



COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP
FY 2020 MARKETING ACTIVITY

MARCH 17, 2020

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



FY20 SPRING INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- Flextime Rewards
- CarpoolNow Mobile App
- Bike to Work Day
- Employer Recognition Awards
- Newsletters





RIDESHARING

CREATIVE STRATEGY

Ride share

Media Strategy

- Radio as anchor, supported by social media.

Creative Strategy

- Rideshare's "*The Big Deal*" campaign uses the idea of hitting a jackpot or spinning a wheel to become a winner with Commuter Connections, with its many free program options and benefits.

SPRING CREATIVE APPROACH

Rideshare

With so many options and so many benefits, no matter how you spin you're always a winner with Commuter Connections programs that fit your commuting needs and rewards that add up- That's a Big Deal! Sign up for Commuter Connections today, it's free!



2020 COLOR TRENDS



THE BIG DEAL
So many options, so many benefits!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

PANTONE®
18-3211 TCX
Grapeade



THE BIG DEAL
So many options, so many benefits!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

Flexible solutions for a better commute.

PANTONE®
13-0117 TCX
Green Ash



THE BIG DEAL
So many options, so many benefits!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK.

PANTONE®
16-0840 TCX
Antique Moss

Source: World Global Style Network

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data
- Reach & frequency of target demographics for each project

Analyze

- Cost/value proposition of each option

Reality check

- Does it make sense?

Negotiate

- Evaluate and negotiate best terms

Purchase media

Run campaign

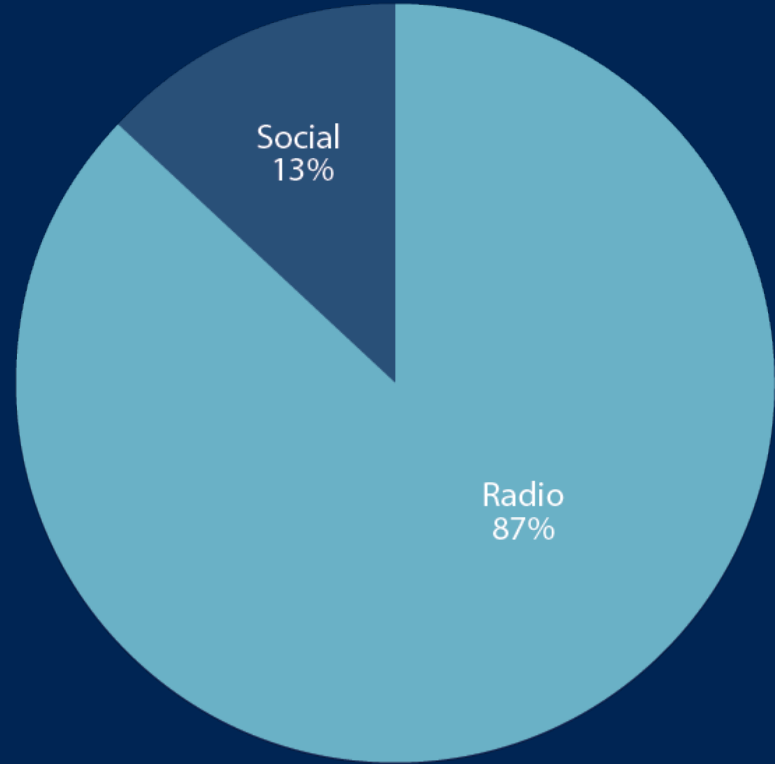
Evaluate results



FY20 MEDIA BUDGET (NET)

Rideshare

Radio	\$47,793.80
Social	\$7,200
Total Media	\$54,993.80





SPRING RADIO

Rideshare





SPRING RADIO ADS

Rideshare

:30 radio spots



Extra Encouragement



A Gamble

SPRING VIDEO



Rideshare

THE
BIG
DEAL

PAID MEDIA: SOCIAL MEDIA

Rideshare



DIGITAL BANNER ADS

Rideshare

THE BIG DEAL

So many options, so many benefits!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Some restrictions apply.

Wheel of benefits: Carpool Now, Rideshare, Winner, FlexTime, incenTrip, Pool Rewards, Rideshare, CRH.

THE BIG DEAL

So many options, so many benefits!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Some restrictions apply.

Wheel of benefits: Carpool Now, Rideshare, Winner, FlexTime, incenTrip, Pool Rewards, Rideshare, CRH.

