



Metropolitan Washington Council of Governments

**FY2018 Second Half
Marketing Campaign Summary
Final Report**

**Commuter Connections
Regional TDM Marketing Group**

September 18, 2018



FY2018 Second Half Marketing Campaign Summary Final Report

Table of Contents

Executive Summary.....	1
Introduction	4
Ridematching Campaign	8
Guaranteed Ride Home Campaign	16
Guaranteed Ride Home Baltimore.....	23
Bike to Work Day	25
Employer Recognition Awards.....	37
'Pool Rewards	42
CarpoolNow Mobile App.....	48
Newsletter and Federal ETC Insert	55
Appendix	
A. Performance Measures.....	57
B. Rideshare and GRH Ad Results WTOP and Facebook.....	59
C. Spring Media Schedules.....	60
D. Spring Media Spend	61
E. BTWD Earned Media.....	62
F. BTWD Ad Results WTOP and Facebook.....	66

Executive Summary

Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2018. 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, DC 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 congestion and air quality 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 to and from work, and current alternative mode commuters to maintain and increase usage.

Other campaigns for the second half of FY18 include the promotion of 'Pool Rewards, CarpoolNow, Bike to Work Day, and the Employer Recognition Awards. 'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, connecting users who offer a ride with those seeking a ride. Bike to Work Day celebrates bicycling as a clean, fun, and healthy way to get to work. The Employer Recognition Awards program recognized employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees.

Mass Marketing Campaign

The FY2018 second half media campaign, promoting Ridesharing and GRH, used new advertising developed for spring FY2018, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2018. Both Rideshare and GRH campaigns kicked off the third and fourth week of February, respectively. The campaigns ran for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The exception was a period in early May when only the Bike to Work Day campaign ran. The total cost of the Rideshare media buy was \$281,498.75, and the total cost of the GRH media buy was \$281,330.25. Total estimated net impressions for the second half FY2018 Spring Umbrella campaigns were 104,220,410.

The FY2018 second half media campaign also includes promoting GRH in the Baltimore region, using the same advertising developed for spring FY2018 radio and social media for the DC region. Two GRH radio ads ran for a total of eight weeks, starting at the end of February and running through June. The total cost of the GRH Baltimore media buy was \$24,992.50 and was estimated to net 2,825,000 impressions.

Value Add Promotions

Based on paid media spending, value add was negotiated in the form of additional media exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, email blasts, and banner ads on station web sites.

Messaging Strategy

Rideshare’s “Belonging has its Benefits” campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was heard on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital, and social media.

The FY18 messaging for GRH is “Don’t Get Stuck”. This concept offers the scenario of being stuck at work without a way to get home and does so in a humorous manner. By creating a lighthearted situation, commuters are reminded that GRH can solve the "got stuck" feeling with a free ride home. A reminder to register or renew is included in the messaging. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. GRH advertising was placed on a mix of music, and news radio stations, podcasts, digital, social media, transit signage, and direct mail.

Bike to Work Day

The Committee selected gold as the 2018 color, along with a new visual concept for the marketing materials. A sponsor drive netted 30 sponsors donating \$59,800 in cash and \$25,950 in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media made up the campaign. Bike to Work Day 2018 had over 17,300 participants. The cost of the Bike to Work Day media buy was \$59,999.42 and delivered 7,560,850 radio impressions.

'Pool Rewards

Facebook, radio spots, Pandora, direct mail, and WTOP sponsored articles were used to promote 'Pool Rewards during the second half of FY18. The campaign started at the beginning of January and ran through the end of March. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for new carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. Some messaging also included the promotion of the I-66 / I-395 bonus incentive. The total cost of the 'Pool Rewards media buy for the second half of FY18 was \$44,853.33 and netted 3,804,650 impressions.

Employer Recognition Awards

Award winners were honored at a ceremony on June 26, 2018 at the National Press Club. The invitations, podium signage, and program booklet were developed, and the giveaway item was ordered. A print ad appeared in the Washington, DC and Baltimore region's Wall Street Journal announcing the winners. Each winner will also receive a marketing tool kit consisting of a customized winner seal, sample press releases, and social media posts. The total cost of the Employer Recognition Awards media buy was \$7,000. The estimated newspaper circulation was 62,536.

CarpoolNow Mobile App

Radio, digital, Out of Home, and print media were used for CarpoolNow during the second half of FY18. The campaign began in January and ran through June to promote the benefits of the mobile application. A portion of the messaging also includes mention of the driver incentive. The total cost of the CarpoolNow mobile app media buy in Howard County, MD for the second half of FY18 was \$127,013.14, and total impressions were 4,130,246.

Introduction

The TDM research behind the FY2018 campaign are as follows:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The second half of FY2018 includes the following actions:

- Launch of the new spring FY2018 regional mass marketing campaign for GRH and Rideshare.
- Promoting the CarpoolNow mobile app in Howard County Maryland.
- Marketing support for 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2018 event.
- Planning and implementing the 21st annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2018 event.

About Commuter Connections

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

Cornerstones of the Marketing Campaign

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

The objectives of the marketing campaign are to:

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

Brand Character

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

Ridematching Campaign

Messaging Strategy

The second half of the FY2018 new Rideshare campaign “Belong has its Benefits” informed commuters that once they register for free with Commuter Connections, they gain access to a host of commuting benefits and programs.



Media Objectives: Rideshare

The spring FY2018 media campaign promoted the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Due to highway congestion and fewer transit options, Ridesharing is as an ideal commute alternative for longer distance commutes, especially around HOV/Express Lane corridors.

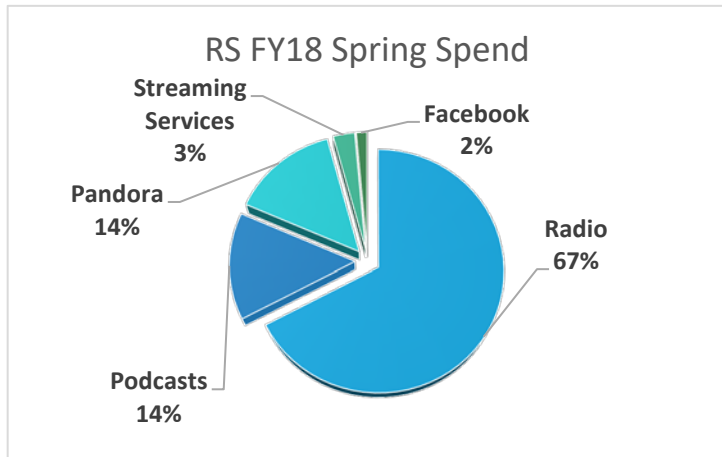
Target Market

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
- Lives in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Works for employers with >100 employees (80%), 1,000 or more employees (45%)
- Works for federal agencies (67%) and private sector (20%)

Geographic Targeting

Washington D.C. DMA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	189,447.75	222,880.00	48,156,220
Podcasts	40,000.00	40,000.00	3,145,356
Pandora	40,001.00	47,060.00	5,887,994
Streaming Services	8,050.00	8,050.00	140,000
Facebook	4,000.00	4,000.00	1,500,000
Totals	\$281,498.75	\$321,990.00	58,829,570

Radio

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

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WAMU (88.5 Public Radio)

The Rideshare radio campaign alternated for eight weeks, starting February through June. The following ads promoted the Ridematching program:

Ridesharing :30 “Belonging has its Benefits” Male

Belonging has its Benefits! When you sign up at [Commuter Connections.org](http://CommuterConnections.org), you join trusted professionals just like yourself who want to share a ride to work. It’s free and you’ll find potential matches for your commute. Ridesharing saves on average \$22 a day, that’s a trunk load of savings!

Register today for this free service at [Commuter Connections.org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE.

Ridesharing :30 “Belonging has its Benefits” Female

Belonging has its Benefits! Commuting to work can be very stressful! Beat the stress of driving alone when you rideshare. Sign up for a free account at [Commuter Connections dot org](http://CommuterConnections.org). You can find trusted professionals just like yourself who want to share a ride to work and start commuting stress free.

Register today for this free service at [Commuter Connections dot org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org), or 800.745.RIDE.

Podcasts

Rideshare podcasts alternated for eight weeks, from February to June on WAMU's Kojo Nnamdi Show, Diane Rehm Show, and the Capital Weather Gang.

WAMU "A Couple Clicks to Share" :15

Support for WAMU 88.5 and programs like this comes from Commuter Connections. Join trusted professionals just like yourself who want to share a ride to work. It's free and you'll find potential matches for your commute. Belonging has its benefits! 800-745-RIDE

Rideshare Value Add

In addition to paid media, value add radio was negotiated. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66/I-395, 'Pool Rewards, and the Flextime Rewards Program.

Social Media Advertising

Social Media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for eight weeks (February through June), with performance monitoring and optimization throughout the campaign.

Commuter Connections
March 6 · 🌐

Sign up at Commuter Connections to join trusted professionals just like yourself who want to share a ride to work. It's free and you'll receive potential matches for your commute. Ridesharing saves an average \$22 a day! Register today for this free service at CommuterConnections.org or 800.745.RIDE. Start experiencing all the benefits of belonging!



Like Comment Share

👍❤️ 154 Oldest ▾

1 Share

Commuter Connections
April 2 · 🌐

Keep your ridesharing benefits going all year long! Renew or Register today at CommuterConnections.org or 800.745.RIDE. It's free and you'll receive potential matches for your commute. Start experiencing all the benefits of belonging!




Like Comment Share

👍❤️ 228 Oldest ▾

View 1 comment

Commuter Connections
March 19 · 🌐

Commuter Connections mobile app provides commuters in the Washington DC metropolitan region access to a range of ridesharing options and benefits. Register today for this free service at CommuterConnections.org or 800.745.RIDE. Start experiencing all the benefits of belonging!



Like Comment Share

👍❤️ 40 Oldest ▾

1 Share

Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored WTOP Articles from March – June. A Pandora campaign alternated every other week from February through June. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered yet a different audience.

WTOP Banner Ads



WTOP Native Articles

The screenshot shows a WTOP article page. At the top is a navigation bar with 'wtop' logo, 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. Below the navigation are three promotional banners: 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS', 'COMMUTER CONNECTIONS A SMARTER WAY TO WORK', and 'REGISTER OR RENEW TODAY! FREE SERVICES'. The article title is 'Top five ways to ease your commute', dated 'March 12, 2018 11:19 am'. It includes social media sharing icons and a sponsorship notice: 'This content is sponsored by Commuter Connections - Rideshare Program'. The main text states: 'The daily commute can be stressful in the Washington, DC Metro Area. Here are five ways to make your drive less stressful and make the ride to work more fun.' A large image of a car's speaker with musical notes is featured. On the right, there is an 'OTHER GALLERIES' section with a photo gallery and a 'See our other photo and media galleries' link. A 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' banner is also visible on the right side.

The screenshot shows a WTOP article page. At the top is a navigation bar with 'wtop' logo, 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. Below the navigation are three promotional banners: 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS', 'COMMUTER CONNECTIONS A SMARTER WAY TO WORK', and 'REGISTER OR RENEW TODAY! FREE SERVICES'. The article title is 'What can you do with \$22/day?', dated 'April 4, 2018 2:39 pm'. It includes social media sharing icons and a sponsorship notice: 'This content is sponsored by Commuter Connections - Rideshare Program'. The main text states: 'Commuting in the Washington, DC area can be tough but a great way to get around all that stress is by ridesharing. Ridesharing is defined as two or more people traveling together in an automobile or van. Ridesharing has many benefits that include fuel cost savings, HOV lane access, overall expense saving by minimized driving and more. By ridesharing, you can save an average of \$22/day. So what can you do with an extra \$22 a day? Here are ten things you could put that extra cash towards.' A large image of a musical note icon is featured. On the right, there is an 'OTHER GALLERIES' section with a photo gallery and a 'See our other photo and media galleries' link. A 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' banner is also visible on the right side.

Pandora Banner Ads



Streaming Service Videos



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!



Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!

