



**Metropolitan Washington Council of Governments**

**FY2018 Second Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**June 19, 2018**



## FY2018 Second Half Marketing Campaign Summary Draft Report

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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2018. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the regional solution for commuters seeking alternative transportation options within the Washington D.C. region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift away from single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, network member feedback, and economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet congestion and air quality impact goals.

The regional TDM Mass Marketing initiative promotes Commuter Connections' Ridematching services and Guaranteed Ride Home (GRH) programs. Through effective outreach, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

Other campaigns for the second half of FY18 include the promotion of 'Pool Rewards, CarpoolNow, and Bike to Work Day. Bike to Work Day was held on Friday in May 18, 2018 and celebrates bicycling as a clean, fun, and healthy way to get to work. 'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride. The CarpoolNow marketing efforts for FY18 are focused on commuters who live or work in Howard County, MD.

## Mass Marketing Campaign

The FY2018 second half media campaign, promoting Ridesharing and GRH, uses new advertising developed for spring FY2018, in both audio and visual forms. Campaign creative selected by the marketing workgroup were themed, “Belonging has its Benefits” for Rideshare, and “Don’t Get Stuck” for GRH. Four radio ads, two Rideshare and two GRH, were produced in January 2018. Both Rideshare and GRH campaigns kicked off the third and fourth week of February, respectively. The campaigns will run for a total of sixteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$281,498.75, and the total cost of the GRH media buy was \$281,330.25.

The FY2018 second half media campaign also includes promoting GRH in the Baltimore region, using the same advertising developed for spring FY2018 radio and social media for the DC region. Two GRH radio ads ran for a total of eight weeks, starting at the end of February and running through the third week in June. The total cost of the GRH Baltimore media buy was \$24,992.50.

## Value Add Promotions

Based on paid media spending, value add was negotiated in the form of additional media exposure. Value add varies from no-charge radio ads, brief promotional messages, radio personality social media posts, email blasts, and banner ads on station web sites.

## Messaging Strategy

Rideshare’s “Belonging has its Benefits” campaign informs commuters that once they register with Commuter Connections for free, they gain access to ridematch options and a host of commuting benefits and programs. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted. Rideshare advertising was heard on a mix of music and news radio stations. Other marketing and advertising included podcasts, digital, and social media.

The FY18 messaging for GRH is “Don’t Get Stuck”. This concept offers the scenario of being stuck at work without a way to get home, but does so in a humorous manner. By creating a lighthearted situation, commuters are reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who use alternative transportation can rest assured that when unexpected issues arise, they can get home - guaranteed. GRH registration is positioned as an easy step that will pay off when the audience finds themselves confronted with late nights, illness, or unexpected emergencies. A reminder to register or renew is included in the messaging. GRH advertising was placed on a mix of music, and news radio stations, podcasts, digital, social media, transit signage, and direct mail.

## **Bike to Work Day**

The Committee selected gold as the 2018 color, along with a new visual concept for the marketing materials. A sponsor drive netted 30 sponsors donating \$59,800 in cash and \$25,950 in-kind sponsorships. Radio, flyers (English and Spanish), rack cards, posters, T-shirts, vinyl banners, and earned media made up the campaign. The registration goal for Bike to Work Day 2018 was set at 20,000 bicyclists. The cost of the Bike to Work Day media buy was \$59,999.42.

## **'Pool Rewards**

Facebook, radio spots, Pandora, direct mail, and WTOP sponsored articles were used to promote 'Pool Rewards during the second half of FY18. The campaign started at the beginning of January and ran through the end of March. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools. Messaging was created to simplify the steps and help explain how commuters can register for the program. Some messaging also included the promotion of the I-66 / I-395 bonus incentive. The total cost of the 'Pool Rewards media buy for the second half of FY18 was \$34,853.33.

## **Employer Recognition Awards**

Award winners will be honored at a ceremony on June 26, 2018 at the National Press Club. The invitations, podium signage, and program booklet were developed, and the giveaway item was ordered. A print ad will appear in the Washington, D.C and Baltimore region's Wall Street Journal to announce the winners. Each winner will also receive a marketing tool kit consisting of a customized winner seal, sample press releases, and social media posts.

## **CarpoolNow Mobile App**

Radio, digital, Out of Home, and print media were used for CarpoolNow during the second half of FY18. The campaign began in January and ran through June to promote the benefits of the mobile application. A portion of the messaging also includes mention of the driver incentive. The total cost of the CarpoolNow mobile app media buy in Howard County, MD for the second half of FY18 was \$127,013.14.

## Introduction

The FY2018 Marketing Communications Plan and Schedule, distributed to Commuter Connections' network members in September 2017, served as a tool to outline marketing plans for FY2018. The strategy behind the FY2018 campaign reflects the state of events for the regions' commuters, and builds upon findings from the following reports:

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2015-FY 2017 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report
- 2016 Bike to Work Survey TERM Analysis Report

The second half of FY2018 includes the following actions:

- Launch of the new spring FY2018 regional mass marketing campaign.
- Promoting the CarpoolNow mobile app.
- Marketing support for 'Pool Rewards.
- Winter and spring newsletters, in both print and e-newsletter versions.
- Planning and implementing the Bike to Work Day 2018 event.
- Planning and implementing the 21<sup>st</sup> annual Employer Recognition Awards.
- Planning stages of the Car Free Day 2018 event.

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free commuter services to those who work in the Washington metropolitan area. Major services include Ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also assists employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria Local Motion
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- Fairfax City
- Fairfax Connector
- Fairfax County Commuter Services
- General Services Administration
- GW Ride Connect
- LINK
- Loudoun County Office of Transportation 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 Neck Rideshare/PDC
- Northern Virginia Transportation Commission
- Potomac and Rappahannock Transportation Commission
- Prince George's County Department of Transportation
- Rappahannock Area Development Commission
- Rappahannock-Rapidan Regional Commission
- TransIT Services of Frederick County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

## Cornerstones of the Marketing Campaign

The primary services featured in the marketing campaign are GRH and Ridematching. Both are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the marketing campaign are to:

- Emphasize the benefits of ridesharing, through simple, direct messages.
- Emphasize the time saving benefits of using HOV and Express Lanes.
- Capitalize on the Commuter Connections mobile Ridematching and real-time ridesharing capabilities.
- Position Commuter Connections as the trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as further incentive.
- Encourage commuters who use transportation alternatives to register for Guaranteed Ride Home.
- Position Guaranteed Ride Home as a safety net, available to commuters in case of unscheduled overtime, or an unexpected personal or family illness or emergency.
- Promote Guaranteed Ride Home to alternative commute mode users in both the Washington and Baltimore metropolitan regions, plus St. Mary's County.
- Increase the number of participants in Bike to Work Day, based on set committee goals.
- Promote employer efforts to ease regional commuting issues through earned media placements, Employer Recognition Awards, and the employer newsletter.
- Incorporate human interest stories of commuters using alternate commute modes and/or employers offering outstanding commuter benefits.
- Increase reach to younger, Spanish, and African American audiences.
- Reduce vehicle miles traveled and work trips.
- Promote CarpoolNow, the real-time on demand Ridematching app.



## Brand Character

Commuter Connections is a network of organizations working to improve commutes. Through Commuter Connections' online Ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool and vanpool, along with an access to commute routes and other alternative mode options such as transit, bicycling, and teleworking. As more people share the ride to work, they positively affect air quality and traffic congestion for the region.

## Ridematching Campaign

### Messaging Strategy

The second half of the FY2018 Rideshare new campaign “Belong has its Benefits” informed commuters that once they register for free with Commuter Connections, they gain access to a host of commuting benefits and programs.



**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**

Create your FREE  
Commuter Connections  
account to rideshare  
and start saving on  
average \$22 a day.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE



**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**

Create your FREE  
Commuter Connections  
account to start  
ridesharing and  
reduce your stress.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

### Media Objectives: Rideshare

The spring FY2018 media campaign promoted the Ridematching program using a mix of traditional and non-traditional approaches to increase awareness of shared ride modes, retain current ridership, and gain new riders and new applicants to the regional database. Ridesharing is an ideal commute alternative for longer distance commutes, especially around HOV/Express Lanes corridors, due to highway congestion and fewer transit options.

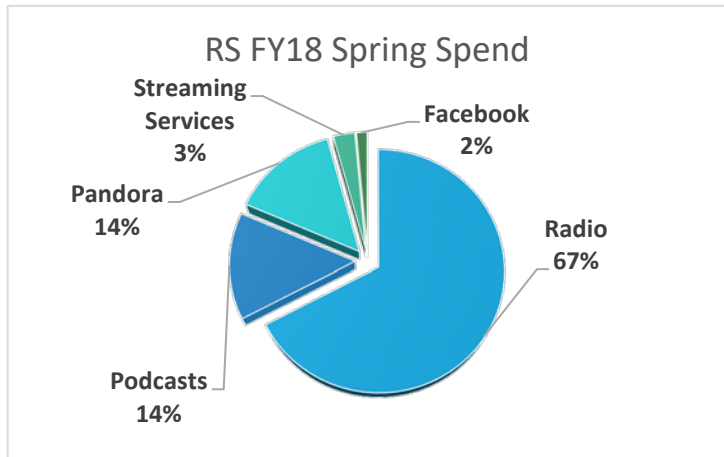
## Target Market

### FY2015 Commuter Connections Applicant Database Annual Placement Survey Report:

- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Lives in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Works for employers with >100 employees (80%), 1,000 or more employees (45%)
- Works for federal agencies (67%) and private sector (20%)

## Geographic Targeting

Washington D.C. DMA



Rideshare Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	189,447.75	222,880.00	
Podcasts	40,000.00	40,000.00	
Pandora	40,001.00	47,060.00	
Streaming Services	8,050.00	8,050.00	
Facebook	4,000.00	4,000.00	

**Totals \$281,498.75 \$321,990.00**

## Radio & Podcasts

Radio was the anchor media for the Rideshare campaign, with a mix of station formats including music and news. A new media added to the mix for this campaign were podcasts on news and sports stations.

