



**Metropolitan Washington
Council of Governments**

**FY24 First Half
Marketing Campaign Summary
Final Report**

Regional TDM Marketing Group

March 19, 2024

**FY24 First Half
Marketing Campaign Summary**

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Executive Summary

Overview

This document summarizes FY24 marketing activity by Commuter Connections occurring between July and December 2023.

Today more employees in the region continue to work from home than prior to the pandemic. Despite an August 2023 push from the White House for federal employees to return to the office, thus far, unions representing those workers continue to embrace remote work. Those who are required to commute to the workplace are choosing SOV over other forms of travel, such as transit. Additionally, researchers comparing travel data from cellphone users found that the average travel time had increased 20%¹ to 35 minutes for commuters in the region.

Some forms of alternative commuting however, are seeing significant gains. A new report from the North American Bikeshare & Scootershare Association shows riders took 157 million trips in 2022.² Nearly two-thirds (64%) of riders reported using shared micromobility for first and last-mile connections to/from transit.

Ridesharing & GRH Fall Campaigns

Rideshare has numerous benefits and the ability to form a small circle of familiar riders resonates with many. The State of the Commute (SOC) 2022 survey reports that 75% of carpoolers found their carpool partner by riding with family members, alleviating social anxieties. The fall 2023 campaign was geared to workers returning to the office, even for just a few days a week. The “Together” concept shows an overhead view of a shared vehicle and quote bubbles from its occupants. It offered a quick and visual way to convey the social and financial positives of ridesharing, such as having an affordable, reliable way of getting to and from work with a group that is known and trusted. Commuting is better and happier when done together, through trusted channels. The FY24 first half media buy for Rideshare was \$358,498.

The Guaranteed Ride Home (GRH) portion of the campaign encouraged registrations and re-registrations using a similarly themed message. The FY24 first half media buy for GRH was \$239,999 for the Washington, DC region and \$24,976 for the Baltimore region.

Car Free Day

A marketing campaign promoted the Car Free Day 2023 event held on September 22nd. The total cost of the Car Free Day media buy budget was \$45,000.

Employer Recognition Awards

A nomination brochure and form were developed and mailed to Level 3 & 4 employers to kick off the 2024 call for nominations, which opened December 1, 2023.

¹ The Washington Post. “New habits are making more commutes miserable”: Sept. 22, 2023.

² NABSA. 2022 Shared Micromobility State of the Industry Report. August 2023.

Incentive Programs

Marketing campaigns for various Commuter Connections incentive programs ran during the months of October-December 2023. The CarpoolNow media buy was \$14,966. The 'Pool Rewards regional media buy was \$19,982. Additional value-added marketing for 'Pool Rewards was provided for the 495 NEXT project in the form of digital banner ads and radio spots.

Marketing efforts effectively and efficiently reached their target markets based on a review and analysis of third-party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic were calculated using a cost/value proposition for each media option. Media buying strategies were selected based on Scarborough Research reports for specific target audiences. These reports identified specific media that were best suited for each target audience. This information was considered along with the cost of each media option and results from previous Commuter Connections campaigns.

Introduction

The following reports were assessed as part of the planning process to help shape approaches and media selection during the first half of FY24. 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 ethnic backgrounds of the region's citizens and Commuter Connections members.

- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2022 Commuter Connections Bike to Work Survey Analysis Report
- 2022 Commuter Connections State of the Commute Survey Report

The first half of FY24 included the following activities:

- Car Free Day promotion and event
- Regional TDM Marketing Group meetings (September & December 2023)
- Summer/fall employer newsletters
- CarpoolNow campaign
- 'Pool Rewards regional campaign
- GRH and Rideshare fall campaigns
- Employer Recognition Awards (call for nominations)
- Bike to Work Day sponsor drive and creative development
- Spring umbrella campaign creative concept development

About Commuter Connections

Commuter Connections is a network of transportation organizations coordinated at the regional level through 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 guidance on 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 Transportation Council
- 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 assistance, services, and solutions for nearly 50 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with access to routes and other alternative mode options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



Car Free Day 2023

Car Free Day was celebrated on September 22, 2023. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation.



Media Objectives

Car Free Day challenges drivers to leave their cars home for the day and go car free or car-lite. The campaign promotes the use of alternative modes of transportation such as taking transit, carpooling, vanpooling, bicycling, scootering, and walking. In addition, participating by teleworking is also included. The objectives are to encourage workers, residents, and students to take the Car Free Day pledge to reduce traffic congestion and auto emissions. The campaign also looks to engage employers, area universities, and the general public.

The Car Free Day media buy consisted of radio, text messages, social media, and digital banner ads. Other efforts to promote Car Free Day included flyers and earned media.

Car Free Day Media Spending	Gross Dollars	COG Net Cost	Final Impressions
Text Messages	\$471	\$400	7,595
Spotify	\$9,778	\$8,433	78,978
WTOP	\$22,625	19,231	184,078
WJFK	\$5,300	\$5,005	208,500
WPGC	\$5,870	\$4,990	293,300
WTOP.com & Federal NewsNetwork.com	\$5,883	\$5,001	640,531
YouTube	\$750	\$750	36,680
Facebook	\$1,471	\$1,471	304,156
Twitter (X)	\$250	\$250	392,496
Totals	\$53,162	\$45,810	2,146,314

Value-add

A total of approximately \$4,475 in value-add was negotiated for Car Free Day 2023.

Proclamation

The Car Free Day 2023 Proclamation was signed by the National Capital Region Transportation Planning Board Chair, Reuben Collins, at the Metropolitan Washington Council of Governments. This was to recognize Friday, September 22, 2023, as Car Free Day throughout the Washington, DC metropolitan region.



Car Free Day Flyer

A mailing was sent to employers inclusive of a cover letter and flyer. The flyer was available in PDF format on the event website and was sent as an email blast to employers, stakeholders, and past year's participants of Car Free Day and Bike to Work Day events.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

[CARFREEMETRODC.ORG](https://CarFreeMetroDC.org) 800.745.RIDE

CAR FREE DAY
METRO DC
9.22.23

Printed on recycled paper

Radio

New radio spots were developed for Car Free Day 2023 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



Radio Scripts

“Car Free Day 2023” :30 seconds

Take a stand for less traffic congestion and clean air on Car Free Day, Friday, September 22nd. Try other ways to get around – like transit, rideshare, biking, walking, scootering or teleworking. Take the free pledge at CarFreeMetroDC.org for special promotions and a chance to win great prizes, even if you’re already car free or commuting on a hybrid work schedule. Sign up at CarFreeMetroDC.org

“Car Free Day 2023” :10 seconds

Stand up for less traffic and clean air on Car Free Day, Friday, September 22nd. Take the free online pledge and get a chance to win prizes. Sign up today at CarFreeMetroDC.org.

Spotify

A :30-second radio spot ran on internet radio platform, Spotify, and was accompanied by a companion image.



Banner Ads

Digital banner ads were placed on WTOP.com and federalnewsnetwork.com.



Transit Ads

Transit advertising space was donated by Montgomery County Ride On, Arlington ART, Metrobus and Fairfax County Connector.



YouTube Video

A short, animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2023. A link to the YouTube video was made available on the Car Free Day website.



