



Metropolitan Washington Council of Governments

**FY2017 Second Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

March 21, 2017



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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2017. 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 FY17 include the promotion of 'Pool Rewards and Bike to Work Day. Bike to Work Day will be held on Friday in May 19, 2017 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.

Mass Marketing Campaign

The FY2017 second half media campaign, promoting Ridesharing and GRH, uses new advertising developed for spring FY2017, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “A Couple Clicks” for Rideshare, and “Problem. Solved.” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2017. Both Rideshare and GRH campaigns kicked off the third and fourth week of February, respectively. The campaign will run for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy is \$334,363, and the total cost of the GRH media buy is \$223,006. Total estimated net impressions for the second half FY2017 Spring Umbrella campaign are 103,690,500.

The FY2017 second half media campaign also includes promoting GRH in the Baltimore region, using new advertising developed for spring FY2017 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 \$32,495 and is estimated to net 2,765,650 impressions.

Value Add Promotions

Based on paid media, \$72,480 in value add was negotiated in the form of additional Rideshare and GRH 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 “A Couple Clicks is All it Takes” campaign is promoting the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive. 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, news, and Hispanic radio stations. Other marketing and advertising includes podcasts, digital and online, out of home, as well as social media.

The messaging for GRH is “Problem. Solved.” 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. By presenting the problem, then how simple it is to solve with GRH, Commuter Connections positively overcomes an area of concern and opens the possibility of alternatives to SOV commuting to the audience. 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, YouTube, social media, online, and digital media.

Bike to Work Day

The Committee selected lavender as the 2017 color, along with a new visual concept for the marketing materials. A sponsor drive, focusing on area companies and organizations, culminated in cash sponsorships of \$54,550 and in-kind sponsorships totaling \$8,495. 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 2017 was set at 18,600 participants.

'Pool Rewards

Print, realtor websites, Facebook, and LinkedIn ads are being used to promote 'Pool Rewards during the spring campaign. The campaign started February 20, 2017 and will run through March 31st, alternating on Rideshare weeks only. The campaign will promote 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. The total cost of the 'Pool Rewards media buy is \$25,188. The Spring FY2017 campaign is estimated to net over 2,020,238 impressions.

Employer Recognition Awards

Award winners will be honored at a ceremony on June 22, 2017 at the National Press Club. The employer nomination period remained open through February 3, 2017. Summaries of each employer nomination were prepared and will be reviewed by the Selection Committee on March 24, 2017.

Clean Air Partners

Commuter Connections will provide a sponsorship toward the Clean Air Partners marketing campaign for FY2017.

Introduction

The FY2017 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2016, served as a tool to outline marketing plans for FY2017. The strategy behind the FY2017 campaign reflects the state of events for the regions' commuters, and builds upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY2012-FY2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of FY2017 includes the following actions:

- Launch of the new spring FY2017 regional mass marketing campaign.
- SafeTrack e-notification alerts.
- Promoting the CarpoolNow App.
- Marketing support for the 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2017 event.
- Planning and implementing the 20th annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2017 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 (MWCOCG). 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
- Fairfax City
- Fairfax Connector
- Fairfax County Office of Transportation
- 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
- vRide
- 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, specifically through the use of 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 within Rideshare ads.
- Encourage commuters who use public transportation, bicycling, or walking 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 emergency or illness.
- 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 highlight 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.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Reduce work trips.
- Leverage umbrella campaign value add to support SafeTrack messaging.
- 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, 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 2017 Campaign

The Spring Media campaign, promoting GRH and Ridesharing, started the third week of February and will run through June. For Rideshare, radio is the primary media, with spots running for a total of eight weeks. Podcasts, online banner ads, digital text ads, and social media are running for eight weeks. GRH will include YouTube, digital text ads, social media, and online (web, tablet, and mobile banner ads) for eight weeks.

Ridematching Campaign

Messaging Strategy

The second half of the FY2017 Rideshare campaign “A Couple Clicks is All it Takes” is promoting the ease of finding a ridematch through Commuter Connections. Once you sign up online, a couple clicks will find a ridematch and save money, making the commute more positive.



Media Objectives: Rideshare

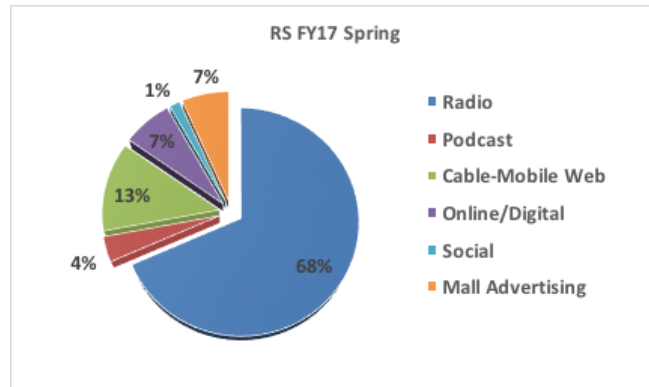
The spring FY2017 media campaign promotes the Ridematching program using a mix of traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is as an ideal commute alternative for longer distance 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
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with 100+ employees (80%), with 1,000+ employees (45%)
- Work for federal agencies (67%) and private sector (20%)

Geographic Targeting Washington D.C. DMA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$228,863.00	\$269,250.00	47,894,400
Podcast	\$12,000.00	\$14,118.00	4,889,120
Cable – Mobile web	\$42,500.00	\$50,000.00	
Online/Digital	\$23,600.00	\$27,765.40	1,910,000
Mall Advertising	\$22,400.00	\$26,353.60	300,000
Social Media	\$5,000.00	\$5,882.50	1,460,000

Totals \$334,363.00 \$393,369.50 56,453,520

Radio & Podcasts

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

- WTOP (103.5 News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- ESPN (980 Sports)
- WFRE (99.9 Country)
- WAMU (88.5 Public Radio)
- WFMD (930 AM News/Talk)
- WAMU – Kojo Nnamdi Podcast
- Comcast SportsNet – Redskins, Capitals, Wizards Podcasts

The Rideshare radio campaign is alternating for eight weeks, starting February 20th through June 30th. The following ads are promoting the Ridematching program in both English and Spanish languages:

Ridesharing :30 “A Couple Clicks to Share” English

Man: A couple of clicks is all it takes. To pay your bills. To share your thoughts with millions. To make a stand for what’s right. And now, to share a ride. When you want, where you want, a couple clicks can give you more options to more places. It’s also on demand, and can match you with someone along your route. There’s a lot more too, but most important—it’s free.

Announcer: Ridematching. Register today at [Commuter Connections dot org](http://CommuterConnections.org). That’s [Commuter Connections dot org](http://CommuterConnections.org), or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Share” Spanish

Hombre: Solo se necesita un par de tecleros para pagar tus facturas, compartir tus pensamientos con millones de personas, para defender lo que es correcto, y ahora para compartir tu ruta diaria, cuando quieras a donde quieras. Solo un par de tecleros te dan la opción a ir a mas lugares. Lo haces por internet y puedes encontrar a alguien con quien compartir tu ruta. Y hay mucho mas, pero lo mas importante es que ES GRATIS.

