



FY 2020 Final Marketing Communications Plan and Schedule September 17, 2019

Mission

Commuter Connections is a regional network of organizations providing commute services and information to area residents and employers in the Washington, DC metropolitan region to help reduce traffic congestion and emissions caused by single occupant vehicles (SOVs).

Overview

As part of the Regional Mass Marketing program element, the Commuter Connections Marketing components will provide frequent promotion of Ridematching services, Guaranteed Ride Home, 'Pool Rewards, CarpoolNow Mobile Application, Flextime Rewards, and, new for FY 2020, incenTrip. In addition, the program promotes the following special events: Bike to Work Day, Car Free Day and the Employer Recognition Awards.

These services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY 2020 marketing program will raise awareness of commuting choices available in the Washington, DC metropolitan region through paid and earned media and other marketing and outreach techniques. The program will support Commuter Connections network members in educating area employers, commuters and the general public on how to find and use alternatives to driving alone, primarily for work trips but also for non-work trips while promoting the incenTrip app and the Car Free Day event.

Marketing Input

The background for this marketing brief was derived from the following sources:

- [FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [FY2015-FY 2017 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2016 State of the Commute Survey Report](#)
- [2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region](#)

- [2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region](#)
- [2016 Bike to Work Survey TERM Analysis Report](#)

The findings of these reports and surveys are the basis for the FY 2020 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by employees and Commuter Connections program applicants throughout the Washington, DC metropolitan region, and indicate the impact of this behavior on air quality and congestion.

In addition to the data provided by these reports, the marketing team sent out a Regional TDM Marketing Creative Input Survey in July 2019 to members of the Regional TDM Marketing Group to gather feedback to help guide the design of the FY 2020 spring creative. Other important inputs include performance data from past campaigns, information gathered through industry reports, surveys, and trends and how they might be applied to the Commuter Connections marketing campaign.

Current Environment

The fluctuating nature of gas prices has had a measured effect on ridesharing over the past several years. In the DC/Virginia/Washington area, gas prices now average about \$2.88 per gallon, the highest price since 2015¹. The price at the pump will continue to be an important issue for commuters as it is increasingly influential in commuters' willingness and availability to use alternative modes of transportation. The economic benefit of ridesharing remains a strong, simple message that resonates with commuters.

In addition to gas prices and the economy, other regional dynamics will impact this year's messaging and promotional strategy including the opening of the I-395 Express Lanes, Metro platform shutdown work and other major road constructions projects such as Transform I-66 Outside the Beltway. Commuter Connections has an opportunity to team up with VDOT to provide commuters with project updates and commute alternatives such as ridesharing, along with benefits and incentives including Guaranteed Ride Home and 'Pool Rewards.

In the 2016 State of the Commute (SOC) Survey, awareness of commute options is shown to correlate positively with awareness of Commuter Connections and commute advertising. Train commuters continue to exhibit the highest level of alternative commute awareness. Commuter rail riders show a relatively high level of satisfaction with their commutes (70 percent), particularly compared to those who drive alone (57 percent). This satisfaction disparity can be leveraged as part of the Mass Marketing campaign. Continuing the partnership among Commuter Connections, Northern Virginia Megaprojects and WMATA would point all parties toward a common goal. The 2019 SOC Survey process is underway.

¹ <https://patch.com/district-columbia/washingtondc/va-gas-prices-jump-highest-level-3-years>

DC employees are reported to have the third longest work week.² The 2018 Annual Placement Survey supports this statistic with the finding that the average one-way commute distance is 35.1 miles and 66 minutes. The Placement Survey notes that many commuters rely on the Metro system to get to and from work.

Metro's Platform Improvement project that impacted stations south of Reagan National Airport for the duration of summer 2019, is near completion. However, one side of the platform at Van Dorn St Station could remain under construction into early October, requiring single tracking. The station shutdowns due to the platform work has impacted commuters dramatically and will continue to do so through 2021 in both Maryland and Virginia, affecting one or more stations on all lines, with the exception of the Red Line. Outreach to affected commuters will be needed through various communications and marketing channels.

