

A person in a grey suit is walking down a set of stone steps. They are carrying a black briefcase in their right hand. The background is a blurred cityscape with buildings and a railing.

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2018 FIRST HALF MARKETING ACTIVITY

December 19, 2017

COMMUTER CONNECTIONS TOPLINE PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles traveled
- Reduce traffic congestion and improve air quality



FIRST HALF FY2018 INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- CarpoolNow Mobile App
- Bike to Work Day 2018 Planning
- Employer Recognition Awards
Call for 2018 Nominations
- Employer Newsletters





CAR FREE DAY 2017 HIGHLIGHTS AND RESULTS

CAR FREE DAY OBJECTIVES

- Promote alternative modes of travel for both commute and lifestyle
- Encourage commuters and the general public to take the online pledge to travel car free or car-lite.
- Tabulate pledge numbers and measure emissions impacts.



CAR FREE DAY RADIO

September 2017



CAR FREE DAY INTERNET RADIO

September 2017



Drop It For a Day

The screenshot shows a mobile app interface for 'Amy Grant Radio'. At the top, it displays 'Carrier', signal strength, '12:54 AM', and battery level. Below the station name is a back arrow, the station name 'Amy Grant Radio', and a thumbs-up icon. A banner labeled 'ADVERTISEMENT' features a red hand dropping a car key. The text on the banner reads: 'DROP IT FOR A DAY!', 'TAKE THE FREE PLEDGE', 'CAR FREE DAY METRO DC', and '9.22.17'. The 'COMMUTER CONNECTIONS' logo is at the bottom left of the banner. Below the banner, the word 'Advertisement' is followed by the text 'Your station will be right back...' and a 'Why Ads?' button. At the bottom, there is a progress bar from 0:13 to -0:13 and playback controls: a refresh icon, a thumbs-down icon, a thumbs-up icon, a pause icon, and a skip forward icon.

PANDORA®

CAR FREE DAY WTOP.COM DIGITAL

September 2017

The screenshot shows the desktop version of the WTOP.com website. The navigation bar includes 'wtop', 'NEWS', 'TRAFFIC', 'WEATHER', and 'LISTEN'. A yellow banner reads 'WHATEVER YOU NEED TO KNOW. WHEREVER YOU HAPPEN TO BE.' Below this is a main article titled 'VDOT safety patrol seriously hurt in hit-and-run' with a sub-headline 'A Virginia highway safety worker was hit and seriously injured Friday as he protected a disabled motorist along I-95 in Fairfax County.' To the right is a 'TOP NEWS' section with several headlines, including 'GOP health bill all but dead; McCain again deals the blow' and 'Protesters interrupt Comey address at Howard U.'. A large advertisement for 'CAR FREE DAY' is featured, with the text 'DROP IT FOR A DAY!' and 'TAKE THE FREE PLEDGE'. The ad includes a red hand holding a key and the date '9.22.17'. A 'NAVY FEDERAL Credit Union' logo is also visible.

Paid placement

The screenshot shows the mobile version of the WTOP.com website. The navigation bar includes 'wtop', 'NEWS', 'TRAFFIC', 'WEATHER', and 'LISTEN'. A search bar is prominently displayed. Below the search bar is a list of news categories: HEADLINES, LOCAL NEWS, Virginia, Maryland, DC, Weather News, Transportation News, NATIONAL, WORLD, BUSINESS & FINANCE, GOVERNMENT, and LIVING. At the bottom, a banner for 'CAR FREE DAY 9.22.17 TAKE THE FREE PLEDGE' is visible, along with a 'NAVY FEDERAL Credit Union' logo.

Value-add

CAR FREE DAY KEY INFLUENCER BLOG

Week of 9/18

- Leveraged key influencer in region to promote Car Free Day via extensive blog
- Professional photoshoot of various ways to get around
- 50,000 followers



CAR FREE DAY - CLEAN AIR PARTNERS DIGITAL AND SOCIAL MEDIA ENGAGEMENT



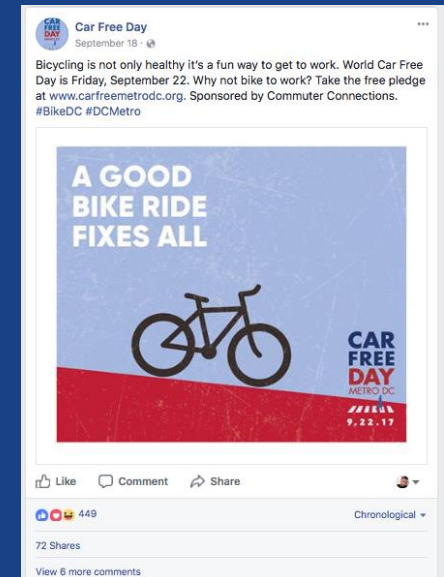
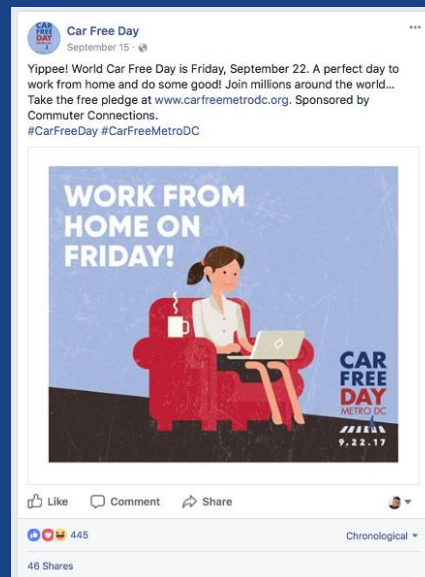
46,384 Three-second video plays
29,192 Ten-second video plays

CAR FREE DAY PAID SOCIAL MEDIA

September 2017



- A series of different Facebook posts
- Nearly 3,000 organic user engagements (clicks, comments, reactions, and shares)

