

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

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



### **INITIATIVES**

- Ridesharing
- Guaranteed Ride Home
- Bike to Work Day
- CarpoolNow App
- Flextime Rewards
- Employer Recognition Awards
- Newsletter





# RIDESHARE FY19 MEDIA BUDGET (NET)

DC Radio \$190,906.60

Exurb Radio \$31,249.40

Pandora \$40,001.00

Digital/Social \$19,315.00

Total Paid Media: \$281,472.00

Campaign Live February 11 – June 23, 2019



#### **SPRING RIDESHARE DC RADIO**

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17



















#### **SPRING RIDESHARE EXURB RADIO**

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17







#### **SPRING RIDESHARE RADIO ADS**

:30 radio spots



Why Rideshare? Why Not?

Bob



Why Rideshare? Why Not? Jane



#### **SPRING RIDESHARE**

# **PANDORA**

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17





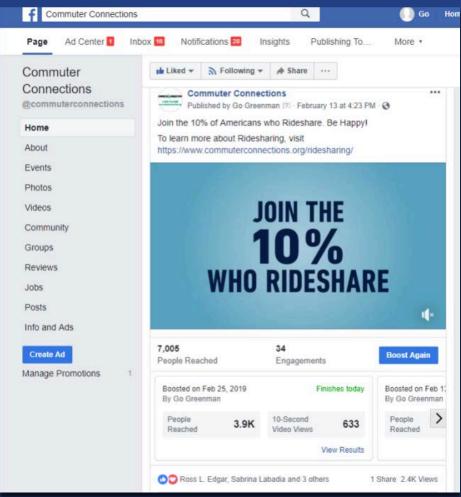
# **SPRING RIDESHARE**





#### SPRING RIDESHARE FACEBOOK

Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17







#### **SPRING RIDESHARE DIGITAL ADS**

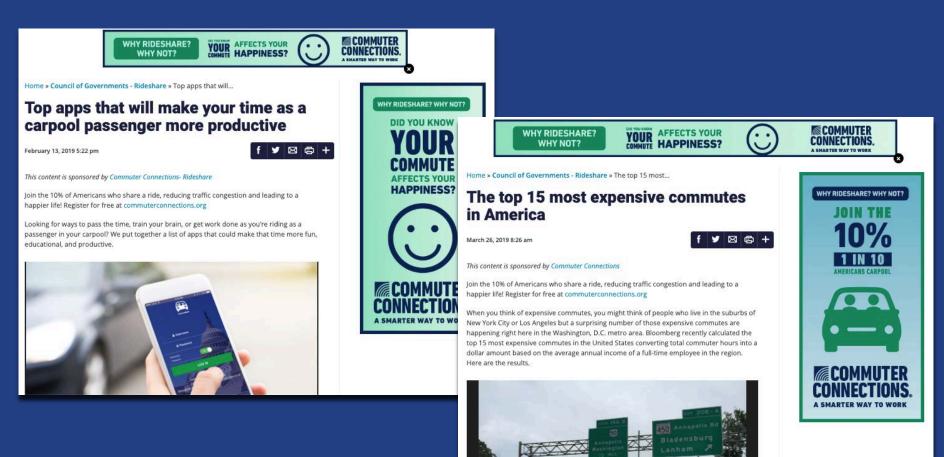
Flight dates: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, 6/17



