

# **TRANSIT**

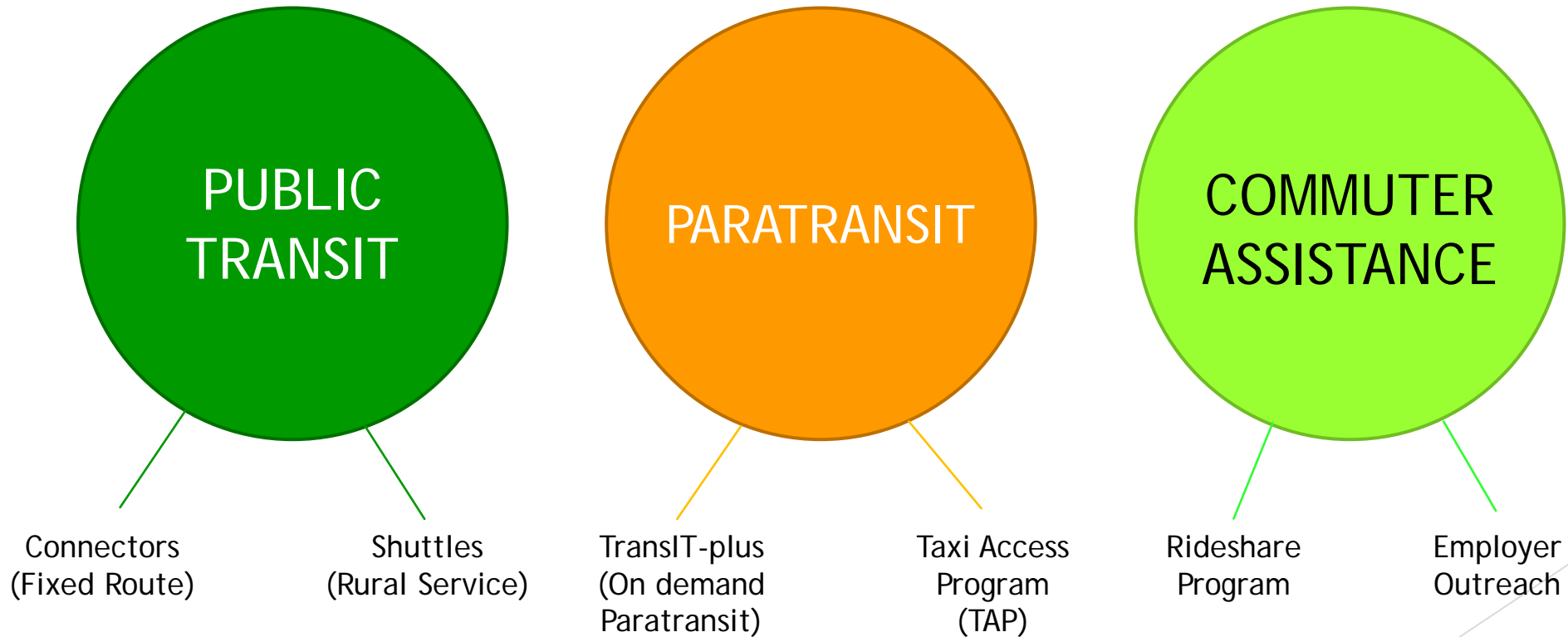
TransIT Services of Frederick County

Commuter Connections

TDM Marketing Committee

March 2021

# Transit Services Division Frederick County Government



# TransIT Marketing During 2020

## ▶ Channels:

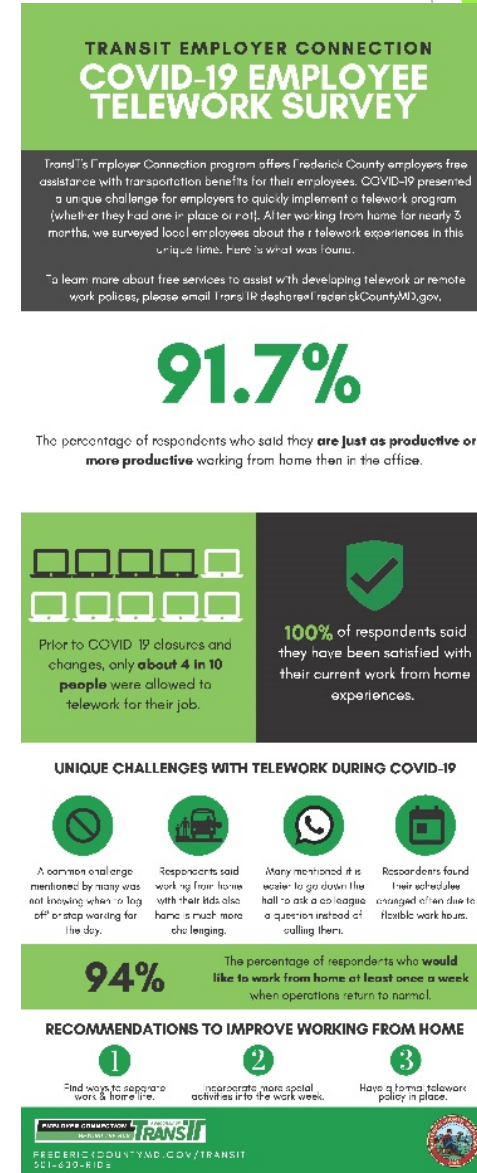
- ▶ Radio
- ▶ Print
- ▶ Events
- ▶ Social Media
- ▶ Native Online Advertising
- ▶ PDTV with Comcast Spotlight

## ▶ Timeline:

- ▶ January - March: All Channels + General TDM
- ▶ April - end of the year: Targeted Channels + Telework Focus

# Telework Survey: Frederick County Employers & Employees

- ▶ Key findings for marketing:
  - ▶ Nearly 92% of people just as productive or more productive working from home than in the office.
    - ▶ Pandemic created unique challenges.
  - ▶ 100% satisfied with their experience.
  - ▶ Prior to the pandemic, only about 4 in 10 people were allowed to telework.
  - ▶ 94% of people would like to telework at least once a week once things are back to normal.
  - ▶ Create a formal telework policy.



# Print & Social Media



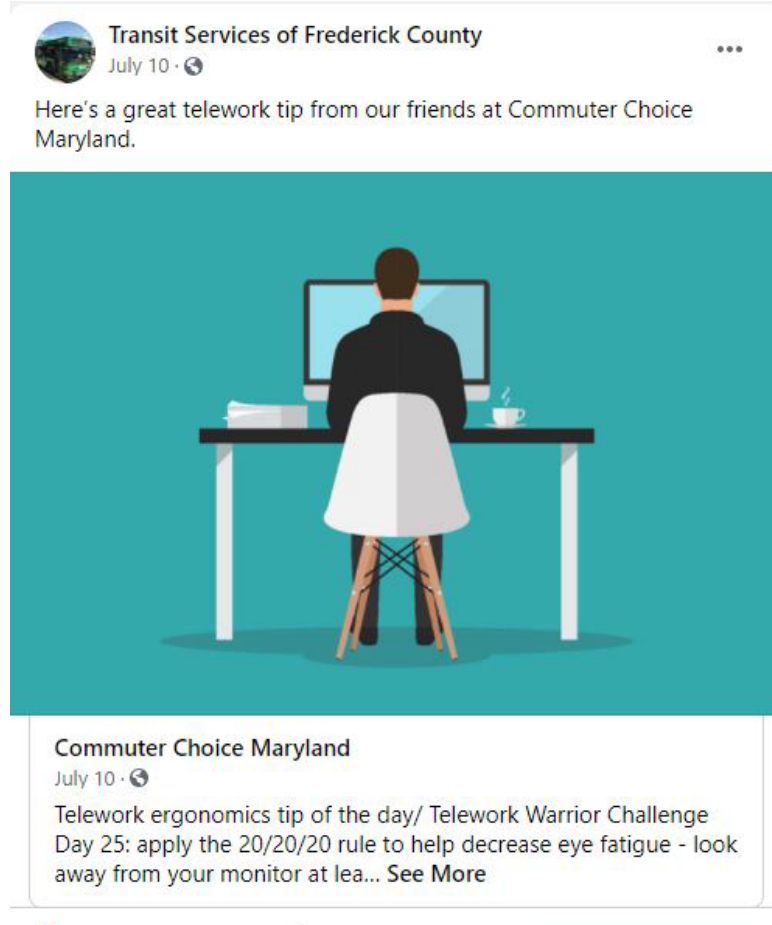
**TransIT Rideshare provides free services for commuters from vanpools & carpools to formal telework programs & flexible scheduling. We'll help ease the stress of your commute while helping you save money!**

