



# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2023 MARKETING ACTIVITY

SEPTEMBER 20, 2022

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve  
air quality

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 **COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

# FY22 MARKETING ACTIVITIES

## SUMMER/FALL SCHEDULE

Car Free Day 2022

Newsletters Summer/Fall

GRH & Rideshare Fall Campaigns

'Pool Rewards and CarpoolNow Fall Campaigns

Spring Umbrella Campaign Research

Employer Recognition Awards Brochure (call for nominations)

**CAR  
FREE  
DAY**  
METRO DC  
  
**9.22.22**

**CAR FREE DAY 2022  
EVENT**



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# STRATEGY

Car Free Day

## Objectives

- Promote alternative modes of transportation for commute and lifestyle
- Encourage taking the pledge to go car free or car-lite
- Reduce auto emissions and traffic congestion
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage employers, general public, and area universities
- Raise awareness of Commuter Connections as a resource for travel options



# MARKETING COMPONENTS

Car Free Day

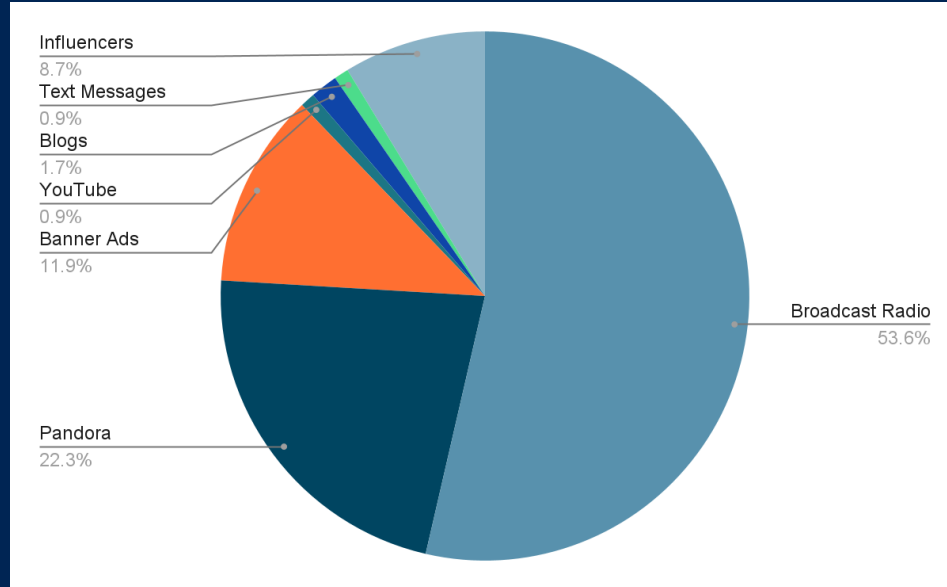
- Website
- Posters
- Social Media
- Traditional and Internet Radio
- Digital Banner Ads
- Native Articles
- YouTube Video
- Text Messaging
- Email Blast
- Earned Media Placements
- Key Influencer Blog
- College Promotion
- Clean Air Partners Promotion



# MEDIA BUDGET (NET)

Car Free Day

Broadcast Radio	\$24,004
Pandora	\$10,000
Banner Ads	\$5,325
YouTube	\$400
Blogs	\$750
Text Messages	\$400
Influencers	\$3,900
<b>Total</b>	<b>\$44,779</b>



