



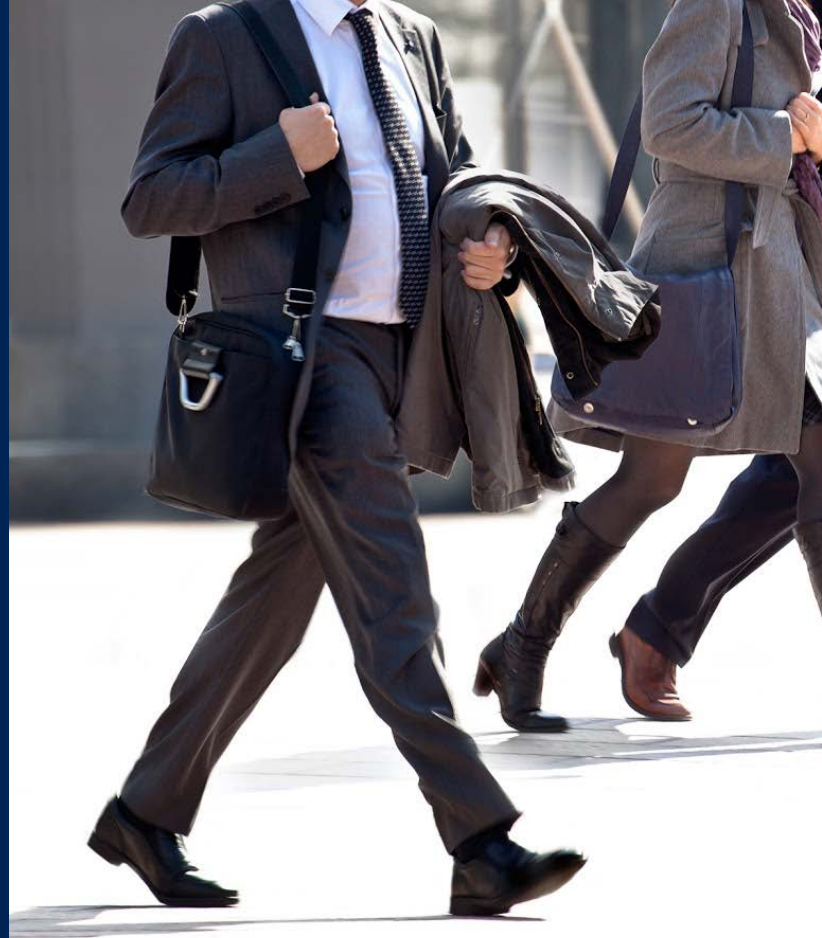
COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY 2020 MARKETING ACTIVITY

DECEMBER 17, 2019

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



FY20 FALL INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- incenTrip
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletters



FY20 FALL SCHEDULE

AUG	Summer Newsletter
SEPT	Car Free Day Promotion
OCT	incenTrip Campaign Launch
OCT	GRH Campaign Launch
OCT	Rideshare Campaign Launch
NOV	'Pool Rewards Launch
NOV	Fall Newsletter
DEC	Employer Recognition Rewards Nomination Brochure
DEC	Direct Mail

A man in a dark suit and glasses is riding a blue bicycle on a city street. He is looking forward, and his hands are on the handlebars. A black bag is slung over his shoulder. The background shows a city street with buildings, trees, and a traffic light. A semi-transparent dark blue banner is overlaid on the lower left portion of the image.

CAR FREE DAYS 2019 EVENT

STRATEGY

Car Free Days

- Promote alternative modes of transportation for both commute and lifestyle
- Encourage taking the pledge to go car free or car-lite
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage employers, general public and area universities
- Promote Car Free Days as a re-introduction to using Metrorail again (post-platform construction)



PROCLAMATION

Car Free Days



Car Free Day Proclamation Signing July 24, 2019

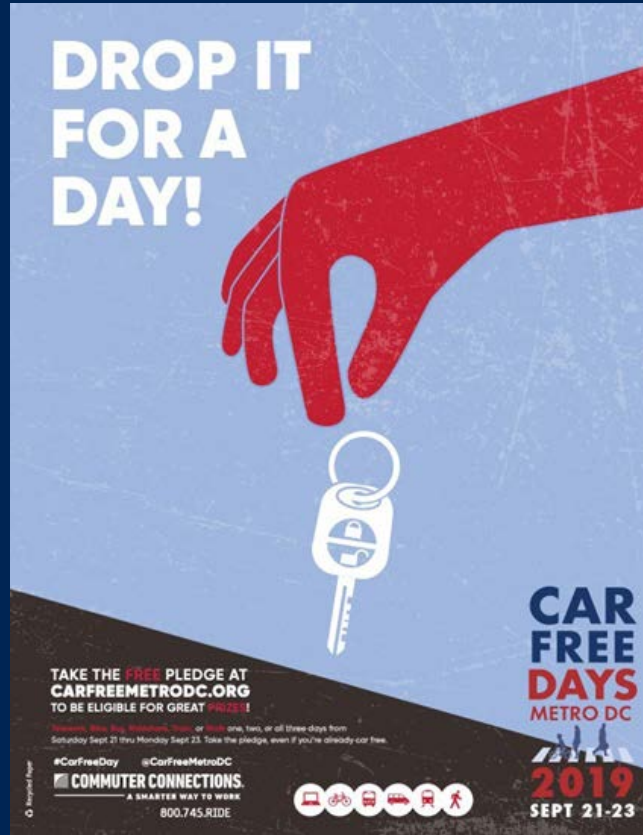
STRATEGY

Car Free Days

- Website
- Posters
- Social Media
- Traditional and Internet Radio
- Text Messaging
- Earned Media Placements
- Donated Transit Space
- Jurisdiction Special Events
- Native Articles
- College Promotion

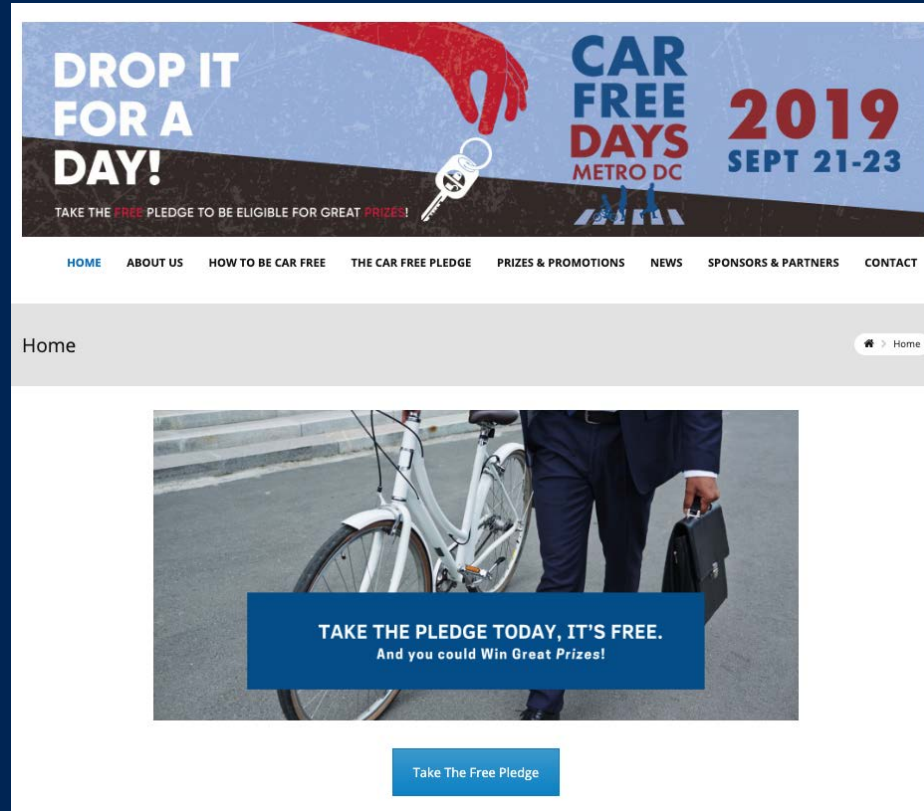
POSTER

Car Free Days



WEBSITE

Car Free Days



facebook

Car Free Days



Car Free Day
@carfreemetrodc

- Home
- Reviews
- Photos
- Videos
- Posts
- Events



**DROP IT
FOR A
DAY!**

TAKE THE **FREE** PLEDGE AT
CARFREEMETRODC.ORG
TO BE ELIGIBLE FOR GREAT **PRIZES!**

 Like

 Follow

 Share



[Sign Up](#)

 Send Message

Recommendations and Reviews

 Recommended by 10 people

4.6

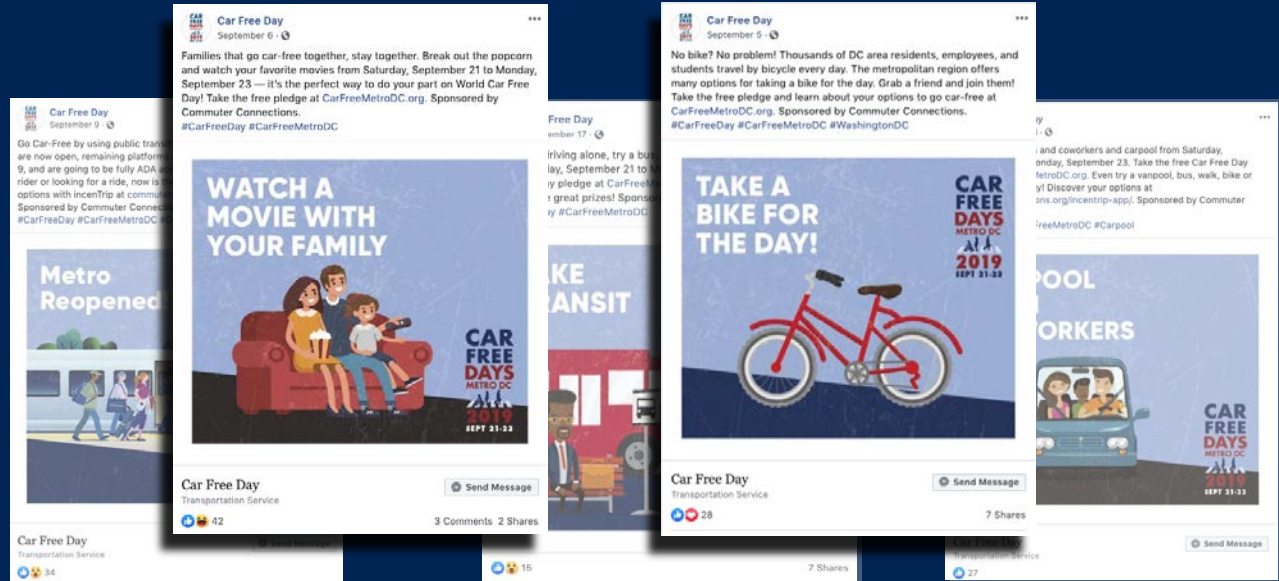
4.6 out of 5 · Based on the opinion of 11 people

FACEBOOK RESULTS

Car Free Days

facebook

- 107,941 Impressions
- 5,897 Video Plays
- 3,508 Post Engagements
- 3,505 Page Engagements
- 1,428 Post Reactions
- 651 Link Clicks





Car Free Days

[Home](#) [Moments](#) [Have an account? Log in](#)

DROP IT FOR A DAY!



TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**
TO BE ELIGIBLE FOR GREAT **PRIZES!**



CAR FREE DAYS
METRO DC
2019
SEPT 21-23

Tweets **384**

Following **111**

Followers **715**

Likes **368**

Follow

Commuter Connections

@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

[carfreemetrodc.org](#)

Joined July 2009

74 Photos and videos

Tweets **Tweets & replies** **Media**

**Commuter Connections** @CarFreeMetroDC · Sep 24
Thank you to the 4,927 people who took the Car Free pledge!

 1  5

**DC101** Retweeted
DC101 · Sep 15
#CarFreeDay is organized in cities around the world with the goal of reducing cars on the streets. Register to win either a Cooper or Carmen Bicycle just for taking the pledge to go car free w/ Commuter Connections and @RideBrilliant Bicycles! #ad

Celebrate Car Free Day and Win a Brand New Coop...
Sign up for our big prize contests and giveaways and you could be a winner with DC101



Want to take advantage of all the new Twitter features?

It's simple – just log in.

[Log in](#)

[Sign up](#)

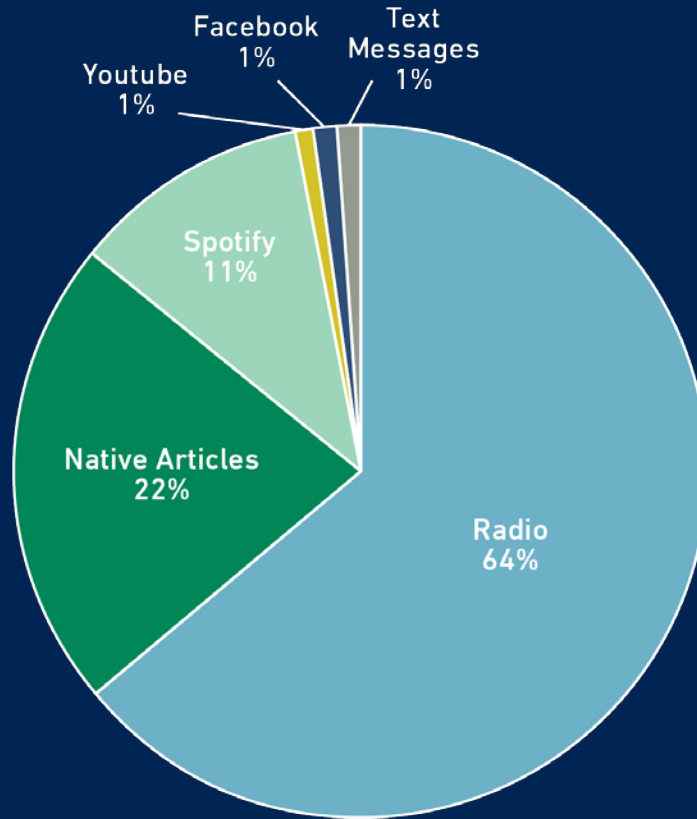
You may also like · Refresh

odonnellCOMPANY

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

MEDIA BUDGET (NET)

Car Free Days



PAID MEDIA: IHEART RADIO

Car Free Days

BIG100

**HOT
99.5**

**97.1
WASH-FM**

**98.7
★
WMZQ**

DC ⚡ 101

RADIO SPOTS

Car Free Days



Car Free Day Generic



Car Free Day Family

PAID MEDIA: IHEART SOCIAL POSTS

Car Free Days

Hashtags Used: #CarFreeDay #CarFreeDays2019 #CarFreeDayMetroDC



PAID MEDIA: IHEART SOCIAL POSTS

Car Free Days

 **Michael J On Air**
September 12 · 🌐

Did you know you can now earn CASH by choosing a smart commute? Got my attention too! I commute 100 miles daily so anything to make my time and miles more efficient, I'm in!

I want to introduce you to [IncenTrip!](#) A multimodal trip planning app that rewards points for each commute trip you plan and take during the a.m. and p.m. peak commuting times and log into the app.

Washington D.C. area commuters can earn up to \$10 after completing 10 trips – or save your points to earn \$50. Rinse and repeat. It's that simple! Up to \$600 can be earned per calendar year!! You must have a Commuter Connections account to earn cash – but don't worry, registration is free and easy. Just click the button below to sign-up and join me for [#CARFREEDAYS!](#).

Here are some ideas!

Carpool, Vanpool, take transit, telework, bike, or walk for one day or EACH day during Car Free Days, Saturday September 21st thru Monday September 23rd!!

You can sign up for Car Free Day at [carfreemetrodcc.org](#) and get special offers and a chance to win some GREAT prizes!

For more information on incenTrip, you can go to <https://www.commuterconnections.org/incenTrip-app/>
Sign up and start earning rewards! [#AD Michael J On Air](#)

 **Sabrina Conte** @sabeernaconte · Sep 12

[#ad](#) [#sponsored](#) Celebrate Car Free Days with the new incenTrip App from Commuter Connections!

Go car free or "car-lite" at least 1 day between 9/21-9/23. Sign up [carfreemetrodcc.org](#) for special offers and a chance to win prizes!



🗨️ ↺️ ❤️

PAID MEDIA: WFMD BLOG POST

Car Free Days



Car Free Days Are Coming Up

September 18, 2019 - 8:41 pm

Residents are encouraged to try another form of getting around.

Frederick, Md (KM) This coming Saturday and Monday, TransIT of Frederick County encourages you to park your car for a few days, and try a different mode of transportation. Car Free Days takes place on September 21st and September 23rd.

Kendall Tiffany, Communications Manager for TransIT, says Car Free Days is an event in the Washington Metropolitan area, but it also observed around the world. She says it's a way to encourage motorists to try a greener mode of transportation. "Trying to reduce single occupant vehicle trips on the roadways which obviously has a traffic congestion benefit as well as an environmental benefit," Tiffany says.

But she realizes it will be a challenge trying to wean people away from their cars. But if you have to use your car on Car Free Days "we would encourage with a weekend trip would be compressing all of your errands into one trip rather than running a bunch in and out," says Tiffany.

There's also a number of benefits to biking and walking, and taking public transit. "If you're walking and biking, obviously there's a physical benefit to that with your health and what not," she says. "Also, you might sit might sit back and enjoy your trip somewhere if you're riding TransIT rather than having to get into traffic congestion. You can catch up reading a book or a magazine

TransIT will offer free rides on the Collector and Shuttles on Monday, September 23rd.

Anyone who takes a pledge on Monday to be car free can be eligible to win some prizes. Participants need to go to www.CarFreeMetroDC.org. "If you log in there, you would pledge which mode you are going to take for the day. Telework is even an option if you work at home on Monday," says Tiffany. She says some of the prizes include gift cards, and tablets.

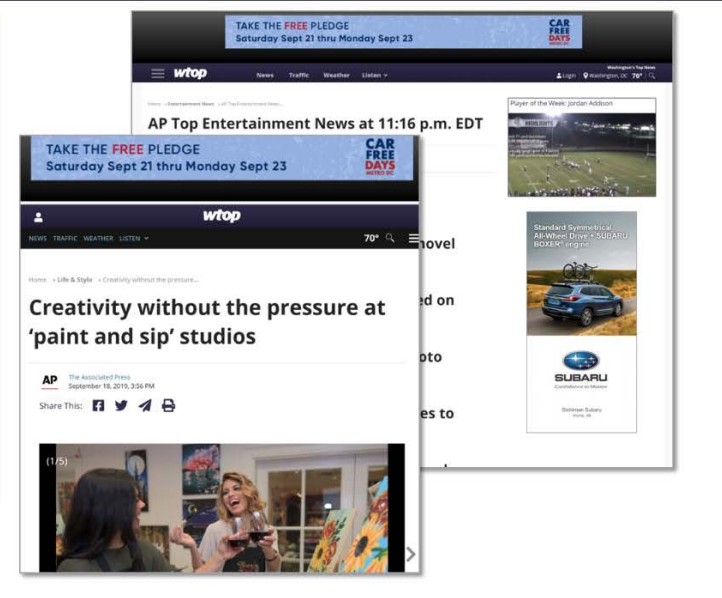
The MARC Commuter Rail line is also getting involved in Car Free Days. "If somebody is a MARC rider, MARC Train is actually putting its bicycle cars on a couple of trains on Friday and Monday," says Tiffany. The bicycle cars will be placed on the Brunswick Line on trains 892, 894 and 880 traveling eastbound, and trains 891, 883 and 883 traveling westbound.

You can get more information on TransIT by going on line to www.frederickcountymd.gov/transit, or call 301-600-2065.



WTOP BANNER AD PLACEMENT

Car Free Days



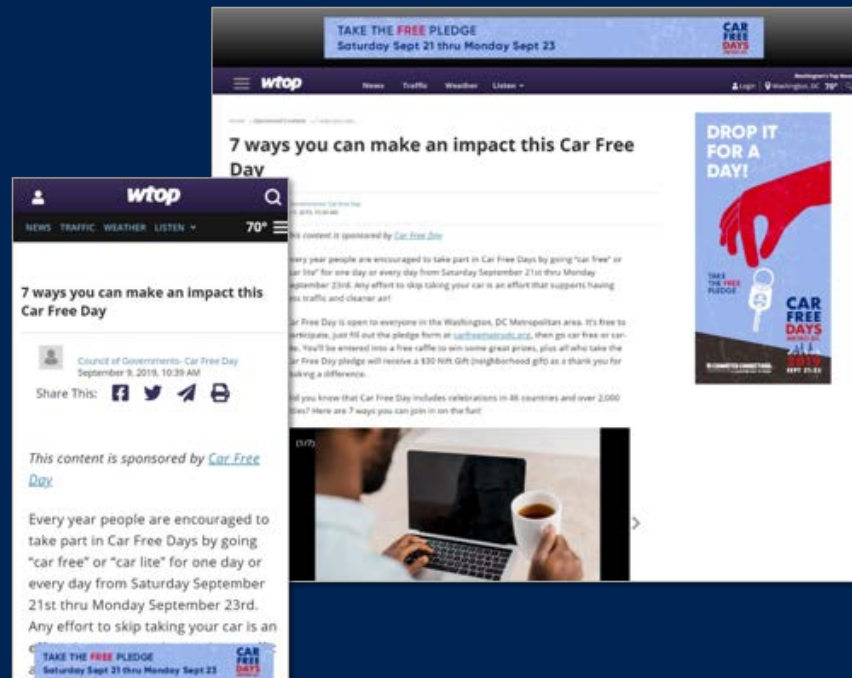


WTOP ARTICLE RESULTS

Native Article

- 7 ways you can make an impact this Car Free Day
- Native Article Views: 909
- 810,000 Display Ad impressions
- Average Time on Page: 2 minutes, 28 seconds
- Homepage Impressions: 961,654
- Facebook Reach: 28,200
- Facebook Impressions: 42,215
- Facebook Reactions, Shares and Comments: 134
- 964 Clicks

Car Free Days





POPVILLE ARTICLE RESULTS

- Park it on Car Free Day Starting September 21
- Millennial and Gen X-focused audience of 300,000, monthly visitors with 2.3 million pageviews per month
- Each article is posted on PoPville and posted on Facebook
- 88,800 Native Article Impressions
- 1, 512 People Reached on Facebook
- 351 Pageviews on Newsletter
- 1:45 average time on Newsletter page

Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
351	323	00:01:45

Performance for Your Post		
1,512 People Reached		
9 Reactions, Comments & Shares ⓘ		
7 Like	6 On Post	1 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
30 Post Clicks		
0 Photo Views	23 Link Clicks	7 Other Clicks ⓘ

Car Free Days

 **PoPville** with Car Free Day.
Paid Partnership · ⓘ

"Participants of Car Free Day are encouraged to share rides, take trains, Metro, bus, bicycle, walk, carpool or vanpool for one, two or all three designated days."