Anunciate: Ridematching regístrate hoy en [Commuter Connections punto ORG](http://CommuterConnections.org) o llama al 800745RIDE. Prueba nuestra aplicación CarpoolNow para compartir tu viaje diario.

Ridesharing :30 “A Couple Clicks to Save” English

Woman: A couple clicks can do a lot these days. Couple clicks and you've got 3 new credit cards. Couple more and they're maxed out. But guess what, now a couple clicks can save you money! That's all it takes to sign up and start saving on your commute. Get a match anywhere along your route, scheduled or on demand. It's free, and saves you every time you share.

Announcer: Find your ridematch options in a couple clicks. Register today, Commuter Connections dot org or call 800.745.RIDE. Try our new CarpoolNow app for ridesharing on demand.

Ridesharing :30 “A Couple Clicks to Save” Spanish

Mujer: Con un par de tecleos se puede hacer mucho estos días. Con un par de tecleos ya tienes tres tarjetas de crédito. Unos tecleos mas y ya están llenas. Adivina qué? Con un par de tecleos puedes ahorrar dinero. Ese es el tiempo que lleva inscribirse y empezar a ahorrar en tu ruta cotidiana. Puedes encontrar a otros en la ruta con el mismo horario y que están buscando compartir viaje. Es gratis, así que ahorras cada vez que lo uses.

Anunciate: Encuentra opciones para compartir tecleando. Regístrate hoy en Commuter Connections punto ORG o llama al 800745RIDE. Prueba la aplicación CarpoolNow para compartir tu ruta cotidiana.

Podcasts

The Rideshare podcast campaign is alternating for eight weeks on WAMU's Kojo Nnamdi and ComcastSportsNet and is running during Redskins, Capitals, and Wizards podcasts, starting February 20th 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. A Couple Clicks Is All It Takes to pay your bills... To share your thoughts... and now, to share a ride. When you want, where you want, A Couple Clicks provides more options to more places for free. Call eight-hundred, seven-four-five, RIDE.

WAMU "A Couple Clicks to Share :30

Support for WAMU 88-5 and programs like this comes from Commuter Connections. A couple of clicks is all it takes. To pay your bills. To check the weather. To share your thoughts with friends and family. And now, to share a ride. When you want, where you want, a couple clicks can provide more options to more places - on demand or en route. There's more too, but perhaps most important—it's free. Registration for ride-sharing is available on demand through the new CarpoolNow app. More at Commuter Connections dot org or 800.745.RIDE.

ComcastSportsNet "A Couple Clicks to Share :15

A couple clicks is all it takes to pay your bills, to share your thoughts. And now, to share a ride. When you want, where you want, a couple clicks gives you more options to more places - for free!

Register to rideshare today at Commuter Connections dot org or 800.745.RIDE. Try our new CarpoolNow app too!

Value Add

Rideshare

In addition to paid media spots, an estimated \$48,060 was 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 SafeTrack and the new dynamic Rideshare App, CarpoolNow.

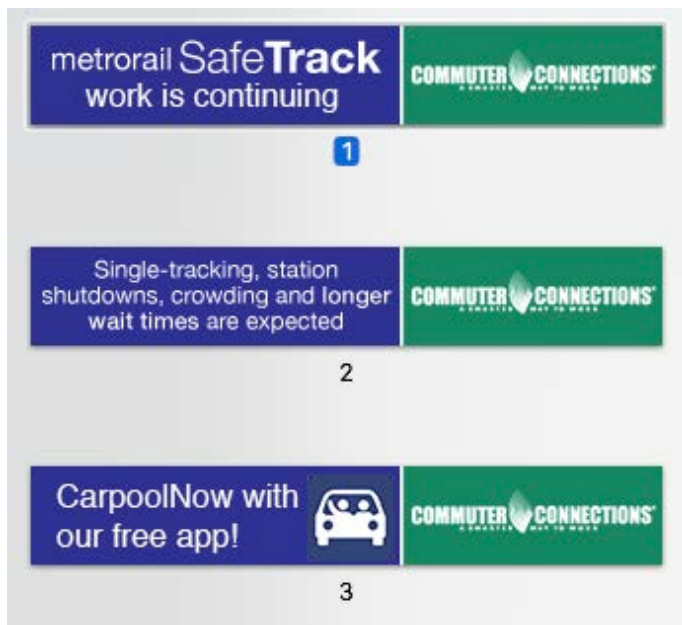
SafeTrack Surges Value Add :30

Metro's SafeTrack surges continue. Chances are, whether or not you take Metrorail, you're going to feel it - with shutdowns spanning over the next few weeks.

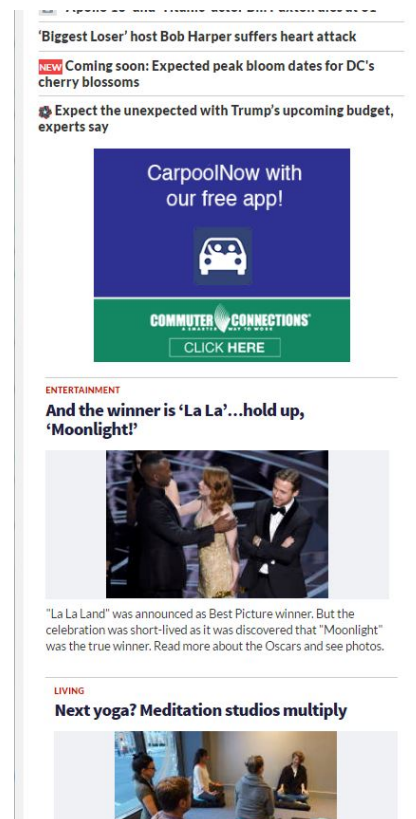
Commuter Connections has options! From our new CarpoolNow dynamic ridematching app to bus, bicycling, or telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

Download our CarpoolNow app at the App Store, Google Play, BlackBerry World, or visit Commuter Connections dot org or call 800.745.RIDE for info.

320x50 banner ad



300x250 banner ad



Comcast SportsNet Homepage Takeover




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 20th 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.

Commuter Connections Sponsored · Like Page

Share a ride when you want, where you want with on demand and en route ridematching.



A couple clicks is all it takes.
We have more options to more places than ever before. And, as always, it's free! CarPoolNow app now available!


WWW.COMMUTERCONNECTIONS.ORG

114 Reactions · 4 Comments · 16 Shares

Like Comment Share

Commuter Connections Sponsored · Like Page

Join with those already saving! Sharing a ride with on demand and en route ridematching.



A couple clicks can save you.
Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you! CarPoolNow app now available!

