

A nighttime photograph of a city skyline with a bridge over a river. The city buildings are illuminated with various lights, and the bridge's lights are reflected in the water. The sky is dark blue.

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2024 MARKETING ACTIVITY

JUNE 18, 2024

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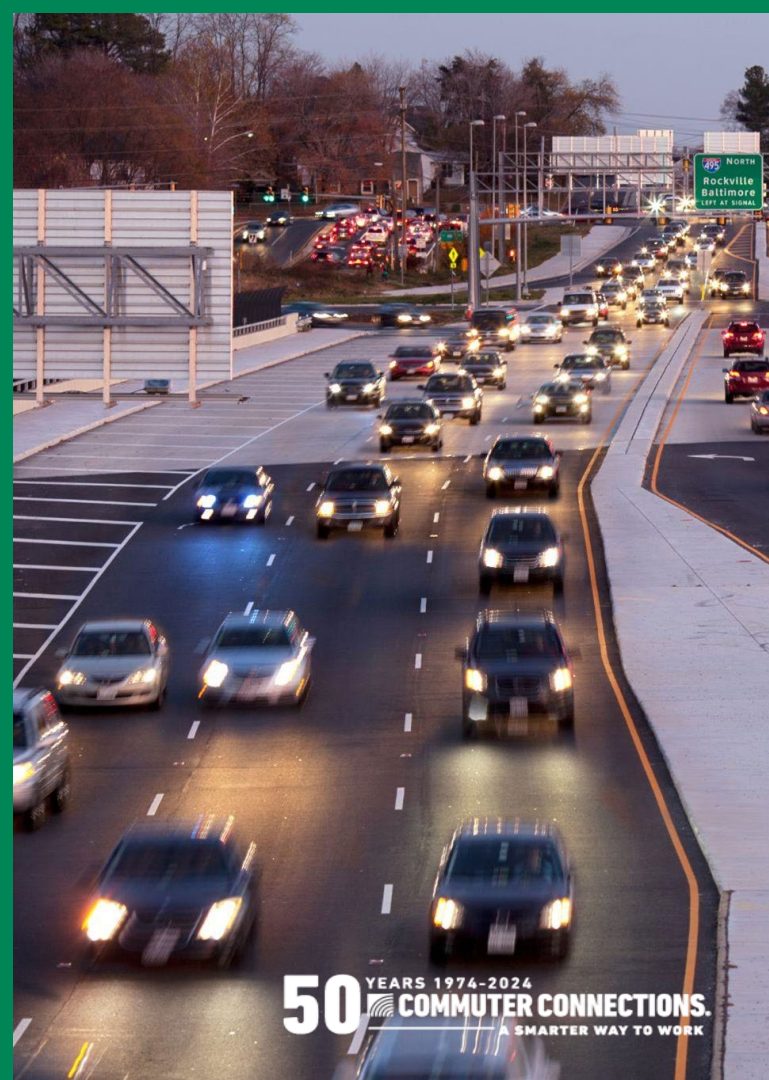
COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve
air quality

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FY24 MARKETING ACTIVITIES

SPRING/SUMMER SCHEDULE

GRH & Rideshare Spring Umbrella Campaign

Bike to Work Day

Employer Recognition Awards

Flextime Rewards Campaign

Employer Newsletters (Spring & Summer)

CommuterCash launch campaign planning

Commuter Connections 50th Anniversary planning



BIKE TO WORK DAY 2024

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PROCLAMATION



OBJECTIVES & STRATEGY



- Budget: \$65,000
- Event Date: Friday, May 17, 2024
- Encourage registration at biketoworkmetrodc.org
- Build regional participation
- Promote bicycling as a viable alternative commute mode
- Engage employers and organizations

