



**Metropolitan Washington Council of Governments**

**FY22 First Half  
Marketing Campaign Summary  
Final Report**

**Regional TDM Marketing Group**

**March 15, 2022**

**FY22 First Half  
Marketing Campaign Summary**

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## Executive Summary

### Overview

This document summarizes Commuter Connections' FY22 marketing activity occurring between July and December 2021. Commuter Connections resumed a full-scale Regional TDM Recovery Marketing Campaign in summer 2021, for the first time since the COVID-19 pandemic began. Special events planning and promotion during the first half of FY22 included Car Free Day in September 2021, the Bike to Work Day 2022 sponsorship drive which began in October 2021, and the Employer Recognition Awards 2022 call for nominations which kicked off in December 2021.

### COVID

The pandemic continued to have widespread impact on the country and the region through the end of calendar year 2021 as a vast number of "non-essential" employees were still working on a remote basis. Even with free and accessible vaccine availability, there have been more U.S. deaths attributed to the pandemic in 2021 than in 2020.

Another problem which emerged was that of waning protection from the vaccination, as some who were fully vaccinated began contracting COVID after a period of time. Based on the discovery that the vaccination does not provide long lasting protection, the CDC encouraged booster shots, particularly to combat the Omicron variant, which came on strong in late 2021.

A federal mandate made by executive order required vaccinations for companies with 100 or more employees. The mandate was challenged in the federal court system and will likely be taken up by the U.S. Supreme Court in January 2022. Regardless, federal employees including the military, and federal contractors are required to be vaccinated. Masks continued to be required on public transit through the duration of calendar year 2021.

### Regional TDM Recovery Campaign

A Regional TDM Recovery Campaign began in July 2021, with the thrust occurring during the month of August 2021. A portion of the campaign also ran into the first week of September 2021. The campaign's "Look Again" message aimed to help transition commuters back to using transit and ridesharing in a safe and healthy manner. The campaign reached both traditional audiences and those in Equity Emphasis Areas. The total cost of the Regional Recovery Campaign media buy was approximately \$397,900.

### Car Free Day

A marketing campaign promoted the Car Free Day event held on September 22, 2021. Pledges reached nearly 3,000 which was a decrease from the 2020 event, due to the continued impact of the pandemic on the region. Compared to 2020 when most were teleworking, in 2021 more workers were back at the office and may have been hesitant to use shared modes of transportation, particularly buses. The total cost of the Car Free Day media buy budget was approximately \$45,000.

### Employer Recognition Awards

To kick off the call for nominations, a nomination brochure and form were developed and mailed to employers in early December 2021.

## Introduction

The following reports were assessed as part of the planning process to help shape creative approaches and media selection during the first half of FY22. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys collection also gathered demographic data to help understand the age, income, gender, and racial/ethnic backgrounds of the region's citizens and Commuter Connections members.

- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2020 Commuter Connections TDM Analysis Report (FY18–FY20)
- 2019 Commuter Connections State of the Commute Survey Report
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2019 Commuter Connections Bike to Work Survey Analysis Report

The first half of FY22 included the following activities:

- Regional Recovery Campaign implementation
- Car Free Day 2021 promotion and event
- Employer Recognition Awards 2022 nomination brochure development
- Regional TDM Marketing Group meetings (September and December 2021)
- Bike to Work Day 2022 sponsorship drive and development of creative concepts
- Summer and fall employer newsletters

## 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.



## Regional Recovery Campaign

The main thrust of the FY22 Regional Recovery Campaign was deployed during the month of August 2021, although a small portion was released in late June 2021 and some components also ran through the first week of September 2021. The campaign’s message of “Look Again” provided reassurance and helped transition commuters back to using non-SOV methods of travel in a safe and healthy manner. The objective was to prevent traffic congestion from exceeding pre-pandemic levels, due to avoidance of public transit and ridesharing.

The campaign reached Commuter Connections’ general target audience and also those in Equity Emphasis Areas. Equity Emphasis Areas are small geographic areas with concentrations of low-income or minority populations, or both, compared to the regional average. A noteworthy percentage of Equity Emphasis Area households are transit dependent.

The total cost of the Regional Recovery Campaign media buy was approximately \$397,900.

<b>Recovery Campaign Equity Emphasis Area Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Impressions</b>
Pandora	\$29,768.46	\$25,303.19	893,041
Spotify	\$79,278.00	\$67,385.00	4,595,197
WTOP	\$41,455.00	\$35,236.75	2,784,100
El Zol	\$17,285.00	\$14,692.25	636,300
WPGC	\$24,860.00	\$21,131.00	819,800
WHUR	\$24,025.00	\$20,421.25	1,934,200
MARC	\$15,112.00	\$12,845.00	197,316
VRE	\$15,411.76	\$13,100.00	157,853
NBC (Streaming)	\$59,635.00	\$50,689.76	616,352
YouTube	\$736.00	\$736.00	59,548
Instagram	\$410.00	\$410.00	61,316
PoPville	\$705.00	\$600.00	3,231
<b>Totals</b>	<b>\$308,681.22</b>	<b>\$262,550.20</b>	<b>12,758,254</b>

<b>Recovery Campaign General Audience Budget</b>	<b>Gross Cost</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Pandora	\$60,000.00	\$51,000.00	3,745,406
Spotify	\$32,942.00	\$27,999.99	1,469,070
NBC4 (Broadcast)	\$37,410.00	\$31,798.50	2,419,000
Audacy Newsletter	\$2,941.00	\$2,499.85	67,000
WTOP	\$24,396.00	\$20,736.60	1,744,700
YouTube	\$736.00	\$736.00	69,217
Instagram	\$590.00	\$590.00	94,857
<b>Totals</b>	<b>\$159,015.00</b>	<b>\$135,360.94</b>	<b>9,609,250</b>

### Added Value Summary

Below is a summary of the added value placements that were negotiated with various media partners.

<b>Media Partner</b>	<b>Added Value</b>	<b>Estimated Value</b>
NBC4	30 spots (:30 length)	\$18,525
Pandora	Banners 300x250	\$36,000
Spotify	Banners 640x640	\$28,000
WTOP	47 spots (:30 length)	\$15,935
WLZL	60 spots (:30 length)	\$4,860
WHUR	30 spots (:30 length)	\$5,625
WPGC	60 spots (:30 length)	\$6,000
Audacy	Social media campaign	\$15,000
<b>Totals</b>		<b>\$129,945</b>



## YouTube Videos

Two :30-second animated videos were produced for the Regional Recovery campaign and ran as paid advertising on YouTube. One of the videos was bus-focused and the other was a catchall video touching on carpooling, bus, and train.

A screenshot of a YouTube video player. The video title is "Commuter Connections: Bus Transit". The video content features a dark blue background with a light blue location pin icon on the left and a green line with an arrow pointing right. The text "LOOK AGAIN" is written in large, white, bold letters at the top. Below it, in smaller white text, it says "THE BUS IS CLEAN AND READY TO ROLL". The video player interface shows a progress bar at 0:03 / 0:30 and various control icons. Below the video, the title "Commuter Connections: Bus Transit" is displayed, along with "20,352 views · Jul 6, 2021". There are icons for likes (0), dislikes (0), share, save, and a menu. The channel name "Commuter Connections" is shown with "128 subscribers" and a "SUBSCRIBED" button. A description at the bottom reads: "Look again. The bus is clean and ready to roll to keep you safe and connected."

A screenshot of a YouTube video player. The video title is "Commuter Connections: Overall Transit". The video content features a dark blue background with a light blue location pin icon on the left and a green dashed line with a diamond marker. The text "LOOK AGAIN" is written in large, white, bold letters at the top. Below it, in smaller white text, it says "RECONNECT WITH YOUR FAVORITES". The video player interface shows a progress bar at 0:02 / 0:30 and various control icons. Below the video, the title "Commuter Connections: Overall Transit" is displayed, along with "29,133 views · Jul 6, 2021". There are icons for likes (0), dislikes (0), share, save, and a menu. The channel name "Commuter Connections" is shown with "128 subscribers" and a "SUBSCRIBED" button. A description at the bottom reads: "Look again and reconnect with your favorite carpool or vanpool and safely ride with people you know and trust. Or reconnect with frequently cleaned buses and trains."

## Social Media

A series of “Look Again” social media posts were created for the Regional Recovery Campaign and placed onto Facebook, some of which were animated while others were static images.



## Transit Ads - Commuter Rail

Paid ads were placed on MARC and VRE trains and stations to support the Regional Recovery campaign, with a sub headline of “Glad to Have You Safety Back on Board!”. The “Look Again” signage promoted Guaranteed Ride Home and included a QR code.



**Transit Ads – Bus**

Complimentary ad space was donated by four transit agencies from throughout the region. The “Look Again” bus exteriors and shelter ads boasted “The Bus is Clean and Ready to Roll”. In total, 121 ads appeared in on Montgomery County Ride On, Prince George’s County’s The Bus, the Fairfax County Connector, and Prince William County OmniRide.



### Military Guides

Each year, Commuter Connections places ads in about a dozen military base guides throughout the region. Artwork was refreshed to coincide with the “Look Again” message as part of the Regional Recovery Campaign. The display ads are credit card-sized format.



## Radio

Traditional and internet radio served as the main media components for the Regional Recovery Campaign. Thirty second spots aired for six weeks throughout August and into the first week of September on a mix of station formats including: Pandora and Spotify (internet radio), WHUR (urban adult contemporary radio), WLZL (Hispanic), WPGC (heritage rap, hip-hop & R&B), and WTOP (news/talk).

## Scripts

### **:30 Second Transit Radio Script**

Look again—the bus is clean and ready to roll. Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You’ve been at work for others—and your favorite transit is here for you. Take another look, reconnect and ride with us, safely, whether it’s your local bus, Metrorail, commuter bus or train. Learn more at Commuter Connections Dot Org or call 1.800.745.RIDE. That’s Commuter Connections Dot Org.

