

**Metropolitan Washington Council of Governments  
FY 2014 First Half Marketing Campaign Summary  
Final Report  
March 18, 2014**

## Introduction

The Commuter Connections' marketing campaign was built on the organization's extensive research and experience. The FY2014 Marketing Communications Plan and Schedule, distributed to network members in September 2013, established the groundwork for FY2014 marketing efforts. The strategy behind the marketing campaign reflects the current state of events for the regions' commuters 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 contribute to the planned strategy for FY2014, to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The first half of FY2014 Regional Marketing Campaign includes the following:

- The continuation of the spring FY2013 marketing campaign that emphasizes the cost savings of ridesharing and reminds commuters that GRH is a safety net in the event they get left stranded at work due to unscheduled emergencies or directed overtime.
- The extension and promotion of Car Free Days offered an opportunity to explore transportation alternatives over a three day period, not just as a commute option. For the second year in a row, the Washington metropolitan region celebrated Car Free Days,

over a weekend. Residents across the region were asked to examine and reconsider transportation choices made on a daily basis to go car free or car-lite for up to three days.

- Newsletters that provide a number of articles focusing on various TDM and transportation issues and updates.
- Co-branding with Virginia MegaProjects with online and radio messages.
- A nominations brochure for the Employer Recognition Awards.
- The development of an exciting new umbrella campaign to be launched in February 2014.

### 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 (MWCOCG). Commuter Connections offers free services to those who work in the Washington metropolitan 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:

Arlington County Commuter Services  
Annapolis Regional Transportation Management Association (ARTMA)  
Bethesda Transportation Solutions (BTS)  
City of Alexandria  
District Department of Transportation (DDOT)  
Dulles Area Transportation Association (DATA)  
Fairfax City  
Fairfax Connector  
Fairfax County Office of Transportation (FDOT)  
General Services Administration (GSA)  
GW Ride Connect  
LINK  
Loudoun County Office of Transportation Services  
Maryland Department of Transportation (MDOT)

Maryland State Highway Administration  
Maryland Transit Administration (MTA)  
Montgomery County Commuter Services  
Montgomery County Ride On  
National Institutes of Health (NIH)

North Bethesda Transportation Center (NBTC)  
Northern Neck Rideshare/PDC  
Northern Virginia Transportation Commission (NVTC)  
Potomac and Rappahannock Transportation Commission (PRTC)  
Prince George's County Department of Transportation  
Rappahannock Area Development Commission (RADCO)  
Rappahannock-Rapidan Regional Commission (RRRC)  
TransIT Services of Frederick County  
Tri-County Council for Southern Maryland  
Tysons Partnership Transportation Council (TyTran)  
Virginia Department of Rail and Public Transportation (VDRPT)  
Virginia Department of Transportation (VDOT)  
Virginia Railway Express (VRE)  
vRide  
Washington Area Bicyclist Association (WABA)  
Washington Metropolitan Area Transit Authority (WMATA)

### **Cornerstones of the Marketing Program**

The key services that are featured in the marketing messages are the GRH and Ridematching programs. Both 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 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 it as the region's primary resource for drive alone alternatives.

- Promote awareness of Ridematching services among commuters and increase applications.
- Promote awareness of the GRH service among commuters and increase applications.
- Use special events such as Car Free Days and Bike to Work 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.

## Special Events

### Car Free Days

The metropolitan Washington region received 4,188 pledges to “PARK IT” or go Car-Lite on Car Free Day, September 20-22. Registrants pledged to rely less on their cars by riding metro, bicycling, carpooling, vanpooling, walking or teleworking. Car Free Day is recognized internationally, where commuters pledge to leave their car at home for the day, and ride a train, bus, bicycle, subway, telework, or walk to work. People could also go “car lite” by carpooling or vanpooling.

The screenshot shows the Car Free Days Metro DC website. At the top, it says "CAR FREE DAYS METRO DC" and "September 20-22, 2013". A navigation bar includes links for HOME, WHAT (Is car free day?), HOW (to be car free?), EVENTS (prices and promotions), NEWS, SPONSORS, and CONTACT (drop us a line). Below the navigation bar is a photo of people on bicycles. To the right of the photo is a "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE" section with a "Car Free Day Pledge Count" of 4188 and a note: "Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013...and counting!". The main headline reads "PARK IT. for a whole day or more, September 20-22, 2013". Below this, it says: "Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013." and "Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit. Pledge even if you're already using these transportation alternatives." On the right side, there is a social media widget for Facebook showing a post from Praveen Teegula who won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.

## Media Objectives

The campaign raised public awareness of Car Free Days 2013 and challenged drivers to leave their cars home for the day and go car free, or reduce the number of trips taken or carpool and go car-lite. A family-friendly focus was placed on the campaign to ask drivers to consider the same alternative options they make for their weekday commute for their weekend errands.

In addition to paid media of radio and text messaging, posters, bus cards and sides, email blasts, banner ads, social media and an earned media effort were created to bring attention to this event and drive the public to [www.carfreemetrodc.org](http://www.carfreemetrodc.org) to make a pledge to go car free.

### Target market:

- All drivers.

### Geographic Targeting

Washington D.C. DMA

<b>Car Free Day Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>
Radio	\$39,555	\$46,536
Text Messaging	\$400	\$471
<b>Total Budget</b>	<b>\$39,955</b>	<b>\$47,007</b>

## Car Free Days Logo and Poster

Previously effective graphics used in prior Car Free Day campaigns were updated and applied again to promote the 2013 event. The visual elements for the campaign were derived from the Car Free Day poster and the updated Car Free Day logo. Messaging requested drivers to “Park It” for the day with a call to action to go car-lite if it wasn’t possible to go car free. A parked car was decorated with fun suggestions of what could be done to celebrate the day while leaving the car at home.



# PARK IT.

for a whole day or more, September 20-22, 2013

**CAR  
FREE  
DAYS**  
METRO DC  
SEPT 20-22  
2013

friday through sunday  
(the whole weekend!)

TAKE THE FREE PLEDGE AT  
[WWW.CARFREEMETRODC.ORG](http://WWW.CARFREEMETRODC.ORG)  
FOR A CHANCE TO WIN AN iPad  
& OTHER GREAT PRIZES!



**COMMUTER CONNECTIONS**

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

800.745.RIDE





## Email Blast

Email blast was sent to ninr parenting listservs, reaching an estimated 2,500 email accounts in the region.

Listsersvs

Bolling Air Force	Maryland Military Group
Military Deployed Soliders	Maryland Military Men
Military Families	VA Military Retiree's Association
Military Women	Virginia Military Spouses
Military Retirees	

## Radio

Radio was the primary mode used to inform the public of Car Free Days and to encourage them to pledge to go car free or car-lite for the day. A diverse set of radio stations was selected for the campaign in order to reach the general driving population of the region. Car Free Days aired on the following:

WBIG (100.3 FM, Oldies/Classic Hits) WWDC (DC 101 FM, Classic Rock)

WTOP (News)

WWDC and WBIG provided home page takeovers, with various sized online banners positioned on their web sites for one day each.

WTOP provided 15 total no-charge :60 second spots over the 3-week schedule. A \$1,125 in value that's 4.89% of WTOP's total budget.

A :60 second radio spot was created for Car Free Day to encourage listeners to make the pledge to "uncar" on September 22 by going to [www.carfreemetrodc.com](http://www.carfreemetrodc.com).

### ***Car Free Day::60— DREAM***

Listeners were urged to get more out of life and spend less of it in traffic. Through the use of restful sound effects contrasted to typical traffic noises, listeners were reminded of what's passing them by as they sit in traffic. They were encouraged to make the pledge to go car free or car-lite September 20-22.

## Text Messages

When people pledged at [carfreemetrodc.org](http://www.carfreemetrodc.org), they could opt-in to receive text messages about the event. Text messaging was then used to remind people who pledged to encourage their friends, family, and co-workers to pledge to do as well.

