

A photograph of two men in dark suits and black shoes walking on a set of concrete stairs. The man on the left is in the foreground, and the man on the right is slightly behind him. The background is a blurred cityscape with a warm, golden light, suggesting a sunset or sunrise. A blue semi-transparent banner is overlaid on the bottom half of the image, containing white text.

Item #3

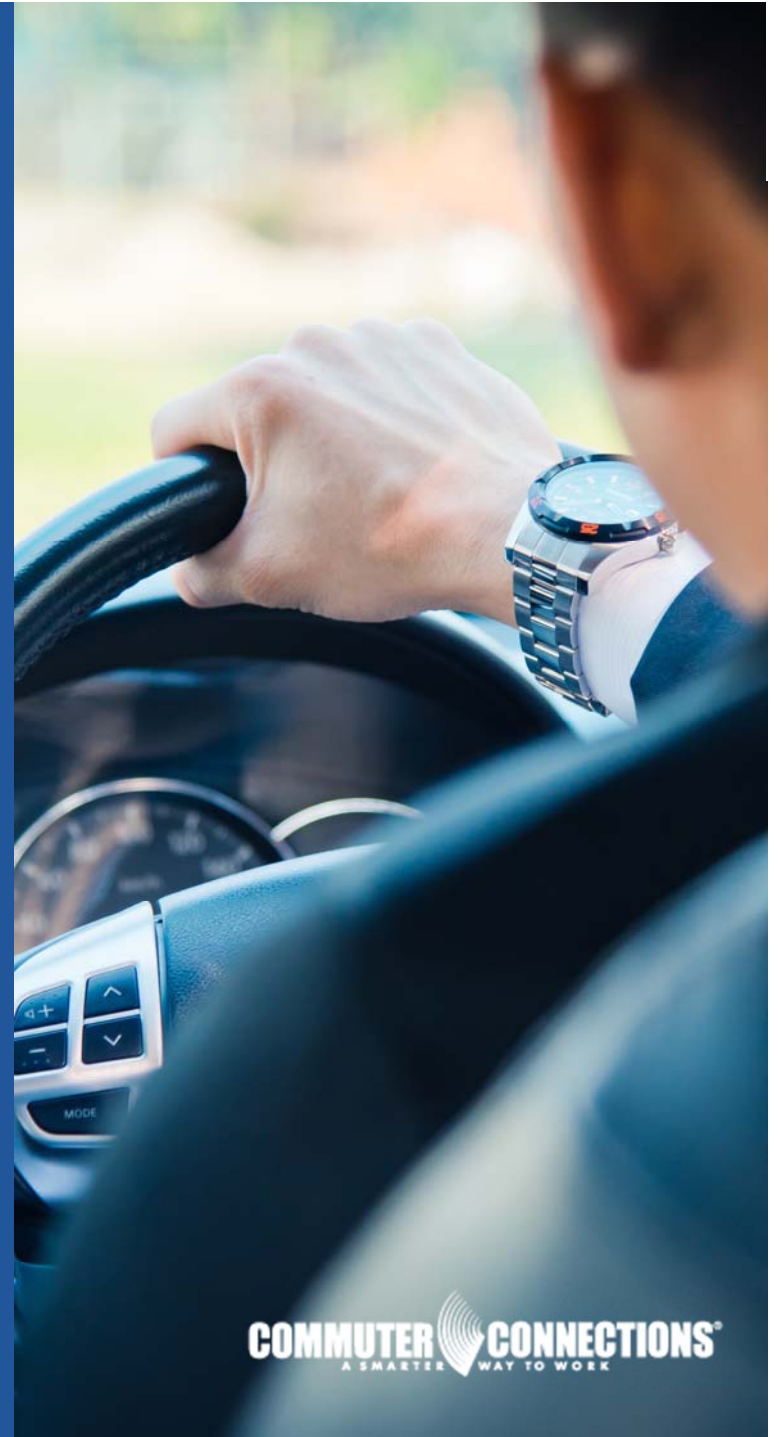
**COMMUTER CONNECTIONS**  
**REGIONAL TDM MARKETING GROUP**  
FY2018 MARKETING ACTIVITY

June 19, 2018

## COMMUTER CONNECTIONS PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality

odonnellCOMPANY



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



## INITIATIVES

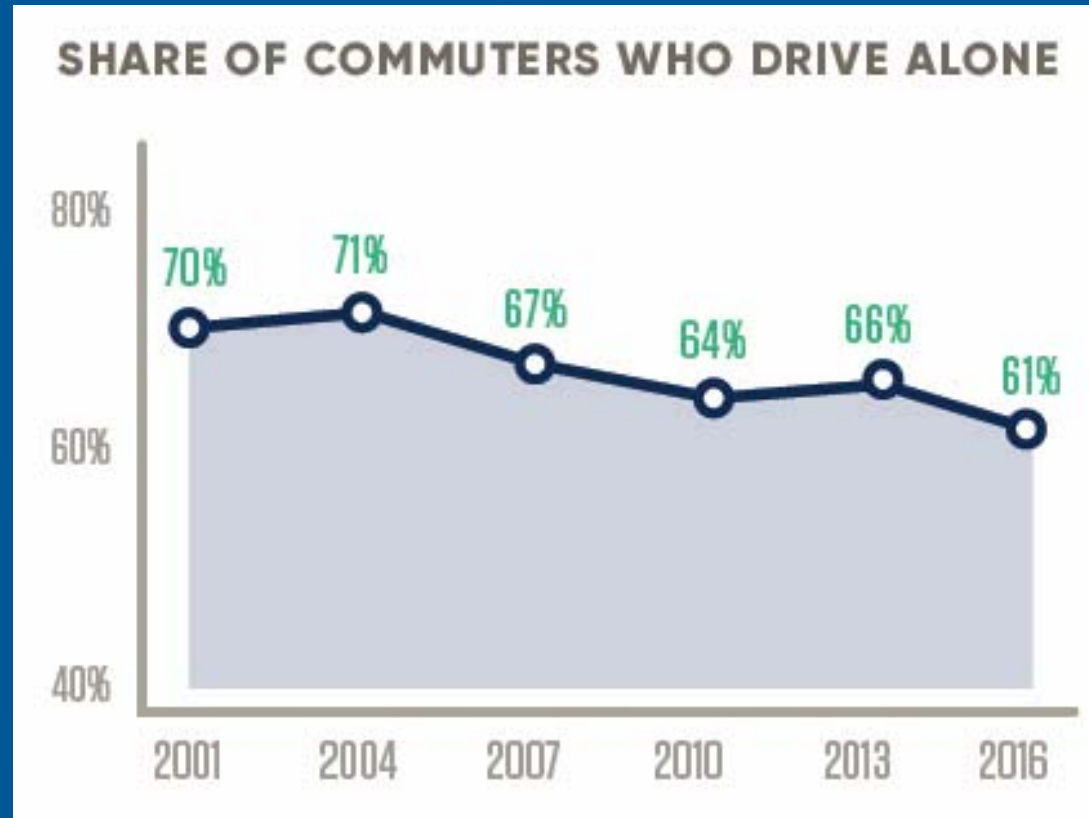
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- CarpoolNow Mobile App
- Bike to Work Day
- Employer Recognition Awards

odonnellCOMPANY

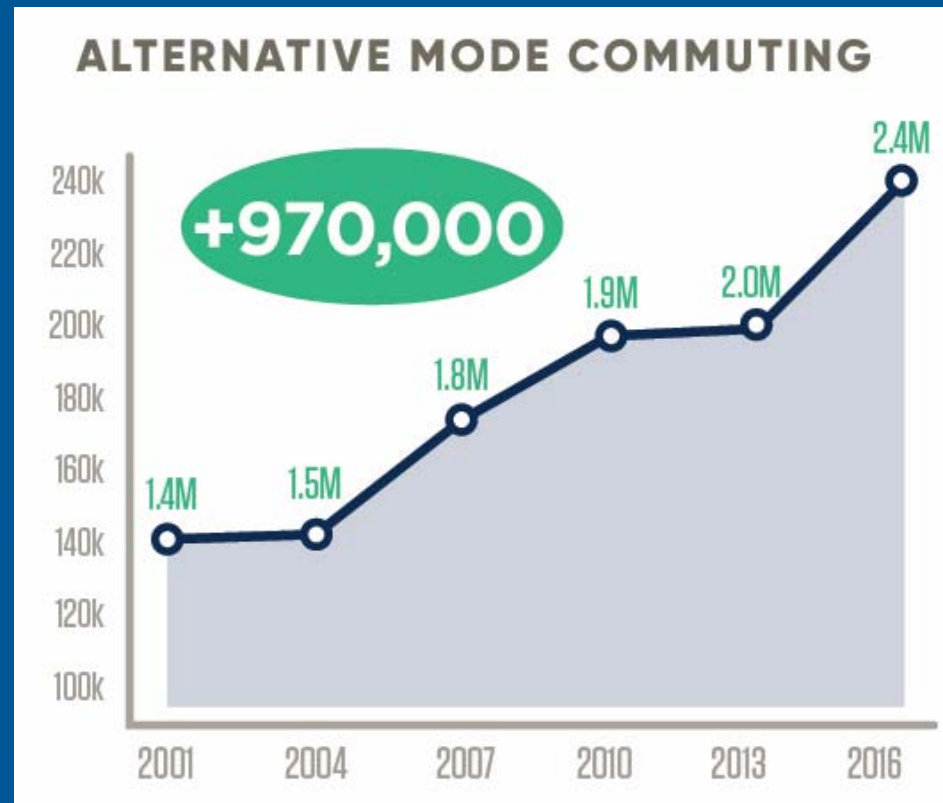


**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# SHARE OF DRIVE ALONE



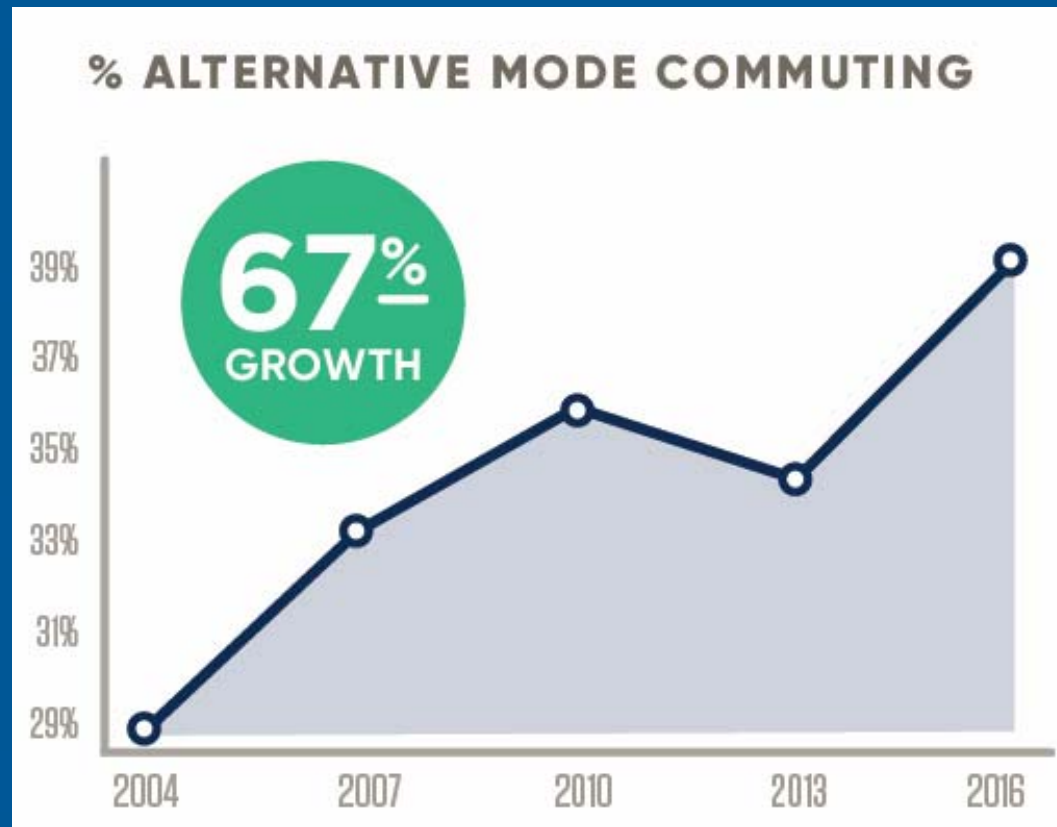
# ALTERNATIVE MODE USE



Leverage US Census to Extrapolate Data



# ALTERNATIVE MODE USE



Leverage US Census to Extrapolate Data

## CURRENT TRENDS

- Uber and Lyft expansion creates Market Confusion



# RIDESHARE APPLICATIONS



Monthly Averages



# MAJOR OPPURTUNITIES

- Creative Evolution
- Behavior Change Marketing
- Micro Media
- Regional Collaboration

---

$$A + BC = DE$$

---

awareness  
advertising

behavior change  
marketing

delivers  
exponential results

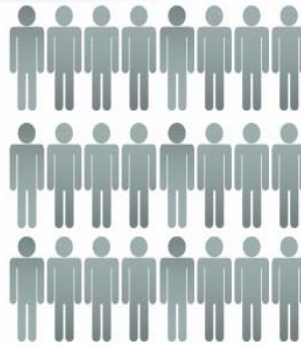
---

brand  
awareness



For those who are interested in changing their commute, but need awareness around the brand's offerings.

behavior  
change



For those who have not considered an alternate commute; and need to be converted through a stepwise approach. This represents a greater segment of our population, and is the path to deeper results.

