

**Metropolitan Washington Council of Governments  
FY 2013 Second Half Marketing Campaign Summary  
September 17, 2013 Final Report**

## Introduction

The Commuter Connections marketing campaign was built on a wealth of extensive research and campaign experience. The FY2013 Marketing Communications Plan and Schedule, distributed to network members in August 2012, laid the foundation for FY2013's marketing efforts. The strategy behind the FY2013 marketing campaign reflects the current state of events for commuters in the Washington metropolitan region and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contributed to the planned strategy for FY2013; to convert Single Occupant Vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as real social networking.

The second half FY13 regional marketing campaign promoted:

- The cost savings of ridesharing and reminded commuters that GRH is a safety net in the event they are left stranded at work due to unscheduled emergencies or directed overtime.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bicycling as a viable alternate way to commute, through the promotion of Bike to Work Day.
- The concept of going Car Free or Car-lite for a day, through the promotion of Car Free Day.
- The annual Employer Recognition Awards program recognized employers in the region who promoted and encouraged the use of alternate modes of transportation.

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections offers free services to those who work in the metropolitan Washington area. Major services include ridematching for carpools and vanpools and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional Transportation Demand Management (TDM) Marketing Group include:

City of Alexandria	Virginia Railway Express (VRE)
Annapolis Regional Transportation Management Association (ARTMA)	Washington Area Bicyclist Association (WABA)
Fairfax City	Washington Metropolitan Area Transit Authority (WMATA)
Fairfax County Office of Transportation	Arlington County
National Institutes of Health (NIH)	Maryland Department of Transportation (MDOT)
Mass Transit Administration (MTA)	Vride
Northern Virginia Transportation Commission (NVTC)	General Services Administration (GSA)
Potomac and Rappahannock Transportation Commission (PRTC)	District Department of Transportation (DDOT)
Virginia Department of Transportation Northern Virginia District Office	Loudoun County Office of Transportation Services
TYTRAN	Maryland State Highway Administration
Virginia Department of Transportation (VDOT)	Montgomery County Ride On
LINK	Montgomery County Commuter Services
Virginia Department of Rail and Public Transportation	Northern Neck Rideshare/PDC
Dulles Area Transportation Association (DATA)	Rappahannock Area Development Commission (RADCO)
Tri-County Council for Southern Maryland	Rappahannock-Rapidan Regional Commission

## Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the GRH and Ridematching programs. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the program are to:

- Create a platform that promotes all network products and services individually, while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the GRH service among commuters and increase applications for the program.
- Use special events such as Bike to Work Day and Car Free Day to encourage commuters to use the occasion to try an alternative form of transportation.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

## **Brand Character**

The Commuter Connections network wants to be perceived as a network of organizations working to improve commutes. Through the Commuter Connections online ridematching system, commuters registering for the service will be given direct access to others who are looking to carpool along with access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

## FY13 Second Half Regional TDM Media Campaigns

The second half FY13 media campaign promoted Ridesharing and GRH from February through June 2013. Radio was the primary media for this campaign with spots running for a total of sixteen weeks. Television ran for seven weeks and online banner ads for thirteen weeks.

### Value Add Promotions

#### Rideshare

In addition to paid media spots, over \$118,070, (an additional 27%) was negotiated in no charge promotional media value. Radio and TV stations provided value add for Rideshare during the campaign to include five traffic sponsorships per week on WAFY, WWEG, WFMD, and WFRE; bonus spots at no charge on WBOB, WFLS, WJLA, WUSA, WILC, and Comcast; 70,000 bonus impressions on NBC4; and eighty :30s promotional announcements and a custom promotion on WRQX .

#### WRQX Custom Promotion

Radio personality Chili Amar voiced :30-second pre-recorded (to sound live) spots to encourage commuters to enter positive car pool/rideshare stories for a chance to win a \$100 gift certificate to Chevy's Restaurants.

#### WRQX :30 "promo" copy

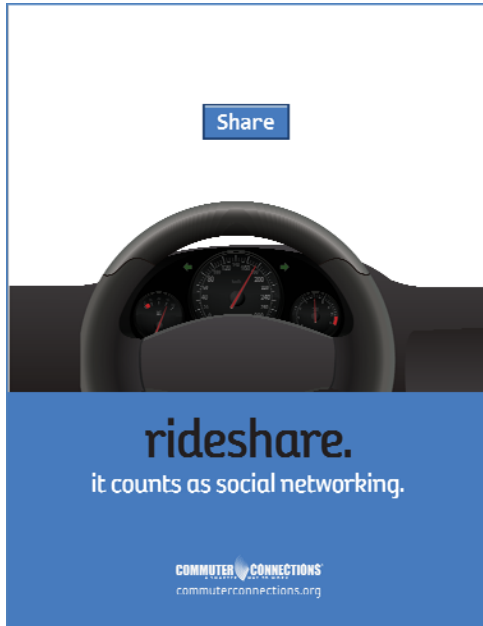
Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it's free! Visit Commuter Connections dot org or call 800-745-RIDE. Want to win a Chevy's \$100 dinner gift certificate? Go to MIX1073FM.com, contests, and tell us your most unique, fun, and positive car pool story for your chance to win! Chevys invites you to experience the freshest of Mex! From handcrafted margaritas to fajitas hot off the mesquite grill served with hand-made tortillas, Chevys Fresh Mex is the ultimate fiesta! Go to MIX1073FM.com, contests, and enter today!

One lucky winner each week, over thirteen weeks, received a \$100 gift certificate to Chevy's Restaurants. Total prizes awarded were valued at \$1,300 and supplied by Chevy's Restaurants.

#### GRH

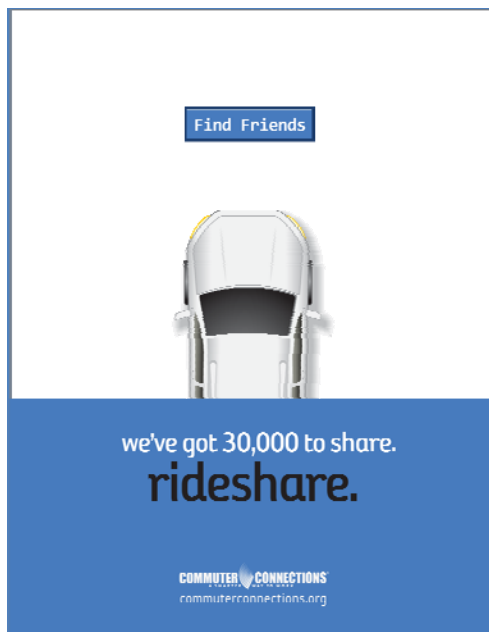
Radio stations provided value add for GRH that included bonus spots at no charge on ESPN and WTOP, and 40 billboards on WASH, WWDC, WITH, and WBIG.

## FY13 Second Half Ridematching Campaign



The second half of the FY2013 campaign promoted ridesharing as a way for real people to save real money. The messaging strategy stressed that along with real savings comes an added benefit — real conversation.

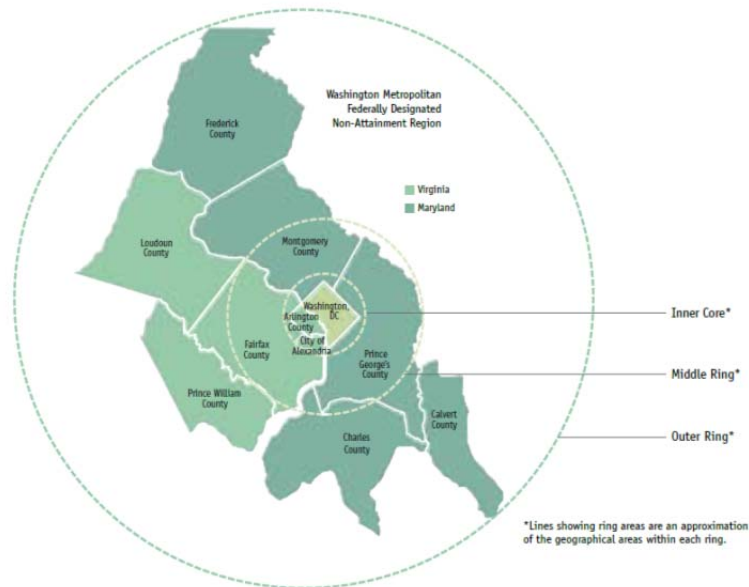
Campaign creative was developed to highlight the contrast between the ever-increasing pressure and chaos caused by new technologies and media platforms with the calm relaxation of sharing a ride. Messaging for the ads touched on the benefits of getting back to the things that we value most — what's real, such as conversations with real people, real relaxation, and real savings.