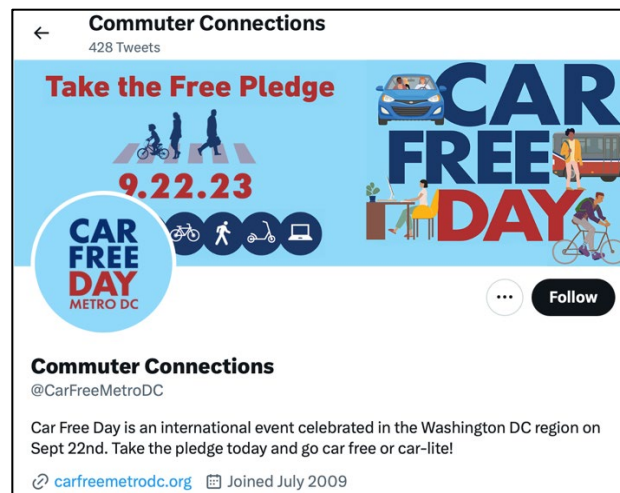
Car Free Day Social Media

Social Media was used to keep followers up to date on activities and sponsor-donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,800 Facebook fans and has 743 followers on X.

Facebook



X



Social Media Posts

A series of images featuring each travel mode were developed for use on social media (Facebook, Instagram, and Twitter). The unique images were posted every several days in September, leading up to Car Free Day, along with promotional copy.



Email Blast

An email blast was sent to participants of recent Car Free Day and Bike to Work Day events.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Take the 2023 Car Free Day pledge at www.carfreemetrodc.org. All who take the free pledge will receive a confirmation email with a promocode for 50% off orders at All About Burger, valid on Car Free Day only - September 22, 2023, and a \$30 Nitf online gift code, valid through October 31, 2023. Plus, you'll be automatically eligible to win great raffle prizes!

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
METRO DC
9.22.23

Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

Previous Year's Registrants

September 5, 2023 - Message #1:

Car Free Day 2023: Take the free pledge and be entered into the prize raffle at no cost! <https://www.carfreemetrodc.org/>

2023 Registrants

September 12, 2023 - Message #2:

Car Free Day 2023: Thanks for taking the free pledge. Ask a friend to do the same! <https://www.carfreemetrodc.org/>

Last Chance to Pledge

September 19, 2023 - Message #3:

Car Free Day 2023. Take the free pledge on or before Sept 22 for a prize raffle entry at no cost! <https://www.carfreemetrodc.org/>



Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help promote Car Free Day, and to in-kind sponsors to help publicize their support of the event.

Prizes

Each event registrant who took the Car Free Day pledge received a 24-hour pass for unlimited rides on Capital Bikeshare, as well as 50% off orders at All About Burger. A \$30 Nift Gift credit was also given to all who took the pledge, for use at local participating businesses in the DC area. Registrants were also entered into a raffle for a chance to win several sponsor-donated prizes. Depending on level, in-kind sponsors received a logo/link on the Car Free Day website, and mentions on social media, press releases, and an email blast.

College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The winner of this year's college challenge was the University of Maryland.

The image displays a promotional poster for Car Free Day and a circular seal for the Campus Challenge 2023. The poster is light blue and features the text "Take the Free Pledge at CarFreeMetroDC.org" at the top. Below this, the words "CAR FREE DAY" are written in large, bold letters, with "CAR" and "FREE" in blue and "DAY" in red. The date "SEPTEMBER 22, 2023" is prominently displayed. The poster includes illustrations of a car, a person at a desk, a person on a bicycle, and a bus. At the bottom, it provides social media handles (#CarFreeDay, @CarFreeMetroDC), the logo for "COMMUTER CONNECTIONS. A SMARTER WAY TO WORK", the website "CARFREEMETRODC.ORG", and the phone number "800.745.RIDE". A QR code is also present. The circular seal on the left contains the text "CAR FREE DAY CAMPUS CHALLENGE 2023 METRO DC".

Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington regions by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is one of Clean Air Partners' financial sponsors. As part of its sponsorship, during Ozone Action Month in August, Clean Air Partners integrated Commuter Connections and Car Free Day messaging at various events to build awareness about Car Free Day. One of its interactive promotions included an on-site Trivia game, which included Car Free Day questions.



GRH & Rideshare Fall Campaigns

The “Together” concept used a view from above a vehicle with quote bubbles from the ridesharing passengers. It offered a quick and visual way to convey the many social and financial benefits of ridesharing, such as having an affordable, reliable way of getting to and from work with a group one knows and trusts. The concept is that commuting is better and happier when done together, through trusted channels.

Costs from the media buy and associated impressions are below:

Ridesharing Budget	Gross Cost	COG Cost	Final Impressions
Causal IQ	\$58,823.53	\$50,000	6,691,919
All Over Media	\$111,764.71	\$95,000	38,234,640
Instagram	\$1,764.71	\$1,500	218,386
LinkedIn	\$2,352.94	\$2,000	130,780
Facebook	\$1,176.47	\$1,000	210,301
YouTube	\$1,764.71	\$1,500	51,643
NBC4.com	\$17,647.06	\$15,000	600,034
WashingtonPost.com	\$11,764.71	\$10,000	954,558
FederalNewsNetwork.com	\$4,705.88	\$4,000	353,538
WTOP.com	\$12,352.94	\$10,500	1,255,496
WTOP-FM	\$82,380	\$70,023	5,522,600
WFED-AM	\$11,730	\$9,970.50	900,000
iHeart (WITH, WASH, WWDC)	\$52,950	\$45,007.50	2,509,800
El Zol	\$23,525	\$19,996.25	561,800
WPGC-FM	\$27,060	\$23,001	897,500
Totals	\$421,762.66	\$358,498.25	59,092,995

GRH Budget	Gross Cost	COG Cost	Final Impressions
Causal IQ	\$26,470.59	\$22,500	3,010,578
YouTube	\$1,764.71	\$1,500	40,000
WTOP.com	\$4,705.88	\$4,000	508,049
FederalNewsNetwork.com	\$5,882.35	\$5,000	206,410
Instagram	\$1,176.47	\$1,000	220,649
Facebook	\$588.24	\$500	125,945
LinkedIn	\$588.24	\$500	29,088
All Over Media	\$100,000	\$85,000	39,021,195
El Zol	\$14,100	\$11,985	367,900
WFED-AM	\$17,640	\$14,994	900,000
WJFK	\$21,180	\$18,003	1,019,100
iHeart (WITH, WASH, WWDC)	\$41,200	\$35,020	1,876,700
WTOP-FM	\$47,055	\$39,996.75	4,323,400
Totals	\$282,351.48	\$239,998.75	51,649,014

GRH Baltimore Budget	Gross Cost	COG Cost	Final Impressions
WPOC	\$14,676.47	\$12,475.00	1,559,583
WBAL	\$14,706.47	\$12,500.50	381,000
Totals	\$29,382.94	\$24,975.50	1,940,583

Value-add

A total of approximately \$48,960 in value-add was negotiated for Ridesharing, \$26,210 for Guaranteed Ride Home, and \$7,500 for Guaranteed Ride Home Baltimore.

Radio (Rideshare)

Radio served as the main media component for the fall Rideshare campaign on a variety of radio station formats in the region, including music, news/talk, podcasts, and Spanish.

Rideshare Scripts

:30 Ridesharing - Carpool/Vanpool Radio Script

Life's better when we do things together! Like sharing the ride to work. Even if you're commuting just a few days a week, Commuter Connections can match you with others who live and work near or with you. Plus, you have the added comfort of knowing Guaranteed Ride Home is there for any unexpected emergency—for free! Learn more at Commuter Connections Dot Org or call 1.800.745.RIDE. That's commuterconnections.org. Some restrictions apply.