WWW.COMMUTERCONNECTIONS.ORG

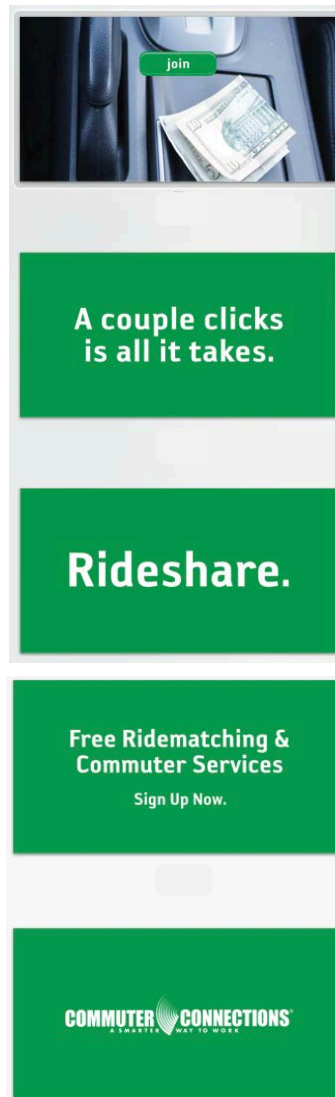
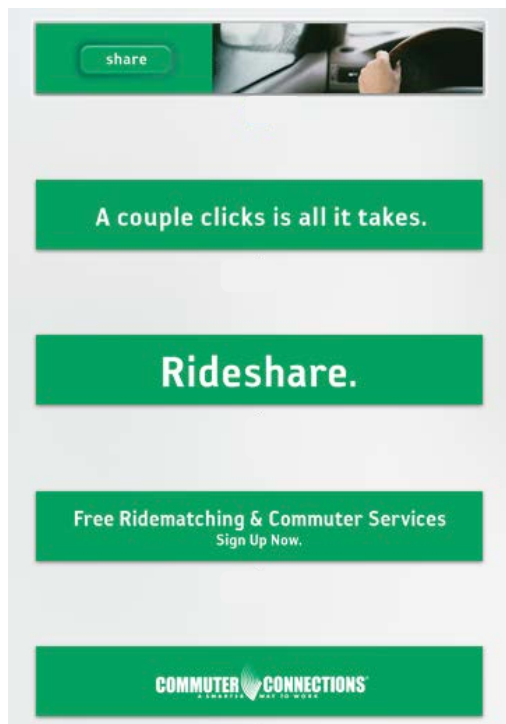
114 Reactions · 4 Comments · 16 Shares

Like Comment Share

Online & Digital Advertising

Rideshare digital banner ads promoting how easy it is, with just a couple clicks, to save money, find a ride, tap into benefits, and make your commute more positive, are running on WTOP.com and ComcastSportsNet. A Google Adwords campaign is alternating every other week from February 20th through June 25th. Rideshare ad messages display in Google's search results. Select Rideshare keywords will be used throughout the campaign, monitored, and optimized to be sure Commuter Connections is reaching the most people with the least cost per click (CPC).

Ridesharing "A Couple Clicks Is All It Takes", "A Couple Clicks Can Save You"



Google Keywords:

cab	real time	traffic
commute	carpooling	dc metro
commuter	real time car	car service
commuting	pooling	carpool
DC Traffic	real time ride	taxi
express lanes	ride sharing	work from home
on demand car	share a ride	traffic cameras
pool	Sharing a ride	traffic report
on demand carpool	Sharing rides	hov lane
on demand	Slug	lyft ride
carpooling	slugger	traffic cams
on demand car	slugging	dmv traffic
pooling	taxi cab	telework
on demand	telecommute	vanpool
ridesharing	telecommuting	rideshare
on demand ride	traffic	uber ride
sharing	traffic congestion	car pool
park and ride lot	weather	highway
real time car pool	uber	construction
real time carpool	lyft	taxi ride
	weather forecast	cab ride

Google Ad Group Ads:

H1: Share A Ride to Work

H2: Save Time and Money Every Day

Text: A free service from Commuter Connections. Sign up today to Rideshare.

H1: Rideshare to Work

H2: Save Time and Money On Your Commute

Text: Find your options free with Commuter Connections. Sign up today and save.

H1: Carpool, Vanpool, Bike, Walk

H2: A New Commute Can Save Time and Money

Text: Free info on commute options. Sign up at Commuter Connections.

H1: Less Stressful Commutes

H2: Save Time, Money, And Stress!

Text: Free info to upgrade your commute. Rideshare, sign up to get started.

Out of Home Advertising

Rideshare ads are posted at Fashion Centre at Pentagon City, March through June. Three-sided table tents are positioned at 50 food court tabletops, and replenished by mall staff as needed. Back-lit ad panels are posted in high traffic areas, including entrances, and visitors using the directory. Busy malls allow Ridematching messages to reach audiences through a cost-effective marketing effort.

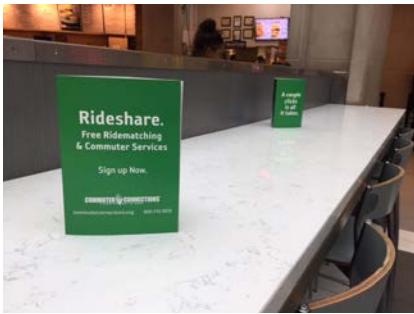
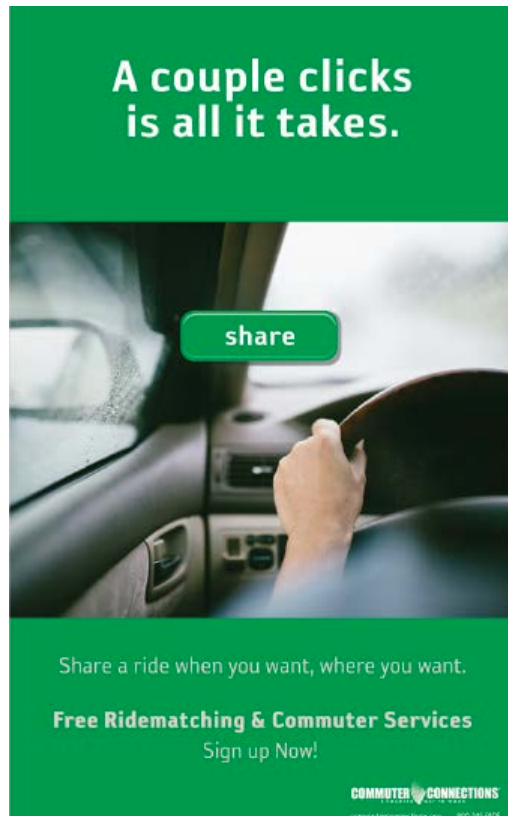


Table Tent



Ad Panel



Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY2017 GRH campaign focus is on registration and re-registration, promoting how quick and easy GRH can support the choice to Rideshare and use other more sustainable transportation alternatives. Messaging first shows the problem, then how simple it is to solve it with 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. 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 emergency, illness, 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.

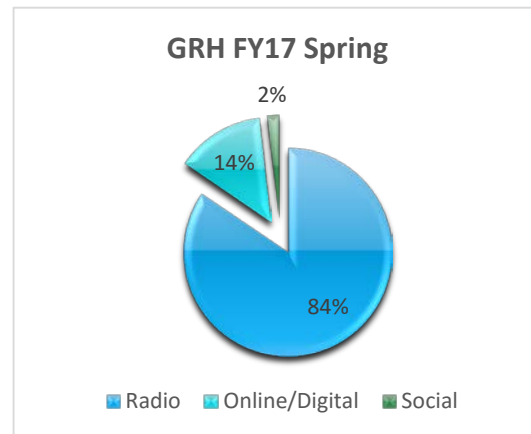
Target market

2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report :

- 35-64 years old (86%)
- Male (52%)/Female (48%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Avg one-way distance 35.4 miles. 61% commute 30 or more miles to work one-way.
- Lives in Virginia (60%) or Maryland (36%) or District of Columbia (2%)
- Top five home jurisdictions are Prince William (19%), Fairfax, (12%), Stafford (8%), Loudoun (7%), and Montgomery (6%)
- Works in D.C (61%), Maryland (11%) and Virginia (28%)
- Avg one-way commute time 66 minutes; 71% commute more than 45 minutes each way, and 45% commute more than an hour each way.

Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$188,406.75	\$221,655.00	42,626,480
Online/Digital	\$30,600.08	\$36,000.99	4,050,500
Social Media	\$4,000.00	\$4,706.00	560,000
Totals	\$223,006.83	\$262,361.99	47,236,980

Radio

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

- WTOP (103.5 News Talk)
- WASH (97.1 AC)
- WMZQ (98.7 Country)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)

The GRH radio campaign started in late February and is running every other week through the end of June 2017. The following spots are promoting GRH for the second half of FY2017, every other week over an eight-week span.

Guaranteed Ride Home :30 Problem. Solved “Work Late”

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That’s commuterconnections.org. Some restrictions apply.

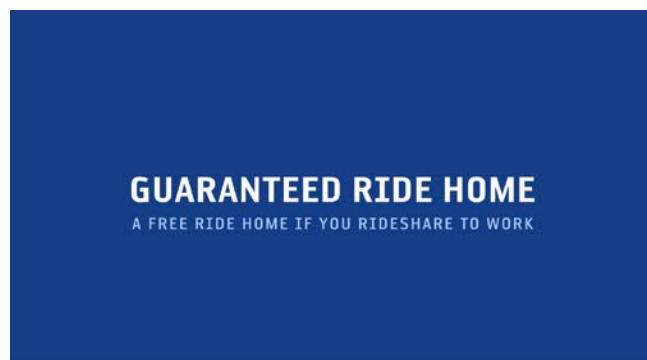
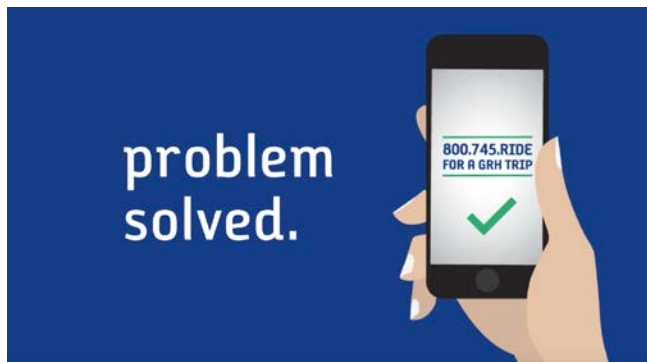
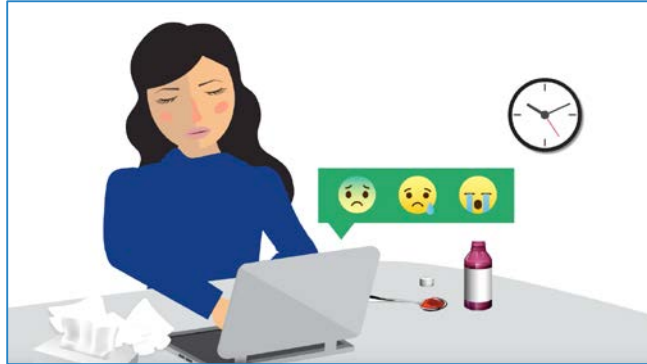
Guaranteed Ride Home: :30 Problem. Solved “Emergency”

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

YouTube

YouTube videos were created to promote the GRH campaign in both 15-second and 30-second lengths. YouTube is the second-largest search engine in the world, behind Google (which owns YouTube). These online videos are used to promote GRH registration and re-registration to support the choice to rideshare. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.



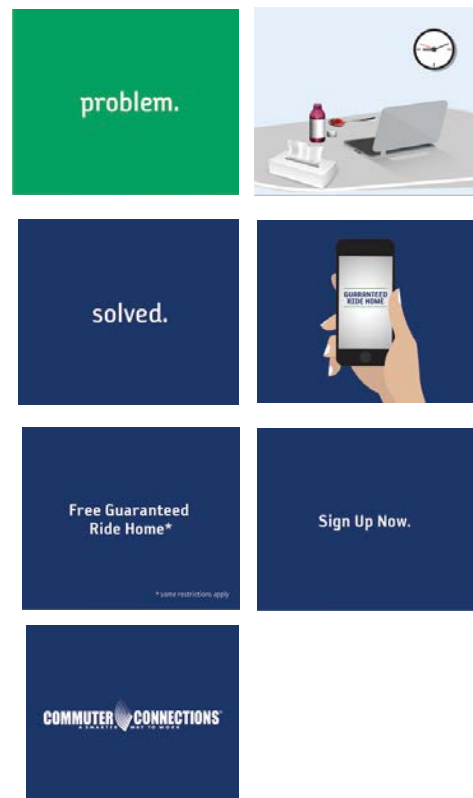
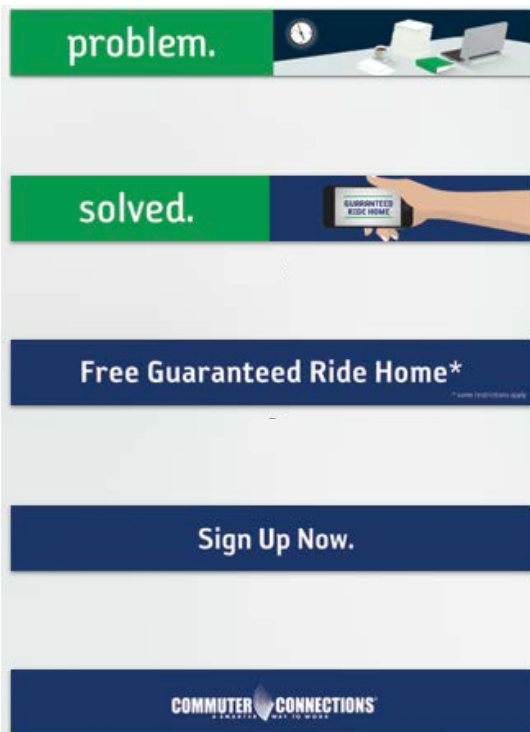
Online and Digital Advertising

Display, mobile, tablet, and mobile in-app advertising is running on iHeart Radio and WTOP's digital sites to promote the GRH program. Banner ads reinforce the benefits of the GRH program to audiences in Washington, DC regions for eight weeks, from February through June. Performance is monitored and optimized throughout the campaign.

A Google Adwords campaign is alternating every other week from February 27th through June 25th. GRH text ad messages are served up for matched key word search results. Select GRH keywords will be used throughout the campaign, monitored, and optimized to be sure Commuter Connections is reaching the most people with the least cost per click (CPC).

