



## Metropolitan Washington Council of Governments FY 2010 Second Half Final Marketing Campaign Summary

### Introduction

Commuter Connections and its network members continued to educate commuters and to help them find alternatives to single occupancy vehicle (SOV) commutes. Activities undertaken in the second half of FY2010 included the following:

- The launch of a new umbrella marketing campaign in February 2010 that utilized new messaging and media to most effectively communicate solutions to the region's transportation challenges.
- Continuation of the 'Pool Rewards program, including March 2010 expansion.
- Marketing initiatives tied to specific event planning including Bike to Work Day and the Employer Recognition Awards.
- The launch of the GRH Rewards program.
- Communication outreach such as the employer newsletter and earned media efforts.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

The foundation for marketing efforts for FY2010 began with a marketing brief distributed to network members in August 2009. The strategies behind the FY10 marketing campaign reflected the current state of events for the region's commuters and built upon the research and findings of the following reports:

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

Based on these reports, a separate analysis was conducted by Odonnell Company that looked at the implications and findings on specific marketing strategies. Specifically, this analysis noted the following:

- Alternative commute modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.
- One in every three reported trips was either avoided entirely or made with an alternative to driving alone.

- Women and men are increasingly equal in their percentage of using alternative transportation.
- People with incomes above \$30,000 per year are a discretionary market with opportunity for growth in ridership. Because no further distinction in income was indicated, all income levels above \$30,000 can be targeted with campaign messages.
- The top reasons for using alternative transportation included save money (18%); changed jobs or work hours (18%) and save time (13%).

The Guaranteed Ride Home (GRH) program is free to commuters who use alternative transportation modes at least 2 days a week and find themselves in need of a ride home due to personal or family emergencies or unscheduled overtime. With a 95% satisfaction rate, the GRH program delivers on its promise. Building on the findings of the 2007 survey of GRH participants which indicated that a third used a GRH trip to tend to a sick child, the new marketing campaign launched in February 2010 targets working parents and emphasizes the “insurance” it offers them in case of an emergency.

Research, campaign experience, and current events all contributed to the planned strategy for FY10 to convert SOV commuters to alternate transportation by raising awareness of GRH as commute “insurance” and by driving home the message that money can be saved by sharing a ride. The team’s efforts for the second half of FY10 included the following:

- The launch of a new umbrella campaign that promotes ridesharing as a means for a commuter to “cash in” by sharing the ride. Commuters were urged to “insure” their commute by registering for Guaranteed Ride Home. A focused pitch is made to parents of young children to remind them of the GRH promise.
- Promotion of Bike to Work Day as a regional event, invited commuters in the metropolitan Washington region to bicycle to work on May 21 and to consider bicycling as a more frequent commute alternative.
- An awards event to recognize area employers who are providing new and innovative programs or incentives to improve their employees’ commute to work.

This draft report covers the second half FY2010 Marketing Campaign for the Metropolitan Washington Council of Governments’ Commuter Connections program.

## About Commuter Connections

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

Organizations represented in the Regional TDM Marketing Group include:

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

## **Cornerstones of the Marketing Program**

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

The objectives of the program included the following:

- Create a platform which promoted all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raised awareness of the Commuter Connections network and position the group as the region's resource for alternatives to driving alone.
- Promoted awareness of Ridematching services among commuters and increase applications for the program.
- Promoted awareness of the Guaranteed Ride Home service among commuters and increased applications for the program.
- Used special events such as Car Free Day and Bike to Work Day to encourage commuters to use the occasions to try an alternative forms of transportation accordingly.

## **Messaging Strategy**

The second half of FY2010 saw the launch of new creative for the spring umbrella campaign. With economic concerns continuing to be a focus for FY2010, the message for the spring campaign's Ridematching program centered on economic gains that could be attained through ridesharing. The image of cash in the driver's seat with the message "You've been sitting on cash" made a strong and easy association between saving money and commuting. The ad reminded commuters that Commuter Connections' ridematching service is free and calls upon them to sign up at [commuterconnections.org](http://commuterconnections.org).

Radio spots continued the direct message of economic gains through ridesharing. Playing on the word "recalculate", an instruction frequently issued by GPS systems, a GPS instructs a driver on how he can save money on his commute by going to Commuter Connections. In another rideshare spot an over-the-top financial expert urged listeners to stop giving their money away by driving alone. With listeners' attention gained, they were reminded that Commuter Connections' ridematching service is free and were encouraged to sign up at [commuterconnections.org](http://commuterconnections.org).

The focus on this year's Guaranteed Ride Home program was a free commuter insurance policy with a play on the word "coverage." The visuals included images of people being covered. The message was direct and to the point; "We've got you covered and it's free!" The call to action was kept equally straightforward; sign up today and insure your commute.

Radio spots played light-hearted by possible what-if scenarios, all returning to the same message, "No more excuses." Commuter Connections has you covered in case of unexpected personal or family emergency or unscheduled overtime.

### **Overall Target Market**

The overall target audience for the communication was:

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

### **Brand Character**

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

## FY2010 Media Flowchart

| FY2010 2 <sup>nd</sup> HALF MEDIA SPENDING FLOWCHART |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |
|--|----|-------|---|----|----|----|-------|----|----|----|---|-----|----|----|----|---|------|----|----|------------------|------------|
| MEDIA  | FB | MARCH |   |    |    |    | APRIL |    |    |    |   | MAY |    |    |    |   | JUNE |    |    |                  | COG TOTALS |
|  | 22 | 1     | 8 | 15 | 22 | 29 | 5     | 12 | 19 | 26 | 3 | 10  | 17 | 24 | 31 | 7 | 14   | 21 | 28 |                  |            |
| Rideshare  |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$160,000        |            |
| GRH  |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$115,853        |            |
| Bike to Work Day                                     |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$20,925         |            |
| Metro Networks                                       |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$64,260         |            |
| <b>Radio (Total)</b>                                 |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | <b>\$360,768</b> |            |
| Television   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$30,000         |            |
| Backpack Flyers*                                     |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$5,571          |            |
| Internet   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$80,000         |            |
| Donated Transit*                                     |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$6,404          |            |
| Direct Mail*   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$99,965         |            |
| WSJ Print Ad   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | \$4,757          |            |
| <b>Total</b>   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    | <b>\$587,465</b> |            |
| GRH Only   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |
| Rideshare Only                                       |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |
| GRH/RS   |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |
| Bike To Work Day                                     |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |
| Employer Recognition Awards                          |    |       |   |    |    |    |       |    |    |    |   |     |    |    |    |   |      |    |    |                  |            |

\* Printing and other non-media expenses only

## Media Objectives: Guaranteed Ride Home

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

### Target market \*

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

### Geographic Targeting

Washington D.C. DMA

| <b>GRH FY10<br/>2<sup>nd</sup> Half Media Budget</b>     | <b>COG Cost</b>  |
|--|------------------|
| Radio  | \$115,583        |
| Metro Networks   | \$35,458         |
| Internet (including earned media<br>with radio partners) | \$40,000         |
| Backpack Flyers (printing)                               | \$5,571          |
| Donated space (printing)                                 | \$4,162          |
| Direct Mail (printing & mailing)                         | \$49,983         |
| <b>Total GRH Budget</b>                                  | <b>\$250,757</b> |

\* Source: 2007 GRH Survey Report

## Media Objectives: Rideshare

The campaign to promote the Rideshare program used a mix of traditional approaches to maintain awareness among commuters and increase applications for this program.

### Target market:<sup>†</sup>

- 35-54 years old, secondarily 25-54
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Work for employers with 250+ employees
- Live in Virginia (65%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for federal agencies (50%) and private sector (30%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

### Geographic Targeting

Washington D.C. DMA

| <b>Rideshare FY10<br/>2<sup>nd</sup> Half Media Budget</b> | <b>COG Cost</b>  |
|--|------------------|
| Radio  | \$160,000        |
| Metro Networks   | \$28,802         |
| Television   | \$30,000         |
| Internet (including earned media<br>with radio partners)   | \$40,000         |
| Donated space (printing)                                   | \$2,242          |
| Direct Mail (printing & mailing)                           | \$49,983         |
| <b>Total Rideshare Budget</b>                              | <b>\$311,026</b> |

<sup>†</sup> Source: Fiscal Year 2009 Applicant Database Annual Placement Survey Report



## Radio

Radio was selected as the anchor medium due to its ability to reach a large portion of our target market (90 percent) with significant frequency during stressful, frustrating, costly and long commutes. The following mix of radio stations were selected to reach Washington metropolitan drive alone commuters.

In total, the following D.C.-focused and exurban stations are being used during the campaign:

WASH (Soft Rock 97.1FM)      WLZL (El Zol, 99.1FM)      WTOP (News/Talk 103.5FM)

WBIG (100.3 FM)      WPGC (95.5 FM)      WRQX (Mix 107.3FM)

WIAD (94.7 Fresh FM)  
(formerly WTGB)

Both the Guaranteed Ride Home and Ridematching campaigns have two radio spots each, evenly rotated, to sell the benefits of the respective Commuter Connections programs. The radio campaign is alternating between Rideshare and Guaranteed Ride Home for a total of 9 weeks with an on-air period from February 22 until June 25.