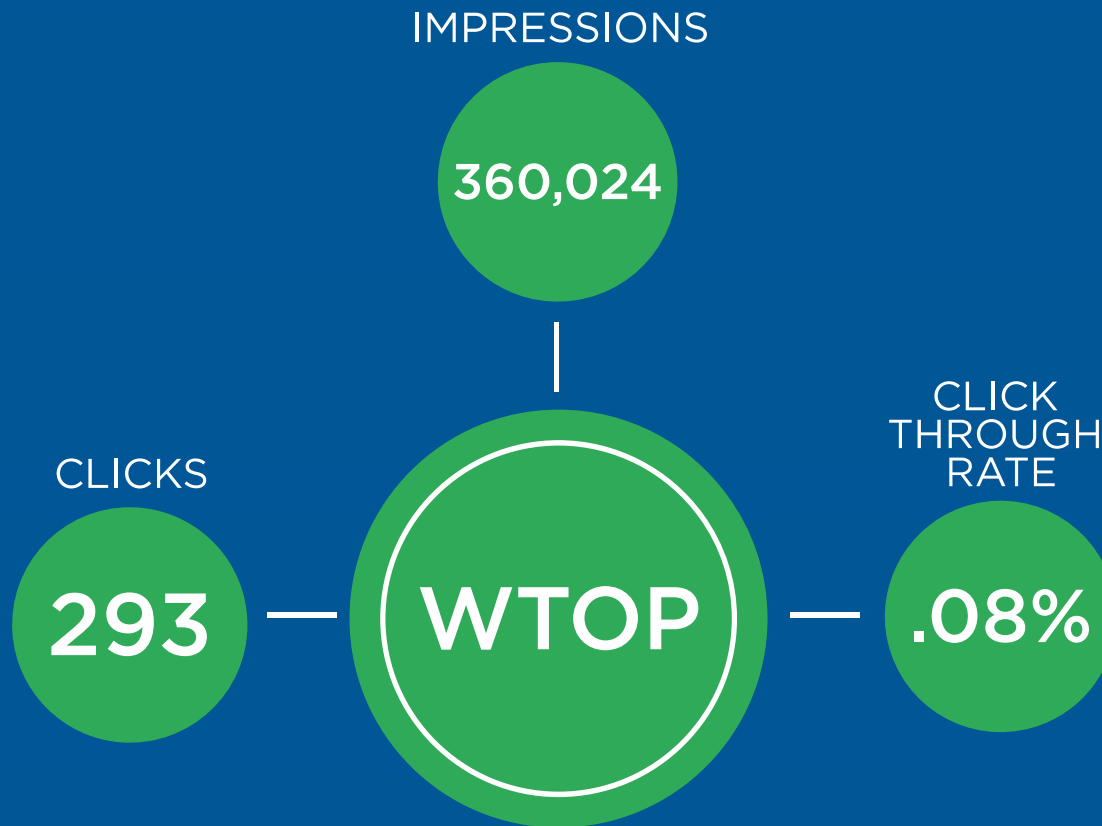


CAR FREE DAY EARNED MEDIA

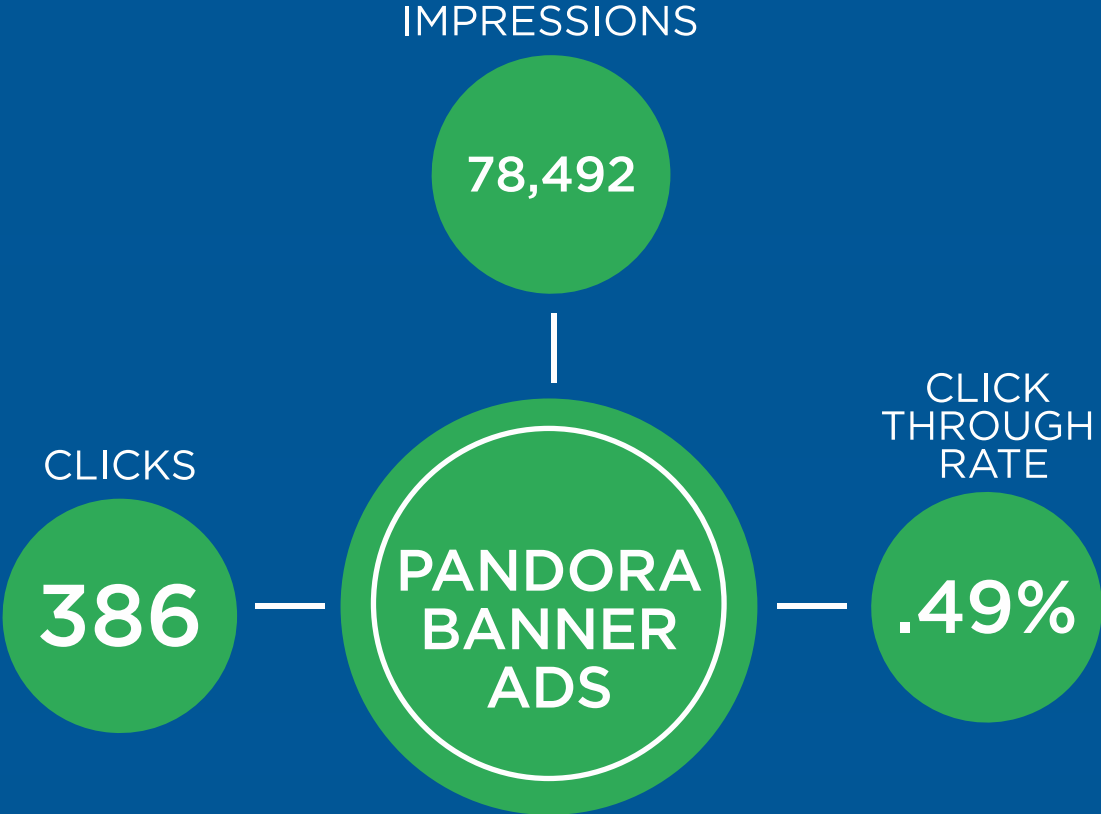
- Partnered with American Lung Association
- Publication and outlet calendar listings
- Press releases/media advisories
- Facebook poll
- Content for association solicitation and communications
- College Campus Challenge tool kit
- Radio/TV interview placements
- 21 total media placements