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

iHeart Radio and WTOP.com Ads



Google Keywords:

cab	real time	traffic
commute	carpooling	dc metro
commuter	real time car	car service
commuting	pooling	carpool
DC Traffic	real time ride	taxi
express lanes	ride sharing	work from home
on demand car	share a ride	traffic cameras
pool	Sharing a ride	traffic report
on demand carpool	Sharing rides	hov lane
on demand	Slug	lyft ride
carpooling	slugger	traffic cams
on demand car	slugging	dmv traffic
pooling	taxi cab	telework
on demand	telecommute	vanpool
ridesharing	telecommuting	rideshare
on demand ride	traffic	uber ride
sharing	traffic congestion	car pool
park and ride lot	weather	highway
real time car pool	uber	construction
real time carpool	lyft	taxi ride
	weather forecast	cab ride

Google Ad Group – Ads:

H1: Free Ride Home From Work

H2: For Those Who Rideshare

Text: Don't get stuck on the job when you're sick. Sign up today.

H1: Rideshare w/ Guaranteed Ride Home

H2: Get Home In An Unexpected Emergency

Text: Free program for commuters. Register or renew today.

H1: Guaranteed Ride Home

H2: From Commuter Connections

Text: A free ride home from work if you rideshare. Register today.

H1: Guaranteed Ride Home


H2: Insurance For Ridesharing

Text: Free ride home from work, for those who rideshare. Register or renew today.

Facebook

Commuter Connections Like Page
Sponsored ·

At work sick, unable to get home, so you send tear-streaked emoticons to your friends?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.


WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Commuter Connections Like Page
Sponsored ·

Your boss asked you to work late unexpectedly, but your carpool leaves at 5?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Value Add

In addition to paid media spots, an estimated \$24,420 was negotiated in no-charge promotional media. All radio stations will provide no-charge bonus spots and banner ads promoting SafeTrack and the new dynamic rideshare app, CarpoolNow.

SafeTrack Surges Value Add :30

Metro's SafeTrack surges continue. Chances are, whether or not you take Metrorail, you're going to feel it - with shutdowns spanning over the next few weeks.

Commuter Connections has options! From our new CarpoolNow dynamic carpooling app to bus, bicycling, and telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

Download our CarpoolNow app at the App Store, Google Play, BlackBerry World, or visit commuterconnections.org or call 800.745.RIDE for info.

WTOP.com is running several different sized banner ads.

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

A vertical banner advertisement for CarpoolNow. The top section is a dark blue rectangle with the text "CarpoolNow with our free app!" in white, and a white icon of a car with two people inside. Below this is a photograph of a woman looking at her smartphone, which displays the CarpoolNow app interface. The bottom section is a green rectangle with the "COMMUTER CONNECTIONS" logo and the tagline "A SMARTER WAY TO WORK", and a white button with the text "CLICK HERE".

CarpoolNow with our free app!



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

wtop | WASHINGTON'S TOP NEWS

54°
Washington, DC

LISTEN LIVE
103.5 FM

LISTEN LATEST TRAFFIC

3:45 pm, February 27, 2017

NEWS ▾ TRAFFIC WEATHER Search



LOCAL Va. • Md. • D.C. • Traffic • Weather • Metro • First 100 Days

HEADLINES ↻ GET ALERTS ↻

LIVE EVENT Watch the groundbreaking of the new DC United stadium on Facebook Live.

LOCAL NEWS

TOPICS: Washington, DC News Maryland News Virginia Hannah Graham Murder



backcountry

 \$249.95 \$131.97 View Now	 -25%	 -40%
 -40%	 -30%	 -34%
 -30%	 -50%	 -34%
 -50%	 -40%	 -50%

GRH Baltimore Media

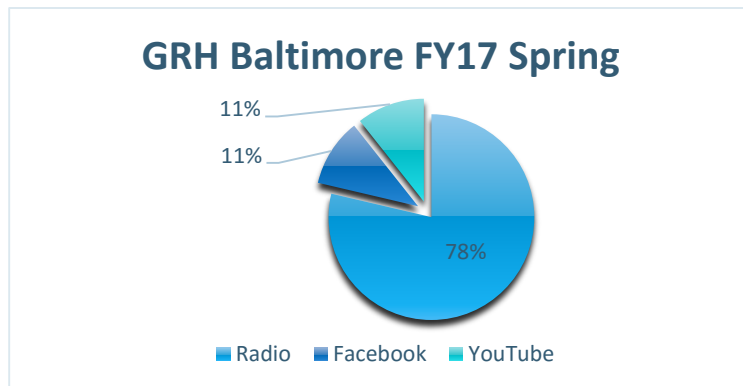
The GRH Baltimore campaign is focused on raising awareness of the GRH program among commuters in the Baltimore region and increasing registrants. Radio, YouTube, and Facebook ads from the DC region Spring Umbrella campaign are running in Baltimore to increase awareness on how to get home in case of an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

Target market for Baltimore Metropolitan Region

2013 Commuter Connections GRH program Baltimore Region Survey Report:

- 25-64 years old (93%)
- Caucasian (64%) and African-American (21%), Asian (8%)
- Male (54%)/Female (46%)
- Annual household income \$40,000 - \$79,999 (27%), \$80,000-119,999 (32%), \$120,000-\$159,999 (20%)
- Commute 40+ miles (33%) / more than 45 minutes (51%)
- Lives in Maryland (72%), Virginia (14%) or Pennsylvania (6%)
- Top five home jurisdictions are Baltimore City (21%), Baltimore County (15%), Harford (13%), Howard (6%), and Fairfax, VA (6%)
- Works in Maryland (100%)

Geographic Targeting Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$29,495.00	\$34,700.00	1,800,650
YouTube	\$4,000.00	\$4,706.00	630,000
Facebook	\$4,000.00	\$4,706.00	335,000

Totals \$37,495.00 \$44,112.00 2,765,650

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 27th through June 25, 2017, for a total of eight weeks on air. The following spots are promoting GRH for the second half of FY2017:

Guaranteed Ride Home :30 Problem. Solved "Work Late"

Man: Problem? Well, it WAS a problem when my boss let me know I had to work late. You know the drill, last minute proposal, unscheduled overtime? And, like clockwork, my vanpool leaves at 5. Lucky for me, I signed up for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Just register or renew today at commuterconnections.org. That's commuterconnections.org. Some restrictions apply.