The following spots promoted the Guaranteed Ride Home and Ridematching campaigns this for the second half of FY10:

***Guaranteed Ride Home::30—“What If Child”***

A child presented a number of what-if scenarios that could happen at school or play. With each scenario, the mother reassured the child that she will be there if needed. Sound effects are used to catch the listener's attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they're covered in case of an unexpected emergency.

***Guaranteed Ride Home::30—“What If”***

Two co-workers exchange what-if scenarios that could require them to return home at an unplanned time. Sound effects are used to catch the listener's attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they're covered in case of an unexpected emergency or unscheduled overtime.

### ***Ridesharing::30—“Recalculate”***

An intelligent GPS directed a frustrated commuter to Commuter Connections to recalculate the cost of his commute by ridesharing. Listeners were reminded that Commuter Connections’ free ridematching service is a shortcut to savings.

### ***Ridesharing::30—“Cash Cushion”***

An energetic and over-the-top financial expert pulled out all the bells and whistles to let listeners know they were giving money away by riding alone. Commuters were urged to turn their empty passenger seat into a cash cushion by signing up for Commuter Connections’ free ridematching service.

## **Metro Networks**

Commuter Connections sponsored traffic updates on radio station through live reads, further branding the Commuter Connections name and message. The traffic updates sponsored by Commuter Connections were heard on to two dozen stations throughout the Washington metropolitan region, including heavily rated powerhouse WTOP radio.

## **Value Added Radio Promotions**

In addition to paid media placements, the spring campaign delivered over \$55,000 in value add radio and online promotions. Most of the added value was in the form of additional air time, sponsorships, and web banners.

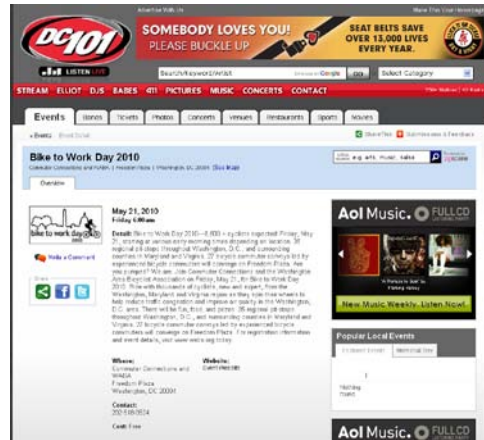
Metro Networks delivered ten percent more traffic sponsorships at no cost to Commuter Connections. This provided additional value-added live traffic reads for the campaign, greatly enhancing our presence.

WRQX, MIX 107.3, ran a carpool contest the week of April 12. MIX 107.3 radio personality, Tommy McFly asked listeners to submit why they carpool and the benefits of doing so. He selected one winning entry and rode with them on their commute to see just how much fun they really do have. He videoed the experience and posted it to his web page at MIX 107.3. As part of the promotion Commuter Connections received inclusion in at least 15 “What’s Happenin” recorded promotional Announcements, 10 Live promotional announcements on Tommy’s Show, a contest description on the MIX 107.3 website, and a recap video. The contest drew dozens of phone in entries during Tommy’s show while it was being promoted and over 50 email entries. Tommy McFly joined 3 women for a 7 AM commute from Reston Park & Ride to K Street.



As part of the internet media buy, over 300,000 bonus web banner impressions were delivered by the following websites: Washington Times, Monster, Parenting, and iii-interactive's Run-of-Site/Run-of-Network (ROS/RON) popunders (720x300 pixel size) placements. The value of these bonus impressions exceeds \$4,000.

An additional \$29,000 in value add was delivered by the radio stations selected for the Bike to Work Day radio campaign. ESPN980 provided streaming spots and a banner ad on their website while DC101 and HOT 99.5 got listeners pumped for Bike to Work Day with a bicycle giveaway contest.



During the month of March, 94.7 Fresh conducted a “Double Fill” promotion as a value-add for the ‘Pool Rewards campaign. The Fresh street team reached out to Washington Area commuters during the morning rush hour and evening drive home. The team was on site at two high-volume Shell gas stations located at Aspen Hill/Connecticut Ave and on Rockville Pike. At each promotion ‘Pool Rewards information and a gift certificate for a free pizza (courtesy of Papa John’s) were given to everyone who filled up. A dedicated splash page was

created on the Fresh website featuring information on the ‘Pool Rewards program with a link directly to Commuter Connections. In addition, 94.7 Fresh provided on air promotional announcements for the events. In total, 250 ‘Pool Rewards informational postcards were distributed.

## Television

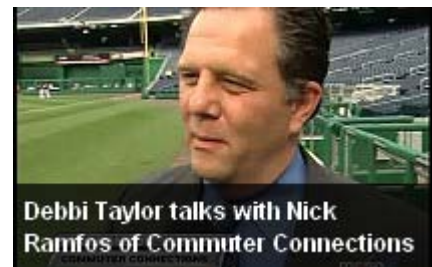
The Commuter Connections television commercial aired this spring on Mid-Atlantic Sports Network (MASN) during the first 30 games of the 2010 Nationals baseball season. The commercial ran during the game, in the pre- and post-game shows, the Batting Practice show, and again during game rebroadcasts. In addition, the commercial aired 180 times in MASN programming on shows such as ESPN News, Nationals Classic Games, Orioles Classic Games, and sports talk shows.

The Commuter Connections commercial features a woman frustrated by her long commute to the point that she considers changing jobs. She is referred to Commuter Connections and finds there are solutions to her frustration that will save her time and money. She also finds out about Guaranteed Ride Home which will get her home in case of an unexpected emergency. After joining a carpool and with her commute frustration behind her, she is back to enjoying her job. Viewers are urged to visit [commuterconnections.org](http://commuterconnections.org) by the announcer, in order to find “flexible solutions for a better commute”.



In addition to the paid air time, Commuter Connections’ sponsorship of the shows was announced with a live read during the Nationals Batting Practice show and National Xtra pre-game show and the display of the Commuter Connections logo on a billboard.

On April 23, prior to the Nationals game, Commuter Connections Director Nick Ramfos was interviewed live by field reporter Debbi Taylor. Mr. Ramfos described the function of Commuter Connections and how Nationals’ fans can utilize our services.



## Internet Advertising

The internet campaign was taken to the next level with the inclusion of short video clips into the banner ads. The video clips were used to grab attention before delivering the Commuter Connections messages and a call to action.

Websites such as Monster and Accuweather that performed well in the past for Commuter Connections were selected for the campaign. Several sites new to Commuter Connections were introduced such as Disney and Parenting.com to provide specific targeting to this year's campaign messages and intended audience. All banner ads are IP targeted to the DC DMA and range in size.

The following sites were used in the second half of the FY10 campaign:

- [accuweather.com](http://accuweather.com)
- [monster.com](http://monster.com)
- Washington Times
- [Parenting.com](http://parenting.com)
- Disney.com and Disney portfolio of sites including Disney online Mom & Family Portfolio, FamilyFun, and Kaboose
- Run-of-Site/Run-of-Network (ROS/RON) popunder ads served to select websites of iii-interactive's publisher list

The Parenting and Disney portfolio websites were selected to target parents of elementary school age children, as a sick child is the leading reason why commuters use the GRH service. GRH banner ads included a short video clip of a child passing out while dissecting a frog, a reference to the companion radio spot. This online ad was designed to capture attention and deliver the message to parents that with GRH you're covered in an unexpected emergency.

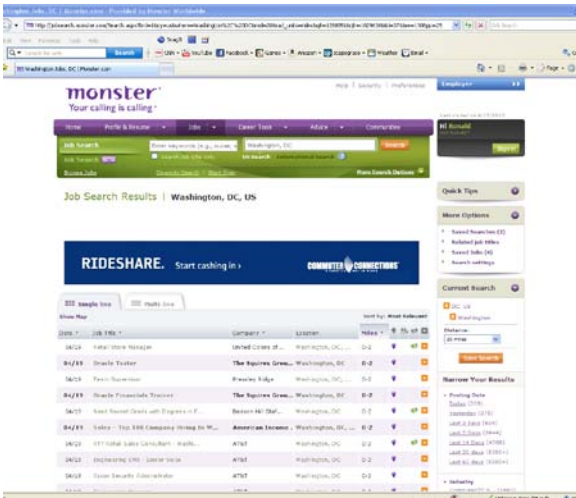
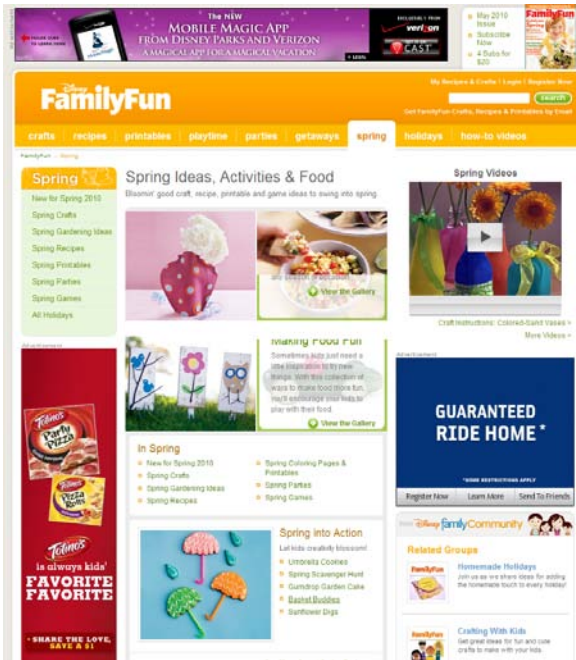
Several factors went into choosing the parenting sites including traffic levels. The audience data for these sites hit the qualitative profile well in terms of age, household income, profession/managerial status, and education.