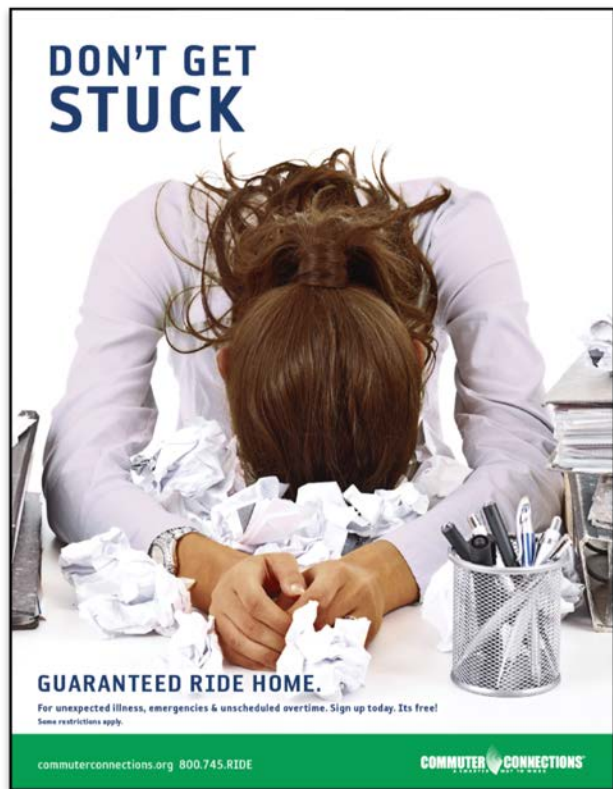
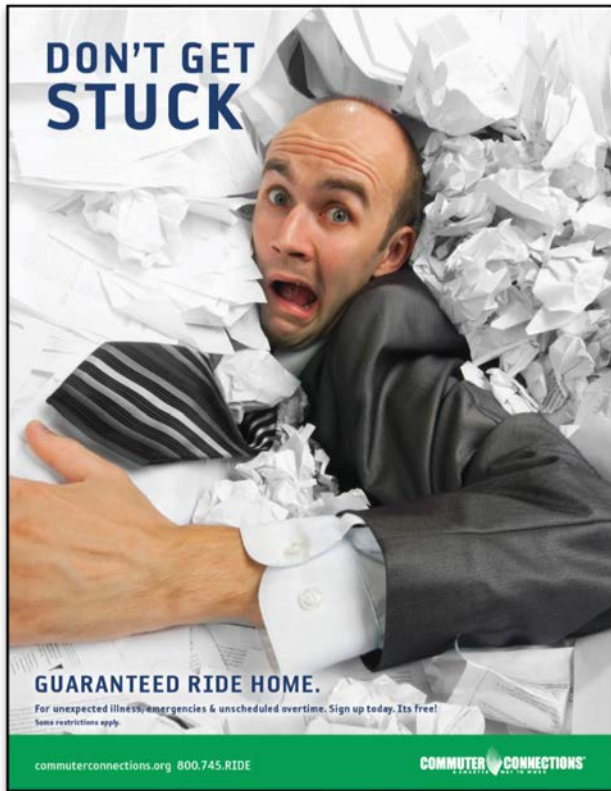


Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!

Guaranteed Ride Home Campaign

Messaging Strategy

The second half of the FY2018 GRH campaign portrayed being stuck at work without a way to get home and did so in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who used alternative transportation were rest assured that when unexpected issues arise, they can get home, guaranteed.



Media Objectives: Guaranteed Ride Home

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

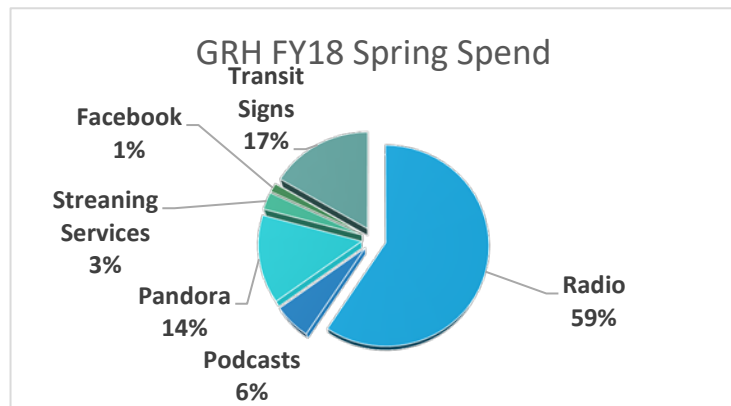
Target market

From 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report):

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

Geographic Targeting

Washington, DC DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	166,894.25	196,346.00	36,250,300
Podcasts	16,000.00	16,000.00	2,350,400
Pandora	40,001.00	47,060.00	4,205,140
Streaming Services	7,875.00	7,875.00	140,000
Facebook	4,000.00	4,000.00	1,500,000
Transit Signs	46,560.00	46,560.00	945,000
Totals	281,330.25	317,841.00	45,390,840

Radio

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

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WWEG (106.9 Classic Hits)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast

The GRH radio campaign started in late February and ran every other week through the end of June 2018. The following spots promoted GRH for the second half of FY2018, every other week over an eight-week span.

Guaranteed Ride Home :30 “Don’t Get Stuck” Office Mail

Don’t get stuck at work. When you rideshare, you can get a guaranteed ride home in case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. We’ll get you home. Register or renew today at commuterconnections.org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Guaranteed Ride Home: :30 “Don’t Get Stuck” Sick Female

Moping at your desk with a miserable cold? Don’t get stuck if you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at Commuter Connections dot org or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

Social Media Advertising

Guaranteed Ride Home was promoted on Facebook, with geo-targeting capabilities which allowed messaging to reach audiences throughout the region. Sponsored ads were posted for eight weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

Commuter Connections
March 14 · 🌐

Moping at your desk with a miserable cold? Don't get stuck if you rideshare! You can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Register today! Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at commuterconnections.org or 800.745.RIDE. Some restrictions apply.



DON'T GET STUCK
GUARANTEED RIDE HOME.

COMMUTER CONNECTIONS

Like Comment Share

👍❤️ 455 Oldest ▾

5 Shares

Commuter Connections
March 26 · 🌐

Don't Get Stuck at Work...When you rideshare, you can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at commuterconnections.org or 800.745.RIDE. Some restrictions apply.



DON'T GET STUCK
GUARANTEED RIDE HOME.

COMMUTER CONNECTIONS

Like Comment Share

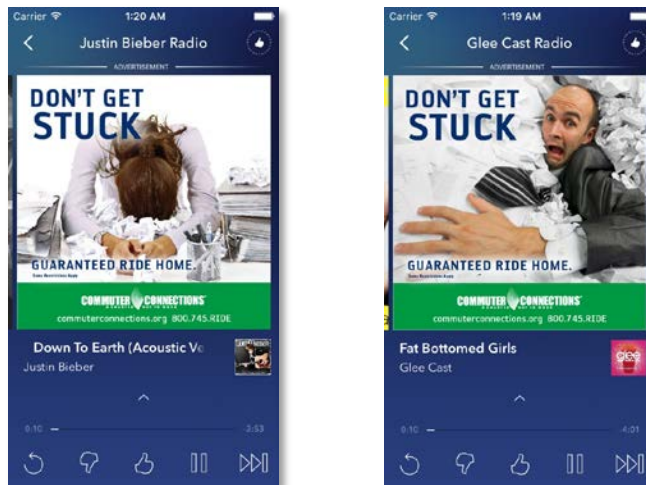
👍😬 157

2 Shares

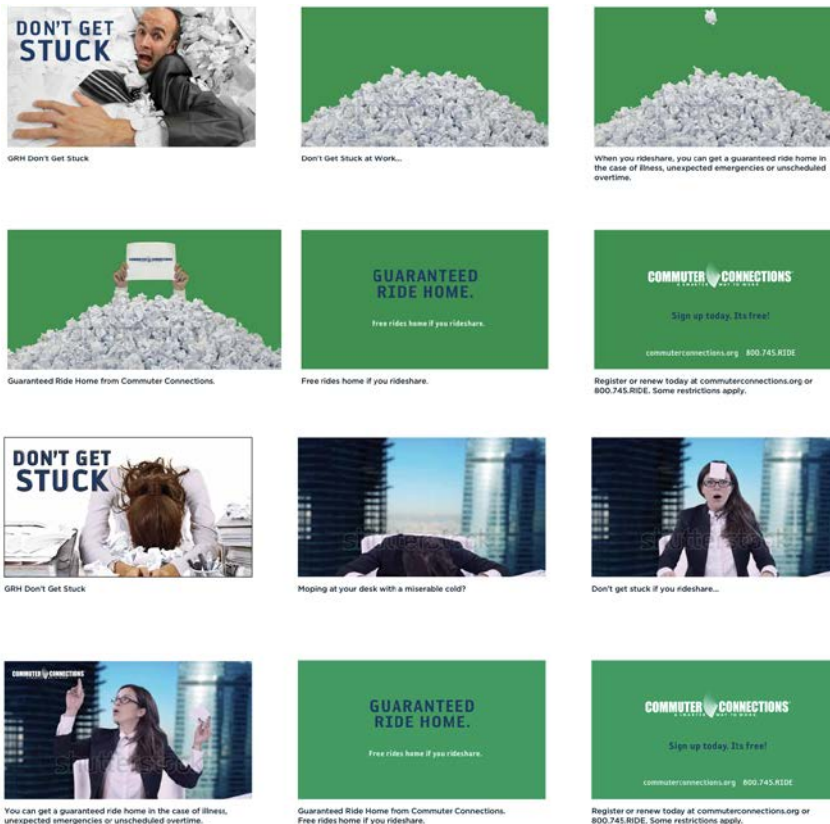
Online & Digital Advertising

A Pandora campaign alternated every other week from February through June. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a different audience.

Pandora Banner Ads



Streaming Service Videos



Paid Transit Placements

To reach the commuting population, paid transit ads were placed on VRE and MARC commuter rail. Interior posters appeared from March to June.

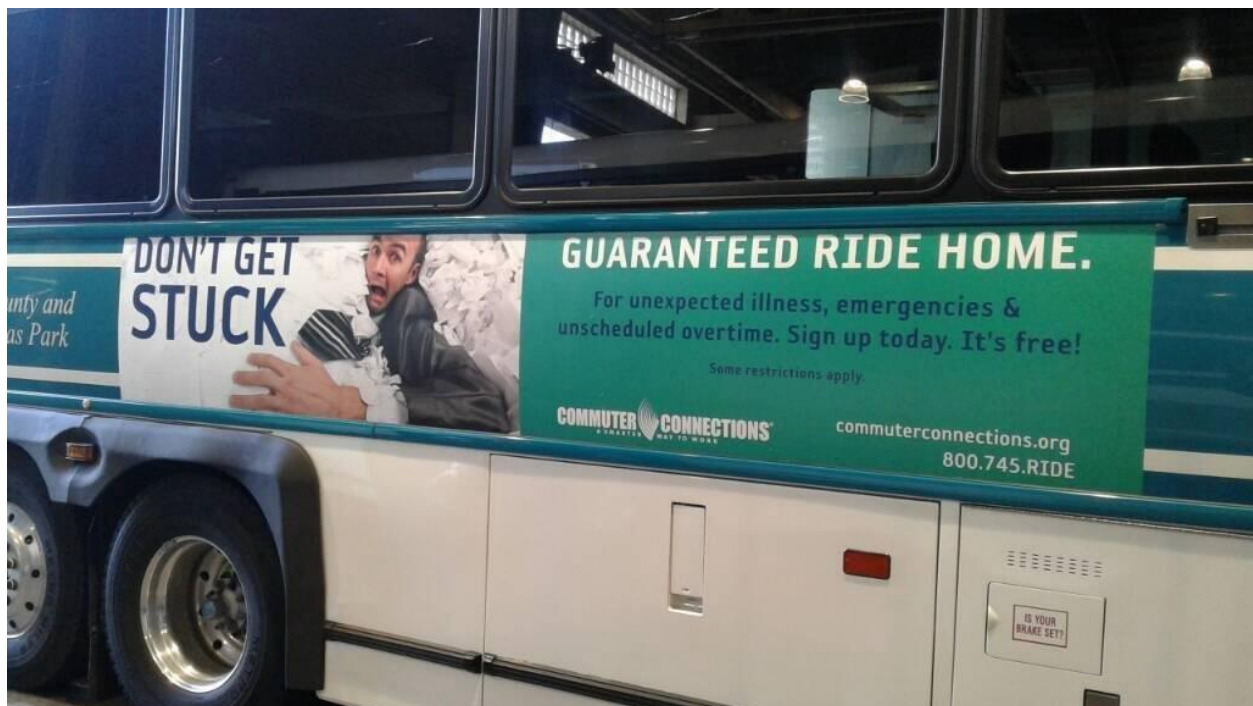


GRH Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66/I-395 'Pool Rewards, and the Flextime Rewards program.

Member Donated Placements

Commuter Connections greatly values partnering with its network members to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space was provided by the following network members: Arlington, Fairfax, Montgomery, Prince George's, and Prince William Counties.



GRH Baltimore

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

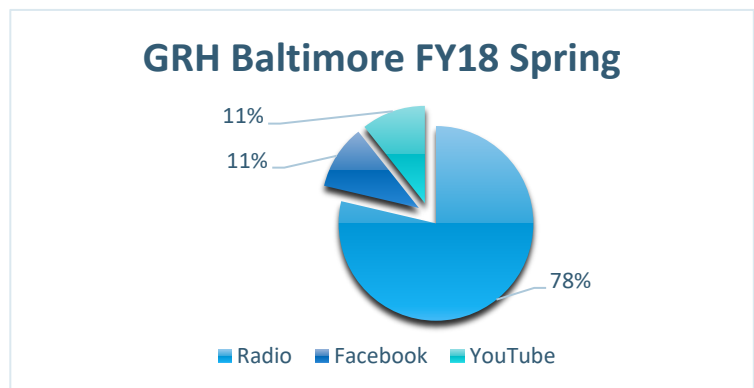
Target market for Baltimore Metropolitan Region:

From 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

Geographic Targeting

Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	22,992.50	27,050.00	2,075,000
Facebook	2,000.00	2,000.00	750,000
Totals	\$24,992.50	\$29,050.00	2,825,000

Radio

Radio served as the anchor media for the GRH Baltimore campaign. WBAL Radio 1090 AM (News/Talk), ran every other week from February through June 2018, for a total of eight weeks on air. See radio scripts on page 18.

Facebook

Facebook was used to engage and help drive registration and re-registration to the website. See social media ads on page 19.

Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66/I-395 'Pool Rewards, and the Flextime Rewards program.

Bike to Work Day

More than 17,300 bicyclists registered for Bike to Work Day 2018. The May 18th event was held at pit stops all throughout the region. Registered attendees received a free BTWD 2018 T-shirt.



Sponsorship Drive

In preparation for the Bike to Work Day event, a sponsorship drive raised funds to purchase T-shirts, pit stop banners, and Snapchat Filters. In FY2018, Commuter Connections secured 22 cash sponsors, generating \$59,800. An additional \$25,950 in products and services were donated by in-kind sponsors for the regional bike and gift card raffles, and giveaway items available to the pit stops. The total cash sponsorship dollars increased 9.5% over the 2017 Sponsor drive.

Target market

From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%)
- Male (64%) and Female (36%)
- Caucasian (86%), Hispanic (4%), Asian (4%).
- HH income \$80k+ (77%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA 30%, and MD (18%)
- Works for employer size of 100+ (66%)

Bike to Work Day Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	35,570.12	41,847.20	2,814,520
Digital	12,348.30	14,262.00	1,809,930
Pandora	9,081.00	10,683.00	1,936,400
Social Media	3,000.00	3,000.00	1,000,000
Totals	\$59,999.42	\$69,792.20	\$7,560,850

Marketing Strategies for Bike to Work Day

Posters and rack cards were mailed to employers and pit stop managers throughout the region. Pit stop managers distributed the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. In addition, T-shirt graphics, pit stop banners, and paid social media were developed to promote the event.



Social media on Facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation. Radio advertising included radio personality (DJ) endorsements by WIHT's Elizabethany, WJFK's Danny Rouhier, WMZQ's Ty Bailey, and WWDC's Scott Jackson.

Earned media tactics to increase awareness of BTWD and affirm Commuter Connections' leadership role in the region's annual event included:

1. Promoted top-level sponsors on social media platforms.
2. Engaged with and provided informational/promotional materials to key organization groups.
3. Encouraged pit stops to create selfy-style videos for social media, that previewed activities at the local pit stops.

BIKE TO WORK DAY 2018

FRIDAY MAY 18



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

Bike to Work Day

On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

Registration Begins in March 2018


Pit Stops


More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your

Commuter Convoys

Forming March 2018
[Read More...](#)

Sponsors





Posters English and Spanish

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Pre-register by May 11 for Free T-shirt* and Bike Raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Register free at
BIKETOWORKMETRODC.ORG
800.745.7433

Visit biketoworkmetrodc.org for pit stop locations & times.
*T-Shirts available at pit stops to first 20,000 who register.
Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2018

bike to work day 2018

Sponsors: COMMUTER CONNECTIONS, WABA, GO Alex, SPOKES, ICF, Takoma Bicycle, Bike Arlington, Marriott, California TORTILLA, AASHIO, CRYSTALCITY, AMERICAN COLLEGE of CARDIOLOGY, FELT, ABUS, BROMPTON, MSW.

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2018
VIERNES 18 DE MAYO

Regístrese previamente antes del 11 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.
COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Regístrese gratis en
BIKETOWORKMETRODC.ORG
o llame al 800.745.7433

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
*Camisetas disponibles en las ubicaciones de salida a las primeras 20,000 participantes que se registren.
Más de 100 ubicaciones de salida para el día de la bicicleta para ir al trabajo o trabajar en D.C., Maryland, y Virginia!

#BTWD2018

bike to work day 2018

Sponsors: COMMUTER CONNECTIONS, WABA, GO Alex, SPOKES, ICF, Takoma Bicycle, Bike Arlington, Marriott, California TORTILLA, AASHIO, CRYSTALCITY, AMERICAN COLLEGE of CARDIOLOGY, FELT, ABUS, BROMPTON, MSW, FAIR LAKES, MDT, KIMPTON, GREEN GLOBE, KIND, ORTLIEB, pda.

Día De la Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Rack Card

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Register free at
www.BIKETOWORKMETRODC.org
 or call 800.745.7433

Pre-Register by May 11
 for free T-shirt* and
 bike raffle!

FREE FOOD, BEVERAGES and
 GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit
 stops located in D.C., Maryland
 and Virginia!

Visit www.biketoworkmetrodc.org
 for specific pit stop locations
 and times.

*T-shirts available at pit stops to
 first 20,000 registrants.



Facebook icon | Twitter icon | #BTW02018

bike to work day 2018



COMMITTEE CONNECTIONS[®] WABA WASHINGTON AREA BICYCLIST ASSOCIATION
 GO Alex ICF Takoma Bicycle
 SPOKES^{etc.} Bicycles Arlington Bike ID TELE DENTAL EXAM
 Marriott California TORTILLA[®]
 +MAYE DC BIKE RIDE goDCgo AMERICAN ASSOCIATION OF SPORTS FISHING AND TRANSPORTATION OFFICIALS AASHIO
 BICYCLE SPACE CRYSTAL CITY AMERICAN COLLEGE OF CARDIOLOGY[®]
 FAIR LAKES MDT MARYLAND DEPARTMENT OF TRANSPORTATION KIMPTON[®] HOTELS & RESTAURANTS
 POTOMAC PEDLER AAA Giant BIKES@VIENNA
 Mo's southwest grill KIND HEALTHY SNACKS FELT
 GREEN GURU ABUS Security Tech Germany BROMPTON
 MSW BICYCLE ACCESSORIES ORTLIEB ENDURANCE pdw

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

♻️ Printed on recycled paper

Vinyl Pit Stop Banner

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Register at BIKETOWORKMETRODC.ORG
or call 800.745.7433

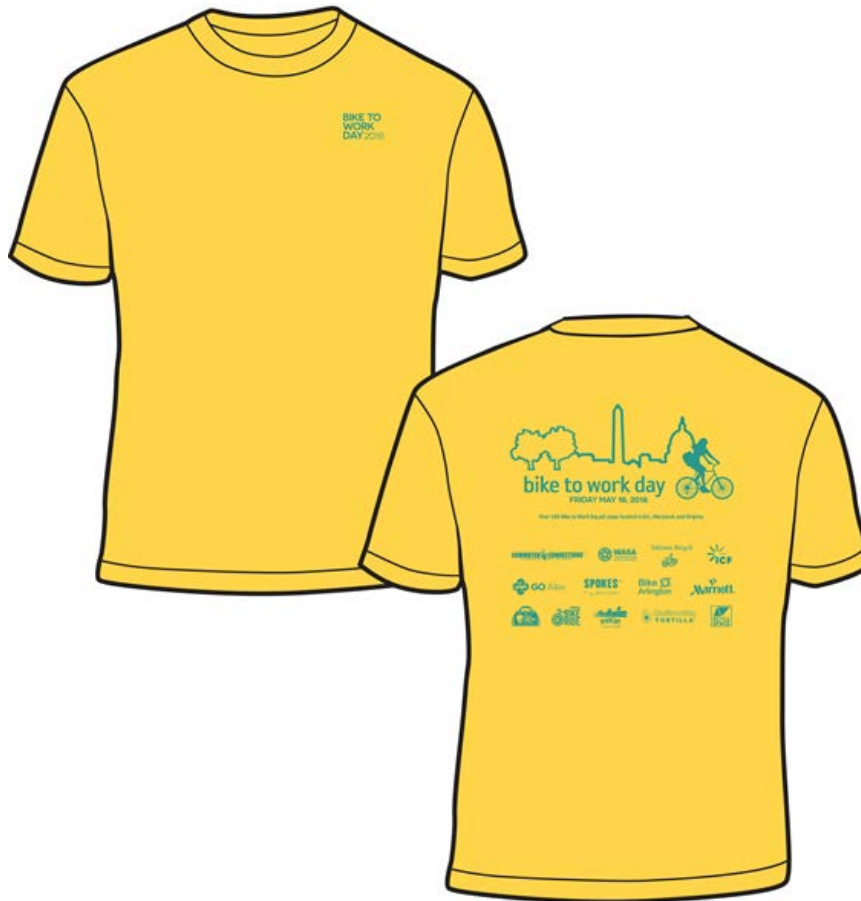
WEST END AT AMERICAN COLLEGE OF CARDIOLOGY
2400 N St, NW Corner of N & 24th Sts
3:00 pm to 6:00 pm

Logos: COMMUTER CONNECTIONS, WABA, Takoma Bicycle, ICF, SPOKES, GO Alex, Marriott, Bike Arlington, THE DIGITAL EXAM, DC BIKE RIDE, goDCgo, California TORTILLA, BICYCLE SPACE

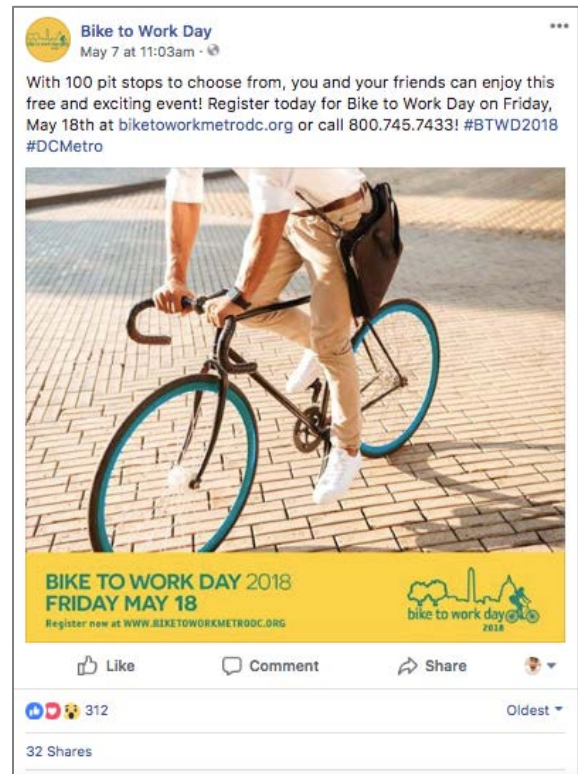
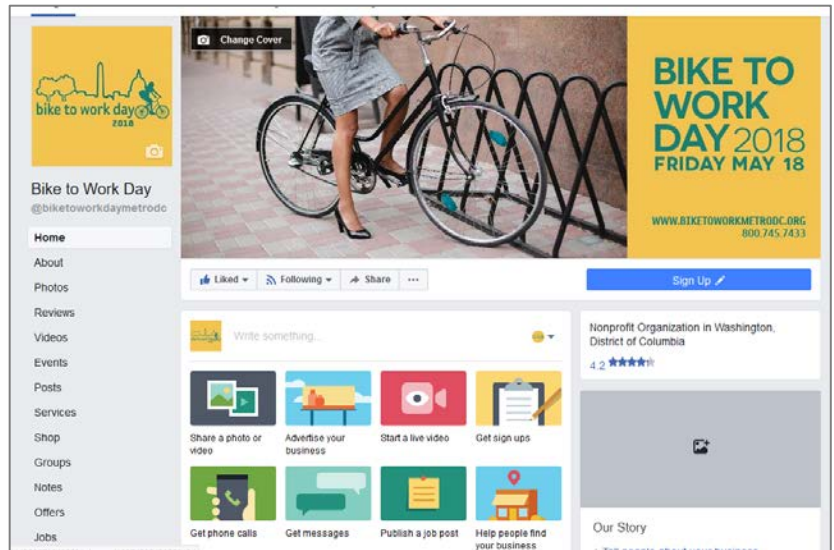
bike to work day 2018

Illustration of a bicycle and a city skyline.

T-Shirt



Social Media





Home Moments Search Twitter Have an account? Log in

BIKE TO WORK DAY 2018 FRIDAY MAY 18

WWW.BIKETOWORKMETRODC.ORG 800.745.7433

Tweets 364 Following 282 Followers 2,149 Likes 459 Links 1

Follow

Commuter Connections @BikeToWorkDay
Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
Washington DC
biketoworkmetrodc.org
Joined April 2009
Photos and videos

Tweets Tweets & replies Media

Commuter Connections @BikeToWorkDay · 28 Jun 2017
Congratulations to @WorldBank for winning the 2017 Bike to Work Day Employer Luncheon with 190 registrants in the Washington DC region!

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

- WABA @WABADC
- BikeArlington @BikeArlington

Commuter Connections @BikeToWorkDay · May 11
Get geared up for Bike to Work Day, Friday May 18th! Grab your bike and register today at biketoworkmetrodc.org or call 800.745.7433 for free! #BTWD2018 #WashingtonDC

BIKE TO WORK DAY 2018 FRIDAY MAY 18
Register now at WWW.BIKETOWORKMETRODC.ORG

bike to work day 2018

4 15

Commuter Connections @BikeToWorkDay · 21h
Invite your cycling friends to join you on Bike to Work Day, Friday May 18th. Hurry, before it's too late! Register at biketoworkmetrodc.org or call 800.745.7433. #BTWD2018 #WashingtonDC

LAST CHANCE TO REGISTER!

bike to work day 2018

8 3

Bike to Work Day Animation



BIKE TO WORK DAY 2018
FRIDAY MAY 18

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

Visit www.biketoworkmetrodc.org for specific pit stop locations and times.



