



Metropolitan Washington Council of Governments

**FY2020 First Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

March 17, 2020

FY202020 First Half Marketing Campaign Summary Draft Report

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Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2019. Through the regional Transportation Demand Management (TDM) Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington, DC region. Through the use of media and other forms of communication at high reach and frequency levels, the marketing campaign aims to persuade Single Occupant Vehicle (SOV) commuters to switch to alternative modes of travel and persuade current alternative mode users to maintain and increase usage.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal characteristics of commuters in the Washington region), past campaign experience, and network and member feedback. The overall objective of the regional TDM Mass Marketing project is to meet or exceed congestion and air quality impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs.

Other campaigns during the first half of FY2020 included the promotion of Car Free Days, incenTrip and 'Pool Rewards. Car Free Days were held on Saturday, Sunday, and Monday September 21-23, 2019 and provided an opportunity to promote alternative modes for both commute and non-commute trips and encouraged commuters and the general public to take the pledge to use car free or car-lite transportation. The incenTrip app offers alternative routes, departure times and travel modes based on real-time traffic data. Users can rack up points in the app which can be redeemed for cash. The 'Pool Rewards program is geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

Mass Marketing Campaign

The FY2020 first half media campaign, promoting Ridesharing and GRH, used advertising developed for spring FY 2019, in both audio and visual forms. Campaign creative were themed, “Why Rideshare? Why Not?” for Rideshare, and “Don’t Freak Out” for GRH. Four radio ads (two Rideshare and two GRH), were produced in January 2019. The GRH campaign kicked off during the third week of October, while the Rideshare campaign kicked off during the second week of October. The campaigns ran for a total of thirteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy budget was \$52,275.51 and \$485,204.63 for GRH.

The FY2020 first half media campaign also included the promotion of GRH in the Baltimore region, using the same advertising developed for spring FY2019 radio and social media as the DC region. Two GRH radio ads ran for a total of six weeks, starting at the middle of October and running through the last week of December. The total cost of the GRH Baltimore media buy budget was \$24,065.97.

Value Add Promotions

Based on paid media spending, value add was negotiated in the form of additional media exposure. Value add may have included no-charge radio ads, brief promotional messages, radio personality social media posts, email blasts, and banner ads on station web sites. Value add savings for the fall campaigns was as follows: Rideshare \$16,200.00; GRH Washington, DC \$62,100.00; and GRH Baltimore \$8,960.00.

Messaging Strategy

The “Why Rideshare? Why not?” campaign informed commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was heard on a mix of music and news radio stations. Other marketing and advertising included digital and social media.

GRH’s “Don’t Freak Out” campaign offered the scenario of being stuck at work without a way to get home but did so in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can take away the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration was positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. A reminder to register or renew was included in the messaging. GRH advertising was placed on a mix of music, and news radio stations, streaming TV, digital, native articles and social media.

Car Free Days

Radio, blogs, streaming radio, social media, text messages, donated transit space, and earned media were used to promote Car Free Days 2019. Pledges reached 4,756, a 72% increase from the 2018 event. The total cost of the Car Free Days media buy budget was \$45,605.47.

'Pool Rewards

Radio, Native Content and Facebook were used to promote 'Pool Rewards during the first half of FY2020. The campaign started in the middle of November 2019 and ran through the end of December 2019. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. The total cost of the 'Pool Rewards media buy budget was \$15,091.60.

Employer Recognition Awards

A nomination brochure and form were created and mailed to employers in early December 2019. The materials were also made available online.

incentTrip

Radio, Facebook, Instagram, and Google were used to promote incentTrip for the fall FY2020 media buy. incentTrip is a multimodal commute planning app that provides commuters in the Washington, DC region with the best travel methods, departure times, and route, based on real-time traffic prediction data and user preferences. Points are earned for taking alternative travel methods with the app, and points can be redeemed for cash. The total cost of the incentTrip fall media buy budget was \$13,966.46.

Introduction

The FY2020 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2019, outlined marketing campaigns for FY2020. The strategy behind the campaigns reflected the state of events for the region's commuters, and built upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The first half of FY2020 included the following actions:

- The continuation of the Spring FY 2019 Rideshare marketing campaign which emphasized the benefits of Commuter Connections free membership and the safety net of GRH.
- The promotion of Car Free Days 2019 to remind commuters to explore alternative transportation options to work, school, or anywhere they needed to go.
- The promotion of the incenTrip app as a useful multimodal trip planner with real-time incentives.
- The continuation of the Ridesharing incentive program 'Pool Rewards.
- Summer and Fall newsletters that provide articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- A "Call for Nominations" brochure and form for the 2020 Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2020 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2020.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington, DC metropolitan area. Major services include Ridematching for carpools and vanpools in DC, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers to establish commuter benefits 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 GO Alex
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign are to:

- Promote the benefits of ridesharing, through simple, direct messages.
- Promote the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Promote Commuter Connections as the trusted, convenient regional provider of commuter services for over forty years.
- Increase the number of participants in Car Free Day based on set committee goals.
- Promote incenTrip, the multimodal trip planning app that rewards points for each commute trip.
- Draw upon the additional savings of 'Pool Rewards as further incentive.
- Promote Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Promote employer efforts to ease regional commuting issues through earned media placements and the employer newsletter.
- Prepare human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.
- Encourage Flextime Rewards participants to log trips.
- Encourage employers to submit nominations for the 2020 Employer Recognition Awards.

Brand Character

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



Car Free Days 2019

Car Free Days were celebrated on Saturday, Sunday, and Monday September 21-23, 2019. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of 2019 Car Free Days pledges reached 4,756.



Media Objectives

The Car Free Days campaign promoted use of alternative transportation modes and raised public awareness. Car Free Days challenged drivers to leave their cars home for the day and go car free or car-lite.

In addition to paid media of radio, text messaging, radio promotions, posters, banner ads on radio station websites, social media, an earned media effort was created to bring attention to the event and drive people to www.carfreemetrodcd.org to take the pledge. In addition, many transit agencies provided complimentary ad space to promote Car Free Day.

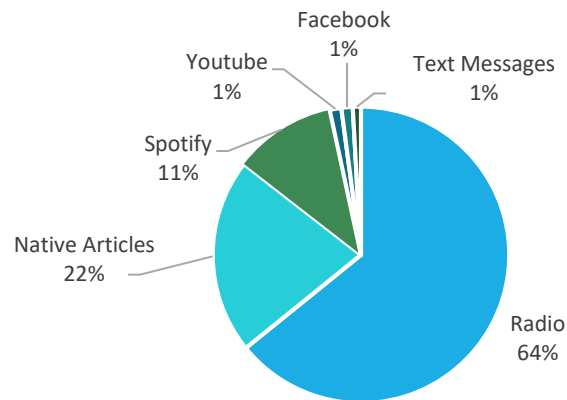
Target market:

- All SOV drivers

Geographic Targeting

Washington, D.C. DMA

Car Free Days Spend



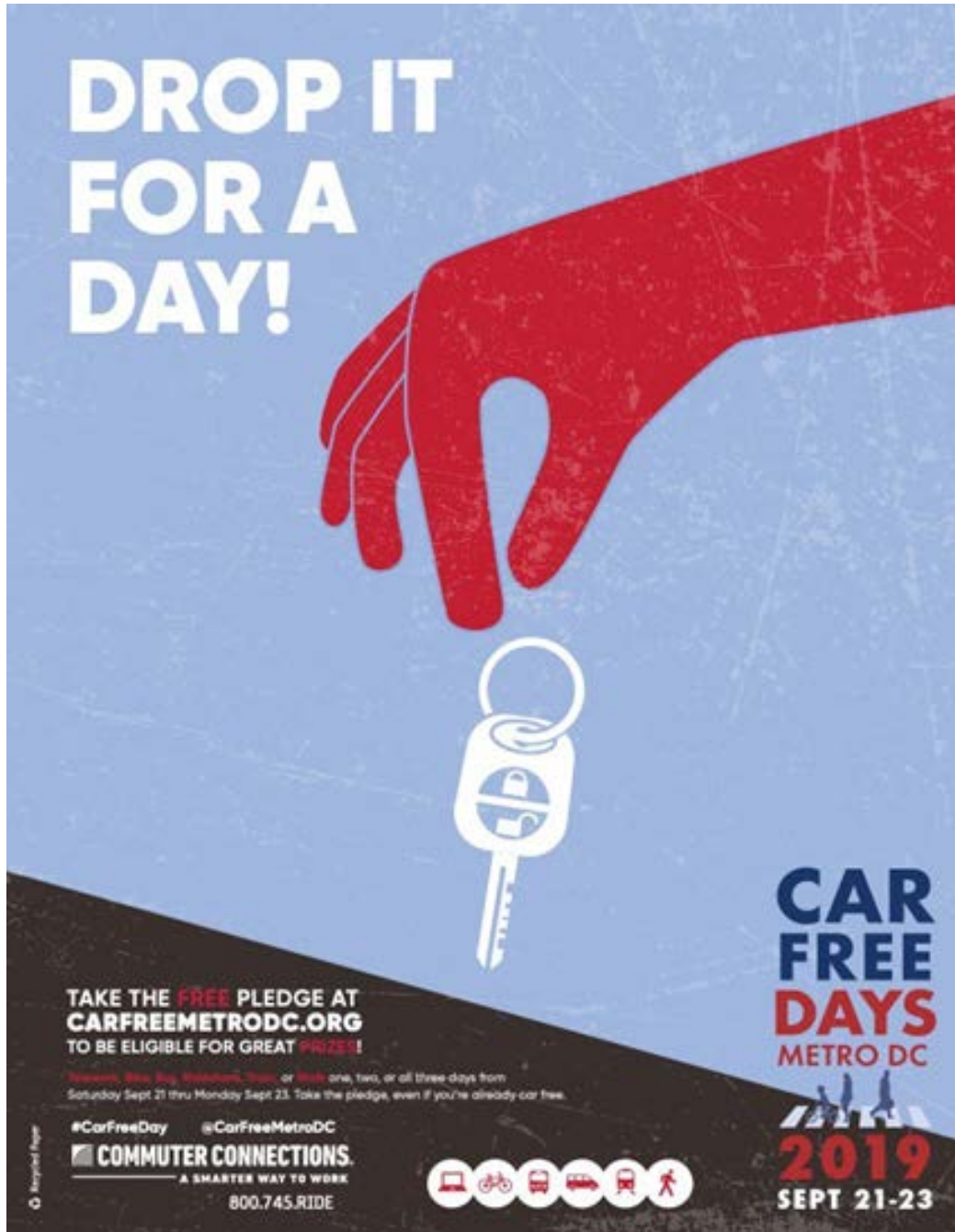
Car Free Days Budget	MWCOG Cost	Gross Dollars	Impressions
Radio (iHeart stations)	\$28,878.75	\$33,975.00	1,379,900
Native Articles	\$9,600.00	\$11,188.24	898,800
Spotify	\$4,994.99	\$4,994.99	378,563
YouTube/Google	\$645.34	\$645.34	48,552
Facebook	\$1,086.39	\$1,086.39	108,353
Text Messages	\$400.00	\$400.00	1,650
Totals	\$45,605.47	\$52,289.96	2,815,818

Value Add

A total of \$8,000.00 in value add was negotiated for Car Free Day.

Car Free Days Poster

Messaging requested drivers to “Drop it For a Day” with a call to action to take the free pledge to use transportation alternatives. The poster was distributed to colleges, employers and stakeholders.