Messages were sent on September 8, 14, and 19 to almost 2,750 opted-in cell phone numbers. The messages sent were:

September 16:

Get ready to Park it Sept 20-22 & enjoy a day or more going Car Free or Car-Lite in Metro DC. Get your friends & family to pledge at <http://www.carfreemetrodc.org>

September 18:

Thanks for pledging to go Car Free for a day or more Sept 20-22. You may win an iPad! Get your friends & family to pledge at <http://www.carfreemetrodc.org>

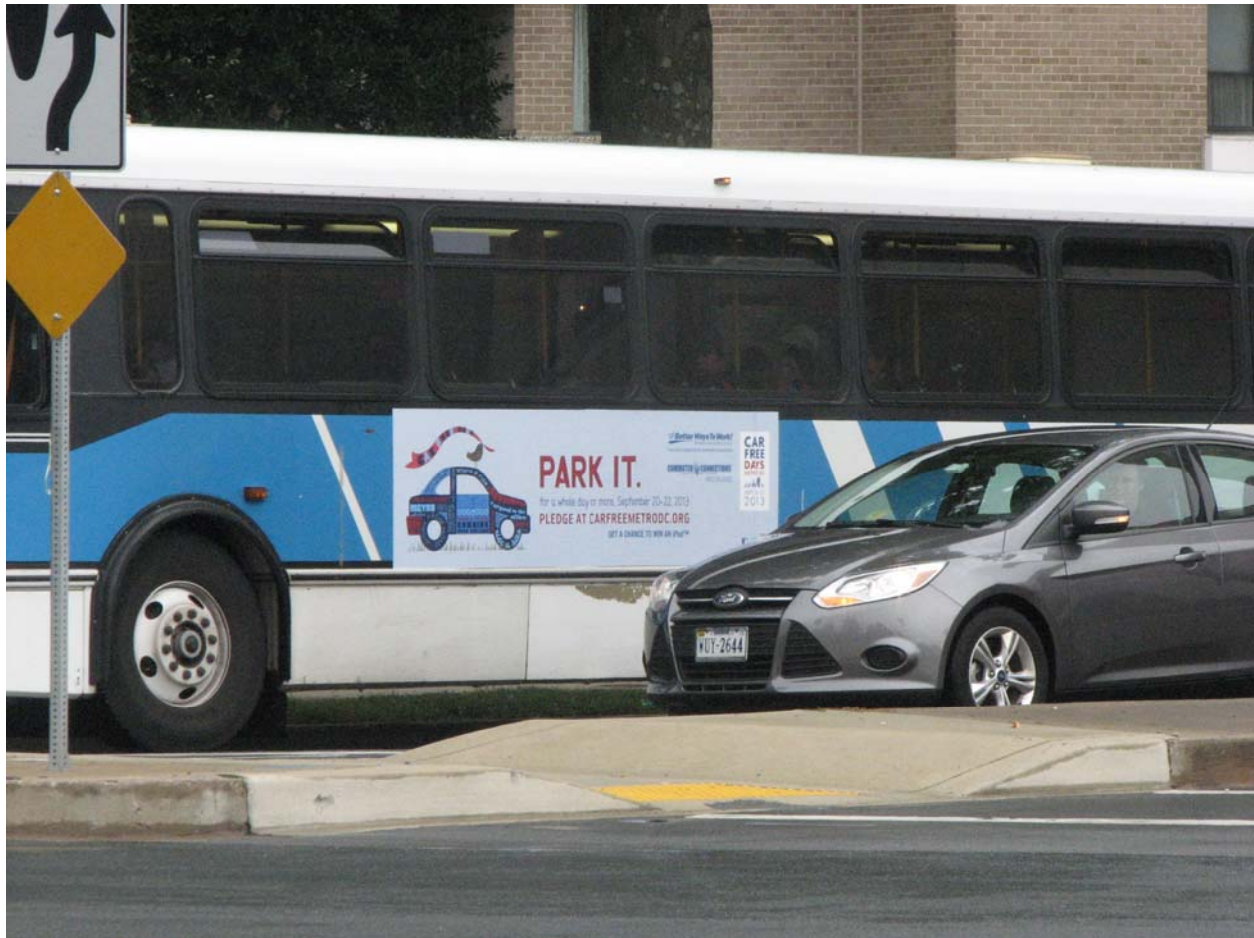
September 20:

Today thru Sunday is Car Free Days, ask your neighbors to join pledging at <http://www.carfreemetrodc.org> for a chance at an iPad and more great prizes!

## Transit Signage

Free transit ad space was donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services and WMATA. Quick Response (QR) codes were placed on interior cards to allow smartphone users to directly connect to the Car Free Day pledge page via the QR code.

- 40 Arlington Bus Cards
- 70 Fairfax Connector Bus Tails
- 50 Montgomery Country Bus Shelters
- 20 Montgomery County Bus Kings
- 10 Montgomery County Jr Bus Kings
- 200 WMATA Bus Cards



## Earned Media

Media coverage of CFD was through a collaborative, coordinated media outreach effort with COG's Office of Public Affairs.

A strategic calendar of media releases was designed to build momentum, beginning with a calendar listing one month ahead and continuing with two press releases, each focused on a different benefit of participation and highlighted new features for the 2013 event. The team promoted the following press releases to newspapers, magazines, radio and television stations, and social media:

- Calendar Listing – August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the event, including regional Patches, goDCgo, Washington Post, and El Tiempo Latino.
- Press Release #1: August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the availability of online registration for the three-day event.
- Press Release #2: September, 2013; *Going Car Free Goes Interactive* promoted sponsors and prizes, discussed PARK(ing) Day, and encouraged participants to share their experiences using social media. Also mentioned was Commuter Connections' planned live Twitter chat with Clean Air Partners.

A robust and coordinated media pitch followed distribution of each release, with direct contact with media outlets throughout the region. The publicity team secured interviews and placed news stories.

As a result of these efforts, the following took place:

- 73 media placements. See Appendix C, Car Free Days Media Placements for the full listing.
  - 2 Radio interviews with Nicholas Ramfos (Total Traffic; WTOP)
  - 22 Print/Online
  - 49 Social media, including Facebook, Twitter, Instagram
- Coverage through association with RAMW: "Offer a Promotion on Car Free Day, Attract New Customers and Place Your Logo on Car Free Day Website".
- New supporter: Adams Morgan BID ran CFD sponsorship opportunity in its newsletter.
- New supporter: NoMa BID ran "Car Free Days – Make the Pledge" article in its newsletter

## Social Media

A Car Free Days Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Days was “liked” by over 3,500 Facebook fans.

**Car Free Day**  
3,595 likes · 5 talking about this

Non-Profit Organization  
Car Free Day 2013 will be celebrated for three consecutive days this year: Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days.

Highlights

**Car Free Day**  
October 23 (4)

Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.

1 Friend  
Likes Car Free Day

Invite Your Friends to Like This Page  
Type a friend's name...

- Paul Clarrochi
- Kathryn Brown Hindall
- Patty Haggerty

Likes

- Commuter Connections
- World CarFree Day
- National Capital Region Transportation Planning Board
- Bike to Work Day

Twitter was used to promote Car Free Days activities in the region as well as sponsors. Car Free Days had 406 followers on Twitter.

**PARK IT.**  
for a whole day or more.  
September 20-22, 2013

**Commuter Connections**  
@CarFreeMetroDC  
Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

156 TWEETS 63 FOLLOWING 421 FOLLOWERS

**Tweets**

**Commuter Connections** @CarFreeMetroDC 25 Oct  
Praveen won a year membership to @bikeshare, 1-day @car2goDC & @beatsbydre, courtesy @RideSouDC for @CarFreeMetroDC  
pic.twitter.com/5hVAboKT57

**Commuter Connections** @CarFreeMetroDC 11 Oct  
Gulcan Akgul is the grand prize winner of an iPad (fromTri-County Council for SoMD & MD Transit Admin) for participating in Car Free Days 2013

**Chuck Bean** @ChuckTheRegion  
COG ED @Transportation Director enjoying #CarFree Day at rush hour #MetroDC @CarFreeMetroDC @regionforward  
pic.twitter.com/wGjngon1o

Car Free Diet @CarFreeDiet 23 Sep

## Prizes

Each person who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following donated prizes. A press release was sent out about businesses who donated prizes.

- **Apple® iPad™**—courtesy Tri-County Council for Southern Maryland and Maryland Transit Administration
- **\$250 gift certificate**, courtesy BicycleSPACE
- **Bikeshare** – annual memberships, courtesy Capital Bikeshare
- **CarSharing** – free one day car rental, courtesy car2go
- **CarSharing** – one year membership fee waived, courtesy ZipCar
- **Commuter Rail** – train passes, courtesy Maryland Transit Administration and Virginia Railway Express
- **Restaurant** – \$25 gift cards, courtesy Mellow Mushroom of Adams Morgan
- **SmarTrip** – cards loaded with \$25 of fare, courtesy WMATA (Metro)
- **Carless Commute package #1** - One year membership to Capital BikeShare plus a set of [Urbeats headphones](#), courtesy [RideScout](#)
- **Carless Commute package #2** – One day car2go rental including registration fee (max 150 miles), plus a set of [Urbeats headphones](#), courtesy [RideScout](#)
- **Coworking office space** - Single open desk at Rosslyn or Dupont locations for month of November, courtesy of [UberOffices](#)

## Summary

In September, over 4,000 took the pledge to go Car Free or Car-Lite, about a third from each State. The top three jurisdictions were in order: District of Columbia, Montgomery County and Fairfax County.

