

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2017 MARKETING ACTIVITY

September 20, 2016

PROGRAM OBJECTIVES

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



INITIATIVES

- Car Free Day
- Guaranteed Ride Home
- Ridesharing
- 'Pool Rewards
- Employer Recognition Awards
- Newsletter

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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FALL SCHEDULE

- AUG Spring FY 2017 Concept Development
- SEP Quarterly Newsletter & E-Newsletter Distributed
- SEP Car Free Day Promotion
- SEP GRH Campaign Launches
- OCT Rideshare & GRH Baltimore Campaigns Launch
- OCT 'Pool Rewards Promotion
- DEC Direct Mailer



Car Free Day

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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

STRATEGY

- Promote alternative modes of transportation for both commute and lifestyle
- Encourage pledging to go car free or car-lite by bicycling, walking, teleworking, carpooling, vanpooling or taking transit
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage area universities



PROCLAMATION



Car Free Day 2016 proclamation signing July 20th

MARKETING EFFORTS FOR CAR FREE DAY

- Web site
- Posters
- Direct mail
- Paid social media
- Radio
- Radio Promotion
- Value add online banners, radio reads, and endorsements
- Text Messaging
- Earned media placements
- Donated transit space
- Jurisdiction special events

POSTER

CAR FREE DAY
SEPTEMBER 22, 2016

TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG

Change things up, go car free or go car-lite by ridesharing on September 22. You could win great prizes! Take the free pledge, even if you're already car free or car-lite.

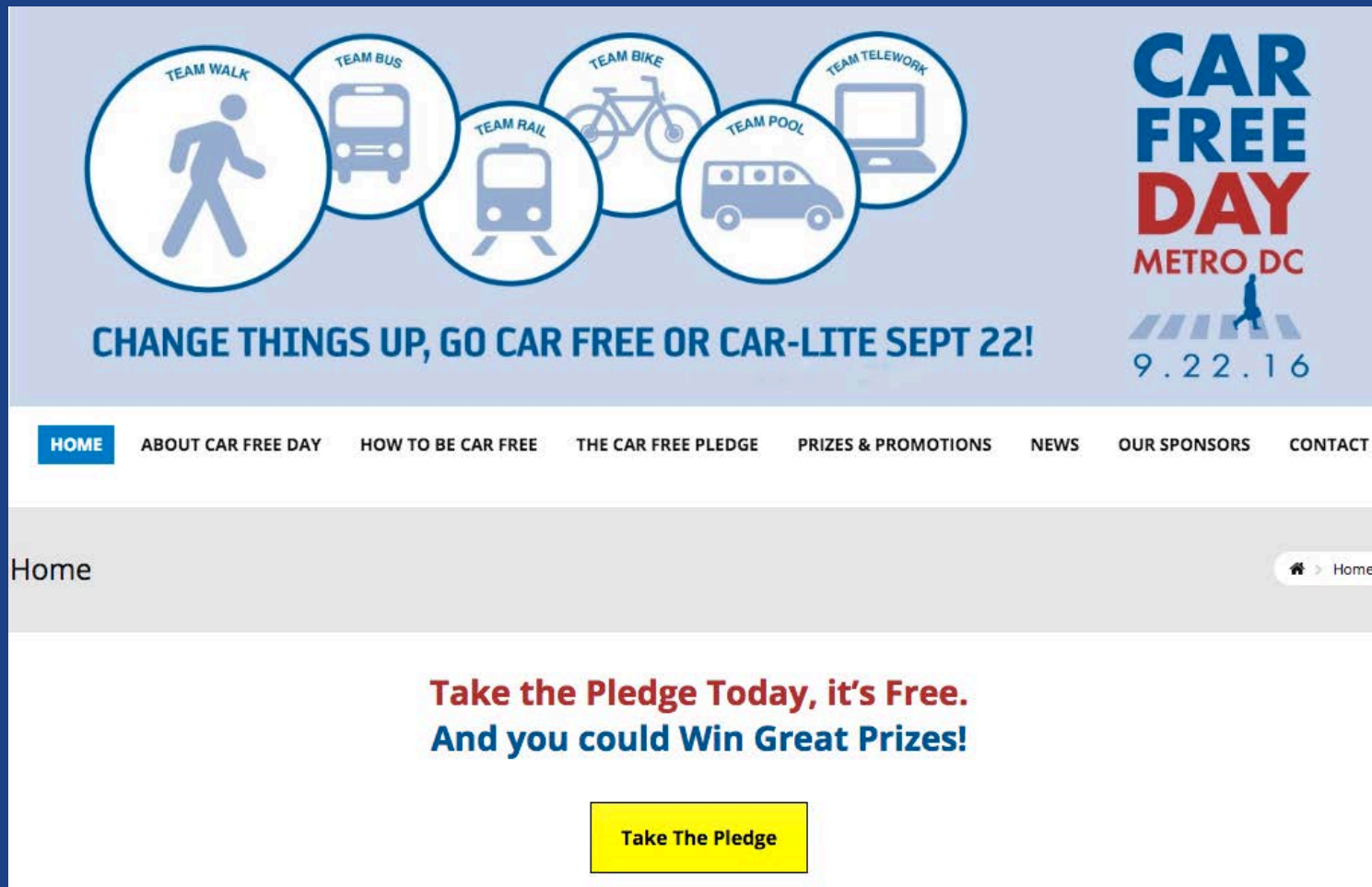
CAR FREE DAY
METRO DC

Choose the "team" that fits your mobility best and get social
#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS®
800,745,RIDE 9.22.16

Printed on recycled paper

WEBSITE



FACEBOOK

CAR FREE DAY
METRO DC
9.22.16

Car Free Day
@carfreemetrodc

Home
About
Photos
Pledge
Likes
Events
Videos
Posts

Create a Page

Liked Message More

Car Free Day
August 9 at 11:47am · 🌐

The Car Free Day web site for 2016 is now live at www.carfreemetrodc.org
Please take the pledge today to go car free or rideshare (car-lite) on September 22, 2016. It's free and you could win some cool prizes!