Radio

Radio encouraged the single occupant vehicle driving public to go car free or car-lite on Sept 21-23. Two :30 recorded spots were aired on five iHeart stations: Big 100 (100.3), Hot 99.5, WASH-FM (97.1), WMZQ (98.7), and DC101 (101.1). The media spend for radio totaled \$28,878.75, which was 64% of the total Car Free Days budget.

Stations also provided :15 personal endorsements that were recorded by the DJs inviting listeners to participate. iHeart Radio ran a contest to giveaway five bicycles from Brilliant Bicycle Co to listeners who took the Car Free Day pledge.



Car Free Days Social Media

Social Media was used to keep friends of the event up to date on activities and sponsor donated prizes for the Car Free Day raffle. Car Free Days is “liked” by over 4,650 Facebook fans.



Paid Social Media Facebook Boosted Posts Ads

Car Free Day
September 6 · 🌐

Families that go car-free together, stay together. Break out the popcorn and watch your favorite movies from Saturday, September 21 to Monday, September 23 — it's the perfect way to do your part on World Car Free Day! Take the free pledge at CarFreeMetroDC.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC



Car Free Day
Transportation Service

📧 Send Message

👍 🤔 42

3 Comments 2 Shares

Car Free Day
September 9 · 🌐

Go Car-Free by using public transit! The Metro platforms south of DCA are now open, remaining platforms are expected to open by September 9, and are going to be fully ADA accessible. If you are a former metro rider or looking for a ride, now is the time to use it! Discover other travel options with incenTrip at commuterconnections.org/incenTrip-app/. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC #DCMetro



Car Free Day
Transportation Service

📧 Send Message

👍 🤔 34

Spotify

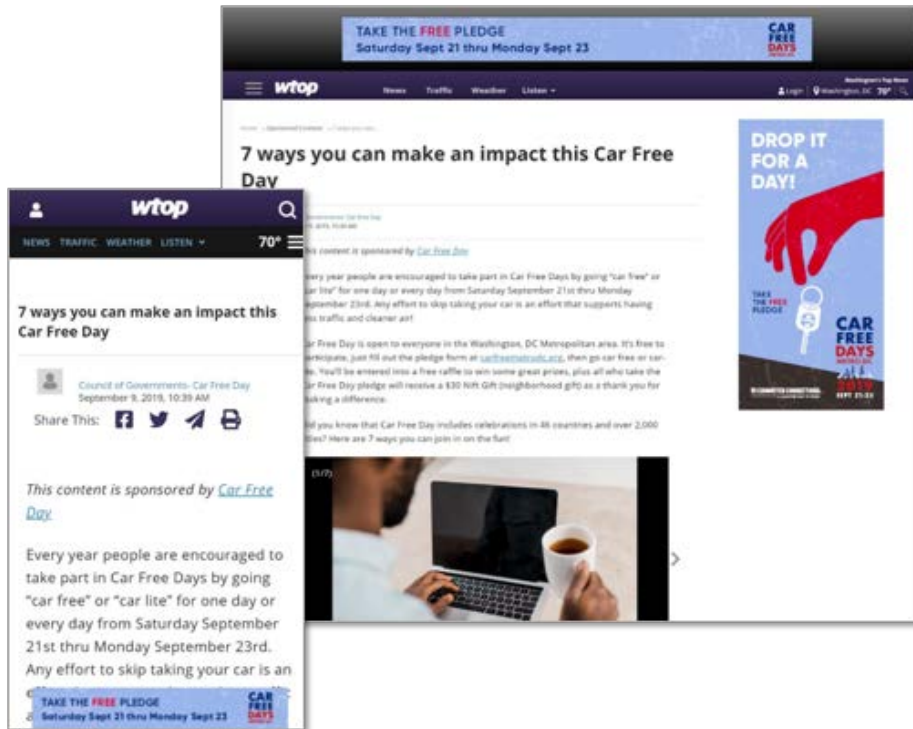
An estimated 378,563 impressions were delivered using Spotify. For Car Free Days, a :30 radio spot ran concurrently with a display advertisement.

Spotify Display Ads



Native Articles

Paid sponsored articles on wtop.com and PoPville, a popular local blog chronicling D.C. area neighborhood happenings, were utilized to help reach local audiences. WTOP.com yielded 810,000 impressions, while PoPville had 88,800 impressions.



SPONSORED

Park It on Car Free Day Starting September 21

PoP Sponsor September 11, 2019 at 1:15pm

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE
carfreemetrodc.org

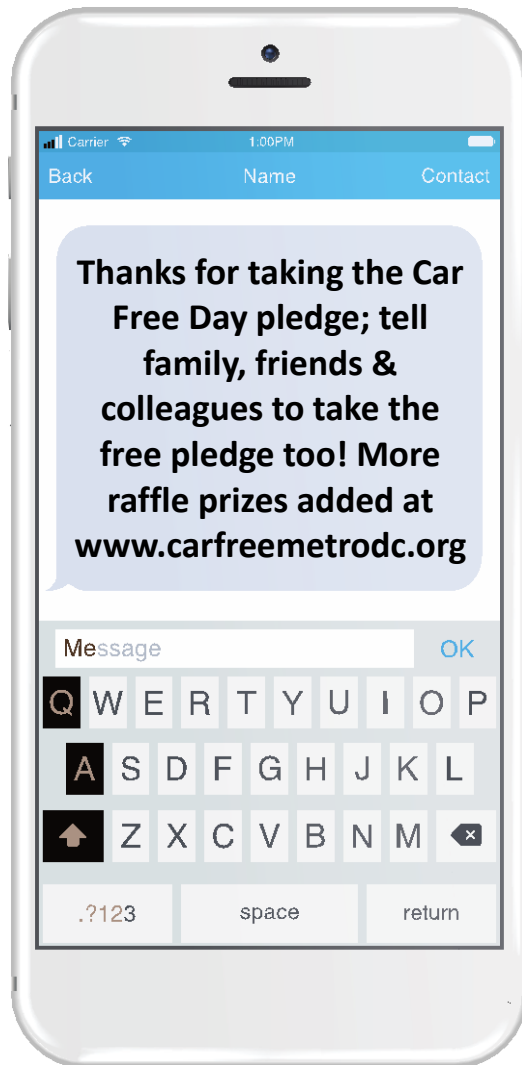
CAR FREE DAYS METRO DC 2019 SEPT 21-23

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Area drivers are invited to leave their motor vehicles parked in recognition of Car Free Days. The international event heightens awareness of the impact of traffic on the quality of life in the region, and is celebrated in more than 2,000 cities in 46 countries.

Text Messages

When event registrants took the Car Free Days pledge on carfreemetrodc.org, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign. The first message was sent to current registrants to thank them for taking the pledge and to encourage family and friends to take the pledge. The second message was sent to people who took the pledge in 2018, reminding them to take the pledge. The last message encouraged registrants to take the pledge and download the incenTrip app to get 200 free reward points if they used incenTrip during Car Free Days to plan and log a trip.



Transit Signage

Complimentary transit ad space was donated by Arlington Transit (ART), Prince George's TheBus, Fairfax Connector, Metrobus, and Montgomery County Ride On.

Signage included:

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters and Benches
- Fairfax County Connector Bus Tails
- Metrobus Interior Bus Cards
- Montgomery County Bus Exteriors



Clean Air Partners

– Weather and Traffic Sponsorships

The Commuter Connections Clean Air Partnership \$10,000 sponsorship for FY202019 helped purchase one-week of radio advertising that ran on twenty-two radio stations in the greater metro Baltimore-Washington region. 125 weather and traffic reports were bookended by a 5-second “sponsored by” tag and a 15-second campaign message, reaching area residents more than 2.1 million times.

Week of July 8 – Driving Cleaner

This traffic {or weather} report is sponsored by Clean Air Partners, Commuter Connections, and WGL.

{REPORT}

Keep tires properly inflated to reduce air pollution and save money on gas! Or better yet, ride with a friend or take public transit. Find more Breathe Easy tips at CleanAirPartners.net.

Co-branded advertising included 399 interior cards on buses and transit shelters across the Baltimore-Washington region, with an estimated advertising value \$22,705.

TRANSIT AGENCY	QTY	DURATION	ESTIMATED IMPRESSIONS	ESTIMATED VALUE
Arlington County’s ART Buses	70	3 months	NA	\$6,176
WMATA’s Metro Buses	200	1 month	965,200	\$5,882
University of Maryland’s DOTS Buses/Shelters	30	3 months	NA	\$2,647
Prince George’s County’s THE BUS	74	3 months	NA	\$6,529
Frederick County’s TransIT Buses	25	2 months	NA	\$1,471
TOTALS	399		-	\$22,705

In June, Clean Air Partners included the Commuter Connections logo on a Summer Campaign e-blast to 7,000 email subscribers. In addition, another e-mail blast went out in September to promote Car Free Days. Forty-seven people clicked through to the Car Free Day website to complete the car free day pledge. The Commuter Connections logo was included on nine graphics that were distributed to partners to post on their social media channels, as well as on the Clean Air Partners Twitter and Facebook pages. A focus was on promoting alternative transportation in September and Car Free Days. There were more than 8,250 impressions generated on Twitter from this campaign.



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 WWW.APTRANSPORTATION.ORG



Clean Air Partners Ambassador teams also conducted grassroots outreach at ten farmer's markets in DC, Maryland, and Northern Virginia and highlighted the Car Free Days event.



Earned Media

Working closely with MWCOG's Office of Communications, outreach was conducted that included press releases that raised awareness and promoted the benefits of going car-free or car-lite for Car Free Days 2019. The following press releases were developed, distributed, and pitched to print, broadcast, and social media (see appendix for media placements):

- Press Release #1: August 13, 2019 - "Drop your keys for Car Free Days—Take the free pledge today!" The press release announced that pledging was open. Press Release #2: September 12, 2019 - "Commuter Connections, American Lung Association, and American Heart Association Want You to Go Car Free on September 21, 22, or 23" The press release announced the partnership with the associations to promote Car Free Day as an opportunity to improve health. Press Release #3: September 20, 2019 - "Last Chance to Pledge to Go Car Free – Drop Your Keys on September 21, 22, and/or 23" Press release announced the last chance to take the pledge and participate in Car Free Day.
- Created and submitted calendar listings to 76 local calendars and had placements on 18 calendars.
- A College Campus Challenge promotional tool kit included email templates to members, students, faculty and staff; newsletter/website content; social media recommendations; a Car Free Days flyer and logo. The kit was distributed to 60 Sustainability and Transportation coordinators at 25 colleges and universities through digital outreach, follow up phone calls and the Consortium of Universities of the Washington Metropolitan Area. Almost 300 pledges (6% of all Car Free Day pledges) were made through .edu email domains. The top three institutions in order were Georgetown University, American University, and University of Maryland.
- For the third consecutive year, Commuter Connections partnered with the American Lung Association to support CFD's initiative of improving the region's air quality and health. The American Lung Association provided a quote for the Car Free Day press release and shared CAR FREE DAYS promotional posts and articles on their social media pages.
- Commuter Connections partnered with the American Heart Association for the second year to spread the CFD message about health and air quality. In addition to providing a quote for the Car Free Day press release, the American Heart Association distributed the release and information about CFD to its media list and stakeholders; created a blog post about CFD; and promoted the event and its materials through CFD social media.

Prizes

Each event registrant who took the pledge to go car free or car-lite received a \$30 Nift Gift card to use with local participating businesses in the DC area. Registrants were also entered into a raffle for a chance to win sponsor donated prizes. Social media posts also mentioned businesses that donated prizes. iHeart radio provided additional value add to Car Free Days 2019 and offered 4 Brilliant Bicycles to be raffled.

