



**Metropolitan Washington
Council of Governments**

**FY23 Second Half
Marketing Campaign Summary
Draft Report**

Regional TDM Marketing Group

June 20, 2023

FY23 Second Half

Marketing Campaign Summary

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Executive Summary

Overview

This document summarizes Commuter Connections' FY23 marketing activity occurring between January and June 2023. Special events planning and promotion during the second half of FY23 include the Spring Umbrella campaign, Bike to Work Day, incenTrip (Regional & MDOT) and Flextime campaigns, and the Employer Recognition Awards. Note: a portion of the 'Pool Rewards VDOT I-66 campaign, which started in the fall of 2022, extended into a part of January 2023.

Post-Pandemic

In post-pandemic life, many are still impacted by isolation, stress, and the inability to make the transition back to normalcy. Almost six times as many employers report increased mental health issues among employees, burnout being among the most common. In a [Forbes](#) survey, over half of employees said they were open to leaving their employer for a position elsewhere that included enhanced benefits and more flexibility. American workers are in need of flexibility, balance, connection, and care. A [CDC](#) study found that employees who feel cared for at work are over three times happier.

The spring FY23 marketing campaign repositions the time spent commuting to time invested in self and social connections. The hybrid, more flexible, shared commutes offer the potential to help employees and employers bridge the gap.

In fall of 2022, Commuter Connections conducted qualitative research to garner commuter and employer opinions on commuting and to identify messaging areas that encourage alternative mode use in the post-pandemic landscape. The research indicated a "new normal" for workers in the region, which included a mix of work locations and commute modes. At the time, nearly two-thirds (64%) of workers were teleworking, at least occasionally. The majority (55%) of commuters were driving alone, and represented the largest share of commute trips. Feeling comfortable while commuting was just as important to respondents as saving time and money. Avoiding traffic, and having flexibility and reliability were also desirable. Workers highly value comfort, avoiding stress, and relaxing during commutes. Additionally, there were a group of workers concerned with remaining safe from crime and illness on their commutes.

Workers want better commute experiences overall. Lingering COVID pandemic concerns are that public transportation is not sanitary or safe and can be unreliable. Workers who drive alone describe commutes as frustrating and boring, and are worried about other drivers, traffic congestion, gas prices, and wasteful, long and/or stressful commutes. Workers who enjoy driving alone say it's safer, private, quiet, and peaceful.

Compared to other alternative commute modes, respondents perceived carpooling to be better, and felt it can be a positive and friendly alternative. However, many were not yet comfortable carpooling with those they don't know and need help finding coworkers to carpool with.

Based on insights from the research, Commuter Connections is continuing to position itself as a comprehensive program with a range of benefits and incentive programs. The

messaging ideas that workers say would help encourage alternative modes of travel are as follows: Start with small changes to the commute, once a week or month; commutes that offer relaxation improve health and quality of life; and sharing the commute is safe and affordable.

GRH & Ridesharing Spring Umbrella Campaign

The spring 2023 campaign was geared to workers returning to the office, even for just a few days a week. The “together” concept used an overhead view of a vehicle and quote bubbles to portray the concept of a shared ride. 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 Guaranteed Ride Home portion of the campaign encouraged registrations using a similarly themed message. The FY23 second half media buy was \$323,946 for Rideshare and \$326,480 for GRH. The GRH Baltimore media buy was \$24,997.

Bike to Work Day

Commuter Connections concluded its Bike to Work Day 2023 event sponsorship drive at the end of January 2023, securing \$38,550 in cash and \$22,050 of in-kind donation value. The media spending for the Bike to Work Day marketing campaign was \$64,837. Design and creation of the marketing materials occurred during the spring and the campaign ran in May 2023, to promote the event held on May 19, 2023.

Employer Recognition Awards

The 2023 Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist employees. The nomination period concluded at the end of January; the Selection Committee took place in late March; and winners will be honored in June. The media budget for the Employer Recognition Awards print ad is \$7,500.

Incentive Programs

A portion of the ‘Pool Rewards VDOT I-66 campaign, which started in the fall of 2022, extended into a part of January 2023. Marketing campaigns for Commuter Connections’ various incentive programs are running late May through June of 2023. Media buys were as follows: incenTrip, \$50,000; incenTrip MDOT, \$50,000; and Flextime Rewards, \$15,000.

Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection for the second half of FY23. 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 age, income, gender, and racial/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)
- 2019 Commuter Connections Bike to Work Survey Analysis Report
- 2019 Commuter Connections State of the Commute Survey Report

The second half of FY23 includes the following activities:

- 'Pool Rewards VDOT I-66 campaign (part of January 2023 only)
- Winter/spring employer newsletters
- GRH and Rideshare campaigns
- incenTrip/incenTrip MDOT/Flextime Rewards campaigns
- Bike to Work Day campaign
- Employer Recognition Awards campaign

About Commuter Connections

Commuter Connections is a network of transportation organizations coordinated at a 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 services and solutions for more than 45 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with 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.



Rideshare & GRH Spring Campaign

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. Commuting is better and happier when we do it together through trusted channels.