There are approximately 300 project records in the approved FY 2019-2024 Transportation Improvement Program (TIP) for the National Capital Region. The following are some of the big-ticket projects across the region in the TIP- District of Columbia: South Capitol Street Corridor, Union Station to Georgetown Premium Transit, H Street Bridge over Railroad; Maryland: I-495 and I-270 Traffic Relief Plan, Purple Line, Governor Harry Nice Bridge Improvement Project, and MD-210 Corridor Study; Virginia: I-395 Express Lanes Northern Extension, and I-66 Inside the Beltway Initiatives. These projects and others will make FY20 and years beyond challenging for the region's commuters; ever more important is the need to promote TDM options to provide multi-modal solutions for those affected by the construction.

Two new toll lanes in each direction of I-66 will be added between the three regular lanes and a shoulder along the 22-mile corridor between the beltway and U.S. 29 Gainesville as part of the Transform I-66 Outside the Beltway project. The plan also calls for these toll lanes to be free for vehicles with three or more total occupants and for E-ZPass Flex to be switched to HOV mode. Other drivers can pay a toll to use the lanes, where traffic will rise and fall to encourage or discourage more drivers from using the lanes. In addition to new express lanes, the overall project includes thousands of new Park & Ride Lot spaces, new and improved bus service, and more than ten miles of new bike and pedestrian trails. Construction is scheduled for completion in late 2022. During the construction phase there are many options available to incentivize commuters to try alternatives to driving alone, from half-price fares on Omniride I-66 bus routes from Gainesville and Manassas to a \$100 bonus for starting or joining new carpools and vanpools using 'Pool Rewards.

Carpooling continues to receive national and regional attention through social media and mobile apps. Social media and digital presence are important aspects of a campaign that aims to reach a growing demographic. We can continue to increase interaction with the use of hashtags, video, and social media postings geared toward target audiences. Users are excited to use our hashtags, particularly during events like Bike to Work Day. Since the postings reach

² <https://www.washingtontimes.com/news/2015/mar/19/dc-residents-have-third-longest-workweek-including/>

their own followers, even more people will become aware of the Commuter Connections mission. Millennials, individuals born between 1983 and 2000 (ages 19-36 in 2019), make up 25 percent of the population and are causing a decline in car usage and ownership. This newfound interest in shared mobility is positive news for Commuter Connections.³ Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region to the region for more than forty years. Commuter Connections has an established, trusted brand across the region and has a database of over 17,000 commuter ridesharing accounts that are verified every year.⁴

The Ridematching service offered by Commuter Connections allows commuters to easily establish carpools. A lasting carpool is reinforced through cost savings, the support of back up transportation (GRH), and choices from a trusted source. These messages will continue to be promoted in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system through a mobile platform. Commuter Connections' real-time Ridematching app, CarpoolNow, gives commuters easy access to finding carpool partners and locating park-and-ride lots. The app increases interest in carpooling by providing a non-commercial way to find a shared ride compared to other Ridematching apps, and drivers receive a \$10 cash payment per trip, up to \$600 per year. We will promote CarpoolNow's ease of use and the driver incentive in this year's Ridematching outreach effort.

Among the most popular personal benefits of ridesharing are saving time and money, which inevitably impact commuters' transportation choices. Commuter demographics are shifting are changing as well, shifting from baby boomers to millennials. Today, millennials make up the largest single portion of the U.S. labor force. According to a Pew Research Center analysis of U.S. Census Bureau data, more than one-in-three American labor force participants (35%) are millennials.⁵ By 2030, millennials will make up 75 percent of the workforce.⁶ More than half of those studied between the ages of 22 and 37 by Arity, a Chicago-based transportation company created by Allstate Corporation, believe that a car is not worth the money spent on maintenance, and they would rather be doing something other than driving.⁷ Millennials are driving less, buying fewer cars, prefer dense and walkable neighborhoods and have reduced the distance traveled for personal business and shopping. Similarly, millennials also value short commute times and close proximity to public transportation more than they value low crime rates.⁸

The sharing economy has helped to mainstream alternative modes of transportation. According to a 2019 survey conducted by the Pew Research Center, at least 96 percent⁹ of Millennials own smartphones, which make on-demand transportation services such as Uber and Lyft (both