---

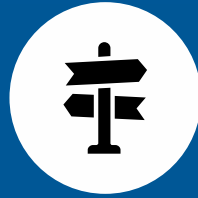
# 10 BEHAVIOR CHANGE STRATEGIES



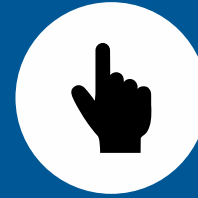
Connect  
on values



Identify with the  
brand identity



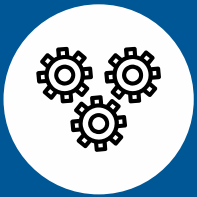
Benefits that  
drive decisions



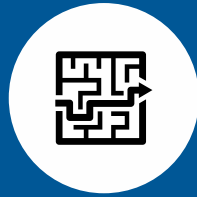
Asking  
for action



Rewarding  
action



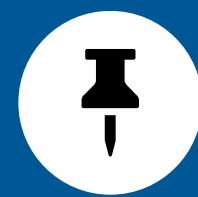
Reverse  
Engineer social  
algorithms



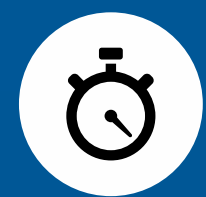
Make it easy



Provide  
social proof



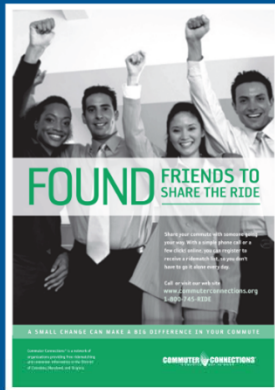
Deliver  
effectively



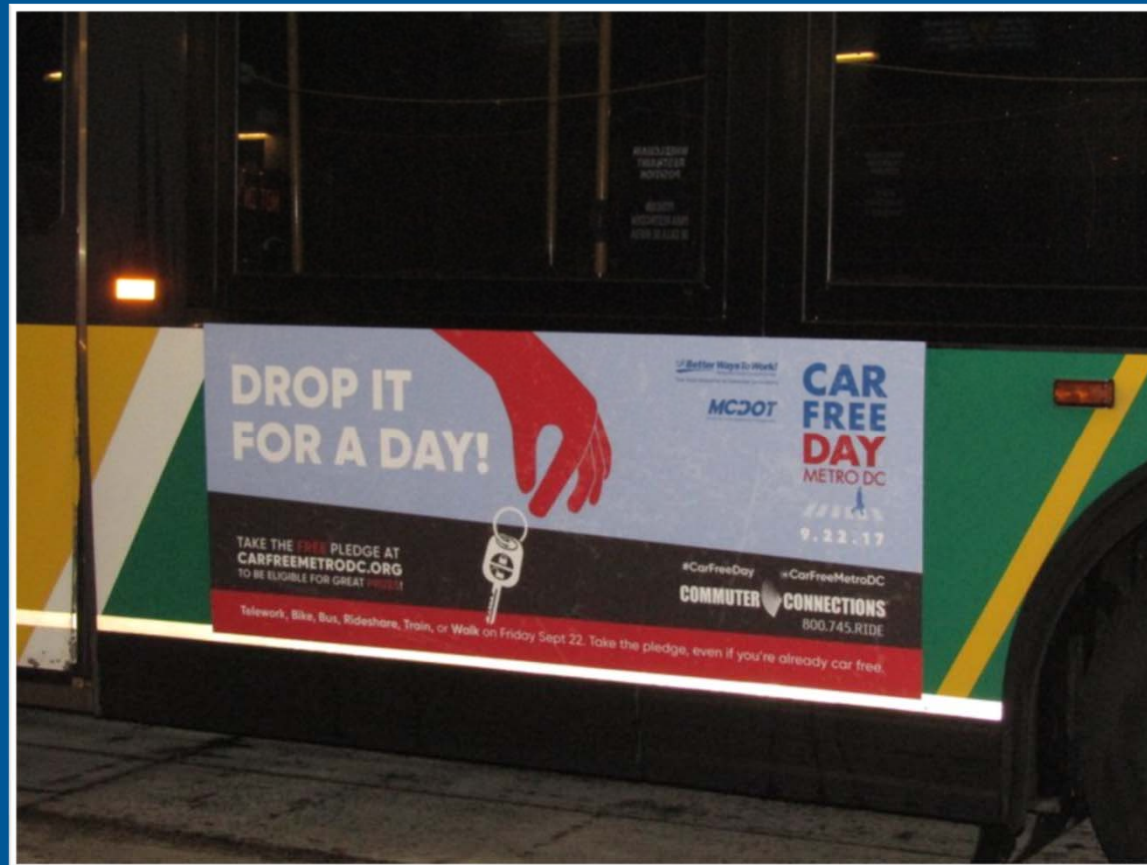
1 Second  
to buy 3



# TRADITIONAL MEDIA vs MIRCO MEDIA



# REGIONAL COLLABORATIONS





# Spring Umbrella Campaign

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK




## RIDESHARE FY18 MEDIA BUDGET (NET)

Radio	\$189,448
Podcast	\$40,000
Pandora	\$40,001
Streaming Services	\$8,050
Facebook	\$4,000
<b>Total Paid Media:</b>	<b>\$281,499</b>

Campaign Live: February 20 – June 30, 2018

# SPRING CREATIVE

**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**




Create your FREE  
Commuter Connections  
account to rideshare  
and start saving on  
average \$22 a day.

**COMMUTER CONNECTIONS**  
A PART OF THE O'DONNELL COMPANY

commuterconnections.org 800.745.RIDE

**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**



Create your FREE  
Commuter Connections  
account to start  
ridesharing and  
reduce your stress.

**COMMUTER CONNECTIONS**  
A PART OF THE O'DONNELL COMPANY

commuterconnections.org 800.745.RIDE

# SPRING RIDESHARE RADIO

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



# SPRING RIDESHARE PODCASTS

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



# SPRING RIDESHARE RADIO ADS

:30 English radio spots (1 Male & 1 Female)



# SPRING RIDESHARE PANDORA

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

# PANDORA®



# SPRING RIDESHARE STREAMING SERVICES

Flight dates: 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

**hulu**



**YouTube**



rideshare

# SPRING RIDESHARE STREAMING SERVICES



odonnellCOMPANY

COMMUTER  CONNECTIONS<sup>SM</sup>

# SPRING RIDESHARE STREAMING SERVICES



# SPRING RIDESHARE FB

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18



**Commuter Connections**  
March 6 · 🌐

Sign up at [Commuter Connections](#) to join trusted professionals just like yourself who want to share a ride to work. It's free and you'll receive potential matches for your commute. Ridesharing saves an average \$22 a day! Register today for this free service at [CommuterConnections.org](#) or 800.745.RIDE. Start experiencing all the benefits of belonging!

👍 Like    💬 Comment    ➦ Share    🧑🏿

👍❤️ 154    Oldest ▾

1 Share

**Commuter Connections**  
March 19 · 🌐

Commuter Connections mobile app provides commuters in the Washington DC metropolitan region access to a range of ridesharing options and benefits. Register today for this free service at [CommuterConnections.org](#) or 800.745.RIDE. Start experiencing all the benefits of belonging!

👍 Like    💬 Comment    ➦ Share    🧑🏿

👍 40    Oldest ▾

1 Share



# SPRING WTOP DIGITAL ADS

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

COMMUTER CONNECTIONS<sup>®</sup>  
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commuterconnections.org 800.745.RIDE

BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

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commuterconnections.org 800.745.RIDE

# wtop

BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

FREE SERVICES

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BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS

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A SMARTER WAY TO WORK  
commuterconnections.org 800.745.RIDE

REGISTER OR RENEW TODAY!  
FREE SERVICES

# SPRING WTOP NATIVE ARTICLES

Flight dates: 2/19, 3/5, 3/19, 4/2, 4/16, 5/21, 6/4, 6/18

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

**COMMUTER CONNECTIONS**  
commuterconnections.org 800.745.RIDE

**REGISTER OR RENEW TODAY! FREE SERVICES**

## What can you do with \$22/day?

April 4, 2018 2:39 pm

*This content is sponsored by Commuter Connections – Rideshare Program*

Commuting in the Washington, DC area can be tough but a great way to get around all that stress is by ridesharing. Ridesharing is defined as two or more people traveling together in an automobile or van. Ridesharing has many benefits that include fuel cost savings, HOV lane access, overall expense saving by minimized driving and more. By ridesharing, you can save an average of \$22/day. So what can you do with an extra \$22 a day? Here are ten things you could put that extra cash towards.

**OTHER GALLERIES**

See our other photo and media galleries

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

**FREE SERVICES**

**COMMUTER CONNECTIONS**  
commuterconnections.org 800.745.RIDE

Home » Council of Governments - Rideshare » Top five ways to...

## Top five ways to ease your commute

March 12, 2018 11:19 am

*This content is sponsored by Commuter Connections – Rideshare Program*

The daily commute can be stressful in the Washington, DC Metro Area. Here are five ways to make your drive less stressful and make the ride to work more fun.

**OTHER GALLERIES**

See our other photo and media galleries

**BELONGING TO COMMUTER CONNECTIONS HAS ITS BENEFITS**

## SPRING RIDESHARE VALUE AD

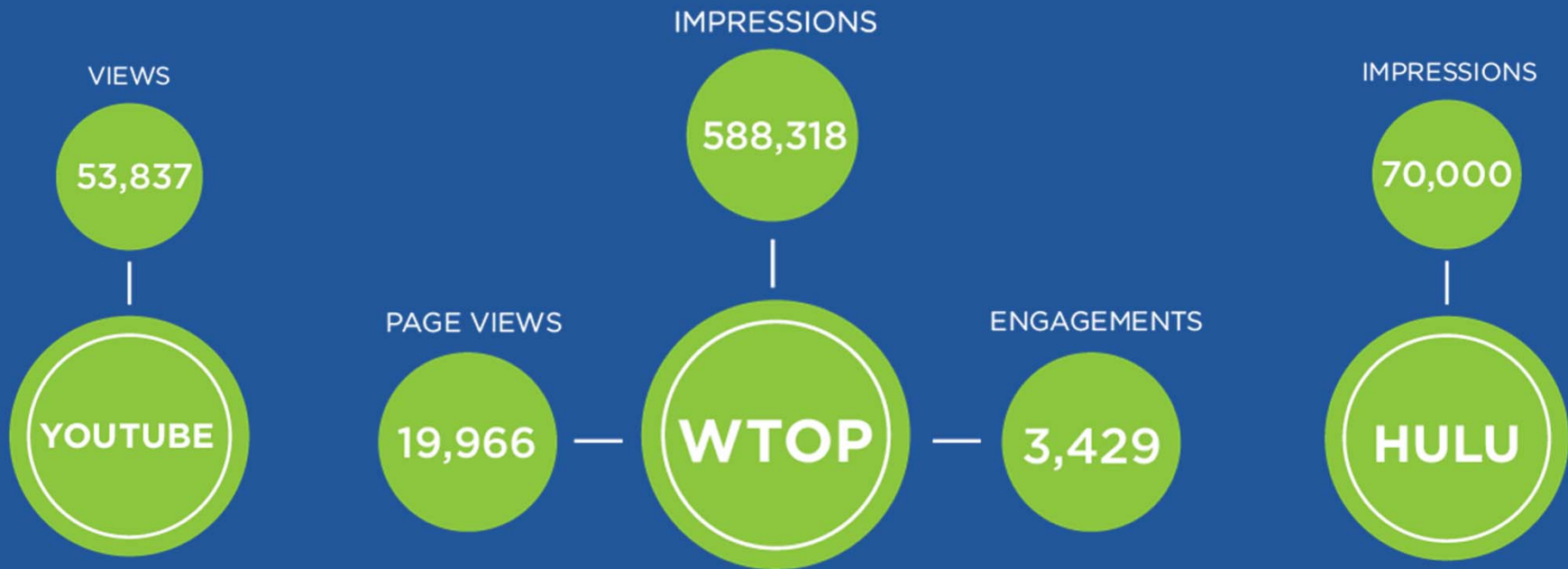
Added value to Promote I-66 / I-395 'Pool Rewards and Flextime Rewards:

:10, :15 & :30 Reads

'POOL REWARDS\$  
it pays to rideshare

FLEXTIME  
REWARDS PROGRAM

# RESULTS TO DATE







**Guaranteed Ride Home**

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

## GRH MEDIA – DC METRO

Radio	\$166,894
Podcasts	\$16,000
Pandora	\$40,001
Streaming Services	\$7,875
Facebook	\$4,000
Transit Signs	\$46,560
<b>Total Paid Media:</b>	<b>\$281,330</b>

odonnellCOMPANY



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

## GRH MEDIA - BALTIMORE

Radio \$22,993

Facebook \$2,000

**Total Paid Media: \$24,993**

odonnellCOMPANY



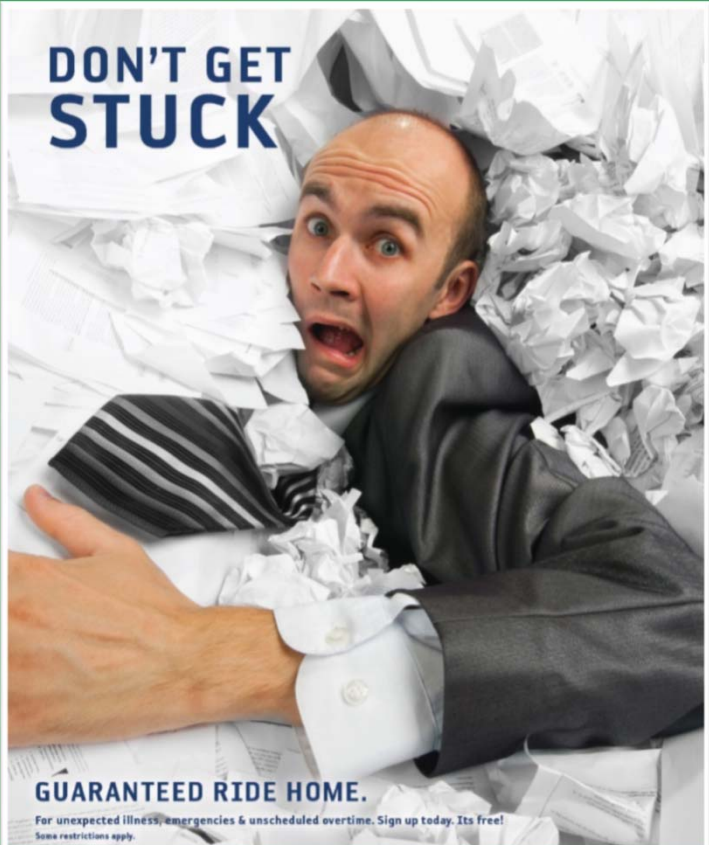
guar

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



guaranteed ride home

# GRH SPRING CREATIVE



**DON'T GET STUCK**

**GUARANTEED RIDE HOME.**

For unexpected illness, emergencies & unscheduled overtime. Sign up today. Its free!  
Some restrictions apply.

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



**DON'T GET STUCK**

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

guaranteed ride home

# SPRING GRH RADIO

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



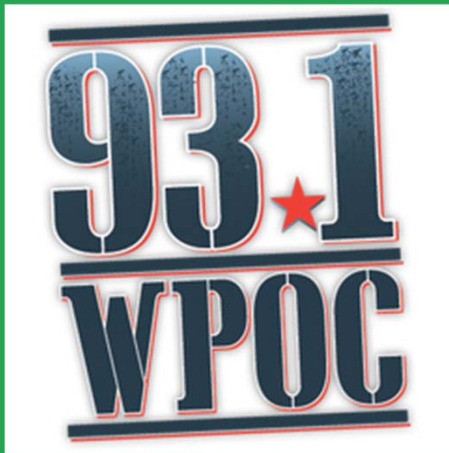
odonnellCOMPANY



guaranteed ride home

# SPRING GRH BALTIMORE RADIO

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



odonnellCOMPANY

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

guaranteed ride home

# SPRING GRH PODCAST

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



odonnellCOMPANY

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



guaranteed ride home

# SPRING GRH RADIO ADS

:30 English radio spots



odonnellCOMPANY

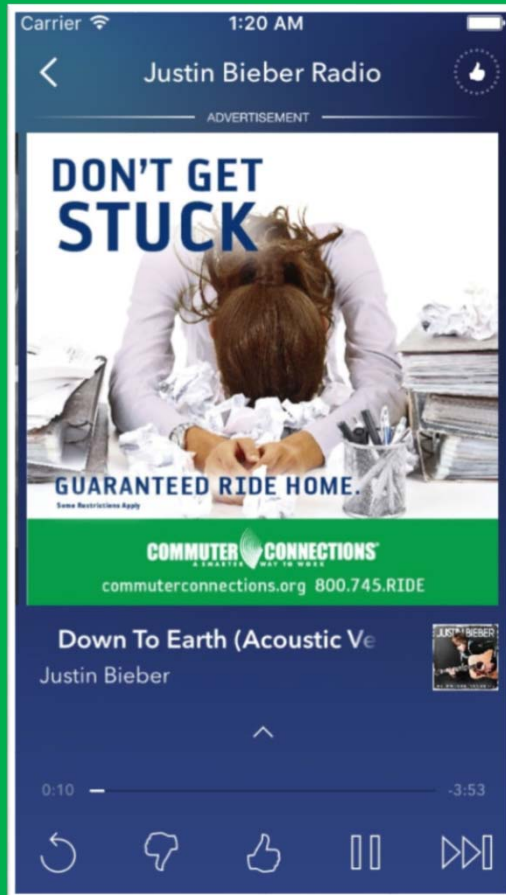
COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK

guaranteed ride home

# SPRING GRH PANDORA

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

# PANDORA®



odonnellCOMPANY

COMMUTER CONNECTIONS®  
A SMARTER WAY TO WORK

guaranteed ride home

# SPRING GRH STREAMING SERVICES

Flight dates: 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25

# hulu



odonnellCOMPANY

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

guaranteed ride home

# SPRING GRH STREAMING SERVICES



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

guaranteed ride home

## SPRING GRH STREAMING SERVICES



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



guaranteed ride home


# SPRING GRH FB

Flight dates: 2/26, 3/12, 3/26, 4/9, 4/23, 5/28, 6/11, 6/25



**Commuter Connections**  
March 14 · 🌐

Moping at your desk with a miserable cold? Don't get stuck if you rideshare! You can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Register today! Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



👍 Like    💬 Comment    ➦ Share    🗨️

👍❤️ 455    Oldest ▾

5 Shares

**Commuter Connections**  
March 26 · 🌐

Don't Get Stuck at Work...When you rideshare, you can get a Guaranteed Ride Home in the case of unexpected illness, emergencies or unscheduled overtime. Guaranteed Ride Home from Commuter Connections. Free rides home if you rideshare. Register or renew today at [commuterconnections.org](http://commuterconnections.org) or 800.745.RIDE. Some restrictions apply.



👍 Like    💬 Comment    ➦ Share    🗨️

👍😱 157

2 Shares

guaranteed ride home

# SPRING GRH COMMUTER TRAINS

Flight dates: March 1 – June 30



odonnellCOMPANY



guaranteed ride home

# SPRING GRH DONATED SPACE

Flight dates: April – June



**DON'T GET  
STUCK**



**GUARANTEED RIDE HOME.**

For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!

Same restrictions apply.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

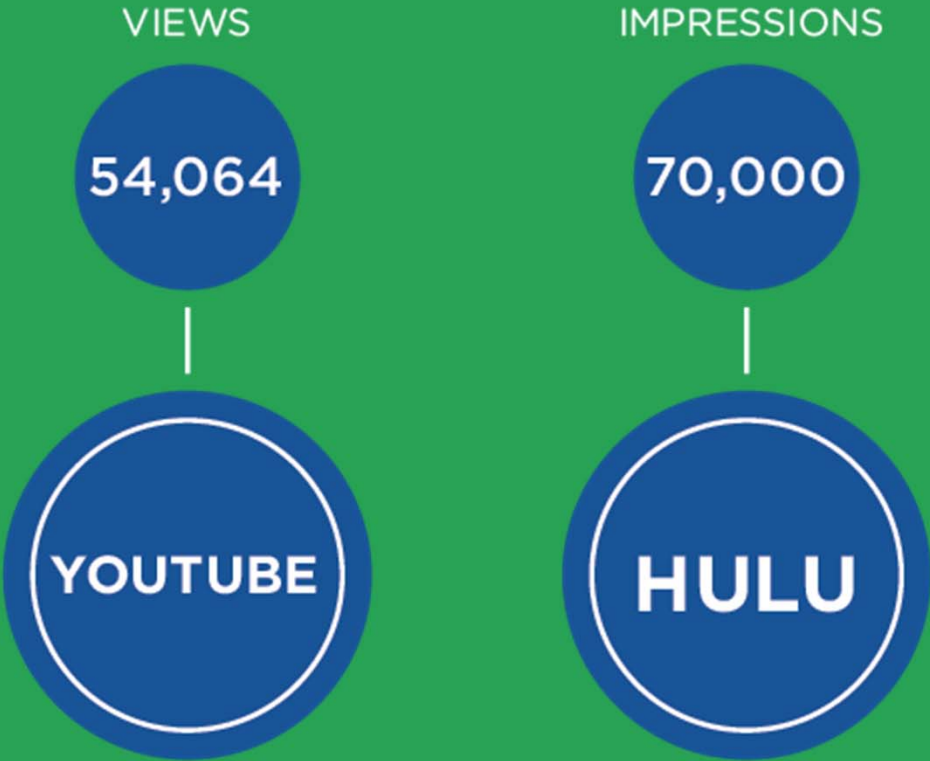
commuterconnections.org  
800.745.RIDE

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

guaranteed ride home

# RESULTS TO DATE



A man with a beard, wearing a dark suit, white shirt, and dark tie, is sitting in the driver's seat of a car. He is holding a smartphone to his ear with his right hand and looking down at it with his left hand. The car's interior is visible, including the headrest and window. Sunlight is streaming in from the left, creating a warm glow. The background is blurred, showing a city street.

## Spring 'Pool Rewards

odonnellCOMPANY

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



'pool rewards

## STRATEGY

Maximize impressions

Engage audience

'POOL REWARDS  
it pays to rideshare

odonnellCOMPANY

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

## FY18 MEDIA BUDGET

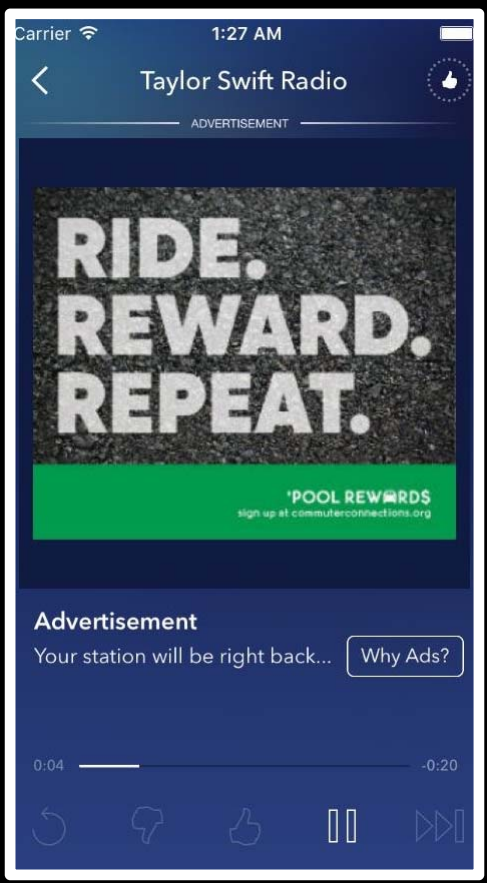
WTOP	\$11,333
WTOP.com	\$3,000
Every Door Direct	\$2,520
Pandora	\$12,500
Facebook	\$15,500
<b>Total Paid Media</b>	<b>\$44,853</b>
<b>Value Add</b>	<b>\$7,000</b>

Campaign Live: Thru Mid-March, Facebook also placed in June.

# CREATIVE CONCEPTS



# PANDORA



# PANDORA®



# SOCIAL MEDIA



**Commuter Connections**  
January 17 · 🌐

Cash in on your commute! Join or start a new carpool, and you can earn up to \$130 or, join a new vanpool and earn \$200 a month. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

Like Comment Share

👍❤️👤 213

**Commuter Connections**  
February 12 at 3:50pm · 🌐

Your rewards are ahead! Just join or start a new carpool, and you can earn \$130. Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a free account, and select 'Pool Rewards. Some restrictions apply.

Like Comment Share

👍❤️👤 227 Chronological




# SOCIAL MEDIA



**Commuter Connections**  
June 6 at 11:16am · 🌐

Join or start a new 2-person carpool on the I-66 Express Lanes Inside the Beltway and travel toll-free, plus receive \$130 with 'Pool Rewards. Remember to set your E-ZPass Flex to HOV mode. Earn a bonus \$100 in your new carpool on the I-66 HOV Lanes Outside the Beltway, for up to \$230!\* To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards.