THE BIG DEAL

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COMMUTER CONNECTIONS.
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GUARANTEED RIDE HOME

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

CREATIVE STRATEGY

Guaranteed Ride Home

Media Strategy

- Radio as anchor supported by broadcast and streaming TV, digital, transit ads, native content and social media.

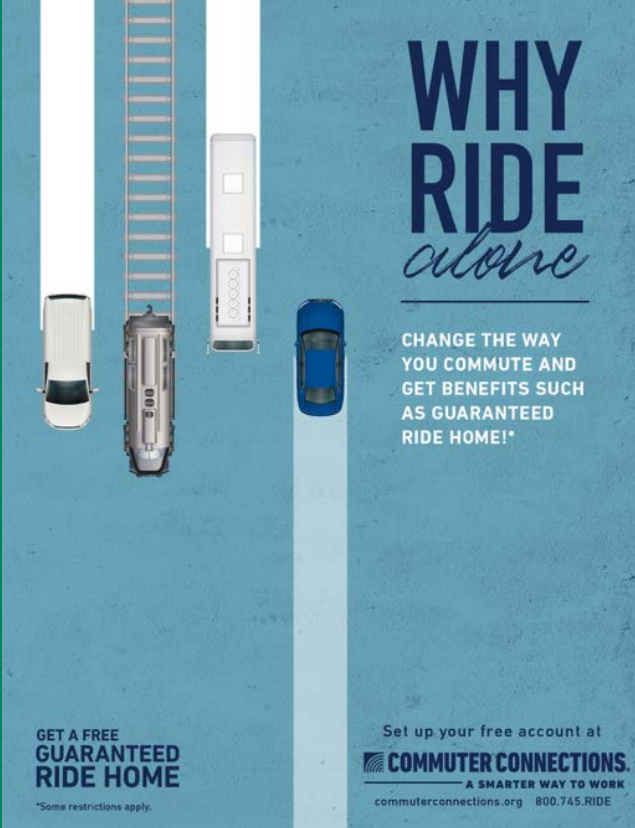
Creative Strategy

- The *GRH "Why Ride Alone?"* ~campaign graphically portrays several ways commuters can choose to get to and from work, ensuring a ride home no matter the circumstance. The benefits of the program portrayed in this piece include the ability to share a ride with others, removing an otherwise isolated portion of someone's day; and knowing that you'll be able to get home safely, guaranteed.

SPRING CREATIVE APPROACH

Guaranteed Ride Home

Why Ride Alone?



**WHY
RIDE**
alone

CHANGE THE WAY
YOU COMMUTE AND
GET BENEFITS SUCH
AS GUARANTEED
RIDE HOME!*

GET A FREE
GUARANTEED
RIDE HOME

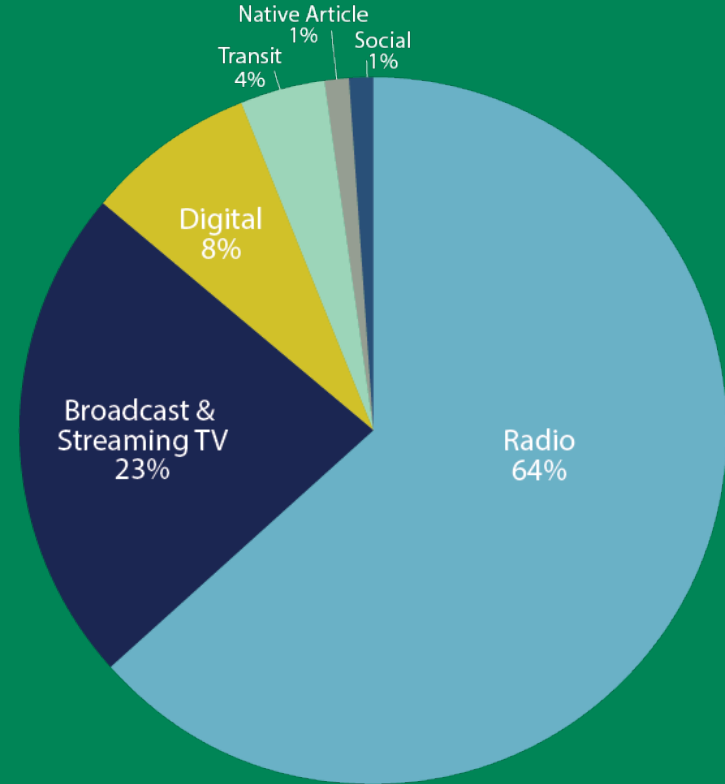
Set up your free account at
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

*Some restrictions apply.

