



Metropolitan Washington Council of Governments

**FY 2017 First Half
Marketing Campaign Summary
Draft Report**

**Commuter Connections
Regional TDM Marketing Group**

December 20, 2016



Table of Contents

Table of Contents

Executive Summary.....	1
Introduction	4
Car Free Day.....	8
Ridematching	25
Guaranteed Ride Home	34
Direct Mailer	43
Bike to Work Day	45
Employer Recognition Awards.....	46
'Pool Rewards	47
Newsletter and Federal ETC Insert	50
Appendix	
A. Performance Measures.....	52
B. Digital Advertising Results	54
C. Fall Media Schedules	55
D. Fall Media Spend.....	56
E. Car Free Day Earned Media	57
F. Car Free Day Analytics	59
G. Commuter Connections Web/Social Analytics.....	61

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between July and December 2016. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs. Through effective outreach, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

Other campaigns include the promotion of Bike to Work Day, Car Free Day, and 'Pool Rewards. Bike to Work Day, held on the third Friday in May celebrates bicycling as a clean, fun, and healthy way to get to work. Car Free Day, held on September 22, serves as an opportunity to promote alternative modes for both commute and non-commute transportation, and encourages commuters and the general public to take the pledge to use car free or car-lite transportation. 'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

Mass Marketing Campaign

The FY 2017 first half media campaign promoting Ridesharing and GRH uses advertising developed for spring FY 2016, in both audio and visual forms. Radio ads, two Rideshare and two GRH, are running for a total of seven weeks, alternating weeks between Rideshare and GRH. The GRH and RS campaigns kicked-off the last week of September and first week of October, respectively, and continues through December. The total cost of the Rideshare media buy was \$334,547.05, and the total cost of the GRH media buy was \$222,976.25. Estimated total impressions netted by the first half FY 2017 Fall Umbrella campaign are around 83.4 million.

The FY 2017 first half media campaign also included promoting GRH in the Baltimore region using advertising developed for spring FY 2016 radio. Two GRH radio ads ran for a total of eight weeks, starting mid-October through mid-December. The total cost of the GRH Baltimore media buy was \$37,496.90, and estimates to net 3.7 million impressions.

Value Add Promotions

Based on paid media, an estimated \$159,036.00 in value add was negotiated in the form of additional Rideshare and GRH exposure. Value add varies from no-charge radio ads, brief promotional messages, and banner ads on station web sites.

Messaging Strategy

The TDM Mass Marketing campaign promoted Ridesharing with a focus on quality of life - "it's never too early to form good habits." Every day offers the opportunity to make an impression on our younger generation by setting an example of good habits, and allows them to see the good that comes from starting early. While shifting driving responsibility, commuters can spend more time napping, reading, working, talking, or relaxing. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was placed on network and cable TV, with a mix of music, news, and Hispanic reach on radio stations, as well as social media.

The messaging for GRH is "for life's little emergencies." Simply by registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. By addressing the worry that using transportation alternatives will leave one stranded in an emergency, Commuter Connections positively overcomes an area of concern and opens the possibility of alternatives to SOV commuting to such an audience. GRH advertising was placed on a mix of music and news radio stations, on social media, and digital media.

Car Free Day

Radio, posters, social media, text messages, donated transit space, and earned media were used to promote Car Free Day 2016. Sponsorships netted 30 prize donations. An additional \$25,945 was negotiated in the form of value added media and promotions. In part, this year's event targeted SafeTrack-impacted commuters and employers. Pledges reached 4,497 which included the 952 college pledges raised during the Car Free Day College Campus Challenge. The total cost of the Car Free Day media buy was \$44,609.65. Total impressions netted by the FY 2017 Car Free Day campaign reached over 5.9 million.

'Pool Rewards

TV, Facebook, and LinkedIn ads are being used to promote 'Pool Rewards during the fall campaign. The campaign started October 3rd and will run through December 25th, alternating on Rideshare weeks only. The campaign is promoting the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the 'Pool Rewards media buy was \$25,000. An estimated net total of 30.5 impressions are targeted to be delivered.

Employer Recognition Awards

Winners will be honored at an awards ceremony in June 2017. An application to solicit nominees was created, mailed early December, and also made available online.

Introduction

The FY 2017 Marketing Communications Plan and Schedule, distributed to network members in September 2016, served as a tool to outline marketing plans for FY 2017. The strategy behind the FY 2017 campaign reflects the state of events for the regions' commuters and built upon findings from the following reports:

- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report.
- FY 2012-FY 2014 Commuter Connections TERM Analysis Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The first half of FY 2017 includes the following:

- The continuation of the spring FY 2016 marketing campaign that emphasizes money-savings of commuting by Ridesharing and the added free benefit of GRH in case of an unexpected emergency.
- The promotion of Car Free Day 2016 to remind commuters to explore alternative transportation options to work, school, or anywhere they need to go.
- The continuation of the 'Pool Rewards program through a TV and paid social media campaign.
- Newsletters that provide a number of articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.
- The CarpoolNow App introduction.
- SafeTrack e-notification alerts.
- A nomination brochure for the Employer Recognition Awards.
- The kick-off of the Bike to Work Day 2017 sponsor drive and development of poster concepts.
- The development of a new umbrella campaign to launch in February 2017.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (MWCOC). Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

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

Arlington County Commuter Services	North Bethesda Transportation Center
Annapolis Regional Transportation Management Association	Northern Neck Rideshare/PDC
Bethesda Transportation Solutions	Northern Virginia Transportation Commission
City of Alexandria Local Motion	Potomac and Rappahannock Transportation Commission
District Department of Transportation	Prince George's County Department of Transportation
Dulles Area Transportation Association	Rappahannock Area Development Commission
Fairfax City	Rappahannock-Rapidan Regional Commission
Fairfax Connector	TransIT Services of Frederick County
Fairfax County Office of Transportation	Tri-County Council for Southern Maryland
General Services Administration	Tysons Partnership Transportation Council
GW Ride Connect	Virginia Department of Rail and Public Transportation
LINK	Virginia Department of Transportation
Loudoun County Office of Transportation Services	Virginia Railway Express
Maryland Department of Transportation	vRide
Maryland State Highway Administration	Washington Area Bicyclist Association
Maryland Transit Administration	Washington Metropolitan Area Transit Authority
Montgomery County Commuter Services	
Montgomery County Ride On	
National Institutes of Health	

Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign are to:

- Emphasize the cost savings benefits of ridesharing, specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile ridematching and real-time ridesharing capabilities to position Commuter Connections as the trusted, convenient regional provider of ridematching services for forty years.
- Draw on the additional savings of 'Pool Rewards as another incentive within Rideshare ads.
- Drive inner core commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle and outer ring commuters, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards; incorporate human interest stories of commuters using alternative commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger demographic, Spanish, and African American.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Explore opportunities to advertise with transit and/or bus wraps.
- Reduce work trips.
- Leverage umbrella campaign value add to support SafeTrack messaging.
- Promote CarpoolNow, the real-time on demand Ridematching app.

Brand Character

Commuter Connections is a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool, along with an access to commute routes and other alternative mode options such as transit, bicycling and teleworking. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

Car Free Day 2016

Car Free Day was held on September 22nd and promoted alternative travel modes for both commute and non-commute purposes, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of CFD pledges reached nearly 4,500, a 30% increase above 2015. Some of the outreach targeted SafeTrack-impacted commuters and employers

Highlights of the Car Free Day campaign:

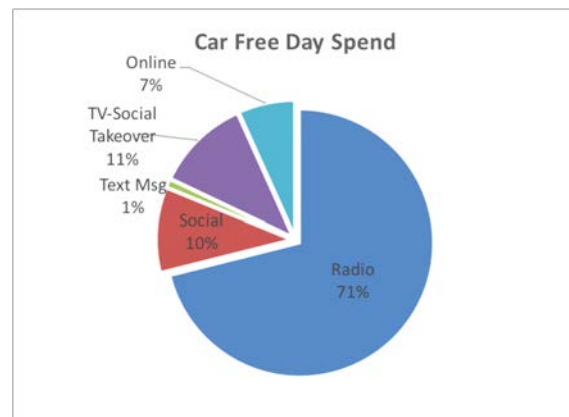
- Promotional kits were designed for business community participation, to encourage event sponsorships in the form of discounts, coupons and prizes. Kits were distributed to various associations, business improvement districts (BIDs), and chambers of commerce.
- A College Campus Challenge promotional tool kit included an email template, website content, social media recommendations, a Car Free Day flyer and logo which was distributed to colleges and universities through the Consortium of Universities of the Washington Metropolitan Area. As a result, five new colleges and universities were added to the challenge. For the second consecutive year, Georgetown University dominated the competition with 88% of the pledges.
- In tandem with MWCOG's Office of Communications, outreach was conducted that included targeted press releases that raised awareness, leveraged SafeTrack and focused on the benefits of going car free or car-lite on September 22, 2016.



Media Objectives

The Car Free Day campaign promoted more sustainable modes of transportation and raised public awareness. Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite by joining a team that fit their mobility best.

In addition to paid media of radio and text messaging, radio promotions, posters, stickers, bus kings and shelters, banner ads (both radio and on the Metro website), social media, and an earned media effort were created to bring attention to this event and drive the public to www.carfreemetrodc.org to take the pledge.



Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA

Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$31,709.65	\$37,305.48	2,220,988
Social Media	\$ 4,500.00	\$ 5,294.25	1,678,800
TV-Social Takeover	\$ 5,000.00	\$ 5,882.50	180,000
Online	\$ 3,000.00	\$ 3,529.00	352,900
Text Messaging	\$ 400.00	\$ 471.00	10,000
Total Budget	\$44,609.65	\$52,482.23	5,942,865

Car Free Days Poster

Messaging requested drivers to “Take the Free Pledge” with a call to action to extend going car-lite if it wasn’t possible to go car free. The poster displayed the alternate commute modes available and gave a call to action to visit carfreemetrodc.org to take the pledge.

CAR FREE DAY
SEPTEMBER 22, 2016

TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG

TEAM RAIL
TEAM BIKE
TEAM POOL
TEAM TELEWORK
TEAM WALK
TEAM BUS

Change things up, go car free or go car-lite by ridesharing on September 22. You could win great prizes! Take the free pledge, even if you're already car free or car-lite.

CAR FREE DAY
METRO DC

Choose the "team" that fits your mobility best and get social
#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE 9.22.16

Printed on recycled paper

The poster was modified to reference the College Campus Challenge to help grow the friendly competition and increase visibility and participation between area colleges.

CAR FREE DAY
SEPTEMBER 22, 2016

TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG

TEAM RAIL
TEAM BIKE
TEAM POOL
TEAM TELEWORK
TEAM WALK
TEAM BUS

CAR FREE DAY
CAMPUS
CHALLENGE
2016
METRO DC

Change things up, go car free or go car-lite by ridesharing on September 22. You could win great prizes! Take the free pledge, even if you're already car free or car-lite.

CAR FREE DAY
METRO DC

Join the Capital Area Car Free College Campus Challenge!
#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE

9 . 2 2 . 1 6

Printed on recycled paper

Radio

Radio informed the single occupant vehicle driving public of Car Free Day on iheart stations WIHT (99.5 Top 40) and WWDC (DC101/Alternative Rock). Both stations provided a combined value of \$18,445, 40.9% of the total Car Free Day budget. A total of 57 no-charge :30 second promotional spots over the 3-week schedule that netted 744,232 total gross impressions. Both stations also provided 728x90 and 300x250 banner ads on their station websites delivering 290,724 impressions. Value add (no charge) :10 sponsorship mentions aired weekly on another iheart station WMZQ, with Fall Fest concert ticket giveaways. Guaranteed Ride Home received a total of 1,042 mentions.