READY TO TAKE THE
CAR FREE DAY
TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST
& TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

Non-Profit Organization

Search for posts on this Page

3,981 people like this
Cesar Eduardo Garzon Medina and Jason LaRosa

Invite friends to like this Page

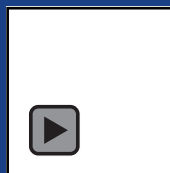
ABOUT
Ask for Car Free Day's address

TWITTER

The image shows a Twitter profile for Commuter Connections (@CarFreeMetroDC). The header features a large graphic titled "READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?" with the text "JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG". The graphic includes six circular icons representing different mobility options: #TEAMRAIL (train), #TEAMBKE (bicycle), #TEAMPPOOL (van), #TEAMTELEWORK (laptop), #TEAMWALK (person with bag), and #TEAMBUS (bus). The profile bio states: "Commuter Connections @CarFreeMetroDC Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day. Joined July 2009 23 Photos and videos". The tweet feed shows a tweet from Commuter Connections dated Aug 9, promoting "Car Free Day 2016" and the website "carfreemetrodc.org". The tweet includes a photo of a train and has 1 retweet and 2 likes. The right sidebar shows a "New to Twitter?" sign-up prompt and a list of suggested accounts including Car-Free Diet, WABA, goDCgo, BikeArlington, and BetterDCRegion.

PAID MEDIA

30 – second radio spot airing August 29 – September 21 on:



:30 A New Tune

PAID MEDIA

Social Media page takeovers 9/14 & 9/21



PAID MEDIA

Online Impressions served ROS across all devices: desktop, mobile, and tablet 8/29 - 9/21



PAID SOCIAL MEDIA

Facebook, Twitter, and Instagram sponsored ad image

AMERICA'S LARGEST METRO **Commuter Connections**
Sponsored

We're all winners when you go Car Free and you could win a prize, too!

CAR FREE DAY
METRO DC
9.22.16

Change things up!
Take the free pledge at Carfreemetrodc.org.
CARFREEMETRODC.ORG

there are
1 billion
vehicles on the
globe. make it
one less
for the day

pledge for free at carfreemetrodc.org

CAR FREE DAY
METRO DC
9.22.16

**strength
in numbers**

and you could win a
Crunch Fitness membership too!

pledge for free at carfreemetrodc.org

CAR FREE DAY
METRO DC
9.22.16


VALUE ADD

- Bonus spots
- :05 announcements
- WMZQ Fall Fest concert ticket giveaway



WMZQ Fall Fest Promo

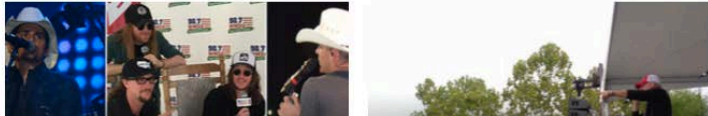
Fall Fest Tickets



The banner features two main sections. On the left, a graphic of a ticket with the word 'TICKET' in large letters, with 'TICKETS ON SALE FRIDAY JULY 29TH' below it. On the right, a red background with the 'WMZQ FALL FEST 2016' logo and a photo of two men, one in a cowboy hat. Text below the banner reads 'Fall Fest tickets go on sale, Friday July 29th at 10AM.' and 'OCTOBER 15 | JIFFY LUBE LIVE'. A red 'PURCHASE TICKETS' button is at the bottom left.

Fall Fest tickets go on sale, Friday July 29th at 10AM.

[PURCHASE TICKETS](#)

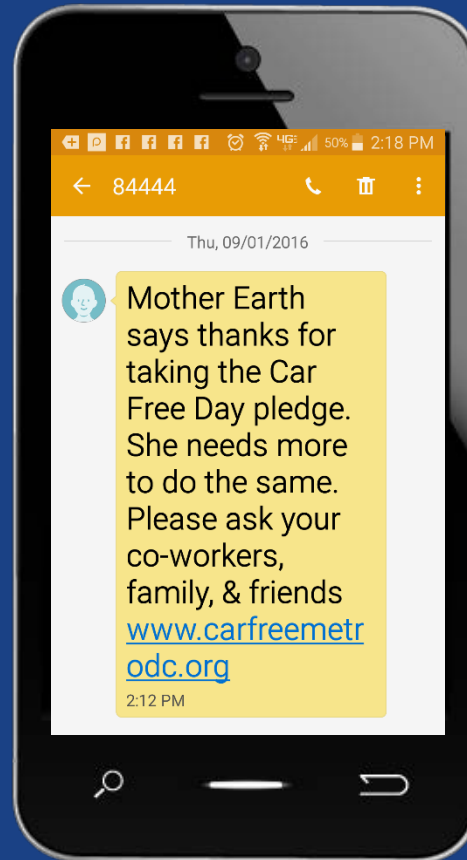


A row of three small photos showing people at the event. The first shows a man in a cowboy hat, the second shows a group of people, and the third shows a man in a cowboy hat.