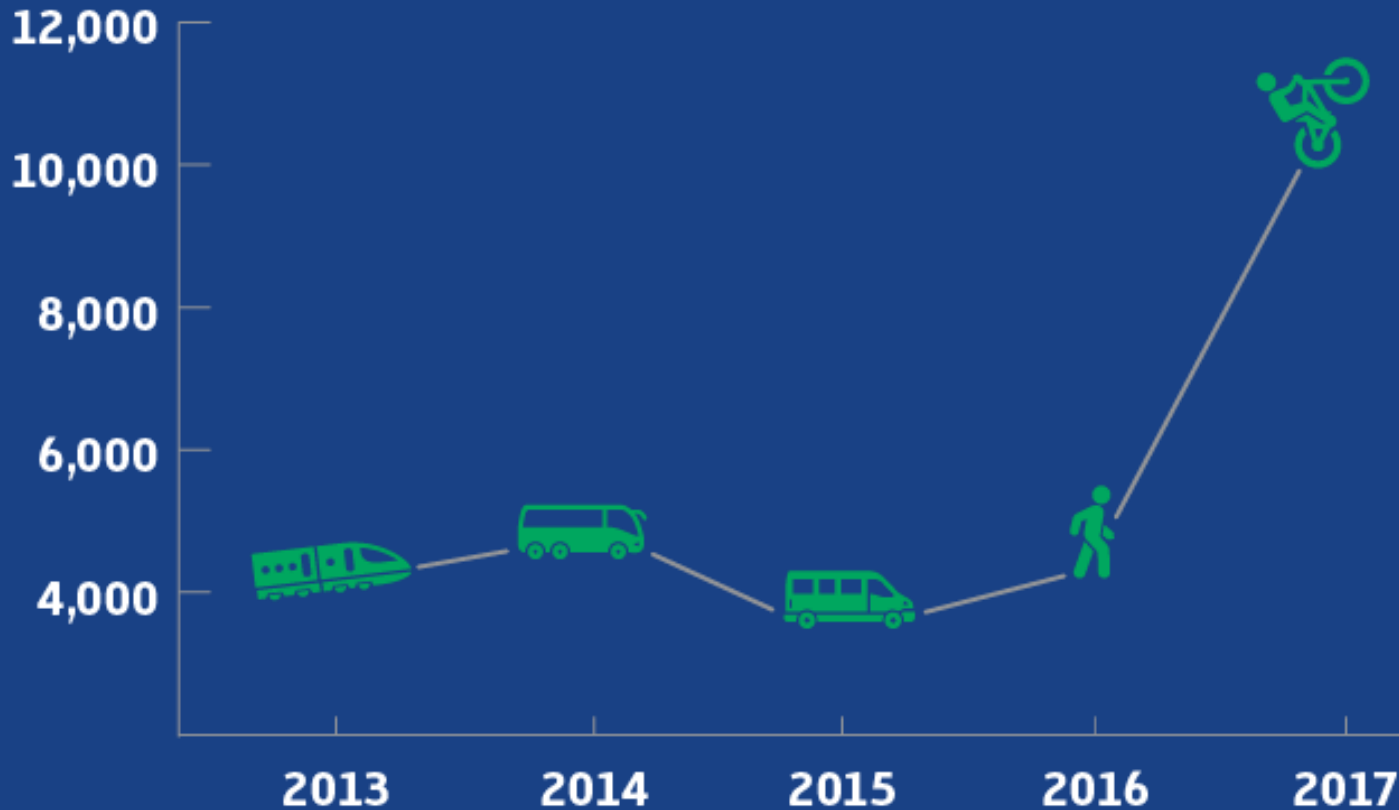
CAR FREE DAY DIGITAL RESULTS WTOP



CAR FREE DAY DIGITAL RESULTS PANDORA

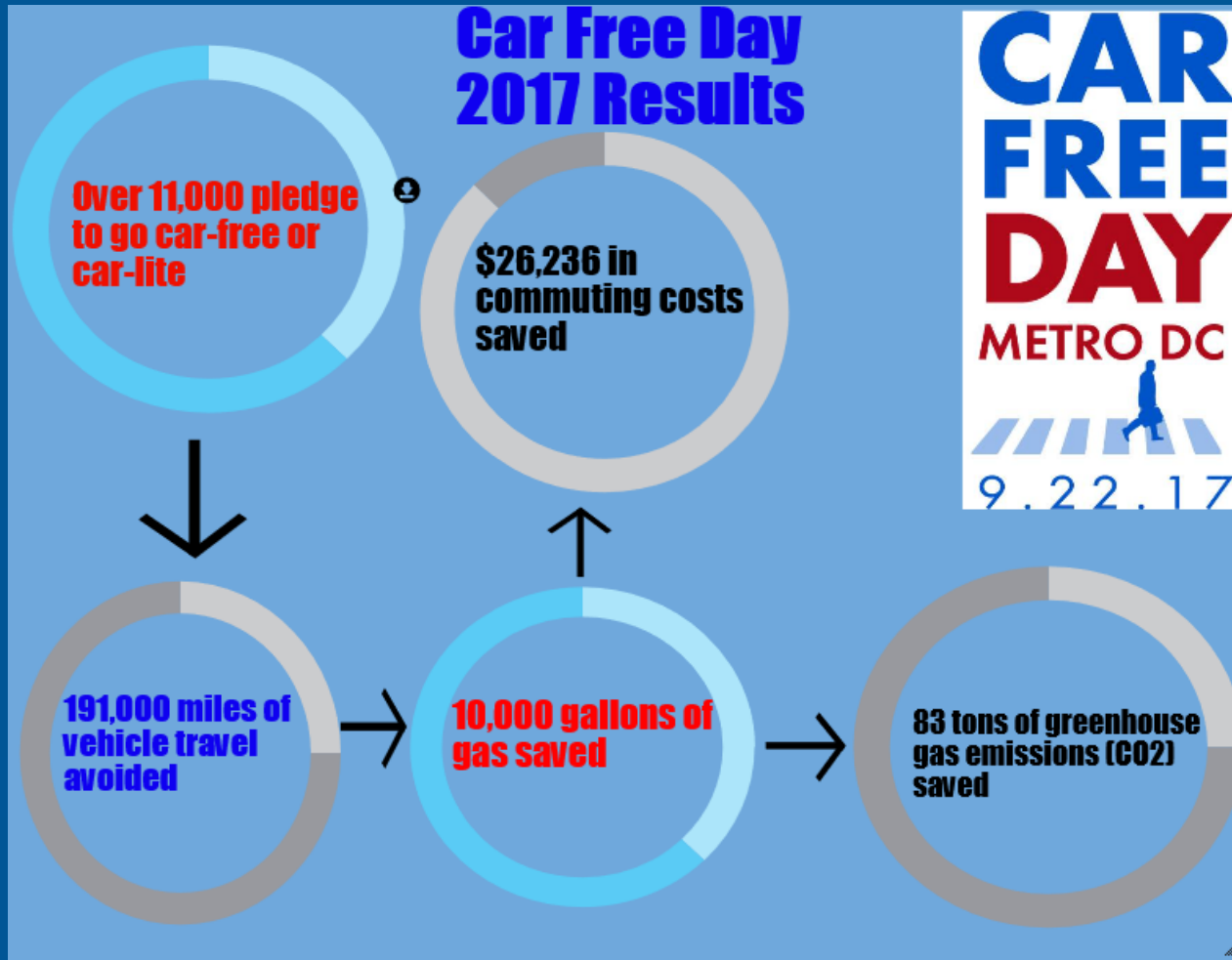


CAR FREE DAY PLEDGES

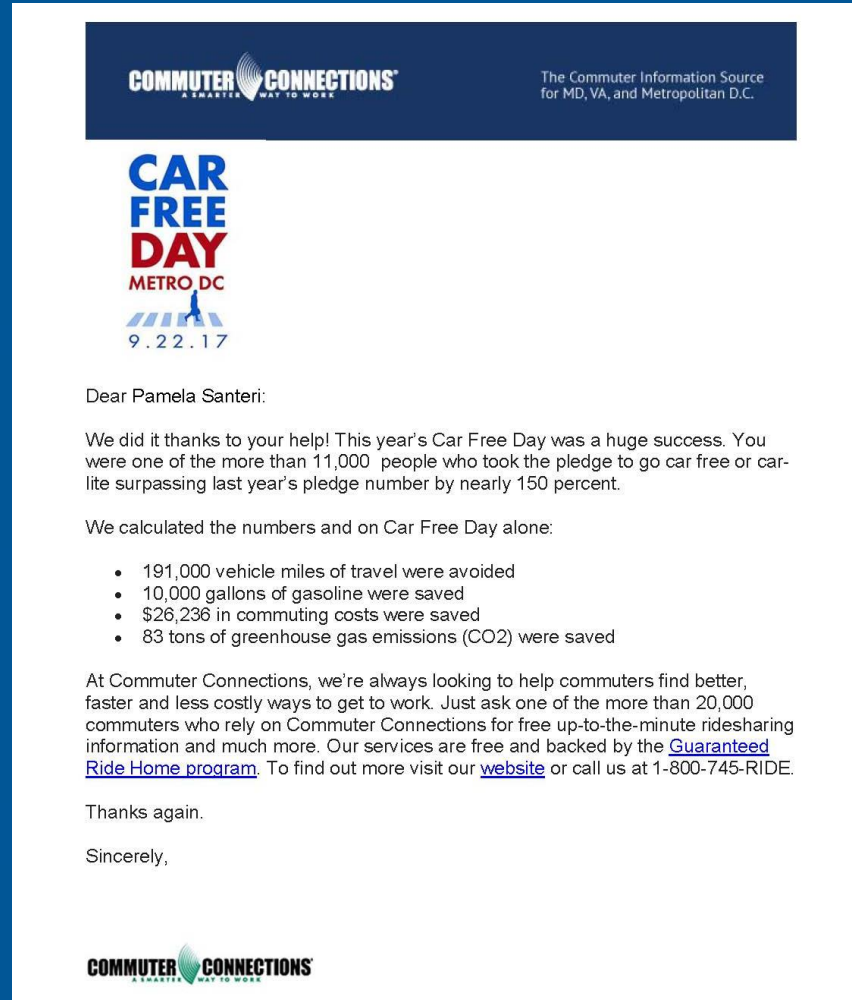


CAR FREE DAY

FOLLOW UP INFOGRAPHIC ON FACEBOOK



CAR FREE DAY FOLLOW UP EMAIL BLAST TO PARTICIPANTS






RIDSHARING FALL FY18

RIDESHARE FALL FY18 CREATIVE

A COUPLE CLICKS IS ALL IT TAKES




share

Share a ride when you want, where you want - a couple clicks will get you there. With on demand and on route ridesharing, we have more options to more places than ever before. And, as always, it's free!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
www.commuterconnections.com 844.786.8188

A COUPLE CLICKS CAN SAVE YOU



join

A couple clicks joins you with those already saving by sharing a ride. Get a match anywhere along your route, scheduled or on demand. It's free, and it saves you!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

RIDESHARE FALL FY18 MEDIA BUDGET (NET)

Radio	\$242,250
Podcasts	\$ 56,500
