

Metropolitan Washington Council of Governments
Commuter Connections
FY2011 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
March 15, 2011

Second Half FY2011 Marketing Activities

'Pool Rewards

Winter Newsletter

Spring Umbrella Campaign

Bike to Work Day

Employer Recognition Awards

'Pool Rewards

Campaign extended through March 2011

Spots ran on WTOV's traffic sponsorship package weeks of February 14 and 21.

Message was READ LIVE and aired directly between Traffic and Weather Reports on WTOV!

Total of 35 :10s reads per week

'Pool Rewards

Included on direct mailers

Save half. ^{or more} Every time you share a ride.

Save money by sharing the cost of your commute! From gasoline to tolls to parking, Commuter Connections can help you find someone to reduce your costs, and frustration, of your commute.

Register today at commuterconnections.org. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home:

- 1 To register for either free program simply visit commuterconnections.org to get started. There is absolutely no cost or commitment!
- 2 Once you create an account and sign up for ridematching, you can view and print an instant matchlist of potential carpool/vanpool partners online today. Or to receive your matchlist by mail or email, simply fill out the application below.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ridematch partners. It's that easy!
- 4 Added Bonus: Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program, it's free!

When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program*. So, in the event of an unexpected

personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even rental car up to four times each year!

Register for our free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or to receive your matchlist by mail or email, simply fill out the application below. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

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

Cash Incentive for Carpools, Limited Time Offer:

Join the "Commute that Pays!" - If you currently drive alone to work and sign up to form or join a new carpool at least two days per week during a three-month period, you may qualify for 'Pool Rewards and earn up to \$130 in cash!

'POOL REWARDS
cash for commutes

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

Please tear along perforation line above, fill and tape when prior to mailing.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY! **Here's your first step:** Complete the form below, including sections A and/or B and return it today!

'Pool Rewards

Included in newsletter

Ad placed on craigslist in Rideshare section

Notices placed on Commuter Connections bulletin boards

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 N. Capitol St., NE, Ste. 300
Washington, D.C. 20002-4290

800.745.RIDE
commuterconnections.org

For subscription information or to change your mailing address, contact Commuter Connections at 800.745.RIDE

Commuter Connections is a publication of the Metropolitan Washington Council of Governments. This program is funded by the Maryland Department of Transportation, the Virginia Department of Transportation, and the District of Columbia's Department of Transportation, in part, through grants. This program is also funded, in part, through grants from the United States Department of Transportation and the Federal Highway Administration, under SAUFTA-111.

For information or to change your mailing address, contact Commuter Connections at 800.745.RIDE, or 202.562.3213 (TTS). We invite your comments and suggestions. Please send to: Commuter Connections Editor, c/o Commuter Connections, Metropolitan Washington Council of Governments, 777 N. Capitol St., NE, Ste. 300, Washington, D.C. 20002-4239 or e-mail us at news@comcon.org.

Commuter Connections © FEBRUARY 2011

GET PAID TO CARPOOL

Given rising gasoline prices, a little extra money can make a difference. That's what makes the 'Pool Rewards program from Commuter Connections a sensible option for commuters currently driving alone to work.

'POOL REWARDS

After a successful pilot program last year, 'Pool Rewards continues to focus on encouraging commuters who currently drive alone to try carpooling at least two days a week over a consecutive 90-day period. Eligible commuters can earn up to \$130 in that 90-day period when they start or join a new carpool.

Employees can review program details and register by clicking on the "Pool Rewards" logo at www.commuterconnections.org.

'Pool Rewards

Spring radio value add promotions in March used to promote 'Pool Rewards

- :10s on WRQX, WVRX, WTOP through March
- :15s on WASH, WBIG weeks of March 7 and 21
- Interview taped for WRQX Sunday Spectrum show

'POOL REWARDS
cash for carpools

FYI | Winter Newsletter

Issue 1, Volume 15 Winter 2011

WHAT'S INSIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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

COMMUTER BENEFITS CHANGES DELAYED

Thanks to decisions made by Congress and the IRS, commuter benefits changes that would have had significant impact on thousands of employers and employees in this region effective January 1, 2011, have been deferred for another year.