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast, The Diane Rehm Show, Capital Weather Gang

The Rideshare radio campaign alternated for eight weeks, starting February through June. The following ads promoted the Ridematching program:

### ***Ridesharing :30 “Belonging has its Benefits” Male***

Belonging has its Benefits! When you sign up at [Commuter Connections.org](http://CommuterConnections.org), you join trusted professionals just like yourself who want to share a ride to work. It’s free and you’ll find potential matches for your commute. Ridesharing saves on average \$22 a day, that’s a trunk load of savings!

Register today for this free service at [Commuter Connections.org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org) or 800.745.RIDE.

### ***Ridesharing :30 “Belonging has its Benefits” Female***

Belonging has its Benefits! Commuting to work can be very stressful! Beat the stress of driving alone when you rideshare. Sign up for a free account at [Commuter Connections dot org](http://CommuterConnections.org). You can find trusted professionals just like yourself who want to share a ride to work and start commuting stress free.

Register today for this free service at [Commuter Connections dot org](http://CommuterConnections.org) and start experiencing all the benefits of belonging! That’s [Commuter Connections dot org](http://CommuterConnections.org), or 800.745.RIDE.

## Podcasts

The Rideshare podcasts alternated for eight weeks, from February to June on WAMU's Kojo Nnamdi Show, Diane Rehm Show, and the Capital Weather Gang.

### *WAMU "A Couple Clicks to Share" :15*

Support for WAMU 88.5 and programs like this comes from Commuter Connections. Join trusted professionals just like yourself who want to share a ride to work. It's free and you'll find potential matches for your commute. Belonging has its benefits! 800-745-RIDE

## Rideshare Value Add

In addition to paid media, value add radio was negotiated. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66 / I-395, 'Pool Rewards, and the Flextime Rewards Program.

## Social Media Advertising

Social Media advertising on Facebook promoted the Ridematching program. Geo-targeting capabilities allow Ridematching messages to reach audiences throughout the region. Sponsored ads were posted for eight weeks, from February through June, with performance monitoring and optimization throughout the campaign.

Commuter Connections  
March 6 · 🌐

Sign up at Commuter Connections to join trusted professionals just like yourself who want to share a ride to work. It's free and you'll receive potential matches for your commute. Ridesharing saves an average \$22 a day! Register today for this free service at [CommuterConnections.org](http://CommuterConnections.org) or 800.745.RIDE. Start experiencing all the benefits of belonging!



Like Comment Share

👍❤️ 154 Oldest ▾

1 Share

Commuter Connections  
April 2 · 🌐

Keep your ridesharing benefits going all year long! Renew or Register today at [CommuterConnections.org](http://CommuterConnections.org) or 800.745.RIDE. It's free and you'll receive potential matches for your commute. Start experiencing all the benefits of belonging!



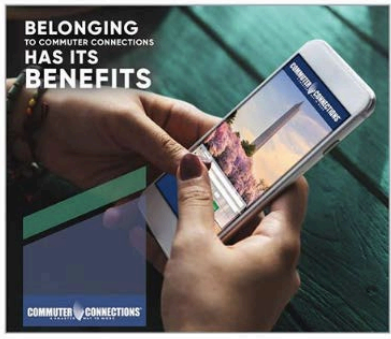
Like Comment Share

👍❤️ 228 Oldest ▾

View 1 comment

Commuter Connections  
March 19 · 🌐

Commuter Connections mobile app provides commuters in the Washington DC metropolitan region access to a range of ridesharing options and benefits. Register today for this free service at [CommuterConnections.org](http://CommuterConnections.org) or 800.745.RIDE. Start experiencing all the benefits of belonging!



Like Comment Share

👍❤️ 40 Oldest ▾

1 Share

## Online & Digital Advertising

Rideshare digital banner ads accompanied sponsored WTOP Articles from March – June. A Pandora campaign alternated every other week from February through June. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

## WTOP Banner Ads



## WTOP Native Articles

The screenshot shows a WTOP article page. At the top is a navigation bar with 'wtop' logo, 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. Below the navigation is a banner for 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' featuring a woman holding a smartphone. The article title is 'Top five ways to ease your commute' with a sub-header 'Home » Council of Governments - Rideshare » Top five ways to...'. The date is 'March 12, 2018 11:19 am'. A social media sharing bar is present. The main text states: 'This content is sponsored by Commuter Connections - Rideshare Program. The daily commute can be stressful in the Washington, DC Metro Area. Here are five ways to make your drive less stressful and make the ride to work more fun.' Below the text is a large image of a car's interior with musical notes floating around a speaker. To the right, there is a section for 'OTHER GALLERIES' with a photo gallery and a link to 'See our other photo and media galleries'. At the bottom right is another 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' banner.

The screenshot shows a WTOP article page. At the top is a navigation bar with 'wtop' logo, 'NEWS', 'TRAFFIC', 'WEATHER', 'LISTEN', and 'Washington's Top News'. Below the navigation is a banner for 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' featuring a woman holding a smartphone. The article title is 'What can you do with \$22/day?' with a sub-header 'Home » Council of Governments - Rideshare » What can you do...'. The date is 'April 4, 2018 2:39 pm'. A social media sharing bar is present. The main text states: 'This content is sponsored by Commuter Connections - Rideshare Program. Commuting in the Washington, DC area can be tough but a great way to get around all that stress is by ridesharing. Ridesharing is defined as two or more people traveling together in an automobile or van. Ridesharing has many benefits that include fuel cost savings, HOV lane access, overall expense saving by minimized driving and more. By ridesharing, you can save an average of \$22/day. So what can you do with an extra \$22 a day? Here are ten things you could put that extra cash towards.' Below the text is a large image of a musical note icon. To the right, there is a section for 'OTHER GALLERIES' with a photo gallery and a link to 'See our other photo and media galleries'. At the bottom right is another 'BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS' banner.



## Pandora Banner Ads



## Streaming Service Videos



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



It's free and you'll find potential matches for your commute.



Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!



Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!



RS Belonging has its Benefits!



Woohoo! Belonging has its Benefits!



When you sign up at Commuter Connections.org, you join trusted professionals just like yourself who want to share a ride to work.



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Plus ridesharing saves on average \$22 a day, that's a trunk load of savings!

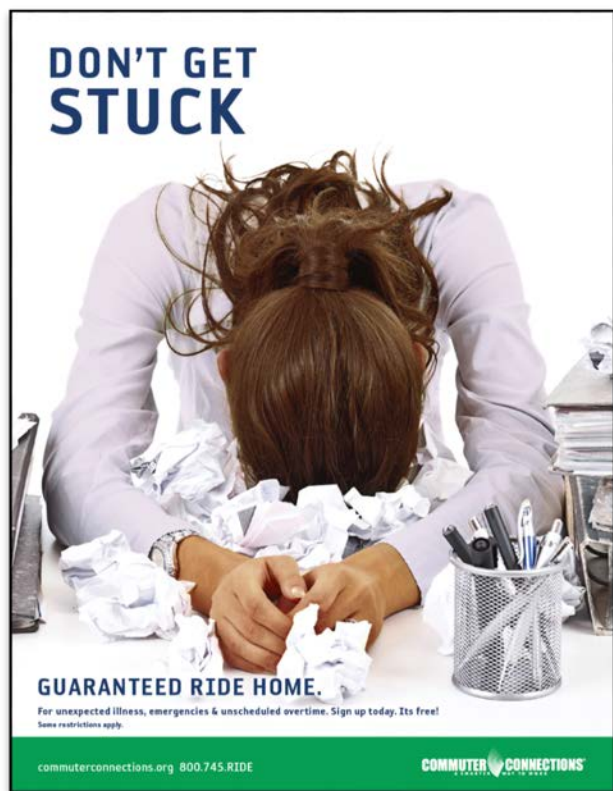
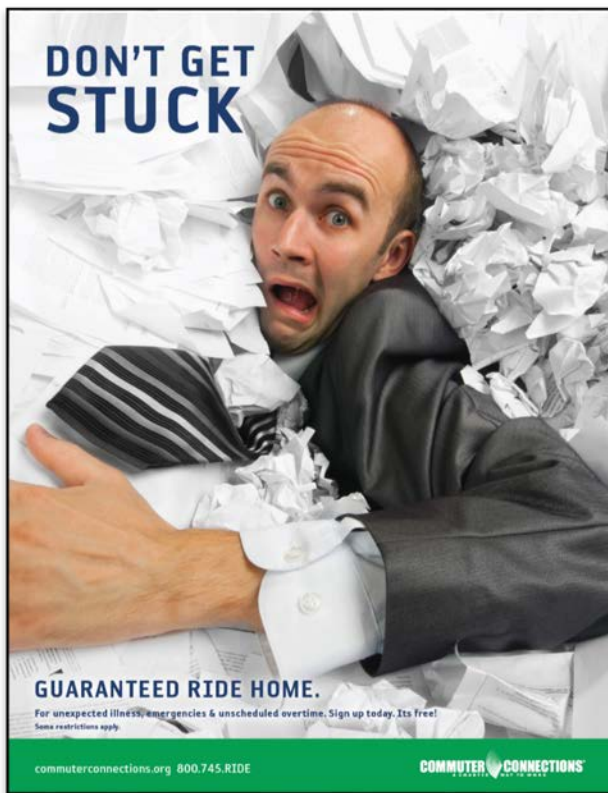


Register today for this free service at Commuter Connections.org and start experiencing all the benefits of belonging!

## Guaranteed Ride Home Campaign

### Messaging Strategy

The second half of the FY2018 GRH campaign offered the concept of being stuck at work without a way to get home, and did so in a humorous manner. By creating a lighthearted situation, commuters were reminded that GRH can solve the "got stuck" feeling with a free ride home. By registering or re-registering ahead of time, commuters who used alternative transportation were rest assured that when unexpected issues arise, they can get home, guaranteed.



## Media Objectives: Guaranteed Ride Home

The campaign is focusing on raising awareness of the GRH program among commuters and increasing registration and re-registration. GRH leverages alternative transportation by removing one of the perceived barriers: how to get home in case of an unexpected emergency.