WTOP.com	\$ 34,000
Social Media	\$ 4,998
Total Paid Media:	\$337,748

Added Value:	\$ 31,800
Direct Mail:	\$ 44,120

RIDESHARE FALL FY18 RADIO

October - December 2017



RIDESHARE FALL FY18 PODCASTS

October –December 2017



RIDESHARE FALL FY18 SOCIAL & DIGITAL

October – December 2017





GUARANTEED RIDE HOME FALL FY18


odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

GRH FALL FY18 VISUALS

another free service from 

problem. solved.



A FREE RIDE HOME
IF YOU RIDESHARE.
GUARANTEED.
REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
commuterconnections.org 1-800-745-RIDE

another free service from 

problem. solved.



A FREE RIDE HOME
IF YOU RIDESHARE.
GUARANTEED.
REGISTER OR RENEW TODAY!

GUARANTEED RIDE HOME
commuterconnections.org 1-800-745-RIDE

GRH WASHINGTON

FALL FY18 MEDIA BUDGET (NET)

Radio	\$81,834.60
FederalNewsRadio.com	\$70,125.00
Pandora	\$61,617.00
Social Media	\$11,550.00
Total Paid Media:	\$225,126.60

Added Value: \$ 68,000

Direct Mail: \$ 44,120

GRH BALTIMORE FALL FY18 MEDIA BUDGET (NET)