:10 Ridesharing - Carpool/Vanpool Radio Read

Share the ride to work. Commuter Connections can match you with others who live and work near or with you. Learn more at Commuter Connections Dot Org or call 1.800.745.RIDE.



Digital Banner Ads (Rideshare)

Banner ads in various sizes ran on WTOP.com, WashingtonPost.com, FederalNewsNetwork.com, NBC4.com, and Causal IQ.



Streaming & YouTube Video (Rideshare)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube. The video touched on commuting by carpool, bus, and train.



Free Ridesharing Options for those Commuting to the Office - Even Just a Few Days A Week

Gas Pump Toppers (Rideshare)

Gas pump toppers promoted ridesharing at various gas stations in the region.



In-Store Ad (Rideshare)

In-store ads promoted ridesharing at numerous convenience store windows in the region.



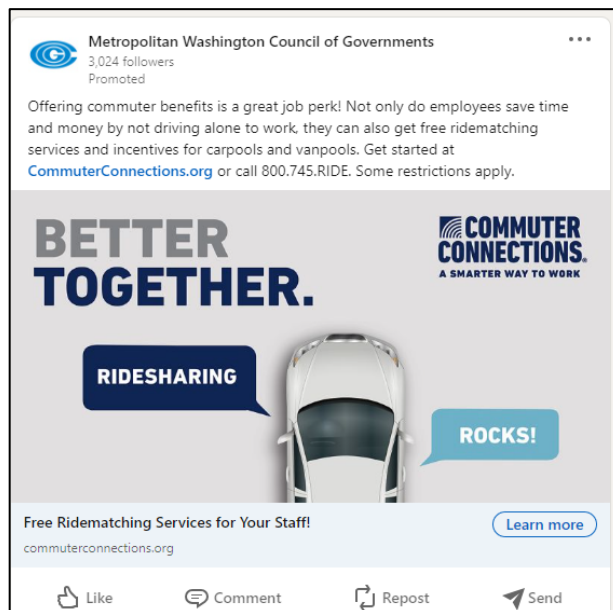
Digital Truck Ad (Rideshare)

Digital truck ads spread the ridesharing message during peak commuting periods and focused on the I-95 corridor from Prince William County to DC, I-495 Capital Beltway, I-66 from Gainesville to DC, Dulles Toll Road Rt 267 (Loudoun County to the Beltway), I-270 from Frederick County to DC, and US 50 in Prince George's County.



Social Media (Rideshare)

A series of social media posts were created for the fall campaign and were used for paid ads on various social media platforms including Facebook, Instagram, and LinkedIn.



Radio (GRH)

Radio served as the main media component for the fall GRH campaign on a variety of radio station formats in the region, including music, news/talk, podcasts, and Spanish.

Scripts

:30 Guaranteed Ride Home Radio Script

[Loud exhale] Ahhhhh! That's the sound of knowing you've got a free ride home guaranteed! If you like carpooling or vanpooling but worry about getting stuck at the office - relax! With Commuter Connections, you can get a free ride home for unexpected emergencies or unscheduled overtime - even if you're commuting just a few times a week. All FREE! Register or renew today for free at Commuter Connections Dot Org or call 800.745.RIDE. That's Commuter Connections Dot Org. Some restrictions apply.

:10 Guaranteed Ride Home Radio Read

Get a free ride home for unexpected emergencies or unscheduled overtime when you share the ride to work. Get started at Commuter Connections Dot org or call 800.745.RIDE.



Digital Banner Ads (GRH)

Digital banner ads in various sizes ran on WTOP.com, FederalNewsNetwork.com, and Causal IQ.



Streaming & YouTube Video (GRH)

A 30-second animated video was created to promote Guaranteed Ride Home and ran as paid advertising on YouTube, Peacock, and Hulu. The video touched on the benefits of the Guaranteed Ride Home program.



Commuters Sign Up for the Free Guaranteed Ride Home Program

Gas Pump Toppers (GRH)

Gas pump toppers promoted ridesharing at various gas stations around the region.



In-Store Ad (GRH)

In-store ads promoted Guaranteed Ride Home at numerous convenience stores around the region.



Digital Truck Ad (GRH)

Digital truck ads spread the GRH message during peak commuting periods and focused on the I-95 corridor from Prince William County to DC, I-495 Capital Beltway, I-66 from Gainesville to DC, Rt 267 Dulles Toll Road (Loudoun County to the Beltway), I-270 from Frederick County to DC, and US 50 in Prince George's County.



Social Media (GRH)

A series of social media posts were created for the fall campaign and were used for paid ads on various social media platforms including Facebook, Instagram, and LinkedIn.



Guaranteed Ride Home (GRH Baltimore)

GRH radio spots aired on the following two Baltimore stations. Both stations also supported the campaign with social media posts.



Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding commute benefits and/or telework programs to assist their employees. To kick off the call for nominations, a nomination brochure and form were developed and mailed to Level 3 & 4 employers in late November 2023. Nominations opened December 1, 2023 and will run through January 31, 2024.



Nomination Brochure



Awards are given in the following categories:

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

MARKETING
Encouraging travel and commuting for the use of alternative transportation options by frequently promoting available commuter programs to employees in creative and effective ways.

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

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

AIR TRAVEL
Reaching the road starts from Clean Air Partner's award for creating innovative Clean Energy Ride Day to encourage employees to improve air quality by teleworking, bicycling, walking, carpooling, or taking transit.

BICYCLING AND WALKING
Providing bike racks, lock stations, secure, lock or shower facilities for bicycles, and showers, changing or laundry facilities for employees, or showers, lockers, or storage.

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

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

GUARANTEED HOME
Providing preferential home ownership for employees during unoccupied periods or unoccupied vacancies.

PARKING STRATEGIES
Offering reduced parking fees and/or preferred parking spaces for carpool and transit.

RIDESHARING
Providing commuter Connection from third-party services for carpooling and vanpools, or providing your own on-site employee carpooling service.

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

TRAVEL AND TRAVEL
Offering monthly travel and/or expense pre-tax or direct benefits, including travel and/or expense reimbursement for travel from the workplace and transit stations.

WORK SCHEDULE ALTERNATIVES
Offering flextime or compressed work and end time, or compressed work week schedules, such as a 4-day/40-hour or 8 days/80-hour.

A bit about last year's winners:

McLENNAN
Federal Home Loan Mortgage Company
McLean, VA

The Federal Home Loan Mortgage Company (Freddie Mac) helps to ensure a reliable, affordable supply of mortgage funds across the U.S. and employs more than 5,000 workers in the region. Employees are offered a 40 percent travel reimbursement, up to \$100 per month. In addition, a travel reimbursement program is available for employees. Many options, like meals, showers, and lockers are available for bicyclists, and preferred parking is offered for cyclists.

Freddie Mac uses a range of internal platforms to promote its various commuter benefits to employees. Communication techniques include a daily employee newsletter, in-person presentations, digital signage, and the company's intranet. Freddie Mac also promotes apps that offer live tracking of their commuter benefits.

In 2023, the various commuter and telework programs saved nearly 200,000 vehicle miles traveled.

Freddie Mac

George Mason University
Arlington, Fairfax, and Manassas, VA

George Mason University (GMU) has three campuses in Northern Virginia including Manassas, Fairfax, and Arlington. There are an estimated 622 employees for use of alternative transportation methods for commuting, as well as 1,764 teleworkers. The shuttle routes with bus will be an efficient, safe, and reliable way to get to work.