³ <https://knowledge.wharton.upenn.edu/article/demographic-shifts-shaping-future-car-ownership/>

⁴ <https://www.commuterconnections.org/wp-content/uploads/SMP-FY19-Final-Report-January-2019.pdf>

⁵ <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

⁶ <https://www.wired.com/insights/2013/08/the-rise-of-the-millennial-workforce/>

⁷ <https://www.chicagotribune.com/business/ct-biz-young-adults-cars-attitudes-20181106-story.html>

⁸ "D.C. ranks high among the worst cities for commuting", Washington Business Journal, March 3, 2016

⁹ <https://www.pewinternet.org/fact-sheet/mobile/>

their standard ride service and burgeoning ride sharing service) easily accessible. WAZE has also entered the region with a carpooling utility.

Societal benefits, like saving energy and reducing pollution and congestion, are among the top motivators for those who use commute alternatives. Many people are increasingly aware of their own impact on the planet and are familiar with ways to positively impact the current environment including the use of alternative transportation. The connection between health and transportation will be considered as part of the message.

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a free and reliable ride home in case of an unexpected personal or family illness, an emergency or unscheduled overtime. GRH also covers all alternative modes which helps to prompt commuters to take advantage of using the modes in order to qualify for the program. This year's campaign will continue to promote GRH registration within the inner core to help prompt switching to, or for those already using, transit, bicycling and walking to and from work.

For commuters in the middle, outer and exurb rings including the Baltimore Metropolitan region and St. Mary's County, the campaign will focus on positioning GRH as a service to help prompt conversion from SOV driving to other alternative modes and for those who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on registering for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using commute alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include the Car Free Days and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative travel modes at the time of the event. By providing an opportunity to use transportation alternatives on designated and regionally focused day(s), and by providing a positive experience, individuals may choose to incorporate alternatives as part of their regular, or at least occasional, commute or lifestyle.

Marketing Strategies

- Emphasize the cost savings of ridesharing specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Capitalize on Commuter Connections' mobile Ridematching capabilities to 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 another incentive within rideshare ads.
- Drive inner core, Baltimore City commuters who use public transportation, bicycling, or walking to register for GRH.

- For middle, outer, and exurb ring commuters in both the Washington, DC and Baltimore regions, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation users, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in the Car Free Days and Bike to Work Day events based on set committee goals.
- Increase the number of commuter downloads and usage of the CarpoolNow mobile application in the Washington, DC region through the use of creative materials in traditional and digital media outlets.
- Increase commuter participation in the Flextime Rewards program.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards. Incorporate human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.
- Increase reach to Millennials, Spanish, and African American audiences in radio, digital and print messages.
- Explore opportunities to advertise with transit and/or bus wraps.
- Leverage umbrella campaign value add to support icenTrip messaging to increase use of this new mobile app.

For FY 2020, radio and digital media will be leveraged as the anchor mediums for the program to effectively reach most of the Commuter Connections target markets.

Digital Media

Digital media, such as Google, YouTube, Twitter, Instagram, and other social media, will complement the overall campaign. Online advertising with visuals and video (where applicable) will aim to drive target audiences searching for commuter or carpool/vanpool etc. options to the Commuter Connections website. According to [Wyzowl](#), 87 percent of marketing professionals use video as a marketing tool, and when both video and text are available on the same page, 72 percent of users would prefer to view the video to learn about a product or service. Utilizing such tactics at key decision-making moments will increase the reach to the target audiences and increase the likelihood of click-thrus and ultimately a request for Ridematching, GRH, or other programs and services offered. Facebook continues to be the most popular social network and Twitter is an ideal platform for real time marketing and responses within minutes of an event. According to Instagram, 80% of users say they follow at least one business on the app, with 60% hearing about a product and service through the platform. As of March 2017, over 120 million Instagram users visited a website, got directions, called a business, emailed, or direct messaged a business.¹⁰ Snapchat is best when you want to show insight into a business, event, product or advertising through geographically set filters.