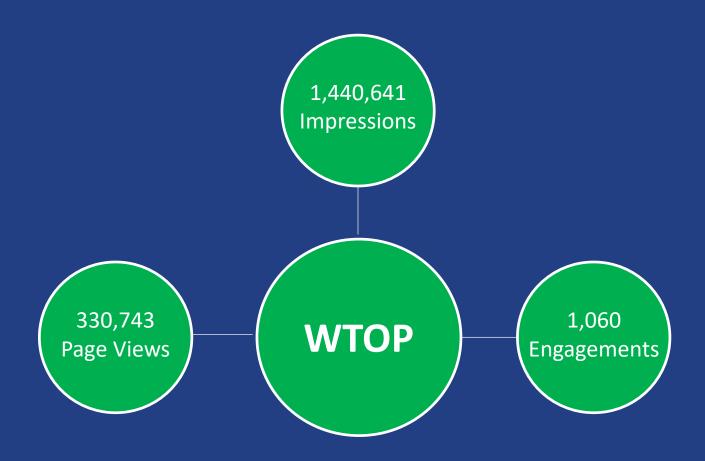


#### SPRING RIDESHARE WTOP NATIVE CONTENT

Flight dates: 3/12, 4/9, 5/22



## **RESULTS TO DATE**



#### **SUMMER RIDESHARE POSTCARD**

June 2019



Metropolitan Washington Council of Governments 777 N. Capitol Street, NE, Suite 300 Washington, DC 20002-4290



Commuter Connections® is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.



#### WHY RIDESHARE? WHY NOT?

Register for Ridematching or Guaranteed Ride Home at commuterconnections.org.

Defray the cost of gas, tolls, and parking, and raise your enjoyment levels!

Over 350 Park & Ride Lots in the area make great meeting points — the vast majority offer free parking.

#### A couple of clicks can save you!

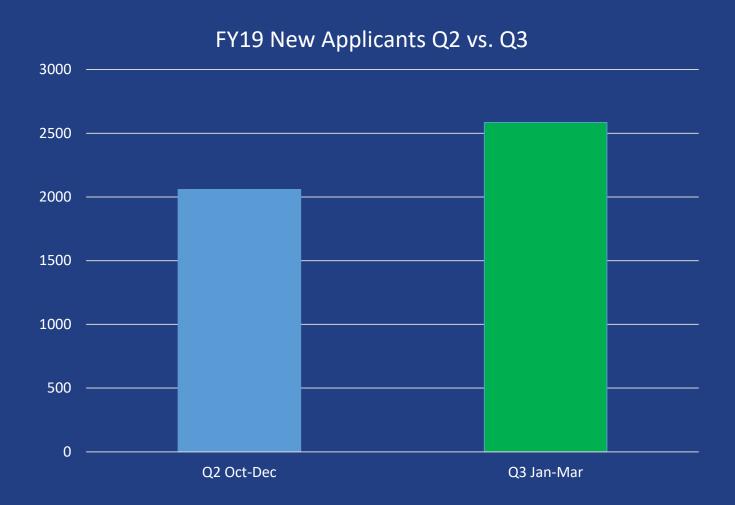
- Visit commuterconnections.org.
- Once you create a free account and sign up to rideshare, you'll receive an instant list of potential carpool or vanpool partners.
- Simply reach out to those on your list of potential partners. It's that easy!
- 4 Added Bonus: Guaranteed Ride Home. When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for the Guaranteed Ride Home program\*. If an illness, unexpected emergency or unscheduled overtime occurs, we'll arrange for you to get home for free, up to four times a year!

Register for free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. For questions, call 800.745.RIDE.

By registering with Commuter Connections, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

\*Some restrictions apply.

