



## Metropolitan Washington Council of Governments FY 2011 Second Half Final Draft Marketing Campaign Summary

### Introduction

Although traffic congestion has increased in number due to population growth, according to the 2010 State of the Commute survey, for the first time in 10 years, the percentage of Single Occupancy Vehicles (SOV) on area roads has declined from 70 percent to 64 percent. Higher gasoline prices, a difficult economy, and effective commuter services and public education from the Commuter Connections network, have all contributed to this decline. In addition, telework is no longer simply a commute option; it is becoming a cornerstone of the new “intelligent working” method being adopted by many public and private employers in the region. Transportation and commuting news in metropolitan Washington garners strong coverage in the region’s newspapers. This provides a positive environment for Commuter Connections to further increase registrations and build awareness in FY2011.

Commuter Connections, along with its network members, continue to educate commuters and help them find alternatives to SOV commutes.

Activities undertaken in the second half of FY2011 include the following:

- The launch of a new umbrella marketing campaign in February 2011 which explored new messaging and media to most effectively communicate solutions to the region’s transportation challenges.
- Continuation of marketing for the ‘Pool Rewards program.
- Marketing initiatives tied to specific event planning to keep alternative commuting options front of mind. This includes Bike to Work Day and the Employer Recognition Awards.
- Communication outreach such as the employer newsletter and earned media efforts.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

As laid out in the FY2011 Marketing Communications Brief and Schedule distributed to network members in August 2010, the strategies behind the FY2011 marketing campaign reflected the current state of events for the region’s commuters and also build upon the research and findings of the following reports:

- 2010 State of the Commute Survey
- Transportation Emission Reduction Measure (TERM) Analysis Report FY2006-2008
- Fiscal Year 2009 Applicant Database Annual Placement Survey Report
- 2007 Bike to Work Survey TERM Analysis Report
- 2007 GRH Survey Report
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007

Research, campaign experience, and current events all support the planned strategy for FY2011, of converting SOV commuters to alternative transportation, by driving home the message that commuters can save money by sharing a ride and, for those using alternative transportation, GRH provides a safety net for their commute. The team's efforts for the second half of FY2011 include the following:

- The launch of an exciting new umbrella campaign that promotes the cost savings of ridesharing and urges commuters to not "Flip Out" over their commute by registering for GRH.
- Promotion of Bike to Work Day as a regional event, which invited commuters in the Washington metropolitan region to bicycle to work on May 20th and to consider bicycling as a regular commute alternative.
- Recognition of the area's employers who are providing new and innovative programs or incentives to improve their employees' commute to work.

### **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, including ridematching for carpools and vanpools and administration of the Guaranteed Ride Home program. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Regional TDM Marketing Group include:

City of Alexandria	ARTMA	Fairfax City
Fairfax County Office of Transportation	National Institutes of Health (NIH)	Mass Transit Administration (MTA)

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

This draft report covers the second half FY2011 Marketing Campaign for the Metropolitan Washington Council of Governments' Commuter Connections program.

## Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the Guaranteed Ride Home 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.

The objectives of the program included the following:

- Create a platform which 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 the group 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 Guaranteed Ride Home service among commuters and increase applications for the program.
- Use special events such as Car Free Day or Bike to Work Day to encourage use of an alternative form of transportation.

## Messaging Strategy

During the first half of FY2011, a messaging strategy was developed based on Commuter Connections' research, including the 2010 State of the Commute Survey, previous campaigns, and current events. Concepts were developed to deliver the messages both verbally, in radio scripts, and visually. The strategy was further refined through market research that tested the success of these concepts in delivering the message. As a result, the spring Ridematching campaign was a very direct, simple message that reminded commuters of the money and time to be saved through ridesharing.

As indicated in past surveys and supported by the market research, commuters are motivated to switch to alternative transportation primarily in order to save money. The visuals used for this year's campaigns were a direct and forceful message that ridesharing can save commuters money. By carpooling with

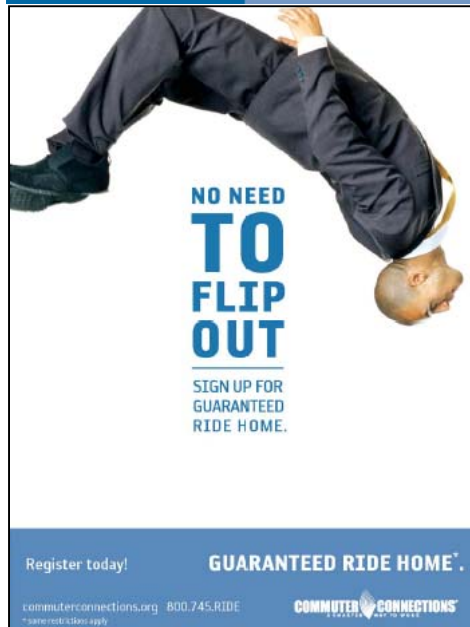


just one other person, a commuter can cut the cost of their commute in half. Bold lettering and images of gas cans and money cut in half urge commuters to “Save half”. The call to action is to visit [commuterconnections.org](http://commuterconnections.org).



The radio scripts, in addition to driving home the save money message, also delivered the message that ridesharing can provide stress relief. They are directed to sign up at [commuterconnections.org](http://commuterconnections.org) if they want to rideshare.

The message for this year’s Guaranteed Ride Home campaign was to remind commuters “Don’t Flip Out”. The visual were both fun and eye-catching. In one, a businessman is caught in mid-air doing a backflip. The message is “No need to flip out”. In the other, a businessman is hanging upside down with the message “Don’t be left hanging”. The call for action for both is to sign-up for Guaranteed Ride Home.



Radio spots used “flipping out” workers concerned about a child’s sickness or the need to work late urged by a level-headed colleague to remain calm because with Commuter Connections’ Guaranteed Ride Home service, there was no need to flip out.

## **Overall Target Market**

The overall target audience for the communication was:

- Commuters between 25-54 years old
- Caucasian (65%) and African-American (20%)
- \$60,000+ annual household income
- Commute more than 20 miles / 30 minutes
- Live in Virginia (65%) or Maryland (33%); work in D.C. (49%) or Virginia (34%)
- Work for employers with 250+ employees (68%)
- Work for federal agencies (54%) and private sector companies (30%)
- Professional (40%), Executive/managerial (19%) and administrative (18%)

## **Brand Character**

The Commuter Connections network wishes to be perceived as a network of organizations working to improve individuals' commutes. Through Commuter Connections' online ridematching system, commuters registering for the ridematching service are given direct access to other commuters who are seeking to carpool as well as commute routes and options.

MEDIA FLOW CHART	FEB 2011		MARCH 2011				APRIL 2011				MAY 2011				JUNE 2011				COG NET TOTALS	
	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20		27
<b>Radio</b>																				
Rideshare																				\$72,151
GRH																				\$144,301
'Pool Rewards																				\$40,025
Bike to Work Day																				\$24,030
<b>Television</b>																				\$65,000
<b>Gas Pump Toppers</b>																				\$93,600
Pump Toppers Production*																				\$6,435
<b>Internet</b>																				\$40,000
Internet 'Pool Rewards																				\$15,000
<b>BTWD Other</b>																				\$54,253
<b>Donated Transit*</b>																				\$6,470
<b>Flippin' Pizza Promotion*</b>																				\$1,896
<b>Direct Mail*</b>																				\$97,500
<b>WSJ Print Ad</b>																				\$4,947
<b>Military Relo Guide</b>																				\$1,695
<b>Total</b>																				<b>\$667,303</b>
GRH Only																				
Rideshare Only																				

\* Printing and other non-media expenses only. BTWD Other offset by sponsor dollars. Direct Mail is estimate only.

## Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign utilized a mix of media to raise GRH awareness among commuters and increase applications. Guaranteed Ride Home leverages alternative transportation by removing one of the perceived barriers, how to get home in case of an emergency.

### Target market \*

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

### Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	COG Cost
Radio	\$144,301
Television	\$65,000
Internet	\$20,000
Flippin' Pizza Co-Promotion (printing)	\$1,896
Donated space (printing)	\$3,235
Estimated Direct Mail	\$48,750
<b>Total Budget</b>	<b>\$234,432</b>

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\* Source: 2007 GRH Survey Report



**Media Objectives: Rideshare**

The campaign to promote the Rideshare program used a mix of traditional approaches to maintain awareness among commuters and increase applications for this program. With the anticipated rise in gas prices this spring, gas pump toppers were selected as part of the rideshare campaign’s media mix to deliver the save money message while commuters are filling up at the pump.

**Target market:** Source: Fiscal Year 2009 Applicant Database Annual Placement Survey Report

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

**Geographic Targeting**

Washington D.C. DMA

<b>Rideshare Spring Budget</b>	<b>COG Cost</b>
Radio	\$72,151
Internet	\$20,000
Gas Pump Toppers	\$93,600
Production	\$6,435
Direct Mail	\$48,750
Military Relocation Guide	\$1,695
<b>Total Budget</b>	<b>\$242,631</b>

## Radio

Radio was selected as the anchor medium due to its ability to reach a large portion of our target market (90 percent) with significant frequency during what could be stressful, frustrating, costly and long commutes for a large faction of area commuters. The following D.C.-focused and exurban stations were used during the campaign:

WASH (Soft Rock 97.1FM)      WRQX (Mix 107.3FM)      WTOP (News/Talk 103.5FM)  
WBIG (100.3 FM)      WVRX (The Edge, 105.9 FM)

Both the Guaranteed Ride Home and Rideshare campaigns have two radio spots each that sell the benefits of the respective Commuter Connections' programs. Because of the investment in gas pump toppers to deliver Rideshare's save money message at a point when commuters are most receptive, the investment in radio for Rideshare was respectively scaled back. The Guaranteed Ride Home and Rideshare radio spots alternate with 2 weeks of GRH spots followed by 1 week of Rideshare spots for a total of 10 weeks from February 28 through June 26.

The following spots promoted the Guaranteed Ride Home and Rideshare campaigns this spring:

***Guaranteed Ride Home::30—"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.

***Guaranteed Ride Home::30—"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.

***Ridesharing::30—"Save Half – Woman"***

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

***Ridesharing::30—"Save Half – Man"***

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

## Value Added Promotions

For the spring campaign, an additional \$90,000 in bonus spots and placements were provided by the media vendors at no additional charge. Value-add from the radio stations came mostly in the form of no charge spots or :10 and :15 second PSAs. WASH and WBIG provided 7 and 8 weeks respectively of :15 PSAs running March through June. WTOP provided 8 weeks of :10 PSAs as well as no charge spots running March through June. WRQX and WVRX were onboard with :10 PSAs throughout March. The PSAs were used to promote the 'Pool Rewards program.

Nicholas Ramfos was interviewed for Tom Grooms' Spectrum Show that aired on WRQX and WRVX in March. The approximately half hour interview covered a wide range of transportation-related issues and how they're being addressed by the Commuter Connections program.

WRQX sponsored 3 "Don't Flip Out" promotions with prizes provided by Flippin' Pizza as part of the Commuter Connections-Flippin' Pizza's co-promotion. See **Commuter Connections-Flippin' Pizza Co-promotion** for more details.

In addition to radio, the other media vendors also stepped up with added value for the spring campaign. At least 40,000 bonus impressions were provided by 3-Interactive, the online ad serving vendor. The gas pump topper vendor secured 8 additional gas stations as a bonus and provided window clings for all gas stations at no additional charge.



## Commuter Connections –Flippin’ Pizza Co-Promotion

Inspired by the “Don’t Flip Out” message, Commuter Connections partnered with Flippin’ Pizza to remind commuters not to flip out about their commute. Commuter Connections’ GRH message of “Don’t Flip Out” was distributed on 4” x 4” stickers adhered to approximately 45,000 pizza boxes at Flippin’ Pizza’s 8 locations in Virginia (Annandale, Chantilly, Falls Church, and Reston), Maryland (Bethesda, Arundel Mills, and Silver Spring), and DC (Dupont Circle). The space on the pizza boxes was donated by Flippin’ Pizza.



Commuter Connections is now one of Flippin’ Pizza’s VIP partners. As a Flippin’ Pizza VIP partner, customers who produce a valid GRH card are entitled to 10% off their order. This is advertised on the stickers on the pizza box as well as on the coupons being distributed when commuters re-register for GRH.



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In consideration for advertising space provided by Flippin' Pizza on their pizza boxes, Flippin' Pizza was included in promotional mentions on Commuter Connections' advertising on WRQX as well as on the splash page of the Commuter Connections-Flippin' Pizza contests that ran during April and May.

The screenshot shows the website for MIX 107.3. At the top, there is a navigation menu with links for HOME, JACK DIAMOND, ON-AIR, CONTESTS, EVENTS, CONCERTS, VIDEOS, MIX CARES, TEXT CLUB, and STATION INFO. A search bar is located on the right. The main content area features a large banner for "THE NAME GAME" contest, which offers a \$500 prize. Below the banner, there is a section for "Commuter Connections" with text about carpooling and a link to their website. The Flippin' Pizza logo is also visible. On the right side, there is a "PODCASTING" section with a list of episodes, including "JDMS: Celebrity Scoop" and "JDMS: Mike Isabella from TOP CHEF LIVE in STUDIO!".

