



Metropolitan Washington Council of Governments

FY22 Second Half Marketing Campaign Summary Final Report

Regional TDM Marketing Group

September 20, 2022

**FY22 Second Half
Marketing Campaign Summary**

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Executive Summary

Overview

This document summarizes FY22 Commuter Connections marketing activity which occurred between January and June 2022. Commuter Connections began the vast majority of its Phase II Regional TDM Recovery Mass Marketing Campaign in January 2022 for Rideshare, and in February for Guaranteed Ride Home. A small portion of the Rideshare campaign started during the last week of December 2021.

COVID

During the onset of calendar year 2022, the Omicron variant was pervasive, highly contagious and affected the vaccinated and unvaccinated populous. Omicron symptoms are generally milder than the previous Delta variant outbreak, and the strain is far less deadly. Omicron spread rapidly within the region, peaking in January 2022. By February, cases, hospitalizations, and deaths fell as precipitously as they rose. This prompted some non-federal employers who still had a full-time remote workforce, to begin returning employees to the workplace, at least in a hybrid fashion.

A nationwide federal mandate via executive order required companies with 100 or more employees to ensure that all employees were fully vaccinated. The mandate was challenged in the federal court system and in January 2022 was subsequently struck down as unconstitutional by the U.S. Supreme Court, with the exception of healthcare workers. Regardless, federal employees, including the military and federal contractors, were still required to adhere to the mandate.

Commuter Connections metrics picked up significantly in March 2022 as more employees returned to the physical workplace. June 2022 ended with our strongest numbers since the pandemic began two years prior.

Regional TDM Recovery Campaign

Phase II of the Regional TDM Recovery Campaign was geared to workers returning to the office. The “Look Again” theme promoted ridematching to help commuters find carpool partners and seats in vanpools. A portion of the campaign promoted transit as well. The Guaranteed Ride Home part of the campaign encouraged registrations using a similarly themed “Take a Look” message. The FY22 second half media buy was \$304,515 for Rideshare and \$120,920 for GRH. The GRH Baltimore media buy was \$49,938.

Bike to Work Day

Commuter Connections concluded its Bike to Work Day 2022 event sponsorship drive at the end of January 2022, securing \$45,950 in cash. The media plan for the Bike to Work Day marketing campaign was \$62,858 and the May 20, 2022 event garnered 12,700 registrants.

Employer Recognition Awards

2022 marks the 25th anniversary of the Employer Recognition Awards program which celebrates employers within the region who initiated outstanding worksite commute benefits and/or telework programs to assist employees. The nomination period concluded at the end of January 2022, the Selection Committee meeting took place in March, and winners were honored at a ceremony on June 28, 2022. The buy for the Employer Recognition Awards print ad was \$7,500. A print ad was placed in the DC edition of the Wall Street Journal as well as digital ads that announced the winners to the region.

Incentive Programs

Marketing campaigns for Commuter Connections various incentive programs ran during the month of June 2022. Media buys were CarpoolNow \$14,993, 'Pool Rewards \$15,659, and incenTrip \$104,458.

Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection during the second half of FY22. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys also gathered demographic data to help understand the age, income, gender, and racial/ethnic backgrounds of its members and the region's overall employed population.

- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections 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
- 2019 Commuter Connections Bike to Work Survey Analysis Report

The second half of FY22 included the following activities:

- Regional Recovery Campaign Phase II implementation
- Bike to Work Day
- Employer Recognition Awards
- Newsletters (Winter and Spring 2022)
- Regional TDM Marketing Group meetings (March and June 2022)
- Incentive Programs Campaign

About Commuter Connections

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

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

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

Brand Character

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



Regional Recovery Campaign: Phase II

Phase II the FY22 Regional Recovery Campaign’s “Look Again” theme continued to promote ridematching to help commuters find carpool and vanpool partners. Newly developed creative assets for Guaranteed Ride Home incorporated a similar message by calling on commuters to “Take A Look” and register or re-register for the free emergency ride home service.

The costs of the Phase II Regional TDM Recovery Campaign media buys and media impressions are documented in the tables below:

Recovery Campaign Ridesharing Budget	Gross Cost	COG Cost	Actual Impressions
WTOP (newsletter)	\$3,529	\$3,000	148,569
PoPville 1	\$763	\$649	5,000
Tik Tok	\$588	\$500	12,000
El Zol	\$29,410	\$24,999	525,000
PoPville 2	\$1,000	\$1,000	5,000
NBC4	\$88,237	\$75,000	1,500,000
Instagram	\$1,195	\$1,195	49,280
WFED	\$6,960	\$5,916	110,000
WHUR	\$33,960	\$28,866	825,000
WPGC	\$29,420	\$25,007	1,800,000
WTOP	\$76,490	\$65,017	1,800,000
YouTube	\$4,886	\$4,886	573,000
WTOP.com	\$9,412	\$8,000	997,211
WAFY	\$17,650	\$15,003	165,000
WWEG	\$17,645	\$14,998	164,000
WFRE	\$17,640	\$14,994	175,000
WBQB	\$15,830	\$13,456	175,000
LinkedIn	\$2,029	\$2,029	96,574
Totals	\$356,644	\$304,515	9,125,634

Recovery Campaign GRH Budget	Gross Cost	COG Cost	Actual Impressions
Instagram	\$900	\$900	49,268
El Zol	\$20,600	\$17,510	466,000
PoPville	\$1,529	\$1,300	5,000
FNN	\$3,000	\$3,000	125,000
WFED	\$11,910	\$10,124	150,500
WHUR	\$25,110	\$21,344	720,000
WPGC	\$19,200	\$16,320	1,585,000
WAFY	\$17,670	\$15,020	160,000
WFRE	\$20,750	\$17,638	180,000
WAMU	\$16,685	\$16,685	1,435,000
LinkedIn	\$1,079	\$1,079	49,475
Totals	\$138,433	\$120,920	4,925,243

Recovery Campaign GRH Baltimore Budget	Gross Cost	COG Cost	Actual Impressions
WPOC	\$29,350	\$24,948	275,000
WBAL	\$29,400	\$24,990	420,000
Totals	\$58,750	\$49,938	695,000

Rideshare Added Value Summary

Below is a summary of Rideshare added value placements which were negotiated with various media partners.

Media Partner	Added Value	Estimated Value
WTOP.com	Extra impressions	\$1,600
WFRE	50 :30 spots	\$2,400
WPGC	60 :30 spots	\$7,650
WHUR	30 :30 spots	\$6,000
WAFY	96 :10s, 60 :15s, 48 :30 spots plus banners	\$5,500
WFED	36 :30 spots	\$4,680
WTOP	30 :30 spots	\$10,500
NBC4	Autofill	\$7,500
WWEG	96 :10s, 60 :15s, 48 :30 spots plus banners	\$5,500
WBQB	30 :30 spots	\$1,950
TikTok	3 additional videos	\$300
El Zol	60 :30 spots	\$4,800
Totals		\$58,380

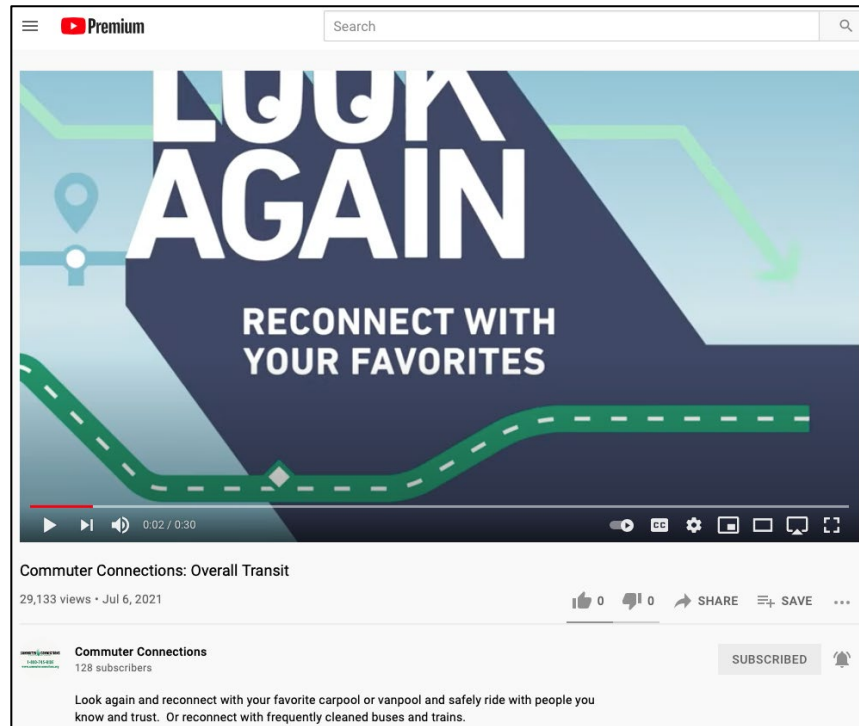
Guaranteed Ride Home Added Value Summary

Below is a summary of the Guaranteed Ride Home added value placements that were negotiated with various media partners.

Media Partner	Added Value	Estimated Value
WPOC	50 :30 spots	\$5,000
WPGC	50 :30 spots	\$6,400
WHUR	25 :30 spots	\$5,000
WAFY	80 :10s, 50 :15s, 40 :30 spots plus banners	\$4,500
WFED	30 :30 spots	\$3,900
WAMU	250,000 additionalimps (minimum)	\$10,000
FNN	bonus 400x250 banners	\$3,500
WBAL	50 :30 spots	\$6,625
El Zol	50 :30 spots	\$4,000
WFRE	50 :30 spots	\$2,400
Totals		\$51,325

YouTube Video (Rideshare)


A 30-second animated video created for the first phase of the Regional Recovery campaign is running again as paid advertising on YouTube. The video touches on commuting by carpool, bus, and train.



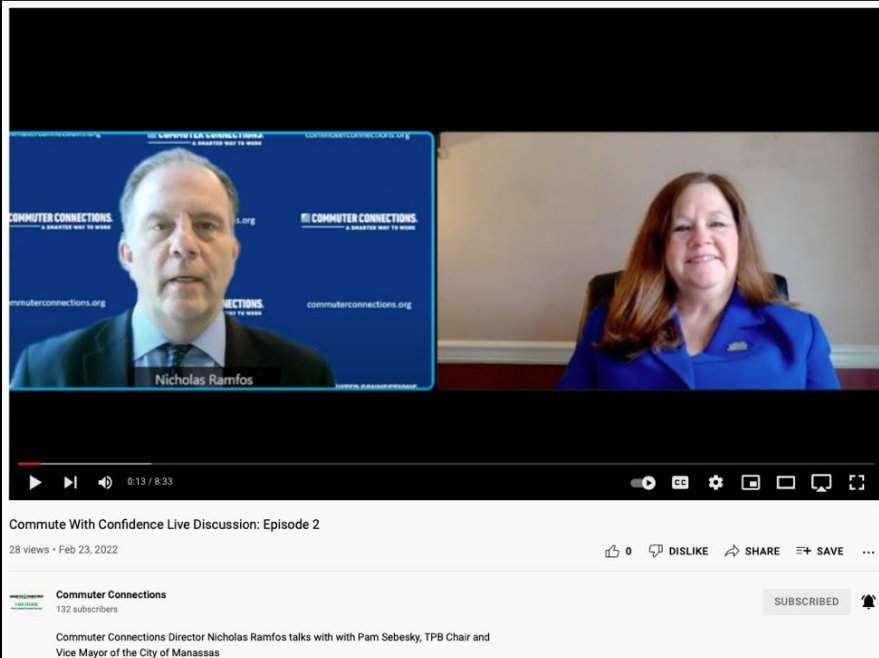
The screenshot shows a YouTube video player interface. At the top, there is a search bar and a 'Premium' logo. The video thumbnail features the text 'LOOK AGAIN' in large white letters, with 'RECONNECT WITH YOUR FAVORITES' below it. The background of the thumbnail is a dark blue map with green lines representing transit routes and a location pin icon. Below the video player, the video title is 'Commuter Connections: Overall Transit', with 29,133 views and a date of Jul 6, 2021. The video player controls show a progress bar at 0:02 / 0:30. Below the video, the channel name 'Commuter Connections' is displayed with 128 subscribers and a 'SUBSCRIBED' button. A description below the channel name reads: 'Look again and reconnect with your favorite carpool or vanpool and safely ride with people you know and trust. Or reconnect with frequently cleaned buses and trains.'