¹⁰ <https://sproutsocial.com/insights/instagram-stats/>

Internet advertising is also visual and closer to one-to-one selling than any other form of media. Optimized placement of banner ads on websites targeted to jurisdiction, news, weather, television affiliates, and job sites may be used to reach commuters who are just a click away from Commuter Connections' online Ridematching service or GRH registration and re-registration.

The marketing team will look to further expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook and Instagram (Commuter Connections, Telework, Bike to Work Day, and Car Free Days) and accounts on Twitter (Bike to Work Day and Car Free Days), which have received increasing attention over the last few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The team will examine opportunities to provide improved smart phone access to Commuter Connections resources and commute option information and benefits. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and provide smart phone users with immediate access to Commuter Connections' information and registration or pledge pages. This would also improve Commuter Connections' digital presence and help us to reach and increase engagement with our newly targeted younger demographic.

Traditional Media

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for Ridesharing, Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Days, Bike to Work Day, 'Pool Rewards, CarpoolNow App, Flextime Rewards, incenTrip and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

The marketing effort will effectively and efficiently reach its target markets based on a review and analysis of third-party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2020's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage and shelters will be evaluated as potential visual elements for the campaign.

Sponsorships

Opportunities to involve retailers and local businesses in sponsorship or promotion of Commuter Connections programs such as GRH Rewards, Bike to Work Day, and Car Free Day will be considered. We aim to identify businesses interested in both encouraging people to explore the use of sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship through giveaways or discounts for Car Free Days or could be involved in co-promotional opportunities such as GRH Rewards.

Creative

Existing creative developed in FY 2019 will be used for the FY 2020 Fall Campaign; results of the complete FY 2019 campaign will be studied and best practices will be carried forward for the FY 2020 Spring Campaign.

The marketing team will investigate format and layout options for print pieces including the Commuter Connections newsletter, direct mail and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: decrease print costs, increase usability and response rates, and provide a fresh, new look.

Guaranteed Ride Home Washington, DC Region

Objective: Increase the number of applicants in the GRH database by promoting GRH as a fast and reliable transportation rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

Target market (indicated from 2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region):

- Ages 25-54 (7%), 35-44 (18%), 45-54 (35%), 55-64 (34%)
- Caucasian (70%), African-American (17%), Asian (6%), Hispanic (5%)
- Male (53%) and Female (47%)
- Annual Household Income \$60,000+ (95%), \$100,000+ (75%), \$120,000+ (56%), \$160,000+ (30%)
- One-way commute more than 30 miles (62%) / more than 45 minutes (72%)
- Lives in Virginia (55%) or Maryland (40%) or District of Columbia (2%), another state (3%) with emphasis on Prince William (16%) and Fairfax Counties (12%)
- Works in D.C (64%), Maryland (15%) and Virginia (21%)

Tactics:

- Target commuters in the Washington D.C. metropolitan statistical area and its exurbs, encouraging them to register for GRH.
- Incorporate new and existing digital media – Google, Facebook, Social Media, streaming TV, and YouTube pre-roll–into the media mix, both paid media and value add.
- Use district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region’s Hispanic and African American commuters.
- Use TV to visually present the message that’s conveyed in radio spots.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/or transit signage to increase awareness of the GRH program.
- Leverage human interest stories on social media e.g. a brief video to be used on the Commuter Connections website.
- Update website images to integrate with the campaign.
- Use direct mail (allocation equals 5% of Work Program budget); explore new ideas for direct mail pieces.

GRH Washington, DC Region Media Allocation: Approximately 74.5% of media budget.

Guaranteed Ride Home Baltimore Region

Target market for Baltimore Metropolitan region (from 2016 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region):

- Ages 25-34 (13%), 35-44 (17%), 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+ (24%), \$160,000+ (14%)
- One-way commute 30+ miles (61%) / more than 45 minutes (58%)
- Lives in Maryland (71%), Virginia (15%), or Pennsylvania (6%), New Jersey (6%), DC (1%), Delaware (1%)
- Top home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County, VA (7%), Howard County (5%), and Frederick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%)

Tactics:

- Target commuters in the Baltimore metropolitan statistical area and St. Mary's County in Southern Maryland and exurbs, encouraging them to register for GRH.
- Use new and existing digital media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll –as part of the media mix, as value add.
- Focus radio advertising on stations serving the Baltimore market. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- Evaluate web advertisement (banner ads) and interactive ads geared directly towards generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/ or transit signage to increase awareness of the GRH program.
- Leverage Human Interest stories on social media, e.g. short video shown on website and pages.
- Update website images to integrate with campaign.

