Commuter Connections

MASS MARKETING MAKES THE COMMUTE MORE SUSTAINABLE

Washington, DC

Commuter Connections operates several free commute-oriented programs in the Washington, DC metropolitan region. The organization conducts mass marketing efforts to promote two of its premier TDM programs: Free public ridematching services and the Guaranteed Ride Home (GRH) program. In 2024, Commuter Connections launched a campaign featuring digital banners, videos, and audio scripts to serve ads to the public on various platforms. Placements included radio, internet radio, social media, streaming services, transit placards, gas pump videos, and influencer endorsements. The campaign was active in two phases: spring (February - June), and fall (October – December) with the goal of increasing program awareness and generating new registrations for each program. For ridesharing, growing program enrollment increases the probability of participants finding suitable carpool matches. Growing awareness of the GRH program reduces a frequent barrier to shared-use mobility options, as people often identify a fear of being stranded in an emergency as a reason they avoid carpooling, taking transit, or biking.

The rideshare campaign was titled "**Roll with Rideshare**." Messaging focused on saving money, which was ranked among the most important personal benefits commuters get from sharing the ride in a recent local survey. This concept used big playful headlines and clean, visually grabbing graphics to communicate this top benefit of ridesharing.

The GRH campaign was titled "**Did Someone Say Free**." These ads help raise awareness of the program, putting an eye-catching, attention-grabbing rhetorical question front and center that highlights the FREE incentive. It's further supported by funny, engaging expressions to convey the good vibe of registering for the program.

Both campaigns directed the public to the Commuter Connections website to register for the programs. An estimated **107 million impressions** were generated as a result of the mass marketing efforts, which led to **4,654** new registrations in 2024.

IMPACT IN NUMBERS

4,654 new registrations in 2024

Estimated **107 million impressions** generated

50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK

ACT Association for Commuter Transportation