The breakdown by mode is as follows:

Transit 45%  
Walking 23%  
Bicycling 18%  
Carpool/vanpool 7%  
Telework 4%  
Other 2%

Half of the people who pledged were already using transportation alternatives

The SOV group reduced their driving by 64,488 miles



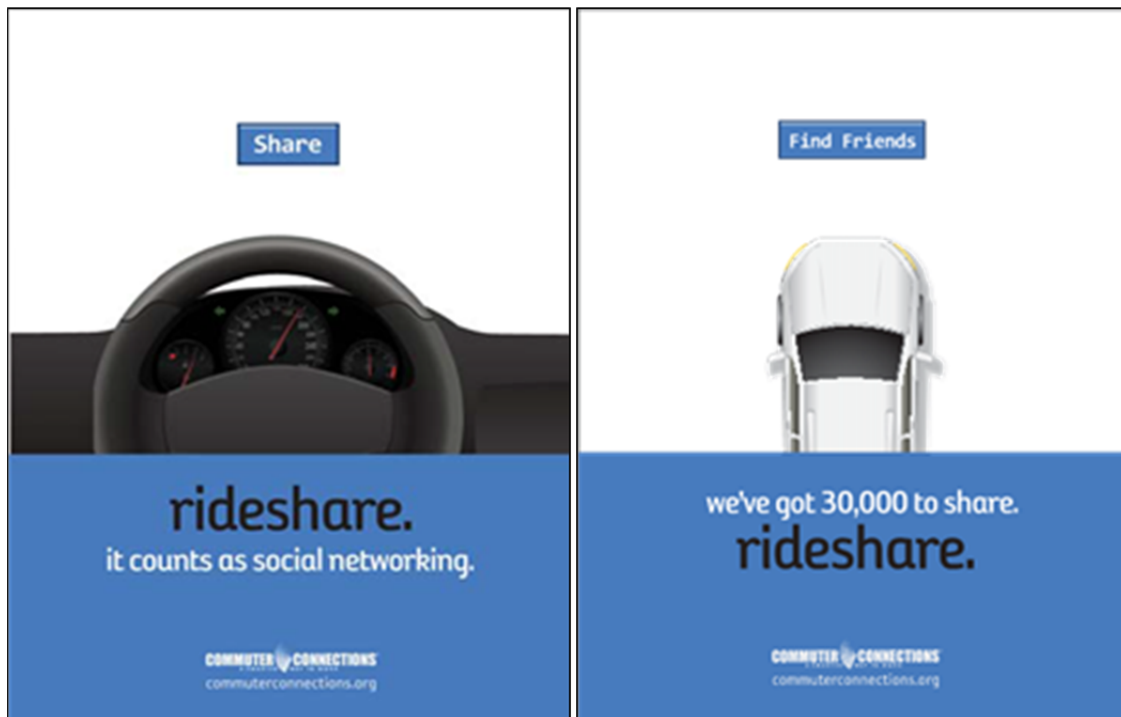
## Fall Umbrella Campaign

### Brand Character

The Commuter Connections network wants to be perceived as a network of organizations working to improve commutes. Through 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 region in a positive manner through less traffic congestion and cleaner air.

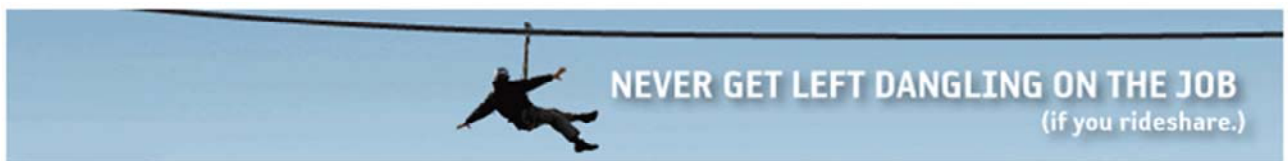
### Messaging Strategy

The first half of the FY2014 campaign built on the messaging strategy started in the spring of 2013 to promote ridesharing as a an option with real savings with the added benefit of real conversation. 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.



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. For Guaranteed Ride Home, the first half of the FY2014 campaign promotes GRH as a “safety net” for your commute, elevating ridesharing to a no-risk commute alternative.

Live :15s and :30s radio reads and online banner ads, reinforce the message that in case of emergency or a need to stay late at work arises, GRH provides a guaranteed way to get home, so you’re not left dangling.



## Media Objectives: Rideshare

The campaign to promote the Ridematching program used a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis was placed on middle and outer ring commuters. For long distance commuters with fewer public transit stations available, ridesharing is an ideal option.

**Target market** (from FY2012 Commuter Connections Applicant Database Annual Placement Survey Report):

- ☐ 25-64 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

<b>Rideshare Fall Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>
Radio	\$217,008	\$235,303
Television	\$51,000	\$ 60,000
Pandora Web & Mobile	\$22,000	\$22,000
YuMe Banner Ads	\$25,000	\$25,000
<b>Total Budget</b>	<b>\$315,007</b>	<b>\$342,303</b>

## Media Objectives: Guaranteed Ride Home

The GRH campaign focused on generating interest in transportation alternatives by SOV drivers who are self-deterred from switching modes, due to concerns about being stranded at work during an emergency or illness. Secondly the GRH marketing aims to reinforce to people currently using alternatives that the program is available to support continued use of such modes.