SPRING GRH MEDIA BUDGET (NET)

Guaranteed Ride Home

Radio	\$314,864.65
TV	\$115,583
Digital	\$41,150
Transit	\$20,195
Native Articles	\$2,400
Social	\$800
Total Media	\$494,992.65



SPRING GRH RADIO

Guaranteed Ride Home



GRH BROADCAST + STREAMING TV

Guaranteed Ride Home



GRH DIGITAL

Guaranteed Ride Home

WAMU 88.5
AMERICAN UNIVERSITY RADIO

TRANSIT ADS

Guaranteed Ride Home

Transit ads were purchased for 4% of the GRH Spring budget or \$20,195.

The ads will be displayed from March through June inside of MARC regional commuter rail cars running on three lines: Brunswick, Penn and Camden.





NATIVE ARTICLES

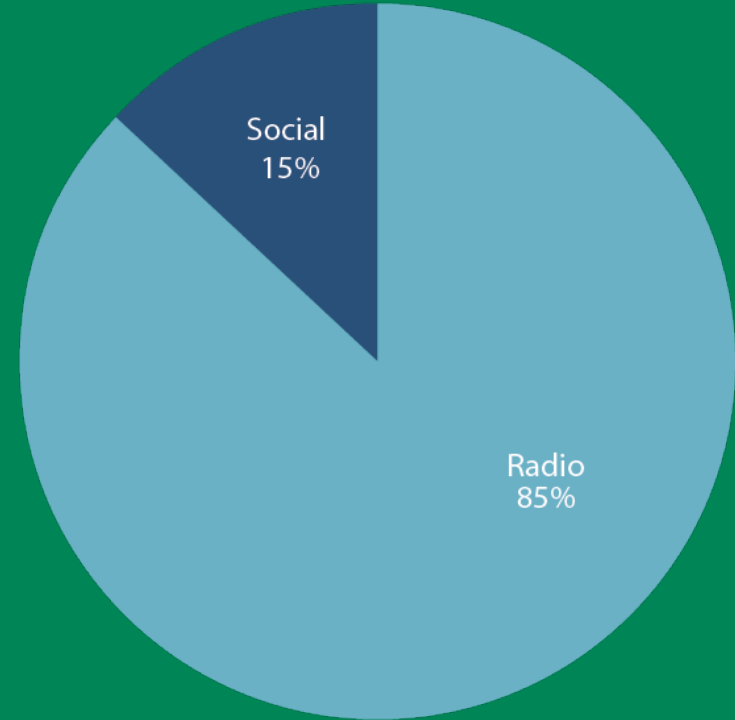
Guaranteed Ride Home



SPRING GRH BALTIMORE MEDIA BUDGET (NET)

Guaranteed Ride Home

Radio	\$21,258.50
Social	\$3,728
Total Media	\$24,986.50



SPRING GRH BALTIMORE RADIO

Guaranteed Ride Home



FALL RADIO ADS

Guaranteed Ride Home

:30 radio spots



Why Ride Alone?



Just Do It

PAID MEDIA: SOCIAL MEDIA

Guaranteed Ride Home

CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS SUCH AS GUARANTEED RIDE HOME!

WHY RIDE
alone

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This ad features a top-down view of a highway with four lanes. From left to right, there is a white carpooling van with two people, a silver carpooling van with two people, a white carpooling van with one person, and a blue car with one person. The text is positioned in the upper right and lower right areas.

LEAVE YOUR CAR AT HOME AND GET FREE BENEFITS SUCH AS GUARANTEED RIDE HOME!

WHY RIDE
alone

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This ad features a top-down view of a highway with four lanes. From left to right, there is a white carpooling van with two people, a silver carpooling van with two people, a white carpooling van with one person, and a blue car with one person. The text is positioned in the upper right and lower right areas.

DID YOU KNOW CAR-FREE COMMUTERS CAN GET A FREE GUARANTEED RIDE HOME?

WHY RIDE
alone

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This ad features a top-down view of a highway with four lanes. From left to right, there is a white carpooling van with two people, a silver carpooling van with two people, a white carpooling van with one person, and a blue car with one person. The text is positioned in the upper right and lower right areas.

SHARE A RIDE TO WORK AND GET FREE GUARANTEED RIDES HOME!