- \$30 [Nift](#) Gift (neighborhood gift), (given to all who took the pledge) courtesy of Nift
- D.C. United Pair of Tickets, courtesy [D.C. United](#)
- Newseum Pair of Tickets, courtesy [Freedom Forum Institute](#)
- Capital Bikeshare annual memberships, courtesy [goDCgo](#)
- Samsung Galaxy Tab A, courtesy [Tri-County Council for Southern Maryland](#)
- KIND Healthy Snacks gift bag, courtesy [KIND](#), #bekindtoyourself
- SmarTrip cards with \$25 in fare, courtesy [Washington Metropolitan Area Transit Authority](#)
- Free T-shirt and annual membership, courtesy [East Coast Greenway Alliance](#)
- Grocery Store gift cards of \$25 value, courtesy [Giant Food](#)
- Pair of single ride tickets, courtesy [VRE](#)
- Annual memberships, courtesy [Washington Area Bicyclist Association](#)
- A free crepe of your choice, courtesy [Crepeaway](#)
- George Washington's Mount Vernon tickets for four, courtesy [The Mount Vernon Ladies' Association of the Union](#)
- International Spy Museum pair of tickets, courtesy the [International Spy Museum](#)
- Nando's PERi-PERi, Full Platter at DC, Maryland, or Virginia locations, courtesy [Nando's PERi-PERi](#)
- Winery Tour – Tasting for Four, courtesy [City Winery Washington, DC](#)
- Heurich House Museum – *The Brewmaster's Castle* – Two tickets to a public program, courtesy [Heurich House Museum](#)
- Brilliant Bicycles – 4 bikes, courtesy of [iHeart Radio](#)



incentrip Campaign

The incentrip marketing campaign launched in October and ran during the first half of the fiscal year, during Rideshare weeks. This followed a successful press conference event at the National Press Club on August 28, 2019 to introduce the official deployment of the incentrip app to the region's commuters. Speakers included TPB officers and officials of the Maryland Transportation Institute, University of Maryland. A press release about the app launch was sent to news outlets which triggered a flurry of media coverage.

Messaging Strategy

The messaging strategy for incentrip is to communicate how using the commute planning app can save time, fuel, and money while also reducing traffic congestion and improving air quality.



The incentrip app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams. With the app, commuters can earn rewards points which can be redeemed for cash from Commuter Connections.

Media Objectives

The incenTrip campaign raises awareness of the multimodal commute planning app and aims to increase number of users. Media included radio ads on WTOP, social media posts on Facebook, Instagram, and Google.

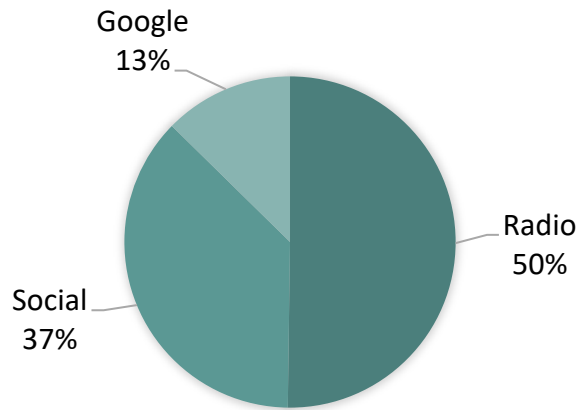
Target market:

- All drivers

FY2020 INCENTRIP MEDIA

Geographic Targeting

Washington D.C. DMA



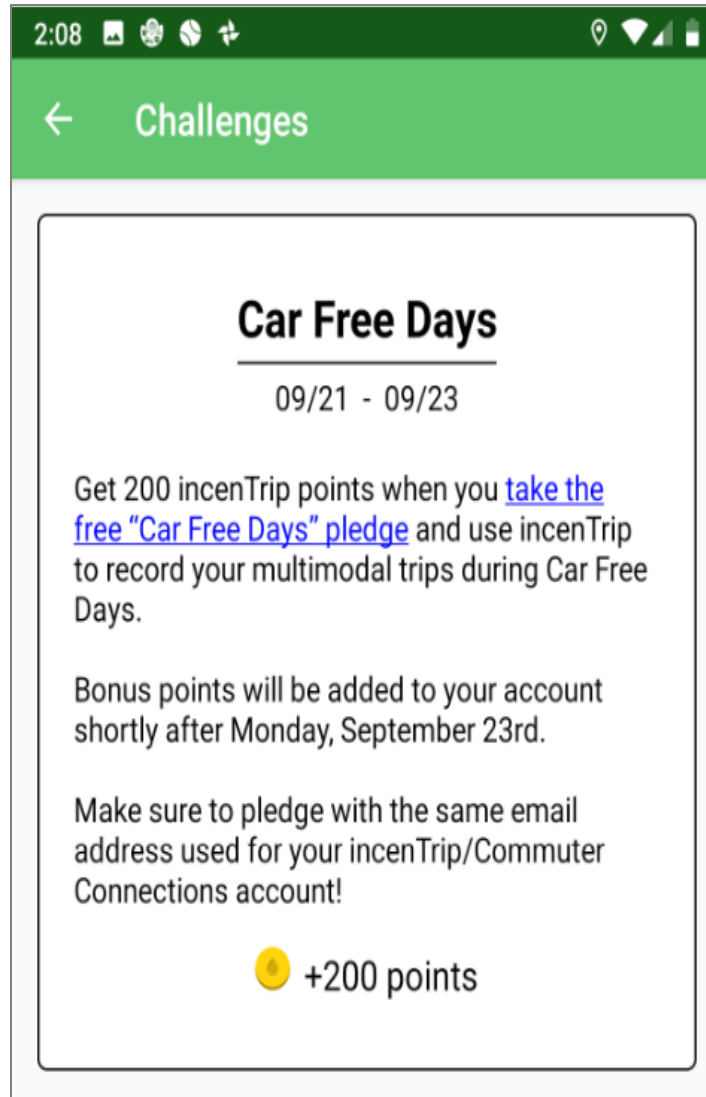
incenTrip Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$10,004.50	\$11,770.00	627,500
Facebook/Instagram	\$3,574.99	\$3,574.99	16,906
Google	\$386.97	\$386.97	56,794
Total	\$13,966.46	\$15,731.96	701,200

Value Add

A total of \$13,150.00 in value add was negotiated for incenTrip.

Car Free Day Promotion

As part of the 2019 Car Free Day event, all who took the pledge were incentivized to use the incenTrip app to plan and track trips during Car Free Days, in exchange for earning 200 rewards points.



Ridematching Campaign

Messaging Strategy

The first half of the FY202020 Ridesharing campaign used the same creative from Spring FY202019. The “Why Rideshare? Why Not?” campaign uses factoids in an infographic-like design to showcase the benefits of alternative mode commutes in a fun way. The campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted.



Media Objectives: Rideshare

The fall FY2020 media campaign promoted the Ridematching program using radio, YouTube and Facebook, to increase awareness of shared ride modes, and gain new applicants into the regional database to use ridematching services. Ridesharing is an ideal commute alternative for longer distance trips, especially along HOV/Express Lanes corridors due to highway congestion and fewer transit options.

Target Market

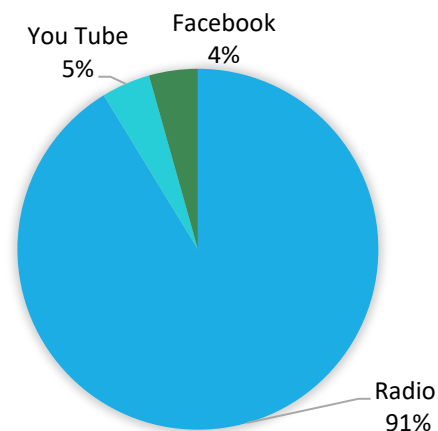
From the FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report:

- **Weekly Commute Trips by Mode Share:** - takes transit (45%), Carpools/Vanpools (26%), Teleworks/CWS (15%)
- **Gender:** Female 54%, male (46%)
- **Age:** 45-64 (61%)
- **Arrives at Work:** between 6:00 - 7:59 a.m. (63%)
- **Ethnicity/Race:** Caucasian (57%), African-American (22%)
- **Commute Distance Average (One-Way):** 35.1 miles
- **Commute Distance (One-Way):** 20+ miles (81%), 30+ miles (62%), 40+ miles (39%)
- **Lives:** in Virginia (57%), Maryland (40%)
- **Works:** in D.C. (50%), Maryland (25%), and Virginia (25%)
- **Works:** for employers with 101+ employees (79%), work for employers with 1000+ employees (48%)
- **Works:** for federal agency (66%), private sector (21%)
- **Works:** as computer-engineering-science (26%), business-financial operations (24%), office administrative support (15%), management occupations (13%)

FY2020 RIDESHARE FALL MEDIA

Geographic Targeting

Washington D.C. DMA



Rideshare Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$50,163.60	\$59,016.00	2,982,300
YouTube/Google	\$502.79	\$502.79	30,366
Facebook	\$1,609.12	\$1,609.12	203,083
Totals	\$52,275.51	\$61,127.91	3,215,749

Rideshare Fall by Radio Station	MWCOG Cost	Gross Cost
WAFY	\$10,240.80	\$12,048.00
WBQB	\$11,551.50	\$13,590.00
WFLS	\$12,444.00	\$14,640.00
WFMD	\$3,978.00	\$4,680.00
WFRE	\$11,949.30	\$14,058.00
Totals	\$50,163.60	\$59,016.00

Radio

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music and news.

WAFY (103.1 Top 40)

WBQB (101.5 Adult Contemporary)

WFLS (93.3 Country)

WFMD (930 AM News/Talk)

WFRE (99.9 Country)

Value Add

A total of \$16,200.00 in live :10 and :15 value add reads were negotiated for Rideshare.

The below scripts promoted the Ridematching program.

Rideshare :30 Recorded Spot "Why Rideshare? Why Not?" Male

Bob loves carpooling to work. Why? He gets some much needed social interaction, de-stresses, and saves a bundle. Why rideshare? Why not? Join Bob and join 10% of Americans who share a ride, reducing traffic congestion and leading to a happier life!

Register today for free at CommuterConnections.org and join the happy 10%! That's CommuterConnections.org or 800.745.RIDE.

Rideshare :30 Recorded Spot "Why Rideshare? Why Not?" Female

Jane loves carpooling to work. Why? She knows that her commute affects her happiness. That's right. With 18% of a monthly budget going to owning and operating a car, carpooling saves her a bundle. Who wouldn't be happy with those savings? Join Jane and join the 10% of Americans who are happy to save by sharing a ride each day!

Register today for free at CommuterConnections.org and join the 10%! That's CommuterConnections.org or 800.745.RIDE.

Social Media Advertising

Social Media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allowed Ridematching messages to reach audiences in the region. Sponsored posts were placed for six weeks.



RS

Finding someone to carpool with is easier than you think! Simply visit commuterconnections.org/ridesharing or call 800.745.RIDE to share the ride. Sponsored by Commuter Connections. Some restrictions apply.



RS

Save time, save money, save wear and tear on your car when you rideshare! Start ridesharing by visiting commuterconnections.org/ridesharing or by calling 800.745.RIDE. Sponsored by Commuter Connections. Some restrictions apply.



RS

You save more than just your time and money when you rideshare, you also save your nerves! Get happy when you sign up to rideshare. Visit commuterconnections.org/ridesharing or call 800.745.RIDE to start. Sponsored by Commuter Connections. Some restrictions apply.

Online & Digital Advertising

The Rideshare campaign alternated every other week from October through December. The campaign included digital banner ads, and :15 second YouTube videos.