Radio	\$19,987.75
Social Media	\$5,040
Total Paid Media:	\$25,027.75

Added Value: \$ 10,500

GRH FALL FY18 RADIO WASHINGTON DC

September – December 2017



GRH FALL FY18 RADIO BALTIMORE

October - December 2017

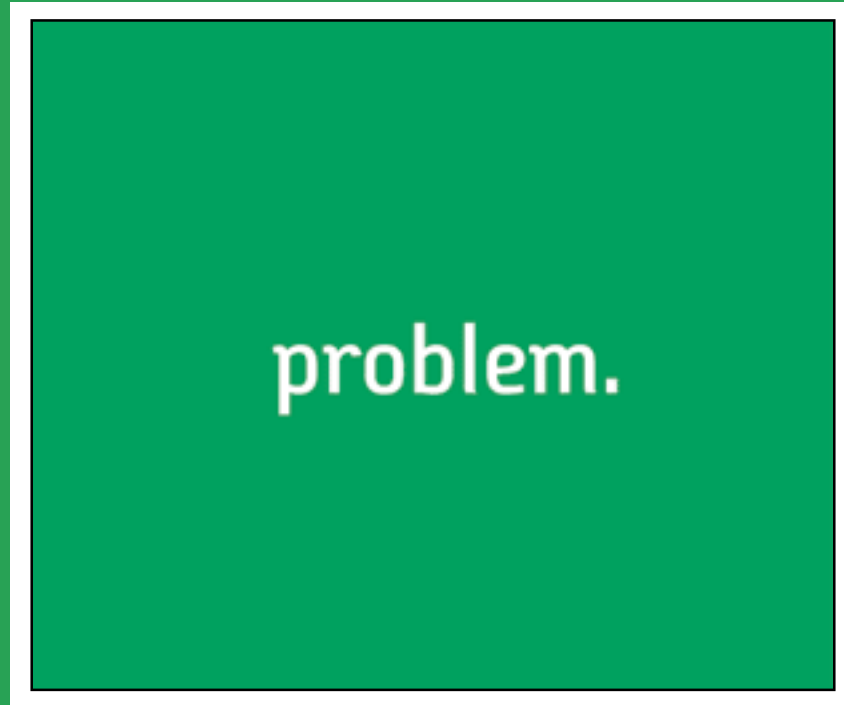


GRH FALL FY18 YOUTUBE WASHINGTON AND BALTIMORE REGIONS

problem
solved.



GRH FALL FY18 BANNER ADS WASHINGTON AND BALTIMORE REGIONS



A woman with long brown hair, wearing a bright red short-sleeved top, is seated in the passenger seat of a car. She is smiling and looking down at a tablet computer she is holding in her hands. The car's interior, including the headrest and door panel, is visible. The background shows a blurred cityscape through the window.

'POOL REWARDS FALL FY18

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

'POOL REWARDS FALL FY18 MEDIA BUDGET

November – December 2017

Radio	\$4,292.50
Facebook	\$2,805.00
Pandora	\$7,500.00
Total Paid Media	\$ 14,597.50



FALL FY18 PANDORA

**RIDE.
REWARD.
REPEAT.**

'POOL REWARDS
sign up at commuterconnections.org

FALL FY18 FACEBOOK VIDEO

**RIDE.
REWARD.
REPEAT.**

'POOL REWARDS

sign up at commuterconnections.org




CARPOOLNOW MOBILE APP FALL FY18

CARPOOLNOW FY18 FALL STRATEGY

- Encourage download and usage of the new CarpoolNow mobile app
- Stand alone web page created www.carpoolnow.org
- Marketing campaign rolled out to commuters in Howard County, MD




CARPPOOL NOW DEDICATED MICROSITE

Select Language ▾

[HOME](#) | [ABOUT US »](#) | [COMMUTERS »](#) | [EMPLOYERS »](#) | [NEWS & EVENTS »](#) | [QUICK LINKS »](#) | [RESOURCES »](#)


CarpoolNow



Available on the Android **App Store**

Download on the **App Store**

Get it at **BlackBerryWorld**



Try the CarpoolNow app and connect with commuters just like you, going your way. It's free and it saves you money on every commute.



CarpoolNow is an app you can use anytime to find and schedule rides.

Download the CarpoolNow app and join thousands who rideshare whenever they want!

FREE **CONVENIENT** **SMART**

Commuters

- Guaranteed Ride Home
- Ridesharing
 - What It Is
 - Mobile Apps
 - Register Now
 - *Pool Rewards
 - Rideshare Bulletin Board
 - Tips to Carpooling
 - HOV Lanes
 - Park And Ride Locations
 - Why Vanpool
 - Why Carpool
- **CarpoolNow**
 - CarpoolNow Driver
 - Incentive
 - Participation
 - Guidelines
- Transit
- Teleworking
- Bicycling
- Walking
- FAQ



CARPOOLNOW FALL FY18 RADIO

October – December 2017

:30 spot



mobile audio ads and
web audio ads

CREATIVE DEVELOPMENT FOR CAMPAIGN STARTING 2018

For those who Live or Work in Howard County

GET PAID TO DRIVE!



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

carpoolnow.org 800.745.RIDE



For those who Live or Work in Howard County

FREE RIDESHARING ON DEMAND




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

carpoolnow.org 800.745.RIDE




For those who Live or Work in Howard County

RIDESHARE ANYTIME



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

carpoolnow.org 800.745.RIDE





BIKE TO WORK DAY 2018 PLANNING

BIKE TO WORK DAY 2018 PLANNING

- Sponsorship drive underway; continues through January 2018.
- Poster concepts developed for January Steering Committee review.
- Pit stop confirmations and new pit stop discussions in progress.
- Cost estimates from T-shirt vendors.





2018 EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

2018 EMPLOYER RECOGNITION AWARDS

STRATEGY

Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs



2018 EMPLOYER RECOGNITION AWARDS CALL FOR NOMINATIONS MAILER

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.

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

TELEWORKING

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

TRANSIT AND VANPOOLS

Offering monthly transit and vanpool or direct benefits.



A bit about last year's 2017 winners:

MARKETING

American Society of Health-System Pharmacists Bethesda, MD

The American Society of Health System Pharmacists (ASHP) is a national professional organization whose nearly 45,000 members include pharmacists, pharmacy technicians, and student pharmacists who provide patient care services in hospitals, health systems, and ambulatory clinics. For 75 years, ASHP has been at the forefront of efforts to improve medication use and enhance patient safety.

Of its 21.7 employees in the Washington, DC area, 50 percent participate in alternatives to drive-alone commuting; 30 employees use transit; 8 walk, run, or bike; 50 telework full time; and 20 telework 1-3 days per week.



INCENTIVES

The Cadmus Group, Inc. Arlington, VA

The Cadmus Group, Inc. is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and three offices in the metropolitan Washington region. As an employee-owned firm, Cadmus is fully committed to supporting employees' health and well-being, while advancing its mission to create social value and minimize its impact on the natural environment.