Live Video (Rideshare)

A new short-form video discussion series, “Commute with Confidence,” was launched in February, hosted by Nicholas Ramfos, Commuter Connections Director. These short videos discussed how as a region and as individuals the commute can be navigated with confidence. In the debut episode, Nicholas spoke with Maryland Department of Transportation Regional Planner, and Commuter Connections Subcommittee Chair, Kari Snyder. The second video was with Vice Mayor, City of Manassas and TPB Chair, Pam Sebesky. The purpose of the discussion series was to engage the public on the importance of mobility options as commuters began returning to the office. The third video featured a Washington-area commuter and public health professional, Rolando Diaz, who discussed the state of his commute and the benefits of the Guaranteed Ride Home program. The fourth and final video also featured a local commuter, Fred Wagner, who talked about his hybrid work schedule and commute.



The banner features the title "COMMUTE WITH CONFIDENCE DISCUSSION SERIES" in large blue letters. Below the title, it says "Visit commuterconnections.org or call 1.800.745.RIDE." and the "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK" logo. A red calendar icon shows the date "10". Below that, it says "TOMORROW AT 12:30 PM" and "Commute With Confidence Live Discussion". At the bottom left, it says "Facebook Live" and at the bottom right, there is a "Watch live video" button.



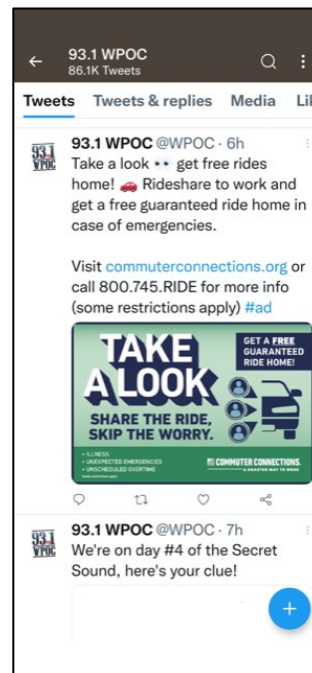
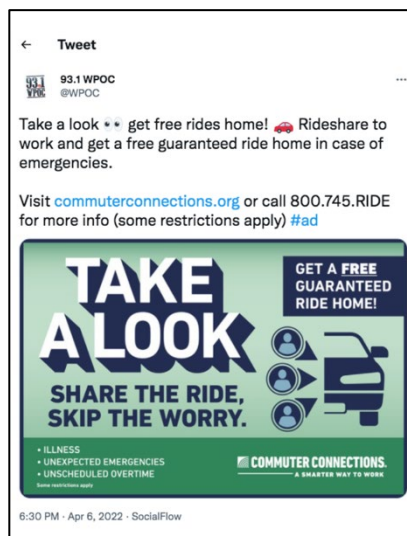
The video player shows a split-screen discussion. On the left is Nicholas Ramfos, and on the right is Pam Sebesky. The video title is "Commute With Confidence Live Discussion: Episode 2" with 28 views from Feb 23, 2022. The channel is "Commuter Connections" with 132 subscribers. The video description reads: "Commuter Connections Director Nicholas Ramfos talks with with Pam Sebesky, TPB Chair and Vice Mayor of the City of Manassas". The video progress bar shows 0:13 / 8:33.

Social Media (Rideshare/Transit)

A series of “Look Again” social media posts (animated and static) were created for the Regional Recovery Campaign and placed onto Facebook, Instagram, and LinkedIn.

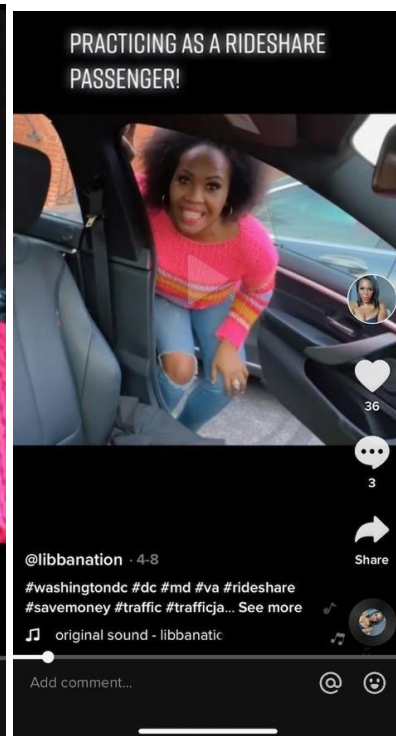
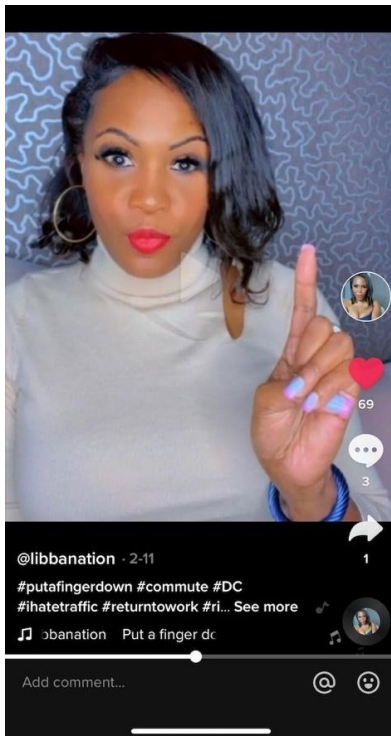
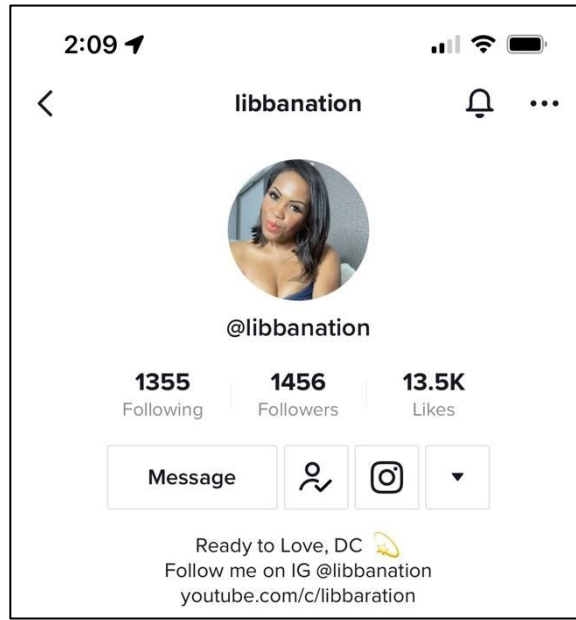


Social Media (GRH Baltimore)



TikTok

For the Rideshare campaign, Commuter Connections partnered with a TikTok influencer to create a buzz on the popular social media platform. These videos introduced Commuter Connections to followers of libbanation, a popular DC vlogger.



Radio

Radio served as the main media component for the Regional Recovery Phase II Campaign. With thirty and 15-second Rideshare spots, previously developed for Phase I. New spots for Guaranteed Ride Home were produced for Phase II, and both Rideshare and GRH radio aired in English and Spanish.

Rideshare Scripts & Stations

:30 Ridesharing - Carpool/Vanpool Radio Script

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. By forming a commute circle with your rideshare group, and following current safety guidelines, you can enjoy your favorite way to get to work in a safe manner. For more ways to ride safely to and from work, visit [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or call 1.800.745.RIDE. That's [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or 1.800.745.RIDE.

:15 Ridesharing - Carpool/Vanpool Radio Script

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. Enjoy your favorite way to commute once again with your rideshare group. For more ways to stay safe, healthy and happy to and from work, visit [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or call 1.800.745.RIDE.



Guaranteed Ride Home Scripts & Stations

:30 Guaranteed Ride Home Radio Script

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

:15 Guaranteed Ride Home Radio Script

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



Guaranteed Ride Home Baltimore Radio Stations

The same 15 and 30-second newly produced radio spots for Guaranteed Ride Home in the Washington, DC region also aired on two Baltimore market stations in February 2022.



Digital Banner Ads

Digital banner ads were placed to promote the message of the Recovery campaign and appeared on websites such as WTOP.com.

LOOK AGAIN

- FOLLOW COVID GUIDELINES
- ENJOY THE RIDE, TOGETHER

A SAFE WAY TO RIDESHARE

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This banner features the text 'LOOK AGAIN' in large, bold, white letters on a dark blue background. To the right, a list of bullet points reads 'FOLLOW COVID GUIDELINES' and 'ENJOY THE RIDE, TOGETHER'. Below this is a horizontal dashed line with an arrow pointing right. At the bottom, the text 'A SAFE WAY TO RIDESHARE' is displayed above the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo.

TAKE A LOOK

GET A **FREE** GUARANTEED RIDE HOME!

SHARE THE RIDE, SKIP THE WORRY.

- ILLNESS
- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This banner features the text 'TAKE A LOOK' in large, bold, white letters on a dark blue background. To the right, a car icon is shown with three person icons representing passengers. Above the car, a dark blue box contains the text 'GET A FREE GUARANTEED RIDE HOME!'. Below the car, the text 'SHARE THE RIDE, SKIP THE WORRY.' is displayed. At the bottom, a list of bullet points reads 'ILLNESS', 'UNEXPECTED EMERGENCIES', and 'UNSCHEDULED OVERTIME'. Below this is the text 'Some restrictions apply' and the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo.

LOOK AGAIN

A SAFE WAY TO RIDESHARE

FOLLOW COVID GUIDELINES • ENJOY THE RIDE, TOGETHER

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This banner features the text 'LOOK AGAIN' in large, bold, white letters on a dark blue background. To the right, the text 'A SAFE WAY TO RIDESHARE' is displayed above a horizontal dashed line with an arrow pointing right. Below the line, the text 'FOLLOW COVID GUIDELINES • ENJOY THE RIDE, TOGETHER' is displayed. At the bottom, the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo is shown.

GET A **FREE** GUARANTEED RIDE HOME!

Some restrictions apply

TAKE A LOOK

SHARE THE RIDE, SKIP THE WORRY.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

This banner features the text 'GET A FREE GUARANTEED RIDE HOME!' in white on a dark blue background. Below this is the text 'Some restrictions apply'. To the right, the text 'TAKE A LOOK' is displayed in large, bold, white letters on a dark blue background. Below this is the text 'SHARE THE RIDE, SKIP THE WORRY.' and the 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo.

Newsletter Advertisements

Ads were placed in various local online newsletters to kick off Phase II of the campaign.

Direct Mailer

A self-mailer was sent to approximately 500,000 households within the region to promote ridematching services and the GRH program. Printing and postage costs for the mailing totaled \$136,334. The mailing was sent to a 60/40 split of Equity Emphasis Area households and general audience households.

LOOK AGAIN

YOUR RIDE IS CLEAN AND READY TO ROLL

- Frequent cleanings
- Current safety guidelines in place

Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You have been at work for others—and transit is here for you.

LEARN MORE AT COMMUTERCONNECTIONS.ORG OR CALL 800.745.RIDE

COMMUTER CONNECTIONS
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LOOK AGAIN... FREE GUARANTEED RIDE HOME.*

*Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH) – FREE reliable rides home when an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise.

- We'll arrange for a free taxi, Uber, or rental car to get you home up to four times each year!
- Available Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute, and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridematching – today!

- 1 To register for either free program, simply visit commuterconnections.org, scan the QR code to get started or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment!
For questions, call 1.800.745.RIDE.

If you currently drive alone to work, sign up today to form a new carpool or vanpool with **Pool Rewards!** Vanpools may be reimbursed by \$200 per month, and carpools may each receive up to \$100 in cash over a 90-day period!

Visit commuterconnections.org.

Scan Code

Download Carpooler, our free app, for carpooling and vanpooling along your route!

*Some restrictions apply.

LOOK AGAIN

RECONNECT WITH A CARPOOL OR VANPOOL

- Form a commute circle with your ride-share group
- Follow current safety guidelines

Take another look, reconnect and ride safely, whether it's your local bus, Metrobus, commuter bus, Metrolink, commuter train, carpool or vanpool. You can use your Guaranteed Ride Home (GRH) in case of an emergency, free of charge! Fill out your application for GRH service at www.commuterconnections.org.

LEARN MORE AT COMMUTERCONNECTIONS.ORG OR CALL 800.745.RIDE

COMMUTER CONNECTIONS
A MEMBER OF WMATA

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 5050 WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council Of Governments
Commuter Connections
777 N Capitol St NE Ste 300
Washington DC 20077-0437

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

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REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Register online at commuterconnections.org or complete the form below and return today!