Costs from the media buy and associated impressions are below:

Ridesharing Budget	Gross Cost	COG Cost	Actual Impressions
WTOP	\$71,270	\$60,580	2,378,880
WFED	\$22,500	\$19,125	155,760
EI Zol	\$29,325	\$24,926	569,875
WASH	\$18,840	\$16,014	162,000
WWDC	\$17,640	\$14,994	196,350
WIHT	\$17,250	\$14,663	174,080
WAMU	\$6,600	\$5,610	402,177
Peacock	\$23,530	\$20,000	48,800
Sinclair	\$17,758	\$15,094	265,000
WTOP.com	\$10,882.40	\$9,250	1,294,464
Waze	\$999	\$999	53,412
Google Adwords	\$1,000	\$1,000	282,200
Washingtonpost.com	\$11,765	\$10,000	1,018,632
NBC4.com	\$11,765	\$10,000	1,056,000
YouTube	\$1,500	\$1,500	187,100
Instagram	\$1,449	\$1,449	169,288
Facebook	\$1,599	\$1,599	219,751
LinkedIn	\$1,409	\$1,409	102,404
PoPville	\$1,147	\$975	5,000
Northern VA Magazine	\$2,353	\$2,000	371,951
Gas Pump Toppers	\$46,441	\$39,474	228,000
In-Store Ads	\$23,530	\$20,000	124,000
Digital Truck Ad	\$39,159	\$33,285	159,600
Totals	\$379,711	\$323,946	9,624,724

GRH Budget	Gross Cost	COG Cost	Actual Impressions
WTOP	\$71,675	\$60,924	2,376,000
WFED	\$21,500	\$18,275	141,700
EI Zol	\$28,500	\$24,225	526,225
WASH	\$18,930	\$16,091	169,600
WWDC	\$18,830	\$16,006	210,200
WIHT	\$19,255	\$16,341	190,400
WAMU	\$6,700	\$5,695	379,326
Peacock	\$23,530	\$20,000	61,000
Sinclair	\$17,758	\$15,094	378,000
WTOP.com	\$10,882	\$9,250	1,248,205
Waze	\$1,001	\$1,001	52,380
Google Adwords	\$866	\$866	205,900
Washingtonpost.com	\$11,765	\$10,000	992,811
NBC4.com	\$11,765	\$10,000	1,180,000
YouTube	\$1,250	\$1,250	167,362
Instagram	\$1,829	\$1,829	206,225
Facebook	\$1,886	\$1,886	261,489
LinkedIn	\$2,013	\$2,013	104,476
PoPville	\$1,147	\$975	5,000
Northern VA Magazine	\$2,353	\$2,000	371,560
Gas Pump Toppers	\$46,441	\$39,474	228,000
In-Store Ads	\$23,530	\$20,000	124,000
Digital Truck Ad	\$39,159	\$33,285	159,600
Totals	\$382,565	\$326,480	9,739,459

GRH Baltimore Budget	Gross Cost	COG Cost	Actual Impressions
WPOC	\$13,800	\$12,730	292,500
WBAL	\$13,255	\$12,267	346,500
Totals	\$27,055	\$24,997	639,000

Value Add

A total of approximately \$62,145 in value add was negotiated for Ridesharing, \$63,225 for Guaranteed Ride Home, and \$8,250 for Guaranteed Ride Home Baltimore.

Radio (Rideshare)

Radio served as the main media component for the spring Rideshare Campaign and included 30-second spots and radio reads on popular radio stations in the region.

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.



Waze (Rideshare)

With Waze ending its carpool program, Commuter Connections leveraged the opportunity to offer free Ridematching services by advertising to the app's users.



Digital Banner Ads (Rideshare)

Banner ads in various sizes ran on WTOP.com, WashingtonPost.com, PoPville.com, WAMU.org, and NorthernVirginiaMag.com.



The Washington Post



NorthernVirginia
MAGAZINE



Streaming & YouTube Video (Rideshare)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube, Peacock, and Hulu. 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 popular gas stations in the region.



In-Store Ad (Rideshare)

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



RELAX TOGETHER.

WORK'S HARD ENOUGH.
YOUR COMMUTE DOESN'T HAVE TO BE.

**SO
WHAT'S
UP?**

ZZZZZ



COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

Community Flyer (Rideshare)

Several Starbucks locations and community listservs showcased a flyer as part of an extra value add promotional effort.



**RELAX
TOGETHER.**

WANT A BETTER WAY TO GET
TO WORK? TRY CARPOOLING!

SO
WHAT'S
UP?

ZZZZZ



**COMMUTER
CONNECTIONS.** | A SMARTER
WAY TO WORK

commuterconnections.org | 800.745.RIDE

**SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.**

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, The Beltway, I-66 from Gainesville to DC, The 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 (Rideshare)

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



APG Media Military Ad (Rideshare)

A Rideshare ad was placed in “At Ease” magazine and in various Military Base Guides throughout the region.

RELAX TOGETHER.

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

SO WHAT'S UP?

ZZZZZ

COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



Google Search (Rideshare & GRH)

Google search ads, which include multiple keywords, headlines, and descriptions, ran throughout the duration of the spring campaign.



Ad · commuterconnections.org

Free Ride Home - Emergency Free Ride - Guaranteed Free Ride

Need A Ride Home From The Office? Get A Free One Guaranteed. Find Out How! Get Home From Work Worry-Free With A Guaranteed Ride. Learn More Now!