**RIDE.  
REWARD.  
REPEAT.**


 **'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

**Commuter Connections**  
June 6 at 10:29am · 🌐

Commuter Connections provides up to \$130 over 90 days for new carpools in the I-395 corridor. 'Pool Rewards offers an additional \$100 to participants who join a new three-person carpool or add a third person to an existing two-person carpool during a three-month period for new carpools in the I-395 corridor\*. To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards.

\*some restrictions apply.

**RIDE.  
REWARD.  
REPEAT.**

 **'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

# EVERY DOOR DIRECT MAILER



**RIDE.  
REWARD.  
REPEAT.**

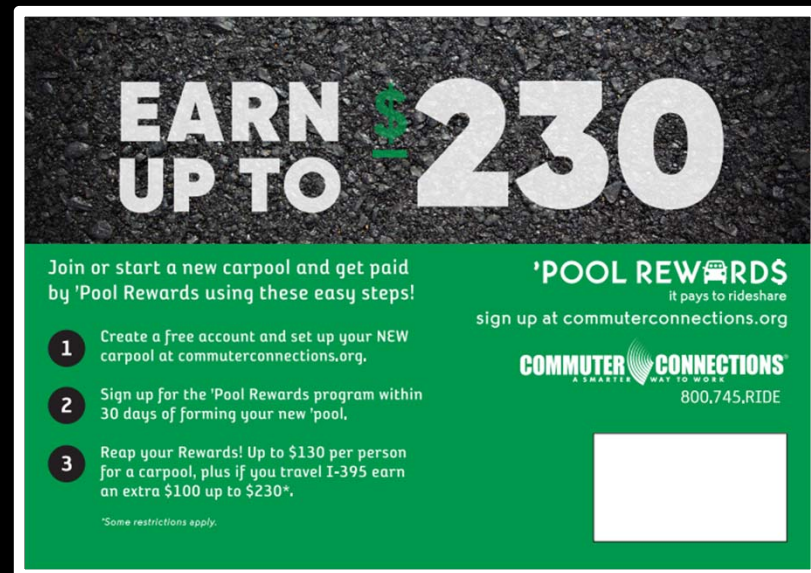
Join or start a new carpool and receive \$130 with 'Pool Rewards.  
Plus, carpools with 3 or more occupants on I-395 can travel TOLL-FREE  
and earn an extra \$100, for up to \$230!\*

Just RIDE. REWARD. REPEAT. with Commuter Connections.

**'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

\*Some restrictions apply.

Front



**EARN UP TO \$230**


Join or start a new carpool and get paid by 'Pool Rewards using these easy steps!

- 1 Create a free account and set up your NEW carpool at [commuterconnections.org](http://commuterconnections.org).
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool.
- 3 Reap your Rewards! Up to \$130 per person for a carpool, plus if you travel I-395 earn an extra \$100 up to \$230\*.

\*Some restrictions apply.

**'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
800.745.RIDE



Back

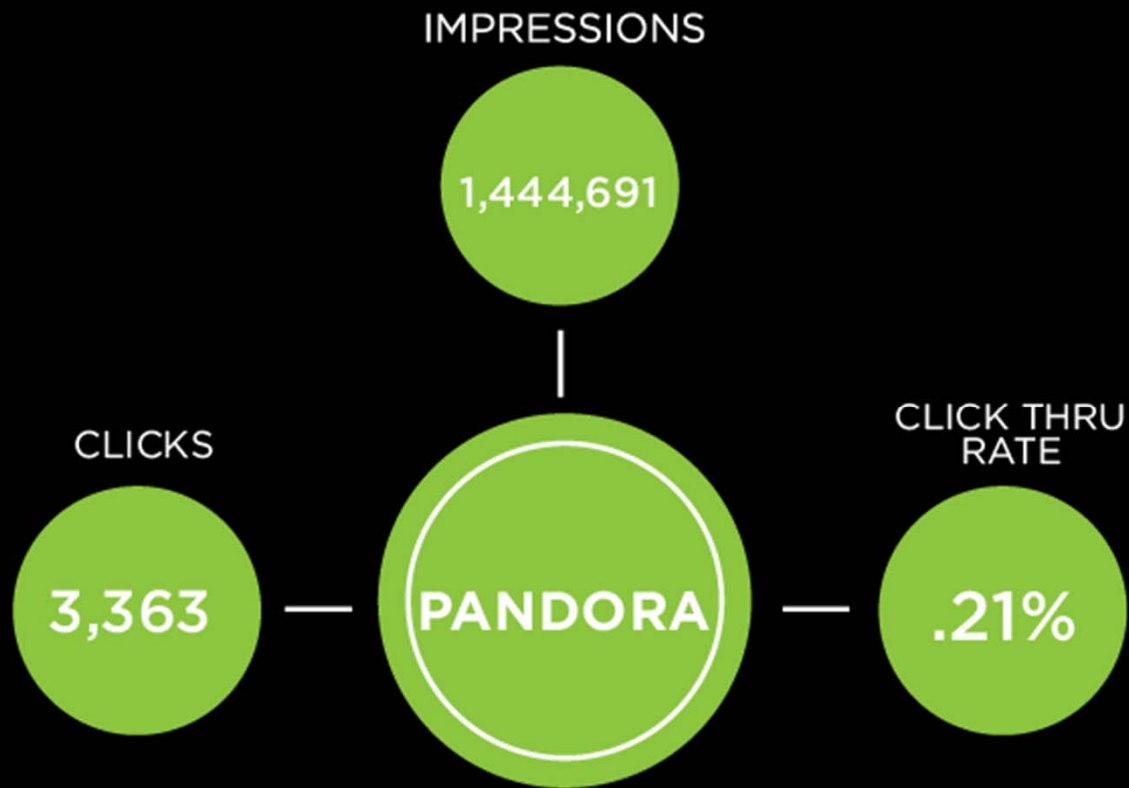
# WTOP SPONSORED ARTICLE

The screenshot shows the top portion of a WTOP news article. At the top is a navigation bar with the WTOP logo and links for NEWS, TRAFFIC, WEATHER, and LISTEN. Below the navigation is a dark banner with the text "RIDE. REWARD. REPEAT." and a green box on the right that says "'POOL REWARDS sign up at commuterconnections.org". The article title is "Top 5 ways to keep money in your pocket in 2018" with a sub-header "Home » Council of Governments » Top 5 ways to...". The date is "January 9, 2018 7:40 pm". A social media sharing bar is visible. Below the title, a line of text reads "This content is sponsored by Commuter Connections- Pool Rewards Program". The main text begins with "In the spirit of the new year, do something good for you and your wallet. You'd be surprised by where most of your money goes or how these simple easy tips can help you stock up a savings. These five tips are every day ways to cut down on the amount you spend weekly, monthly and yearly on food, entertainment and travel." An image of hands preparing food is partially visible at the bottom left. On the right side of the article, there is a vertical sidebar with the "RIDE. REWARD. REPEAT." banner and the "POOL REWARDS" sign-up information.

# wtop

The screenshot shows the top portion of a WTOP news article. At the top is a navigation bar with the WTOP logo and links for NEWS, TRAFFIC, WEATHER, and LISTEN. Below the navigation is a dark banner with the text "RIDE. REWARD. REPEAT." and a green box on the right that says "'POOL REWARDS sign up at commuterconnections.org". The article title is "A history of carpooling: The early 1900's to now" with a sub-header "Home » Council of Governments » A history of carpooling...". The date is "February 2, 2018 12:24 pm". A social media sharing bar is visible. Below the title, a line of text reads "This content is sponsored by Commuter Connections- Pool Rewards Program". The main text begins with "The history of carpooling goes back almost as far as the invention of the automobile itself, and has endured well-beyond its heyday in the late 70's. With traffic being as heavy as it is in the Washington, DC Metro area, carpooling is important and essential for many commuters. Carpooling is defined as an arrangement among a group of automobile owners by which each owner in turn drives the others or their children to and from a designated place. But how did carpooling start and how has it evolved over the years?" On the right side of the article, there is a vertical sidebar with the "RIDE. REWARD. REPEAT." banner and the "POOL REWARDS" sign-up information.

# RESULTS TO DATE: PANDORA



# RESULTS TO DATE: NATIVE ARTICLES







# CarpoolNow Mobile App

odonnellCOMPANY

COMMUTER  CONNECTIONS<sup>®</sup>

## CARPOOLNOW MEDIA BUDGET (NET)

Radio	\$69,653
Print	\$2,480
Digital	\$47,722
Out of Home	\$7,157
<b>Total Paid Media:</b>	<b>\$127,013</b>

# CARPOOLNOW LANDING PAGE

- Create dedicated Landing page for application carpoolnow.org
- Direct consumers to site via advertisements

CarpoolNow

Available on the Android App Store

Download on the App Store

Get it at BlackBerryWorld

DOWNLOAD THE APP TODAY!

Try the CarpoolNow app and connect with commuters just like you, going your way. It's free and it saves you money on every commute.

CarpoolNow is an app you can use anytime to find and schedule rides.

Download the CarpoolNow app and join thousands who rideshare whenever they want!

**FREE**

**CONVENIENT**

**SMART**

On-demand carpooling services, connecting drivers offering a ride with passengers seeking a ride.

The CarpoolNow app makes carpooling convenient for both passengers and drivers going the

CarpoolNow displays routes, estimated pick-up times, and confirms pick-up and drop-off

# CARPOOLNOW RADIO

Flight dates: 1/1, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19, 2/26



carpoolnow mobile app


# CARPOOLNOW PRINT

Flight dates: January Publication




For those who Live or Work in Howard County

## FREE RIDESHARING ON DEMAND



- > Free on-demand ridesharing
- > Download the app at [carpoolnow.org](http://carpoolnow.org)
- > Rideshare when you want!



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

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>SM</sup>



# CARPOOLNOW PRINT

Flight dates: February & March Publication



For those who Live or Work in Howard County

## GET PAID TO DRIVE!

> Free on-demand ridesharing  
> Download the app at [carpoolnow.org](http://carpoolnow.org)  
> Rideshare when you want!

carpoolnow.org 800.745.RIDE

For those who Live or Work in Howard County

## FREE RIDESHARING ON DEMAND

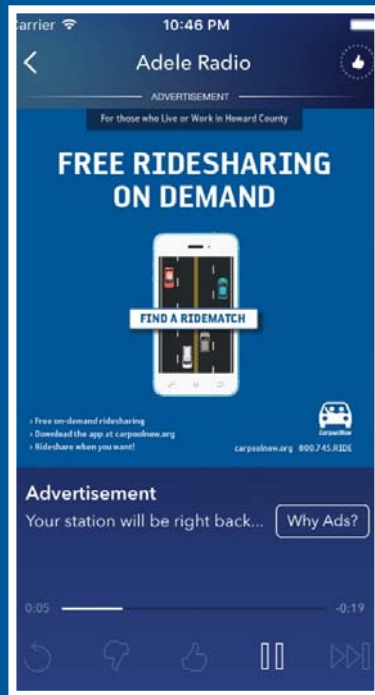
FIND A RIDEMATCH

> Free on-demand ridesharing  
> Download the app at [carpoolnow.org](http://carpoolnow.org)  
> Rideshare when you want!

carpoolnow.org 800.745.RIDE

# CARPOOLNOW DIGITAL

Flight dates: Flight dates: 1/1, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19, 2/26

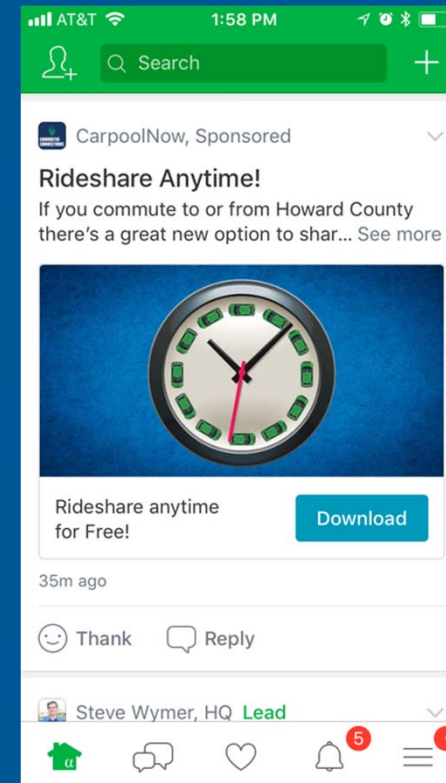
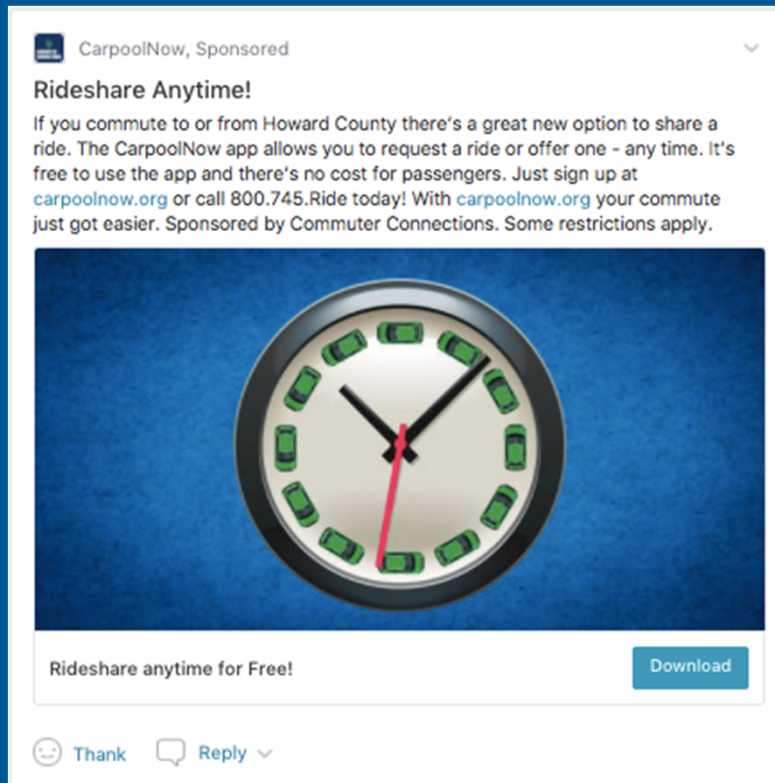