#### **RIDESHARE APPLICATIONS**





#### **RIDESHARE APPLICATIONS**









# GRH SPRING FY19 WASHINGTON, DC REGION MEDIA BUDGET (NET)

Radio \$106,567.00

Exurb Radio \$60,242.90

NBC4 (TV) \$92,632.15

Digital/Social \$21,764.70

Total Paid Media: \$281,206.75

Campaign Live February 18 – June 30, 2019



#### **SPRING GRH RADIO**



















### **SPRING GRH EXURB RADIO**











### **SPRING GRH RADIO ADS**

:30 English radio spots



Don't Freak Out! Male



Don't Freak Out! Female

### **SPRING GRH VIDEO**







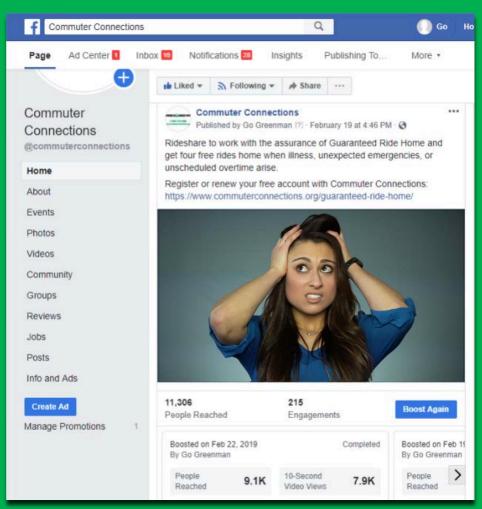
#### **SPRING GRH**







#### **SPRING GRH FACEBOOK**





#### **SPRING GRH DIGITAL ADS**

Flight dates: 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

### **DON'T FREAK OUT**

**GUARANTEED RIDE HOME.** 

Some Restrictions Apply













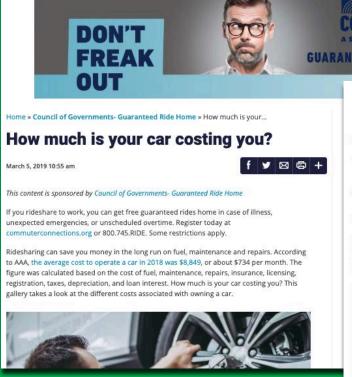


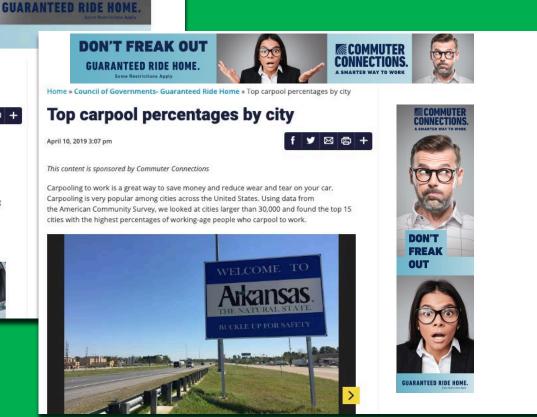


**GUARANTEED RIDE HOME.** 

#### **SPRING GRH WTOP NATIVE CONTENT**

Flight dates: 3/19, 4/18, 5/30



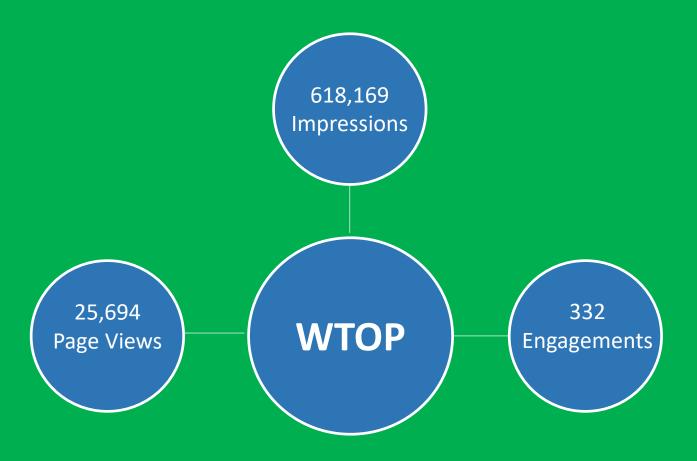


#### **SPRING GRH TRANSIT ADS**

Flight dates through June 2019



### **RESULTS TO DATE**



#### **SUMMER GRH POSTCARD**

June 2019



Metropolitan Washington Council of Governments 777 N. Capitol Street, NE, Suite 300 Washington, DC 20002-4290



#### DON'T FREAK OUT

GUARANTEED RIDE HOME

For illness, unexpected emergencies & unscheduled overtime. Sign up today. It's free!

\*Some restrictions apply.

Commuter Connections\* is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.