MATTRESS Warehouse

CAR FREE DAY
METRO DC
9.22.16
[Pledge Now](#)

TEXT MESSAGES



SPONSORSHIP DRIVE

Other outreach

- Email blasts
 - Past participants
 - Employers
 - Universities

SPONSORSHIP RAFFLE PRIZES

- Capital Bikeshare annual memberships, goDCgo
- Commuter train round-trip passes, Virginia Railway Express
- Fall Fest concert tix and backstage pass Oct 1 Jiffy Lube Live, WMZQ/iHeart Radio
- KIND Healthy Snacks gift bag, KIND, #LiveKIND
- SmarTrip Card w \$25 fare, Washington Metropolitan Area Transit Authority
- Supermarket \$25 gift cards, Giant Food
- Pizzeria restaurant gift cards \$25, Mellow Mushroom of Adams Morgan
- \$50 Bike shop gift card, The Bike Rack
- One-year membership \$698, Crunch Fitness – Metro Center

EARNED MEDIA

- Publication and outlet calendar listings
- Press releases/media advisories
- Social media content
- Content for association solicitation and communications
- Radio/TV interview placements
- Partner and sponsor kits
- College Campus Challenge kits

DONATED SPACE



CAR FREE DAY
SEPTEMBER 22, 2016

CHANGE THINGS UP

PLEDGE AT CARFREEMETRODC.ORG
Take the free pledge today. You could Win a Bicycle!

Bike, walk, use transit, work from home, or go car-lite and rideshare.

Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

MCDOT
Montgomery County Department of Transportation

COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAY
METRO DC
9.22.16

Montgomery County Ride On Exterior



CAR FREE DAY
SEPTEMBER 22, 2016

ASK A CO-WORKER, FAMILY OR FRIEND TO
CHANGE THINGS UP & GO CAR FREE OR RIDESHARE!

PLEDGE AT CARFREEMETRODC.ORG
Take the free pledge today. You could Win a Bicycle!

ART
arlington transit

COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAY
METRO DC
9.22.16

Arlington Interior Bus Card

DONATED SPACE



A promotional poster for Car Free Day Metro DC on September 22, 2016. The poster features a central graphic of seven circular icons arranged in a circle, each representing a different mode of transportation: Team Rail (train), Team Bike (bicycle), Team Pool (carpool), Team Bus (bus), Team Walk (person walking), Team Telework (laptop), and Team Shuttle (shuttle). To the right of this graphic, the text reads "CAR FREE DAY SEPTEMBER 22, 2016" in large, bold letters, followed by "CHANGE THINGS UP, GO CAR FREE OR RIDESHARE!". Below this, it says "PLEDGE AT CARFREEMETRODC.ORG Take the free pledge today. You could Win a Bicycle!". The bottom right corner features the "CAR FREE DAY METRO DC" logo, the date "9.22.16", and logos for "COMMUTER CONNECTIONS" (800.745.RIDE) and the "City of Fairfax, Virginia".

Fairfax Connector Bus Tail



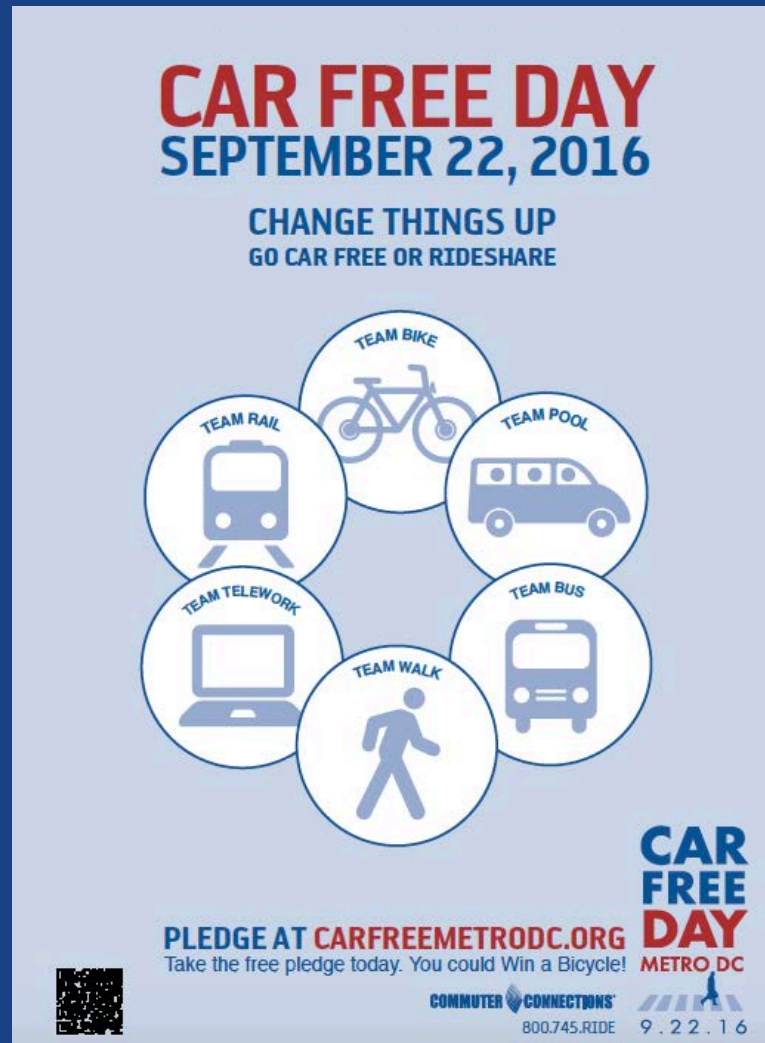
A promotional poster for Car Free Day Metro DC on September 22, 2016. The poster features a central graphic of seven circular icons arranged in a circle, each representing a different mode of transportation: Team Rail (train), Team Bike (bicycle), Team Pool (carpool), Team Bus (bus), Team Walk (person walking), Team Telework (laptop), and Team Shuttle (shuttle). To the right of this graphic, the text reads "CAR FREE DAY SEPTEMBER 22, 2016" in large, bold letters, followed by "ASK A CO-WORKER, FAMILY OR FRIEND TO CHANGE THINGS UP AND USE METROBUS". Below this, it says "PLEDGE AT CARFREEMETRODC.ORG Take the free pledge today. You could Win a Bicycle!". The bottom right corner features the "CAR FREE DAY METRO DC" logo, the date "9.22.16", and logos for "metro", "COMMUTER CONNECTIONS" (800.745.RIDE), and social media icons for LinkedIn and Twitter.