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

- 35-54 years old (88%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

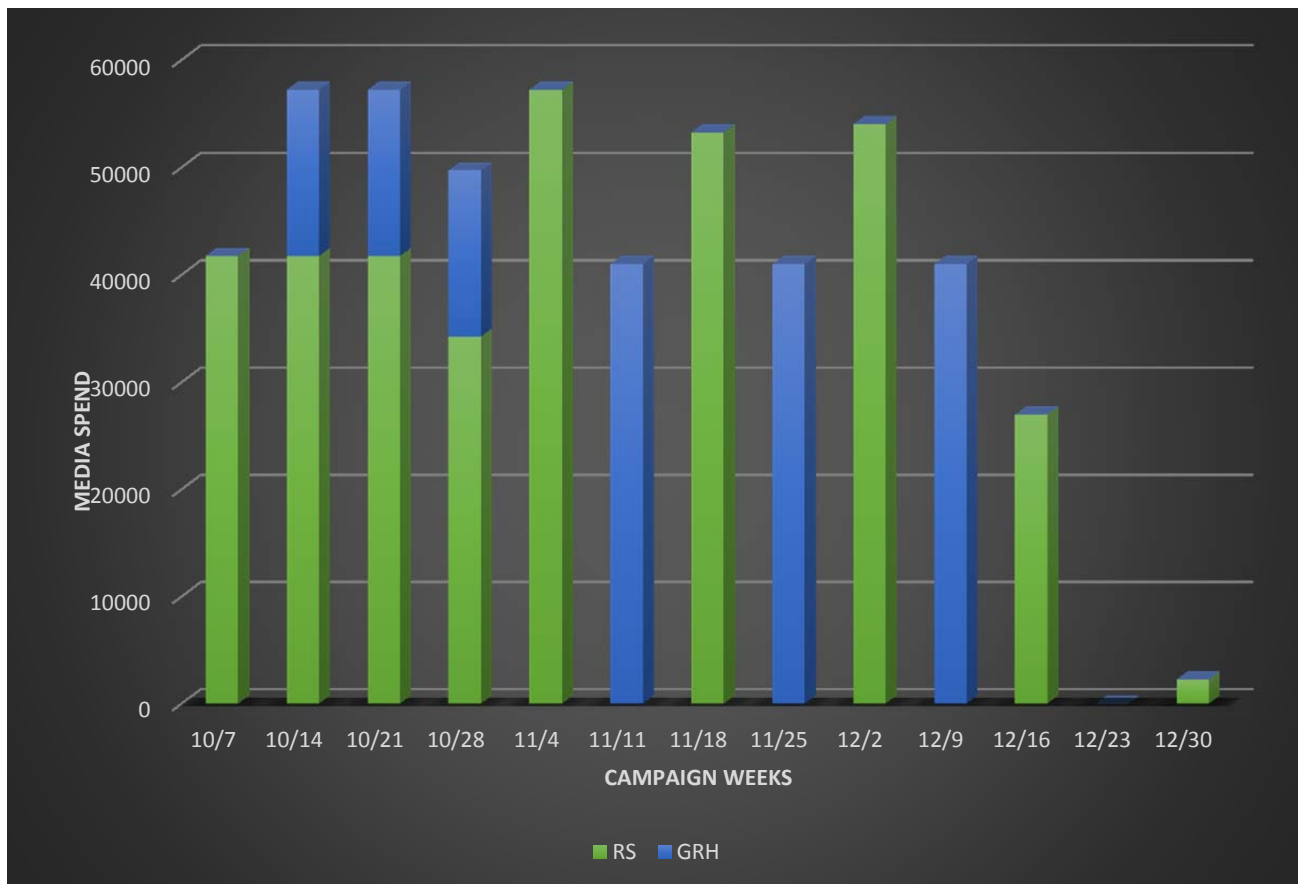
### Geographic Targeting

Washington D.C. DMA

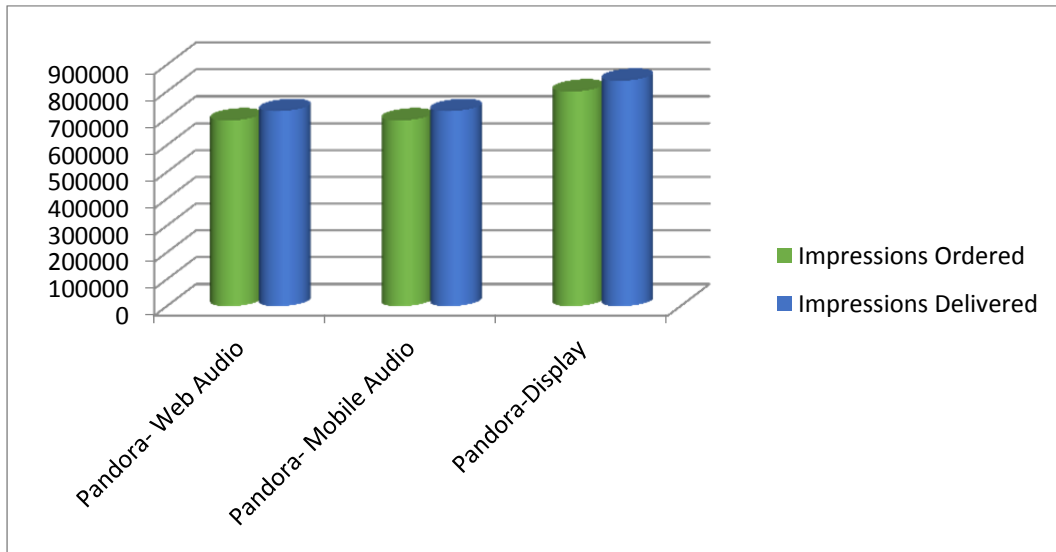
<b>GRH Fall Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>
Radio	\$131,410	\$154,600
YuMe Banner Ads	\$7,693	\$9,051
<b>Total Budget</b>	<b>\$139,103</b>	<b>\$163,651</b>

## Fall Media Campaigns

The Fall Umbrella campaign, promoting Ridesharing and GRH, started at the beginning of October 2013 and ran through December. Radio was the anchor media with spots running continuously for ten weeks. Television, online banner ads and audio/mobile/tablet ads rounded out the campaign.



**Campaign Final Results – October 7-November 7, 2013**



Clicks recorded:

547 from Mobile Web audio banner ads

13,867 from Mobile audio Banner ads

10,064 from Mobile display banner everywhere

**YuMe Campaign Results to date – October 7-November 11, 2013**

YuMe	Contracted Impressions	YuMe Imp/TD	Clicks	75% Views	100% Views	Companion banner Imp/TD	Companion banner clicks/TD	CTR	AVCR
Pre-roll-RS	256,410	132,890	1,343	98,278	91,322	23,857	6	1.01%	82%
Pre-roll-GRH		3,156	5	2,500	2,336	630		0.16%	85%
Mobile pre-roll-RS	259,740	129,902	1,148	86,016	80,926			0.88%	72%
Mobile pre-roll-GRH		3,093	26	2,423	2,200			0.84%	82%
Pre-roll 35-64-RS	1,071,429	530,003	4,094	406,196	375,379	88,632	44	0.77%	84%
Pre-roll 35-64-GRH		13,111	30	10,573	9,924	2,559		0.23%	87%

## Value Add Promotions

In addition to paid media spots, over \$98,600, an additional 22%, was negotiated in no charge promotional media value. The value add provided by the radio stations, Pandora and YuMe, during the fall 2014 campaign was split promoting Rideshare, GRH, 'Pool Rewards, MWCOG new Website (25%) and Virginia DOT messaging (25%). Five, ten and fifteen second promotional spots ran on radio stations in addition to rotating Rideshare, GRH and Megaprojects banner ads on the websites for WBIG, DC101 and autofill on Pandora and YuMe.

Listeners were reminded of the cost-saving benefits of ridesharing through no charge spots and reduced rates provided by WFMD, WFRE, WFLS, WTOP, ESPN, WBIG and DC101. NBC4 married :05 Commuter Connections tags to :10 traffic reports for the television campaign.



<http://youtu.be/XIjp3G352HU>

## Ridematching and GRH Campaigns

Radio was the anchor medium for the Rideshare and GRH umbrella campaigns during fall 2014. The focus was on exurb stations and D.C. news, sports and rock stations. Support messaging aired on TV during Rideshare weeks and alternative media to reach mobile, internet and tablet users. Both campaigns also reached out to Spanish-speaking commuters with spots running on powerhouse station El Zol. The campaigns ran on the following media outlets:

Rideshare and GRH media outlets:

- WAFY/WWEG\* (103/106.9 AC/Classic Hits)
- WPGC\* (95.5 Urban AC)
- WFLS\*(93.3 Country)
- WFRE\* (99.9 Country)
- WFMD\* (930AM News Talk)
- WTOP\*\*(103.5 News)
- WLZL\* – El Zol (107.9 Spanish)
- NBC4\* (ABC News 7)
- Pandora Radio\*
- YuMe Premium Network\*
- YuMe Mobile/Tablet\*
- ESPN (980 Sports)
- WBIG (100.3 Classic Rock)
- WWDC (DC101,101.1, Rock Alternative)

**Note:** October 7 – November 3, 2013, Rideshare and GRH were airing simultaneously with GRH starting a week later than Rideshare. Those \* above were originally airing only the Rideshare message with the exception of WTOP. WTOP was airing both Rideshare and GRH messages this year. Starting November 4<sup>th</sup>, the campaign messages were split up by weeks. All media outlets (except NBC4 which aired only RS spots) began alternating message weeks starting with Rideshare messages and banner ads the week of 11/4 and continuing with the weeks of 11/18, 12/2, and 12/16. GRH messages aired the weeks of 11/11, 11/25, and 12/9.



## Radio

The following spots promoted the Ridematching program this fall:

### ***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? Mak 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 eclado.

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. Conversacion verdadera

¡Y claro!...ahorros de verdad.

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

Commuter Connections te facilita conexión garuita con personas ques 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

### ***Ridesharing: :30 “Rideshare for Real 2” English***

Person 1: 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 [Commuter Connections dot org](http://CommuterConnections dot org) or call 800-745-RIDE.

The following spots promoted GRH this fall:

***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.

***Guaranteed Ride Home: live :30 reads Dangling 4***

Hello? Hello? Anybody there? Helloooo... Don't be left dangling at work! If you rideshare with regularity, you're eligible for a free Guaranteed Ride Home through Commuter Connections if an emergency or unscheduled overtime occurs. Sign up for free at [commuterconnections.org](http://commuterconnections.org), that's [commuter connections.org](http://commuterconnections.org) or call 800-745-RIDE. You'll never be left again...dangling... (Hello?) Guaranteed... Ride. Home. At [commuterconnections.org](http://commuterconnections.org)

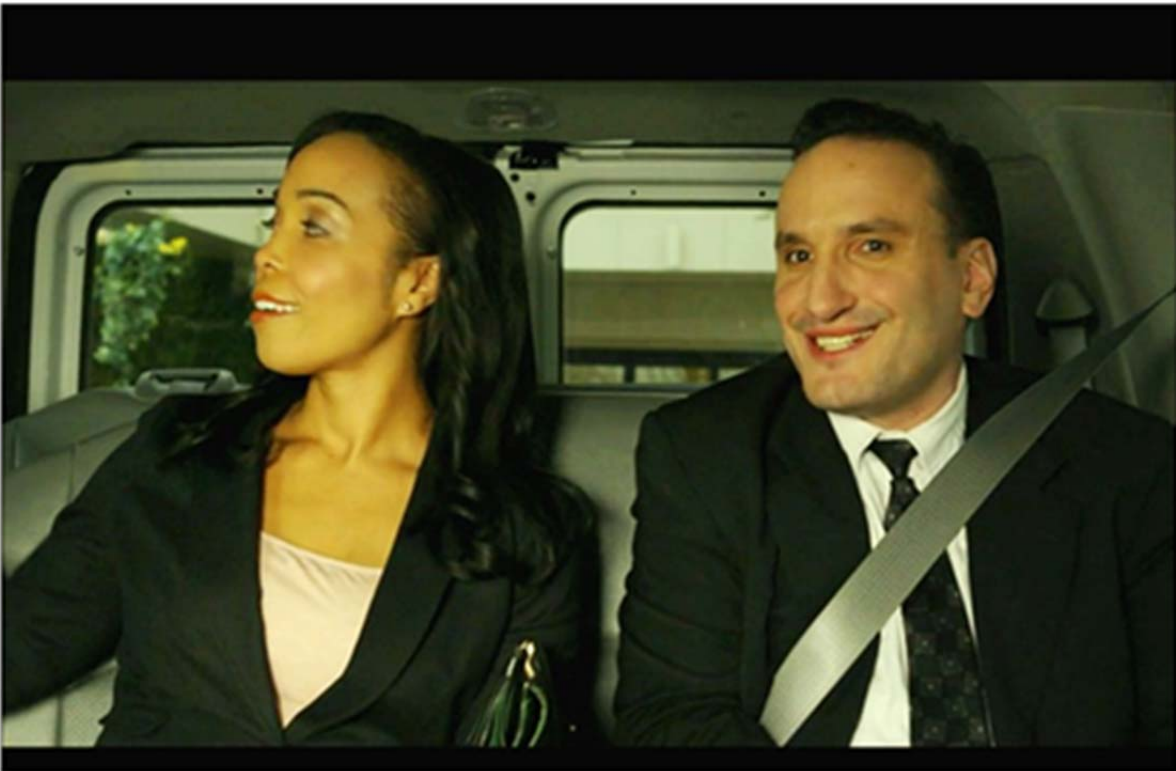
***Guaranteed Ride Home: recorded :30 Spanish Dangling***

¿Hola? ¿Hola? ¿Hay alguien ahí? ¡No te quedes varado en el trabajo! Si compartes tu viaje regularmente pero se produce una emergencia o tienes que trabajar tiempo extra, puedes calificar para recibir un viaje a casa gratis y garantizado, a través de Commuter

## Television - Rideshare

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 NBC4.