The spots for radio and TV juxtapose the frantic pace of the workday with its phones, messages, and email, with the calm of a car ride with familiar faces. The message highlights that Commuter Connections offers real people, real savings, and real conversation. The call to action directs viewers/listeners to sign up at [commuterconnections.org](http://commuterconnections.org).

## Media Objectives

The campaign to promote the Ridematching program used a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis is being placed on middle and outer ring commuters. With fewer public transit options, ridesharing is a preferred commute alternative for commuters with longer commute distances and times.



Geographic Sub-Areas – Inner Core, Middle Ring, Outer Ring

**Target market** (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

## Geographic Targeting

Washington D.C. DMA

Rideshare Spring Budget	COG Cost	Gross Dollars
Radio	\$136,000	\$160,000
Television	\$100,000	\$117,650
Cable Television	\$ 50,000	\$ 58,825
Online Banner Ads	\$ 22,000	\$ 25,883
<b>Total Budget</b>	<b>\$308,000</b>	<b>\$362,358</b>

## Radio

Radio was the anchor medium for the Rideshare campaign, with focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The campaign was heard on the following stations:

- WAFY/WWEG (103/106.9 AC/Classic Hits)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFRE (99.9 Country)
- WFMD (930 AM News Talk)
- WRXQ (107.3 Adult AC)
- WILC (900 AM Spanish)

The Rideshare radio campaign began airing in late February and alternated one week at a time with GRH ads through the end of June. Ridematching radio was aired in both English and Spanish.

### ***Ridesharing::30 “ Rideshare for Real 1” English***

Sfx: Marimba iphone sounds, Blackberry sounds

Incoming email, Typing on keyboard

“You have 5 messages” (repeat/overlap)

Announcer: Is this what your day sounds like? Make a different connection. Through ridesharing. Sfx: Car door closing. Audible sigh of relief.

The kind that involves Real Friends. Real Conversation, and oh yeah. Real Savings. Rideshare through Commuter Connections. At [Commuter Connections.org](http://CommuterConnections.org)

### ***Ridesharing::30 “ Rideshare for Real 1” Spanish***

Sonido de Marimba del Iphone, sonidos de la Blackberry, correo entrando en el buzón de entrada. Escribiendo sobre el teclado.

Tienes 5 mensajes

¿Es así como se ve tu día? Has una conexión diferente. Compartiendo tu viaje (Sonido: puerta del auto/carro cerrándose y que se escuche suspiro de alivio)

Con amigos de verdad. Conversación verdadera

¡Y claro!... ahorros de verdad.

Comparte el viaje con Commuter Connections, en [commuterconnections.org](http://commuterconnections.org)

Commuter Connections te facilita conexión gratuita con personas que pueden compartir el viaje contigo en el área metropolitana de Washington

Regístrate en [commuterconnections punto org](http://commuterconnections.punto.org) o llama al 1-800-745-7433

## Radio

### ***Ridesharing::30 "Rideshare for Real 2" English***

Person1: Pin it, tag it, friend it, follow it, like it, tweet it, link it, text me, mail me, save me!

Announcer: You do it all day: link, connect, friend, follow. You find people who share your interests and you share your ideas, work, or sometimes just a laugh...

Why not share your ride? Extend your social network. Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it's free! Visit [CommuterConnections.org](http://CommuterConnections.org) or call 800-745-RIDE.

### ***Ridesharing::30 "Rideshare for Real 2" Spanish***

Cuélgalo, etiquétalo, hazte amigo, síguelo, di que te gusta, tuitea, enlázalo, textéame, envíame un correo, ¡sálvame! Lo haces todo el día: Te enlazas, te conectas, haces nuevos amigos, y sigues a alguien. Encuentras a personas que comparten tus intereses, tus ideas, trabajo o simplemente sonrisas....

¿Por qué no compartir el viaje?

Extiende tu red social. Encuentra gente verdadera, conversaciones verdaderas, y ahorros verdaderos.

¡Con más de 15000 personas que viajan y buscan compartir el viaje, Commuter Connections te ayuda a empezar y es gratis!

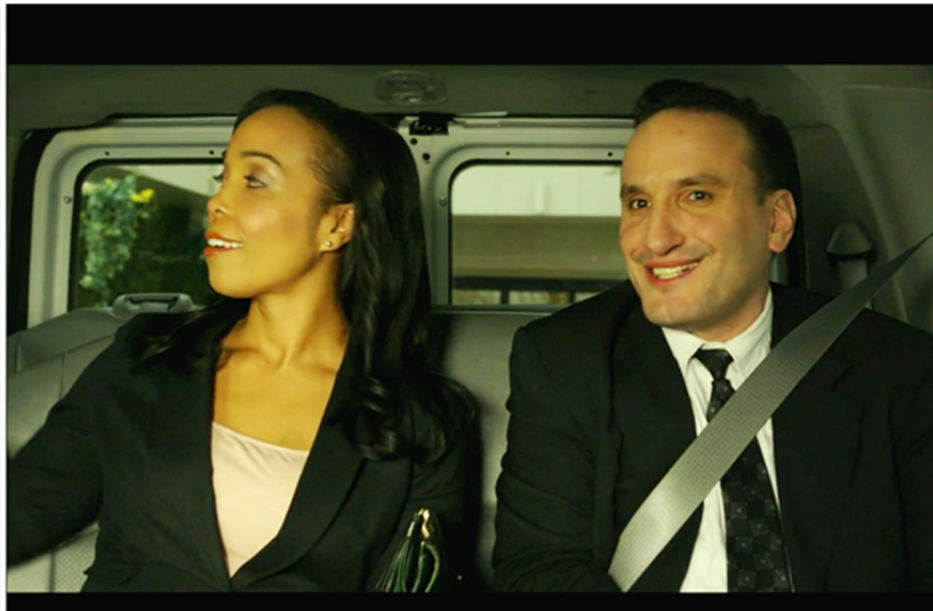
Visita [CommuterConnections.org](http://CommuterConnections.org) o llama al 1-800-745-7433



## Television

A television commercial reinforced the radio spots with a depiction of tension building technology distractions throughout the day, and then showing the relief/relaxation upon entering the carpool for the commute home with a personable rideshare partner.

The commercial ran on a mix of stations including WJLA News Channel 7, WUSA News Fox 5, and Comcast.



## Internet Advertising

Internet advertising appeared on several key local media sites that performed well for Commuter Connections in the past to promote the Ridematching program for the campaign. The web sites selected were:

- WJLA.com (ABC 7 News)
- WashingtonTimes.com
- NBC4.com (NBC4)
- Interactive Network

Ads were placed on the Washington Times; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4. Various banner ad sizes ran from February 11 through June 30, with performance monitored throughout the campaign.

The ads used the Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).

## FY13 Second Half GRH Campaign

The second half of the FY2013 campaign promoted Guaranteed Ride Home as a guarantee for your commute, elevating ridesharing to a no-risk commute alternative.



Live :15s radio reads reinforced the message that in case of emergencies or the need to stay late at work arises, GRH provides a guaranteed way to get home.

### Media Objectives

The Guaranteed Ride Home program campaign focused on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems, how to get home in case of an emergency.

**Target market** (from [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 36.2 miles / 63 minutes
- Live in Virginia (60%) or Maryland (36%), with emphasis on Prince William (11%) and Fairfax Counties (14%); work in D.C (57%) and Virginia (27%)

## Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	COG Cost	Gross Dollars
Radio	\$132,000	\$155,298
<b>Total Budget</b>	<b>\$132,000</b>	<b>\$155,298</b>

## Radio

Radio is being used exclusively for the GRH campaign. Focus is on D.C. stations using a mix of genres including sports, news, rock, and Adult AC with the campaign running on the following stations:

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 Soft Rock)
- WWDC (DC101.1 Rock)
- WITH (Hot99.5 Adult AC)
- ESPN (980 AM Sports)

The GRH radio campaign began airing in early March and alternated one week at a time with Rideshare ads, continuing through the end of June. The following spots promoted GRH for the second half of FY2013:

### ***Guaranteed Ride Home: live :15 Dangling 1"***

Left dangling after sharing a ride into work? Get a Guaranteed Ride Home in case of emergency. Visit [commuterconnections.org](http://commuterconnections.org) to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

### ***Guaranteed Ride Home: live :15 Dangling 2"***

Get home with the Guaranteed Ride Home program if you rideshare and are left dangling at work. Sign up at [commuterconnections.org](http://commuterconnections.org). That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions may apply.