MetroBus Shelter

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DONATED SPACE



Prince George's County Bus Shelter

COLLEGE CAMPUS CHALLENGE



PDF Poster


CLEAN AIR PARTNERS



Try something new. **TAKE the PLEDGE.**
#CarFreeDay, coming September 22!


CLEAN AIR PARTNERS

[YOUR AIR QUALITY](#) [GET INVOLVED](#) [AIR QUALITY FACTS](#) [EDUCATION](#) [SUPPORTERS](#) [RESOURCES](#) [ABOUT](#)




CLEAN AIR PARTNERS

DC-MD-VA





Sign Up for AirAlerts

[>](#)

Air Quality information delivered straight to your inbox.

#BreatheEasy This Summer



Download the Air Quality App


News

Car Free Day 2016!

Trying something new has never been so easy! Clean Air Partners and Commuter Connections ask you to try a new routine and pledge to go Car Free on Car Free Day, September 22, 2016.

[Pledge](#) for a chance to win prizes from Capital Bikeshare, Crunch Fitness, Giant Food, and more!

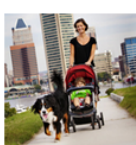
People spend 70+ hours a year waiting in traffic. Get out of your car and try on a new transportation style for size – you can save money, improve your health, improve air quality, and increase productivity! [Pledge](#) to go Car Free on Car Free Day!



Spotlight

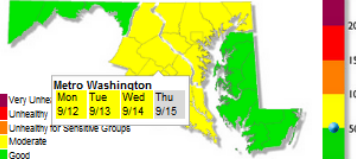
What Do You Do For Clean Air?

We're looking for local residents and businesses to share their stories on how they contribute to clean air. Do you telework or use electric lawn and garden equipment? How about taking public transportation on Code Orange and Red days? Send us an email to let ... [Read More](#)



[Send us your stories!](#)

[Forecast](#) [Current](#) [Haze Cams](#)








Metro Washington



	Mon 9/12	Tue 9/13	Wed 9/14	Thu 9/15
Very Unhealthy				
Unhealthy				
Unhealthy for sensitive groups				
Moderate				
Good				

Source: Metropolitan Washington Council of Governments

[Set as Default Tab](#)









[Select Language](#)

Air Quality Forecast Hotlines
Metro Washington: 202-589-1212
Metro Baltimore: 410-537-3247



CLEAN AIR PARTNERS



CLEAN AIR PARTNERS



Try something new. **TAKE the PLEDGE.**
#CarFreeDay, coming September 22!



Ridesharing

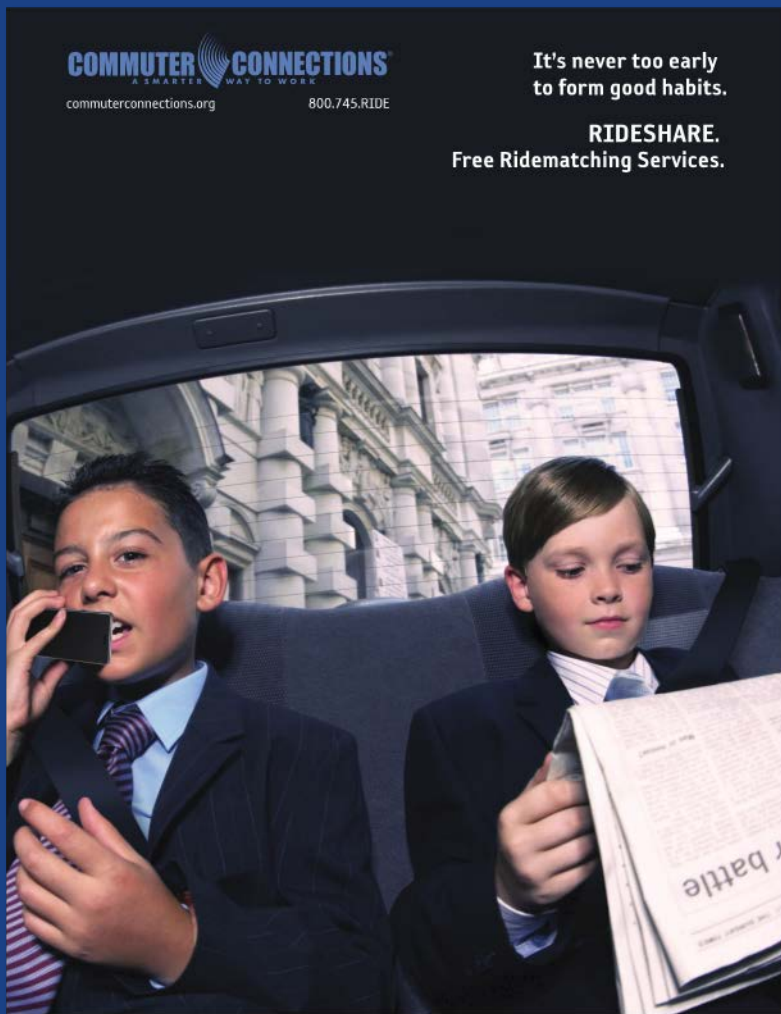
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A SMARTER WAY TO WORK