Recently passed tax legislation included language extending for another year the maximum allowable employer-provided tax-free transit benefit, up to \$230 per month. Additionally, the bill retained parity between the transit/vanpool and parking portions of the transportation fringe benefit at the \$230/month level. Without the legislation the maximum benefit would have reverted back to \$120 per month on January 1 of this year.

The IRS, which had initially announced rules in 2009 requiring employers to separate transit and parking benefits provided to employees, delayed this requirement to January 1, 2012. The IRS's move provides public transportation agencies with more time to work through the challenging administrative complexities of implementing the mandate.

For its part, the Washington Metropolitan Area Transit Authority plans to phase in the IRS-required changes to Metro's SmartBenefits® program over a several-month period this year. Metro reported in December that it is notifying SmartBenefits® customers and employers about the extension. Visit www.wmata.com and click on the SmartBenefits® icon to stay abreast of developments.

"We are extremely grateful to the members of this region's Congressional delegation and other leaders in Congress for taking action to allow SmartBenefits® users to continue to receive the same transit benefits," said Metro Interim General Manager Richard Saries. "This move benefits transit riders directly and ultimately reduces traffic congestion, as people are incentivized to use public transportation."

"The commuter benefit extension and the delay in changes to the SmartBenefits® program are both positives for employers and employees in the region," said Commuter Connections director Nicholas Ramos. "Maintaining a level playing field between employer-provided parking and transit/vanpool benefits supports commuters' common-sense use of mobility options and helps to alleviate traffic congestion."



Winter 2011

FEDERAL ETC UPDATES

Employee Transportation Coordinator

TELEWORK ENHANCEMENT ACT CALLS FOR AGGRESSIVE ACTION

In winter 2010 severe weather in the Washington Metro area infamously known as "Snowmageddon" caused closures of government offices, and cost the government \$7.1 million in lost productivity, according to estimates by the Office of Personnel Management (OPM). In these days of instant and constant weather, as well as during natural disasters or emergencies, this seems unnecessary and excessive. The right solution to keep the government operating same and his administration found a solution in and signed into law the "Telework Enhancement Act" which expands the use of telework opportunities for thousands of federal employees, the require executive agencies to act quickly.

A memo from John Berry, Director of OPM, each agency is "mandated to designate an employee of is the Telework Managing Officer (TMO) and place within the Office of the Chief Human Capital comparable office with similar functions." Each required to inform OPM of their designated TMO r 30, 2010.

The Act also calls for each executive agency to, not later than 180 days from the December 9, 2010 signing of the law:

- Establish a policy under which eligible employees of the agency may be authorized to telework;
- Determine the eligibility for all employees of the agency to participate in teleworking; and
- Notify all employees of their eligibility to telework.

It also states that the head of each agency shall ensure that:

- An interactive telework training program is provided to both eligible employees and their managers;
- The employee must complete the training and enter into a written agreement to telework; and
- Teleworkers and non-teleworkers are treated the same in performance appraisals, training, rewarding, work requirements, and other acts involving managerial discretion.

However, according to the act, an employee is not eligible to telework under the established policy if:

- The employee has been officially disciplined for being absent without permission for more than 5 days in any calendar year; or
- The employee has been officially disciplined for violations of subpart G of the Standards of Ethical Conduct for Employees of the Executive Branch for viewing, downloading, or exchanging pornography on a Federal Government computer or while performing official Federal Government duties.