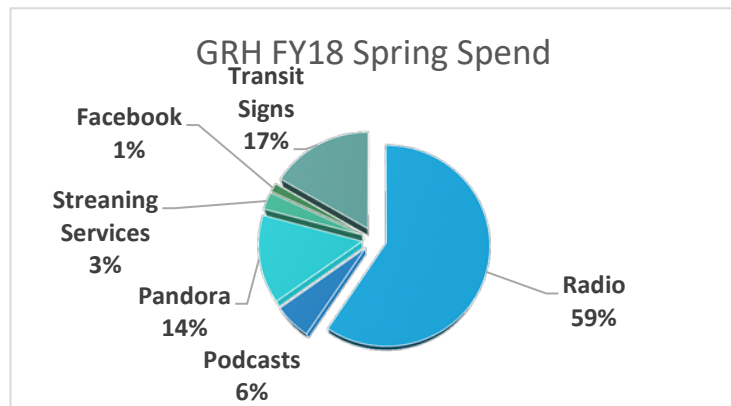
### Target market

From 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report):

- 35-64 years old (87%)
- Caucasian (70%), African-American (17%)
- Male (53%), Female (47%)
- \$120,000+ annual household income (56%), \$160,000+ (30%)
- GRH registrants commute more than 30 miles (62%), 45 minutes (72%)
- Lives in Virginia (55%), Maryland (40%), DC (2%)
- Works in DC (64%), Maryland (15%), Virginia (21%)

### Geographic Targeting

Washington D.C. DMA



GRH Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	166,894.25	196,346.00	
Podcasts	16,000.00	16,000.00	
Pandora	40,001.00	47,060.00	
Streaming Services	7,875.00	7,875.00	
Facebook	4,000.00	4,000.00	
Transit Signs	46,560.00	46,560.00	

**Totals                      \$281,330.25    \$317,841.00**

## Radio

Radio was the anchor media for the GRH campaign. Station formats included a mix of news and music:

- WTOP (103.5 News/Talk)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WWEG (106.9 Classic Hits)
- WAMU (88.5 Public Radio)
- WAMU – Kojo Nnamdi Podcast

The GRH radio campaign started in late February and ran every other week through the end of June 2018. The following spots promoted GRH for the second half of FY2018, every other week over an eight-week span.

### ***Guaranteed Ride Home :30 “Don’t Get Stuck” Office Mail***

Don’t get stuck at work. When you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!

Guaranteed Ride Home from Commuter Connections. We’ll get you home. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

### ***Guaranteed Ride Home: :30 “Don’t Get Stuck” Sick Female***

Moping at your desk with a miserable cold? Don’t get stuck if you rideshare, you can get a guaranteed ride home in the case of unexpected illness, emergencies or unscheduled overtime. Just register for free today!


Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [Commuter Connections dot org](http://Commuter Connections dot org) or 800.745.RIDE. That’s Commuter Connections dot org. Some restrictions apply.

## Social Media Advertising

Social Media advertising on Facebook is promoted Guaranteed Ride Home. Geo-targeting capabilities allowed messaging to reach audiences throughout the region. Sponsored ads were posted for eight weeks, from February through the end of June, with performance monitoring and optimization throughout the campaign.

**Commuter Connections**  
March 14 · 🌐

Moping at your desk with a miserable cold? Don't get stuck if you rideshare! You can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Register today! Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



**DON'T GET STUCK**  
**GUARANTEED RIDE HOME.**

COMMUTER CONNECTIONS

Like Comment Share

👍❤️ 455 Oldest ▾

5 Shares

**Commuter Connections**  
March 26 · 🌐

Don't Get Stuck at Work...When you rideshare, you can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



**DON'T GET STUCK**  
**GUARANTEED RIDE HOME.**

COMMUTER CONNECTIONS

Like Comment Share

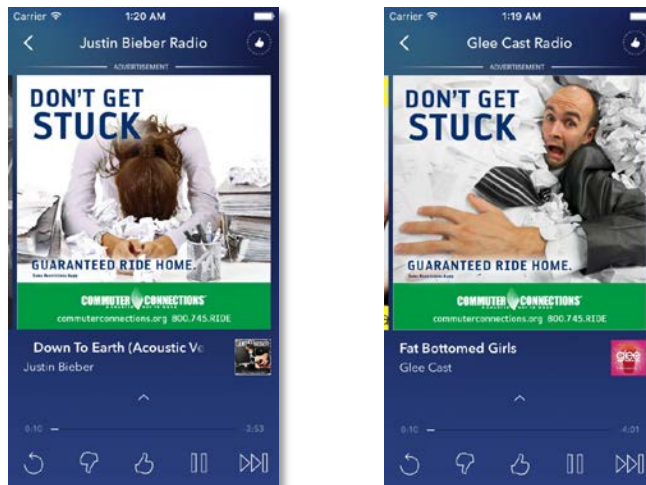
👍😬 157

2 Shares

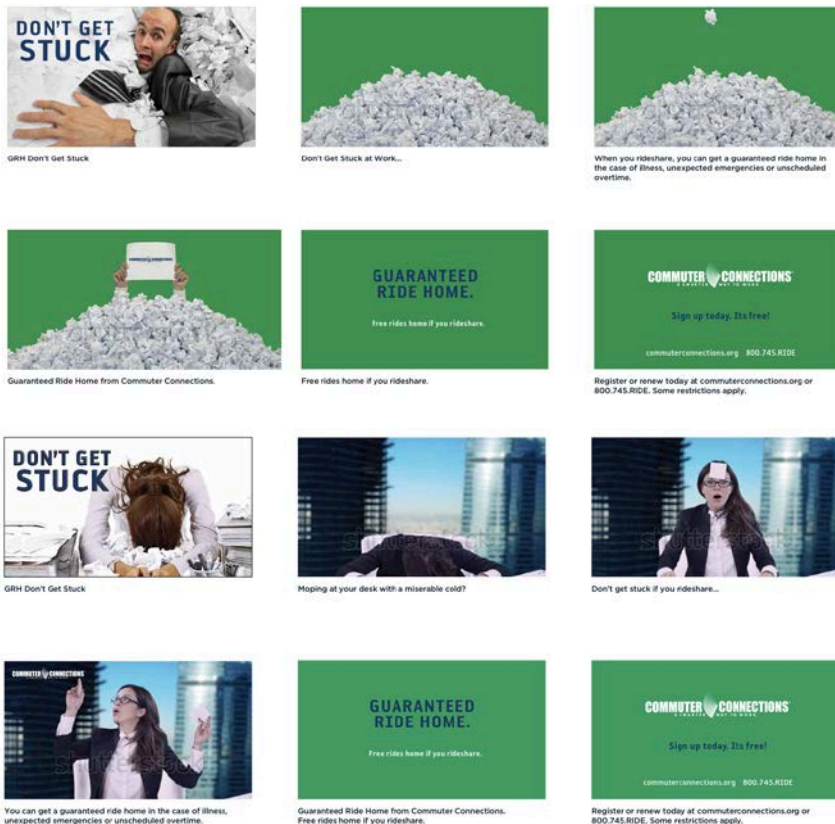
## Online & Digital Advertising

A Pandora campaign alternated every other week from February through June. This included digital banner ads and produced radio spots. Streaming services, Hulu, and YouTube offered a unique audience.

### Pandora Banner Ads



### Streaming Service Videos



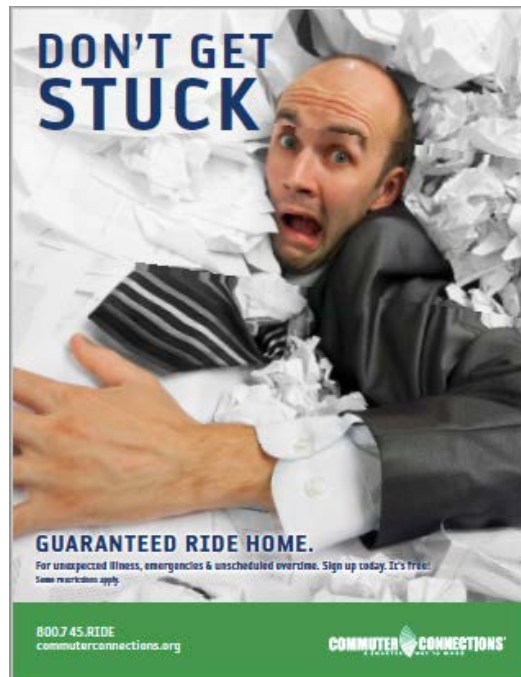
## Paid Transit Placements

To reach the large commuting population, paid transit ads were placed on VRE and MARC commuter rail. Interior posters appeared from March to June.

### MARC Ads



### VRE Ads



## GRH Value Add

In addition to paid media spots, value add spots were negotiated in no cost promotional media. Select radio stations provided bonus spots and WTOP.com rotated bonus banner ads at no charge. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66/I-395 'Pool Rewards, and the Flextime Rewards program.



## GRH Baltimore

The GRH Baltimore campaign focused on raising awareness of the program among commuters in the Baltimore region, and increasing registrants. Radio, and Facebook ads increased awareness on how to get home in case of an unexpected emergency, illness, or unscheduled overtime.

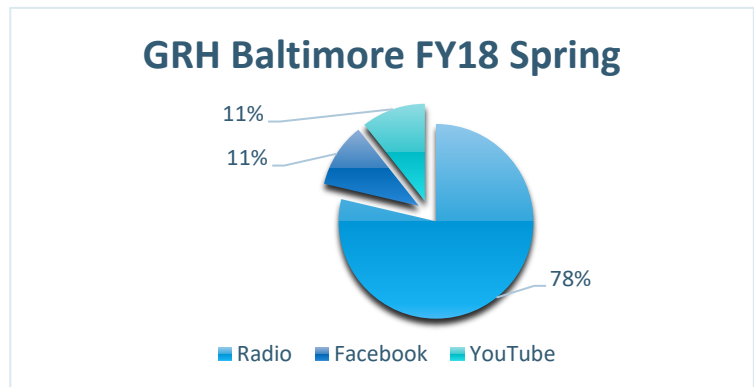
### Target market for Baltimore Metropolitan Region:

From 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report:

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%), Female (47%)
- Annual household income \$80,000+ (73%), \$120,000+ (38%)
- Commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), VA (15%), PA (6%), NJ (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

### Geographic Targeting

Baltimore, MD DMA



GRH Baltimore Spring Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	22,992.50	27,050.00	
Facebook	2,000.00	2,000.00	

**Totals                    \$24,992.50    \$29,050.00**

## **Radio**

Radio served as the anchor media for the GRH Baltimore campaign. WBAL, Radio 1090 AM (News/Talk), ran every other week from February through June 2018, for a total of eight weeks on air. See radio scripts on page 19.