Promotions for the months of April and May were in the form of contests tied to the message of don't flip out on your commute. Prizes were supplied by Flippin' Pizza with April's prize being lunch provided by Flippin' Pizza to the winning carpool's place of work. Following 2 weeks of promotion on WRQX, May's prize was pizza for a year for the winning commuter.

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## Television

A new TV commercial was produced based on the GRH campaign's "Don't Flip Out Concept". The commercial features an end of the work day, mad dash for the door. A voice over reminds viewers there's no need to flip out if you rideshare and are asked to work late. Commuter Connections' Guaranteed Ride Home Program gets you home. Guaranteed.



The commercial aired this spring on Mid-Atlantic Sports Network (MASN) during Nationals baseball games from April through June. Commuter Connections received the following coverage on MASN:

- 55 30-second Nationals in-game commercials (one per game)
- 55 30-second Nationals Xtra pre-game commercials (one per game)
- 55 30-second Nationals Xtra post-game commercials (one per game)
- 55 30-second encore game commercials (encore is game rebroadcast)
- 55 billboards, including a live read with the Commuter Connections logo on screen, aired in the Nats Xtra pre-game show in conjunction with the 30 second commercial
- 26 in-game feature sponsorships ("...presented by Commuter Connections") with the Commuter Connections tagline read live with Commuter Connections' logo incorporated into the on-screen graphic

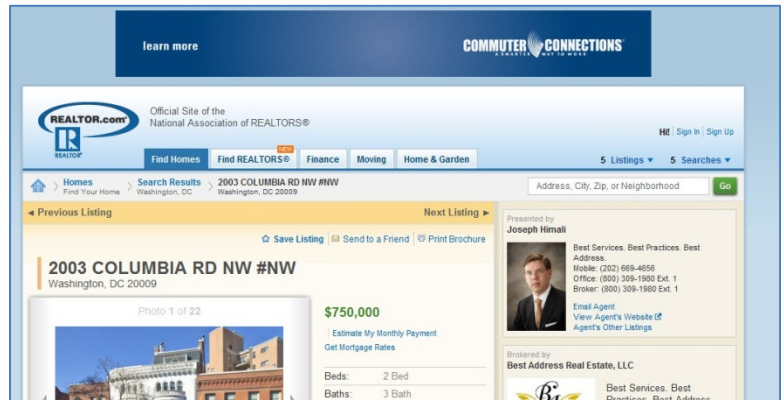
In addition, the commercial was aired 180 times in MASN programming on shows such as ESPN News, Nationals Classic Games, Orioles Classic Games, and sports talk shows.

Nicholas Ramfos was interviewed on the Nats Xtra pre-game show on May 16.



## Internet Advertising

An aggressive Internet component was part of the spring campaign utilizing a number of sites that have performed well in the past. In addition to the high past performers, Realtor.com has been added to the mix. Research has shown that people reconsider their commute when they are looking to move. The banner ads remind potential home buyers of the benefits of ridesharing and a Guaranteed Ride Home if they do. See Appendix for click thru results.



The following sites are being used in the spring campaign:

- accuweather.com
- WTOP.com
- monster.com
- NBC4
- Washington Times
- Real Estate websites (realtor.com, move.com, moving.com)
- Run-of-Site/Run-of-Network (ROS/RON) pop-under ads served to select websites of iii-interactive's publisher list

Ad placements were modified during the campaign to optimize performance.



Forty-one percent of the banner ads are leaderboards measuring 728x90. This size ad has typically performed well in past campaigns. Additional ad sizes that will be used are medium rectangle (300x250), wide skyscraper (160x600), and pop-under (720x300).

The GRH banner ads reinforced the visuals and message of the TV ad and were very similar in look and feel to the commercial.

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Banner ads also ran on masnsports.com as part of the media buy with MASN.

Home My Profile Jobs Career Tools Advice Communities Hi Mahon Diversity Help & Security Employers

monster Surgeon Any Skills or Keywords in Washington, DC [Advanced Search](#) [Browse Jobs](#)

Use Standard Search Search Tips

### Manage My Resumes

Your resume is private and cannot be found by employers.  
Make a resume public so employers can find you.

Name	Visibility Status	Last Modified	Employer Views	Actions
Mahon Ryan-Hananway Draft	Private	2/17/2011	0	<a href="#">+</a>
Multi-Media Sales Advertising AE	Private	11/18/2010	37	<a href="#">+</a>
Mahon Ryan-Hananway	Private	9/29/2010	118	<a href="#">+</a>

[Create Resume](#)

[learn more](#) **COMMUTER CONNECTIONS** A SMARTER WAY TO WORK

GRH leaderboard ad on monster.com

Contact Us | Find MASN | Programming Schedule **GET SOCIAL WITH US** Search...

**mashHD** share a ride. EVERY TIME.

NEWS MLB NFL NBA NHL NCAAF NCAAB GOLF **mash** ORIOLES NATIONALS RAVENS MEDIA

Down 12 late, Heat rally to reach finals

## Ben Goessling

### For Nationals, opportunity to stop tailspin is now - or possibly never

**Byron Kerr**  
No. 2 prospect Sammy Solis has reported to Single-A Hagerstown

**Ben Goessling**  
Just as offense starts to come around, starting pitching takes a step back

**Byron Kerr**  
Prospect Marrero turning heads, but will stay at Syracuse to refine skills

**Mel Antonio**  
With interleague play getting under way, Mel compares the AL East and NL East

MASN NEWS Stay informed with our mobile alerts - text MASN to 29292 for a menu of options [click for more info]

**GameZone** Live Boxscore Nats Notes Team Roster Schedule Statistics

Fri, May 27 **CONVERGENCE**

Rideshare leaderboard on masnsports.com



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## Gas Pump Toppers

In anticipation of higher gas prices in the spring, gas pump toppers were selected to be an integral part of this year's Rideshare campaign.

Looking back to the success of the Spring 2008 campaign to reach commuters during high gas prices, this year's campaign took advantage of this unique opportunity to reach our target audience at exactly the time they might be most receptive to the message. Gas pump advertising displayed full-color, weatherproof ads in frames on top of gas pumps. The standard size is 20" wide x 12" high with slight size variation by brand of station. Both Rideshare visuals were displayed at the gas stations.

Gas pump toppers were placed at gas stations in D.C., Maryland, and Virginia for four months. Placements were secured at 117 gas stations in the region with the vendor providing another eight stations as bonus for a total of 125 stations. See Appendix for a list of the stations where the advertising appeared.



## Transit Signage - Member Donated Space

The free contributions of Commuter Connection network members were greatly valued as an effective channel for communicating the Commuter Connection message. By delivering our message along much traveled commuter routes, Commuter Connections is assured frequency of message in an affordable and effective manner.

Commuter Connections has received generous donations of space on various transit properties from the following network members:



Riders on Arlington Transit and Fairfax Connector buses as well as the MARC trains were reminded of the benefits offered by GRH to transit riders through interior bus and rail cards. Bus shelters in Montgomery County drove home the benefits of both Ridesharing and GRH. See Appendix for the locations of the bus shelters. Bus Kings in Frederick and Montgomery counties promoted Commuter Connections' Rideshare and GRH programs. PRTC bus kings drove home the GRH Don't Flip Out Message.



GRH ad on Frederick TRANSIT bus



Rideshare ad on Frederick TRANSIT bus

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Rideshare ad on Montgomery County bus



GRH ad on Montgomery County bus



GRH ad on PRTC bus



GRH ad on PRTC bus



MARC Train GRH Interior

## **'Pool Rewards**

The 'Pool Rewards incentive program continued to be promoted through June 2011 with paid media placements in February and May-June. The 'Pool Rewards program offers a cash incentive to encourage drive alone commuters to change their commute behavior by trying carpooling. In order to be eligible, a commuter needs to be a current SOV commuter and join or form a carpool.

## **Target Market**

The target audience for this campaign shares the demographics of the Rideshare target audience, namely the following:

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commute of more than 20 miles / 30 minutes
- Live in Virginia (65%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for employers with 100+ employees (71%), work for employers with 1000 more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

## **Marketing Strategy**

Paid media placements encouraged drive alone commuters to register for 'Pool Rewards in February and again in May and June. During the weeks of February 14 and February 21, :10 live reads were purchased as part of WTOP's traffic sponsorship package for a total of 70 :10s over the 2 week period.

In June, listeners of WTOP and WMAL were encouraged to join or form a carpool and register for 'Pool Rewards. A wide skyscraper (160x600) banner ad ran on Dr. Gridlock's page on washingtonpost.com during June. A 'Pool Rewards ad was served to Facebook users during May and June.

Additional bonus air time was provided by WRQX, WVRX, WASH, WBIG, WTOP from March through June to help promote the 'Pool Rewards program as part of the spring campaign's value add. WRQX and WVRX, ran :10s reads 10 to 15 times a week throughout the month of March. WTOP ran :10s reads 5 times a week for 8 weeks. WASH and WBIG ran 10 :15s a week for 2 and 3 weeks respectively during March. WASH and WBIG provided five additional weeks of promotion from April through June with the spots running 15 times a week.



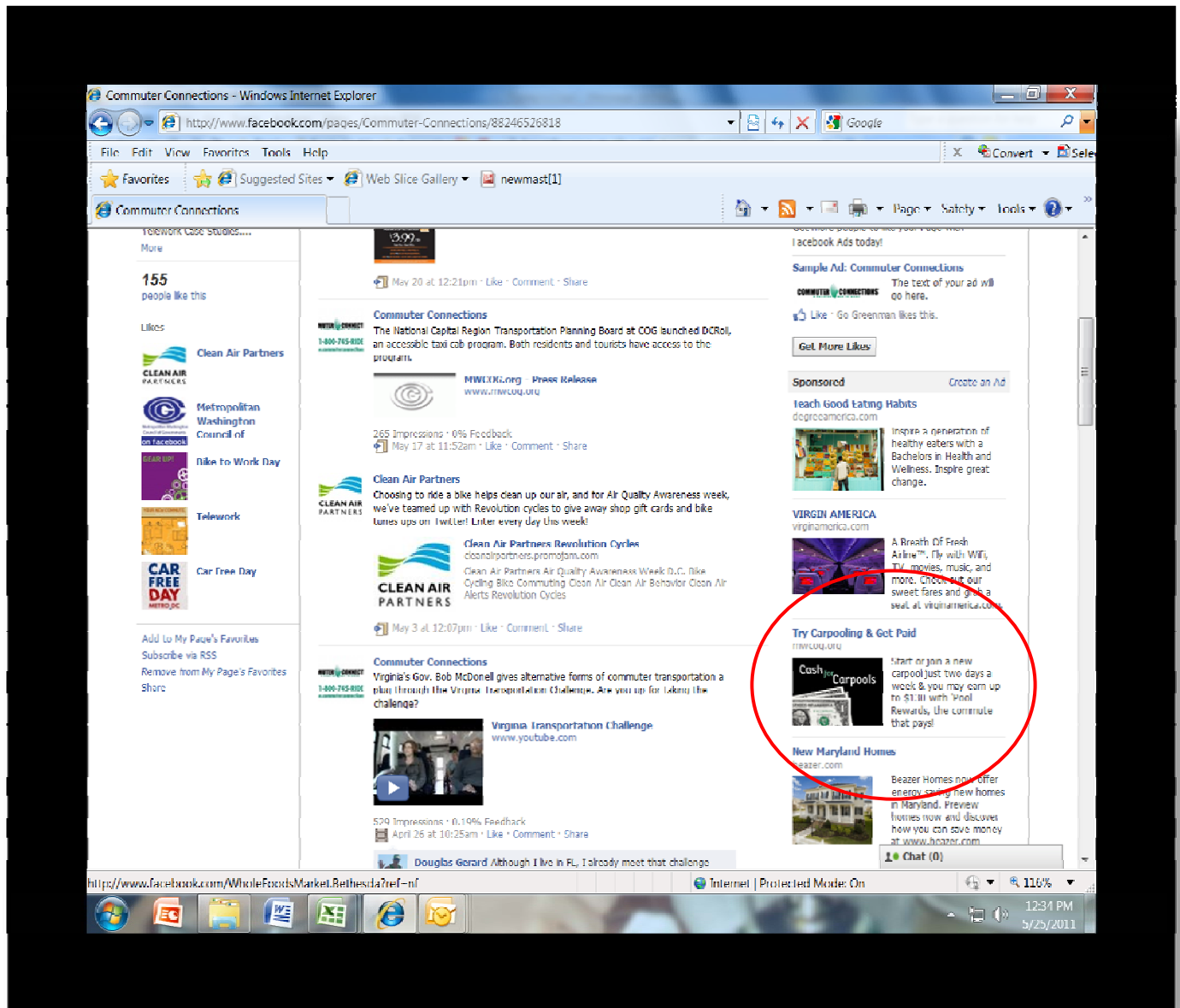
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A campaign was enacted during the month of June to bolster participation in the 'Pool Rewards program. A mix of internet and radio was used to provide exposure for the incentive program. Radio included :30 second spots on WMAL and WTOP. Skyscraper web banners were placed on Washington Post.com including 40,000 impressions on the Dr. Gridlock page. Paid advertising appeared on Facebook to users within the Washington metropolitan area. Total cost for the radio and internet campaign was \$44,025.