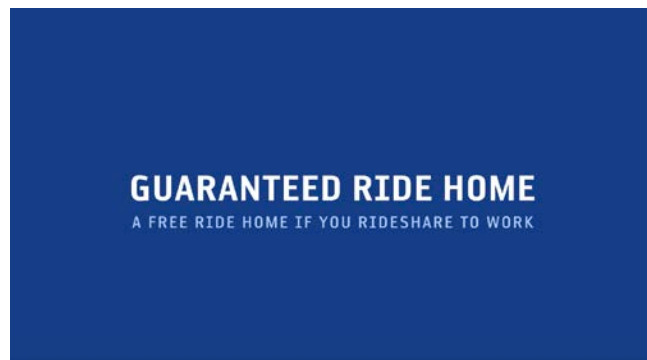
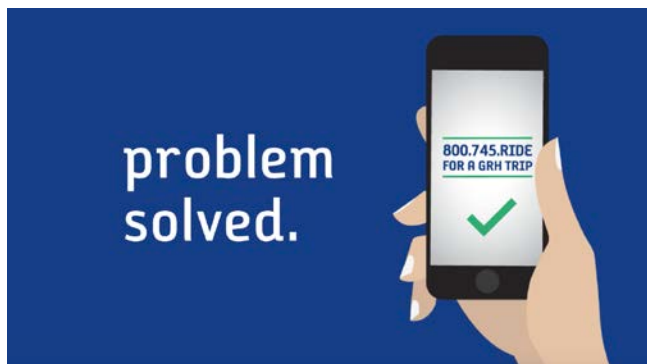
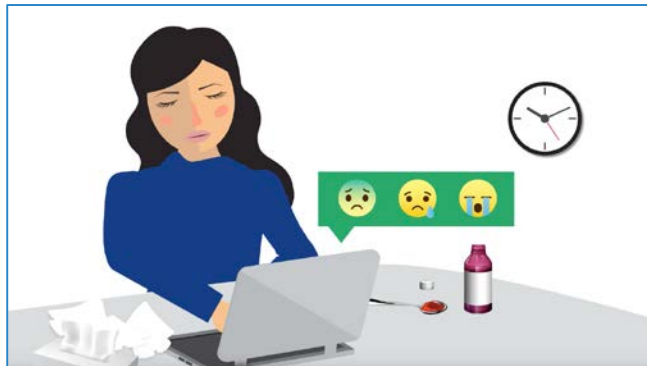
Guaranteed Ride Home: :30 Problem. Solved "Emergency"

Woman: Problem? Well, it could have been a problem when I had an unexpected emergency on a day that I rideshare. You know, stuck at work, can't get home, throws off your whole week, so you send around sad, tear-streaked emoticons to all your friends? Lucky for me, I registered for Guaranteed Ride Home. Problem, solved.

Announcer: Guaranteed Ride Home from Commuter Connections. A free ride home if you rideshare. Register or renew today at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

YouTube

YouTube videos created for the Metropolitan D.C. region will be used to promote the GRH Baltimore campaign in both 15-second and 30-second lengths. YouTube has the second-largest search engine in the world, behind Google. These online videos are used to promote GRH registration and re-registration to support the choice to rideshare. Problem. Solved. Geo-targeted messaging can easily be shared via other forms of social media and websites, and encourage viewer engagement with a call to action.



Facebook

Facebook will be used to engage and help drive registration and re-registration to the website. The same creative used in the Metropolitan D.C. region is being used in Baltimore.

Commuter Connections Sponsored · Like Page

Your boss asked you to work late unexpectedly, but your carpool leaves at 5?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.


WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Commuter Connections Sponsored · Like Page

At work sick, unable to get home, so you send tear-streaked emoticons to your friends?



problem. **solved.**

A free ride home if you RideShare to work. Guaranteed.
Problem solved. Sign up or renew at www.commuterconnections.org.
Some restrictions apply.

WWW.COMMUTERCONNECTIONS.ORG

114 Reactions 4 Comments 16 Shares

Like Comment Share

Value Add

In addition to paid media spots, an estimated \$5,120 was negotiated in no-charge promotional media. Both radio stations provided no-charge bonus spots. Commuter Connections is estimated to receive 2,765,650 impressions.

Commuter Connections Website

To provide a fully integrated user experience, the Commuter Connections website home page was updated with a new HTML5 file to match the visuals used in the new Rideshare and GRH campaigns.





Bike to Work Day

Sponsorship Drive

In FY2017, Commuter Connections secured 20 cash sponsors for Bike to Work Day, generating \$54,550 for outdoor banners, paid social media, and the T-shirt giveaway. An additional \$8,495 in products and services were secured from nine in-kind sponsors for the regional bike raffle, and giveaway items.



Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA

Bike to Work Day Budget	MWCOG Cost	Gross Dollars	Projected Impressions
Radio	\$TBD	\$0	
Social Media	\$TBD	\$0	
Total Budget	\$60,000	\$	

Marketing Strategies

Posters were mailed to employers throughout the region, and to over 85 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, paid social media, will be developed to promote the event.

BIKE TO WORK DAY 2017 FRIDAY MAY 19



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

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

2017 Registration Now Open



Pit Stops

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

Commuter Convoys

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

Sponsors



GO Alex

Event Poster

Download a PDF of the new Bike to Work

Find a Ride Buddy

Use the Washington Area Bike Forum to find

Increase Bicycling Skills

WABA's adult bicyclist education



Posters English

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

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

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

BIKE TO WORK DAY 2017 FRIDAY MAY 19

BIKETOWORKMETRODC.ORG
for free registration
or call 800.745.7433

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

bike to work day
2017

Posters English/Spanish

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

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

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 16.000 participantes que se registren.

¡Más de 85 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia!

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2017

VIERNES 19 DE MAYO

© 2017 MetroDC

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

#BTWD2017

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

Rack Card

BIKE TO WORK DAY 2017

FRIDAY MAY 19

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

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

FREE FOOD, BEVERAGES and
 GIVEAWAYS at all locations

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

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

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



#BTWD2017













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

♻️ Printed on recycled paper

COMMUTER CONNECTIONS

Takoma Bicycle

Bike Arlington

Allegria ALLERGY

Marrriott



BIKES@VIENNA

FELT

BROMPTON

WASHINGTON AREA BICYCLIST ASSOCIATION

ICF

BICYCLE SPACE

7-BIKE RIDE

AASHTO

CRYSTALride

KIMPTON hotels & restaurants

goDCgo

Arlington Transportation Partners

ORTLIEB

GO Alex

California TORTILLA

THE JBG COMPANIES

FAIR LAKES

Giant

BIKE ROLL

ABUS

GREEN GURU

GENERAL DYNAMICS Information Technology

T-Shirt

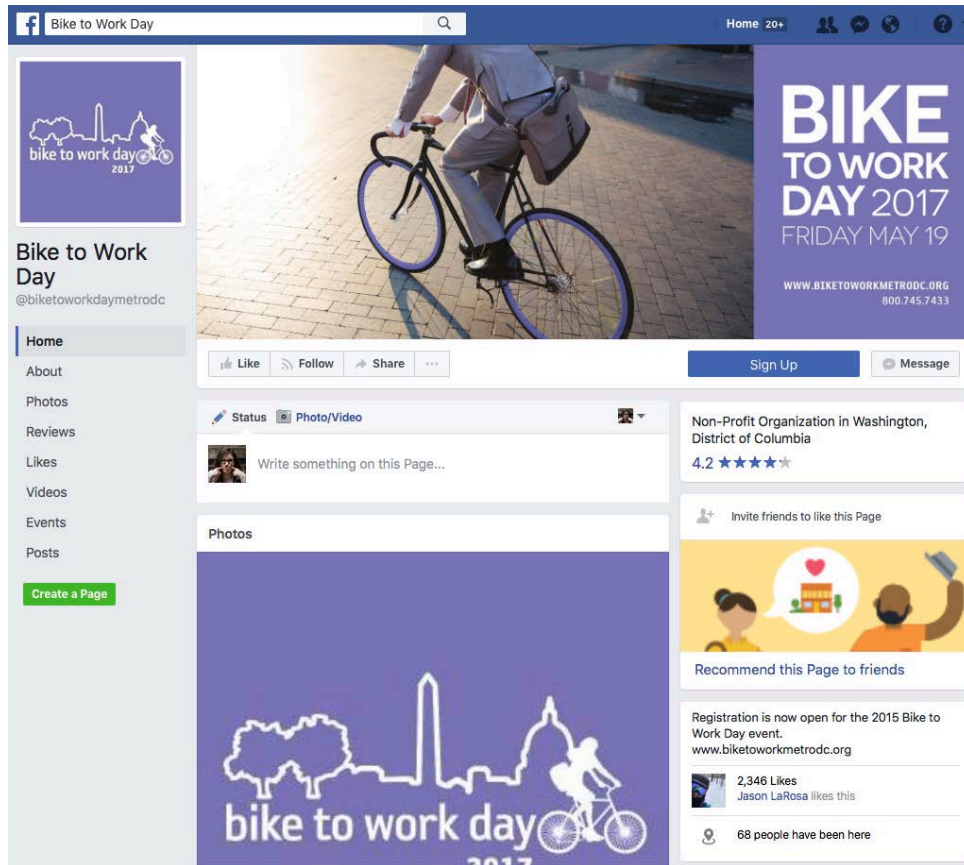


Pit Stop Vinyl Banner




Social Media

Facebook and Twitter were updated to match the color theme for 2017.



