

Item #4

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2014 MARKETING ACTIVITIES

Dan O'Donnell

December 17, 2013

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# PROGRAM OBJECTIVES

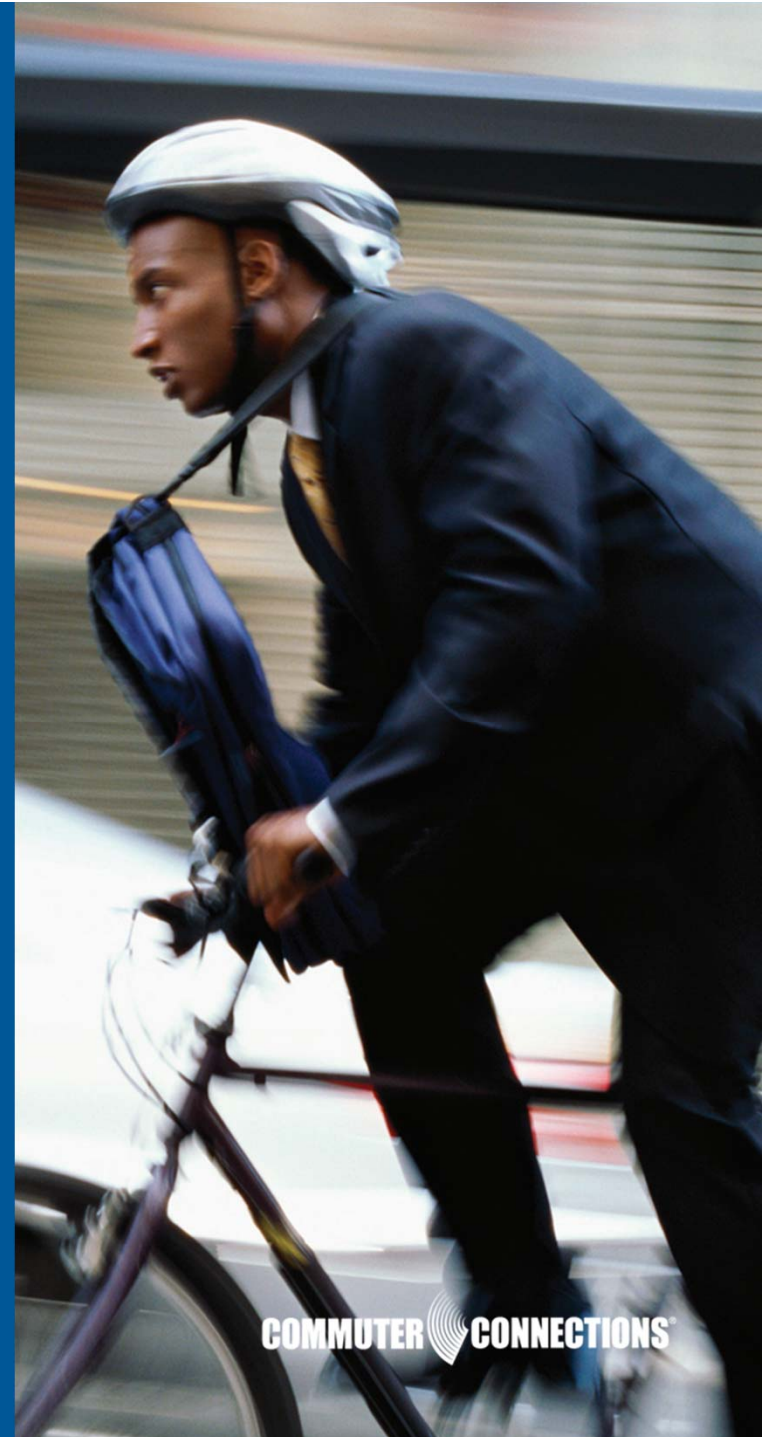
- Convert single occupant vehicle (SOV) commuters to alternate modes of transportation
- Encourage continued use of alternate modes of transportation
- Reduce vehicle trips and miles of travel
- Reduce vehicle emissions / traffic congestion



# FIRST HALF FY2014 MARKETING PROGRAM

- CAR FREE DAYS RESULTS
- NEWSLETTERS
- FALL REGIONAL UMBRELLA CAMPAIGN
- SPRING MARKETING CAMPAIGN DEVELOPMENT
- 'POOL REWARDS DEVELOPMENT
- BIKE TO WORK DAY SPONSORSHIP
- 2014 EMPLOYER RECOGNITION AWARDS CALL FOR NOMINATIONS
- DIRECT MAIL

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# CAR FREE DAYS 2013

Mode	# Pledges	% Pledges
Rail*	2,459	24%
Walk	2,431	23%
Bus*	2,232	21%
Bicycle	1,907	18%
Carpool/Vanpool	771	7%
Telework	425	4%
Other	202	2%

\* Includes Metro

**100%**

# CAR FREE DAYS 2013

State	# Pledges	% Pledges
District of Columbia	1,243	30%
Maryland	1,312	32%
Virginia	1,492	36%
Other	66	2%
	4,113	100%

# CAR FREE DAYS 2013

Jurisdiction Name	# Pledges	% Pledges
District of Columbia	1258	31%
Montgomery	835	20%
Fairfax County	426	10%
Arlington	342	8%
Other	284	7%
Loudoun	226	5%
Prince George's	201	5%
Prince William	200	5%
City of Alexandria	192	5%
Frederick	86	2%
City of Falls Church	34	1%
Calvert & Charles	29	1%

4,113

# CAR FREE DAYS 2013

Normally Car Free?	Miles Saved or Reduced	Number of Pledges	Percentage of Pledges
Yes	64,439	2,051	50%
No	64,488	1,501	36%
No Response Given	-	561	14%
	<b>128,928</b>	<b>4,113</b>	<b>100%</b>

# CAR FREE DAYS 2013

- Approximately 10,600 unique visitors came to the Car Free Days web site.
- Total page views were 32,692
- Average number of pages per visit was 2.63
- Average duration of time spent was nearly 3 minutes
- The top three referral web sites were COG, WASH-FM, and WMATA.