## WashingtonPost.com

The screenshot displays the Washington Post website interface. At the top, there are navigation links for 'Sign In', 'Register Now', 'Subscribe', 'Mobile', 'Conversations', and 'Today's Paper'. A secondary navigation bar includes categories like 'POLITICS', 'OPINIONS', 'LOCAL', 'SPORTS', 'National', 'World', 'Business', 'Investigations', 'Lifestyle', 'Entertainment', 'Multimedia', and 'Weekly Ad'. The main header features 'The Washington Post' logo, the 'POSTLOCAL' branding, and a weather widget for Washington, DC showing a personalized forecast of 80° Overcast. Below the header is a 'In the News' section with headlines such as 'Sulaimon Brown', 'Harry Thomas Jr.', 'Magician killed', 'Metro map designer', and 'FedEx Field party decks'. An advertisement for 'nextday BLINDS' is visible, with the text 'Personalized window coverings. Find yours at NextDayBlinds.com'. The main content area features a profile for 'Dr. Gridlock', described as 'Your transportation guide around the Beltway and beyond'. The primary article is titled 'Capt. Sully's Hudson River plane on Md. highways' by Robert Thomson, posted at 09:35 AM ET on 06/07/2011. The article text discusses the Maryland State Highway Administration's advice to drivers regarding a truck carrying the fuselage of a US Airways jet that pilot Chesley 'Sully' Sullenberger landed on the Hudson River. A vertical banner on the right side of the page promotes the 'POOL REWARDS' program, with the text 'Apply TODAY to see if you qualify!\*' and the 'COMMUTER CONNECTIONS' logo. At the bottom of the page, there are social media sharing options and a 'Network News' section with tabs for 'Friends' Activity', 'Most Popular', and 'Twitter Activity'.

## Facebook Advertising



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Outreach also extended to Craigslist in the rideshare section to notify people looking for carpool partners of the program. Notices were also placed on the Commuter Connections Bulletin Board.

An article appeared on the back page of the winter newsletter to remind ETCs of the continuation of the 'Pool Rewards program and to visit [commuterconnections.org](http://commuterconnections.org) for more information or to register.

**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](http://commuterconnections.org)

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

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For information or to change your mailing address, contact Commuter Connections at 800.745.RIDE, or 202.562.3213 (TDD). 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. 20002-4299  
or e-mail us at [rcn@nrtaplan.org](mailto:rcn@nrtaplan.org).

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### 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.

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](http://www.commuterconnections.org).

## 'POOL REWARDS

## Special Events

### Bike to Work Day

11,000 participants took to the streets on May 20, making this year's Bike to Work Day event the largest in the region's history. In addition to the record setting participation level, 49 pit stops dotted the region and welcomed individual cyclists and bicycling convoys with appearances and speeches by local elected officials, as well as prizes, food, and entertainment.

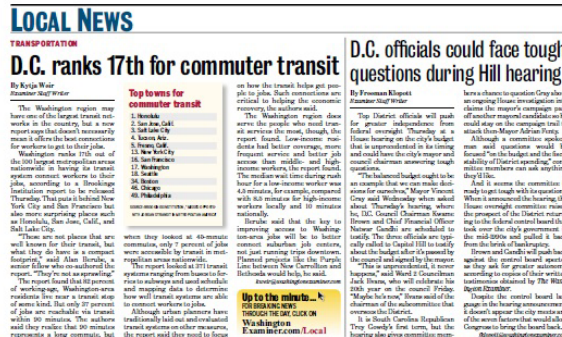


In preparation for the event, a sponsorship drive helped reach our goal to pay for 10,000 event T-shirts, pit stop banners and print ads. In-kind sponsorships were also secured to provide food and beverage for many of the pit stops.

Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness and encourage registration.



Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. Signage appeared on Downtown Circulator buses. Facebook and Twitter were used to engage with commuters and drive registration to the website. Print ads ran in Washington Examiner, Washington City Paper, and Washington Post Express at the end of April and beginning of May to encourage





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commuters to register for the event.

The Commuter Connections home page flash was updated to include the Bike to Work Day message with the revised flash running on the Commuter Connections website in April and May.



For added excitement, Madame Tussauds, one of our GRH Rewards sponsors, provided a Abraham Lincoln wax figure to ride in a pedicab at the event.



## Bike To Work Day Social Media

**facebook** Search

### Bike to Work Day

Non-Profit Organization

**Wall** Bike to Work Day · Most Recent ▾

**GEAR UP!** **Bike to Work Day**  
Anyone joining us for Bike to Work Day for the first time? Let us know! Friday, May 20, there's still time to register! [www.waba.org](http://www.waba.org)  
Yesterday at 2:16pm  
 5 people like this.

**Tammy Hale** Me!  
Yesterday at 2:22pm

**Jim Cunningham** me too, have already registered, but am not very fond of road riding in the rain, so will see if the weather cooperates this Friday.  
Yesterday at 2:47pm

**GEAR UP!** **Bike to Work Day**  
At its April 20, 2011 Board meeting held at the Metropolitan Washington Council of Governments, the National Capital Region Transportation Planning Board (TPB) approved a proclamation recognizing Friday May 20, 2011 as Bike to Work Day throughout the Washington Metropolitan Region. L to R Muriel Bowser- District of Columbia Councilmember and Chair, National Capital Region Transportation Planning Board; Nicholas Ramfos- Director, Commuter Connections ; Greg Billing-Outreach Coordinator, Washington Area Bicyclist Association.

**Wall**  
Info  
Photos  
Discussions  
Video

**About**  
Register for the May 20, 2011 event after March 1st by visiting [www.waba.org](http://www.waba.org)...

More

**180**  
people like this

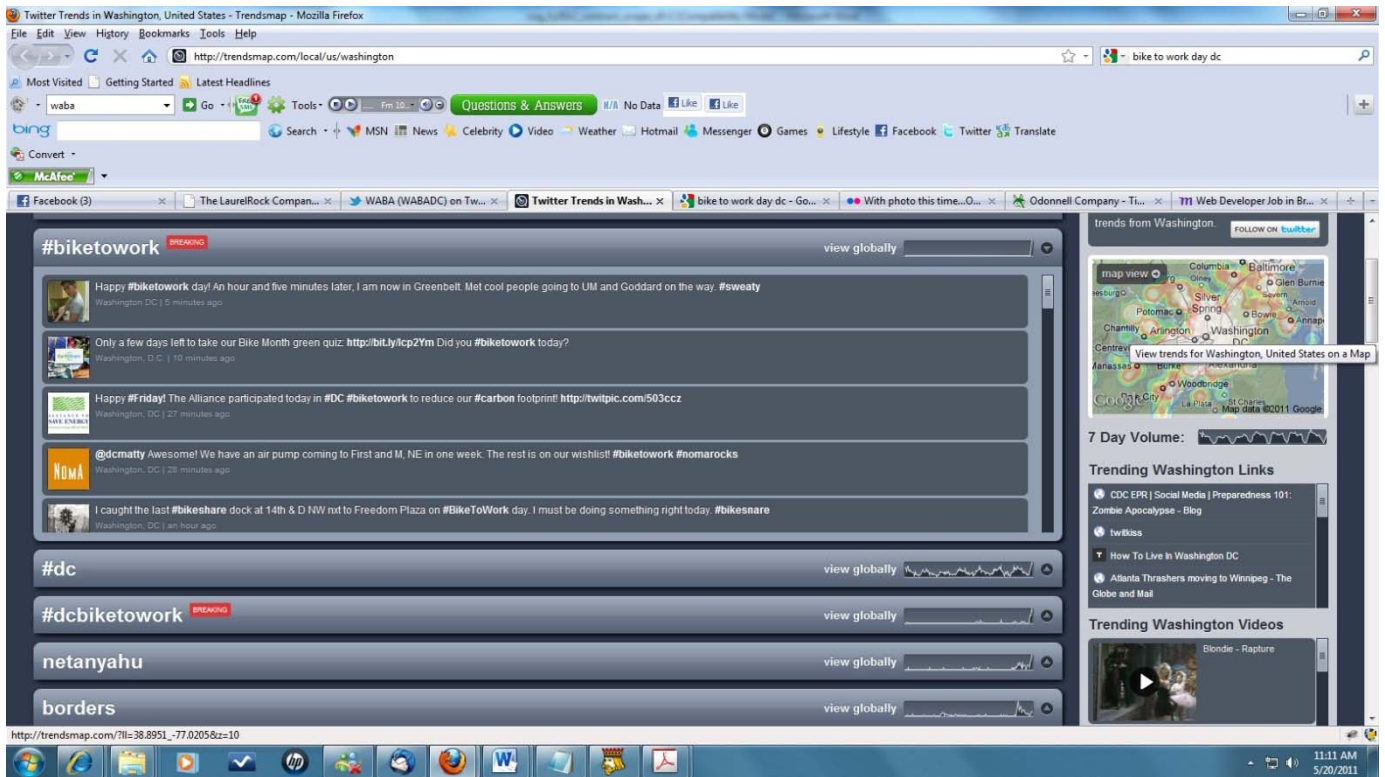
**Likes**  
 **Commuter Connections**  
1-800-745-2116

Bike to Work Day Facebook Page

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Bike to Work Day Twitter Page



Bike To Work Day trending on Twitter

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<b>Bike to Work Day 2011 Marketing Expenses</b>		
T-Shirts	\$30,000.00	
Banners	\$6,000.00	
Circulator	\$460.00	
Posters/Rack Cards	\$1,407.00	
Employer mailing	\$1,299.59	
Radio	\$24,030.00	
Examiner	\$5,273.49	
City Paper	\$3,603.00	
Express	\$6,210.00	
	<b>\$78,283.08</b>	

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## **Direct Mail**

A direct mail campaign was sent out in June to 500,000 persons age 25-54 with household incomes above \$50,000. Two unique brochures were created with images that provided emphasis on ridesharing or GRH. Key messages for FY2011 were "Save Half" for Rideshare and "Don't Flip Out". Each of the mailer versions cross promoted both services and also the 'Pool Rewards program. A tear off application was included, allowing recipients to apply for either program offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org). Total cost for printing, list purchase, mailhouse fees and postage was \$99,262.00.

or more  
Save half. Every time you share a ride.

**SAVE HALF. EVERY TIME.**

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.

ps.  
are similar  
ington

rttime, you  
We'll arrange  
four times

Guaranteed Ride  
connections.org.  
ply fill out  
745.RIDE.  
ners through

atching,  
others with  
ll remain

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

Confidentiality: All times and 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!"

\*Some restrictions apply. Visit [commuterconnections.org](http://commuterconnections.org) for full participation guidelines.

**POOL REWARDS**  
cash for carpools

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

REGISTER FOR GUARANTEED RIDE HOME OR CARPOOL RIDEMATCHING TODAY!

Here's your first step. Complete the form below, including sections A and/or B and return it today!

**SAVE HALF. EVERY TIME.**

share a ride.

State \_\_\_\_\_ Zip \_\_\_\_\_

m. and stop work at \_\_\_\_\_ p.m.

← or Metrolink Route (NJ)

runswick Camden Penn

MTA Transit     Bicycling

**Section A | Carpool/Vanpool Ridematch Service**

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

Drive Only     Ride Only     Share Driving

If interested in a vanpool would you prefer to:

Drive Only     Ride Only     Share Driving

I can arrive \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.  
I can leave \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.

**Section B | Guaranteed Ride Home\***

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name\*\* \_\_\_\_\_  
Supervisor's Phone Number\*\* \_\_\_\_\_  
How many miles is it from home to work one way? \_\_\_\_\_

Have questions or need more information?  
Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE.

**COMMUTER CONNECTIONS**  
A TRANSIT WAY TO WORK

\*Some restrictions apply to the Guaranteed Ride Home program; visit our website for full participation guidelines. \*\*Necessary for verification of unscheduled overtime.

When unexpected personal or family emergencies arise or you need to work unscheduled overtime - Stay calm. You'll have a **FREE GUARANTEED RIDE HOME.**  
Available in the Washington and Baltimore metropolitan areas.

**Guaranteed Ride Home:**



reliable  
 ters who  
 ute home!  
 de Home.  
 an be used  
 for a full list  
 h Commuter  
 ear you, and  
 er:  
 y drive alone to  
 t least two  
 a may qualify

2 Sign up for GRH and you'll receive an official  
 Commuter Connect  
 registration number

3 Sign up for ride matching and print an  
 carpool/vanpool pass

\*Some restrictions apply. Visit [www.commuterconnections.org](#)

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

Please tear along perforation line above, fold and tape shut prior to mailing back.

**REGISTER FOR GUARANTEED RIDE HOME OR CARPOOL RIDEMATCHING TODAY!**

Here's your first step. Complete the form below, including sections A and/or B and return it today!

Name \_\_\_\_\_ Employer/Agency \_\_\_\_\_  
 Home Address \_\_\_\_\_ Work Address \_\_\_\_\_



similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

Drive Only     Ride Only     Share Driving

If interested in a vanpool would you prefer to:

Drive Only     Ride Only     Share Driving

I can arrive \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.  
 I can leave \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.

Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name\*\* \_\_\_\_\_  
 Supervisor's Phone Number\*\* \_\_\_\_\_  
 How many miles is it from home to work one way? \_\_\_\_\_

Have questions or need more information?  
 Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE.

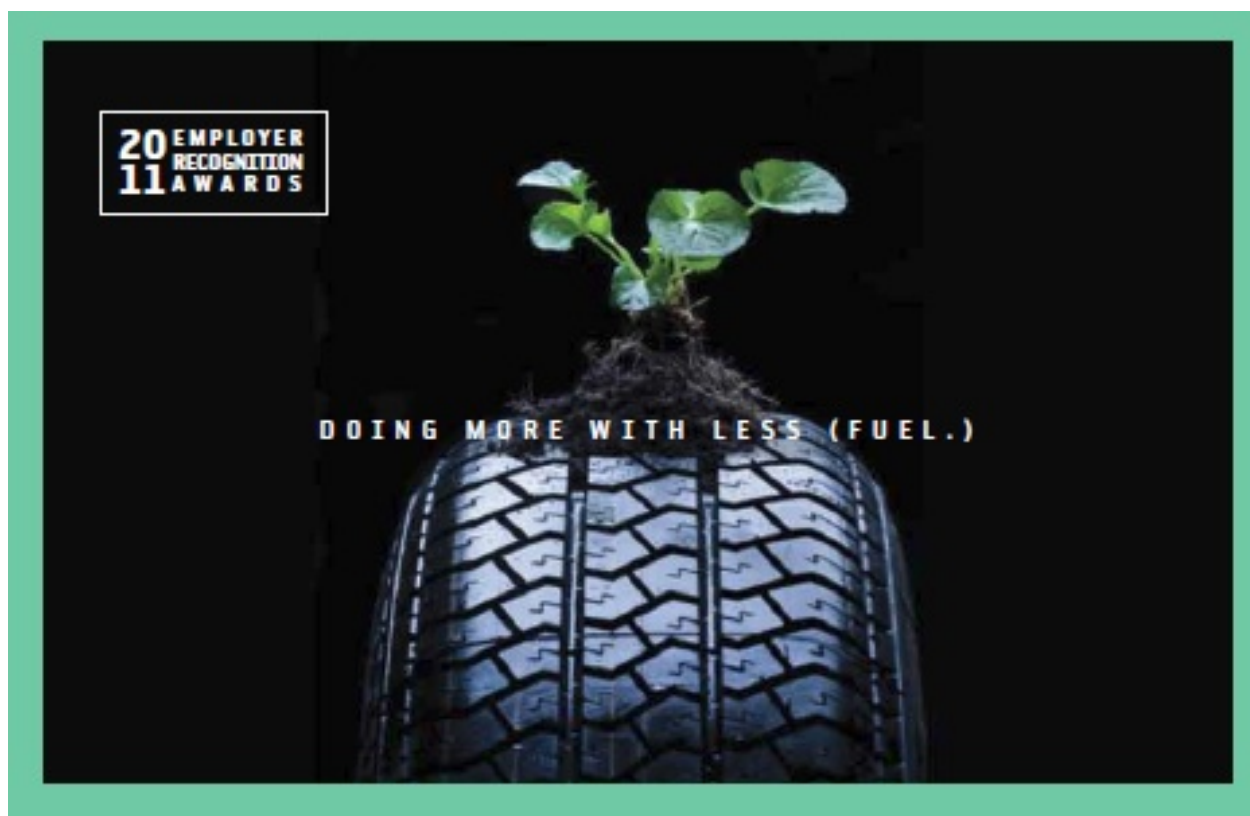


\*Some restrictions apply to the Guaranteed Ride Home program; visit our website for full participation guidelines. \*\*Necessary for verification of unscheduled overtime.

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## Employer Recognition Awards

The Commuter Connections Fourteenth Annual Employer Recognition Awards recognized employers who voluntarily initiated worksite commute/telework programs to assist their employees. Winners and nominees were honored at an awards ceremony on June 28, 2011. A special invitation and program agenda were produced for this event. After the event, a ¼ page advertisement was placed in the Wall Street Journal at a cost of \$4,947.





**20** EMPLOYER  
RECOGNITION  
**11** AWARDS

Congratulations to the  
**2011 Employer Recognition Awards Winners**  
Real doers in our region

**Editorial Projects in Education**  
Incentives Award

**B.F. Saul Company**  
Marketing Award

**Clean Currents**  
Telework Award

Employer Recognition Awards  
honor employers advancing innovative  
commuter transportation and  
telework benefit solutions.

DOING MORE WITH LESS (FUEL.)



(800) 745-RIDE  
[www.commuterconnections.org](http://www.commuterconnections.org)

**COMMUTER CONNECTIONS®**  
A SMARTER WAY TO WORK

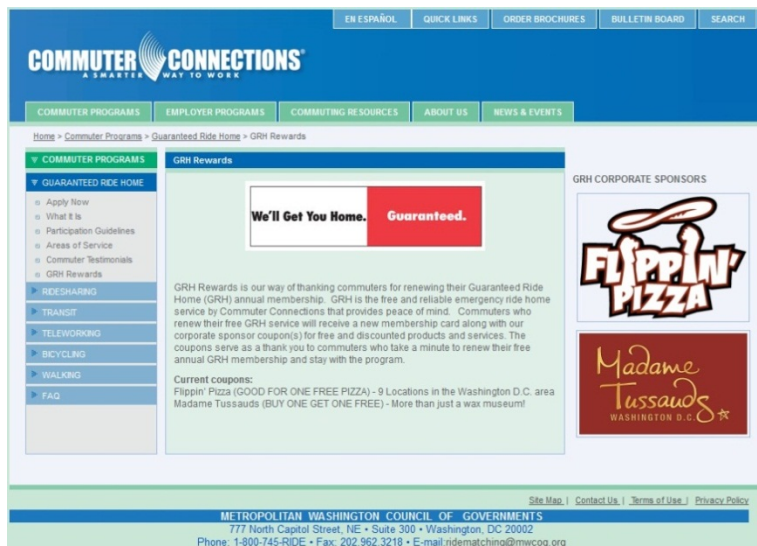
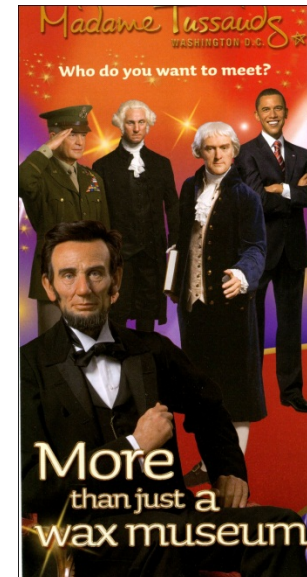
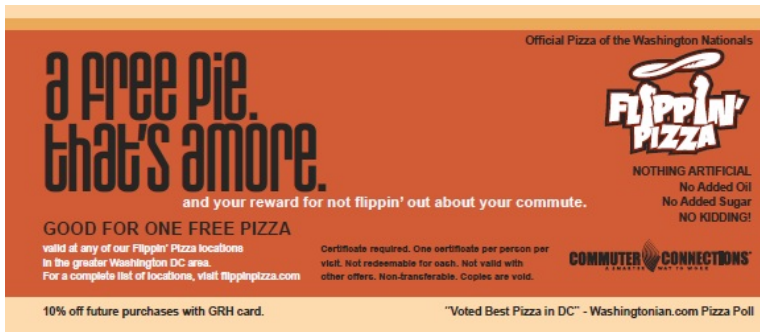
## Additional Marketing, Outreach, and Earned Media

### Commuter Connections Website Update

The flash file on the Commuter Connections website's homepage was updated to include images from the spring umbrella campaign, providing a uniform presence for the campaign.

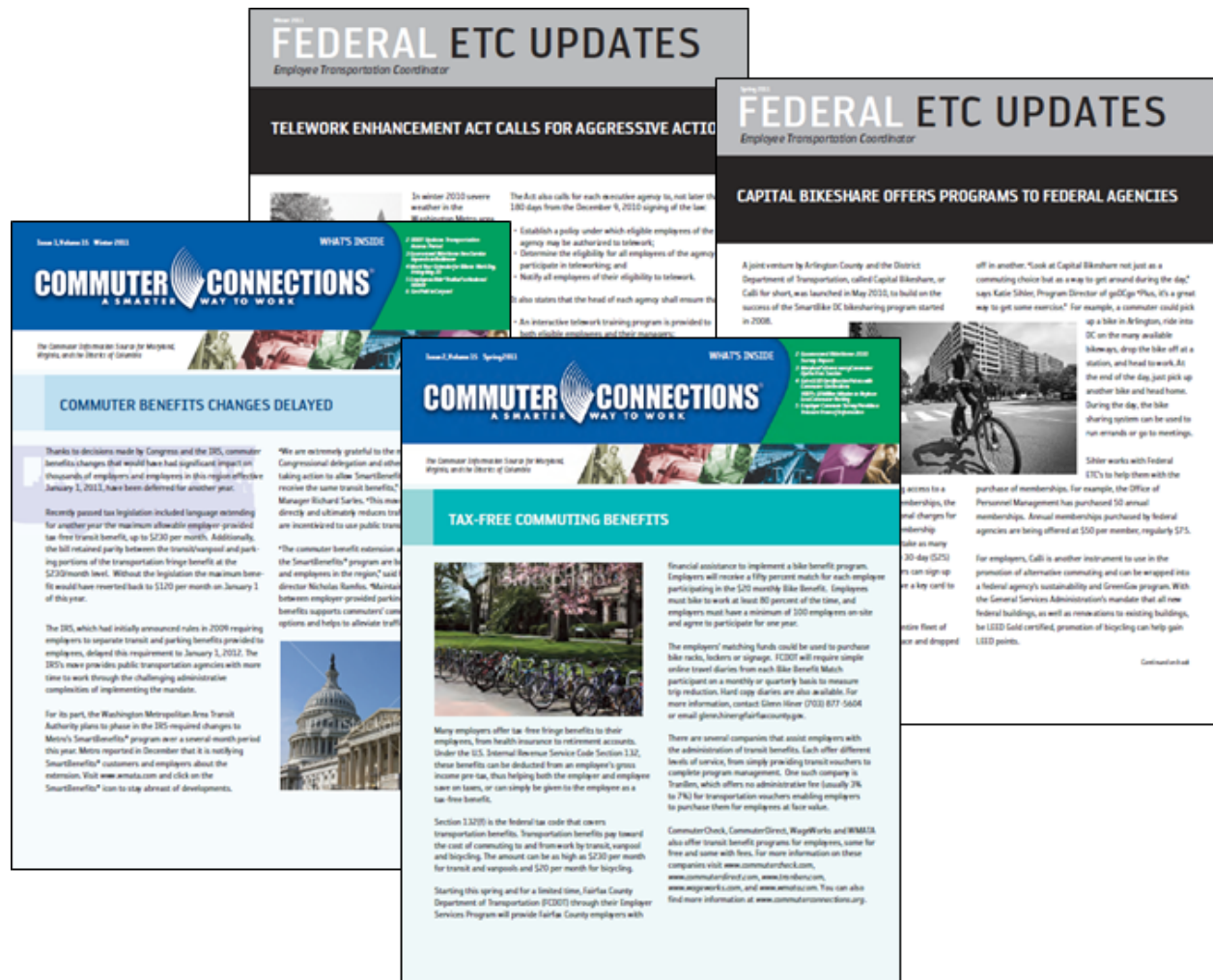
### GRH Rewards

Sponsorship outreach continued in the second half of FY11 for corporate sponsors of the Guaranteed Ride Home Rewards program. Distribution of coupons from Flippin' Pizza and Madame Tussauds started in April. In exchange for their contribution, sponsors are acknowledged on the Commuter Connections web site. GRH customers are provided with the coupons upon re-registration.



## Commuter Connections Newsletter and Federal ETC Insert

Winter and spring editions of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, were produced during the second half of FY2011. The six page 4-color newsletter was distributed to approximately 5,000 employers. It is also placed in .pdf format on the Commuter Connections web site. Newsletters are also sent to federal agencies via GSA along with a special Federal ETC Insert. A .pdf of the insert is also placed online at [www.federaletc.org](http://www.federaletc.org).



## Print Ads

### Telework Exchange

To promote teleworking, a quarter page ad appeared at no cost to Commuter Connections in the Telework Exchange's Spring Town Hall meeting program booklet. The event was held on April 28, 2011.

**YOUR EMPLOYEE'S NEW COMMUTE.**  
They'll even have time to stop for coffee.

The flyer features a floor plan of a house with various rooms labeled: CLOSET, BEDROOM, LIVING ROOM, DECK, BATH, OFFICE, KITCHEN, DINING ROOM, and another BEDROOM. A dashed white line traces a path from the top-left bedroom, through the living room, down to the office, and then back up to the top-right bedroom, illustrating a teleworking route. There are also small circular icons with a gear symbol scattered around the house.