TAKE THE FREE PLEDGE
carfreemetrodc.org

POPVILLE.COM

Park It on Car Free Day Starting September 21

Area drivers are invited to leave their motor vehicles parked in recognitio...

RADIO & BANNER AD

- 378,563 Impressions



Car Free Days



Car Free Day Generic
(same as radio)



Car Free Day Family
(same as radio)

PAID MEDIA: YOUTUBE

Go Car Free

Car Free Days

[Click here to view video](#)

PAID MEDIA: YOUTUBE

Telework

Car Free Days

[Click here to view video](#)

PAID MEDIA: YOUTUBE

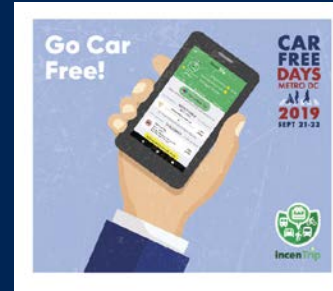
Ways to Commute

Car Free Days

[Click here to view video](#)

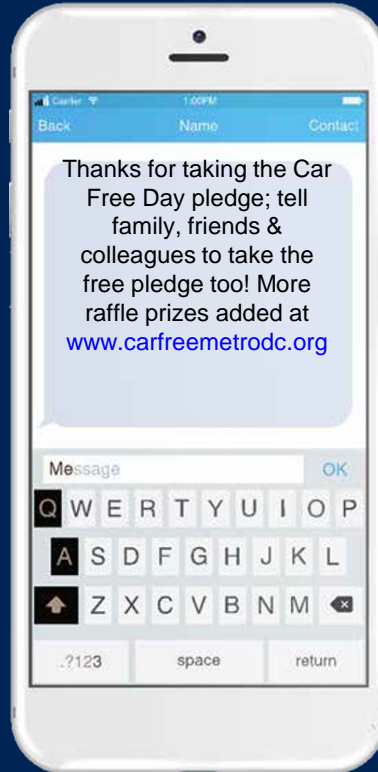
PAID MEDIA: SOCIAL MEDIA

Car Free Days



PAID MEDIA: OPT-IN TEXT MESSAGES

Car Free Days



SPONSORSHIP RAFFLE PRIZES

Car Free Days

- \$30 Nift Gift (neighborhood gift), (given to all who take the pledge) courtesy of Nift
- D.C. United Pair of Tickets, courtesy D.C. United
- Newseum Pair of Tickets, courtesy Freedom Forum Institute
- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tab A, courtesy Tri-County Council for Southern Maryland
- KIND Healthy Snacks gift bag, courtesy KIND, #bekindtoyourself
- SmarTrip cards with \$25 in fare, courtesy Washington Metropolitan Area Transit Authority
- Free T-shirt and annual membership, courtesy East Coast Greenway Alliance
- Grocery Store gift cards of \$25 value, courtesy Giant Food
- Pair of single ride tickets, courtesy VRE
- Annual memberships, courtesy Washington Area Bicyclist Association
- A free crepe of your choice, courtesy Crepeaway
- George Washington's Mount Vernon tickets for four, courtesy The Mount Vernon Ladies' Association of the Union
- International Spy Museum pair of tickets, courtesy the International Spy Museum
- Nando's PERi-PERi, Full Platter at DC, Maryland, or Virginia locations, courtesy Nando's PERi-PERi
- Winery Tour – Tasting for Four, courtesy City Winery Washington, DC
- Heurich House Museum – The Brewmaster's Castle – Two tickets to a public program, courtesy Heurich House Museum
- Brilliant Bicycles – 4 bikes, courtesy of iHeart Radio

COLLEGE CAMPUS CHALLENGE

Car Free Days

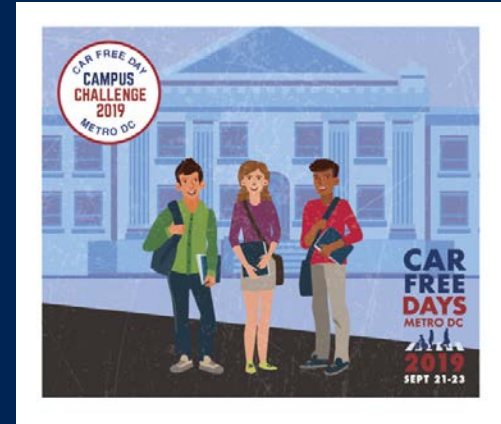
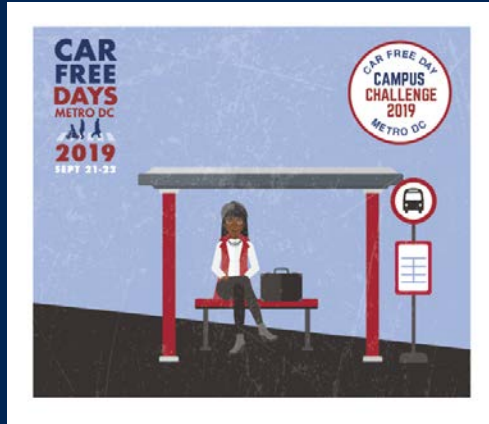


- Digital toolkit sent to promote Car Free Days on college campuses and among student groups, including sustainability and transportation groups
- A campus party was offered to the university/college with the most pledges
- Georgetown won a 2 hour campus party, co-hosted by Ledo's Pizza and iHeart radio!



COLLEGE CAMPUS SOCIAL POSTS

Car Free Days



EARNED MEDIA STRATEGY

Car Free Days

- Find local sponsors to offer prizes, coupons, etc.
- Develop and distribute a promotional digital toolkit for colleges and employers to use
- Encourage friendly competition between colleges/organizations to get the highest number of pledges to win a DC101 Pizza Party
- Renew partnership with American Lung and Heart Associations
- Use incenTrip to find travel options during Car Free Days
- Use Car Free Days as a way to win back Metrorail ridership after platform shutdown
- Press releases/media advisories
- Implement grassroots influencers campaign
- Calendar listings
- Digital social media toolkits
- Radio/TV interview placements

DONATED SPACE

Car Free Days


Transit space donated by:

- Arlington Transit (ART)
- Prince George's TheBus
- Fairfax Connector
- Metrobus
- Montgomery County Ride On



PRESS RELEASES

Car Free Days

**Metropolitan Washington
Council of Governments**

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COG & Our Region | Region Forward Vision | COG Board | Priorities | Committees & Members

Home > About Us > Newsroom > Drop your keys for Car Free Days—Take the free pledge today!

NEWS RELEASE

Drop your keys for Car Free Days—Take the free pledge today!

Aug 13, 2019




Registration is now open for the region's annual Car Free Day event organized by Commuter Connections at carfreemetrodc.org. Workers, residents, parents, and students across the D.C. region will have an extended opportunity to go car free or car-lite (share a ride with friends, family, or co-workers) on one, two, or even three days during Car Free Days – Saturday, September 21; Sunday, September 22; and Monday, September 23.

By taking the free online pledge to go car free, each person pledging will receive a promo code for the Nift Gift app, good for \$30 toward purchases at local merchants, and will be entered into a free raffle for great prizes. In addition, participants of Car Free Days will help reduce traffic congestion, improve air quality, and improve their overall health.

"We encourage everyone to take the free pledge to drop their keys for Car Free Days. Leaving your car at home for one or more days can make a difference in your community," said Nicholas Ramfos, Commuter Connections Director. "Be among the thousands who want to reduce their carbon footprint by exploring more sustainable ways to travel to work, school, or anywhere you need to go."

Taking the free pledge is fast and easy at carfreemetrodc.org. Everyone who takes the pledge to go car free or car-lite on September 21, 22, and/or 23 will be eligible to win great prizes, including \$25 SmartTrip cards, Giant grocery gift cards, KIND Healthy Snack gift bags, Capital Bikeshare memberships, and much more! See the full list at carfreemetrodc.org.

Stay up to date and share your participation on Facebook and Twitter by following

**Metropolitan Washington
Council of Governments**

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COG & Our Region | Region Forward Vision | COG Board | Priorities | Committees & Members

Home > About Us > Newsroom > Commuter Connections, American Lung Association, and American Heart Association Want You to Go Car Free on September 21, 22, or 23


NEWS RELEASE

Commuter Connections, American Lung Association, and American Heart Association Want You to Go Car Free on September 21, 22, or 23

Sep 12, 2019



Commuter Connections is teaming up with the American Lung Association and the American Heart Association to encourage commuters across the D.C. region to take the pledge to go car free or car-lite on Saturday, September 21; Sunday, September 22; and/or Monday, September 23, 2019, to celebrate Car Free Days. Car Free Day, extended to three days this year, is an annual event that encourages more environmentally- and health-friendly ways of traveling to work, school, errands, etc.

**Metropolitan Washington
Council of Governments**

NEWS RELEASE

Last Chance to Pledge to Go Car Free – Drop Your Keys on September 21, 22, and/or 23
Don't miss out on the chance to win prizes and try incenTrip on Car Free Days

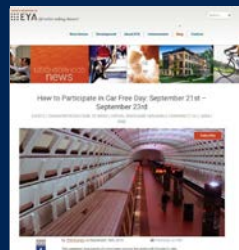
WASHINGTON, D.C. (September 20, 2019) – Thousands of metropolitan Washington area residents have already taken the pledge to drop their car keys on September 21, 22, and/or 23 to reduce their carbon footprint, embrace a healthier lifestyle, and to win great prizes. Monday, September 23 is the last chance to be counted in this regional event by taking the free pledge at carfreemetrodc.org.

"We are excited that more people around the region will be carpooling, taking transit, bicycling, walking, and even teleworking," said Nicholas Ramfos, Commuter Connections Director. "The work of our partners, including the American Heart Association and American Lung Association, has been instrumental in getting the word out about the positive impacts of going car free or car-lite."

Everyone who signs up to take the free pledge will receive \$30 in credit for the Nift Gift app to spend at local merchants. Participants will also be automatically entered in a raffle for a chance to [win great prizes](#), including a Samsung Galaxy tablet, a bicycle from Brilliant Bicycle,

EARNED MEDIA PRESS

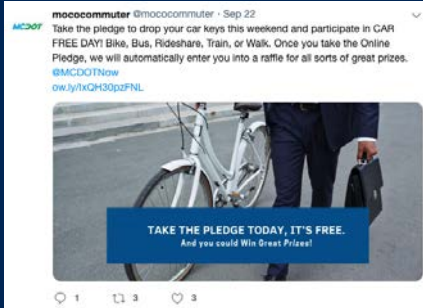
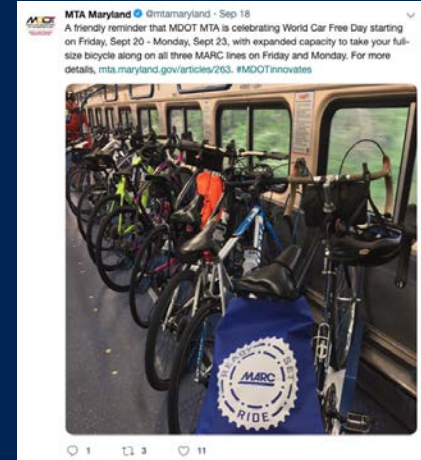
Car Free Days



PARTNER PROMOTIONS

Hashtags Used: #CarFreeDay #CarFree Days #CarFreeDays2019 #CarFreeDayMetroDC

Car Free Days



PARTNER PROMOTIONS

Car Free Days

Hashtags Used: #CarFreeDay #CarFree Days #CarFreeDays2019 #CarFreeDayMetroDC



PARTNER PROMOTIONS

Car Free Days

Hashtags Used: #CarFreeDay #CarFree Days #CarFreeDays2019 #CarFreeDayMetroDC

 **City of Rockville**
September 22 · 🌐


Today is Car Free Day! At Monday's meeting, the Mayor and Council issued a proclamation recognizing Sunday, Sept. 22 as Car Free Day throughout the City of Rockville, encouraging the community to be "Car Free" or "Car Lite." Learn how at www.carfreemetrodc.org. To read the proclamation and find video of the proclamation presentation, find the Sept. 16 meeting listing at www.rockvillemd.gov/AgendaCenter.
#CarFreeDay #CarFreeMetroDC #MyRockville #rkv




CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge?
Car Free Day is a worldwide event that encourages greener methods o...