## **Facebook**

Facebook was used to engage and help drive registration and re-registration to the website. See social media ads on page 20.

## **Value Add**

In addition to paid media spots, value add spots were negotiated in no cost promotional media. No charge radio :30 spots and WTOP.com banner ads were used to promote I-66/I-395 'Pool Rewards, and the Flextime Rewards program.

## Bike to Work Day

More than 17,300 bicyclists registered for Bike to Work Day 2018. The May 19<sup>th</sup> event was held at pit stops all throughout the region. Registered attendees received a free BTWD 2018 T-shirt.



## Sponsorship Drive

In preparation for the Bike to Work Day event, a sponsorship drive raised funds to purchase T-shirts, pit stop banners, and Snapchat Filters. In FY2018, Commuter Connections secured 22 cash sponsors, generating \$59,800. An additional \$25,950 in products and services were donated by in-kind sponsors for the regional bike and gift card raffles, and giveaway items available to the pit stops. The total cash sponsorship dollars increased 9.5% over the 2017 Sponsor drive.

## Target market

From the FY 2016 BTWD TERM Analysis Report:

- Ages 25-55 (92%)
- Male (64%) and Female (36%)
- Caucasian (86%), Hispanic (4%), Asian (4%).
- HH income \$80k+ (77%)
- Works for federal agency (35%), private sector (32%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
- Works in DC (52%), VA 30%, and MD (18%)
- Works for employer size of 100+ (66%)

Bike to Work Day Budget	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	35,570.12	41,847.20	
Digital	12,348.30	14,262.00	
Pandora	9,081.00	10,683.00	
Social Media	3,000.00	3,000.00	
<b>Totals</b>	<b>\$59,999.42</b>	<b>\$66,795.20</b>	

## Marketing Strategies for Bike to Work Day

Posters and rack cards were mailed to employers and pit stop managers throughout the region. Pit stop managers distributed the materials within their local neighborhoods and jurisdictions. A Spanish version of the poster was also created. In addition, T-shirt graphics, pit stop banners, and paid social media were developed to promote the event.



Social media on Facebook and Twitter provided messaging for the Bike to Work Day event to encourage participation. Radio advertising included radio personality (DJ) endorsements by WIHT's Elizabethany, WJFK's Danny Rouhier, WMZQ's Ty Bailey, and WWDC's Scott Jackson.

Tactics to increase awareness of BTWD and affirm Commuter Connections' leadership role in the region's annual event included:

1. Promoted top-level sponsors on social media platforms.
2. Engaged with and provided informational/promotional materials to key organization groups.
3. Created a SnapChat filter for each pit stop to provide publicity for the event in a fun way.
4. Encouraged pit stops to create selfy-style videos for social media, that previewed activities at the local pit stops.

# BIKE TO WORK DAY 2018

FRIDAY MAY 18



HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

## Bike to Work Day

On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**Registration Begins in March 2018**


### Pit Stops


More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your

### Commuter Convoys

Forming March 2018  
[Read More...](#)

### Sponsors





Posters English and Spanish

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

Pre-register by May 11 for Free T-shirt\* and Bike Raffles!  
**FREE FOOD, BEVERAGES and GIVEAWAYS** at all locations.

Register free at: [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
\*T-Shirts available at pit stops to first 20,000 who register.  
Over 100 pit stops throughout D.C., Maryland, and Virginia!

#BTWD2018

Logos: COMMITTEE CONNECTIONS, WABA, GO Alex, SPOKES FOR BICYCLES, ICF, Takoma Bicycle, Bike Arlington, TELUS DIGITAL OAM, Marriott, California TORTILLA, DC BIKE RIDE, AASHIO, CRYSTALCITY, AMERICAN COLLEGE OF CARDIOLOGY, FAIR LAKES, FLYING PIGEON, AAA, Giant, BIKESUVENNA, FELT, ABUS, BROMPTION, MSW.

Bike to Work Day is also funded by the Districts of Columbia, Maryland, Virginia

**DÍA DE LA BICICLETA PARA IR AL TRABAJO 2018**  
VIERNES 18 DE MAYO

Regístrese previamente antes del 11 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.  
**COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES** en todas las ubicaciones.

Regístrese gratis en: [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
o llame al 800.745.7433

Visite [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios.  
\*Camisetas disponibles en las ubicaciones de salida a los primeros 20,000 participantes que se registren.  
Más de 100 ubicaciones de salida para el día de la bicicleta para ir al trabajo o buzones en D.C., Maryland, y Virginia!

#BTWD2018

Logos: COMMITTEE CONNECTIONS, WABA, GO Alex, SPOKES FOR BICYCLES, ICF, Takoma Bicycle, Bike Arlington, TELUS DIGITAL OAM, Marriott, California TORTILLA, DC BIKE RIDE, goDCgo, BICYCLE SPACE, AASHIO, CRYSTALCITY, AMERICAN COLLEGE OF CARDIOLOGY, FAIR LAKES, MDT, KIMPTON HOTELS & RESTAURANTS, FLYING PIGEON, AAA, Giant, BIKESUVENNA, Me's HEALTHY QUIL, GREEN GURU, KIND HEALTHY SNACKS, FELT, ABUS, BROMPTION, MSW, ORTLIEB, POW.

Día de la Bicicleta Para Ir al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Rack Card

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
 or call 800.745.7433

Pre-Register by May 11  
 for free T-shirt\* and  
 bike raffle!

FREE FOOD, BEVERAGES and  
 GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit  
 stops located in D.C., Maryland  
 and Virginia!

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org)  
 for specific pit stop locations  
 and times.

\*T-shirts available at pit stops to  
 first 20,000 registrants.



  #BTW02018














































Bike to Work Day is also funded by the District of Columbia,  
 Maryland, Virginia and U.S. Departments of Transportation.

 Printed on recycled paper

## Pit Stop Vinyl

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

**WEST END AT AMERICAN COLLEGE OF CARDIOLOGY**  
2400 N St, NW Corner of N & 24th Sts  
3:00 pm to 6:00 pm

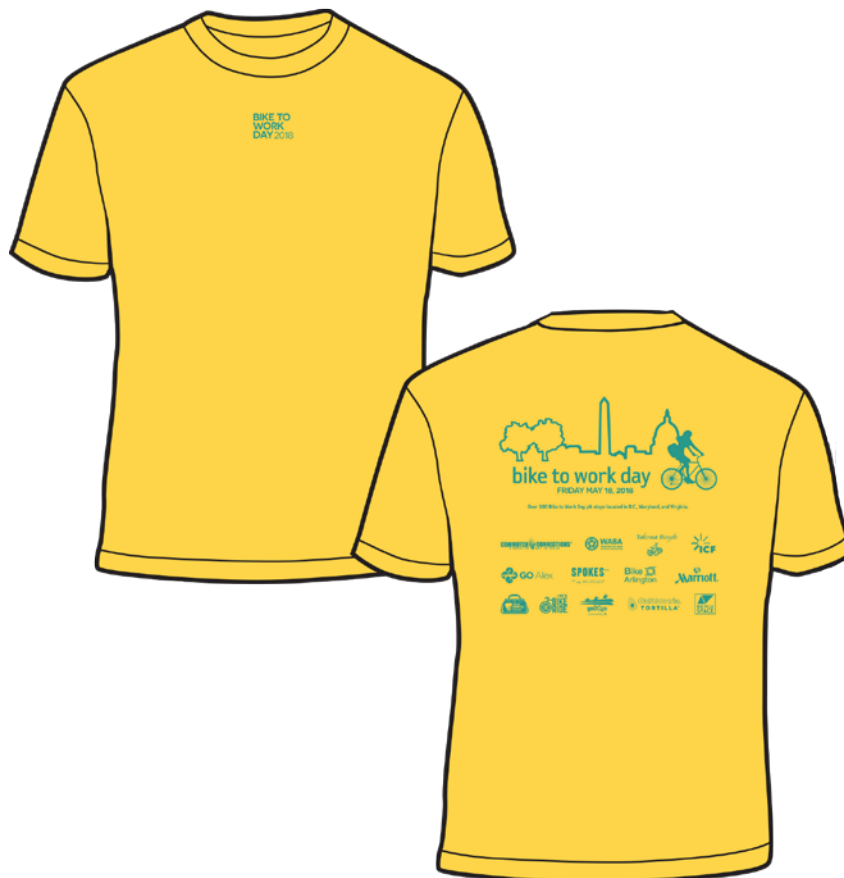
Register at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
or call 800.745.7433

bike to work day 2018

COMPUTER CONNECTIONS WABA Takoma Bicycle ICF SPOKES GO Alex  
Marriott Bike Arlington THE CENTRAL EXAM DC BIKE RIDE goDCgo California TORTILLA BICYCLE SPACE