# PANDORA®



# CARPOOLNOW DIGITAL

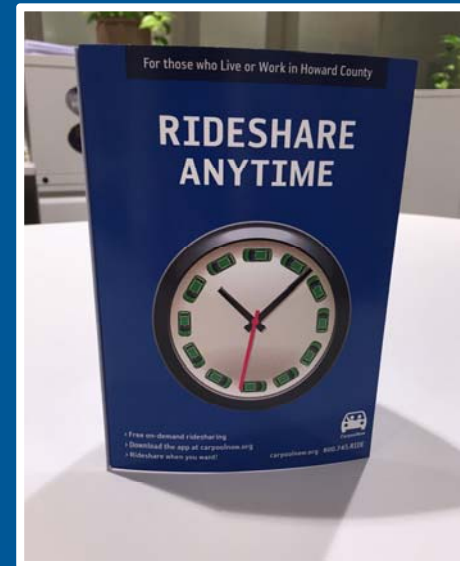
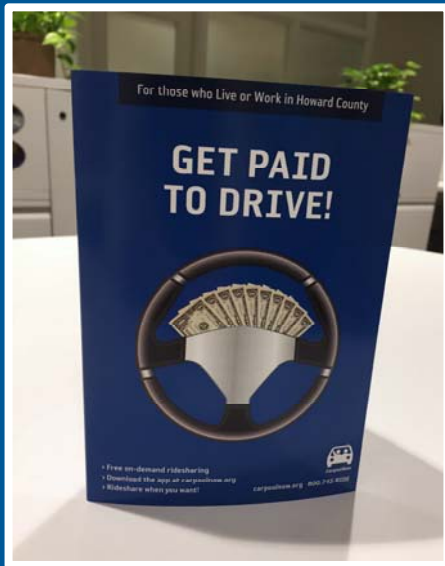
Flight dates: January –June; 1 Post per Month



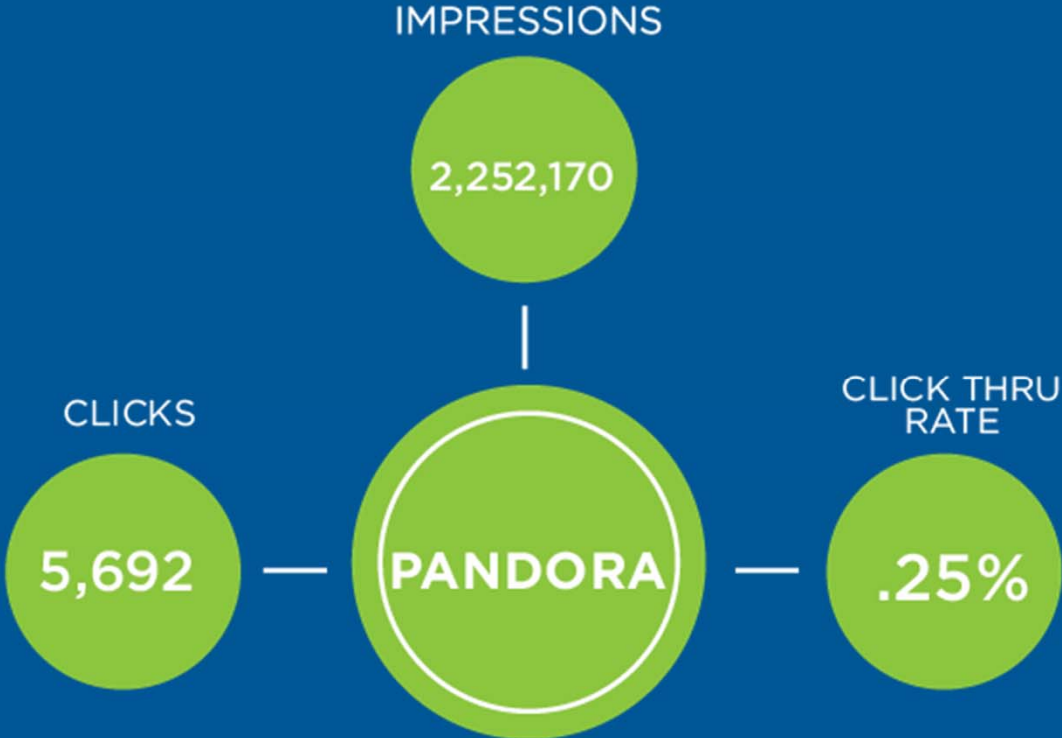
# CARPOOLNOW OUT OF HOME

Flight dates: January - June

THE MALL IN  
COLUMBIA

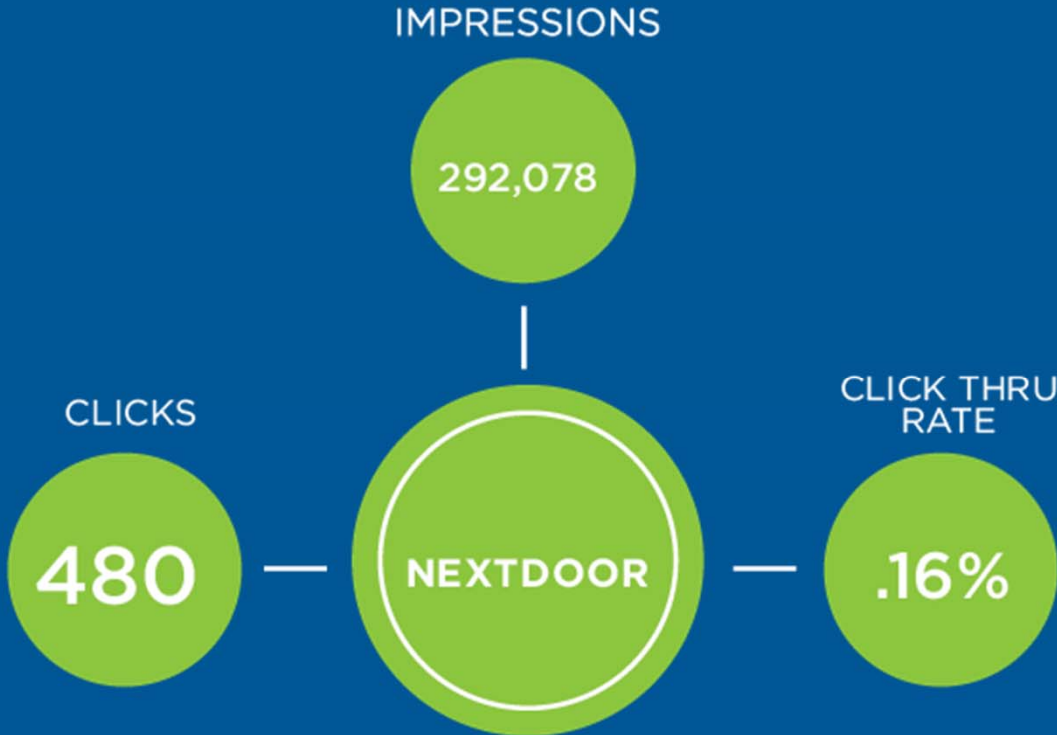


# CARPOOLNOW RESULTS: PANDORA





# CARPOOLNOW RESULTS: NEXTDOOR





# Bike To Work Day

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

bike to work day

# BIKE TO WORK DAY

Friday May 18, 2018

## STRATEGY

Promote bicycling as a viable alternative commute mode

Build regional participation

Engage employers and organizations



odonnellCOMPANY

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



# PROCLAMATION



Signed April 18<sup>th</sup>, 2018. Charles Allen, Transportation Planning Board; Nicholas Ramfos Transportation Operations Program Director; and Kristen Frontiera, WABA

# BIKE TO WORK DAY 2018 SPONSORS



30 Sponsors

\$59,800 in cash

\$25,950 in-kind



# BIKE TO WORK DAY POSTER



**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

Pre-register by May 11 for Free T-shirt\* and Bike Raffles!  
**FREE FOOD, BEVERAGES and GIVEAWAYS** at all locations.

Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for pit stop locations & times.  
\*T-Shirts available at pit stops to first 20,000 who register.  
Over 100 pit stops throughout D.C., Maryland, and Virginia!

  #BTWD2018

bike to work day 2018

**COMMUTER CONNECTIONS**  
**WABA** WASHINGTON AREA BICYCLE ASSOCIATION  
**GO Alex**  
**SPOKES** FOR BICYCLES  
**ICF**  
**Takoma Bicycle**  
**Bike Arlington**  
**SELF-DONAL**  
**Marriott**  
**California TORTILLA**  
**DC BIKE**  
**goDCgo**  
**BICYCLE SPACE**  
**AASHIO**  
**CRYSTAL CITY**  
**AMERICAN COLLEGE of CARDIOLOGY**  
**FAIR LAKES**  
**M&T** MARYLAND DEPARTMENT OF TRANSPORTATION  
**KIMPTON** HOTELS & RESTAURANTS  
**PRINCE GEORGES**  
**AAA**  
**Giant**  
**BIKESVIENNA**  
**southwest grill**  
**GREEN BURR**  
**KIND** HEALTHY SNACKS  
**FELT**  
**ABUS** Security First Service  
**BROMPTON**  
**MSW**  
**ORTLIEB**  
**pow**

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

# BIKE TO WORK DAY RACK CARD

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

Pre-Register by May 11  
for free T-shirt\* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations.

Over 100 Bike to Work Day pit stops located in D.C., Maryland and Virginia!


Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.

\*T-shirts available at pit stops to first 20,000 registrants.



#BTWD2018  
bike to work day 2018

Front



Logos include: COMMUTER CONNECTIONS, WABA, GO Alex, ICF, Takoma Bicycle, SPOKES, Bike Arlington, TELE CENTER, Marriott, California TORTILLA, BIKE RIDE, goDCgo, AASHIO, BICYCLE SPACE, CRYSTALCITY, AMERICAN COLLEGE of CARDIOLOGY, FAIR LAKES, MDT, KIMPTON, PLYMOUTH FERRIS, AAA, Giant, BIKES@VIENNA, Me's, KIND, FELT, GREEN GEAR, ABUS, BROMPTON, MSW, ORTLIEB, pdu.

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

Printed on recycled paper.