## Internet & Mobile/Tablet Advertising

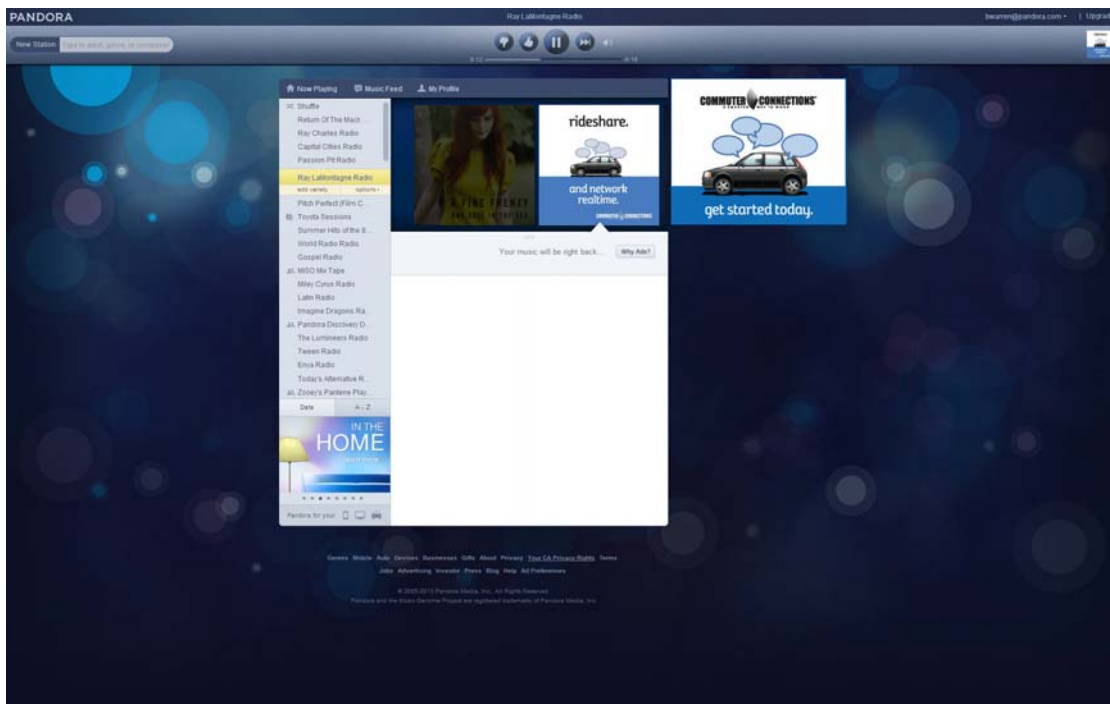
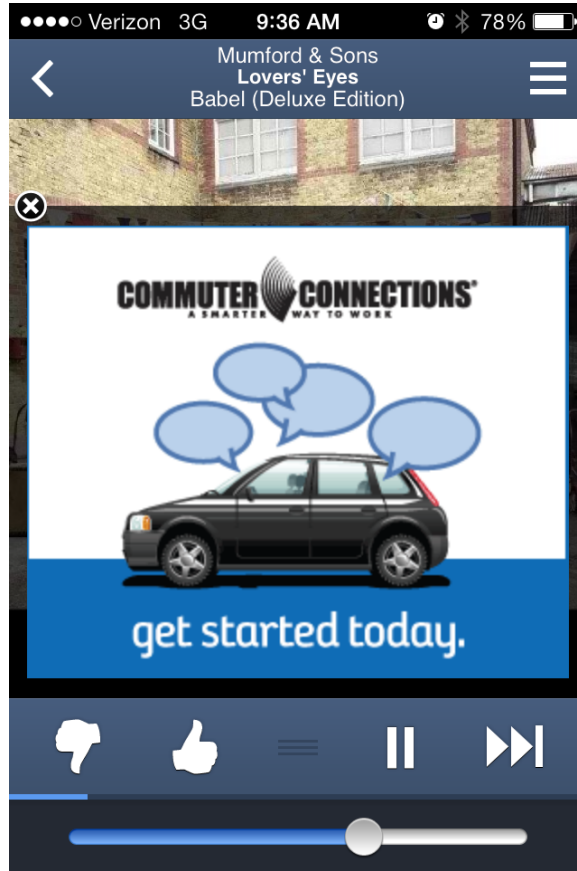
A new approach in the fall umbrella campaign was to include Pandora and YuMe as alternatives to the standard Run-of Site internet used in the past. Pandora offered Commuter Connections the flexibility to target audio ads by age, male/female and county. For the first four weeks of the fall campaign, Pandora ran :30 audio web and mobile friendly ads for the Rideshare campaign that encouraged users to click on the follow up banner. YuMe was able to geo-target/behavioral-target a :30 Rideshare pre-roll video and companion banner to a segment of the region's audience that combined vehicle owners with full-time employees in an attempt to find the audiences that are most likely interested in carpooling. While Pandora promoted the Ridematching program, YuMe promoted both Ridematching and GRH for the fall campaign. The sites selected were the following:

- Pandora – Web and Mobile audio, Mobile Display
- YuMe – Interactive pre-roll (A35-64, vehicle owners & Full-time employees)
- YuMe – Companion Banners (A35-64, vehicle owners & Full-time employees)

Ad sizes include leaderboard (728x90) and medium rectangle (300x250). Pandora ads ran for four weeks and YuMe ran twelve weeks, with performance monitored throughout the campaign. As needed, ad placements were modified during the campaign to optimize performance.

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

# Pandora – Audio Web & Mobile Banners



**NBC NEWS video** Follow 3,339 followers

**Most viewed**

- 6th-grade girl sent home from school with 'fat letter'**
- Jimmy Fallon, Paul McCartney swap accents, go viral**
- From homelessness to Harvard**
- Shutdown keeps families from soldiers' death**
- Giant hornets kill 42, injure thousands in China**
- Scarborough: Harry Reid should really be quiet**
- Sex after 40? Miley Cyrus doesn't think so**

**Video**

advertisement

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

get started today.

00:14 / 00:29

## Direct Mail

This first element of FY2014's spring campaign was delivered to 400,000 households within the metropolitan Washington region in December. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards'. Recipients were households within the COG footprint, ages 25-64 with annual incomes above \$75,000. Mailers include a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters are also encouraged to go online to [commuterconnections.org](http://commuterconnections.org). Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could also be requested. Total Cost including printing, mailing list purchase and postage was \$89,691.

## Rideshare Mailer



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

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



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

POSTAGE WILL BE PAID BY ADDRESSEE

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



GRH Mailer





## Employer Recognition Awards

The Commuter Connections Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2014. A nomination brochure for the 2014 awards was developed and distributed during the first week of December. The application form was also made available electronically at [www.commuterconnections.org](http://www.commuterconnections.org).

**What is the Metropolitan Washington Council of Governments?**

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

**Where Commuter Connections comes in the picture**

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

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

**Easing the way for what's to follow**

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

**Opening new doors... and getting in**

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

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

**2014 EMPLOYER RECOGNITION AWARDS**

**CREATING A BUZZ**

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

Apply now. Application deadline:  
 2014 Commuter Connections  
 Employer Recognition Awards.

**COMMUTER CONNECTIONS**

Washington D.C.  
 Permit No. 8770  
 PAID  
 U.S. POSTAGE  
 FIRST CLASS  
 PERMITTED

**COMMUTER CONNECTIONS**

277 MONTGOMERY AVENUE, 8TH FLOOR  
 WASHINGTON, DC 20002-4260

**COMMUTER CONNECTIONS**

277 MONTGOMERY AVENUE, 8TH FLOOR  
 WASHINGTON, DC 20002-4260

**COMMUTER CONNECTIONS**

277 MONTGOMERY AVENUE, 8TH FLOOR  
 WASHINGTON, DC 20002-4260

About the organizations

## Bike to Work Day Sponsorship Drive

Commuter Connections began its annual sponsorship drive in October 2013 for the 2014 Bike to Work Day. Letters and phone calls were sent to past sponsors and prospective sponsors. Several sponsors were secured in the first half of FY 2014 including Marriott at the gold level; Bike Arlington at the silver level; and AAA Mid-Atlantic, Bike and Roll, Crystal City BID, and Potomac Pedalers at the bronze level, for a grand total of \$15,000. Sponsorship drive is open until the end of January 2014.