#BTWD2018

bike to work day 2018

BIKE TO WORK DAY 2018
FRIDAY MAY 18



Register free at
BIKETOWORKMETRODC.ORG
800.745.7433
#BTWD2018

bike to work day 2018

wtop NEWS TRAFFIC WEATHER LISTEN Washington's Top News

BIKE TO WORK DAY
FRIDAY MAY 18, 2018

Register free at BIKETOWORKMETRODC.ORG • 800.745.7433 • #BTWD2018

SPONSORED CONTENT

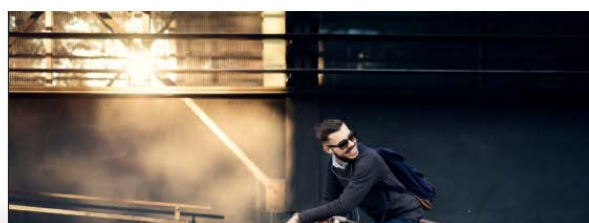
Home » Sponsored Content » 10 health facts to...

10 health facts to know if you're biking to work


May 4, 2018 5:18 pm

This content is sponsored by *Commuter Connections- Bike to Work Day*

A recent study found that people who biked to work were happier than people who drove to work everyday. Not only does it make you happier but biking to work will also improve your health. Here are ten health facts to know if you are biking to work.



OTHER GALLERIES



See our other photo and media galleries

BIKE TO WORK DAY 2018
FRIDAY MAY 18

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

Bike Raffle

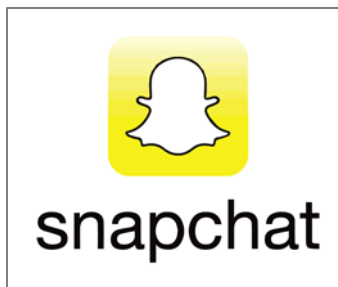
All participants who registered for Bike to Work Day were automatically entered into a raffle for a chance to win one of five free bikes. BicycleSPACE, Spokes Etc. Bicycles, and bikes@vienna each donated bicycles, and winner names were drawn at random. Spokes Etc. Bicycles donated an IZIP Protour electric bike, valued at \$3,500. Bicycle winner photos will be placed onto social media, and the event web site. Other raffle prizes included gift cards from Moe’s Southwest Grill, California Tortilla, and Giant Food.

Earned Media

Bike to Work Day was covered in the weeks leading up to the event, as well as the day of the event. Bike to Work Day received media placements across print, internet, radio and television outlets, in addition to social media placements. Please see Appendix E for full listing of coverage.

SnapChat

SnapChat filters were set up for each pit stops across the region. The Snapchat filters posted by Bike to Work Day participants were seen by a total of 2,784 people.



Event Photos



Employer Recognition Awards

The 21st Employer Recognition Awards program recognized employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 2, 2018, and the Selection Committee met on March 22, 2018. Winners and nominees were honored during a ceremony held at the National Press Club in Washington, DC on June 26, 2018. To further recognize the employer winners, a display ad was placed in the Wall Street Journal. The total cost of the Employer Recognition Awards media buy was \$7,000, and the estimated newspaper circulation was 62,536.

Invitation



20 EMPLOYER RECOGNITION AWARDS

TUESDAY, JUNE 26, 2018
THE NATIONAL PRESS CLUB

529 14th St. NW, Washington, DC 20045
Corner of 14th & F Sts., 13th Floor Ballroom

Metrail to Metro Center, exit onto 13th St.

8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea Reception
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

RSVP www.commuterconnections.org/rsvp
by JUNE 15, 2018. For questions contact
bbrown@mwco.org, 202.962.3327.

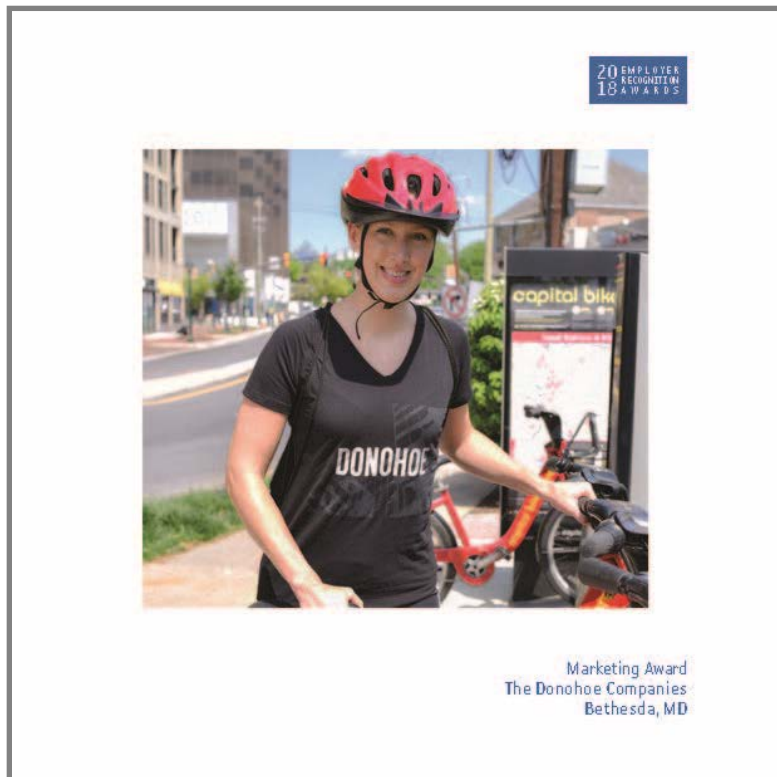
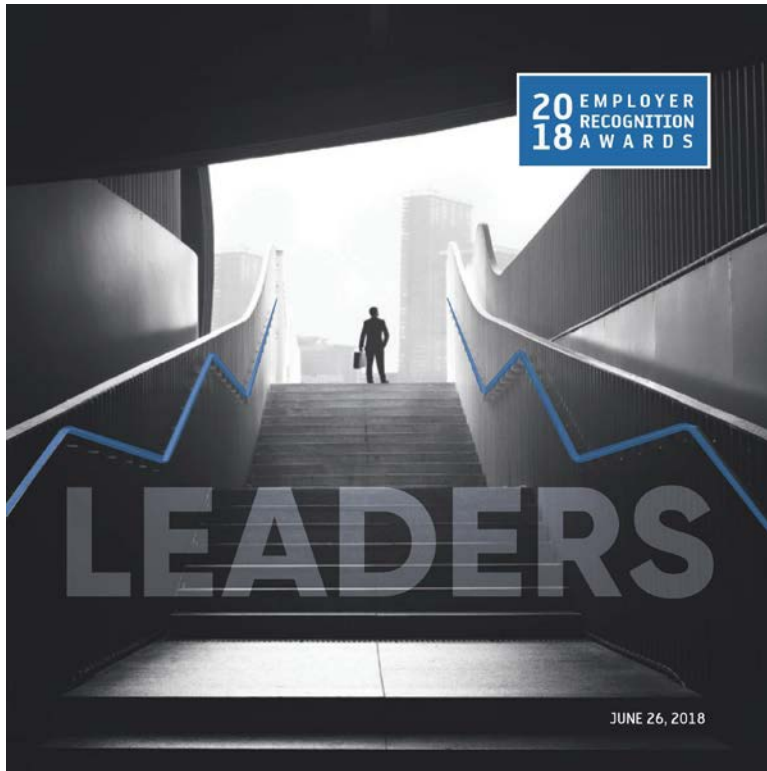
Hosted by
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.

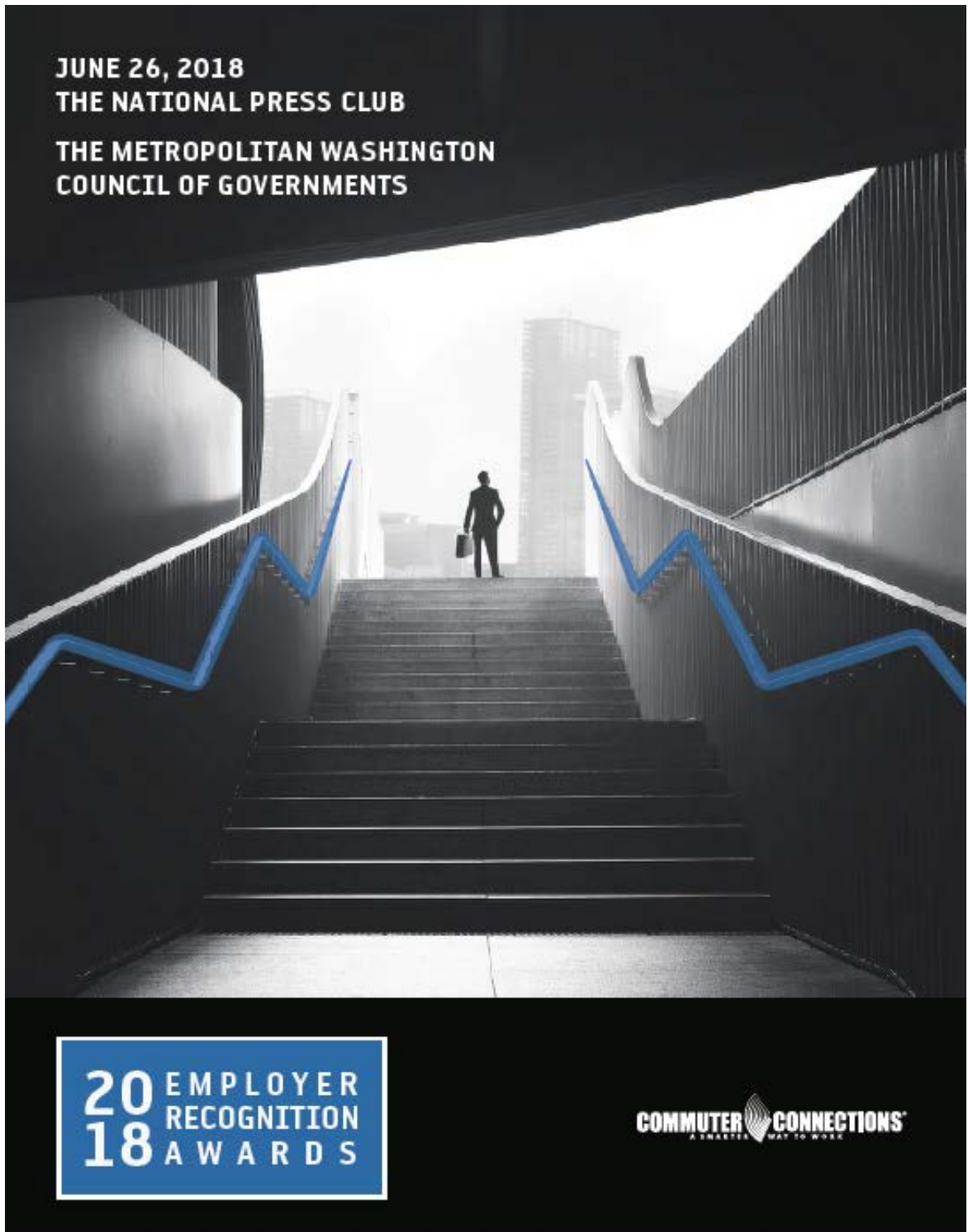
AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS
A BETTER WAY TO WORK

Program Booklet



Podium Sign



2017 Winners

Incentives Award– American Pharmacists Association



Marketing Award – The Donohoe Companies



Telework Award – IQ Solutions





CONGRATULATIONS TO OUR
WINNERS

American Pharmacists Association
Washington, DC
Incentives Award

The Donohoe Companies
Bethesda, MD
Marketing Award

IQ Solutions
Rockville, MD
Telework Award

Honoring companies
innovating and improving
commuter mobility for
their employees.

20 EMPLOYER
RECOGNITION
18 AWARDS

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org | 800.745.RIDE

'Pool Rewards

Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign ran in the spring to promote the benefits of the 'Pool Rewards program.



Message Strategy

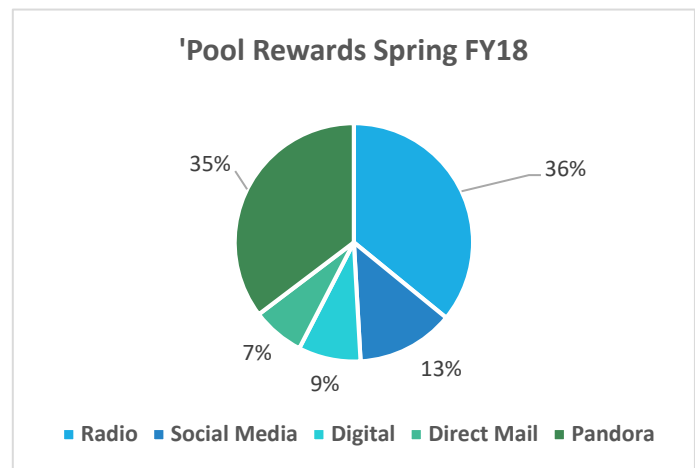
The ads ran on Rideshare weeks, January through March and encouraged commuters to use Commuter Connections to find a partner to start a new carpool/vanpool with, and earn a cash incentive. In addition, a 'Pool Rewards bonus was used to promote Ridesharing on I-395 and I-66, outside the Beltway.

Target Market

See Rideshare demographics on page 9.