In 2006, Cadmus initiated a benefits program that offers its employees a wide range of alternative commuting incentives designed to accommodate employee needs and minimize reliance on automobiles. Of the approximately 200 employees based in Cadmus' three Washington metropolitan area offices, 115 (64%) use mass transit, up from 46 percent in 2014. In addition, 50 (28%) telework or use flextime, and 15 (8%) bike or walk to work.



TELEWORK

TCG, Inc. Washington, DC

Founded in 1994, TCG, Inc. provides IT and management consulting services to the federal government, and has been recognized as one of the best places to work by Great Places to Work, Fortune Magazine, Entrepreneur, the Washington Post, and the Washington Business Journal. TCG's telework program was founded at its inception and today, of its 130 employees, about 80 percent telework. More than half of its employees do so full time, and another 27 percent telework at least one day per week.

TCG has adopted a telecommute-first model, where employees are encouraged to work remotely, enabling the company to hire employees who are the top performers in their fields, and keeping staff turnover below 9 percent, far less than the industry average. If a contract requires that the TCG employee work on-site at the client's offices, TCG attempts to negotiate teleworking for at least one or two days per week.



20 EMPLOYER
RECOGNITION
18 AWARDS

LEADERS



QUARTERLY EMPLOYER NEWSLETTER

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

QUARTERLY EMPLOYER NEWSLETTER

- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Issue 4, Volume 21, Fall 2017 WHAT'S INSIDE

- 1 Metro Express Wi-Fi On Trains
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- 3 Eco-Logic: Reducing Pollution On The Go
- 4 Eco-Logic: Reducing Pollution On The Go
- 5 E-395 Express Lanes Launches River Ground
- 6 Car-Free Day 2017

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

EMPLOYER BASED CASE STUDIES RELEASED

For more than 40 years, employers have come to Commuter Connections for help in starting, sustaining, and growing onsite employee commuter programs. Employers understand the value of offering carshare commuter benefits as they contribute toward recruitment and retention, as well as displaying good corporate citizenship within the local community, and greater region.

While CIA's location provides for ready access to transit, the organization was looking to expand options for employees who had long commutes. Starting in 2005, the company began offering all full-time employees the opportunity to network one day a week using transit. CIA offers a full-time employee the opportunity to network one day a week using transit. CIA employees have reduced over \$30,000 annual reimbursement of up to 50 percent of the cost of home internet.

Additionally, to improve employee morale, CIA instituted an early dismissal on Fridays during the summer months. With more than 70 percent of employees actively teleworking, and 50 percent using transit, CIA employees have reduced over \$30,000 annual vehicle miles traveled, and saved \$26,368 in commuting costs.

CIA's overall benefits package, also includes mortgage assistance, tuition assistance, and professional development programs. These benefits coupled with commuter benefits, have enabled the employer to maintain a productive, and happy workforce. Future plans at CIA include enhancing bicycling facilities through the installation of additional bike racks and lockers.

Our second case study focuses on the Cadmus Group, winner of a 2017 Commuter Connections Employer Recognition Award.

Founded in 1963, Cadmus is a leading consulting firm serving the energy, environmental, and homeland security markets, with a national footprint and three offices in the Washington metropolitan region. As an employee-owned firm, Cadmus is fully committed to supporting employee health and well-being, while advancing its mission to create social value and diversify its impact on the natural environment.

In 2013, Cadmus opened their LEED gold certified office building in Bethesda. The newest location, combined with its offices in Arlington and the District allows the company to serve effectively its current and future clients, and cut down on travel for many of its employees.

One of the most effective tools available are real stories from employers. Commuter Connections has released several new case studies highlighting successful commuter programs in a concise way, to show what other employers are offering employees, to meet their commute challenges. The first new case study focuses on the Consumer Technology Association (CTA).

Originally founded as the Radio Manufacturers Association in 1924 in Crystal City, Arlington-based CTA is the standards and trade association for the consumer electronics industry in the United States. With easy access to Metro, Metrorail, Metrolink, Virginia Railway Express (VRE), Arlington Transit, and other options, CTA has fully embraced alternative modes of commuting.

Continued on page 2

FEDERAL ETC UPDATES

AUG 2017

CENSUS BUREAU GETS CARS OFF THE ROAD!

Since 1790, the United States Census Bureau (USCB) and its predecessor organizations, have collected data on many aspects of the U.S. population.

From a simple population count to economic data, USCB's mission is "to serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers."

With more than 4,250 employees, USCB, headquartered in Suitland, MD since 1942, conducts multiple censuses.

While the U.S. Constitution requires only that the decennial census be a population count, since the first census in 1790 the need for useful information about the United States' population and economy became increasingly evident.

The decennial census steadily expanded throughout the nineteenth century. By the turn of the century, the demographic, agricultural, and economic segments of the decennial census collected information on hundreds of topics.

The work of processing these data kept the temporary Census Office open for almost all the decades following the 1880 and 1890 censuses.

Recognizing the growing complexity of the decennial census, Congress enacted legislation creating a permanent Census Office within the Department of the Interior on March 6, 1902, and then on July 1, 1902, the U.S. Census Bureau officially "opened its doors" under the leadership of William Rush Merriam.

In 1903, the Census Office was moved to the newly created Department of Commerce and Labor. It remained within Commerce when Commerce and Labor split into separate departments in 1913.

With this important mission, the need to recruit and retain employees, and a need to help these employees get to and from work, the USCB Administrative and Customer Services Division Transit Benefits Team was formed according to Executive Order 13150, "Federal Workforce Transportation." This executive order mandated that federal agencies provide transportation benefits to encourage mass transportation and expand commuting alternatives to qualified federal employees and USCB wanted to be at the forefront of this initiative.



UMBRELLA CAMPAIGN SPRING FY18 PREVIEW

UMBRELLA CAMPAIGN SPRING FY18 DEVELOPMENT TIMELINE

- Review Research, Trends, and Prior Campaign Results July 2017
- Draft Marketing Communications Plan July 2017
- Regional TDM Marketing Group Feedback via SharePoint Aug 2017
- Conceptual Approaches at Regional TDM Marketing Mtg Sep 2017
- Feedback: State Funding Agencies & Marketing Workgroup Oct 2017
- Refine, Develop and Finalize Nov 2017
- Media Selection Dec 2017
- Production and Distribution to Media Jan 2018
- New FY18 Creative Campaign Goes Live Feb 2018

RIDESHARE SPRING FY18 CREATIVE CONCEPTS MARKETING WORKGROUP/STATE FUNDING AGENCIES

**BELONGING
TO COMMTER CONNECTIONS
HAS ITS
BENEFITS**




Create your **FREE** Commuter Connections account to start ridesharing and gain access to benefits, resources, and events.

