

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve air quality



FY25 MARKETING CAMPAIGNS & ACTIVITIES

WINTER/SPRING SCHEDULE

GRH & Rideshare Spring (Umbrella)

'Pool Rewards

CommuterCash (DC Regional & MDOT)

goDMV Commuter Competition

Employer Awards

Bike to Work Day







OBJECTIVES & STRATEGY

Spring Umbrella Campaign

- Media budgets:
 - \$649,000 (Total)
 - \$312K for Rideshare
 - \$312K for Guaranteed Ride Home DC region
 - \$25K for Guaranteed Ride Home-Baltimore region
- New creative designed for Spring 2025 campaign
- Objectives
 - Encourage and increase alternative modes of travel, primarily carpool, with emphasis on hybrid workers
 - Encourage Guaranteed Ride Home registrations



Spring Umbrella Campaign

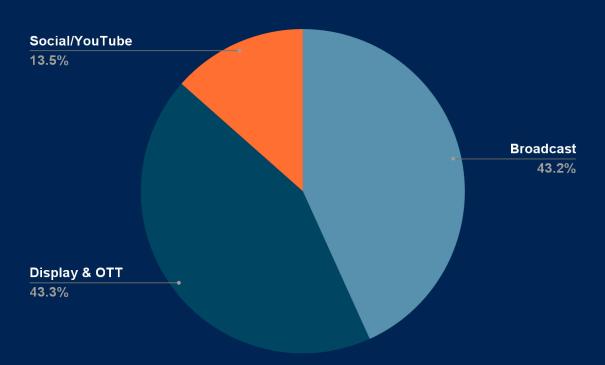
Rideshare

Broadcast Radio \$134,767.50

Display & OTT \$135,000

Social/YouTube \$42,000

Total \$311,767.50





Guaranteed Ride Home

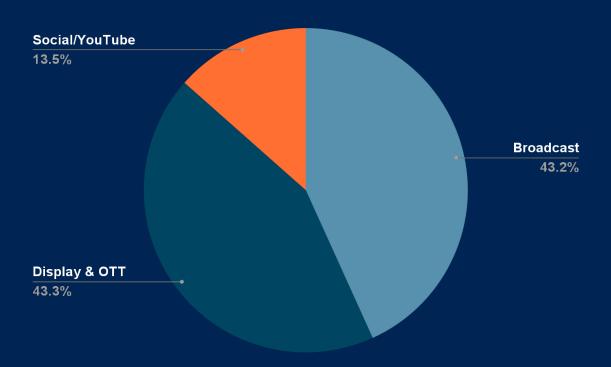
Broadcast Radio \$134,767.50

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Total \$311,767.50

Spring Umbrella Campaign





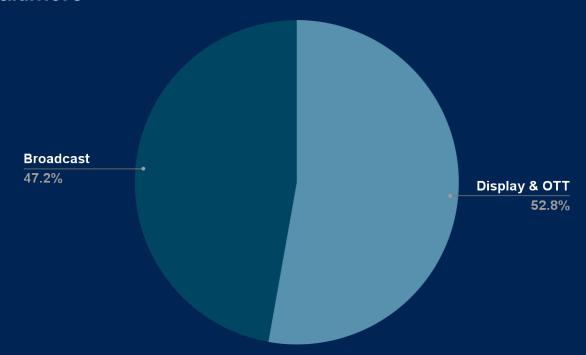
Guaranteed Ride Home - Baltimore

Display & OTT \$13,200

Broadcast Radio \$11,798

Total \$24,998

Spring Umbrella Campaign





ADDED VALUE SUMMARY

Spring Umbrella Campaign

Approximate value in negotiated value ad:

- \$30,660 for Ridesharing
- \$17,610 for Guaranteed Ride Home
- \$1,000 for Guaranteed Ride Home Baltimore



DIGITAL BANNER ADS

Spring Umbrella Campaign Ridesharing

UNWIND TOGETHER



A SMARTER WAY TO WORK

commuterconnections.org | 800.745.7433

UNWIND TOGETHER CARPOOL TOGETHER

Share the ride and save. FREE carpool ridematching even if you commute just a few days a week!

SIGN UP FOR FREE!

commuterconnections.org | 800.745.7433





Share the ride and save. FREE carpool ridematching even if you commute just a few days a week! SIGN UP FOR FREE!

commuterconnections.org | 800.745.7433

LAUGH TOGETHER



Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!

GET GOING TODAY!

COMMUTER CONNECTIONS.

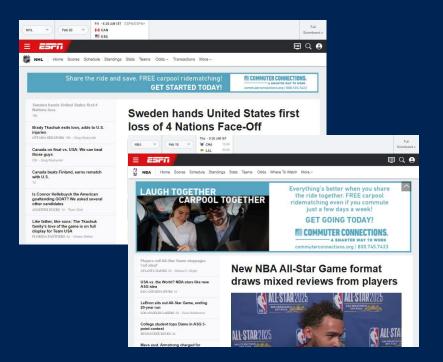
A SMARTER WAY TO WOR

commuterconnections.org | 800.745.7433

COMMUTER CONNECTIONS.

