

COMMUTER CONNECTIONS

FY21 First Half Marketing Activities

Douglas Franklin
Senior Marketing Manager

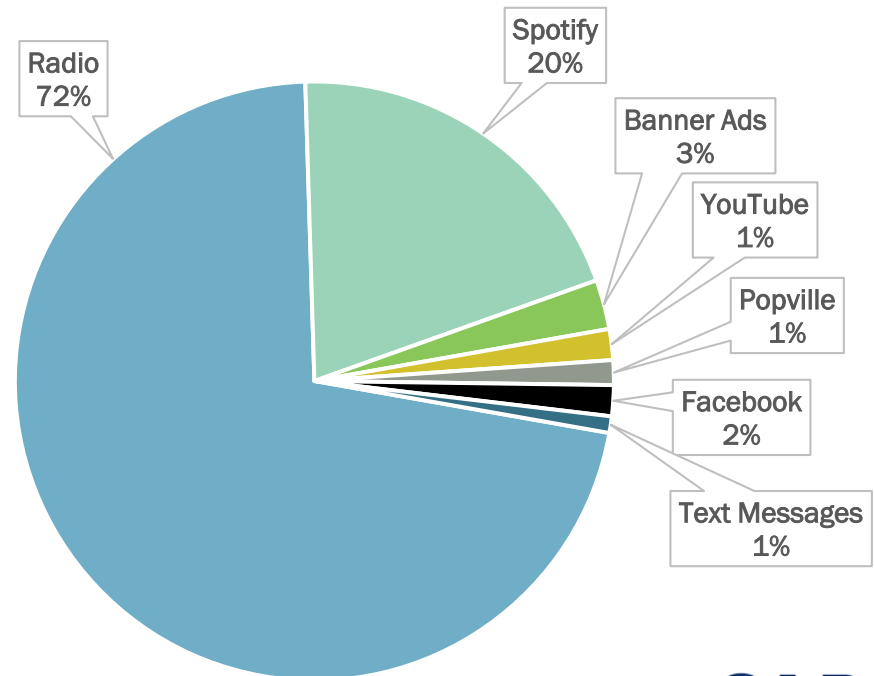
Regional TDM Marketing Group
December 15, 2020

FY21 First Half Marketing Activities

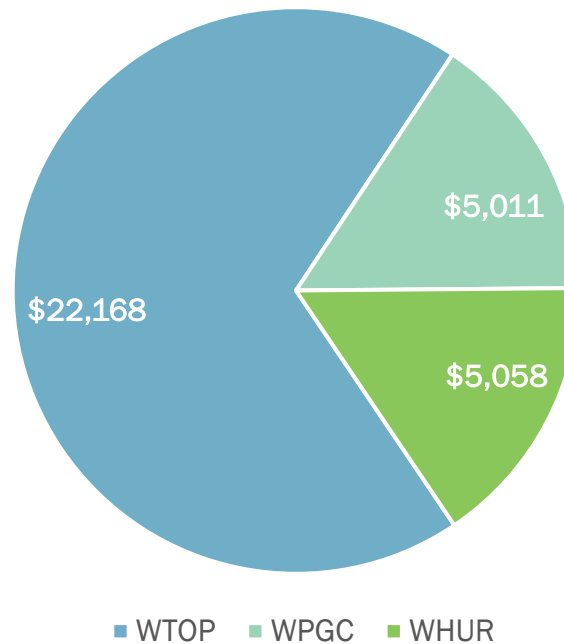
- Car Free Day 2020 Campaign
- FY21 Commute with Confidence Campaign
- Employer Recognition Awards 2021 Nominations
- Bike to Work Day 2021 Sponsor Drive
- Newsletters

Media Budget (Net)

Car Free Days Budget	MWCOG Cost
Radio	\$32,237.00
Spotify	\$9,000.00
Banner Ads	\$1,200.00
YouTube	\$750.00
Popville	\$600.00
Facebook	\$750.00
Text Messages	\$400.00
Totals	\$44,937.00