Rideshare ads were placed on Monster, leveraging the findings of the 2007 State of the Commute Survey that a change to jobs or work hours is a top reason (as reported by 18% of the survey respondents) a commuter may look to change the method used to get to work. Past high performance of Rideshare ads on Monster supports this finding.

For the remaining ad placements on [accuweather](http://accuweather.com), [Washington Times](http://WashingtonTimes.com), and ROS/RON popunders, the Rideshare and GRH banner ads were served equally on a rotating basis.

Four ad sizes were used for the campaign. Statistics were collected throughout the campaign allowing for ad placement optimization.

# Online Banner Ads



## Backpack Flyers

The 2007 GRH Survey Report found that 33% of GRH participants surveyed reported illness of a child as their reason for requiring a GRH trip. The ability to return home due to an unexpected emergency or illness is an important consideration for working parents, especially for parents with young children.

In April, backpack flyers were distributed in the backpacks of elementary school student in Montgomery and Fairfax County (approximately 88,400 in Fairfax County and 63,400 in Montgomery County).

In addition, flyers were distributed electronically in early March and May. Accompanying the May distribution was the following message:



*As a parent of school age children, when you rideshare or take public transportation, getting home in case of an unexpected emergency is easy when you sign up for a FREE guaranteed ride home (GRH) at [commuterconnections.org](http://commuterconnections.org). The service is well used by parents to reach their children when they need to be picked up from school due to illness or other unexpected emergencies. Parents find the service invaluable and rate the program with high marks. In a recent survey, 97% of parents who relied on GRH to reach a sick child rated the service as good or excellent!*

*This program provides a free and reliable emergency ride home to parents, allowing you to enjoy peace of mind while using transportation alternatives. You'll have the confidence of knowing that during unexpected emergencies, you're able to come to the rescue for your little one. The program is completely free and is administered by Commuter Connections, a program of the non-profit, Metropolitan Washington Council of Governments.*

## Member Donated Space

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

Commuter Connections received generous donations of space from the following network members:





## Bus Exteriors



## Direct Mail to Households

A direct mail campaign was sent in June 2010 to 500,000 households within the Washington region to promote Ridematching and the Guaranteed Ride Home program. Recipients were households within the COG footprint, ages 25-54 and with annual incomes above \$50,000. Mailers included a postage paid reply mechanism containing a built in Ridematching and GRH application form. Commuters were 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.


Take the direct route to saving. **RIDESHARE.**


A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

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

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

**Register for Ridematching or Guaranteed Ride Home:**






you've been sitting on cash.

agency or unscheduled overtime, you but being stranded at work. We'll arrange taxi or even rental car up to four times

Ridematching and/or Guaranteed Ride today at [commuterconnections.org](http://commuterconnections.org). Request by mail or email, simply fill out For questions, call 1.800.745.RIDE. Invite carpool/vanpool partners through

try our shortcut to savings.

Rideshare.



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

# REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!

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

|                                  |                                  |
|----------------------------------|----------------------------------|
| Name _____                       | Employer/Agency _____            |
| Home Address _____               | Work Address _____               |
| City _____ State _____ Zip _____ | City _____ State _____ Zip _____ |
| County of Residence _____        | County of Workplace _____        |



**COMMUTER CONNECTIONS**  
A GREAT WAY TO GO

we've  
got you  
covered.

Stop work at \_\_\_\_\_ p.m.

Bus Route (A) \_\_\_\_\_  
Camden Penn

Transit  Bicycling



(and it's free!)

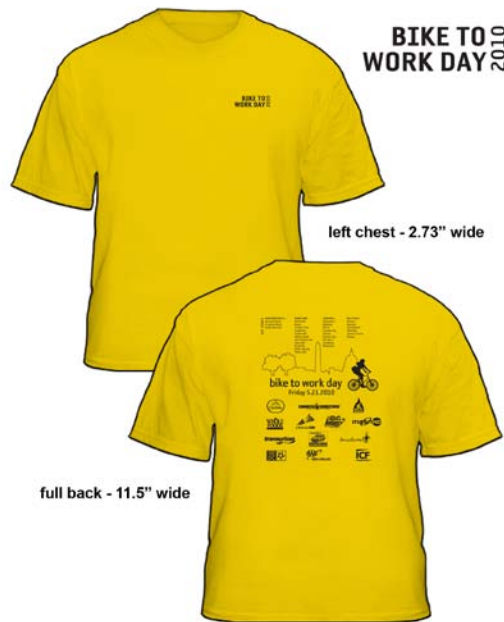
**GUARANTEED RIDE HOME.\***

\* Some restrictions apply

## Special Events

### Bike to Work Day

Held on May 21, a sunny day brought out a record number of participants for Bike to Work Day. Over 9,200 commuters registered for the event, a 17 percent increase over 2009. Publicity for the event also reached record levels with over 165 media placements. See Appendix A for earned media placements. The sponsorship drive that continued until the end of January enabled the purchase of yellow T-Shirts, 8' x 4' vinyl banners and print ads. The total number of pit stop locations reached 35 including eight new pit stops where bicyclists could meet up and enjoyed refreshments.



An integrated marketing campaign helped drive record participation. Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness, enthusiasm and encourage registration.

# Are you pumped?

**PIT STOPS**

**WASHINGTON D.C.**  
 Buzzard Point  
 Freedom Plaza  
 Nationals Park

**MARYLAND**  
 Bethesda  
 Bowie  
 College Park  
 Frederick  
 Hyattsville  
 Indian Head  
 North Bethesda  
 Oxon Hill  
 Rockville  
 Silver Spring  
 White Oak

**VIRGINIA**  
 Alexandria  
 Ballston  
 Burke  
 Crystal City  
 Fairfax  
 Fairfax City  
 Herndon  
 Leesburg  
 Manassas  
 Merrifield  
 Reston  
 Rosslyn  
 Springfield  
 Sterling  
 Tysons Corner  
 Vienna

**REGISTER AT [WABA.ORG](http://WABA.ORG) OR CALL 202-518-0524**

**Pre-Register by May 14 for Free T-Shirt and Bike Raffle!**

**FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS**

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

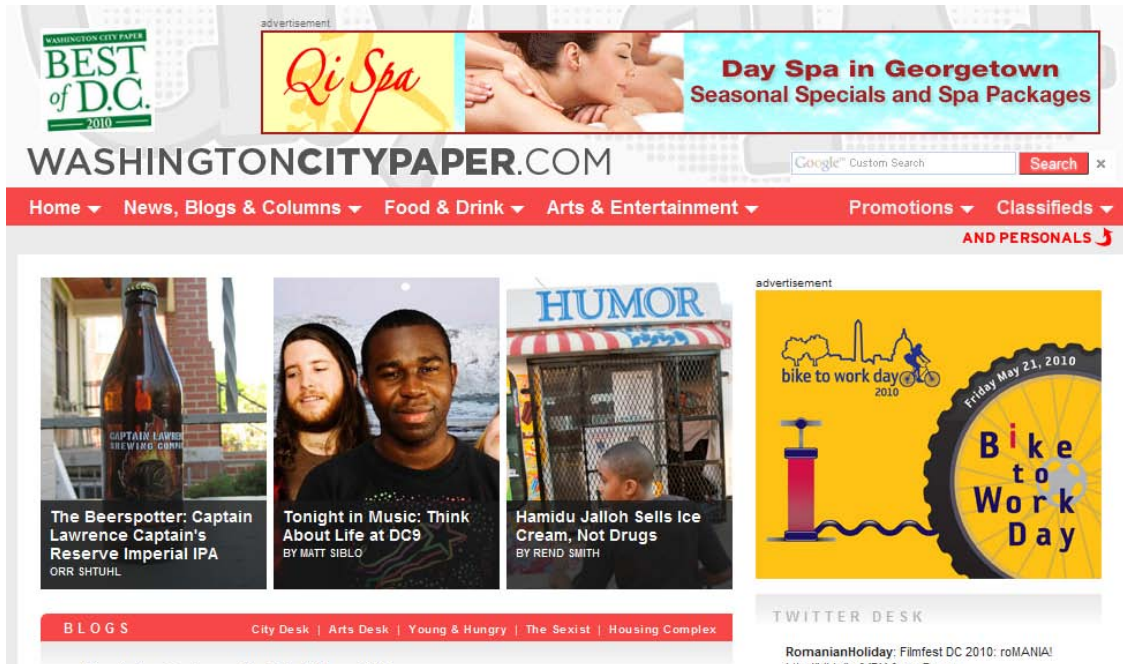
Friday May 21, 2010

## Bike to Work Day

**bike to work day**  
2010

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

Radio advertising targeted adults aged 25-49, slightly skewed toward men, with a household income above \$30,000. Signage appeared on downtown Circulator buses. A print ad ran in the Washington Examiner and both online and in print in the City Paper.