The screenshot displays the Commuter Connections website. At the top is a dark blue navigation bar with the logo and tagline 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' on the left, and a menu of links: HOME, ABOUT US, COMMUTERS, EMPLOYERS, NEWS & EVENTS, QUICK LINKS, and RESOURCES. The main content area features a large green banner for 'Guaranteed Ride Home'. The banner includes the text 'FREE RIDE GUARANTEED!' in large green letters, a call to action 'SIGN UP TODAY FOR FREE!' in a speech bubble, and a list of conditions: 'UNEXPECTED EMERGENCIES' and 'UNSCHEDULED OVERTIME'. There is an image of a white car and a green speech bubble with a yellow smiley face. Below the banner, a paragraph explains that 'Guaranteed Ride Home' (GRH) provides a free ride home for commuters who regularly carpool, vanpool, bike, walk, or take transit. It also notes that commuters can use GRH up to six times per year for emergencies like illness or a sick child, and for unscheduled overtime when mandated by an employer. A small note at the bottom right of the banner says 'Some restrictions apply.'

Radio (GRH)

Radio served as the main media component for the spring GRH campaign on several different radio stations in the region.

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)

Banner ads in various sizes ran on WTOP.com, WashingtonPost.com, PoPville.com, WAMU.org, and NorthernVirginiaMag.com.



The Washington Post



NorthernVirginia
MAGAZINE



WAMU 88.5
AMERICAN UNIVERSITY RADIO



Waze (GRH)

With Waze ending its carpool program, Commuter Connections leveraged the opportunity to highlight the Guaranteed Ride Home benefits by advertising to the app's users.

The image displays two promotional graphics for Commuter Connections' Guaranteed Ride Home (GRH) benefit. The larger graphic on the left features a teal background with the text "FREE RIDE GUARANTEED!" in large, bold letters. Below this, it says "GET A FREE GUARANTEED RIDE HOME, EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK." and lists two bullet points: "• UNEXPECTED EMERGENCIES" and "• UNSCHEDULED OVERTIME". A speech bubble on the left says "SIGN UP TODAY FOR FREE!". In the center is a top-down view of a white car, and to its right is a green speech bubble containing a yellow smiley face emoji. The Commuter Connections logo and tagline "A SMARTER WAY TO WORK" are in the bottom left, and "Some restrictions apply." is in the bottom right. The smaller graphic on the right is a vertical teal rectangle with the text "FREE RIDE GUARANTEED!" at the top, followed by "EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK", the Commuter Connections logo, and "A SMARTER WAY TO WORK" at the bottom, with "Some restrictions apply." in small text at the very bottom.

Streaming & YouTube Video (GRH)

A 30-second animated video was created to promote ridesharing 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 popular gas stations in the region.




In-Store Ad (GRH)

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



FREE RIDE GUARANTEED!

**SIGN UP
TODAY
FOR FREE!**




**GET A FREE GUARANTEED
RIDE HOME, EVEN IF YOU'RE
COMMUTING JUST A FEW
TIMES A WEEK.**

- **UNEXPECTED EMERGENCIES**
- **UNSCHEDULED OVERTIME**

Some restrictions apply.

**COMMUTER
CONNECTIONS** | A SMARTER
WAY TO WORK

commuterconnections.org | 800.745.RIDE



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, the Capital Beltway, I-66 from Gainesville to DC, 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 spring campaign and were used for paid ads on various social media platforms including Facebook, Instagram, and LinkedIn.



Community Flyer (GRH)

Several Starbucks locations and community listservs showcased a flyer as part of an extra value add promotional effort.

**FREE RIDE
GUARANTEED!**

GET A FREE GUARANTEED RIDE HOME, EVEN IF
YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!

**COMMUTER
CONNECTIONS.** | A SMARTER
WAY TO WORK

commuterconnections.org | 800.745.RIDE

Some restrictions apply.

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.



Direct Mailer (Rideshare & GRH)

A self-mailer was sent to approximately 500,000 households within the region to promote ridesharing services and the GRH program. Printing and postage costs for the mailing totaled \$139,660.50. The mailing was sent to households within the top Commuter Connections zip codes by active Ridesharing and/or GRH accounts.

RELAX TOGETHER.

SO WHAT'S UP?

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

Commuter Connections® is a network of organizations providing free ride matching, vanpool or telework programs and commuter benefits information in the District of Columbia, Maryland, and Virginia.

FREE RIDE GUARANTEED!

SIGN UP TODAY FOR FREE!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

GET A FREE GUARANTEED RIDE HOME. EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL

Permit No. 5833 WASHINGTON DC

COMMUTER CONNECTIONS
777 N Capitol St NE Ste 300
Washington DC 20077-0437

Metropolitan Washington Council Of Governments

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

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

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

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

Drive Alone Carpool Vanpool Bicycle Walk Bus (specify bus system & route # — ex: Metrolink Route 9A)
 Metrolink (circle all that apply) Blue Green Orange Red Silver Yellow MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Metrolink Fredericksburg Other (specify) _____

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

Information and Schedules — Please send information about:

Metrolink/Bus/Smart Trip Telework/Telecommute Commuter Rail (VRE/MARC) HOV/Express Lanes Local Bus Transit MTA Transit Bicycling

Section A | Carpool/Vanpool Rideshare Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:

Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.
I can leave _____ minutes before or _____ minutes after my normal work time.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____
Supervisor's Phone Number** _____
How many miles is it from home to work one way? _____

Have questions or need more information?
Visit commuterconnections.org or call 1.800.745.RIDE.

*Some restrictions apply. **Necessary for verification of unscheduled overtime.

Please tear off, fold and tape shut prior to mailing.

RELAX KNOWING YOU HAVE A... FREE GUARANTEED RIDE HOME.*

*Available in the Washington and Baltimore metropolitan areas.

Register or renew today!

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH) — a FREE, reliable ride home in case of an unexpected emergency or unscheduled overtime. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today and rest easy, knowing you have a free ride home.