A :30 second radio spot, "A New Tune", was created for Car Free Day to encourage listeners to take the pledge on September 22nd by going to www.carfreemetrodc.org.

Car Free Day: :30 – A New Tune

Listeners were urged to take the free pledge using an alternate mode of travel. Try a new routine, something different with a light message and upbeat and fun sound effects. Listeners were reminded how free and easy it is to make the pledge to go car free or car-lite on September 22.

Radio Script

"A New Tune" :30 seconds

SFX: Sound of a train. Sound of a bus. Sound of bicycle. Sound of walking/steps. [Sounds of modes made up a beat that was fun.]

Announcer: This September 22 press play on a new routine and try something different! Go car free or rideshare. Take the free pledge today at carfreemetrodc.org for a chance to win a bicycle and other great prizes!

Car Free Day. Thursday, September 22. Visit carfreemetrodc.org.
Sponsored by Commuter Connections.

Car Free Day Social Media

Social Media was used to keep friends of the event up to date on activities prior to and after the event. Car Free Day was “liked” by over 4,100 Facebook fans. Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had over 700 followers on Twitter.



Paid Social Media Facebook and Instagram Sponsored Ads

A screenshot of a Facebook post from the 'Car Free Day' page, dated September 19 at 1:10pm. The post includes a header with 'Liked', 'Message', 'Save', and 'More' options. The main text asks if the user wants to go #CarFree on September 22nd and lists 6 reasons. Below the text is a graphic with six circular icons: 'TEAM RAIL' (train), 'TEAM BICYCLE' (bicycle), 'TEAM POOL' (car), 'TEAM TELEWORK' (laptop), 'TEAM WALK' (person), and 'TEAM BUS' (bus). The text below the graphic reads: '6 Reasons You Should Pledge For Car Free Day. Need one more reason to go car free or car-lite September 22? We've got 6! Check them out and then pledge at www.CarFreeMetroDC.org'. The source is listed as 'PLAYBUZZ.COM'. The post shows 28 likes and 22 shares, with a comment box at the bottom.

28 Likes & 22 Shares

A screenshot of a Facebook post from the 'Car Free Day' page, dated September 8 at 2:07pm. The post features a photo of people walking on a street. The text on the photo reads: 'there are 1 billion vehicles on the globe. make it one less for the day'. Below the photo, it says 'pledge for free at carfreemetrodc.org'. A logo for 'CAR FREE DAY METRO DC' with the date '9.22.16' is in the bottom right corner. The post shows 89 likes and 34 shares. A comment from Scott Gourley is visible: 'I've made it one less for the last 13 years and 4 days.' with 2 replies.

89 Likes & 34 Shares!

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
 JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
 AT CARFREEMETRODC.ORG

TWEETS 239 FOLLOWING 81 FOLLOWERS 663 LIKES 81

Commuter Connections @CarFreeMetroDC · Aug 9
 Car Free Day 2016 carfreemetrodc.org
 Take the pledge today 2 go car free/car-lite Sept 22, it's free to do!

TWEETS 268 FOLLOWING 90 FOLLOWERS 700 LIKES 158

Commuter Connections @CarFreeMetroDC · Sep 23
 Thank you to more than 4,500 people who took the Car Free Day 2016 pledge in the Washington D.C. region, up 30% from 2015.

TPB @NatCapRagTPB · Sep 22
 On this #CarFreeDay, look how much drive-alone commuting has fallen in our region since 2001.

Year	Share (%)
2001	70.9%
2004	72.4%
2007	68.9%
2010	64.2%
2013	65.9%
2015	61.0%

Commuter Connections @CarFreeMetroDC · Sep 19
 Still not sure if you're going #CarFree on September 22nd? Here are 6 reasons why you should:

6 Reasons You Should Pledge For Car Free Day
 Need one more reason to go car free or car-lite September 22? We've got 6! Check them out and then pledge at www.CarFreeMetroDC.org
playbuzz.com

NBC4 Mobile Social Referral Takeover

An estimated 90,000 impressions per day on NBC4's Facebook, Twitter and Instagram social media ran September 14th and 21st.

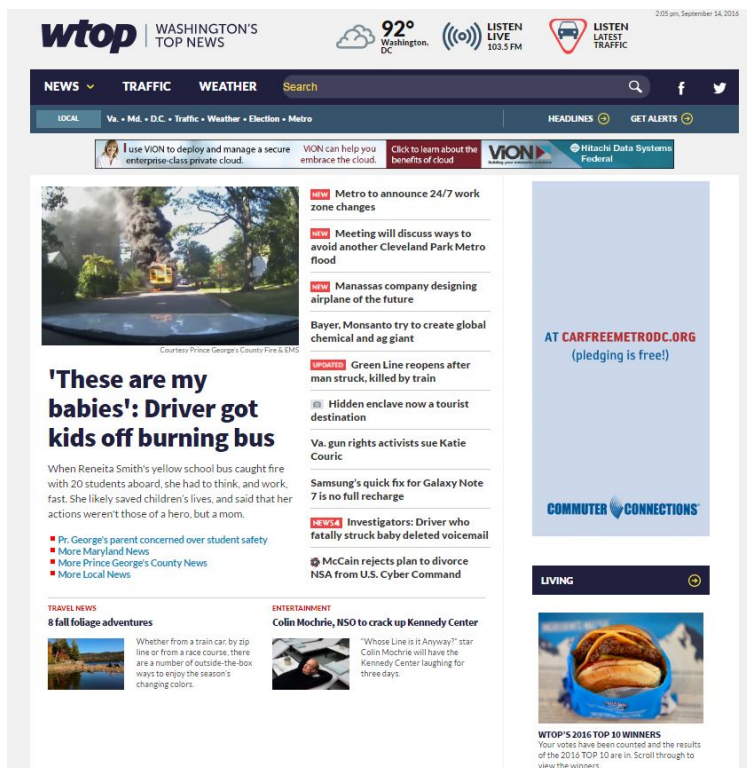
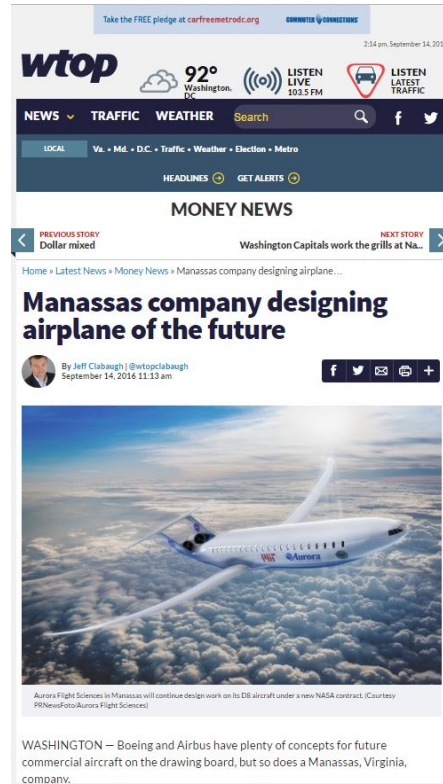
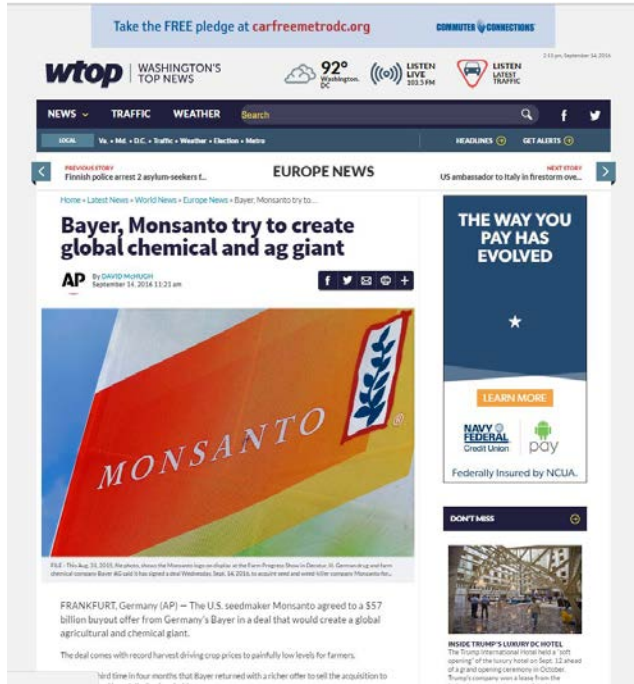


:15 Pre-Roll



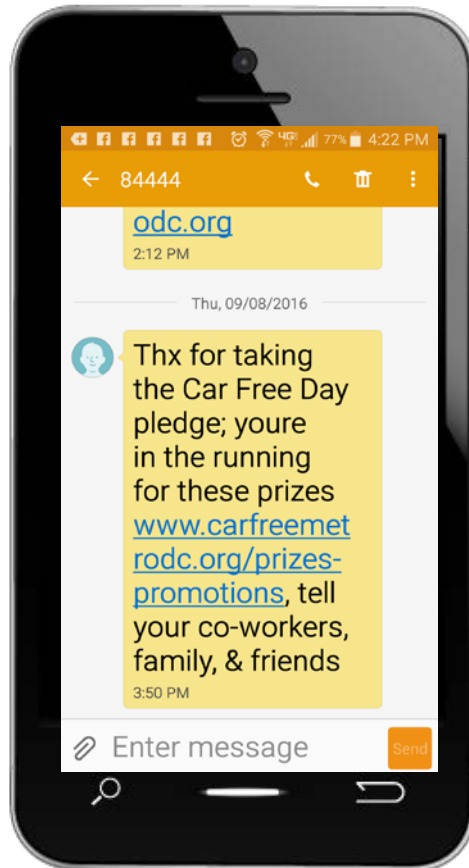
WTOP.com Digital Media

A minimum of 352,900 impressions were served run-of-site across all devices: desktop, mobile and tablet with banner ads in various sizes.



Text Messages

When event registrants took the Car Free Day pledge on carfreemetrodc.org, they could opt-in to receive text messages about the event. Messages asked them to encourage their friends, family, and co-workers to take the pledge.



Pokémon Go

The social media craze that captured imaginations around the world and generated pedestrians in pursuit of fictional Pokémon creatures was combined with Car Free Day. Leading up to September 22nd, a social media campaign by Commuter Connections challenged the general public to find Pokémon near Car Free Day sponsors, Mellow Mushroom of Adams Morgan and at select Capital Bikeshare stations around the region. The whereabouts of the Pokémon were revealed on the Car Free Day and sponsors social media sites. Participants were asked to take the pledge to go car free or car-lite at CarFreeMetroDC.org, then catch Pokémon on Thursday, September 22nd between 9:00 a.m. - 6:00 p.m.

Capital Bikeshare participating locations were Dupont Circle, Old Town Alexandria, Ballston and Montgomery College.