GMU offers preferred parking for carpools and teleworkers, reduced travel expenses, and a \$100 monthly pre-tax telework expense benefit. Remote and compressed work weeks are also available and supported. From bike racks to showers, GMU offers a variety of commuter benefits to promote telework and telework. GMU also offers a variety of commuter benefits for teleworkers, and monthly public transit subsidies for commuters. GMU also offers flexible and compressed work schedules.

GMU's various commuter and telework programs have led to an estimated reduction of employee vehicle miles traveled by 8,000,000 vehicle miles per year.

MASON UNIVERSITY

Abt Associates
Reston, VA


Abt Associates is a global consulting and research firm employing more than 300 in the region. Its mission is to improve the quality of life and economic well-being of people worldwide by working with and serving its clients.

Abt has embraced a culture of working work as meaningful work. As such, employees are encouraged to work from home, or at a work center, or at a telework center. Abt offers a variety of commuter benefits, including a 40 percent travel reimbursement, up to \$100 per month. In addition, a travel reimbursement program is available for employees. Many options, like meals, showers, and lockers are available for bicyclists, and preferred parking is offered for cyclists.

Abt's various commuter and telework programs have led to an estimated reduction of employee vehicle miles traveled by 8,000,000 vehicle miles per year.

Nomination Form

The Employer Recognition Awards application is available as an online form, and can also be downloaded as a PDF.



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

Eligibility
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2023, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

Deadline
The application deadline is January 31, 2024.
Apply online at commuterconnections.org/employer-recognition-awards or send completed application to:
Commuter Connections
Douglas Franko
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4290
Tel: 202-942-3772
webmaster@commuterconnections.org
commuterconnections.org

Instructions
Nominations can be submitted online or by using this form, and should include all information requested in items 1-4, plus the program summary narrative as described in question 4. Supplemental materials may be submitted in addition to, but not in place of, the nomination form questions and program summary narrative.


1. CONTACT INFORMATION
Organization _____
Address _____
City _____ State _____ ZIP _____
Program Contact _____ Title _____
Phone _____
Email _____ Website _____
Date Program Began (must have been initiated or improved before January 1, 2023) _____
Name of Program (if applicable) _____
Name, Email, and Phone of Person Submitting Nomination Form (if different from above) _____

2. AWARD CATEGORY
Which award category below best describes the focus of your program? (See brochure or website for description of categories.)
 Marketing Incentives Telework
Is there a secondary category you would like to apply for? (Note: You can only win in one category.)
 Marketing Incentives Telework None

3. TYPE OF ORGANIZATION
Please mark one of the choices below that best describes your organization.
 Private sector Local, state or federal government
 Non-profit organization Other _____ Please specify _____

4. NUMBER OF PARTICIPANTS
How many people do you employ in the Washington metropolitan area? _____
At how many workites? _____
What is the total number of program participants in the Washington metropolitan area? _____

Nomination Form



5. ACKNOWLEDGEMENT
I acknowledge that I am authorized to submit this nomination form on behalf of my organization and that, if selected as a winner, my organization will participate in the awards ceremony and video, and that Commuter Connections will promote my organization's initiatives online and in print.
Signed _____ Title _____

6. PROGRAM SUMMARY NARRATIVE
Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph and provide measurable results of the program, wherever possible.
Provide a clear, concise description of your program's activities. If you are a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning. Questions and points to address in narrative if applicable:

A. Description of Program


- What was the situation or condition that led to the creation of your program?
- What were the program's goals and how has it been successful in meeting its goals?
- What have the results been compared to previous years?
- What type of commuter benefits, services, information, or amenities are offered to employees and how many take advantage of each?
- How are the various programs promoted within your workforce?
- If parking is provided, is it free or employee paid? If employee paid, are carpools given discounts or preferential parking spaces?
- Is transit fare offered to employees on a pre-tax basis?
- Is transit fare subsidized as an out-of-pocket expense by your organization, paid by employees, or a combination of both?
- If transit fare is subsidized, what is the dollar amount provided to employees?
- Do you provide shuttle services between your worksite and nearby transit centers?
- Do you have bike racks, lockers, fane stations, and/or shower facilities?
- Do you offer bikesharing discounts?
- Are flextime or compressed work weeks offered?
- How many employees telework and how often do they do so?
- What type of training and/or amenities are offered to management and to employees who telework?
- Is your telework program informal or do you have a formal telework policy?

B. Employer and Employee Benefits
Describe how the program has:
• Improved employee morale, productivity, absenteeism.
• Increased your organization's ability to attract and retain qualified employees.
• Helped reduce employee commuting times and stress.
• Contributed to better employee work-life demands/balance.

C. Economic and Financial Benefits
Describe how the program has:
• Helped reduce employee commuting expenses.
• Reduced your organization's costs associated with providing commuter parking and/or office space.
• Provided other dividends for your organization or employees.

D. Environmental Impacts
Describe and quantify the benefits to the community. Describe how the program has:
• Reduced traffic congestion. How many vehicles have been taken off the roads? How many annual vehicle miles have been reduced? To calculate vehicle miles reduced, please visit commuterconnections.org/commuting-resources/vms-calculator.
• Reduced gasoline consumption and emissions. What is the number of estimated gallons of gas saved annually? To calculate gallons of gas saved, please visit commuterconnections.org/commuting-resources/vms-calculator.
• Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?

Nomination Form



Incentive Programs

CarpoolNow

CarpoolNow is a rideshare app that connects users in real-time 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 November 2023 to promote access to free, on-demand carpooling options that included radio ads, social media, and radio station onsite events.

CarpoolNow Budget	Gross Cost	COG Cost	Final Impressions
Facebook	\$1,176.49	\$1,000.02	330,158
iHeart	\$16,430	\$13,965.50	1,212,700
Totals	\$17,606.49	\$14,965.52	1,542,858

Value-add

A total of approximately \$5,000 in value-add was negotiated for CarpoolNow.

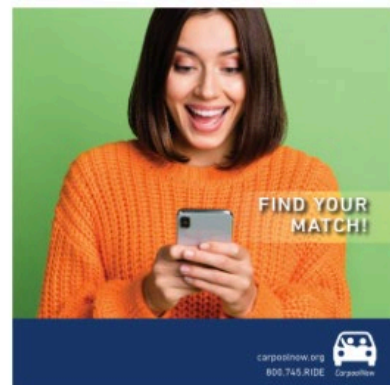
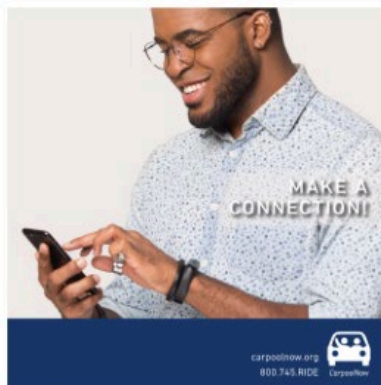
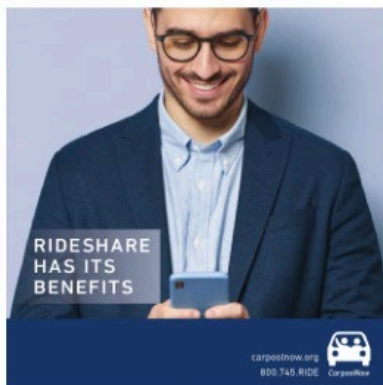
Radio Script

:30 sec (recorded spot)

Looking for the right carpool or vanpool connection? Find on-demand ridematching with CarpoolNow. Our free app provides real-time access for commuters in search of drivers, and for drivers seeking passengers! Carpool 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? Download CarpoolNow today from your app store. For more info, visit CarpoolNow dot org. Some restrictions apply.