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
Email (Optional) _____	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

Drive Alone Carpool Vanpool Bicycle Walk Bus (any bus system I'm not in or Metrobus/Route W)
 Metrolink (include all that apply) Blue Green Orange Red Silver Yellow DMARC (include train line) Silverlink Camden D/Ren Other (specify) _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedule – Please send information about:

Homebased/Bus/SmartBike Telework Commuting Pool HOV Lanes Local Bus Transit MBX Transit Bicycling

<p>Section A Carpool/Vanpool Ridematch Service</p> <p>Fill out the information below and if I can find you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules, I will also let you know where the closest Park & Ride Lots are to your home.</p> <p>If interested in a carpool/vanpool you prefer to:</p> <p><input type="checkbox"/> Drive Only <input type="checkbox"/> Ride Only <input type="checkbox"/> Share Driving</p> <p>If interested in a vanpool you prefer to:</p> <p><input type="checkbox"/> Drive Only <input type="checkbox"/> Ride Only <input type="checkbox"/> Share Driving</p> <p>I can arrive _____ minutes before or _____ minutes after my normal work time.</p> <p>I can leave _____ minutes before or _____ minutes after my normal work time.</p> <p><small>*Some restrictions apply. *Necessary for verification of unavailability.</small></p>	<p>Section B Guaranteed Ride Home*</p> <p>This program is only for commuters already using a carpool, vanpool, bicycling or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.</p> <p>Supervisor's Name* _____</p> <p>Supervisor's Phone Number* _____</p> <p>How many miles do I travel home to work one way? _____</p> <p style="text-align: center; font-size: 8px;">Have questions or need more information? Visit commuterconnections.org or call 1.800.745.RIDE.</p> <p style="text-align: right; font-size: 8px;">COMMUTER CONNECTIONS A MEMBER OF WMATA</p>
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*Some restrictions apply.

Bike to Work Day

In January, Commuter Connections concluded its annual sponsorship drive for the 2022 Bike to Work Day event. A total of \$54,000 (\$45,950 cash/\$8,050 in-kind) was raised, representing both new and returning sponsors. A total of 12,740 registered for the May 20, 2022 event; a 43 percent increase over the previous year.



BTWD Budget	Gross Cost	COG Cost	Actual Impressions
Instagram	\$1,183	\$1,183	49,240
CHOR (influencer)	\$1,765	\$1,500	6,200
WTOP Mobile	\$1,176	\$1,000	660,000
Pandora	\$9,412	\$8,000	410,000
PoPville	\$765	\$650	5,000
TikTok (Styled2be)	\$882	\$750	122,500
TikTok (Sea of Blush)	\$882	\$750	92,300
Brian Mitchell	\$8,219	\$6,986	525,000
WIHT	\$12,920	\$10,982	943,000
Washingtonian Problems	\$3,530	\$3,000	278,400
WTOP Blog	\$1,765	\$1,500	100,000
WTOP	\$17,715	\$15,058	718,000
WWDC	\$12,945	\$11,003	876,000
YouTube	\$496	\$496	45,300
Totals	\$73,655	\$62,858	4,824,746

Added Value Summary

Below is a summary of added value placements which were negotiated with various media partners.

Media Partner	Added Value	Estimated Value
Pandora	300x250 companion banner; 30,000 imps	\$5,000
WTOP	18 :30 second spots	\$6,500
25 Local Listservs	37,500 impressions	\$3,750
Totals		\$15,250

Proclamation

The Bike to Work Day 2022 Proclamation was signed by the National Capital Region Transportation Planning Board Chair, Pamela Sebesky, at the Metropolitan Washington Council of Governments on April 20, 2022. The Proclamation recognized Friday, May 20, 2022 as Bike to Work Day throughout the Washington, DC metropolitan region.



Poster

Marketing materials were printed to help promote the May 2022 Bike to Work Day event. Posters were mailed to more than 4,600 employers within the region, along with a cover letter. Managers of nearly 100 pit stops received quantities of both small and large posters, as well as rack cards for distribution within their local neighborhoods and jurisdictions. On a request basis, pit stop managers also received the Spanish version of the poster.

BIKE TO WORK DAY 2022

Friday, May 20

FREE EVENT - REGISTER AT BikeToWorkMetroDC.org

Pre-register by May 13 for Free T-Shirt* + Bike Raffle.
Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem!
Bike to your local "pit stop" for your free T-shirt and back home again.

SPONSORS: COMMUTER CONNECTIONS, WABA, URBANSTEMS, ICF, BILTON LAW FIRM, City Dental DC, VERRA, NATIONAL LANDLINO, Bike to Arlington, BICYCLE SPACE, FAIR LAKES, AASHIO, BIKES@VIENNA, GIANT, MDT, VDOT, goDCgo, VISIONZERO, BLUEJACKET.

Register free at BIKETOWORKMETRODC.ORG
800.745.7433

Visit biketoworkmetrodc.org for pit stop locations and times.
*T-Shirts available at pit stops to first 15,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

#BTWD2022

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

bike to work day 2022

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2022

Viernes 20 De Mayo

EVENTO GRATUITO - REGÍSTRESE EN BikeToWorkMetroDC.org

Regístrese previamente antes del 13 de mayo para recibir una **CAMISETA GRATIS*** y participar en un **SORTEO DE BICICLETAS.**

¿Todavía trabajando desde casa? ¡No hay problema! Ve en bicicleta a tu punto de parada para una camiseta gratis y vuelve a casa nuevamente.

Refrigerios y obsequios gratuitos en los lugares participantes, hasta agotar existencias.



URBANSTEMS

ICF

BILTON LAW FIRM

CityDentalDC
servicio over 20 years

VERRA
Standard for a Sustainable Future

NATIONAL LANDING

Bike Arlington

RECYCLE SPACE

FAIR LAKES

AASHIO
American Association of
Professional Bicycle Sales
and Repairs

BIKES@VIENNA

GIANT

MDOT
MARYLAND DEPARTMENT
OF TRANSPORTATION

VDOT
Virginia Department of Transportation

goDCgo
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TRIP POINT CYCLES

VISIONZERO
prince georges

Stay Safe

BLUEJACKET

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BIKERS ASSOCIATION

Regístrese gratis en Biketoworkmetrodc.org
800.745.7433

Visita biketoworkmetrodc.org para más información acerca de los puntos de parada y los horarios. *Camisetas disponibles en los puntos de parada a los primeros 15,000 participantes que se registren. Puntos de parada en D.C., Maryland and Virginia.

#BTWD2022

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

bike to work day
2022

Friday, May 20

BIKE TO WORK DAY 2022



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 800.745.7433

  #BTWD2022





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serving over 20 years

VERRA Standards for a Sustainable Future

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ED, DC & VA

Giant

VISIONZERO
prince georges  **Seen is Alert Safe**

BLUEJACKET


THREE POINTS CYCLES

VDOT
Virginia Department of Transportation

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MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

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

 Printed on recycled paper

Pit Stop Banner

bike to work day
2022

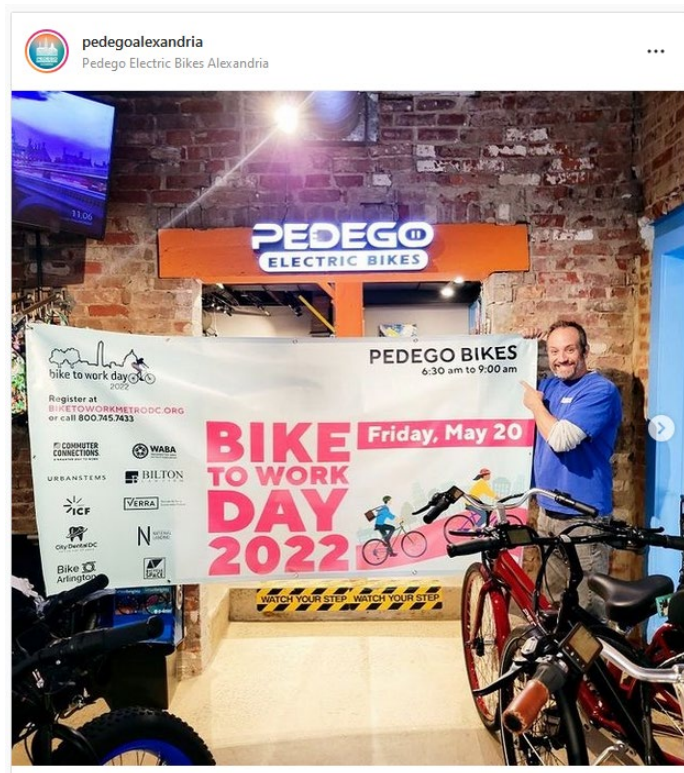
Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

**ADAMS MORGAN
AT UNITY PARK**
Columbia Road/Champlain & Euclid Streets, NW
7:30 am to 9:30 am

BIKE TO WORK DAY 2022 **Friday, May 20**

Logos: COMMUTER CONNECTIONS, WABA, URBANSTEMS, BILTON, ICF, VERRA, City Dental DC, Bike Arlington, NATIONAL LANDING, PEDESTAL SPACE.

Illustration of two people riding bicycles on a pink path against a city skyline.



Radio Scripts

:30 Radio Script (for recorded spots)

Ride into spring! Join us Friday, May 20th, for Bike to Work Day, organized by Commuter Connections and the Washington Area Bicyclist Association. This FREE event has nearly 100 pit stops across DC, Maryland, and Virginia. The first 15,000 who register and attend receive a FREE T-shirt. Enjoy free giveaways, food, and beverages, while supplies last. Plus, you could win a brand new bike! Go to Bike to Work Metro DC Dot Org to register, that's Bike To Work Metro DC Dot Org. Bike to Work Day is sponsored by ICF and Urban Stems.

:15 Radio Script (for recorded spots)

Join us Friday, May 20th, for Bike to Work Day! It's FREE and features pit stops in DC, Maryland, and Virginia. Register and attend to get a free T-shirt and other giveaways, while supplies last. Go to Bike to Work Metro DC Dot Org, that's Bike To Work Metro DC Dot Org.

:10 Radio Script (for radio reads)

May 20th is Bike to Work Day at 96 pit stops in DC, Maryland, and Virginia. The first 15,000 to register and attend get a free T-shirt. Go to Bike to Work Metro DC Dot Org.



Social Media



Digital Banner Ads



Washingtonian Problems



PoPville Skyscraper Ad



Influencers

TikTok
@seaofblush

FREE EVENT WASHINGTON DC

There's always so many things to do in Washington DC! May 20th is Bike to Work Day, so grab a friend and get your biking on in Washington DC, Maryland, and Virginia! (ad) #washingtondc #maryland #virginia #dmv #dctiktok #dmvtiktok #thingstodoindc

original sound - Washington DC

seaofblush
Washington DC · 23h ...

9:43

bike to work day

phoenix_bikes

Bike to Work Day!

19 likes

phoenix_bikes Travel green 🌱 on your way to earn some green 🌱 by participating in Bike to Work Day on Friday, May 20! There are almost 100 stations located across DC, Maryland, and Virginia for cyclists to visit on their way to work, including 10 stations in Arlington.

Come see us from 6:30am-9:30am at the Penrose Station on Columbia Pike (2500 Columbia Pike)

Bike to Work Day is Friday, May 20, 2022!

Join us at nearly 100 pit stops in DC, MD, and VA for this FREE event for a healthy way to start your day. The first 15,000 who register and attend at a pit stop by bike will receive a FREE T-shirt. Free giveaways, food, and beverages, while supplies last.

PICK YOUR PIT STOP HERE

Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free, annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature 96 pit stops throughout Washington, DC, suburban Maryland, and Northern Virginia including raffles, food, and other giveaways—plus a free Bike to Work Day T-shirt for the first 15,000 registrants to attend.

New and veteran bicycle commuters alike are encouraged to take the leap and register today. Registering for BTWD 2022 is fast, free, and easy at www.biketoworkmetrodc.org or by calling (800) 745-RIDE. It's time to come together as a community," said Nicholas Ramos, Commuter Connections Director. "Bike to Work Day gives us the opportunity to jumpstart our day with a fun, healthy commuting option, all while reducing traffic congestion on roadways that are getting crowded once again." For those who wish to travel together, experienced volunteer bicycle commuters will lead bicycle convoys on the day of the event. Convoys starting point information will be available on the event website.

This year's event has been made possible by the generosity of several regional sponsors, including: Gold Sponsors ICF and UrbanStems; Silver Sponsors National Landing, Bike Arlington, BicycleSpace, Verra, City Dental DC, and Bilton Law Firm.