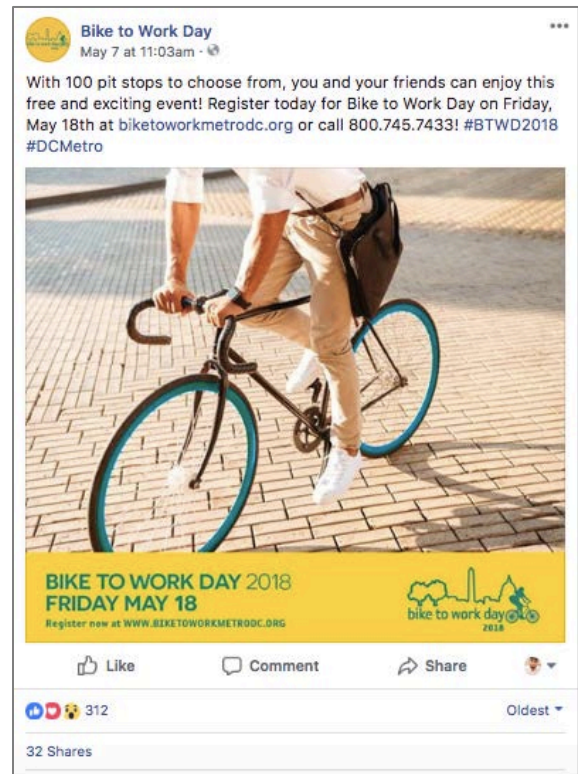
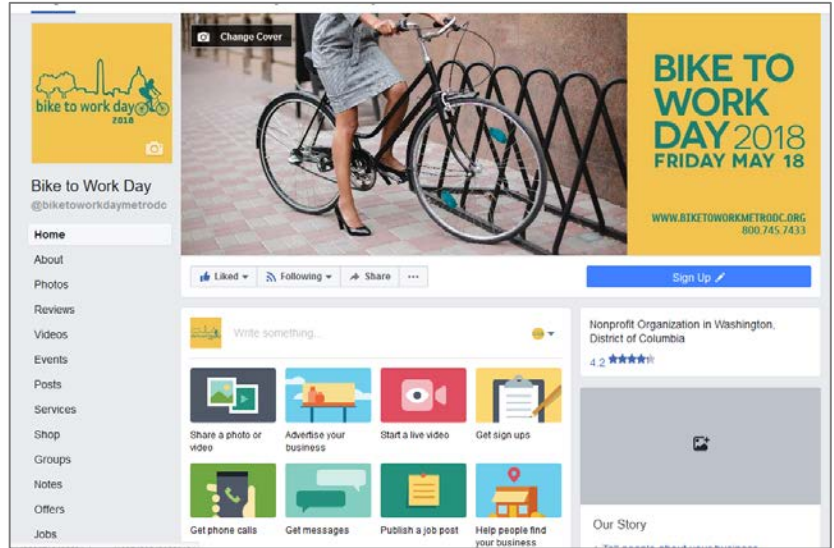
The poster features a yellow background with a teal city skyline and a teal bicycle. It lists various sponsors and provides registration information for the event.

## T-Shirt





Social Media





The screenshot shows the Twitter profile for @BikeToWorkDay. The header features a large image of a person riding a bicycle on a brick path. To the right of the image is a yellow banner with the text "BIKE TO WORK DAY 2018 FRIDAY MAY 18" and the website "WWW.BIKETOWORKMETRODC.ORG" and phone number "800.745.7433". Below the header, the profile name "Commuter Connections" and bio are visible. The bio states: "Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments." It also lists the location as "Washington DC", the website "biketoworkmetrodc.org", and the date "Joined April 2009". There are 364 tweets, 282 following, 2,149 followers, 459 likes, and 1 link. A "Follow" button is present. The "Tweets" section shows a tweet from @BikeToWorkDay dated 28 Jun 2017, congratulating @WorldBank for winning the 2017 Bike to Work Day Employer Luncheon with 190 registrants in the Washington DC region. The tweet includes a photo of a group of people at a luncheon. To the right of the tweet, there is a "New to Twitter?" section with a "Sign up" button and a "You may also like" section with a "Refresh" button and a link to WABA (@WABADC).

**Commuter Connections @BikeToWorkDay · May 11**  
Get geared up for Bike to Work Day, Friday May 18th! Grab your bike and register today at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433 for free! #BTWD2018 #WashingtonDC

**BIKE TO WORK DAY 2018 FRIDAY MAY 18**  
Register now at [WWW.BIKETOWORKMETRODC.ORG](http://WWW.BIKETOWORKMETRODC.ORG)

4 retweets, 15 likes

**Commuter Connections @BikeToWorkDay · 21h**  
Invite your cycling friends to join you on Bike to Work Day, Friday May 18th. Hurry, before it's too late! Register at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433. #BTWD2018 #WashingtonDC

**LAST CHANCE TO REGISTER!**

8 retweets, 3 likes

## Bike to Work Day Animation



**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

**FREE FOOD, BEVERAGES and GIVEAWAYS** at all locations.

100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.



#BTWD2018

bike to work day 2018

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**



Register free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433  
#BTWD2018

bike to work day 2018

wtop NEWS TRAFFIC WEATHER LISTEN Washington's Top News

**BIKE TO WORK DAY**  
**FRIDAY MAY 18, 2018**

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433 • #BTWD2018

**SPONSORED CONTENT**

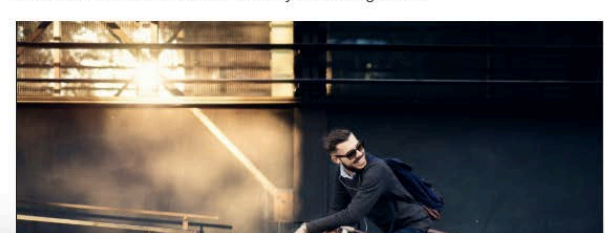
Home » Sponsored Content » 10 health facts to...

### 10 health facts to know if you're biking to work


May 4, 2018 5:18 pm

This content is sponsored by [Commuter Connections- Bike to Work Day](#)

A [recent study](#) found that people who biked to work were happier than people who drove to work everyday. Not only does it make you happier but biking to work will also improve your health. Here are ten health facts to know if you are biking to work.



**OTHER GALLERIES**



See our other photo and media galleries

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

## Bike Raffle

All participants who registered for Bike to Work Day were automatically entered into a raffle for a chance to win one of five free bikes. BicycleSPACE, Spokes Etc. Bicycles, and bikes@vienna each donated bicycles. Winner names were drawn at random. Winner photos will be placed onto social media, and the event web site. Below is the reaction of the winner of the IZIP Protour electric bike, valued at \$3,500, from Spokes Etc. Bicycles.

### **Douglas E. Franklin**

---

**Subject:** FW: Bike to Work Day 2018 Prize Winner!

**From:** Ashley Kraus

**Sent:** Wednesday, June 6, 2018 11:27 AM

**To:** Douglas E. Franklin <dfranklin@mwkog.org>

**Subject:** Re: Bike to Work Day 2018 Prize Winner!

WOOHOO!! Absolutely, I am so excited! Thank you!



On Wed, Jun 6, 2018 at 9:42 AM, Douglas E. Franklin <dfranklin@mwkog.org> wrote:

Hi Ashley, you are a lucky duck!



Congrats, you've been selected as the winner of the [IZIP E3 Protour](#) electric bicycle courtesy of [Bike to Work Day 2018](#) and [Spokes Etc. Bicycles](#).

## Employer Recognition Awards

The 21<sup>st</sup> Employer Recognition Awards program recognizes employers who initiate outstanding worksite commute benefits and/or telework programs to assist their employees. The nomination period ended February 2, 2018, and the Selection Committee met on March 22, 2018. Winners and nominees will be honored in a ceremony held at the National Press Club in Washington, DC on June 26, 2018. To further recognize the employer winners, a display ad will be placed in the Wall Street Journal after the event.

## Invitation



**20** EMPLOYER  
RECOGNITION  
**18** AWARDS

TUESDAY, JUNE 26, 2018  
THE NATIONAL PRESS CLUB

529 14th St. NW, Washington, DC 20045  
Corner of 14th & F Sts., 13th Floor Ballroom

Metro rail to Metro Center, exit onto 13th St.

8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea Reception  
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

Hosted by  
The Metropolitan Washington Council of  
Governments' National Capital Region  
Transportation Planning Board

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 15, 2018. For questions contact  
[bbrown@mwco.org](mailto:bbrown@mwco.org), 202.962.3327.

We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.

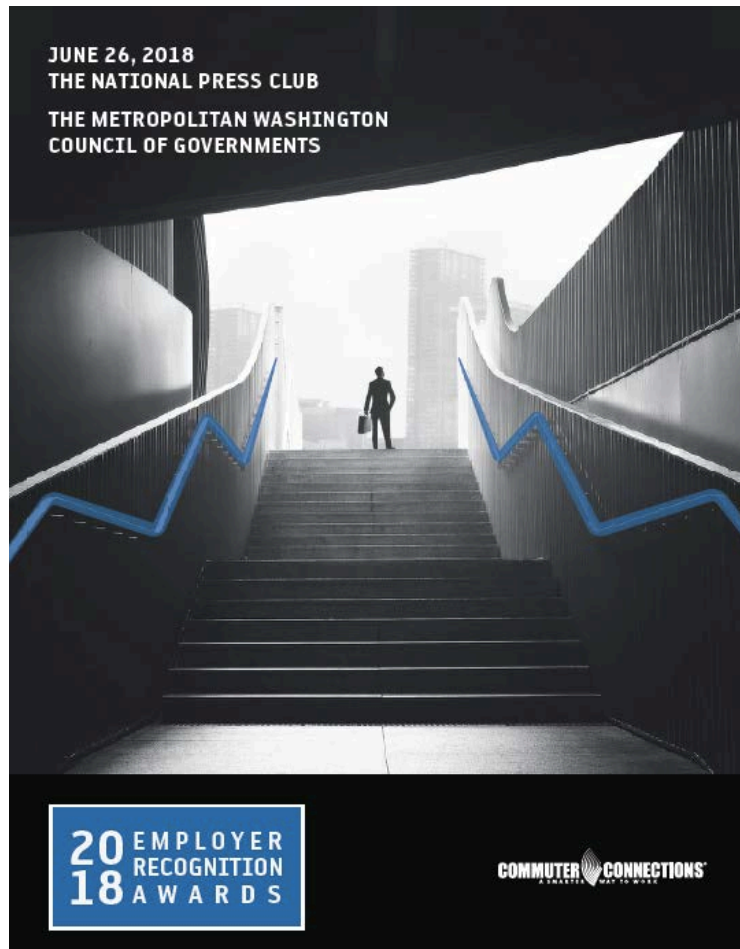
AWARDS are given in the categories of  
**INCENTIVES, MARKETING & TELEWORK.**

**COMMUTER CONNECTIONS**  
A QUALITY WAY TO WORK

Program Booklet



Podium Sign



## 'Pool Rewards

### Spring Campaign

'Pool Rewards is a program geared toward encouraging SOV commuters to carpool or vanpool through monetary incentives. A paid digital, print, and social media campaign ran in the spring to promote the benefits of the 'Pool Rewards program.