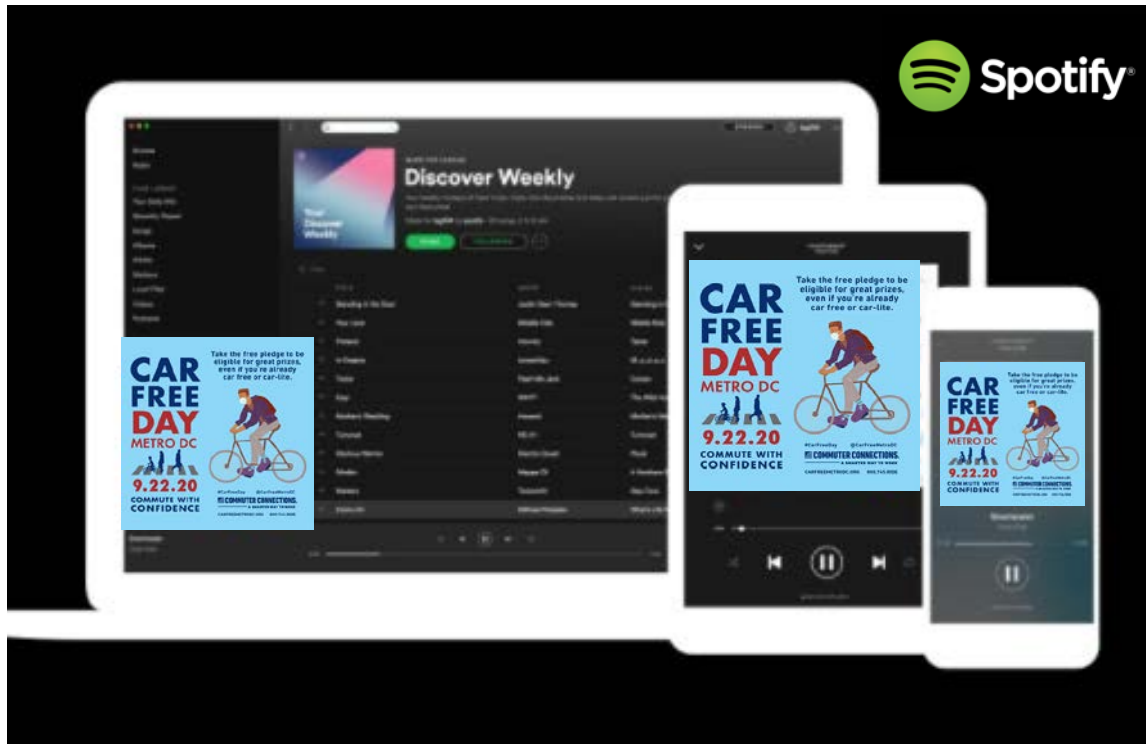
Radio Spending Detail



Poster



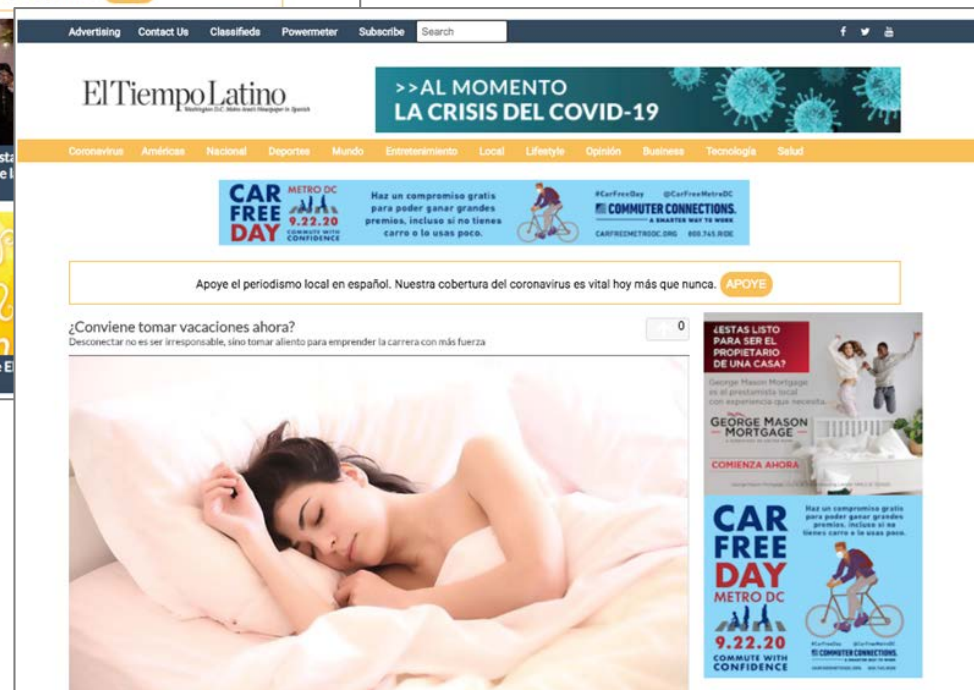
Spotify



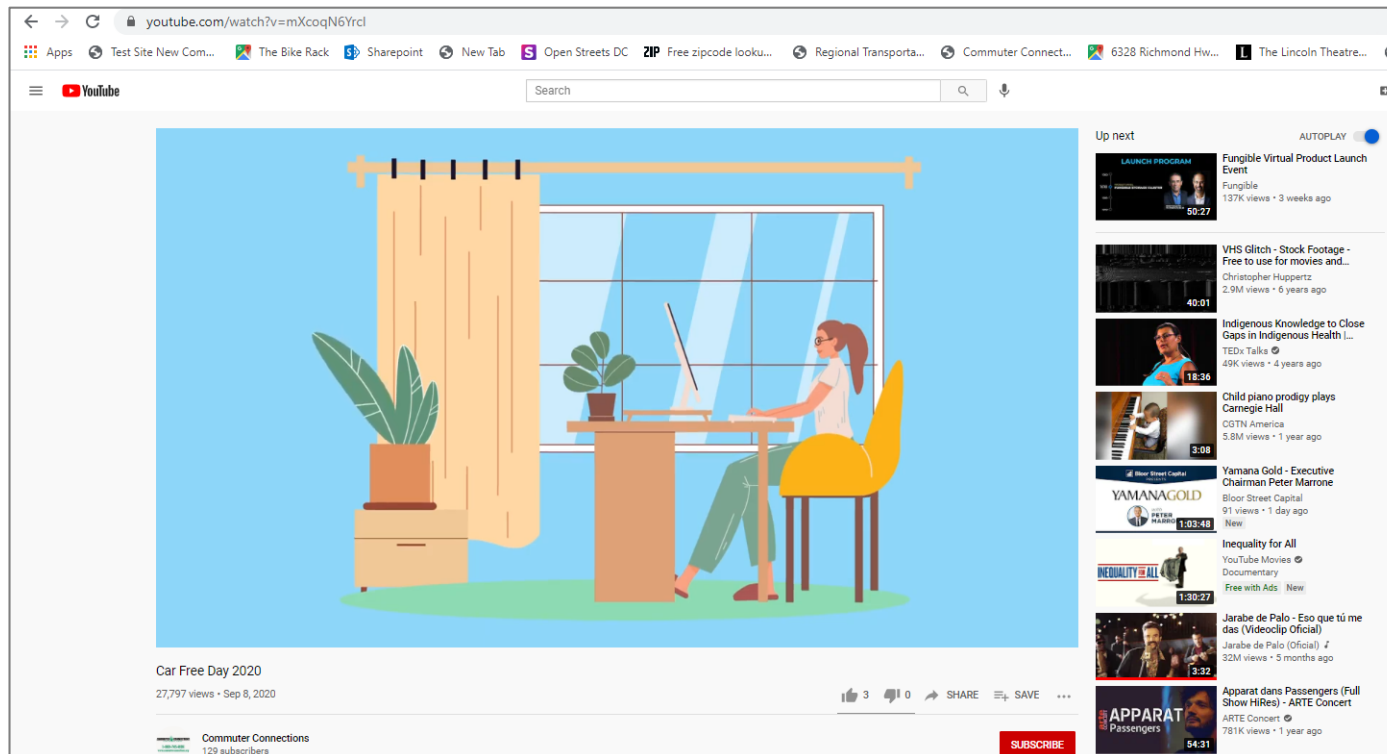
El Tiempo Latino



El Tiempo Latino
Washington D.C. Metro Area's Newspaper in Spanish



Video



Sponsored Article



SPONSORED

Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm




Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

Social Media

Car Free Day
Published by Go Greenman · September 2 ·

On Tuesday, September 22, take a deep breath as you ride to work on Car Free Day! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



BREATHE IN FRESH AIR

CAR FREE DAY
METRO DC
9.22.20
COMMITTEE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge?

12,423 People Reached 278 Engagements

Boost Again

Boosted on September 2 By Go Greenman

Completed


People Reached 11.9K Link Clicks 110

View Results

25 5 Comments 13 Shares

Car Free Day
Published by Go Greenman · September 14 ·

Walking to work has numerous benefits, from getting in some exercise to taking more cars off the road! Walk to work this Car Free Day on Tuesday, September 22. Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



WALK TO WORK

CAR FREE DAY
METRO DC
9.22.20
COMMITTEE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge?

15,008 People Reached 283 Engagements

Boost Again

Boosted on September 14 By Go Greenman

Completed


People Reached 15K Link Clicks 191

View Results

14 1 Comment 3 Shares

Car Free Day
Published by Go Greenman · September 10 ·

Did you know that working from home counts as going car-free? If you're teleworking on Tuesday, September 22, why not be counted! Take the free pledge to be car-free at CarFreeMetroDC.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



WORK AT HOME COUNTS

CAR FREE DAY
METRO DC
9.22.20
COMMITTEE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge?