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

Free Carpool and Vanpool Online Ridesharing Service Available:
A carpool or vanpool can reduce the frustration of your commute, and finding someone to ride with is free and easy with Commuter Connections.

Register for Guaranteed Ride Home or Ridesharing — today!

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

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

If you currently drive alone to work, sign up today to form a new carpool or vanpool with Pool Rewards! Vanpools may be subsidized by \$200 per month per van, and carpools may each receive up to \$120 in cash over a 90-day period!

Visit commuterconnections.org.

POOL REWARDS
A Fresh Perspective

Scan Code

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

Bike to Work Day

In January, Commuter Connections concluded its annual sponsorship drive for the 2023 Bike to Work Day event. The drive generated a total of \$38,550 in cash and \$22,050 in value of in-kind donations, representing both new and returning sponsors. Sponsor dollars were allocated toward the cost of procuring the event T-shirts.



Costs from the media buy and associated impressions are below:

BTWD Budget	Gross Cost	COG Cost	Estimated Impressions
WHUR	\$16,390	\$13,932	400,000
WTOP	\$14,265	\$12,125	500,000
WJFK	\$12,300	\$10,455	260,000
WTOP (article)	\$1,765	\$1,500	100,000
Facebook*	\$789	\$789	69,846
Twitter*	\$597	\$597	61,557
Instagram*	\$739	\$739	78,362
Popville	\$2,000	\$1,700	5,000
Washingtonian Problems	\$3,530	\$3,000	60,000
YouTube	\$750	\$750	49,321
Peacock	\$11,765	\$10,000	25,000
WTOP.com	\$10,882	\$9,250	250,000
Totals	\$75,772	\$64,837	1,859,086

*Portion of \$800 Cameo cost included.

Proclamation

The Bike to Work Day 2023 Proclamation was signed by Reuben Collins, National Capital Region Transportation Planning Board Chair, and Charles County Commissioner President. The Proclamation recognized Friday, May 19, 2023 as Bike to Work Day throughout the Washington, DC metropolitan region.



Flyer and Poster

Marketing materials were designed to help promote the May 2023 Bike to Work Day event. Materials were distributed to each of the 107 local pit stops. A mailing was sent to employers containing the flyer and a cover letter. The English and Spanish flyers are available at www.biketoworkmetrodc.org.

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org
 Free refreshments & giveaways at participating locations, while supplies last.

COMPUTER CONNECTIONS
 A SMARTER WAY TO WORK

WABA
 WASHINGTON AREA BICYCLE ASSOCIATION

GO Alex

PEDEGO
 ELECTRIC BIKES
 ALEXANDRIA & BETHESDA

ICF

ALL ABOUT BURGER

Bike Arlington

VERRA
 Standards for a Sustainable Future

BICYCLE SPACE

City Dental DC
 SERVING OVER 30 YEARS

AASHTO
 AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION ENGINEERS

FAIR LAKES

goDCgo

VDOT
 VIRGINIA DEPARTMENT OF TRANSPORTATION

MDOT
 MARYLAND DEPARTMENT OF TRANSPORTATION

Giant

VISION ZERO
 Prince Georges

Seen is Alert Safe

BIKES@VIENNA

Printed on recycled paper

Register for free at
BIKETOWORKMETRODC.ORG
 800.745.7433
 #BTWD2023

Visit biketoworkmetrodc.org for pit stop locations and times.
 *T-Shirts available at pit stops to first 15,000 registrants.
 Pit stops in D.C., Maryland, and Virginia!
 Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

bike to work day
 2023

EVENTO GRATUITO

DÍA DE LA BICICLETA PARA IR AL TRABAJO

VIERNES 19 DE MAYO DE 2023

Regístrese previamente antes del 12 de mayo para una CAMISETA GRATIS & SORTEO DE UNA BICICLETA

REGÍSTRATE HOY EN
BikeToWorkMetroDC.org

Bebidas gratis y obsequios en los lugares participantes, hasta agotar existencias.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BIKEWORKSHOP

GO Alex

PEDEGO
ELECTRIC BIKES
ALEXANDRIA & BETHESDA

ICF

ALL ABOUT WARDEN

Bike O Arlington

VERRA
Standards for a Sustainable Future

BICYCLE SPACE

City Dental DC
SERVING OVER 20 YEARS

AASHIO
AMERICAN ASSOCIATION OF STATE TRANSPORTATION OFFICIALS

FAIR LAKES

goDCgo
powered by DC

VDOT
VIRGINIA DEPARTMENT OF TRANSPORTATION

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

Giant

VISIONZERO
prince georges

Seen Alert Safe

BIKES@VIENNA

Regístrese gratis en **BIKETOWORKMETRODC.ORG**
800.745.7433

Visite bike.toworkmetrodc.org para más información acerca de los puntos de parada y los horarios. *Camisetas disponibles en los puntos de parada a los primeros 15.000 participantes que se registren. Puntos de parada en D.C., Maryland and Virginia.

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

#BTWD2023

bike to work day 2023

Pit Stop Vinyl Banners

bike to work day 2023

Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BICYCLIST ASSOCIATION

GO Alex

PEDEGO
ELECTRIC BIKES
ALEXANDRIA & BETHESDA

ICF

ALL ABOUT

Bike Arlington

VERRA
Standards for a Sustainable Future

BICYCLE SPACE

City Dental DC
SERVING SINCE 20 YEARS

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

ANACOSTIA
ACROSS FROM ARTS CENTER
13th Street & Good Hope Road SE
7:00 am to 9:00 am

Rack Card

Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org

FREE EVENT
BIKE
TO WORK DAY
FRIDAY
MAY 19, 2023

Free refreshments & giveaways at participating locations, while supplies last.






