### Message Strategy

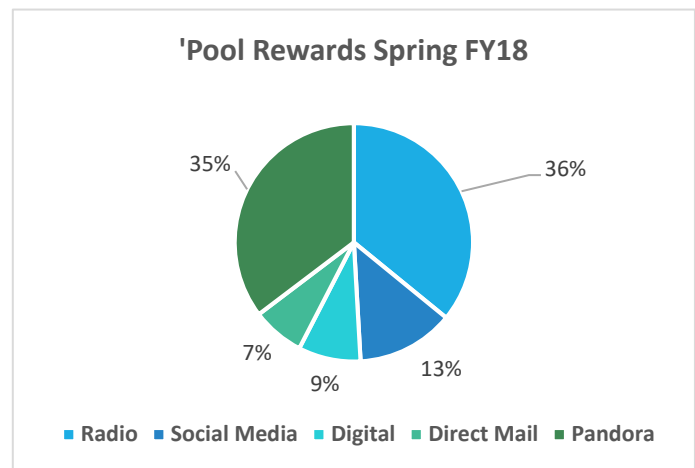
The ads ran on Rideshare weeks, January through March. The ads encouraged commuters to find a partner to start a new carpool/vanpool, mentioned the incentive offered, and encouraged commuters to contact Commuter Connections. In addition, a 'Pool Rewards bonus incentive was used to promote Ridesharing on I-395 and I-66, outside the Beltway.

### Target Market

See Rideshare demographics on page 9.

### Geographic Targeting

Washington D.C. DMA



Pool Rewards Spring	MWCOG Cost	Gross Cost	Estimated Impressions
Radio	\$11,333.33	\$13,333.33	
Social Media	\$15,500.00	\$15,500.00	
Digital	\$3,000.00	\$3,530.00	
Pandora	\$12,500.00	\$14,706.25	
Direct Mail	\$2,520.00	\$2,965.00	
<b>Totals</b>	<b>\$44,853.33</b>	<b>\$50,034.58</b>	



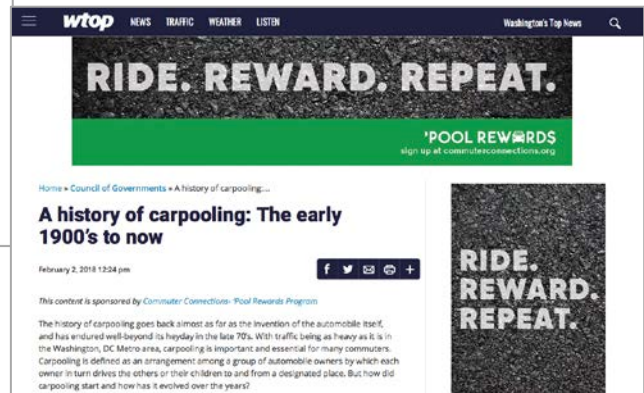
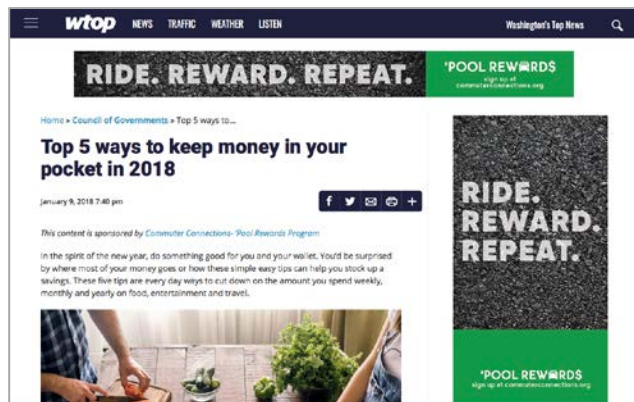
## 'Pool Rewards Radio Script

### *Pool Rewards :30 "Ride. Reward. Repeat."*

Ride. Reward. Repeat. Join or start a new carpool and receive 130 dollars with 'Pool Rewards. Carpools with 3 or more occupants on I-395 can travel TOLL-FREE and earn an extra 100 dollars for up to \$230 dollars! Remember, you can get extra cash when you travel on I-395 if you join 'Pool Rewards. Just Ride. Reward. Repeat with Commuter Connections. Sign up at Commuter Connections dot org. Some restrictions apply.

## 'Pool Rewards WTOP Sponsored Articles

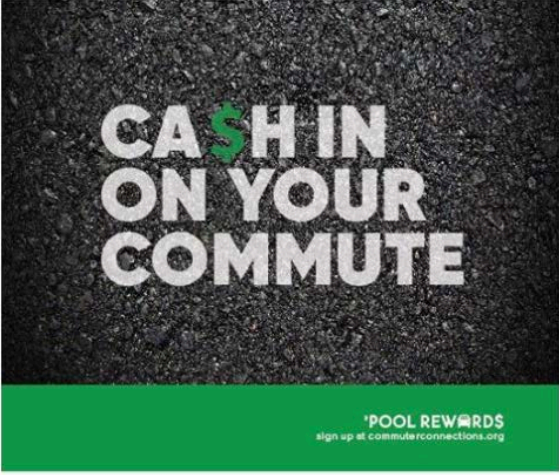
For the spring 'Pool Rewards campaign, sponsored articles were utilized to engage with audiences. The content focuses on key brand elements of 'Pool Rewards, saving money and promoting carpooling. The first article was titled "Top 5 Ways to Keep Money in Your Pocket in 2018" which included 'Pool Rewards as one of the five ways. The second article focused on the history of carpooling and its affected on the region.



## 'Pool Rewards Facebook Ads

**Commuter Connections**  
January 17 · 🌐

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



**CASH IN ON YOUR COMMUTE**


**POOL REWARDS**  
sign up at [commuterconnections.org](http://commuterconnections.org)

Like Comment Share

👍❤️👤 213

**Commuter Connections**  
February 12 at 3:50pm · 🌐

Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.



**REWARDS AHEAD**

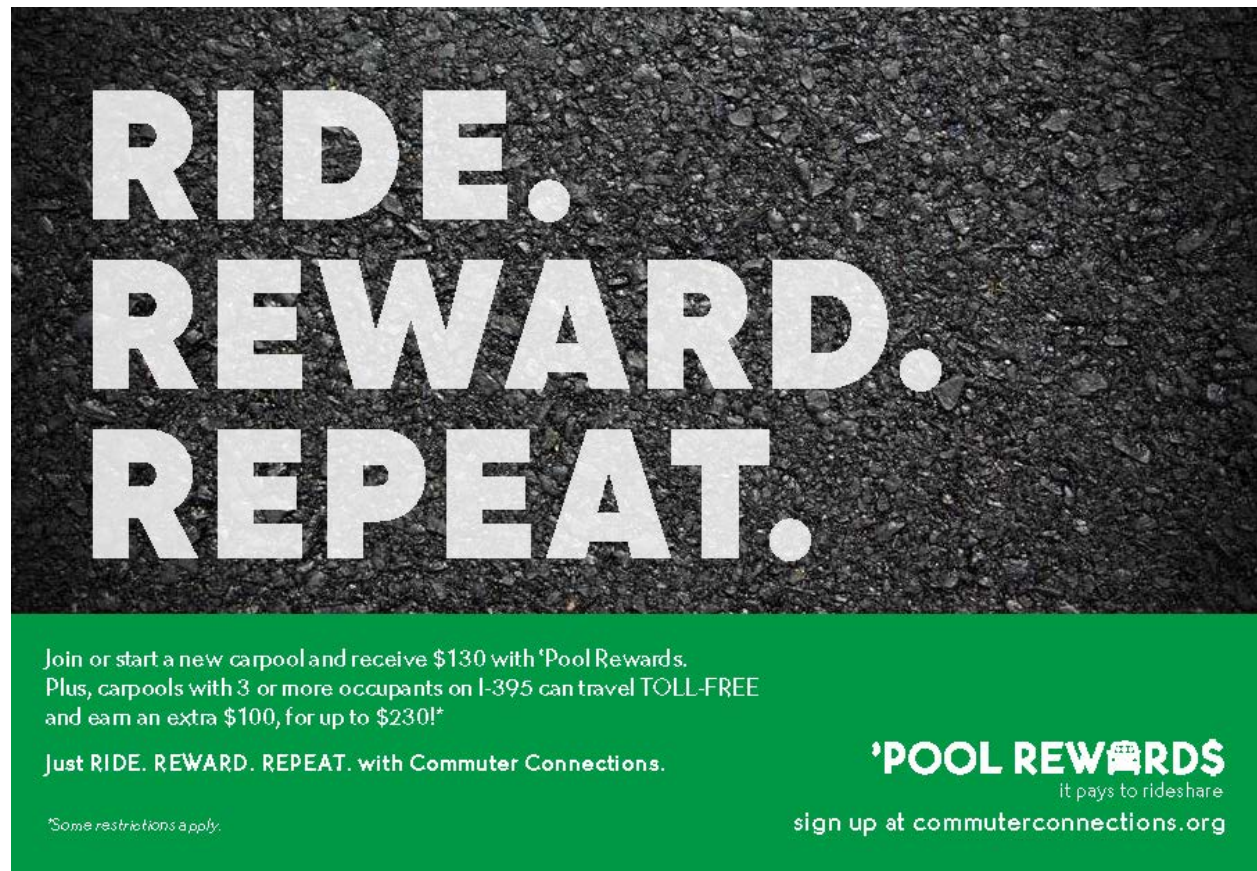
**POOL REWARDS**  
sign up at [commuterconnections.org](http://commuterconnections.org)

Like Comment Share

👍❤️ 227 Chronological

## Every Door Direct

Every Door is a direct mail piece that was distributed to targeted households within Fairfax County. The postcard promoted 'Pool Rewards, and its bonus incentive for joining or starting a new carpool, and using I-395.



# RIDE. REWARD. REPEAT.

Join or start a new carpool and receive \$130 with 'Pool Rewards.  
Plus, carpools with 3 or more occupants on I-395 can travel TOLL-FREE  
and earn an extra \$100, for up to \$230!\*

Just RIDE. REWARD. REPEAT. with Commuter Connections.

**'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

\*Some restrictions apply.