Banner Ads



Guaranteed Ride Home Campaign

Messaging Strategy

The first half of the FY2020 GRH campaign used the same creative from Spring FY202019. The “Don’t Freak Out” campaign uses a humorous idiom headline to appeal to that inner anxiety we feel stranded and need to get home. By creating a lighthearted situation, commuters are reminded that, with GRH, they can avoid "freaking out" with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed.



Media Objectives:

Guaranteed Ride Home Washington ,DC Region

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

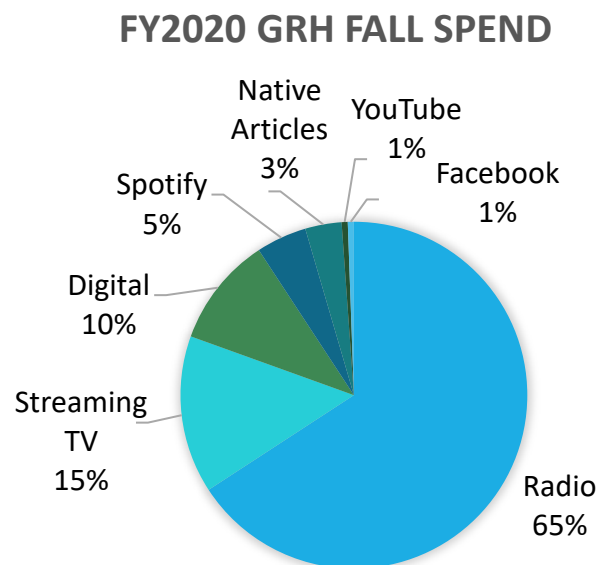
Target market

From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region:

- **Gender:** Male (54%), female (46%)
- **Age:** 45-64 years (67%), 35-64 years (87%)
- **Ethnicity/Race:** Caucasian (61%) and African-American (22%)
- **HH Income:** \$120,000+ annual (60%)
- **Commute Distance/Time Avg One-Way:** 67 mins, 31+ mins (90%), 46 mins (72%)
- **Lives:** Virginia (55%) or Maryland (41%), emphasis on Prince William Co. (17%) and Fairfax Counties (12%);
- **Works:** DC (63%), Virginia (21%), Maryland (16%)

Geographic Targeting

Washington, D.C. DMA



GRH Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$325,722.45	\$380,127.00	10,157,000
Streaming TV	\$75,555.75	\$88,395.00	826,666
Digital	\$50,787.50	\$59,750.00	5,500,000
Spotify	\$11,632.97	\$11,632.97	1,765,452
Native Articles	\$16,800.00	\$19,447.06	1,015,000
YouTube/Google	\$2,279.62	\$2,279.62	159,685
Facebook	\$2,426.34	\$2,426.34	374,262
Total	\$485,204.63	\$564,057.99	19,798,065

Radio

Radio was the primary media for the GRH campaign. Station formats included a mix of news and music:

- iHeart (Hot 99.5, 97.1 WASH, 98.7 WMZQ)
- WAFY (Key 103.1 Top 40)
- WAMU (88.5 Public Radio)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WLZL (El Zol 107.9 FM Spanish)
- WTEM (The Team 980 & 95.9 AM Sports)
- WTOP (103.5 News/Talk)

Guaranteed Ride Home :30 "Don't Freak Out" Male

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to receive a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That's commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Don’t Freak Out” Female

Feeling like you might freak out?

Try Guaranteed Ride Home from Commuter Connections. If you rideshare to work, you are eligible to get a couple of free rides home each year, guaranteed. Why freak out about getting home in case of illness, unexpected emergencies, or unscheduled overtime?

Register or renew today for free at commuterconnections.org or 800.745.RIDE. That’s commuterconnections.org. Some restrictions apply.

Value Add

A total of \$62,100.00 in value add was negotiated for GRH Washington, DC.

Social Media Advertising

Social Media advertising on Facebook promoted Guaranteed Ride Home. Geo-targeting capabilities allowed messaging to reach audiences throughout the region. Sponsored ads were posted for six weeks.



Online & Digital Advertising

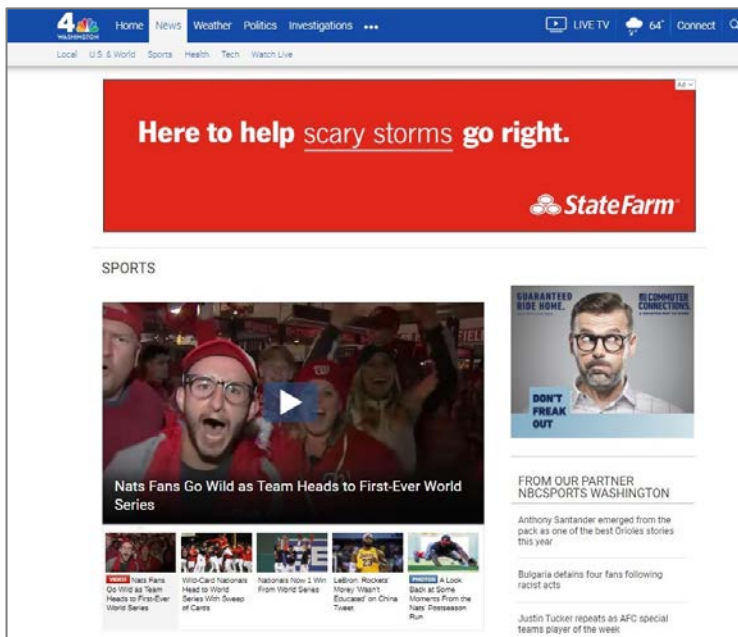
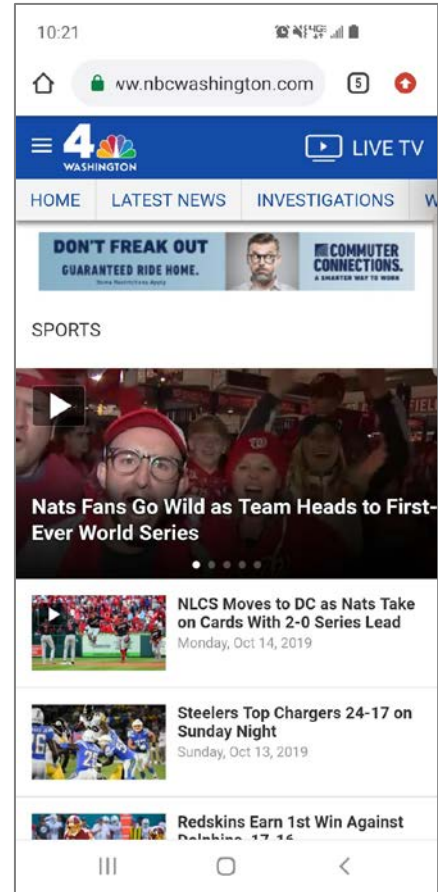
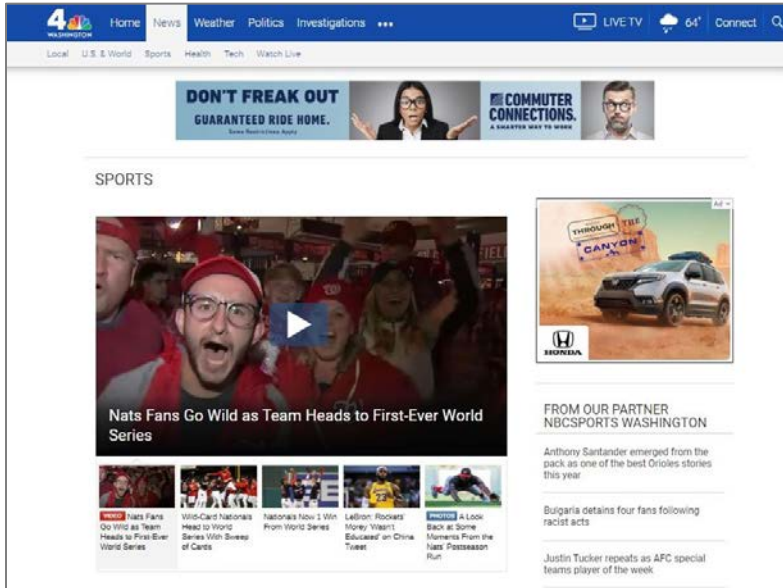
The digital campaign included a Facebook Live sponsorship, podcasts, ticker messaging, homepage takeovers, news page takeovers, and a million impressions in online display advertising. Banner ads also ran as part of negotiated value-added advertising on Fox5DC's "Good Day DC" morning program's webpage.

Banner Ads



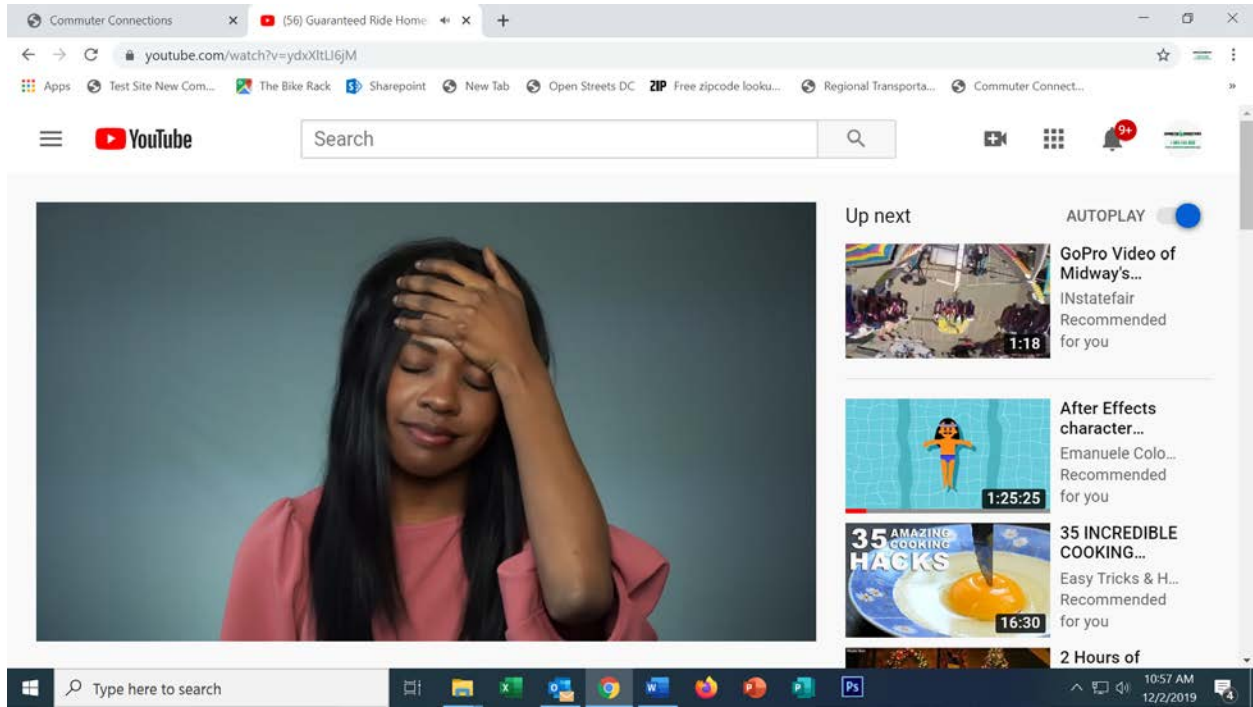
Streaming Service Videos

Streaming TV ran on www.nbcwashington.com representing 15% of the GRH Fall campaign budget.