FY17 FALL STRATEGY

- Position Commuter Connections as a trusted regional provider of ridesharing information
- Engage and connect with the audience through social media
- Geographic emphasis on middle and outer ring commutes
- Continue spring FY 2016 creative
- Expand audience to include younger age brackets and greater ethnic diversity
- Leverage value add to support SafeTrack messaging

CREATIVE



PROPOSED MEDIA

- Radio as anchor media
- TV as supporting media
- Online
- Social media
- Promotions & partnerships
- Live reads
- Direct mail

Campaign Live: October 2016 – December 2016

PROPOSED FALL FY17 MEDIA BUDGET

Radio	\$198,500
Network TV	\$ 90,000
Social Media	\$ 21,000
Online	\$ 25,000
Total Paid Media:	\$334,500

Added Value:	\$ TBD
Direct Mail:	\$ 43,744

FALL RIDESHARE RADIO ADS

- :30 English radio spots (2)



Kids Stock Market



Kids Stressed Out

- :30 Spanish radio spots (2)



Kids Stock Market



Kids Stressed Out

FALL RIDESHARE RADIO

Flight dates: October – December 2016



FALL RIDESHARE TV AD – “SAVE YOUR SANITY”



Flight dates: October - December 2016

FALL RIDESHARE SOCIAL & ONLINE

Flight weeks:



Facebook



Twitter



Instagram



Top Performing News sites

FALL PAID MEDIA

MEDIA

9/26 10/3 10/10 10/17 10/24 10/31 11/7 11/14 11/21 11/28 12/5 12/12 12/19 12/26

Guaranteed Ride Home

Radio	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓
Digital	✓	✓	✓	✓	✓	✓	✓

Rideshare

Radio	✓	✓	✓	✓	✓	✓	✓
TV	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓

FALL RIDESHARE VALUE AD

Added value:

- :30 bonus TV & Radio spots
- :15 reads to promote SafeTrack and Dynamic Rideshare App
- Banner ads



ANALYTICS TO DATE: CC WEBSITE

Month	FY 2015 Web Visits	FY 2016 Web Visits	+/-	+/- %
Jan	12,308	11,990	(318)	-2.6%
Feb	10,960	19,307	8,347	76.2%
March	14,919	24,637	9,718	65.1%
April	14,185	25,879	11,694	82.4%
May	15,306	17,112	1,806	11.8%
June	14,648	29,159	14,511	99.1%
	82,326	128,084	45,758	55.6%

Web visits increased 55% during the second half of FY16 vs. FY15

We credit website visit surge to increased digital and social media presence across Pandora, Facebook, Twitter, and Instagram

VALUE ADD

Estimated Added value from the media outlets including:

- :05 & :10 radio reads
- Homepage takeover
- Banner ads
- E-newsletter promotion



Guaranteed Ride Home

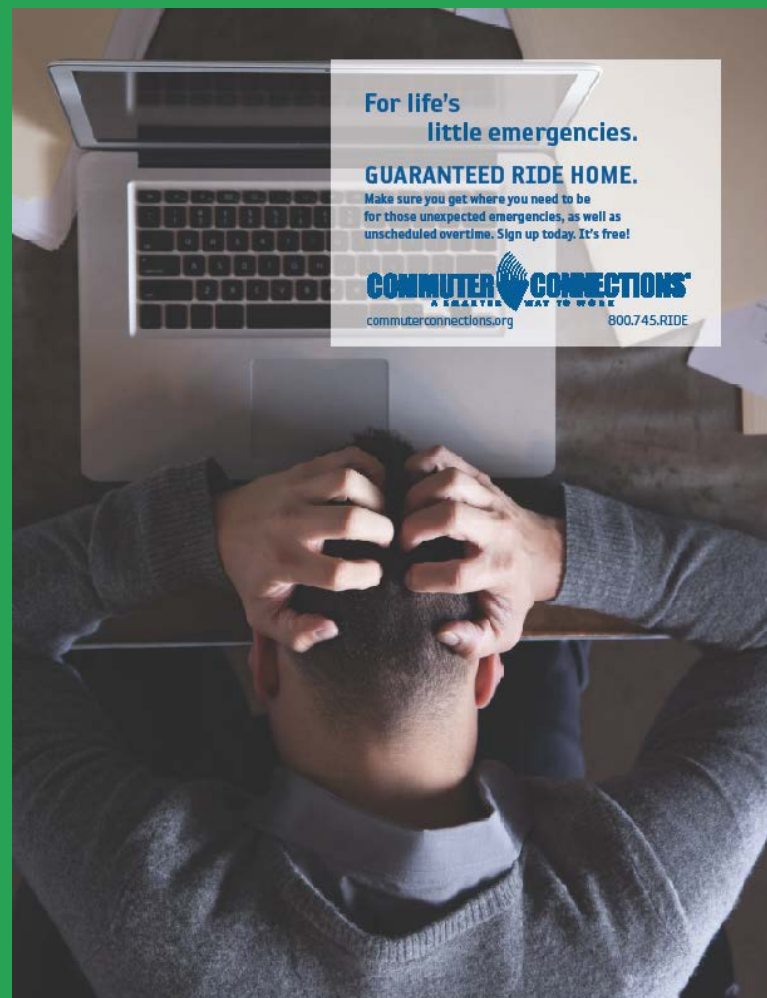
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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