WHY RIDE
alone

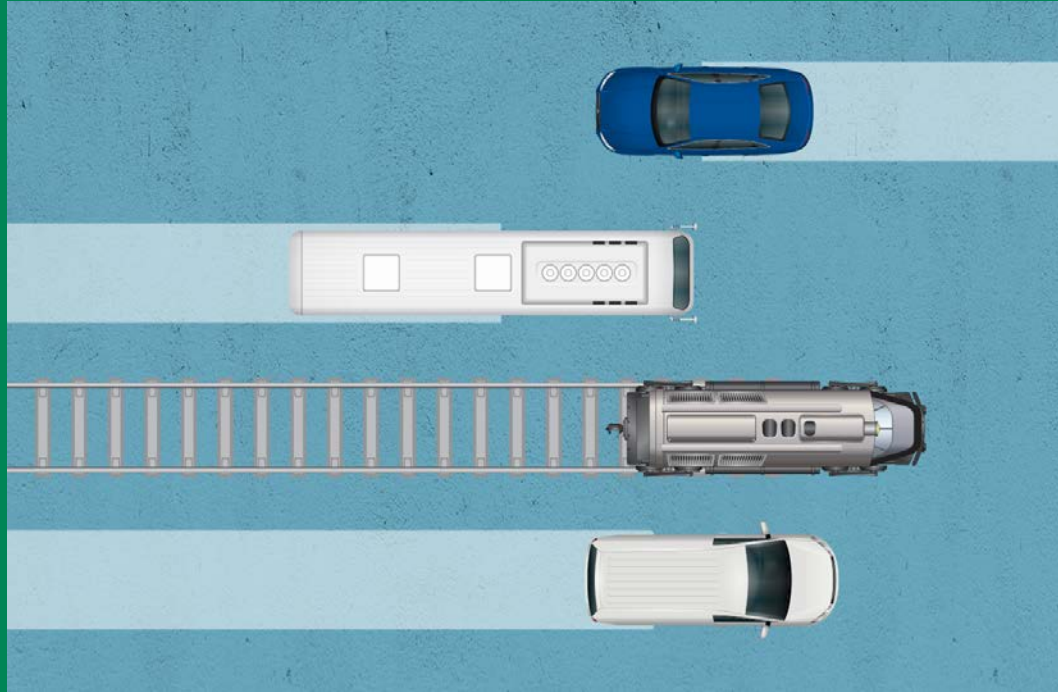
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

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SPRING VIDEO



Guaranteed Ride Home



DIGITAL BANNER ADS

Guaranteed Ride Home



WHY RIDE
alone

CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS, SUCH AS GUARANTEED RIDE HOME!

REGISTER OR RENEW TODAY!
IT'S ALWAYS FREE.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Some restrictions apply.



WHY RIDE
alone

Register Today for Your Free Guaranteed Ride Home.

Some restrictions apply.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



WHY RIDE
alone

CHANGE THE WAY YOU COMMUTE AND GET FREE BENEFITS, SUCH AS GUARANTEED RIDE HOME!

Some restrictions apply.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



WHY RIDE
alone

Register Today for Your Free Guaranteed Ride Home.

Some restrictions apply.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

A man with dark, curly hair and glasses, wearing a grey blazer, blue shirt, and dark tie, is smiling and gesturing with his hands while talking to a woman. The woman has dark hair pulled back, wears glasses, and a tan blazer. They are both smiling and appear to be in a car, with the interior and windows visible. The background is slightly blurred, showing the car's interior and a bright window.

'POOL REWARDS

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

WTOP RADIO LIVE READS



Pool Rewards

96 Live reads aired January 6-26th to promote Pool Rewards on behalf of the I-66 project

- Want to avoid traffic congestion on I-66? Start a Carpool! Relax, save time and earn up to two hundred and thirty dollars. Sign up for “Pool Rewards” at commuterconnections dot org.
- RIDE. REWARD. REPEAT. Join or start a new carpool today and earn up to two hundred and thirty dollars. Sign up for “Pool Rewards” at commuterconnections dot org.
- Transform your trip while we transform 66! Vanpool, Carpool, or ride the bus. Just relax, save time, and earn rewards. Learn more at Transform66 dot org.

2020 WTOP Traffic Package

Traffic :10 Second Live Read Commercials		
TO AIR THE WEEKS OF 1/6, 1/13, 1/20		
Days to Air	Times to Air	# of Commercials
Monday-Friday	5am-10am	5
Monday-Friday	10am-3pm	5
Monday-Friday	3pm-8pm	5
Monday-Friday	6am-12am	4
Saturday	5am-8pm	4
Sunday	5am-8pm	4
Monday-Sunday	Best Time Available Bonus	5
Total Number of Weekly Commercials		32X
Total 3 week Investment		\$15,000

The #1 Reason People Come to WTOP is for Traffic and Weather Together, on the 8's.....