According to a press release from Congressman John Sarbanes (D-MD), one of the sponsors of the bill, "a robust telework program will not only improve government operations

Continued on page 2




FY11 Creative Development Schedule

Review research and results from recent campaigns	June 2010
Develop Marketing Communications Plan	July 2010
Feedback on Plan from Regional TDM Marketing Group (<i>Extranet</i>)	Aug 2010
Present conceptual approaches to Regional TDM Marketing Grp	Sept 2010
Refine and develop approach based on Workgroup feedback	Oct 2010
Finalize creative	Nov 2010
Produce creative	Dec 2010
Distribute creative to media vendors	Jan 2011
Campaign launch	Feb 2011
Campaign live	Feb-June 2011

Spring Umbrella Campaign Demographics

Rideshare

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commutes more than 20 miles/30 minutes
- Primarily lives in Virginia (65%) or Maryland (33%); and works in D.C. (49%) or Virginia (34%)
- Works for employers with 100+ employees (71%), work for employers with 1,000 or more employees (41%)
- Works for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

Source: FY09 Applicant Database Annual Placement Survey Report

GRH

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commutes more than 30 miles / 45 minutes
- Primarily lives in Virginia (64%) or Maryland (34%)
- Primarily works in D.C (60%) and Virginia (30%)

Source: Commuter Connections 2007 GRH Survey Report

Spring Umbrella Campaign

MEDIA	FEB			MARCH				APRIL				MAY				JUNE			COG TOTALS NET	
	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13		20
Rideshare																				\$72,151
GRH																				\$144,301
'Pool Rewards																				\$11,000
BTWD																				TBD
Radio (Total)																				\$227,452
Television																				\$65,000
Gas Pump Toppers																				\$93,600
Production*																				\$6,435
Internet																				\$40,000
Donated Transit*																				
Total																			\$432,487	

GRH Only

Rideshare Only

GRH/RS

Bike To Work Day

'Pool Rewards

* Printing and other non-media expenses only

Spring Umbrella Rideshare Campaign

New creative

Campaign live February – June 2011

Media

- Radio (anchor)
- Gas pump toppers
- Internet banner ads

Rideshare Radio

6 radio stations airing Rideshare spots



MIX 107.3 FM



Rideshare Radio Spots

Save Half – Woman



A commuter requests a rideshare partner to save half the gas, half the money, and half the stress with her.

Save Half – Man



A commuter likens ridesharing to half time, providing a personal half-time with half the driving, half the stress, and half the costs.

Gas Pump Toppers

Gas pump toppers to be displayed at 125 stations

- 15 stations in DC
- 56 stations in MD
- 54 stations in VA

Gas Pump Toppers

Value add provided by vendor

- Toppers at 8 stations provided as bonus
- Window clings provided at stations as value add

Gas Pump Topper

**SAVE
HALF.
EVERY TIME.**
share a ride.

free ridematching services
get started at commuterconnections.org



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Gas Pump Topper

**SAVE
HALF.
EVERY TIME.**
share a ride.

free ridematching services
get started at commuterconnections.org



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Gas Pump Topper



Gas Pump Topper



Gas Pump Topper



56- MD
54- VA
125 total

Rideshare Banner Ads

- High performance job, weather, and news sites from past campaigns
- Included Realtor.com, more likely to reconsider commute when moving house.



The Washington Times

Rideshare Banner Ads

SAVE HALF.

EVERY TIME.

share a ride. free ridematching services.

get started today.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK


Rideshare Banner Ads



SAVE HALF. 

SAVE HALF.  **EVERY TIME.**

share a ride. **free ridematching services.**

get started today. 

Rideshare Banner Ads

Switch to: World | Canada | UK/Ireland | Premium Services °F | °C

More of the Weather you Want  [Learn more](#)

AccuWeather.com for


Home Forecast Radar & Maps News & Video Winter & Severe Social



Warning: From the National Weather Service ... **TORNADO WATCH** in effect until Monday, Feb 28, 4:00 PM [more >](#)

Currently 11:33am Weekend Extended Forecast Month

 <p>Cloudy 72° RealFeel® 68° Hourly Forecast</p>	 <p>Today Mon, Feb 28 A few t-storms, some severe Hi 73° RealFeel® 66° more</p>	 <p>Tonight Mon, Feb 28 Colder; an evening shower Lo 35° RealFeel® 23° more</p>	 <p>Tomorrow Tue, Mar 1 Mostly sunny and much colder Hi 46° RealFeel® 46° more</p>
---	--	---	---

75%+ Chance of Thunderstorms

Video Weather Forecast **STORM IMPACT MONDAY**  Washington, DC - Thunderstorms, some...
Feb 28, 2011, 11:00 AM ET Thunderstorms, some...