Geographic Targeting

Washington, DC DMA



Pool Rewards Spring	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$11,333.33	\$13,333.33	1,385,148
Social Media	\$15,500.00	\$15,500.00	500,000
Digital	\$3,000.00	\$3,530.00	1,391,302
Pandora	\$12,500.00	\$14,706.25	525,000
Direct Mail	\$2,520.00	\$2,965.00	3,200
Totals	\$44,853.33	\$50,034.58	3,804,650

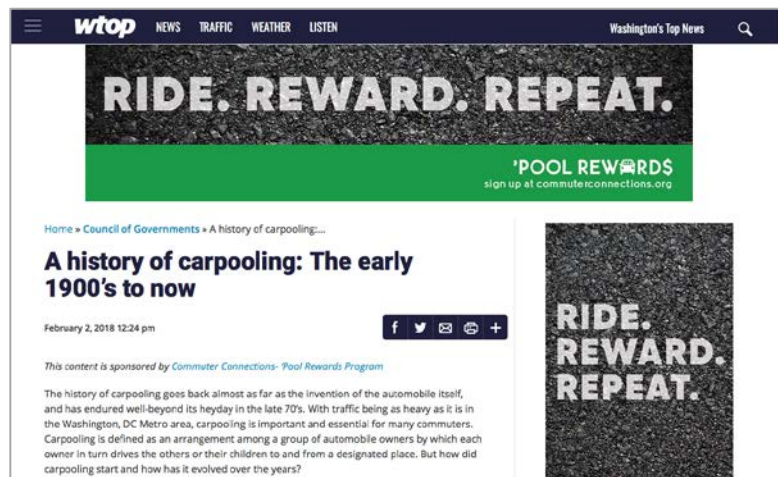
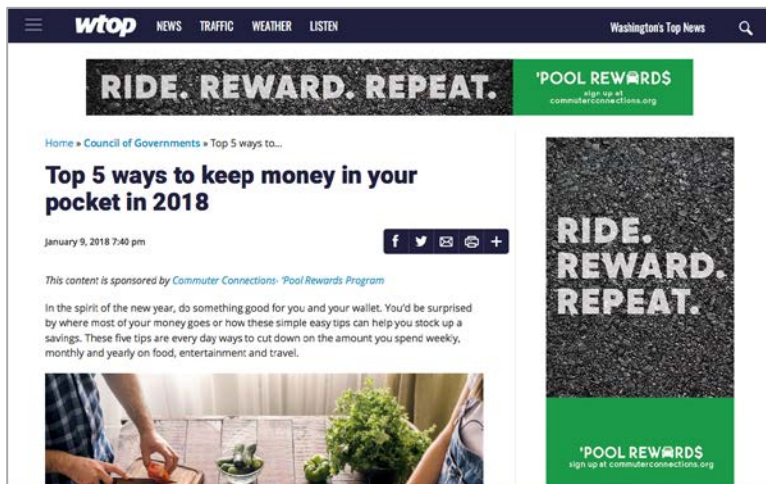
'Pool Rewards Radio Script

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

Ride. Reward. Repeat. Join or start a new carpool and receive 130 dollars with 'Pool Rewards. Carpools with 3 or more occupants on I-395 can travel TOLL-FREE and earn an extra 100 dollars for up to \$230 dollars! Remember, you can get extra cash when you travel on I-395 if you join 'Pool Rewards. Just Ride. Reward. Repeat with Commuter Connections. Sign up at Commuter Connections dot org. Some restrictions apply.

'Pool Rewards WTOP Sponsored Articles

For the spring 'Pool Rewards campaign, sponsored articles were utilized to engage with audiences. The content focuses on key brand elements of 'Pool Rewards, saving money and promoting carpooling. The first article was titled "Top 5 Ways to Keep Money in Your Pocket in 2018" which included 'Pool Rewards as one of the five ways. The second article focused on the history of carpooling and its affect on the region.



'Pool Rewards Facebook Ads

Commuter Connections
Published by Go Greenman [?] · February 12 · 🌐

Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

REWARDS AHEAD →

'POOL REWARDS
sign up at commuterconnections.org

Turn on job features for this post to reach more applicants.

👤 17,955 people reached

Recent Activity

Boosted on Feb 12
Audience: United States: Washington District of Col...
By Go Greenman - Completed
[View Results](#)

👍👍 Dee J Wave, Angel Gil Reich and 211 others 2 Comments 5 Shares

👍 Like 💬 Comment ➦ Share ≡

Commuter Connections
Published by Go Greenman [?] · January 17 · 🌐

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to commuterconnections.org to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

CASH IN ON YOUR COMMUTE

'POOL REWARDS
sign up at commuterconnections.org

Turn on job features for this post to reach more applicants.

👤 20,486 people reached

Recent Activity

Boosted on Jan 17
Audience: United States: Washington District of Col...
By Go Greenman - Completed
[View Results](#)


👍👍👍 Dee J Wave, Andrey Leader and 199 others 4 Shares

👍 Like 💬 Comment ➦ Share ≡

I-66/I-395 FACEBOOK

Commuter Connections
Published by Go Greenman [?] · June 6 · 🌐

Join or start a new 2-person carpool on the I-66 Express Lanes Inside the Beltway and travel toll-free, plus receive \$130 with 'Pool Rewards. Remember to set your E-ZPass Flex to HOV mode. Earn a bonus \$100 in your new carpool on the I-66 HOV Lanes Outside the Beltway, for up to \$230!* To sign up for a free account, visit commuterconnections.org and select 'Pool Rewards.



INTERSTATE 66 'POOL REWARDS
It pays to rideshare
sign up at commuterconnections.org

👤 9,760 people reached Boost Again

Recent Activity

Boosted on Jun 21
Audience: United States: Washington District of Col...
By Go Greenman · Completed
[View Results](#)

Boosted on Jun 21
Audience: United States: Washington District of Col...
By Go Greenman · Completed
[View Results](#)


👤 Rao Suraj Yadav, Arona D. Thomas and 99 others 3 Comments 8 Shares

👍 Like 💬 Comment ➦ Share ☰

Commuter Connections
Published by Go Greenman [?] · June 6 · 🌐

Commuter Connections provides up to \$130 over 90 days for new carpools in the I-395 corridor. 'Pool Rewards offers an additional \$100 to participants who join a new three-person carpool or add a third person to an existing two-person carpool during a three-month period for new carpools in the I-395 corridor*. To sign up for a free account, visit commuterconnections.org and select 'Pool Rewards.

*some restrictions apply.



INTERSTATE 395 'POOL REWARDS
It pays to rideshare
sign up at commuterconnections.org

👤 8,820 people reached Boost Again

Recent Activity

Boosted on Jun 21
Audience: United States: Washington District of Col...
By Go Greenman · Completed
[View Results](#)

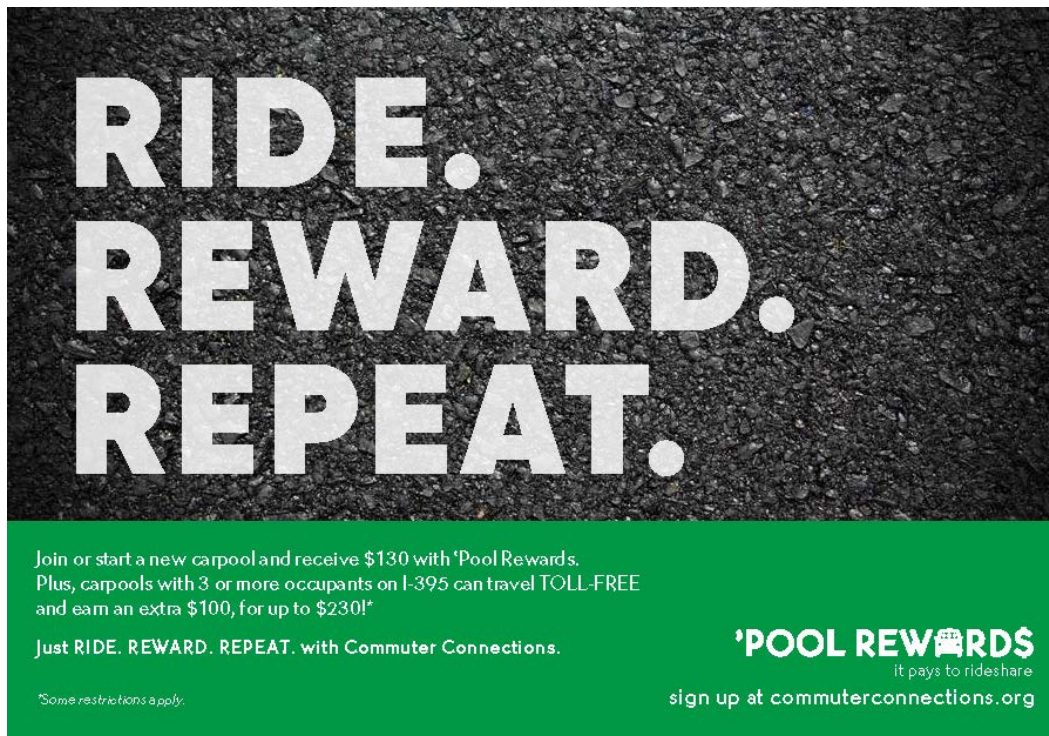
Boosted on Jun 21
Audience: United States: Washington District of Col...
By Go Greenman · Completed
[View Results](#)

👤 LaTosha Baker, Briana Carter and 147 others 1 Comment 4 Shares

👍 Like 💬 Comment ➦ Share ☰

Every Door Direct

Every Door is a direct mail piece that was distributed to targeted households within Fairfax County. The postcard promoted 'Pool Rewards, and its bonus incentive for joining or starting a new carpool, plus a bonus for those commuting on I-395.



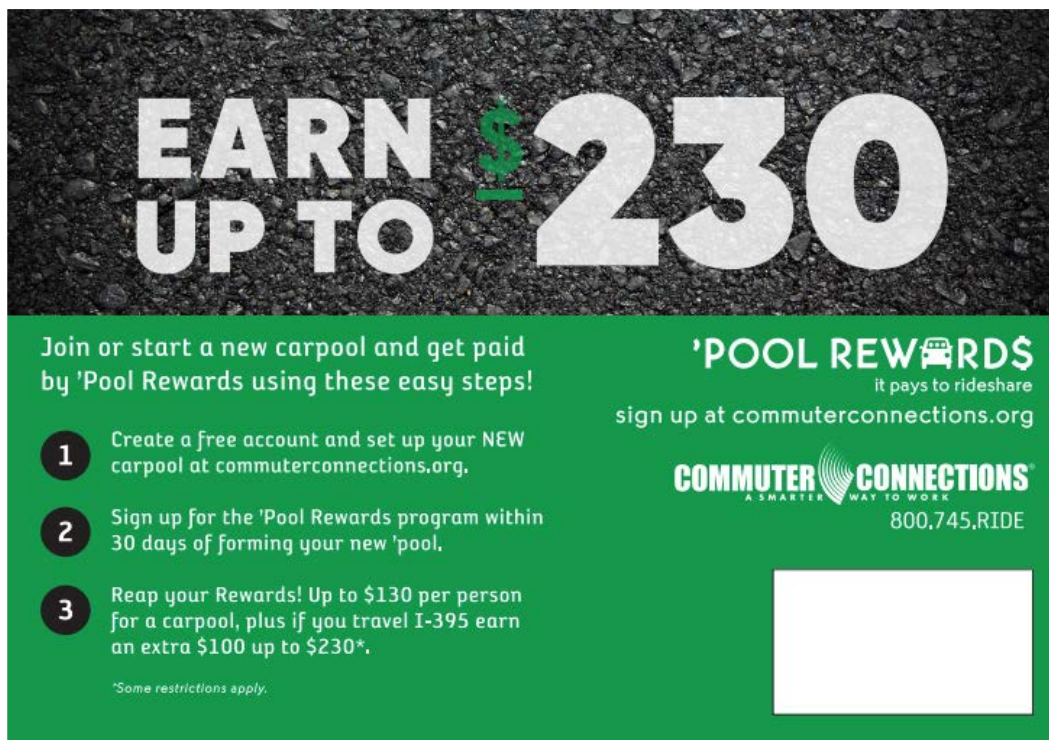
RIDE. REWARD. REPEAT.

Join or start a new carpool and receive \$130 with 'Pool Rewards. Plus, carpools with 3 or more occupants on I-395 can travel TOLL-FREE and earn an extra \$100, for up to \$230!*

Just RIDE. REWARD. REPEAT. with Commuter Connections.

'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

*Some restrictions apply.



EARN UP TO 230


Join or start a new carpool and get paid by 'Pool Rewards using these easy steps!

- 1 Create a free account and set up your NEW carpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool.
- 3 Reap your Rewards! Up to \$130 per person for a carpool, plus if you travel I-395 earn an extra \$100 up to \$230*.