Your :10-Second message will be READ LIVE by a trusted WTOP Traffic Reporter directly between Traffic & Weather Reports.

Total # of commercials for the 3 weeks- 96

A close-up, warm-toned photograph of a person with a beard, wearing a red long-sleeved shirt, sitting at a desk. They are holding a smartphone in their right hand and looking at the screen. A laptop is open to their left, and the background is softly blurred with warm, golden light. A dark blue horizontal bar is overlaid across the middle of the image, containing the text 'FLEXTIME CAMPAIGN' in white.

FLEXTIME CAMPAIGN

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

Flextime Campaign

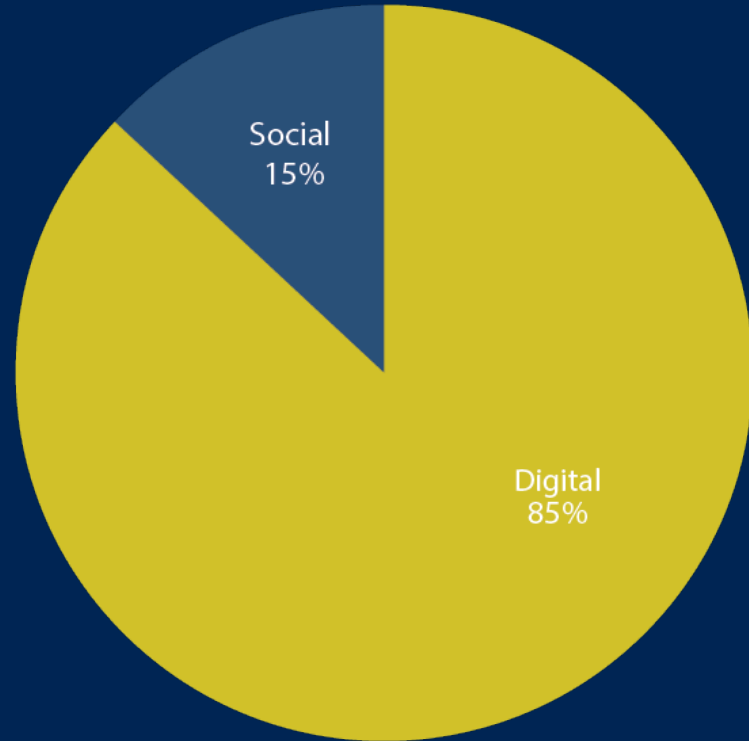
- Promote benefits & encourage registration
- Use Digital Media Platforms
- Budget: \$15,000
- Leverage FY 2019 Creative Approach
- Campaign Live: February - June 2020



FY20 MEDIA BUDGET (NET)

Flextime Campaign

Digital	\$12,750
Social	\$2,250
Total Media	\$15,000



DIGITAL

Flextime Campaign



FLEX FOR CASH

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE
commuterconnections.org



FLEX YOUR COMMUTE

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE commuterconnections.org



FLEX YOUR COMMUTE

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE commuterconnections.org



FLEX FOR CASH

Flex your commute and **earn \$8 each time** you elect to flex your schedule to avoid peak traffic times. Download the Commuter Connections Flextime Rewards Program app today to get started.

Some restrictions apply.

FLEXTIME | **COMMUTER CONNECTIONS.**
REWARDS PROGRAM | A SMARTER WAY TO WORK

800.745.RIDE
commuterconnections.org

CREATIVE APPROACH

Flextime Campaign

FLEX FOR LESS STRESS



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org

FLEX AND SAVE!



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org

MORE FLEX, BIGGER CHECKS.



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org

FLEXTIME
REWARDS PROGRAM

FLEX YOUR COMMUTE



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org

FLEX FOR CASH!



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org

FLEX FOR FUN!



FLEXTIME
REWARDS PROGRAM

800.745.RIDE
commuterconnections.org



CARPOOLNOW MOBILE APP

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

- Encourage download and usage of the CarpoolNow mobile app throughout the Metro DC area
- Focus on Driver messaging
- New driver incentive available now
- Budget: \$15,000
- Leverage FY 2019 Creative Approach
- Promote as part of WMATA Platform Improvement Project (Pre-station shutdown pop-up events)
- Promote at various Park & Ride Lots and “FlexPool” Pick-up Stops
- Campaign Live: March - May 2020

CarpoolNow Mobile App



CREATIVE APPROACH

CarpoolNow Mobile App

FREE RIDESHARING ON DEMAND!