16,488 People Reached 294 Engagements

Boost Again

Boosted on September 10 By Go Greenman

Completed


People Reached 15.8K Link Clicks 174

View Results

9 1 Comment 5 Shares

Car Free Day
Published by Go Greenman · September 4 ·

Hop on a scooter on Car Free Day, Tuesday, September 22, and enjoy a fuel-free alternative to get where you need to go! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



SCOOT YOUR WAY

CAR FREE DAY
METRO DC
9.22.20
COMMITTEE WITH CONFIDENCE

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge?

12,908 People Reached 276 Engagements

Boost Again

Boosted on September 4 By Go Greenman

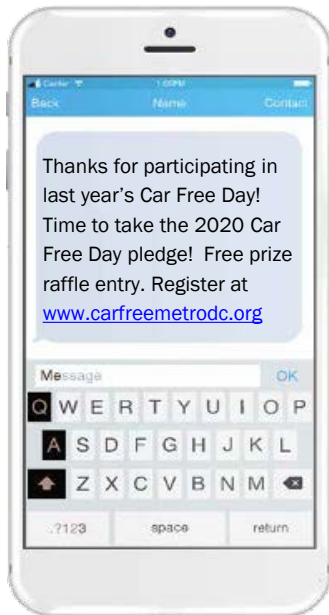
Completed

People Reached 12.4K Link Clicks 100

View Results

20 18 Comments 6 Shares

Text Messaging



Transit Signage



College Campus Challenge



9.22.20

CAR FREE DAY

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Take the free pledge to be eligible for great prizes! Take the free pledge, even if you're already car free or car-lite.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE



Join the Capital Area Car Free College Campus Challenge!