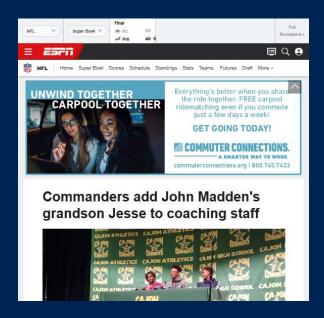
A SMARTER WAY TO WORK

ESPN PUSHDOWN BANNER ADS



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Spring Umbrella Campaign Ridesharing



MILITARY BANNER ADS

Spring Umbrella Campaign Ridesharing



FREE carpool ridematching



A SMARTER WAY TO WORK

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RADIO SPOTS

Spring Umbrella Campaign Ridesharing























SOCIAL MEDIA (FACEBOOK/X)

Spring Umbrella Campaign Ridesharing









STREAMING & YOUTUBE VIDEO

Spring Umbrella Campaign Ridesharing







DIGITAL BANNER ADS

Spring Umbrella Campaign Guaranteed Ride Home



Carpool or take transit?
Get a free ride home in case
of emergency - guaranteed!
Some restrictions apply.



COMMUTER SIGN UP TODAY!

commuterconnections.org 800.745.7433

SIGN UP TODAY! commuterconnections.org | 800.745.7433



Get home from work with Guaranteed Ride Home. Up to 6 FREE RIDES in case of illness, emergency or unscheduled overtime. Some restrictions apply. COMMUTER CONNECTIONS.





SIGN UP TODAY!

Carpool or take transit? Get a free ride home in case of emergency - guaranteed!

COMMUTER CONNECTIONS.

A SMARTER WAY TO WORK

commuterconnections.org | 800.745.7433

Some restrictions app

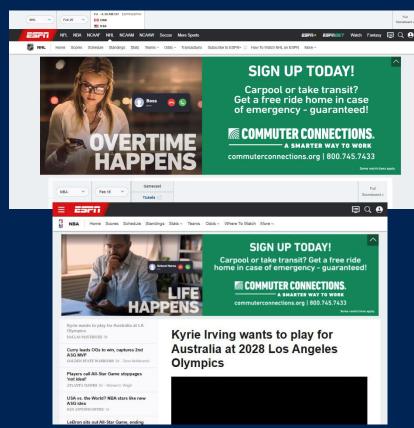
COMMUTER CONNECTIONS.

A SMARTER WAY TO WORK

ESPN PUSHDOWN BANNER ADS

Spring Umbrella Campaign Guaranteed Ride Home







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COMMUTER CONNECTIONS.

A SMARTER WAY TO WORK

RADIO SPOTS

Spring Umbrella Campaign Guaranteed Ride Home























RADIO SPOTS

Spring Umbrella Campaign Guaranteed Ride Home Baltimore





SOCIAL MEDIA (FACEBOOK/X)

Spring Umbrella Campaign Guaranteed Ride Home







STREAMING & YOUTUBE VIDEO

Spring Umbrella Campaign Guaranteed Ride Home











OBJECTIVES & STRATEGY

'Pool Rewards Campaigns

- Media Budget:
 - 'Pool Rewards-\$20,000
- Recruit and retain commuters in carpools and vanpools through monetary incentives.
 - Regional Campaign Objective: Raise regional awareness about the 'Pool Rewards program using existing FY24 creative assets
 - Encourage commuters to register for and complete the program over a 90 day period

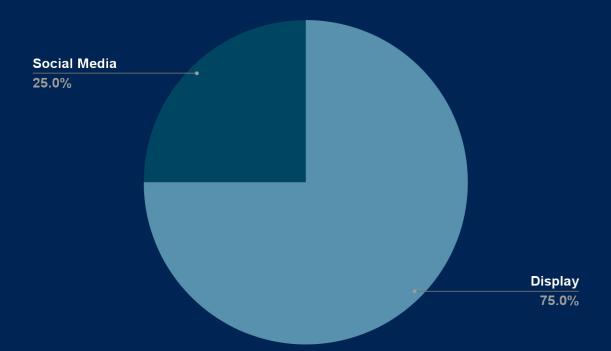


'Pool Rewards Regional Campaign

Display \$15,000

Social Media \$5,000

Total \$20,000





DIGITAL ADS

'Pool Rewards Regional Campaign

SHARE THE DRIVE? HERE'S A HIGH \$5!







SHARE THE DRIVE?
HERE'S A HIGH \$5!

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COMMUTER CONNECTIONS.