carpoolnow.org 800.745.RIDE



DRIVERS WANTED



carpoolnow.org 800.745.RIDE



YOU DRIVE. WE PAY!



carpoolnow.org 800.745.RIDE



RIDESHARE ANYTIME



carpoolnow.org 800.745.RIDE



GET PAID TO DRIVE!



carpoolnow.org 800.745.RIDE



FREE RIDESHARING ON DEMAND



carpoolnow.org 800.745.RIDE



GET PAID TO DRIVE!



carpoolnow.org 800.745.RIDE



GIVE RIDES GET CASH!



carpoolnow.org 800.745.RIDE



EARN AT THE WHEEL




carpoolnow.org 800.745.RIDE




FREE RIDESHARING ON DEMAND

FIND A RIDEMATCH



carpoolnow.org 800.745.RIDE



SHARE RIDES GET PAID



carpoolnow.org 800.745.RIDE



YOU DRIVE. WE PAY!



carpoolnow.org 800.745.RIDE





BIKE TO WORK DAY

OBJECTIVES & STRATEGY

Bike to Work Day

- Budget: \$60,000
- Sponsorship Campaign: November - January 2020
- Campaign Live: March - May 2020
- Bike to Work Day: Friday May 15, 2020



SPONSORS

Bike to Work Day



POSTER

Bike to Work Day

BIKE TO WORK DAY 2020

Friday May 15
FREE EVENT - REGISTER AT
BikeToWorkMetroDC.org

Pre-Register by May 8 for **FREE T-SHIRT* & BIKE RAFFLE**
 Free refreshments & giveaways while supplies last.

COMMUTER CONNECTIONS A SMARTER WAY TO WORK
WABA WASHINGTON AREA BICYCLE ASSOCIATION
GO Alex URBANSTEMS
ICF **SPOKES™** THE BICYCLES™ **Bike Arlington** **BILTON LAW FIRM**
Marriott INTERNATIONAL **City Dental DC** **COMSTOCK** **VERRA** Standards for a Sustainable Future
goDCgo **MDOT** MARYLAND DEPARTMENT OF TRANSPORTATION **VDOT** **AMERICAN COLLEGE OF CARDIOLOGY**
FAIR LAKES **Giant** **BIKESVIENNA**

Register free at **BIKETOWORKMETRODC.ORG** 800.745.7433
 *T-Shirts available at pit stops to first 20,000 registrants. 120 pit stops throughout D.C., Maryland, and Virginia!

Visit **biketoworkmetrodc.org** for pit stop locations and times.

Bike to Work Day is funded by DOT, MDOT, VDOT, and USDOT.

bike to work day 2020

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2020

VIERNES 15 DE MAYO
EVENTO GRATUITO - REGÍSTRESE EN
BikeToWorkMetroDC.org

Regístrese previamente antes del 8 de mayo para recibir una **CAMISETA GRATIS*** y participar en un **SORTEO DE BICICLETAS**.
 Refrigerios y obsequios sin cargo hasta agotar provisiones.

COMMUTER CONNECTIONS A SMARTER WAY TO WORK
WABA WASHINGTON AREA BICYCLE ASSOCIATION
GO Alex URBANSTEMS
ICF **SPOKES™** THE BICYCLES™ **Bike Arlington** **BILTON LAW FIRM**
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FAIR LAKES **Giant** **BIKESVIENNA**

Regístrese gratis en **BIKETOWORKMETRODC.ORG** 800.745.7433
 *Camisetas disponibles en las paradas de salida a los primeros 20,000 participantes que se registren. Más de 120 ubicaciones de salida situadas en D.C., Maryland y Virginia.

Visite **biketoworkmetrodc.org** para más información acerca de las ubicaciones de salida y los horarios. Camisetas disponibles en las ubicaciones de salida a los primeros 20,000 participantes que se registren. Más de 120 ubicaciones de salida situadas en D.C., Maryland y Virginia.

El Día de la Bicicleta para ir al Trabajo está financiado por DOT, MDOT, VDOT y USDOT.

bike to work day 2020

RACK CARD

Friday May 15

BIKE TO WORK DAY

2020

FREE EVENT REGISTER AT
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 8 for
FREE T-SHIRT* & BIKE RAFFLE
Free refreshments &
giveaways while supplies last.

Visit biketoworkmetrodc.org for
pit stop locations and times.