  3

1 Comment 1 Share

 **PGCountyDPWT** @PGCountyDPWT · Sep 19

Car Free Day is a FREE event which people are encouraged to get around without driving alone in cars and instead ride a train, bus, bicycle, carpool, vanpool, or walk. Take the Pledge and you could Win Great Prizes:
ow.ly/MPIa50w4kdd #PrinceGeorgesProud #TheBus #CarFreeDay



PARTNER PROMOTIONS

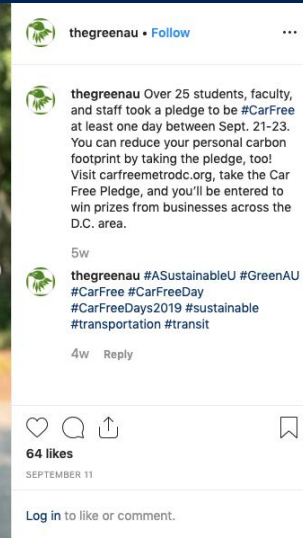
Car Free Days

In September, Clean Air Partners focused on promoting alternative transportation and Car Free Days as part of Commuter Connections' sponsorship. Social media posts garnered more than 8,250 impressions on Twitter. An email blast was also sent to 7,000 subscribers to promote the event. Clean Air Partners Ambassador teams also conducted grassroots outreach at ten farmer's markets in DC, Maryland, and Northern Virginia and highlighted the Car Free Days event.

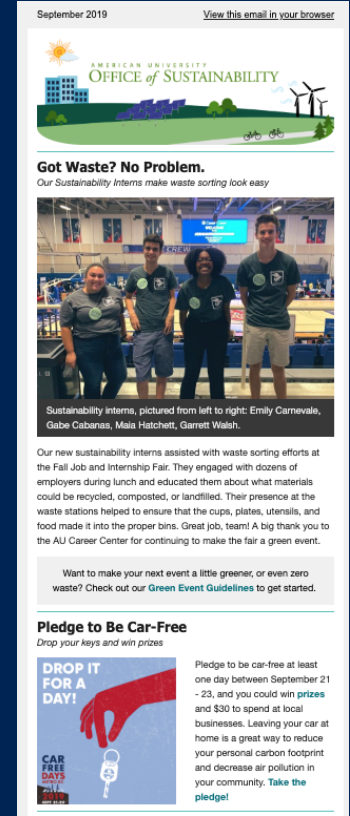


AMERICAN UNIVERSITY

Hashtags Used: #CarFreeDay #CarFree Days #CarFreeDays2019 #CarFreeDayMetroDC



Car Free Days





RIDESHARING

FY20 FALL STRATEGY

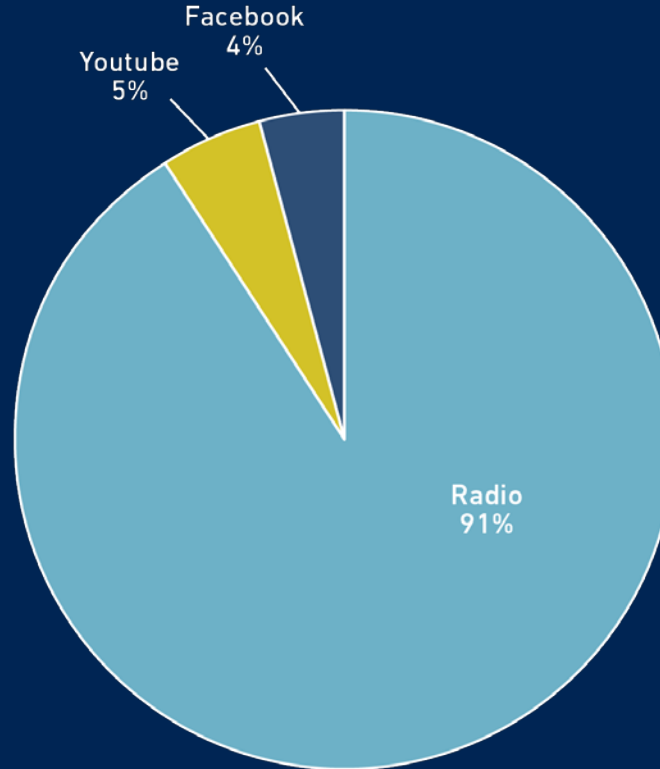
Rideshare

- Increased focus on GRH as a benefit to those who Rideshare
- Promote the use of incenTrip mobile application
- Promote 'Pool Rewards
- Continue use of creative from spring FY19
- Campaign Live: October - December 2019

FY20 MEDIA BUDGET

Rideshare

● \$54,963.60 Fall Spending



FY20 FALL RADIO

Rideshare



FY20 RADIO SPOTS

Rideshare

:30 second



Why Rideshare?
Why not? (Bob)



Why Rideshare?
Why not? (Jane)

FALL RIDESHARE CREATIVE APPROACH

Rideshare

Why Rideshare? Why not?



FALL VIDEO: YOUTUBE

Rideshare


[Click here to view video](#)

FALL DIGITAL ADS

Rideshare

WHY RIDESHARE? WHY NOT?

JOIN THE
10%
1 IN 10
AMERICANS CARPOOL



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

DID YOU KNOW
YOUR
COMMUTE
AFFECTS YOUR
HAPPINESS?



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHY RIDESHARE? WHY NOT?

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WHY RIDESHARE? WHY NOT?


JOIN THE
10%
1 IN 10
AMERICANS CARPOOL






COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

STATE OF COMMUTE PRESS RELEASE

State of the Commute



Metropolitan Washington
Council of Governments

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Home / Newsroom / Newsroom / Commuters are driving alone less, taking transit and teleworking more   

NEWS RELEASE
Commuters are driving alone less, taking transit and teleworking more
Sep 18, 2019  



(Evelyn Proimos/Flickr)

Drive-alone commuting continues to decrease, while alternative modes of transportation, including transit and telework, are on the rise among commuters in the D.C. region, according to the new Commuter Connections' [2019 State of the Commute Survey Report](#) released today at the monthly meeting of the National Capital Region Transportation Planning Board (TPB).

Although driving alone continues to be the primary mode of commuting in the region, the percentage of commuters who drove alone decreased from 71 percent in 2004 to 58 percent in 2019, a 13 percentage point drop, according to the survey.

At the same time, transit use increased by seven percentage points from 17 percent in 2004 to 24 percent in 2019, the survey found. Of the transit trips, 18.2 percent were by train (16.6 percent Metrorail and 1.6 percent commuter rail) and the remaining 5.9 percent of transit trips were made by bus.

Similarly, the use of telework has nearly tripled since 2004. More than one-third (35 percent) of regional commuters said they teleworked at least occasionally. In 2019, more than one million regional workers teleworked. Even with this growth, the potential exists for an additional 771,000 people to telework, according to the survey.

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NEWS HIGHLIGHT
Local jurisdictions share progress on region's housing challenges

TPB NEWS
Community leaders learn about regionalism at the TPB's Community Leadership Institute

NEWS RELEASE
Fewer daylight hours spell danger for pedestrians, bicyclists, and drivers

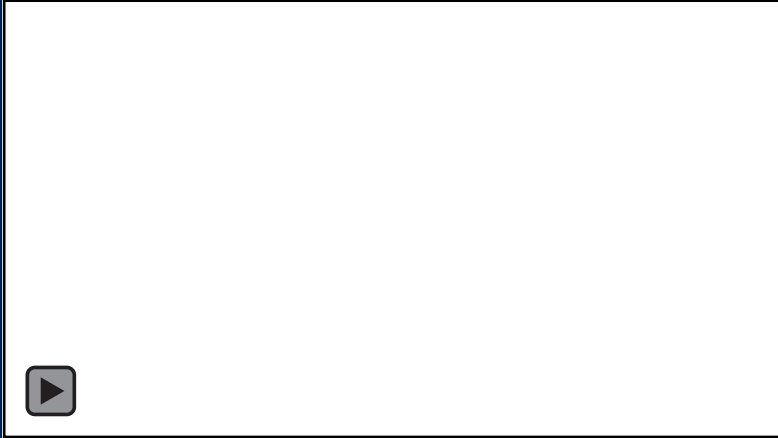
TPB NEWS, VISUALIZE 2045
How COG's housing initiative links to transportation

STATE OF COMMUTE EARNED MEDIA

State of the Commute

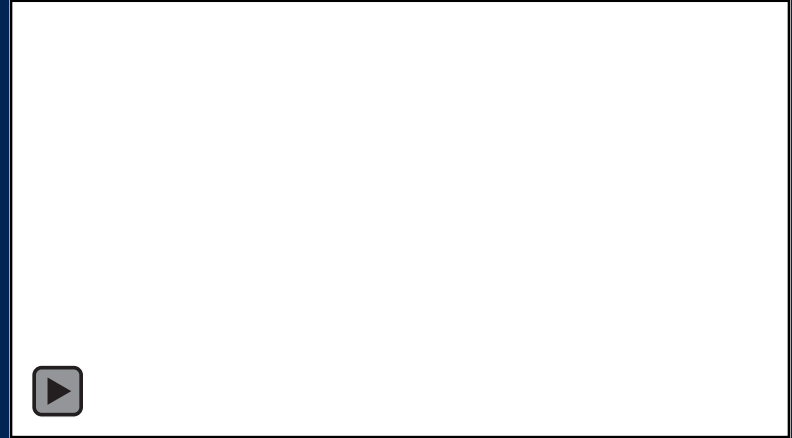
1. NBC4: [Study Identifies the Happiest Commuters in DC Region](#)
2. WTOP: [Solo drivers are dumping cars; more commuters take transit or telework](#)
3. WAMU: [Most People Spend 43 Minutes Commuting, Plus 9 Other Facts From 'The State Of The Commute'](#)
4. Curbed DC: [Driving alone remains the most popular way of commuting in the D.C. area](#)
5. Maryland Matters: [Survey Shows Fewer D.C.-Area Commuters Are Driving Solo](#)
6. Prince George's Community Television: [CTV News 9/18/19](#)
7. WUSA 9: [Here's what's making crippling DC commutes slightly better, according to a new survey](#)
8. ArlNow : [Morning Notes](#)

STATE OF COMMUTE EARNED MEDIA



"In fifteen years, driving alone has dropped 13%. Those in charge of the survey say the reason is simple: teleworking."

State of the Commute



"The happiest commuters are the cyclists and the walkers because they don't have to commute as far and they feel like they are on top of the world."