DON'T FREAK OUT

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

#### GET FREE GUARANTEED RIDES HOME.

Register or renew today online at commuterconnections.org.

Available in the Washington and Baltimore metropolitan areas.

#### **Guaranteed Ride Home:**

Go to commuterconnections.org to sign up for Guaranteed Ride Home\* (GRH) – FREE reliable rides home when an unexpected personal or family emergency, illness, or unscheduled overtime occurs. If you carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week, sign up today to let us help ease problems that may arise!

- We'll arrange for a free taxi to get you home up to four times each year!
- · Available Monday through Friday from 6 a.m. to 10 p.m.
- . GRH is for commuters working in the Washington or Baltimore regions.

#### Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

#### Register for Guaranteed Ride Home or Ridematching - today!

- To register for either free program simply visit commuterconnections.org
  to get started.
- Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool or vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.RIDE.

\*Some restrictions apply.

# GRH SPRING FY19 BALTIMORE REGION MEDIA BUDGET (NET)

Baltimore Radio \$22,295.50

Facebook \$1,350.00

YouTube \$1,350.00

Total Paid Media: \$24,995.50

Campaign Live February 18 – June 30, 2019



#### SPRING GRH BALTIMORE MEDIA









## **GRH REWARDS SPONSORSHIPS**







#### **STRATEGY**

- Encourage downloads of the CarpoolNow app (more than 3,600 as of June 3)
- Promote driver benefits and encourage driver sign-ups
- Hold pop-up events in DC, MD, and VA promoting the CarpoolNow app



# CARPOOLNOW APP FY19 MEDIA BUDGET (NET)

WTOP \$5,000.00

Entercom/WIAD \$6,000.00

WFRE/WFMD \$4,000.00

Total Paid Media: \$15,000.00



# **POP-UP EVENTS**

5/8 – Huntington Station Yellow Line







Street teams spoke to more than 600 commuters 4:30 – 7:00 pm

## **POP-UP EVENTS**

5/14 – Van Dorn Street Station Blue Line



# Wtop



Street teams spoke to more than 400 commuters 4:30 – 7:00 pm

### WTOP NATIVE CONTENT

Live Date: 5/21



## **POP-UP EVENTS**





Free Country 99.9 WFRE talking to commuters about great ways to find a smarter way to work, such as www.carpoolnow.org, the real time app that pays commuters who drive \$10 per trip, up to \$600 when they pick up other carpoolers.









# **POP-UP EVENTS**

National Capital BBQ Battle, Washington, DC









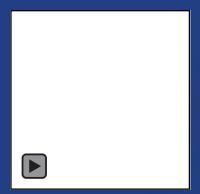
# **RADIO SPOTS**

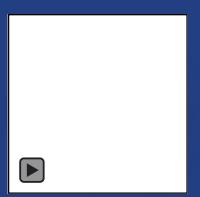
Flight dates: 5/6, 5/13, 5/20









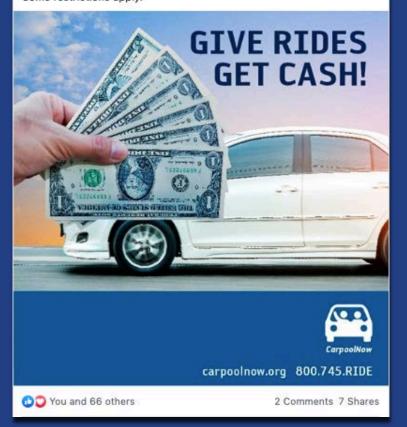


# CarpoolNow

### **FACEBOOK POSTS**



Visit us at Huntington Metro Station on Wednesday, May 8th from 4:30 pm - 7 pm. Learn how you can earn \$10 each way when you drive fellow carpoolers to and from work. Just sign up at carpoolnow.org or call 800.745.Ride. It's FREE! Sponsored by Commuter Connections. Some restrictions apply.