STRATEGY

- Guaranteed Ride Home is another great benefit for people who use SOV alternatives
- Position GRH as a commuter's rideshare benefit in case of an emergency

CREATIVE



PROPOSED MEDIA

- Radio as anchor media
- Digital
- Live reads
- Direct mail

guaranteed ride home

FALL MEDIA BUDGET

Radio	\$ 203,000
Radio – GRH Baltimore	\$ 37,500
Digital	\$ 20,000
Total Paid Media:	\$ 260,500

Added Value: \$ TBD

Direct Mail: \$ 43,744

Campaign Live: September 26, 2016
through December 25, 2016

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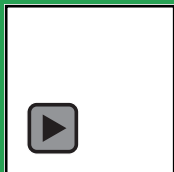


COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

guaranteed ride home

RADIO

Flight dates:



Baby



Working Late



DIGITAL

Flight Weeks: September 26, 2016 – December 25, 2016



FALL GRH VALUE ADD

Estimated Added value:

- :30 bonus spots
- Banner ads
- Commuter Connections logo with URL



EARNED MEDIA

OBJECTIVES

- Increase impressions
- Build trust

STRATEGY

- Position as key resource & innovator
- Promote economical, environmental, and social benefits



Spring Umbrella Campaign

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WHAT'S COMING IN FY2017



FY2017 CAMPAIGN DEVELOPMENT TIMELINE

Review Research, Trends, and Prior Campaign Results	July 2016
Draft Marketing Communications Plan	July 2016
Reg TDM Marketing Group Feedback via SharePoint	Aug 2016
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2016
Feedback from Marketing Workgroup	Oct 2016
Refine, Develop and Finalize	Nov 2016
Media Selection	Dec 2016
Production and Distribution to Media	Jan 2017
New FY17 Creative Campaign Goes Live	Feb 2017

FY2017 SPRING RIDESHARING CONCEPT

Strategy:

- Focus on **benefits** that reduce stress and promote a better quality of life
- Exalt Commuter Connections' new dynamic rideshare app, CarpoolNow
- Key differentiator will continue to be the program's **FREE** service

FY2017 SPRING RIDESHARING CONCEPT

Concept: Off the Hook

This concept plays on the freedom feeling. When you rideshare, you can keep on keeping on or you can be “off the hook” and take back a little time for yourself. You have the freedom to choose.

FY2017 SPRING RIDESHARING CONCEPT

Concept: Features

Visuals kept simple, clean, and branded--to position Commuter Connections as an innovative provider of ridesharing services and programs. These visuals translate well for social posts that can be boosted.

FY2017 SPRING RIDESHARING CONCEPT

Concept: Emojis

Emojis is meant to connect particularly to the millennial audience. They prefer connecting through technology as much as, if not more than, face to face. We seek to speak their language, with symbols and humor.

FY2017 SPRING RIDESHARING CONCEPT

Concept: **Calm**

Packing lunches, making breakfast, school bus, day care, phone calls, texts: these days we may feel fully stressed before we even pass through work doors. Let Ridesharing give you those needed minutes of calm in an otherwise busy day.

FY2017 SPRING RIDESHARING CONCEPT

Concept: Go Time

With innovative new features that make it easy and flexible for the user, Commuter Connections' rideshare program stands out amongst competitors with integrated abilities, a large database, and free services and benefits.

FY2017 SPRING RIDESHARING CONCEPT

Concept: Bumper to Bumper

When you rideshare, you may meet all different kinds of people, in all places in life. The more you get to know them, the more similarities and interesting things/quirks you may find in those that surround you. And, if not, well at least we're bonded in reducing the number of cars on the road!

FY2017 SPRING RIDESHARING CONCEPT

Concept: One Click

This concept highlights the one click option with Commuter Connections online sign up. With just a click, users can save money, find a ride, tap into benefits, and explore options to make their commute much more positive.

FY2017 SPRING GUARANTEED RIDE HOME CONCEPT

Strategy:

- Encourage registering and re-registering for GRH
- Guaranteed Ride Home is another great benefit for people who use SOV alternatives
- Position GRH as a commuter's rideshare benefit in case of an emergency

FY2017 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: *Ahead of the Curve Ball*

We try to get ahead – sometimes going in early or staying late. But even the best laid plans get cast aside by the fender bender in the morning, the flu, etc. Even so, it's best to do what we can to try to plan for when those curve balls strike- by having Guaranteed Ride Home in place.

FY2017 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: Fully Charged

Ever feel lost without your phone charger or your glasses? There are certain things that we rely on to get us through the day, and really, through life. Let Guaranteed Ride Home be there for you, too – when you need it, where you need it.

FY2017 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: **Problem. Solved.**

Problem. Solved. By first showing the problem, then showing how simple it is to solve it, we position GRH as an easy step of registration--that will pay off when the audience finds themselves confronted with late nights or unexpected emergencies. Reminder to register or renew is included in the messaging.