A man with a beard and short brown hair, wearing a blue button-down shirt, is sitting in the driver's seat of a car. He is smiling and looking down at a white smartphone in his hands. A black seatbelt is visible across his chest. The car's interior is black. Through the windows, a blurred city street with buildings and other cars is visible. A green semi-transparent banner is overlaid on the left side of the image.

GUARANTEED RIDE HOME

odonnellCOMPANY

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

FY20 FALL STRATEGY

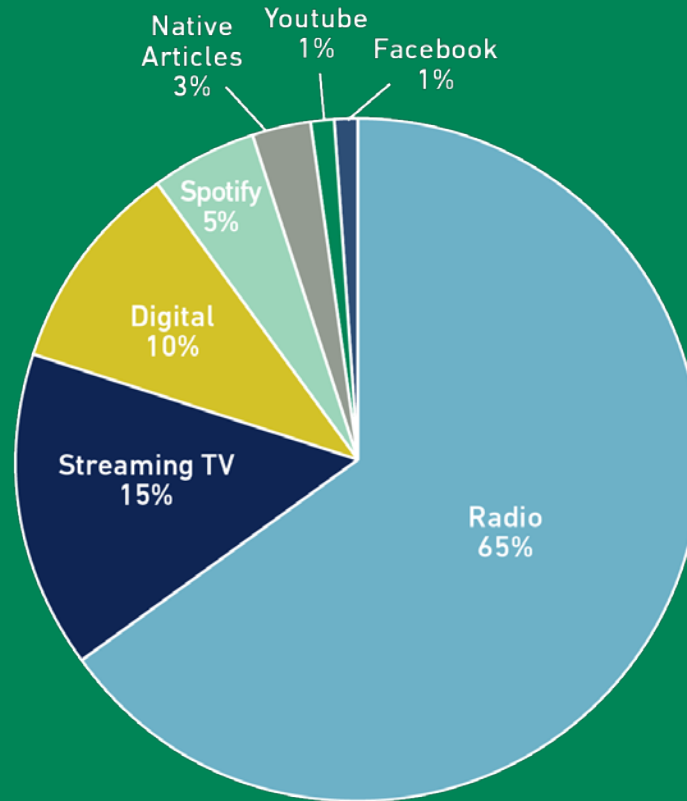
Guaranteed Ride Home

- Increase focus on GRH as a unique benefit offered by Commuter Connections
- Continue use of creative from spring FY19
- Campaign Live: October - December 2019

FY20 GRH MEDIA BUDGET

Guaranteed Ride Home

- Washington, DC
GRH \$494,169.70
fall spending



FY20 FALL GRH RADIO



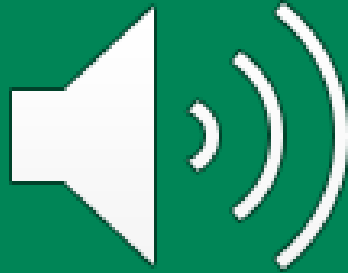
Guaranteed Ride Home



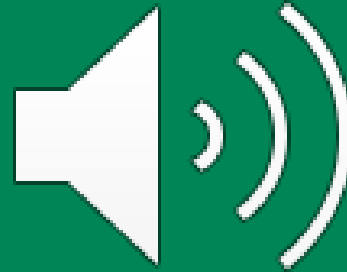
FALL RADIO ADS

GRH Baltimore

:30 English radio spots



Don't Freak Out!
(Male)



Don't Freak Out!
(Female)

FY20 FALL GRH STREAMING TV

Guaranteed Ride Home



NBC4 DIGITAL ADS



Guaranteed Ride Home

4 WASHINGTON Home News Weather Politics Investigations ... LIVETV 64° Connect

Local U.S. & World Sports Health Tech Watch Live

DON'T FREAK OUT
GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SPORTS

Nats Fans Go Wild as Team Heads to First-Ever World Series

FROM OUR PARTNER
NBCSPORTS WASHINGTON

Anthony Santander emerged from the pack as one of the best Orioles stories this year

Bulgaria detains four fans following racist acts

Justin Tucker repeats as AFC special teams player of the week

Wild-Card Nationals Head to World Series With Sweep of Cards

Nationals Now 1 Win From World Series

LeBron: Rockets' Money Wasn't Educated on China Tweet

A Look Back at Some Moments From the Nats' Postseason Run

10:21

www.nbcwashington.com 5

4 WASHINGTON LIVE TV

HOME LATEST NEWS INVESTIGATIONS W

DON'T FREAK OUT
GUARANTEED RIDE HOME.
Some Restrictions Apply

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SPORTS

Nats Fans Go Wild as Team Heads to First-Ever World Series

NLCS Moves to DC as Nats Take on Cards With 2-0 Series Lead
Monday, Oct 14, 2019

FY20 FALL GRH DIGITAL

Guaranteed Ride Home

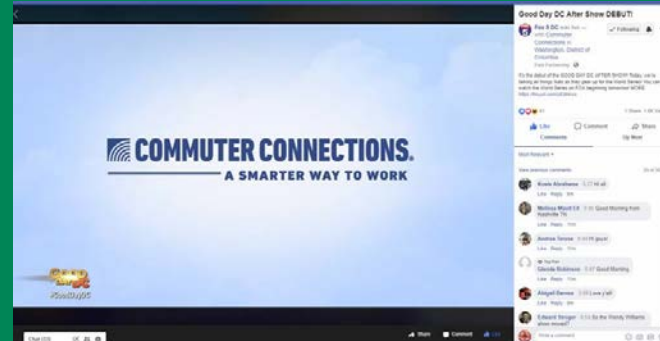
- Facebook Live (Runs 5x weekly)
- Podcast :30 Commercial
- Ticker Messaging
- Homepage Takeover
- Newspaper Takeover
- Display Advertising (1 million impressions)
- Good Day DC Page Sponsorship



FOX 5 DIGITAL ADS



Guaranteed Ride Home



FY20 FALL GRH NATIVE ARTICLES

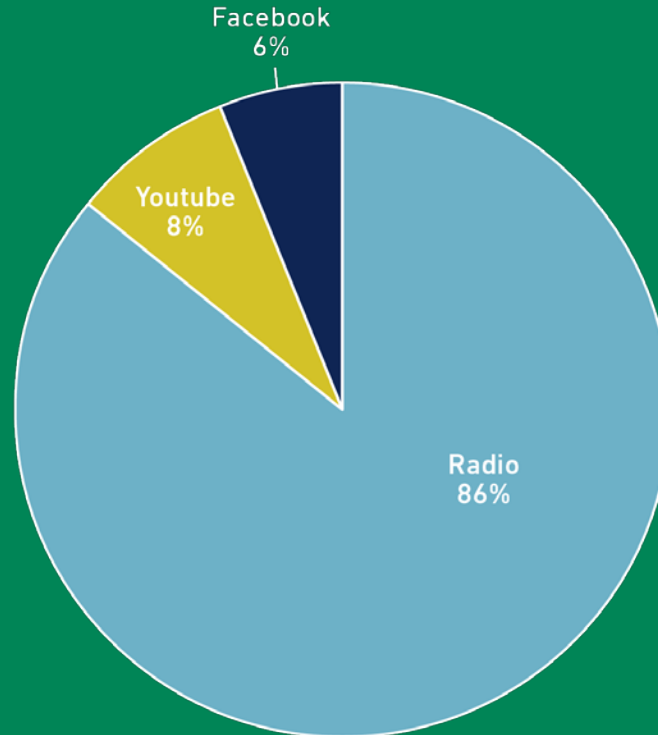
Guaranteed Ride Home



FY20 GRH BALTIMORE MEDIA BUDGET

GRH Baltimore

- \$24,918 fall spending



FY20 FALL GRH BALTIMORE RADIO

GRH Baltimore



FY20 CREATIVE APPROACH

GRH Baltimore

Don't Freak Out!

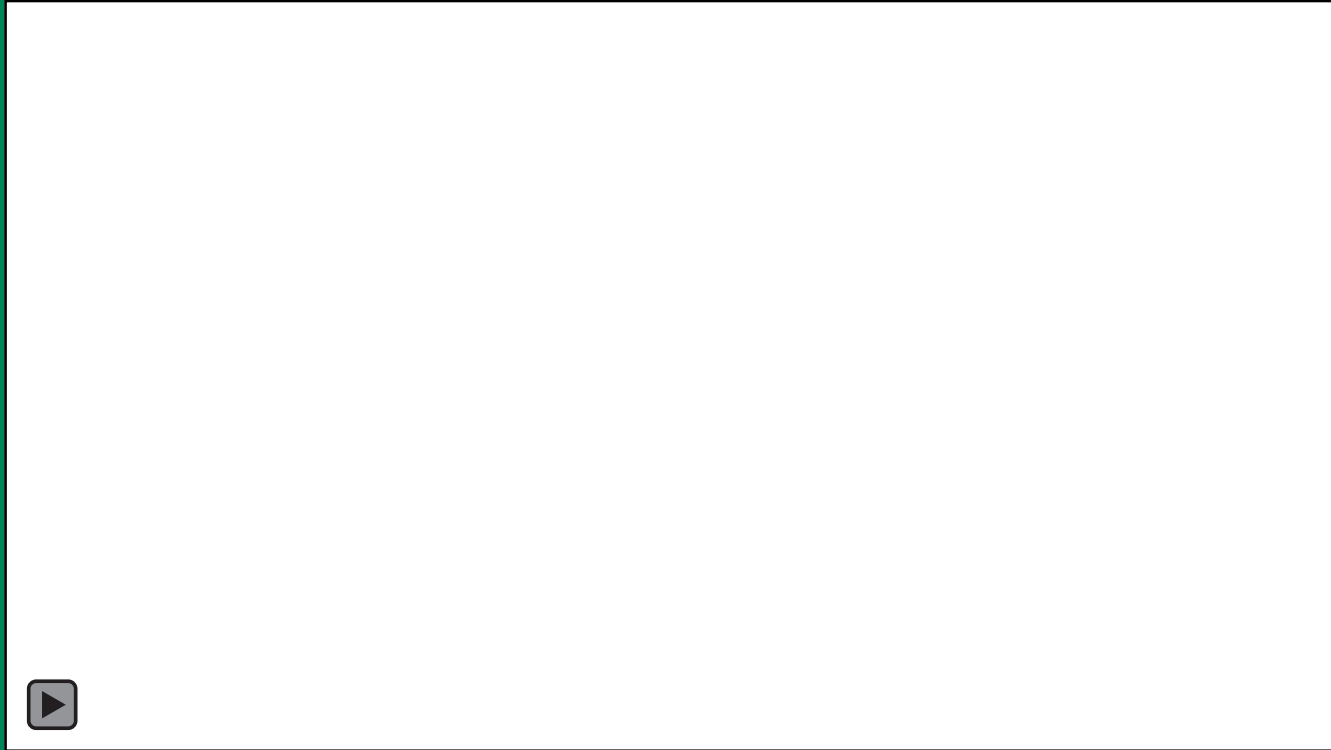
facebook



FALL GRH VIDEO



GRH Baltimore



FALL GRH VIDEO



Guaranteed Ride Home

[Click here to view video](#)

A photograph of a family of four inside a car. A man is driving, smiling at the camera. A woman is in the passenger seat, also smiling. Two children are in the back seat, smiling. The car's interior, including the steering wheel and rearview mirror, is visible.