## **STRATEGY**

- Target current SOV drivers along specific bottle-neck corridors; employers
- Raise awareness of the incentive program to encourage participation

Campaign Live: May 28 – June 30



# FLEXTIME REWARDS FY19 MEDIA BUDGET (NET)

WTOP \$14,500.00

Social Media \$500.00

Total Paid Media: \$15,000.00



## **POSTCARD**

## COMMUTER |

Metropolitan Washington Council of Governments 777 N. Capitol Street, NE, Suite 300 Washington, DC 20002-4290





Commuter Connections\* is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

# THEY FLEX YOU WIN.

Enhance company benefits and productivity at no cost to you or your employees with Flextime Rewards! In fact, employees receive money just for flexing their schedule.

When commuters join the Flextime Rewards program, they receive \$8 cash each and every time they flex their schedule! Eligible commuters who sign up will receive a notification when traffic congestion is heavy along their route, so they can choose to flex their commute and workday schedule.

What commute routes are eligible?

I-495 IL between VA-267 and I-270 Spur

I-495 OL between I-95 and MD-193

I-66 EB at VA-267

DC-295 SB at Benning Rd

Those with an existing Commuter Connections account can simply opt into the program by logging into their account and selecting the Flextime Rewards option on the right-hand side of the page. New members can register for the Commuter Connections Flextime Rewards program at commuterconnections.org

Some restrictions apply.







Employees can register for the Flextime Rewards Program at commuterconnections.org.

### **SOCIAL MEDIA**



#### Flex Your Commute

Take back the time you spend in traffic and experience a better quality of life when you flex your commute and workday schedule. Register for the Flextime Rewards Program at commuterconnections.org.

Some restrictions apply.



#### Flex for Cash!

When you join Commuter Connections
Flextime Rewards program, you can receive
\$8 cash each time you elect to flex your
workday schedule to avoid peak traffic
times. Download the Commuter Connections
Flextime Rewards Program app today to
get started. Some restrictions apply.



#### Flex for Fun!

Flex your commute and have fun collecting cash! Earn \$8 each time you elect to flex your schedule to avoid peak traffic times. Register for the Flextime Rewards Program at commuterconnections.org. Some restrictions apply.

## **WTOP.COM BANNER ADS**







# **STRATEGY**

- Promote bicycling as a viable alternative commute mode
- Build regional participation
- Engage employers and organizations





# **BIKE TO WORK DAY PROCLAMATION**



Signed April 17, 2019. Kelly Russell (Frederick Board of Aldermen and TBP Vice Chairman); Martin Nohe (Prince William Board of County Supervisors and TPB Chairman); Colin Browne (Washington Area Bicyclist Association Communications Director); and Henry Dunbar (BikeArlington Program Director and Bike to Work Day Committee Chairman).

# **BIKE TO WORK DAY 2019 SPONSORS**



\$50,700 in cash

26 Sponsors

\$21,450 in-kind



# **POSTER**



# **RACK CARD**

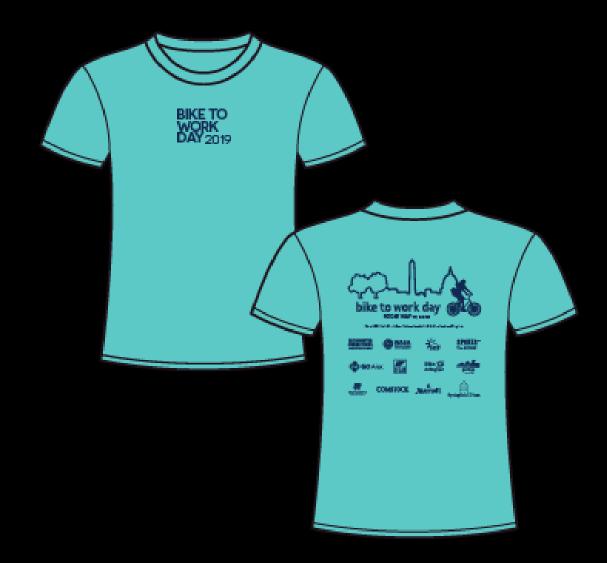




# **PIT STOP BANNER**



# **T-SHIRT**



### **WEBSITE**



# **Bike to Work Day**

On Friday, May 17, 2019 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of 100 pit stops in DC, MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**Registration Opens March 2019** 

#### **Pit Stops**

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

#### **Commuter Convoys**

All bicyclists are welcome to join one of the free Bike to Work Day convoys, led by experienced bicycle commuters. Convoys routes travel through popular employment centers and pit stops throughout the region. Check out the convoy map to see if there's one traveling by your area.