### ***Guaranteed Ride Home: live :15 Dangling 3"***

Don't be left dangling. If you rideshare, you can get an emergency ride home through the Guaranteed Ride Home program. Sign up at [commuterconnections.org](http://commuterconnections.org) or call 800-745-RIDE. Some restrictions apply.

## Special Events

### Bike to Work Day

Bike to Work Day continued its record-breaking trend in 2013, with increases in registration, participation, sponsorship and media coverage. A total of 14,600 commuters registered for the May 2013 event in the Washington metropolitan region, an increase of 14.5%. The May 18<sup>th</sup> event also drew a record number of local pit stops from 58 in 2012 to over 70 in 2013.

In preparation for the event, a sponsorship drive raised funds to pay for t-shirts for event participants, pit stop banners, and print ads to promote the event. In-Kind sponsorships were also secured to provide food, beverages, and prizes at many of the pit stops.

This year Bike to Work Day cash sponsorship drive reached a record-breaking total of \$48,550, a 6.5 percent increase over 2012. In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent.



Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness and encourage registration. In order to continue to reach diverse audiences, a Spanish version of the poster was created.

Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. A half-page, full color ad ran in the Washington Post Express Wednesday and Thursday of the week preceding Bike to Work Day; and following the event a congratulatory ad was placed in the Washington Examiner newspaper, thanking participants for making Bike to Work Day 2013 a success. The latter was a make-good ad, as the original ad failed to print due to publisher error.

Newspaper Ads

If you are not a U.S. citizen  
• Candidates must be DC certified

**Candidates MUST be available to work at least 24 hrs/week if successfully hired, you may be eligible for a \$50 signing bonus.**

Candidates with these qualifications are welcomed to stop by our office at  
1420 K Street, NW 7th Floor,  
Washington, DC 20005.

**ASAP**  
Home Health Division

In the deadliest of the three attacks, a suicide bomber on a motorcycle detonated his explosives near a vehicle carrying a candidate from a hard-line Islamist party, killing 12 people and wounding 35. The Jamiat Ulama-e-Islam

People's Party. The blast killed the leader, Zahir Shah, officials said.

The Pakistani Taliban have claimed responsibility for many of the attacks in the run-up to Saturday's national elections, including the attack on Shah. (AP)

**DC Rider**  
METRO NEWS ON YOUR PHONE AND ANDROID — DOWNLOAD FREE

**21** The number of officials punished by the Communist Party in China over a scandal in which they allegedly were extorted by real-estate developers after being secretly filmed in liaisons with hired women, the official Xinhua News Agency said Tuesday. (AP)

**LUWAL**  
— GOV. JOEY SALGERSA, DISCUSSING ON TUESDAY HOW ONE OF THE PHILIPPINES' MOST ACTIVE VOLCANOES RUMBLE TO LIFE, SPewing ROOM-SIZE ROCKS TOWARD NEARLY 30 SURPRISED CLIMBERS. FIVE HIKERS WERE KILLED BY THE ERUPTION AT THE MAYON VOLCANO.



Over 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

Pre-Register by May 10 for Free T-Shirt\* and Bike Raffle

Free Food, Beverages and Giveaways at All Locations

**BIKE TO WORK DAY 2013 FRIDAY MAY 17**

REGISTER AT BIKETOWORKMETRODC.ORG OR CALL 800-745-7433

Logos for sponsors: Capital Connections, Marriott, ICF, Whole Foods, Capital Bikeshare, goBike, Biko Arlington

Also Sponsored by the District of Columbia, Maryland, Virginia and the US Dept of Transportation

\*T-shirts available at all stops in first 12,000 free register

the S&P 500, on news that it would buy another media company, Belo.

Investors have been debating when the Fed will begin cutting back its bond purchases and worrying about the effect. They could get a better sense next Wednesday, when the bank releases its policy statement and Fed Chairman Ben Bernanke holds another news conference. — AP

**NEWSMAKER**

**J. SCOTT TARRANT**

Tarrant was promoted to president of RRD International, a Rockville biotech-product-development company. He has been chief business officer since 2010, when he joined the company. Previously, Tarrant was executive vice president of global sales and marketing for Xceleron.

stores including IGA, Thriftway and Price Chopper in 24 states, contends that the potato growers banded together in 2004 to illegally inflate prices in a scheme akin to the petroleum-producing OPEC cartel, reducing planting acreages and destroying potatoes, all to restrict

**RECOVERY**

**Retail sales jump 0.6 percent in May with help from autos**

By Martin Crutsinger  
*The Associated Press*

Americans stepped up purchases at retail businesses in May, spending more on cars, home improvements and sporting goods. The gain shows consumers remain resilient despite higher taxes and could drive faster growth later this year.

The Commerce Department said Thursday that retail sales increased

as potatoes that are processed into golden fries, tater-tots and other products and sold in freezer sections of the group's stores.

United Potato Growers of America has organized growers in 15 states — it has members in Alaska, California, Colorado, Florida, Idaho, Kansas,

0.6 percent in May from April. That's up from a 0.1 percent gain the previous month and the fastest pace since February.

The April gain was led by a 1.8 percent jump in auto sales, the biggest increase in six months. Excluding volatile autos, gas and building supplies, core retail sales rose 0.3 percent. That's slightly higher than the 0.2 percent April increase.

Sales increased at hardware and

sought to boost costs of America's most-popular vegetable.

"None of the defendants ... is entitled to the limited protections found in the Capper-Volstead Act for their efforts to restrict potato supply and fix prices," wrote Patrick J. Stueve, the grocer's lawyer in Kansas City.

general merchandise stores, but fell at furniture and appliance stores.

Separately, the Labor Department said the number of Americans seeking unemployment benefits dropped 12,000 last week to a seasonally adjusted 334,000. The decline suggests steady job gains will endure.

The retail sales report is the government's first look each month at consumer spending, which drives 70 percent of economic activity.

**JPMorgan lays off 84 in Falls Church**

The ax is falling at JPMorgan Chase & Co. in the D.C. area. The New York financial services giant will be laying off 84 people in its Falls Church mortgage servicing office July 6.

The local cuts are among about 1,800 nationally, which will be spread across several JPMorgan mortgage servicing offices.

**Homestead to be bought by Omni Hotels**

By the start of next month, one of Virginia's most renowned and historic resorts is set to change hands.

Omni Hotels & Resorts announced Wednesday it has reached a definitive agreement to acquire and operate five properties affiliated with the owner of the Homestead in Bath County.

THE WASHINGTON EXAMINER

**THANK YOU FOR MAKING BIKE TO WORK 2013 A SUCCESS, WITH OVER 14,500 PARTICIPANTS!**

**SEE YOU NEXT YEAR!**




**BIKE TO WORK DAY 2013**

bike to work day 2013

Logos for sponsors: Capital Connections, Marriott, ICF, Whole Foods, Capital Bikeshare, goBike, Biko Arlington

Also Sponsored by the District of Columbia, Maryland, Virginia and the US Dept of Transportation

## Web Site




# BIKE TO WORK DAY

## MAY 17 2013




HOME
EMPLOYER RESOURCES
EVENT INFO
FIRST TIME RIDER INFO
REGISTER NOW
SPONSORS





### Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of over 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

REGISTER NOW



PIT STOPS

Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free!

[Read more](#)

COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read more](#)

FIND A RIDE BUDDY

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area.

[Read more](#)

EVENT POSTER

Download a PDF please of the Bike to Work Day 2013 event poster. Email it to your family, friends and co-workers.

SPONSORS

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our

INCREASE YOUR BICYCLING SKILLS

WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance

## Sponsors

Poster



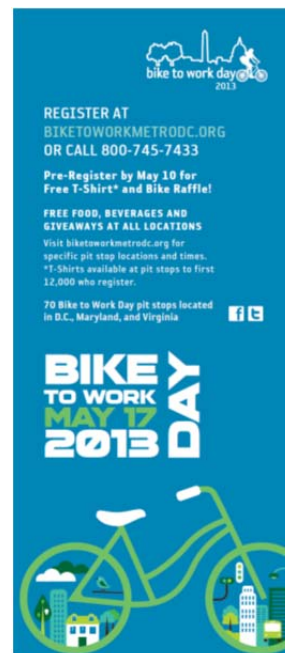
Poster- Spanish



T-Shirt



Rack Card





Pit Stop Banner



**WOODBIDGE - RIPPON LANDING**  
VRE Station Parking Area  
6:00am to 9:00am

bike to work day

**BIKE TO WORK MAY 17 2013 DAY**

COMMUTER CONNECTIONS  
WABA  
Marriott  
ICF INTERNATIONAL

City Bikes  
WHOLE FOODS  
capital bikeshare  
goDCgo powered by d.