The collage features several social media posts and a game screenshot:

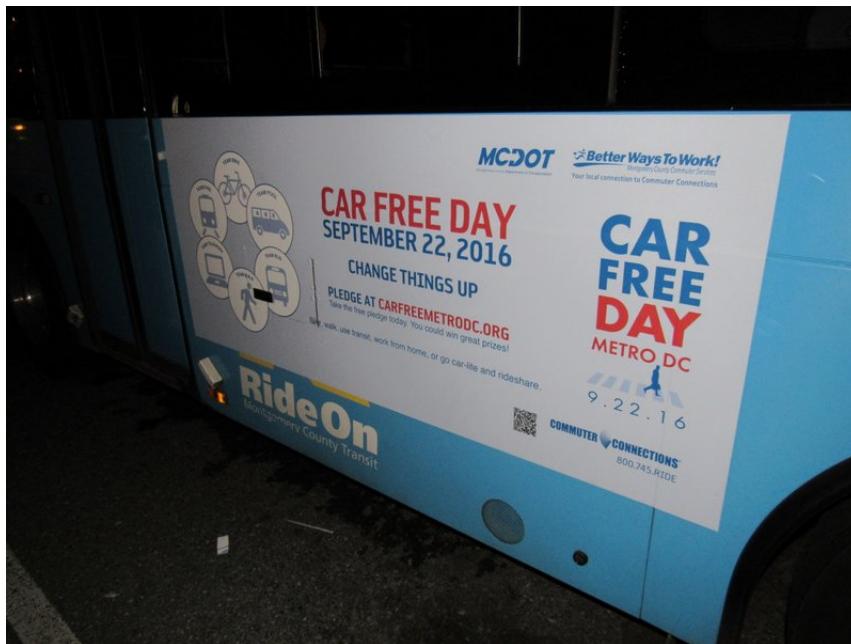
- Top Left:** A tweet from Commuter Connections (@CarFreeMetroDC) dated 7:06 AM - 21 Sep 2016. The text reads: "Join us tomorrow in playing #pokemongodc with @bikeshare! Sign up at carfreemetrodc.org and join us at the locations listed below:". Below the text is a graphic that says "catch the spirit and some Pokémon (they won't be driving either!) more pledges more lures!" and "pledge for free at carfreemetrodc.org (in select locations)".
- Top Right:** A screenshot of a Twitter profile for Mellow Mushroom (@MellowMushroom). The profile bio says: "#CarFreeDay is Thursday. Take the pledge at CarFreeMetroDC.org, telework with \$5 small cheese pizzas & free wi-fi, @CarFreeMetroDC".
- Middle Left:** A screenshot of a mobile app interface for Ballston Metro Station. It shows a circular camera view of the station entrance with a "squirtmaster001" overlay.
- Middle Right:** A screenshot of a Twitter thread from Commuter Connections (@CarFreeMetroDC) listing participating locations: "Bikeshare DC - Dupont Circle & Massachusetts Ave. There is a Gym at Dupont Circle and a Pokestop up the street. #gotcatchemall", "Bikeshare Arlington - Ballston Metro / N Stuart & 9th St N: There is a Pokestop that is in an apt building a block or so over #pokemongo", "Bikeshare Alexandria - King Street Metro Gym at the Metro station; Pokestop across the street at the Natural Amphitheatre #catchemall", and "Bikeshare Montgomery - Montgomery College / W Campus Dr & Mannakee St: Pokestop #pokestops".
- Bottom Left:** A tweet from Capital Bikeshare (@bikeshare) dated Sep 22, which says: "Are you riding with us today? Be sure to take the #carfreeday pledge and maybe catch that #pokemongo you've been looking for!". It includes a retweet of the Commuter Connections tweet.
- Bottom Right:** A screenshot from the Pokémon Go game showing a player's character on a green field with various PokéStops and Gyms.

Transit Signage

Complimentary transit ad space was donated by Arlington, Prince George's, Montgomery, and Fairfax Counties, and Metrobus. The use of Quick Response (QR) codes was used on interior cards to allow smartphone users to directly connect to the Car Free Day pledge page.

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

Montgomery County Ride On Bus Juniors and Tails



Clean Air Partners

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY 2017*. Clean Air Partners promoted Car Free Day on their web site and social media sites and encouraged its membership to take the pledge to go Car Free or Car-lite. Clean Air Partners also produced a video for the Car Free Day web site about ways to go car free or car-lite.



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

Clean Air Partners Home Page

YOUR AIR QUALITY
GET INVOLVED
AIR QUALITY FACTS
EDUCATION
SUPPORTERS
RESOURCES
ABOUT

CLEAN AIR PARTNERS
DC-MD-VA

Sign Up for AirAlerts

>

Air Quality information delivered straight to your inbox

News
Car Free Day 2016!

Trying something new has never been so easy! Clean Air Partners and Commuter Connections ask you to try a new routine and pledge to go Car Free on Car Free Day, September 22, 2016.

[Pledge](#) for a chance to win prizes from Capital Bikeshare, Crunch Fitness, Giant Food, and more!

People spend 70+ hours a year waiting in traffic. Get out of your car and try on a new transportation style for size – you can save money, improve your health, improve air quality, and increase productivity! [Pledge](#) to go Car Free on Car Free Day!

#BreatheEasy This Summer

Available on the
App Store

ANDROID APP ON
Google play

Download the Air Quality App

Spotlight

What Do You Do For Clean Air?

We're looking for local residents and businesses to share their stories on how they contribute to clean air. Do you telework or use electric lawn and garden equipment? How about taking public transportation on Code Orange and Red days? Send us an email to let ... [Read More](#)

[Send us your stories!](#)

Forecast
Current
Haze Cams

Metro Washington

	Mon	Tue	Wed	Thu
	9/12	9/13	9/14	9/15

Source: Metropolitan Washington Council of Governments

[Set as Default Tab](#)

Select Language

Air Quality Forecast Hotlines

Metro Washington: 202-589-1212

Metro Baltimore: 410-537-3247

WGL

COMMUTER CONNECTIONS

Clean Air Partners Video



Try something new. **TAKE the PLEDGE.**
#CarFreeDay, coming September 22!



#CarFreeDay

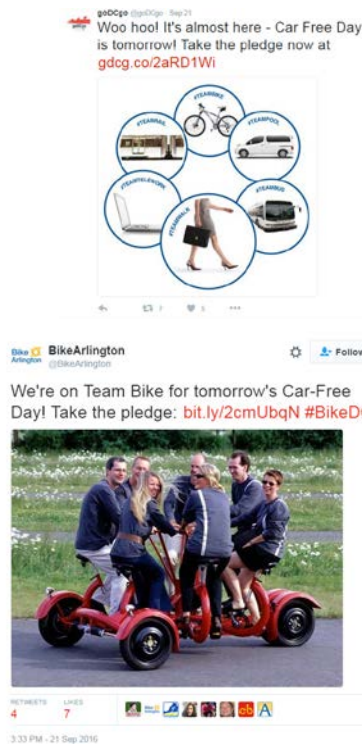
Earned Media

Media coverage of Car Free Day was through a collaborative outreach effort with MWCOG’s Office of Communications. Outreach was conducted that included targeted press releases that raised awareness, leveraged SafeTrack and focused on the benefits of going car free or car-lite for 2016 CFD. The following press releases were pitched to media outlets around the region:

- **Calendar Listing:** August 19, 2016; “Car Free Day 2016—Take the pledge to go car free or car-lite at www.CarFreeMetroDC.org.”
- **Press Release #1:** August 30, 2016; “Car Free Day Registration Opens – Metropolitan Washington Gets Ready to Green the Commute on September 22”. Press release announced the official opening of registration for CFD as well as information about SafeTrack Surge #9.
- **Press Release #2:** September, 19, 2016; “Regional Businesses, Transit Agencies Support Upcoming Car Free Day, Sept. 22 – Residents Who Take Car Free Day Pledge Eligible for Great Prizes”. Press release announced sponsor donated raffles prizes and taking the pledge to go Car Free or car-lite to circumvent SafeTrack Surge #9.

Following each press release, the publicity team conducted a series of coordinated media pitches to secure interviews and news stories. Resulting in 40 earned media placements, including:

- 37 Print/Online
- 2 Radio Interviews
- 1 Television Interview



Prizes

Each event registrant who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following sponsor donated prizes. Social media posts also mentioned businesses who donated prizes.

- **1 Year Gym membership (\$600)**, courtesy [Crunch Fitness – Reston, VA](#)
- **Capital Bikeshare annual memberships**, courtesy [goDCgo](#)
- **Commuter train round-trip passes**, courtesy [Virginia Railway Express](#)
- **Fall Fest concert pair of tix and backstage passes**, courtesy [WMZQ and iheart radio](#)
- **KIND Healthy Snacks gift bag**, courtesy [KIND](#)
- **Pizzeria Restaurant \$25 gift cards**, courtesy [Mellow Mushroom Adams Morgan](#)
- **SmarTrip cards with \$25 in fare**, courtesy [Washington Metropolitan Area Transit Authority](#)
- **Supermarket \$25 gift cards**, courtesy [Giant Food](#)
- **\$50 bike shop gift card**, courtesy [The Bike Rack](#)



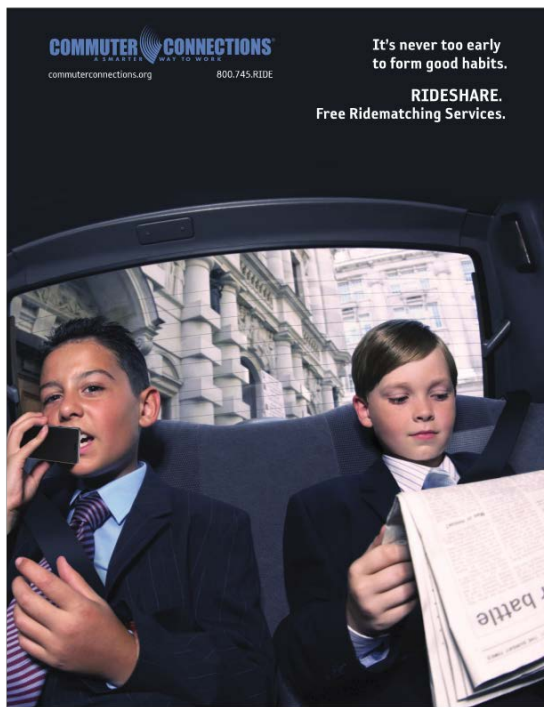
Fall 2016 Campaign

The Fall Media campaign promoting GRH and Ridesharing started at the end of September, and will run through December. Radio is the primary media for the campaigns with spots running for a total of fourteen weeks.

Ridematching Campaign

Messaging Strategy

The first half of the FY 2017 Rideshare campaign messaging “it’s never too early to form good habits” is relatable and fun, inviting the young, and young at heart, to use ridesharing options as early adopters. The ads place ridesharing among the good choices people make, leading to happy, reliable and improved commutes, with money-saving benefits.



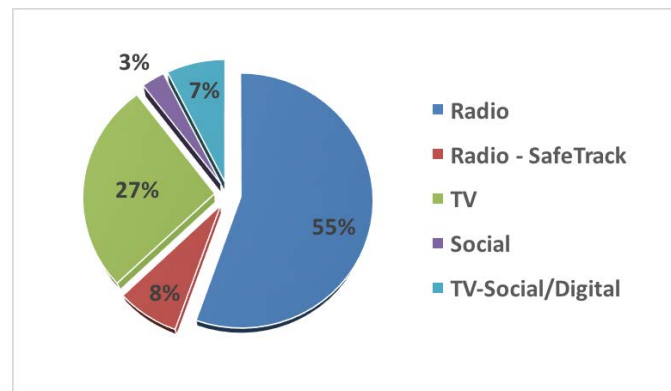
Media Objectives: Rideshare

The fall media campaign is promoting the Ridematching program using a mix of traditional approaches to maintain and increase awareness of shared ride modes, retain current ridership in these modes and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV corridors, due to severe highway congestion and fewer transit options.

Target market (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with 100+ employees (80%), with 1,000+ employees (45%)
- Work for federal agencies (67%) and private sector (20%)

Geographic Targeting
Washington D.C. DMA



Rideshare Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$186,027.60	\$218,856.00	47,313,970
Radio - SafeTrack	\$ 25,000.20	\$ 29,412.00	23,200,300
Television	\$ 89,930.00	\$105,800.00	32,800,500
TV-Social/Digital	\$ 24,926.25	\$ 29,325.00	2,600,000
Social Media	\$ 9,870.00	\$ 11,612.05	1,678,800
Totals	\$335,754.05	\$395,005.05	107,593,570

Radio

Radio is the anchor media for the Rideshare campaign, with a mix of stations including music, news, and Hispanic.