# FALL RIDESHARE CAMPAIGN

## STRATEGY

- Differentiate Commuter Connections
  - Commuter Connections is the trusted, regional provider of ridematching services for 40 years
  - Over 30,000 commuters in database
  - Focus on long-term matches
- Seek more audience engagement
- Commuter Connections offers real people who want to share rides a way to save real money

# FALL RIDESHARE CAMPAIGN

Continue Spring FY2013 Creative

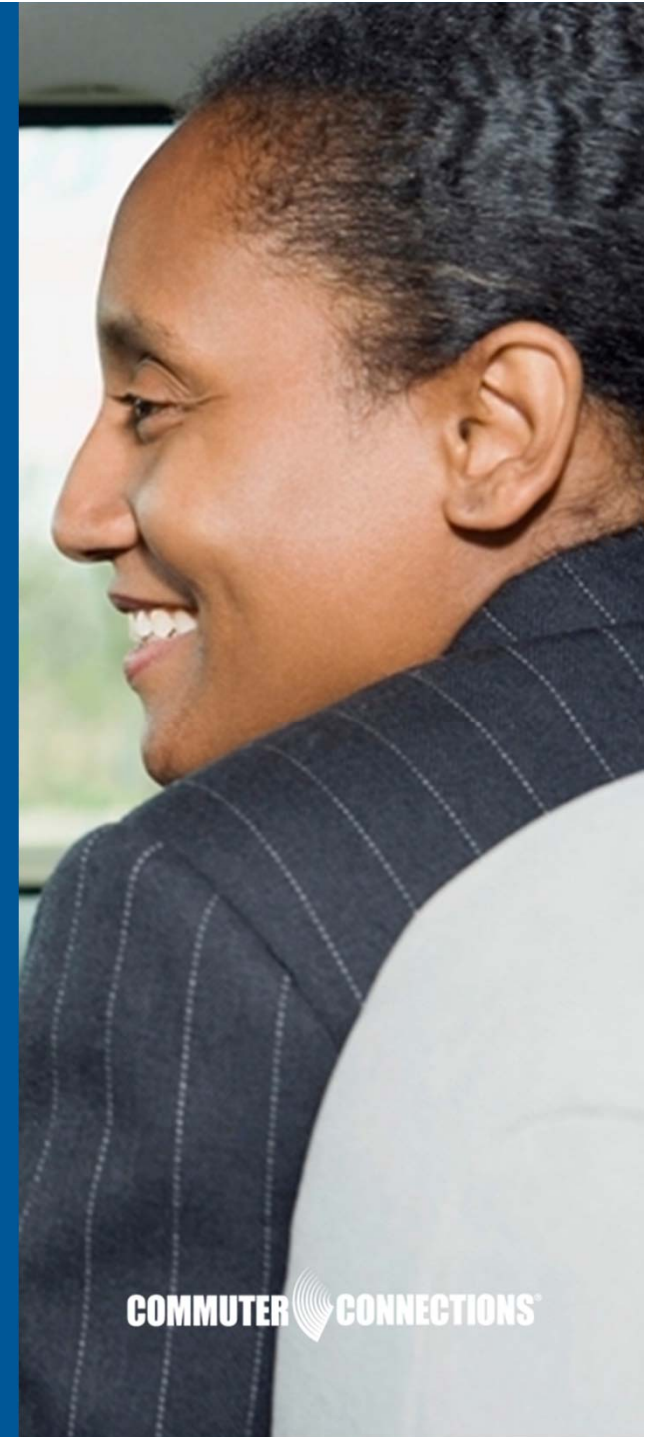
## GEOGRAPHIC EMPHASIS ON MIDDLE AND OUTER RING COMMUTES

- Longer commutes, distance, and time
- Fewer public transit options
- Campaign Live: Oct. 7 - Dec. 30, 2013

## MEDIA

- Radio (anchor)
- TV
- Pandora - Web/Mobile
- YuMe - Online banner ads

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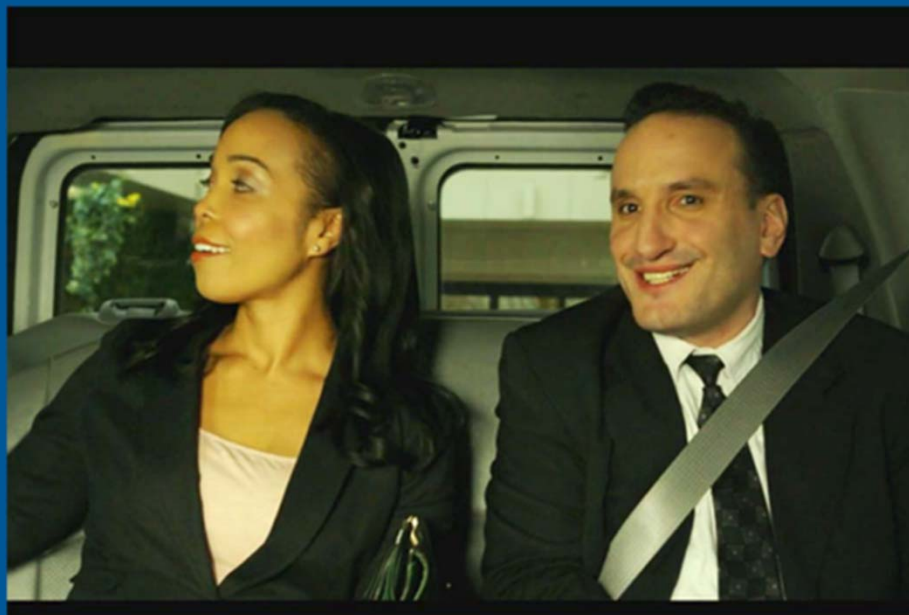


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# TV SPOTS

Campaign dates: 10/7-12/22 alternating weeks

**4**  **NBC WASHINGTON**



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# FALL RIDESHARE PLACEMENTS



A graphic for Commuter Connections. The logo features the text "COMMUTER CONNECTIONS" with a stylized wave icon between the words, and the tagline "A SMARTER WAY TO WORK" below it. At the bottom, the phone number "800-745-RIDE" and the website "CommuterConnections.org" are displayed.

[NBC4 Traffic tags](#)  
[Display & audio snippet](#)


# ONLINE BANNER ADS

The image displays five vertical panels, each representing a stage in an online banner advertisement. Each panel features a black SUV with three blue speech bubbles above it, positioned on a blue rectangular base. The panels progress from left to right, adding text and a logo:

- Panel 1: A black SUV with three blue speech bubbles above it.
- Panel 2: A black SUV with three blue speech bubbles above it.
- Panel 3: A black SUV with three blue speech bubbles above it and the text "rideshare." above the car.
- Panel 4: A black SUV with three blue speech bubbles above it, the text "rideshare." above the car, and the text "and network realtime." below the car.
- Panel 5: A black SUV with three blue speech bubbles above it, the text "rideshare." above the car, the text "and network realtime." below the car, and the text "get started today." below the car. The logo "COMMUTER CONNECTIONS" is positioned at the top of this panel.