MEDIA & MARKETING COMPONENTS

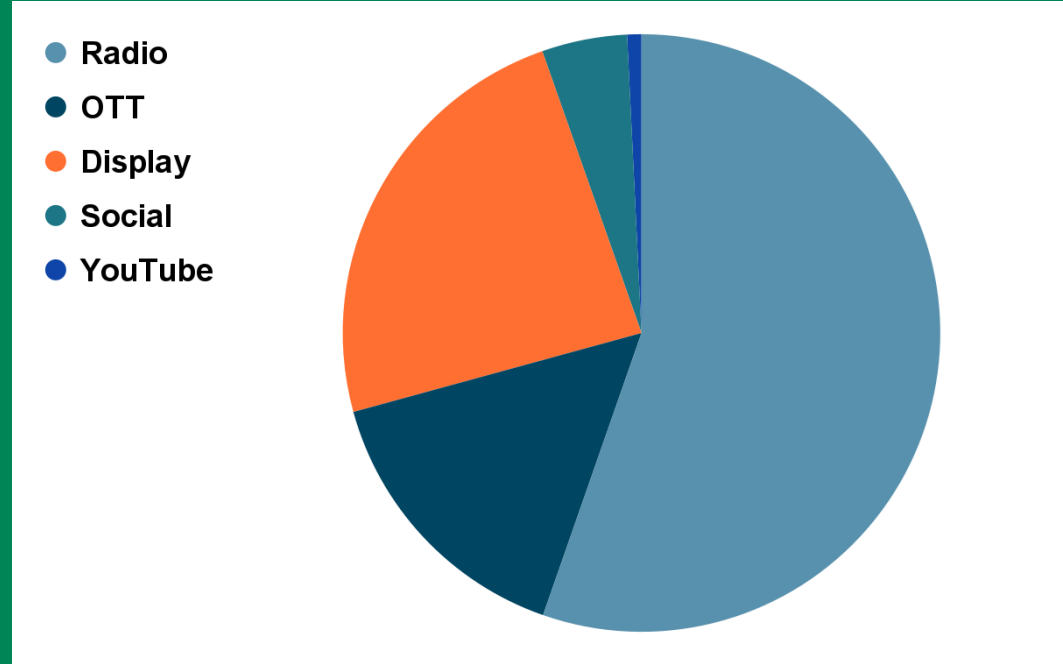


- Traditional Radio
- YouTube Video
- Streaming Video
- Mobile & Banner Ads
- Social Media
- Earned Media
- Website
- Email Blast

MEDIA SPEND



Radio	\$35,942.80
OTT	\$10,000
Display	\$15,500
Social	\$3,000
YouTube	\$500
Total	\$64,942.80



EARNED MEDIA STRATEGY



- Social media toolkit for sponsors and outreach
- Outreach and toolkit to minorities, schools and women's organizations
- Calendar listings
- Earned media placements
- Direct pitching local media outlets
- Outreach to digital community influencers
- Press releases
- Media advisory

THE NEUROSCIENCE BEHIND BEHAVIOR CHANGE

- Bike to Work Day creative approach informed by emerging neuroscience
- Healthy social connections cause the release of Oxytocin in the brain
- Oxytocin release triggers release of Serotonin
- Serotonin release makes us feel happy and makes us want to repeat and expand activity
- BTWD creative campaign pulls forward social connection aspect of participation, leveraging the science, ultimately leading to longer-term behavior change



COG EMAIL BLAST



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Join us for [Bike to Work Day](#) at more than 100 pit stops throughout DC, MD, and VA. The first 16,000 who register and attend this free event will receive a T-shirt. Free giveaways and refreshments 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 17, 2024

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GO Alex ICF Bike Arlington TERRAPIN BICYCLES AASHD N capital bikeshare AMERICAN EXPRESS CAROLINER BANK ALKS VDOT GAIT VISION ZERO BIKE TO WORK DAY

Working from Home? No Problem!
 Bike to Work Day Stop on the 17th for Your
FREE T-SHIRT* & BIKE RAFFLE

REGISTER TODAY AT
BikeToWorkMetroDC.org

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

Visit BikeToWorkMetroDC.org for pit stop locations and times.
 *Free T-shirt available at participating locations.
 *Free refreshments & giveaways at participating locations, while supplies last.

Register for Free at
BikeToWorkMetroDC.org
 800.745.7433

#BikeToWorkDay

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.

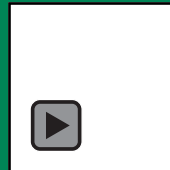
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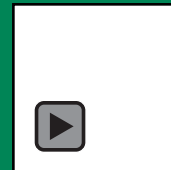
RADIO AD BROADCAST



:30 Radio English



Brian Mitchell
Endorsement



Rod Hendrix
Endorsement

DIGITAL BANNER ADS



FREE EVENT

BIKE TO WORK DAY FRIDAY

MAY 17, 2024

Register for free at BIKETOWORKMETRODC.ORG
800.745.7433

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BIKE TO WORK DAY 2024

BIKETOWORKMETRODC.ORG **FRIDAY, MAY 17** 800.745.7433

SOCIAL MEDIA



FREE EVENT
BIKE TO WORK DAY FRIDAY
MAY 17, 2024

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THANK YOU TO OUR SPONSORS!