The Bike to Work Day event engaged the Transportation Planning Board at the April 21<sup>st</sup> board meeting where they adopted a regional proclamation for Bike to Work Day. The proclamation was enlarged for the signing ceremony and photos were taken and posted to the Commuter Connections web site. TPB Chair Dave Snyder spoke at the Merrifield pit stop.

Facebook page and Twitter accounts for Bike to Work Day provided updates to event plans to stir up excitement.. One hundred and forty-nine people “liked” Bike to Work Day on Facebook with nearly double that number of followers on Twitter. Most of the tweets on the day of the event were supportive and reflected the success of the event.

**Real-time results for bike to work dc** Save this search

1 new tweet since you started searching.

**NickRamfos** Bike to Work Day is today. We had over 8,700 participants at 35 "pit stops" in the DC region participate. Great crowd... <http://lnkd.in/z3fhXw>  
1 minute ago via LinkedIn

**bethludwick** Bikes Everywhere! Happy Bike to Work Day! This morning, the bicyclists were out en masse at Fre... <http://bit.ly/cBISRL> via @welovedc #DC  
6 minutes ago via twitterfeed

**javaun** Freedom Plaza, Penn Ave, Washington DC. Largest bike to work day yet <http://twitpic.com/1poabt>  
7 minutes ago via TwiPic

**DC\_Places** Bike to Work Day at Freedom Plaza in DC <http://twitpic.com/1pnzj> <http://schmap.it/apfaQj?a> (via @Joeeflood)  
7 minutes ago via Schmap

**CharlesMcCool** Happy @BikeToWorkDay. May 21 is Bike to Work Day in the Washington DC Metro region. \*Work\* is down the stairs for me but I will bike later.  
10 minutes ago via web

**kamalkamara** Great day in DC for Bike To Work Day! #biketowork  
18 minutes ago via Twitterrific

**Joeeflood** Bike to Work Day at Freedom Plaza in DC <http://twitpic.com/1pnzj>  
34 minutes ago via Twitterrific

**BikeToWorkDay** Following

The percentage increase of Bike to Work Day participants for the 2010 Washington DC area event was 17% over the previous year!  
11:49 AM May 20th via web

9,200 bicyclists participated in the Washington D.C. area's Bike to Work Day event, thanks to all who participated, sponsors and volunteers!  
4:28 PM May 21st via web

Tomorrow May 21 is Bike to Work Day in the Washington D.C. Metropolitan region. Sign up at <http://wacoa.org/events/ltbwd/index.php>  
11:40 AM May 20th via web

Washington Post Bike to Work Poll <http://views.washingtonpost.com/post-user-polls/2010/05/would-you-bike-to-work.html?sid=ST2010051905546>  
11:38 AM May 20th via web

Bike to Work Day is this Friday May 21. Try bicycling to work. First 8,500 registered participants receive a free T-Shirt. [www.waba.org](http://www.waba.org)  
10:16 AM May 18th via web

The Mid-Atlantic Sports Network or MASN is supporting the Bike to Work Day event in Washington & Baltimore, visit <http://www.masnsports.com/>  
3:06 PM May 11th via web

Team 777 en route from Freedom Plaza to MWCOG offices on Bike to Work Day.



**Are you pumped?**

Suggest to Friends

Register for the May 21, 2010 event by visiting [www.waba.org](http://www.waba.org). For questions about Bike to Work Day call the Washington Area Bicyclist Association at (202) 518-0524 or email [waba@waba.org](mailto:waba@waba.org)

**Bike to Work Day 2010 + Others**   **Bike to Work Day 2010**   **Just Others**

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**Bike to Work Day 2010** D.C. area employers offer incentives to bike commuters  
<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/20/AR2010052005306.html?sid=ST2010051905546>  
 May 26 at 10:38am

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**Bike to Work Day 2010** Things to Consider When Bicycling to Work: 1.) Bike Fit 2.) Outfitting Your Bike 3.) Helmets a Must 4.) Visible Clothing 5.) Office Clothes 6.) Headlights & Tail Lights 7.) Tools 8.) Fenders 9.) Mirrors

May 25 at 9:38am · Share

**Pete Beers** Don't forget your Road ID!  
<http://www.roadid.com/>  
 May 25 at 10:05am · Flag

**Alexandra Simm Klaff** and a phone  
 May 25 at 2:53pm · Flag

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**Bike to Work Day 2010** Nicholas Ramfos, Director of Commuter Connections, sees the annual success of this event as affirmation of the region's commitment to reducing commuter stress and roadway congestion. "Commuters throughout the metropolitan area are looking for ways to make their commutes more enjoyable. Bicycling to work is just one of ...

See More

May 21 at 12:45pm · Share

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**Bike to Work Day 2010** Bike to Work Day Sets New Record with Over 9,200 Registrants. Commuters and Dignitaries Come Together to Support Annual Event.

Washington, D.C.—Over 9,200 commuters took to the streets on two wheels today, celebrating Bike to Work Day 2010. The impressive turn-out was the largest in the event's history and helped spread...

See More

May 21 at 12:39pm

8 people like this.

---

**Bike to Work Day 2010** The weather was exceptional and we had several COG staff participated "Bike to Work Day" today.

May 21 at 11:44am · Share

2 people like this.

**148 People Like This**

Jennifer Griesert Hovis

Joey Cunningham

Rob Krupicka

Silver Cog

Nicole Lewis

Jessica Aber

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**Photos**

1 album See All

**Wall Photos**  
Updated about a week ago

No one has added fan photos.

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**Links**

3 of 11 links See All

[Bike to Work Day 2010](#)  
11:50am May 21

[Washington Area Bicyclist Association \(WABA\)](#)  
1:27pm May 18

[Guided Bike Tours and Rentals|Bike the Sites|Bike and Roll Washington, DC|Bike Rentals|Alexandria|Ol](#)  
10:12am May 14

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Create a Page for My Business

Report Page

Share

Commuter Connections FY10 2nd Half Final Marketing Campaign Summary Report 9/21/2010

24



## Employer Recognition Awards

The Commuter Connections Thirteenth Annual Employer Recognition Awards recognized employers who voluntarily initiated outstanding worksite commute/telework programs to assist their employees. In March 2010 nominees were evaluated by a selection committee comprised of Transportation Demand Management professionals. Winners were chosen for their ability to offer measurable commuter benefits that reduced automobile fuel consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners were selected for their policies that have positively influenced the lives of their employees and the region as a whole.

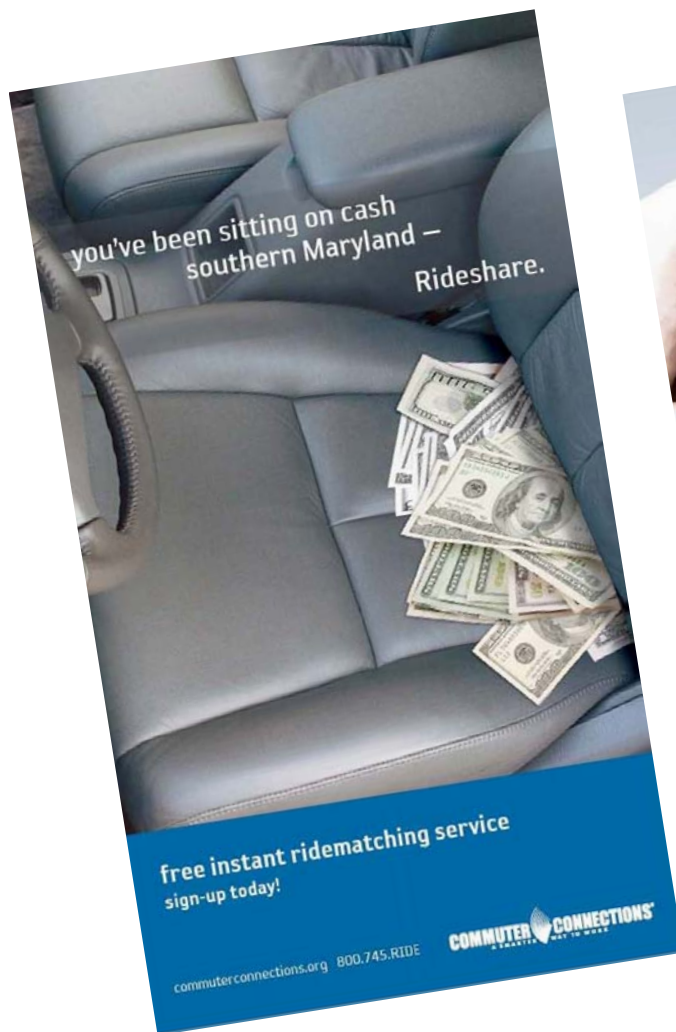
Winners were honored at an awards ceremony at the National Press Club on Wednesday, June 23. A special invitation and program agenda were produced for the event. Awards were given to the following employers and organizations: Incentives – ICF International; Marketing – Social and Scientific Systems; Telework - TCG; Employer Services Sales Team Achievement – Prince George’s County; Employer Services Organization Achievement – Bethesda Transportation Solutions for their Walk & Ride Challenge.