GRH Baltimore Media Allocation: Approximately 3.8% of media budget.

Ridematching

Objectives: Maintain and increase awareness of shared ride modes, retain current ridership on these modes gain new riders and gain new applicants to the regional database.

Target market (from FY2018 Commuter Connections Applicant Database Annual Placement Survey Report):

- 35-64 years old (84%): <35 (12%), 35-44 (23%), 45-54 (32%), 55-64 (29%),
- Female (54%) and Male (46%)
- Caucasian (57%) and African-American (22%), Asian (10%), Hispanic (8%)
- \$80,000+ annual household income.
- One-way commute of more than 30+ miles (62%) / more than 45 minutes (71%)
- Lives in Virginia (57%) or Maryland (40%); work in D.C. (50%), Maryland (25%), or Virginia (25%)
- Works for employers with more than 100 employees (79%), work for employers with 1,000 or more employees (48%)
- Works for federal agencies (66%) and private sector (21%)

Tactics:

- Increase awareness of benefits and ease of ridesharing through radio advertising. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- Consider using a Spanish-speaking radio station to reach out to the region's Hispanic population.
- Consider TV as an opportunity to visually present the message that's conveyed in radio spots.
- Use social media for real-time engagement with commuters.
- Use optimized online banner ads on select websites to drive users to the Commuter Connections website and/or mobile Ridematching service for registration.
- Use out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Provide testimonials of ridesharing success stories and broaden awareness and registrations through public relations/media communications.
- Update website images to integrate with the campaign.
- Use direct mail (allocation equals 5% of Work Program budget); explore new ideas for direct mail pieces.

Rideshare Media Allocation: Approximately 8.3% of media budget.

CarpoolNow Mobile App

Objectives: Increase knowledge and activity of app use, in turn easing consumer access to ridesharing.

Target Market

- Rideshare demographics.
- Target audience will skew slightly younger than our transit average because younger individuals use mobile apps more.

Tactics:

- Use media and public outreach to build awareness of mobile app.
- Reach commuters on slug lines with public outreach at park & rides.
- Focus messaging on promoting driving and the driver incentive.
- Leverage Commuter Connections brand equity in the Washington, DC Region; “another great Commuter Connections program...”
- Promote awareness with a heavy digital presence to reach many potential commuters.
- Evaluate radio for use as a secondary media.
- Tie CarpoolNow App to Rideshare messages to Car Free Days. For example, “...interested in Ridesharing? Check out the CarpoolNow App...”
- Investigate TV and live radio reads to generate additional interest in the program and drive people to the website for more information.
- Explore a video tutorial and optimize the features of the app such as the driver’s incentive. Value add from the mass marketing campaign may be used to expand the reach of the CarpoolNow Mobile App.
- Promote the fact that the trip is free to passengers.

CarpoolNow Mobile App Media Allocation: Approximately 1.1% of media budget.

'Pool Rewards

Objectives: Recruit and retain commuters in carpools and vanpools through monetary incentives.

Target Market

- Rideshare demographics.
- Target audience will skew slightly younger than our transit average because younger individuals use mobile apps more.

Tactics:

- Use media and public outreach to build awareness of the program and incentives.
- Use the cash incentive as the primary message. Additional messaging will promote environmental/health benefits of ridesharing, such as tons of CO₂ emissions reduced, gallons of gas saved, miles of commutes logged, vehicle trips saved and/or social responsibility of reducing traffic congestion, and improving quality of life through better health.
- Focus on Facebook and Instagram ads that promote awareness. Optimized online banner ads may also be used.
- Evaluate radio for use as a secondary media.
- Tie 'Pool Rewards eligibility to Rideshare messages. For example, "...interested in Ridesharing? You may be eligible for 'Pool Rewards..."
- Investigate TV and live radio reads to generate additional interest in the program and drive people to the website for more information.
- Use value add from the mass marketing campaign to expand the reach of 'Pool Rewards.
- Use non-cost avenues such as Craig's List.
- Consider opportunities to expand into Spanish radio.