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SOCIAL MEDIA (continued)



Bike to Work Day
April 29 at 4:29 PM · 🌐

It's time to gear up for Bike to Work Day 2024! 🚲

Ride solo, bring a partner along, or ride with a Bike to Work Day convoy and join us on Friday, May 17. Sign up now -- it's free, and the first 16,000 registrants to attend get a free T-shirt and a chance to win a brand new bike.

If you've never commuted by bike before, here's your chance! Register today at biketoworkmetrodc.org... See more

Register for free at BIKETOWORKMETRODC.ORG
800.745.7433

bike to work day 2024

Bike to Work Day
May 6 at 11:14 AM · 🌐

What are you up to on Friday, May 17? Taking part in Bike to Work Day, of course! #BTWD2024 welcomes new and experienced riders to join the fun. Be one of the first 16,000 to sign up, then attend to get a free T-shirt and chance to win a brand new bike! Register today at biketoworkmetrodc.org. Sponsored by Commuter Connections, the Washington Area Bicyclist Association, Al's Bike Shop, GO Alex, and ICF.

Register for free at BIKETOWORKMETRODC.ORG
800.745.7433

bike to work day 2024

Instagram Post

bmitch30 · Follow

bmitch30 · Bike to Work Day 2024 is Friday 5/17/2024. It's a free event organized by @commuterconnections and @wabadc. Register at biketoworkmetrodc.org for a free t-shirt while supplies last and a chance to win one of many electric or standard pedal bikes and other great prizes. Ride alone or partner up. I love riding my bike because it's great exercise and it helps the environment. Let's ride!!!!!!

29 likes · 4 days ago

Log in to like or comment.

VIDEO



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A man in a blue suit and brown shoes is walking away from the camera, carrying a black leather briefcase. He is in a modern, glass-walled building entrance. Other people are visible in the background, some standing and some walking. The scene is brightly lit, suggesting daytime.

EMPLOYER RECOGNITION AWARDS

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SELECTION PROCESS

- Judges represented TDM and the business community
- 17 nominations
- Moderated by third party
- Selection committee met on 3/14 to rank winners by silent balloting
- Ceremony to be held in the fall



Employer Recognition Awards





EMPLOYER NEWSLETTER

OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

- Employer Transportation Coordinators
- Committee members
- Other TDM stakeholders
- Federal ETCs

SPRING NEWSLETTER & FEDERAL ETC INSERT Newsletter

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

Issue 2, Volume 28 SPRING 2024

WHAT'S INSIDE

- 2 How DC Area Traffic Stacks Up to Other Cities
- 2 Which Way Do I Go?
- 3 Metro Ramps Up Train and Bus Safety
- 3 George Mason University Manassas Campus
- 4 Bike Parking
- 5 Reduce Commute Time



METRO RAIL RED LINE CLOSURES SUMMER 2024

A three-year major capital construction plan recently announced by Metro will modernize the Metrorail system, improve safety and reliability, and maintain a state of good repair. Beginning in June 2024, the work will temporarily close a number of stations along the Red Line, including:

- Glenmont
- Wheaton
- Forest Glen
- Silver Spring
- Takoma

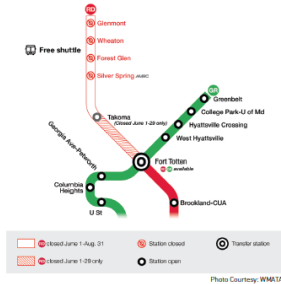
These Montgomery County stations are expected to remain closed through early September. A new mezzanine at the Silver Spring Station will provide easier access between Metro and the future Maryland Transit Administration (MTA) Purple Line Project. Metro will provide passengers with free express and local shuttle buses during the shutdown periods.

Planned work includes:

- signaling system upgrades
- communications and train control cable installation
- interlocking repairs outside Takoma Station to allow trains to cross tracks
- leak mitigation
- automatic train control system replacements
- traction power cables installation
- drain pumping station and tunnel standpipe replacement
- elevator and escalator maintenance

Other closures are scheduled to occur periodically through summer 2026, which will affect specific stations on all other lines throughout the system:

- December 2024 – January 2025: Two-week closures at Farragut West, McPherson Square, lower level of Metro Center (upper-level Red Line open), Federal Triangle, Smithsonian, and Foggy Bottom-GWU to L'Enfant Plaza stations



- Summer 2025: Three-week closures at Franconia-Springfield to King Street, Van Dorn Street, and Franconia-Springfield stations
 - Summer 2025: Six-week closures at Congress Heights to Branch Avenue, Southern Avenue, Naylor Road, Suitland, and Branch Avenue stations
 - Winter 2025 - Winter 2026: Closure dates and duration to be determined; L'Enfant Plaza to Fort Totten stations
 - Summer 2026: Closure dates and duration to be determined; Friendship Heights to Grosvenor-Sirathmore, Medical Center and Bethesda stations
- Information on upcoming major construction is available on X: @wmata, @metrorailinfo, @metrobusinfo. Sign up for Metro Alerts text and email messages at www.metroalerts.info.