**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 SUSTAINABLE WAY TO WORK

[www.commuterconnections.org](http://www.commuterconnections.org)

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## Comprint Military Relocation Guide

To remind military personnel of their commute options as they relocate, an ad was placed at a cost of \$1,695 in Comprint Military Publications' special spring Relocation Guide section of their newspaper and delivered to several military bases in March.



**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**  
RELOCATION GET TO WORK  
A free service

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

**VRE Newsletter**

A quarter page ad promoting GRH was donated by the Virginia Railway Express appearing in their April "Update" newsletter.



*On Time Performance for the Last Six Months*



**On-Time Performance March 2011**

**Fredericksburg Line**

- 300 - 83%
- 302 - 83%
- 304 - 83%
- 306 - 78%
- 308 - 83%
- 310 - 74%
- 312 - 74%
- 301 - 100%
- 303 - 87%
- 305 - 83%
- 307 - 96%
- 309 - 65%
- 311 - 83%
- 313 - 78%

Overall - 82%

**Manassas Line**

- 322 - 100%
- 324 - 100%
- 326 - 100%
- 328 - 100%
- 330 - 96%
- 332 - 96%
- 336 - 96%
- 338 - 96%
- 321 - 100%
- 325 - 96%
- 327 - 100%
- 329 - 91%
- 331 - 87%
- 333 - 87%
- 335 - 87%
- 337 - 91%

Overall - 95%

\*A train is considered delayed if it is more than 5 minutes later than the posted schedule into its final destination.

Page 3

**NO NEED TO FLIP OUT**

SIGN UP FOR GUARANTEED RIDE HOME\*

Register today! **GUARANTEED RIDE HOME.**

commuterconnections.org 800.745.RIDE  
\* Some restrictions apply.

COMMUTER CONNECTIONS  
MAKING THE RIDE HOME EASIER

## Earned Media

The primary focus of the earned media effort in the second half of FY2011 was promotion of Bike to Work Day. A total of 112 earned media placements was generated for Bike to Work Day in 2011. Significant in the 2011 earned media effort were the following:

1. An early-on press release to announce registration supported an early uptick in registration.
2. Outreach to the Associated Press resulted in local and national placement of the press release, including placement in The Washington Post's "National News" section, as well as in newspapers in several states from Connecticut to Texas, environmental websites and social media.
3. The earned media plan focused on building interest in addition to pressing for live coverage at the event. As a result, a four-minute segment aired on Fox News, featuring MWCOG's Bike-Ped Coordinator, and a "Commuter Connections" banner. The segment was supplemented with a feature on the Fox TV website, with the full press release and BTWD tips.



4. Blogs figured prominently, with the media writing blog entries based on press releases, as well as individual bloggers on the environment, cycling or about life in the DC area. A search of blogs from March 3, 2011 to May 26, 2011 produced 4690 results for Bike to Work Day + DC.

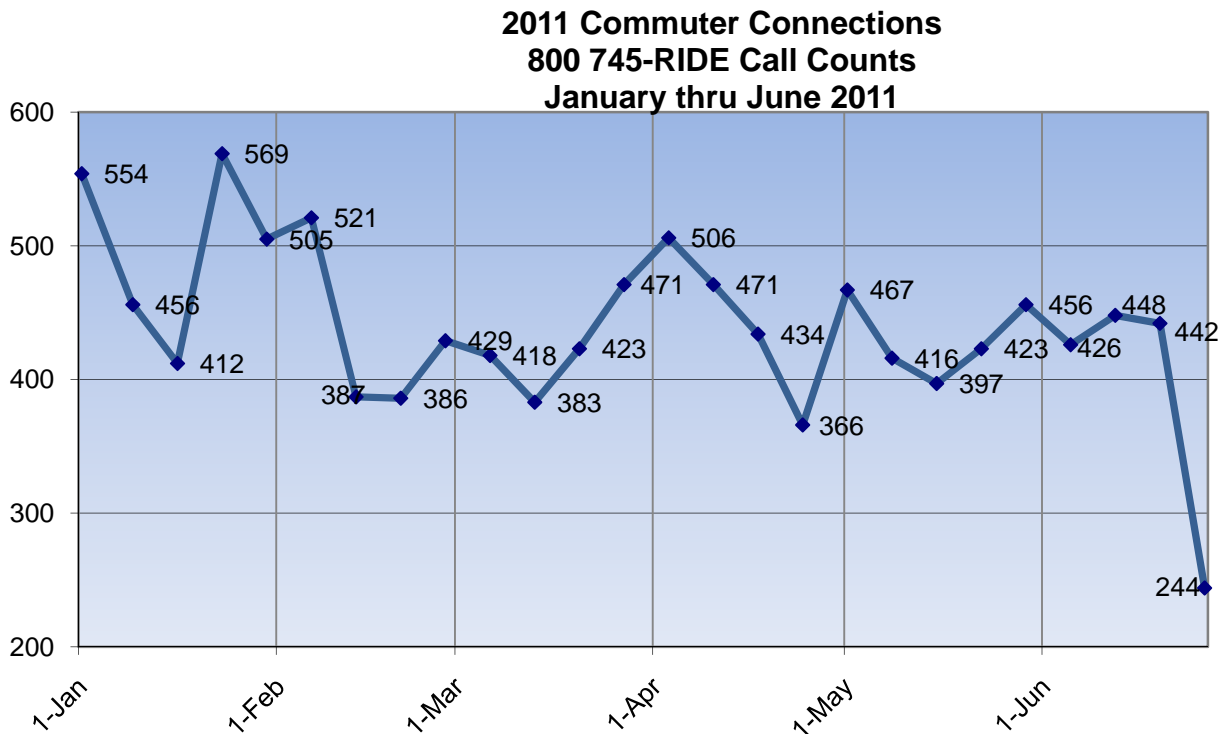
The schedule of information distributed to the media began in March, 2011, with a calendar listing followed by three press releases ahead of the event and one immediately following the event.

**Appendix C** contains a listing of Bike to Work Day 2011 media placements across print, Internet, radio and television, along with a selection of major blog placements.

**Web Visits**

FY10	Web Visits	FY11	Web Visits	+/-	+/- %
Jan-10	8,570	Jan-11	9,849	1,279	14.92%
Feb-10	7,910	Feb-11	20,325	12,415	156.95%
Mar-10	11,151	Mar-11	12,013	862	7.73%
Apr-10	15,454	Apr-11	13,140	(2,314)	-14.97%
May-10	17,630	May-11	11,079	(6,551)	-37.16%
Jun-10	18,003	Jun-11	13,487	(4,516)	-25.08%
	<b>78,718</b>		<b>79,893</b>	<b>1,175</b>	<b>1.49%</b>

**Monthly Phone Calls**





### Guaranteed Ride Home Applications

FY10	GRH Applications	FY11	GRH Applications	+/-	+/- %
Jan-10	345	Jan-11	1,106	761	220.58%
Feb-10	277	Feb-11	1,248	971	350.54%
Mar-10	691	Mar-11	1,033	342	49.49%
Apr-10	852	Apr-11	1,067	215	25.23%
May-10	892	May-11	1,066	174	19.51%
Jun-10	837	Jun-11	925	88	10.51%
	<b>3,894</b>		<b>6,445</b>	<b>2,551</b>	<b>65.51%</b>

### Rideshare Applications

FY10	Rideshare Applications	FY11	Rideshare Applications	+/-	+/- %
Jan-10	401	Jan-11	1,024	623	155.36%
Feb-10	339	Feb-11	956	617	182.01%
Mar-10	682	Mar-11	1,135	453	66.42%
Apr-10	835	Apr-11	1,001	166	19.88%
May-10	979	May-11	1,102	123	12.56%
Jun-10	963	Jun-11	1,155	192	19.94%
	<b>4,199</b>		<b>6,373</b>	<b>2,174</b>	<b>51.77%</b>

**Commuter Connections**

	<b>Spring 2011 Banner Ad Performance</b>				
<b>Placement</b>	<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	<b>CPM</b>	<b>CPC</b>
AccuweatherGRH	667,846	391	0.059%		
AccuweatherRS	656,357	346	0.053%		
<b>Accuweather</b>	<b>1,324,203</b>	<b>737</b>	<b>0.056%</b>	<b>\$3.25</b>	<b>\$5.84</b>
Monstr300x250GRH	13,299	4	0.030%		
Monster300x250RS	13,424	1	0.007%		
Monster728x90GRH	1,081,916	877	0.081%		
Monster728x90RS	1,087,975	768	0.071%		
<b>Monster</b>	<b>2,196,614</b>	<b>1650</b>	<b>0.075%</b>	<b>\$6.51</b>	<b>\$8.67</b>
ROS/RON720x300GRH	270,988	1630	0.602%		
ROS/RON720x300RS	270,201	1630	0.603%		
<b>ROS/RON (Popunders)</b>	<b>541,189</b>	<b>3260</b>	<b>0.602%</b>	<b>\$7.00</b>	<b>\$1.16</b>
WashTimesGRH	222,250	100	0.045%		
WashTimesRS	221,858	91	0.041%		
<b>Washington Times</b>	<b>444,108</b>	<b>191</b>	<b>0.043%</b>	<b>\$8.25</b>	<b>\$19.18</b>
NBC GRH 300x250	265,755	378	0.142%		
NBC RS 300x250	262,213	343	0.131%		
<b>NBC</b>	<b>527,968</b>	<b>721</b>	<b>0.137%</b>	<b>\$13.25</b>	<b>\$9.70</b>
WTOP Traffic GRH 728x90	61,646	26	0.042%		
WTOP Weather GRH 728x90	32,086	4	0.012%		
WTOP Traffic RS 728x90	62,005	35	0.056%		
WTOP Weather RS 728x90	82,644	49	0.059%		
<b>WTOP</b>	<b>238,381</b>	<b>114</b>	<b>0.048%</b>	<b>\$16.50</b>	<b>\$34.50</b>
MoveRS160x600	224,248	197	0.088%		
MoveRS300x250	224,694	190	0.085%		
MoveRS728x90	246,124	102	0.041%		
MoveGRH160x600	225,813	185	0.082%		
MoveGRH300x250	18,277	10	0.055%		
MoveGRH728x90	245,730	130	0.053%		
<b>Move (Realtor)</b>	<b>1,184,886</b>	<b>814</b>	<b>0.069%</b>	<b>\$4.60</b>	<b>\$6.70</b>

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Rideshare	3,351,743	3752	0.112%		
GRH	3,105,606	3735	0.120%		
<b>Total Impressions</b>	<b>6,457,349</b>				
<b>Total Clicks</b>		<b>7487</b>			
<b>Total CTR</b>			<b>0.116%</b>		

**Appendix****Gas Pump Topper Locations**

<b>Brand</b>	<b>Business Name</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
BP/Amoco	18th St BP	1800 18th St NW	Washington	DC	20009
BP/Amoco	Casey's BP	1396 Florida Ave NE	Washington	DC	20002
BP/Amoco	Florida Ave Amoco	306 Rhode Island Ave NW	Washington	DC	20001
Independent	Florida Ave LP	22 Florida Ave NW	Washington	DC	20001
Sunoco	G & K Sunoco	1248 Pennsylvania Ave SE	Washington	DC	20003
Chevron	Georgetown Chevron	2450 Wisconsin Ave NW	Washington	DC	20007
Independent	Georgetown LP	1576 Wisconsin Ave	Washington	DC	20007
Independent	Georgia LP	5831 Georgia Ave NW	Washington	DC	20011
Independent	Lowest Price Gas	4519 Benning Rd SE	Washington	DC	20019
Independent	Lowest Price Gas	2800 12th St NE	Washington	DC	20018
Independent	Lowest Price Gas	1301 Bladensburg Rd NE	Washington	DC	20002
Independent	Lowest Price Gas	1801 West Virginia Ave NE	Washington	DC	20002
Independent	Rhode Island LP	420 Rhode Island Ave NW	Washington	DC	20001
Independent	W St LP	1400 W St NW	Washington	DC	20009
Chevron	Watergate Chevron	2643 Virginia Ave NW	Washington	DC	20037
Independent	A-1 Mart	649 Himes Ave	Frederick	MD	21703
Independent	Accokeek Gas & Go	201 Bryan Point Rd	Accokeek	MD	20607
Independent	Allentown Rd LP	7713 Allentown Rd	Fort Washington	MD	20744
Independent	Baden Gas	16715 Brandywine Rd	Brandywine	MD	20613
Sunoco	Bethesda Sunoco	8240 Wisconsin Ave	Bethesda	MD	20814
Sunoco	Casablanca Sunoco	8875 Pine Branch Rd	Silver Spring	MD	20903
Citgo	Chevy Chase Citgo	8505 Connecticut Ave	Chevy Chase	MD	20815
Independent	Cloverly LP	15501 New Hampshire Ave	Silver Spring	MD	20905
Independent	Congressional Sunoco Service	1469 Rockville Pike	Rockville	MD	20852
Chevron	Damascus Chevron	26241 Ridge Rd	Damascus	MD	20872
Chevron	Darnestown Chevron	12301 Darnestown Rd	Gaithersburg	MD	20878
Independent	Dickerson Market	22145 Dickerson Rd	Dickerson	MD	20842
Shell	Dodson Shell	15701 Frederick Rd	Derwood	MD	20855
Chevron	E & C	13990 Georgia Ave	Aspen Hill	MD	20906
Crown	E & C	7628 Old Georgetown Rd	Bethesda	MD	20814
BP/Amoco	Forestville BP	7614 Marlboro Pike	Forestville	MD	20747
Chevron	Fredericktowne Chevron	1395 W Patrick St	Frederick	MD	21702
Chevron	Gaithersburg Chevron	100 N Frederick Ave	Gaithersburg	MD	20877
Sunoco	Germantown-West Sunoco	18701 Liberty Mill Rd	Germantown	MD	20874
Sunoco	Goshen Crossing Sunoco	20050 Goshen Rd	Gaithersburg	MD	20879
Independent	Low Price	5803 Annapolis Rd	Bladensburg	MD	20710
Independent	Lowest Price Gas	5608 Buckeystown Pike	Frederick	MD	21704
Independent	Lowest Price Gas	3800 Rhode Island Ave	Brentwood	MD	20722