### **:30 Second Carpool/Vanpool Radio Script**

Reconnect with a carpool or vanpool and ride with people you know and trust—safely. By forming a commute circle with your rideshare group, and following current safety guidelines, you can enjoy your favorite way to get to work in a safe manner. For more ways to ride safely to and from work, visit Commuter Connections Dot Org or call 1.800.745.RIDE. That’s Commuter Connections Dot Org or 1.800.745.RIDE.



## Digital Banner Ads

Digital banner ads were created to accompany Spotify and Pandora audio, and for valued ad media.

The first square banner (left) has a light blue background. It features the text "LOOK AGAIN" in large, bold, white letters at the top. Below it is a green arrow pointing right with two dots. Underneath the arrow, it says "THE BUS IS CLEAN AND READY TO ROLL" in bold. Below that, a list of bullet points: "CLEANED FREQUENTLY", "SPACED SEATING", and "LOW COST". At the bottom is the Commuter Connections logo and tagline "A SMARTER WAY TO WORK".

The second square banner (right) has a light green background. It features the text "LOOK AGAIN" in large, bold, white letters at the top. To the right of this text is a list of bullet points: "WEAR MASKS", "STAGGER SEATING", and "ENJOY THE RIDE, TOGETHER". Below the text is a dashed black arrow pointing right with two diamond shapes. Underneath the arrow, it says "A SAFE WAY TO RIDESHARE" in bold. At the bottom is the Commuter Connections logo and tagline "A SMARTER WAY TO WORK".

This horizontal banner has a light green background. On the left is the text "LOOK AGAIN" in large, bold, white letters. To its right is the text "A SAFE WAY TO RIDESHARE" in bold. Below this is a dashed black arrow pointing right with two diamond shapes. Underneath the arrow, it says "WEAR MASKS • STAGGER SEATING" and "ENJOY THE RIDE, TOGETHER". On the far right is the Commuter Connections logo and tagline "A SMARTER WAY TO WORK".

This horizontal banner has a light blue background. On the left is the text "LOOK AGAIN" in large, bold, white letters. To its right is the text "THE BUS IS CLEAN AND READY TO ROLL" in bold. Below this is a green arrow pointing right with two dots. Underneath the arrow, it says "CLEANED FREQUENTLY • SPACED SEATING • LOW COST". On the far right is the Commuter Connections logo and tagline "A SMARTER WAY TO WORK".

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**Direct Mailer**

A self-mailer was sent to approximately 500,000 households within the region to promote ridematching services and the GRH program. Printing and postage cost for the mailing totaled \$105,084.38. The mailing was sent to a 60/40 split of Equity Emphasis Area households and general audience households.

**LOOK AGAIN**

**YOUR RIDE IS CLEAN AND READY TO ROLL**

- Frequent cleanings
- Current safety guidelines in place

Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You have been at work for others—and transit is here for you.

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

**COMMUTER CONNECTIONS**  
A MEMBER OF WMATA

**LOOK AGAIN... FREE GUARANTEED RIDE HOME.**  
Register or renew today!

**Guaranteed Ride Home:**

Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a Guaranteed Ride Home® (GRH) – FREE reliable rides home when an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise.

- We'll arrange for a free taxi, Uber, or rental car to get you home up to four times each year!
- 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 Delta Ridematching 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 Ridematching – today!**

- 1 To register for either free program, simply visit [commuterconnections.org](http://commuterconnections.org), scan the QR code to get started or fill out the application above.
- 2 Sign up for ridematching 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 receive up to \$130 in cash over a 90-day period!

Visit [commuterconnections.org](http://commuterconnections.org).

**POOL REWARDS**  
A MEMBER OF WMATA

Download Carpooler, the free app for carpooling and cashing out a ride along your route!

**LOOK AGAIN**

**RECONNECT WITH A CARPOOL OR VANPOOL**

- Form a commute circle with your rideshare group
- Follow current safety guidelines

Take another look, reconnect and ride safely, whether it's your local bus, Metrobus, commuter bus, Metrorail, commuter train, carpool or vanpool. You can use your Guaranteed Ride Home (GRH) in case of an emergency, free of charge! Fill out your application for GRH service on [www.commuterconnections.org](http://www.commuterconnections.org).

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

**COMMUTER CONNECTIONS**  
A MEMBER OF WMATA

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 5050 WASHINGTON DC  
POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council Of Governments  
Commuter Connections  
777 N Capitol St NE Ste 300  
Washington DC 20077-0437

**REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING**

Register online at [commuterconnections.org](http://commuterconnections.org) or complete the form below and return today!

Name: \_\_\_\_\_ Employee Region: \_\_\_\_\_  
 Home Address: \_\_\_\_\_ Work Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 County of Residence: \_\_\_\_\_ County of Employer: \_\_\_\_\_  
 Home Phone Number: \_\_\_\_\_ Work Phone Number: \_\_\_\_\_  
 Email (Optional): \_\_\_\_\_ I travel work at \_\_\_\_\_ am and stop work at \_\_\_\_\_ pm.

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

Drive Alone  Carpool  Vanpool  Bicycle  Walk  Bus (open & bus system & rail) or in a Metrobus (bus & rail)  
 Metrorail (check all that apply)  Blue Green Orange Red Silver Yellow  CHMC (check bus line)  Busrapid  Commuter  Other \_\_\_\_\_  
 VRE (check train line)  MetAccess  Paratransit/other \_\_\_\_\_  
 Other (specify): \_\_\_\_\_

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

**Information and Schedule – Please send information about:**

New/used/leased  Suburban  Commuting (fill out)  City  Local Bus Transit  Metro Transit  Bicycling

**Section A | Carpool/Vanpool Ridematch Service**

If interested in a carpool/vanpool you prefer to:

Drive Only  Ride Only  Share Driving

If interested in a vanpool you prefer to:

Drive Only  Ride Only  Share Driving

I see an article... minutes before or... minutes after my normal work time.  
 I see an article... 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 or riding or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card so you can use your Guaranteed Ride Home registration number.

Supervisor's Name: \_\_\_\_\_  
 Supervisor's Phone Number: \_\_\_\_\_  
 How many miles do I travel from home to work one way? \_\_\_\_\_

Have questions or need more information?  
 Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE.

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**GRH Renewal Postcard**

Postcards were sent to about 400 previous GRH customers who did not re-register for GRH during the pandemic. The 6” x 11” postcards were sent leading up to Labor Day and urged former GRH members not to miss out, so the essential perk would be ready for them when they returned to the workplace. The printing and postage costs for the summer 2021 mailing totaled \$532.20.

**LOOK AGAIN**

**YOU STILL HAVE A  
GUARANTEED  
RIDE HOME  
DON'T MISS OUT!**

Reactivate your registration to keep this essential **free\*** perk going! Call Commuter Connections today to reactivate your account at **1.800.745.RIDE** so you are all set when you return to your office.

For free information and resources to improve your commute, and to register for other **free commuter** programs and services, visit [commuterconnections.org](http://commuterconnections.org) or call **1.800.745.RIDE**.

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

\*Some restrictions apply. Printed on recycled paper.

**COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK  
Metropolitan Washington Council of Governments  
777 N. Capitol Street, NE, Suite 300  
Washington, DC 20002-4290

**RE-REGISTER FOR  
GUARANTEED  
RIDE HOME**

If you commute to and from work by carpool/vanpool, transit, bike, or walk at least twice a week, Guaranteed Ride Home (GRH) is still here to make sure you always have a safe, reliable ride home should an unexpected event, unscheduled overtime, illness, or emergency arise. What's more?

**You can still access  
GRH for FREE!**

Commuter Connections® is a network of organizations providing free direct ride-matching, commuter incentive programs, and information in the District of Columbia, Maryland, and Virginia.

PRESORTED  
NON-PROFIT  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.

## GRH Re-register HTML Email

An HTML email was sent to approximately 12,500 past GRH members who failed to re-register.

# LOOK AGAIN

**YOU STILL HAVE A  
GUARANTEED  
RIDE HOME  
DON'T MISS OUT!**

Reactivate your registration to keep this essential **free\*** perk going!  
Call Commuter Connections today to reactivate your account at  
1.800.745.RIDE so you are all set when you return to your office.

## RE-REGISTER FOR GUARANTEED RIDE HOME

If you commute to and from work by carpool/vanpool, transit, bike, or walk at least twice a week, Guaranteed Ride Home (GRH) is still here to make sure you always have a safe, reliable ride home should an unexpected event, unscheduled overtime, illness, or emergency arise. What's more?

**You can still access GRH for FREE!**

For free information and resources to improve your commute, and to register for other **free commuter** programs and services, visit [commuterconnections.org](http://commuterconnections.org) or call [1.800.745.RIDE](tel:1800745RIDE).

\* Some restrictions apply.

Commuter Connections® is a network of organizations providing free direct ridematching, commuter incentive programs, and information in the District of Columbia, Maryland, and Virginia.

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

**Metropolitan Washington Council of Governments**  
777 N. Capitol Street, NE, Suite 300  
Washington, DC 20002-4290

[Unsubscribe](#)

## PoPville Article

A sponsored article was placed on the popular DC blog, PoPville in August, touting the safe return of ridesharing and transit.

**SPONSORED**

### Local Transit and Ridesharing is Back, Offering Commuters a Safe Ride to Work

PoP Sponsor August 23, 2021 at 12:15pm



After working from home for so long, preparing to go back into work will feel a bit strange. You've got to find real clothes to wear, remember how to act "normal" around coworkers and pack lunch — but you don't have to worry about your commute.

Local transit and ridesharing is back, and D.C. commuters can get from point A to point B safely thanks to [Commuter Connections](#), the regional network of transportation organizations, a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments.