Social Media

A series of social media posts were created for CarpoolNow and were used for paid ads on Facebook.



Jingle Ball Event (Value-add)

iHeart promoted CarpoolNow and Commuter Connections by giving away tickets to their annual, highly anticipated holiday event, The Jingle Ball, during two weekends this fall (11/10-11/12 and 12/8-12/10). The event will be held in December at the Capital One Arena.

The Jingle Ball started in 1996 and features popular musical artists. More than 20,000 people are expected to attend this year's event, which will be heavily promoted across the eight iHeart radio stations in the DC market.



'Pool Rewards Regional Campaign

'Pool Rewards is a carpool incentive program designed to recruit and retain commuters into carpools/vanpools through a cash incentive. The carpool incentive allows each new qualifying carpooler to earn up to \$130 over a 90-day period through a trip-tracking process. Vanpools may receive a \$200 monthly subsidy. Radio and paid digital and social media campaigns started in October 2023 and promoted the benefits of the 'Pool Rewards program.

'Pool Rewards Regional Budget	Gross Cost	COG Cost	Final Impressions
Facebook	\$882.35	\$750	169,793
WFED-AM	\$8,920	\$7,582	600,000
WTOP Native	\$4,294.12	\$3,650	510,000
Causal IQ	\$9,411.76	\$8,000	1,454,546
Totals	\$23,508.23	\$19,982	2,734,339

Radio Scripts

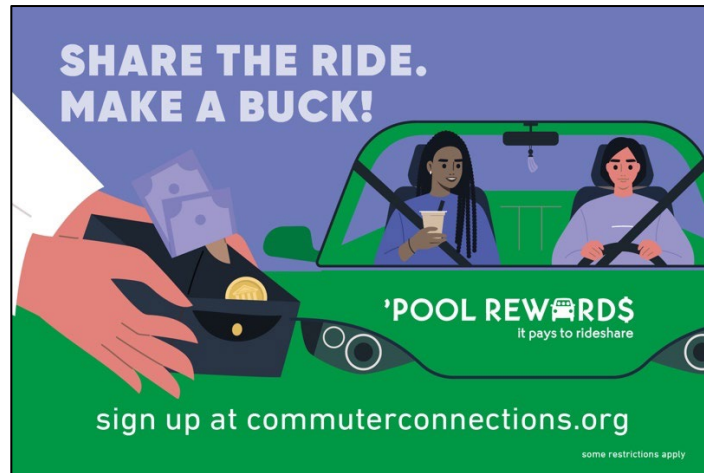
:30 Radio Script (for recorded spot)

Share the ride. Make a buck! That's right - earn cash just by carpooling or vanpooling two or more days a week through 'Pool Rewards. Earn 130 dollars when you start or join a new carpool OR a 200 dollar monthly subsidy for a new vanpool. Save on parking, gas and tolls every time you rideshare! Plus, you can get a free guaranteed ride home in case of unexpected emergencies or unscheduled overtime. Go to commuterconnections.org to sign up today for your free account. Some restrictions apply.



Banner Ads

A mix of static and animated banner ads ran on Causal IQ.



WTOP.com Native Article

A native article was promoted on WTOP.com along with various 'Pool Rewards banner ads surrounding it.

wtop news News Traffic Weather Live Radio

DONT MISS

- Montgomery Co. teacher on leave for alleged antisemitic social media posts
- Oakland Athletics' move to Las Vegas unanimously approved by MLB owners
- Congress approves temporary funding and pushes the fight over the federal budget into the new year
- 'Everything's pink' at the National Cherry Blossom Festival 2024 launch

MORE TOP NEWS & FEATURES

- How you can get paid for installing security cameras in Montgomery Co.
- Did you know you can get paid to carpool?
Sponsored by Metropolitan Washington Council of Governments
- Parents cautioned against giving kids melatonin long-term to help with sleep
- Delegation of Va. lawmakers call for GSA inspector general to investigate FBI HQ decision
- Eugene Vindman set to run for open House seat in Virginia
- Where's the line? DC-area universities grapple with what's considered protected speech
- DC's new use for an old, long-shuttered high school
- Mother of 6-year-old boy who shot teacher gets 21 months for marijuana use while owning a gun



Home Sponsored Content Did you know you...

Did you know you can get paid to carpool?

Metropolitan Washington Council of Governments
October 30, 2023, 1:53 PM



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

This content is provided by the Metropolitan Washington Council of Governments.

Imagine not worrying about the high cost of gas and getting paid to commute. Did you know that's possible? That's right, you can earn some cool cash when you carpool or vanpool!

Sign up and track your trips to earn \$130 for carpooling or \$200 for vanpooling. Pool Rewards is an incentive offered by Commuter Connections, the free regional commuter assistance program at the Metropolitan Washington Council of Governments. The program is designed to help reduce rush-hour congestion and improve air quality in the region. Pool Rewards offers a monthly subsidy to newly-forming vanpools to offset their monthly expenses, charged by the approved vanpool companies servicing the program.

Here's how:

- Sign up for free with Commuter Connections and the Pool Rewards program and track your trips to earn up to \$130 for carpooling over a 90-day period, and \$200 per month for vanpooling.
- Carpools enjoy free use of HOV and Express Lanes with the requisite number of passengers
- Save on parking, gas, tolls and more every time you rideshare!
- Work on the go! Catch up on work and get more done when you're a carpool/vanpool passenger
- Get paid to carpool and earn some cash for each trip
- If you use the Northern Extension of the 495 Express Lanes, each new carpooler is eligible to receive an additional \$100 over a 90-day period for a total of \$230.
- Pool Rewards participants are also eligible for other Commuter Connections incentive programs, earning up to \$600 per year!

Reduce stress and earn cash by joining a carpool or vanpool through Pool Rewards.

Get started today at <https://www.commuterconnections.org/pool-rewards>



Related News



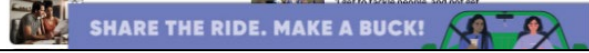
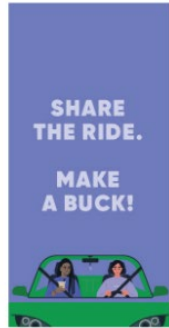
Diabetes awareness is front and center in November for Adventist HealthCare Fort Washington Medical Center

Recommended



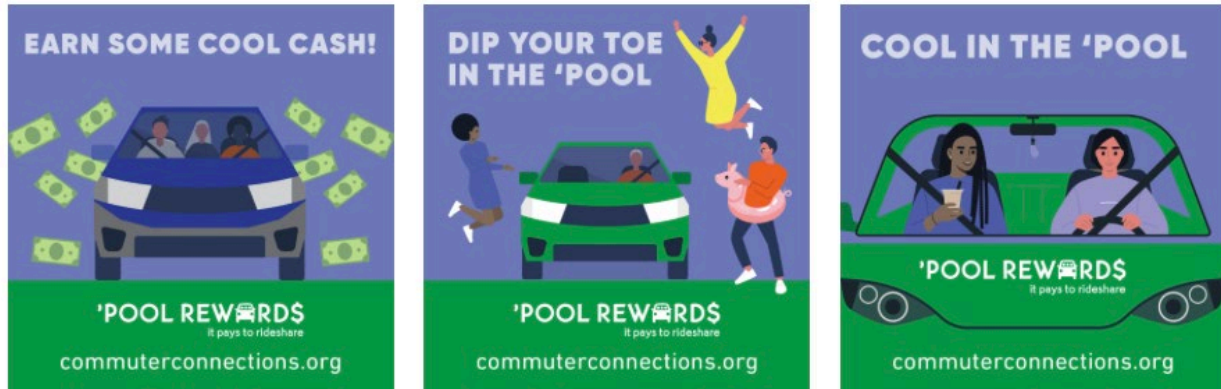
How this weekend's clock change can affect your driving

3 best ways to tackle people and not get



Social Media

A series of social media posts were created for 'Pool Rewards and were used for paid ads on Facebook.