Bike Arlington  
LOCAL MOTION CITY OF ALEXANDRIA STRANGLER  
TWINBROOK Urban by Nature  
BicycleSPACE

Register at **BIKETOWORKMETRODC.ORG** or call 800.745.7433

The banner features a large green bicycle graphic on the right side. The front wheel contains a scene with a house and trees, and the back wheel contains a city skyline with a traffic light and a bus.



District of Columbia Councilmember, Tommy Wells

## Social Media

Facebook and Twitter were used to engage with commuters and drive registration to the website.



## Blogs

Bloggers created more buzz about the Bike to Work Day event.

Home News **Blogs** Announcements Topics Commute Events Directory Pics & Clips

Use Patch to: Submit Photos & Videos Post an Event Start a Blog [Join](#) [Sign In](#)

**RestonPatch** 84°  
Local every day in [Reston, VA](#)

[Love It, Going Green](#)

### Friday is Bike To Work Day

Reston Town Center will be one pit stop along the way as thousands will ride their bicycles to work this week.  
By Karen Goff [Email the author](#) | May 14, 2013

Recommend 52 Tweet 5 Email Print Comment

More than 10,000 Washington, DC-area commuters are expected to use pedal power to get to work on Friday for Bike to Work Day 2013.

Washington area events are organized by Commuter Connections and the Washington Area Bicyclist Association, who say that biking to work has benefits for both employees and employers. Among them: reduced health care and parking costs.

There will be 70 "pit stops" around the metro area, including one at the Reston Town Center pavilion.

Pit stops will feature free T-shirts, refreshments, and a raffle for a free bicycle. The Town Center pit stop is sponsored by Reston Association and the Reston Bike Club. It runs from 6:30 a.m. to 9 a.m.

To register for the raffle in advance, [click here](#).

To see a map of all area pit stops - you can stop at several on your way to work - [click here](#).

Do you commute by bicycle? Give your Reston neighbors some tips in the comments below.

Related Topics: [Bike to Work Day 2013](#), [Reston Association](#), and [Reston Town Center](#)

**AFTER EARTH**  
IN THEATERS MAY 31

Upload Photos and Videos

## Sponsorship

This year's Bike to Work Day top level sponsors included:

BicycleSPACE  
Bike Arlington  
Capital Bikeshare  
City Bikes  
goDCgo  
ICF International  
Local Motion Alexandria  
Marriott  
Twinbrook by Nature  
Whole Foods

► **Media**

BTWD was covered by radio and television in the weeks leading up to the event as well as the day of the event.

ABC Channel 7 covered the event on “Good Morning Washington” with two interviews with Nicholas Ramfos during their morning weather updates. Television coverage included the following:

BTWD 2013 Television Coverage	
Date	Outlet
5/15/13	WUSA CH9 W/Monika Samtani
05/17/13	ABC7 Good Morning Washington 5:45 AM
05/17/13	ABC7 Good Morning Washington 6:15 AM
05/17/13	ABC7 Herndon Local News
05/17/13	WUSA CH 9

On May 15<sup>th</sup>, Nicholas Ramfos joined Greg Billing of WABA for an [interview with Monika Samtani of WUSA 9](#).



On May 17<sup>th</sup>, the day of the event, two segments aired on ABC’s “Good Morning Washington” featuring Nicholas Ramfos, Director, Commuter Connections who spoke live from the action at the Herndon pit stop. The segment was supplemented with a feature on the WJLA website along with a link to the Bike to Work Day website.



Nicholas Ramfos, Director of Commuter Connections with ABC 7's Adam Caskey on Bike to Work Day 2013 at the Herndon, VA pitstop.

Bike to Work Day was covered in the media with radio announcements, newspaper and online articles and social media via blogs, Facebook and Twitter.

A sample of some of the articles written are as follows:

Date	Outlet	Topic linked to URL
5/14/2013	CBS DC	<a href="#">10K Riders Expected for Bike to Work Day in D.C.</a>
5/16/2013	The Washington Post - Dr. Gridlock	<a href="#">Bike commuting increases in D.C</a>
5/16/2013	Maryland Dept of Transportation	<a href="#">Participate in National Bike to Work Day on May 17, 2013!</a>
5/19/2013	Downtown DC.org BID	<a href="#">Bicyclists Turn Out in Force for Bike to Work Day</a>

Bike to Work Day was featured in U.S. Department of Transportation [Secretary Ray LaHood's Fast Lane blog](#).

The image is a screenshot of a blog post from the 'FAST LANE' blog, which is the official blog of the U.S. Secretary of Transportation. The header features the United States Department of Transportation logo and the 'FAST LANE' title. The main content of the post is dated May 20, 2013, and is titled 'Bike to Work Day, big and getting bigger as bicycle commuting continues to grow'. The text below the title congratulates everyone who celebrated Bike To Work Day 2013, highlighting that it was a banner year with cities from Anchorage, Alaska, to West Palm Beach, Florida, reporting bigger-than-ever turnouts. A large graphic for 'BIKE TO WORK DAY 2013 FRIDAY MAY 17' is displayed, featuring a stylized green bicycle with icons of a house, a city, and a person riding. To the right of the main text, there are social media sharing options (Like, Tweet, Plus, Share), a 'SUBSCRIBE' section for email updates and RSS feed, a 'SEARCH' section with a Google search bar, and a 'Join the conversation' section with a Twitter link. At the bottom right, there is a 'Find us on Facebook' link.



# Campaign Development

## FY 2013 Second Half Regional Marketing Campaign

### Direct Mail

A direct mail campaign was sent to a population of 550,000 residents of the Washington Metropolitan region, ages 25-64, with household incomes of \$75k and above. Targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on State of the Commute data, were sent the Rideshare mailer. Target zip codes in other jurisdictions received the GRH mailer. The list of zip codes by jurisdiction that received the mailers was posted to SharePoint. Total cost for printing, postage, mailhouse and list purchase was \$97,491.

The image displays a registration form titled "REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME" with the URL [commuterconnections.org](http://commuterconnections.org). The form includes fields for personal and employer information, such as Name, Home Address, City, State, Zip, County of Residence, Home Phone Number, Email (Optional), Employer/Agency, Work Address, City, State, Zip, County of Workplace, Work Phone Number, and work hours. It also features a section for transportation modes used to get to work, with checkboxes for Drive Alone, Carpool, Bicycle, Walk, Bus, MARC, Other, and HOV Lanes. Below the form are three promotional cards:

- Card 1:** "Share it counts as social networking." (if you rideshare.)
- Card 2:** "NEVER GET LEFT DANGLING ON THE JOB (if you rideshare.)"
- Card 3:** "CONSIDER US YOUR SAFE WAY HOME (if you rideshare.)" Guaranteed Ride Home... Register today!

## Member Donated Placements

Members across the region provided donated space on buses and bus shelters to promote the Rideshare and GRH programs.