# EARN UP TO **\$230**

Join or start a new carpool and get paid by 'Pool Rewards using these easy steps!

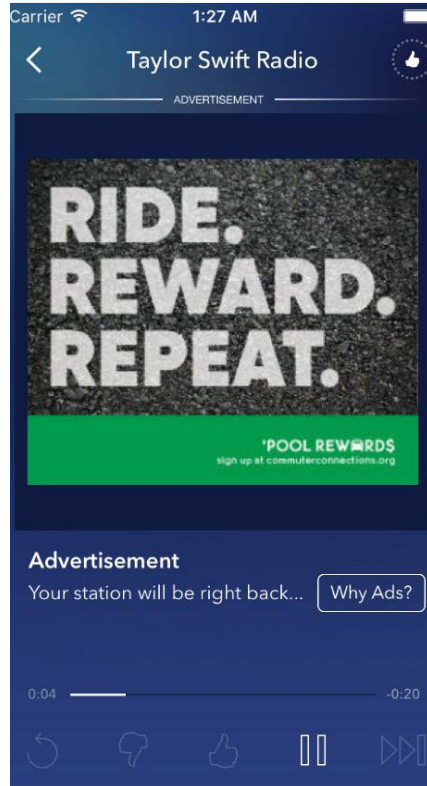
- 1 Create a free account and set up your NEW carpool at [commuterconnections.org](http://commuterconnections.org).
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool.
- 3 Reap your Rewards! Up to \$130 per person for a carpool, plus if you travel I-395 earn an extra \$100 up to \$230\*.

\*Some restrictions apply.

**'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

**COMMUTER CONNECTIONS**  
A TRAFFIC PAY TO RIDE  
800.745.RIDE

Pandora



## CarpoolNow Mobile App

CarpoolNow is a Ridesharing mobile app for commuters to carpool on-demand in real-time, immediately connecting users who offer a ride with those seeking a ride, and vice versa. The CarpoolNow mobile app functions like popular for-profit “Ridehailing” services, except with CarpoolNow, the focus is on commuters, and the ride is free for both driver and passenger(s) going to and from work. Through a grant received by Howard County, Commuter Connections ran a media campaign which extended into spring, to promote the CarpoolNow mobile app to those who live or work in Howard County.



### Media Strategy

Radio, digital, print and out of home media were used to promote the CarpoolNow mobile app during the second half of FY18. The campaign started in January and runs through June 2018.

### Target Audience

- Commuters, 25-55 years old; residents & businesses.

### Geographic Area

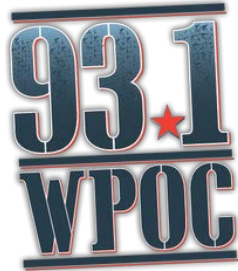
- Howard County and surrounding area.



<b>CarpoolNow Spring Budget</b>	<b>COG Cost</b>	<b>Gross Cost</b>	<b>Impressions</b>
Print	\$2,480.30	\$2,918.00	225,000
Out of Home	\$7,157.50	\$8,420.80	312,000
Digital	\$47,722.09	\$56,143.64	1,252,401
Radio	\$69,653.25	\$81,945.00	2,340,845
<b>Totals</b>	<b>\$127,013.14</b>	<b>\$149,427.44</b>	<b>4,130,246</b>

## Radio

A :30 second radio spot was produced and is airing on news (WBAL) and music (WPOC) stations within the Baltimore market.



### *CarpoolNow :30 Seconds "Your Commute Just Got Easier"*

If you live or work in Howard County, there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers. Just visit CarpoolNow dot org today and start saving right away! That's CarpoolNow dot org.

With the CarpoolNow mobile app, your commute just got easier.  
Sponsored by Commuter Connections. Some restrictions apply.


**Print**

The Business Monthly is a business-to-business newspaper covering Howard and Anne Arundel Counties. Featured articles are written by, for, and about local business people and their companies. A half page ad ran in January 2018.

**The Business Monthly**

For those who Live or Work in Howard County

# FREE RIDESHARING ON DEMAND



- > Free on-demand ridesharing
- > Download the app at [carpoolnow.org](http://carpoolnow.org)
- > Rideshare when you want!



[carpoolnow.org](http://carpoolnow.org) 800.745.RIDE

Living Local is a magazine delivered to over 75,000 households in Howard County. Each edition features local events, fund-raisers and focuses on neighborhood businesses. A double-page spread was placed in January and March 2018.

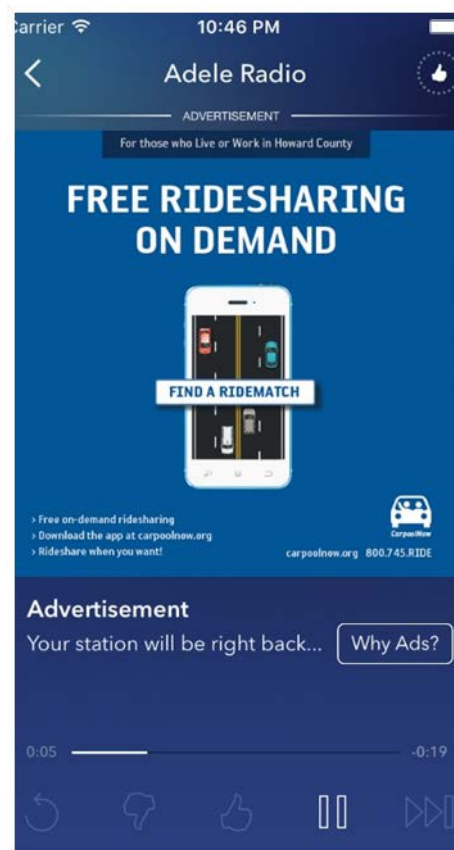




## Pandora

Mobile audio ads and web audio ads geo-targeted to Howard County ran January through March 2018.

pandora®



## Nextdoor


Nextdoor is a private social network for neighborhoods, which allows residents to stay informed about what's going on in their "backyard." Ads run January through June 2018, targeted to Howard County zip codes.



**CarpoolNow, Sponsored**

### Rideshare Anytime!

If you commute to or from Howard County there's a great new option to share a ride. The CarpoolNow app allows you to request a ride or offer one - any time. It's free to use the app and there's no cost for passengers. Just sign up at [carpoolnow.org](http://carpoolnow.org) or call 800.745.Ride today! With [carpoolnow.org](http://carpoolnow.org) your commute just got easier. Sponsored by Commuter Connections. Some restrictions apply.

A graphic for the CarpoolNow app featuring a clock face with green car icons around the perimeter and a red hand pointing to the 12 o'clock position, set against a blue background.

Rideshare anytime for Free! [Download](#)

Thank Reply


AT&T 1:58 PM

Search

**CarpoolNow, Sponsored**

### Rideshare Anytime!

If you commute to or from Howard County there's a great new option to shar... See more

A smaller version of the CarpoolNow app graphic featuring a clock face with green car icons around the perimeter and a red hand pointing to the 12 o'clock position, set against a blue background.

Rideshare anytime for Free! [Download](#)

35m ago

Thank Reply

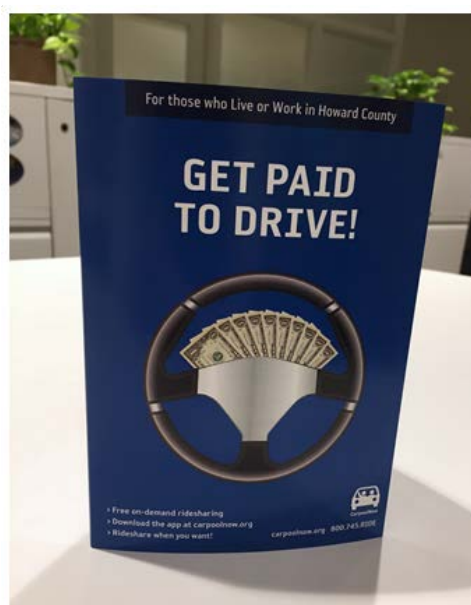
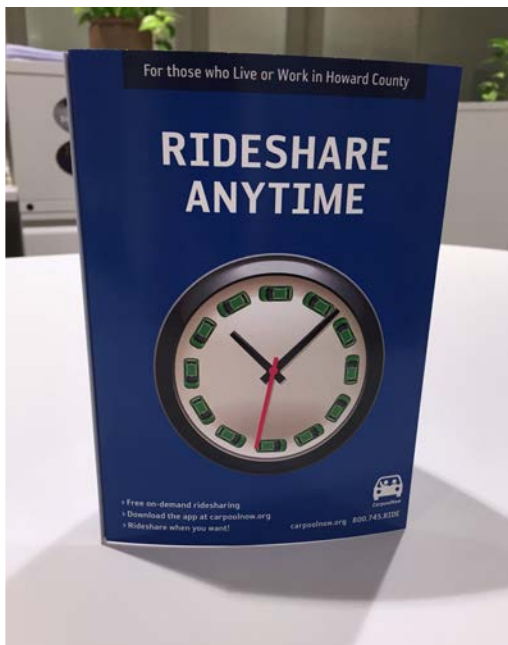
Steve Wymer, HQ **Lead**

Home Chat Heart Notifications 5 Menu

## The Mall in Columbia

The Mall in Columbia is the central shopping mall for the planned community of Columbia, MD. CarpoolNow Table Tent ads ran from January through June 2018.

# THE MALL IN COLUMBIA



## Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter were produced during the second half of FY2018. The six page 4-color newsletters are produced and distributed quarterly to employers and stakeholders. It is also available in .pdf format on the Commuter Connections web site. Newsletters with a black & white Federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA, and placed online at [www.federaletc.org](http://www.federaletc.org).

Issue 7, Volume 22 Spring 2018 WHAT'S INSIDE

3 **3,668** Express Lanes Factor and More Roadside

4 **Parking Fee Changes** At MetroDc

5 **Fair Travel Program** Educates Drivers

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

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

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### TELEWORKING GROWTH AND COWORKING CENTERS

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. In 2004, 318,000 area commuters (13%) teleworked, which grew tremendously to 887,000 commuters (32%) teleworking as reported in the 2016 survey.