Value-add for 495 NEXT

A total of approximately \$4,000 in value-add was negotiated for the regional 'Pool Rewards fall 2023 campaign that was used to promote the 495 NEXT promotion in the form of radio spots and banner ads.

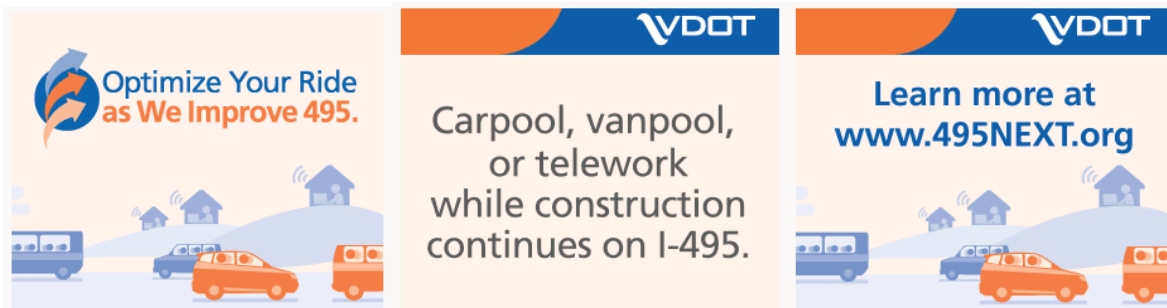
495 NEXT Radio Script

:30 Radio Script (for recorded spot)

Earn cash every time you share the ride with 'Pool Rewards. Sign up and track your trips over a 90-day period to earn up to 130 dollars for carpooling OR a 200 dollar monthly subsidy for a new vanpool. PLUS, if you're traveling through the 495 Express Lanes Northern Extension work zone, each new carpooler can earn an additional 100 dollars! It pays to share the ride. Sign up today for FREE at commuterconnections dot org. Some restrictions apply.

495 NEXT Banner Ads

VDOT provided animated banner ads for a 495 Next value-add promotion that ran on WTOP.com.



Newsletter

The summer and fall 2023 editions of the Commuter Connections newsletter were issued during the first half of FY24. The six page, 4-color newsletters were produced and distributed quarterly to employers and stakeholders. The newsletters were also available in PDF format on the Commuter Connections website.



COMPUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 3, Volume 27 SUMMER 2023

WHAT'S INSIDE

- 1.3 Employers Honored for Commute/Telemwork Programs
4. Car-Free Day 2023 is Here!
5. Potomac Yard Metrolink Station Opens in Alexandria
5. New Commuter Connections Employer Case Studies Available

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






EMPLOYERS HONORED FOR COMMUTE/TELEWORK PROGRAMS

Five employers were recently honored by Commuter Connections for their outstanding commute alternatives and telework programs at the 26th annual Employer Recognition Awards. The ceremony was well attended by area employers and transportation officials at the National Press Club in Washington, DC on June 30.

The 2023 award winners included:

- George Mason University of Arlington, Fairfax, and Manassas, VA – Incentives Award
- Federal Home Loan Mortgage Company (Freddie Mac) of McLean, VA – Marketing Award
- Abt Associates of Rockville, MD – Telework Award
- Montgomery County Commuter Services, MD – Employer Services Sales Team Achievement Award
- Reston Town Center Association of Reston, VA – Employer Services Organization Achievement Award

organizations will embrace similar initiatives, creating more opportunities to maximize the efficiencies of shared commutes and telework.”

Employer Award Winners
Incentives Award
George Mason University (GMU)



Hosted by Christina Henderson, DC Councilmember (TP9) Vice-Chair Matt Caywood, Acting Mayor Joshua Cantor, GMU Holly Morello, Omnidride.

George Mason University (GMU) received the 2023 Employer Recognition Award for commuter incentives. GMU's commute program includes:

- financial incentive for bicycle commuting, based on bicycling frequency and distance
- investment in online resources to connect employees and students to transit and other commute options
- a robust telework environment
- free shuttle system to transit, with Wi-Fi and bike racks
- pre-tax benefit of up to \$300 per month for public transit or vanpools
- flextime and compressed work weeks



Christina Henderson, Vice-Chair of the National Capital Region Transportation Planning Board at COG and DC Councilmember, opened the event. “The employers we are honoring today have implemented innovative and successful commuter and telework programs,” she said. “We hope that through their example, other

Continued on page 2



COMPUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 4, Volume 27 FALL 2023

WHAT'S INSIDE

- 1-2 Return to Office - A Work In Progress
2. Real-Time Carpool App Plays Critical Role
3. Cash for Carpooling
4. Nominate Your Organization for the 2024 Employer Recognition Awards
5. Employer Case Studies
5. The Great Commute Report

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






RETURN TO OFFICE - A WORK IN PROGRESS

Some company leaders around the DC region are still looking for their employees to resume commuting to the office, while at the same time trying to find symmetry between that and working from home. Employees are more open to hybrid schedules than working full-time in the office, a compromise which provides in-person collaboration while retaining a measure of employee work/life balance.

It is not uncommon in major metropolitan areas such as the National Capital Region for employees to have more than an hour commute each way, lost hours a day that were rediscovered during the pandemic and filled with family hobbies, exercise, friends, pets, chores, and getting to stay up a bit later to watch the end of the game.



- 77 percent plan to change their hybrid work policies; 40 percent plan to require employees to report to the office four days per week, 31 percent three days per week, and 13 percent will require employees to report to the office five days per week

The Resume Builder survey found the top 10 employer incentives included:

- catered meals
- commuter benefits
- salary raises
- improved office space
- more casual dress code
- team or company events
- pet-friendly office/pet stipend
- childcare

As to reasons why employers prefer workers at the office, 55 percent named improved communication, 50 percent cited creativity, 48 percent productivity, 39 percent company culture, and 31 percent employee oversight. (Source: Resume Builder, 2022)

Forbes reported on another survey that sought to discover what it might take for workers to return to the office. Robyn, a workplace platform, surveyed 580 employees last fall and found that they would return to the office if they had something to gain from it, besides keeping their job.

- 64 percent of workers were more likely to go to the office if they knew their team would be there
- 40 percent of workers preferred face time with company executives, socializing with co-workers, and transforming with their team (Source: Forbes, Oct 2023)

The U.S. is not alone in its challenges of getting employees back into the office. Future Forum, a research group at Slack, surveyed more than 10,000 knowledge workers across six countries. Just 26 percent of employees have returned to the office in Britain, 28 percent in Australia.

Continued on page 2

Federal ETC Updates Newsletter

The summer and fall 2023 editions of the Commuter Connections Federal ETC Updates newsletters were produced during the first half of FY24. The two-page black & white newsletters were produced and distributed to Federal Employee Transportation Coordinators via GSA. They were also available in PDF format at www.federaletc.org.