# FALL RIDESHARE CAMPAIGN CREATIVE


Share



**rideshare.**  
it counts as social networking.

COMMUTER CONNECTIONS<sup>SM</sup>  
commuterconnections.org

Find Friends



we've got 30,000 to share.  
**rideshare.**

COMMUTER CONNECTIONS<sup>SM</sup>  
commuterconnections.org

# FALL RIDESHARE RADIO

11 radio stations promoted ridesharing: 10/7-11/3, 11/11-11/17, 12/2-12/8, and 12/16-12/22



WFRE



WFMD



WAFY



WVEG



WTOP



WPGC



WLZL



WFLS



ESPN



WBIG



WWDC

# DIGITAL ADS

## Pandora

- Web & Mobile
- Audio & Display Ads
- Oct 7- Nov 7, 2013

## YuMe

- Multi-screen Digital Video & Display Ads
- Interactive Pre-Roll and Companion Banners
- Oct -Dec 31, 2013

PANDORA®

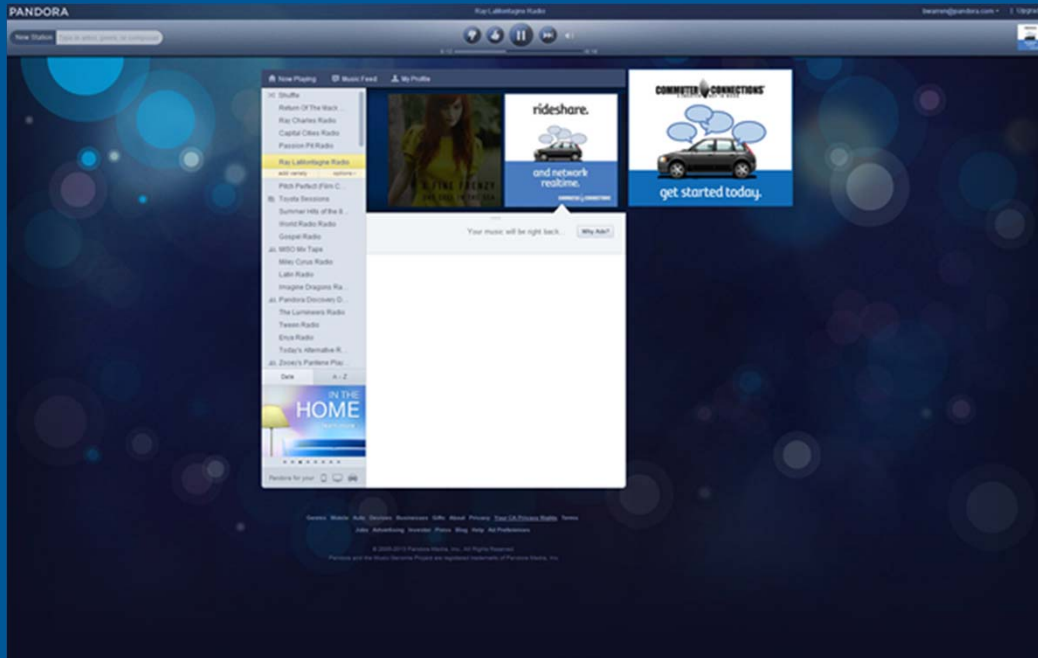
YuMe 

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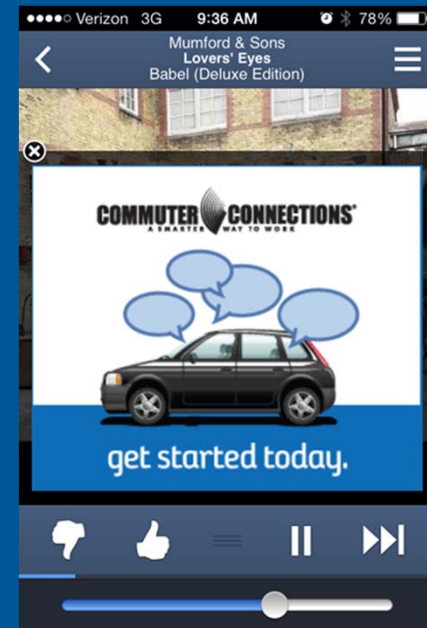
COMMUTER  CONNECTIONS®



# DIGITAL ADS



Pandora – Audio Web



Pandora – Mobile Banner

# DIGITAL ADS

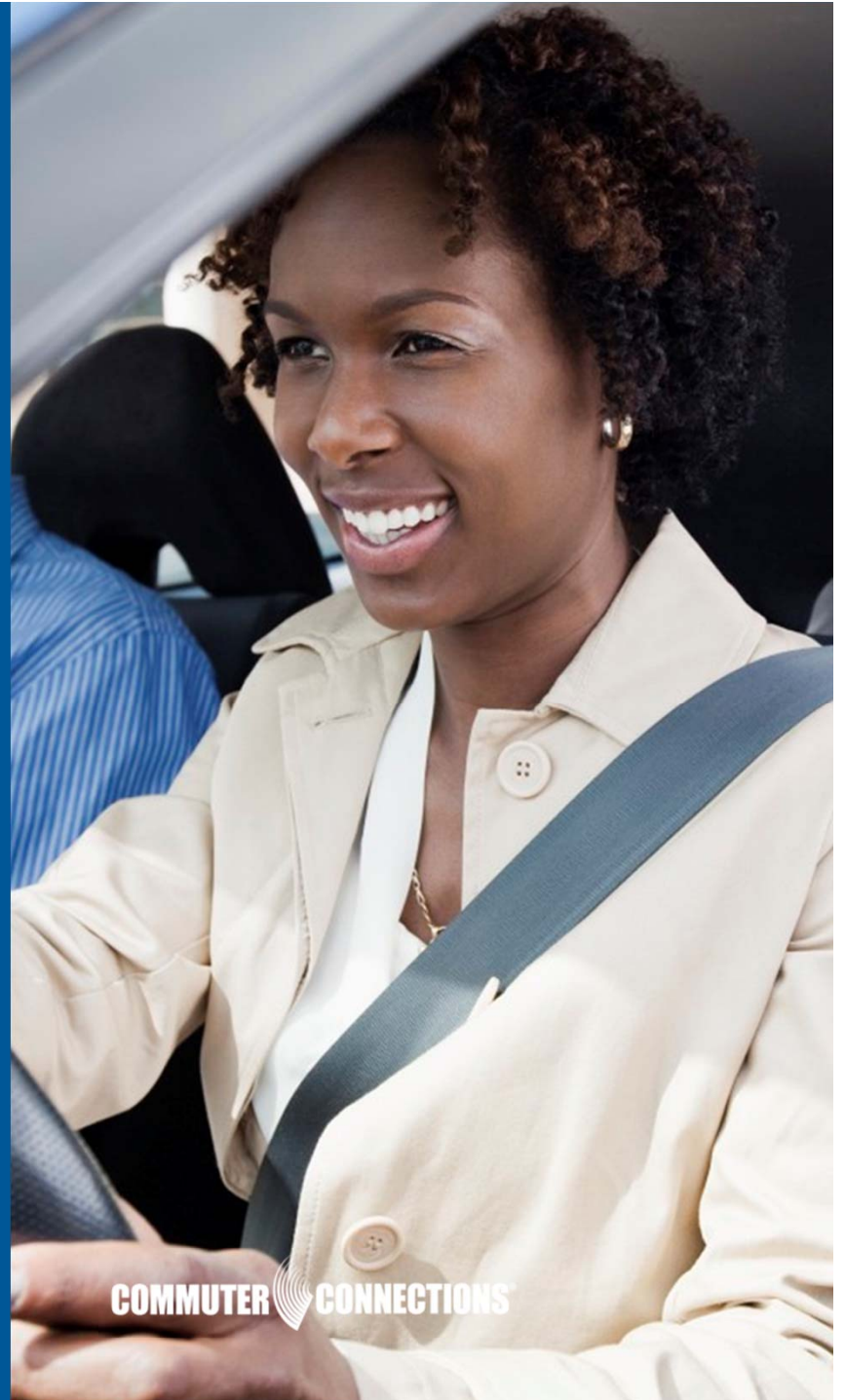
The screenshot shows the NBC NEWS video page interface. At the top, the NBC NEWS video logo is displayed with a 'Follow' button and '3,339 followers'. Below the header is a 'Most viewed' section with seven video thumbnails and their titles: '11th-grade girl sent home from school with 'fat letter'', 'Jimmy Fallon, Paul McCartney swap accents, go viral', 'From homelessness to Harvard', 'Shutdown keeps families from soldiers' death', 'Giant hornets kill 42, injure thousands in China', 'Scarborough: Harry Reid should really be quiet', and 'Sex after 40? Miley Cyrus doesn't think so'. Below this is a 'Video' section. On the left, a pre-roll advertisement for 'COMMUTER CONNECTIONS' is shown. The ad features a dark SUV, the text 'COMMUTER CONNECTIONS' with a logo, and the slogan 'get started today.' On the right, a video player shows a man in a suit walking in a modern office lobby while looking at his smartphone. The video player has a progress bar at the bottom showing '00:14 / 00:29'.