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

BIKETOWORKMETRODC.ORG
 800.745.7433

#BTWD2023

bike to work day
 2023

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

Printed on recycled paper

T-Shirt



Radio

Radio served as the main media component for the Bike to Work Day campaign and included 30-second spots and radio reads on popular radio stations in the region.

Bike To Work Day Script

:30 Radio Script

Shift into gear! Roll with us on Friday, May 19th, for Bike to Work Day, a FREE event organized by Commuter Connections and the Washington Area Bicyclist Association. Get a free T-shirt and other giveaways at over 100 pit stops across DC, Maryland, and Virginia, while supplies last. Register for a free chance to win a new bike and other great prizes. Go to Bike To Work Metro DC Dot Org to register. Bike to Work Day is sponsored by All About Burger, GoAlex, ICF, and Pedego.

:10 Radio Read

Roll with us on May 19th for Bike to Work Day! This FREE event features pit stops across DC, Maryland, and Virginia. Register for a chance to win a new bike and other great prizes! Sign up at Bike To Work Metro DC Dot Org.



Digital Banner Ads

Banner ads in various sizes ran on Popville and WTOP.com.



COG Email Blast

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Join us for Bike to Work Day at more than 100 pit stops throughout DC, MD, and VA. The first 15,000 who register and attend this free event will receive a T-shirt. Free giveaways and refreshments are available at most pit stops, while supplies last. Register and you'll be entered into a raffle for a chance at winning a free bike!

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BIKETOWORKMETRODC.org
Free refreshments & giveaways at participating locations, while supplies last.

Logos for participating organizations: COMMUTER CONNECTIONS, WABA, GO Alex, PDEGO, ICF, Bike Arlington, VERRA, City of Arlington, AAASHD, VDOT, MDOT, VisionZero, and others.

Register for free at BIKETOWORKMETRODC.ORG 800.745.7433

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

COMMUTERCONNECTIONS.ORG

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

YouTube & Peacock Video



Ready to ride? Bike to Work Day 2023 is on May 19th. Sign up for this free event.

Cameo Video



PoPville Email Blast



FREE EVENT
BIKE
TO WORK DAY
FRIDAY
MAY 19, 2023

**Pre-Register
by May 12 for
FREE T-SHIRT*
& BIKE RAFFLE**

Free refreshments
& giveaways at
participating locations,
while supplies last.



Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433



bike to work day
2023

Social Media



Employer Recognition Awards

The Employer Recognition Awards program will recognize employers who initiated outstanding worksite commute benefits and/or telework programs to assist their employees. The 2023 awards nomination period concluded at the end of January 2023; the Selection Committee met at the end of March 2023; and the winners will be honored at the end of June 2023 at the 26th annual Commuter Connections awards ceremony. The media spend for the Employer Recognition Awards print ad is \$7,153 for a color half page run-of-press appearing in the June 30, 2023 Washington Business Journal.



Invitation & Envelope



Program Booklet



Newsletter

The winter and spring 2023 editions of the Commuter Connections newsletter were issued during the second half of FY23. The six page, 4-color newsletters were produced and distributed to employers and stakeholders. The newsletters are also available in PDF format on the Commuter Connections website.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 1, Volume 27 WINTER 2023

WHAT'S INSIDE

1-2 2023 Transportation Fringe Benefit Raised to \$300
3 Flea and Rewards Program Rolled into SmartTrip
4 Ride Metro to Dulles
5 Bike to Work Day 2023 Registration Opens Soon
6 Carpools with 3+ Ride Free on 4-4 Express Lanes

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






2023 TRANSPORTATION FRINGE BENEFIT RAISED TO \$300

The Qualified Transportation Fringe Benefit started in 1984 with a tax-free limit of \$15. Nearly 40 years later, the **2023 monthly limit for transit passes and vanpooling expenses is \$300.**

The Society for Human Resource Management (SHRM) estimates that, thanks to the fringe benefit, hundreds of thousands of commuters are enjoying a tax-free commute at public, private, and nonprofit employers. In the Washington, DC region, the use of SmartTrip® cards greatly simplifies administration of the benefit for employees who use transit.

Many companies in the region offer SmartTrip cards to their employees who use transit or vanpools. Research has shown that providing commuters with both "free" parking and subsidized transit results in no change in behavior compared with offering neither benefit. But combined with the ability to take the value of the parking space in cash, the program can have a significant impact on how employees get to work.

METRO LOSING MILLIONS IN UNPAID FARES



Metro is beefing up its fare evasion enforcement to help bridge a looming budget gap of \$185 million. The transit system said fare evasion results in tens of millions of dollars in unpaid fares. Metro counts on that revenue to keep vital transportation services running.

Metro conservatively estimates more than \$40 million in lost revenue in 2022 due to fare evasion on Metrorail and Metrobus, or about 22 percent of the projected deficit for 2023.

The number of fare evasion tickets plummeted beginning in 2018 when the District decriminalized fare evasion. Maryland and Virginia have kept fare evasion a criminal offense but the number of tickets have declined in recent years. Fare evaders face a \$50 civil fine in DC. The fine is \$100 in Maryland and Virginia.

Signs in stations warn customers that fare evaders will be caught and fined. Metro has programs that may help riders who cannot afford the fare. For information about fare programs, call 202-637-7000.