# ADDED VALUE SUMMARY

Car Free Day

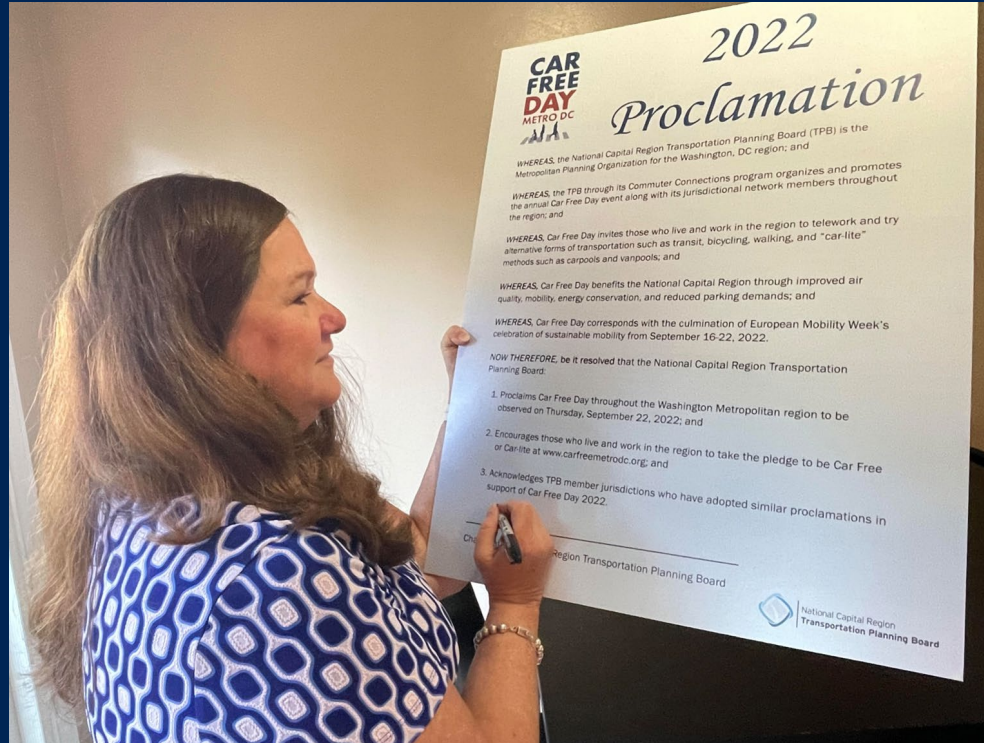
Media Partner	Added Value	Estimated value
NBC4	Minimum 50k Imps ROS	\$2,500
WJFK	5 No Charge Spots	\$1,125
WPGC	10 No Charge Spots	\$750
WTOP	15 No Charge Spots	\$1,125
Pandora	Minimum 30K Imps ROS	\$2,000
<b>Total:</b>		<b>\$7,500</b>





# PROCLAMATION

Car Free Day



# POSTER

# Car Free Day

Take the Free Pledge at [CarFreeMetroDC.org](http://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

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[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE



**CAR FREE DAY**  
METRO DC



**9.22.22**  
COMMUTE WITH CONFIDENCE

# CAR FREE DAY

METRO DC



**9.22.22**

# FACEBOOK

# Car Free Day

**CAR FREE DAY**  
METRO DC

Take the Free Pledge

9.22.22

**CAR FREE DAY**  
METRO DC

**Car Free Day**  
@carfreemetrodc · 4.8 19 reviews · Nonprofit organization

Sign Up

carfreemetrodc.org

Home Reviews Photos Videos More

Liked Message

**CAR FREE DAY**  
METRO DC

9.22.22

# TWITTER

# Car Free Day



**CAR FREE DAY**  
METRO DC

Take the Free Pledge

9.22.22

Follow

**Commuter Connections**  
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

[carfreemetrodc.org](http://carfreemetrodc.org) Joined July 2009

120 Following 734 Followers



**CAR FREE DAY**  
METRO DC

9.22.22

# BROADCAST RADIO STATIONS

Car Free Day



**wtop**

# RADIO SPOTS

Car Free Day



Car Free Day  
30 sec.



Car Free Day  
10 sec.



# PANDORA (RADIO & BANNER AD)

- 30 second radio audio (radio spot)
- Car Free Day image accompanies audio



Car Free Day

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COMMUTE WITH CONFIDENCE

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**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
CARFREEMETRODC.ORG 800.745.RIDE

The banner features a light blue background. On the left, the text "CAR FREE DAY" is in large, bold, blue and red letters, with "METRO DC" below it. Below the text is a silhouette of a person on a bicycle and a person walking on a crosswalk. At the bottom left, the date "9.22.22" is in large red letters, followed by "COMMUTE WITH CONFIDENCE" in blue. On the right, a woman in a yellow jacket and white pants stands next to a red and white bus. Above her is the text "Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!". Below the bus, there are social media handles "#CarFreeDay" and "@CarFreeMetroDC", the "COMMUTER CONNECTIONS." logo, the tagline "A SMARTER WAY TO WORK", and the website "CARFREEMETRODC.ORG" and phone number "800.745.RIDE".

**CAR FREE DAY**  
METRO DC

**9.22.22**

The vertical banner has a white background. At the top, "CAR FREE DAY" is written in large, bold, blue and red letters, with "METRO DC" below it. At the bottom, the date "9.22.22" is in large, bold, red letters. In the center, there is a silhouette of a person on a bicycle and a person walking on a crosswalk.