FY20 SPRING UMBRELLA CAMPAIGN DEVELOPMENT

FY20 FALL SCHEDULE

- Review Trends, Research, and Results from Previous Campaigns
- Conduct Reg TDM Marketing Group Creative Input Survey
- Develop and Post Marketing Communications Plan & Schedule
- Present Spring Umbrella conceptual approach themes at Regional TDM Marketing Group Mtg
- Concepts Presented to Funding Agencies
- Concepts Presented to Marketing Workgroup
- Refine, Develop and Finalize Creative
- Negotiate Media Buys
- Produce and Distribute Creative
- Campaign Goes Live

Spring Umbrella

July 2019

Aug 2019

Aug 2019

Sep 2019

Oct 2019

Oct 2019

Nov 2019

Dec 2019

Jan 2020

Feb 2020

RIDESHARE MARKETING

Spring Umbrella



COMMUTER CONNECTIONS BRAND POSITIONING

Spring Umbrella

BALANCE INDIVIDUAL &
COMMUNITY NEEDS

SECURE & PROTECTS
PRIVACY

PROVEN, TRUSTED
NETWORK

REDUCE SOVs

SUPPORTS MULTI MODAL
OPTIONS

EQUALITY & RESPECT FOR
ALL

REGIONAL PRIORITIES
CONSIDERED

SYSTEMS TO SUPPORT
SAFETY

RESULTS

RIDESHARE - CONCEPTUAL APPROACH

Rideshare



Commutes come in all different flavors;
Let Commuter Connections get you
home with its many programs. It's a
piece of cake to sign up!

Brand Values: Proven, Trusted Network,
Supports Sustaining All Options

With so many options and so many
benefits, no matter how you spin you're
always a winner with Commuter
Connections programs.

Brand Values: Secure & Protects Privacy,
Regional Priorities Considered

Be in charge of the commute mode you
take! Let Commuter Connections design
your commute with all the services we
provide.

Brand Values: Equality & Respect For All
People, Balance Individual & Community
Needs

SPRING SELECTED CREATIVE APPROACH

Rideshare



With so many options and so many benefits, no matter how you spin you're always a winner with Commuter Connections programs that fit your commuting needs and rewards that add up - That's a Big Deal! Sign up for Commuter Connections today, it's free!

Brand Values: Secure & Protects Privacy, Regional Priorities Considered



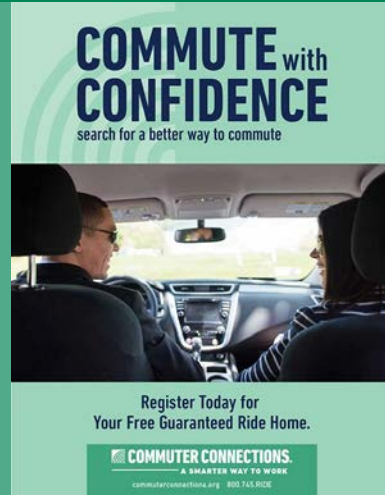
GRH - CONCEPTUAL APPROACH

Guaranteed Ride Home



When you choose an alternative commute twice a week or more, you're eligible to step in to benefits that fit your commuting needs

Brand Values: Actually Reduce SOVs



Search for a better way to commute that gives you confidence

Brand Values: Proven, Trusted Network



Switch to alternative modes of travel and plug into a bunch of benefits including a free ride home!

Brand Values: Supports Sustaining All Options

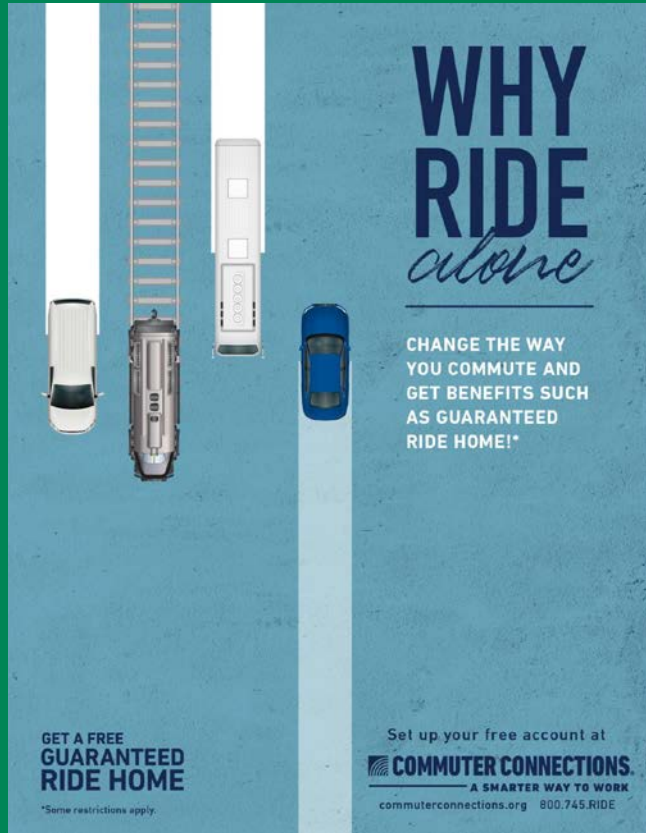


Reduce congestion, improve air quality and use alternative forms of travel to and from work. Why Ride Alone?

Brand Values: Actually Reduce SOVs, Real Results, Proven, Trusted Network

SPRING SELECTED CREATIVE APPROACH

Guaranteed Ride Home



Change the way you commute and get benefits such as Guaranteed Ride Home.

Guaranteed Ride Home is top of mind to help you use alternative forms of travel to and from work (other than driving alone), this can help you as a commuter make that switch. Why Ride Alone?

Brand Values: Actually Reduce SOVs, Real Results, Proven, Trusted Network

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

odonnellCOMPANY



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



incenTrip

OBJECTIVES & STRATEGIES

incentrip

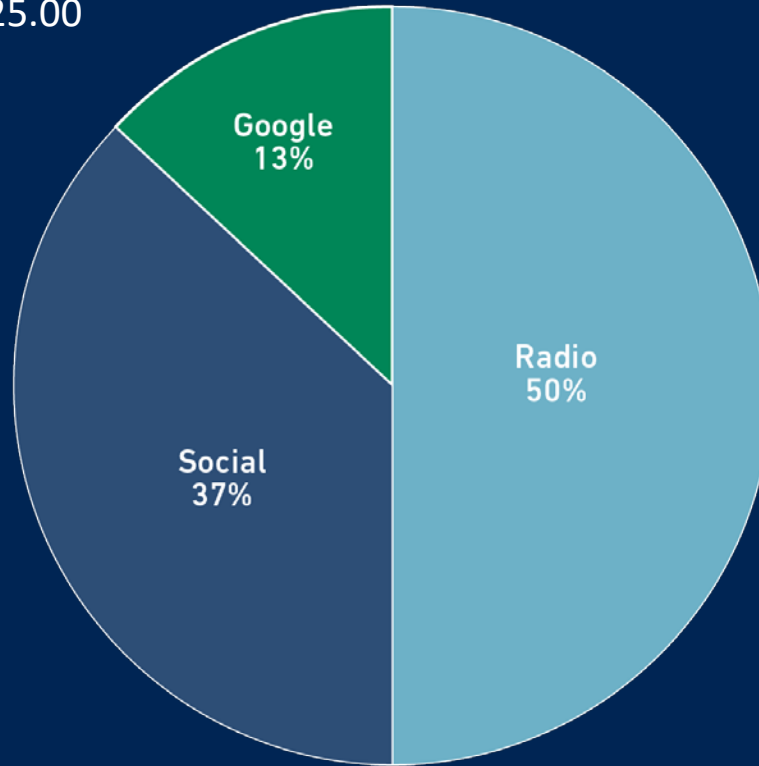
- Promotion of incentrip, an app that helps commuters choose the best travel options to reduce traffic congestion and improve air quality
- Fall Spending: \$19,925.00
- Campaign Live: October – December 2019



INCENTRIP FY20 MEDIA BUDGET (NET)

incentrip

● Fall Spending: \$19,925.00



CREATIVE APPROACH


incentrip



MEDIA ADVISORY + PRESS RELEASES

incentrip

From: Rachel A. Adler <radler@ccgo.com>
Sent: Monday, August 26, 2019 11:18 AM
Subject: MEDIA ADVISORY: Launch of Incentrip Mobile App for D.C. Area Commuters

 Metropolitan Washington Council of Governments
777 NORTH CAPITOL STREET NE, SUITE 300,
WASHINGTON, DC 20003
202.625.1200
(202) 962-3200

media advisory

Commuters can earn rewards and avoid traffic with new Incentrip mobile app
Commuter Connections and the University of Maryland partner to launch new Incentrip app

Washington, D.C. (August 26, 2019) – Commuter Connections and the Maryland Transportation Institute at the University of Maryland (UM-TI), with technology development funding from the U.S. Department of Energy's Advanced Research Project Agency – Energy (ARPA-E), will launch Incentrip, a new mobile app that allows commuters in the Washington D.C. region to save time, money, and fuel, while earning rewards for planning trips.

The Incentrip app recommends the best travel mode, departure time, and route based on both real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams caused by accidents, work zones, special events, and adverse weather conditions.

With the app, commuters can earn rewards, including gift cards and cash, every time they plan trips to and from work, avoid traffic, or use alternatives to drive-alone commuting, such as carpooling, taking transit, walking, and biking. The app provides users a fun and game-like environment, where they can accomplish customized weekly goals, win challenges, and invite friends to participate.

The launch event of the app will include an overview of the app development, demonstration of key features, and discussion of regional impacts, such as reducing congestion and vehicle emissions. Reporters will have the opportunity to ask questions and be among the first users to try out the app.

WHAT:
Launch of Incentrip mobile app for D.C. area commuters

WHEN:
Wednesday, August 28, 2019
10:30 – 11:30 A.M.


WHO:
Martin Nohle, Transportation Planning Board Chairman, Prince William County Supervisor
Kathy Russell, Transportation Planning Board Vice Chairman, City of Frederick Administrator
Patrick McQuinn, U.S. Department of Energy ARPA-E Deputy Director for Technology
Dr. Lu Zhang, University of Maryland Professor, Maryland Transportation Institute Director
Natalia Ramires, Commuter Connections Director

WHERE:
The National Press Club
329 14th St. NW, Washington, D.C. 20045
13th Floor, Munroe Room

MEDIA CONTACT:
If you are interested in attending the launch event, please reach out to one of the following contacts to register:
Laura Anderson: laanderson@metcog.org, (202) 962-3278
Rachel A. Adler: radler@ccgo.com, (202) 962-3200
Robert Henschbach: rhenschbach@metcog.org, (202) 962-3278

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections is a free, voluntary, and confidential program that provides commuters with information about matching for carpool and vanpool, and offers the Free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia, and the U.S. Department of Transportation.

Based at the University of Maryland's A. James Clark School of Engineering, the Maryland Transportation Institute (MTI) brings together interdisciplinary transportation expertise from across Maryland universities to provide and deploy innovative solutions that address urban and rural transportation problems. Through partnerships with government, non-profit, and private-sector collaborators, MTI helps pioneer cost-effective ways to improve safety, reduce congestion, promote sustainability, enhance equity, and preserve infrastructure. With a team of leading international experts in engineering, planning, data analytics, computer and information sciences, social sciences, business and logistics, public policy, public health, and the humanities, MTI is uniquely equipped to foster new approaches that fuel community and economic development in Maryland and beyond.

 Metropolitan Washington Council of Governments

Transportation Environment Community Homeland Security & Public Safety About Us


COG & Our Region Region Forward Vision COG Board Priorities Committees & Members

Home > About Us > Newsroom > Commuter Connections and University of Maryland launch Incentrip app

NEWS RELEASE

Commuter Connections and University of Maryland launch Incentrip app


Aug 28, 2019



Today, Commuter Connections and the Maryland Transportation Institute at the University of Maryland launched Incentrip, a new mobile app that allows commuters in the Washington D.C. region to save time, money, and fuel, while earning rewards for planning trips.