SUMMER 2023

FEDERAL ETC UPDATES

NIH WINS BIKE TO WORK DAY EMPLOYER CHALLENGE



Bicycling to work for National Institutes of Health (NIH) employees is in their DNA. It's no surprise then that more than 500 NIH employees who registered for Bike to Work Day 2023 clinched the event's Employer Challenge. Bike to Work Day co-organizers, Commuter Connections and the Washington Area Bicyclist Association (WABA) presented a plaque to NIH staff and its Bike Club during a luncheon held in June.

On Bike to Work Day, more than 100 pit stops throughout the region, including at NIH, offered drinks, snacks, and giveaway items to bicyclists on their commute to work on Friday, May 19, 2023. NIH's pit stop was held at its main Bethesda campus. In addition to fresh fruit, pastries, and drinks, the NIH tent had a bike mechanic from Terrain Cycling who provided free bike tune-ups.

NIH benefits from nearby bike trails from points in Montgomery County and DC, and also has bike trails on campus.

NIH supports its bicycle commuters with a number of amenities including:

- showers and lockers
- bike racks (now adding bike lockers, located under pavilions)
- a campus map indicating bike rack and shower locations
- an active NIH employee bicycle club
- bike repair kits at parking attendant booths

NIH's bicycle club works in tandem with the team at the NIH Office of Research Service/ Division of Amenities and Transportation Services (DATS) to identify bike improvements across the campus. The club also promotes Bike to Work Day strategically through direct outreach to members and co-workers.

The Employee Transportation Office, part of DATS, promoted Bike to Work Day with direct outreach to targeted listserves for bicyclists, on-campus gym goers, and regular Metro riders. It also placed large posters around campus, including posters provided by Commuter Connections, and lawn signs for the event.


Colin Browne, Communications Director at WABA, said employers large and small are finding ways to support their cyclists. "NIH, for example, is deeply involved in helping their employees bike to work," he said. "In addition to providing the infrastructure, they have also fostered a work culture that is bike-friendly, their bike club provides social connections where people can find coworkers to ride with, make friends, learn, and have fun."

Browne added that the DC region's focus on bike infrastructure improvements is better than many American cities, although, as a bike advocate, he thinks more can always be done. "We can see progress as there are new places to ride every year," he said. Browne noted that all 25 WABA employees bike to work; Colin rides five miles each way on the days he commutes to the office.

FALL 2023

FEDERAL ETC UPDATES

WHITE HOUSE: IN-PERSON WORK CRITICAL TO WORKPLACE CULTURE



Respondents who worked for federal agencies were most likely to report availability of commuter benefits/ services at their worksites. According to the 2022 Commuter Connections State of the Commute Survey, 81 percent of federal workers said they had at least one of these services:

- SmartBenefits or other subsidies for transit or vanpool (73%)
- information on transportation options (40%)
- services for bicyclists and walkers (37%)
- preferential parking for carpools and vanpools (33%)
- carpool subsidies/cash payment (18%)
- Guaranteed Ride Home (15%)
- bikeshare memberships (11%)
- carshare memberships (7%)

The Biden Administration would like federal workers to return to the office. In an August email to Cabinet members, White House Chief of Staff Jeff Zients said increasing the amount of in-person work is "critical" to federal agencies' workplace culture and to meeting missions. Agencies will, however, continue to use

telework and may allow some employees to work fully remotely.

"Newer members of our team—who will be the future leaders of our agencies—will have the face-to-face interaction critical to learning and growing, and all of us will benefit from the increases in morale, teamwork and productivity that come from in-person work."

Each agency must prepare a new work environment plan to increase in-person work; these plans will be implemented starting in November 2023.



The Chief Administrative Officers (CAOs) for the National Capital Region wrote to Shalanda Young, Office of Management and Budget Deputy Director, in support of President Biden's return-to-work policy and to provide perspectives as the government's partners in the region.

The CAOs noted that their members employ about 100,000 individuals and, while the majority are working in the office, the local jurisdictions in the region allow some employees to telecommute 2-3 days per week. This "strikes the right balance" for their employees.

Continued on page 2

E-Newsletters


The summer and fall 2023 editions of the Commuter Connections e-newsletter were emailed to the same employers and stakeholders that received the hard copy in the mail.




Employers Honored for Commute/Telework Programs

Three employers and two organizations within the Washington D.C. metropolitan region were recognized for outstanding efforts in offering or supporting telework and/or commuter programs at the 2023 Employer Recognition Awards ceremony. For 25 years, the annual Commuter Connections Employer Recognition Awards program has recognized employers who have initiated programs that facilitate the use of alternative commuting methods.


More News



CAR FREE DAY
SEPTEMBER 22, 2023
CARFREEMETRODC.ORG




Return to Office - A Work in Progress



Some company leaders around the Washington, DC region are still looking for employees to resume commuting to the office, while at the same time trying to find symmetry between that and working from home.

Real-Time Carpool App Pays Drivers Each Trip



Driving alone to work in the Washington, DC region can get pricey for employees. On the days they drive into the office, they can get paid \$10 each time they pick up another commuter, using the real-time carpool app, CarpoolNow.

Cash for Carpooling

The Pool Rewards program pays new carpoolers who commute at least twice a week. Employees who carpool over a 90-day period can earn up to \$130 for tracking trips online and completing a survey.

More News

APPENDIX A

Performance Measures

Web Visits

Month	FY 2023 Web Visits (Sessions)	FY 2024 Web Visits (Sessions)	Year to Year # Change	Year to Year % Change
July	6,613	7,448	835	12.6%
August	7,159	9,084	1,925	26.9%
September	6,679	8,039	1,360	20.4%
October	8,045	16,103	8,058	100.2%
November	9,404	14,906	5,502	58.5%
December	6,733	18,074	11,341	168.4%
	44,633	73,654	29,021	65.0%

Phone Calls

Month	FY 2023 Phone Calls	FY 2024 Phone Calls	+/-	+/- %
July	248	330	82	33.1%
August	303	419	116	38.3%
September	348	350	2	0.6%
October	341	319	(22)	-6.5%
November	382	234	(148)	-38.7%
December	425	333	(92)	-21.6%
	2,047	1,985	(62)	-3.0%

GRH Applications

Month	GRH FY 2023 Applications	GRH FY 2024 Applications	Year to Year # Change	Year to Year % Change
July	187	163	-24	-12.8%
August	217	242	25	11.5%
September	220	202	-18	-8.2%
October	177	185	8	4.5%
November	167	176	10	5.4%
December	156	158	2	1.3%
	1,124	1,126	2	0.2%

Rideshare Applications

Month	Rideshare FY 2023 Applications	Rideshare FY 2024 Applications	Year to Year # Change	Year to Year % Change
July	571	413	-158	-27.7%
August	459	573	114	24.8%
September	649	533	-116	-17.9%
October	472	428	-44	-9.3%
November	507	476	-31	-6.1%
December	831	354	-477	-57.4%
	3,489	2,777	(712)	-20.4%

APPENDIX B
Car Free Day 2023
Digital Results

Car Free Day Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Facebook	\$1,470.74	304,156	1,847	0.61%	\$0.80
X	\$250.00	392,496	17	0.00%	\$14.71
Spotify	\$8,432.62	78,978	571	0.72%	\$14.77
WTOP.com	\$5,000.55	640,531	622	0.10%	\$8.04
YouTube	\$750.00	36,680	775	2.11%	\$0.97
	\$15,903.91	1,452,841	3,832		