## Montgomery County Ride On Bus King



## MARC Commuter Rail

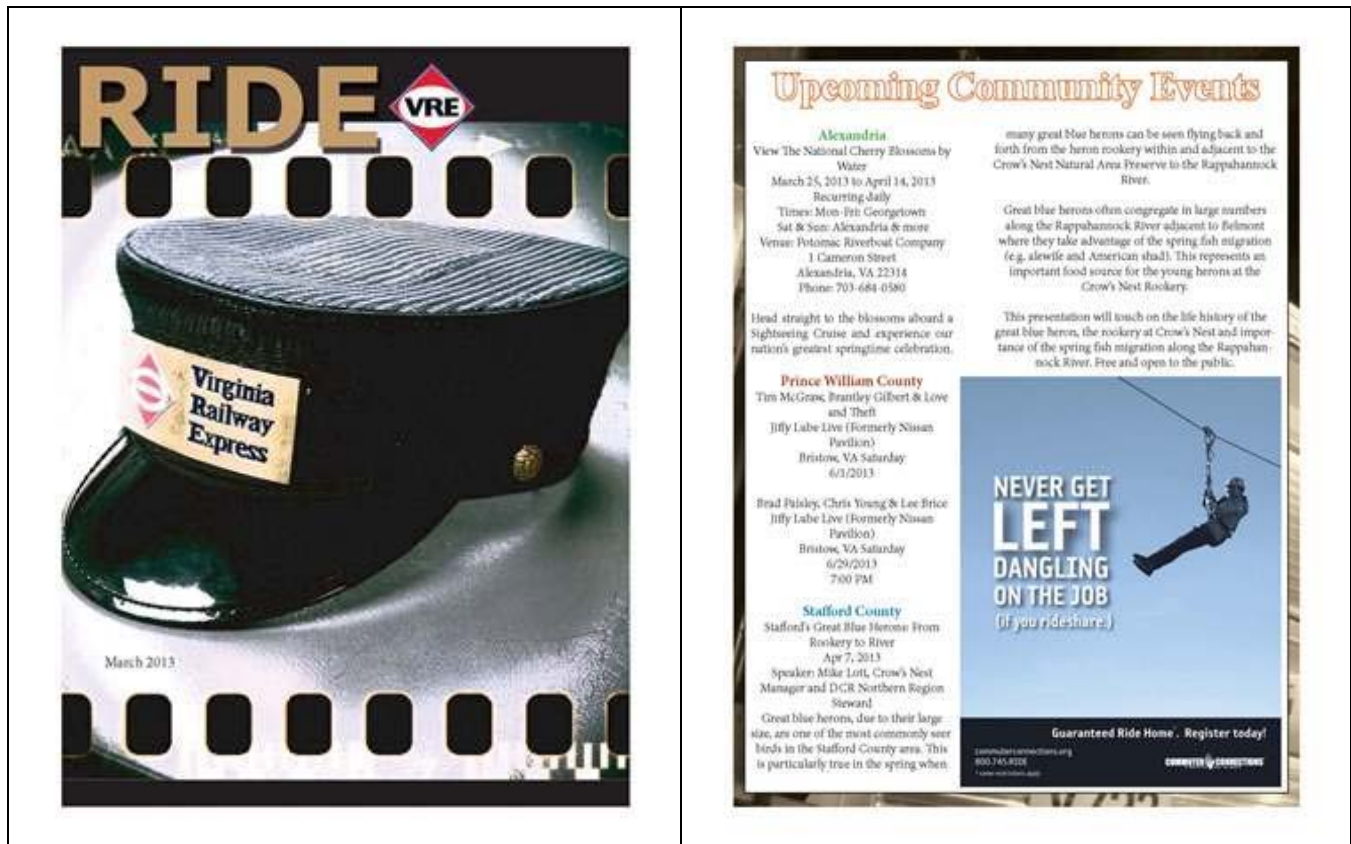


**PRTC Ride On Bus King**



**VRE Newsletter Print Ad**

A color GRH ad ran in the March 2013 edition of Virginia Railway Express' quarterly "RIDE" publication.

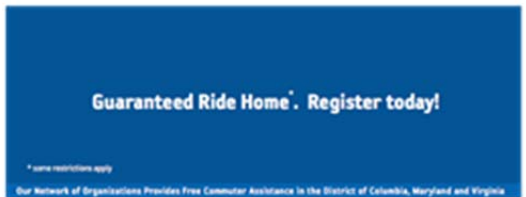


## Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



drop in effect then abrupt stop



## Pool Rewards

A 'Pool Rewards employer contest was conducted to boost participation in the program. A contest flyer was created and sent to employers in a mailing along with the 'Pool Rewards rack card. The flyer contained a custom URL which brought employers to a special contest landing page where employers entered the contest online. The grand prize was an office party hosted by classic rock radio station, WBIG. The grand prize contest winner was the Treatment and Learning Center in Rockville. The party was held on June 26th and Clear Channel hosted the event with Skye, their daytime DJ and a promotional team. Music and concert ticket prizes were provided by the station and lunch was catered by Hard Times Café. Cash prizes were sent to the second and third place winning employers, BTI Security of Rockville, and Easter Seals of Silver Spring.



A series of 10 second reads were provided to the radio stations for recording. The reads encouraged commuters to join a new carpool or vanpool through Commuter Connections 'Pool Rewards and receive incentives. Listeners were asked to go to [commuterconnections.org](http://commuterconnections.org) to get more information.

### 'Pool Rewards Street Teams

In April 2013, Street Teams wearing black 'Pool Rewards polo shirts attended three Earth Day events to share with employees the benefits of 'Pool Rewards. Custom wrapped miniature Hershey's chocolates with witty headlines such as "Bite Off Commute Dollars" and "Share with Friends" were placed inside bags stating "Bag your drive alone ways & get rewarded". The bags also included the 'Pool Rewards rack cards.



'Pool Rewards Street Team Promotional Items



## Sixteenth Annual Employer Recognition Awards

The Sixteenth Annual Commuter Connections Employer Recognition Awards program recognized employers who voluntarily initiated worksite commute programs to assist their employees. Winners and nominees were honored at an awards ceremony on June 25, 2013 at the National Press Club. Items developed for the event included invitations, podium sign, program booklet, press release, print ad, and winner seals.

### Invitation



TUESDAY, JUNE 25, 2013  
8:30 a.m. - 10:00 a.m.

NATIONAL PRESS CLUB

Hosted by  
The Metropolitan Washington Council of  
Governments' National Capital Region  
Transportation Planning Board

529 14th St. NW, Washington D.C. 20045  
Corner of 14th & F • 13th Floor Ballroom  
Metro Center • Exit onto 13th St.

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 19, 2013. For questions contact Stacey Walker  
[swalker@mwco.org](mailto:swalker@mwco.org), 202.962.3327.

We congratulate employers in the Washington  
metropolitan region that voluntarily initiated  
programs encouraging employees to use  
commute alternatives.

AWARDS are given in the categories of  
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS  
WORKING TOGETHER TO GET YOU HOME

20 EMPLOYER  
13 RECOGNITION  
AWARDS

Newsmakers in Commuting

## Podium Sign



## Program Booklet





## Employer Recognition Awards Winners

### Incentives



L to R: Award Emcee - Tommy Wells, District of Columbia Councilmember and First Vice Chair, National Capital Region Transportation Planning Board; Accepted by Joseph Cox - Chief Transportation Services Branch, National Institutes of Health; Presented by Brodi Fontenot - Assistant Secretary for Administration, U.S. Department of Transportation

### Marketing



L to R: Award Emcee - Tommy Wells, District of Columbia Councilmember and First Vice Chair, National Capital Region Transportation Planning Board; Accepted by Richard S. Parnell - Chief Operating Officer, United Nations Foundation; Presented by Sam Zimbabwe Associate Director for Policy, Planning and Sustainability District Department of Transportation

## Telework



L to R: Award Emcee - Tommy Wells, District of Columbia Councilmember & First Vice Chair, National Capitol Region Transportation Planning Board; Accepted by Carrie A. Hurt - President & CEO, Council of Better Business Bureaus; Presented by Dr. Jeff T. H. Pon Chief Human Resources & Strategy Officer, Society for Human Resource Management

## Employer Services Sales Team Achievement

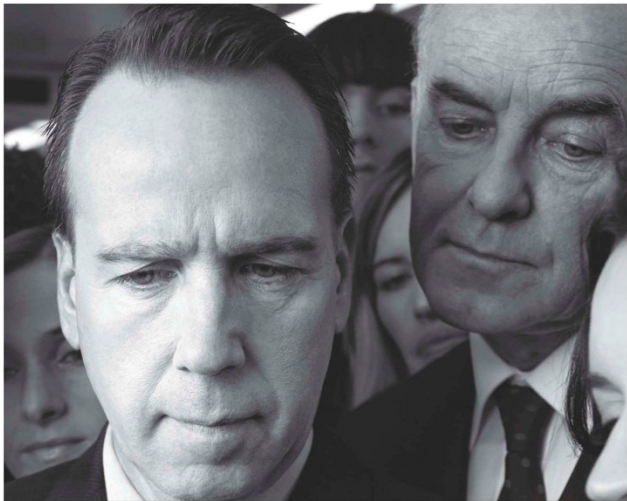


L to R: Presented by Scott K. York Chairman, Loudoun County Board of Supervisors and Chair, Transportation Planning Board; Accepted by Jennifer D'Adamo and Deanna Reed, Prince George's County Department of Public Works and Transportation; Award Emcee - Tommy Wells, District of Columbia Councilmember & First Vice Chair, National Capitol Region Transportation Planning Board