FY2017 SPRING GUARANTEED RIDE HOME CONCEPT

Concept: Bubble Wrap (Protect) Your Commute

No one really leads life in a bubble, much as we'd like to. Illness, injury and work all invade our space and make our lives more difficult. Although we can't completely safeguard from these bumps in the road, Guaranteed Ride Home is there to protect you from further inconvenience and reduce your stress level, too.

MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data
- Reach & frequency of target demographics for each

Analyze

- Cost/value proposition of each option

Reality check

- Does it make sense?

Negotiate

- Evaluate and negotiate best terms

Purchase media

Run campaign

Evaluate results

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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



Fall 'Pool Rewards

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

STRATEGY

Promote benefits & encourage registration

Use new & traditional media



PROPOSED FALL FY17 MEDIA BUDGET

TV \$

Facebook \$

Twitter \$

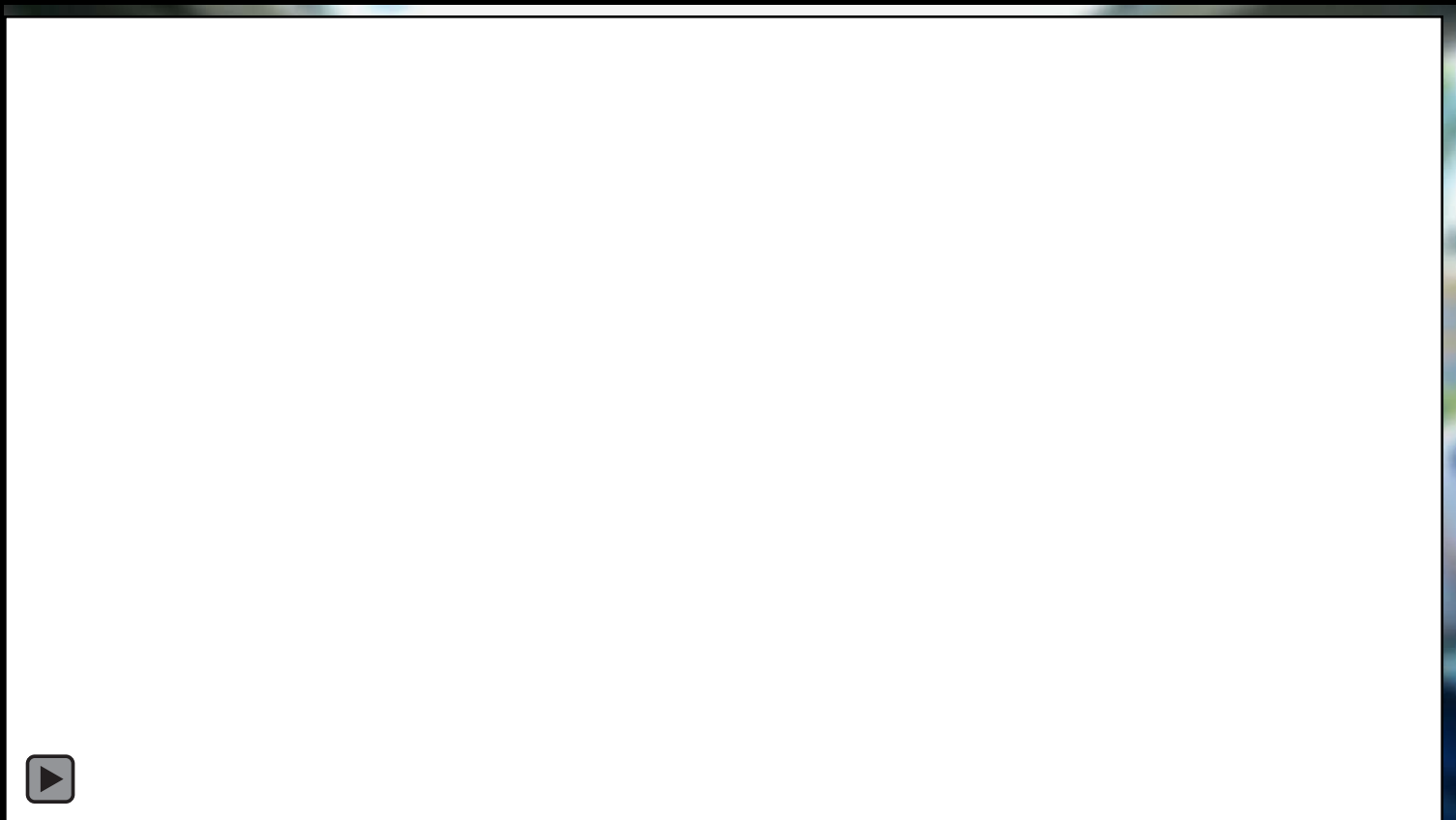
Total Paid Media \$ 25,000

Added Value: \$


Campaign Live: October – December 2016




CREATIVE - TV AD



SOCIAL MEDIA

Commuter Connections
Sponsored · 

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!