'Pool Rewards Media Allocation: Approximately 1.2% of media budget.

Flextime Rewards

Objectives: Increase knowledge and participation in program; help reduce peak traffic congestion by alerting commuters of flextime options.

Target Market

- Workers with Flextime and Telework availability.
- Younger demographics, 35 years old and younger.

Tactics:

- Use media and public outreach to build awareness of program.
- Promote awareness by leveraging Social Media.
- Evaluate radio for use as a secondary media with a focus on radio talent to help personalize the promotions.
- Include Flextime Rewards messaging in existing campaigns with a call to action to download and participate in Flextime Rewards.
- Produce a YouTube tutorial exploring the benefits of the program as well as a tutorial of the program.
- Create a sell sheet to give to employers and hand out at events.
- Integrate Flextime marketing into the Commuter Connections Website.

Flextime Rewards Media Allocation: Approximately 1.1% of media budget.

incentTrip Mobile App

Objectives: incentTrip will address congestion, reduce energy use and reduce emissions while improving multimodal transportation system performance along congested corridors. A key benefit of incentTrip is the development of personalized and dynamic incentives that vary based on individual preferences and real-time traffic conditions, which significantly improve the cost-effectiveness of traveler incentives.

Target Market

- Commuters in the Washington, DC metropolitan region who commutes an average of 17.1 miles and an average of 43 minutes.
- General public, employers and media.

Tactics:

- Implement a marketing initiative for the launch that will ask commuters to download and use the incentTrip app.
- The marketing initiative will include, but not be limited to radio, internet, newsprint, educational video, SEO blog posts, venue, mobile, social media and text ads.
- Update the website and social media pages to feature promotional activities and point-based incentive. Use media placements, including value-added placements, to reach the target markets.
- Use lessons learned from the FY2019 testing period to effectively market the program.
- Design and coordinate the marketing effort with the input of COG/TPB staff and Commuter Connections Subcommittee.
- Promote earning points for cash incentives to travelers who use incentTrip.

incentTrip Media Allocation: 1.5% of media budget.

Special Events

Objectives: Use Bike to Work Day, Car Free Days, and the Employer Recognition Awards events to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs. Increase participation in Bike to Work Day and Car Free Days, and also in employer nominations for the awards program.

Target Markets:

- Car Free Days 2019:
 - SOV drivers; car-heavy families and individuals; students;
 - Ages 16-65.
 - Male and female.
 - Caucasian and Hispanic.
 - Lives/works in the Washington, DC metropolitan area.
- Bike to Work Day 2020 (from [FY 2016 BTWD TERM Analysis Report](#)):
 - Ages 25-55 (92%) 25-34 (26%), 35-44 (20%), 45-54 (26%), 55-64 (20%),
 - Male 64% and Female 36%
 - Caucasian 85%, Hispanic (5%), Asian (4%), African-American (4%)
 - Annual HH income \$80,000+ (77%), \$100,000+ (67%), \$120,000+ (55%), \$160,000+ (36%)
 - 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 more than 100 employee (66%)
- Employer Recognition Awards 2020:
 - Level 3 & 4 employers in Commuter Connections Network area.

Tactics:

- Car Free Days (CFD) September 21, 22 and 23, 2019:
 - Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers.
 - Tie-in the introduction of the incenTrip mobile app and promote the bonus points that can be realized if using the app to go car free or car-lite on CFD.
 - Tie-in messaging with Metro's Platform Shutdown "Return to Service" campaign once the stations open on September 8th.
 - Focus on teleworking and vanpool in addition to family-friendly messaging.
 - Explore teaming with media channels to promote and cover local events.
 - Expand digital and social media, explore video ads, digital radio, digital video and YouTube as primary media.
 - Evaluate using young radio personalities through on-air and online/social media communications to increase awareness of CFD and drive listeners to carfreemetrodc.org to take the free pledge.