YouTube

Videos ran on YouTube, representing 1% of the Fall GRH spend.



Native Articles

Six sponsored native articles were placed for the GRH fall campaign; three articles with WTOP.com and three articles with PoPville.

The image shows a screenshot of a news article on the WTOP website. At the top, there is a banner for 'DON'T FREAK OUT GUARANTEED RIDE HOME' and 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK'. The article title is 'Less stress, more rest: 8 ways to make your commute less hectic'. Below the title, it says 'This content is sponsored by Commuter Connections- Guaranteed Ride Home.' The main text begins with 'Long commutes to and from work can be such a drag, and we know all too well about long commutes in the Washington DC metro area. Make the most of your commute and help restore your work-life balance with these great tips.' A video player shows a man driving with a woman in the passenger seat. A Facebook share overlay is visible on the right, showing the article title and a photo of a traffic jam. The Facebook overlay includes the text 'WTOP News with Commuter Connections. Sponsored', the article title, and engagement metrics: 68 reactions, 70 comments, and 30 shares.

Media Objectives

Guaranteed Ride Home Baltimore Region

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

Target Market

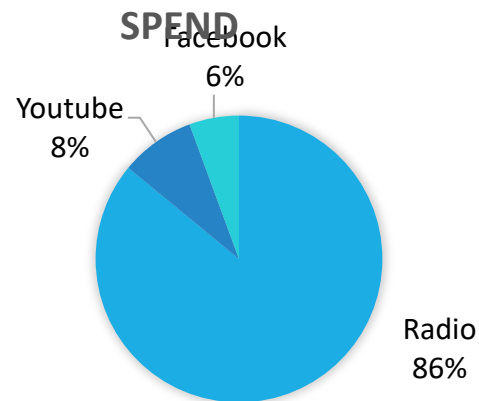
From the 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region:

- **Age:** 35-64 (83%), 45-64 (61%)
- **Ethnicity/Race:** Caucasian (57%), African-American (27%), Asian (11%)
- **Gender:** Female (59%), Male (41%)
- **Annual HH Income:** \$80,000+ (59%), \$120,000+ (36%)
- **Commute Distance/Time Avg One-Way:** 31+ mins (76%), 46+ mins (55%), 61+ mins (29%)
- **Lives:** Maryland (85%), PA (7%)
- Top six home jurisdictions are Harford (23%), Baltimore City (17%), Baltimore County (17%), Howard County (6%), York County, PA (5%) Anne Arundel County (5%).
- **Works:** in Maryland (96%)

Geographic Targeting

Baltimore, MD DMA

GRH BALTIMORE FY2020 FALL



GRH Baltimore Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio (WPOC)	\$21,420.00	\$25,200.00	769,300
YouTube/Google	\$1,400.35	\$1,400.35	101,083
Facebook	\$1,245.62	\$1,245.62	212,177
Total	\$24,065.97	\$27,845.97	981,477

Value Add

A total of \$8,960.00 in value add was negotiated for GRH Baltimore.

Radio

Radio served as the anchor media for the GRH Baltimore campaign. iHeart Radio/WPOC 93.1 (Country Music) was purchased for \$25,200, which consisted of 86% of the budget. See page 34.

Facebook

Facebook was used to engage and help drive registration and re-registration to the website with 6% of the budget. See social media ad on page 36.

YouTube

YouTube was purchased for 8% of the total budget for the GRH Baltimore campaign at \$350 per week. See page 39.

Bike to Work Day

Sponsorship Drive


Commuter Connections began its annual sponsorship drive in November 2019 for the May 2020 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. The sponsorship drive remained open until January 31, 2020. Poster concepts were also developed for the 2020 event.



Employer Recognition Awards

The 2020 Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the annual awards ceremony in June 2020. A nomination brochure and form were developed and distributed in early December 2019. The materials were also made available online.

Nomination Brochure and Form



2020 EMPLOYER RECOGNITION AWARDS


Eligibility
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2019, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline

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



LEADING THE WAY



3. TYPE OF ORGANIZATION
Please mark one of the choices:

Private sector
 Non-profit organization

4. NUMBER OF PEOPLE
How many people do you employ at how many work sites?
At how many work sites? _____
What is the total number of people? _____

Nomination Form

Awards are given in the following categories:

INCENTIVES
Offering a mix of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

MARKETING
Educating about and advocating for alternative commute options, and promoting its merits in an influential and informative way.

TELEWORK
Providing a policy framework and technology to allow employees to seamlessly work from home, or at a local telework or co-working center, one or more days per week.

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

TELEWORKING
Providing management support, training, and technology to enable employees to work from home, a remote office, or co-working space, either on a part-time, full-time, or occasional basis.

TRANSIT AND VANPOOLS
Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits®. Providing shuttle services to and from the workplace and transit stations.

BICYCLING AND WALKING
Providing bike racks, lockers and/or shower facilities for bicycles and walkers. Offering a direct monthly bicycle benefit for purchases, replacement, repair, or storage.

RIDESHARING
Promoting Comuter Connections' free Ridesharing services for carpools and vanpools, or providing your own on-site employee ridesharing service.

PARKING STRATEGIES
Offering reduced parking fees and/or preferred parking spaces for carpools and vanpools.


DISCOUNTED MEMBERSHIPS
Offering discount memberships to nearby gyms, bike-sharing and/or car-sharing services.

WORK SCHEDULE ALTERNATIVES
Offering flexible or staggered start and end times, or compressed work week schedules such as 4 days/40 hours, or 9 days/90 hours.

AIR ALERTS
Receiving free e-mail alerts from Clean Air Partners about forecasted unhealthy Ozone Change/Red days to encourage employees to improve air quality by teleworking, bicycling, walking, ride-sharing or taking transit.

GUARANTEED RIDE HOME
Promoting and/or supplementing Comuter Connections' free emergency ride home program for employees during unexpected personal or family emergencies/breaches, or unscheduled overtime.


CLEAN ENERGY VEHICLES
Providing electric car charging stations or a company fleet of clean energy vehicles or hybrids.




2020 WINNER
EMPLOYER RECOGNITION AWARDS

A bit about last year's 2019 winners:

MARKETING
Washington Headquarters Services District of Columbia and Alexandria
Washington Headquarters Services (WHHS) is a Department of Defense Field Activity providing administrative and management support to the military.
The Pentagon is the largest transit hub in the region with nearly 100 bus routes and an average daily ridership of more than 40,000 of 27,000 employees. In the region, approximately 77 percent use alternative methods of commuting.
WHHS offers monthly transit subsidies up to \$455 and all who telework are provided with laptops. WHHS also offers alternative work schedules, compressed work weeks, and amenities for bicyclists and walkers.
WHHS has made it easy for employees to acquire information about commute options through transportation fairs and events, transportation advisories, air quality and traffic alerts, relevant website content, social media postings, and a monthly newsletter. WHHS has also developed custom transportation brochures, a hotline, and dedicated transportation officers.



INCENTIVES
Toole Design Group Silver Spring, MD
Toole Design Group is a leading planning, engineering, and landscape architecture firm that specializes in solar and multimodal transportation. Of 65 employees working at its headquarters, 90 percent commute through a combination of transit, walking, bicycling, or teleworking.
Toole Design strategically established its headquarters within short walking distance of transit, bike sharing, and bike lanes. A \$120 debit card is provided for use on transit and amenities include lockers, showers and secure bicycle parking. Toole Design also offers free on-site bike repair.
Employees are offered \$25 towards annual Capital Bikeshare memberships and a healthcare benefit that rewards staff up to \$1,000 per year towards their Health Savings Accounts for walking. Full-time employees are issued laptops and the company also offers flexible hours and compressed work weeks.



TELEWORK
Aircraft Owners and Pilots Association Frederick, MD
The Aircraft Owners and Pilots Association (AOPA) represents more than 325,000 members in 75 countries, making it the largest aviation community in the world.
Recognizing the benefits of teleworking for both employers and the organization, AOPA launched its Work-Life Balance (WLB) program in 2010. Of 248 employees in the region, 91 participate in its WLB program. It is designed to give for employees and prevent costs to the 25 employees who telework full time. There are 42 employees who telework 1 to 4 days a week, and 24 employees who have flexible schedules or compressed work weeks. Most employees may telework sporadically during inclement weather.
AOPA managers are given telework guidelines to help evaluate employee success. One department which was experiencing high employee turnover was able to dramatically reduce their attrition rate after the WLB program was introduced. In addition, an out of state office was consolidated into its main campus and AOPA was able to retain the talent of most employees, largely due to its WLB program.



'Pool Rewards



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 ran in the fall to promote the benefits of the 'Pool Rewards program.

Message Strategy

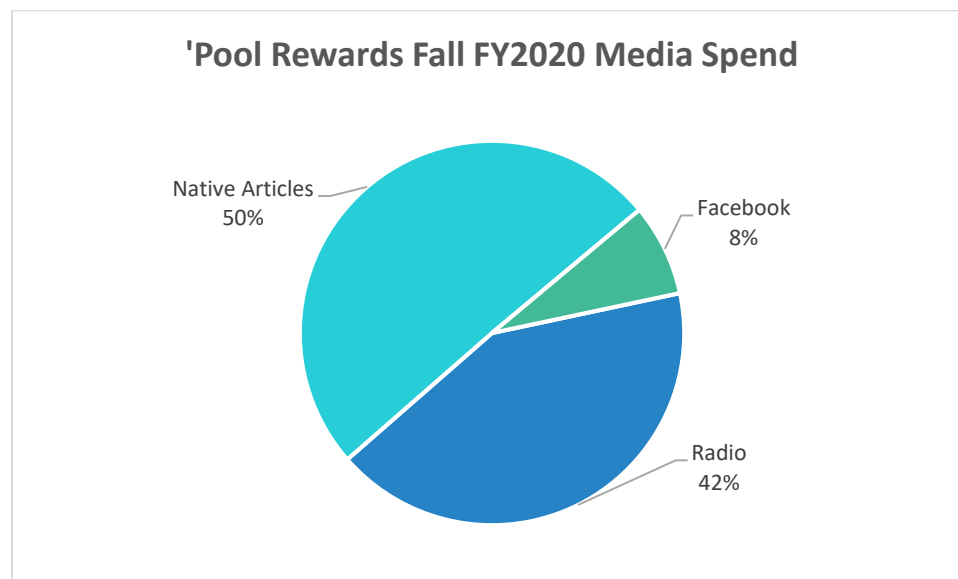
The ads ran on Rideshare weeks, November through December and encouraged commuters to find a partner to start a new carpool/vanpool.

Target Market

See Rideshare demographics on page 27.

Geographic Targeting

Washington D.C. DMA



'Pool Rewards Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$6,491.60	\$7,636.00	1,614,000
Native Articles	\$7,800.00	\$7,800.00	1,583,944
Facebook	\$800.00	\$800.00	32,490
Total	\$15,091.60	\$16,236.00	1,616,434

Radio

WTOP ads were purchased representing 42% of the total 'Pool Rewards media spend.