- WTOP (103.5 News/Talk)
- WFRE (99.9 Country)
- WFMD (930 AM News/Talk)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)
- WIHT-FM (99.5 Top 40)

The Rideshare radio campaign is alternating for seven weeks, starting October 3rd through December 31st. The following ads are promoting the Ridematching program in both English and Spanish languages:

Ridesharing :30 "Kids Stock Market" English

Girl: (SFX: newspaper pages) Did you hear what the market did yesterday?

Boy: (SFX: slurping) Yeah, it really took a hit...

Girl: (SFX: newspaper pages) So glad I diversified.

Boy: What're you in?

Girl: (SFX: newspaper pages) I have two new baseball card packs with high expectations, and a coin collection worth a bundle. My piggy bank is full too!

Boy: Impressive!

Girl: I owe it all to ridesharing. Get a buddy or two and spend 1/2 or less.

Announcer: It's never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stock Market” Spanish

Niña: ¿Oíste lo que hizo hoy el mercado de valores?

Niño: Sí viestes? recibió un golpe...

Niña: Estoy contenta de haber diversificado.

Niño: En que?

Girl: Tengo dos nuevos paquetes de tarjetas de béisbol con altas expectativas,

Boy: ¡Wow Que Bueno!

Girl: Se lo debo a viajes compartidos.

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

Ridesharing :30 “Kids Stressed Out” English

Girl: I think I’ve aged like 3 months, I’m SO stressed!

Boy: Yeah, me too! I mean I was... but I got it together!

Girl: How?... Yoga? Therapy?

Boy: Actually... ridesharing. I can sit back and chill.

Girl: That’s great!

Boy: I’ve definitely de-stressed. Look at this face... And I’m even caught up on Real Housekids.

(giggles)

Announcer: It’s never too early to start good habits. Ridesharing saves you money and gets you to work without the stress. Rideshare. Sign up is free at commuterconnections.org, or call 800.745.RIDE.

Ridesharing :30 “Kids Stressed Out” Spanish

Niña: (sfx: exasperación) Creo que he envejecido como tres meses, estoy tan estresada!

Niño: ¡Sí yo también! Bueno estuve ... pero ya estoy tranquilo!

Niña: ¿cómo?... ¿meditación? Yoga? Terapia?

Niño: En realidad... compartiendo un viaje.

Niña: Wow! Eso es genial!

Anunciante: Nunca es demasiado temprano para empezar buenos hábitos. Rideshare ahorra dinero y llegas al trabajo sin estrés. Rideshare. Regístrate gratis en commuterconnections.org, eso es commuterconnections.org, o llama al 800.745.7433.

SafeTrack Reports

The SafeTrack plan is a massive yearlong effort to improve safety, and service reliability throughout the Metrorail system. The extensive track work is being performed on an accelerated basis,

completeing repair work in one year what would normally take three. Safety surges require some complete station closures, and single-tracking on various segments of the rail system for several weeks at a time, even including rush hour.

The logo for SafeTrack, featuring the word "SafeTrack" in a white, sans-serif font on a black rectangular background.

WTOP-FM wrote, produced, and aired 20 total :30-second SafeTrack Transit Reports adjacent to a :30-second Commuter Connections SafeTrack radio spot, weekdays for four weeks during the Rideshare radio campaign, September 19th through October 14th.

The SafeTrack Transit Reports were created to assist with advising commuters and employers about the repair work and how Commuter Connections can provide alternative solutions such as ridematching, commuter rail, bus, telework, bicycling and walking.

All editorial content included a **:05 lead-in billboard**:

The SafeTrack Transit Report, brought to you by Commuter Connections.

SafeTrack :30 Radio Ad

Metrorail SafeTrack is continuing in the region. Single-tracking or station shutdowns on certain segments will occur for specified weeks at a time. Crowding and longer wait times are expected. Shuttle bus service will bridge gaps for all station closures. Other travel options are recommended. Commuter Connections can help you find free rideshare options and information on bus, commuter rail, cycling, walking, and telework. Visit commuterconnections.org, or call 800 745-RIDE.

Value Add

Rideshare

In addition to paid media spots, an estimated \$74,455 was negotiated in no charge promotional media. Select radio and TV stations are providing bonus spots at no charge. Radio no charge :30 spots are being used to promote SafeTrack and the new dynamic Rideshare App, CarpoolNow.

CBS Radio stations, WPGC and EL Zol, provided an interview with COG's Nicholas Ramfos and Jose Diaz.

SafeTrack Surges Value Add :30

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

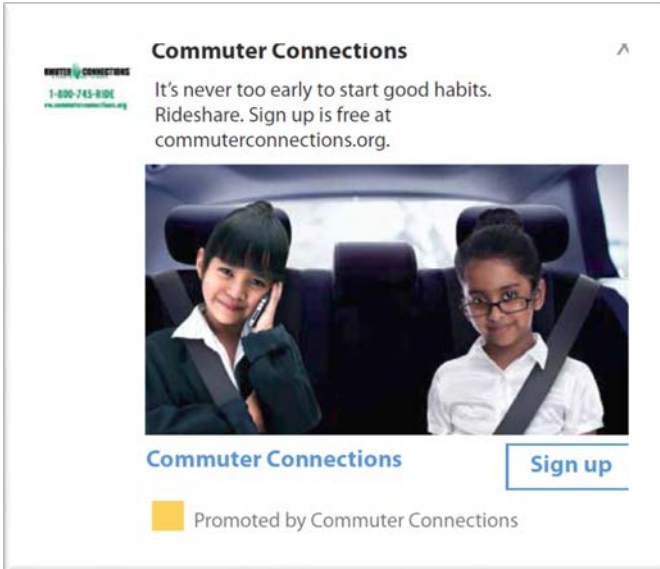
Commuter Connections has options! From our new CarpoolNow dynamic carpooling app to bus, bicycling, and telecommuting – we have great alternatives to get you over this hump. As always, Commuter Connections services are free!

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

Social Media Advertising


Social Media advertising utilizing Facebook, Instagram, and Twitter sites, is promoting the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences within the region. Banner ads will be posted for seven weeks, from October 3rd through the end of December, with performance monitoring and optimization throughout the campaign.

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



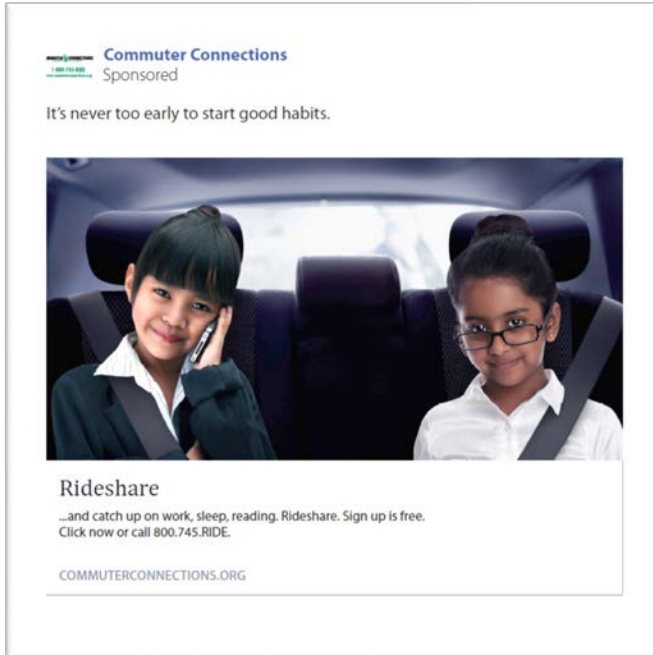
Commuter Connections
1-800-745-RIDE
commuterconnections.org

It's never too early to start good habits. Rideshare. Sign up is free at commuterconnections.org.




Commuter Connections [Sign up](#)

Promoted by Commuter Connections



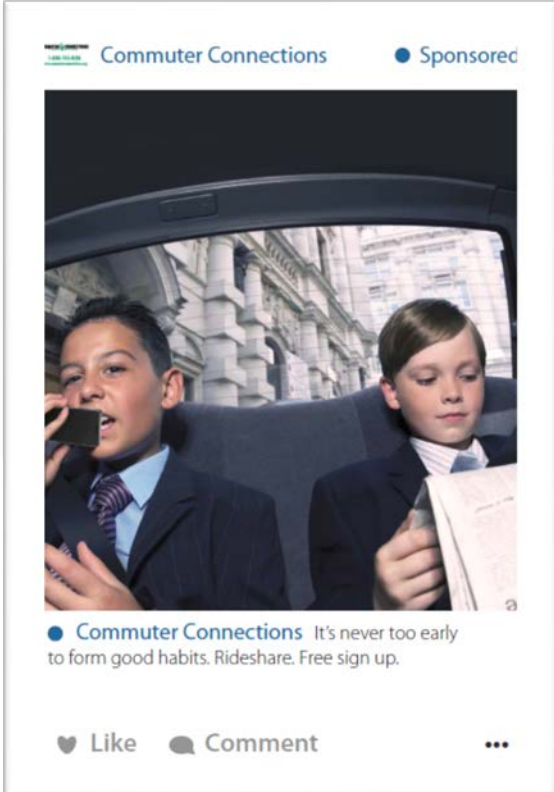
Commuter Connections
Sponsored
1-800-745-RIDE

It's never too early to start good habits.

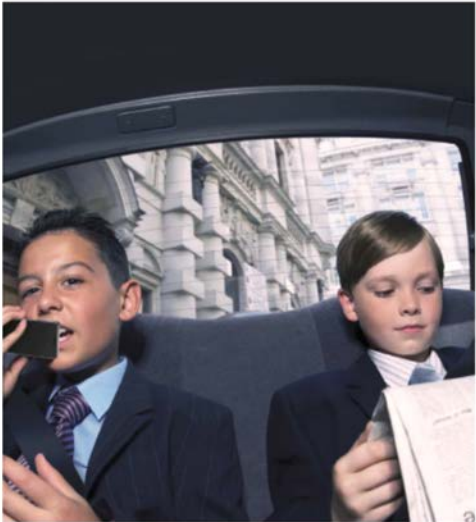


Rideshare
...and catch up on work, sleep, reading. Rideshare. Sign up is free. Click now or call 800.745.RIDE.

COMMUTERCONNECTIONS.ORG



Commuter Connections Sponsored



Commuter Connections It's never too early to form good habits. Rideshare. Free sign up.

Like Comment

Television

The Rideshare Television NBC4 campaign is alternating every other week from October 3rd through December 31st.