A print ad was placed in the Wall Street Journal on June 25, 2010 to recognize employer recipients of the Employer Recognition awards.



## Minor League Baseball Sponsorship

Commuter Connections sponsored a baseball game with the Southern Maryland Blue Crabs. Sponsorship included a two-sided insert in the Gameday magazine. Stadium announcements were made through the public address system, the Commuter Connections logo appeared on the electronic display and it also played our television commercial. Additionally, COG/TPB staff threw out the first pitch.



## Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections newsletter was produced during the second half of FY2010. The six-page color quarterly publications were distributed to approximately 5,000 employers. It was also placed in .pdf format on the Commuter Connections web site. Newsletters were also sent to federal agencies via GSA along with a special Federal ETC Insert. A pdf of the insert was also placed online at [www.federaletc.org](http://www.federaletc.org).



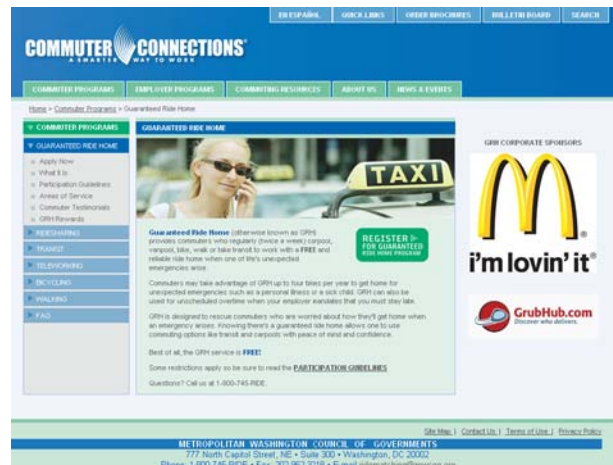
## Earned Media

This year has seen unprecedented levels of coverage of Commuter Connections programs and special events. Starting with Car Free Day in September 2009, continuing with 'Pool Rewards in October through November 2009 and again in March 2010, and culminating with Bike to Work Day in April and May 2010. Commuter Connections has received coverage in print, online, radio, and television. See Appendix A for the FY2010 earned media placements.

## GRH Rewards Coupons

Area businesses were approached to be sponsors for the Guaranteed Ride Home program. Sponsors were requested to provide coupons for free or discounted items or services which would then be distributed to GRH participants upon re-registration. In return, Commuter Connections recognizes their participation and sponsorship on the Commuter Connections website.

A press release was issued in February to announce the Commuter Connections GRH Rewards program and its sponsors, McDonalds and GrubHub. Media coverage included the Washington Examiner and Frederick NewsPost. Several Network Members also publicized the Rewards program in their newsletters and email blasts.



# 'POOL REWARDS

cash for carpools

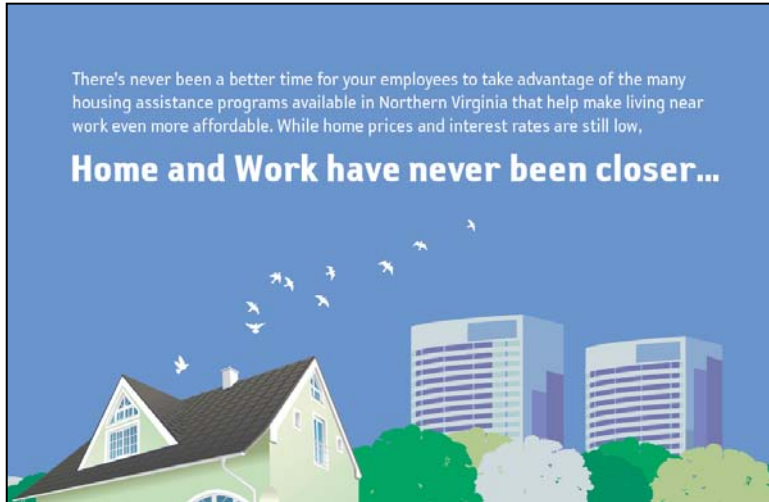
In March 2010, Commuter Connections expanded its pilot program, 'Pool Rewards, which encouraged commuters in the Washington D.C. region to form new carpools in exchange for cash payouts. Originally limited to three major highway bottlenecks, it was expanded to include any new carpools that registered by the end of March. A press release was sent out in March to announce the expansion of the program throughout the entire Washington region. Media coverage was enjoyed on WTOP, Washington Post, Washington Examiner, NBC Washington and MSNBC.



On-air value-add promotional spots were used to inform radio listeners of 'Pool Rewards through March. 94.7 Fresh FM promoted the program with their "Double Fill" promotion through on-air promotional announcements and distribution of information and a giveaway at two area gas stations.

## Live Near Your Work

Postcards were produced in support of Live Near Your Work events held in Prince William County on April 13 and in Frederick County on May 5. The events were also promoted on the Commuter Connections website and Facebook page. HTML email blasts were sent to employers as well.



Join us for a free lunchtime webinar to learn about the many housing programs across Northern Virginia and how they can shorten your employees' commutes!

**TUESDAY, APRIL 13**  
11:30am to 12:30pm

You are invited to login to a free webinar to learn about the different housing programs across Northern Virginia. Representatives from different jurisdictions and the Commonwealth of Virginia will speak about the great options that can make housing more affordable. Now's the time for your employees to shorten the distance between workplace and home and save on commuting costs!

Every worksite that RSVPs by April 12 will be entered to win one of five \$100 Visa gift cards that can be used to pay for an employee lunch in the future! For more information about this webinar or to register, please contact Sam Salkin at [salkins@urbantrans.com](mailto:salkins@urbantrans.com).

Living near one's work is a great way to save money on commuting. We want to help your employees find a home closer to your workplace! Join us on April 13 to find out how!

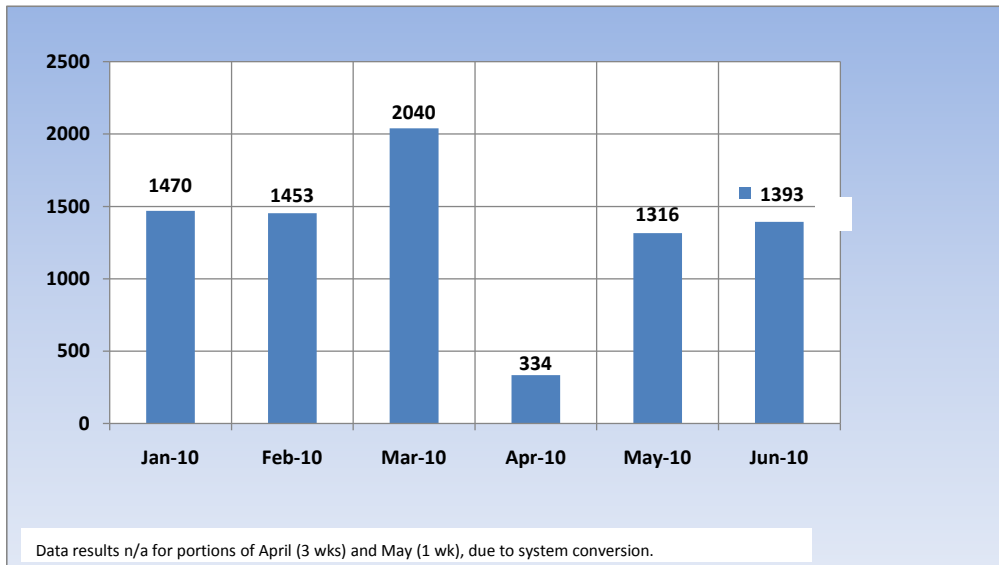
The bottom of the graphic features several logos: Commuter Connections, DATA, LIVE NEAR YOUR WORK, EDUCATION, and VDOT. There is also a small illustration of a house on the right side of the text area.

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
Permit No. 6770  
Washington D.C.