**Do your employees need commuter assistance? We're here to help.**

**Financial assistance is available for new vanpools traveling to or from Frederick County!**

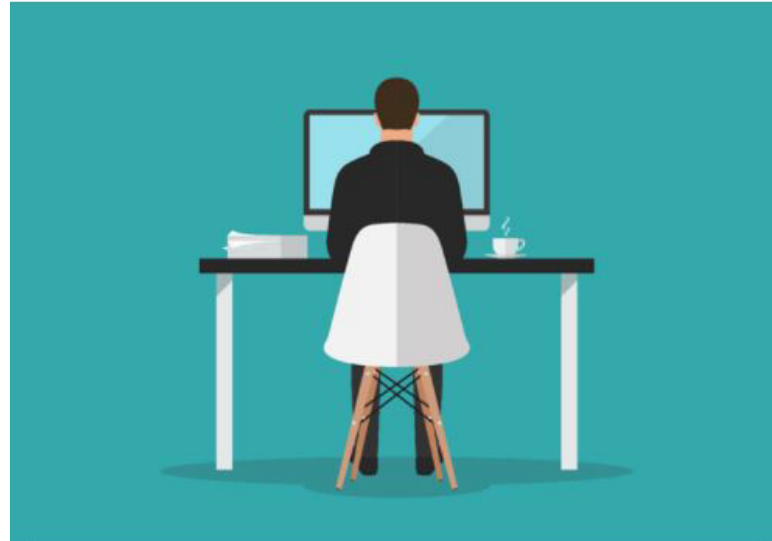
EMPLOYER CONNECTION **TRANSIT** A PROGRAM OF  
BEYOND THE BUS

Get started at [www.commuterconnections.org](http://www.commuterconnections.org)  
or email [transitrideshare@frederickcountymd.gov](mailto:transitrideshare@frederickcountymd.gov) for assistance.



**Transit Services of Frederick County**  
July 10 · 🌐

Here's a great telework tip from our friends at Commuter Choice Maryland.



**Commuter Choice Maryland**  
July 10 · 🌐

Telework ergonomics tip of the day/ Telework Warrior Challenge Day 25: apply the 20/20/20 rule to help decrease eye fatigue - look away from your monitor at lea... See More



# Native Advertising + PDTV

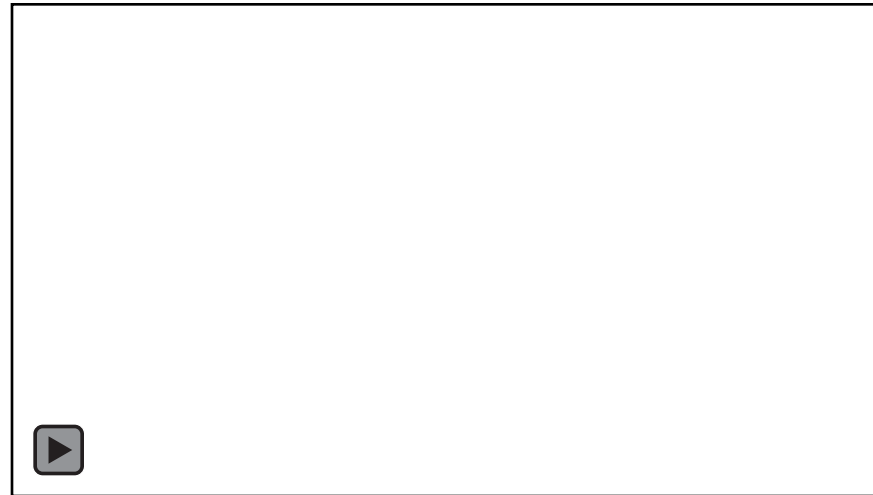
## Upgrade Your WFH Program



Does your telework program need a revamp? TransIT's Employer Connection program is a free service for employers in Frederick County, Maryland who need assistance developing and updating their formal telework programs, flexible scheduling, alternative ways to work, and other transportation benefits.

[Learn More](#)

**Sponsored By** TransIT Employer Connection



# Findings & Moving Forward

- ▶ Other organizations interested in telework programs.
  - ▶ Telework training at 2020 Transportation Association of Maryland Conference in September.
- ▶ Capitalizing on unique telework opportunity with employers through our Employer Outreach Program.
- ▶ Transitioning marketing back to more general TDM focus for remainder of FY2021 and FY2022:
  - ▶ Confident Commuting
  - ▶ Guaranteed Ride Home
  - ▶ Biking







*Thank you!*

Kendall Tiffany, TDM-CP

Communications Manager (TransIT)

[KTiffany@frederickcountymd.gov](mailto:KTiffany@frederickcountymd.gov)

301-600-3543