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Independent	Lowest Price Gas	6038 Baltimore Ave	Hyattsville	MD	20781
Independent	Lowest Price Gas	2301 University Blvd E	Langley Park	MD	20783
Independent	Lowest Price Gas	629 N Bentz St	Frederick	MD	21701
Independent	Lowest Price Gas	5342 Sheriff Rd	Capitol Heights	MD	20743
Independent	Lowest Price Gas	501 Olney Sandy Spring Rd	Sandy Spring	MD	20860
Independent	Lowest Price Gas	7887 Barlowe Rd	Palmer Park	MD	20785
Independent	Lowest Price Gas	3507 Enterprise Rd	Mitchellville	MD	20721
Independent	May's Service Station	8708 Sharpsburg Pike	Fairplay	MD	21733
Chevron	Middlebrook Chevron	11606 Middlebrook Rd	Germantown	MD	20876
Liberty	Montgomery Village Liberty	19205 Watkins Mill Rd	Gaithersburg	MD	20886
Independent	New Market Service Center	29233 3 Notch Rd	Mechanicsville	MD	20659
Chevron	Pine Branch Chevron	8550 Piney Branch Rd	Silver Spring	MD	20903
Sunoco	Pinefield Quick Shop	2030 Crain Hwy	Waldorf	MD	20601
Texaco	Piney Branch Texaco	8225 Piney Branch Rd	Silver Spring	MD	20910
Sunoco	Potomac Sunoco	11355 Seven Locks Rd	Potomac	MD	20854
Sunoco	Randolph Sunoco	13335 New Hampshire Ave	Silver Spring	MD	20904
Texaco	Sanjeev's Texaco	2000 Brooks Dr	District Heights	MD	20747
Sunoco	Spaids Sunoco Service	11249 Viers Mill Rd	Silver Spring	MD	20902
Sunoco	Sunoco Food Mart	1000 Dual Hwy	Hagerstown	MD	21740
Sunoco	Takoma Park Sunoco	6360 New Hampshire Ave	Takoma Park	MD	20912
Texaco	Takoma Park Texaco	6400 New Hampshire Ave	Silver Spring	MD	20912
Independent	The County's Filling Station	11805 HG Trueman Rd	Lusby	MD	20657
Sunoco	Twinbrook Sunoco	1907 Veirs Mill Rd	Rockville	MD	20851
Sunoco	W @ ICC	14300 New Hampshire Ave	Silver Spring	MD	20904
Independent	W At Bethesda	5143 River Rd	Bethesda	MD	20816
Independent	W at East West Hwy	920 E West Hwy	Takoma Park	MD	20912
Independent	W Express @ Georgia	9501 Georgia Ave	Silver Spring	MD	20910
Independent	W Express @ Germantown	20510 Germantown Rd	Germantown	MD	20876
Independent	Washingtonian Chevron	10003 Fields Rd	Gaithersburg	MD	20878
Exxon	Wheaton Exxon	11310 Georgia Ave	Wheaton	MD	20902
Citgo	Wheaton Manor Citgo	2201 University Blvd W	Wheaton	MD	20902
Exxon	White Oak Exxon	11177 New Hampshire Ave	Silver Spring	MD	20904
Sunoco	Williamsport Sunoco	304 E Potomac St	Williamsport	MD	21795
Getty	Getty Mart	13232 James Monroe Hwy	Leesburg	VA	20176
Crown	Woodlawn Auto Center	5634 Mt Vernon Memorial Hwy	Alexandria	VA	22009
BP/Amoco	Alexandria BP	6540 Edsall Rd	Alexandria	VA	22312
Texaco	American Majestic Eagle Fuel	7399 Lee Hwy	Falls Church	VA	22042
Citgo	Berryville Service Center	301 N Buckmarsh St	Berryville	VA	22611
Independent	Crosos's Store	42382 John Mosby Hwy	Chantilly	VA	20152
Exxon	Dulles Exxon	14000 Lee Jackson Memorial Hwy	Chantilly	VA	20151
Shell	E & C	13890 Noblewood Plaza	Dale City	VA	22193
Sunoco	E & C	2495 Prince William Pkwy	Woodbridge	VA	22192

September 9, 2011

Shell	E & C	6546 Edsall Rd	Alexandria	VA	22312
Chevron	E & C	4154 Four Mile Run Dr	Arlington	VA	22206
Shell	E & C	6717 Old Dominion Dr	McLean	VA	22101
Shell	E & C	7303 Richmond Hwy	Alexandria	VA	22306
Shell	E & C	8103 Leesburg Pike	Vienna	VA	22182
Shell	E & C	13313 Occoquan Rd	Woodbridge	VA	22191
Shell	E & C	3216 Jefferson Davis Hwy	Alexandria	VA	22305
Shell	E & C	4030 Wilson Blvd	Arlington	VA	22203
Texaco	E & C	10800 Lee Hwy	Fairfax	VA	22030
Texaco	E & C	12680 Darby Brooke Court	Woodbridge	VA	22192
Texaco	E & C	13616 Lee Hwy	Centreville	VA	20120
Texaco	E & C	2919 Gallows Rd	Falls Church	VA	22042
Sunoco	E & C	3186 River Heritage Blvd	Dumfries	VA	22026
Texaco	E & C	8156 Richmond Hwy	Alexandria	VA	22309
Texaco	E & C	7206 Little River Tpke	Annandale	VA	22003
Texaco	E & C	4109 Duke St	Alexandria	VA	22304
BP/Amoco	Fairoaks BP	11119 Main St	Fairfax	VA	22030
Citgo	Family Convenience Store	525 N Royal Ave	Front Royal	VA	22630
Independent	Foodway Supermarket	2868 Stonewall Jackson Hwy	Bentonville	VA	22610
Sunoco	Gas Mart #1	12709 James Monroe Hwy	Leesburg	VA	20176
Sunoco	Gas Mart #3	3323 Valley Pike	Winchester	VA	22602
Sunoco	Gas Mart #4	14425 James Monroe Hwy	Leesburg	VA	20176
Sunoco	Gas Mart #7	8002 Winchester Rd	Front Royal	VA	22630
Shell	Gunston Shell Service	9801 Richmond Hwy	Lorton	VA	22079
Citgo	Handy Mart	1186 Warrenton Rd	Fredricksburg	VA	22406
Citgo	Heritage Mall Citgo	7824 Rectory Ln	Annandale	VA	22003
Citgo	Japanese Auto Service	3413 Wilson Blvd	Arlington	VA	22201
Mystic	Japanese Auto Svc	3039 Annandale Rd	Falls Church	VA	22042
BP/Amoco	LakeBridge BP	1435 Old Bridge Rd	Woodbridge	VA	22192
Citgo	Merrifield Citgo	8318 Lee Hwy	Fairfax	VA	22031
Shell	Montclair Chevron	17013 Dumfries Rd	Dumfries	VA	22026
BP/Amoco	Mt Vernon BP	8263 Richmond Hwy	Alexandria	VA	22309
Citgo	Mt Vernon Citgo	8158 Mt Vernon Hwy	Alexandria	VA	22309
Exxon	Ox Road Exxon	5211 Ox Rd	Fairfax	VA	22030
Citgo	Park Fairfax Citgo	1015 W Glebe Rd	Alexandria	VA	22305
Mobil	Potomac Mills Mobil	14496 Gideon Dr	Woodbridge	VA	22192
Sunoco	Pro Service Station	7601 Centreville Rd	Manassas	VA	20111
Citgo	R T 1 Citgo	14101 Jefferson Davis Hwy	Woodbridge	VA	22191
Chevron	Reston Mobil	11410 N Shore Dr	Reston	VA	20190
BP/Amoco	Springfield BP	6703 Backlick Rd	Springfield	VA	22150
BP/Amoco	Tysons BP	8217 Leesburg Pike	Vienna	VA	22182
Shell	Tysons Corner Shell	8020 Leesburg Pike	Vienna	VA	22182
BP/Amoco	Vienna BP	200 E Maple Ave	Vienna	VA	22180
Gulf	Woodlawn Chevron	8689 Richmond Hwy	Alexandria	VA	22309
Independent	Yorkshire Service Centre	7522 Centreville Rd	Manassas	VA	20111

**Bus Shelter Locations, Montgomery County**

<b>Location Desc</b>	<b>Area</b>	<b>Scheduled Design</b>
Shady Grove Rd SWC 80' SW/O Crabbs Branch Way	Rockville	don't be left hanging
Georgia Ave ES 60' S/O Spring St	Silver Spring	save half everytime
Montgomery Village Ave ES 60' S/O Clubhouse Rd	Gaithersburg	don't be left hanging
Montgomery Village Ave ES 50' S/O Centerway Rd	Gaithersburg	save half everytime
Wisconsin Ave WS 142' S/O Somerset Terrace	Chevy Chase	don't be left hanging
Wisconsin Ave WS 54' N/O South Park Ave	Chevy Chase	save half everytime
Rockville Pike ES 427' S/O Tuckerman Lane	Rockville	don't be left hanging
Georgia Ave WS 36' N/O Mason St	Silver Spring	save half everytime
Georgia Ave ES 45' N/O Shorefield Rd	Silver Spring	don't be left hanging
Georgia Ave ES 50' N/O Blue Ridge Ave	Silver Spring	save half everytime
Georgia Ave WS 56' S/O Hillcroft Dr	Rockville	don't be left hanging
Montgomery Village Ave WS 85' S/O Century Rd	Montgomery Village	save half everytime
Second Ave NWC 132' NW/O Colesville Rd	Bethesda	don't be left hanging
Old Georgetown Rd WS 58' N/O Bells Mill Rd	Rockville	save half everytime
Connecticut Ave NS 150' E/O Georgia Ave	Rockville	don't be left hanging
Rockville Pike ES 225' N/O Randolph Rd	Rockville	save half everytime
Georgia Ave ES 68' S/O Ellsworth Dr	Silver Spring	don't be left hanging
Viers Mill Rd WS 36' N/O Robindale Dr.	Rockville	save half everytime
Connecticut Ave WS 42' S/O Pear Tree Court	Silver Spring	don't be left hanging
Fenton St SEC 150' SE/O Colesville Rd	Silver Spring	save half everytime
Colesville Rd ES 70' S/O Spring St	Silver Spring	don't be left hanging
Colesville Rd NS 168' E/O 16th St.	Silver Spring	save half everytime
East West Hwy NWC 290' NW/O Colesville Rd.	Silver Spring	don't be left hanging
Montgomery Village Ave ES 60' S/O Clubhouse Rd	Gaithersburg	save half everytime
Colesville Rd ES 188' N/O University Blvd	Silver Spring	don't be left hanging
Wisconsin Ave WS 142' S/O Somerset Terrace	Chevy Chase	save half everytime
Rockville Pike ES 80' N/O Cedar Lane	Bethesda	don't be left hanging
Montgomery Village Ave ES 260' N/O Lost Knife Rd	Montgomery Village	save half everytime
Georgia Ave WS 220' S/O Bel Pre Rd	Rockville	don't be left hanging
Lost Knife Rd WS 147' S/O Montgomery Village Ave	Montgomery Village	save half everytime

September 9, 2011

## Appendix C Earned Media Placements

### Print/Online Media

4/13/2011

2nd Green Revolution

[http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc](http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm_source=rss&utm_medium=rss&utm_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc)

Got a Bike? On May 20th Use it to

5/20/2011

Agenda on Life Newspaper

<http://agendaonlife.com/93805/dc-bike-to-work-day-surpasses-goal-with-11000-commuting-on-2-wheels-instead-of-4>

DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels instead of 4

5/20/2011

Arlington's Car-Free Diet

[www.carfreediet.com/news\\_events.cfm](http://www.carfreediet.com/news_events.cfm)

DC Bike to Work Day surpasses 10,000 rider goal

5/19/2011

Ashburn Patch

<http://ashburn.patch.com/articles/national-bike-to-work-day>

May 20 is National Bike To Work Day

5/19/2011

Bicycle Retailer

<http://www.bicycleretailer.com/news/newsDetail/5482.html>

National Bike to Work Day Kicks Off

5/27/2011

Bicycle Spokesman.com

<http://bicyclespokesman.com/bike-to-work-day-2011-is-this-friday/>

Bike to Work Day 2011 is Friday

4/29/2011

Bike Arlington

<http://www.bikearlington.com/>

Bike to Work Day 2011

5/9/2011

Bike Arlington Forum

<http://bikearlingtonforum.com/showthread.php?690-Bike-to-Work-Day-The-Washington-Times&s=9c8421f1a31c8d3b467f892a0c9e1359&p=3475#post3475>