Ridesharing :30 "Save your Sanity"



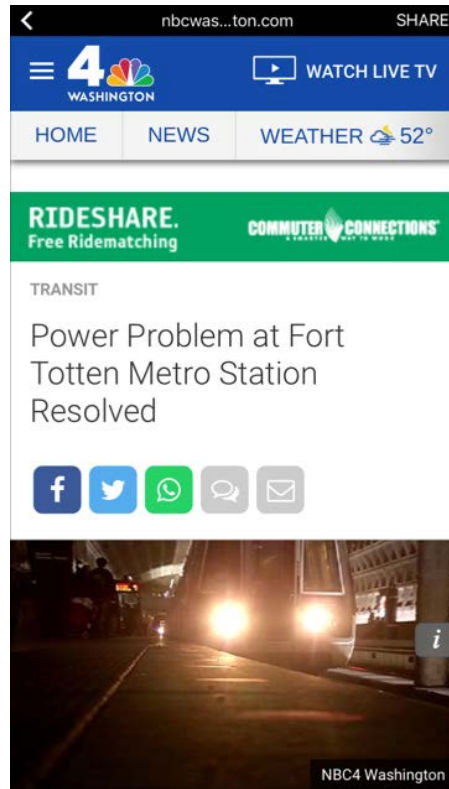
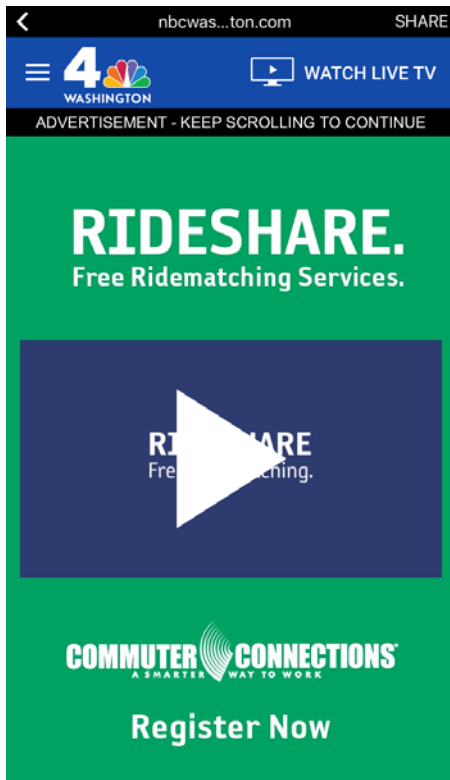
COMMUTER CONNECTIONSSM
A SMARTER WAY TO WORK

commuterconnections.org

800-745-RIDE

Television - Social Media Advertising

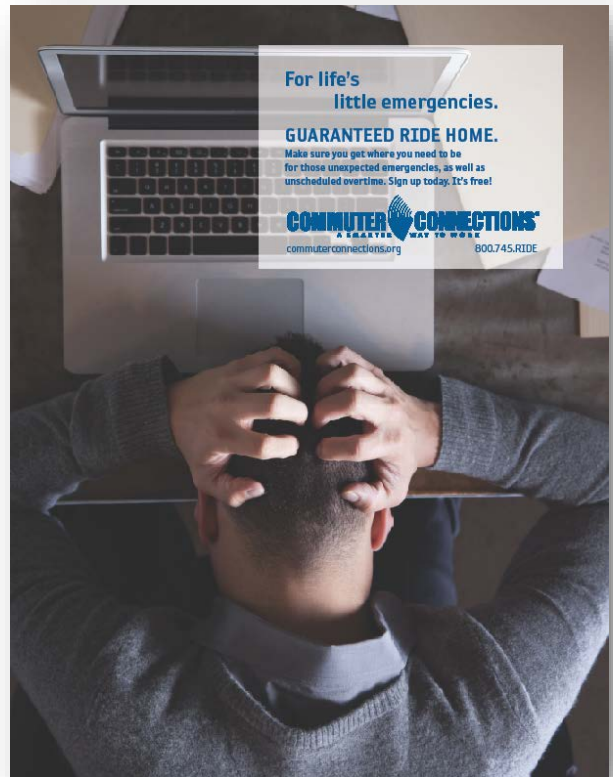
NBC 4 ran three social media mobile takeovers for one day in October, November, and December to promote Ridematching. Each social media takeover included a :15 Rideshare pre-roll video in addition to static ads in various sizes. Geo-targetting capabilities allow Ridematching messages to reach audiences throughout the region.



Guaranteed Ride Home Campaign

Messaging Strategy

The first half of the FY 2017 campaign messaging is “for life’s little emergencies. Recorded 30 second spots reinforce the assurance that GRH provides a free guaranteed way to get home in case of an unexpected emergency, illness, or unscheduled overtime.



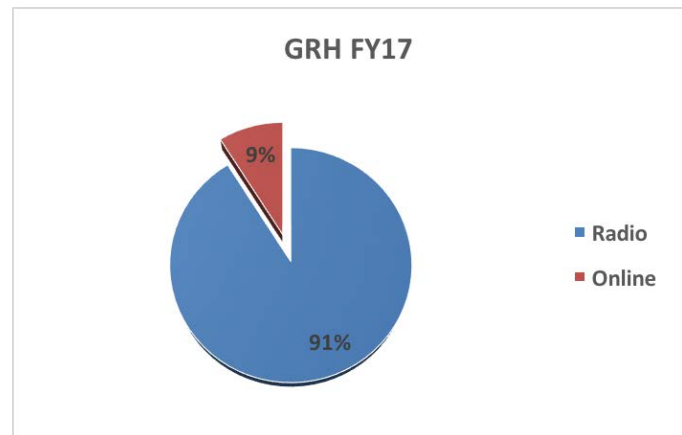
Media Objectives: Guaranteed Ride Home

The campaign is focusing on raising awareness of the GRH program among commuters and increasing registrants. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an unexpected emergency.

Target market

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

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



Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$202,975.75	\$238,795.00	46,426,680
Online	\$ 20,000.50	\$ 23,530.00	76,088
Totals	\$222,976.25	\$262,325.00	46,502,768

Radio

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

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 AC)
- WMZQ (98.7 Country)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)

The GRH radio campaign started in early October and is running every other week through the end of December 2016. The following spots are promoting GRH for the first half of FY 2017, every other week over a seven week span.

Guaranteed Ride Home :30 “Working Late”

Sfx: copier machine

Copy. Copy. Copy.

(Copier jam.)

(Husband frustrated talking out loud to himself):

Why does everything break when I have a deadline?

Sfx: Phone dial / ring / pickup

Wife: Hi honey

Husband: Hey babe, my boss wants this report done before I leave. Gonna be here for a while.

Wife: Awwh... seriously. Can you make the last bus?

Husband: That’s the good part, I Signed up for Guaranteed Ride Home. Everyone here loves it!

Wife: Ahh, Great!

Husband: And, it’s free! ...What’s not to love.

Announcer: Guaranteed Ride Home, for life’s little emergencies. Sign up at commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Baby”

SFX: (phone dialing)

Male: Hey babe..

Female: (sfx heavy breathing.) Honeyyyy... The baby’s coming.

Male: What?

Female: (breathlessly) I think the baby’s coming.

Male: NOW? You have 3 weeks to go.

Female: (sfx breathing in & out) I’m telling you, you need to come now!

Male: I.... can't. I carpoled.... (sfx expletive bleep)

Female: (sfx breathing heavily) Remember Hon, Guaranteed.

(sfx breathing heavily) Ride.

(sfx breathing heavily) Home.

Announcer: If you sign up for Guaranteed Ride Home, we make sure you get where you need to be for life's little emergencies as well as unscheduled overtime. Sign up today for free at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

Value Add

In addition to paid media spots, an estimated \$69,461 (an additional 31.1%) was negotiated in no charge promotional media. All radio stations will provide no charge bonus spots and banner ads promoting SafeTrack and the new dynamic rideshare app, CarpoolNow.

WTOP.com is running several different sized banner ads.



The screenshot shows the WTOP.com website interface. At the top, there is a navigation bar with the WTOP logo, "WASHINGTON'S TOP NEWS", weather information (57° Washington, DC), and radio streaming options (LISTEN LIVE 103.5 FM and LISTEN LATEST TRAFFIC). Below the navigation bar, there are tabs for NEWS, TRAFFIC, WEATHER, and a search bar. The main content area features a "NATIONAL NEWS" section with a headline: "Another earthquake hits Oklahoma area shook by major temblor". The article is attributed to AP (The Associated Press) and dated November 2, 2016. To the right of the article, there is a vertical advertisement for CarpoolNow, which includes the text "CarpoolNow with our free app!" and a "CLICK HERE" button. The advertisement also features an image of a woman using a smartphone.

Digital Advertising

Mobile/web advertising is running on WTOP's digital sites to promote the GRH program. Banner ads, reinforce the benefits of the GRH program to audiences in Washington DC regions, for thirteen weeks from October through December. Performance is monitored and optimized throughout the campaign.

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

WTOP.com Ads

The screenshot shows the WTOP.com website interface. At the top, the WTOP logo is on the left, followed by "WASHINGTON'S TOP NEWS". To the right, there are weather and radio station icons: "57° Washington, DC", "LISTEN LIVE 103.5 FM", and "LISTEN LATEST TRAFFIC". Below this is a navigation bar with "NEWS", "TRAFFIC", "WEATHER", and "Search". A secondary navigation bar includes "LOCAL", "Va. • Md. • D.C. • Traffic • Weather • Election • Metro", "HEADLINES", and "GET ALERTS". The main content area features a "NATIONAL NEWS" section with a "PREVIOUS STORY" link and a "NEXT STORY" link. The primary article is titled "Another earthquake hits Oklahoma area shook by major temblor" by AP, dated November 2, 2016. The article text describes a magnitude 4.5 earthquake in Pawnee, Oklahoma. To the right of the article is a CarpoolNow advertisement. The ad has a blue header with the text "CarpoolNow with our free app!" and a carpooling icon. Below this is an image of a woman using a smartphone displaying the CarpoolNow app. At the bottom of the ad is the "COMMUTER CONNECTIONS" logo and a "CLICK HERE" button.

GRH Baltimore Media

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

Target market for Baltimore Metropolitan Region

[2013 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#) :

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

Geographic Targeting

Baltimore, MD DMA

GRH-Baltimore Fall Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$ 37,500.00	\$ 37,496.90	3,701,150
	\$	\$	
Totals	\$ 37,500.00	\$ 37,496.90	3,701,150

Radio

Radio served as the anchor media for the GRH Baltimore campaign. Station types included a mix of sports, news, and music:

- WBAL (WBAL Radio 1090 AM News/Talk)
- WPOC (93.1 New Country)

The GRH Baltimore radio campaign started October 17th and ran every week, except the week of November 7th, through December 18, 2016. The ads ran for a total of eight weeks on air. The following spots promoted GRH for the first half of FY 2017:

Guaranteed Ride Home :30 “Working Late”

Sfx: copier machine
Copy. Copy. Copy.
(Copier jam.)
(Husband frustrated talking out loud to himself):
Why does everything break when I have a deadline?

Sfx: Phone dial / ring / pickup

Wife: Hi honey

Husband: Hey babe, my boss wants this report done before I leave. Gonna be here for a while.

Wife: Awwh... seriously. Can you make the last bus?

Husband: That's the good part, I Signed up for Guaranteed Ride Home. Everyone here loves it!

Wife: Ahh, Great!

Husband: And, it's free! ...What's not to love.

Announcer: Guaranteed Ride Home, for life's little emergencies. Sign up at commuterconnections.org. Some restrictions apply.

Guaranteed Ride Home: :30 “Baby”

SFX: (phone dialing)

Male: Hey babe..

Female: (sfx heavy breathing.) Honeyyyy... The baby's coming.

Male: What?

Female: (breathlessly) I think the baby's coming.

Male: NOW? You have 3 weeks to go.

Female: (sfx breathing in & out) I'm telling you, you need to come now!

Male: I... can't. I carpooled.... (sfx expletive bleep)

Female: (sfx breathing heavily) Remember Hon, Guaranteed.
(sfx breathing heavily) Ride.
(sfx breathing heavily) Home.

Announcer: If you sign up for Guaranteed Ride Home, we make sure you get where you need to be for life's little emergencies as well as unscheduled overtime. Sign up today for free at commuterconnections.org, or call 800.745.RIDE. Some restrictions apply.