# Commuter Connections Newsletter and Federal ETC Insert

Summer and fall editions of the Commuter Connections Newsletter were produced during the first half of FY2014. The six page 4-color newsletter was distributed to approximately 7,000 employers and stakeholders. It was also placed in .pdf form on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were also distributed in PDF form to the federal Employee Transportation Coordinators via GSA and placed online at [www.federaletc.org](http://www.federaletc.org).

**COMMUTER CONNECTIONS HONORS TOP EMPLOYERS**

Three area companies were honored at the 14th annual Employer Recognition Awards ceremony held at the National Press Club on June 25, 2013.

The event honors companies that promote more sustainable, healthy, and convenient commute options for their employees. Companies are nominated in three categories:

- Commuter Incentives: reward and encourage employees for using alternative means of commuting. Marketing Programs are an essential part of a successful commuter program and promote the benefits of alternative commuting. Rewarding always employees to dramatically reduce the time and money spent commuting.
- High Riders: the Employer Recognition Awards have helped raise the bar for transportation benefits offered by employers in the region," said Nicholas Barrios, Commuter Connections Director. "It is estimated that this year's winners have reduced their employees' fuel consumption by more than three million gallons per year and nearly 60 million vehicle miles traveled annually, which translates to more than \$8 million pounds of CO2 saved from entering the air."

**2013 POOL REWARDS CONTEST WINNERS**

The Treatment and Learning Center's (TLC) was announced as the 2013 Pool Rewards Employer Contest winner. TLC is a private, non-profit organization founded in 1950 in Rockville, MD whose staff of 200 serves more than 2,200 children and adults within the DC metro area, who have a wide range of special needs.

As the contest winner, TLC employees earned an office party catered by Ford Tires Cafe, and hosted by WDC's CD Sky. The popular radio DJ led a bag game, and awarded winners with tickets to upcoming concerts for the first correct answer to each question.

**FEDERAL GOVERNMENT LEADS THE WAY IN TELEWORKING**

The Commuter Connections 2013 State of the Commute preliminary survey results show an interesting fact. In the Washington, DC region, the federal government is responsible for almost all of the growth in teleworking over the last three years, and has, over the last six years, consistently posted more significant gains than the private, non-profit, and state and local government sectors.

The State of the Commute survey, conducted every three years by Commuter Connections, surveyed 4,335 randomly selected employed residents of the Washington region, both federal and non-federal. The first survey in 2005 found that overall, 11 percent of respondents who telework do so at least one day a week. Fast forward by a dozen years, advances in technology and broader acceptance of telework practices had caused this figure to skyrocket to 27 percent in 2013.

Federal programs are most common among respondents who work for a federal government agency. Nearly seven in ten (70%) respondents who work for a federal agency said their employer has a formal program, compared to only about 23 percent of respondents who work for non-profits, 12% who work in the private sector, and 21% who are employed by state/local government agencies.

It is interesting to note that over the past three years, telework growth in the non-federal sectors remained relatively flat, while the growth of telework in the federal government rose dramatically from 27 percent to 30 percent for respondents on federal employees.

The Federal Telework Enhancement Act of 2010 is credited as a major factor contributing to the increase. The Act requires all federal agencies to develop formal telework policies, identify all positions that are suitable for teleworking, and to designate staff specifically to help implement and monitor telework programs. The law also provides guidance on developing written employer-employee telework agreements and providing best practices training to workers and managers.

The legislation sought to reduce the need for additional office space for a growing federal workforce and to ensure that daily operations, especially critical ones, could continue when weather, such as Superstorm Sandy, or other natural disasters, such as the 2011 earthquake, force the government to close, or private workers from getting to their offices.

Congress and the government's senior managers, including President Obama, have also come to see teleworking as a valuable tool in attracting and retaining talented workers who are seeking ways to reduce costs and the burden of daily commuting.

There is still room for growth in teleworking as 18% of the State of the Commute respondents said that they "could and would" telework, if given the opportunity.

The good news is that the overall growth in teleworking will continue to reduce demand on roadways and the transit system, as well as providing numerous other benefits for both employer and employees.

For help getting started or to improve your existing telework program, visit [www.commuterconnections.org](http://www.commuterconnections.org) or call 800-746-7463.

**RIDEMATCHING SYSTEM GETS A MAKEOVER**

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

The upgrade was necessitated by the inclusion of smart devices and their ability, in order to honor some today's commuters, the ride-matching application had to work on mobile devices as easily as they work on desktop and laptop computers. Through using Responsive Web Design (RWD), the application will display correctly and to scale on any device, no matter the size of the screen.

**MONTGOMERY COUNTY JOINS THE CAPITAL BIKESHARE NETWORK**

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

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

The program will join the regional Capital Bikeshare network and link Montgomery County with bikeshare systems in the District of Columbia, Arlington, and Alexandria, expanding access to Metro, DC, Metrolink, Metrorail, MARC, and Metro Bus services.

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

**FORT BELVOIR EMPLOYEES JOIN BIKE TO WORK DAY**

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

The regional event, organized by Commuter Connections and the Washington Area Bicyclist Association, saw 24,500 participants leave their cars at home and ride their bicycles to work. That's almost 2000 more than in 2012 and a whole lot more than the couple of hundred bicyclists that participated in the first Bike to Work Day in 2001.

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

Fort Belvoir has encouraged more bicycling on post by installing 3,500 new bike lanes at several locations in the past year, such as Boney, Reed and Patrick Blvd.

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

"I probably save \$40 per month because I don't have to fill up at Fort Landgraf who estimated hourly savings at \$100 after bike maintenance costs.

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

This year's event showcased more than 700 job stops throughout Virginia, D.C., and Maryland, where participants were treated to snacks, water bottles, and other prizes.

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

## Appendix A

### Fall FY2014 Media Flowchart

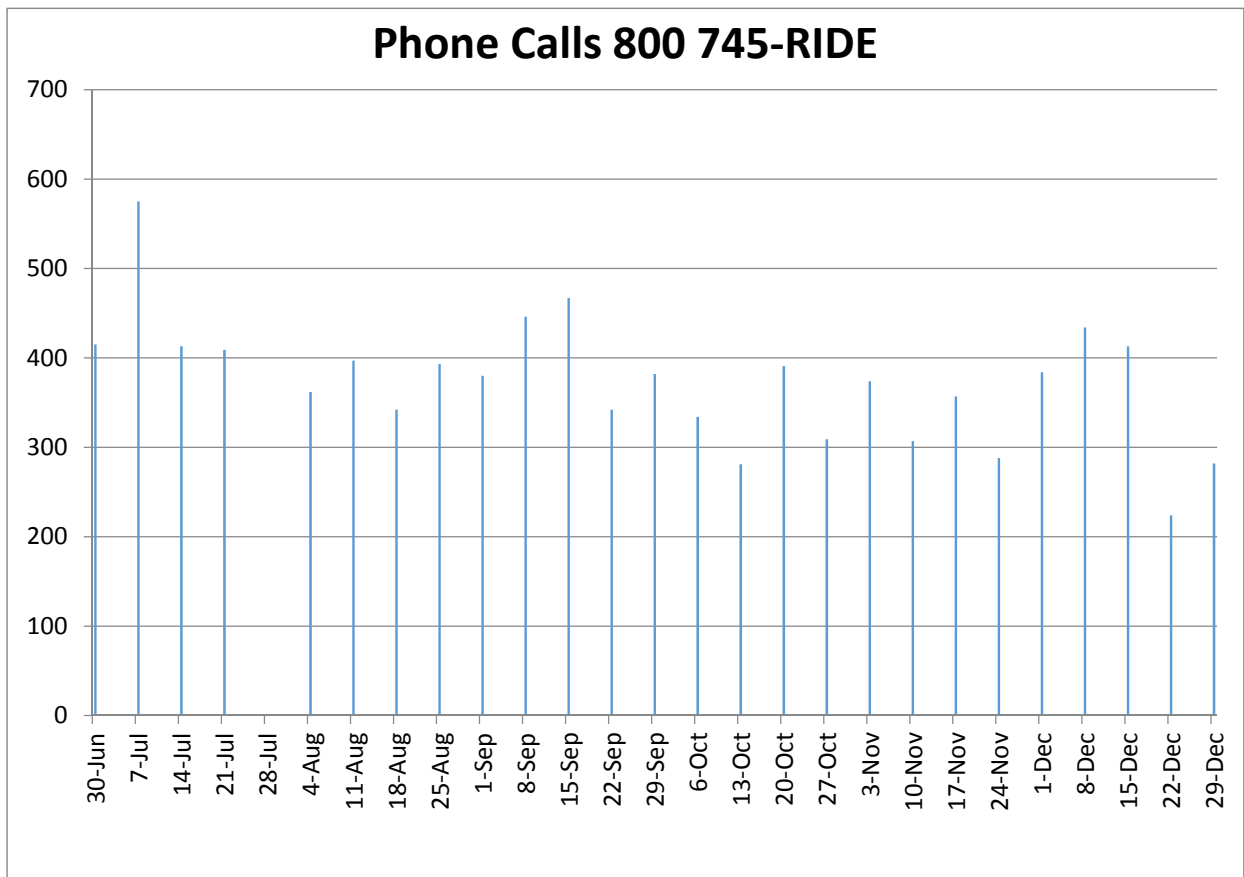
Commuter Connections FY2014 Fall Umbrella			Media Schedule: Specific Dates Spots Run (Week of)																				
	Media Outlet	Format	Dial Position	Campaign to Run	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16			
GRH	Radio	News Talk	103.5FM	10/14-12/15/13																			
		Oldies/Classic Hits	100.3FM	10/14-12/15/13																			
		Rock	DC101.1FM	10/14-12/15/13																			
		Sports	980AM	10/14-12/15/13																			
		Spanish		11/11-12/15/13																			
		AC/Classic Hits	103.106.9FM	11/11-12/15/13																			
		Country	93.3FM	11/11-12/15/13																			
		Country	99.9FM	11/11-12/15/13																			
		News/Talk	930AM	11/11-12/15/13																			
		Urban AC		11/11-12/15/13																			
Rideshare	Online	Premium Network	interactive pre-roll	11/11-12/15/13																			
		Premium Network	Companion Banners	11/11-12/15/13																			
		Mobile/Tablet	interactive pre-roll	11/11-12/15/13																			
		Spanish		10/7-12/22/13																			
		AC/Classic Hits	103.106.9FM	10/7-12/22/13																			
		Country	93.3FM	10/7-12/22/13																			
		Country	99.9FM	10/7-12/22/13																			
		News/Talk	930AM	10/7-12/22/13																			
		News Talk	103.5FM	10/7-12/22/13																			
		Urban AC		10/7-12/22/13																			
Car Free Day	Radio	Oldies/Classic Hits	100.3FM	11/4-12/22/13																			
		Rock	DC101.1FM	11/4-12/22/13																			
		Sports	980AM	11/4-12/22/13																			
		News	Channel 7	10/7-12/22/13																			
	TV	News		10/7-12/22/13																			
		Web/Mobile	audi & display	10/7-11/7/13																			
	Online	Premium Network	interactive pre-roll	10/7-12/15/13																			
		Premium Network	Companion Banners	10/7-12/15/13																			
		Mobile/Tablet	interactive pre-roll	10/7-12/15/13																			
		News Talk	103.5FM	9/2-9/22/13																			
	Oldies/Classic Hits	100.3FM	9/2-9/22/13																				
	Rock	DC101.1FM	9/2-9/22/13																				
	Text to 886 cell #s			9/16/2013																			
	Text to 1027 cell #s			9/18/2013																			
	Text to 1322 cell #s			9/20/2013																			