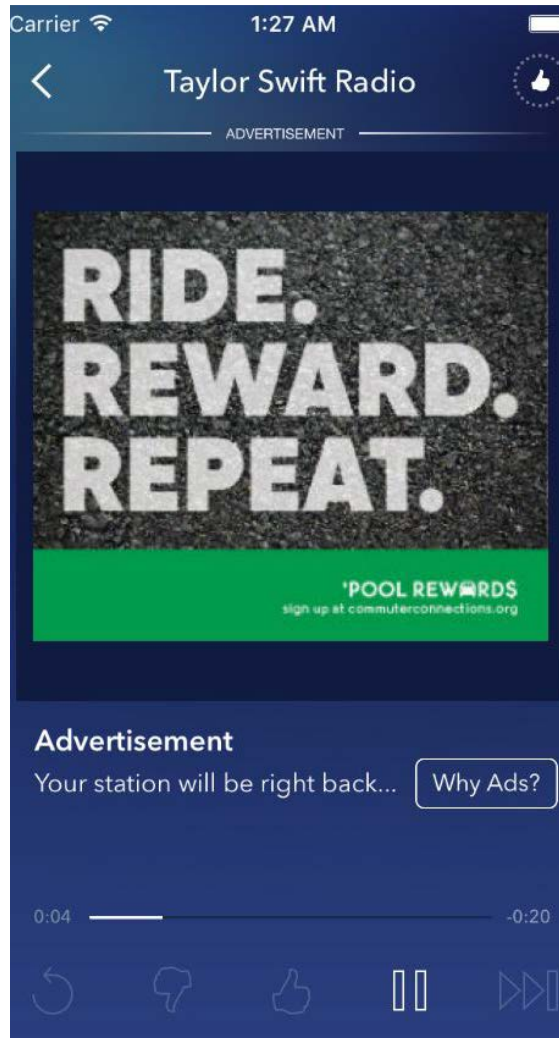
'POOL REWARDS
it pays to rideshare
sign up at commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
800.745.RIDE

*Some restrictions apply.



Pandora



CarpoolNow Mobile App

CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. Through a grant received by Howard County, Commuter Connections ran a media campaign which extended into spring, to promote the CarpoolNow mobile app to those who live or work in Howard County.



Media Strategy

Radio, digital, print and out of home media were used to promote the CarpoolNow mobile app during the second half of FY18. The campaign started in January and runs through June 2018.

Target Audience

- Commuters, 25-55 years old; residents & businesses.

Geographic Area

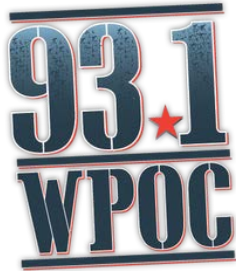
- Howard County and surrounding area.



CarpoolNow Spring Budget	COG Cost	Gross Cost	Impressions
Print	\$2,480.30	\$2,918.00	225,000
Out of Home	\$7,157.50	\$8,420.80	312,000
Digital	\$47,722.09	\$56,143.64	1,252,401
Radio	\$69,653.25	\$81,945.00	2,340,845
Totals	\$127,013.14	\$149,427.44	4,130,246

Radio

A :30 second radio spot was produced and is aired on news (WBAL) and music (WPOC) stations within the Baltimore market.



CarpoolNow :30 Seconds "Your Commute Just Got Easier"

If you live or work in Howard County, there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers. Just visit CarpoolNow dot org today and start saving right away! That's CarpoolNow dot org.

With the CarpoolNow mobile app, your commute just got easier.
Sponsored by Commuter Connections. Some restrictions apply.

Print

The Business Monthly is a business-to-business newspaper covering Howard and Anne Arundel Counties. Featured articles are written by, for, and about local business people and their companies. A half page ad ran in January 2018.

The
Business
Monthly

For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND



FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!



CarpoolNow

carpoolnow.org 800.745.RIDE

Living Local is a magazine delivered to over 75,000 households in Howard County. Each edition features local events, fund-raisers and focuses on neighborhood businesses. A double-page spread was placed in January and March 2018.



For those who Live or Work in Howard County

GET PAID TO DRIVE!

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

carpoolnow.org 800.745.RIDE

For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND

FIND A RIDEMATCH

- > Free on-demand ridesharing
- > Download the app at carpoolnow.org
- > Rideshare when you want!

carpoolnow.org 800.745.RIDE

Pandora

Mobile audio ads and web audio ads geo-targeted to Howard County ran January through March 2018.

pandora®

The image is a screenshot of a Pandora mobile audio player interface. At the top, it shows 'carrier' with a signal strength icon, the time '10:46 PM', and a battery level icon. Below this is a back arrow, the text 'Adele Radio', and a thumbs-up icon. A horizontal line separates this from the word 'ADVERTISEMENT'. The main ad content is on a dark blue background. It starts with the text 'For those who Live or Work in Howard County' in a small white box. Below that, in large white letters, is 'FREE RIDESHARING ON DEMAND'. In the center is a white smartphone displaying a carpooling app interface with a 'FIND A RIDEMATCH' button overlaid. At the bottom left of the ad, there are three bullet points: '> Free on-demand ridesharing', '> Download the app at carpoolnow.org', and '> Rideshare when you want!'. At the bottom right of the ad is the 'carpoolnow' logo and the text 'carpoolnow.org 800.745.RIDE'. Below the ad, the word 'Advertisement' is displayed, followed by the text 'Your station will be right back...' and a 'Why Ads?' button. At the bottom of the screen is a progress bar showing '0:05' and '-0:19', and a set of playback controls including a refresh icon, a thumbs-down icon, a thumbs-up icon, a pause icon, and a skip forward icon.

Nextdoor


Nextdoor is a private social network for neighborhoods, which allows residents to stay informed about what's going on in their "backyard." Ads ran January through June 2018, targeted to Howard County zip codes.



CarpoolNow, Sponsored

Rideshare Anytime!

If you commute to or from Howard County there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers. Just sign up at carpoolnow.org or call 800.745.Ride today! With carpoolnow.org your commute just got easier. Sponsored by Commuter Connections. Some restrictions apply.

A circular clock face with a white center and black hands, set against a blue background. The clock is surrounded by green car icons, suggesting a 24-hour service.

Rideshare anytime for Free! [Download](#)

Thank Reply


AT&T 1:58 PM

Search

CarpoolNow, Sponsored

Rideshare Anytime!

If you commute to or from Howard County there's a great new option to shar... See more

A circular clock face with a white center and black hands, set against a blue background. The clock is surrounded by green car icons, suggesting a 24-hour service.

Rideshare anytime for Free! [Download](#)

35m ago

Thank Reply

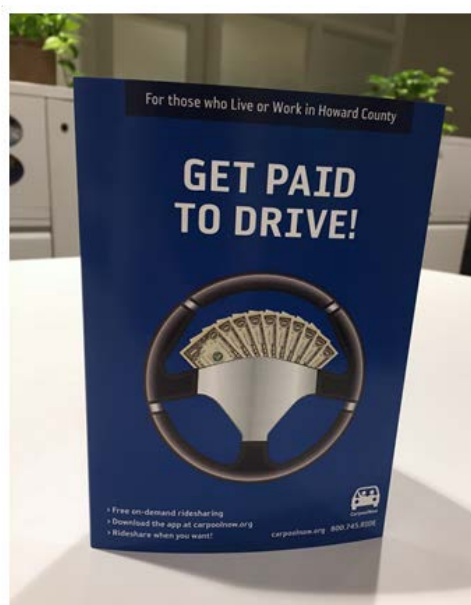
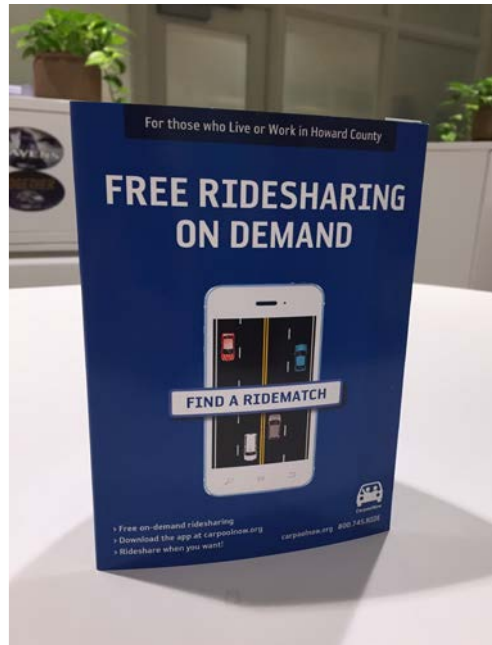
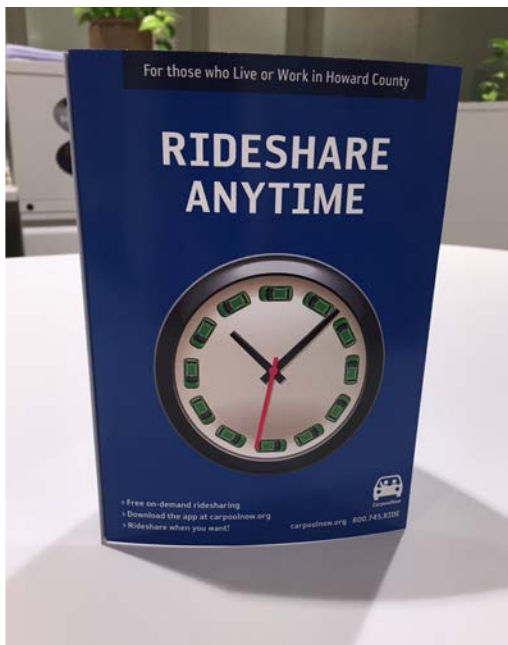
Steve Wymer, HQ **Lead**

Home Chat Heart Notifications 5 Menu

The Mall in Columbia

The Mall in Columbia is the central shopping mall for the planned community of Columbia, MD. CarpoolNow Table Tent ads ran from January through June 2018.

THE MALL IN COLUMBIA



Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter were produced during the second half of FY2018. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at www.federaletc.org.

Spring 2017 Newsletter and Federal ETC Insert

Issue 7, Volume 22 Spring 2018 WHAT'S INSIDE
3 I-66 Express Lanes Pattern and More Reliable
4 Parking Fee Changes At MetroRail
5 Fair Travel Program Educates Drivers

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

TELEWORKING GROWTH AND COWORKING CENTERS

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. In 2004, 318,000 area commuters (13%) teleworked, which grew tremendously to 887,000 commuters (32%) teleworking as reported in the 2016 survey.

13%	19%	25%	27%	32%
2004	2007	2010	2013	2016
318,000	456,000	606,000	675,000	887,000
Number of Regional Teleworkers				

As part of the SOC survey, teleworkers were asked if they did so under a formal program, or through an informal arrangement with a supervisor. More than half (56%) said they teleworked under a formal arrangement, while 43% did so under an informal arrangement with their supervisor. This represents a continued shift from 2004, when only 32% of teleworkers had a formal agreement.

Continued on page 2

Spring 2018

FEDERAL ETC UPDATES

FEDERAL ELECTION COMMISSION GOES PAPERLESS

The Federal Election Commission (FEC) is an independent regulatory agency which administers and enforces federal law, covering financing, restriction, and public disclosure of funds raised and spent to influence presidential, vice presidential, and congressional campaigns.

In March, FEC completed a relocation of their entire agency, consisting of 350 employees, from Metro Center to NoMa (North of Massachusetts Avenue) in Washington, DC. In light of the move, FEC transitioned its commuter benefits program registration from a paper-based process, to an electronic system. Two-thirds (66%) of FEC employees are now actively using the commuter benefits program.

“With the adoption of the available technology provided by our inter-agency partners at the U.S. Department of Transportation (USDOT), and support of FEC senior leadership, we implemented a lot of change here in a short period of time, which will have substantial long-lasting impact on both the environment and our overall operating budget”, said Derrick Allen, Director Office of Human Resources.

USDOT was impressed at the expeditious fashion in which FEC took their transit benefits program online from when they began. With the new program implementation, FEC saved more than \$100,000 in overall costs between October 2017 and March 2018. “Our new process has created a faster turnaround time for transit benefit subsidy transactions, and has given our office the ability to track the use of fare media issues more efficiently and cost effectively; and the ease of use is noticeable”, said Fran Sanes, Human Resources Specialist.

At the heart of the success is communication, training, and assistance. FEC’s Human Resources and Information Technology departments offered employees both group based, and individualized hands-on training. Partnering with the Administrative Services Division, FEC hosted multiple Commuter Expos with area transportation partners such as the Metropolitan Washington Council of Governments’ Commuter Connections program, Washington Area Metropolitan Transit Authority (Metro), Virginia Railway Express (VRE), District Department of Transportation (goDCgo), and more. Slippy

Continued on back

Commuter Connections E-Newsletter


The winter and spring 2018 edition of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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


TELEWORKING GROWTH AND COWORKING CENTERS

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. [Read more...](#)



Year	Percentage	Number of Regional Teleworkers
2004	13%	318,000
2007	19%	456,000
2010	25%	600,000
2013	27%	675,000
2016	32%	887,000

Number of Regional Teleworkers



Westbound
Entry Location: Washington
Entry Date & Time: 04/10/2018 3:03 PM
Exit Location: Route 267 - Dulles Toll Road
Estimated Toll: \$7.75


* Click dots on the map to instantly change your exit.