## Employer Services Organization Award



L to R: Accepted by City of Alexandria Deputy Director of Transportation Planning, Sandra Marks; Presented by Scott K. York Chairman, Loudoun County Board of Supervisors and Chair, Transportation Planning Board



# Congratulations

2013 Employer Recognition Awards Winners!

**National Institutes of Health**  
*Incentives Award*

**United Nations Foundation**  
*Marketing Award*

**Council of Better Business Bureaus**  
*Telework Award*

Employer Recognition Awards honor companies advancing innovative commuter transportation and telework benefit solutions for their employees.



commuterconnections.org

## WORLD WATCH

### ◆ INDIA Air Force Helicopter Crashes Amid Flood-Rescue Efforts

An Indian air force helicopter crashed Tuesday, killing at least nine people on board, during a rescue operation in Uttarakhand, as the death toll from floods and landslides in the hard-hit northern Indian state jumped to 807 after 127 bodies were recovered in the pilgrimage town of Kedarnath. The fallen MI 17 helicopter was on a rescue mission near Kedarnath, Air Force spokesman Gerard Galway said, adding that the dead included five crew and three flood victims. Officials said around 6,000 people were still stranded in Uttarakhand, mostly in Badrinath, another town popular with pilgrims. *Vibhuti Agarwal*

### ◆ NICARAGUA Chinese Canal Planner Says Beijing Isn't Involved

The Chinese executive at the center of an ambitious \$40 billion plan to build a Nicaraguan canal to rival Panama's sought to quell skepticism surrounding the project, saying the Chinese government wasn't involved and that he would approach major banks about funding it. Telecommunications executive Wang Jing also hinted at more details of the source of his own personal fortune, saying much of it stems from gold-mining holdings in Southeast Asia. Mr. Wang is chairman and chief executive of HK Nicaragua Canal Development Investment Co. of which

he said he owns 100%. Nicaraguan lawmakers this month gave the Hong Kong company the right to build a canal connecting the Caribbean Sea with the Pacific Ocean in an effort to boost economic growth. *Lilian Lin*

### ◆ FRANCE Nine Suspected Militants Held in Antiterror Probe

French police arrested nine suspected Islamist militants as part of its antiterror investigations, officials said, a month after an attack on a French soldier sparked renewed concerns over national security. The police first arrested six men considered "dangerous," who were allegedly plotting attacks against high-profile officials. Police arrested three other people Tuesday morning in the Paris region related to another investigation on another group, also suspected of links to alleged terror plots. *Inti Landauro*

### ◆ CZECH REPUBLIC President Names Adviser To Lead Caretaker Cabinet

The Czech president named one of his economic advisers to lead a caretaker cabinet, following the collapse of the center-right government last week amid a bribery and abuse-of-power investigation. The appointment sets the stage for early elections as soon as this autumn. The new prime minister-designate, Jiri Rusnok, said his government "won't make any stra-

tegic decisions" and would focus on "basic day-to-day governing." *Leos Rousek*

### ◆ IRAQ Bombs Kill at Least 23

A suicide bomber blew himself up among a group of demonstrators complaining about a lack of security in an ethnically disputed northern Iraqi city, authorities said. Iraq is weathering its deadliest outburst of violence since 2008, with more than 2,000 people killed since the start of April. In Tuesday's deadliest attack, at least one suicide bomber detonated his explosives near Turkoman protesters who had set up tents in the city of Tuz Khormato, according to a spokesman for the Salahuddin provincial governor. *Associated Press*

### ◆ EUROPE Farm-Subsidy Deal Nears

European Union negotiators are pushing for a final agreement Wednesday on a long-awaited overhaul of the bloc's €59 billion-a-year (\$77 billion) farm-subsidy program that will cut funding to Europe's largest agricultural producers. The proposed changes, which have been under debate for years in Brussels, come in response to criticism that subsidies under the current system mainly go to industrial-scale farms and wealthy landowners, not the small farmers who many say most need help. *Ashley Dalton*



**TAXING DEBATE:** Legislators from Taiwan's ruling party and opposition try to seize the parliament's podium Tuesday amid scuffling during a debate on whether a capital-gains tax on share trading should be revised.

# Additional Marketing

## Commuter Connections Newsletter and Federal ETC Insert

The spring edition of the Commuter Connections six page 4-color newsletter was produced and distributed to approximately 7,000 employers and stakeholders in May 2013. It is also placed in pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).

### Spring 2013 FEDERAL ETC UPDATES Employee Transportation Coordinator

### NIH MOVING 3,000 TO BETHESDA



with one five story building, and build a 341,000 square foot research facility and a 400-space parking garage.

Issue 2, Volume 17 Spring 2013

WHAT'S INSIDE

- 1. Getting Greener
- 2. Clean Air Partners: There's an App for That
- 3. Federal County Cuts 20% Increase in Transit Use
- 4. Do Rising MB Prices Mean More Teleworking?

## COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

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

### PRE-TAX COMMUTER BENEFIT INCREASES

In 2012, the amount of monthly pre-tax income that mass transit commuters were able to pay for transit and vanpool fares dropped from \$230 a month to \$125, while the tax-free parking benefit for drivers increased by \$10, to \$240 monthly, based on a cost-of-living adjustment.

As a result of the recent "fiscal cliff" legislation, the mass transit commuter benefit was increased to \$240, retroactive to January 1, 2012. In addition, the limit was raised to \$245 to be on par with the monthly parking benefit.

"For 2013, there is no longer a financial bias in the federal tax code against public transit use," said Michael Melaniphy, president and chief executive officer of the American Public Transportation Association.

The \$245-a-month transit commuter tax benefit will expire on Dec. 31, 2013, unless Congress extends it to continue to match the same level as the parking tax benefit, officials said.

Continued on page 2



### TELEWORKING IS (STILL) GOOD FOR BUSINESS

With the recent news that Yahoo! and Best Buy were ending their telework programs, the question has been raised as to whether teleworking is still a valuable business practice.

If you look a little more in depth at the reasons these companies ended their teleworking programs, you'll note that both of them were having financial problems and needed to "get back to basics" by bringing everyone back into the office. In fact, one CEO said that this move was "not a comment on teleworking but is what we need to do for our company at this time."

Continued on page 4



### ONE THIRD OF FEDERAL WORKERS TELEWORK DURING STORMS

With Hurricane Sandy and Snowmageddon affecting our region in recent years, the importance of business continuity through teleworking has been brought to the forefront once more.

"We estimate that approximately one-third of the nearly 300,000 federal employees in the D.C. area telework on days when the government buildings close due to weather," said Thomas Richards, a spokesman for the Office of Personnel Management (OPM).

While this is a great statistic and shows that teleworking is important, OPM's latest annual "Status of Telework in the Federal Government" report to Congress, less than eight percent of federal employees in the entire country telework on a regular basis. According to the report, "management resistance" is cited as the primary barrier to teleworking, closely followed by technology.

Although it is clear that teleworking is important, there are still challenges to its widespread use. Commuter Connections has put together case studies that can help federal employers understand how to build telework programs.

On the [www.FederalETC.org](http://www.FederalETC.org) website, case studies are available that explore what other federal agencies are doing. One such case study is on the back.

Continued on back

## Comprint Military Relocation Guide Newspaper

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in March 2013.

An advertisement for Commuter Connections. The top half of the ad shows a man in a blue t-shirt and khaki shorts helping a toddler in a white t-shirt with a graphic and the number '3' walk on a paved surface. The man is leaning forward with his hands on the child's arms. The bottom half of the ad has a dark blue background with white text. The text reads: "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](http://commuterconnections.org). It's easy and stress-free!" Below this is the Commuter Connections logo, which includes the text "COMMUTER CONNECTIONS" and "A free service". At the bottom left, the website "commuterconnections.org" and the phone number "800.745.RIDE" are listed.

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](http://commuterconnections.org). It's easy  
and stress-free!