Although Bike to Work Day happens only once a year, Commuter Connections offers a wide range of services and resources year-round for all commuters, including the Guaranteed Ride Home (GRH) Program that provides peace of mind with a free ride home when one of life's unexpected emergencies arises.

Follow Commuter Connections on Twitter at @BikeToWorkDay and Facebook at @BikeToWorkDayMetroDC and use #BTWD2022 or #BTWDC to join the conversation.

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bmitch30 • Follow

bmitch30 @BTWD2022
My fellow cyclists it isn't too late to register for Bike To Work Day this Friday, May 20th. Its free everyone from beginners and experienced bike commuters are welcome. Day of there will be nearly 100 pit stops with free food, beverages, and giveaways while supplies last. across MD, DC, and VA! biketoworkmetrodc.org to register and for all the details. #biketoworkmetrodc

1w

jasondavisiv • Keep Going

1w Reply

779 views
MAY 18

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bmitch30 My fellow cyclists register today for Bike To Work Day Friday May 20th. This free event welcomes beginner and experienced bike commuters. There will be nearly 100 pit stops with free food, beverages, and giveaways while supplies last across MD, DC, and VA! Free t-shirt to the first 15,000 registrants. Go to biketoworkmetrodc.org to register and for all the details. #biketoworkmetrodc

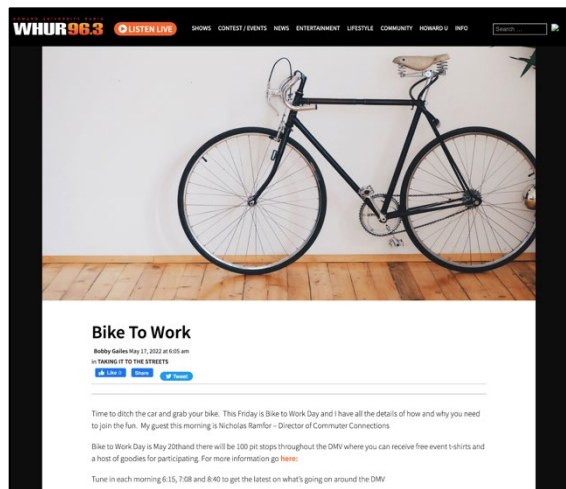
2w

reneemolovebac I will be riding inside my home on my stationary

1w Reply

933 views
MAY 16

Earned Media Coverage



Email Blast

COMMUTER CONNECTIONS.
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Bike to Work Day registration is live! Join us at nearly 100 pit stops throughout DC, MD, and VA. Registration is free and the first 15,000 who attend a pit stop by bike will receive a T-shirt. Free giveaways and refreshments available at most pit stops, while supplies last.

BIKE TO WORK DAY 2022

Friday, May 20
FREE EVENT - REGISTER AT
BikeToWorkMetroDC.org

Pre-register by May 13 for Free T-Shirt + Bike Raffle.
Free refreshments + giveaways at participating locations, while supplies last.

Working from home? No problem!
Bike to your local "pit stop" for your free T-shirt and back home again.



URBANSTEMS | ICF | BILTON | City Dental DC | WABA | VERRA | NATIONAL BICYCLE PROMOTION BOARD | N | NATIONAL BICYCLE PROMOTION BOARD | Bikes-Arizona | Bikes-Vienna | Glant

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800.745.7433

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Pit stops in D.C., Maryland, and Virginia.


Facebook | Instagram | Twitter | YouTube | LinkedIn | #BKTWDC2022

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

bike to work day 2022

For assistance with registration, please call Commuter Connections at 1-800-745-7433. For general questions regarding the event, please visit Bike To Work Day's [FAQ page](#).

YouTube Video



Bike to Work Day 2022
8K views • 6 days ago

Commuter Connections

Get excited for Bike to Work Day coming up on Friday, May 20!

New

0:31

News Traffic Weather **wtopnews** Listen

More Top News & Features

- Popular midsize SUVs post less-than-ideal crash test ratings
- DC firefighters honor 5 members who died over a century ago
- The Hunt: Connection between Buffalo shooting and Christchurch, New Zealand, terror attack
- Full speed ahead: Bike to Work Day 2022** (highlighted with red arrow)
- Men struck and killed in Inner Loop crash identified
- Model-based systems engineering leads to better systems, faster
- Capital One resets return-to-office date, but embraces hybrid work
- DC Sports Huddle: Is it time for the Capitals to rebuild?
- Police: Man charged in fatal shooting outside Virginia bar
- DC police make arrest in 2021 shooting death
- Biden invokes Defense Production Act for formula shortage
- Now there's an Old Bay chunky clam chowder
- 2 dead in wrong-way 2-car crash on I-495 in Fairfax Co.
- Howard Co. budget proposal boosts funding for police, fire services
- Balikbayan boxes: How Spam, toothpaste, even toilet paper can say 'I'm thinking about you'

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BIKE TO WORK DAY 2022
BIKETOWORKMETRODC.ORG Friday, May 20 800.745.7433

Home > Sponsored Content > Full speed ahead: Bike...

Full speed ahead: Bike to Work Day 2022

May 16, 2022, 3:07 PM

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

This content is sponsored by the Council of Government.

Bike to Work Day (BTWD) is rolling full speed ahead, as a regained sense of community, free T-shirts, and a chance to win a free bicycle will attract thousands of commuters to participate in the regional event on Friday, May 20.

Co-organized by Commuter Connections and the Washington Area Bicyclist Association (WABA), the free, annual event is a celebration of bicycling as a green, low-cost commuting option. This year's event will feature 96 pit stops throughout Washington, DC, suburban Maryland, and Northern Virginia filled with raffles, food, and other giveaways — plus a free Bike to Work Day T-shirt for the first 15,000 registrants who attend.

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"It's time to come together as a community," said Nicholas Ramfos, Commuter Connections Director. "Bike to Work Day gives us the opportunity to jumpstart our day with a fun, healthy commuting option, all while helping to reduce traffic congestion on roadways that are getting crowded once again."

For those who wish to travel together, experienced volunteer bicycle commuters will lead bicycle convoys on the day of the event. Convoy starting and ending point information will be available on the [event website](#).

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ADVERTISMENT

BIKE TO WORK DAY 2022
Friday, May 20
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ADVERTISMENT

BIKE TO WORK DAY 2022
Friday, May 20
Register for Free at BIKETOWORKMETRODC.ORG 800.745.7433

T-Shirt



Employer Recognition Awards

The Employer Recognition Awards program honored employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. FY22 marked the 25th anniversary of this prestigious event. The 2022 awards nomination period ended January 31, 2022 and the Selection Committee met in March. Winners were honored on June 28, 2022 at a ceremony held at the National Press Club. Winners were showcased in a video shown at the ceremony, and a commemorative program booklet was created. Following the event to announce the winners, a quarter-page color display ad was placed in the Baltimore/DC edition of the Wall Street Journal, and banner ads also appeared on the publication's website.



Employer Awards	Gross Cost	COG Cost	Actual Impressions
LinkedIn	\$2,500	\$2,500	324,411
Wall Street Journal	\$7,500	\$7,500	238,820
Totals	\$10,000	\$10,000	563,231



Invitation & Envelope



COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
Metropolitan Washington Council of Governments
777 N. Capitol Street, NE, Suite 300
Washington, DC 20002-4290

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 9770
Washington DC,

25 YEARS | **20 22** EMPLOYER RECOGNITION AWARDS

Podium Sign





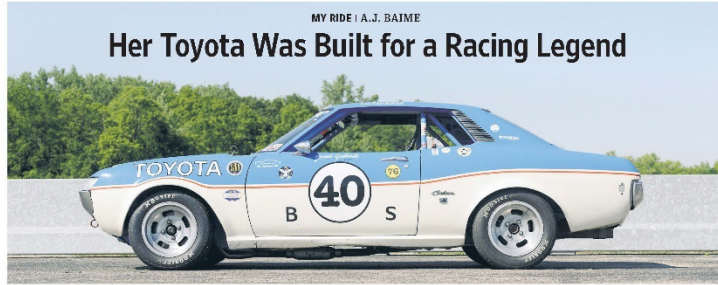
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A12 | Wednesday, June 29, 2022

THE WALL STREET JOURNAL

PERSONAL JOURNAL

MY RIDE | A.J. BAIME
Her Toyota Was Built for a Racing Legend



Lisa Weinberger, 64, of Annetta, Texas, and her husband, John, who is president of the Prognosis Foundation, which helps students pursue careers in the automotive industry through the DeVos to Care program, on her 1972 Toyota Celica race car, as told to A.J. Baime.

In 1969, I was driving through Chicago when I noticed this guy in a white Acura Legend. I thought, "I know that guy." We pulled up to a tailhook side-by-side and I saw him throw up his hands. I rolled down my window and asked what was wrong. He said, "I went into an unattended check change booth and I don't have exact change. I was looking at you wondering why you were looking at me, and I just distracted." That man was John Weinberger, and, seven years later, he and I were married at that same tollbooth.

John's life was all about cars. He was a high school dropout who started out working as a mechanic. Then he got into the gas-station business. Then he built one of the largest car dealerships around in Illinois. When I met him, I didn't even know how to drive a stick shift, but John raced cars and he wanted me to learn. So he bought me this 1972 Toyota Celica race car, and that's how it all started.



The specific Celica was originally built out as a race car by Janet Guthrie, who raced it mostly in the Northwest at tracks like Multnomah Open International and Lime Rock Park. She later went on to become the first woman to compete in the Indianapolis 500

and the Daytona 500. My husband bought it from a friend of his and, I believe, we became the third owners. The car is not street legal. The first time I took it out, we were at Road America in well-known racetrack in Wisconsin. By that time, I had had some training in track driving, but still, after a few laps, I came in crying. The

Lisa Weinberger with her '72 Celica, built out by groundbreaking race-car driver Janet Guthrie. Below, Ms. Weinberger at Annetta Country Club's racetrack in Joliet, Ill.

The brakes were awful. I was all over the place. Instead of the coast sensation I was expecting, my husband said, "Get back out there." Which, it turned out, was pretty good advice. I was instantly able to cut a lot of my lap times. I put the number 40 in the car because that is how old I was when I first drove it. Since then, I have competed in this car in vintage races around the country, at the Grand Prix of the Americas in Texas, Autoclub (Country Club) in Illinois, the Indianapolis Motor Speedway, and other racetracks.

I have worn the engine twice. My husband made trouble for me using components of these blown engines. Over the 30 years of owning this car, I have had the pleasure of

knowing Janet Guthrie. She is an amazing woman, and she built out this Celica race car when Toyota was relatively new on the scene in the U.S. I once asked her how she landed the championship motor racing. She said, "I was a man. I never thought of myself as a woman racer." This is how I feel.

Once, at an event at Road America celebrating the launch of her book, "Silver Lightning: A Life At Full Throttle," I got to drive a hot lap in her old Toyota race car. She and I got to drive the track together in this car. My husband, John, passed away during the pandemic. I was able to build a collection of life for him at the Circuit of the Americas in Austin, Texas, on that racetrack, I got to drive a hot lap in his lap at high speed in the house with John's usenet in back. I hope that there is an afterlife so he could see how much I loved him and how much everyone else loved him. He always said that his assured success in usenet, not dollars, Janet Guthrie is of that camp, and that is what this Toyota race car means to me.

CONGRATULATIONS TO OUR WINNERS

25 YEARS

2022 EMPLOYER RECOGNITION AWARDS

Environmental Enhancements
Sterling, VA
Incentives Award

Ellumen, Inc.
Silver Spring, MD
Marketing Award

Northwest Federal Credit Union
Herndon, VA
Telework Award

Honoring companies innovating
and improving commuter mobility
for their employees.

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Gas Prices Mean Big Card Holds

By Anne Krutz

Point at the gas pump goes beyond the high price of gas. It means a lot of putting together pieces of a puzzle to get the most out of your credit or debit card at the pump. You'll want to know how much fuel they will buy and if there's a hold on the account for an amount set by the gas station. Merchants authorize the payment before you fill the tank, but the hold can take hours to clear. Sometimes longer to settle—adding risks of overdraft penalties for debit, credit interest and eating into credit limits during the hold.

Visa and Mastercard raised the limit for gas station holds from \$175 to \$175 earlier this year. The holds are set based on the largest amount of gas you can buy in one transaction, a Visa spokesman said.

"It's all in driving the process. The industry average price for gasoline nationwide is around \$3.50 a gallon, so that means before stopping at the pump, and the costs of evaporation, you are looking at having to have at least \$12.50 in your tank before you can get a gallon of gas," says a spokesman for the American Petroleum Institute.

