day metro dc - Search Results Facebook
9/20/2022	Facebook - Reston Station	Reston Station Facebook
9/20/2022	Twitter - MCDOT	MCDOT on Twitter: "Reduce your Carbon Footprint
Calendar Listings		
Adams Morgan BID		Car Free Day 2022 - Adams Morgan Partnership BID
Greenbelt AllEvents (Link expired after event)		https://allevents.in/washington/car-free-day
Baltimore Sun		Car Free Day 2022 - Baltimore Sun Calendar
Capital Gazette		Car Free Day 2022 - Capital Gazette Calendar
Capital Hill BID		Car Free Day 2022 Capitol Hill BID Washington, DC
Central Fairfax Chamber of Commerce		Car Free Day (cfcc.org)
Charles County Chamber of Commerce		Car Free Day 2022 - Sep 22, 2022
DC Inno (Link expired after event)		Events AmericanInno
DC Social Guide		DC Social Guide – DC Event Calendar
Dulles Moms		Car-Free Day 2022 (dullesmoms.com)
The Frederick News Post		Car Free Day 2022 Other fredericknewspost.com

Georgetown DC	Car Free Day 2022 Georgetown DC
Georgetown Dish	Go Car Free on September 22 The Georgetown Dish
goDCgo	Car Free Day goDCgo
Greater Greater Washington	-
Inside Nova	Upcoming Events, Concerts, Festivals, Sports & More - Evvnt
Keep Prince Williams Beautiful	Car Free Day 2022 - Keep Prince William Beautiful
Loudoun Chamber of Commerce	Car Free Day 2022 - Loudoun Chamber
Mommy Poppins	Car Free Day 2022 MommyPoppins
Prince William Living Magazine	Car Free Day 2022 Prince William Living
Social in DC (Link expired after event)	https://discover.events.com/us/washington-d-c/dupont-
The Bay Net	Car Free Day 2022 - The BayNet
Patch – Washington DC	Sep 22 Car Free Day 2022 Washington DC, DC Patch
Wash Cycle	TheWashCycle
Washington Family, Reston	Car Free Day 2022 Washington Family Calendar
Washington Informer	Community Events - The Washington Informer
Washington Jewish Week	Car Free Day 2022 Washington Jewish Week Calendar