A SMARTER WAY TO WORK

SOCIAL MEDIA

'Pool Rewards Regional Campaign









COMMUTERCASH



OBJECTIVES & STRATEGY

- Media Budget:
 - Regional \$70,000
 - MDOT \$50,000
- Encourage commuters to download and use the new CommuterCash app

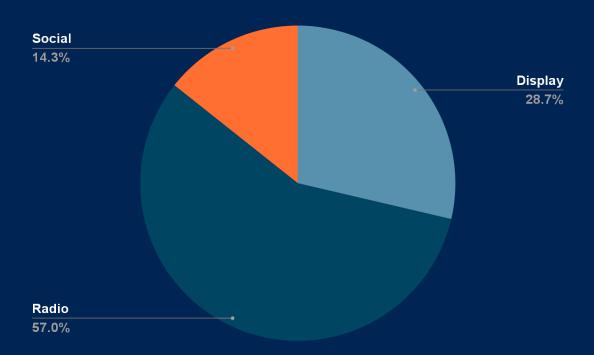
REGIONAL MEDIA BUDGET (NET)

Display \$20,000

Radio \$39,805.50

Social Media \$10,000

Total \$69,805.50





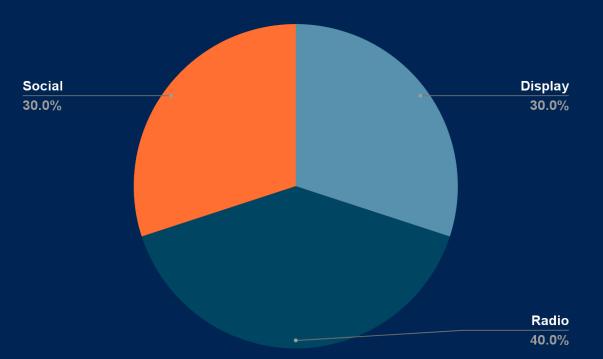
MDOT MEDIA BUDGET (NET)

Display \$15,000

Radio \$19,966.50

Social Media \$15,000

Total \$49,966.50





ADDED VALUE SUMMARY

Approximate value in negotiated value ad:

- \$6,000 for CommuterCash Regional
- \$1,500 for CommuterCash MDOT



RADIO SPOTS

















DIGITAL ADS (REGIONAL)

PLAN. GO. EARN.

PLAN TO TAKE A MORE EFFICIENT COMMUTE AND EARN CASH BACK!

- · Real-time trip planning app
- Up to \$600 a year for more sustainable commutes
- Earn 500 points just for downloading the app and getting started



CASH IN ON COMMUTING!





Plan, Go. Earn.



REAL-TIME REWARDS



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SOCIAL MEDIA (REGIONAL)



















OBJECTIVES & STRATEGY

- Media Budget:
 - \$10,000
- Objectives:
 - Encourage commuters to download and use the new CommuterCash app by registering and participating in the commuter competition
- Participation Benefits:
 - Free to register and participate
 - Rewards commuters for traveling sustainably
 - Offers prizes and incentives to commuters as they climb the leaderboard



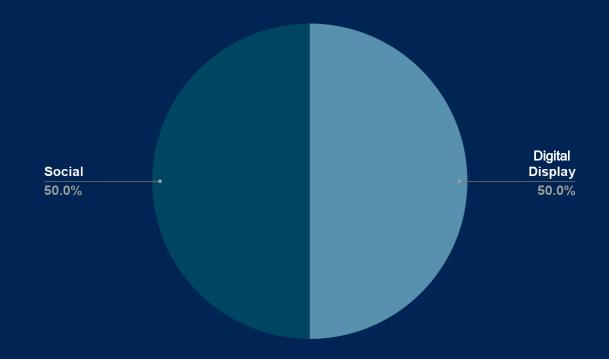
goDMV Competition

goDMV MEDIA BUDGET (NET)

Digital Display \$5,000

Social Media \$5,000

Total \$10,000





DIGITAL ADS

March 3 - May 31, 2025





March 3 – May 31, 2025 **READY, SET, COMMUTE!**

March 3 - May 31, 2025

READY, SET, COMMUTE!

Track your greener trips
- including telework for chances to win big!



March 3 – May 31, 2025
READY, SET, COMMUTE!

March 3 - May 31, 2025



Track your commute trips to WIN PRIZES!















Employer Awards

- Objectives:
 - Develop a theme (concept) for the FY25 Awards
 - Promote awards winners in local newspaper
- Media budget: \$7,500



Employer Awards



SELECTION COMMITTEE

Employer Awards

- March 20th
- Judges represent TDM and business community
- 20 nominations received
- Moderated by COG staff
- Silent balloting





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SPONSOR DRIVE

bike to work day

- Past and prospective sponsors solicited
- Sponsor drive concluded January 31, 2025
- 18 sponsors secured
- Cash donations of \$50,150
- In-kind bicycle donations for the regional raffle

FLYER







SPANISH FLYER







RACK CARD









PIT STOP BANNER TEMPLATE







EVENT T-SHIRT