Card holds work like security deposits. There's a concern that as gas stations use these preauthorization holds to ensure that

customers have enough money in their own account to well purchase, when the transaction is complete, or credit-card users, the hold will count against your total available credit. The transaction settles, for those using debit cards at the pump, you'll see a debit on the debit and the transaction settles. This means buying \$40 in gas could temporarily reduce an account by \$175 purchase or your account.

"When you set a hold that is a high number, it increases the likelihood that a customer will fill in one hour, or even two, to Mastercard and Visa, but some debit card holders might be surprised on the network's merchant is using.

Most customers will never notice these holds unless they happen to check their balances, but if debit-card users don't have enough money in their credit account to cover the amount of the hold, the merchant may be declined or they may have to pre-authorize it. Visa, Mastercard and some banks may miss out their credit limit until the transaction clears.

\$175

Visa and Mastercard's raised limit for gas station holds.

Banks allow gas station preauthorization holds to ensure payment.

social-media platform. Some customers say they in fact bought the \$175 holds must be fraudulent.

To avoid issues with holds on debit cards, check your available credit, debit or pay in advance at the pump.

Gas stations differentiate the hold amount at the pump, but the upper limit is set by card networks such as Mastercard and Visa. This means that the hold amount may vary based on the gas station, but the maximum hold you can see on your card is set by the network. Drivers filling their tanks at other gas stations and higher holds.

"I don't see to notice," said Proffitt. "So, 26 years old, with a lot of gas in the tank, I need a hold for something I didn't purchase."

Newsletters

The winter and spring editions of the Commuter Connections newsletter were issued in February and May respectively. The six-page, 4-color newsletter is produced and distributed quarterly to employers and stakeholders. The newsletters are also available in PDF format on the Commuter Connections website.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 1, Volume 26 WINTER 2022

WHAT'S INSIDE

- 1 Marketing Campaign to Focus on Retention and Incentive Programs
- 2 National Science Law Extension
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- 4 New Region-Arlington Bus Service
- 5 2022 Employer Recognition Awards to Celebrate 25 Years
- 6 Metro Energy Line Station Closures
- 7 Montgomery County Ride On Extends Fee Free

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



COMMUTER BENEFIT INCREASES IN 2022

Commuters who use transit or vanpools to travel to work are now able to set aside an extra \$10 per month to pay their fares in 2022. The federal qualified transportation fringe benefit monthly tax-free limit was raised from \$270 in 2021 to \$280 in 2022, or \$3,360 per year.

In 1984, an agreement with the IRS, prompted by Congress, allowed employers to give employees \$15 per month to pay for transit and vanpools. As its popularity grew, in 1993 the commuter benefit was built right into the federal tax code, (Section 132(f)). The Qualified Transportation fringe benefit sparked a big change in how commuters paid for (and saved with) transit and vanpools.

Today, commuter benefits are a mainstream within America's payrolls and are among the top benefits provided by employers. On their website, the Society for Human Resource Management (SHRM) noted a 2020 national survey of 500 C-suite and HR executives by Care.com to learn what benefits they plan to change due to the pandemic. The survey showed that 31 percent of respondents planned to either introduce or expand commuting benefits in the near future.

The commuter benefit was primarily used by employees who traveled to the office Monday through Friday. Now, a portion of employees will work on a hybrid schedule where they work remotely a few days per week and commute to the office on the remaining days. With new discounted transit fare for fewer rides per week and the growth of part-time vanpooling, commuters can still save money with the benefit.

In addition to sparking a remote working revolution, the pandemic also left millions of unused dollars in employees' commuter benefit accounts. Money can be built up in a commuter benefit account but it cannot be refunded and the employee cannot take it with them when they leave their employer. Employee Transportation Coordinators (ETCs) or HR managers should remind commuter benefit account holders to keep track of their accounts and update their preferences when something changes.



In the Washington, DC region, the Washington Metropolitan Area Transit Authority (WMATA) allows employers to designate unused monthly contributions as "rollover" or "non-rollover." Rollover permits unused employer contributions to accumulate in the commuter benefit accounts from month to month. "Non-rollover" sends unused employer-paid benefits back to the employer at the end of the month.

And remember, employers save too when they provide a monthly commuter benefit contribution to employees. According to Commuterbenefits.com, employers can save about \$40 per month in payroll taxes for each benefit participant; if 50 employees are enrolled in the benefit, the employer might save more than \$24,000 annually.

A new bicycle commuter benefit is included in the Build Back Better Act of 2021, still tied up in legislation. The provision would set the bicycle commuting tax-free limit at 30 percent of the amount provided for transit, vanpooling, and parking.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 2, Volume 26 SPRING 2022

WHAT'S INSIDE

- 1 Free Parking Encourages Driving Alone to the Job
- 2 Transit Leads to Bring Passengers Back
- 3 100 Year-Old Streetcar Garage to Reuse
- 4 APTA BEST - Northern Extension Express Lanes
- 5 16-Passenger Bicycles Access to Transit
- 6 Loudoun County Employers Set Standard

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



RISING GAS PRICES REACH TIPPING POINT

Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

In a February 2022 survey by AAA, 59 percent of respondents planned to make changes to their driving habits or lifestyle once the cost of gasoline rose above \$4 a gallon. At the end of March 2022, gas prices in the District of Columbia averaged \$4.37 a gallon, up from around \$2 at the beginning of the pandemic, just two years prior.

Driving alone has always been costly and that's truer than ever now. Other costs associated with commuting alone by car besides filling the tank include vehicle wear and tear, mileage depreciation, plus possible tolls, and parking costs. Auto repairs are another matter altogether. In addition to the aforementioned costs is the cost of wasted time sitting in traffic. Fortune magazine reports the average cost of opportunity loss (in time) during the commute is \$500 monthly.



Of those in the AAA survey who said they would make driving habit changes in response to higher gas prices, a majority (80 percent) said they would opt to drive less, with significant differences among age groups. Drivers between 18 and 34 years old were nearly three times as likely as those 35 and older to consider carpooling. A total of 29 percent of those 18 to 34 years old would consider carpooling compared to 11 percent of those 35 and older.

The AAA survey of 1,051 drivers was conducted using a probability-based panel designed to be representative of the overall U.S. household population. The panel provides sample coverage of approximately 97 percent of the population. The margin of error for the study is 3 percent at the 95 percent confidence level.

Employers can help employees make changes to their driving habits and lessen the number of cars coming to the worksite through the free assistance of a Commuter Connections Employer Services Representative.

Your Employer Representative will design a commuter plan for your company based the number of employees, parking availability, transit availability, and location. Depending on your company size, your commuter program might include email and intranet content, and/or an onsite commuter event that includes transit operators and carpool and vanpool experts. The events, including pre-event promotion, commuter information materials and giveaways (as available), are always free.

For more information on the AAA survey, visit <https://newsroom.aaa.com>. To find your Commuter Connections Employer Services Representatives, visit www.commuterconnections.org/employers and look for "Jurisdictional Employer Services Representatives." Or fill out an Employer Request Form, look for "Request Services."

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Federal ETC Updates Newsletter

The winter and spring 2022 editions of the Commuter Connections Federal ETC Updates newsletter were issued in February and May respectively. The two-page black & white newsletter is produced and distributed quarterly to Federal Employee Transportation Coordinators via GSA. It is also available in PDF format at www.federaletc.org.

WINTER 2022

FEDERAL ETC UPDATES

FDA EXPANSION PLAN FOR WHITE OAK, MARYLAND CAMPUS HEAVY ON TDM



With a planned expansion of the Food and Drug Administration's (FDA) Federal Research Center (FRC) in White Oak, Maryland, along with a large increase in employees from consolidation and internal growth, a comprehensive commuter plan is a welcome commodity. The campus will grow by 1.6 million gross square feet (GSF) and the number of employees on campus will rise from 11,000 to 18,000.

The expansion project Master Plan calls for 7,436 additional parking spaces, about one parking space for every 1.8 employees. Under the plan, 46 percent of employees will need to commute by means other than driving alone: transit, carpooling, vanpooling, remote working, biking, walking.

A commuter survey conducted before the pandemic found that less than a third (31%) of employees commute to the campus every work day, while more than two-thirds (69%) work remotely, most teleworking two days per week. Excluding telecommuters, about 25 percent of current employees use alternative transportation methods to commute to work.

The FDA's robust Transportation Demand Management (TDM) program includes the following:

- Carpool and vanpool support and subsidies
- Alternative Work Hours policies: Flex Hours, Flex Time, Compressed Work Week
- Commuter Connections' Guaranteed Ride Home program
- Telework/remote working
- Locker room and shower facilities
- Bike repair stations around campus

New TDM strategies during and post-expansion could include:

- Enhance existing TDM programs
- Expand the commuter shuttle system to include direct shuttle service to and from Park and Ride facilities along the I-270 corridor.
- Bike/walk to work (Live Near Your Work) incentives
- Identify potential sites for new Park and Ride lots, working with Montgomery County and the Maryland Department of Transportation State Highway Administration (MDOT SHA)
- Directional bike lanes along the campus loop roads
- Secure, covered bicycle parking near building entrances
- Wider sidewalks in high pedestrian areas
- Pedestrian crosswalks at all intersections
- Bikeshare docks at the main building and at the transit center
- A campus transit hub that includes a waiting area and real-time transit information, boarding areas for bus and campus shuttle services, a taxi/ridesharing waiting area, and bikeshare dock
- Expanded transit and shuttle service

The Employee Transportation Coordinator (ETC) will manage many of these strategies and conduct an annual employee survey to monitor progress. The ETC will also market the programs with events and other employee communication strategies. The plan notes that additional TDM staff may be needed to implement and maintain the new effort. According to its information page, funding and timing of the campus construction is dependent on GSA appropriations.

SPRING 2022

FEDERAL ETC UPDATES

FEDERAL AGENCIES FACE THE "GREAT RETURN" TO THE WORKPLACE



During the pandemic, federal agencies found that tasks such as hiring, conducting security checks, and mail delivery came with challenges in the new remote work environment. Agencies also faced IT equipment shortages, lack of training, and limited network capacity. Some employees felt less engaged and found it difficult to maintain a healthy work/life balance while they worked and lived in the same place. About half of the federal workforce continued to report to the work site during COVID-19.

By redesigning business processes, increasing IT bandwidth and with more flexible core work hours, federal employees adapted and were able to, according to the U.S. Government Accountability Office (GAO), "continue their missions, maintain operations, and serve the public." Remote working, worked. But for an increasing number of federal employees, the end to the pandemic means an end to full time telework.

The Biden Administration plans to bring the "vast majority" of federal workers back and set an example for the country's labor force. The White House told private employers that COVID-19 no longer needs to dictate how we work. Agencies and their Federal ETC's are completing re-integration plans and working out hybrid schedules for employees whose job responsibilities allow them to continue working remotely a few days a week. Federal agencies are looking at workplace changes to allow more teleworking compared to pre-pandemic levels and are considering reducing some facilities and infrastructure.

The President's Management Council (PMC) Working Group on Reentry and the Future of Work, an interagency group working with federal agencies on post-reentry personnel policies and work environment, has provided agencies with guidance on re-entry and on future work. Some of the outcomes outlined by the Working Group include:

- A collaborative and flexible workplace environment that embraces the wellbeing of its employees.
- Consistency across agencies, while providing agencies and suborganizations sufficient flexibility on workforce and workplace decisions.
- Reinforcement of the federal workforce and the government's role as a modern employer.
- Attraction and retention of talent.
- Enhanced engagement of federal employees.

continued on back




COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



Commuter Benefit Increases in 2022

Commuters who use transit or vanpools to travel to work are now able to set aside an extra \$10 per month to pay fares on a pre-tax basis, as the federal qualified transportation fringe benefit monthly limit was raised to \$280.00.


[More News](#)



BIKE TO WORK DAY 2022 **Friday, May 20**
FREE EVENT
REGISTRATION
OPENS MARCH 2022
BikeToWorkMetroDC.org

Bike to Work Day Registration Opens March 2022

Bike to Work Day 2022 will include bicyclists commuting to their traditional workplace offices via a 'pit stop' and those working from home who bike to a pit stop and back to their home office. The first 15,000 registered bicyclists who attend will receive a free t-shirt.



A SAFE WAY TO RIDESHARE

Marketing Campaign to Focus on Ridesharing and Incentive Programs

According to Nicholas Ramfos, Commuter Connections Director, the best way to get commuters back into carpools, vanpools, and other alternatives to driving alone is by going green; "green" not only in the environmental sense, but also a reference to the cash that can be saved and earned by sharing the ride.