Radar for Washington  Powered in part by 

Health Travel Home & Garden **Outdoor**

Latest Outdoor Info [more outdoor >](#)
Living Golf Ski Astronomy Sportsman Farming

Fishing Forecast
Very Good
Very Good Conditions will be very good for fishing. [more >](#)

share a ride.

free ridematching services.

Photog Captures Giant Mako Biting Tail Off Marlin
Exclusive Underwater Shots: Aussie Photog Captures Giant Mako Biting Tail Off Marlin in Mid-Release
Outdoor > Sportsman

More Stories

- The 50 Best Trail Cam Photos of 2010
- Record Elk Found Pinned Alive With Antlers Stuck in Mud
- Shifting Ice Always a Concern for Lake Erie Fisherman
- SHOT Show Goes Hollywood: Famous S&W Pistols From the Silver Screen

Rideshare Banner Ads

The screenshot shows a Mozilla Firefox browser window with the URL <http://target.zedo.com/tmp/0F9A4FE8070610A69108A24A22E6A2F3.tomcat5/test-ad1299095643637/zz-V1-pop129909564364>. The browser displays a Target Zedo banner advertisement for rideshare services. The ad has a blue background and features the text "share a ride." in white. To the right of the text is a \$10 bill. The browser's address bar shows the URL, and the page title is "Click Here! - Mozilla Firefox".

TO USE YOUR DEBIT CARD | DONT MAKE US PAY.ORG

The Washington Times

NEWS OPINION SPORTS CULTURE BOOKS BLOGS COMMUNITIES PHOTO GALLERIES

POLITICS NATIONAL

HOME NEWS

HAPPENING NOW

Go av pa By

Times
The Senate on Wednesday spending cuts in a bill that for now. Published 11:52 a

2 T Fr sh By

- Associated Press
updated 50 minutes ago
A gunman fired at U.S. Air Frankfurt Airport on Wednesday, killing two airmen and wounding two others before being taken into custody, authorities said. Published 10:41 a.m. March 2, 2011

cs
EDITION RSS
ARY
bama's
and
cs
ers
ole
mortgage
an be worse than
hed 6:42 p.m.
HTNER: Don't
bt ceiling
r. Nuge to the
No hope for
S
Obama's
Gadhafi waffle
AMERICA'S MORNING

Spring Umbrella GRH Campaign

New creative

Campaign live February – June 2011

Media

- Radio (anchor)
- Television
- Internet banner ads

GRH Radio

6 radio stations airing GRH spots



MIX 107.3 FM



GRH Radio

Flip Out – Daycare



A neurotic father worries about the germs his son may be exposed to at daycare and, should his son get sick, how he'll pick him up since he carpools. A level-headed colleague reassures him he has no need to “flip out” since he has a Guaranteed Ride Home with Commuter Connections.

Flip Out – Work Late



A stressed out commuter moans about the commute but feels resigned to driving alone for fear of not being able to get home should the boss need her to work late. A colleague reassures her that if she rideshares, there's no need to “flip out” since Commuter Connections guarantees her a ride home if her boss requires her to work late.

GRH TV Commercial

New commercial being produced using GRH “Don’t Flip Out” concept

Commercial to run on Mid-Atlantic Sports Network (MASN)



GRH TV Commercial



quitting time

(Open on people running out of the office...)
Super: 5:00 PM
SFX: swoosh of people running, mild office bkgd noise,
Chariots of fire type music throughout



GRH TV Commercial



(Cut to man running down aisle, dropping papers and scrambling)
SFX: papers shuffling
vc: "All I need is..."