Value Add

In addition to paid media spots, an estimated \$13,120 was negotiated in no charge promotional media. Both radio stations provided no charge bonus spots. Commuter Connections is estimated to receive 740,230 impressions.

Spring 2017 Campaign

Direct Mail

This first element of the new FY 2017 campaign will be delivered to 500,000 households within the metropolitan Washington region in December. The mailers promote Ridematching and GRH programs, the new dynamic Rideshare app CarpoolNow and remind residents that they may be eligible to participate in 'Pool Rewards. Recipients are households within the MWCOG footprint, ages 25-54 with annual incomes \$75,000 and above. Mailers included a postage paid reply mechanism containing a dual Ridematching and GRH application form. Commuters were also encouraged to go online to commuterconnections.org to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total Cost including printing, mailing list purchase and postage was \$86,990.

Rideshare Mailer

A couple of clicks is all it takes!

Defray the cost of gas, tolls, and parking, and raise your enjoyment levels!
The new 250 Park & Ride Lots in the area make great meeting points - there are majorly offer free parking.

Register for Ridematching or Guaranteed Ride Home at commuterconnections.org!

- 1 Simply visit commuterconnections.org.
- 2 Once you create an account and sign up to rideshare, you'll receive an instant list of potential partners.
- 3 Simply reach out to these easy-to-use list of potential partners. It's that easy!
- 4 Added Bonus: Guaranteed Ride Home. When you carpool, vanpool, bike, walk or take public transit to work at least once a week, you're eligible for the Guaranteed Ride Home program*. If an unexpected emergency or unscheduled service occurs, we'll arrange for you to get home for free up to four times a year!

Register for Free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or receive your materials via mail by filling out the application above. For questions, call 800.745.8288. You may also use our online hotline board to locate carpool/vanpool partners.

By registering with Commuter Connections, your contact information will be stored in our secure, compatible database.

If you currently drive alone to work, sign up today to form a new carpool or vanpool with **POOL REWARDS**. Vanpools may be subsidized by \$200 per month per van, and carpools receive up to \$100 in cash over a 90-day period. Visit commuterconnections.org.

Download **CarpoolNow**, our free, real-time carpooling app and catch a ride along your route!

Free Ridematching and Commuter Services

Free Ridematching and Commuter Services

Guaranteed Ride Home Mailer

problem.

solved.

FREE GUARANTEED RIDE HOME. Register or renew today!
Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:
Commuter Connections can sign you up for a Guaranteed Ride Home® (GRH) - a FREE reliable ride home if an unexpected emergency or unscheduled overtime occurs. (By car, carpool, taxicab, public transit, bicycle, or walk to work). Sign up today and insure your ride home!

For a free call to get you home up to four times each year!
Monday through Friday from 6 a.m. to 10 p.m.
Commuter Connections in Washington or Baltimore regions.

Annual Online Ridematching Service Available
We can reduce the frustration of your commute and finding someone to ride with by free and easy connections.

Get Guaranteed Ride Home or Ridematching - today!

To obtain this program simply visit: comconnections.org to get started or fill out the form above.

Ridematching and you can go online to the on-line website of potential ride partners today.

There is absolutely no cost or commitment for questions, call 1.800.745.8028.

Sign up today to
if the service
y month per
to cash over a
ttda.org.

EWARDS
Taxes & Credits

Download
Commuter
Connections,
our free, real-time
carpooling app
and catch a ride
along your route.

Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual sponsorship drive in November 2016 for the May 2017 Bike to Work Day event. Letters were sent and phone calls were made to past and prospective sponsors. Commuter Connections has secured three sponsors to date totaling \$6,000. Silver – Bike Arlington, and Bronze - General Dynamics and Arlington Transportation Partners. The Sponsorship Drive will remain open until the end of January 2017.



Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute and/or telework programs to assist their employees. Winners and nominees will be honored at the twentieth annual awards ceremony in June 2017. A nomination brochure for the 2017 awards was developed and distributed in early December. The application form was also made available online.

Nomination Brochure

Awards are given in the following categories:

INCENTIVES
Employers who provide exceptional benefits, incentives, and amenities to make using alternative transportation modes easier and more attractive than driving alone.

MARKETING
Employers who develop creative and innovative ways of promoting and championing the use of alternative commuting options within the workplace.

TELEWORK
Employers who initiate or expand a successful telework program.

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



2017 WINNER
EMPLOYER RECOGNITION AWARDS

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

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

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

RIDESHARING
Promoting Commuter Connections' free Ridematching services for carpools and vanpools, or providing your own on-site employee

A bit about last year's 2016 winners:

MARKETING
MITRE Corporation, McLean, VA

The MITRE Corporation is a private not-for-profit company that operates federally funded research and development centers for the U.S. government. Of MITRE's 3,820 employees in the Washington, D.C. region, 890 (23%) participate in commute alternatives; 279 (7%) use public transit; 149 (4%) use car/vanpools; 107 (3%) bike or walk; and 355 (9%) telework five days a week.

MITRE promotes its commute program through weekly employee emails, electronic signage, transportation articles and an intranet page. Employees are provided with commuter links and resources, including an internal message board for car/vanpool users, notices of upcoming events, the Guaranteed Ride Home (GRH) program, and timetables for the company's dedicated Metro and interoffice shuttle. Display tables are regularly set up outside the cafeteria to promote alternative commuting and answer employee questions.



2

PASS IT ON



20 YEARS 1997-2017 EMPLOYER RECOGNITION AWARDS

...rda, MD

... insurance and risk retention group, nearly 1,300 schools, colleges, and ... UE employs 165 people, with 60 ... rotation an average of 4 days per week ... average of 3 days per week.

... the impact of time demands on ... telework to improve employees' ... the Firm's ability to attract new hires. ... employees complete a survey to help ... for them. For those who telework, UE ... "brown bag lunches" every other month ... and program challenges. Employees ... supplied with a computer, dual ... toward for phone/Internet charges. In ... sion by all top-performing staff, UE ... to include both hourly and



'Pool Rewards



Fall Campaign

A paid TV and social media campaign is running in the fall promoting the benefits of the 'Pool Rewards program. 'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives.

Message Strategy

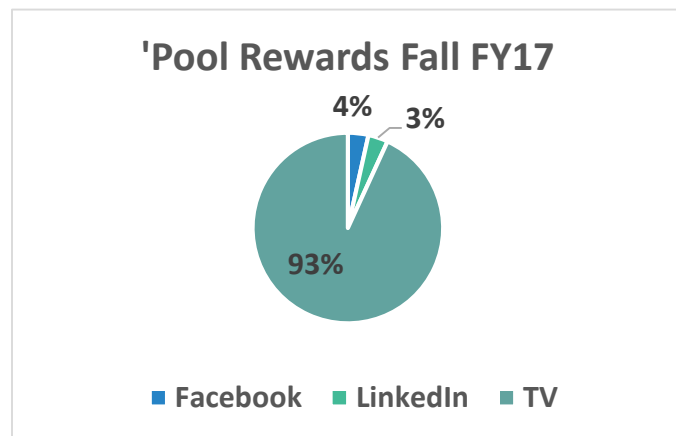
The ads are running on alternate Rideshare weeks, October 17 through December 25. The ads encourage commuters to find a partner to start a new carpool/vanpool; mention the incentive offered; and encourage commuters to contact Commuter Connections.

Target Market

Rideshare demographics (see pg. 24)

Geographic Targeting

Washington D.C. DMA



'Pool Rewards Fall Budget	MWCOG Cost	Gross Cost	Impressions
TV	\$23,290.00	\$27,400.00	29,800,000
Facebook	\$ 870.00	\$ 1,023.55	750,000
LinkedIn	\$ 840.00	\$ 988.26	580,000
Totals	\$25,000.00	\$29,411.81	31,130,000

'Pool Rewards TV Ad



'Pool Rewards Facebook Ads

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

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

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

'POOL REWARDS
It pays to rideshare

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

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

10 people reached

Like Comment Share

Write a comment...

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

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

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

'POOL REWARDS
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[HTTPS://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/](https://TDM.COMMUTERCONNECTIONS.ORG/MWCOG/) **Sign Up**

53 people reached

Like Comment Share

Write a comment...

LinkedIn Ads

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

'POOL REWARDS
It pays to rideshare

Where else would you get paid to be a passenger?
Sign up for 'Pool Rewards!

'POOL REWARDS
It pays to rideshare

Commuter Connections Newsletter and Federal ETC Insert

The summer and fall editions of the Commuter Connections newsletter were produced during the first half of FY 2017. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert were distributed in PDF form to Federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

Fall 2016 Newsletter and Federal ETC Insert

COMMUTER CONNECTIONS
TRANSIT IS THE WAY

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

WHAT'S INSIDE

- 1 Commuter Connections
- 2 Commuter Connections
- 3 Metro's New Company For the 2017 Employee Transportation Survey
- 4 Silver Line Park Introduces Bike Sharing
- 5 Research & Transportation Commission Turns 30

SAFETRACK ROLLS ALONG AS COMMUTERS FIND ALTERNATIVES

Ten SafeTrack surges are complete, and five remain. Metro's accelerated track work plan which started June 2016 will continue its system rehabilitation through April 2017 to improve safety and reliability. The SafeTrack plan packs three years of work into less than one year, by expanding maintenance time on weeknights, weekends and midday hours. All except one of the remaining surges will be of the single-track variety. Surge number thirteen, Pentagon to Rosslyn will be the lone line segment shutdown as Metro's track work continues its progress.

Commuter Connections encourages Metrorail riders to prepare in advance for upcoming surges that will affect their daily commute. "If your surge is on the remaining schedule, our expertise can help provide assistance about alternative ways of getting to and from work," said Director Nicholas Ramfos. "To avoid any last minute confusion, it's best for commuters to start testing their options now and become familiar with them in advance of track work."

Continued on page 2

COMMUTER CONNECTIONS LAUNCHES CARPOOLNOW APP

This fall, Commuter Connections launched CarpoolNow, a new ridesharing app that gives commuters in the Washington metropolitan region the ability to carpool on-demand in real-time, connecting users who are offering a ride with those seeking a ride. It also displays routes, estimates pickup times, and confirms pick-up and drop-off locations.

Commuter Connections' CarpoolNow can be used to start a new carpool or join an existing one, but unlike for-profit apps such as Uber and Lyft, CarpoolNow's focus is primarily on commuting, and it's no cost to use for both driver and passenger(s).

Continued on page 3

FEDERAL ETC UPDATES

Employee Transportation Coordinator

FEDERAL EMPLOYEES OFFERED DEBIT CARDS FOR TRANSIT FARE PURCHASES

The U.S. Department of Transportation (DOT) was one of the first government agencies to embrace transit benefits when it began distributing fare subsidies to employees in the 1990s. In fact, DOT's leadership with TRANServe won an Organization Achievement Award from Commuter Connections in 2003. Today, DOT has introduced an effective and cost-efficient way for government employees to receive their monthly transit benefit through the use of federal debit cards. The TRANServe Debit Card is a Visa branded electronic fare media card which makes it easier for federal employees to choose commuting options that improve air quality and reduce traffic congestion.

Under the program, government employees use a personalized Visa® debit card to purchase fare media from a ticket agent, online, or at a station kiosk. This saves the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs. Unused benefits will be returned to the government automatically, which could lead to additional savings.

This process also allows greater oversight through monthly reports detailing where benefits are purchased and used. Lost cards can be quickly canceled and easily replaced, further safeguarding government funds.

To read more about the TRANServe Card visit <http://transerve.dot.gov/debit-card.html>

Commuter Connections E-Newsletter

The summer and fall 2016 editions of the Commuter Connections e-newsletters were distributed to the same recipients as the print version.