'Pool Rewards Radio Script

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

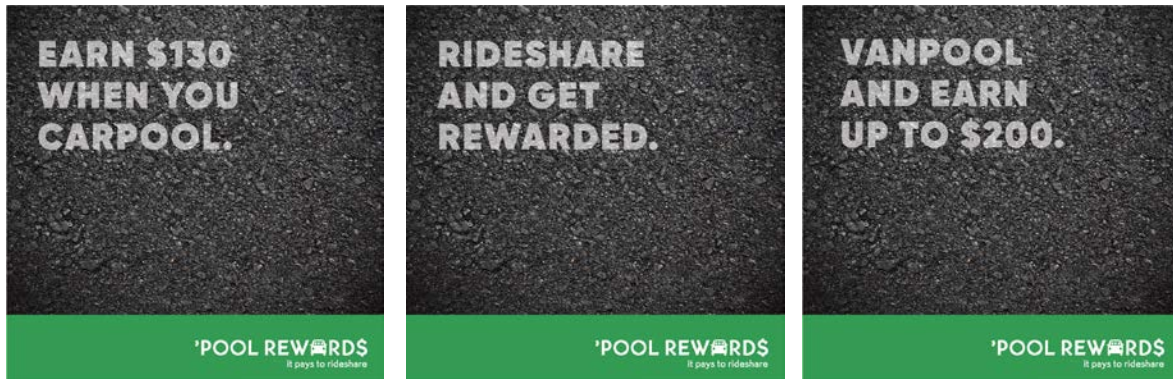
Ride. Reward. Repeat. That's right, get rewarded to rideshare through 'Pool Rewards. Just join or start a new carpool, and you can earn 130 dollars. Or, join a new vanpool and earn 200 dollars a month for your vanpool. It's that easy to earn extra money. Ride. Reward. Repeat. Go to [commuterconnections dot org](http://commuterconnections.com) to sign up for a free account, and select 'Pool Rewards. That's [commuterconnections dot org](http://commuterconnections.com). Some restrictions apply.

Value Add

A total of \$4,300.00 in value add was negotiated for 'Pool Rewards.

Social Media Advertising

Facebook was utilized during Rideshare weeks to promote 'Pool Rewards, using 8% of the total budget.



Native Articles

WTOP.com and PoPville were commissioned to create native articles for 'Pool Rewards for fall FY2020, representing 50% of the budget.

griffin

Connect

Home | All News | Features | Photo Gallery | Services

SPONSORED

Cash for Carpooling? Commuter Connections Offers 'Pool Rewards' Program

POP Feature | November 19, 2019 at 1:13pm

POOL REWARDS
sign up at commuterconnections.org

Commuter Connections will pay you to start a car or vanpool. They will also pay each passenger who participates in your pool.

The "Pool Rewards" program not only helps to ease cash, but provides with drivers can save an estimated 25 minutes on average one-way by using the HOV3 Express Lanes, while passengers are able to perform work-related tasks during the commute (if parties say they do).

- For carpools, sharing your daily commute can be worth up to \$100. Those who drive alone who start to join new carpools may be eligible for a \$20-a-day reward (20 for each-way) over a trip-extended, 30-day period where they carpool at least two or more weekdays. That's \$10 per ride, just for reducing traffic, air pollution, stress and the personal cost of getting to and from work.
- For vanpools, the effort can be worth \$200 a month when you find or have six other commuters — and up to 10 — to share their daily ride to and from work. Commuter Connections puts the new vanpool coordinator in touch with participating vanpool companies to partner with the new group — so no one has to see a large van.

The program is free. pop.wtop.com If you are wondering how much your auto commute is costing you, check out Commuter Connections' "Commuting Cost Calculator."

Commuter Connections is a regional network of transportation organizations coordinated by the [Virginia Council of Commuters](http://www.virginiacouncilofcommuters.com) that are united in helping improve the region's traffic. Commuter Connections offers free services and programs that help employees and employers throughout the region that offer cost-effective, convenient and safe commutes. Commuter Connections provides direct relationship and information on public transit, HOV3 Express Lanes, vanpools, car-pool ride line, recycling and teleworking, and more directed to you.

Facebook | Twitter

GET A VIRGINIA TECH MBA IN THE DC METRO AREA

Two program options | Ranked #14 nationwide | Metro-accessible

LEARN MORE

VT VIRGINIA INSTITUTE OF BUSINESS MBA PROGRAMS IN THE DC METRO AREA

RECENT ARTICLES

- "With the holidays fast approaching, I am looking for local DC stores that sell unique, quality gifts"
- Real Estate: Fresh Finds, November 20
- "I can't tell if that was a joke or not though."
- It's a lovely tree and all...
- not though!
- It's a lovely tree and all...
- Crosswalk Crossing next month on 14th Street

Trader Insights Series

ETFs offer liquidity at a cost

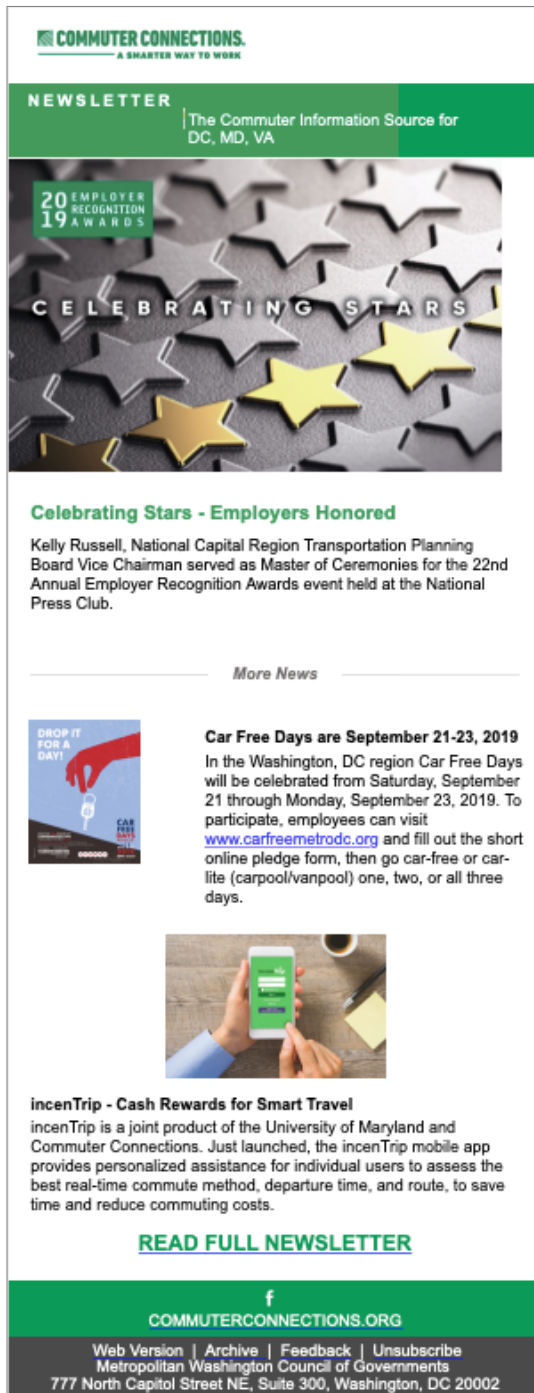
ETF arbitrage is in the news, but what is it, and why is it useful?

Watch the video

Commuter Connections E-Newsletter

The Summer and Fall 2019 editions of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

Summer 2019 E-Newsletter



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

NEWSLETTER | The Commuter Information Source for DC, MD, VA

20 EMPLOYER RECOGNITION AWARDS

CELEBRATING STARS

Celebrating Stars - Employers Honored

Kelly Russell, National Capital Region Transportation Planning Board Vice Chairman served as Master of Ceremonies for the 22nd Annual Employer Recognition Awards event held at the National Press Club.

More News

DROP IT FOR A DAY!
CAR FREE DAYS

Car Free Days are September 21-23, 2019

In the Washington, DC region Car Free Days will be celebrated from Saturday, September 21 through Monday, September 23, 2019. To participate, employees can visit www.carfreemetrodcd.org and fill out the short online pledge form, then go car-free or car-lite (carpool/vanpool) one, two, or all three days.

incentrip - Cash Rewards for Smart Travel

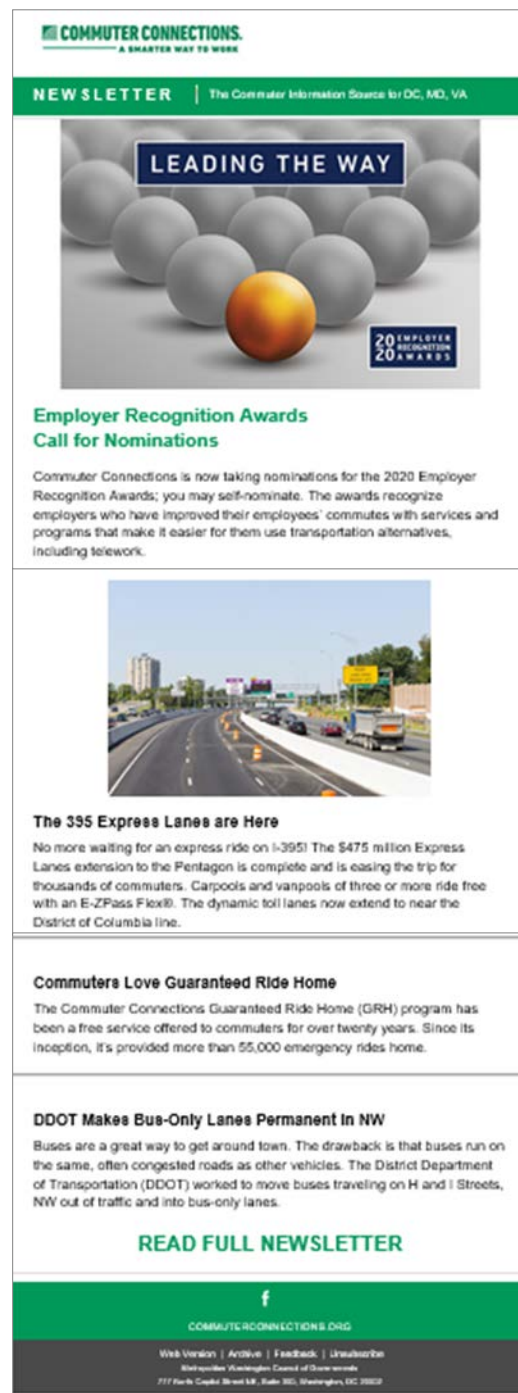
incentrip is a joint product of the University of Maryland and Commuter Connections. Just launched, the incentrip mobile app provides personalized assistance for individual users to assess the best real-time commute method, departure time, and route, to save time and reduce commuting costs.

READ FULL NEWSLETTER

COMMUTERCONNECTIONS.ORG

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

Fall 2019 E-Newsletter



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

NEWSLETTER | The Commuter Information Source for DC, MD, VA

LEADING THE WAY

20 EMPLOYER RECOGNITION AWARDS

Employer Recognition Awards Call for Nominations

Commuter Connections is now taking nominations for the 2020 Employer Recognition Awards; you may self-nominate. The awards recognize employers who have improved their employees' commutes with services and programs that make it easier for them use transportation alternatives, including telework.

The 395 Express Lanes are Here

No more waiting for an express ride on I-395! The \$475 million Express Lanes extension to the Pentagon is complete and is easing the trip for thousands of commuters. Carpools and vanpools of three or more ride free with an E-ZPass Flex®. The dynamic toll lanes now extend to near the District of Columbia line.

Commuters Love Guaranteed Ride Home

The Commuter Connections Guaranteed Ride Home (GRH) program has been a free service offered to commuters for over twenty years. Since its inception, it's provided more than 55,000 emergency rides home.

DDOT Makes Bus-Only Lanes Permanent in NW

Buses are a great way to get around town. The drawback is that buses run on the same, often congested roads as other vehicles. The District Department of Transportation (DDOT) worked to move buses traveling on H and I Streets, NW out of traffic and into bus-only lanes.