I-66 EXPRESS LANES - FASTER AND MORE RELIABLE

A Virginia Department of Transportation report from January 2018 showed out of nearly 600,000 trips taken on I-66 inside the Beltway, average toll prices were \$8.07 for eastbound trips, and \$4.30 for westbound. [Read more...](#)

PARKING FEE CHANGES AT METRORAIL

New hours when parking fees are collected have taken effect at Metrorail stations. In addition, higher fees for "non-rider vehicles" are being charged at ten stations, while fees at two stations were lowered as part of a pilot program. Non-rider vehicles are identified as cars who use Metro parking facilities, without a SmartTrip© turnstile transaction. [Read more...](#)



Appendix A Performance Measures

Web Visits

Month	FY 2017 Web Visits	FY 2018 Web Visits	+/-	+/- %
Jan	13,708	14,326	618	4.5%
Feb	10,161	11,124	963	9.5%
March	15,241	16,155	914	6.0%
April	14,163	16,139	1,976	14.0%
May	14,320	14,842	522	3.6%
June	14,374	17,821	3,447	24.0%
	81,967	90,407	8,440	10.3%

Phone Calls

Month	FY 2017 Phone Calls	FY 2018 Phone Calls	+/-	+/- %
Jan	942	1,245	303	32.2%
Feb	1,155	965	(190)	-16.5%
March	1,167	1,060	(107)	-9.2%
April	887	932	45	5.1%
May	1,048	967	(81)	-7.7%
June	1,174	905	(269)	-22.9%
	6,373	6,074	(299)	-4.7%

Rideshare Applications

Month	Rideshare FY 2017 Applications	Rideshare FY 2018 Applications	Change	%
Jan	813	1,381	568	69.9%
Feb	677	881	204	30.1%
March	1,003	850	-153	-15.3%
April	749	1,019	270	36.0%
May	932	1,190	258	27.7%
June	1,218	956	-262	-21.5%
	5,392	6,277	885	16.4%

GRH Applications







Month	GRH FY 2017 Applications	GRH FY 2018 Applications	Change	%
Jan	827	1,037	210	25.4%
Feb	882	665	-217	-24.6%
March	787	663	-124	-15.8%
April	642	674	32	5.0%
May	709	630	-79	-11.1%
June	666	583	-83	-12.5%
	4,513	4,252	(261)	-5.8%

Appendix B

Digital Advertising – WTOP.com Rideshare Native Article Results

Article Title	Live Date	Page Views	Facebook Engagements
Top Five Ways to Ease Your Commute	3/12/18	15,927	2,565
What Can You Do With \$22 / Day?	4/4/18	4,161	875
How You Could Spend Your Congested Commuter Time	5/4/18	7,940	3,116
What's Your Commute IQ?	6/8/18	2,327	1,344
Overall Total	Mar – June	30,355	7,900

Facebook GRH and Rideshare

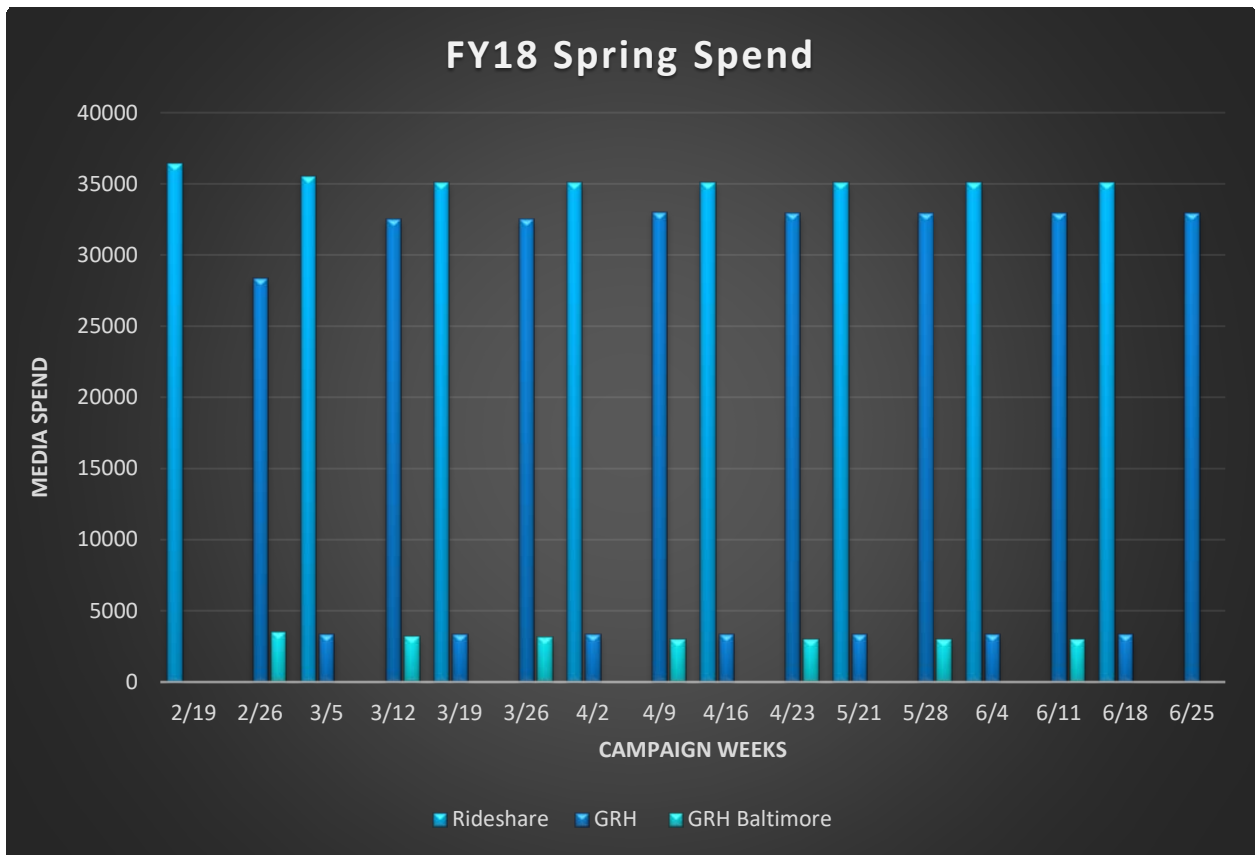
	Boosted Post Don't Get Stuck at Work...When you rideshare, ... Promoted by Go Greenman on Apr 26, 2018 Completed	6,608 People Reached	1,368 Post Engagement	\$499.89 Spent of \$500.00 View Results
	Boosted Post Don't Get Stuck at Work...When you rideshare, ... Promoted by Go Greenman on Apr 23, 2018 Completed	5,054 People Reached	509 Post Engagement	\$396.04 Spent of \$500.00 View Results
	Boosted Post Sign up at Commuter Connections to join trustee... Promoted by Go Greenman on Apr 16, 2018 Completed	10,928 People Reached	1,377 Post Engagement	\$842.29 Spent of \$1,000.00 View Results
	Boosted Post Moping at your desk with a miserable cold? Don... Promoted by Go Greenman on Apr 10, 2018 Completed	25,751 People Reached	2,429 Post Engagement	\$1,349.45 Spent of \$1,500.00 View Results
	Boosted Post Keep your ridesharing benefits going all year lo... Promoted by Go Greenman on Apr 2, 2018 Completed	12,992 People Reached	2,042 Post Engagement	\$819.81 Spent of \$1,000.00 View Results
	Boosted Post Don't Get Stuck at Work...When you rideshare, ... Promoted by Go Greenman on Mar 26, 2018 Completed	6,578 People Reached	957 Post Engagement	\$476.23 Spent of \$500.00 View Results

Appendix C FY2018 Spring Media Schedules

		Media Outlet	Campaign to Run	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25	
GRH	Radio & Podcasts	iHeart	2/26 - 6/30/18																				
		WBQB	2/26 - 6/30/18																				
		WFLS	2/26 - 6/30/18																				
		WFMD	2/26 - 6/30/18																				
		WAMU	2/26 - 6/30/18																				
		WAMU Podcasts	2/26 - 6/30/18																				
	Streaming	Hulu	2/26 - 6/30/18																				
		Youtube	2/26 - 6/30/18																				
	Social	Facebook	2/26 - 6/30/18																				
	Transit Signs	MARC	2/26 - 6/30/18																				
		VRE	2/26 - 6/30/18																				
	Pandora	:30 Audio	2/26 - 6/30/18																				
Banner/Tile Ads		2/26 - 6/30/18																					
GRH - Baltimore	Radio	WBAL-AM/Baltimore	2/26 - 6/30/18																				
		WPOC-FM/Baltimore	2/26 - 6/30/18																				
	Social	Facebook	2/26 - 6/30/18																				
Rideshare	Radio & Podcasts	WTOP-FM	2/19 - 6/24/18																				
		WBQB	2/19 - 6/24/18																				
		WFLS	2/19 - 6/24/18																				
		WFMD	2/19 - 6/24/18																				
		WAMU	2/19 - 6/24/18																				
		WAMU Podcasts	2/19 - 6/24/18																				
	Streaming	Hulu	2/19 - 6/24/18																				
		Youtube	2/19 - 6/24/18																				
	Social	Facebook	2/19 - 6/24/18																				
		:30 Audio	2/19 - 6/24/18																				
Pandora	Banner/Tile Ads	2/19 - 6/24/18																					

Commuter Connections FY2018 Spring Umbrella				Media Schedule: Specific Dates Spots Run (Week of)																												
		Media Outlet	Campaign to Run	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25			
Pool Rewards	Digital & Social	WTOP.com	1/1 - 3/3/18																													
		Pandora	1/1 - 3/3/18																													
	Facebook	1/1 - 3/3/18																														
	Direct Mail	WTOP-FM	1/1 - 3/3/18																													
CarPoolNow Mobile App	Digital	Every Door Direct	1/1 - 3/3/18																													
		Nextdoor	1/1 - 6/30/18																													
	Pandora	1/1 - 6/30/18																														
	Print	Living Local	1/1 - 6/30/18																													
	Business Monthly	1/1 - 6/30/18																														
Radio OOH	Mall of Columbia	1/1 - 6/30/18																														
	WPOC-FM/Baltimore	1/1 - 6/30/18																														
	WBAL-AM/Baltimore	1/1 - 6/30/18																														
Bike to Work Day	Radio	WWDC-FM	4/30 - 5/18/18																													
		WIHT-FM	4/30 - 5/18/18																													
		WMZQ-FM	4/30 - 5/18/18																													
		WJFK-FM	4/30 - 5/18/18																													
	Social Media	Facebook	4/30 - 5/18/18																													
		Twitter	4/30 - 5/18/18																													
	Digital	Pandora	4/30 - 5/18/18																													
WTOP.com	4/30 - 5/18/18																															
YouTube	4/30 - 5/18/18																															

Appendix D FY2018 2nd Half Paid Media Spend



Appendix E

Bike to Work Day Earned Media

The following are Bike to Work Day 2018 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.

BTWD 2018 Media Coverage		
Print/Online Coverage - 50		
4/2/2018	Fairfax County Youtube	Fairfax County Bike to Work Week 2018 15sec Ncm Spot
4/03/2018	White Flint	Bike to Work Day
4/30/2018	Grip Unlimited	May is National Bike Month: Let's Ride
4/3/2018	DC Military	NSAB Encourages Bike to Work Day Participation
4/23/2018	WABA	Crystal City Bid Takes Bike to Work Day To The Next Level
4/24/2018	goDCgo	Are You Ready for Bike to Work Day 2018?
4/30/2018	Alexandria Living Magazine	Bike to Work Day Coming May 18
4/30/2018	A DC Journey	Do This: Bike to Work Day
5/2/2018	FCNP	F.C. Pit Stop for Ride to Work Day May 18
5/4/2018	WTOP	10 health facts to know if you're biking to work
5/4/2018	WABA	How to Get Your Business Ready for Bike Month
5/4/2018	City of Alexandria	City of Alexandria Invites Participation in Bike to Work Day on May 18
5/4/2018	White Flint	Register for Bike to Work Day
5/8/2018	PRTC	Bike to Work Day is Friday, May 18
5/8/2018	The Washington Post	Capital Bikeshare rolling into Prince George's County
5/8/2018	Reston Now	Bike to Work Day Festivities Around Reston
5/9/2018	Bike Arlington	Bike to Work Day Registration is Open
5/9/2018	Bike Arlington	What to Do if Every Day is "Bike to Work Day" For You
5/10/2018	WTOP	Bike to Work Day is May 18; cyclists can enjoy pit stops around DC area
5/10/2018	Shooshan Company	Arlington Bike to Work Day 2018
5/11/2018	Our Community Now	Register Now For 'Bike to Work Day Dc' On May 18!
5/13/2018	DC Urban Life	Bike to Work Day
5/13/2018	Prince William Times	Ride your bike to work on May 18
5/14/2018	OmniRide	OmniRide can help you Bike to Work on May 18
5/14/2018	Reddit	5/18 is Bike to Work Day
5/14/2018	goDCgo	It's National Bike Month!
5/15/2018	My MC Media	County's First Ever Pop-Up Bike Lane to Debut On Bike To Work Day
5/15/2018	The Hyattsville Wire	Route 1 Corridor Preps for Bike to Work Day
5/15/2018	Curbed DC	A protected bike lane will pop up in downtown Bethesda on Bike to Work Day