**COMMUTER CONNECTIONS**  
A free service

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

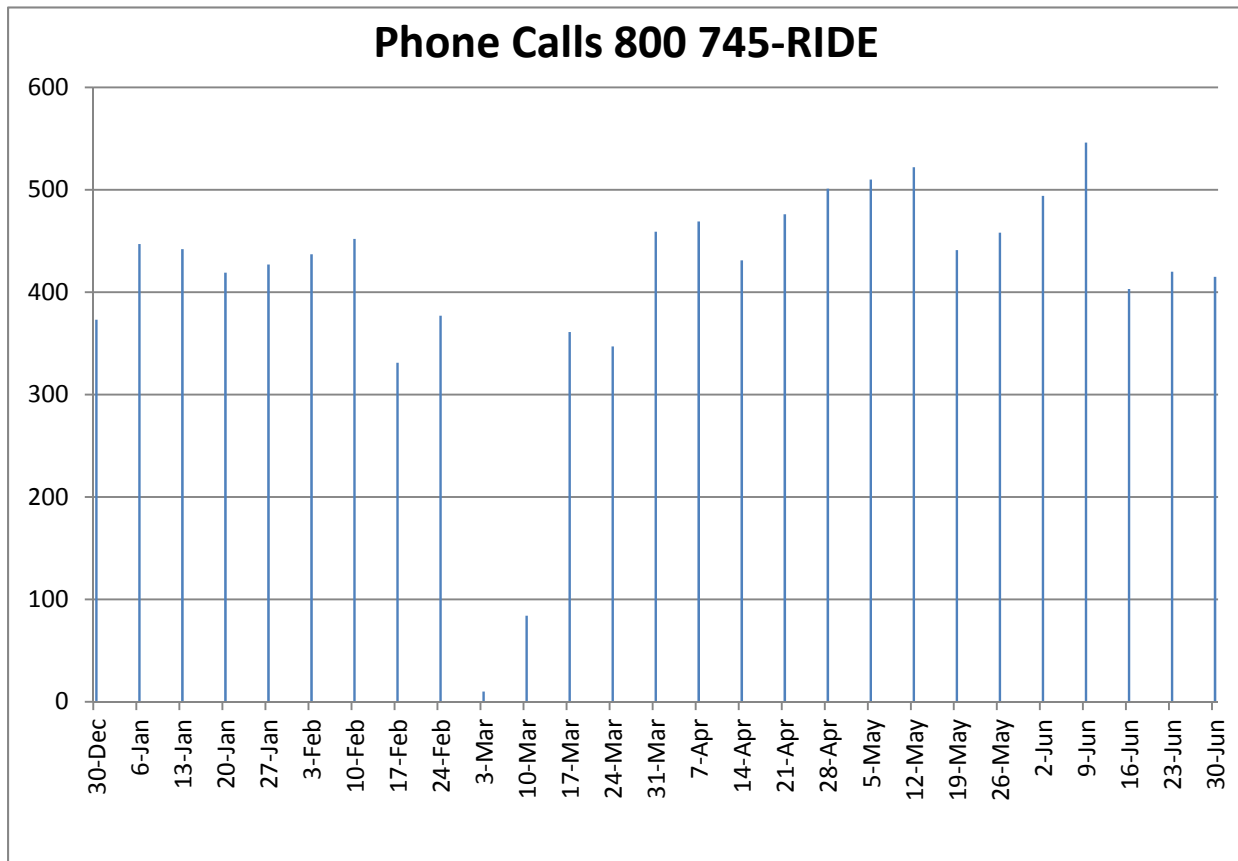


## Appendix B Performance Results

### Web Visits

Month	FY 2012 Web Visits	FY 2013 Web Visits	+/-	+/- %
January	9,521	9,770	249	2.62%
February	8,730	8,565	(165)	-1.89%
March	12,847	11,514	(1,333)	-10.38%
April	13,132	13,017	(115)	-0.88%
May	15,472	14,470	(1,002)	-6.48%
June	12,056	12,770	714	5.92%
	<b>71,758</b>	<b>70,106</b>	<b>(1,652)</b>	<b>-2.30%</b>

### Phone Calls





## Rideshare Applications

Month	Rideshare FY 2012 Applications	Rideshare FY 2013 Applications	Change	%
January	1,364	1,032	-332	-24.3%
February	814	823	9	1.1%
March	894	889	-5	-0.6%
April	982	733	-249	-25.4%
May	813	978	165	20.3%
June	752	1,418	666	88.6%
	<b>5,619</b>	<b>5,873</b>	<b>254</b>	<b>4.5%</b>

## GRH Applications

Month	GRH FY 2012 Applications	GRH FY 2013 Applications	Change	%
January	1,358	1391	33	2.4%
February	1,358	1,173	-185	-13.6%
March	921	714	-207	-22.5%
April	927	1029	102	11.0%
May	920	986	66	7.2%
June	713	674	-39	-5.5%
	<b>6,197</b>	<b>5,967</b>	<b>(230)</b>	<b>-3.7%</b>

## Appendix C Bike to Work Day Media Placements

### Television Interviews

Date	Outlet	Title linked to URL
5/15/2013	WUSA CH9 W/Monika Samtani	<a href="#">Bike To Work Day Is Friday</a>
5/17/2013	ABC7 Good Morning Washington 5:45 AM	<a href="#">Bike to Work Day Today</a>
5/17/2013	ABC7 Good Morning Washington 6:15 AM	<a href="#">Bike to Work Day Today</a>
5/17/2013	ABC7 Herndon Local News	<a href="#">Bike to Work Day Today, Maryland and Virginia</a>
5/17/2013	WUSA CH 9	<a href="#">DC Bike To Work Day Hits Record Attendance</a>

### Radio

Date	Outlet	Title linked to URL
5/16/2013	WAMU	<a href="#">Friday Marks BTWD in DC</a>
5/17/2013	Total Traffic (Network)	Sound bites and text may be found on page 5 of this report
5/17/2013	WAMU	<a href="#">DC Makes Progress on Bike Lanes</a>

### Print and Online

Date	Outlet	Title linked to URL
3/8/2013	Falls Church Patch	<a href="#">BTWD Registration Open</a>
3/8/2013	Notes on my Cycling Adventures	<a href="#">BTWD 2013</a>
3/19/2013	Capitol Riverfront Blog	<a href="#">2013 BTWD Registration Now Open</a>
3/27/2013	Connected Communities/Montgomery	<a href="#">Registration for BTWD 2013 Opens</a>
3/28/2013	ARL Notes	<a href="#">Registration Open for BTWD</a>
3/28/2013	About.com Washington, DC	<a href="#">Bike to Work Day in Washington, DC</a>
4/2/2013	Southern Maryland News Net	<a href="#">Registration for BTWD 2013</a>
4/2/2013	SMNNEWNET.com	<a href="#">Registration for Bike to Work Day 2013 Opens</a>
4/3/2013	goDCgo	<a href="#">BTWD - Event Calendar</a>
4/3/2013	NoMa	<a href="#">BTWD - Event Calendar</a>
4/3/2013	The Bridging Nations Foundation	<a href="#">BTWD 2013 - Event Calendar</a>
4/3/2013	Town of Herndon Virginia	<a href="#">Registration for BTWD 2013</a>
4/3/2013	WABA	<a href="#">BTWD - Event Calendar</a>
4/24/2013	Region Forward	<a href="#">BTWD on May 17 to Promote Bicycle Commuting</a>
4/25/2013	Georgetown Patch	<a href="#">Bikeshare Adds Two Georgetown Stations</a>
4/26/2013	GeorgetownDC	<a href="#">BTWD - Neighborhood Event</a>