READ FULL NEWSLETTER

COMMUTERCONNECTIONS.ORG

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

Appendix A Performance Measures

Web Visits

Month	FY 2019 Web Visits	FY 2020 Web Visits	+/-	+/- %
July	12,767	7,280	(5,487)	-42.98%
August	14,995	8,274	(6,721)	-44.82%
September	11,373	8,944	(2,429)	-21.36%
October	17,581	11,125	(6,456)	-36.72%
November	10,957	10,791	(166)	-1.52%
December*	94	9,373	9,279	9871.28%
	67,767	55,787	(11,980)	-17.68%

*Due to the new web site launch, most of Dec 2018 data was not captured.

Phone Calls

Month	FY 2019 Phone Calls	FY 2020 Phone Calls	+/-	+/- %
July	883	853	(30)	-3.4%
August	925	847	(78)	-8.4%
September	841	953	112	13.3%
October	984	1,069	85	8.6%
November	906	568	(338)	-37.3%
December	788	898	110	14.0%
	5,327	5,188	(139)	-2.6%

Rideshare Applications

Month	Rideshare FY 2019 Applications	Rideshare FY 2020 Applications	Change	%
July	1,377	932	-445	-32.3%
August	1,002	1,552	550	54.9%
September	1,064	843	-221	-20.8%
October	746	1,069	323	43.3%
November	740	1,606	866	117.0%
December	573	874	301	52.5%
	5,502	6,876	1,374	25.0%

GRH Applications

Month	GRH FY 2019 Applications	GRH FY 2020 Applications	Change	%
July	763	581	-182	-23.9%
August	685	634	-51	-7.4%
September	636	595	-41	-6.4%
October	718	701	-17	-2.4%
November	585	527	-58	-9.9%
December	498	524	26	5.2%
	3,885	3,562	-323	-8.3%

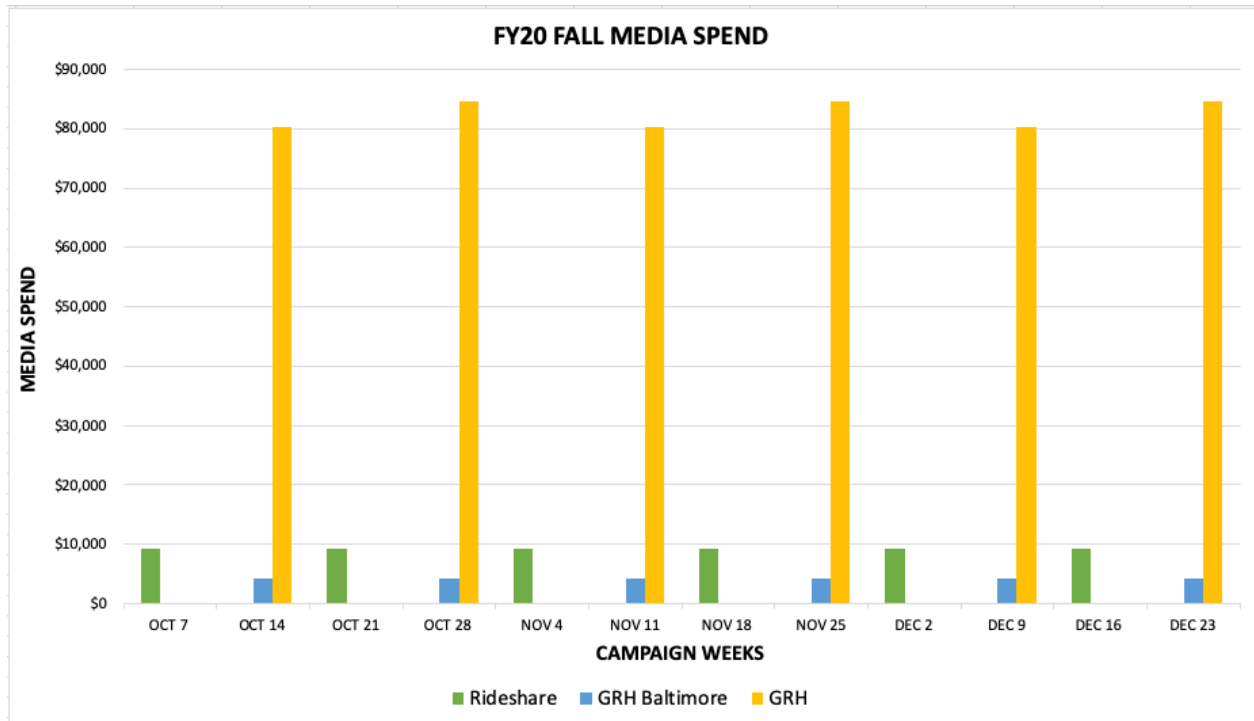
Appendix B

FY2020 Fall Media Schedules

Commuter Connections FY2020 Fall Umbrella				Media Schedule: Specific Dates Spots Run (Week of)																			
		Media Outlet	Campaign to Run	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23		
Rideshare	Radio	WAFY/WWEG	10/7 - 12/16/19																				
		WBQB	10/7 - 12/16/19																				
		WFLS	10/7 - 12/16/19																				
		WFMD	10/7 - 12/16/19																				
		WFRE	10/7 - 12/16/19																				
	Social	Facebook	10/7 - 12/16/19																				
Youtube		10/7 - 12/16/19																					
GRH - Baltimore	Radio	WPOC 93.1/Baltimore	10/14 - 12/23/19																				
	Social	Facebook	10/14 - 12/23/19																				
		Youtube	10/14 - 12/23/19																				
GRH	Radio	WTOP	10/14 - 12/23/19																				
		iHeart	10/14 - 12/23/19																				
		WLZL (El Zol)	10/14 - 12/23/19																				
		WAMU	10/14 - 12/23/19																				
		WAFY/WWEG	10/14 - 12/23/19																				
		WTEM	10/14 - 12/23/19																				
		WFRE	10/14 - 12/23/19																				
		WFMD	10/14 - 12/23/19																				
		Streaming TV	NBC4 Streaming	10/14 - 12/23/19																			
	YouTube		10/14 - 12/23/19																				
	Digital	WTTG	10/14 - 12/23/19																				
	Spotify	:30 Audio	10/14 - 12/23/19																				
	Native Articles	WTOP.com	10/28 - 12/23/19																				
		PoPville	10/14 - 12/9/19																				
	Social	Facebook	10/14 - 12/23/19																				

Commuter Connections FY2020 Other Programs				Media Schedule: Specific Dates Spots Run (Week of)																		
		Media Outlet	Campaign to Run	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	
'Pool Rewards	Radio	WTOP	11/18 - 12/16/19																			
	Native Articles	WTOP.com	11/18 - 12/16/19																			
		PoPville	11/18 - 12/16/19																			
IncentTrip	Social	Facebook	11/18 - 12/16/19																			
	Radio	WTOP	11/4 - 12/16/19																			
		Facebook	11/4 - 6/22/20																			
Car Free Day	Social	Instagram	11/4 - 6/22/20																			
	Digital	Google	11/4 - 6/22/20																			
	Radio	iHeart	9/2 - 9/23/19																			
Native Articles		WTOP.com	9/2 - 9/23/19																			
		PoPville	9/2 - 9/23/19																			
Spotify		:30 Audio	9/2 - 9/23/19																			
Social		Facebook	9/2 - 9/23/19																			
Text Messages	YouTube	9/2 - 9/23/19																				
	3 Text Messages	9/5, 9/9, 9/16																				

Appendix C FY2020 Fall Paid Media Spend



Appendix D

Car Free Days Earned Media Placements

Car Free Days 2019 media placements across print, internet, radio, and television outlets, along with a selection of social media placements.

Media Placements:

CFD 2019 Print /Online Coverage		
Date	Outlet	Topic linked to URL
8/14/19	InsideNOVA	Registration Now Open for Regional Car Free Day
8/21/19	Sun-Gazette Newspaper	Registration Open for 'Car Free Day'
9/04/19	Curbed DC	D.C. area to host three car-free days September 21 through 23
9/09/19	Montgomery County	7 ways you can make an impact this Car Free Day
9/10/19	Prince William Chamber of Commerce	OmniRide Celebrates Try Transit Week – Sept. 16-20
9/10/19	Prince William Living	OmniRide Celebrates Try Transit Week
9/10/19	Arlington Transportation Partners	Pledge Your Mode for Car Free Day
9/11/19	PoPville	Park It on Car Free Day Starting September 21
9/11/19	Bristow Beat	OmniRide Celebrates Try Transit Week
9/12/19	Virginia Patch	Loudoun Encourages Commuters To Ditch Cars Next Week
9/12/19	Loudoun County	Loudoun Celebrates 2019 "Try Transit Week," "Car Free Days" in September
9/12/19	Virginia Patch	Loudoun Encourages Commuters To Ditch Cars Next Week
9/12/19	Potomac Local	OmniRide offers free rides during 'Try Transit Week'
9/13/19	Maryland DOT	Car Free Days 2019
9/13/19	Prince William Living	Car Free Days 2019
9/14/19	Fairfax County	Fairfax County Encourages Residents to Try Transit, Sept. 16-20 and Go Car Free, Sept. 16-23
9/16/19	Frederick News-Post	Weekend brings car-free days
9/18/19	EYA	How to Participate in Car Free Day: September 21st – September 23rd
9/19/19	The Wash Cycle	Car Free Days Starts Tomorrow

9/19/19	City of Frederick	2019 World Car Free Days Celebrated in Frederick
9/20/19	ITS International	World cities drive change on Car-Free Day
9/2019	Better Ways to Work	Celebrate Car Free Day 2019: Sept. 21-23
CFD 2019 Television Coverage		
9/20/19	CBS DC	Commuters Can Get Free Fares For 'Car Free Day'
CFD 2019 Radio Coverage		
9/18/2019	WFMD	Car Free Days Are Coming Up
CFD 2019 Calendar Listing		
Outlet		Listing
OmniRide		Try Transit Week and Car Free Day: Two Chances to Win!
SpinGo		Car Free Days 2019
Inside Nova		Car Free Days 2019
Anne Arundel County Office of Transportation		Car Free Days 2019
Montgomery County		MCDOT Promotes Alternative Transportation on Car Free Day
Fairfax County Times		Car Free Days 2019
Arlington Transportation Partners		Car Free Day
Frederick News-Post		Car Free Days 2019
BikeArlington		Car Free Days 2019
OmniRide		Free Rides on Sept 20 to Celebrate Try Transit Week
ActionNet		ActionNet Supports the Car Free Day Campaign
Link Info		Invitation to Car Free Days from September 21-23
Circulator		Car Free Days Soccer Giveaway
GWRideConnect		Car Free Days 2019
Georgetown Patch		Car Free Days 2019
DCist		Car Free Day
The Wash Cycle		Car Free Days start tomorrow

Appendix E

Car Free Day Digital Results

Google & YouTube

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day	Google	\$190.00	\$2.37	95	38	40.0%	\$0.06
Car Free Day	Google	\$190.00	\$3.01	87	33	37.9%	\$0.09
Car Free Day	Google	\$214.00	\$0.01	8	3	37.5%	\$0.00
		\$594.00	\$5.39	190	74	38.9%	\$0.07

Car Free Day	YouTube	\$190.00	\$186.59	14,491	2,230	15.4%	\$0.08
Car Free Day	YouTube	\$190.00	\$186.48	16,225	2,935	18.1%	\$0.06
Car Free Day	YouTube	\$214.00	\$213.74	14,863	6,062	40.8%	\$0.04
Car Free Day	YouTube	\$190.00	\$53.14	2,783	1,093	39.3%	\$0.05
		\$784.00	\$639.95	48,362	12,320	25.5%	\$0.05