COMMUTER CONNECTIONS PROGRAM HELPS EMPLOYERS HIRE DEPENDABLE EMPLOYEES

Many employers are looking to hire but matching lower income workers with reliable commuter transportation has been a difficult problem for transit operators and other commuter service providers for years. A federal Department of Transportation (DOT) program is seeking to change that with \$49 million in technology grants. Locally, Commuter Connections received an Enhanced Mobility Innovations grant to update two popular online programs that pay commuters to participate.

"Employers are having difficulty hiring people," said Nicholas Ramfos, Director of Transportation Operations Programs at the Metropolitan Washington Council of Governments. "Part of it is there isn't a good match between where the person lives and where the employers are located."

Commuter Connections is actively seeking employers to participate in a "microtransit" pilot that will help them to hire workers who otherwise don't have reliable and affordable ways to get to work, said Ramfos. The American Public Transportation Association (APTA) defines microtransit as solutions that improve the rider's experience by operating small-scale, on-demand public transit services that can offer fixed routes and schedules, as well as flexible routes and on-demand scheduling.

Vanpools were drastically affected by the COVID-19 pandemic as many were suspended due to lack of rider participation. However, many essential workers and other employees continue to rely on vanpooling and transit as their regular method of commuting. Among commuter vanpools that remain on the roads, many have difficulty maintaining their ideal occupancy rate. As part of the microtransit pilot, these vanpools will be connected to employees at participating employer sites.

HISTORY OF FEDERAL MONTHLY LIMITS ON TRANSPORTATION BENEFITS



Continued on page 2



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 2, Volume 27 SPRING 2023

WHAT'S INSIDE

1-2 Commuter Connections Program Helps Employers Hire Dependable Employees
3-4 Metro Improvement Projects Continue Through Summer 2023
4 How the Cost of Gas Commute
5 Members Celebrating 50 Years of Service

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






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HISTORY OF FEDERAL MONTHLY LIMITS ON TRANSPORTATION BENEFITS



Continued on page 2


Federal ETC Updates Newsletter

The winter and spring 2023 editions of the Commuter Connections Federal ETC Updates newsletters were produced during the second half of FY23. The two-page black-and-white newsletters were distributed to Federal Employee Transportation Coordinators via GSA. They were also made available in PDF format at www.federaletc.org.

WINTER 2023

FEDERAL ETC UPDATES

TRANSIT BENEFIT RAISED FOR 2023



The IRS has set the tax-free 2023 commuter benefit monthly tax-free limit at \$300.

A few points to remember:

- Employees may only use the transit benefit subsidy when commuting from home to work and work to home.
- Agencies may elect to reimburse employees for their qualified parking expenses at or near transit stations, park-and-ride lots, or vanpool staging areas using employee pre-tax salary funds, up to the same maximum. Parking costs are treated separately from transit costs, even if they are incurred in conjunction with an employee's use of public transit or vanpools.
- Appropriated funds may not be used for these purposes unless exceptional circumstances exist.
- Agencies that make cash reimbursements for parking must establish a bona fide reimbursement arrangement to establish that their employees have, in fact, incurred such expenses.
- For employees in a telework status, use of transit benefits credit cards is prohibited and could result in disciplinary action.

The start of a new year is a great time to review commuter benefit procedures at the agency. A Government Accountability Office audit found that some federal employees used the program fraudulently, inflating monthly commuting costs, using the benefit for family members, and even selling fare media on eBay (distribution of the transit benefit via SmartRipr cards has helped curb this practice).

Office of Management and Budget guidance (M-07-15) requires minimum controls that agencies must have over their programs such as:


- Certifying that employees are eligible for the subsidy.
- Warning employees against making false statements in benefit applications.
- Having the approving official verify that the employee's costs are calculated correctly.
- Checking applicants' names against those of employees who receive benefits to park at their place of work.
- Adjusting benefits according to travel, leave, or change of address.
- Making sure that the benefits end when the employee leaves the agency.

All employees who receive the commuter benefit are eligible to receive six free rides home over 12 months in the event of an unexpected emergency or unscheduled overtime. Guaranteed Ride Home (GRH) is a free service from Commuter Connections enjoyed by federal employees who take transit and rideshare by federal employees who take transit and rideshare to work. Unexpected emergencies also include personal illness or a sick child. GRH can be used for unscheduled overtime as well, when a supervisor requires an employee to stay late. Knowing there's a free guaranteed ride available gives commuters who rideshare or take transit peace of mind. Registration is easy at commuterconnections.org.

SPRING 2023

FEDERAL ETC UPDATES

POPULARITY OF REMOTE WORK CONTINUES AS CALLS TO RETURN TO OFFICE RISE



Sometime around March 2020, most of us reading (or producing) this newsletter went home to work for what many of us thought would be a couple of weeks. Then months. In 2020, few thought remote work would still be the norm in 2023.

There are few signs that employees are heeding the call of their leaders to come back to the office, at least 3-4 days per week. Even President Biden announced that federal employees would be coming back to the office. In his January 2023 State of the Union Speech, President Joseph R. Biden Jr. said, "The vast majority of Federal workers will once again work in person."

In its annual report to Congress in December 2022 (covering the period fiscal year 2021), the U.S. Office of Personnel Management (OPM) noted that federal agencies reported 47 percent of all federal employees participated in telework in Fiscal Year 2021, a two percent increase over Fiscal Year 2020.