YuMe – Online Pre-Roll

# FY2014 FALL CAMPAIGN ADDED VALUE

Continued support of the 'Pool Rewards program with added value from the media outlets

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# ADDED VALUE

## 'Pool Rewards:

- 5 :05 live reads per week WLZL and WPGC
- 20 :05 live reads per week, WFMD and WFRE
- 5 :10 live reads per week ESPN
- 12 :10 live reads per week WAFY and WWEG

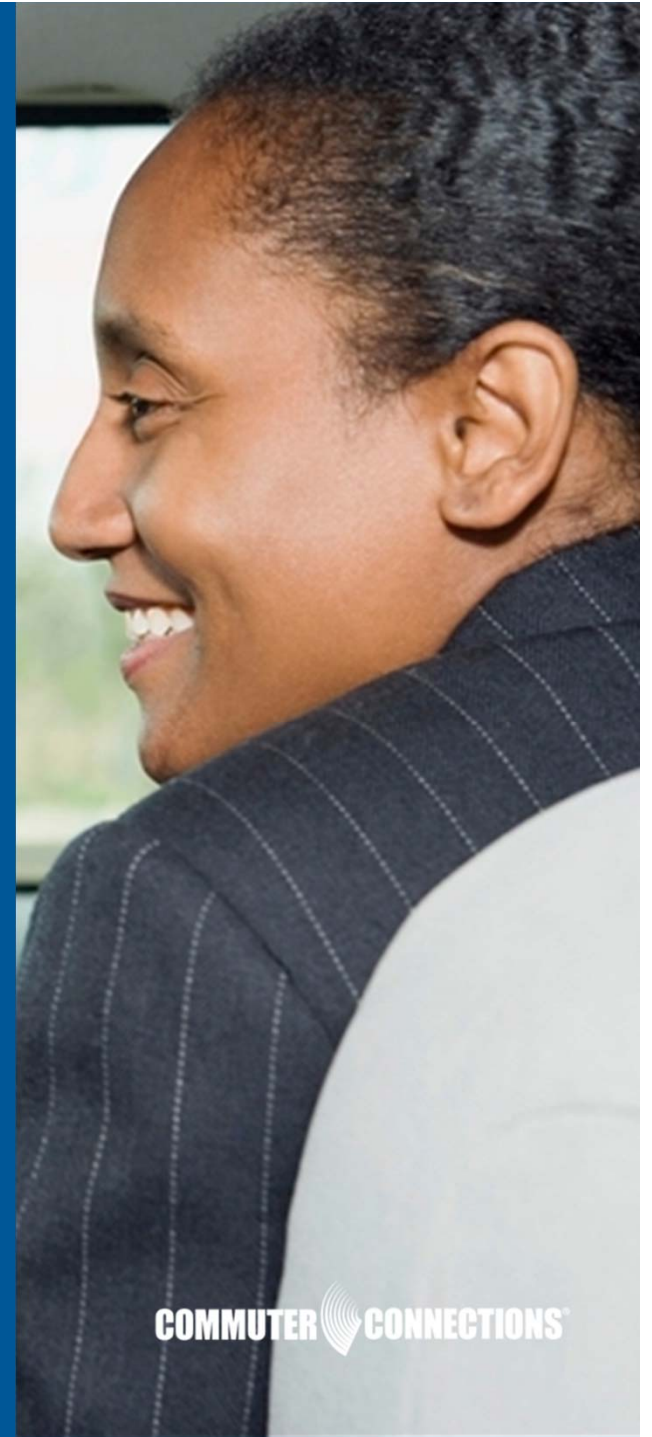
## Rideshare:

- Bonus spots on WFMD, WFRE, WFLS and WTOP
- :10 traffic sponsorships on NBC4.com

Added Value: \$57,733; additional 16.64%

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# EARNED MEDIA

## MEDIA PLACEMENTS:

- Sep Terrible Traffic Tuesday Strikes Again September 3  
Road Congestion Will Increase with Returning Travelers, Start of School Year
- Sep TPB Weekly Report – “State of the Commute” Survey: Mode Choice Depends Largely on Where You Live
- Sep Debates over Transportation Projects Reflect Diversity of D.C. Region’s Commuters

# FALL GUARANTEED RIDE HOME CAMPAIGN

## STRATEGY

- Lead with ridesharing. For those who rideshare, GRH is a safety net.
- Quick and frequent reads by radio personalities during drive time radio for highest effectiveness.
- By signing up for the Guaranteed Ride Home program, you will be safely delivered home from work, in the event you were left stranded.