- Provide marketing collateral such as posters.
 - Use transit /outdoor signage (bus exterior and bus shelter ads).
 - Use text messaging.
 - Send email blasts and mailings to employers and past participants.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
 - Increase University Challenge participation through campus commuter programs, green groups, clubs, media, and RA Directors. Create challenges between universities and workplaces for most pledges.
 - Compliment paid digital and social media with a strong earned media plan as well as outreach to employers, schools, and key influencers like bloggers and podcasters.
 - Send an e-mail after the event to all of those who took the pledge, offering congratulations, appreciation, and a list of the benefits of going Car Free or Car Lite, along with a link to the Commuter Connections website for more information on programs to sustain a car free lifestyle.
 - Produce newsletter articles.
 - Reach 10,000 pledges.
 - Include a daily pledge leaderboard by mode on the website.
- Bike to Work Day (BTWD) May 2020:
 - Secure corporate and other sponsorships.
 - Use an integrated mix of radio, social media, and display ad advertising to boost registration.
 - Provide additional marketing collateral and advertising including t-shirts, posters, and rack cards.
 - Should additional sponsor dollars become available, provide additional marketing such as pit stop banners, print ads, various signage, and participation identifiers (e.g. BTWD items).
 - Send email blasts and mailings to employers and past participants.
 - Use earned Media to reach minorities and women.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
 - Meet goal set by Committee (approximately 5% above previous year's number).
- Employer Recognition Awards
 - Coordinate the Employer Recognition Awards ceremony, June 2020.
 - Provide brochure/online nomination form in support of the nomination process; send email blast to potential nominees.
 - Include marketing collateral for the event such as invitations, program brochure, podium sign, and promotional giveaways.
 - Place print advertisement in major business publication(s) highlighting winning employers.

- Secure earned media for the event and winners.

Special Events Media Allocation: Approximately 8.5% of media budget. 4.5% for BTWD, 3.4% for CFD, and less than 0.6% for the Employer Recognition Awards event.

Employer Outreach

Objectives: Add new employer clients, expand participation and offerings in existing employer programs, recognize existing employers who have implemented successful employee commute benefit programs, increase the number of employers offering the tax-free commute benefits, increase use of SmarTrip® offered through employer programs as well as other TDM strategies such as telework, flextime, and Ridematching.

Target Market (from FY 2018 Commuter Connections Applicant Database Annual Placement Survey Report):

- Employers with more than 250 employees (68%).
- Private sector employers (21%).

Tactics:

- Update web content as required.
- Update social media applications (e.g. Facebook) for Telework.
- Produce quarterly employer newsletter.
- Produce a quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert.
- Send email marketing and mailings.
- Continuously update Federal ETC website information.
- Develop Employer Case Studies.

Employer Outreach Media Allocation: 0% of media budget.

FY 2020 Creative Development Schedule

Review research and results from previous campaigns	June 2019
Regional TDM Marketing Creative Input Survey	July 2019
Develop Marketing Communications Plan	July 2019
Feedback on Plan from Regional TDM Marketing Group (SharePoint)	Aug 2019
Present written conceptual approaches at the Regional TDM Marketing Group meeting	Sept 2019
Present visual creative concepts to Regional TDM Marketing & State TDM Workgroups	Oct 2019
Refine and develop creative based on all feedback; finalize creative	Nov 2019
Produce creative	Dec 2019
Distribute creative to media vendors	Jan 2020
Campaign launch	Feb 2020

FY 2020 Marketing Campaign Schedule

Car Free Day	Aug – Sept 2019
incenTrip	Sep – June 2020
CarpoolNow Mobile Application	Oct - Dec 2019
Fall Campaign (repeat FY19 creative)	Oct – Dec 2019
Spring Campaign (new FY20 creative)	Feb – June 2020
'Pool Rewards	Feb – May 2020
Flextime Rewards	Jan 2020 – March 2020
Bike to Work Day	Apr – May 2020
Employer Recognition Awards	June 2020