CAR FREE DAY
METRO DC

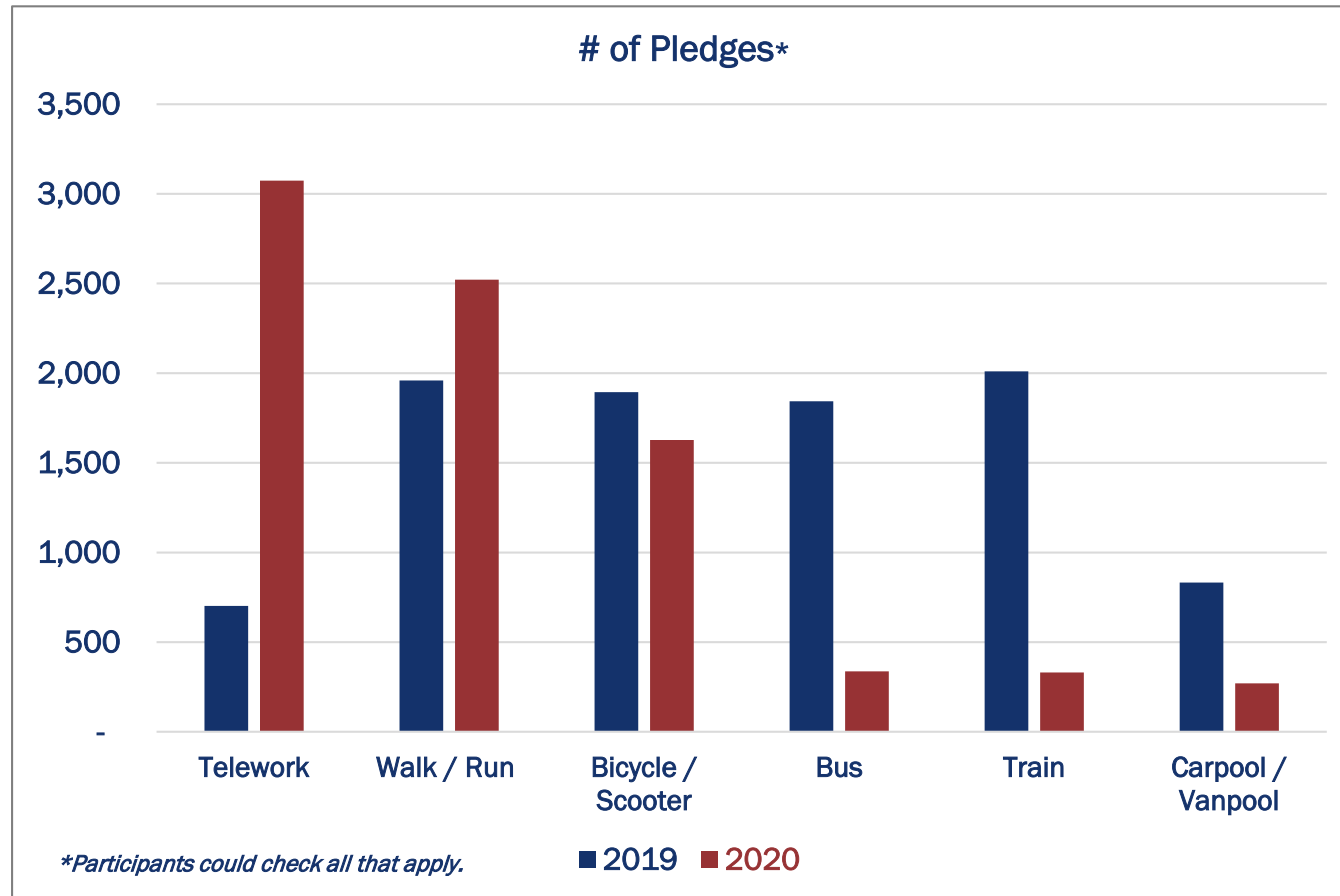


9.22.20
COMMUTE WITH CONFIDENCE

College Campus Challenge



Pledges 2020 vs. 2019




Commute with Confidence



Social Media

Commuter Connections
Published by Go Greenman · October 1 ·

Employer-based ridematching by Commuter Connections offers a new and easy tool to help commuters like you get back to the worksite in a safe and healthy manner. We'll match you with co-workers who live near you or along your route to work. Commute with Confidence and carpool with your colleagues in the Washington, DC region. Visit <https://www.commuterconnections.org/> or call 800 745-RIDE.



COMMUTERCONNECTIONS.ORG
Commuter Connections
Commuter Connections is a regional network of tra... [Learn More](#)

49,843 People Reached **2,035** Engagements [Boost Again](#)

Boosted on October 1 By Go Greenman Completed


People Reached	49.4K	Link Clicks	1.4K
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[View Results](#)

44 3 Shares

Commuter Connections
Published by Go Greenman · October 19 at 3:28 PM ·

Bike with confidence and maintain physical and mental health while you commute. There's still plenty of ideal bicycling weather in 2020, although one can bike year-round. Energize yourself while biking to work and decompress on the way home. Get a free copy of our Bicycling to Work Guide. Visit <https://www.commuterconnections.org/commuters/> and click "Bicycling", or call 800 745-7433.



26,994 People Reached **922** Engagements [Boost Again](#)

Boosted on October 19 at 3:29 PM By Go Greenman Completed


People Reached	26.2K	Post Engagements	1.5K
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[View Results](#)

395 10 Comments 12 Shares

Commuter Connections
Published by Go Greenman · November 9 at 3:26 PM ·

Commute with Confidence in a safe and healthy manner while you take the bus, Metrorail, or train. For COVID-19 commuting tips, visit <https://www.commuterconnections.org> and click on "Commute with Confidence", or call 800 745-7433.



COMMUTERCONNECTIONS.ORG
Commuter Connections
Commuter Connections is a regional network of tra... [Learn More](#)

20,278 People Reached **440** Engagements [Boost Again](#)

Boosted on November 9 at 3:35 PM By Go Greenman Finishes in 13 days

People Reached	20.3K	Link Clicks	304
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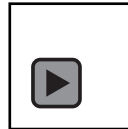
[View Results](#)

14 5 Shares

Video



Radio – Value Added



Community Affairs Programs



Employer Recognition Awards



A bit about last year's winners:

MAKINGTHINGS
United Therapeutics Corporation
Silver Spring, MD

United Therapeutics Corporation (UTC) is a biotech company focused on quality, innovation, and transformation leadership. The company employs 750 people in the region and offers an \$10,000 reward for the quality of its products. The quality, innovation, and transformation leadership is the focus of the company's strategy. The quality, innovation, and transformation leadership is the focus of the company's strategy.

INCENTIVES
ABC Associates
Baltimore, MD

ABC Associates is a leading provider of services to the health care industry. The company has a long history of innovation and leadership in the industry. The company has a long history of innovation and leadership in the industry.

TELEWORK
ABC Enterprise
Silver Spring, MD

ABC Enterprise is a leading provider of services to the health care industry. The company has a long history of innovation and leadership in the industry. The company has a long history of innovation and leadership in the industry.

United Therapeutics

ABC Associates

ABC Enterprise

Metropolitan Washington Council of Governments

Commuter Connections

A program of the National Capital Region Transportation Planning Board, Commuter Connections is a regional transportation information, outreach, and service network. It is designed to help commuters find the best way to get to work, school, or other destinations. It is designed to help commuters find the best way to get to work, school, or other destinations.