Metro Orange Line Station Closures in Maryland, Summer 2022

The final phase of the multi-year Metrorail Platform Reconstruction project includes the rehabilitation of three stations along the Orange Line in Maryland this summer.

Montgomery County Ride On Extends Free Fare

In Montgomery County, free rides on the county's bus service have been extended an additional six months, through July 2, 2022.

Metrorail Silver Line Extension Could Open in May 2022

Metropolitan Washington Airports Authority officials announced in December that they have declared work on Phase 2 of the Metrorail Silver Line extension project to be "substantially completed."

New Reston-Arlington Bus Service to Start Under Commuter Choice Funding Grant

Virginia's Commonwealth Transportation Board recently approved a \$5.1 million project that will support express bus service between the Reston South Park and Ride lot and worksites in Arlington.

New Amtrak Train: Richmond to DC

The new Amtrak Northeast Regional Route 51 offers early 5:35 A.M. service from Main Street Station in Richmond. The new train is the first expansion of service under the "Transforming Rail in Virginia Program".

2022 Employer Recognition Awards to Celebrate 25 Years

Commuter Connections will host its annual Employer Recognition Awards ceremony in late June 2022. This will mark the 25th Anniversary of the program which acknowledges employers who offer outstanding commuter benefits and telework programs.



Rising Gas Prices Reach Tipping Point

Employees who drive alone to work, particularly those on the lower spectrum of the income scale, such as recent college graduates or those working in lower-skilled positions, are at a tipping point with higher than ever prices at the pump.

[More News](#)



Free Parking Encourages Driving Alone to the Job

Employers that make it free or inexpensive for drive alone commuters to park are indirectly encouraging traffic congestion. Offering no or low cost parking for carpools and vanpools is bound to get more employees to share the ride and reduce parking demand.

Transit Looks to Bring Passengers Back

The transit industry faced low ridership on buses and rail cars throughout the pandemic. To boost ridership in a post-pandemic environment, some transit agencies are offering creative strategies to bring back riders.

100 Year-Old Streetcar Garage To House Future EV Metrobuses

Metro will renovate an old streetcar storage garage on 14th Street NW, which dates back to 1906, into a modern-day facility to recharge and maintain 150 electric buses. It's part of Metro's goal of a 100 percent zero-emission bus fleet by 2045.

495 NEXT - Northern Extension Express Lanes

On I-495, Express Lanes are being extended about 3 miles from the end of the existing I-495 Express Lanes to the George Washington Memorial Parkway interchange, near the American Legion Bridge.

U-Pass Gives Students Access to Transit

Metro has a solution for students on a tight budget and needing to get from point A to point B without a car. U-Pass provides college and university students with a special pass, at a nominal fee, which gives unlimited rail and bus rides during the semester.

Loudoun County Employers Get Smarter

Loudoun County is offering SmartBenefits® Plus\$50, an incentive program for employers in Loudoun County, which provides a \$50 financial incentive for employees to try transit or vanpools for the first time.

[READ FULL NEWSLETTER](#)



[COMMUTERCONNECTIONS.ORG](https://www.commuterconnections.org)

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Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300, Washington, DC 20002

Incentive Programs

CarpoolNow

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

CarpoolNow Budget	Gross Cost	COG Cost	Actual Impressions
iHeart	\$17,050	\$14,493	148,000
Instagram	\$500	\$500	22,078
Totals	\$17,550	\$14,993	170,078



Radio Scripts

:30 Radio Script (for recorded spots)

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

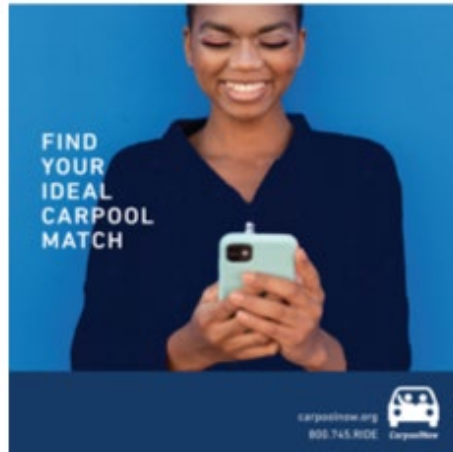
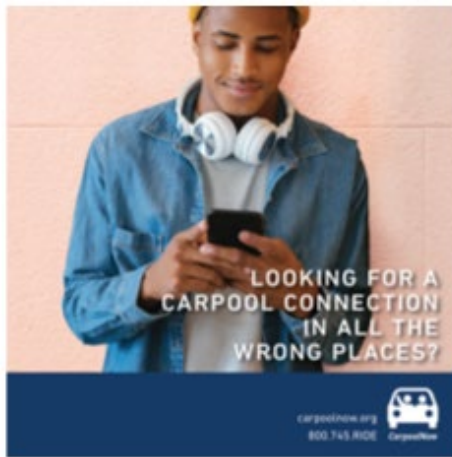
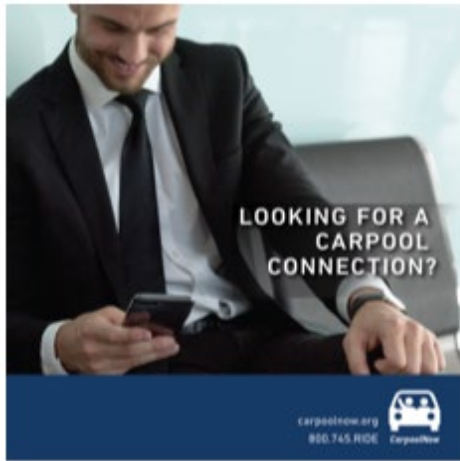
:15 Radio Script (for recorded spots)

Find a ridematch with CarpoolNow. The free app provides on-demand matches for carpool drivers and passengers seeking to find each other. Drivers commuting to and from work earn \$10 each way! Download the app at carpoolnow.org. Some restrictions apply.

:10 Radio Script (for radio reads)

Find an on-demand carpool connection! Use the CarpoolNow app to request a ride or offer one. It's free for passengers, AND drivers can earn \$10 per ride. Download the app at carpoolnow.org today!

Instagram



iHeart Radio Events



'Pool Rewards

'Pool Rewards is a carpool incentive program designed to recruit and retain commuters in a carpool/vanpool through a cash incentive. The carpool incentive allows each one-time new participating carpooler to earn up to \$130 over a 90-day period through a trip-tracking process. A paid digital and social media campaign ran in June 2022 and promoted the benefits of the 'Pool Rewards program.

PR Budget	Gross Cost	COG Cost	Actual Impressions
Instagram	\$1,275	\$1,200	44,204
PoPville	\$765	\$650	5,000
Sea of Blush	\$1,163	\$989	92,000
Washingtonian Probs	\$1,765	\$1,500	137,500
WTOP	\$3,529	\$3,000	144,000
WTOP.com	\$10,000	\$8,500	1,400,000
Totals	\$18,497	\$15,659	1,822,704

Radio PSA

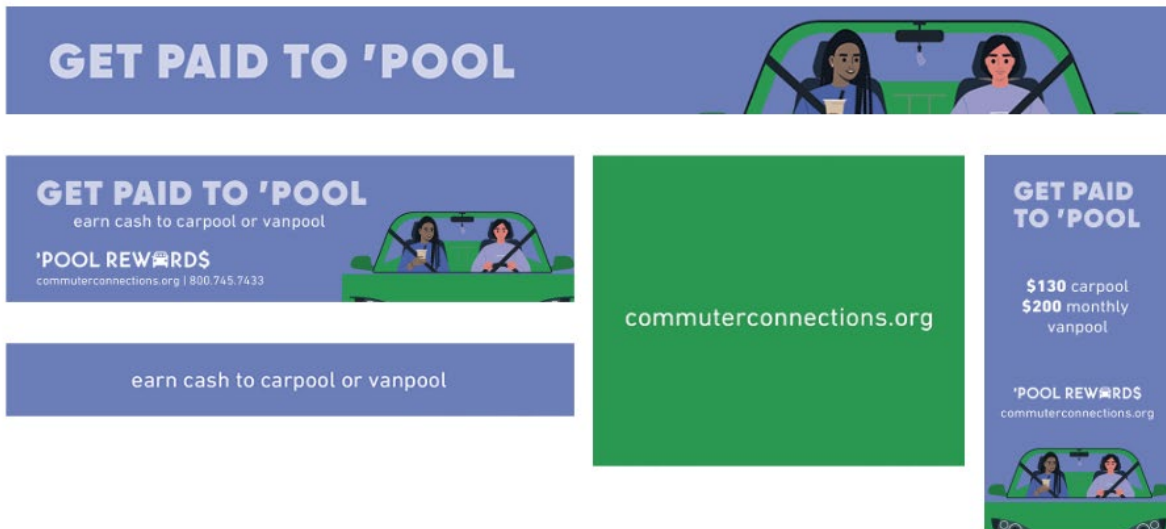
:15 Radio Script (for recorded spots)

Get paid to Rideshare! You can earn cash when you carpool or vanpool through 'Pool Rewards. Earn 130 dollars when you start or join a new carpool or 200 dollars a month for a new vanpool. Ready to hit the 'Pool? Go to commuterconnections.org to sign up for your free account. Some restrictions apply.

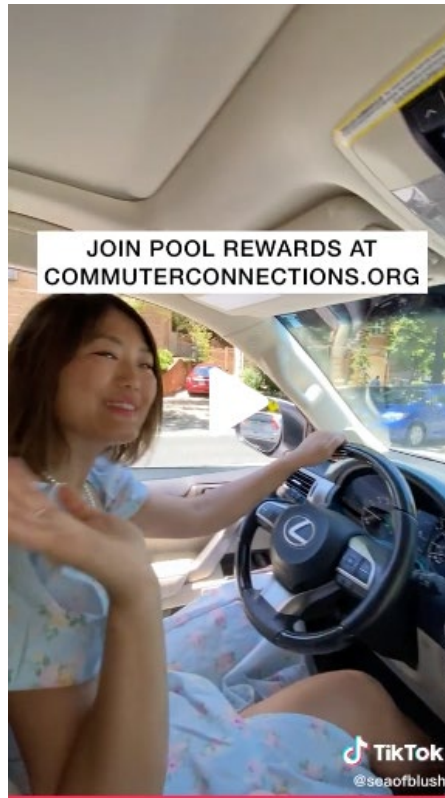
Instagram



Digital Banner Ads (animated)



Sea of Blush (TikTok)



Washingtonian Problems (Instagram)

An Instagram post featuring an advertisement for "Pool Rewards" and a comment from a user. The advertisement is a graphic with a blue background and a green car. The text reads "KEEP YOUR COOL - JUMP IN THE 'POOL". Below the text, there is an illustration of a woman in a yellow dress jumping into a pool, a woman in a blue dress running towards a green car, and a man holding a pink piggy bank. The car has a driver visible. At the bottom of the graphic, it says "'POOL REWARDS It pays to rideshare". The Instagram post is from the account "washingtonianprobs" (DMV) and includes a "Follow" button. The post text reads: "washingtonianprobs Ad | It pays to rideshare! If you currently drive alone to work and can get a minimum total of seven people together (including yourself) who wish to start or join a new vanpool, you may qualify for a \$200 monthly 'Pool Rewards subsidy. 'Pool Rewards is a commuter incentive program available through Commuter Connections designed to encourage commuters to start ridesharing. Registration is free. Click the link in our bio to learn more!". There is a comment from "brittjeffs_" saying "Not the Uber pool comeback!". The post has 107 likes and was posted 3 days ago.

incentTrip

The incentTrip app rewards commuters who carpool, vanpool, bike, or take transit then log their trips onto the app. Points are earned for each trip, which can be redeemed for cash, up to \$600 per year. In addition, the app provides smart routing to help commuters avoid getting stuck behind delays caused by traffic accidents, work zones, and other traffic-related incidents during the morning and afternoon peak commuting times.

Three distinct yet interrelated targeted marketing campaigns were launched in June 2022 to encourage commuters to download and use the app. The media buy encompassed radio ads, influencers, Google Ads, Instagram, and digital banner ads.