Form a Carpool, Earn CASH
Sharing a ride can get you that ext... [Sign Up](#)

tdm.commuterconnections.org

Facebook ads

Commuter Connections X

Get an extra boost to get that latte' or just help on gas. 'Pool Rewards!
Click or 800.745.RIDE



'Pool Rewards

Promoted by Commuter Coni



Commuter Connections X

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE



'Pool Rewards

[Sign up](#)

Promoted by Commuter Connections

Twitter ads

SafeTrack

SafeTrack

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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

STRATEGY

Promote alternative options for commuters affected by SafeTrack

PROPOSED VALUE ADD



CREATIVE

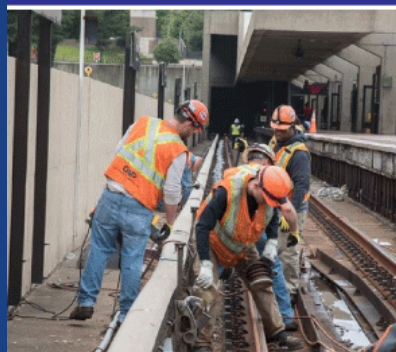
- Online animated digital ads
- Run of site/multi-platform
- 167,500 impressions
- Fall 2016

metrorail SafeTrack
is now UNDERWAY!

metrorail
SafeTrack
is now
UNDERWAY!

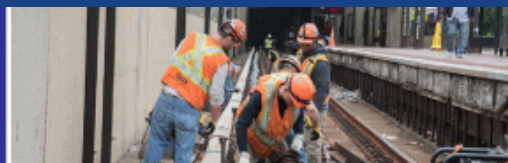


COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK
(800) 745-7433



COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK
(800) 745-7433

metrorail SafeTrack
is now UNDERWAY!



COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK
(800) 745-7433

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COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK



newsletter

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

OBJECTIVES

- Create loyalty and brand awareness
- Develop relationships and trust
- Promote & report on special events

STRATEGY

- Published quarterly and reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)
- E-Newsletter

PRINT

Issue 3, Volume 20 Summer 2016 WHAT'S INSIDE

COMMUTER CONNECTIONS™

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

4 *Change Things Up for the First Day!*
4 *Midsize Seaplane with Commuter Connections*
5 *A New Case Study in Commuting*
LADIES

TOP EMPLOYER COMMUTER BENEFIT PROGRAMS HONORED

The 19th annual Commuter Connections Employer Recognition Awards, held June 27 at the Washington Marriott at Metro Center, honored three employers as "All-Stars of Commute Programs", as well as two Employer Services teams.

This annual awards event honors companies that promote sustainable, healthy, and convenient commute options for their employees. Each year companies enter self-nominations in one of three categories.

Commuter Incentives reward employees for using alternative means of commuting. Marketing Programs promote the merits of alternative commuting. Teleworking allows employees to work remotely and dramatically reduce the time and money spent commuting.

"The Annual Employer Recognition Awards recognize and support the important role employers play in promoting commuter transportation alternatives in the region," said Nicholas Ramfos, Director of Commuter Connections. "Employers that support daily commuting transportation alternatives, such as ridesharing, bicycling, transit, and teleworking help create a better quality of life for their employees. Transportation benefits programs help attract and retain higher qualified employees, improve regional mobility, and reduce greenhouse gas emissions!"

Employer Awards
The annual awards ceremony recognizes area companies that go above and beyond to support commuter programs for their employees. This year's winners are:

Incentives Award – Toole Design Group, Silver Spring, MD
Founded in 2003, Toole Design Group is a leading planning, engineering, and landscape architecture firm that specializes in multi-modal transportation - walking, bicycling, and transit.

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2016 WINNER


1st: Presenter Gwen Wright, Maryland-National Capital Park and Planning Commission Winner Jennifer Toole, Toole Design Group Emcee Charles Allen, Councilmember District of Columbia

Summer 2016

FEDERAL ETC UPDATES

Employee Transportation Coordinator

OPM ADDRESSES SAFETRACK FOR FEDERAL EMPLOYEES



Office of Personnel Management (OPM) Acting Director Beth F. Cobert, released a memo to address SafeTrack's impact on federal employees.

As announced by the Washington Metropolitan Area Transit Authority (WMATA), SafeTrack is an accelerated track work plan to address recommendations and rehabilitate the Metrolink system to improve safety and reliability. SafeTrack accelerates three years worth of work into less than one. The plan significantly expands maintenance time on weeknights, weekends, and midday hours and includes "Safety Surges" lasting between one and six weeks for major repairs and upgrades in needed parts of the system.

agencies are best positioned to determine the impact that the SafeTrack project will have on their workforce and therefore agencies should make decisions regarding how to adjust," said Cobert, "OPM will provide additional guidance and assistance to agencies to better understand the tools available to them."


OPM established an interagency working group to assess the potential impact on federal employees and agency operations in the Washington metropolitan region, with the responsibility of discussing agency concerns, developing options, and sharing agency best practices for maintaining productivity and continuity of operations during this project.

Throughout the SafeTrack surges, OPM will issue additional guidance and examples of how to effectively use workplace flexibilities (e.g., telework, alternative work schedules, and leave) to help reduce the impact of the SafeTrack project on their employees and overall agency operations. Additionally, OPM is communicating with national labor unions and other employee groups for suggestions and feedback as they develop and update OPM guidance.

According to the memo, federal agencies should review their policies and procedures on the use of workplace flexibilities to help mitigate commuting disruptions. Employees should also plan on altering their commuting patterns to fulfill their responsibilities.

Additionally, it is suggested that agencies should carefully review their current telework arrangements, determine whether employees are eligible to telework, renew telework agreements older than one year, and establish written agreements with interested employees.

*Ultimately, individual



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LOOKING AHEAD

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'Pool Rewards	Oct - Dec 2016
Spring FY17 Campaign Live	Feb - June 2017
Bike to Work Day Campaign Live	Apr - May 2017
Employer Recognition Awards	June 2017



Q&A

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