# BIKE TO WORK DAY FY19 MEDIA BUDGET (NET)

iHeart Radio \$33,532.50

Spotify \$495.00

WJFK \$8,478.75

Pandora \$15,000.00

WTOP \$1,500.00

Social Media \$990.00

Total Paid Media: \$59,996.25



# **BIKE TO WORK DAY RADIO**



# **SPOTIFY & PANDORA**





## **DIGITAL ADS**











## WTOP NATIVE CONTENT



#### SPONSORED CONTENT

Home » Sponsored Content » 10 benefits of biking...

# 10 benefits of biking to work

May 1, 2019 4:17 pm



This content is sponsored by Commuter Connections- Bike to Work Day

On Friday, May 17, 2019, Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. The first 20,000 who register and attend this free event get a t-shirt and a chance at great prizes, like a new bike! Join the fun with free snacks, drinks, and giveaways at over 100 pit stops in DC, Maryland, and Virginia. Register for free at biketoworkmetrodc.org.

A recent study found that people who biked to work were happier than people who drove alone to work every day. Being happier is just of the many benefits you can gain from biking to work. Here is a list of the top 10 benefits of biking to work.



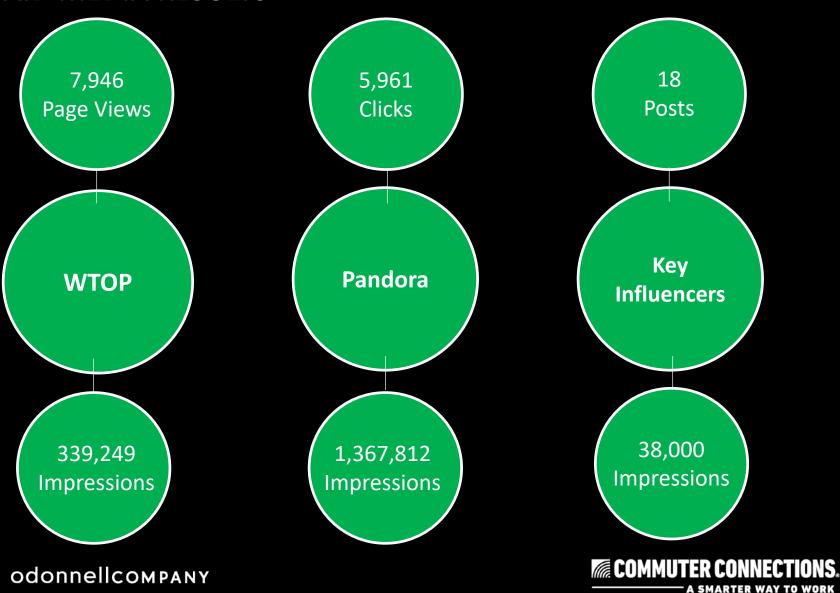


# **SOCIAL MEDIA**





# PAID MEDIA RESULTS



# **EARNED MEDIA**

DC-area commuters can take part in Bike to Work Day on Friday

•



Drivers might see more cyclists than usual on the road on Friday. The weather appears to be cooperating area's Bike to Work Day 2019.

Unlike last year's rain, Friday temperatures are expected to be mild in the morning under 70 degrees at the ride home about 80 degrees.