Bike to Work Day -- The Washington Times



September 9, 2011

5/3/2011

Bike World News

<http://www.bikeworldnews.com/2011/05/03/bike-month-promotes-sport-cycling-advocacy-projects/>

Bike Month promotes sport and cycling advocacy projects

5/20/2011

CT Post - (Connecticut)

<http://www.ctpost.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

City Biz Real Estate

<http://dcreatestate.citybizlist.com/5/2011/5/22/11000-Participate-in-DCs-BiketoWork-Day-on-Friday-%28VIDEO%29.aspx>

11,000 Participate in DC's Bike-to-Work Day on Friday (VIDEO)

5/18/2011

Clarendon Patch

<http://clarendon.patch.com/articles/bike-to-work-day-and-bike-dc-come-to-arlington-this-weekend>

Bike to Work Day and Bike D.C. Come to Arlington This Weekend

5/4/2011

Clarendon Patch

<http://clarendon.patch.com/articles/may-is-bike-month-in-arlington>

May is Bike Month in Arlington

5/18/2011

Colesville Patch

<http://colesville.patch.com/articles/morning-links-bike-to-work-pay-by-cell-parking>

Morning Links: Bike to Work, Pay-by-Cell Parking

3/2/2011

College Park Patch (includes link to Commuter Connections)

<http://collegepark.patch.com/articles/bike-to-work-day-registration-now-open>

Bike to Work Day Registration Now Open

5/20/2011

Commuter Page.com

<http://www.commuterpage.com/cnews/current.cfm>

DC Bike to Work Day surpasses 10,000 rider goal

5/19/2011

Connected Communities

<http://connectedcommunities.us/showthread.php?t=44176>

Bike To Work Day

5/19/2011

Connected Communities

<http://connectedcommunities.us/showthread.php?p=45044>

Bike to Work Day Set to Break Records in Annual Event on May 20

September 9, 2011

5/9/2011

Cycleicious

<http://www.cyclelicio.us/2011/bike-to-work-day-effectiveness/>

Newbies Encouraged to BTWD

5/16/2011

DC Guide

<http://dcguide.com/2011/05/safety-is-sexy-bike-to-work-day-friday-may-20/>

Safety is Sexy..Bike to Work Day, Friday, May 20

5/16/2011

DC Socialite

<http://www.dcsocialite.com/safety-is-sexy-bike-to-work-day-friday-may-20>

Safety is Sexy..Bike to Work Day, Friday, May 20

5/3/2011

DCEvent Junkie

<http://dceventjunkie.com/2011/05/bike-dc-and-bike-to-work-day/>

Bike DC and Bike to Work Day

5/2/2013

DCEvent Junkie

<http://willbikeforchange.wordpress.com/2011/05/03/guest-post-at-dc-event-junkie-bike-to-work-day-and-bike-dc/>

Guest Post at DC Event Junkie: Bike to Work Day and Bike DC

5/18/2011

DCList

[http://dcist.com/2011/05/free\\_rentals\\_for\\_bike\\_to\\_work\\_day.php](http://dcist.com/2011/05/free_rentals_for_bike_to_work_day.php)

Happy Bike to Work Week, Washington

5/3/2011

DCNoMa.com

<http://www.dcnoma.com/?p=391>

DC Upgrades and BTWD

5/13/2011

EcoVelo

<http://www.ecovelo.info/2011/05/13/btwd-attracts-new-riders-in-d-c/>

Bike to Work Day

5/17/2011

Express Night Out

<http://www.expressnightout.com/content/2011/05/elliptigo-bike-to-work-day.php>

Gotta Glide on This Ride: ElliptiGO Takes Ellipticals on the Road

5/12/2011

Express Night Out

[http://www.expressnightout.com/content/2011/05/summer\\_preview\\_11\\_beyond\\_may\\_day\\_and\\_cin.php](http://www.expressnightout.com/content/2011/05/summer_preview_11_beyond_may_day_and_cin.php)

Summer Guide '11: Beyond May Day and Cinco de Mayo

September 9, 2011

5/17/2011

Express Night Out

[http://www.expressnightout.com/content/2011/05/pedal\\_professionals\\_sensible\\_gear\\_for\\_bi.php](http://www.expressnightout.com/content/2011/05/pedal_professionals_sensible_gear_for_bi.php)

Pedal Professionals: Sensible Gear for Biking to Work

5/19/2011

Fairfax Station Patch

<http://fairfaxstation.patch.com/articles/get-out-fairfax-station-weekend-planner-2>

Get Out! Fairfax Station Weekend Planner

5/19/2011

Fairfax Station Patch

<http://fairfaxstation.patch.com/articles/bike-to-work-day-kicks-into-gear-Friday>

Bike to Work Day Kicks Into Gear Friday

5/14/2011

Frederick News Post

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=121162>

Preparations under way for Bike to Work Day

5/21/2011

Frederick News Post

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=121478>

2011's Bike to Work Day proves to be Frederick's largest

5/25/2011

Gazette.net

[http://ww2.gazette.net/stories/05252011/kensnew211409\\_32534](http://ww2.gazette.net/stories/05252011/kensnew211409_32534)

Getting commuters out of the car and onto the bike

5/16/2011

GeorgetownDish

<http://thegeorgetowndish.com/thelatest/georgetown-get-ready-bike-work-day-may-20>

Georgetown, get ready for Bike to Work Day -- May 20

4/11/2011

Herndon Patch

<http://herndon.patch.com/articles/herndon-metro-area-gearing-up-for-bike-to-work-day>

Herndon, Metro Area Gearing Up for Bike to Work Day

5/21/2011

Hometown Annapolis

<http://www.hometownannapolis.com/news/reg/2011/05/21-18/DC-Bike-to-Work-Day-surpasses-10000-rider-goal.html>

DC Bike to Work Day surpasses 10,000 rider goal

5/10/2011

Hometown Annapolis

<http://www.hometownannapolis.com/news/nbh/2011/05/10-09/Arundel-Digest.html>

Bike to Work Day seeks participants

September 9, 2011

5/26/2011

HuffingtonPost.com

[http://www.huffingtonpost.com/2011/05/19/bike-to-work-2011-commuting-tips\\_n\\_864307.html#s280855&title=Tip\\_1\\_Bike](http://www.huffingtonpost.com/2011/05/19/bike-to-work-2011-commuting-tips_n_864307.html#s280855&title=Tip_1_Bike)

Bike To Work Day 2011: What Everyone Should Know About Bicycle Commuting (PHOTOS)

5/19/2011

Huntington-BelleHaven Patch

<http://bellehaven.patch.com/articles/bike-to-work-day-2>

Bike to Work Day

5/19/2011

Hyattsville Patch

<http://hyattsville.patch.com/articles/five-things-you-need-to-know-today-the-hy-five-19>

Five Things You Need To Know Today (The Hy-Five)

5/19/2011

Hyattsville Patch

<http://hyattsville.patch.com/articles/five-things-you-need-to-know-today-the-hy-five-13>

Five Things You Need To Know Today (The Hy-Five)

5/20/2011

India Times

<http://oneclick.indiatimes.com/article/0cUodIU2954PZ?q=Maryland>

DC Bike to Work Day surpasses 10,000 rider goal

4/5/2011

InsideNoVa.com

<http://www2.insidenova.com/news/2011/apr/05/bike-work-day-beckons-ar-952575/>

Mark your calendar, say Manassas city officials, as May 20 and Bike to Work Day beckons

5/19/2011

KabirCares.org

<http://www.kabircares.org/bike-to-wokday-tomorrow/>

Bike To Work Day Tomorrow

5/19/2011

Leesburg Patch

<http://leesburg.patch.com/articles/local-cyclists-gear-up-for-bike-to-work-day>

Local Cyclists Gear Up For Bike to Work Day

4/21/2011

Leesburg Today

[http://www.leesburg2day.com/content/tncms/live/www.leesburgtoday.com/in\\_brief/article\\_2185563a-6c2a-11e0-8226-001cc4c002e0.html](http://www.leesburg2day.com/content/tncms/live/www.leesburgtoday.com/in_brief/article_2185563a-6c2a-11e0-8226-001cc4c002e0.html)

Bike To Work Day Registration Open

5/17/2011

Loudon Times

[http://www.loudontimes.com/index.php/news/article/bike\\_to\\_work\\_day\\_rides\\_into\\_loudoun123/](http://www.loudontimes.com/index.php/news/article/bike_to_work_day_rides_into_loudoun123/)

Bike to work day rides into Loudoun

September 9, 2011

5/20/2011

MD Daily News

<http://webcache.googleusercontent.com/search?q=cache:X7XscGN9dlkJ:www.mddailynews.com/news/index.4.html+DC+Bike+to+Work+Day+surpasses+10,000+rider+goal&cd=25&hl=en&ct=clnk&gl=us&client=firefox-a&source=www.google.com>

DC Bike to W

5/19/2011

Mount Vernon Patch

<http://mountvernon.patch.com/articles/5-things-to-know-today-in-mount-vernon-3>

5 Things to Know Today in Mount Vernon

5/20/2011

My San Antonio (includes link on Nick's name)

<http://www.mysanantonio.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>

DC Bike to Work Day surpasses 10,000 rider goal

5/10/2011

MyFoxDC

<http://www.myfoxdc.com/dpp/news/maryland/bike-to-work-day-organizers-seek-2-wheel-commuters-051011#ixzz1Mi7FSLZL>

Bike To Work Day Organizers Seek 2-Wheel Commuters

5/20/2011

MyFoxDC (TV coverage)

[http://www.clipsyndicate.com/video/playlist/13492/2479277?cpt=8&title=truveo\\_full\\_feed&wpid=2541](http://www.clipsyndicate.com/video/playlist/13492/2479277?cpt=8&title=truveo_full_feed&wpid=2541)

Bike To Work Day Organizers Seeks to cut traffic

5/20/2011

NBA.MSG.com

<http://nba.msg.com/article/0cUodlU2954PZ?q=Virginia>

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

NBC Washington

[http://www.nbcwashington.com/the-scene/events/D\\_C\\_Bike\\_to\\_Work\\_Day\\_Surpasses\\_10\\_000-Rider\\_Goal\\_Washington\\_DC-122372659.html?\\_source=Facebook](http://www.nbcwashington.com/the-scene/events/D_C_Bike_to_Work_Day_Surpasses_10_000-Rider_Goal_Washington_DC-122372659.html?_source=Facebook)

DC Bike to Work Day surpasses 10,000 rider goal

4/21/2011

NIH Bicycle Commuter Club

<http://www.recgov.org/r&w/nihbike/>

Bike To Work Day Friday, May 20, 2011 Registration Open

5/17/2011

News of the Revolution

<http://newsoftherevolution.com/dressed-to-ride-revolutionize-national-bike-month/>

Dressed to Ride

September 9, 2011

5/20/2011

Newstimes.com (with link on Nick)

<http://www.newstimes.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

Nuizer.com

<http://www.nuizer.com/Washington/Bike-to-Work-Day-tops-10000-rider-goal-4883901.html>

DC Bike to Work Day surpasses 10,000 rider goal

5/21/2011

Places Around the Earth.com

<http://placesaroundtheearth.com/District-of-Columbia/d-c-bike-to-work-day-surpasses-10000-rider-goal-%C2%AB-cbs-baltimore/>

DC Bike to Work Day surpasses 10,000 rider goal

4/16/2011

Potomac Patch

<http://potomac.patch.com/articles/patch-picks-ways-to-make-the-earth-a-better-place>

Patch Picks: Ways To Make the Earth A Better Place

5/20/2011

Prince William Chamber of Commerce

<http://pwcgmcc.mymediaroom.com/wire/events/viewevent.aspx?id=11295>

Metro Washington Bike to Work Day, Friday, May 20, 2011

5/20/2011

Region Forward

<http://www.regionforward.org/recording-breaking-bike-to-work-day>

Recording-breaking Bike to Work Day!