Back

# BIKE TO WORK DAY OUTDOOR VINYL BANNER

**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**

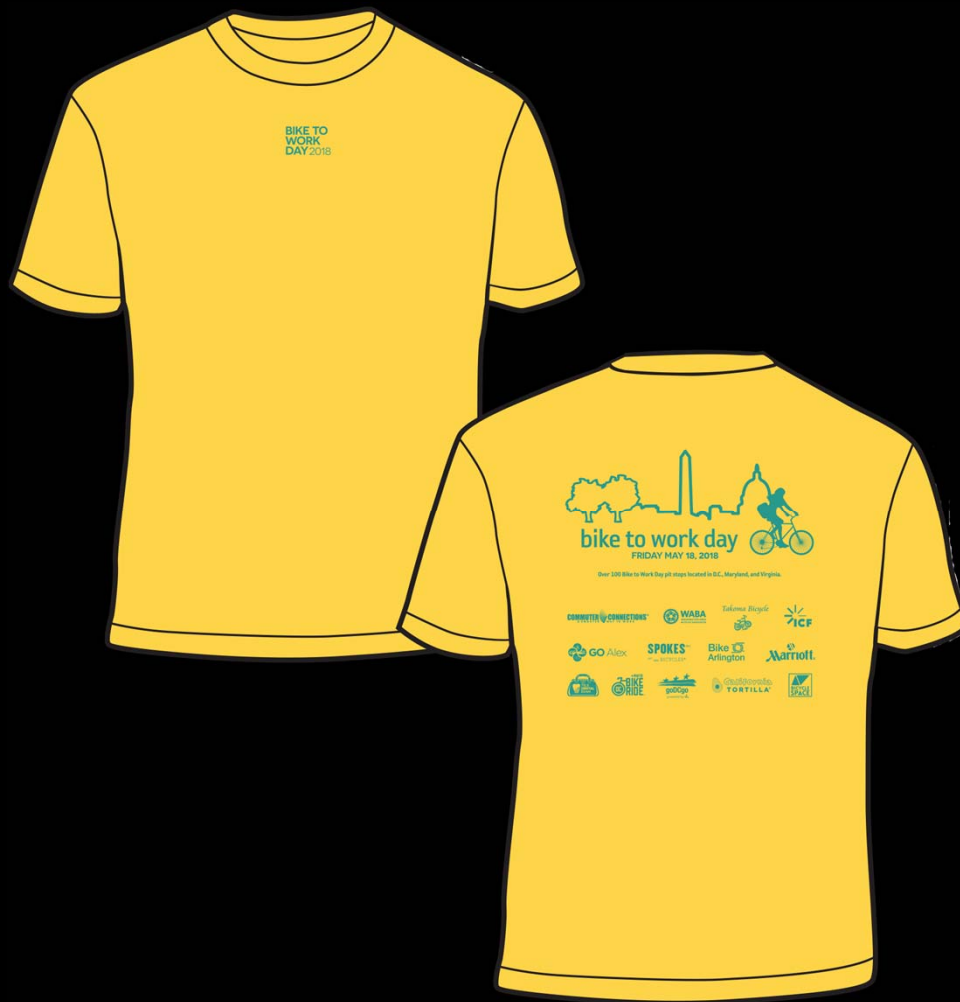
Register at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
or call 800.745.7433

**WEST END AT AMERICAN COLLEGE OF CARDIOLOGY**  
2400 N St, NW Corner of N & 24th Sts  
3:00 pm to 6:00 pm

Sponsors: COMMUTER CONNECTIONS, WABA, Takama Bicycle, ICF, SPOKES, GO Alex, Marriott, Bike Arlington, TO GO DIGITAL STATION, DC BIKE RIDE, goDCgo, California TORTILLA, BICYCLE SPACE.

bike to work day 2018

# BIKE TO WORK DAY T-SHIRT



# BIKE TO WORK DAY WEBSITE

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTER SPONSORS

## Bike to Work Day

On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend this FREE EVENT, then bike to your choice of more than 100 pit stops in D.C., MD, and VA and receive a free T-shirt, refreshments, and be entered into a raffle for a new bicycle.

**Registration Begins in March 2018**

**Pit Stops**

More than 100 Bike to Work Day pit stop events will be held throughout D.C., Maryland, and Virginia. Take a break at a pit stop on your way to work for food, beverages, fun, and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.

[Read More...](#)

**Commuter Convoys**

Forming March 2018

[Read More...](#)

**Sponsors**

**GO Alex**

**Event Poster**

Download a PDF of the [Bike to Work Day](#)

**Find a Ride Buddy**

Use the Washington Area Bike Forum to

**Increase Bicycling Skills**

WABA's adult bicyclist education



# BIKE TO WORK DAY FACEBOOK

**bike to work day 2018**

**Bike to Work Day**  
@biketoworkdaymetrodc

Home  
About  
Photos  
Reviews  
Videos  
Events  
Posts  
Community  
[Create a Page](#)

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

WWW.BIKETOWORKMETRODC.ORG  
800.745.7433

Like Follow Share ... Sign Up Send Message

Status Photo/Video

Write something on this Page...

**Photos**

**Community** See All

- Invite your friends to like this Page
- 3,041 people like this
- 3,021 people follow this
- Jason LaRosa likes this or has checked in

**About** See All

Nonprofit Organization in Washington, District of Columbia  
4.4 ★★★★★

High School  
H Street Northwest

# BIKE TO WORK DAY TWITTER



The image shows a screenshot of the Twitter profile for @BikeToWorkDay. The profile picture is a yellow circle with a green outline of a city skyline and a bicycle, with the text "bike to work day 2018" below it. The header banner features a photograph of a person riding a bicycle on a brick path, with a yellow overlay on the right containing the text "BIKE TO WORK DAY 2018 FRIDAY MAY 18" and the website "WWW.BIKETOWORKMETRODC.ORG" and phone number "800 745 7433". The profile statistics are: Tweets 419, Following 290, Followers 2,240, Likes 669, and Lists 1. The bio for "Commuter Connections" describes it as a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments, located in Washington DC, with the website "biketoworkmetrodc.org". A tweet from Justin Schor (@schorj) is visible, mentioning a pit stop in Silver Spring and tagging @BigGreenCommute and @WellsAssoc.

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

WWW.BIKETOWORKMETRODC.ORG  
800 745 7433

Tweets 419 Following 290 Followers 2,240 Likes 669 Lists 1

**Commuter Connections**  
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC  
biketoworkmetrodc.org

**Tweets** Tweets & replies Media

Commuter Connections Retweeted

Justin Schor @schorj · 2h  
@BikeToWorkDay pit stop in Silver Spring isn't letting the rain stop the celebration. @BigGreenCommute @WellsAssoc

bike to work day

# SNAPCHAT BTWD FILTER

\$50 per pit stop location



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## BIKE TO WORK DAY MEDIA BUDGET (NET)

Radio	\$	35,570
Digital	\$	12,348
Pandora	\$	9,081
Social Media	\$	3,000
<b>Total Paid Media</b>	<b>\$</b>	<b>59,999</b>



# BIKE TO WORK DAY: RADIO STRATEGY

- Partner with local radio personalities
- Passionate about bicycling and aligned with brand
- Leverage radio personality's social media pages and following
- Key Influencer Marketing
- Partners:

## WIHT



**elizabethany [eb]** ✓  
@luvelizabethany

no apologies for what i say on your fav **@iHeartRadio** station. just a fanny pack wearing 90s freak, World Record holder, Redskins fan, Mountaineer, & Ellen stalker

## WJFK



**danny rouhier** ✓  
@funnydanny

Host of Grant&Danny Show 10-2 on 106.7 The Fan, Comic, Dork, Standup CD [geo.itunes.apple.com/us/album/tell-](http://geo.itunes.apple.com/us/album/tell-)

## WMZQ



**Ty Bailey**  
@MsTyBailey

Afternoon Personality **@WMZQ**. Listen locally on 98.7 and nationwide on **@iHeartRadio #iHeartRadio #iHeartCountry**

## WWDC



**Roche**  
@rocheonair

Radio DJ. Podcaster. Man of fine beers and leisure. Listen to **@DC101** weekdays 3p-7p and follow **@offairpodcast** and **@pitchpass**.



# BIKE TO WORK DAY: RADIO

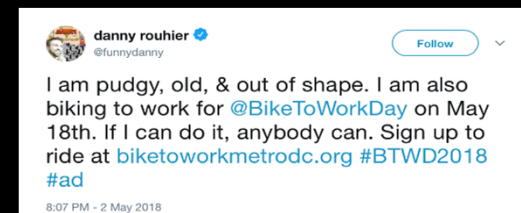
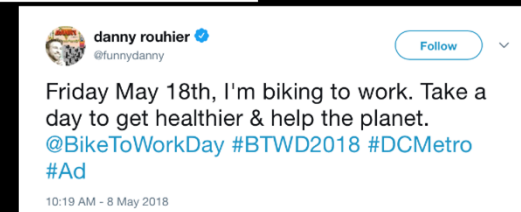
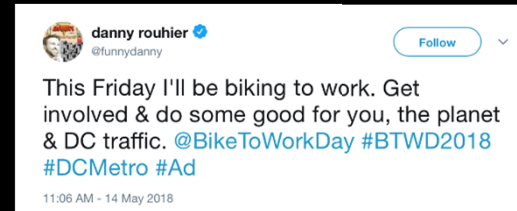
- 2 tweets
- 100 on-air spots



# BIKE TO WORK DAY: RADIO



- 63 Talent Live Read Spots
- 6 tweets
- 1 Blog Post
- Live Broadcast during BTWD




# BIKE TO WORK DAY: RADIO




- 100 Talent Live Read Spots
- 1 Instagram Post
- 1 Tweet
- 1 Facebook Post



 **Ty Bailey Radio Program** is 🌍 celebrating a healthy future on Earth at 📍 [Bike to Work Day](#).  
May 14 at 1:25pm · Washington · 🌐

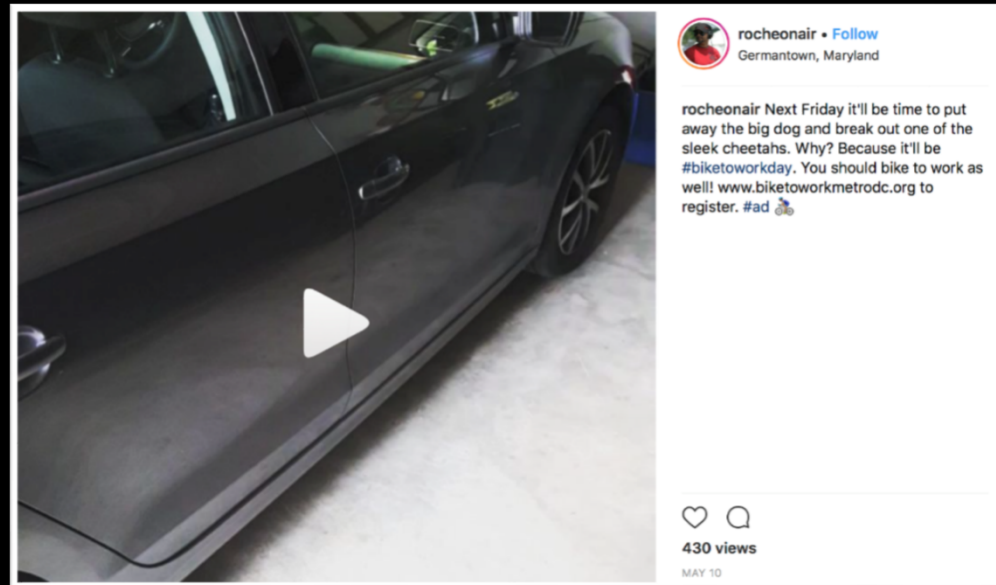
Friday is Bike To Work Day! If you don't have a bike, think about trying a bike share. For my friends in the #DMV, there will be 100 pit stops with free food, beverages, fun and giveaways all around the area, both Friday morning and afternoon! Register now to get a free t-shirt and possibly win a new bike!



**BTWD | Bike To Work Day**  
On Friday, May 18, 2018 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Be one of the first 20,000 to register and attend...  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)

# BIKE TO WORK DAY: RADIO

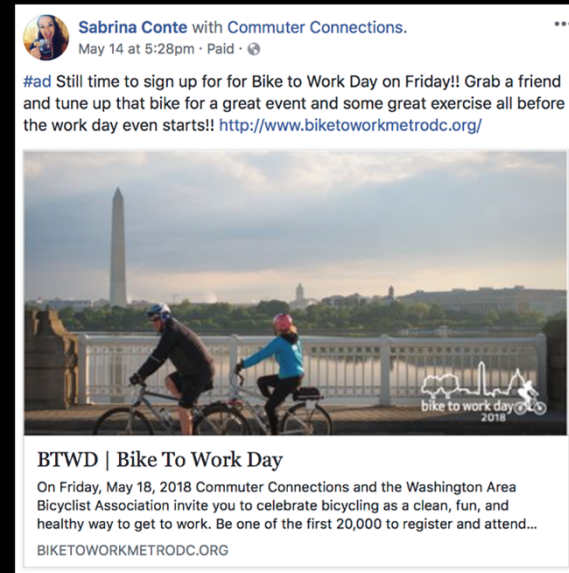
- 100 Talent Live Read Spots
- 1 Instagram Post
- 1 Tweet
- 1 Facebook Post



# BIKE TO WORK DAY: RADIO VALUE ADD



# 97.1 WASH-FM





bike to work day

# BIKE TO WORK DAY DIGITAL



Register free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433 / #BTWD2018



bike to work day  
2018

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bike to work day

# BIKE TO WORK DAY DIGITAL

# wtop

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

Register free at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

**FREE FOOD, BEVERAGES and GIVEAWAYS** at all locations.

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

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) for specific pit stop locations and times.



#BTWD2018



**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18



Register free at  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
800.745.7433  
#BTWD2018



**BIKE TO WORK DAY**  
FRIDAY MAY 18, 2018




Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433 • #BTWD2018

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# BIKE TO WORK DAY DIGITAL

bike to work day



Navigation: [wtop](#) NEWS TRAFFIC WEATHER LISTEN Washington's Top News

**BIKE TO WORK DAY**  
FRIDAY MAY 18, 2018  
Register free at [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) • 800.745.7433 • #BTWD2018

### SPONSORED CONTENT


Home » [Sponsored Content](#) » 10 health facts to...