# FALL GUARANTEED RIDE HOME CAMPAIGN

CONTINUE SPRING FY13  
CREATIVE

GEOGRAPHIC EMPHASIS ON  
INNER CORE COMMUTES

CAMPAIGN LIVE:  
October 7-December 15,  
2013

MEDIA:

- Radio (Anchor)
- YUME



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# FALL GRH CAMPAIGN RADIO & DIGITAL

9 radio stations running creative October 7- December 15, 2013





# RADIO – ENGLISH AND SPANISH :30 GRH ADS

English



Spanish



# BANNER ADS

**DON'T GET LEFT DANGLING ON THE JOB** (if you rideshare.)

**Guaranteed Ride Home.\***

\* some restrictions apply

**COMMUTER CONNECTIONS**  
A QUALITY WAY TO WORK

**Register today!**

# FALL GRH CAMPAIGN CREATIVE



**YOU CAN SAFELY  
CONSIDER  
US YOUR  
WAY HOME**  
(if you rideshare.)

**Guaranteed Ride Home<sup>\*</sup>. Register today!**

commuterconnections.org  
800.745.RIDE  
\* some restrictions apply

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK



**NEVER GET  
LEFT  
DANGLING  
ON THE JOB**  
(if you rideshare.)

**Guaranteed Ride Home<sup>\*</sup>. Register today!**

commuterconnections.org  
800.745.RIDE  
\* some restrictions apply

**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK

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**COMMUTER CONNECTIONS<sup>®</sup>**  
A SMARTER WAY TO WORK

# FY2014 FALL GRH MEDIA CAMPAIGN VALUE ADD

Oct 14- Nov 3, Nov 11-17, Nov 25-Dec 1, Dec 9-15

- :10 GRH and MegaProjects live reads aired on ESPN, WAFY and WWEG
- No charge spots aired on WFMD, WFRE, WFLS, WTOP, ESPN, WBIG, DC101
- ROS Banner Impressions: 300x250 and 728x90 on WBIG and DC101
- 10/14 - 11/3 – GRH messages only. The remaining flights rotated between MegaProjects and GRH.
- Inclusion of Virginia DOT MegaProjects messages with co-branding, added value from the media outlets and construction project updates in the quarterly newsletters.

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# FALL MEGAPROJECTS VALUE ADD

Radio Live Reads & Banner Ads: Nov 11 - Dec 15

3 Week Total	4 Week Total (includes week of 10/28)
9x :10 WAFY/WWEG	50x :15 WBIG
15x :05 WFMD/WFRE	50x :15 WWDC
3x :05 WPGC	
3x :15 WTOP	
11x :05 ESPN	

Station	Ad server impressions	Ad server clicks
<b>WBIG</b>	<b>36,192</b>	<b>24</b>
<b>WWDC</b>	<b>112,430</b>	<b>46</b>

Total Value Add \$24,015

# FALL MEGAPROJECTS VALUE ADD

The screenshot displays the DC101 website interface. At the top, it identifies itself as "DC's Rock Station" and provides a "Listen to DC101" button. The navigation menu includes Home, On-Air, Music, Win, Photos, and Connect. A search bar is located in the top right corner. A prominent banner advertises a "Pajama gram" promotion, offering a "SAVE 15% on any order!" and "FREE Gift Packaging" with a "GET MY CODE" link. Below the banner, the "Listen Live" section features a "Get the App" call to action, stating "Listen to DC101 on iHeartRadio Anywhere" and explaining that the app allows users to listen to live radio stations like DC101 or create their own commercial-free custom stations from a catalog of 18 million songs. The app is available on "Mobile" (iPhone + iPod Touch, Android, iPad), "Home", and "Automotive". To the right, a "STUCK AT WORK IN AN EMERGENCY?" advertisement offers a "GUARANTEED RIDE HOME" service for commuters. Below this, a "WHAT JUST PLAYED? PLAYLIST" section lists songs like "Tonight, Tonight" by Smashing Pumpkins, "I Got A Girl" by Tripping Daisy, and "The Freshmen" by Verve Pipe. A "DC101 CONTESTS" section promotes a contest to win a pack of Monster Jam Tickets and Pit Passes. The footer contains links for "Get the Free iHeartRadio App", "Enter Online Contests", and "Avenge! Sevenfold's British Invasion". It also includes a copyright notice for © 2013 Clear Channel Media and Entertainment.

# FALL MEGAPROJECTS VALUE ADD

Washington's Classic Rock  
Listen to BIG 100.3

Home On-Air Music Win Photos Connect

Search/Keyword

iHeartRadio  
Ultimate Experiences

Life in the Fast Lane with The Eagles  
Hang with the guys backstage in London & take a ride Formula 1 style

Listen Live through iHeartRadio

On Air: Lisa Berigan 10AM - 3PM

Now Playing: Lookin' Out My Back by Creedence Clearwater Revival

Take Me Home by Phil Collins

WEATHER & TRAFFIC  
47° Alerts

Send a shoutout or ask a question. SEND

Photo Gallery

Playboy playmate Alyssa

BIG News

Rush Is Taking A Year Off  
Guitarist Alex Lifeson explains the band's short term plans  
Read Full Article

The BIG Choice

Now Playing: Eric Clapton - Let It Rain

Instant Request

Request a Song

Search for a song

- ELECTRIC LIGHT ORCHESTRA DO YA
- STEVE MILLER BAND THE JOKER
- PINK FLOYD WISH YOU WERE HERE
- GEORGE THOROGOOD & THE DESTROYERS... BAD TO THE BONE
- STEELY DAN DO IT AGAIN
- YOU BETTY & THE HEARTBREAKERS YOU GOT LUCKY
- BLIND M ROSIE'S PARADISE CITY

WITH GUARANTEED RIDE HOME  
YOUR I-95 COMMUTE COMES WITH ITS OWN KNIGHT IN SHINING ARMOR.

LEARN MORE ABOUT THIS FREE SERVICE

COMMUTER CONNECTIONS

TERMS OF USE | PRIVACY STATEMENT | COPYRIGHT and TRADEMARK NOTICE | EEO PUBLIC FILE  
#iHeartRadio - GET THE FREE RADIO APP | GENERAL CONTEST GUIDELINES | ADVERTISE WITH US | PHILANTHROPY

© 2013 Clear Channel Media and Entertainment

# 'POOL REWARDS CAMPAIGN

Promoted during Fall Campaign using value add media

:05 and :10 promotional spots on WAFY/WWEG, WFMD/WFRE,  
WLZL, WPGC , WTOP and ESPN



# SPRING RIDESHARE AND GRH SCHEDULE

2013

**Aug** Feedback on Plan from Regional TDM Marketing Group (*Extranet*)

**Sep** Present conceptual approaches to Regional TDM Marketing Group

**Oct** Refine and develop approach based on Workgroup feedback

**Nov** Finalize creative



**Dec** Produce creative

2014

**Jan** Distribute creative to media vendors

**Feb** Spring Umbrella Campaign launch

**Mar** Rideshare campaign launch

**Apr** 'Pool Rewards Street Team events

**May** Bike to Work Day - May 16

# FY2014 SPRING RIDESHARE CONCEPT

## Creative Strategy

- Focus on the benefits: save money, time and reduce stress
- Keep creative light and fun
- Consider data and interesting facts

# 2014 SPRING RIDESHARE CREATIVE



**\$600 in savings each year.  
Average dollars Ridesharing  
saves *each* Commuter  
Connections participant.**

**That's a year's worth  
of premium coffee!**

**Rideshare. Wake up and smell the savings.**

800.745.RIDE [commuterconnections.org](http://commuterconnections.org)

**COMMUTER CONNECTIONS<sup>SM</sup>**  
A SMARTER WAY TO WALK

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**COMMUTER CONNECTIONS<sup>SM</sup>**

# 2014 SPRING RIDESHARE CREATIVE



Equal to 20 trips to  
the moon and back!