The Incentrip app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams caused by accidents, work zones, special events, and adverse weather conditions.

With the app, commuters can earn rewards points every time they plan trips to and from work, avoid traffic, or use alternatives to drive-alone commuting, such as carpooling, walking, bicycling, or taking transit. Commuters who use the app during rush hours can redeem rewards points for cash from Commuter Connections. The app provides users a fun and game-

 Metropolitan Washington Council of Governments

NEWS RELEASE

Last Chance to Pledge to Go Car Free – Drop Your Keys on September 21, 22, and/or 23

Don't miss out on the chance to win prizes and try Incentrip on Car Free Days

WASHINGTON, D.C. (September 20, 2019) – Thousands of metropolitan Washington area residents have already taken the pledge to drop their car keys on September 21

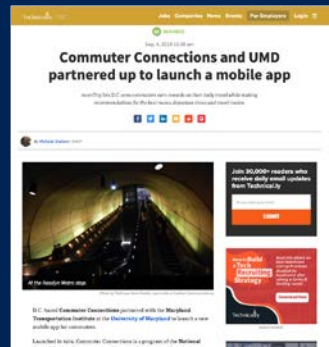
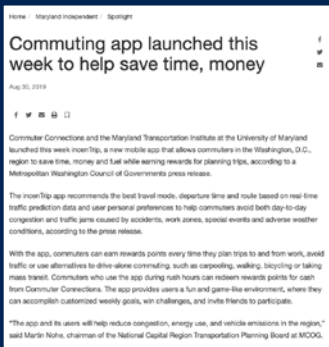
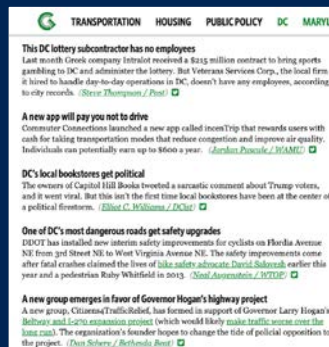
After taking the Car Free Days pledge, consider downloading [Incentrip](#) to make using alternatives to driving alone easy and fun. Incentrip is Commuter Connections' new mobile app that recommends the best travel mode, route, and departure time after factoring real-time traffic data and personal preferences—and rewards users with points, which can be redeemed for cash.

Association, has been instrumental in getting the word out about the positive impacts of going car free or car-lite."

Everyone who signs up to take the free pledge will receive \$30 in credit for the Nift Gift app to spend at local merchants. Participants will also be automatically entered in a raffle for a chance to win great prizes, including a Samsung Galaxy tablet, a bicycle from Brilliant Bicycle

EARNED MEDIA PRESS

incentTrip



A man with dark curly hair and glasses, wearing a grey blazer over a blue shirt and tie, is smiling and gesturing with his hand. A woman with glasses and a tan blazer is also smiling and looking at him. They are in the back of a car, with the car's interior and windows visible. The text 'POOL REWARDS' is overlaid on the left side of the image.

'POOL REWARDS

OBJECTIVES & STRATEGY

'Pool Rewards

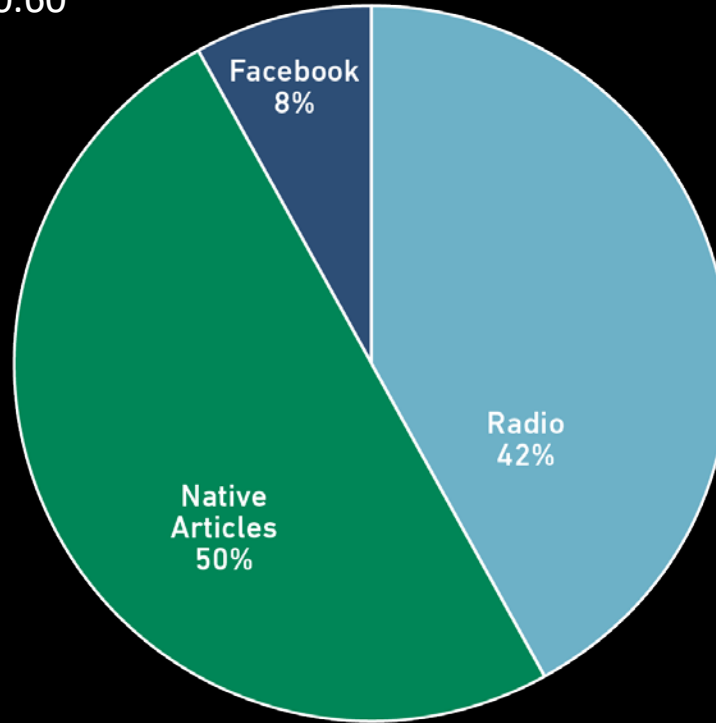
- Promote benefits & encourage registration
- Use Social Media
- Leverage FY 2019 Creative Approach
- Campaign Live: November - December 2019

'POOL REWARDS\$
it pays to rideshare

'POOL REWARDS FY20 MEDIA BUDGET (NET)

'Pool Rewards

● Fall Spending \$15,490.60



CREATIVE APPROACH

'Pool Rewards

**EARN \$130
WHEN YOU
CARPOOL.**

'POOL REWARDS
it pays to rideshare

**RIDESHARE
AND GET
REWARDED.**

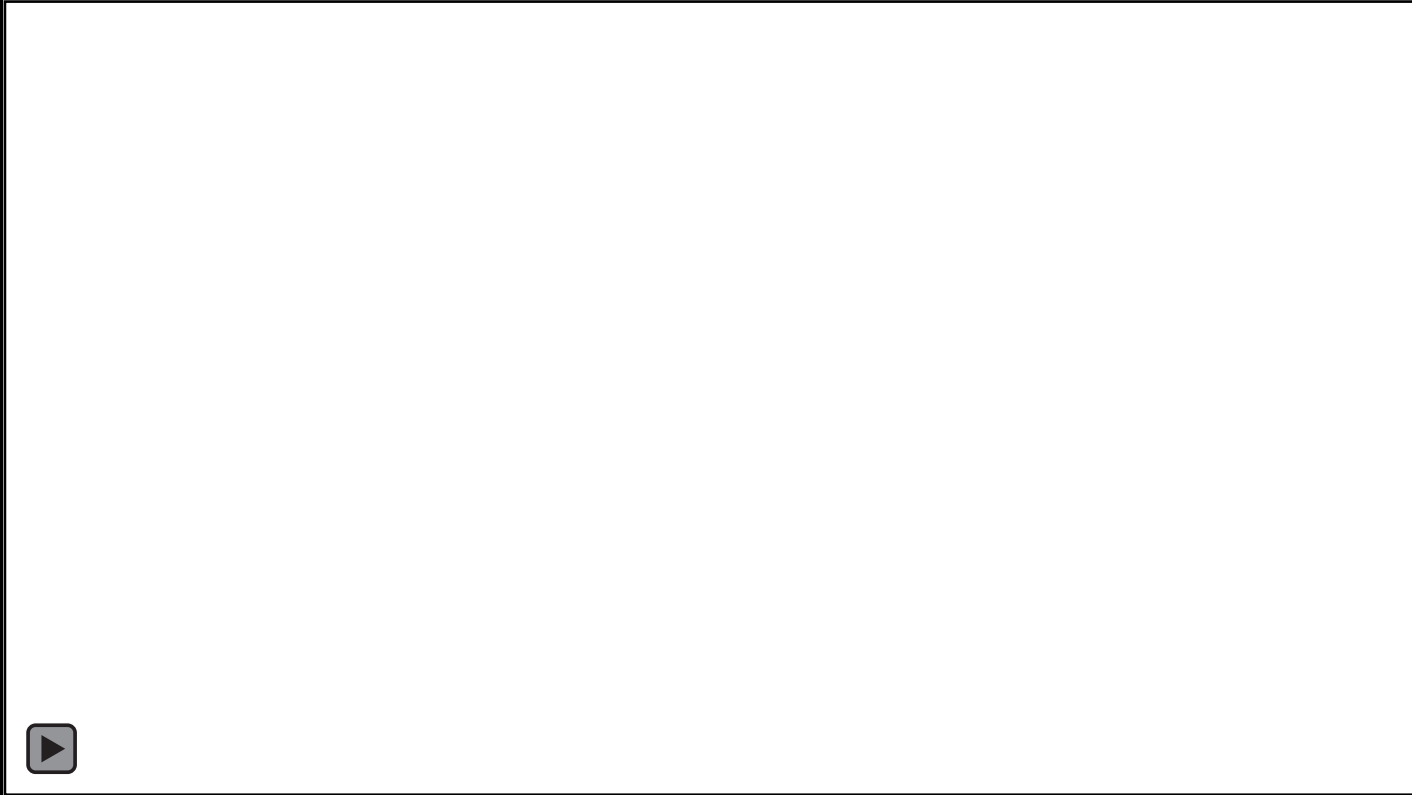
'POOL REWARDS
it pays to rideshare

**VANPOOL
AND EARN
UP TO \$200.**

'POOL REWARDS
it pays to rideshare

VIDEO

'Pool Rewards



A close-up, low-angle shot of a person riding a teal-colored bicycle. The person is wearing tan trousers and brown leather shoes. The bicycle has a teal frame, silver fenders, and a silver chainring. The background is a blurred urban street scene with buildings and trees.

BIKE TO WORK DAY

OBJECTIVES & STRATEGY

Bike to Work Day

Sponsorship Campaign:

November 2019 - January 2020

Poster Creative Concepts Development:

December 2019





2020 EMPLOYER RECOGNITION AWARDS

OBJECTIVES & STRATEGY

- 2020 Theme: LEADING THE WAY
- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs

Employer Recognition Awards

2020 EMPLOYER
RECOGNITION
AWARDS



NOMINATION FORM SELF-MAILER

Employer Recognition Awards

20 EMPLOYER RECOGNITION AWARDS

Please apply with this form or **apply online** at commuterconnections.org

Eligibility
Employees in the District of Columbia, including Maryland, and Northern Virginia that have initiated, enhanced or expanded an employer offered or co-funded program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2019.

Deadline
The application deadline is January 22, 2020.
Consider all applications should be sent to:
Executive Center Office
Commuter Connections
2777 North Capital Blvd., Suite 300
Baltimore, MD 21002-4290
Tel: 410-326-2700
dfo@cdcmm.org
cdcmm@cdcmm.org

Instructions
Nominees should include all information requested in Items 1-5 using this form for the most accurate program summary and then answer the questions on the supplemental materials on the questions and program summary materials.

1. CONTACT INFORMATION
Organization _____
Address _____
City _____
Program Contact (Name) _____
Name of those Submitting nomination form (if different from above) _____
Phone _____
Email _____
State Program Region (must have been initiated or improved before January 1, 2019)
Name of Program (if applicable) _____

2. AWARD CATEGORY
Which Award Category best describes the focus of your program? (Item brochures on web)
☐ Marketing ☐ Incentives ☐ Telework
Is there a secondary category you would like to apply for? (Please check only one in secondary category)
☐ Marketing ☐ Incentives ☐ Telework

3. TYPE OF ORGANIZATION
Please mark one of the choices below that best describes your organization:
☐ Private sector ☐ Local, State or Federal government
☐ Non-profit organization ☐ Other _____

4. NUMBER OF PARTICIPANTS
How many people are currently in the Washington metropolitan area?
At how many work sites?
What is the total number of program participants in the Washington metropolitan area?