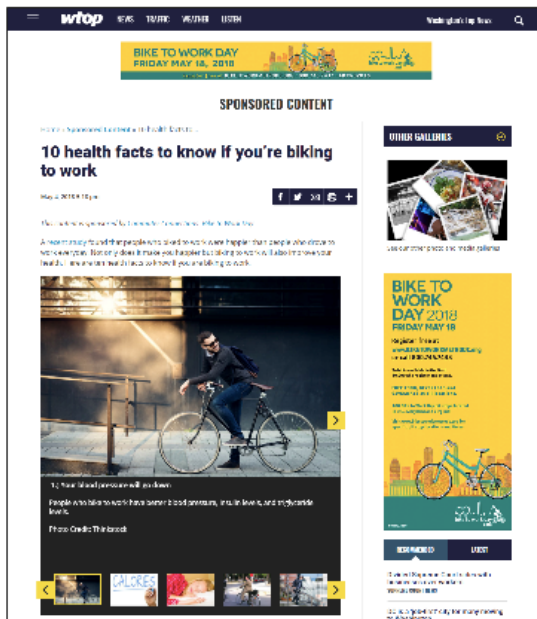
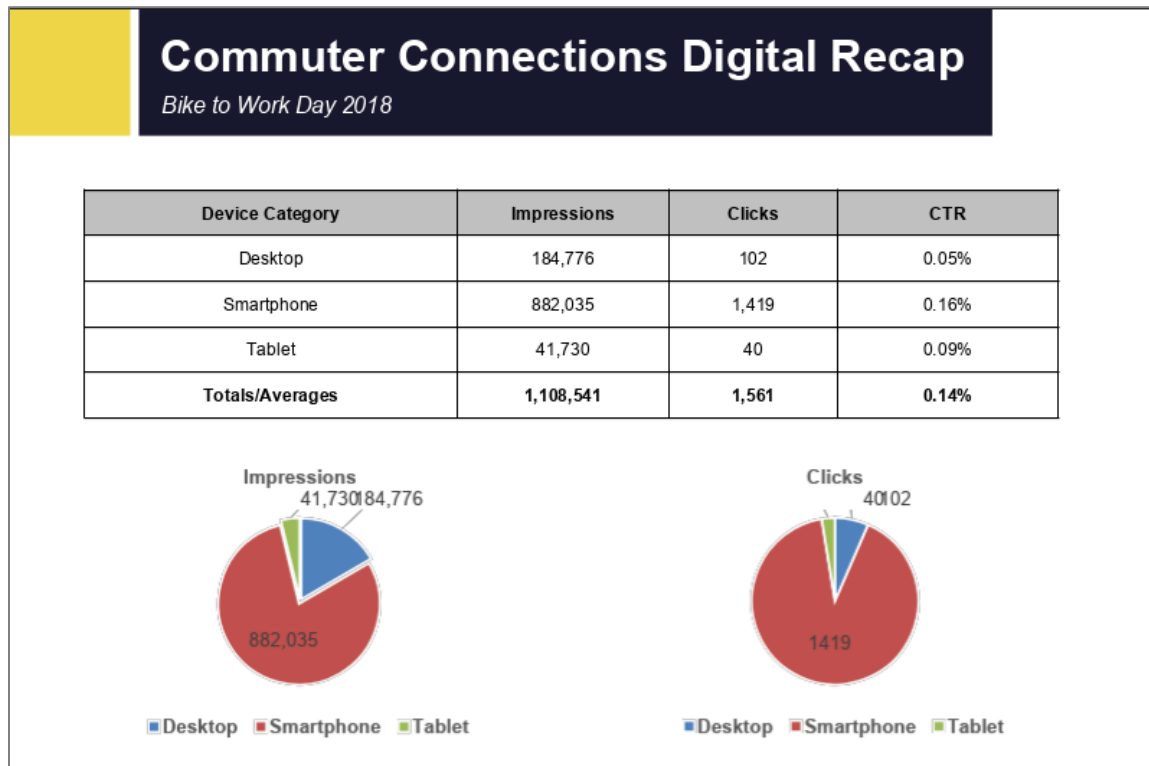
5/15/2018	Popville	“Thursday morning at 7:30am we are going to make a human chain to protect the bike lane near Trader Joe’s on 14th St. NW”
5/16/2018	WABA	Bike to Work Day Afterparties!
5/16/2018	Greater Greater Washington	Tactical urbanism like Bethesda’s pop-up bike lane can create lasting change
5/17/2018	DC Commute Times	National Bike to Work Day: What You Need to Know
5/17/2018	The Georgetown	Weekend Round Up May 17, 2018
5/17/2018	Georgetown Metropolitan	Bike to Work Day Tomorrow!
5/17/2018	DC Water	Your Commute Just Got More Refreshing
5/17/2018	Washingtonian	Things to Do in DC This Weekend (May 17-20): An Exhibit About Diseases, Betty Who with an Orchestra, and Bike to Work Day
5/17/2018	Greater Greater Washington	Breakfast links: Bike to work tomorrow — it’s really good for your health
5/17/2018	Mobility Lab	Greatest hits: our top five biking articles
5/18/2018	WAMU	For Bike-To-Work Week, These D.C. Advocates Guard A Bike Lane
5/18/2018	Reston Now	Friday Morning Notes – Bike to Work Day is Today
5/18/2018	My MC Media	Cyclists Undeterred by Bike to Work Day Rain
5/18/2018	Cycling Smarter	Bike to Work Day Is May 18; Cyclists Can Enjoy Pit Stops Around DC Area
5/18/2018	ARL Now	Soggy Bike to Work Day
5/18/2018	Dems.gov	Blumenauer, Crowley Release Proposal to Expand Bicycle Commuting
5/22/2018	National Capital Region TPB NEWS	It was a fun and rainy #BTWD2018
5/23/2018	Herndon Connection	Functional, Fun and Healthy in Herndon: Herndon Pit Stop draws both morning and afternoon cyclists at Bike to Work Day 2018
5/23/2018	Connection Newspapers	Reston Riders Join Bike to Work Day
6/6/2018	SoMdNews	Indian Head student offers bike safety tips, town gets new cop
6/30/2018	TripSavvy	Bike Events 2018 in Washington DC
Television – 1		
5/17/2017	Prince George’s Community Television	Bike to Work Day
Radio - 2		
5/16/2018	WHUR	Bike to Work Friday
5/17/2018	WMAL	Bike to Work Day
Blog - 15		
N/A	Inova	Bike to Work Day 2018
5/4/2018	Arlington Transportation Partners	Bike to Work Day is Friday, May 18
5/9/2018	Advantedge	3 Reason Why Biking to Work Makes a Difference

/13/2018	Next Door	This week's Mayoral update – make your commute fun by biking to work!
5/15/2018	Greater Greater Washington	Bike to Work Tomorrow
5/16/2018	Anacostia Park	Grow your Capacity: Bike to Work Day, A Free Social Impact Job Board and More
5/16/2018	Greater Greater Washington	Tactical urbanism like Bethesda's pop-up bike lane can create lasting change
5/17/2018	EYA	Top 5 Benefits of Biking to Work
5/18/2018	The DC Bike Blogger	This Year's Soggy National Bike to Work Day
5/18/2018	Friends of White Flint	A wonderful ... if wet ... Bike to Work Day 2018 at Pike & Rose
5/18/2018	Popville	12 Of Our Favorite Events in D.C. This Weekend – Pop a Wheelie
5/19/2018	Wheel Bike	From Wheels to Bikes
5/23/2018	Arlington Transportation Partners	4 Reasons National Bike Month is Great for New Riders
5/29/2018	FABB	Faces of Fairfax: Lou From Springfield
5/31/2018	DC Military	NSAB Hosts 'Pit Stop' on Bike to Work Day
Calendar Listing - 56		
OhBike		Bike to Work Day
National Institutes of Health		Bike to Work Day 2018
Community Forklift		Registration Is Open for Bike To Work Day 2018!
Georgetown DC		Celebrate Bike to Work Day In Georgetown
Downtown DC		Bike to Work Day 2018
Capitol Riverfront		DC Bike to Work Day
Loudon County		Register Now for Bike to Work Day Friday, May 18, 2018
REI		Join REI DC Flagship for Bike to Work Day at NoMa Pitstop
Rosslyn		Bike to Work Day
Bethesda Transit		Bike to Work Day
One Montgomery Green		Bike to Work Day 2018
Prince George's County		Bike to Work Day-Bowie
Urban Athletic Club		Bike to Work Day
Golden Triangle DC		Bike to Work Day 2018
Public Art Reston		Bike to Work Day
Takoma Langley		Bike to Work Day
Tysons		Bike to Work Day: Tysons Corner Pit Stop
Community Forklift		Get to Work in Style
Main Street Takoma		Bike to Work Day
Mount Vernon Triangle DC		Bike to Work Day 2018 at Bicyclespace
VDOT		Northern Virginia Bicycle and Pedestrian Resources
Edmonston Maryland		Bike to Work Day 2018
DC.gov		Executive Office of the Mayor
Union Station Redevelopment Corporation		Bike to Work Day 2018

Go Alex	Bike to Work Day 2018
All Events	Bike to Work Day 2018
The Washington Sun	Bike to Work Day is Friday, May 18
Arlington Transportation Partners	Bike to Work Day
Bethesda Magazine	Bike to Work Day 2018
District Wharf	Bike Home on Bike to Work Day
Bike Arlington	Bike to Work Day
Greater Greater Washington	Bike to Work Day
The Village at Shirlington	Bike to Work
DC Triathlon Club	Bike to Work Day 2018 Fri May 18
DC Public Library	Bike to Work Day 2018
National Institutes of Health	Bike to Work Day – Friday, May 18
Bus Rapid Transit	Bike to Work Day
Potomac Pedalers	Bike to Work Day
Carpe Diem Washington	Georgetown Bike to Work Day 2018
Carpe Diem Washington	Bike to Work Day Pitt Stop
Falls Church	Bike to Work Day 2018
Fitt Washington DC	Bike to Work Day 2018
Downtown DC	Join the DowntownDC BID for Bike to Work Day, May 18
Simpson Real Estate	Bike to Work Day 2018
Link Info	Bike to Work Day 2018
District Department of Transportation	Bike to Work 2018
Cherry Blossom Volunteers	Downtown DC Needs Volunteers for Bike to Work Day
DC Water	Annual Bike to Work Day
NIH Recreation and Welfare	Bike to Work Day 2018
A DC Journey	Do This: Bike to Work Day
Community Forklift	Looking For An Excuse To Go Out To Eat? Or Do You Want To Burn A Few Calories?
American University	Bike to Work Day
Montgomery Planning Board	Calendar of Events
New Woodbridge	Bike to Work Day
Arlington's Car-Free Diet	Bike to Work Day
Fairfax County	Bike to Work Day 2018

Appendix F







BTWD Digital Results – WTOP.com



10 health facts to know if you're biking to work	
May 11 th , 2018	
○	Page Views: 13,537
○	Average Time on Page: 51 seconds
○	Homepage Impressions: 214,102
○	Clicks from Daily Headlines E-mails: 93
○	People Reached on Facebook: 43,439
○	Impressions from Facebook: 70,607
○	Clicks from Facebook: 1,243
○	Reactions on Facebook: 168
○	Shares from Facebook: 37
○	Clicks on Banners within Article: 16

Bike to Work Day Social Media Results

Facebook

Recent Ads on Bike to Work Day				+ Create Ad
Ads activity is reported in the time zone of your ad account.				
	<p>Boosted Post</p> <p>Grab your friends and pedal together on Bike to...</p> <p>Promoted by Go Greenman on May 17, 2018 Completed</p>	<p>13,378</p> <p>People Reached</p>	<p>331</p> <p>Post Engagement</p>	<p>\$249.96</p> <p>Spent of \$250.00</p> <p>View Results</p>
	<p>Boosted Post</p> <p>Join in and ride on Friday, May 18th for Bike to ...</p> <p>Promoted by Go Greenman on May 14, 2018 Completed</p>	<p>7,101</p> <p>People Reached</p>	<p>8,721</p> <p>10-Second Video V...</p>	<p>\$250.00</p> <p>Spent of \$250.00</p> <p>View Results</p>
	<p>Boosted Post</p> <p>Gear up for Bike to Work Day on Friday, May 18...</p> <p>Promoted by Go Greenman on May 11, 2018 Completed</p>	<p>13,320</p> <p>People Reached</p>	<p>413</p> <p>Post Engagement</p>	<p>\$250.00</p> <p>Spent of \$250.00</p> <p>View Results</p>
	<p>Boosted Post</p> <p>With 100 pit stops to choose from, you and your...</p> <p>Promoted by Go Greenman on May 7, 2018 Completed</p>	<p>12,809</p> <p>People Reached</p>	<p>449</p> <p>Post Engagement</p>	<p>\$250.00</p> <p>Spent of \$250.00</p> <p>View Results</p>
	<p>Boosted Post</p> <p>Get ready to ride on Friday, May 18th for Bike to...</p> <p>Promoted by Go Greenman on May 4, 2018 Completed</p>	<p>4,964</p> <p>People Reached</p>	<p>281</p> <p>Post Engagement</p>	<p>\$195.73</p> <p>Spent of \$250.00</p> <p>View Results</p>
	<p>Boosted Post</p> <p>Join in and ride on Friday, May 18th for Bike to ...</p> <p>Promoted by Go Greenman on May 1, 2018 Completed</p>	<p>19,008</p> <p>People Reached</p>	<p>885</p> <p>Post Engagement</p>	<p>\$250.00</p> <p>Spent of \$250.00</p> <p>View Results</p>