## Web Visits

| FY09 Month    | Web Visits    | FY10 Month | Web Visits    | +/-           | +/- %         |
|---------------|---------------|------------|---------------|---------------|---------------|
| Jan-09        | 7,841         | Jan-10     | 8,570         | 729           | 9.30%         |
| Feb-09        | 7,139         | Feb-10     | 7,910         | 771           | 10.80%        |
| Mar-09        | 8,022         | Mar-10     | 11,151        | 3,129         | 39.01%        |
| Apr-09        | 6,957         | Apr-10     | 15,454        | 8,497         | 122.14%       |
| May-09        | 7,593         | May-10     | 17,630        | 10,037        | 132.19%       |
| Jun-09        | 9,324         | Jun-10     | 18,003        | 8,679         | 93.08%        |
| <b>Totals</b> | <b>46,876</b> |            | <b>78,718</b> | <b>31,842</b> | <b>67.93%</b> |

## Monthly Phone Calls



### Guaranteed Ride Home Applications

| FY09 Month | GRH Applications | FY09 Month | GRH Applications | +/-   | +/- %   |
|------------|------------------|------------|------------------|-------|---------|
| Jan-09     | 372              | Jan-10     | 345              | -27   | -7.26%  |
| Feb-09     | 326              | Feb-10     | 277              | -49   | -15.03% |
| Mar-09     | 515              | Mar-10     | 691              | 176   | 34.17%  |
| Apr-09     | 391              | Apr-10     | 852              | 461   | 117.90% |
| May-09     | 344              | May-10     | 892              | 548   | 159.30% |
| Jun-09     | 438              | Jun-10     | 837              | 399   | 91.10%  |
|            | 2,386            |            | 3,894            | 1,508 | 63.20%  |

### Rideshare Applications

| FY08 Month | Rideshare Applications | FY09 Month | Rideshare Applications | +/-   | +/- %   |
|------------|------------------------|------------|------------------------|-------|---------|
| Jan-09     | 370                    | Jan-10     | 401                    | 31    | 8.38%   |
| Feb-09     | 328                    | Feb-10     | 339                    | 11    | 3.35%   |
| Mar-09     | 559                    | Mar-10     | 682                    | 123   | 22.00%  |
| Apr-09     | 386                    | Apr-10     | 835                    | 449   | 116.32% |
| May-09     | 419                    | May-10     | 979                    | 560   | 133.65% |
| Jun-09     | 588                    | Jun-10     | 963                    | 375   | 63.78%  |
|            | 2,650                  |            | 4,199                  | 1,549 | 58.45%  |



## Appendix A: FY2010 Earned Media Placements

### 'Pool Rewards Media Report

*The following is a listing of 'Pool Rewards media placements across print, Internet, radio and television mediums.*

#### **Print/Online**

Washington Post

*Commuting Program Expanded*

3/12/10

[http://voices.washingtonpost.com/getthere/2010/03/pool\\_rewards\\_program\\_temporari.html](http://voices.washingtonpost.com/getthere/2010/03/pool_rewards_program_temporari.html)

Hometown Annapolis

*Program Offers Cash for New Carpoolers*

3/16/10

<http://www.hometownannapolis.com/news/top/2010/03/16-25/Program-offers-cash-for-new-carpoolers.html>

Connection Newspapers

*'Pool Rewards' for Sharing*

*Reward program encourages new carpoolers.*

3/18/10

<http://www.connectionnewspapers.com/article.asp?article=338843&paper=60&cat=104>

Frederick News Post

*Traveling Through – TransIT extending carpooling rewards to more residents*

3/28/10

[http://www.fredericknewspost.com/sections/news/reporters\\_notebooks\\_display.htm?StoryID=103015](http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=103015)

#### **Television/Video**

NBC Washington

*It Pays to Carpool*

3/12/10

<http://www.nbcwashington.com/news/local-beat/It-Pays-To-Pool-87449172.html>

ABC2 News

*Get Paid for Riding with Company*

3/17/10

<http://www.abc2news.com/news/local/story/Get-Paid-for-Riding-with-Company/3Uq8RpVqzUGnSbQmXNIsEA.csp>

## **Radio**

WTOP

*Commuters: Get Paid \$2 a Day to Carpool*

3/12/10

<http://stage-v2.wtopnews.com/?nid=25&sid=1910476>

## **Blog**

Beyond DC

*Pay-to-Carpool Program Will Expand*

3/12/10

<http://beyonddc.com/news/?p=1360>

Metro DC Living

*Get Paid to Carpool*

3/15/10

<http://www.metrodcliving.com/urbantrekker/2010/03/get-paid-to-carpool.html>

Daily Me

*Program Offers Cash for New Carpoolers*

3/16/10

<http://daily.me.com/story/2010031600004194/program-offers-cash-carpoolers.html>

Montgomery County MD

*Carpooling is rewarding (as long as you start before March 31, 2010)*

3/15/10

<http://www.montgomerycountymd.gov/apps/News/Blog/pioBlog.asp?blogID=21&Cat=commuting>

ARTMA

*Program Offers Cash for New Carpoolers*

3/16/10

<http://www.artma.org/index.php/news-notice/60-program-offers-cash-for-new-carpoolers>

## **BTWD 2010 Media Report**

*The following is a listing of Bike to Work Day 2010 media placements across print, Internet, radio and television mediums.*

### **Print/Online**

Washington Post – Robert Thomson (Dr. Gridlock)

*Bike to Work Resources*

5/18/10

[http://voices.washingtonpost.com/getthere/2010/05/bike\\_to\\_work\\_resources.html](http://voices.washingtonpost.com/getthere/2010/05/bike_to_work_resources.html)

Washington Post – Robert Thomson (Dr. Gridlock)

*Tips for Commuter Cycling*

[http://voices.washingtonpost.com/getthere/2010/05/here\\_are\\_some\\_tips\\_for.html?wprss=getthere](http://voices.washingtonpost.com/getthere/2010/05/here_are_some_tips_for.html?wprss=getthere)

Washington Post – Robert Thomson (Dr. Gridlock)

*Metro Prepares for 'Bike to Work'*

5/18/10

[http://voices.washingtonpost.com/getthere/2010/05/metro\\_prepares\\_for\\_bike\\_to\\_wor.html](http://voices.washingtonpost.com/getthere/2010/05/metro_prepares_for_bike_to_wor.html)

Washington Post – Ashley Halsey III

5/19/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/18/AR2010051804520.html?sub=AR>

Washington Post – Dimetrius Simon

*DC Area Employers offer incentives to bike commuters*

5/21/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/20/AR2010052005306.html>

Washington Post Express – Vicky Hallet

*The Fast and the Fabulous: Bike to Work Day*

5/18/10

<http://www.expressnightout.com/content/2010/05/bike-to-work-day-dc-md-va.php>

Washington Post – Robert Thomson (Dr. Gridlock)

*Get There*

5/21/10

[http://voices.washingtonpost.com/getthere/2010/05/the\\_weekend\\_and\\_beyond\\_116.html](http://voices.washingtonpost.com/getthere/2010/05/the_weekend_and_beyond_116.html)

Washington Post – Robert Thomson (Dr. Gridlock)

*Get There*

5/17/10

[http://voices.washingtonpost.com/getthere/2010/05/the\\_week\\_ahead\\_for\\_traffic\\_tra\\_11.html](http://voices.washingtonpost.com/getthere/2010/05/the_week_ahead_for_traffic_tra_11.html)

Washington Post – Robert Thomson (Dr. Gridlock)

*The Weekend and Beyond – Bike to Work Friday*

5/14/10

[http://voices.washingtonpost.com/getthere/2010/05/the\\_weekend\\_and\\_beyond\\_115.html](http://voices.washingtonpost.com/getthere/2010/05/the_weekend_and_beyond_115.html)

Washington Post – Robert Thomson (Dr. Gridlock)

*Bike lanes not quite ready*

5/20/10

[http://voices.washingtonpost.com/getthere/2010/05/bike\\_lanes\\_not\\_quite\\_ready.html?wprss=getthere](http://voices.washingtonpost.com/getthere/2010/05/bike_lanes_not_quite_ready.html?wprss=getthere)

Washington Post

*For Safety's Sake, Communication Must Go Both Ways*

5/20/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/18/AR2010051804402.html>

Washington Post Express

Summer Preview 2010: Sports & Fitness

<http://www.expressnightout.com/content/2010/05/summer-preview-2010-sports-fitness.php>

Washington Post – Ashley Halsey III

*For bicyclists and drivers, navigating traffic is a two-way street*

5/20/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/19/AR2010051905507.html?sid%3DST2010051905546&sub=AR>

Washington Post – Kali Schumitz (from Fairfax Times)

*Bike to Work Day Builds Interest in Alternative to Cars*

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/12/AR2010051202291.html>

Washington Post

*Montgomery County Going Out Guide*

5/20/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/19/AR2010051902615.html>

Washington Post

*Alexandria, Arlington Briefs*

5/20/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/19/AR2010051901642.html>

Washington Post

*Alexandria and Arlington community calendar, May 20-27, 2010*

5/20/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/05/19/AR2010051901696.html>

Washingtonian – Rachel Tepper

*Cycling Insanity in Washington*

5/20/10

<http://www.washingtonian.com/blogarticles/artsfun/afterhours/15704.html>

Washington Post

*Capital Weather Gang*

[http://voices.washingtonpost.com/capitalweathergang/2010/05/forecast\\_very\\_warm\\_sunny\\_end\\_t.html](http://voices.washingtonpost.com/capitalweathergang/2010/05/forecast_very_warm_sunny_end_t.html)

Washington Post

*Bike to Work Day tips from experienced cyclist-commuters*

[http://www.washingtonpost.com/wp-dyn/content/article/2010/05/20/AR2010052005305.html?wprss=rss\\_metro](http://www.washingtonpost.com/wp-dyn/content/article/2010/05/20/AR2010052005305.html?wprss=rss_metro)

Washington Post

*Loudoun County news in brief*

*Bike to Work Day is set for May 21*

5/2/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/04/30/AR2010043002777.html>

Washington Post

*Can bikes & cars share the road?*

[http://voices.washingtonpost.com/getthere/2010/05/motorists\\_cyclists\\_share\\_the\\_r.html?wprss=getthere](http://voices.washingtonpost.com/getthere/2010/05/motorists_cyclists_share_the_r.html?wprss=getthere)