Nomination Form



Awards are given in the following categories:

INCENTIVES
Offering a host of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

MARKETING
Educating about and advocating for alternative commute options.

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



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

TRANSIT AND VANPOOLS
Offering monthly transit subsidies up to \$245 and/or direct benefits, through SmartBenefits®. Providing shuttle services to and from the workplace and transit stations.

A bit about last year's 2019 winners:

MARKETING

Washington Headquarters Services District of Columbia and Alexandria

Washington Headquarters Services (WHS) is a Department of Defense Field Activity providing administrative and management support to the military.

The Pentagon is the largest transit hub in the region with nearly 100 bus routes and an average daily ridership of more than 91,000. Of 27,000 employees in the region, approximately 77 percent use alternative methods of commuting.

WHS offers monthly transit subsidies up to \$245 and all who telework are provided with laptops. WHS also offers alternative work schedules, compressed work weeks, and amenities for bicyclists and walkers.

WHS has made it easy for employees to acquire information about commute options through transportation fairs and events, transportation subsidies, air quality and traffic alerts, relevant website content, social media postings, and a monthly newsletter. WHS has also developed custom transportation brochures, a hotline, and dedicated transportation offices.



INCENTIVES

Toole Design Group Silver Spring, MD

Toole Design Group is a leading planning, engineering, and landscape architecture firm that operates in active and multimodal transportation. Of 65 employees working at its headquarters, 92 percent commute through a combination of transit, walking, bicycling, or teleworking.

Toole Design Group's employee established its headquarters within short walking distance of transit, bike sharing, and bike lanes. A \$175 debit card is provided for use on transit and amenities include lockers, showers, and secure bicycle parking. Toole Design also offers free on-site bike tune-ups.

Employees are offered \$45 towards annual Capital Bikeshare memberships and a healthcare benefit that rewards staff up to \$1,000 per year towards their Health Savings Accounts. For walking, full-time employees are issued laptops and the company also offers flexible hours and compressed work weeks.



TELEWORK

Aircraft Owners and Pilots Association Frederick, MD

The Aircraft Owners and Pilots Association (AOPA) represents more than 100,000 members in 75 countries, making it the largest aviation community in the world.

Recognizing the benefits of teleworking for both employees and the organization, AOPA launched its Work from Home (WFH) program in 2018. Of 240 employees in the region, 13 participate in its WFH program. A stipend is given for cell phone and internet costs to the 25 employees who telework full time. There are 40 employees who telework 2 to 4 days a week, and 24 employees who have flexible schedules or compressed work weeks. Most employees may telework occasionally during inclement weather.

AOPA managers are given telework guidelines to help evaluate employee success. One department which was experiencing high employee turnover was able to dramatically reduce their attrition rate after the WFH program was introduced. In addition, an out-of-state office was consolidated into its main campus and AOPA was able to retain the talent of most employees, largely due to its WFH program.



SCHEDULE

Employer Recognition Awards

2019

SEP	Form Awards Workgroup
OCT	Develop concepts
OCT	Selection by Workgroup
NOV	Develop brochure and nomination form
DEC	Mailing to level 3 & 4 employers in database
DEC	Nomination period begins

2020

JAN	Email blast to level 3 & 4 employers in database
FEB	Nomination period ends
MAR	Selection Committee meets
APR	Develop program booklet, invitations, video, and other materials
MAY	Media coordination
JUN	Employer Recognition Awards ceremony
JUN	Print ad



EMPLOYER NEWSLETTER

OBJECTIVES & STRATEGY

Newsletter

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Print Publication and E-Newsletter reaches
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETC's (w/insert)

Issue 3, Volume 22 Summer 2019

WHAT'S INSIDE

- 1-3 Celebrating Stars - Employers Honored (Continued From Page 1)
- 4 Car Free Day on September 21, 23, 2019
- 5 Searching - Cash Rewards for Smart Travel

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

CELEBRATING STARS - EMPLOYERS HONORED

Kelly Russell, National Capital Region Transportation Planning Board (TPRB) Vice Chairman and President Pro Tem, City of Frederick Board of Aldermen served as Master of Ceremonies for the 22nd Annual Commuter Connections Employer Recognition Awards event held at the National Press Club on June 21, 2019. "We're here to acknowledge three employers who are making positive contributions to the region's community. The award-winning employers we're honoring today were judged in one of three categories: employers that have offered comprehensive commuter incentives that make using alternative transportation modes more attractive; employers that successfully encouraged and actively promoted alternative commuting options to their employees; and employers who initiated and sustained a vibrant telework program," said Russell.

initiatives, creating more like-minded workplaces for the betterment of employers, employees, and the region".

The three winning employer commute benefit programs collectively reduced more than 163 million vehicle miles traveled and saved more than 8.2 million gallons of gasoline in 2018.

2019 Winners

Incentive Award - Toole Design Group, Silver Spring, MD

1st - Greg Belling, Executive Director, Washington Area Sports Association, Dan Coatsworth, Vice President, Planning Director, Toole Design Group, Master of Ceremonies, Kelly Russell, President Pro Tem, City of Frederick, Board of Aldermen and TPRB Vice Chairman.

Toole Design Group has supported alternative commuting since 2009, beginning with their decision to locate their headquarters to Silver Spring at a site conveniently located near a transit center with access to Metro and commuter rail, buses, and bikesharing. Toole Design provides the following support for their employees:

Continued on page 2

Summer 2019

FEDERAL ETC UPDATES

NIH CYCLES AWAY WITH BIKE TO WORK DAY EMPLOYER CHALLENGE

FEDERAL ETC UPDATES

NIH CYCLES AWAY WITH BIKE TO WORK DAY EMPLOYER CHALLENGE

Perennial Bike to Work Day favorite, the National Institutes of Health (NIH) cycled away with the Employer Challenge distinction for the employer with the greatest number of bicyclists registered for the May 2019 annual Bike to Work Day event.

The NIH Bicycle Commuter Club's massive membership of 400 promotes participation in Bike to Work Day and bicycling on a regular basis as a commute method. NIH supported Bike to Work Day by hosting a pit stop at its main campus and by participating in many more throughout Montgomery County where other NIH offices are located. Overall, more than 550 NIH employees registered for the popular spring bicycling event, making NIH tops in the Washington, DC region.

In a ceremony held on Bike to Work Day, the NIH Bike Club presented the Carl Henn Bicycling Advocacy Award, named for a former employee who was tremendously active with the NIH Bike Club and the community at large.

The NIH Bike Club administers the "Bike Bucks" program to reward employees for bicycling to work. Bicyclists log their commute miles and for every 100 recorded they receive five Bike Bucks. The Bike Bucks are honored as cash at the NIH Fitness Center, Privet's Bicycles in College Park, and The Bicycle Place in Silver Spring. Additionally, Bike Bucks can be used toward the cost of a covered NIH Bike Club jersey.

Other NIH amenities and perks that support bicycle commuting include covered bike parking and lockers, shower facilities, free bicycle repair station with NIH campus police, a bike mentor program that matches NIH employees new to bicycle commuting with experienced NIH bike commuters. Mentors help with anything from route suggestions, how to ride safely in traffic, selecting gear, bikes on bus instructions, and other great tips.

1st - Joseph Cox, Chief Transportation Services Branch, NIH, Susan Cook, Director of Division of Research and Transportation Services, NIH, Colleen McMillan, Director of Office of Research Services, NIH, Tommie Anderson, President of the NIH Bicycle Club, Dr. Alfred Anderson, Deputy Director for Management, NIH, Nicholas Nemko, Director of Transportation Operations Programs, NIH, Stephen Washington, Chairman of Governmental Affairs, American College, Membership and Development Coordinator, Washington Area Bicyclist Association.

FALL EDITION

Newsletter

Issue 4, Volume 23 Fall 2019

WHAT'S INSIDE

- 1. Commuter Connections Explores Data Includes: A Terrible Resource
- 2. Project Road Day: Federal Source
- 3. Employer Recognition Awards: Call for Nominations
- 4. Region 4 Commuter Lines: Near-vehicle Wide-View
- 5. E-ZPass Flex: Only Lanes? Not a Problem
- 6. Mission: It's Calling...

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

THE 395 EXPRESS LANES ARE HERE

No more waiting for an express ride down I-395.

The \$475 million extension of the I-395 Express Lanes to the Pentagon is near completion and will ease the trip for thousands of commuters. The Express Lanes now extend from near Edsall Road in Fairfax County to the 14th Street Bridge near the District of Columbia.

The dynamic toll requires an E-ZPass[®]. Carpools and vanpools of three or more ride free; others will pay approximately \$2.00 to \$5.00 per mile depending on the time of day and traffic volume on the Express Lane. Carpools and vanpools of three or more require an E-ZPass Flex (an E-ZPass with a switch that, when activated, emits a signal that the vehicle is carrying three or more passengers).

The Express Lanes will save your employees time and some money too. Commuter Connections offers incentives for commuters who want to share the ride:

- If your employees currently drive alone to work and get at least seven people (including a volunteer driver) to form a new vanpool, they may qualify for a \$200 "Fuel Rewards" monthly incentive. They will ride the Express Lanes free too! Commuter Connections representatives can help you every step of the way to form new vanpools at your work site.
- The CarpoolNow app finds other commuters along your employees' commute routes who are looking for a ride to or from work. The driver incentive will pay your employees \$10 each time they pick up a commuting passenger to or from work, when using the app.
- The new Incentif app rewards points for every commute trip that's logged into the app. Incentif is a multimodal trip planner that even helps your employees avoid traffic. Commuters earn extra points for trips

made by carpool, vanpool, transit, or bicycling to work. Points can be redeemed for \$10, \$20 or \$50 in cash, up to \$400 per year.

Your company can promote these incentives to employees through onsite Transportation Fairs and other promotions. Contact your Commuter Connections Employer Services representative for ideas and hands-on assistance. Visit www.commuterconnections.org/employers/ under "Employer Resources" to find the Employer Services representative for your area.

For more information on the I-395 express lanes, visit www.expresslanes.com/projects/395.

For more information on commuter incentives, visit www.commuterconnections.org/commuters.

To obtain an E-ZPass[®] or an E-ZPass Flex[®] visit www.EZPassVA.com.

Fall 2019

FEDERAL ETC UPDATES

SPOTLIGHT: U.S. PATENT AND TRADEMARK

The U.S. Patent and Trademark Office (USPTO) works with big ideas. Therefore, it makes sense that they would also have a large array of commuter services available to their employees.

"It's important the USPTO participates in such programs, along with other agencies with shared program objectives, to protect the nation's infrastructure, reduce air pollution & traffic congestion, and increase use of mass transit," said USPTO spokesperson Julianne Metzger.

The U.S. Patent and Trademark Office (USPTO) in the City of Alexandria has a robust commuter program. Transit riders receive up to the full federal transit benefit and their office location is just a short walk from both the King Street Metro station (yellow and blue lines) and the Eisenhower Avenue Metro station (yellow line). Adjacent to King Street Metro station is Alexandria Union Station, served by both Amtrak and the Virginia Railway Express. The USPTO also sits along several Alexandria DASH bus stops.

USPTO supports bicycling commuters with:

- Secure bike storage within parking garages, fee required.
- Traditional bike racks in front of each building.
- Shower services available in the fitness center, fee required.
- Capital Bikeshare station on campus.
- Annual participation in "Bike to Work Day" event.

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THANK YOU