# DIGITAL BANNER ADS

Car Free Day



**CAR FREE DAY** METRO DC  
9.22.22  
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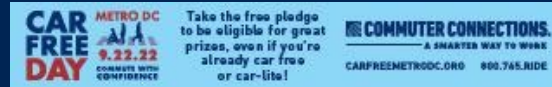
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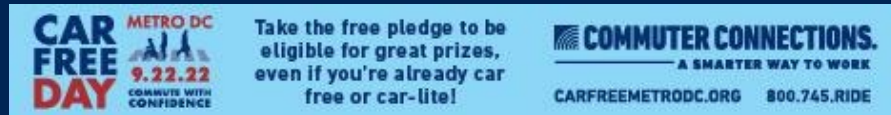
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# EL TIEMPO LATINO DIGITAL BANNER ADS

Car Free Day

**CAR FREE DAY**  
METRO DC

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

9.22.22

COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

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**CAR FREE DAY**  
METRO DC

9.22.22

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# BLOG (POPVILLE)

Car Free Day



# YOUTUBE VIDEO

Car Free Day



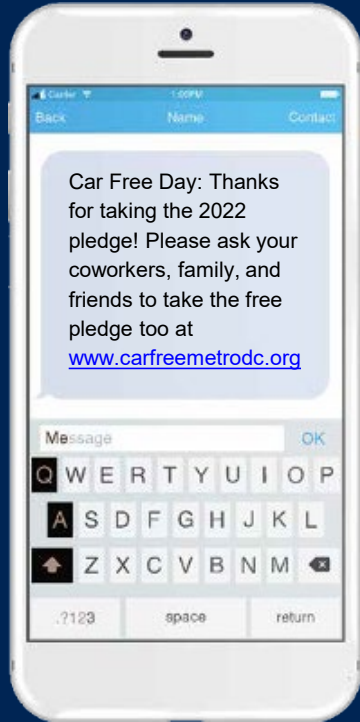
# FACEBOOK SOCIAL MEDIA POSTS

Car Free Day



# TEXT MESSAGES

## Car Free Day



### 2022 Registrants

August 24, 2022 - Message #1:

Car Free Day: Thanks for taking the 2022 pledge! Please ask your coworkers, family, and friends to take the free pledge too at [www.carfreemetrodc.org](http://www.carfreemetrodc.org)

### Previous Year's Registrants

August 25, 2022 - Message #2:

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.carfreemetrodc.org](http://www.carfreemetrodc.org)

### Last Chance to Pledge

September 20, 2022 - Message #3:

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.carfreemetrodc.org](http://www.carfreemetrodc.org)

# SPONSORS

## Promo Codes *(for all who take the pledge)*

- **\$30 Nift** Gift credit toward local neighborhood businesses
- 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare

## Raffle Prizes

- **Capital Bikeshare annual memberships**, goDCgo
- **Samsung Galaxy Tab A**, Tri-County Council for Southern Maryland
- **Nando's PERi-PERi**, Full Platter, at Nando's PERi-PERi
- **Commuter train passes**, Virginia Railway Express
- **\$50 gift card**, Little Sesame
- **\$50 Monthly SmarTrip Card**, Washington Metropolitan Area Transit Authority
- **Free T-shirt and annual membership**, East Coast Greenway Alliance
- **HipCityVeg**, \$20 gift card, HipCityVeg
- **WABA annual memberships**, Washington Area Bicyclist Association
- **South Block \$25 gift card**, South Block
- **Flower shop \$25 gift card**, Lee's Flower Shop
- **Local DC Makers and Artists \$50 gift card**, Shop Made in DC

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Car Free Day



# EMAIL BLAST

# Car Free Day

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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 at [CarFreeMetroDC.org](https://www.carfreemetrodc.org/)



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Web Version | Feedback | Unsubscribe  
Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002



**CAR FREE DAY**  
METRO DC  
9.22.22

# EARNED MEDIA STRATEGY

Car Free Day

- In-kind sponsor drive
- College Challenge digital toolkit
- On-air exposure
- Calendar listings
- Press releases/media advisories
- Grassroots influencers campaign
- Digital social media toolkits
- Earned media placements





# COLLEGE CAMPUS CHALLENGE

Car Free Day

- Digital toolkit to promote event
- College with greatest number of pledges to receive recognition



Take the Free Pledge at [CarFreeMetroDC.org](https://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

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Join the Capital Area Car Free College Campus Challenge!