Easing the way for what's to follow

Reducing commuting by public transportation, bicycling, walking, or teleworking can help to ease the burden of traffic congestion. It can help to ease the burden of traffic congestion.

Opening new doors... and getting in

Commuter Connections encourages area businesses and employers to become more involved in the program. It encourages area businesses and employers to become more involved in the program.

About the organizations

RECOMPUTER CONNECTIONS

2021 WINNER

Please apply with this form or apply online at: commuterconnections.org/employer-recognition-awards

Eligibility

Must be a business or organization that is located in the Washington Metropolitan Area. It must be a business or organization that is located in the Washington Metropolitan Area.

Deadline

The application deadline is January 15, 2022. The application deadline is January 15, 2022.

Instructions

Information to be submitted online by using this form, and should include information requested in items 1-4, plus the program category number as described in section 5B. Supplemental materials may be submitted in addition to, but not in place of, the nomination form questions and program category number.

CONTACT INFORMATION

Organization: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Date Program/Project Began: _____

Name of Program/Project: _____

Address: _____

Which Award Category best describes the focus of your program? (Check one or more for description of categories)

☐ Marketing ☐ Operations ☐ Network

☐ Information Technology ☐ Human Resources ☐ Other (specify): _____

TYPE OF ORGANIZATION

Please check one of the boxes below that best describes your organization.

☐ Private sector ☐ Non-profit/religious ☐ Government

☐ Non-profit/religious ☐ Government

NUMBER OF PARTICIPANTS

How many people in your organization are participating in the program?

At least one person

What is the total number of program participants in the Washington Metropolitan Area?

At least one person

Nomination Form

ACKNOWLEDGEMENT

I, the undersigned, hereby certify that the information provided in this nomination form is true and correct to the best of my knowledge and belief. I understand that this information will be used for the purpose of the Employer Recognition Awards program.

APPROVED SUMMARY NARRATIVE

Please submit a 2-3 page narrative summary of your program, describing and explaining in as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph. Please provide a brief description of the program, its goals, and its impact.

A. Description of Program

What was the challenge or problem that led to the creation of your program?

What were the program's goals and objectives?

What were the results of the program?

What type of program (marketing, operations, network, information technology, human resources, etc.) was implemented?

How was the program implemented?

What were the results of the program?

What were the results of the program?

B. Program Impact

How has the program impacted the community?

How has the program impacted the community?

How has the program impacted the community?

How has the program impacted the community?

C. Program Impact

How has the program impacted the community?

How has the program impacted the community?

How has the program impacted the community?

How has the program impacted the community?

D. Program Impact

How has the program impacted the community?

How has the program impacted the community?


How has the program impacted the community?

How has the program impacted the community?

Employer Recognition Awards



Bike to Work Day Sponsor Drive



Bike to Work Day - May 21, 2021
Regional Sponsorship Declaration

Please Return by January 29, 2021

Please check one of the following Sponsor Levels:		Cash	In-Kind
GOLD SPONSOR LEVEL \$7,500 <i>Mentioned as sponsor on over 400 Radio ads (traditional radio and/or equivalent online media impressions), Social Media, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
SILVER SPONSOR LEVEL \$4,500 <i>Logo on 20,000 T-shirts, Press Release, plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>	
BRONZE SPONSOR LEVEL \$1,200 <i>Logo on Website and 90,000 Posters and Rack Cards</i>	<input type="checkbox"/>	<input type="checkbox"/>	
If in-kind donation, please describe: _____			

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

Name: _____ Title: _____

Organization: _____

Address: _____




City, State, Zip: _____

e-mail: _____ Phone: _____

Website address for your sponsor logo: _____

Signature _____ Date: _____

Please make check payable to: **Metropolitan Washington Council of Governments** and mail to 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send this form and logo to dfranklin@mwecog.org in high resolution format for quality reproduction, no later than January 29, 2021. Preferred format is eps. Contact Douglas at (202) 962-3792 with any questions. COG and WABA are 501(c)(3) nonprofits.

Newsletter

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 3, Volume 24 SUMMER 2020
WHAT'S INSIDE

- 3-4 Car Free Day - Tuesday, September 22, 2020
- 5 Commuter Assistance Support
- 5 Highway Buckle Up Office
- 5 New Employee Case Studies Available

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

23RD ANNUAL EMPLOYER RECOGNITION AWARDS HONOR AREA COMPANIES

A good employer commute program is beneficial in helping to influence how employees get to and from work. In June, the Metropolitan Washington Council of Governments (COG) Commuter Connections' program honored three employers in the Washington, DC, region for their exceptional commitment to easing their employees' commutes at its 23rd annual Employer Recognition Awards. This year's event was live streamed virtually from the National Press Club.