"We're looking for 19,000 to 20,000 participants for Bike To Work Day," said Nicholas Ramfos, director of Connections. Sprinkled throughout the region, there will be 115 pit stops — 15 more than last year — v

# Photos: Riders Flock to Trails for Bike to Work Day

Vernon Miles May 17, 2019 at 3:35pm



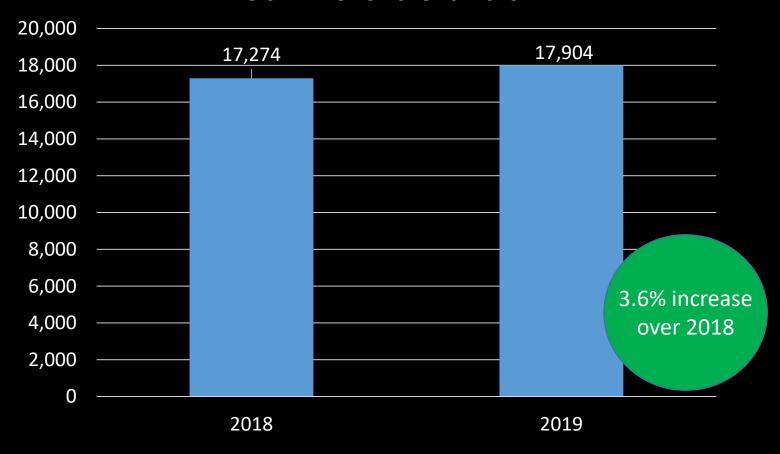
Bike to Work Day celebration at Gateway Park in Rosslyn

**4 1/11** 

(*Updated at 3:40 p.m.*) It was clear skies for commuters this morning (Friday) celebrating **Bike to Work Day**.

# **RESULTS**

### REGISTRATIONS 2018 vs. 2019







# **FY19 STRATEGY & MEDIA BUDGET (NET)**

- Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs
- Allow for organizations who share brand values to align with Commuter Connections

#### **MEDIA BUDGET**

Wall Street Journal \$7,448.51 ¼ page color ad June 24, plus smaller companion B/W ad June 26.

Total Paid Media: \$7,448.51



## **INVITATION**



## **PROGRAM BOOKLET**







As we look toward keeping pace with the region's development, a key component will be guiding daily commute behavior by encouraging a multi-modal balance of shared rides, transit, bicycling and walking, and teleworking. Commuter Connections and its jurisdictional partners assist employers in all such areas, and an employer's role in helping to shape commute methods of their employees cannot be underestimated.

The employers we are honoring today have implemented innovative and successful commuter benefits programs. We hope that through their example, other organizations will embrace similar initiatives, creating more like-minded workplaces for the betterment of employers, employees, and the region.

On behalf of the National Capital Region Transportation Planning Board, I wish to congratulate the winners of the 2017 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to reducing traffic congestion and improving the region's air quality.

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Chairman, National Capital Region Transportation Planning Board

Martin E. Nohe Prince William Board of County Supervisors

# **GIVEAWAY ITEM**



# **PODIUM SIGN**



### **SCHEDULE**

FEB Nomination period ends

MAR Selection Committee meeting

APR Develop invitations and podium sign. Order giveaways and trophies

MAY Develop program booklet, coordinate video production and media buy

JUN Finalize materials and write speaker remarks

JUN Awards ceremony and press release June 21

JUN Wall St. Journal ad June 24, companion ad June 26

Employer Recognition Awards Ceremony
The National Press Club





### **OBJECTIVES & STRATEGY**

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

# **Spring Newsletter**



#### METRO PLATFORM BLUES?

Got the Metro platform repair blues? Commuter Connections can help your employees smile again.

Starting Saturday, May 25, 2019, the Washington Metropolitan Area Transit Authority (WMATA) will begin a major platform reconstruction project of outdoor platforms at 20 Metroral stations.

As part of a three-year platform improvement project, the 20 platforms will be completely reconstructed to make them safer and more accessible to riders with disabilities, as well as address safety concerns and structural issues.