*T-Shirts available at pit stops to first
20,000 registrants. 120 pit stops throughout
D.C., Maryland, and Virginia!



bike to work day
2020

  #BTWD2020

odonnellCOMPANY



Commuter Connections
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
NEWLYST ASSOCIATION

GO Alex

URBANSTEMS

ICF

SPOKES™
BICYCLES

Bike Arlington

BILTON
LAW FIRM

Marriott
INTERNATIONAL

COMSTOCK

City Dental DC
SERVING OVER 20 YEARS

VERRA Standards for a Sustainable Future

goDCgo
powered by dc

MDT
MARYLAND DEPARTMENT
OF TRANSPORTATION

VDOT
Virginia Department of Transportation

AMERICAN
COLLEGE of
CARDIOLOGY

Giant

BIKES@VIENNA

POTOMAC PEDALERS
2014 • 2015 • 2016

FAIR LAKES

Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

 Printed on recycled paper

Bike to Work Day

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

BANNER

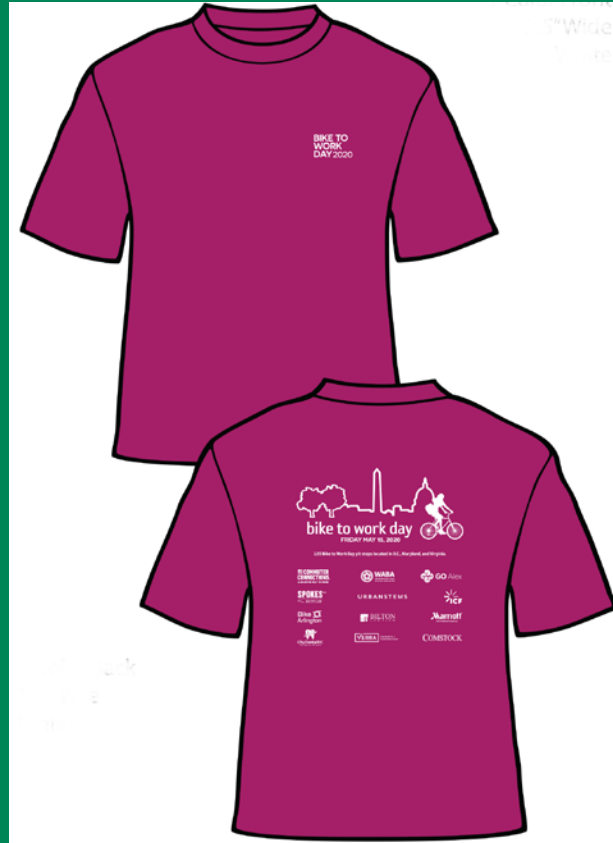
Bike to Work Day

The banner features a green background with a stylized city skyline and a cyclist. The text is arranged as follows:

- Top Left:** "bike to work day 2020" with a logo of a cyclist on a road.
- Top Right:** "ADAMS MORGAN AT UNITY PARK" in large, bold, dark blue letters. Below it, "Columbia Road/Champlain & Euclid Streets, NW" and "7:30 am to 9:30 am" in smaller dark blue text.
- Center:** "BIKE TO WORK DAY 2022" in large, purple, stylized letters. The "2022" is significantly larger than the other words. An orange horizontal bar is positioned behind the "2022", containing the text "Friday May 15" in white.
- Bottom Left:** A grid of logos for various sponsors: Commuter Connections, WABA, GO Alex, URBANSTEMS, SPOKES, ICF, Bike Arlington, BILTON, City of DC, Marriott, VERRA, and COMSTOCK.
- Bottom Right:** Two bicycle wheels are positioned behind the "2022" text.

T-SHIRT DESIGN

Bike to Work Day



WEBSITE

Bike to Work Day



The screenshot shows the homepage for Bike to Work Day 2020. The header features the event title 'BIKE TO WORK DAY' in purple, the year '2020' with bicycle wheels as the zeros, and the date 'Friday May 15'. A navigation bar includes links for HOME, EMPLOYER RESOURCES, EVENT INFO, FIRST TIME RIDER INFO, REGISTER, and SPONSORS. The main content area has a large heading 'Bike to Work Day' followed by a paragraph describing the event. A purple button reads 'Registration Now Open for 2020'. Below this are three sections: 'Pit Stops', 'Commuter Convoys', and 'Sponsors', each with a brief description and a 'Read More...' link. A photograph of cyclists on a city street is positioned to the right of the main text. The Commuter Connections logo is visible in the bottom right corner of the page.

BIKE TO WORK DAY 2020 Friday May 15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday, May 15, 2020 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 120 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

[Registration Now Open for 2020](#)

Pit Stops

120 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

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area. [Read More...](#)

Sponsors



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



A blurred photograph of two business professionals in a hallway. The person in the foreground is wearing a dark suit and holding a brown folder. The person in the background is also in a suit and is blurred, suggesting motion. The background is a warm, golden-brown color with light streaks.