**11,000,000 miles each year.**  
**Combined mileage saved by Commuter**  
**Connections participants who Rideshare.**

Rideshare. Propel your commute.

800.745.RIDE [commuterconnections.org](http://commuterconnections.org)



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COMMUTER CONNECTIONS<sup>®</sup>

# DIRECT MAIL – SPRING 2014 RIDESHARE



**\$600 in savings each year.**  
Average dollars Ridesharing saves *each*  
Commuter Connections participant.

That's a year's worth of premium coffee!



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments  
Commuter Connections  
777 North Capitol St NE Suite 300  
Washington, DC 20077-0637



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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# FY2014 SPRING GRH CONCEPT

## Creative Strategy

- Guaranteed Ride Home is a safety net
- Signing-up supports your ability to rideshare
- Provides peace of mind

# DIRECT MAIL - SPRING 2014 GRH

The icing:  
A free Guaranteed Ride Home.



COMMUTER CONNECTIONS<sup>SM</sup>

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments  
Commuter Connections  
777 North Capitol St NE Suite 300  
Washington, DC 20077-0637



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# EARNED MEDIA STRATEGY

**Objective:** Add value to marketing initiatives, increasing saturation of messaging through media coverage, and affirming Commuter Connections as the region's resource for information and services that reduce traffic congestion and emissions caused by single occupant vehicles.

## Goals

Promote MWCOG/TPB's efforts through the Commuter Connections program to educate commuters, employers, and the public about the economic, environmental, and social benefits of using alternative forms of transportation;

Affirm Commuter Connections as an innovator in transportation alternatives in the region; and

Advance Commuter Connections' leadership as a regional resource for information on transportation related issues.



# MEDIA SELECTION PROCESS

## Review and analyze

- Marketing Communications Plan
- Previous campaign results
- 3<sup>rd</sup> party media data from Strata, Scarborough, Arbitron

## Calculate

- Reach & frequency of target demographics for each media option

## Analyze

- Cost/value proposition of each media option

## Reality check

- Does it make sense?

## Negotiate

- Evaluate best negotiated options

## Media purchase

## Run campaign

## Evaluate results

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# BIKE TO WORK DAY

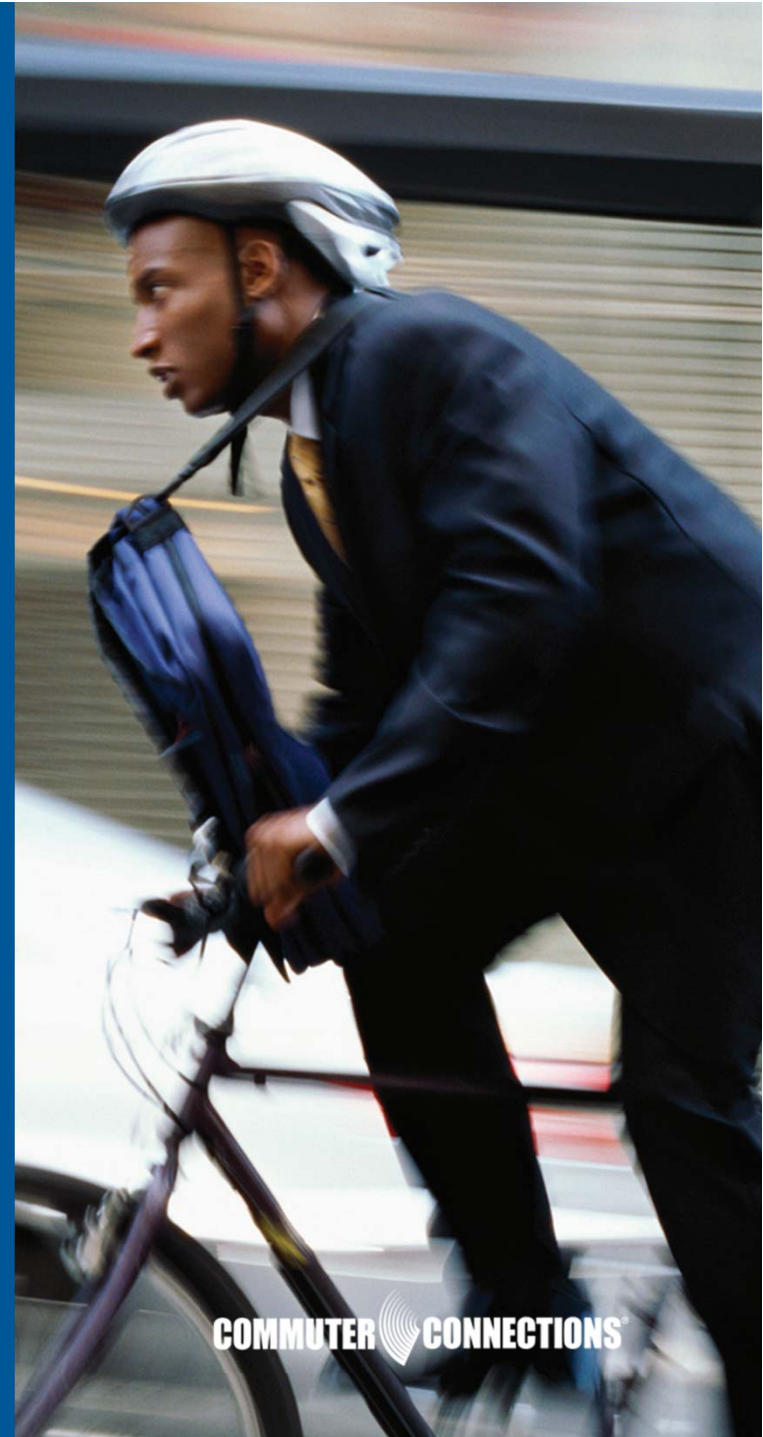
FRIDAY MAY 16, 2014

Promote Bike to Work Day as an opportunity to consider bicycling as a viable alternate commute mode

Continue to build regional participation

Encourage active engagement, participation, sponsorship by area employers and organizations