## 10 health facts to know if you're biking to work


May 4, 2018 5:18 pm

*This content is sponsored by [Commuter Connections- Bike to Work Day](#)*

A [recent study](#) found that people who biked to work were happier than people who drove to work everyday. Not only does it make you happier but biking to work will also improve your health. Here are ten health facts to know if you are biking to work.



**OTHER GALLERIES**



See our other photo and media galleries

**BIKE TO WORK DAY 2018**  
FRIDAY MAY 18

Register free at [www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org) or call 800.745.7433

T-shirts available to the first 20,000 who register and attend.

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COMMUTER CONNECTIONS

# BIKE TO WORK DAY PANDORA



# PANDORA®



# BIKE TO WORK DAY SOCIAL MEDIA



**Bike to Work Day**  
May 4 at 11:28am · 🌐

Get ready to ride on Friday, May 18th for Bike to Work Day with Commuter Connections and the Washington Area Bicyclist Association. Register today at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433! #BTWD2018 #DCMetro



**REGISTER TODAY!** 

Like Comment Share

👍❤️ 245 Oldest ▾

13 Shares

**Bike to Work Day**  
May 7 at 11:03am · 🌐

With 100 pit stops to choose from, you and your friends can enjoy this free and exciting event! Register today for Bike to Work Day on Friday, May 18th at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433! #BTWD2018 #DCMetro



**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**  
Register now at [WWW.BIKETOWORKMETRODC.ORG](http://WWW.BIKETOWORKMETRODC.ORG) 

Like Comment Share

👍❤️👤 312 Oldest ▾

32 Shares



# BIKE TO WORK DAY SOCIAL MEDIA



**Commuter Connections** @BikeToWorkDay · May 11

Get geared up for Bike to Work Day, Friday May 18th! Grab your bike and register today at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433 for free! #BTWD2018 #WashingtonDC



**BIKE TO WORK DAY 2018**  
**FRIDAY MAY 18**  
Register now at [WWW.BIKETOWORKMETRODC.ORG](http://WWW.BIKETOWORKMETRODC.ORG)



4 15

**Commuter Connections** @BikeToWorkDay · 21h

Invite your cycling friends to join you on Bike to Work Day, Friday May 18th. Hurry, before it's too late! Register at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433. #BTWD2018 #WashingtonDC



**LAST CHANCE TO REGISTER!**



8 3

## BIKE TO WORK DAY: VALUE ADD

WTOP Interview Part 1:



WTOP Interview Part 2:



Nextdoor Posts:

- Targeted 42 neighborhoods
- Estimated 7,300 impressions

bike to work day

**EVENT: MAY 18, 2018**



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A SMARTER WAY TO WORK



# EVENT: MAY 18, 2018



bike to work day

**EVENT: MAY 18, 2018**



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bike to work day

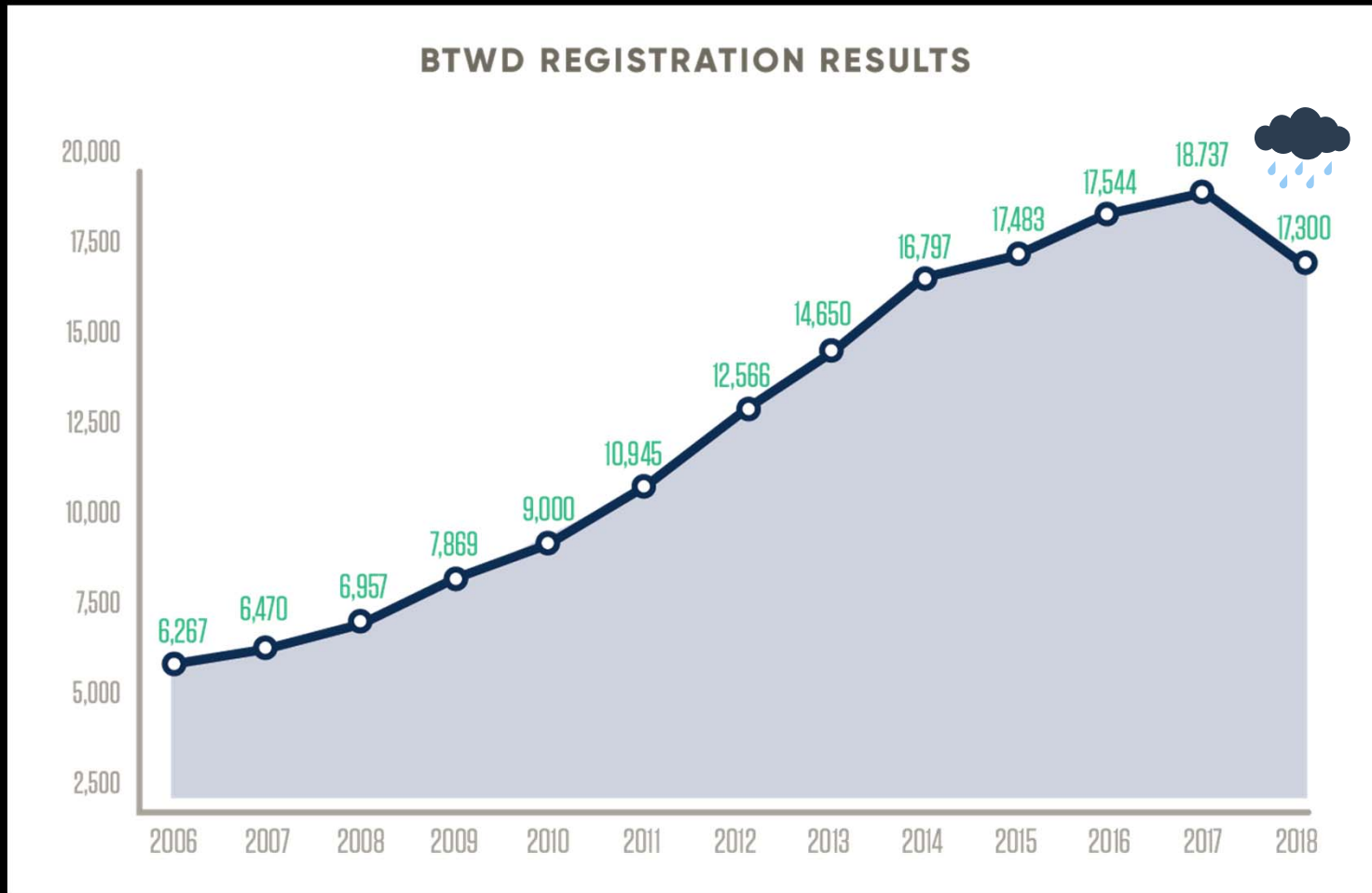
**EVENT: MAY 18, 2018**



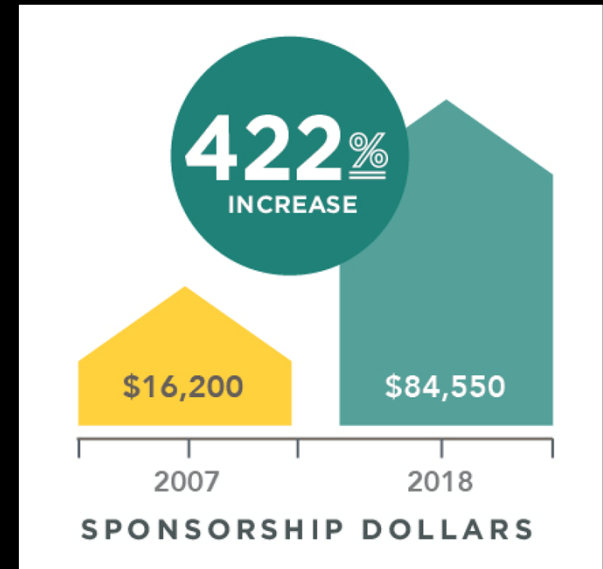
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COMMUTER CONNECTIONS<sup>®</sup>  
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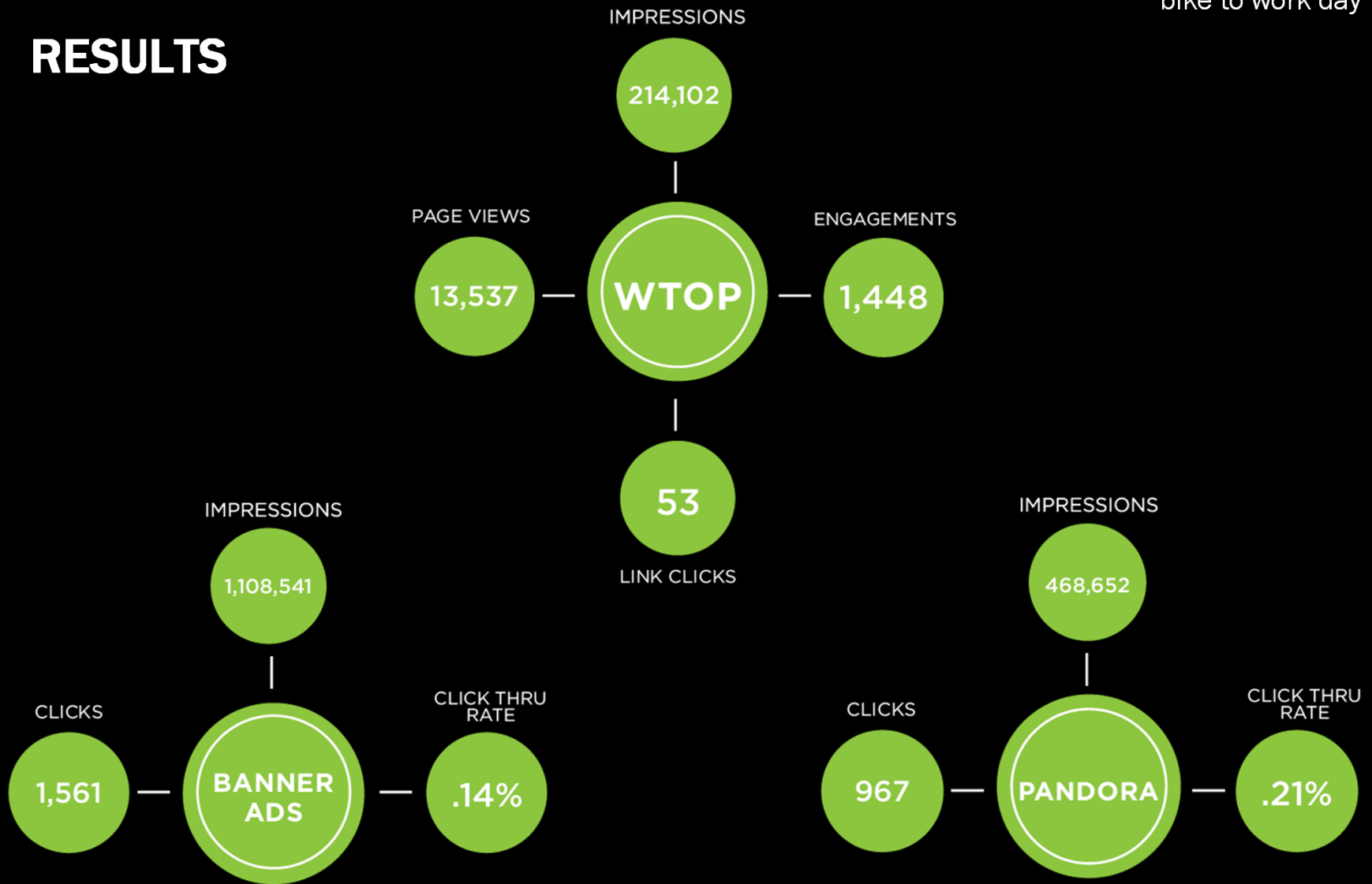
# RESULTS



# RESULTS



# RESULTS



**20** EMPLOYER  
RECOGNITION  
**18** AWARDS



**LEADERS**

Employer Recognition Awards

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COMMUTER CONNECTIONS<sup>®</sup>  
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# 2018 EMPLOYER RECOGNITION AWARDS

## STRATEGY

Recognize employers who deliver outstanding and measurable commuter benefits and/or telework programs

- Newsletter
- Website
- Print ad
- Earned media
- Social media

Help winners leverage recognition

- Employer winner kit

## Employer Awards Strategy

- Allow for organizations who share brand values to align with Commuter Connections



# INVITATION



Metropolitan Washington Council of Governments  
777 N. Capitol Street, NE, Suite 300  
Washington, DC 20002-4290

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

2018 EMPLOYER  
RECOGNITION  
AWARDS



2018 EMPLOYER  
RECOGNITION  
AWARDS

TUESDAY, JUNE 26, 2018  
THE NATIONAL PRESS CLUB

529 14th St. NW, Washington, DC 20045  
Corner of 14th & F Sts., 13th Floor Ballroom

Metro rail to Metro Center, exit onto 13th St.