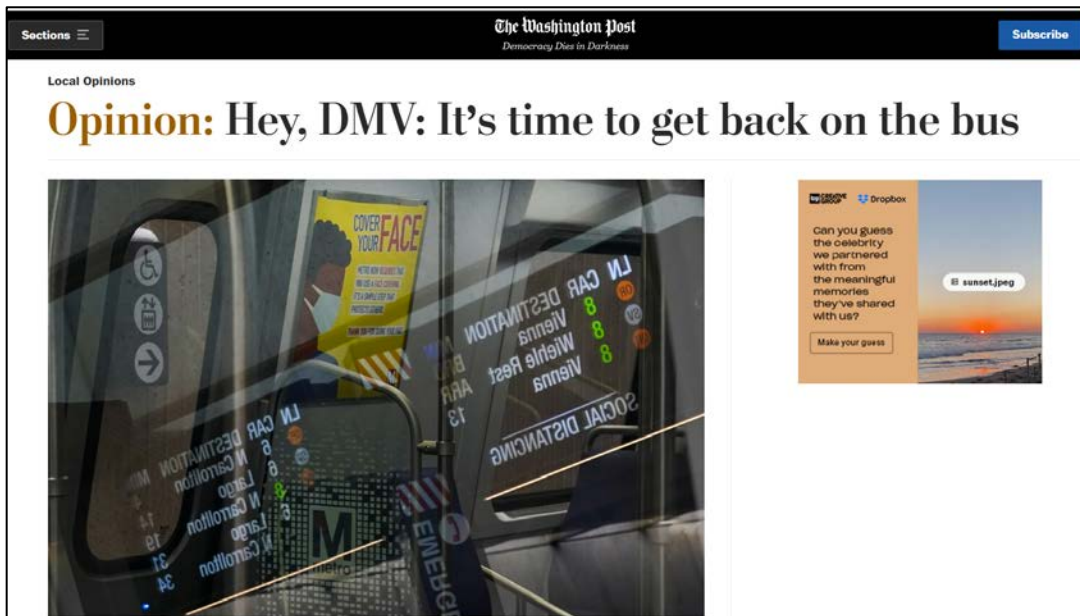
Whether you're taking the local bus, commuter rail, Metrorail or Metrobus, you can be sure each method of public transportation is following all current safety guidelines.

Plus, if you experience an unexpected emergency, those who commute at least two days a week by transit, ridesharing, bicycling, scootering or walking can use [Guaranteed Ride Home](#) — for free, up to four rides per year.

Or, if you'd prefer to carpool/vanpool, share a ride to work with your coworkers, neighbors or household members and follow current safety guidelines. You can even form a commute circle with your rideshare group for added safety.

## Earned Media

The Recovery Campaign's earned media efforts garnered significant attention, including the authoring and publication of Commuter Connections Director Nicholas Ramfos' call-to-action Op-Ed in the print and digital editions of the Washington Post.



By Nicholas Ramfos  
July 16, 2021 at 9:00 a.m. EDT

*Nicholas Ramfos is director of Commuter Connections, a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.*

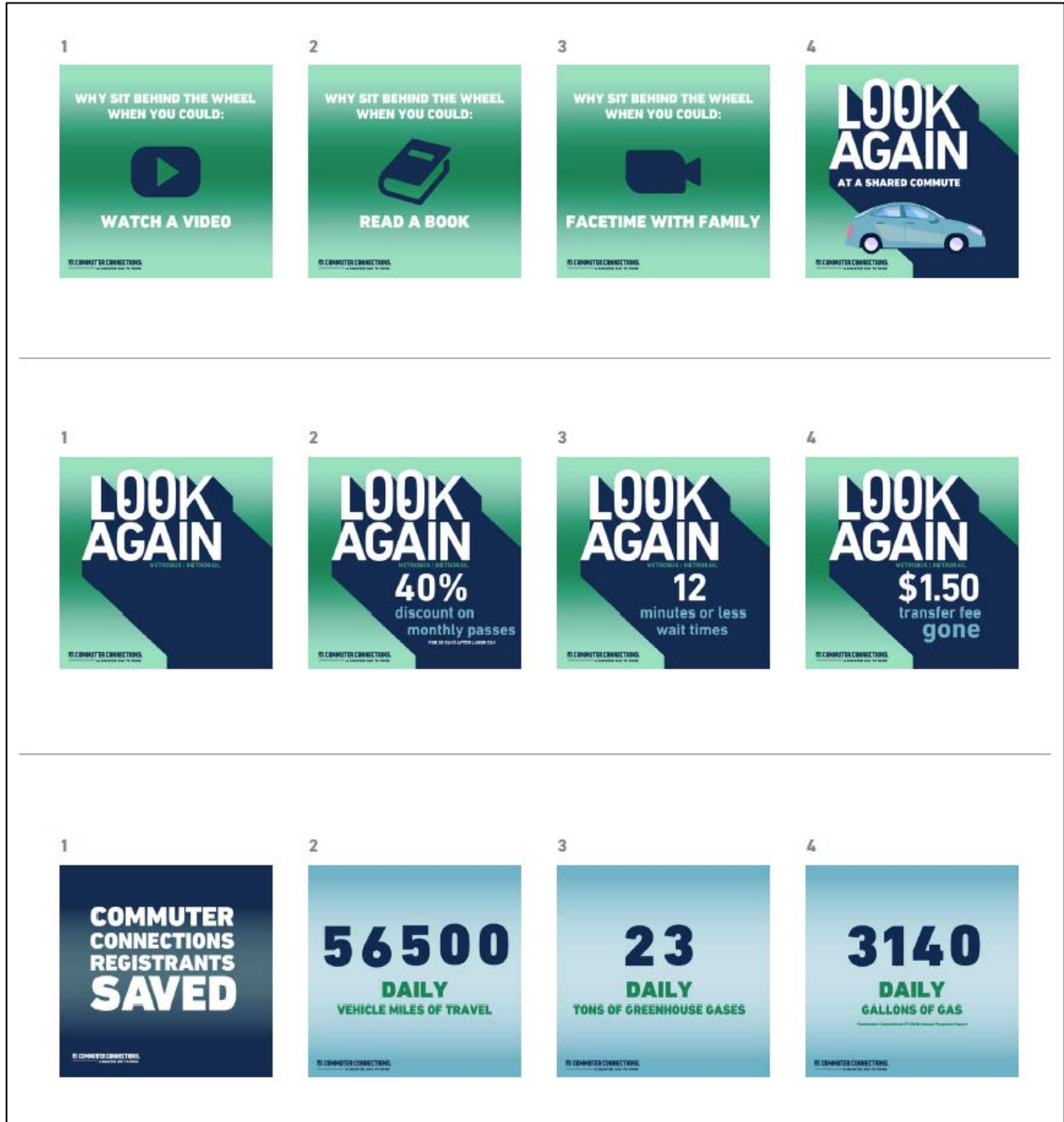
I remember the morning of April 19 as if it were yesterday. The somewhat sunny weather, the top half of people's faces — all crystal clear in my head...

For the complete article, visit:

[www.washingtonpost.com/opinions/2021/07/16/dmv-public-transit-work-commute/](https://www.washingtonpost.com/opinions/2021/07/16/dmv-public-transit-work-commute/)

## Infographics

A series of three animated infographics were placed on Instagram to support carpooling and transit ridership.



## Car Free Day 2021

Car Free Day was celebrated on September 22, 2021. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation. The total number of 2021 Car Free Day pledges reached 2,993.



## Media Objectives

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

The Car Free Day media buy consisted of radio, text messaging, posters, YouTube, key influencer blog, and digital banner ads. Other efforts to promote Car Free Day included social media, earned media, and complimentary transit ads.


<b>Car Free Day Media Spending</b>	<b>Gross Dollars</b>	<b>COG Net Cost</b>	<b>Actual Impressions</b>
Spotify	\$10,588.50	\$9,000.00	613,667
YouTube	\$750.00	\$750.00	77,763
WTOP	\$26,095.00	\$22,937.25	534,463
WPGC	\$5,895.00	\$5,010.75	215,000
WHUR	\$5,950.00	\$5,057.50	595,500
El Tiempo Latino	\$1,412.00	\$1,200.00	46,170
PoPville	\$705.00	\$600.00	2,777
Text Messages	\$471.00	\$400.00	5,090
<b>Totals</b>	<b>\$51,866.50</b>	<b>\$44,955.50</b>	<b>2,090,430</b>

## Value Add

A total of approximately \$20,000 in value add was negotiated for Car Free Day.

## Proclamation

The Car Free Day 2021 Proclamation was signed by DC Councilmember and National Capital Region Transportation Planning Board (TPB) Chair, Charles Allen at a virtual TPB meeting held by the Metropolitan Washington Council of Governments. The Proclamation recognized September 22, 2021 as Car Free Day throughout the Washington, DC metropolitan region.



# Proclamation

**WHEREAS**, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington, DC region; and

**WHEREAS**, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

**WHEREAS**, Car Free Day invites citizens of the region to telework and try alternative forms of transportation such as bicycling, walking, transit and “car-lite” methods such as carpools and vanpools in a safe and healthy manner; and

**WHEREAS**, Car Free Day benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

**WHEREAS**, Car Free Day corresponds with the culmination of European Mobility Week’s 20<sup>th</sup> celebration of sustainable mobility from September 16-22, 2021.

**NOW therefore, be it resolved** that the National Capital Region Transportation Planning Board:

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Wednesday, September 22, 2021; and
2. Encourages citizens to take the pledge to be Car Free or Car-lite at [www.carfreemetrodc.org](http://www.carfreemetrodc.org); and
3. Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2021.

---

*Chair, National Capital Region Transportation Planning Board*



### Car Free Day Poster

The poster imagery from the previous year's event was modified with more emphasis given to transit and ridesharing modes due to the anticipated post-pandemic return to the workplace in fall 2021. The poster was distributed to employers and stakeholders throughout the region.