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COMMUTER CONNECTIONS

# BIKE TO WORK DAY

FRIDAY MAY 16, 2014

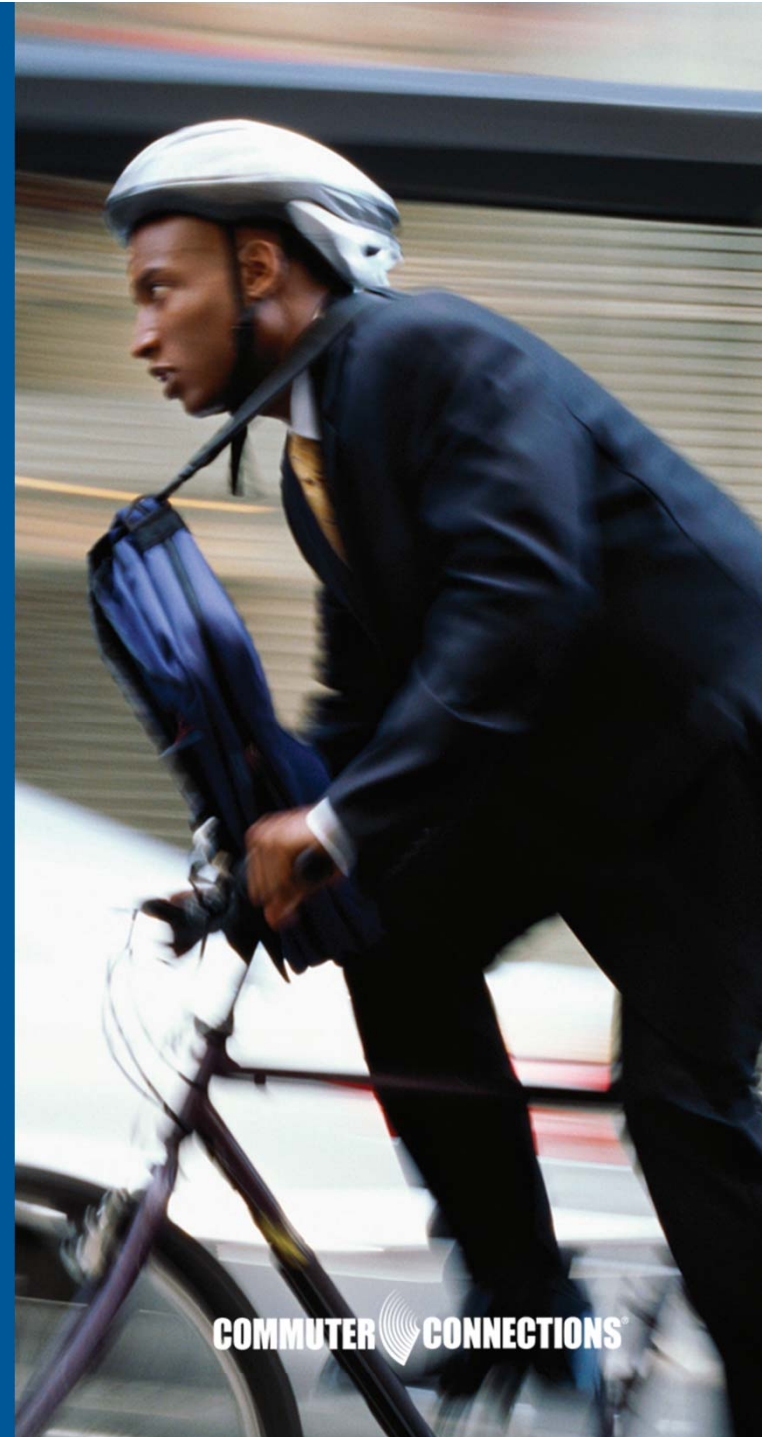
Sponsorship drive started in October

Sponsors secured to date:

- Gold: Marriott
- Silver: Bike Arlington
- Bronze: Bike and Roll
- Bronze: AAA Mid-Atlantic

Sponsorship drive continues through January

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# FY2014 17<sup>TH</sup> ANNUAL EMPLOYER RECOGNITION AWARDS

Engage with regional employers who deliver measurable commuter benefits

Increase recognition level of award and event

- Commuter Connections newsletter coverage
- Email Blast to Employer Database
- Media Outreach - Print, Radio, Regional & Trade publications
- Social Media – Online and Blogger news, Facebook

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# EMPLOYER RECOGNITION AWARDS 2014 NOMINATION BROCHURE

## What is the Metropolitan Washington Council of Governments?

The Metropolitan Washington Council of Governments (COG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. COG's National Capital Region Transportation Planning Board is a forum for addressing transportation challenges that go beyond jurisdictional boundaries. Please visit [mwcog.org](http://mwcog.org) for more info.

## Where Commuter Connections comes in the picture

Commuter Connections is a regionwide transportation information, outreach, and service network dedicated to easing the workday commute and reducing the number of single occupancy vehicles. Free information and assistance on services including ridesharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and Guaranteed Ride Home is available for both employers and consumers.

Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. Please visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE for more info.



## Easing the way for what's to follow

Ridesharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That means smoother, easier, and faster commutes and a reduction in harmful vehicle emissions.

## Opening new doors... and getting in

Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupancy vehicles on the road.

The Commuter Connections Employer Recognition Awards acknowledge employers who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, and the community at large.



PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
Permit No. 9770  
Washington D.C.



About the organizations



20  
14  
EMPLOYER  
RECOGNITION  
AWARDS

CREATING A BUZZ



Does your company handle  
commuting challenges with finesse?  
We're interested in what people are  
buzzing about. And passing it on.  
Get recognized for your efforts at our  
awards ceremony!

Apply now. Application first.

2014 Commuter Connections  
Employer Recognition Awards.



Metropolitan Washington Council of Governments  
777 North Capitol Street, NE, Suite 200  
Washington, DC 20002-4299

# FY2014 SUMMER AND FALL NEWSLETTERS

Issue 4, Volume 17 | Fall 2013

WHAT'S INSIDE

- 1 New Parking Garage Operator Demo Launches
- 2 New Parking Garage Operator Demo Launches
- 3 2014 Employer Recognition Awards Call for Nominations
- 4 New System for Carsharing
- 5 Metro Launches 5 New Routes
- 6 2013 Bike to Work Day
- 7 Metro Launches Smart Trip Card App

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

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




## RIDEMATCHING SYSTEM GETS A MAKEOVER

As part of an overall effort to fully mobilize Commuter Connections' online commuter services, a completely redesigned website and ridematching software system were launched this fall.

The upgrade was necessitated by the evolution of smart devices and their ubiquity. In order to better serve today's commuters, the Ridematching application had to work on mobile devices as easily as they work on desktop and laptop computers. Through using Responsive Web Design (RWD), the application will display correctly and to-scale on any device, no matter the size of the screen.