Home Moments Search Twitter Have an account? Log in



BIKE TO WORK DAY 2017

FRIDAY MAY 19

WWW.BIKETOWORKMETRODC.ORG
800.745.7433



bike to work day 2017

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
292	283	1,836	306	2

Follow


Commuter Connections

@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC
biketoworkmetrodc.org
Joined April 2009

56 Photos and videos



Tweets

Tweets & replies Media

Commuter Connections @BikeToWorkDay · Jan 23
Henry Bryant poses with his new Novara Barrow bicycle, donated by @REI. Enjoy the new ride Henry!



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

- WABA @WABADC
- BikeArlington @BikeArlington
- Capital Bikeshare @bikeshare
- FABB @BikeFairfax
- goDCgo @goDCgo

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 3, 2017, and the Selection Committee will meet on March 24th. Winners and nominees will be honored at the 20th annual awards ceremony on June 22, 2017 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

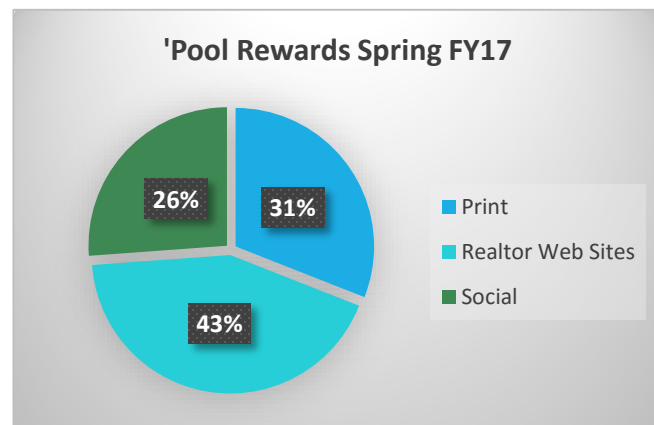
The ads are running on Rideshare weeks, February 20th through March 31st. The ads encourage commuters to find a partner to start a new carpool/vanpool, mention the incentive offered, and encourage commuters to contact Commuter Connections.

Target Market

Rideshare demographics (see pg. 9)

Geographic Targeting

Washington D.C. DMA



Pool Rewards Spring	MWCOG Cost	Gross Cost	Estimated Impressions
Print	\$7,800.00	\$9,176.00	1,453,155
Realtor Websites	\$10,800.00	\$12,706.20	193,333
Facebook	\$3,300.00	\$3,882.45	193,125
LinkedIn	\$3,288.00	\$3,868.33	180,625
Totals	\$25,188.00	\$29,632.98	2,020,238

'Pool Rewards Print Ad – The Washington Post



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

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
Visit commuterconnections.org and register today!

'POOL REWARDS
it pays to rideshare

'Pool Rewards Realtor.com Website Banner Ad




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

'POOL REWARDS
it pays to rideshare

'Pool Rewards Facebook Ads

Commuter Connections
Written by Go Greenman [?] · 34 mins · 🌐

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



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

'POOL REWARDS
It pays to rideshare

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

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/](https://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/)

10 people reached

Commuter Connections
Written by Go Greenman [?] · 52 mins · 🌐

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



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

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

[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/](https://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/)

53 people reached

LinkedIn Ads



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

'POOL REWARDS
it pays to rideshare

This advertisement features a dark background with two \$100 bills fanned out in the upper right corner. The text is positioned on the left side, and the logo is in the bottom right corner.



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

'POOL REWARDS
it pays to rideshare

This advertisement shows a close-up of a hand with a ring made from a \$100 bill on the ring finger. The text is in a grey box on the right side, and the logo is in the bottom right corner.

Commuter Connections Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections newsletter was produced during the second half of FY2017. 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 were distributed in PDF form to Federal Employee Transportation Coordinators via GSA and placed online at www.federaletc.org.

Winter 2017 Newsletter and Federal ETC Insert

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 1, Volume 21 Winter 2017 WHAT'S INSIDE

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

1 Real-time Ridesharing - Try the Free CarpoolNow App
2 Bus Transit Crosses Wilson Bridge, Serving Alexandria and National Harbor
3 Takoma-Langley Crossroads Transit Center Opens
4 Employer-Provided Commuter Assistance Services

TRANSFORM I-66 COMES WITH MULTI-MODAL OPTIONS

Work is underway to transform Northern Virginia's Interstate 66 into a multimodal corridor that moves traffic and people more quickly, and in a more reliable way. Outside the Capital Beltway, the project scope includes two Express Lanes in each direction from I-495 to University Blvd in Gainesville; three general purpose lanes in each direction; new transit service; and several new park-and-ride lots.

Inside the Capital Beltway to Route 29 (Lee Highway) in Rosslyn, the current I-66 ban on single-occupancy vehicles (SOV) will be lifted entirely, making the highway available to all drivers during all periods of the day. During peak travel periods, SOVs will be charged a toll based on demand and distance traveled. Vehicles with two or more occupants will travel free on the Express Lanes. This stretch of highway will be the nation's first roadway with dynamic tolling on all lanes during peak-period traffic. Dynamic tolling is designed to keep traffic moving at highway speeds by adjusting tolls on traffic volume.

MARK YOUR CALENDARS FOR BIKE TO WORK DAY - MAY 19, 2017!

Bike to Work Day (BTWD) 2017, the region's celebration of two-wheeled commuting, is scheduled for Friday, May 19, 2017 and is poised to be the largest event since inception.

What began in the Washington Metropolitan region at the turn of the millennium, has grown into an enormous event with thousands of commuters pedaling to work and back in a show of spirit for bicycling as a healthy, clean, and affordable alternative to driving alone.

In 2001, BTWD started as a modest gathering of few hundred bicyclists at a single "pit stop" location in downtown D.C.

Continued on page 3

Winter 2017

FEDERAL ETC UPDATES
Employee Transportation Coordinator

PRTC OPENS GAINESVILLE TO PENTAGON COMMUTER BUS ROUTE

In December, the Potomac and Rappahannock Transportation Commission (PRTC) launched a new OmniRide commuter bus route linking Gainesville directly with the Pentagon.