Moore, Chair, Commuter Connections Subcommittee and Employer Outreach Specialist and Transportation Planner, Fairfax County Department of Transportation. The Commuter Connections Employer Services program is a comprehensive regional network dedicated to assisting employers in setting up and expanding commuter initiatives.

Winners were chosen based on their abilities to offer measurable commuter benefits that reduce gasoline consumption and emissions through fewer vehicle trips and miles traveled; and for implementing policies that have improved the commutes of their employees. These collective efforts by employers help reduce traffic congestion and air quality emissions in the region.

"For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting," said Nicholas Ramflos, Commuter Connections Director.

District of Columbia Councilmember, Charles Allen, served as the Master of Ceremonies and one of the award presenters. He also serves as Vice Chairman of the National Capital Region Transportation Planning Board (TPB) at COG. Alderman Kelly Russell with the City of Frederick, and the current chair of the TPB, was also an award presenter.

INCENTIVES AWARD
Abt Associates
Rockville, MD

Abt Associates' mission is to improve the quality of life and economic well-being of people worldwide by incorporating social and environmental responsibility into all its operations, from committing to de-carbonization to taking

LEADING THE WAY

Commuter Connections recognized Abt Associates of Rockville, MD; United Therapeutics Corporation of Silver Spring, MD; and ANA Enterprise of Silver Spring with awards for their incentives, marketing, and teleworking programs, respectively. Together, their employees reduced a total of more than 2.1 million vehicle miles traveled (VMT) and collectively saved more than 113,000 gallons of gasoline per year while saving thousands of dollars annually.

"Employers that support daily commute alternatives such as bicycling, walking, teleworking, public transit, ridesharing, and alternative work schedules help create better morale and work-life balance for employees, while simultaneously bettering their environments," said Marcus

20th Anniversary

Continued on page 2

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Issue 4, Volume 24 FALL 2020
WHAT'S INSIDE

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- 4 Employee-Paid Parking Shows Gradual Increases
- 5 What's Parking Cash-Out?
- 5 Call For Employer Awards Nominations

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

SURVEYS REVEAL TELEWORK LEVELS PRE-POST COVID-19

A recent survey of employers in the Washington, DC metropolitan region was conducted by Commuter Connections to examine coronavirus pandemic experiences.

180 employers responded, representing a wide range of employer types and sizes. The survey assessed worksite shut downs, level of teleworking at worksites before and during the pandemic, and challenges and benefits experienced during the unprecedented heavy remote work period.

Nearly all (93%) employers reported that their worksites shut down or reduced on-site operations for employees. More than three-quarters (77%) had shut-down or reduced operations at all worksites and 16 percent had shut down some worksites.

Nearly all (97%) respondents said at least some employees were teleworking during the pandemic. More than half (55%) said employees teleworked all workdays and 11 percent said all employees teleworked some of their workdays. Three in ten (31%) noted that some employees teleworked, but that others worked at their usual work location.

More than six in ten (61%) employers had a formal telework policy or program in place before the pandemic began, and 14 percent said they initiated one during the pandemic.

Thirty-seven percent of employers said they would continue telework at a level higher than pre-pandemic levels, allowing more employees to telework than before the pandemic and/or allowing more days or hours of telework per week. Twenty percent said they would most likely continue telework at normal levels.

"Telework prepared us for moving forward with 100% remote [employees] when the pandemic hit in March. The company continued operations without missing a beat," said Dale Roberts, Chief Operating Officer at Tesla Government.

Almost two-thirds (64%) of respondents considered flexible or staggered work hours and nearly three in ten (29%) considered compressed work schedules to reduce the spread of future virus outbreaks after offices reopen.

Child/dependent care rated as the most significant concern during increased teleworking. The other highest issue of concern was employee isolation.

Nearly half (48%) of all respondents said employees felt they were more productive working remotely, and more than one in five (21%) said employees had even improved communication with managers. Roberts added, "We have several supervisors who, prior to the pandemic, were reluctant to allow more than 2-days per week of telework for their teams. They feared loss of a cohesive team and have learned how to keep the team environment functioning extremely well and productive through use of video, phone and messaging capabilities available to them."

The overwhelming benefit, cited by 75 percent of respondents, was not having to commute to work. Six

Continued on page 2

Federal ETC

SUMMER 2020

FEDERAL ETC UPDATES

RETURNING TO A NEW NORMAL



The COVID-19 pandemic will not last forever, but the changes in the way we interact with one another may well continue; some predict the handshake will become obsolete.