*Continued on page 2*



## MONTGOMERY COUNTY JOINS THE CAPITAL BIKESHARE NETWORK


In September, Montgomery County joined the growing ranks of bikesharing communities by opening the first bikeshare station, becoming the first county in Maryland to launch a bikesharing initiative.

When completed, Montgomery County's program will have 51 stations with 450 bicycles in Bethesda, Friendship Heights, Silver Spring, Takoma Park, Rockville, Shady Grove, and the Life Sciences Center area.

The program will join the regional Capital Bikeshare network and link Montgomery County with bikeshare systems in the District of Columbia, Arlington, and Alexandria, expanding access to Ride On, Metrorail, Metrobus, MARC, and MTA bus services.

"Bikesharing is proving to be a phenomenal success in the region having recently celebrated its five millionth rider and we have no doubt that Montgomery County residents, employees, retail and restaurant patrons and other visitors will also be enthusiastic participants," said Montgomery County Executive Ike Leggett. "Bikeshare is another cost-effective transit option that can help reduce traffic congestion by eliminating the need to drive for short trips. We expect Bikeshare to significantly expand opportunities and improve the quality of life for all our residents. And, the special assistance available to low-income Bikeshare users will make this 24/7 transportation option particularly appealing to those who hold multiple jobs or participate in job training programs."

*Continued on page 4*



Fall 2013

# FEDERAL ETC UPDATES

Employee Transportation Coordinator

## FORT BELVOIR EMPLOYEES JOIN BIKE TO WORK DAY



Fort Belvoir employees joined Washington area bicyclists to participate in Commuter Connections' 2013 Bike to Work Day (BTWD).

The regional event, organized by Commuter Connections and the Washington Area Bicyclist Association, saw 14,500 participants leave their cars at home and ride their bicycles to work. That's almost 2,000 more than in 2012 and a whole lot more than the couple of hundred bicyclists that participated in the first Bike to Work Day in 2001.

"The dramatic growth of this event is an indicator that area commuters view bicycling as a viable commute alternative that can fit into their daily routine," said Nicholas Ramfies, Director of Commuter Connections. "Commuters throughout the metropolitan area are looking for ways to make their commute easier and less costly. Bicycling to work is a great option for many."

Fort Belvoir has encouraged more bicycling on post by installing 3-foot wide bicycle lanes at several locations in the past year, such as Belvoir Road and Pohick Road.

Chris Landgraf, Fort Belvoir Master Planner, said "Bicycling commuters reduce car emissions and the amount of cars on post, which improves traffic flow." Landgraf, who commutes eight miles in 30 minutes at least twice a week, said bicycling also saves money.

"I probably save \$40 per month because I don't have to fill up as" said Landgraf who estimated his yearly savings at \$300 after bike maintenance costs.

"I hope that by participating in Bike to Work Day, riders will gain the confidence to continue bicycling to work more regularly" said Nicholas Ramfies, Director of Commuter Connections.

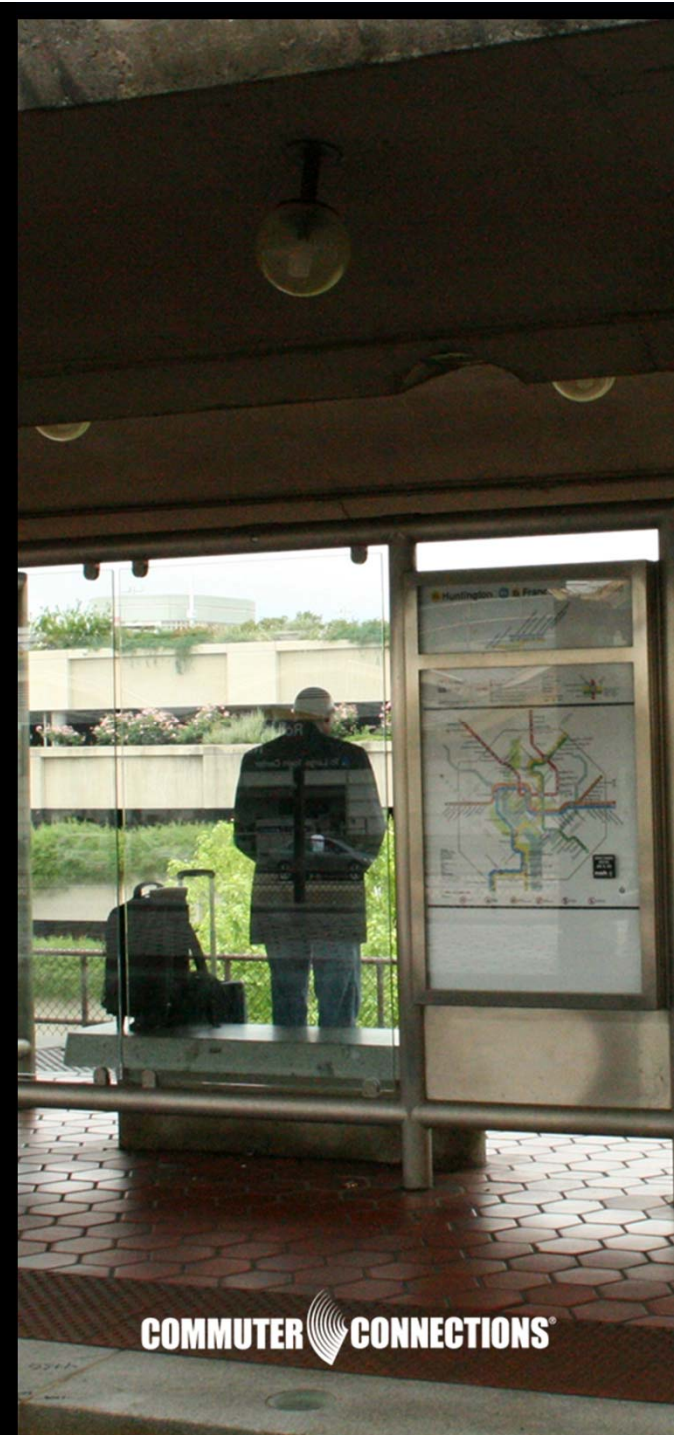
This year's event showcased more than 70 pit stops throughout Virginia, D.C., and Maryland, where participants were treated to snacks, t-shirts, water bottles, and other prizes.

Save the date; the next Bike to Work Day will be held on Friday May 16, 2014.

# LOOKING AHEAD FY2014

- Winter newsletter  
February 2014
- Launch Spring campaign  
Feb - Mar 2014
- Launch 'Pool Rewards  
Feb - Mar 2014
- Bike to Work Day  
May 2014
- Employer Recognition Awards  
June 2014

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Q&A

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