5/5/2011

Region Forward - Catalyst for Change

<http://www.regionforward.org/bike-to-work-day-a-catalyst-for-a-permanent-change-in-commuting-patterns>

A Catalyst for a Permanent Change in Commuting Patterns

5/20/2011

Reston Patch

<http://reston.patch.com/articles/sunny-weather-large-turnout-on-bike-to-work-day>

Sunny Weather, Large Turnout on Bike to Work Day

5/18/2011

Reston Patch

<http://reston.patch.com/articles/a-good-day-to-ride>

A Good Day To Ride

September 9, 2011

5/19/2011

Rose Hill Patch

<http://rosehill.patch.com/articles/five-things-you-need-to-know-today-may-19-2011>

Five Things You Need To Know Today: May 19, 2011

5/20/2011

Rss SearchHub.com

<http://www.rsssearchhub.com/preview/section-reg-rss-KdKqdp/>

DC Bike to Work Day surpasses 10,000 rider goal

5/12/2011

Substance and Style

<http://substanceandstyledc.wordpress.com/2011/05/12/gear-up-bike-to-work/>

Gear Up! Bike to Work Day

5/9/2011

The City Fix

<http://thecityfix.com/research-recap-may-9-biking-to-work-urban-contiguity-power-of-marketplaces/>

Research Recap, May 9: Biking to Work, Urban Contiguity, Power of Marketplaces

5/20/2011

The Wash Cycle

<http://www.thewashcycle.com/2011/05/post-continues-to-push-the-follow-the-law-too-line.html>

Post continues to push the "Follow the law too" line

5/16/2011

The Wash Cycle - Mon. morning commute

<http://www.thewashcycle.com/2011/05/monday-morning-commute-bike-to-work-week.html>

Monday Morning Commute - Bike to work week

5/11/2011

The Wash Cycle - Wed. morning commute

<http://www.thewashcycle.com/2011/05/wednesday-morning-commute-k-street-rules.html>

Wednesday Morning Commute - Bike to work week

5/18/2011

The Wash Cycle - Wed. morning commute

<http://www.thewashcycle.com/2011/05/wednesday-morning-commute-silence.html>

Wednesday Morning Commute – Silence

5/20/2011

Topix Local News

[www.topix.com/state/dc](http://www.topix.com/state/dc)

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

USA Today

<http://www.usatoday.com/video/index.htm#/Commuters+dedicate+their+lifestyle+to+biking/89320847001>

Commuters dedicate their lifestyle to biking

September 9, 2011

4/11/2011

WHW All Things Hot in Washington

<http://whwweb.com/2011/04/bike-to-work-day-2011/>

Bike to Work Day 2011

5/20/2011

Washington Business Journal

[http://www.bizjournals.com/washington/morning\\_call/2011/05/bike-to-work-day-tops-10000-rider-goal.html](http://www.bizjournals.com/washington/morning_call/2011/05/bike-to-work-day-tops-10000-rider-goal.html)

DC Bike to Work Day surpasses 10,000 rider goal

5/20/2011

Washington Examiner

<http://washingtonexaminer.com/blogs/capital-land/2011/05/record-number-biked-work>

Record Number Biked to Work

5/24/2011

Washington Examiner

[http://washingtonexaminer.com/news/2011/05/bike-work-day-seeks-cut-smog-traffic?category=18&quicktabs\\_1=0](http://washingtonexaminer.com/news/2011/05/bike-work-day-seeks-cut-smog-traffic?category=18&quicktabs_1=0)

DC Bike to Work Day surpasses 10,000 rider goal

5/3/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/bike-edges-car-bus-in-commute-contest/2011/05/03/AFBSutfF\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/bike-edges-car-bus-in-commute-contest/2011/05/03/AFBSutfF_blog.html)

Bike edges car and bus in commute contest

5/18/2011

Washington Post - Dr. Gridlock

<http://www.washingtonpost.com/blogs/dr-gridlock>

Be safe on Friday's Bike to Work Day

5/20/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/cyclists-hit-the-road-for-bike-to-work-day/2011/05/20/AFRB6e7G\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/cyclists-hit-the-road-for-bike-to-work-day/2011/05/20/AFRB6e7G_blog.html)

Cyclists hit the road for Bike to Work day

5/19/2011

Washington Post - Dr. Gridlock

[http://www.washingtonpost.com/blogs/dr-gridlock/post/be-safe-on-fridays-bike-to-work-day/2011/05/18/AFxQ0a6G\\_blog.html](http://www.washingtonpost.com/blogs/dr-gridlock/post/be-safe-on-fridays-bike-to-work-day/2011/05/18/AFxQ0a6G_blog.html)

Be Safe on Bike To Work Day

5/21/2011

Washington Post - Local

[http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G\\_story.html](http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G_story.html)

Safety reminders for Bike to Work Day



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5/10/2011

Washington Post - National

<http://www.therepublic.com/view/story/a260ed70e534429ea187b2d6f3b8d4c4/MD--Bike-to-Work/>  
Bike to Work Day organizers seek two-wheeled commuters for May 20 event

5/19/2011

Washington Post - Post Local

[http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G\\_story.html](http://www.washingtonpost.com/local/safety-reminders-for-bike-to-work-day/2011/05/18/AFWETn6G_story.html)  
Safety reminders for Bike to Work Day

5/17/2011

Washington Post - Post Opinions

[http://www.washingtonpost.com/blogs/all-opinions-are-local/post/the-best-bike-to-work-gear/2011/03/09/AFIqcq5G\\_blog.html](http://www.washingtonpost.com/blogs/all-opinions-are-local/post/the-best-bike-to-work-gear/2011/03/09/AFIqcq5G_blog.html)  
The best bike-to-work gear

5/18/2011

Washington Post - Post Opinions

[http://www.washingtonpost.com/blogs/the-buzz/post/lunchline-scratching-that-competitive-itch/2011/05/19/AFkaQE7G\\_blog.html](http://www.washingtonpost.com/blogs/the-buzz/post/lunchline-scratching-that-competitive-itch/2011/05/19/AFkaQE7G_blog.html)  
Friday morning is going to be interesting

5/15/2011

Washington Times

<http://www.washingtontimes.com/news/2011/may/15/bike-to-work-week-to-bring-riders-to-city-streets/?page=1>  
Bike to Work Week to bring riders to city streets

5/20/2011

WashingtonPost.com National

[http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G\\_story.html?wprss=](http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G_story.html?wprss=)  
DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels inste

5/19/2011

Wheaton Patch

<http://wheaton-md.patch.com/articles/wheaton-to-dc-one-route-for-bike-to-work-day>  
Wheaton to D.C. - One Route for Bike to Work Day

5/20/2011

XVE-3

<http://xve3.info/?p=8492>  
DC Bike to Work Day surpasses 10,000 rider goal

5/6/2011

Yahoo Sports

<http://sports.yahoo.com/sc/news?slug=ycn-8428521>  
Bike to Work Day in Cumberland, Maryland: The event is May 20

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5/6/2011

Yahoo Sports

<http://sports.yahoo.com/sc/news?slug=ycn-8428521>

Bike to Work Day in Cumberland, Maryland: The event is May 20

5/20/2011

goDCgo

<http://godcgo.com/home/get-me-there/tools-to-get-around/events/vw/3/itemid/57/d/20110520.aspx>

Events: Bike to Work Day 2011

## Television

5/18/2011

My Fox DC (includes video coverage)

Michael Farrell - Bike preparedness

<http://www.myfoxdc.com/dpp/mornings/bike-to-work-day-051811>

5/20/2011

My Fox DC article

Bike To Work Day Seeks To Cut Smog, Traffic

<http://www.myfoxdc.com/dpp/news/local/bike-to-work-day-seeks-to-cut-smog-traffic-052011>

5/20/2011

CBS News Baltimore

D.C. Bike To Work Day Surpasses 10,000 Rider Goal

<http://baltimore.cbslocal.com/2011/05/20/bike-to-work-day-seeks-to-cut-smog-traffic/>

5/20/2011

Maryland - Local news headlines (link to CBS)

DC Bike to Work Day surpasses 10,000 rider goal

<http://localxoo.com/maryland/2011/05/20/d-c-bike-to-work-day-surpasses-10000-rider-goal/>

5/20/2011

WBFF Fox 45 Baltimore

DC Bike to Work Day surpasses 10,000 rider goal

[http://www.foxbaltimore.com/template/inews\\_wire/wires.regional.md/267919fb-www.foxbaltimore.com.shtml](http://www.foxbaltimore.com/template/inews_wire/wires.regional.md/267919fb-www.foxbaltimore.com.shtml)

5/20/2011

WSLS 10 (NBC)

DC Bike to Work Day surpasses 10,000 rider goal

<http://www2.wsls.com/news/2011/may/20/dc-bike-to-work-day-surpasses-10000-rider-goal-ar-1057426/>

5/20/2011

WJLA - abc7

Bike to Work Day is today!

<http://www.wjla.com/articles/2011/05/bike-to-work-day-is-today--61067.html>

5/20/2011

NBC Washington ( incl. TV -video Mayor & Lincoln)

11,000 Hit the Streets for Bike to Work Day

<http://www.nbcwashington.com/the-scene/events/11000-Hit-the-Streets-for-Bike-to-Work-Day-122384369.html>

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## Radio

5/20/2011  
WAMU  
Calendar

WMAL  
News  
[http://wamu.org/news/11/05/20/commuters\\_take\\_to\\_twowheelers\\_for\\_bike\\_to\\_work\\_day.php](http://wamu.org/news/11/05/20/commuters_take_to_twowheelers_for_bike_to_work_day.php)

WMAL  
News  
[www.wmal.com/article.asp?id=2191985&spid=40282](http://www.wmal.com/article.asp?id=2191985&spid=40282)

WTOP  
News  
[www.wtop.com/?nid=41&sid=2376403](http://www.wtop.com/?nid=41&sid=2376403)

WTOP  
News  
[www.wtop.com/?nid=41&sid=2391822](http://www.wtop.com/?nid=41&sid=2391822)

WTOP  
News  
[www.wtop.com/?nid=41&sid=2390268](http://www.wtop.com/?nid=41&sid=2390268)

WRQX  
Spectrum Show with Tom Grooms - Nick Ramfos mentions BTWD

## Blogs and Social Media, 4690 entries (Bike to Work Day + DC search)

5/11/2011  
FABB Blog  
Long commute? Try biking part of your route on Bike to Work Day  
<http://fabb-bikes.blogspot.com/>

5/19/2011  
ShesSavvyBlog  
Things to Do: Bike to Work Day 2011  
<http://shessavvyblog.blogspot.com/2011/05/things-to-do-bike-to-work-day-2010.html>

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5/17/2011

Susie's Budget Corner

Friday is Bike to Work Day - join in, have fun, get fit, be green

<http://susiecambria.blogspot.com/2011/05/friday-is-bike-to-work-day-join-in-have.html>

5/20/2011

Washington Examiner - Capital Land

Record number Biked to Work

<http://washingtonexaminer.com/blogs/capital-land/2011/05/record-number-biked-work>

5/20/2011

League of American Bicyclists

Bike to Work Day in Washington, DC

<http://www.bikeleague.org/blog/2011/05/bike-to-work-day-in-the-nations-capital/>

5/19/2011

The 42

Bike to Work Day is Tommorrow

<http://the42bus.blogspot.com/2011/05/bike-to-work-day-is-tomorrow.html>

5/16/2011

W&OD Trail Report (Calendar Listing)

Bike to Work Day

<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

5/20/2011

DC Streets Blog

Scenes From National Bike to Work Day

<http://dc.streetsblog.org/2011/05/20/scenes-from-national-bike-to-work-day/>

5/13/2011

Frederick Memorial Hospital Blog

Celebrate Bike Month — Safely!

<http://blog.fmh.org/>

5/13/2011

Greenversations.com

Bike to Work Day—Who's In?

<http://blog.epa.gov/blog/2011/05/13/biketoworkday-whosin/>

5/24/2011

Gwadzilla

There is a History of Rain on Bike to Work Day

<http://gwadzilla.blogspot.com/2011/05/there-is-history-of-rain-on-bike-to.html>

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5/18/2011

Smart Planet

Four ways Washington D.C. is becoming a bike-friendly city

<http://www.smartplanet.com/blog/cities/four-ways-washington-dc-is-becoming-a-bike-friendly-city/569>

5/9/2011

W&OD Trail Report (Calendar Listing)

Bike to Work Day

<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

5/20/2011

Washington City Paper

Bike to Work Day

<http://www.washingtoncitypaper.com/blogs/citydesk/2011/05/20/the-needle-this-could-be-the-last-edition-edition/>

5/20/2011

Twitter

DC Bike to Work Day surpasses 10,000 rider goal

<http://twitter.com/#!/wiznews/status/71685564964941824>

5/25/2011

CommuterPage Blog

Skeptics winner to be announced at Bike to Work Day

<http://www.commuterpageblog.com/2011/05/skeptics-winner-to-be-announced-at-bike-to-work-day.html>

5/23/2011

Center for Environmental Innovation and Leadership

Bike to Work Day

<http://blog.ceileadership.org/2011/05/dc-bike-work-day/>

4/6/2011

Greater Greater Washington Blog

Breakfast links

<http://greatergreaterwashington.org/post/9975/breakfast-links-nothing-is-the-same/>

5/13/2011

Greater Greater Washington

On the calendar: Bike to Work, Bike DC, Bikeshare expansion

<http://greatergreaterwashington.org/post/10456/on-the-calendar-bike-to-work-bike-dc-bikeshare-expansion/>

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4/12/2011

Region Forward - Get Trendy

The Morning Measure: Get trendy – bike to work

<http://www.regionforward.org/the-morning-measure-get-trendy-bike-to-work>

5/16/2011

Region Forward - Smorgasbord

The Morning Measure: Spring Summary: The latest addition to the Region Forward smorgasbord!

<http://www.regionforward.org/the-morning-measure-spring-summary-the-latest-addition-to-the-region-forward-smorgasbord>