Target Audiences

incentTrip

Commuters within the traditional Washington, DC metropolitan region.

incentTrip MDOT

Commuters living or working in the Baltimore metropolitan region (Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County) , St. Mary's County, Washington County, Hagerstown, living and working Berkley County, Jefferson County, Martinsburg, WV, Ranson, WV, Charles Town, WV and working in MD, Working/Living in Allegany County, Cumberland, MD, Frostburg, MD, Cecil County, Living in New Castle County, Wilmington, DE and working in MD.

incentTrip ATCMTD

Advanced Transportation and Congestion Management Technologies Deployment grant program targeting those working in the Washington, DC non-attainment region, including those commuting from the Richmond region.

incentTrip App Budget	Gross Cost	COG Cost	Actual Impressions
CHOR	\$2,353	\$2,000	6,500
Washingtonian Probs	\$3,530	\$3,000	176,000
WTOP	\$35,244	\$29,957	1,420,000
Totals	\$41,127	\$34,957	1,602,500

incenTrip ATCMTD Budget	Gross Cost	COG Cost	Actual Impressions
Facebook	\$500	\$500	12,992
Google Ads	\$92	\$92	6,632
Instagram	\$2,500	\$2,500	150,459
Somar Group	\$7,480	\$6,358	170,000
WPOC	\$6,250	\$5,313	156,000
WRVA	\$7,990	\$6,792	175,500
Totals	\$24,812	\$21,555	671,583

incenTrip MDOT Budget	Gross Cost	COG Cost	Actual Impressions
Facebook	\$1,000	\$1,000	50,642
Google Ads	\$2,500	\$2,500	835
Instagram	\$2,500	\$2,500	174,381
WAFY	\$8,125	\$6,906	152,000
WBQB	\$12,000	\$10,200	177,000
WFMD	\$3,800	\$3,230	703,800
WFRE	\$11,600	\$9,860	102,000
WWEG	\$15,000	\$12,750	154,000
Totals	\$55,525	\$47,946	1,514,658

Radio Scripts (App & ATCMTD)

:30 Radio Script (for recorded spots)

Take a clean commute and get cash back with the incenTrip app by Commuter Connections. Earn points each time you use the app to commute via ridesharing, transit, or biking. Redeem points for cash – up to \$600 a year! The incenTrip app has real-time navigation to help you choose the best travel method, route, and departure time, to help avoid traffic delays – saving time and money. Learn more about incenTrip and register at commuterconnections.org. That's commuterconnections.org. Or call 800 745-RIDE. Some restrictions apply.

:15 Radio Script (for recorded spots)

Take a clean commute and get cash back. With the incenTrip App by Commuter Connections, you can earn points that can be redeemed for cash – up to \$600 a year! Download the incenTrip app and register at commuterconnections.org. That's commuterconnections.org. Some restrictions apply.

:10 Radio Script (for radio reads)

Take a clean commute and get cash back with the incenTrip App. Redeem points for cash – up to \$600 a year through Commuter Connections! Download the incenTrip app and register at commuterconnections.org.

Radio Scripts (MDOT)

:30 Radio Script (for recorded spots)

Go green, get green! That's right, Maryland – take a clean commute and get cash back. With the incenTrip App, it's easy to earn points every time you plan and take a green trip, like ridesharing, transit, walking, and biking or multimodal. Redeem points for cash – up to \$600 a year! The incenTrip App offers real-time navigation to help you choose the best travel mode, departure time, and route to avoid traffic delays, saving you time and money. Sign up today at mdot.maryland.gov/incenTrip. That's mdot.maryland.gov/incenTrip. Some restrictions apply.

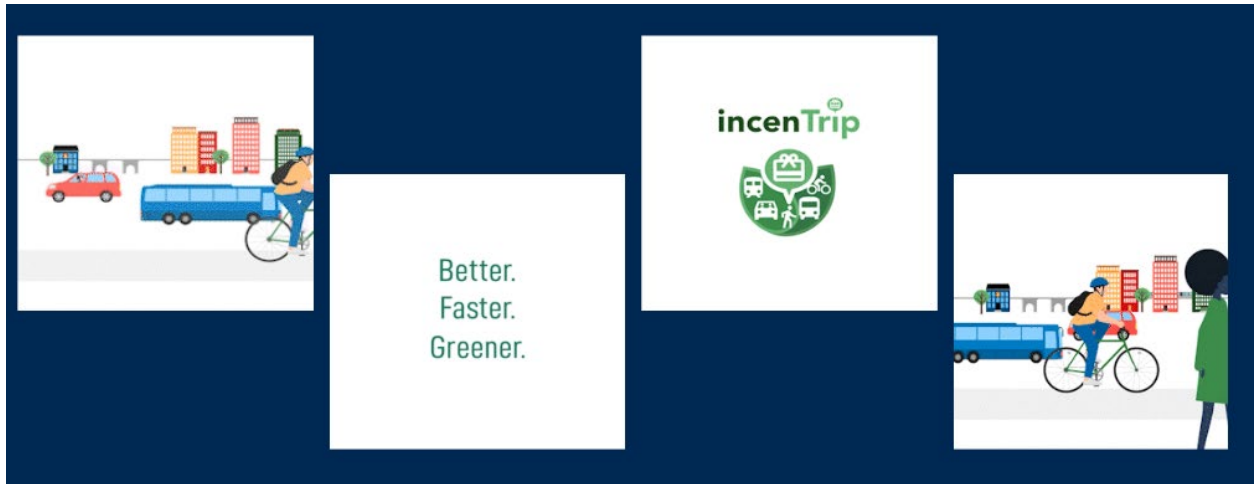
:15 Radio Script (for recorded spots)

Go green, get green! That's right Maryland – take a clean commute and get cash back. With the incenTrip App, you can earn points that can be redeemed for cash - up to \$600 a year! Download the app and register for free at mdot.maryland.gov/incenTrip. That's mdot.maryland.gov/incenTrip. Some restrictions apply.

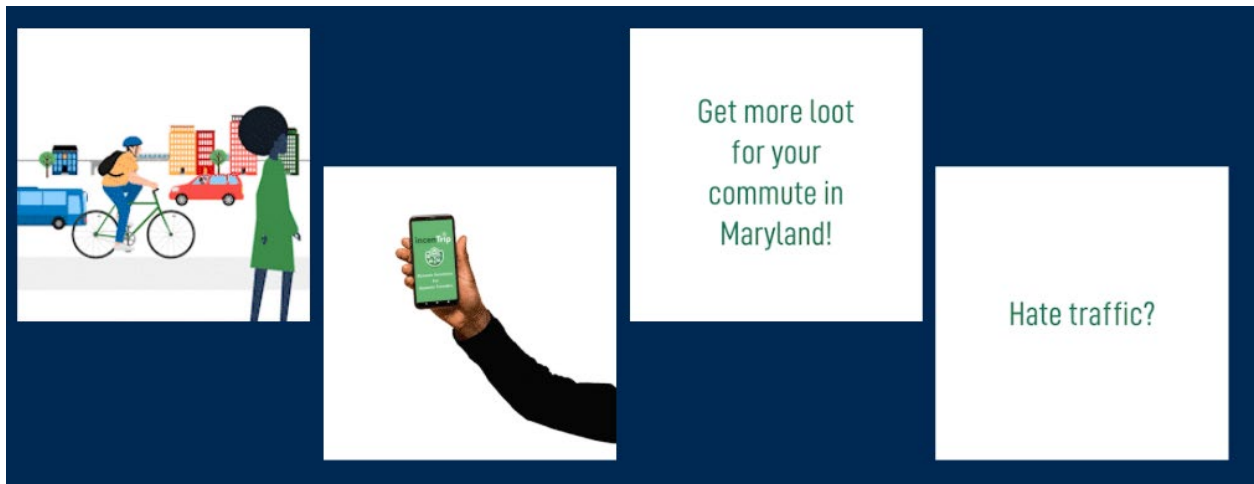
:10 Radio Script (for radio reads)

Take a clean commute and get cash back with the incenTrip App, helping you navigate your commute. Redeem points for cash – up to \$600 a year through the Maryland Department of Transportation! Download the app and register at mdot.maryland.gov/incenTrip.

Instagram (App & ATCMTD animated posts)



Instagram (MDOT animated posts)




Digital Takeover Ad (ATCMTD)

MORE LOOT FOR YOUR COMMUTE!
Getting cash for your clean trips is as easy as 1-2-3

- 1 Download the **FREE** incenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!


800.745.RIDE | CommuterConnections.org
Some restrictions apply




Digital Takeover Ad (MDOT)

MORE LOOT FOR YOUR COMMUTE IN MARYLAND!
Getting cash for your clean trips is as easy as 1-2-3

- 1 Download the **FREE** incenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!

 mdot.maryland.gov/incenTrip
Some restrictions apply



Washingtonian Problems (MDOT)



washingtonianprobs
DMV

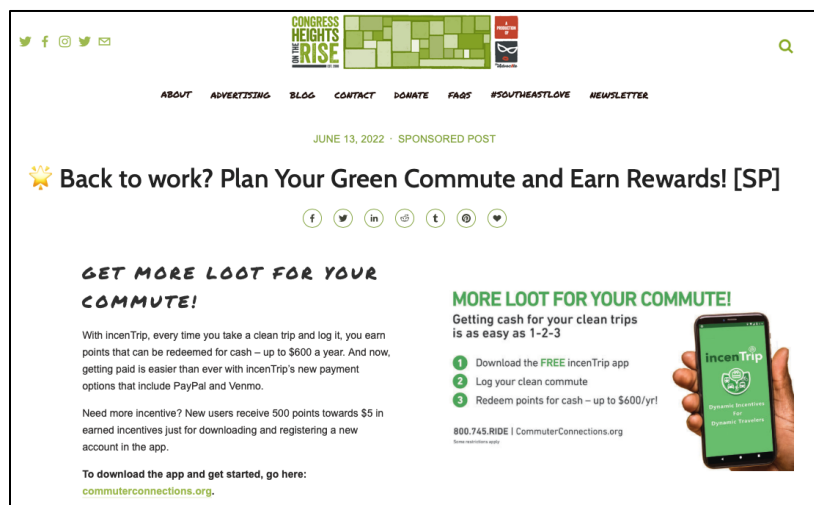
incenTrip

View insights [Boost Post](#)

68 likes

washingtonianprobs Ad | Earn cash by choosing a smart commute. IncenTrip is a multimodal trip planning app that rewards points for each commute trip you plan and take during the morning and afternoon peak commuting times and log into the

Congress Heights on the Rise



CONGRESS HEIGHTS ON THE RISE

ABOUT ADVERTISING BLOG CONTACT DONATE PAGES #SOUTHEASTLOVE NEWSLETTER

JUNE 13, 2022 · SPONSORED POST

🌟 Back to work? Plan Your Green Commute and Earn Rewards! [SP]

GET MORE LOOT FOR YOUR COMMUTE!

With IncenTrip, every time you take a clean trip and log it, you earn points that can be redeemed for cash – up to \$600 a year. And now, getting paid is easier than ever with IncenTrip's new payment options that include PayPal and Venmo.


Need more incentive? New users receive 500 points towards \$5 in earned incentives just for downloading and registering a new account in the app.

To download the app and get started, go here: commuterconnections.org.

MORE LOOT FOR YOUR COMMUTE!
Getting cash for your clean trips is as easy as 1-2-3

- 1 Download the FREE IncenTrip app
- 2 Log your clean commute
- 3 Redeem points for cash – up to \$600/yr!