5/1/2013	Clean Currents	<a href="#">BTWD Demystified, Courtesy of WABA</a>
5/1/2013	WABA	<a href="#">BTWD Problems? We've Got Solutions.</a>
5/1/2013	PRTC Transit	<a href="#">Bike to Work Day is May 17</a>
5/1/2013	The Frederick News-Post	<a href="#">Why You Shouldn't Ignore All That PR About BTWD</a>
5/2/2013	Sierra Club - Washington DC Chapter	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Bike Arlington	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Office of Research Services	<a href="#">NIH Bicycle Program - 2013 BTWD Event</a>
5/6/2013	Potomac Pedalers	<a href="#">BTWD - Event Calendar</a>
5/6/2013	Arlington Patch	<a href="#">Arlington Celebrates Bike Month in a Big Way</a>
5/7/2013	Leesburg Patch	<a href="#">Early Bike to Work Registrants Receive T-shirts</a>
5/7/2013	Clarendon-Courthouse-Rosslyn Patch	<a href="#">Arlington Celebrates Bike Month in a Big Way</a>
5/7/2013	Yahoo News	<a href="#">Celebrating Nat'l Bike Month Around Washington DC</a>
5/7/2013	Greater Greater Washington	<a href="#">Bike to work and school, and much more</a>
5/8/2013	Georgetown Patch	<a href="#">Georgetown Hosting BTWD 'Pit Stop'</a>
5/8/2013	WABA	<a href="#">Plan your BTWD Via Metro</a>
5/8/2013	Georgetown Patch	<a href="#">Georgetown Hosting BTWD "Pit Stop"</a>
5/8/2013	Connection Newspaper	<a href="#">Register for Bike to Work Day</a>
5/9/2013	Connected Communities	<a href="#">More Than 70 Pit Stops Will Host BTWD Participants</a>
5/9/2013	MWCOG.org	<a href="#">More Than 70 Pit Stops Will Host BTWD Participants</a>
5/9/2013	MyMCMedia	<a href="#">Bike to Work in Gaithersburg</a>
5/13/2013	DelRay Patch	<a href="#">BTWD is Friday</a>
5/13/2013	Fairfax City Patch	<a href="#">City to Host 'BTWD' Pit stop</a>
5/13/2013	The Washington Post - Dr. Gridlock	<a href="#">The week ahead</a>
5/13/2013	Department of General Services - DC	<a href="#">Bike to Work Day 2013</a>
5/14/2013	Potomac Patch	<a href="#">BTWD Pit Stops Near You on Friday</a>
5/14/2013	The Washington Post - Dr. Gridlock	<a href="#">Tips for Friday's BTWD</a>
5/14/2013	Active Life DC	<a href="#">Featured Event: BTWD</a>
5/14/2013	The Washington Post	<a href="#">Bike Commuting Way Up in DC</a>
5/14/2013	CBS DC	<a href="#">10K Riders Expected for Bike to Work Day in D.C.</a>
5/14/2013	Falls Church News-Press	<a href="#">F.C. Businesses Sponsoring Pit Stop for BTWD Friday</a>
5/15/2013	Virginia Bicycling Federation	<a href="#">BTWD 2013</a>
5/15/2013	The Washington Post	<a href="#">Wilson Bridge trail encourages bike commuting</a>
5/15/2013	The Washington Post	<a href="#">Montgomery wellness calendar, May 16 to 23, 2013</a>

5/15/2013	Vienna Patch	<a href="#">Friday is Bike To Work Day 2013</a>
5/15/2013	The Hill is Home - Community News	<a href="#">Bike to Work Day — This Friday!</a>
5/15/2013	The Wash Cycle.com	<a href="#">More than 12,000 Cyclists Region-wide Sign up for BTWD</a>
5/15/2013	Air Force Association	<a href="#">Register for AFA's ... Gateway Park as Part of BTWD</a>
5/15/2013	The Washington Post -Local	<a href="#">DC named sixth 'most bikeable' US city</a>
5/15/2013	South Maryland Newspapers Online	<a href="#">Biking to work gets a boost with annual So MD event</a>
5/15/2013	PR Newswire	<a href="#">Register for AFA's Cycling Classic as Part of BTWD</a>
5/16/2013	ABC News Blog	<a href="#">Pro Tips for BTWD</a>
5/16/2013	The Washington Post - Dr. Gridlock	<a href="#">Friday is BTWD</a>
5/16/2013	Silver Spring Patch	<a href="#">BTWD Pit Stops Near You on Friday</a>
5/16/2013	Arlington Patch	<a href="#">BTWD is Friday</a>
5/16/2013	Inside No VA	<a href="#">Friday is 'BTWD'</a>
5/16/2013	WABA	<a href="#">One Last BTWD Reminder...</a>
5/16/2013	Best of Washington	<a href="#">12,000 Commuters Will Bike to Work Friday</a>
5/16/2013	WABA	<a href="#">What Is Your Elected Official Doing for BTWD?</a>
5/16/2013	The Washington Post	<a href="#">D.C. community calendar, May 16 to 23, 2013</a>
5/16/2013	The Washington Post	<a href="#">Montgomery community calendar, May 16 to 23, 2013</a>
5/16/2013	About.com - Washington, DC	<a href="#">Bike to Work Day in Washington, DC</a>
5/16/2013	Bike and Roll, Washington, DC	<a href="#">Rent a Bike for BTWD! Rent a Bike for Bike DC!</a>
5/16/2013	US Environmental Protection Agency	<a href="#">Bike to Work</a>
5/16/2013	Maryland Dept of Transportation	<a href="#">Participate in National BTWD on May 17, 2013!</a>
5/16/2013	Washington Post – Ashley Halsey III	<a href="#">Bike commuting increases in D.C</a>
5/16/2013	ABC News.com	<a href="#">PM Note: Pro Tips for Bike to Work Day</a>
5/16/2013	Huff Post Green	<a href="#">Bike To Work Day 2013: Tips For A Green Commute</a>
5/16/2013	Leesburg Today	<a href="#">Bike To Work Day Scheduled Tomorrow</a>
5/16/2013	Virginia Connection Newspapers	<a href="#">Brief: Bike to Work Day Is May 17</a>
5/16/2013	Maryland Dept of Transportation	<a href="#">Participate in National BTWD on May 17, 2013!</a>
5/17/2013	The Washington Post - Dr. Gridlock	<a href="#">BTWD in Pictures</a>
5/17/2013	Georgetown Patch	<a href="#">In Georgetown, a 'Bike Hub', Every Day is BTWD</a>
5/17/2013	BLT: The Blog for Legal Times	<a href="#">Lawyers Saddle Up for BTWD</a>
5/17/2013	DC List	<a href="#">You Can Now Bike From D.C. to Pittsburgh</a>

5/17/2013	Riverdale Park-University Park Patch	<a href="#"><u>Many cyclists joined a convoy from Greenbelt to DC</u></a>
5/17/2013	Baynet.com	<a href="#"><u>Share the Road</u></a>
5/17/2013	Clarendon Courthouse Rosslyn Patch	<a href="#"><u>DC Ranked Among Most Bikeable Large Cities</u></a>
5/17/2013	Georgetown Patch	<a href="#"><u>In Georgetown, a "Bike Hub", Every Day is BTWD</u></a>
5/17/2013	The Washington Post -Local	<a href="#"><u>Thousands participate in Bike to Work Day</u></a>
5/17/2013	The Washington Post -Local	<a href="#"><u>BTWD - A Day in Pictures</u></a>
5/17/2013	Gazette.net	<a href="#"><u>Bike to Work Day 2013 draws record crowds in D.C. area</u></a>
5/17/2013	Potomac Local News	<a href="#"><u>2013 Bike to Work Day</u></a>
5/17/2013	Fairfax County Virginia.gov	<a href="#"><u>Fairfax County Rides on Bike to Work Day 2013</u></a>
5/17/2013	DES, Arlington Co. Commuter Services	<a href="#"><u>Bike to Work Day 2013</u></a>
5/17/2013	Transportation nation	<a href="#"><u>DC Makes Progress on Bike Lanes...</u></a>
5/18/2013	The Frederick News-Post	<a href="#"><u>Hundreds gather for Bike to Work Day</u></a>
5/18/2013	Washington Post – Ashley Halsey III	<a href="#"><u>Safety Reminders for BTWD</u></a>
5/19/2013	Standards Speaker.com	<a href="#"><u>BTWD touts cycling's benefits</u></a>
5/19/2013	Downtown DC.org BID	<a href="#"><u>Bicyclists Turn Out in Force for Bike to Work Day</u></a>
5/20/2013	League of American Bicyclists	<a href="#"><u>Bicyclists Take to the Streets in Celebration of BTWD</u></a>
5/20/2013	Georgetown Patch	<a href="#"><u>DC Ranked 6th Most Bikeable Large City</u></a>
5/20/2013	US DOT - Fast Lane	<a href="#"><u>BTWD, Big and getting bigger</u></a>
5/20/2013	Washingtonian	<a href="#"><u>BTWD Breaks Ridership Record (Slideshow)</u></a>
5/20/2013	Georgetown Patch	<a href="#"><u>DC Ranked 6th Most Bikeable Large City</u></a>
5/21/2013	Mother Earth News	<a href="#"><u>Bike Commuting Grows by Leaps and Bounds</u></a>
5/22/2013	Connected Communities - Springfield	<a href="#"><u>Springfield Joins BTWD</u></a>
5/23/2013	Belvoir Eagle	<a href="#"><u>Bike to Work Day celebrates commuting alternative</u></a>
5/24/2013	South Maryland Newspapers Online	<a href="#"><u>2 wheels good, 4 wheels bad: Bicyclists go to work</u></a>
5/24/2013	South Maryland News Net	<a href="#"><u>Letter from Tri-County Council on Bike to Work</u></a>