Most teleworkers work from a home location, while some work at a different remote location, closer to home than their usual commute distance to the office. These other remote locations could be a satellite office, library/community center, telework center, or co-working center. The SOC survey found that the average distance traveled in the Washington, DC region to such locations outside the home is just over 6 miles.



13%	19%	25%	27%	32%
2004	2007	2010	2013	2016
318,000	456,000	606,000	675,000	887,000
Number of Regional Teleworkers				

Another growing trend in the region are co-working centers or co-working spaces. Co-working has emerged to address the needs of white collar employees, both corporate and self-employed who work remotely, and do so among peers, within an office type setting.

Currently, there are over a dozen co-working centers already in the District of Columbia, Maryland, and Virginia. A burgeoning industry, more expansion is coming to the area in 2018. There are even niches within the co-working space industry; some of the new centers are tailoring themselves exclusively to working women, while others include child daycare services.


One such female-focused co-working space located in the Friendship Heights neighborhood within the District is Hera Hub. This international company fashions itself as a shared, flexible work and meeting space where entrepreneurial women can create and collaborate in a professional, productive, spa-like environment. Hera Hub provides members with connections to business experts, access to educational workshops, and visibility within the community.

Continued on page 2

Spring 2018

## FEDERAL ETC UPDATES

### FEDERAL ELECTION COMMISSION GOES PAPERLESS



The Federal Election Commission (FEC) is an independent regulatory agency which administers and enforces federal law, covering financing, restriction, and public disclosure of funds raised and spent to influence presidential, vice presidential, and congressional campaigns.


In March, FEC completed a relocation of their entire agency, consisting of 350 employees, from Metro Center to NoMa (North of Massachusetts Avenue) in Washington, DC. In light of the move, FEC transitioned its commuter benefits program registration from a paper-based process, to an electronic system. Two-thirds (66%) of FEC employees are now actively using the commuter benefits program.

“With the adoption of the available technology provided by our inter-agency partners at the U.S. Department of Transportation (USDOT), and support of FEC senior leadership, we implemented a lot of change here in a short period of time, which will have substantial long-lasting impact on both the environment and our overall operating budget”, said Derrick Allen, Director Office of Human Resources.

USDOT was impressed at the expeditious fashion in which FEC took their transit benefits program online from when they began. With the new program implementation, FEC saved more

than \$100,000 in overall costs between October 2017 and March 2018. “Our new process has created a faster turnaround time for transit benefit subsidy transactions, and has given our office the ability to track the use of fare media issues more efficiently and cost effectively; and the ease of use is noticeable”, said Fran Sanes, Human Resources Specialist.

At the heart of the success is communication, training, and assistance. FEC’s Human Resources and Information Technology departments offered employees both group based, and individualized hands-on training. Partnering with the Administrative Services Division, FEC hosted multiple Commuter Expos with area transportation partners such as the Metropolitan Washington Council of Governments’ Commuter Connections program, Washington Area Metropolitan Transit Authority (Metro), Virginia Railway Express (VRE), District Department of Transportation (goDCgo), and more. Skype



Continued on back

## Commuter Connections E-Newsletter

The winter and spring 2018 edition of the Commuter Connections e-newsletter were distributed via email blast to employers, and Committee Members.

**COMMUTER CONNECTIONS**  
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The Commuter Information Source  
for MD, VA, and Metropolitan D.C.

### TELEWORKING GROWTH AND COWORKING CENTERS

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. [Read more...](#)



Year	Percentage	Number of Regional Teleworkers
2004	13%	318,000
2007	19%	456,000
2010	25%	600,000
2013	27%	675,000
2016	32%	887,000

Number of Regional Teleworkers

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**Westbound**

Entry Location  
Washington

Entry Date & Time  
04/10/2018 3:03 PM

Exit Location  
Route 267 - Dulles Toll Road

\* Click dots on the map to instantly change your exit.

Estimated Toll  
**\$7.75**

### I-66 EXPRESS LANES - FASTER AND MORE RELIABLE

A Virginia Department of Transportation report from January 2018 showed out of nearly 600,000 trips taken on I-66 inside the Beltway, average toll prices were \$8.07 for eastbound trips, and \$4.30 for westbound. [Read more...](#)

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### PARKING FEE CHANGES AT METRORAIL

New hours when parking fees are collected have taken effect at Metrorail stations. In addition, higher fees for "non-rider vehicles" are being charged at ten stations, while fees at two stations were lowered as part of a pilot program. Non-rider vehicles are identified as cars who use Metro parking facilities, without a SmartTrip® turnstile transaction. [Read more...](#)



## Appendix A Performance Measures

### Web Visits

Month	FY 2017 Web Visits	FY 2018 Web Visits	+/-	+/- %
Jan	13,708	14,326	618	4.5%
Feb	10,161	11,124	963	9.5%
March	15,241	16,155	914	6.0%
April	14,163	16,139	1,976	14.0%
May	14,320	14,842	522	3.6%
June				
	<b>67,593</b>	<b>72,586</b>	<b>4,993</b>	<b>7.4%</b>

### Phone Calls

Month	FY 2017 Phone Calls	FY 2018 Phone Calls	+/-	+/- %
Jan	942	1,245	303	32.2%
Feb	1,155	965	(190)	-16.5%
March	1,167	1,060	(107)	-9.2%
April	887	932	45	5.1%
May	1,048	967	(81)	-7.7%
June			-	
	<b>5,199</b>	<b>5,169</b>	<b>(30)</b>	<b>-0.6%</b>

### Rideshare Applications

Month	Rideshare FY 2017 Applications	Rideshare FY 2018 Applications	Change	%
Jan	813	1,381	568	69.9%
Feb	677	881	204	30.1%
March	1,003	850	-153	-15.3%
April				
May				
June				
	<b>2,493</b>	<b>3,112</b>	<b>619</b>	<b>24.8%</b>

### GRH Applications

Month	GRH FY 2017 Applications	GRH FY 2018 Applications	Change	%
Jan	827	1,037	210	25.4%
Feb	882	665	-217	-24.6%
March	787	663	-124	-15.8%
April				
May				
June				
	<b>2,496</b>	<b>2,365</b>	<b>(131)</b>	<b>-5.2%</b>

**Appendix B**  
**Digital Advertising – WTOP.com Rideshare Native Article Results**

<b>Article Title</b>	<b>Live Date</b>	<b>Page Views</b>	<b>Facebook Engagements</b>	<b>Link Clicks</b>
Top Five Ways to Ease Your Commute	3/12/18	15,851	2,565	
What Can You Do With \$22 / Day?	4/4/18	4,135	864	
How You Could Spend Your Congested Commuter Time	5/4/18	1,047	197	
TBD	TBD			
<b>Overall Total</b>	<b>Mar – June</b>	<b>21,033</b>	<b>3,626</b>	



## Appendix C FY2018 Spring Media Schedules

		Media Outlet	Campaign to Run	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25	
GRH	Radio & Podcasts	iHeart	2/26 - 6/30/18																				
		WBQB	2/26 - 6/30/18																				
		WFLS	2/26 - 6/30/18																				
		WFMD	2/26 - 6/30/18																				
		WAMU	2/26 - 6/30/18																				
		WAMU Podcasts	2/26 - 6/30/18																				
		WFRE	2/26 - 6/30/18																				
		WWEG	2/26 - 6/30/18																				
	Streaming	Hulu	2/26 - 6/30/18																				
		Youtube	2/26 - 6/30/18																				
	Social	Facebook	2/26 - 6/30/18																				
	Transit Signs	MARC	2/26 - 6/30/18																				
		VRE	2/26 - 6/30/18																				
	Pandora	:30 Audio	2/26 - 6/30/18																				
Banner/Tile Ads		2/26 - 6/30/18																					
GRH - Baltimore	Radio	WBAL-AM/Baltimore	2/26 - 6/30/18																				
		WPOC-FM/Baltimore	2/26 - 6/30/18																				
	Social	Facebook	2/26 - 6/30/18																				
Rideshare	Radio & Podcasts	WTOP-FM	2/19 - 6/24/18																				
		WBQB	2/19 - 6/24/18																				
		WFLS	2/19 - 6/24/18																				
		WFMD	2/19 - 6/24/18																				
		WAMU	2/19 - 6/24/18																				
		WAMU Podcasts	2/19 - 6/24/18																				
		WFRE	2/19 - 6/24/18																				
		WFOX	2/19 - 6/24/18																				
	Streaming	Hulu	2/19 - 6/24/18																				
		Youtube	2/19 - 6/24/18																				
	Social	Facebook	2/19 - 6/24/18																				
		Twitter	2/19 - 6/24/18																				
	Pandora	:30 Audio	2/19 - 6/24/18																				
		Banner/Tile Ads	2/19 - 6/24/18																				

Note: BTWD weeks are 4/30, 5/7, and 5/14/17.

Commuter Connections FY2018 Spring Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																											
		Media Outlet	Campaign to Run	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25	
Pool Rewards	Digital & Social	WTOP.com	1/1 - 3/3/18																											
		Pandora	1/1 - 3/3/18																											
		Facebook	1/1 - 3/3/18																											
Direct Mail	WTOP-FM	1/1 - 3/3/18																												
	Every Door Direct	1/1 - 3/3/18																												
CarPoolNow Mobile App	Digital	Nextdoor	1/1 - 6/30/18																											
		Pandora	1/1 - 6/30/18																											
	Print	Living Local	1/1 - 6/30/18																											
		Business Monthly	1/1 - 6/30/18																											
	Radio OOH	Mall of Columbia	1/1 - 6/30/18																											
Bike to Work Day	Radio	WWDC-FM	4/30 - 5/18/18																											
		WIHT-FM	4/30 - 5/18/18																											
		WMZQ-FM	4/30 - 5/18/18																											
Social Media	Facebook	WJFK-FM	4/30 - 5/18/18																											
		Facebook	4/30 - 5/18/18																											
	Twitter	4/30 - 5/18/18																												
	Digital	Pandora	4/30 - 5/18/18																											
		WTOP.com	4/30 - 5/18/18																											
		YouTube	4/30 - 5/18/18																											

## Appendix D FY2018 2<sup>nd</sup> Half Paid Media Spend