COMMUTER CONNECTIONS

commuterconnections.org // 800.745.RIDE

**BALANCE LIFE:
RIDESHARE**



COMMUTER CONNECTIONS

RIDESHARE.

free ridematching and commuter services at commuterconnections.org // 800.745.RIDE



**\$22
SAVINGS
A DAY**

sharing
a ride with
dependable
like-minded
commuters

COMMUTER CONNECTIONS

free to sign up at commuterconnections.org // 800.745.RIDE

RIDESHARE SPRING FY18 WRITTEN CONCEPT

Media Strategy

- Drive time radio supported by social media and pre-roll video ads

Creative Strategy

- Distinguish from Uber/Lyft perceived “ridesharing”
- Commuter Connections has a depth of program benefits available
- Free registration gets commuters instant access to other programs
- Promote Commuter Connections as being part of a “community of commuters”

RIDESHARE SPRING FY18 VISUAL SELECTION



**BELONGING
TO COMMTER CONNECTIONS
HAS ITS
BENEFITS**

Create your FREE
Commuter Connections
account to start
ridesharing and
gain access to benefits,
resources, and events.


COMMUTER CONNECTIONS

commuterconnections.org // 800.745.RIDE

GRH SPRING FY18 CREATIVE CONCEPTS

MARKETING WORKGROUP/STATE FUNDING AGENCIES

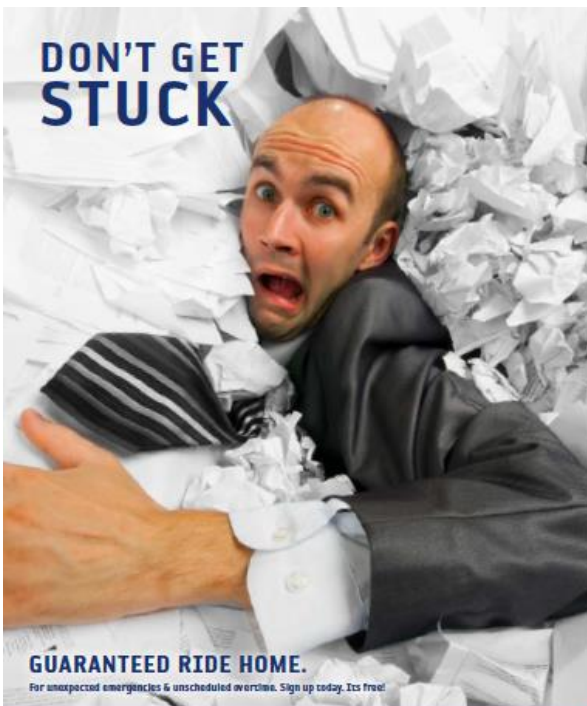
COMMUTE WITH CONFIDENCE.



Sign Up For The Ultimate
Commuter Benefit. A Free Ride
Home For Unexpected Emergencies
& Unscheduled Overtime. Register
or Name Today.

COMMUTER CONNECTIONS
commuterconnections.org // 800.745.RIDE

DON'T GET STUCK

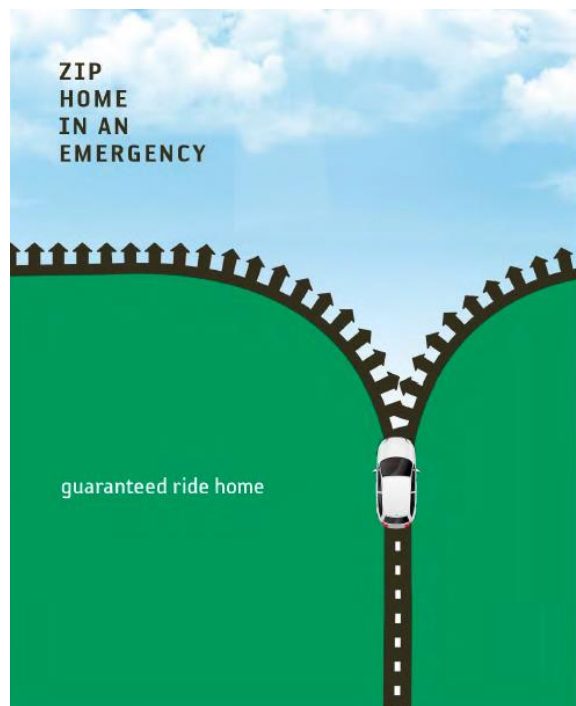


GUARANTEED RIDE HOME.
For unexpected emergencies & unscheduled overtime. Sign up today. It's free!