(Cut to man making a jump over desk)
SFX: swoosh, gasp
Amazed Employees: What the?

GRH TV Commercial



vo: "Rideshare, but asked to work late?"
vo: "No need to flip out."
(Super: No need to flip out.)

GUARANTEED
RIDE HOME*

We'll get you home. **Guaranteed.**

*some restrictions apply

vo: "Guaranteed Ride Home. We'll get you home. Guaranteed."
(Super: Guaranteed Ride Home. We'll get you home. Guaranteed.)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

commuterconnections.org

vo: "Guaranteed Ride Home. At commuterconnections.org"
(Super: commuterconnections.org)

GRH TV Placement

Nationals Baseball, April– June (Washington, D.C. DMA)

- (55) :30s Nationals in-game commercials (one per game)
- (55) :30s Nats Xtra pre-game show commercials (one per show)
- (55) :30s Nats Xtra post-game show commercials (one per show)
- (55) :30s encore game commercials (encore is game rebroadcast)



GRH TV Placement

Billboards, April– June

- (55) billboards to air in Nats Xtra pre-game show in conjunction with :30s commercial (includes live read and logo on screen)

Nationals In-Game Feature, April– June

- (26) in-game feature sponsorships (2 times per week x 13 weeks on MASN) – “Nationals Upcoming Schedule, presented by Commuter Connections.”



GRH TV Placement

Nationals Pre-Game Show Interview

- A Commuter Connections representative will be interviewed on the Nats Xtra pre-game show on MASN prior to one game.

MASN Advertising, April- June

- (180) :30 commercials to air in MASN programming such as ESPN News, Nationals Classic Games, Orioles Classic Games, sports talk shows, etc. (60 commercials per month x 3 months)



GRH TV Placement

MASNSPORTS.COM Web Advertising , April - June
Commuter Connections will be a high-profile sponsor on masnsports.com through a variety of web banners and ads. As a sponsor, Commuter Connections will receive:

- A minimum of 450,000 guaranteed impressions (150,000 x 3 months)
- Ads to rotate across all sections of the website
- Ad sizes to vary


GRH Banner Ads

- High performance job, weather, and news sites from past campaigns



The Washington Times

GRH Banner Ads



QUITTING TIME

RIDESHARE, BUT ASKED TO WORK LATE?

NO NEED TO **FLIP OUT**

GUARANTEED RIDE HOME*

We'll get you home. **Guaranteed.**

*some restrictions apply

[learn more](#)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

GRH Banner Ad

5:00 PM

RIDESHARE, BUT ASKED TO WORK LATE?

NO NEED TO **FLIP OUT**

GUARANTEED RIDE HOME*

We'll get you home. **Guaranteed.**

*some restrictions apply

[learn more](#)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

GRH Banner Ad

[learn more](#)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

REALTOR.com Official Site of the National Association of REALTORS®

[Hit](#) | [Sign In](#) | [Sign Up](#)

[Find Homes](#) [Find REALTORS®](#) [NEW](#) [Finance](#) [Moving](#) [Home & Garden](#) [5 Listings](#) [5 Searches](#)

[Homes](#) > [Search Results](#) > **2003 COLUMBIA RD NW #NW**
Washington, DC Washington, DC 20009


Address, City, Zip, or Neighborhood

[Previous Listing](#) [Next Listing](#)

[Save Listing](#) [Send to a Friend](#) [Print Brochure](#)

2003 COLUMBIA RD NW #NW
Washington, DC 20009

Photo 1 of 22




\$750,000

[Estimate My Monthly Payment](#)
[Get Mortgage Rates](#)

Beds: 2 Bed
Baths: 3 Bath


Presented by
Joseph Himali



Best Services. Best Practices. Best Address.
Mobile: (202) 669-4656
Office: (800) 309-1980 Ext. 1
Broker: (800) 309-1980 Ext. 1

[Email Agent](#)
[View Agent's Website](#)
[Agent's Other Listings](#)

Brokered by
Best Address Real Estate, LLC



Best Services. Best Practices. Best Address.