800.745.RIDE | CommuterConnections.org



APPENDIX A
Performance Measures

Web Visits

Month	FY 2021 Web Visits	FY 2022 Web Visits	+/-	+/- %
January	3,410	5,621	2,211	64.8%
February	4,709	5,465	756	16.1%
March	4,007	8,406	4,399	109.8%
April	4,210	7,885	3,675	87.3%
May	6,717	7,131	414	6.2%
June	5,755	10,169	4,414	76.7%
	28,808	44,677	15,869	55.1%

Phone Calls

Month	FY 2021 Phone Calls	FY 2022 Phone Calls	+/-	+/- %
January	144	146	2	1.4%
February	159	188	29	18.2%
March	131	322	191	145.8%
April	133	348	215	161.7%
May	178	368	190	106.7%
June	205	387	182	88.8%
	950	1,759	809	85.2%

GRH Applications

Month	GRH FY 2021 Applications	GRH FY 2022 Applications	Change	%
January	198	156	-42	-21.2%
February	207	69	-138	-66.7%
March	171	222	51	29.8%
April	39	175	136	348.7%
May	129	210	81	62.8%
June	143	219	76	53.1%
	887	1,051	164	18.5%

Rideshare Applications

Month	Rideshare FY 2021 Applications	Rideshare FY 2022 Applications	Change	%
January	702	686	-16	-2.3%
February	815	480	-335	-41.1%
March	689	674	-15	-2.2%
April	502	502	0	0.0%
May	506	618	112	22.1%
June	445	683	238	53.5%
	3,659	3,643	(16)	-0.4%

APPENDIX B
Digital Results
Regional Recovery Campaign Phase II

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
GRH	FNN	\$3,000	125,000	455	0.36%	\$6.59
GRH	Instagram	\$900	49,268	174	0.35%	\$5.17
GRH	LinkedIn	\$1,079	49,476	256	0.52%	\$4.22
GRH	PoPville	\$1,300	5,000	139	2.78%	\$9.35
GRH	WAMU	\$16,685	1,435,000	140	0.01%	\$119.18
		\$22,964	1,663,744	1,164		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Rideshare	Instagram	\$1,195	49,280	147	0.30%	\$8.13
Rideshare	LinkedIn	\$2,029	96,574	591	0.61%	\$3.43
Rideshare	NBC4	\$75,000.00	1,500,000	831	0.06%	\$90.25
Rideshare	PoPville 1	\$649.00	5,000	304	6.08%	\$2.13
Rideshare	PoPville 2	\$1,000.00	5,000	346	6.92%	\$2.89
Rideshare	TikTok (LibbaNation)	\$500.00	12,000	78	0.65%	\$6.41
Rideshare	WTOP (newsletter)	\$3,000.00	148,569	455	0.31%	\$6.59
Rideshare	WTOP.com	\$8,000.00	997,211	792	0.08%	\$10.10
Rideshare	YouTube	\$4,886	573,000	271	0.05%	\$18.03
		\$96,258	3,386,634	3,815		

APPENDIX C
Digital Results
Incentive Programs

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
CarpoolNow	Instagram	\$500	22,078	167	0.76%	\$2.99
		\$500	22,078	167		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
incenTrip App	Influencer - CHOR (newsletter)	\$2,000	6,500	33	0.51%	\$60.61
incenTrip App	Influencer - Washingtonian Problems (Instagram)	\$3,000	176,000	158	0.09%	\$18.99
		\$5,000	182,500	191		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Incentrip ATCMTD	Facebook	\$500	12,992	737	5.67%	\$0.68
Incentrip ATCMTD	Google Search	\$92	6,632	68	1.03%	\$1.36
Incentrip ATCMTD	Instagram	\$2,500	150,459	646	0.43%	\$3.87
		\$3,092	170,083	1,451		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Incentrip MDOT	Facebook	\$1,000	50,642	604	1.19%	\$1.66
Incentrip MDOT	Google Search	\$59	835	51	6.11%	\$1.16
Incentrip MDOT	Instagram	\$2,500	174,381	1016	0.58%	\$2.46
		\$3,559	225,858	1,671		

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
'Pool Rewards	Influencer - Sea of Blush (TikTok)	\$989	92,000	184	0.20%	\$5.38
'Pool Rewards	Influencer - Wash Probs (Instagram)	\$1,500	137,500	156	0.11%	\$9.62
Pool Rewards	Instagram	\$1,020	44,204	243	0.55%	\$4.20
'Pool Rewards	PoPville	\$650	5,000	194	3.88%	\$3.35
'Pool Rewards	WTOP.com	\$8,500	1,400,000	284	0.02%	\$29.93
		\$12,659	1,678,704	1,061		

APPENDIX D
Digital Results
Bike to Work Day

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Bike to Work Day	Brian Mitchell (WJFK)	\$6,986	525,000	105	0.02%	\$66.53
Bike to Work Day	CHOR (influencer)	\$1,500	6,200	47	0.76%	\$31.91
Bike to Work Day	Influencer - Wash Probs (Instagram)	\$3,000	278,400	150	0.05%	\$20.00
Bike to Work Day	Instagram	\$1,183	49,240	342	0.69%	\$3.46
Bike to Work Day	Pandora	\$8,000	410,000	82	0.02%	\$97.56
Bike to Work Day	PoPville	\$650	5,000	51	1.02%	\$12.75
Bike to Work Day	TikTok (Sea of Blush)	\$750	92,300	18	0.02%	\$41.67
Bike to Work Day	TikTok (Styled2be)	\$750	122,500	24	0.02%	\$31.25
Bike to Work Day	WTOP Blog	\$1,500	100,000	375	0.38%	\$4.00
Bike to Work Day	WTOP Mobile	\$1,000	660,000	80	0.01%	\$12.50
Bike to Work Day	YouTube	\$496	45,300	14	0.03%	\$35.40
		\$25,815	2,293,940	1,288		

APPENDIX E
Bike to Work Day 2022
Earned Media Placements

Bike to Work Day 2022 Media Coverage		
Television Interviews		
04/22/22	WJLA	<u>Earth Day in Everyday Routines</u>
05/19/2022	WJLA	<u>National Bike to Work Day</u>
Additional Radio/Television Coverage		
05/17/22	WHUR	<u>Bike To Work</u>
05/18/22	WUSA9	<u>Break the cycle of sitting in traffic by participating in DC's Bike to Work Day</u>
05/20/22	Key 103 Radio	<u>Bike to Work Day</u>
05/20/22	NBC Washington	<u>Bike to Work Day in the DMV</u>
05/20/22	WJLA	<u>DC area commuters shift gears for National Bike to Work Day</u>
Print/Online Coverage		
03/05/22	Active Rain	<u>Gaithersburg Bike to Work Day 2022</u>
03/15/22	The MoCo Show	<u>Annual 'Bike to Work Day' Will be Held on Friday, May 20, with Montgomery County Once Again Fully Involved</u>
03/16/22	Maryland News	<u>Bike to Work Day is returning to Montgomery County this May</u>
03/16/22	Patch (Bethesda-Chevy Chase)	<u>Bike to Work Day Returning To Montgomery County This May</u>
03/16/22	Connections Newspaper	<u>Bike to Work Friday, May 20 in Potomac</u>
03/27/22	Fairfax Alliance for Better Bicycling	<u>New Slots for Bike to Work Day Volunteers</u>
03/28/22	Prince William Living	<u>Bike to Work Day Coming in May</u>
03/28/22	The Frederick News Post	<u>Bike to Work Day registration opens</u>
03/29/22	Montgomery Daily Voice	<u>Montgomery County Gearing Up For Annual 'Bike To Work Day' Event</u>

03/29/22	Georgetown BID	Bike to Work Day
03/29/22	Bike Arlington	Celebrate Commuting in Arlington
03/29/22	Virginia Bicycling Federation	NoVA Celebrates Bike to Work Day on Friday, May 20
03/29/22	Arlington Transportation Partners	Bike to Work Day 2022
03/29/22	My MCM	Bike to Work Day Set for May 20
04/05/22	Loudoun Now	Loudoun to Host Bike to Work Day Pit Stops
04/05/22	Arlington, VA	Earth Day 2022: E-CARE, Parks Programs and More
04/08/22	Downtown DC	Bike to Work Day 2022
04/18/22	Prince George's County	Bike to Work Day
04/18/22	Happening Next	Bike to Work Day 2022
04/18/22	Loudoun Times	Loudoun County to host pit stops for 'Bike to Work Day' on May 20
04/29/22	League of American Bicyclists	How To: Celebrate Bike Month
04/29/22	Stay Happening	Bike to Work Day 2022
04/29/22	Montgomery Village	Bike to Work Day registration now open
05/02/22	Greater Greater Washington	Do you have a plan for Bike to Work Day?
05/02/22	Montgomery County Department of Transportation	Better Ways to Work!
05/03/22	CBS News	Encouraging riding instead of driving for Bike Month
05/05/22	Friends of the Blue Ridge Mountains	Happenings Around the Blue Ridge - May 5, 2022
05/06/22	Arlington Transportation Partners	5 Steps to Bike to Work This May
05/10/22	Southern Maryland News	Community Briefs
05/10/22	Wellness at NIH	Bike to Work Day 2022
05/10/22	City of Alexandria	Participate in Bike to Work Day, May 20
05/12/22	Conduit Street	Counties Celebrate Bike to Work Week
05/13/22	Volunteer Prince William	Call to Action for 5/13/2022
05/15/22	Prince William Living	OmniRide Encourages Biking to Work on May 20

05/15/22	Executive Office of the Mayor	Mayor Bowser to Host DC Infrastructure Week
05/16/22	ALXnow	Morning Notes
05/16/22	The Hill is Home	To Do List Week of May 12
05/16/22	Patch (Vienna)	Bike To Work Day Planned In 2022 With Vienna Stop
05/16/22	Patch (Del Ray)	Bike To Work Day Planned In 2022 With Alexandria Stops
05/16/22	Greater Greater Washington	A big week for biking
05/16/22	WTOP	Full speed ahead: Bike to Work Day 2022
05/16/22	MSN	Bike To Work Day Planned In 2022 With Vienna Stop
05/16/22	Washingtonian	Best Things to Do in the DC Area 5/16-5/23
05/16/22	My MCM Media	5 Things to Know Today, May 16, In Montgomery County
05/17/22	Patch (Bowie)	Bike To Work Day May 20 With Pit Stops In Prince George's County
05/17/22	Prince George's County	Bike to Work Day 2022
05/17/22	WJLA	'Infrastructure Week': DC mayor announces free Wi-Fi for Capitol Hill public housing
05/17/22	Fairfax County	Fairfax County Bike to Work Day 2022
05/18/22	Patch (Reston)	Make A Pit Stop In Reston For Bike To Work Day On May 20
05/18/22	City of Takoma Park	Celebrate National Bike Month with Takoma Park
05/18/22	DC Public Library	Library on the Go-Go Book Bike at Bike to Work Day
05/18/22	Patch (Washington, DC)	Make A Pit Stop In DC For Bike To Work Day On May 20
05/18/22	Maryland News	Here's What to Know About Bike to Work Day 2022 in the DC Area
05/18/22	Potomac Local News	Bike to Work Day is Friday: Here are some pit stops
05/18/22	EYA	How to Get Ready for Bike to Work Day
05/19/22	My MCM Media	Celebrate Bike to Work Day 2022 with Free Raffles
05/19/22	Bristow Beat	Bike to Work with OmniRide
05/19/22	Patch (Greater Alexandria)	Bike To Work Day Planned In 2022 With Belle View, Fort Belvoir Stops

05/19/22	Patch (Kingstowne-Rose Hill)	Bike To Work Day Planned In 2022 With Franconia-Springfield Stop
05/19/22	DCist	16 Virtual And IRL Things To Do Around D.C. This Weekend
05/19/22	WTOP	Are you ready to ride? Friday is Bike to Work Day
05/19/22	USA Today	Flag fix, fire starters, 'Piggie Pageant': News from around our 50 states
05/20/22	My MCM Media	5 Things to Know Today, May 20, In Montgomery County
05/20/22	District Department of Transportation	Mayor Bowser and DDOT Celebrate 100 Miles of DC Bike Lanes on Bike to Work Day
05/20/22	Axios DC Newsletter	May 20, 2022 Newsletter

Calendar Listings

730 DC	Adams Morgan BID	All Events: Greenbelt
Anacostia BID	ARL Now	Arlington Transportation Partners
Bike VA	Bike Arlington	Capital Gazette
Capitol Hill BID	Capitol Riverfront	Car Free Diet
City of College Park	City of Fairfax, VA	City of Hyattsville
DC Event Calendar	DC Inno	DC Social Guide
DCW50	District Wharf	Downtown DC
Dulles Moms	Dupont Circle	Frederick News-Post
Georgetown DC BID	Georgetown Patch	Georgetown Dish
Go Alex	goDCgo	Golden Triangle DC
Greater Washington Clean Cities Coalition	Greater Greater Washington	Greenbelt MD
Keep Prince William Beautiful	Maryland Cycling Events	Maryland Department of Transportation
Meetup	Mount Vernon Triangle DC	National Landing
NoMA BID	Prince George County, MD	Prince William, VA
Public Service Commission District of Columbia	REI	Rosslyn BID
StayHappening	Town of Leesburg	The Bay Net
The Patch DC	Toward Zero Deaths	Town of Herndon, VA
Tysons Today	Virginia Living	Virginia Bicycling Federation (NOVA)
Visit Fairfax, VA	Visit Manassas	Visit Prince William, VA

Washington City Paper	Washington DC	Washington DC Destination Guide
Washington Family, Reston	Washington Informer	Washington Jewish Week
Washington Local DMV	Washingtonian	Arlington Chamber of Commerce
Central Fairfax Chamber of Commerce	Charles County Chamber of Commerce	Loudoun Chamber of Commerce
Prince William Chamber of Commerce	Rockville Chamber of Commerce	SWBID