On March 3, the White House issued an update to the National COVID-19 Preparedness Plan. The update disclosed that the Biden administration plans to substantially expand the number of in-person services available at federal agencies, encouraging federal employees to set the standard for the U.S. workforce.

"COVID-19 no longer needs to dictate how we work,"

the plan stated. "Federal agencies will lead by example, increasing the hours public-facing offices are open for in-person appointments and in-person interactions in the month of April." (FedManager.com, March 8, 2023).

Getting more federal employees into the office will be good news to WMATA, which estimates that prior to the pandemic, about a third of its customers worked for the federal government.

In 2022, Commuter Connections released its State of the Commute survey, a triennial measurement of commuting in the Washington, DC metropolitan region. About 26 percent of respondents were federal employees. Federal agency employees (79 percent) reported the highest rate of telework, above the 62 percent of private sector workers and well above the 48 percent for state/local government employees.

On average, employees teleworked about 3.37 days per week. The survey included several statements about teleworking: 86 percent of respondents agreed they were productive working from home, 80 percent were able to coordinate with co-workers, and 66 percent said they were better able to concentrate on work.

Kastle Systems looked at its entry data recently and found that since we all went home to work due to the pandemic,

Continued on back



More News



Commuter Connections Program Helps Employers Hire Dependable Employees

Commuter Connections is seeking employers to take part in a microtransit pilot through an Enhancing Mobility Innovation grant which pays employees to participate.



Metro Improvement Projects Continue Through Summer 2023

As the months-long Yellow Line Tunnel and Bridge Rehabilitation wrapped up in May 2023, Metro is closing several stations along the Orange, Silver, and Green Lines for maintenance work this summer.

incentTrip

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

Two distinct yet interrelated targeted marketing campaigns were launched in late May and June 2023 to encourage commuters to download and use the app. The media buy included radio ads, social media, and digital banner ads.

Target Audiences

incentTrip Regional

Commuters within the traditional Washington, DC metropolitan region.

incentTrip MDOT

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

incentTrip Regional Budget	Gross Cost	COG Cost	Estimated Impressions
Facebook	\$500	\$500	NA
LinkedIn	\$2,000	\$2,000	NA
Instagram	\$2,500	\$2,500	NA
WTOP	\$29,380	\$24,973	650,000
NBC4.com	\$23,529.40	\$20,000	750,000
Totals	\$57,909.40	\$49,972.99	1,400,000

incentTrip MDOT Budget	Gross Cost	COG Cost	Estimated Impressions
Facebook	\$500	\$500	NA
LinkedIn	\$2,000	\$2,000	NA
Instagram	\$2,500	\$2,500	NA
WTOP.com	\$23,525	\$19,996	650,000
WAFY	\$12,300	\$10,455	150,000
WFMD	\$2,280	\$1,938	110,000

WFRE	\$6,960	\$5,916	175,000
WVEG	\$7,800	\$6,630	150,000
Totals	\$57,865	\$49,935	1,235,000

Radio Scripts (Regional)



:30 Radio Script (recorded spots)

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

:10 Radio Script (radio reads)

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

Radio Scripts (MDOT)



:30 Radio Script (recorded spots)

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

:10 Radio Script (radio reads)

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

Digital Banner Ads (Regional)

SPRING INTO GREEN A real-time trip planning app that's good for Earth and good for YOU.

- Up to \$600/yr for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply. **incenTrip**

SPRING INTO GREEN incenTrip

A real-time trip planning app that's good for Earth and good for YOU.

- Up to \$600/yr for clean commutes
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- Eco-friendly driving tips

Some restrictions apply. **incenTrip**

Earn up to \$600 a year for clean commutes with a real-time trip planning app. Some restrictions apply. **incenTrip**

Digital Banner Ads (MDOT)

GO GREEN, MARYLAND! incenTrip

GO GREEN, MARYLAND! incenTrip

GO GREEN, MARYLAND! incenTrip

GOOD FOR THE EARTH, GOOD FOR YOU! Real-time trip planning app that saves time, money and emissions.

- Up to \$600/year for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply. **incenTrip**

:15 Pre-Roll Video (Regional)



Social Media (Regional)



Social Media (MDOT)



Flextime Rewards

The Flextime Rewards campaign started in late May of 2023 and runs through June. The campaign incentivizes commuters to avoid peak traffic times. Commuters who travel in a vehicle (carpool or single-occupancy vehicle) during non-peak traffic congestion will be eligible for a per-trip cash incentive, paid monthly. This campaign also promoted the fact that Flextime Rewards is now part of the incenTrip app.

Target Audiences

- SOV drivers on the following corridors through June 30, 2023:
 - I-495 innerloop between VA-267 and I-270 spur
 - I-495 outerloop between I-95 and MD-193
 - I-66 eastbound at VA-267
 - DC-295 southbound at Benning Rd
- SOV drivers on the following corridors starting July 1, 2023:
 - I-95 North and South at VA-123/Exit 160
 - BW Parkway North at Powder Mill Road
 - US-301 South at McKendree Road/Cedarville Road
 - I-495 Inner Loop at the I-270 spur
 - DC-295 heading southbound at East Capitol Street
- Any SOV, carpool, or vanpool drivers

Flextime Rewards Budget	Gross Cost	COG Cost	Estimated Impressions
Facebook	\$500	\$500	NA
LinkedIn	\$1,500	\$1,500	NA
Instagram	\$1,000	\$1,000	NA
WTOP.com	\$9,400	\$7,990	325,000
FNN	\$4,700	\$3,995	125,000
Totals	\$17,100	\$14,985	450,000

Digital Banner Ads

REWARDS TIME? FLEXTIME!
 Earn points towards \$\$ each time you flex your commute to avoid peak traffic times.
REGISTER TODAY!
Flextime is now part of the Incentrip app. Some restrictions apply.