SPRING 2024

FEDERAL ETC UPDATES

IS MY COMMUTE BILLABLE? IT DEPENDS



Commuting to the office and back five days per week is no longer the norm for many federal workers. Remote work (newly defined as full-time teleworking) and teleworking several days per week have become standard practice for many white-collar workers.

In this new age of full-time workers with part-time commutes, questions arise around whether commute time is billable time. Federal Times examined guidance on the question and identified scenarios when commuting hours can or cannot be paid.

They found two factors that determine whether commuting should be considered paid or non-paid time. The first is whether such time is covered by the Fair Labor Standards Act (FLSA), and secondly, whether the employee is a remote worker or teleworker.

In most cases, agency management and administrative jobs are exempt from the FLSA. The publication found:

- if a teleworker begins their workday at home and gets a call from their supervisor that requires them to come into the office, that commute to the office is paid whether or not the employee is covered by the FLSA
- if a teleworker gets advance notice that they have to be on-site on what would have been a telework day, their commute is not paid

- a teleworker may choose to use annual leave or paid time off at the end of the workday to leave earlier and commute home; they may also request leave

- the FLSA says if an employee is required to travel during work hours on official business, that time is paid time

- employees can commute during designated breaks and work the rest of the day at home

- time spent traveling from home to the agency worksite during the workday is hours of work for both FLSA-exempt and FLSA-nonexempt employees

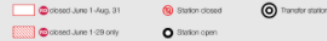
- for remote workers in a different time zone than the office, the agency can specify core hours and allow the remote worker to work a flexible schedule

For fully remote workers who do not report to an office with any regularity, the rules slightly differ.

If a remote worker lives within their agency worksite's official duty station and can make the trip to the worksite the same day, travel time to the site is not paid. If, however, one lives outside the official duty station, travel to the site is considered work time and is paid.

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METRO COMMUTER CONNECTIONS
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Metrorail Red Line Closures Summer 2024



Beginning June 2024, work along Metrorail's Red Line will temporarily close a number of stations including Glenmont, Wheaton, Forest Glen, Silver Spring, and Takoma.

Bike To Work Day 2024

FREE EVENT
BIKE TO WORK DAY FRIDAY
MAY 17, 2024

Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

bike to work day
2024

Register free for Bike to Work Day Friday, May 17. Those commuting or working from home can participate at 109 pit stop locations. The first 16,000 registered participants get a free T-shirt and bike raffle entry.

More News



FLEXTIME REWARDS

OBJECTIVES & STRATEGY

Flextime Rewards

- Budget: \$15,000
- Drive commuters to register for Commuter Connections, download the incenTrip mobile app and participate in the Flextime program.
- Raise awareness about the incentive program and that it's now part of the incenTrip app.

MEDIA SPEND

Flextime Rewards

Digital	\$ 15,000
Total	\$ 15,000

DIGITAL BANNER ADS

Flextime Rewards

WORK TIME? FLEXTIME!
Flextime is now part of the *incentrip* app.




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WORK TIME? FLEXTIME!




CRUNCH TIME? FLEXTIME!



Earn points towards \$\$ each time you delay your commute to avoid peak traffic times.

REGISTER FREE TODAY!

Some restrictions apply.



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WORK TIME? FLEXTIME!



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REGISTER FREE TODAY!

Some restrictions apply.



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WORK TIME? FLEXTIME!

Delay your commute to avoid traffic and earn cash back. Register free for Commuter Connections and download the *incentrip* app today to get started.

REGISTER FREE TODAY!

Some restrictions apply.



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SOCIAL MEDIA

Flextime Rewards





OTHER PROJECTS

OTHER PROJECTS

- CommuterCash campaign planning
- Commuter Connections 50th Anniversary - September
- Commuter Connections Website Templates
 - Designed home page and inner page templates
 - Optimized for mobile devices
 - Improved navigation



THANK YOU

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