## Appendix B

### Web Visits

Month	FY 2013 Web Visits	FY 2014 Web Visits	+/-	+/- %
July	8,622	9,492	870	10.1%
August	9,299	9,057	(242)	-2.6%
September	12,855	9,359	(3,496)	-27.2%
October	12,550	3,907	(8,643)	-68.9%
November	13,515	6,343	(7,172)	-53.1%
December	10,709	5,822	(4,887)	-45.6%
	<b>67,550</b>	<b>43,980</b>	<b>(23,570)</b>	<b>-34.89%</b>

### Phone Calls



### Rideshare Applications

Month	Rideshare FY 2013 Applications	Rideshare FY 2014 Applications	Change	%
July	1,672	1,101	-571	-34.2%
August	1,053	769	-284	-27.0%
September	880	623	-257	-29.2%
October	851	774	-77	-9.0%
November	978	793	-185	-18.9%
December	835	552	-283	-33.9%
	<b>6,269</b>	<b>4,612</b>	<b>(1,657)</b>	<b>-26.4%</b>

### GRH Applications

Month	GRH FY 2013 Applications	GRH FY 2014 Applications	Change	%
July	899	1,024	125	13.9%
August	1,520	1,141	-379	-24.9%
September	851	942	91	10.7%
October	1,232	864	-368	-29.9%
November	863	747	-116	-13.4%
December	823	716	-107	-13.0%
	<b>6,188</b>	<b>5,434</b>	<b>(754)</b>	<b>-12.2%</b>

## Appendix C

### Car Free Day Media Placements

Radio			
2			
Outlet	Contact	Date	Title
Total Traffic	Tom Roberts	9/22/2013	Car Free Days
WTOP 103.5 FM	Ari Ashe	9/20/2013	<a href="#">Car Free Weekend kicks off Friday</a>

\*Total Traffic – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM)

Print/Online			
21			
Outlet	Contact	Date	Title
Frederick News Post	Jen Bondeson	9/22/2013	<a href="#">City Notes: A surprise in the streets</a>
Georgetown Patch	Shaun Courtney	9/20/2013	<a href="#">Georgetown Businesses Swap Parking for Parks Friday</a>
WAMU 88.5 FM	Armando Trull	9/20/2013	<a href="#">D.C. Parking Spots Become Real Parks For A Day</a>
GU Wellness		9/19/2013	<a href="#">GUEST POST: CAR FREE DAY</a>
The Neighborhoods of EYA		9/19/2013	<a href="#">Park It: Car Free Days September 20th – 22nd</a>
NoMA News		9/19/2013	<a href="#">Picnic in a Park(ing) Spot with NoMa</a>
Bike and Roll DC	Bethany Dawson	9/16/2013	<a href="#">Car Free Days in DC</a>
Georgetown Patch	Greg Hambrick	9/15/2013	<a href="#">Park(ing) Day: D.C. Parking Spaces Will Be Handed Over for Park Use</a>
UMBC News	Karly Trinite	9/13/2013	<a href="#">Celebrate World Car Free Day</a>
ActioNet		9/13/2013	<a href="#">ActioNet Participates in Car Free Days</a>
Ecowomen	D. Robbins	9/9/2013	<a href="#">Car Free, Care Free: How to Get Around in DC</a>
Region Forward		9/5/2013	<a href="#">Annual Car Free Day Event to Span Weekend of Sept. 20-22</a>
The District of Columbia		9/4/2013	<a href="#">District of Columbia to Participate in PARK(ing) Day</a>
The Free Lance-Star	Scott Shenk	9/2/2013	<a href="#">Drivers Brace for "Terrible Tuesday"</a>
Go Montgomery		8/30/2013	<a href="#">Celebrate Car Free Days DC on September 20 to</a>

			<a href="#">22</a>
Alexandria News		8/30/2013	<a href="#">Terrible Traffic Tuesday Strikes Again September 3</a>
Frederick News Post	Kelsi Loos	8/19/2013	<a href="#">Car-free Days registration opens</a>
Southern Maryland News Net		8/10/2013	<a href="#">Pledge Today for Car Free Days</a>
goDCgo			<a href="#">Car Free Days is here again!</a>
AOBA			<a href="#">Encourage Your Tenants to Participate in Car Free Days!</a>
Arlington Transportation Partners			<a href="#">Car-Free Days 2013</a>

Social Media			49
Outlet	Contact	Date	Title
Twitter	CarFreeMetroDC		<a href="https://twitter.com/CarFreeMetroDC">https://twitter.com/CarFreeMetroDC</a>
Facebook	ART - Arlington Transit	9/23/2013	Did you participate in Car Free Day yesterday? Tell us here on our Facebook page how you went car free and where you went, and we'll put you in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Council of Govts	9/22/2013	Enjoy this #CarFreeMetroDC Sunday! Pledge to go car free by 5pm and win fabulous prizes! <a href="http://ow.ly/p3V5f">http://ow.ly/p3V5f</a>
Twitter	Car Free Diet	9/22/2013	It's #Carfree Day! Bike, walk or take transit to get around. Let us know how it goes on our FB page <a href="http://ow.ly/oZVts">http://ow.ly/oZVts</a> #CarFreeMetroDC
Facebook	Georgetown University Office of Sustainability	9/20/2013	CarFree Day(s) in DC! It's Car Free Day(s) in DC! Think bike, bus, metro, and walking are great ways to get around? ... Like this post through Sunday for a chance to win a FREE bike helmet or FREE GU water bottle! Prizes courtesy of GU Office of Sustainability and our friends at GUWellness: Mind, Body, Soul
Facebook	ART - Arlington Transit	9/20/2013	Sunday, Sept. 22 is Car Free Day. Post your story or photo on our Facebook page telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.