**Take the Free Pledge at [CarFreeMetroDC.org](https://CarFreeMetroDC.org)**

# CAR FREE DAY

**SEPTEMBER 22, 2021**

**Use Safe and Healthy Practices.**  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE

**CAR FREE DAY METRO DC**  
9.22.21  
COMMUTE WITH CONFIDENCE

## Radio

New radio spots were developed for Car Free Day 2021 and aired on three radio stations: WPGC (95.5), WHUR (96.3), and WTOP (103.5).



## Radio Scripts

### **"Car Free Day 2021" :30 seconds**

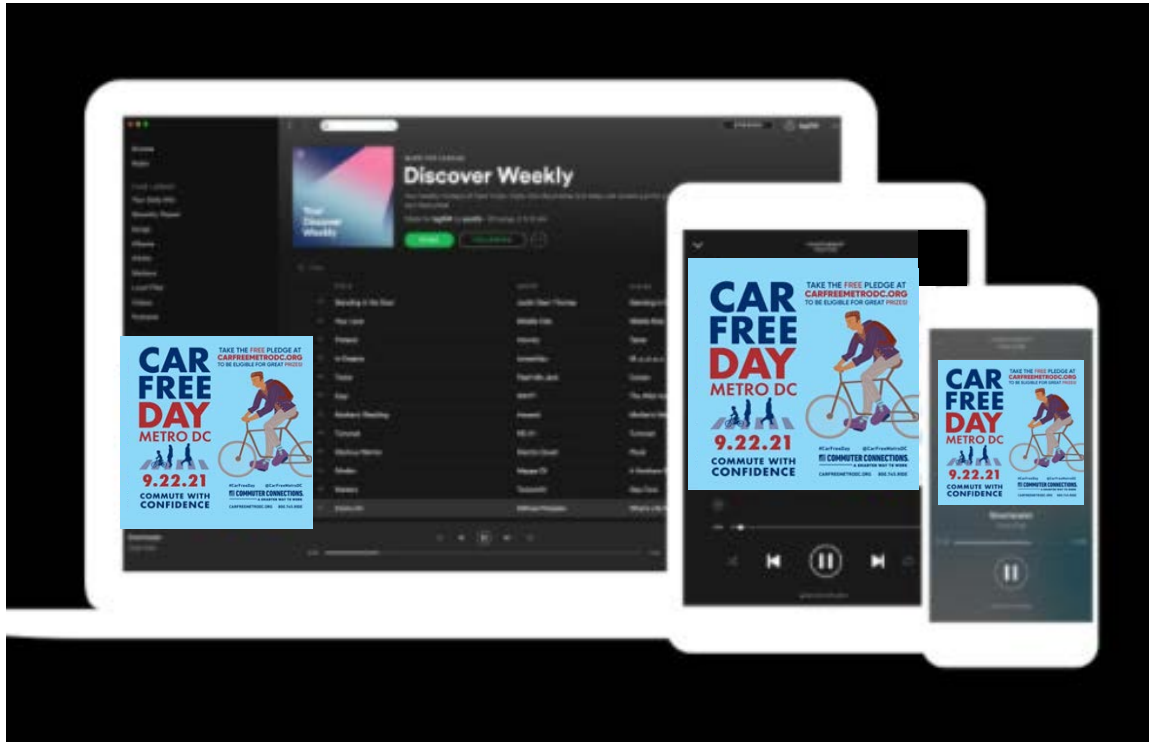
Commute with Confidence on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Wednesday, September 22<sup>nd</sup>. Take the free pledge at Car Free Metro D-C Dot Org for special promotions and free raffle entry for great prizes, even if you're already car free or car-lite. And remember to use safe and healthy practices as part of your trip. Take the free pledge today! Visit Car Free Metro D-C Dot Org.

### **"Car Free Day 2021" :10 seconds**

Commute with Confidence on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Wednesday, September 22<sup>nd</sup>. Take the free online pledge at Car Free Metro D-C.

## Spotify

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



## Banner Ads

Digital banner ads were placed on [www.ElTiempoLatino.com](http://www.ElTiempoLatino.com), the Spanish-language website of the weekly newspaper published in Washington, D.C.

**CAR FREE DAY**  
METRO DC

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

9.22.21  
COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE



El Tiempo Latino

**CAR FREE DAY** METRO DC

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

9.22.21  
COMMUTE WITH CONFIDENCE

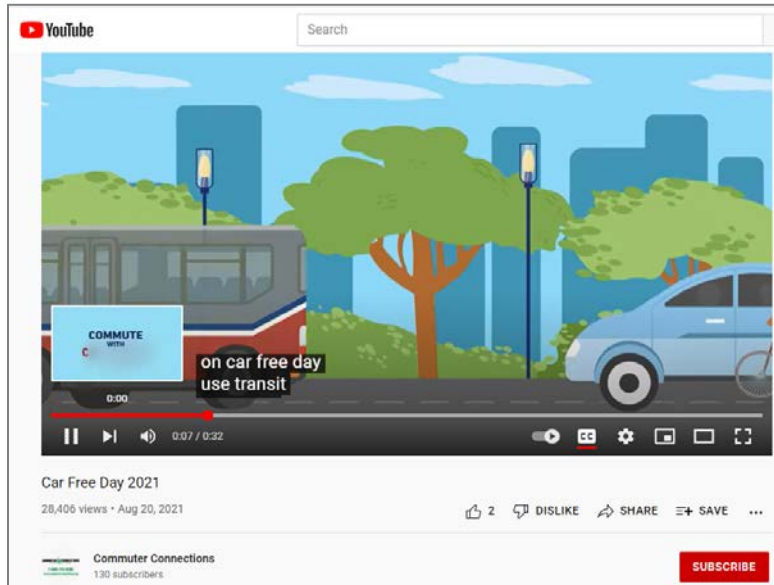
#CarFreeDay @CarFreeMetroDC

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

CARFREEMETRODC.ORG 800.745.RIDE

## YouTube Video

A :30 second animated video was produced, and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2021. A link to the YouTube video was made available on the Car Free Day website.



## Car Free Day Social Media

Social Media was used to keep friends and followers up to date on activities and sponsor donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,693 Facebook fans and has 738 followers on Twitter.

### Facebook

**Take the Free Pledge**

**CAR FREE DAY**  
SEPTEMBER 22, 2021

Use Safe and Healthy Practices.

**CAR FREE DAY**  
METRO DC  
9.22.21

**Car Free Day**  
@carfreemetrodc · Nonprofit Organization

Sign Up

carfreemetrodc.org

Home Reviews Photos Videos More

Liked Message

**About** See All

Car Free Day is celebrated on September 22nd. Choose between Telework, Bike, Walk, Scooter, Train, Bus, or Subway.

**Car Free Day**  
August 4 at 2:09 PM ·

MWCOG.ORG  
Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Open! - News Release - News...

### Twitter

**Take the Free Pledge**

**CAR FREE DAY**  
SEPTEMBER 22, 2021

Use Safe and Healthy Practices.

**CAR FREE DAY**  
METRO DC  
9.22.21

**Commuter Connections**  
@CarFreeMetroDC

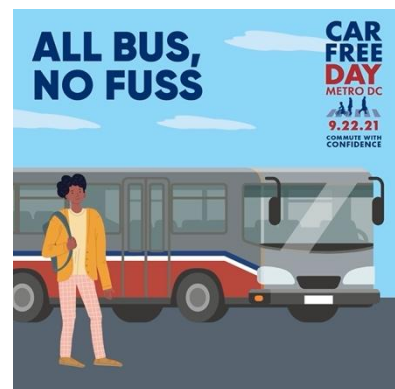
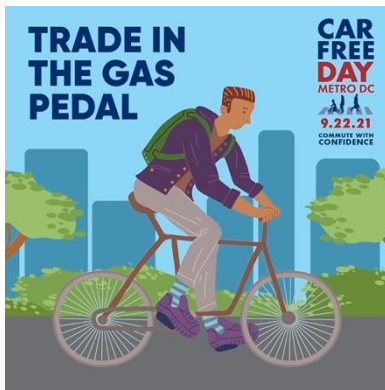
Follow

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

carfreemetrodc.org Joined July 2009

## Facebook Social Media Posts

A series of images featuring each travel mode was developed for use on social media. A different image was posted along with promotional copy, every several days during the month of September, leading up to Car Free Day.



## Email Blast

An email blast was sent to 44,000 participants from the past three year's Car Free Day and Bike to Work Day events.

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

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

# CAR FREE DAY

SEPTEMBER 22, 2021

**Use Safe and Healthy Practices.**  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE

**CAR FREE DAY**  
METRO DC  
9.22.21  
COMMUTE WITH CONFIDENCE

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.

f  
COMMUTERCONNECTIONS.ORG

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



## Native Article

A paid sponsored article on PoPville, a popular local blog chronicling D.C. area neighborhood happenings, was utilized to help reach local audiences. PoPville sitewide traffic yielded 32,200 pageviews on the day the article was first posted.

**SPONSORED**

# Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes

PoP Sponsor September 16, 2021 at 12:15pm



The graphic is a promotional poster for Car Free Day Metro DC 2021. It features a light blue background with the text 'CAR FREE DAY' in large, bold letters. 'CAR' and 'FREE' are in blue, and 'DAY' is in red. Below the text, there are illustrations of a blue car, a person standing next to a bus, a person sitting at a desk, and a person riding a bicycle. At the bottom, there is a row of icons representing different modes of transportation: a car, a bus, a person walking, a person on a bicycle, and a person on a wheelchair. The date 'SEPTEMBER 22, 2021' is written in blue. The slogan 'Use Safe and Healthy Practices.' is in red. On the right side, there is a logo for 'CAR FREE DAY METRO DC' with the date '9.22.21' and the slogan 'COMMUTE WITH CONFIDENCE'. On the left side, there are social media handles '#CarFreeDay' and '@CarFreeMetroDC', the logo for 'COMMUTER CONNECTIONS' with the tagline 'A SMARTER WAY TO WORK', and the website 'CARFREEMETRODC.ORG' and phone number '800.745.RIDE'. In the center, there is a call to action: 'TAKE THE FREE PLEDGE AT CARFREEMETRODC.ORG TO BE ELIGIBLE FOR GREAT PRIZES!'.