GRH Flip Out Promotion

“Don’t Flip Out” co-promotion with Flippin’ Pizza

Flippin’ Pizza locations

- D.C.: Dupont Circle
- MD: Arundel Mills, Bethesda, Silver Spring
- VA: Annandale, Chantilly, Falls Church, Reston



GRH Flip Out Promotion

Post-it notes on pizza boxes

10% discount with GRH card

Approximately 15,000 boxes go out per month

Looking for 2 months distribution, April and June

GRH Flip Out Post-It Note



**NO NEED
TO
FLIP
OUT**

SIGN UP FOR
GUARANTEED
RIDE HOME.*

* some restrictions apply

Free registration!
Visit commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

 **FLIPPIN' PIZZA** VIP PARTNER. 10% OFF WITH GRH CARD.

GRH Flip Out Promotion

Flippin' Pizza to provide coupons for free pizza for GRH Rewards program

Radio promotion as part of value add with Flippin' Pizza to provide the contest prizes

Bike to Work Day 2011

Marketing and Promotional Materials include:

- Radio
- Poster and rack card
- T-shirt
- Pit stop banners
- Circulator bus cards
- Facebook and Twitter
- Considering print ads

irculator

BTWD 2011 Poster and Rack Card

GEAR UP!

50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit waba.org for specific pit stop locations and times. T-Shirts available at pit stops to first 9,000 who register.

Bike to Work Day
FRIDAY MAY 20, 2011

COMMITTEE CONNECTIONS **WABA** **Marriott**
goDCgo **WHOLE FOODS** **DCLOTTERY** **ICF**
CyBikes **AAA Mid-Atlantic** **LOCAL NATIONAL** **Bike Arlington** **BicycleSPACE**
Capital Crescent Trail **CRYSTALITE** **TOWN OF DC** **REI** **VPSI Inc.** **EXPERIENCE**
GeoEye **LAZER** **GIANT** **LIUS**
BROMPTON **JAMES BICYCLES** **TOPEAK** **JARNO** **HONEST** **VILLIETTA**

Bike to Work Day
FRIDAY MAY 20, 2011

f b

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Bike to Work Day
FRIDAY MAY 20, 2011

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit waba.org for specific pit stop locations and times. T-Shirts available at pit stops to first 9,000 who register.

49 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

COMMITTEE CONNECTIONS **WABA** **Marriott**
goDCgo **WHOLE FOODS** **DCLOTTERY** **ICF**
AAA Mid-Atlantic **LOCAL NATIONAL** **BicycleSPACE** **CRYSTALITE** **TOWN OF DC** **REI** **VPSI Inc.** **EXPERIENCE**
GeoEye **LAZER** **GIANT** **LIUS** **BROMPTON**
JAMES BICYCLES **TOPEAK** **JARNO** **HONEST** **VILLIETTA**

Work Day added district this year
District of Columbia

GEAR UP!

BTWD 2011 T-Shirt



BTWD 2011 Banner

NoMa

1200 First Street, NE

First & M Sts, one block off Met Branch Trail

8:00 am to 9:30 am



GEAR UP!



Bike to Work Day

FRIDAY MAY 20, 2011

Register at waba.org or call 202.518.0524

BTWD 2011 Facebook

facebook

Search

Home Profile Find Friends Account ▾

Bike to Work Day

Non-Profit Organization

GEAR UP!

Wall Bike to Work Day · Top Posts ▾

GEAR UP! Bike to Work Day
Bike to Work Day 2011 Registration is now open. Visit www.waba.org
Friday at 11:24am
 2 people like this.