Roll Call – Daniel Newhauser

*Pennsylvania Avenue Bikers Win a Lane Apart*

5/20/10

[http://www.rollcall.com/issues/55\\_136/ath/46420-1.html](http://www.rollcall.com/issues/55_136/ath/46420-1.html)

Fairfax Times – Kali Schumitz

*Pedal Pushers Drive Bike Commuter Surge*

*Annual Bike to Work Day events scheduled for May 21*

5/11/2010

<http://www.fairfaxtimes.com/cms/story.php?id=1493>

NBC Washington – Carissa Dimargo (Featured on NBCWashington.com Home Page)

*Bike to Work, Feel Superior*

5/19/10

<http://www.nbcwashington.com/around-town/events/Bike-to-Work-Feel-Superior.html>

NBC Washington – Tom Sherwood

5/19/10

<http://www.nbcwashington.com/news/local-beat/Tom-Sherwoods-Notebook-051910-94221369.html>

Gazette Newspapers – Nathan Carrick

Canines can be less than friendly to cyclists

*Awareness events for bike riders, dog bite prevention coincide this week*

5/19/10

[http://www.gazette.net/stories/05192010/gaitnew192631\\_32553.php](http://www.gazette.net/stories/05192010/gaitnew192631_32553.php)

Frederick News-Post – Stephanie Mlot

*Traveling Through — Bike to Work Day Coming to Town Friday*

5/16/10

[http://www.fredericknewspost.com/sections/news/reporters\\_notebooks\\_display.htm?StoryID=104983](http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=104983)

Frederick News-Post – Stephanie Mlot

*Traveling Through — TransIT offers free rides*

5/9/10

[http://www.fredericknewspost.com/sections/news/reporters\\_notebooks\\_display.htm?StoryID=104721](http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=104721)

Frederick News-Post – Brian Englar

*Cyclists hope to attract more bicycle commuters*

5/19/10

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=105108>

Falls Church Times – Ian Edlind

*Falls Church is Perfect Starting Point for Bike to Work Day*

5/12/10

<http://fallschurchtimes.com/21444/falls-church-is-perfect-starting-point-for-bike-to-work-day/>

Alexandria Times

*When Two is Greater than Four*

5/13/2010

<http://www.alextimes.com/news/2010/may/13/when-two-is-greater-than-four/>

Spokes Magazine (May 2010 Issue)

*Commuter Connection by Ron Cassie – Bike to Work Day (Page 20)*

<http://www.spokesmagazine.com/assets/cms/files/currentissue.pdf>

The Journal – Sandy B. Dean (DCMilitary.com)

*Bethesda Commuters Participate in Bike to Work Day*  
[http://www.dcmilitary.com/stories/051310/journal\\_28282.shtml](http://www.dcmilitary.com/stories/051310/journal_28282.shtml)

WTOP  
*New bike lanes in D.C. not ready for primetime*  
<http://www.wtop.com/?sid=1961700&nid=25>

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Arlington Connection  
*Orange Line Connection*  
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Arlington Connection  
*Orange Line Connection*  
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Gazette Newspapers  
*People and Places*  
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Sun Gazette  
*Community Gears Up for Bike to Work Day*  
<http://www.sungazette.net/articles/2010/05/17/arlington/news/nw140d.txt>

InsideNoVA.com (News & Messenger)  
*Pit stops, bike racks offered for Bike to Work Day*

5/18/10

[http://www2.insidenova.com/isn/traffic/comments/pit\\_stops\\_bike\\_racks\\_offered\\_for\\_bike\\_to\\_work\\_day/57707/](http://www2.insidenova.com/isn/traffic/comments/pit_stops_bike_racks_offered_for_bike_to_work_day/57707/)

Alexandria News

Friday, May 21 – Bike to Work Day

<http://www.alexandrianews.org/2010/05/weekly-event-announcements-for-the-city-of-alexandria-may-15-21-2010/>

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*Celebrate Bike to Work Day May 21*

4/30/10

[http://www.thebaynet.com/news/index.cfm/fa/viewstory/story\\_ID/17575](http://www.thebaynet.com/news/index.cfm/fa/viewstory/story_ID/17575)

The New Republic - David Jackson

*When Every Day Is Bike to Work Day*

<http://www.tnr.com/blog/the-avenue/75054/when-every-day-bike-work-day>

Radio Business Report

*BIG 100.3's Josh Cunningham hosts DC's Bike to Work Day*

<http://www.rbr.com/radio/radio-programming/24420.html>

Leesburg Today

*Bike To Work Sees Hundreds Of Participants*

<http://www.leesburg2day.com/articles/2010/05/21/news/9716biketowork052110.txt>

The Money Times

*Bike to Work Day 2010: hundreds opt for bicycles, give up cars*

<http://www.themoneytimes.com/featured/20100522/bike-work-day-2010-hundreds-opt-bicycles-give-cars-id-10114295.html>

Loudoun Independent

*Total of 445 Cyclists Take Advantage of Bike to Work Day Pit Stops*

<http://www.loudouni.com/traffic/2010-05-21/total-445-cyclists-take-advantage-bike-work-day-pit-stops>

Falls Church Times

*Bike to Work Day: Earning a Danish and Saving the Planet*

<http://fallschurchtimes.com/21859/earning-the-morning-danish-and-saving-the-planet-on-national-bike-to-work-day/>

InsideNoVA

*Area residents bike to work*

[http://www2.insidenova.com/isn/news/local/article/area\\_residents\\_bike\\_to\\_work/57891/](http://www2.insidenova.com/isn/news/local/article/area_residents_bike_to_work/57891/)



Loudouni.com – Jason Jacks

*Worth Noting*

Bike to Work Day May 21

<http://www.loudouni.com/news/2010-05-07/worth-noting>

Connected Communities

*More than 8,000 Expected to Participate in Bike to Work Day on May 21, 2010*

<http://connectedcommunities.us/showthread.php?t=35708>

Loudoun Daily-Monitor

*Bike to Work Day in Loudoun*

<http://www.loudoun.daily-monitor.com/2010/04/bike-to-work-day-in-loudoun/>

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Bike to Work

5/8/10

[http://www2.insidenova.com/isn/news/local/article/community\\_events\\_for\\_may\\_9/57199/](http://www2.insidenova.com/isn/news/local/article/community_events_for_may_9/57199/)

The Observer

*Register for Bike to Work Day 2010*

<http://www.herndonobserver.com/index.php/news/general-news/1733-community-briefs-for-april-16>

Chesapeake Family

*Register Now for Bike to Work Day*

<http://www.chesapeakefamily.com/Blog/New-and-Notable/register-now-for-bike-to-work-day>

## Television/Video

**\*Present at Freedom Plaza to film the event, bicyclists and speakers:**

**NBC 4 (WRC), FOX 5 (WTTG), ABC 7 (WJLA), NewsChannel 8, WUSA 9**

NBC Washington

*Thousands Bike to Work*

<http://www.nbcwashington.com/around-town/events/Bike-to-Work-Day-94636689.html>

Washington Post

*Bike to Work Day draws seasoned and new commuters*

<http://www.washingtonpost.com/wp-dyn/content/video/2010/05/21/VI2010052102349.html>

WUSA9

<http://www.wusa9.com/news/local/story.aspx?storyid=101606>

News Channel 8 – Cathy Park

*Interview with Consumers Electronics Association*

5/21

WJLA

<http://www.wjla.com/news/stories/0510/738002.html>

MASN

*MASN Partners with Bike to Work Day May 21<sup>st</sup>*

5/12/10

[http://masnsports.com/masn\\_news\\_information/2010/05/-masn-partners-with-bike-to-work-day-may-21st.html](http://masnsports.com/masn_news_information/2010/05/-masn-partners-with-bike-to-work-day-may-21st.html)

## Radio

**\*Present at Freedom Plaza to report on the event, bicyclists and speakers:**

**WAMU, WTOP**

WPFW – Gloria Minott

*Interview with Nick Ramfos*

Aired on 5/14



Interview on WPFW with Nick\_Metro\_Watch\_05-14-10\_Comp.mp3

Metro Networks

*Interview with Nick Ramfos*

Distributed to 20 affiliate stations and aired on 5/20

WAMU – Stephanie Kaye

*Interview with Glen Harrison*

Aired on 5/21

<http://wamu.org/news/10/05/21.php>

WTOP – Michelle Brasch

*Interview with Glen Harrison*

5/20

WMAL – Michael Hoffman

*Interview with Glen Harrison*

5/20

## Blogs

TheWashCycle.com

*Bike to Work Day Registration*

<http://www.thewashcycle.com/2010/03/bike-to-work-day-2010-registraion-is-open.html>

US Department of Transportation Fast Lane Blog

*Nation, DOT take to the streets--with helmets on for National Bike to Work Day*

<http://fastlane.dot.gov/2010/05/nation-dot-take-to-the-streetswith-helmets-onfor-national-bike-to-work-day.html#more>

National Resources Defense Council Staff Blog

*Why I Love Rush Hour*

[http://switchboard.nrdc.org/blogs/jdevine/why\\_i\\_love\\_rush\\_hour.html](http://switchboard.nrdc.org/blogs/jdevine/why_i_love_rush_hour.html)