The new Gainesville - Pentagon (G-200) route originates at the Limestone Commuter lot, then travels express to the Pentagon. Overflow parking is available at the Gainesville United Methodist Church. The new bus route offers four AM and PM trips.

With plans for Express lanes on I-66, PRTC hopes the new transit route will encourage Prince William County residents to commute by bus, which will be permitted to use the Express Lanes at no additional cost.

Funding for the new route was provided by the Northern Virginia Transportation Commission (NUTC) as part of its efforts to move more people and reduce traffic congestion on I-66.

Also in December, PRTC's existing Manassas OmniRide commuter bus service was split into two separate routes - one serving Washington, D.C., and the other serving the Pentagon. PRTC says the split will benefit all Manassas OmniRide passengers by providing more reliable on-time performance, shorter travel times to and from D.C., and increased rider capacity without higher operating costs.

With the addition of the new Gainesville to Pentagon service, PRTC will have a total of 18 commuter bus routes, and seven local bus routes in the Prince William County area. OmniRide offers convenient weekday service from locations throughout Prince William County along the I-95 corridor, and Manassas and Gainesville areas along the I-66 corridor. Destinations include the Mark Center, Pentagon, Crystal City, Rosslyn/Ballston, Tysons Corner, downtown Washington, D.C., and Washington Navy Yard. In addition to morning and evening commuter service, midday service is available on most routes.

For more information on PRTC OmniRide commuter buses, please visit www.prtctransit.org.

Commuter Connections E-Newsletter

The winter 2017 edition of the Commuter Connections e-newsletter was distributed to the same recipients as the print version.



Transform I-66 Comes with Multi-Modal Options

Work is underway to transform Northern Virginia's Interstate 66 into a multimodal corridor that moves traffic and people more quickly and reliably. Outside the Capital Beltway, the project scope includes two Express Lanes in each direction from I-495 to University Blvd in Gainesville, three general purpose lanes in each direction, new transit service, and several new park-and-ride lots. Inside the Beltway...[Read more](#)

Real-Time Ridematching - Try the Free CarpoolNow App!

Carpool Now is the region's new Ridesharing app, giving commuters in the Washington, D.C. region the ability to carpool on-demand in real-time, immediately connecting users who are offering a ride with those seeking a ride...[Read More](#)

Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY2017*. Clean Air Partners promoted Car Free Day on their web site and social media sites and encouraged its membership to take the pledge to go Car Free or Car-lite. Clean Air Partners also produced a video for the Car Free Day web site about ways to go car free or car-lite.

**Commuter Connections dollars spent were from the previous fiscal year.*



Appendix A

Performance Measures

Web Visits

Month	FY 2016 Web Visits	FY 2017 Web Visits	+/-	+/- %
Jan	11,990	13,708	1,718	14.3%
Feb	19,307	10,161	(9,146)	-47.4%
March				
April				
May				
June				
	31,297	23,869	(7,428)	-23.7%

Phone Calls

Month	FY 2016 Phone Calls	FY 2017 Phone Calls	+/-	+/- %
Jan	1,111	942	(169)	-15.2%
Feb	1,198	1,155	(43)	-3.6%
March				
April				
May				
June				
	2,309	2,097	(212)	-9.2%

Appendix B

Digital Advertising – WTOP.com Results February 20 – March 21, 2017

WTOP.com Digital Campaign Performance	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
Cross Platform RS 2/1 -2/26/17	384,153	350	0.09%
Cross Platform GRH 2/1 -2/26/17	385,364	549	0.14%
Cross Platform Week of 2/27/17			0.0%
Cross Platform Week of 3/6/17			0.0%
Cross Platform Week of 3/13/17			0.0%
Cross Platform Week of 3/20/17			0.0%
Cross Platform Week of 3/27/17			0.0%
Cross Platform Week of 4/3/17			0.0%
Cross Platform Week of 4/10/17			0.0%
Cross Platform Week of 4/17/17			0.0%
Total / Averages	769,517	899	

Note: National average CTR is .09%

Appendix C

FY2017 Spring Media Schedules

Commuter Connections FY2017 Spring Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																			
	Media Outlet	Format	Dial Position	Campaign to Run	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	6/26	
					GRH	Radio	WBIG-FM	Oldies/Classic Hits	100.3	2/27 - 6/25/17														
WWDC-FM	Rock	DC101.1	2/27 - 6/25/17																					
WASH-FM	AC	97.1	2/27 - 6/25/17																					
WIHT-FM	Top 40	99.5	2/27 - 6/25/17																					
WTOP-FM	News Talk	103.5FM	2/27 - 6/25/17																					
WBAL-AM/Baltimore	News/Talk	1090 AM	2/27 - 6/25/17																					
Online / Digital	Google	Text/Banner Ads		2/27 - 6/25/17																				
	iHeart	Mobile banner ads		2/27 - 6/25/17																				
	Youtube	:15/:30s Ads		2/27 - 6/25/17																				
	WTOP.com	Web/Mobile/Tablet		2/27 - 6/25/17																				
Social Media	Youtube/Baltimore	:15/:30s Ads		2/27 - 6/25/17																				
	Facebook	FB Ads		2/27 - 6/25/17																				
Rideshare	Radio	Facebook/Baltimore	FB Ads		2/27 - 6/25/17																			
		WLZL-FM	Spanish	107.9	2/20 - 6/30/17																			
		WFRE-FM	Country	99.9	2/20 - 6/30/17																			
		WTOP-FM	News Talk	103.5FM	2/20 - 6/30/17																			
		WPGC-FM	Urban AC	95.5	2/20 - 6/30/17																			
		ESPN	Sports	980	2/20 - 6/30/17																			
		WAMU	News Talk	88.5	2/20 - 6/30/17																			
	WAMU/Podcast	News Talk		2/20 - 6/30/17																				
	Social Media	Facebook	FB Ads		2/20 - 6/30/17																			
		Comcast SportsNet	Sports		2/20 - 6/30/17																			
Online / Digital	Google	Text Ads		2/20 - 6/30/17																				
	WTOP.com	Web/Mobile/Tablet	audio & display	2/20 - 6/30/17																				
OOH	Fashion Centre	Ads + Table Tents		2/20 - 6/30/17																				

Legend

Guaranteed Ride Home Radio Coverage
Guaranteed Ride Home Online Coverage
Guaranteed Ride Home Social Media Coverage
Rideshare Radio Coverage
Rideshare Social Media Coverage
Rideshare Online Coverage
Rideshare Out of Home Coverage

Note: BTWD weeks are 5/1, 5/8, and 5/15/17.

GRH Baltimore radio can run any weeks, but social media and YouTube must run on different weeks than GRH, RS, and 'Pool Rewards.

Commuter Connections FY2017 Spring Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																		
	Media Outlet	Format	Dial Position	Campaign to Run	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	6/26
					Pool Rewards	Social Media	Facebook		2/20 - 3/31/2017														
LinkedIn		2/20 - 3/31/2017																					
Print Ads	Washington Post		2/20 - 3/31/2017																				
Online / Digital	Real Estate Websites	Banner Ads		2/20 - 3/31/2017																			

Legend

Pool Rewards Social Media Coverage
Pool Online Coverage
Pool Print Ad Coverage

Appendix D
FY2017 2nd Half Paid Media Spend