Did you know Car Free Day is an international event? Yup — mark your calendars for September 22.

Car Free Day is exactly what it sounds like — a day people are encouraged to travel without driving alone in cars. Here in the DMV, [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#), is hosting the annual event.

Here's how it works: When you take the free [pledge to go car-free](#) (or car-lite, which would include carpooling or vanpooling), on Wednesday, September 22, you'll get a \$30 promo code to Nift (Neighborhood Gift) to spend at local businesses, *and* you'll be entered for a chance to win a bunch of prizes, including a Samsung tablet, gift cards, transit passes and more.

## Text Messages

When participants took the Car Free Day pledge at [carfreemetrodc.org](http://carfreemetrodc.org), they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign. The first was to 2020 registrants thanking them for participating last year and prompting them to take the pledge again in 2021. The second message was sent to 2021 registrants encouraging them to ask co-workers, family, and friends to take the pledge. The final last-chance message, sent two days before the event, encouraged those who took the pledge in 2020, but still haven't yet done so this year, to take the pledge. Over 5,000 messages were sent during this campaign, and no person received more than two text messages.

### September 1, 2021 - Message #1:

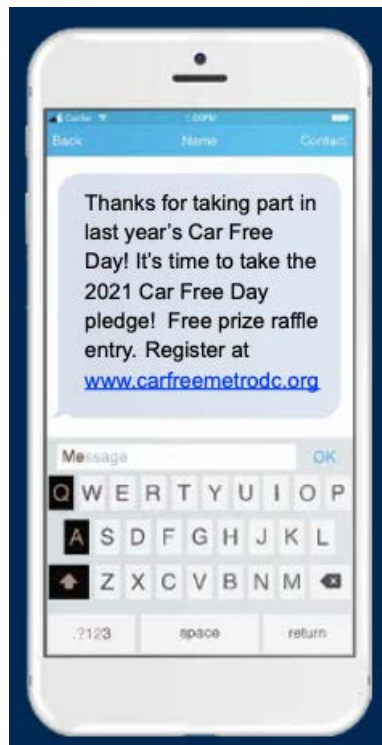
Thanks for taking part in last year's Car Free Day! It's time to take the 2021 Car Free Day pledge! Free prize raffle entry. Register at [www.carfreemetrodc.org](http://www.carfreemetrodc.org).

### September 13, 2021 - Message #2:

Thanks for taking the 2021 Car Free Day pledge! Please ask your coworkers, family and friends to take the free pledge too, at [www.carfreemetrodc.org](http://www.carfreemetrodc.org).

### September 20, 2021 - Message #3:

Wed Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions and raffle entry for great prizes! [www.carfreemetrodc.org](http://www.carfreemetrodc.org)



## Transit Signage

Complimentary ad space was donated by the following transit partners. Bus exteriors, interiors, and shelters promoted Car Free Day.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters (including digital)
- Fairfax County Connector Bus Tails
- Metrobus Interior Bus Cards
- Montgomery County Bus Exteriors



## **Earned Media**

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize their support of the event. Media placements of note included WJLA-TV, WTOP radio, and Greater Greater Washington. A total of 17 placements and 21 calendar listings were generated.

- Press Releases:
  - 8/4/2021: Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Open!
  - 9/17/2021: Last Chance to Take the Pledge for Car Free Day

## **Prizes**

Each event registrant who took the pledge to go car free or car-lite received a \$30 Nift Gift credit to use with local participating businesses in the DC area. Registrants were also entered into a raffle for a chance to win sponsor donated prizes. In-kind sponsors received a logo/link on the Car Free Day website and mentions on social media posts. New sponsors this year included Caboose Tavern Brewery and Georgetown Running Company.

### College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The college with the greatest number of pledges in 2021 was the University of Maryland. Their win was promoted on Car Free Day Facebook and Twitter, and a plaque was sent to the university's Transportation Services staff to commemorate the achievement.



## Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Clean Air Partners leveraged a network of local “digital ambassadors” (influencers) to build engagement around Car Free Day 2021. Below is just one of ten ambassador posts and a sample of follower comments. The comments provide anecdotal indications that the social media campaign increased awareness of Car Free Day and visits to the Car Free Day website to take the pledge.

Hip Mama’s Place – Story:



< **hipmamasplace** ...


 **1,565** Posts   **257K** Followers   **3,654** Following


**Jocelyn Brown** ✨ **Influencer**  
Digital Creator  
HipMamasPlace.com Est. 2007  
Lifestyle ✨ Recipes ✨ Travel ✨ Home  
🇺🇸: DC/MD/VA #blogger #influencer  
✉: Collabs @ info@hipmamasplace.com  
[www.carfreemetrodc.org/](http://www.carfreemetrodc.org/)  
Washington D.C.

Hip Mama's Place – Follower Comments:


 **iellenah** Oh I had no idea! Thank you for raising awareness 🙌🙌  
2w 1 like Reply


 **mommakez3** Thanks so much for sharing 😊  
2w Reply


 **juelz\_jourdan** Love this! Wish we had a better option!!  
2w Reply


 **carly.chambers3** Oh wow I didn't know this!  
2w Reply

 **kyaustin\_in\_kc** I never knew this!  
2w Reply


 **beingtessiebelle** This is such a great cause 🙌 That's so cool 🙌🙌  
2w Reply

 **piccolo\_sings** Ohhhh I love this! Car free days are the best!  
2w Reply

 **evatuckett** That's cool. I never heard of the car free day  
2w Reply

 **my.horsford.home** This is a great message  
2w Reply


 **beachesarebananas** What a fun environmentally friendly event  
2w Reply


 **keepingupwiththecripps** Such a great cause to support! Car free day!!! 🙌🙌  
2w Reply


 **becrayonized** yes and it is a good exercise too!  
2w Reply


 **ashleymarieblog\_** This is such a cool event 😊  
2w Reply


 **juliannehopestyling** Wow this is awesome 🙌  
2w Reply

 **erikalaurenbenett** That so cool about the car free day!  
2w Reply


 **busytexasmomofthree** This is all so important!  
2w Reply


 **adamsjoyce** Such a great cause! Really a great idea  
2w Reply

 **ginabhomeschool** What a great cause! Love that you are part of this ❤️  
2w Reply

 **life\_after\_kids\_** Such a great event!  
2w Reply


 **auzzieshiela** Oh what a great idea  
2w Reply

 **whatawonderburger** I love the big red chair! I always support car free!  
2w Reply

 **herfempire** Thank you for sharing this post!  
2w Reply

## Bike to Work Day

Commuter Connections began its annual sponsorship drive in October 2021 for the May 2022 Bike to Work Day event. Outreach was being made to past and prospective sponsors. The sponsorship drive will remain open through January 31, 2022.



bike to work day  
2022

### Bike to Work Day - May 20, 2022 Regional Sponsorship Declaration

Please Return by January 31, 2022

Please check one of the following Sponsor Levels:

	Cash	In-Kind
<b>GOLD SPONSOR LEVEL</b> <b>\$7,500</b> <i>Mentioned as sponsor on over 400 Radio ads (traditional radio and/or equivalent online media impressions), Social Media, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SILVER SPONSOR LEVEL</b> <b>\$4,500</b> <i>Logo on 20,000 T-shirts, Press Release, plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BRONZE SPONSOR LEVEL</b> <b>\$1,200</b> <i>Logo on Website and 90,000 Posters and Rack Cards</i>	<input type="checkbox"/>	<input type="checkbox"/>

If in-kind donation, please describe: \_\_\_\_\_

*Silver and Gold level sponsors must provide a minimum of 50% cash. Example: donate \$4,500 in cash, or \$2,250 in cash and \$2,250 in acceptable merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration and is typically available at no extra cost; although uncommon, certain pit stop locations may require a separate fee for tabling.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_


City, State, Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_-\_\_\_\_


Website address for your sponsor logo: \_\_\_\_\_

Signature \_\_\_\_\_


Please make check payable to: Metropolitan Washington Council of Governments and mail to 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send this form and logo to [dfranklin@mwcoeg.org](mailto:dfranklin@mwcoeg.org) in high resolution format for quality reproduction, no later than January 31, 2022. Preferred format is eps. Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501c(3) nonprofits.



**WABA**  
WASHINGTON AREA  
BICYCLIST ASSOCIATION



Metropolitan Washington  
Council of Governments



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



## Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. FY22 marks the 25<sup>th</sup> anniversary of Commuter Connections' highly esteemed event. Self-mailers with a loose application form were mailed in late November to more than 3,200 level 3 & 4 employee transportation coordinators, level 3 & 4 executive level contacts, and Chambers of Commerce throughout the region. The printing and postage cost for the mailing totaled \$3,180. PDFs of the materials were also made available online.



# Nomination Brochure

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK  
 Metroplus Washington Council of Governments  
 777 North Capital Street, NE, Suite 300  
 Washington, DC 20002

PRESORTED  
 FIRST CLASS  
 U.S. POSTAGE  
 PAID  
 Permit No. 9178  
 Washington D.C.

**25 YEARS** | **2022 EMPLOYER RECOGNITION AWARDS**  
 Apply now for the 2022 Commuter Connections Employer Recognition Awards.

**25 YEARS**  
**2022 EMPLOYER RECOGNITION AWARDS**

HONORING EMPLOYERS WHO MADE A DIFFERENCE!

### About the organizations

**Metropolitan Washington Council of Governments**  
 The Metropolitan Washington Council of Governments (MCOG) is an association of 24 local governments in the District of Columbia, Maryland, and Virginia. MCOG's National Capital Region Transportation Planning Board is a forum for addressing and coordinating regional transportation programs.  
 Please visit [mwcog.org](http://mwcog.org) for more info.