Not coming through? Click here to [view in browser](#).



The Commuter Information Source
for MD, VA, and Metropolitan D.C.



SafeTrack Rolls Along As Commuters Find Alternatives

Ten SafeTrack surges are complete, and five remain. Metro's accelerated track work plan which started June 2016 will continue its system rehabilitation through April 2017 to improve safety and reliability. The SafeTrack plan...

[Read more](#)



Commuter Connections Launches CarpoolNow App

This fall, Commuter Connections launched CarpoolNow, a new ridesharing app that gives commuters the ability to carpool on-demand...

[Read more](#)

Commuters Are Driving Less Alone Less

Although driving alone continues to be the dominant mode of choice for commuters in the region, the number has dropped from 70.3 percent in 2001, to.....

[Read more](#)

Appendix A

Performance Measures

Web Visits

Month	FY 2016 Web Visits	FY 2017 Web Visits	+/-	+/- %
July	14,851	17,685	2,834	19.1%
August	13,839	19,736	5,897	42.6%
September	16,579	15,120	(1,459)	-8.8%
October	17,777	14,938	(2,839)	-16.0%
November	17,657	17,402	(255)	-1.4%
December				
	80,703	84,881	4,178	5.18%

Phone Calls

Month	FY 2016 Phone Calls	FY 2017 Phone Calls	+/-	+/- %
July	1,260	1,026	(234)	-18.6%
August	1,159	1,059	(100)	-8.6%
September	1,305	1,237	(68)	-5.2%
October	1,396	1,133	(263)	-18.8%
November	1,085	1,081	(4)	-0.4%
December				
	6,205	5,536	(669)	-10.8%

Guaranteed Ride Home Applications

Month	GRH FY 2016 Applications	GRH FY 2017 Applications	Change	%
July	811	846	35	4.3%
August	721	907	186	25.8%
September	775	802	27	3.5%
October				
November				
December				
	2,307	2,555	248	10.7%

Rideshare Applications

Month	Rideshare FY 2016 Applications	Rideshare FY 2017 Applications	Change	%
July	1,908	2,279	371	19.4%
August	490	1,094	604	123.3%
September	591	902	311	52.6%
October				
November				
December				
	2,989	4,275	1,286	43.0%

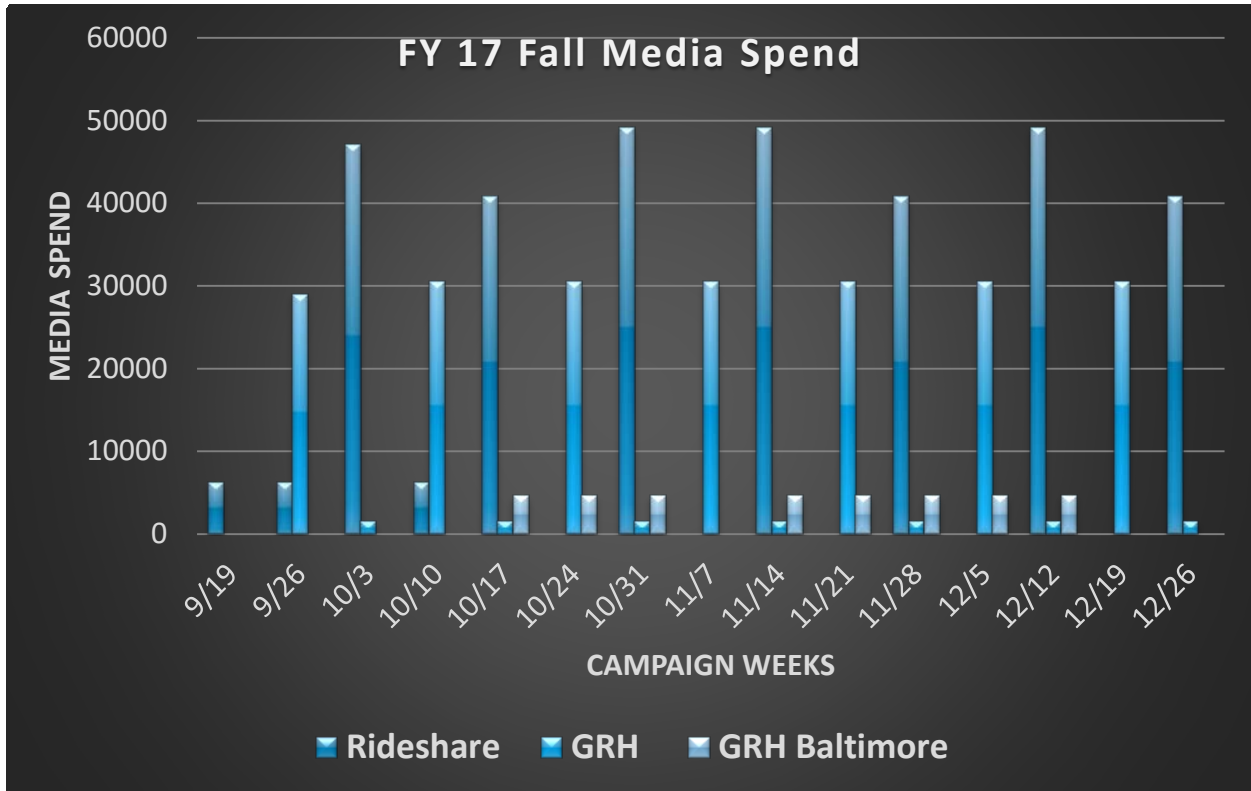
Appendix B

Digital Advertising – WTOP.com Results October 3 – December 31, 2016

WTOP.com Digital Campaign Performance	Ad Server Impressions Delivered	Ad Server Clicks	Ad Server CTR
Cross Platform Week of 10/3/16	186,763	622	0.33%
Cross Platform Week of 10/10/16	178,591	597	0.33%
Cross Platform Week of 10/17/16	174,422	366	0.31%
Cross Platform Week of 10/24/16	171,698	247	0.14%
Cross Platform Week of 10/31/16	170,977	247	0.14%
Cross Platform Week of 11/7/16	204,232	270	0.13%
Cross Platform Week of 11/14/16	116,902	310	0.27%
Cross Platform Week of 11/21/16	250,977	296	0.12%
Cross Platform Week of 11/28/16			0.0%
Cross Platform Week of 12/5/16			0.0%
Total / Averages	1,454,562	2,955	

Note: National average CTR is .09%

Appendix D
FY 2017 1st Half Paid Media Spend



Appendix E

Featured below is a list of Car Free Day 2016 media placements, across print, internet, radio and television outlets, along with a selection of social media placements.

CFD 2016 Print & Online Coverage - 37		
Date	Outlet	Topic linked to URL
5/18/16	EcoWatch	Paris Goes Car-Free First Sunday of Every Month
7/12/16	National Capital Region Transportation Planning Board	Freight Plan, Car Free Day, and SafeTrack are all on the July 20 TPB agenda
8/13/16	Adams Morgan BID	News You Can Use
8/23/16	National Capital Region Transportation Planning Board	Change things up. Go car free or car-lite Sept. 22!
8/25/16	Adams Morgan BID	News You Can Use
8/31/16	Gallaudet University	Car Free Day: College Campus Challenge
9/1/16	Wash Cycle	Eyes on the Prizes: Car Free Day 2016
9/1/16	Capitol Hill BID	Capitol Hill BID News
9/2/16	Northern Virginia Community College	This week @ NOVA – September 6, 2016
9/6/16	Arlington Transportation Partners	Car Free Day - Team Bus, Bike & Walk
9/9/16	Red Brick Town	Go Car FREE in Alexandria on World Car Free Day!
9/9/16	goDCgo	Car Free Day is on Thursday, September 22. Are you ready to take the pledge?
9/9/16	Gallaudet University	Upcoming Events
9/14/16	Prince William Chamber	Try Transit Week and Car Free Day Encourage Driving Alternatives
9/16/16	Howard University - Office of Communications	CAR FREE DAY COLLEGE CAMPUS CHALLENGE
9/16/16	The Frederick-News Post	Car-free day is Sept. 22
9/17/16	Washington Post	Prince William County news in brief
9/17/16	Prince William Living	Try Transit Week And Car Free Day Encourage Driving Alternatives
9/19/16	Inside NOVA	Try Transit Week, Car Free Day encourage driving alternatives
9/19/16	Greater Greater Washington	Join us for happy hour on Tuesday!
9/19/16	Reston Now	Alternative Transportation in the Spotlight This Week
9/19/16	Adams Morgan BID	News You Can Use
9/21/16	Yahoo News	World Car Free Day is Thursday: 5 cities taking part and what they're doing

9/21/16	goDCgo	Only One Day Left to Take the Pledge
9/21/16	CTV News	Five cities ditching four wheels for two on World Car Free Day
9/21/16	Washington Post	Here's a good reason to ditch your car Thursday: It's World Car Free Day
9/21/16	Mindful Healthy Life of Metro DC	Car Free Day September 22 and Bike and Walk to School October 5
9/22/16	sNewsi	Ditching your Car on World Car Free Day

CFD 2016 Radio Coverage - 2

Date	Outlet	Topic linked to URL
9/21/16	WMAL	Regional Businesses, Transit Agencies Support Upcoming Car Free Day, Sept. 22
8/30/16	WMAL	Car Free Day Registration Opens