GEAR UP! Bike to Work Day
What Bike To Work Day looks like in DC <http://www.infrastructurist.com/2010/06/07/the-morning-dig-what-bike-to-work-day-looks-like/>

The Morning Dig: What Bike to Work Day Looks Like » INFRASTRUCTURIST
www.infrastructurist.com

- Felix Salmon hosted a great debate on congestion pricing with various experts. The whole show he moderated is very interesting

Which city do you live in?
 Portland, Oregon
34,001 people like this.
I live here Choose another city

People You May Know See All
 Billy Harper Jr

Sponsored Create an Ad

49 Yr Old Mom Looks 29
dermatlanta.com

Health reporter investigates a local moms trick to remove 20 yrs of wrinkles for FREE, and it works!

103
people like this

Create a Page

BTWD 2011 Twitter

Commuter Connections
@BikeToWorkDay view full profile →
Washington DC

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments. <http://commuterconnections.org>

60 Tweets | 164 Following | 346 Followers | 47 Listed

Following Message [Dropdown] [Settings]

Recent Tweets

BikeToWorkDay Commuter Connections
Registration for the Bike to Work 2011 Washington D.C. regional event will start by March 1st at www.waba.org
14 Feb

BikeToWorkDay Commuter Connections
Bike to Work Day Wash DC region bicycle giveaway raffle winners - Michael Broadnax, Jamis Coda Elite, & Craig Ekman, Breezer Uptown 8.
4 Jun

Employer Recognition Awards

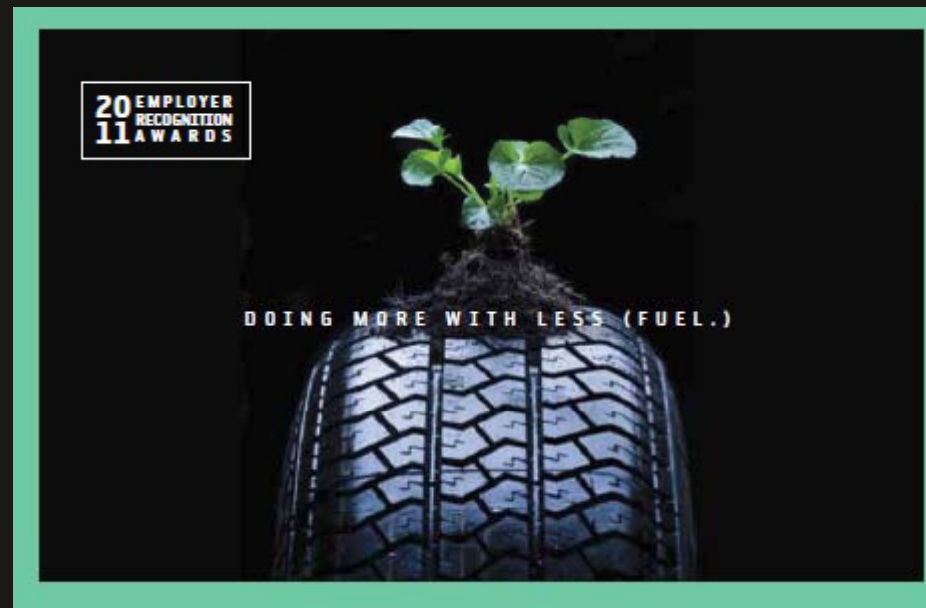
Selection committee meets March 23

Marketing collateral in development includes:

- Invitation
- Awards brochure
- Podium signage
- Winner print ad

Employer Recognition Awards ceremony June 2011

2011 Employer Recognition Awards Creative



Comprint Military Relocation Guide



RIGHT AT HOME.

That's how we want you to be.
Take the first step and check out
ways to commute around here at
commuterconnections.org. It's easy
and stress-free!

COMMUTER CONNECTIONS
A free service

commuterconnections.org
800.745.RIDE

Telework Exchange's Spring Town Hall Program

YOUR EMPLOYEE'S NEW COMMUTE.

They'll even have time to stop for coffee.



TELEWORKING WORKS. Inspire your employees to explore their telework options. Telework offers time savings and decreased stress levels, leading to more job productivity and a better quality of life!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK www.commuterconnections.org

Questions & Answers

Any questions or comments?