**Commuter Connections**  
 A program of the National Capital Region Transportation Planning Board, Commuter Connections is a region-wide transportation information, outreach, and service network dedicated to easing the workday commute and reducing the number of single-occupant vehicles. Free information, incentive programs, and assistance on services including ridesharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and Guaranteed Ride Home is available for both employers and commuters. Commuter Connections is funded by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds.  
 Please visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.7433 for more info.

**Easing the way for what's to follow**  
 Ridesharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That often means smoother, easier, and faster commutes, and a reduction in harmful vehicle emissions.

**Opening new doors... and getting in**  
 Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupant vehicles on the road. The Commuter Connections Employer Recognition Awards acknowledge employees who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, local community, and the region.

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

Awards are given in the following categories:

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

**MARKETING**  
 Educating about and championing for the use of alternative transportation options by frequently promoting available commuter programs to employees in creative and effective ways.

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

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

**AIR ALERTS**  
 Receiving free e-mail Alerts from Clean Air Partners about forecasted unhealthy Code Orange/Red days to encourage employees to improve air quality by teleworking, bicycling, walking, ridesharing, or taking transit.

**BICYCLING AND WALKING**  
 Providing bike racks, fix-it stations, lockers, and/or shower facilities for bicyclists and walkers. Offering a direct monthly bicycle benefit for purchases, improvement, repair, or storage.

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

**DISCOUNTED MEMBERSHIPS**  
 Offering discount memberships to nearby gyms, bikesharing, and/or carsharing services.

**GUARANTEED RIDE HOME**  
 Promoting and/or supplementing Commuter Connections' free emergency ride home program for employees during unexpected personal or family emergencies, illnesses, or unscheduled overtime.

**PARKING STRATEGIES**  
 Offering reduced parking fees and/or preferred parking spaces for carpools and vanpools.

**RIDES HARING**  
 Promoting Commuter Connections' free Ridesharing services for carpools and vanpools, or providing your own on-site employee ridesharing service.

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

**TRANSIT AND VANPOOLS**  
 Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits®. Providing shuttle services to and from the workplace and transit stations.

**WORK SCHEDULE ALTERNATIVES**  
 Offering flexible or staggered start and end times, or compressed work week schedules, such as 4 days/40 hours, or 9 days/80 hours.

**2022 Employer Recognition Awards**

**A bit about last year's winners:**

**MARKETING**  
**GEICO**  
 Chevy Chase, MD  
 GEICO is one of the fastest-growing auto insurers, holding more than 18 million policies nationwide and covering over 28 million autos. GEICO employs more than 3,100 in the region and matches employee contributions to Metro's SmartBenefits, up to \$110 per month. The company is a short walk from the Metrorail station and encourages commuting by bicycle. GEICO has provided bike education classes to its employees; and has installed numerous bike racks, lockers, and showers.  
 GEICO promotes its commuter benefits program to employees through new hire orientations, bi-annual benefits fairs, intranet, emails, and brochures within the cafeteria and break rooms. GEICO also partners with Montgomery County Commuter Services to promote participation in annual events such as the Walk and Ride Challenge and Bike to Work Day. Through marketing of its commuter programs to employees, GEICO has helped reduce employee vehicle miles by 1,384,000 and save 62,911 gallons of gasoline annually.


**INCENTIVES**  
**NIAID**  
 Rockville, MD  
 The National Institute of Allergy and Infectious Disease (NIAID) is part of the National Institutes of Health and advances infectious disease research to improve public health. NIAID offers a variety of commuter incentives, including carpool and vanpool parking, electric vehicle charging stations, secure bike parking, a bike trail, and showers and lockers. It offers employee health and wellness classes, fitness areas, and other on-site amenities that encourage employees to stay on campus throughout the workday.  
 Of its 4,500 employees in the region, 40 percent telework up to eight days a month, supported by NIAID's flexible scheduling. NIAID is within walking distance to a Metrorail station and 27 percent of employees receive a transportation subsidy up to the federal limit. As a result of its various commuter benefits and amenities, NIAID has saved an average of 11,700,000 employee vehicle miles and an estimated 524,000 gallons of gasoline annually.

**TELEWORK**  
**ASHA**  
 Rockville, MD  
 The American Speech-Language-Hearing Association (ASHA) is a national organization with 218,000 members and affiliates made up of pathologists, audiologists, scientists, and students. Since 2004, ASHA has grown its telework program from one of every six employees to one of every two employees teleworking up to 66 percent of their total workdays.  
 In response to the pandemic, ASHA pivoted to an entirely remote workforce and provided laptops, monitors, and desk chairs; plus employees were given \$500 to purchase home-office supplies. ASHA's "Wellbeing Navigator" provided ergonomic sessions so employees could maintain comfort within a home/office setting. The organization has also maintained a flextime program that allows staff to manage their individual work schedule arrangements. ASHA's telework and work schedule alternatives programs have helped reduce employee vehicle miles by 700,650 and save 31,848 gallons of gasoline annually.

**GEICO**

**ASHA**  
 American Speech-Language-Hearing Association

# Nomination Form



**Please apply with this form or apply online at**  
[commuterconnections.org/employer-recognition-awards](http://commuterconnections.org/employer-recognition-awards)

**Eligibility**  
 Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2021, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

**Deadline**  
 The application deadline is January 31, 2022. Completed applications should be sent to:

Commuter Connections  
 Douglas Franklin  
 777 North Capitol Street, N.E., Suite 300  
 Washington, DC 20002-4290  
 Tel: 202-962-3757  
[webmaster@commuterconnections.org](mailto:webmaster@commuterconnections.org)  
[commuterconnections.org](http://commuterconnections.org)

**Instructions**  
 Nominations can be submitted online or by using this form, and should include all information requested in items 1-5, plus the program summary narrative as described in question #6. Supplemental materials may be submitted in section 6, but not in place of the nomination form questions and program summary narrative.

**1. CONTACT INFORMATION**

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Program Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_  
 Date Program Began (Must have been initiated or improved before January 1, 2021) \_\_\_\_\_  
 Name of Program (if applicable) \_\_\_\_\_  
 Name, email, and phone of Person Submitting Nomination Form (if different from above) \_\_\_\_\_

**2. AWARD CATEGORY**  
 Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)

Marketing     Incentives     Telework

Is there a secondary category you would like to apply for? (Note: You can only win in one category.)


Marketing     Incentives     Telework

**3. TYPE OF ORGANIZATION**  
 Please mark one of the choices below that best describes your organization.

Private sector     Local, State or Federal government  
 Non-profit organization     Other \_\_\_\_\_ Please specify \_\_\_\_\_

**4. NUMBER OF PARTICIPANTS**  
 How many people do you employ in the Washington metropolitan area? \_\_\_\_\_  
 At how many work sites? \_\_\_\_\_  
 What is the total number of program participants in the Washington metropolitan area? \_\_\_\_\_

Nomination Form



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

Signed \_\_\_\_\_ Title \_\_\_\_\_

**6. PROGRAM SUMMARY NARRATIVE**  
 Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph and provide measurable results of the program, wherever possible.

Provide a clear, concise description of your program's activities. If you are a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning.

Questions and points to address in narrative if applicable:

**A. Description of Program**

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

**B. Employer and Employee Benefits**  
 Describe how the program has:

- Improved employee morale, productivity, absenteeism.
- Increased your organization's ability to attract and retain qualified employees.
- Helped reduce employee commuting times and stress.
- Contributed to better employee work-life demands/balance.


**C. Economic and Financial Benefits**  
 Describe how the program has:

- Helped reduce employee commuting expenses.
- Reduced your organization's costs associated with providing commuter parking and/or office space.
- Provided other dividends for your organization or employees.

**D. Environmental Impacts**  
 Describe and quantify the benefits to the community. Describe how the program has:

- Reduced traffic congestion. How many vehicles have been taken off the roads? How many annual vehicle miles have been reduced? To calculate vehicle miles reduced, please visit [commuterconnections.org/commuting-resources/vmt-calculator](http://commuterconnections.org/commuting-resources/vmt-calculator).
- Reduced gasoline consumption and emissions. What is the number of estimated gallons of gas saved annually?
- Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?

Nomination Form



## LinkedIn

A paid ad was placed on LinkedIn to help generate nominations from Washington, DC region employers. The ad began on December 23, 2021 and extended into the second half of FY22, running through January 16, 2022. The total purchase was \$2,500.

**Metropolitan Washington Council of Governments**  
2,380 followers  
Promoted

COG's Commuter Connections program is accepting applications for the 25th Annual Employer Recognition Awards. Highlight your organization's commitment to employee commute benefit programs.

The Employer Recognition Awards honor employers who initiate, enhance, or expand innovative commuter programs that encourage employee use of mobility options

Learn more about the three Awards categories—Incentives, Marketing, and Telework

[#EmployerRecognitionAwards](#) [#Awards](#) [#Bicycling](#) [#Cleantransportation](#) [#Employeehealth](#) [#EmployerRecognitionAwards](#) [#GreatResignation](#) [#MetroDC](#) [#Virginia](#) [#Maryland](#)

**25 YEARS**  
**2022 EMPLOYER RECOGNITION AWARDS**  
HONORING EMPLOYERS WHO MADE A DIFFERENCE!

**Employer Recognition Awards**  
commuterconnections.org [Apply](#)

Like Comment Share Send

Add a comment...

## Email Blast

An email blast was sent to approximately 2,100 employer contacts in early December 2021.