**CAR FREE DAY**  
METRO DC  
9.22.22  
COMMUTE WITH CONFIDENCE

# CAR FREE DAY

METRO DC

**9.22.22**



# EMPLOYER NEWSLETTER

# OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

Employer Transportation Coordinators

Committee members

Other TDM stakeholders

Federal ETCs (w/insert)

# SUMMER NEWSLETTER & FEDERAL ETC INSERT Newsletter

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK

Issue 3, Volume 26 SUMMER 2022 | WHAT'S INSIDE

- 1-3 Employers Recognized for Outstanding Telework and Commuter Benefits Programs
- 4 Car-Free Day Showcase
- 5 Commuter Options
- 6 Employee Case Studies from Around the Metro DC Region
- 7 Maryland Transfers Car-Free Half Year Study Back
- 8 Working Commuter Love 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 Ramfios. "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



**25 YEARS**  
OF SERVICE  
HONORING EMPLOYERS WHO MADE A DIFFERENCE

In June, the Metropolitan Washington Council of Governments (COG) Commuter Connections program recognized three local employers and two organizations for outstanding work regarding their hybrid telework and commuter benefits programs. The accolades were bestowed during COG's 25th annual Employer Recognition Awards ceremony held at the National Press Club in Washington, DC. Charles County Commissioners President and National Capital Region Transportation Planning Board (TPB) Vice Chair, Reuben B. Collins, II, Esq., served as emcee for the awards ceremony.


Commuter Connections recognized Environmental Enhancements of Sterling, VA; Elluman of Silver Spring, MD; and Northwest Federal Credit Union (NWFCU) of Herndon, VA, with awards for their incentives, marketing, and telework programs, respectively. In addition,

Continued on page 2

SUMMER 2022

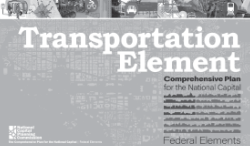
## FEDERAL ETC UPDATES

### NPCP 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.

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.



### Transportation Element

Comprehensive Plan for the National Capital Planning Commission

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

NPCP 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.

Continued on page 2

# SUMMER eNEWSLETTER

Newsletter

**COMMUTER CONNECTIONS.**  
— A SMARTER WAY TO WORK —




**25 YEARS**  
20 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

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**COMMUTER CONNECTIONS.**  
— A SMARTER WAY TO WORK —



FALL TDM REGIONAL  
RECOVERY CAMPAIGN

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 **COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

# OBJECTIVES & STRATEGY

## Fall Regional TDM Recovery Campaigns

- Media Budgets:
  - \$450,000 (Total)
    - \$255K Rideshare
    - \$170K Guaranteed Ride Home DC region
    - \$25K Guaranteed Ride Home Baltimore region
- Return-to-Office Focus and Encouraging:
  - Carpool and Vanpool Use
  - Guaranteed Ride Home Registrations and Re-Registrations
  - Other Alternative Modes of Transportation

# OBJECTIVES & STRATEGY

## Fall Incentive Campaigns

- Pool Rewards

Recruit and retain commuters in carpools and vanpools through monetary incentives.

Pool Rewards (Regional) - \$20,000

Pool Rewards (Virginia – I-66) - \$60,000

- CarpoolNow Mobile App

Increase knowledge and activity of app use, in turn easing consumer access to ridesharing.

Media Budget \$15,000



# FY23 Creative Development Schedule

Develop Marketing Communications Plan and Schedule, and Creative Input Survey	Aug-22
Review research and results from previous campaigns	Aug-22
Regional TDM Marketing Creative Input Survey	Aug-22
Feedback on Marketing Communications Plan and Schedule, and Creative Input Survey from Regional TDM Marketing Group (SharePoint)	Aug-22
Present creative approach at the Regional TDM Marketing Group meeting	Sep-22
Research General Public Attitudes and Opinions	Oct-22
Present visual creative concepts to Reg TDM Marketing Workgroup & State TDM Workgroup	Oct-22
Refine and develop creative based on all feedback; finalize creative	Nov-22
Produce creative	Dec-22
Distribute creative to media vendors	Jan-23
Campaign launch	Feb-23

# FY23 Marketing Campaign Schedule

Car Free Day	Aug – Sept 2022
Pool Rewards	Oct 2022 – Jan 2023
CarpoolNow Mobile Application	Nov 2022 - Jan 2023
Fall Campaign (GRH & Rideshare)	Oct – Dec 2022
Spring Campaign (GRH & Rideshare)	Feb – June 2023
incentTrip/Flextime Rewards	Feb – May 2023
Bike to Work Day	Apr – May 2023
Employer Recognition Awards	June 2023



THANK YOU