CFD 2016 Television Coverage - 1

Date	Outlet	Topic linked to URL
9/22/2016	WJLA	https://vimeo.com/184909397

Appendix F

Car Free Day

Car Free Day activity over 25 days August 31 – September 22, 2016

Car Free Day Twitter Analytics



Car Free Day Facebook Analytics

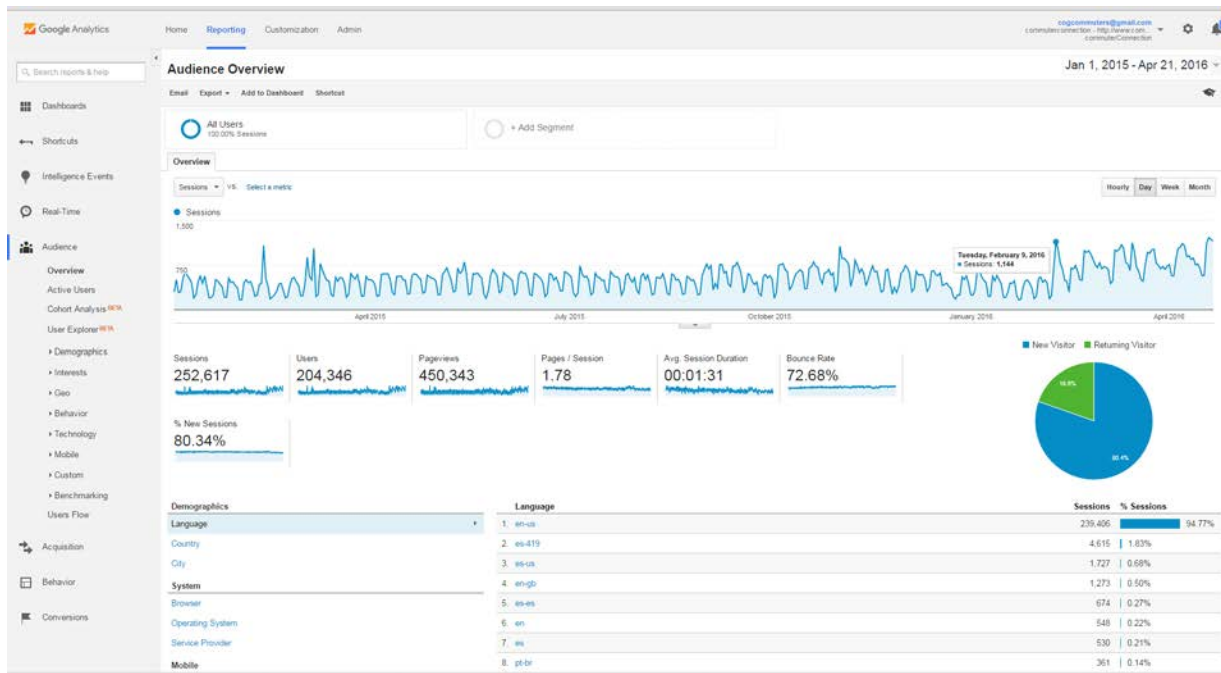


Car Free Day Instagram Analytics

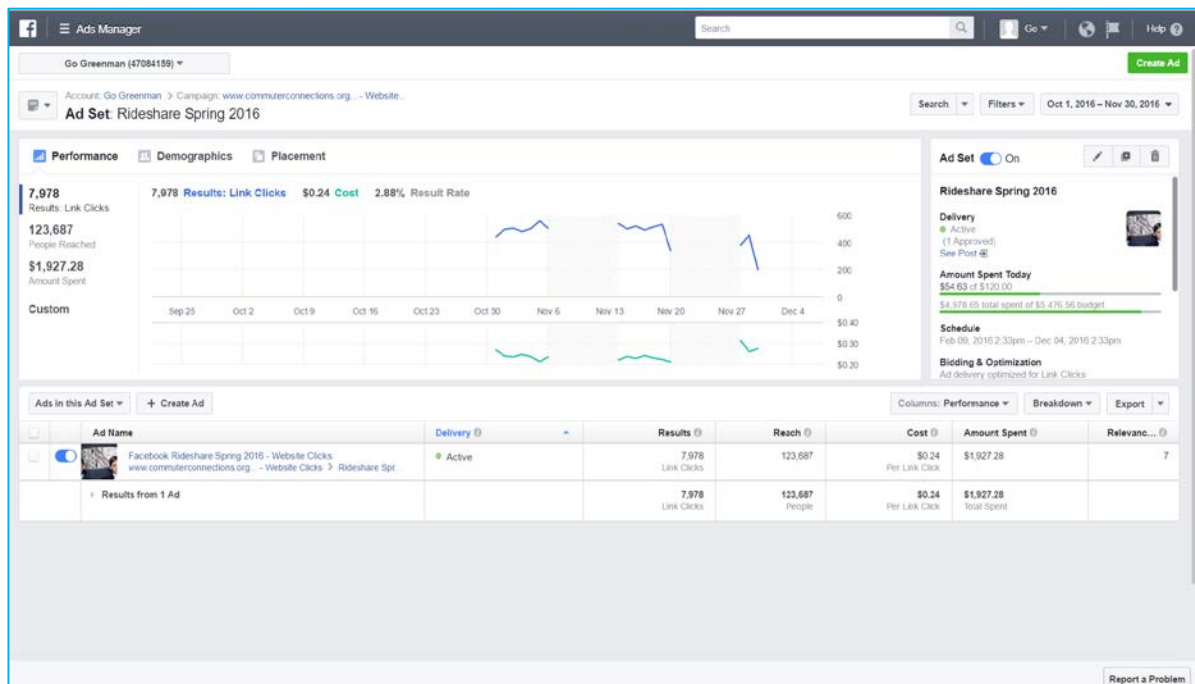
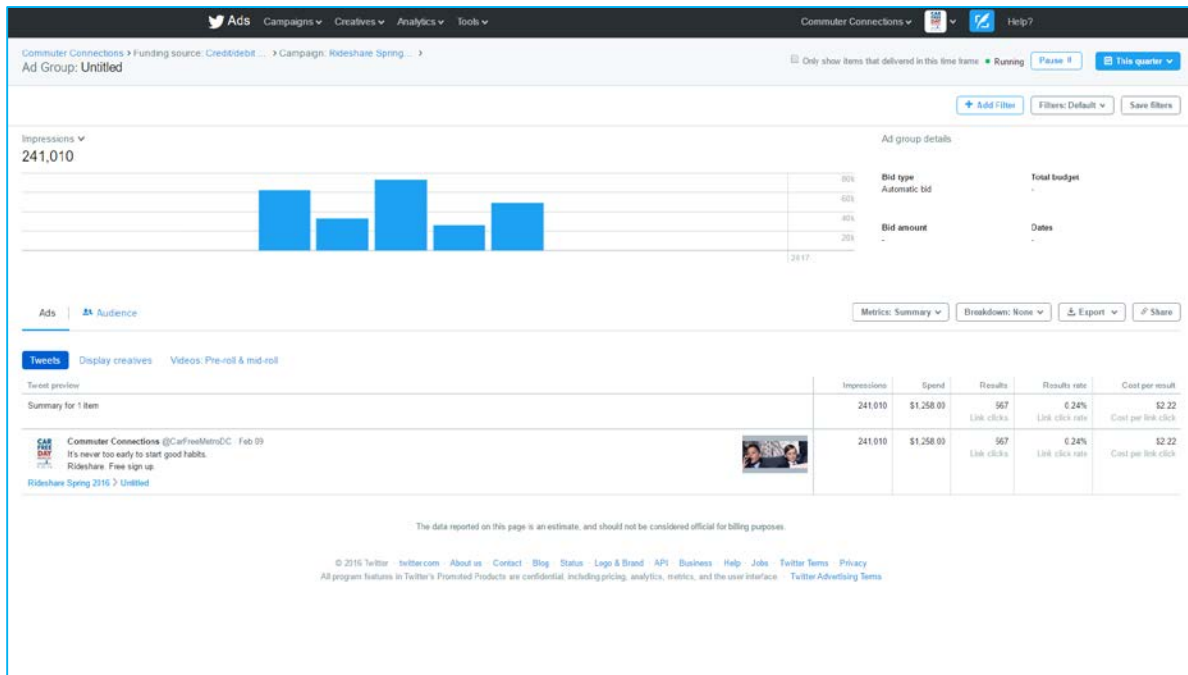


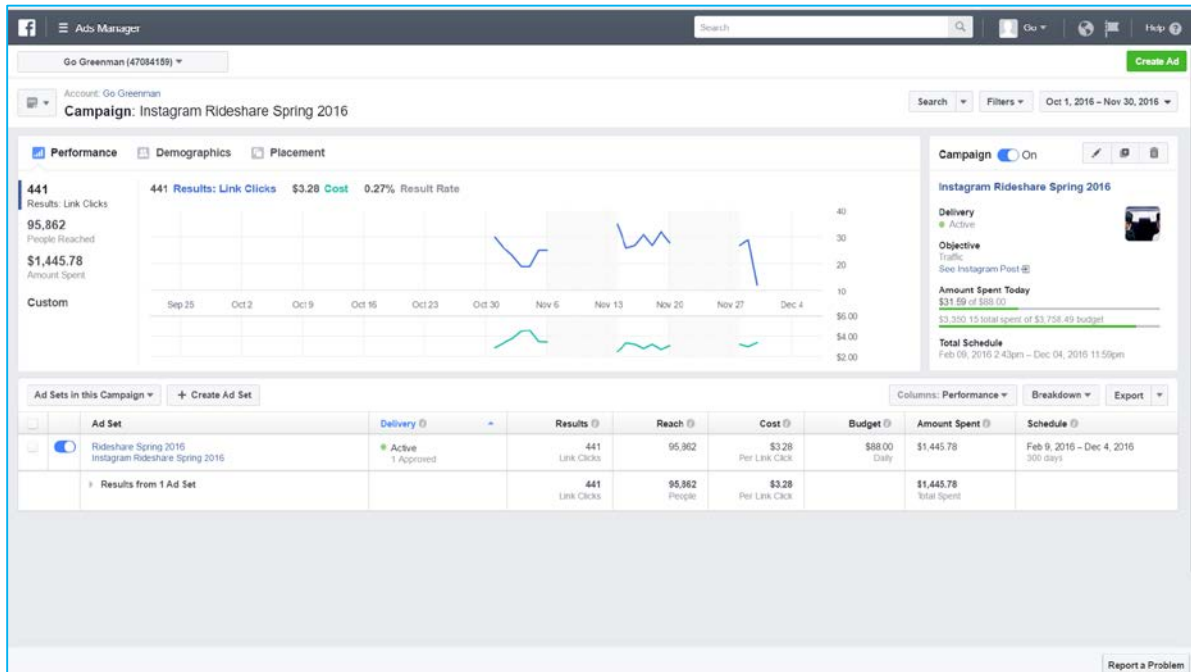
Appendix G

Social media campaigns have had a significant impact on website traffic. After looking at the data from 2015 compared to first half of 2016, the baseline for Commuter Connections traffic is much higher while the campaigns are running. Averaging website visits have gone from about 12,000 - 15,000 visitors a month to about 22,000 - 25,000 visitors a month:

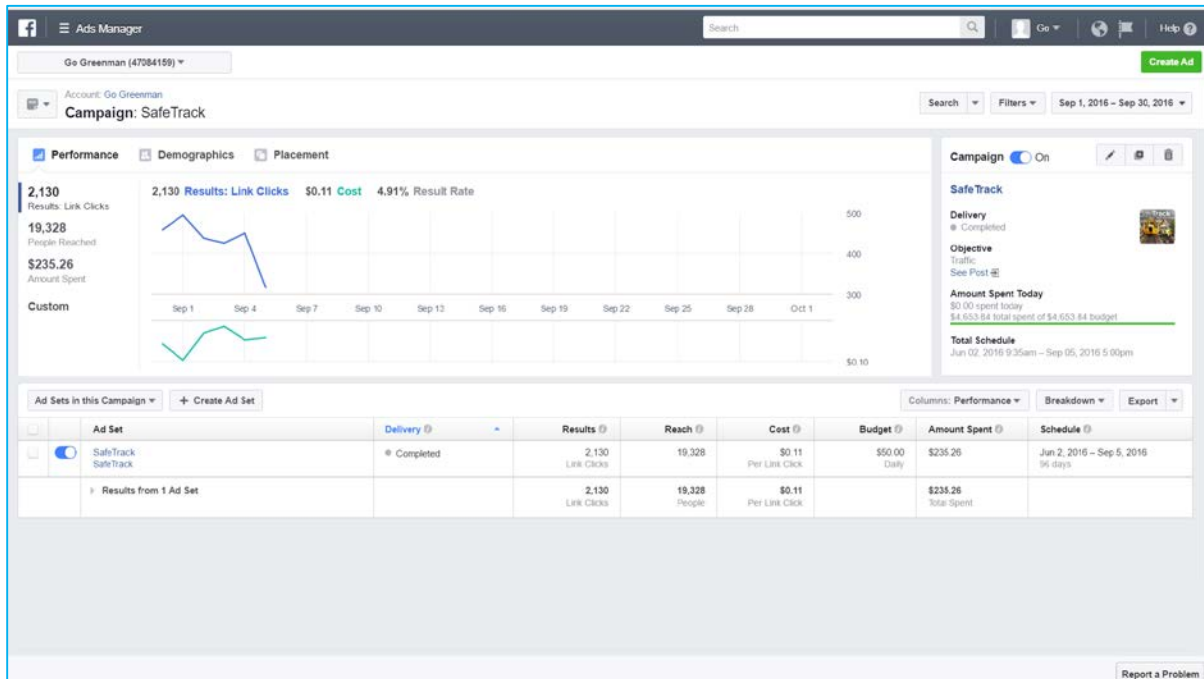


Commuter Connections Rideshare October 3 - November, 2016





SafeTrack Transit Reports ran September 19 – October 16, 2016



'Pool Rewards October 3 – December , 2016