Twitter	Chuck Bean	9/20/2013	MWCOG ED @ Transportation Director enjoying #CarFree Day at rush hour #MetroDC @CarFreeMetroDC @regionforward pic.twitter.com/wGlhjecn1c
Twitter	Council of Govts	9/20/2013	Pledge to go car free in #MetroDC today & enter to win prizes, all while saving you money & stress! @CarFreeMetroDC <a href="http://ow.ly/p3V5f">http://ow.ly/p3V5f</a>
Twitter	NCPD	9/20/2013	Approximately 90% of NCPD staff walk, bike, or take public transportation to work. #CarFreeMetroDC
Instagram	sustainablegu	9/20/2013	#carfreeday(s) continue thru Sunday in #metrodc! Like out #carfree posts here, @sustainablegu, @guwellness or at facebook.com/sustainablegu for a chance to win a free #drinklocal water bottle or a free #bike helmet!
Instagram	sustainablegu	9/20/2013	Join GU Sustainability and @guwellness on Healy Lawn this morning for #carfreeday and you could win a #bike helmet or snazzy #sustainability water bottle!!
Facebook	goDCgo	9/19/2013	You like prizes, right? Sure you do! Take the Car Free Days Pledge, and you'll be automatically entered to win one of many fabulous prizes, like an iPad or \$250 gift certificate fromBicycleSPACE!
Twitter	Ride Scout DC	9/19/2013	Get there with @RideScout! #CarFreeMetroDC RT @wcp: All your evening plans <a href="http://bit.ly/1a7dOMY">http://bit.ly/1a7dOMY</a>
Twitter	Capital Bike Share	9/19/2013	MT @goDCgo >3,500 DC region residents have taken the #CarFreeMetroDC Pledge. Come on DC-we can do better than that! <a href="http://bit.ly/r6Jb9J">http://bit.ly/r6Jb9J</a>
Twitter	goDCgo	9/19/2013	No station closings for #Metro for #CarFreeMetroDC weekend. Some service adjustments on Red & Orange lines: <a href="http://gdcg.co/1eUNFXN">http://gdcg.co/1eUNFXN</a>
Twitter	Bike Arlington	9/19/2013	It's about time you had a serious talk about your relationship, with your car <a href="http://bit.ly/1gDqeOi">http://bit.ly/1gDqeOi</a> #CarFreeMetroDC #CarFreeDay
Twitter	Capital Bike Share	9/19/2013	Visit our parklet tomorrow for Park(ing) Day! Kick off #CarFreeDays & celebrate our 3rd Birthday. 700 F St NW. RT for chance to win prizes!
Facebook	ART Alert	9/18/2013	Going #carfree this weekend? Tell us your story on our FB page & be entered to win a bike bag. <a href="http://ow.ly/oZVQH">http://ow.ly/oZVQH</a> #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	@CleanAirPartner Thanks to you for providing all the great information! #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	@CarFreeMetroDC Here's the link to the Air Quality Index. <a href="http://bit.ly/gADJli">http://bit.ly/gADJli</a> #CarFreeMetroDC

Twitter	DC Circulator	9/18/2013	And don't forget to work a \$1 ride on Circulator into your Car Free Days! #CarFreeMetroDC
Twitter	Brett Jones	9/18/2013	I'm RTing from a bus! (Plz dont) try THAT in a car. RT @B__Casey: Who's pledging for Car-Free-Days? <a href="http://ow.ly/oZDdU">http://ow.ly/oZDdU</a> #CarFreeMetroDC
Twitter	Capital Bike Share	9/18/2013	RT @DCBAC .@CarFreeMetroDC @goDCgo @ZipcarDC Don't forget that @bikeshare is also a good option! #CarFreeMetroDC
Twitter	Zanna Worzella	9/18/2013	I can definitely attest to being happier with bike and transit options in #Arlington <a href="http://bit.ly/18STGgm">http://bit.ly/18STGgm</a> #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	If you need help learning how to get around DC w/out a car, try our interactive map: <a href="http://gdcg.co/16F4LmF">http://gdcg.co/16F4LmF</a> #carfreemetrodc
Twitter	Clean Air Partners	9/18/2013	In the greater Metro Balt-Wash region more than 500K adults & 190K children have asthma and are impacted by poor air quality #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	Each year cars and trucks travel more than 38Billion miles on roads, accounting for 30-40% of the ozone-causing pollutants #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	RT @CarFreeMetroDC #Fri, #Sat & #Sun are Car Free Days in Metro #DC #CarFreeMetroDC <a href="http://bit.ly/1emG2s3">http://bit.ly/1emG2s3</a>
Twitter	goDCgo	9/18/2013	Join us now for twitter chat w/ Commuter Connections & @CleanAirPartner about Car Free Days! Follow hashtag #CarFreeMetroDC @CarFreeMetroDC
Twitter	Arlington Environment	9/18/2013	#carfreedays are almost here. Are you planning to go car free or car lite Sept 20-22? <a href="http://bit.ly/16t8HXt">http://bit.ly/16t8HXt</a>
Twitter	Desiree French	9/18/2013	Miniature #parks in metered parking spaces? c/o Park(ing) Day, Fri., 9/20. <a href="http://parkingday.org">http://parkingday.org</a> #PublicSpace #GreenSpace #CarFreeDays
Facebook	ART - Arlington Transit	9/17/2013	Car Free Day is Sunday, Sept. 22. Post your story or photo on our FB page on Sept. 22 telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Ride Scout DC	9/17/2013	Heard of #CarFreeMetroDC? Join us in choosing not to drive this weekend! (plus win some awesome prizes) <a href="http://bit.ly/18t2CXI">http://bit.ly/18t2CXI</a>

Facebook	goDCgo	9/16/2013	Kick off Car Free Days 2013 by visiting all the "parklets" in DC on Park(ing) Day. On Sept. 20, numerous organizations and businesses will turn parkingspaces into mini-parks!
Facebook	goDCgo	9/16/2013	We're "revved up" for Car Free Days!September 20 – 22 marks Car Free Days in the DC Metro region. Join @CarFreeMetroDC on Wednesday September 18 from 2 - 3 p.m. to get revved up for Car Free Days! We'll have local experts responding to your questions and providing you with useful tips and incentives, whether you plan to go Car-Lite or Car Free. Follow @CarFreeMetroDC on Twitter for more details.
Twitter	Colleen Morgan	9/16/2013	RT @NRDC: Put down the keys, step away from the vehicle <a href="http://flip.it/5Mygq">http://flip.it/5Mygq</a> #transit #transportation. #carfreedays
Twitter	Arlington Environment	9/14/2013	Got your bike gear ready or transit routes mapped for #carfreedays and #trytransitweek? <a href="http://bit.ly/16t8HXt">http://bit.ly/16t8HXt</a>
Facebook	goDCgo	9/12/2013	Take the pledge for Car Free Days 2013 by September 18 and get a coupon for 2 slices and a drink from Flippin' Pizza to use 9/20-9/22.
Twitter	DC Circulator	9/10/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! <a href="http://gdcg.co/194PH0V">http://gdcg.co/194PH0V</a> @CarFreeMetroDC
Facebook	goDCgo	9/4/2013	DC will participate in annual Park(ing) Day on September 20! Sponsor a "parklet" by creating a mini-park out of a parking space. Applications are due to the District Department of Transportation by this Wednesday, September 11.
Twitter	Andy Palanisamy	9/4/2013	#CarFreeDays 2013 is set for Sept 20-22 in the Wash #DC region. Pledge today! <a href="http://bit.ly/14gD4ld">http://bit.ly/14gD4ld</a> @CarFreeMetroDC (via @NatCapRegTPB)
Facebook	goDCgo	9/3/2013	We're celebrating Car Free Days this year with another awesome giveaway! Tell us how you'll get around car free or car-lite September 20-22 for a chance to win free \$250 in free groceries from Relay Foods, free annual memberships to Capital Bikeshare, dinner for 2 at Jaleo and much, much more! Click here to enter: <a href="http://godcgo.com/car-free-day-giveaway.aspx">http://godcgo.com/car-free-day-giveaway.aspx</a>

Twitter	goDCgo	9/3/2013	We're celebrating #CarFreeDays again this year w/ a great giveaway! Free groceries, @bikeshare memberships & more! <a href="http://gdcg.co/QuVC3o">http://gdcg.co/QuVC3o</a>
Twitter	NatlCapitalRegionTPB	9/3/2013	"Park it. For a whole day or more." #CarFreeDays 2013 coming up Sept 20-22. Pledge today! <a href="http://bit.ly/14gD4ld">http://bit.ly/14gD4ld</a> @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! <a href="http://gdcg.co/194PH0V">http://gdcg.co/194PH0V</a> @CarFreeMetroDC
Twitter	DC Circulator	8/30/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! <a href="http://gdcg.co/194PH0V">http://gdcg.co/194PH0V</a> @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! <a href="http://gdcg.co/194PH0V">http://gdcg.co/194PH0V</a> @CarFreeMetroDC
Twitter	goDCgo	8/20/2013	Pledge to drive less Sept. 20-22 & you could win prizes like a \$250 gift certificate to @BicycleSPACE! #carfreedays <a href="http://gdcg.co/14z4s8A">http://gdcg.co/14z4s8A</a>
Twitter	The Tower Companies	8/21/2013	#PARKIT! Can you go without your car for an entire weekend? Participate in #CommuterConnections #CarFree Days 9/20-22 <a href="http://www.carfreemetrodc.com">http://www.carfreemetrodc.com</a>