What about the way we work? COVID-19 has shown us that for some federal agencies, teleworking is more feasible than originally thought. Video conference services took over for conference rooms. The refrigerator took over for the local café that caters to the business lunch crowd. Pets assumed the role of co-worker who just doesn't want to leave you alone. Telework notably reduces auto emissions and traffic congestion, so the more working remotely, the better the environment and mobility. That alone is a good reason to start mixing more frequent telework into the regular work week for federal employees, not to mention the enormous work/life balance impact it brings.

The federal government has released a phased approach to reopening the country, and there is no shortage of guidance. There are three phases, each of which progresses to lighter and lighter restrictions. For example, non-essential travel is prohibited under phase one, but can be resumed under phase two. Workplaces should remain closed during phase one but can slowly be reopened under phase two, and will be fully open under phase three.

The Office of Personnel Management (OPM) issued M-20-23, a guide to help agency leadership determine when to implement return to work plans. The M-20-23 memo

outlines five key parameters that will inform how federal agencies operate, including geographic-based decisions, telework status guidelines, personal guidelines, facilities, service & operations guidelines, and federal employee and travel guidelines. The Administration's Opening Up America Again provides additional guidance. General Service Administration (GSA) has even more guidance on what agencies need to consider when developing a re-opening plan.

The federal government understands that the pace of the re-opening will be different for federal employees region-to-region. Employees of the National Parks Service have a better chance of returning to work sooner than Hill staffers, due to the outdoor nature of many of its jobs.



FALL 2020

FEDERAL ETC UPDATES

NCPC TRANSPORTATION ELEMENT UPDATE AND WHAT IT MEANS FOR FEDERAL AGENCY TMP'S



New policies guiding transportation management at federal worksites in the National Capital Region were recently adopted by the National Capital Planning Commission (NCPC). The Commission voted at a July 2020 meeting to adopt updates to the Transportation Element of the Comprehensive Plan. The updated Transportation Element will replace the 2016 Federal Transportation Element and policies.

Notable changes to the Transportation Element, as outlined in the NCPC Project Summary, include:

- A new Transportation Addendum targeting practical implementation of Transportation Management Plans (TMP)
- An increase in the parking requirements for the L'Enfant City (formerly Regional Core) area from 1:5 to 1:6 ratio of parking spaces to employees
- A new policy that encourages agencies to consider how charging for parking can be used as a TDM tool

The new Addendum to the Transportation Element contains a revamped TMP review process that encourages Federal Employee Transportation Coordinators (ETC) operating or creating a TMP to proactively consult directly with NCPC, local jurisdictions, the Metropolitan Washington Council of Governments (COG), and transit planners to identify potential employee commute issues and/or opportunities. ETCs are considered the primary implementors, administrators, and managers of TMPs at the federal agency level. TMPs should be fully integrated with worksite master plans and reviewed at least every five years to ensure they accurately



reflect forecasted challenges to the campus/installation (Transportation Element Addendum, 5).

Consistent monitoring and evaluation are also expected under the new policies. Federal ETCs are expected to document the effectiveness of Transportation Demand Management (TDM) strategies by collecting applicable data for determining impacts. NCPC will request certain transportation metrics on a biennial basis for all facilities with master plans or for projects that have transportation implications, including those that seek a parking ratio deviation in accordance with the criteria in the NCPC Submission Guidelines. The biennial report is intended to update NCPC with TMP progress, and generally

Continued on page 2

eNewsletter

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

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



LEADING THE WAY

20 EMPLOYER
RECOGNITION
AWARDS

23rd Annual Employer Recognition Awards Honor Area Companies

Three employers in the Washington, DC region were honored during a virtual ceremony hosted by the Metropolitan Washington Council of Governments, for their commuter benefits and telework programs.

More News




9.22.20

CAR FREE DAY


Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands.

Car Free Day – Tuesday, September 22, 2020

Telework, Bike, Walk, Scooter, Bus, Rideshare, or use the Train on Car Free Day 2020. Take the free pledge and receive a \$30 Nift Gift credit to local merchants, and a free LOVE Burger!

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


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



Surveys Reveal Telework Levels Pre-Post Coronavirus Pandemic

A survey of employers revealed telework experiences surrounding the pandemic. More than a third said that after stay-at-home restrictions are lifted, employees are likely to telework at a greater degree than pre-pandemic levels.

More News



Clean Air Partners Educates Region on Air Quality

As a result of the coronavirus pandemic, traffic levels have been down dramatically which has contributed to better air quality in the region.

Douglas Franklin

Senior Marketing Manager

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commuterconnections.org

Metropolitan Washington Council of Governments

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Washington, DC 20002-4290