8:30 a.m. - 8:30 a.m. Check-in/Coffee Tea Reception  
9:30 a.m. - 10:00 a.m. Breakfast and Ceremony

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 15, 2018. For questions contact  
[bbrown@mwco.org](mailto:bbrown@mwco.org), 202.962.3327.

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

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

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



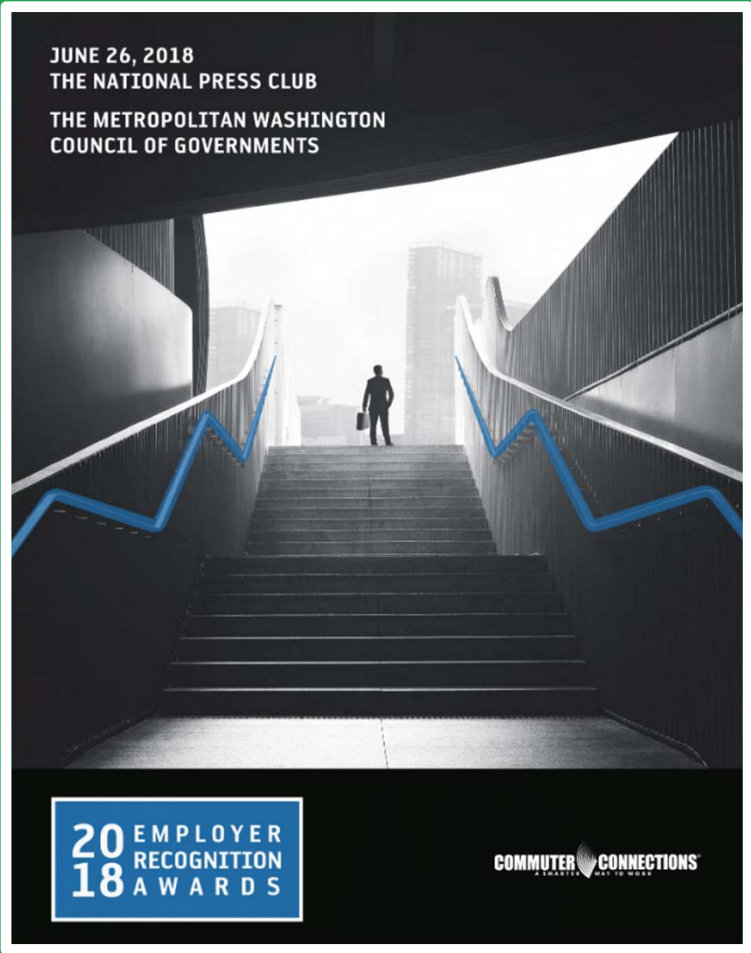
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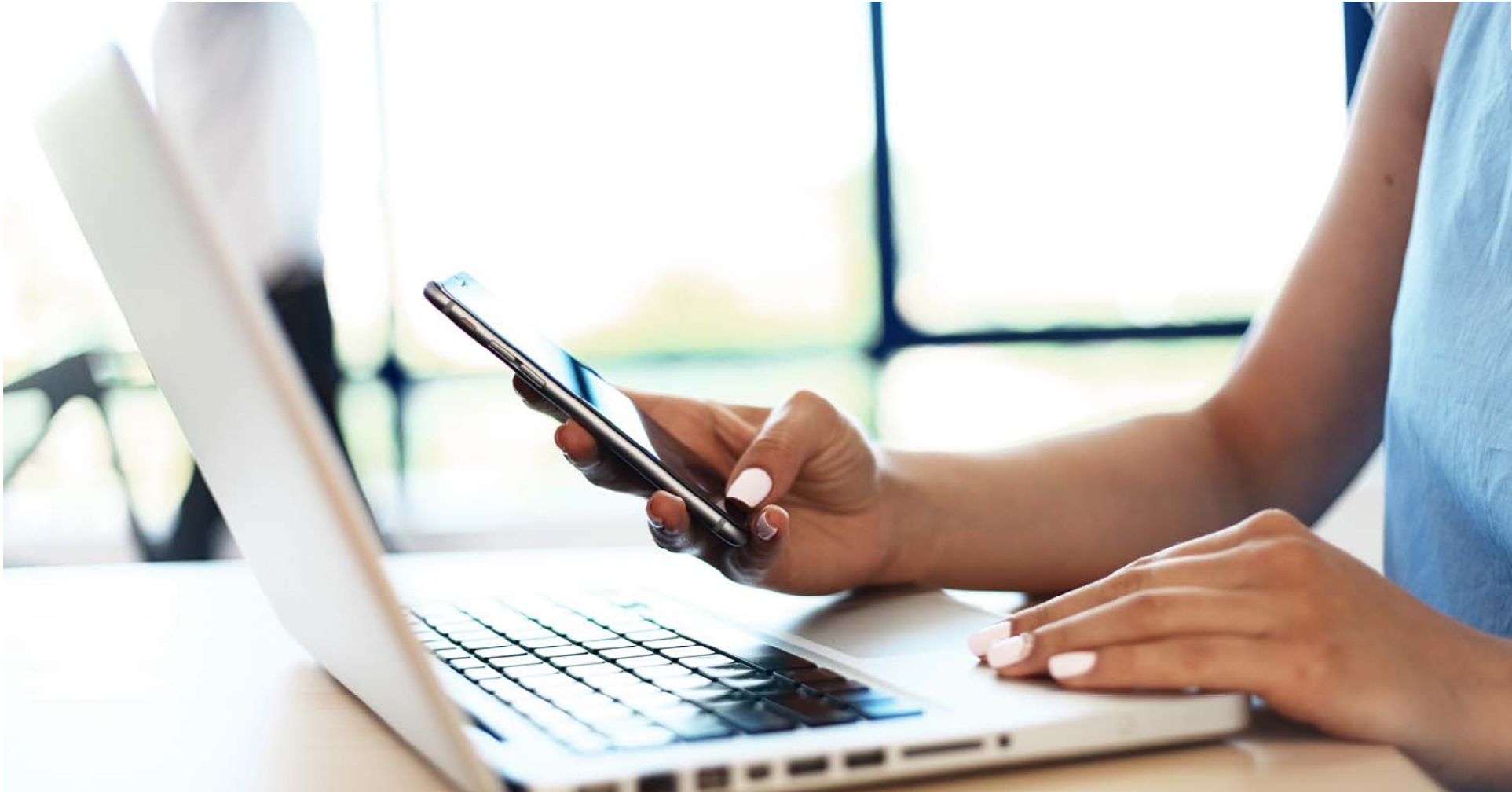


# PROGRAM BOOKLET



# PODIUM SIGN





# Newsletter

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A SMARTER WAY TO WORK



## OBJECTIVES & STRATEGY

- Build loyalty and brand awareness
- Report on relevant TDM news
- Promote Commuter Connections services and special events
  
- Print Publication and E-Newsletter reaches
  - Employer Transportation Coordinators
  - Committee members
  - Other TDM stakeholders
  - Federal ETC's (w/insert)

# PRINT

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

Issue 2, Volume 22 Spring 2018 WHAT'S INSIDE

- 3 2-66 Express Lanes: Faster and More Reliable
- 4 Parking Fee Changes At MetroDc
- 5 Trip-Based Program: E-dollars Or Not?

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

### TELEWORKING GROWTH AND COWORKING CENTERS

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. In 2004, 318,000 area commuters (13%) teleworked, which grew tremendously to 887,000 commuters (32%) teleworking as reported in the 2016 survey.

Most teleworkers work from a home location, while some work at a different remote location, closer to home than their usual commute distance to the office. These other remote locations could be a satellite office, library/community center, telework center, or co-working center. The SOC survey found that the average distance traveled in the Washington, DC region to such locations outside the home is just over 6 miles.

Another growing trend in the region are co-working centers or co-working spaces. Co-working has emerged to address the needs of white collar employees, both corporate and self-employed who work remotely, and do so among peers, within an office type setting.

Currently, there are over a dozen co-working centers already in the District of Columbia, Maryland, and Virginia. A burgeoning industry, more expansion is coming to the area in 2018. There are even niches within the co-working space industry; some of the new centers are tailoring themselves exclusively to working women, while others include child daycare services.

One such female-focused co-working space located in the Friendship Heights neighborhood within the District is Hera Hub. This international company fashions itself as a shared, flexible work and meeting space where entrepreneurial women can create and collaborate in a professional, productive, spa-like environment. Hera Hub provides members with connections to business experts, access to educational workshops, and visibility within the community.

Year	Percentage	Number of Regional Teleworkers
2004	13%	318,000
2007	19%	454,000
2010	25%	606,000
2013	27%	675,000
2016	32%	887,000

Number of Regional Teleworkers

As part of the SOC survey, teleworkers were asked if they did so under a formal program, or through an informal arrangement with a supervisor. More than half (54%) said they teleworked under a formal arrangement, while 43% did so under an informal arrangement with their supervisor. This represents a continued shift from 2004, when only 32% of teleworkers had a formal agreement.

*Continued on page 2*

Spring 2018

## FEDERAL ETC UPDATES

### FEDERAL ELECTION COMMISSION GOES PAPERLESS

The Federal Election Commission (FEC) is an independent regulatory agency which administers and enforces federal law, covering financing, restriction, and public disclosure of funds raised and spent to influence presidential, vice presidential, and congressional campaigns.

In March, FEC completed a relocation of their entire agency, consisting of 350 employees, from Metro Center to NoMa (North of Massachusetts Avenue) in Washington, DC. In light of the move, FEC transitioned its commuter benefits program registration from a paper-based process, to an electronic system. Two-thirds (66%) of FEC employees are now actively using the commuter benefits program.

With the adoption of the available technology provided by our inter-agency partners at the U.S. Department of Transportation (USDOT), and support of FEC senior leadership, we implemented a lot of change here in a short period of time, which will have substantial long-lasting impact on both the environment and our overall operating budget", said Derrick Allen, Director Office of Human Resources.


USDOT was impressed at the expeditious fashion in which FEC took their transit benefits program online from when they began. With the new program implementation, FEC saved more than \$100,000 in overall costs between October 2017 and March 2018. "Our new process has created a faster turnaround time for transit benefit subsidy transactions, and has given our office the ability to track the use of fare media issues more efficiently and cost effectively; and the ease of use is noticeable", said Fran Sanes, Human Resources Specialist.

At the heart of the success is communication, training, and assistance. FEC's Human Resources and Information Technology departments offered employees both group based, and individualized hands-on training. Partnering with the Administrative Services Division, FEC hosted multiple Commuter Expos with area transportation partners such as the Metropolitan Washington Council of Governments' Commuter Connections program, Washington Area Metropolitan Transit Authority (Metro), Virginia Railway Express (VRE), District Department of Transportation (goDCgo), and more. Skype

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## Spring 2018 Newsletter and Federal ETC Insert

# E-NEWSLETTER




**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

The Commuter Information Source  
for MD, VA, and Metropolitan D.C.

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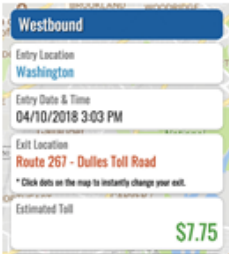
**TELEWORKING GROWTH AND COWORKING CENTERS**

The Commuter Connections 2016 State of the Commute (SOC), a triennial survey of Washington, DC region commuters showed that nearly a third of area employees are taking advantage of opportunities to work remotely. [Read more...](#)



Year	2004	2007	2010	2013	2016
Percentage	13%	19%	25%	27%	32%
Number of Regional Teleworkers	318,000	456,000	600,000	673,000	847,000

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**I-66 EXPRESS LANES - FASTER AND MORE RELIABLE**

A Virginia Department of Transportation report from January 2018 showed out of nearly 600,000 trips taken on I-66 inside the Beltway, average toll prices were \$8.07 for eastbound trips, and \$4.30 for westbound. [Read more...](#)

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**PARKING FEE CHANGES AT METRORAIL**

New hours when parking fees are collected have taken effect at Metrorail stations. In addition, higher fees for "non-rider vehicles" are being charged at ten stations, while fees at two stations were lowered as part of a pilot program. Non-rider vehicles are identified as cars who use Metro parking facilities, without a SmartTrip© turnstile transaction. [Read more...](#)



## LOOKING AHEAD

- Review Research, Trends, and Prior Campaign Results July 2018
- Draft Marketing Communications Plan July 2018
- Regional TDM Marketing Group Feedback via SharePoint Aug 2018
- Conceptual Approaches at Regional TDM Mktg Mtg Sep 2018
- Feedback: State Funding Agencies & Mktg Workgroup Oct 2017
- Refine, Develop and Finalize Nov 2018
- Media Selection Dec 2018
- Production and Distribution to Media Jan 2019
- New FY18 Creative Campaign Goes Live Feb 2019

A photograph of four business professionals in a meeting. Two men on the left are shaking hands, while a man and a woman on the right are smiling and looking towards them. They are seated around a glass table with papers on it. The background is a bright, out-of-focus office setting.

**Q&A**

odonnellCOMPANY

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