The graphic features the Commuter Connections logo at the top left, with the tagline "A SMARTER WAY TO WORK". Below this is a dark blue banner with the text "25 YEARS" and "2022 EMPLOYER RECOGNITION AWARDS" on the left, and "Apply now for the 2022 Commuter Connections Employer Recognition Awards." on the right. The central part of the graphic is a collage of images: a subway train, a street view with the US Capitol in the background, two women walking, and a man in a suit holding a document. To the right of the collage is a large "25 YEARS" text and a smaller "2022 EMPLOYER RECOGNITION AWARDS" box. Below this is the text "HONORING EMPLOYERS WHO MADE A DIFFERENCE!". The main heading "Call for Employer Award Nominations!" is centered below the collage. The body text states: "Commuter Connections is celebrating its 25<sup>th</sup> Annual Employer Recognition Awards and is currently seeking nominations from employers who offer outstanding commuter and/or telework programs." Below this is the due date and a link: "Nominations are due by January 31, 2022. [For more information and to apply, click here.](#)" At the bottom, a small italicized paragraph describes the program: "Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone."

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

**25 YEARS** **2022 EMPLOYER RECOGNITION AWARDS** Apply now for the 2022 Commuter Connections Employer Recognition Awards.

**25 YEARS**  
**2022 EMPLOYER RECOGNITION AWARDS**

HONORING EMPLOYERS WHO MADE A DIFFERENCE!

### Call for Employer Award Nominations!

Commuter Connections is celebrating its 25<sup>th</sup> Annual Employer Recognition Awards and is currently seeking nominations from employers who offer outstanding commuter and/or telework programs.

Nominations are due by January 31, 2022. [For more information and to apply, click here.](#)

*Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.*

## Newsletters

The summer and fall 2021 editions of the Commuter Connections newsletter were issued during the first half of FY22. The six page, 4-color newsletter is produced and distributed quarterly 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 3, Volume 25 SUMMER 2021 **WHAT'S INSIDE**

- 1-3 Employer Award Winners Leading The Pack
- 4 DC Region To Celebrate Car Free Day Sept 22
- 5 Regional Efforts Underway To Promote Transit, Carpooling Back To The Workplace
- 6 MARC Train, MTA Commuter Bus Service Running At Full Service

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



### EMPLOYER AWARD WINNERS LEADING THE PACK

For 24 years, the National Capital Region Transportation Planning Board (TPB) and Commuter Connections have honored employers who are "Leading the Pack" in commute programs. And in a year that saw teleworking soar, many DC region employers faced new challenges.



**20 EMPLOYER RECOGNITION AWARDS 21**

**LEADING THE PACK**

Qualified applicants within the Washington, DC region were evaluated by a Selection Committee of industry experts and professionals from the Washington, DC metropolitan region and moderated by a third party. Winners were chosen for their ability to track performance metrics for their commute programs such as a decrease in vehicle trips and miles traveled. Winners also implemented policies that have improved the lives of their employees and those within the National Capital Region.

#### Employer Award Winners

##### Incentives Award

##### National Institute of Allergy and Infectious Diseases



l to r: Judy Quasney, NIAID; Pamela Sebesky, City of Manassas (TPB Vice Chair); Lando COX, JBG Smith; Misti Hensley, JBG Smith.

The winners of the 2021 Commuter Connections Employer Recognition Awards were the National Institute of Allergy and Infectious Diseases (NIAID), GEICO, and American Speech-Language-Hearing Association (ASHA). These employers have responded to challenges with good communications, planning, and open minds. All have designed and implemented innovative and successful commuter and telework programs.

The Commuter Connections Employer Recognition Awards annual program acknowledges employers who offer outstanding commuter benefits, amenities, and tools to facilitate the use of alternative commuting methods such as ridesharing, transit, teleworking, bicycling, and walking.

Charles Allen, District of Columbia Councilmember and chair of the National Capital Region Transportation Planning Board, congratulated the winners and provided key insight, "We hope that through their example, other organizations will embrace similar initiatives, creating more opportunities to help maximize the efficiencies of shared commutes," he said.

**2021 WINNER**

**EMPLOYER RECOGNITION AWARDS**

Continued on page 2

- 2 Call For Employer Awards Nominations
- 3 Ev Charging Stations At The Workplace And Beyond
- 5 Dash Bus Goes Fare-Free
- 5 Transit Service Update

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



## EMPLOYER CASE STUDIES

With the holidays upon us, the new year is fast approaching. As you are making that list of personal and work-related resolutions, resolve to blow the dust off that employee commuter plan and review, revise, and re-energize it. Wonder what other Washington, DC, area employers do for their commuters? Take some tips from the Employer Case Studies at-a-glance previews below.



### **American Institutes for Research**

The American Institutes for Research (AIR) is a global scientific foundation with employees at five locations within the Washington, DC metropolitan region. When the pandemic hit, AIR decided to move some DC staff to Arlington, VA, sooner rather than later. AIR extended telework to more employees and maintained transit benefits for essential frontline staff.

AIR offers a transit benefit and a bicycle benefit. Preferential parking spaces were planned, line-painted, and promoted to encourage carpooling and vanpooling. AIR also offers flextime to allow employees to alter their start and end times.

AIR cites high workforce retention and morale as key benefits of the program, which has been particularly important during the pandemic.

### **Capital One Financial Corporation**

Capital One Financial Corporation, with its headquarters in Vienna, VA, was among the first big financial firms to introduce comprehensive teleworking to select employees in March 2020.

A full-time telework program for employees was put in place within the main office and was extended to other employees on a rolling basis.

In summer 2021, Capital One introduced a new hybrid telework program, which allows employees to telework on Mondays and Fridays, and be in the office midweek. A company spokesperson said, "The impact of going full-time telework has been seamless and, with the aggressive efforts to streamline, the in-house and virtual workforce has made significant gains and reassured employees during the pandemic. Capital One sees the future as one that can successfully have a hybrid program for all employees."

### **Lockheed Martin**

Defense contractor Lockheed Martin is headquartered in Bethesda, MD, and has multiple office locations throughout the region. The Prince George's County location in Seabrook, MD, provides a transit benefit for employees who need to commute into the office. Telework is also prevalent, with 65 percent of employees currently working remotely. All eligible employees were able to telework during the pandemic. Flextime hours are available for employees and preferential parking is provided at locations where free parking is available. Lockheed Martin operates a shuttle between Metro stations and its various worksites. The company reports that workforce retention was very high during the pandemic.

## Federal ETC Updates Newsletter

The summer and fall 2021 editions of the Commuter Connections Federal ETC Updates newsletter were produced during the first half of FY22. The two-page black & white newsletter is produced and distributed quarterly to Federal Employee Transportation Coordinators via GSA. It is also available in PDF format at [www.federaletc.org](http://www.federaletc.org).

SUMMER 2021

# FEDERAL ETC UPDATES

## NIAID WINS COMMUTER INCENTIVES AWARD



The National Institute of Allergy and Infectious Diseases (NIAID) located in Rockville, MD, was the recipient of the Commuter Connections 2021 Employer Recognition Award for its commuter incentives program. The Incentives Award was presented to NIAID on June 29, 2021, at the National Press Club in Washington, DC. The in-person event was the 24th annual employer awards ceremony which recognized a number of employers within the National Capital Region for outstanding commute and telework programs. The award was presented by Pamela Sebesky, vice chairman, National Capital Region Transportation Planning Board and vice mayor, City of Manassas. Commuter Connections is a program of the TPB at the Metropolitan Washington Council of Governments. Vice Mayor Sebesky also served as the award event's Master of Ceremonies.

"Employers that offer commuter incentives deliver real value to their employees and help to move the needle. Commuter benefits provide direct motivation to try alternative methods of travel and continue to reward employees for making positive changes," said Sebesky.

Accepting the award was NIAID's Director, Office of Workplace Solutions, Judy Quaney. NIAID is an organization within the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services.

NIAID features a wide array of commuter amenities such as reserved carpool and vanpool parking, a bus shelter, electric vehicle charging stations, display monitors showing public transit information, secure bike parking, showers and lockers, and an eight-foot-wide bike trail connected to the area bike network.

Of NIAID's 4,500 employees in the Washington, DC metropolitan region, 40 percent (1,800) telework up to eight days monthly. Employees using transit have a short

half mile walk from the Metrorail Station, and 37 percent receive a subsidy up to the federal limit. There is also a shuttle between NIAID and the main NIH campus in Bethesda.

NIAID also supports flexible scheduling. These schedules stagger arrival and departure times, and are strongly encouraged. Approximately 40 percent of NIAID employees participate in alternative work schedules, helping ease commuting and improving work/life balance.

NIAID also offers employees classes on health and wellness, nutrition, and mental health balance. Employees are encouraged to use the on-site fitness areas, and many enjoy daily walks around the campus. An onsite cafeteria and coffee shop as well as two outdoor eating areas provide a reason not to drive off campus for lunch hour.

As a result of its various commuter benefits and amenities offered, NIAID has saved an average of 11.7 million employee vehicle miles and an estimated 534,000 gallons of gasoline annually.



l to r: Judy Quaney, NIAID; Pamela Sebesky, City of Manassas (TPB Vice Chair); Lands COX, JIG Smith; Misti Hensley, JIG Smith.

FALL 2021

# FEDERAL ETC UPDATES

## DHS PLANS CONSOLIDATION TO SAINT ELIZABETHS WEST



The U.S. Department of Homeland Security (DHS) is planning to consolidate its headquarters and its other DC offices in 5.7 million gross square feet of secure office space, plus associated parking, at the DHS campus at Saint Elizabeths West.

When fully occupied, the 176-acre multiple-building campus will have a 1:4 employee to parking ratio (one parking space per every four employees); and a 1:3 employee parking ratio for shift employees, with an eventual total of nearly 15,000 employees working at the campus. DHS has a comprehensive plan to manage this ratio by giving employees easy access to alternative modes of transportation.

DHS has created an Employee Transportation Coordinator (ETC) position to assist in preparing and implementing commuter services at the campus. The ETC can work alongside Commuter Connections network organizations for any needed commuter research, program implementation support, and promotional events and materials.