2020 EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs
- Allow for organizations who share brand values to align with Commuter Connections
- Alternates Green and Blue color theme each year
 - FY20 is a Blue Year

Employer Recognition Award



SCHEDULE

Employer Recognition Award

2020

JAN	Email blast to level 3 & 4 employers in database
FEB	Nomination period ends
MAR	Selection Committee meets
APR	Develop program brochure, invitations, video, and other materials
MAY	Media coordination
JUN	Employer Recognition Awards Ceremony
JUN	Print Ad

The awards ceremony will be held on June 23rd at the National Press Club

A person wearing a white button-down shirt is seated at a desk, holding a tablet computer with both hands. Their right index finger is touching the screen. In front of them is an open laptop. To the right of the laptop are several books and a small notebook. The background is a bright, out-of-focus office space with a window. A dark blue semi-transparent banner is overlaid at the bottom of the image, containing the text 'EMPLOYER NEWSLETTER' in white.

EMPLOYER NEWSLETTER

OBJECTIVES & STRATEGY

Newsletter

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Print Publication and E-Newsletter reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

Issue 3 | Volume 10 | WINTER 2020 | WHAT'S INSIDE

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- 6 US Coast Guard Campus Employees Choose Their Commute

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

THREE METRO RAIL STATIONS TO CLOSE FOR SUMMER CONSTRUCTION

The Washington Metropolitan Area Transit Authority (WMATA) and other commuter service providers are already planning to help riders navigate the second phase of Metro's Platform Improvement Project that will begin this summer. Phase I of the program includes relocating boarding/alighting platforms at four outdoor Orange Line stations in Virginia.

Three stations will be closed to customers from Memorial Day weekend through Labor Day: Vienna, Dunn Loring, and East Falls Church. Although the East Falls Church Station will be closed, trains will be permitted to single-track through the station work area. The West Falls Church Station will remain open during the project, as it is equipped with two platforms that can be reconstructed one at a time, although service will operate less frequently than normal. The West Falls Church Station will serve as the de facto end of the Orange Line until all stations reopen. Silver Line stations from McLean to Metro-Norfolk East will remain open, but with reduced service.

The previously announced platform work on the Green Line in Prince George's County was cancelled for 2020 and will be addressed in a later phase of the overall initiative.

The Platform Improvement Project is part of Metro's 10-year \$1.8 billion capital program, which is designed to improve the customer experience and keep the region's infrastructure in a state of good repair by investing in new features and bases, improving stations and platforms, and upgrading the signaling and emergency response systems. Tracks, signals, signage, signals and communications systems will be repaired or replaced. The program will also rebuild decade-old bus garages and provide modern customer amenities such as passenger information systems.



More News



Protected Intersection Improves Safety in Montgomery County

A protected intersection was introduced this past fall in downtown Silver Spring, making it the first intersection of its kind in the mid-Atlantic region.



Bike to Work Day - Friday, May 15, 2020

Join thousands of like-minded commuters at 120 "pit stop" celebrations for the Washington, DC region's Bike to Work Day 2020 event. The first 20,000 registered attendees get a free T-shirt.

Winter 2020
FEDERAL ETC UPDATES

U.S. COAST GUARD CAMPUS EMPLOYEES CHOOSE THEIR COMMUTE



Name an alternative commute option and someone at the United States Coast Guard USCG Headquarters Building is probably using it. With more than 5,000 employees (USCG's USCGC 3305 DHO) at the St. Elizabeth's campus in southeast DC and only 2,100 parking spaces, driving alone isn't an option for everyone. The simple truth is that most employees have to find other ways to get to work. USCG employees use MARC and VRE commuter trains, Metrorail, Metrolink, private shuttle, carpools, vanpools, bicycles, dockless bikes and scooters, and walking. Many use more than one mode to travel to work.

For bicyclists, there is plenty of protected bicycle parking, complete with a service rack and tools. Bicycle parking is also located at the gym where bicycle commuters can shower, and they are the only group authorized to have permanent lockers at the gym to store work clothes and personal items.



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LOOKING AHEAD

Spring Campaign (GRH/Rideshare)	February - June 2020
Flextime Rewards	February - June 2020
CarpoolNow	March - May 2020
Bike to Work Day Campaign and Event	April - May 2020
Spring Newsletter	May 2020
Employer Recognition Awards Event	June 2020



THANK YOU