FLEXTIME
 REWARDS PROGRAM

COMMUTER CONNECTIONS.
 A SMARTER WAY TO WORK

GO TIME? FLEXTIME!

SAVE TIME? FLEXTIME!
Flextime is now part of the Incentrip app.

FLEXTIME
 REWARDS PROGRAM

COMMUTER CONNECTIONS.
 A SMARTER WAY TO WORK

REWARDS TIME? FLEXTIME!
Flextime is now part of the Incentrip app. Some restrictions apply.

FLEXTIME
 REWARDS PROGRAM

COMMUTER CONNECTIONS.
 A SMARTER WAY TO WORK

GO TIME? FLEXTIME!

Flex your commute to avoid traffic and earn cash back. Register for Commuter Connections and download the Incentrip app today to get started.

REGISTER TODAY!
Flextime is now part of the Incentrip app. Some restrictions apply.

FLEXTIME
 REWARDS PROGRAM

COMMUTER CONNECTIONS.
 A SMARTER WAY TO WORK

Social Media

GO TIME? FLEXTIME!

DRIVE TIME? FLEXTIME!

SAVE TIME? FLEXTIME!

WORK TIME? FLEXTIME!

WORK TIME? FLEXTIME!

Does your workplace offer flexible work arrangements?

Here's another FREE perk for employees: Flextime Rewards. With Flextime Rewards, employees earn points every time they adjust their commute to avoid peak traffic times.

Some restrictions apply. Incentive amounts subject to change.

FLEXTIME
 REWARDS PROGRAM

COMMUTER CONNECTIONS.
 A SMARTER WAY TO WORK

APPENDIX A

Performance Measures

Web Visits

Month	FY 2022 Web Visits	FY 2023 Web Visits	+/-	+/- %
January	5,621	6,632	1,011	18.0%
February	5,465	7,942	2,477	45.3%
March	8,406	12,070	3,664	43.6%
April	7,885	10,509	2,624	33.3%
May	7,131	8,086	955	13.4%
June				
	34,508	45,239	10,731	31.1%

Phone Calls

Month	FY 2022 Phone Calls	FY 2023 Phone Calls	+/-	+/- %
January	146	333	187	128.1%
February	188	402	214	113.8%
March	322	359	37	11.5%
April	348	356	8	2.3%
May				
June				
	1,004	1,450	446	44.4%

GRH Applications

Month	GRH FY 2022 Applications	GRH FY 2023 Applications	Change	%
January	156	240	84	53.8%
February	69	120	51	73.9%
March	222	169	-53	-23.9%
April				
May				
June				

447 529 82 18.3%

Ridematching Applications

Month	Rideshare FY 2022 Applications	Rideshare FY 2023 Applications	Change	%
January	686	516	-170	-24.8%
February	480	520	40	8.3%
March	674	415	-259	-38.4%
April				
May				
June				

1,840 1,451 (389) -21.1%

APPENDIX B
Digital Media Results

Ridesharing

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Ridesharing	Facebook	\$1,599.19	219,751	216	0.10%	\$7.40
Ridesharing	Google Adwords	\$1,000.02	282,200	807	0.29%	\$1.24
Ridesharing	Instagram	\$1,449	169,288	1,266	0.75%	\$1.14
Ridesharing	LinkedIn	\$1,409.11	102,404	772	0.75%	\$1.83
Ridesharing	WAMU (DCist)	\$5,610	402,177	169	0.04%	\$33.20
Ridesharing	Washingtonpost.com	\$10,000	1,018,632	1,449	0.14%	\$6.90
Ridesharing	Waze	\$998.56	53,412	154	0.29%	\$6.48
Ridesharing	WTOP.com	\$9,250	1,294,464	1,012	0.08%	\$9.14
Ridesharing	YouTube	\$1,500.00	187,100	1,600	0.86%	\$0.94
		\$32,815.83	3,729,428	7,445		

Digital Media Results

Guaranteed Ride Home

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
GRH	Facebook	\$1,886	261,489	304	0.12%	\$6.20
GRH	Google Adwords	\$866	205,900	750	0.36%	\$1.15
GRH	Instagram	\$1,829	206,225	1,865	0.90%	\$0.98
GRH	LinkedIn	\$2,013	104,476	1,022	0.98%	\$1.97
GRH	WAMU (DCist)	\$5,695	379,326	144	0.04%	\$39.55
GRH	Washingtonpost.com	\$10,000	992,811	1,284	0.13%	\$7.79
GRH	Waze	\$1,001	52,380	229	0.44%	\$4.37
GRH	WTOP.com	\$9,250	1,248,205	989	0.08%	\$9.35
GRH	YouTube	\$1,250	167,362	1,400	0.84%	\$0.89
		\$33,790	3,618,174	7,987		

Digital Media Results

Bike to Work Day

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Bike to Work Day	Facebook*	\$789.07	69,846	1,945	2.8%	\$0.4057
Bike to Work Day	Instagram*	\$738.98	78,362	526	0.7%	\$1.40
Bike to Work Day	Twitter*	\$596.50	61,557	53	0.1%	\$11.25
Bike to Work Day	YouTube	\$750.00	49,321	411	0.8%	\$1.82

*Portion of \$800 Cameo cost included.

\$2,874.55 259,086 2,935