Reconstruction will take place at six stations along the Blue and Yellow Lines and is scheduled for completion by Labor Day, September 2. Stations include Braddock Road, King St - Old Town, Eisenhower Ava, Huntington, Van Dorn Street, and Franconia-Springfield. To accelerate completion of the project, the stations will be closed and construction will occur concurrently and around-the-clock.

"Thanks to the region's investment in Metro safety and reliability, we are now able to get after these stations where there are structural deficiencies," said Metro General Manager and Chief Executive Officer Paul J. Wiedefeld. "To reduce the length of time riders are inconvenienced, we have incentivized the contractor to rebuild deteriorating concrete platforms using an aggressive construction approach that reduces the project duration and contains the service disruption as



much as possible to provide normal rail service elsewhere on the system."

While free express and local shuttle bus service will be provided while the stations are closed, Metro suggests riders add 30 minutes to their trips to account for any issues.

"We are doing our part to help provide transportation options in conjunction with these important platform improvements," said city of Alexandria Mayor Justin Wilson. "The City and its partners are expanding local bus, trolley, and water taxi service; managing traffic flow; emphasizing rideshare, pedestrian, bicycle, and mobility device use; encouraging telework and alternate commuting schedules; and other mitigation strategies. Plans are detailed at alexandriava.gov."

Continued on page 2

Sprina 2019

# **FEDERAL ETC UPDATES**

#### TRANSERVE SERVES YOUR FEDERAL EMPLOYEES



The U.S. Department of Transportation (DOT) was one of the first government agencies to embrace the Transit Benefit Program. It began distributing transit benefits to employees in the early 1990s and the program has evolved over the years to offer transit benefit distribution services to over 250,000 federal participants nationwide.

TRANServe supports your employees with simplified access to transit authority information, electronic applications, how-to instructions and other resources that encourage them to use mass transportation as the primary means of commuting to and from work.

Under the program, government employees use a personalized Visa<sup>9</sup> debit card to purchase fare media from a ticket agent, online, or at a station kiosk. This saves the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

Over the years, the program has improved, adapted to changing technologies, and embraced multiple alternative commuting options. In 2013, to both save money and make choosing mass transit easier for federal employees, TRANServe, moved away from paper fare media to deliver the transit benefit electronically. In 2015, TRANServe created a \$20 Active Bicycling Commuting subsidy designed to encourage more bicycle trips. Federal employees can be provided with up to \$20 per month (\$240 ayear) for bicycling expenses to be used towards the purchase of a bicycle, bicycle related clothing, helmet, gear, etc. The subsidy was created in June 2015 as a response to the provision "Implementing Instructions for Executive Order (E.O.) 13693, Planning for Federal Sustainability in the Next Decade," calling for the DOT to reconvene the Interagency Task Force on Bicycling and Active Transportation. This lead to updating the document "Implementing a Successful Bicycle and Active Commuting Program in the Washington, DC Metropolitan Area," ensuring such updates included expansion to metropolitan areas with major Federal offices and facilities. The document also evaluated ways to administer the commuter transit subsidy to encourage more bicycle trips and provide recommendations to the Council on Environmental Quality and Office of Management and

In 2017, TRANServe announced the launch of their newly redesigned website. The new design allows for streamlined menus, dearer navigation and provides a

Continued on back

# **Spring e-Newsletter**



NEWSLETTER

The Commuter Information Source for DC, MD, VA



#### **Metro Platform Blues**

Starting Saturday, May 25, 2019, Metro will begin a major platform reconstruction project of outdoor platforms at six Metrorail stations, south of Reagan National Airport.



# New Frederick Douglass Bridge Construction

The largest project in the District Department of Transportation's history, the construction of the Frederick Douglass Memorial Bridge across the Anacostia River is scheduled for completion in 2021.

## **LOOKING AHEAD**

Spring Campaign Thru June 2019

CarpoolNow Thru June 2019

Flextime Rewards Thru June 2019

Employer Recognition Awards Event June 2019

Summer Newsletter July 2019

IncenTrip July 2019

Car Free Day September 2019