commuterconnections.org // 800.745.RIDE

COMMUTER CONNECTIONS

ZIP HOME IN AN EMERGENCY



guaranteed ride home

COMMUTER CONNECTIONS Free at commuterconnections.org // 800.745.RIDE

GRH SPRING FY18 WRITTEN CONCEPT

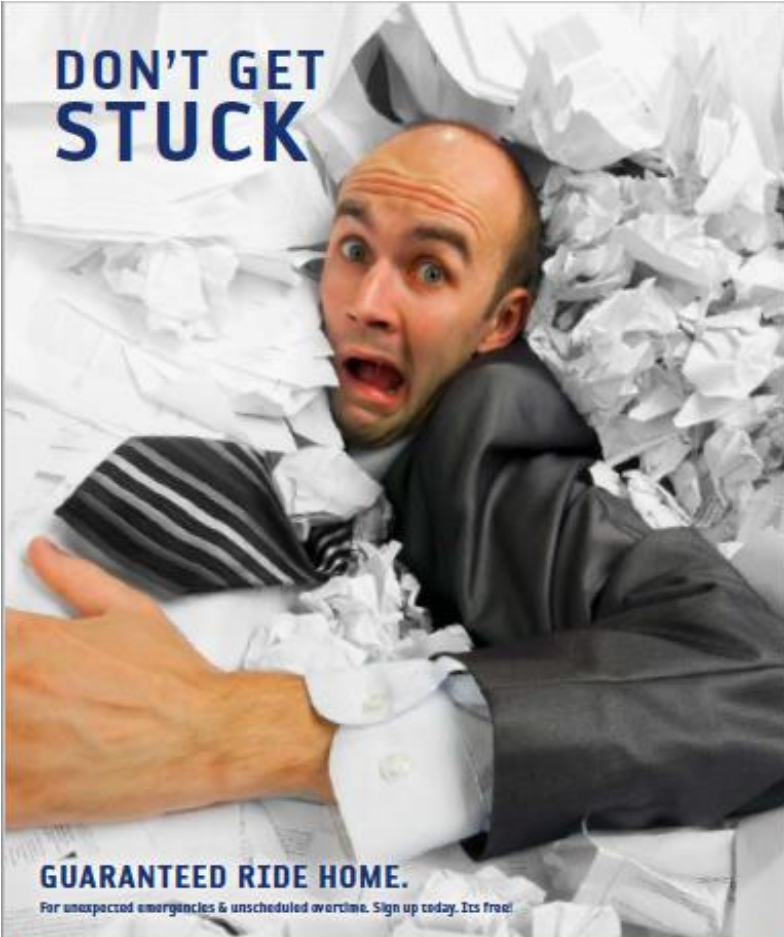
Media Strategy

- Radio as anchor supported by digital video pre-roll video and social media

Creative Strategy

- A visual that is humorous/eye-catching
- Visual representation of “getting stuck” at work and how GRH can help commuters out of such situations.

GRH SPRING FY18 VISUAL SELECTION



DON'T GET STUCK

GUARANTEED RIDE HOME.
For unexpected emergencies & unscheduled overtime. Sign up today. It's free!

commuterconnections.org // 800.745.RIDE

COMMUTER CONNECTIONS[®]

FY18 DIRECT MAILERS

December 2017



BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

Free Ridesharing and Commuter Services

One click can save you

GISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

(visit commuterconnections.org to complete and return the form today!)

First Name: _____ Last Name: _____

Work Address: _____

City: _____ State: _____ Zip: _____

City of Workings: _____

Work Hours: _____

Phone Number: _____

Work Email: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Work Email: _____

Are you currently driving to work? Yes No

If Yes, how long have you been driving? _____

If No, how long would you like to drive? _____

What is your primary mode of transportation? Car Public Transit Walk Bike Scooter Taxi Rideshare Other _____

What are your typical work hours? 9:00 AM - 5:00 PM 8:00 AM - 4:00 PM 7:00 AM - 3:00 PM 6:00 AM - 2:00 PM Other _____

What is your job title? _____

What is your employer? _____

What is your primary mode of transportation? Car Public Transit Walk Bike Scooter Taxi Rideshare Other _____

What are your typical work hours? 9:00 AM - 5:00 PM 8:00 AM - 4:00 PM 7:00 AM - 3:00 PM 6:00 AM - 2:00 PM Other _____

What is your job title? _____

What is your employer? _____



DON'T GET STUCK

COMPUTER CONNECTIONS

Register today for guaranteed ride home or ridesharing services to avoid getting stuck in traffic or stuck in a pile of papers.

HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

or complete the form below and return today!

First Name: _____ Last Name: _____

Work Address: _____

City: _____ State: _____ Zip: _____

City of Workings: _____

Work Hours: _____

Phone Number: _____

Work Email: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Work Email: _____

Are you currently driving to work? Yes No

If Yes, how long have you been driving? _____

If No, how long would you like to drive? _____

What is your primary mode of transportation? Car Public Transit Walk Bike Scooter Taxi Rideshare Other _____

What are your typical work hours? 9:00 AM - 5:00 PM 8:00 AM - 4:00 PM 7:00 AM - 3:00 PM 6:00 AM - 2:00 PM Other _____

What is your job title? _____

What is your employer? _____



GUARANTEED RIDE HOME.

For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!

COMPUTER CONNECTIONS

GUARANTEED RIDE HOME. Register or renew today!

Get home faster and safer with a guaranteed ride home or ridesharing service.

Sign up for Guaranteed Ride Home (GRH) - a FREE ride home or ridesharing service that's available to all employees. If you or your spouse, child, partner, or pet is injured or ill, or if you are unable to get home or work due to an emergency, we'll take you home or to work. It's free!

Sign up for Guaranteed Rideshare (GRS) - a FREE ride home or ridesharing service that's available to all employees. If you or your spouse, child, partner, or pet is injured or ill, or if you are unable to get home or work due to an emergency, we'll take you home or to work. It's free!

Sign up for Guaranteed Ride Home (GRH) - a FREE ride home or ridesharing service that's available to all employees. If you or your spouse, child, partner, or pet is injured or ill, or if you are unable to get home or work due to an emergency, we'll take you home or to work. It's free!

Sign up for Guaranteed Rideshare (GRS) - a FREE ride home or ridesharing service that's available to all employees. If you or your spouse, child, partner, or pet is injured or ill, or if you are unable to get home or work due to an emergency, we'll take you home or to work. It's free!



BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

Free Ridesharing and Commuter Services

One click can save you

GISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

(visit commuterconnections.org to complete and return the form today!)

First Name: _____ Last Name: _____

Work Address: _____

City: _____ State: _____ Zip: _____

City of Workings: _____

Work Hours: _____

Phone Number: _____

Work Email: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Work Email: _____

Are you currently driving to work? Yes No

If Yes, how long have you been driving? _____

If No, how long would you like to drive? _____

What is your primary mode of transportation? Car Public Transit Walk Bike Scooter Taxi Rideshare Other _____

What are your typical work hours? 9:00 AM - 5:00 PM 8:00 AM - 4:00 PM 7:00 AM - 3:00 PM 6:00 AM - 2:00 PM Other _____

What is your job title? _____

What is your employer? _____

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1800 WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE



BUSINESS REPLY MAIL

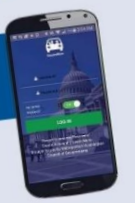
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Metropolitan Washington Council of Governments
Commuter Connections
777 N Capital St, Suite 300
Washington DC 20017-0637

POOL REWARDS

Get home faster and safer with a guaranteed ride home or ridesharing service.



LOOKING AHEAD IN 2018

- CarpoolNow Jan – June
- ‘Pool Rewards Jan - March
- Spring Umbrella Campaign GRH/Rideshare Feb - June
- Bike to Work Day Event May
- Direct Mailer June
- Employer Recognition Awards Event June

THANK YOU