APPENDIX C
Car Free Day
Earned Media Placements

Television/Broadcasting Interviews		
9/18/2023	WMUC	9.18.23 WMUC News.mp3
9/21/2023	PGCTV	Car Free Day - PGCTV
Print/Online Coverage		
9/14/2023	WUSA9	World Car Free Day 2023: Here's what to know - wusa9.com
9/20/2023	Montgomery Village	Did you know that Friday, Sept. 22 is Car-Free Day? - Montgomery Village News Articles
08/31/2023	George Mason University	Friday, September 22: Car-Free Day - Parking and Transportation (gmu.edu)
9/21/2023	DCist	16 Things To Do Around DC This Weekend DCist
9/21/2023	The Neighborhoods of EYA	Driving Less: Benefits of Car-Free or Car-Lite Living (eya.com)
9/19/2023	Prince William Living	Car Free Day is This Friday (Prince William Living)
9/15/2023	OmniRide	OmniRide Asks Residents to Pledge to Go Car Free on September 22
9/18/2023	MCDOT	Montgomery County Department of Transportation Announces Free Fare for all Ride On Buses in Support of Car-Free Day on September 22
Social Media		
8/29/2023	Instagram – DDOT DC	D.C. Department of Transportation (@ddotdc)
8/25/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/21/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/18/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)

9/17/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/9/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/7/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/1/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/15/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/6/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/22/2023	Instagram - Roozha365	Car Free Day 2023 - (roozha3650)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/19/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/15/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/12/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/21/2023	Facebook -RideSmart	RideSmart - (RideSmart)
9/14/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - RideSmart	RideSmart - (RideSmart)
9/8/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - goDCgo	goDCgo (goDCgo)
8/25/2023	Facebook - goDCgo	goDCgo (goDCgo)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/21/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)

9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
08/28/2023	Facebook – DDOT DC	DDOT DC (DDOT DC)
9/16/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)
9/15/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)
9/22/2023	Facebook – Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Metro Forward	Metro Forward (WMATA)
9/21/2023	X - Metro Forward	Metro Forward (WMATA)
9/22/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/21/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/22/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/21/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/18/2023	Facebook - Fairfax Connector	Fairfax Connector (Fairfax Connector)
Calendar Listings		
730 DC		Weekly Scheduler (730dc.com)
Adams Morgan BID		Car Free Day 2023 - Adams Morgan Partnership BID (admodc.org)
Afro American Newspaper		Car Free Day 2023 - The Afro Calendar
Alexandria Times		Car Free Day 2023 - Alex Times
All Events		Car Free Day 2023 - AllEvents
ALX Now		Car Free Day 2023 - ALXnow
ARL Now		Car Free Day 2023 - ARLnow.com
Arlington Chamber of Commerce		Car Free Day 2023 - arlingtonchamber.org
Arlington Transportation Partners		Car Free Day - Arlington Transportation Partners
Baltimore Child		Car Free Day 2023 - (baltimoreschild.com)
Baltimore Sun		Car Free Day 2023 - Baltimore Sun Calendar
Capital Gazette		Car Free Day 2023 - Capital Gazette Calendar
Capitol Hill BID		Car Free Day 2023 - Capitol Hill BID
Carroll County Times		Car Free Day 2023 - Carroll County Times
Charles County Chamber of Commerce		Car Free Day 2023 - charlescountychamber.org

City Spark	Car Free Day 2023 - CitySpark
DC Inno	Events AmericanInno
DC Military	Car Free Day - DCMilitary Events
DC Social Guide	DC Social Guide Events - Car Free Day 2023
DC News Now	Car Free Day 2023 - DC News Now
Dulles Moms	Car Free Day 2023 - Dullesmoms.com
Events.com	Car Free Day 2023 - Events.com
Evvnt	Evvnt Events - Car Free Day 2023
FFX Now	Car Free Day 2023 - FFXnow
Frederick News Post	Car Free Day 2023 - fredericknewspost.com
Georgetown DC BID	Car Free Day - Georgetown DC
Greater Greater Washington	Car Free Day 2023 - Greater Greater Washington (ggwash.org)
Loudoun Chamber of Commerce	Car Free Day 2023 - Loudoun Chamber
Maryland Cycling Events	Car Free Day 2023 - BikeRide
Mommy Poppins	Car Free Day 2023 Mommy Poppins
Montgomery Magazine	Car Free Day 2023 - Montgomery Magazine Calendar
Patch - Arlington	Car Free Day 2023 - Patch
Petworth News	Car Free Day - Petworth News
Popville (DC blog)	Car Free Day 2023 - PoPville
Potomac Local	Car Free Day 2023 - Potomac Local News
Prince William, VA	Car Free Day 2023 (pwcva.gov)
Scene Think	Car Free Day Sep 22 SceneThink
The Bay Net	Car Free Day 2023 - The BayNet Calendar
The Georgetowner	Car Free Day 2023 - The Georgetowner
Patch - DC	Car Free Day 2023 - Washington DC, DC Patch
The Wash Cycle	Car Free Day 2023 - TheWashCycle
Washington Family, Reston	Car Free Day 2023 - Washington Family Calendar
Washington Jewish Week	Car Free Day 2023 - Washington Jewish Week Calendar
Washington Parent	Car Free Day 2023 - Washington Parent Magazine
Bike League	Internal Shout-out
Greater Washington Women's Network	Newsletter Shout-out

APPENDIX D

Fall Umbrella Campaign Digital Results

Ridesharing Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
CausallQ	\$50,000.00	6,691,920	5,557	0.08%	\$9.00
NBC4.com	\$15,000.00	600,034	420	0.07%	\$35.71
Washingtonpost.com	\$10,000.00	954,558	1,242	0.13%	\$8.05
Federalnewsnetwork.com	\$4,000.00	353,538	238	0.07%	\$16.81
WTOP.com	\$10,500.00	1,255,496	951	0.08%	\$11.04
Instagram	\$904.65	218,386	1,088	0.50%	\$0.83
LinkedIn	\$2,000.00	130,780	1,278	0.98%	\$1.56
Facebook	\$691.99	210,301	1,122	0.53%	\$0.62
YouTube	\$750.00	51,643	424	0.82%	\$1.77
	\$93,846.64	10,466,656	12,320		

GRH Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
CausallQ	\$22,500.00	3,010,578	2,906	0.097%	\$7.74
WTOP.com	\$4,000.00	508,049	330	0.06%	\$12.12
Federalnewsnetwork.com	\$5,000.00	206,410	228	0.11%	\$21.93
Instagram	\$998.38	220,649	1,135	0.51%	\$0.88
Facebook	\$499.65	125,945	882	0.70%	\$0.57
LinkedIn	\$500.00	29,088	382	1.31%	\$1.31
YouTube	\$750.00	40,000	330	0.82%	\$2.27
	\$34,248.03	4,140,719	6,193		

APPENDIX E
Incentive Campaigns
Digital Results

'Pool Rewards Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Facebook	\$750.00	169,793	1,270	0.75%	\$0.59
CausallQ	\$8,000.00	1,454,546	2,366	0.16%	\$3.38
	\$8,750.00	1,624,339	3,636		

CarpoolNow Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Facebook	\$1,348.96	330,158	2,210	0.67%	\$0.61
	\$1,348.96	330,158	2,210		

495 NEXT Digital Banner Ads	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
WTOP.com	\$0.00	160,000	150	0.09%	\$0.00
Federalnewsnetwork.com	\$0.00	60,017	36	0.06%	\$0.00
	\$0.00	220,017	186		