The DHS program will include the federal transit benefit, and shuttles that bring employees to and from the Anacostia and Congress Heights Metrorail

Stations to campus. Another shuttle will travel within the campus on a loop. Carpool and vanpool incentives, and preferential parking will be offered; and bicycle storage/racks will be placed throughout the campus. A program for walkers and bicyclists will also be created. The DHS commuter program will be linked with both the employee health and safety program, and a community partners program. The federal teleworking program will be promoted to eligible employees as well.



Continued on page 2



## E-Newsletters

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

NEWSLETTER | The Commuter Information Source for DC, MD, VA



**LEADING THE PACK**

### Employer Award Winners Lead the Pack

During an in-person awards ceremony on June 29, 2021 at the National Press Club, Commuter Connections honored employers who are "Leading the Pack" in commuter benefits and telework programs.

[More News](#)

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Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)




**SEPTEMBER 22, 2021**

### Region to Celebrate Car Free Day - September 22

Car Free Day celebrates travel alternatives to driving alone. Employees who take the pledge to be car free or car-lite on Wednesday, September 22, 2021 will be entered into a free prize raffle.

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

NEWSLETTER | The Commuter Information Source for DC, MD, VA




### Employer Case Studies

Take some tips from case studies of other Washington, DC area employer commuter programs. This edition covers at-a-glance previews for American Institutes for Research, Capital One Financial Corporation, and Lockheed Martin.

[More News](#)

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### Employer Recognition Awards Call for Nominations

Commuter Connections is celebrating its 25<sup>th</sup> Annual Employer Recognition Awards and is currently seeking nominations from employers who offer outstanding commuter and/or telework programs.

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### EV Charging Stations at the Workplace

EV charging stations are becoming a more common site within parking facilities at the workplace and beyond. As the price at the pump remains

**APPENDIX A**

**Performance Measures**

**Web Visits**

<b>Month</b>	<b>FY 2021 Web Visits (Sessions)</b>	<b>FY 2022 Web Visits (Sessions)</b>	<b>Year to Year # Change</b>	<b>Year to Year % Change</b>
July	4,113	5,346	1,233	30.0%
August	4,356	9,271	4,915	112.8%
September	3,702	9,103	5,401	145.9%
October	4,180	5,321	1,141	27.3%
November	3,713	4,912	1,199	32.3%
December	2,776	4,871	2,095	75.5%
	<b>22,840</b>	<b>38,824</b>	<b>15,984</b>	<b>70.0%</b>

**Phone Calls**

<b>Month</b>	<b>FY 2021 Phone Calls</b>	<b>FY 2022 Phone Calls</b>	<b>Year to Year # Change</b>	<b>Year to Year % Change</b>
July	261	203	(58)	-22.2%
August	158	289	131	82.9%
September	143	370	227	158.7%
October	191	232	41	21.5%
November	171	232	61	35.7%
December	151	211	60	39.7%
	<b>1,075</b>	<b>1,537</b>	<b>462</b>	<b>43.0%</b>

### GRH Applications

Month	GRH FY 2021 Applications	GRH FY 2022 Applications	Year to Year # Change	Year to Year % Change
July	192	145	-47	-24.5%
August	206	197	-9	-4.4%
September	151	231	80	53.0%
October	212	168	-44	-20.8%
November	163	135	-28	-17.2%
December	127	137	10	7.9%
	<b>1,051</b>	<b>1,013</b>	<b>-38</b>	<b>-3.6%</b>

### Rideshare Applications

Month	Rideshare FY 2021 Applications	Rideshare FY 2022 Applications	Year to Year # Change	Year to Year % Change
July	748	542	-206	-27.5%
August	423	1,136	713	168.6%
September	634	844	210	33.1%
October	471	457	-14	-3.0%
November	568	492	-76	-13.4%
December	712	452	-260	-36.5%
	<b>3,556</b>	<b>3,923</b>	<b>367</b>	<b>10.3%</b>

**APPENDIX B**

**Regional Recovery Campaign Digital Media Results**

<b>Program</b>	<b>Media</b>	<b>Amount Spent</b>	<b>Impressions</b>	<b>Interactions (Click Thrus)</b>	<b>Interaction Rate (CTR)</b>	<b>Cost Per Interaction</b>
Recovery Campaign EEA	Pandora	\$25,303	893,041	438	0.05%	\$57.77
Recovery Campaign EEA	Spotify	\$67,385	4,595,197	1,311	0.03%	\$51.40
Recovery Campaign EEA	NBC (Streaming)	\$50,690	616,352	286	0.05%	\$177.24
Recovery Campaign EEA	PoPville	\$600	3,231	416	12.88%	\$1.44
Recovery Campaign EEA	Instagram	\$410	61,316	5,951	9.71%	\$0.07
Recovery Campaign EEA	YouTube	\$736	59,548	33,537	56.32%	\$0.02
		<b>\$145,124</b>	<b>6,228,685</b>	<b>41,939</b>	<b>0.67%</b>	<b>\$3.46</b>

*EEA = Equity Emphasis Areas*

<b>Program</b>	<b>Media</b>	<b>Amount Spent</b>	<b>Impressions</b>	<b>Interactions (Click Thrus)</b>	<b>Interaction Rate (CTR)</b>	<b>Cost Per Interaction</b>
Recovery Campaign General	Pandora	\$51,000	3,745,406	525	0.01%	\$97.14
Recovery Campaign General	Spotify	\$28,000	1,469,070	292	0.02%	\$95.89
Recovery Campaign General	YouTube	\$736	69,217	45,742	66.08%	\$0.02
Recovery Campaign General	Instagram	\$590	94,857	9,793	10.32%	\$0.06
		<b>\$80,325</b>	<b>5,378,550</b>	<b>56,352</b>	<b>1.05%</b>	<b>\$1.43</b>

**APPENDIX C**  
**Car Free Day Digital Media Results**

<b>Program</b>	<b>Media</b>	<b>Amount Spent</b>	<b>Impressions</b>	<b>Interactions (Click Thrus)</b>	<b>Interaction Rate (CTR)</b>	<b>Cost Per Interaction</b>
Car Free Day 2021	Spotify	\$9,000	613,667	139	0.02%	\$64.75
Car Free Day 2021	El Tiempo Latino	\$1,200	46,170	320	0.69%	\$3.75
Car Free Day 2021	Popville	\$600	2,777	460	16.56%	\$1.30
Car Free Day 2021	YouTube	\$750	77,763	92	0.12%	\$8.15
		<b>\$11,550</b>	<b>740,377</b>	<b>1,011</b>	<b>0.14%</b>	<b>\$11.42</b>

## APPENDIX D

### Car Free Day Earned Media Placements

#### Media Coverage

Car Free Day 2021 Media Coverage		
Television Interviews		
WJLA	09/21/2021	<a href="#">Car-Free Day in the District</a>
Print/Online Coverage		
08/05/2021	Prince William Living	<a href="#">Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Opens!</a>
08/07/2021	InsideNOVA	<a href="#">Registration for Car-Free Day now open</a>
08/30/2021	Greater Greater Washington	<a href="#">Events: New year, new moniker, new murals</a>
09/01/2021	Carlyle Council	<a href="#">Car Free Day 2021</a>
09/15/2021	Patch - Manassas Park, VA	<a href="#">Prince William County Government: Leave The Cars At Home For A Day</a>
09/15/2021	Potomac Local News	<a href="#">Transit agency offers prizes for those who go car-free, work from home</a>
09/15/2021	Prince William Living	<a href="#">Car Free Day 2021</a>
09/16/2021	Popville	<a href="#">Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes</a>
09/17/2021	Bristow Beat	<a href="#">OmniRide Asks Residents to Pledge to Go Car Free on September 22</a>
09/17/2021	Montgomery Community Media	<a href="#">Montgomery County Celebrates Car Free Day with Prizes, Gift Cards</a>
09/20/2021	Montgomery Community Media	<a href="#">What is Car Free Day?</a>
09/20/2021	Greater Greater Washington	<a href="#">Events: GGwash's Fall Mixer is next week</a>
09/20/2021	Downtown DC	<a href="#">Car Free Day Celebrates Sustainable Transportation</a>
09/21/2021	Aws for DP	<a href="#">'Car Free' DC is Wednesday</a>
09/21/2021	WTOP	<a href="#">'Car free' DC is Wednesday</a>
09/21/2021	Greater Greater Washington	<a href="#">Wednesday is Car Free Day</a>
Calendar Listings		
<a href="#">Arlington, Patch</a>	<a href="#">Greater Greater Washington</a>	
<a href="#">Arlington Transportation Partners</a>	<a href="#">Leesburg, Patch</a>	
<a href="#">Baltimore Sun</a>	<a href="#">Washington D.C., Patch</a>	

<a href="#">Bethesda Magazine</a>	<a href="#">Prince William Living Magazine</a>
<a href="#">Capital Gazette</a>	<a href="#">The Wash Cycle</a>
<a href="#">Carroll County Times</a>	<a href="#">Washington City Paper</a>
<a href="#">DC Inno</a>	<a href="#">WDCW TV 50</a>
<a href="#">Frederick News Post</a>	<a href="#">WMAR TV</a>
<a href="#">Georgetown, Patch</a>	<a href="#">WRC TV 4 NBC</a>
<a href="#">Georgetown BID</a>	<a href="#">Washington Plaza</a>
<a href="#">goDCgo</a>	

## APPENDIX E

### Car Free Day Clean Air Partners Ambassadors Results

Digital Ambassadors Engaged	10
Total Impressions	124,465
Total Engagements	76,997
Likes on Content	53,165
Comments on Content	668
Content Shares	10,202
Content Saves	12,425
Direct Clicks to Website	516
Hashtag Clicks (Instagram Stories Only)	21



APPENDIX F

Employer Awards LinkedIn Results

Program	Media	Amount Spent	Impressions	Interactions (Click Thrus)	Interaction Rate (CTR)	Cost Per Interaction
Employer Awards	LinkedIn	\$2,500	324,911	244	0.08%	\$10.25