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day	Facebook	\$120.00	\$671.41	91,617	574	0.63%	\$1.17
Car Free Day	Facebook	\$55.00	\$55.00	6,464	636	9.84%	\$0.09
Car Free Day	Facebook	\$55.00	\$55.00	1,333	288	21.61%	\$0.19
Car Free Day	Facebook	\$55.00	\$54.83	1,043	187	17.93%	\$0.29
Car Free Day	Facebook	\$55.00	\$55.00	1,362	269	19.75%	\$0.20
Car Free Day	Facebook	\$55.00	\$55.00	890	344	38.65%	\$0.16
Car Free Day	Facebook	\$30.00	\$29.90	465	220	47.31%	\$0.14
Car Free Day	Facebook	\$15.00	\$15.00	336	71	21.13%	\$0.21
Car Free Day	Facebook	\$55.00	\$55.00	4,207	68	1.62%	\$0.81
Car Free Day	Facebook	\$30.00	\$29.98	412	168	40.78%	\$0.18
Car Free Day	Facebook	\$30.00	\$10.27	224	25	11.16%	\$0.41
		\$555.00	\$1,086.39	108,353	2,850	2.63%	\$0.38

Native Content WTOP.com and WTOP Facebook

Days on Homepage	9-Sep
Article	7 Ways You Can Make an Impact this Car Free Day
Page Views	909
Average Time on Page	2 minutes, 28 seconds
Homepage Impressions	961,654
Facebook Reach	28,200
Facebook Impressions	42,215
Facebook Landing Page Views	167
Facebook Reactions, Shares and Comments	134
Clicks on Link within Daily Headlines E-mail	223
Clicks on Banner Ads within Article	10

WTOP.com Cross Platform Digital Banners

LINE ITEM	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	CLICKS	CTR
COG Car Free Day Cross Platform 9/2-9/23	810,000	812,157	954	0.12%
Ads surrounding sponsored content	Sponsored	3,033	10	0.33%
	810,000	815,190	964	0.12%

Popville

88,800 (page views); 30 (clicks)

Spotify

378,563 (impressions); 30 (clicks)

Appendix F Rideshare Digital Results

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	Google	\$400.00	\$56.81	1,771	756	42.7%	\$0.08
Rideshare	Google	\$400.00	\$23.28	599	313	52.3%	\$0.07
		\$800.00	\$80.09	2,370	1,069	45.1%	\$0.07

Rideshare	YouTube	\$400.00	\$342.36	22,584	4,397	19.5%	\$0.08
Rideshare	YouTube	\$400.00	\$80.11	5,386	871	16.2%	\$0.09
Rideshare	YouTube	\$57.14	\$0.23	26	13	50.0%	\$0.02
		\$857.14	\$422.70	27,996	5,281	18.9%	\$0.08

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Rideshare	Facebook	\$57.14	\$19.56	4,035	22	0.55%	\$0.89
Rideshare	Facebook	\$400.00	\$400.00	79,911	290	0.36%	\$1.38
Rideshare	Facebook	\$400.00	\$400.00	61,680	231	0.37%	\$1.73
Rideshare	Facebook	\$400.00	\$400.00	60,456	236	0.39%	\$1.69
		\$1,257.14	\$1,219.56	206,082	779	0.38%	\$1.57

Appendix G

GRH Washington, DC Digital Results

Google

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	Google	\$57.00	\$28.24	3,775	1,056	28.0%	\$0.03
GRH DC	Google	\$400.00	\$300.19	7,005	3,482	49.7%	\$0.09
GRH DC	Google	\$400.00	\$48.84	1,426	971	68.1%	\$0.05
GRH DC	Google	\$400.00	\$59.87	1,990	1,502	75.5%	\$0.04
GRH DC	Google	\$400.00	\$83.79	2,372	1,505	63.4%	\$0.06
		\$1,657.00	\$520.93	16,568	8,516	51.4%	\$0.06

YouTube

GRH DC	YouTube	\$57.00	\$655.15	51,820	13,486	26.0%	\$0.05
GRH DC	YouTube	\$400.00	\$97.46	8,377	2,141	25.6%	\$0.05
GRH DC	YouTube	\$400.00	\$351.24	29,318	7,817	26.7%	\$0.04
GRH DC	YouTube	\$400.00	\$339.45	29,901	10,009	33.5%	\$0.03
GRH DC	YouTube	\$400.00	\$315.39	23,701	6,448	27.2%	\$0.05
		\$1,657.00	\$1,758.69	143,117	39,901	27.9%	\$0.04

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH DC	Facebook	\$57.00	\$462.34	65,313	356	0.55%	\$1.30
GRH DC	Facebook	\$400.00	\$400.00	72,342	294	0.41%	\$1.36
GRH DC	Facebook	\$400.00	\$400.00	74,105	294	0.40%	\$1.36
GRH DC	Facebook	\$400.00	\$400.00	20,121	11,732	58.31%	\$0.03
GRH DC	Facebook	\$400.00	\$400.00	74,827	379	0.51%	\$1.06
GRH DC	Facebook	\$400.00	\$400.00	67,554	314	0.46%	\$1.27
		\$2,057.00	\$2,462.34	374,262	13,369	3.57%	\$0.18

WTOP.com Cross Platform Digital Banners

LINE ITEM	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	CLICKS	CTR
Cross Platform Display 10/14-12/31	1,015,000	1,015,047	1,238	0.12%
Cross Platform Display 10/14-12/31 BONUS	101,500	110,014	187	0.17%
Totals/Averages	1,116,500	1,125,061	1,425	0.13%

Native Content WTOP.com and WTOP Facebook

	28-Oct	25-Nov	12/23, 12/25, 12/26
Days on Homepage			
Article	Six reasons why you should register for a GRH	Less stress, more rest: 8 ways to make your commute less hectic	Stay safe this winter: 10 essential items to keep in your car
Page Views	623	2,832	4,039
Average Time on Page	16 minutes, 30 seconds	31 minutes, 39 seconds	13 minutes, 59 seconds
Homepage Impressions	239,262	224,604	536,868
Facebook Reach	37,583	47,200	39,000
Facebook Impressions	80,000	94,406	89,819
Facebook Landing Page Views	287	2,045	1,185
Facebook Reactions, Shares and Comments	19	168	148
Clicks on Link within Daily Headlines E-mail	63	73	330
Clicks on Banner Ads within Article	6	7	12

Popville

368,400 (page views); 173 (clicks)

Spotify

883,317 (impressions); 80 (clicks)

Appendix H

GRH Baltimore Digital Results

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	Google	\$42.00	\$23.23	3,028	680	22.5%	\$0.03
GRH Baltimore	Google	\$300.00	\$209.25	4,984	2,626	52.7%	\$0.08
GRH Baltimore	Google	\$200.00	\$36.52	978	644	65.8%	\$0.06
GRH Baltimore	Google	\$200.00	\$30.77	946	783	82.8%	\$0.04
GRH Baltimore	Google	\$200.00	\$45.32	1,571	881	56.1%	\$0.05
		\$942.00	\$345.09	11,507	5,614	48.8%	\$0.06

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	YouTube	\$42.00	\$480.30	39,030	10,375	26.6%	\$0.05
GRH Baltimore	YouTube	\$300.00	\$88.42	7,763	2,063	26.6%	\$0.04
GRH Baltimore	YouTube	\$200.00	\$163.26	17,072	7,531	44.1%	\$0.02
GRH Baltimore	YouTube	\$200.00	\$168.88	14,078	4,232	30.1%	\$0.04
GRH Baltimore	YouTube	\$200.00	\$154.40	11,633	3,100	26.6%	\$0.05
		\$942.00	\$1,055.26	89,576	27,301	30.5%	\$0.04

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
GRH Baltimore	Facebook	\$28.00	\$263.73	38,220	212	0.55%	\$1.24
GRH Baltimore	Facebook	\$200.00	\$200.00	52,315	162	0.31%	\$1.23
GRH Baltimore	Facebook	\$200.00	\$181.89	35,704	154	0.43%	\$1.18
GRH Baltimore	Facebook	\$200.00	\$200.00	9,639	7,101	73.67%	\$0.03
GRH Baltimore	Facebook	\$200.00	\$200.00	43,091	203	0.47%	\$0.99
GRH Baltimore	Facebook	\$200.00	\$200.00	33,208	161	0.48%	\$1.24
		\$1,028.00	\$1,245.62	212,177	7,993	3.77%	\$0.16

Appendix I

‘Pool Rewards Digital Results

Native Content WTOP.com and WTOP Facebook

Days on Homepage	Days on Homepage: 11/22, 11/23, & 11/24	Days on Homepage: 12/3	Days on Homepage: 12/21, 12/22
Article	The Rise of Super Commuting	Dress your Car up for the Holidays	Scenic Holiday Commute Fun
Page Views	Page Views: 4,211	Page Views: 888	Page Views: 1,843
Average Time on Page	Average Time on Page: 17 minutes, 3 seconds	Average Time on Page: 17 minutes, 41 seconds	Average Time on Page: 16 minutes, 10 seconds
Homepage Impressions	Homepage Impressions: 534,277	Homepage Impressions: 244,241	Homepage Impressions: 328,274
Facebook Reach	Facebook Reach: 37,144	Facebook Reach: 34,928	Facebook Reach: 85,725
Facebook Impressions	Facebook Impressions: 68,845	Facebook Impressions: 62,127	Facebook Impressions: 41,280
Facebook Landing Page Views	Facebook Landing Page Views: 1,398	Facebook Landing Page Views: 410	Facebook Landing Page Views: 716
Facebook Reactions, Shares and Comments	Facebook Reactions, Shares and Comments: 313	Facebook Reactions, Shares and Comments: 140	Facebook Reactions, Shares and Comments: 149
Clicks on Link within Daily Headlines E-mail	Clicks on Link within Daily Headlines E-mail: 1,066	Clicks on Link within Daily Headlines E-mail: 77	Clicks on Link within Daily Headlines E-mail: 422
Clicks on Banner Ads within Article	Clicks on Banner Ads within Article: 11	Clicks on Banner Ads within Article: 5	Clicks on Banner Ads within Article: 4

Popville

304,900 (page views); 241(clicks)

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Pool Rewards	Facebook	\$400.00	\$400.00	9,055	1,627	17.97%	\$0.25
Pool Rewards	Facebook	\$400.00	\$400.00	15,604	691	4.43%	\$0.58
Pool Rewards	Facebook	\$400.00	\$389.56	7,831	1,485	18.96%	\$0.26
		\$1,200.00	\$1,189.56	32,490	3,803	11.71%	\$0.31

Appendix J

incenTrip Digital Results

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
incenTrip	Google	\$21.00	\$65.26	24,007	119	0.5%	\$0.55
incenTrip	Google	\$21.00	\$285.35	3,183	118	3.7%	\$2.42
incenTrip	Google	\$21.00	\$36.36	29,604	26	0.1%	\$1.40
		\$63.00	\$386.97	56,794	263	0.5%	\$1.47

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
IncenTrip	Facebook - Instagram	\$1,025.00	\$1,025.00	273,030	955	0.35%	\$1.07
IncenTrip	Facebook - Instagram	\$625.00	\$625.00	110,085	536	0.49%	\$1.17
IncenTrip	Facebook - Instagram	\$925.00	\$924.99	22,742	2,492	10.96%	\$0.37
IncenTrip	Facebook - Instagram	\$1,000.00	\$1,000.00	111,049	8	0.01%	\$125.00
		\$3,575.00	\$3,574.99	516,906	3,991	0.77%	\$0.90