Washington City Paper

*Housing Complex*

<http://www.washingtoncitypaper.com/blogs/housingcomplex/2010/05/17/this-week-4/>

Examiner.com

*Bike to Work Day, Get Rolling*

<http://www.examiner.com/x-34476-DC-Cardio-Fitness-Examiner~y2010m5d19-Bike-to-Work-Day-Get-Rolling>

TheWashCycle

*BTWD 2010 Speakers Announced*

<http://www.thewashcycle.com/2010/05/btwd-2010-speakers-announced.html>

Streetsblog Capitol Hill – Elana Schor

*Blumenauer to Celebrate Bike to Work Day Despite Delay in PA Ave. Lane*  
5/20/10

<http://dc.streetsblog.org/2010/05/20/blumenauer-to-celebrate-bike-to-work-day-despite-delay-in-pa-ave-lane/>

Greater Greater Washington – David Alpert

<http://greatergreaterwashington.org/post.cgi?id=5923>

Greater Greater Washington – David Alpert

*Bike to work tomorrow, tour DC and Arlington this weekend*

<http://greatergreaterwashington.org/post.cgi?id=5884>

Washington Nationals

*Bike to Work Day 2010*

[http://washington.nationals.mlb.com/was/ticketing/groups\\_events.jsp?group=biketothepark](http://washington.nationals.mlb.com/was/ticketing/groups_events.jsp?group=biketothepark)

Greenversations – The Official Blog of the US EPA

*Bike to Work Day – May 21, 2010*

<http://blog.epa.gov/blog/2010/05/21/bike-to-work-day-%E2%80%93-may-21-2010/>

Examiner.com

*Bike to Work Day: Transurban-Fluor encourages commuters to continue biking*

[http://www.examiner.com/x-10961-DC-Business-Events-Examiner~y2010m5d24-Bike-to-Work-Day-TransurbanFluor-encourages-commuters-to-continue-biking?cid=channel-rss-Business\\_and\\_Finance](http://www.examiner.com/x-10961-DC-Business-Events-Examiner~y2010m5d24-Bike-to-Work-Day-TransurbanFluor-encourages-commuters-to-continue-biking?cid=channel-rss-Business_and_Finance)

Examiner.com

*Pennsylvania Avenue bike lane delay irks DC cyclists on Bike to Work Day*

<http://www.examiner.com/x-2429-Bicycle-Transportation-Examiner~y2010m5d24-Pennsylvania-Avenue-bike-lane-delay-irks-cyclists-on-Bike-to-Work-Day?cid=channel-rss-Transportation>

WeLoveDC

*Remember: Bike to Work Tomorrow*

<http://www.welovedc.com/2010/05/20/remember-bike-to-work-tomorrow/>

TheCityFix

*TheCityFix Picks, May 21: Bike to Work Day*

<http://thecityfix.com/thecityfix-picks-may-21-bike-to-work-day-hidden-health-costs-of-transportation-high-blood-pressure-in-polluted-cities/>

DCist

*New Bike Lanes Gain Approval, but Won't Be Ready for Bike to Work Day*

[http://dcist.com/2010/05/new\\_bike\\_lanes\\_gain\\_approval\\_but\\_wo.php](http://dcist.com/2010/05/new_bike_lanes_gain_approval_but_wo.php)

The Catholic University of America News

*CUA Professors are Pumped about Pedaling*

<http://publicaffairs.cua.edu/releases/2010/10BikingtoCUA.cfm>

Commuter Check

*Bike Community Organization: The Convoy and Creating Business Opportunity*  
5/14/10

[http://www.commutercheck.com/News/NewsItem/10-05-14/Bike\\_Community\\_Organization\\_The\\_Convoy\\_and\\_Creating\\_Business\\_Opportunity.aspx](http://www.commutercheck.com/News/NewsItem/10-05-14/Bike_Community_Organization_The_Convoy_and_Creating_Business_Opportunity.aspx)

Bethesda Green

*Pedaling to Make Bethesda Greener*

<http://bethesdagreen.wordpress.com/category/green-events/bike-to-work-day/>

MWR Happenings (May 2010 Newsletter)

[http://www.bethesda.med.navy.mil/external/MWR\\_newsletter.pdf](http://www.bethesda.med.navy.mil/external/MWR_newsletter.pdf)

BicycleSpokesman.com

*Bike to Work Day*

5/12/10

<http://bicyclespokesman.com/bike-to-work-day/>

CarbonFund.org

*Pedal Power! National Bike-to-Work Day This Friday*

5/17/10

<http://www.carbonfund.org/blog/about-us/pedal-power-natl-biketowork-day-friday/>

Utility Cycling

*A Celebration of Bikes: Bike to Work Week*

<http://www.utilitycycling.org/2010/05/a-celebration-of-bikes-bike-to-work-week/>

Examiner.com

*Upcoming Events in Alexandria*

<http://image.examiner.com/x-6172-Alexandria-City-Buzz-Examiner~y2010m5d14-Upcoming-events-in-Alexandria>

Commuter Page Blog

*May Biking Events*

<http://www.commuterpageblog.com/2010/05/friday-may-21-2010-is-national-bike-to-work-day-are-you-a-long-time-bike-commuter-just-starting-out-with-your-riding-o.html>

Fairfax Advocates for Better Bicycling

*Biking in Tysons*

<http://fabb-bikes.blogspot.com/>

DC Bar

*The Virtue of a Two-Wheel Commute*

[http://www.dcbar.org/for\\_lawyers/resources/publications/washington\\_lawyer/may\\_2010/biking.cfm](http://www.dcbar.org/for_lawyers/resources/publications/washington_lawyer/may_2010/biking.cfm)

Bethesda Actually

*Bike to Work Day*

<http://www.bethesdaactually.com/2010/05/17/bike-to-work-day/>

MeilieBeckTrek.Wordpress.com

*DC Bike to Work Day*

<http://meiliebecktrek.wordpress.com/2010/05/17/d-c-bike-to-work-day/>

WeLoveDC

*Ready Your Wheels*

<http://www.welovedc.com/2010/05/13/ready-your-wheels/>

The Convention Center Community Association

*Ready Your Wheels Day Came Just in Time for Bike to Work Week*

<http://www.ccca-online.org/blog/3>

Prince William County Chamber of Commerce Wire Site

*Bike to Work Day Pitstop Manassas*

<http://pwcgmc.com/wire/events/viewevent.aspx?id=9816>

Herndon Cuisine

<http://www.herndoncuisine.com/events.html>

Frederick Bicycle Coalition

*Bike to Work Day Proclamation*

<http://frederickbicyclecoalition.com/wordpress/2010/04/bike-to-work-day-proclamation/>

TrailVoice.com

*Bike to Work Day*

<http://www.trailvoice.com/washington-dc/events/bike-to-work-day>

WeLoveDC

*Get Your Bike Out of Hibernation*

<http://www.welovedc.com/2010/04/22/get-your-bike-out-of-hibernation/>

Nixle

*Bike to Work Day 2010*

<http://local.nixle.com/alert/1948456/>

Bike Arlington

*Bike to Work Day*

<http://www.bikearlington.com/pages/news-events/www.waba.org/www.waba.org/>

CommutebyBike.com

*Washington D.C. area Bike To Work Day*

<http://commutebybike.com/2007/04/16/washington-dc-area-bike-to-work-day/>

Gwazilla.blogspot.com

*Bike to Work Day...baby steps?*

<http://gwazilla.blogspot.com/2010/04/bike-to-work-day-baby-steps.html>

VDOT Travel Center

*Bike to Work Day: Friday, May 21, 2010*

<http://www.vdot.virginia.gov/travel/nova-mainBicycle.asp>

Stopthemud.org

*Bike to Work Day – May 21, 2010*

<http://stopthemud.org/2010/05/umd-edu-fyi-events-bike-to-work-day/>

Arbour Realty

*Bike to Work Day*

<http://arboureality.com/green-ideas/bike-work-day/>

Loudoun County

*Register Now and Bike to Work on Friday, May 21, 2010*

<http://www.loudoun.gov/Default.aspx?tabid=3131>

NOAA

*Bike to Work Day May 21, 2010*

<http://www.biketowork.noaa.gov/>

Whole Foods Market

*Bike to Work Day*

<http://wholefoodsmarket.com/storesbeta/pstreet/calendar/>

Centerd

*Bike to Work Day*

<http://www.centerd.com/events/pub/default.aspx?id=p/1/2DC0464FF71E13A968C4A2AF1CAD6919/E/E0-001-030110682-4>

University of Maryland

*Bike to Work Day – May 21, 2010*

<http://freestuff.umd.edu/events.cfm/events.cfm?mode=detail&eventID=11633>

Town of Herndon

*Bike to Work Day Registration is Now Open*

[http://www.herndon-va.gov/Content/Parks\\_rec/bike\\_to\\_work.aspx?print=1](http://www.herndon-va.gov/Content/Parks_rec/bike_to_work.aspx?print=1)

Brown Club of Washington DC

*Friday, May 21st at 8:00am: DC's official Bike To Work Day 2010*

<http://alumni.brown.edu/clubs/BrownClubofwashingtondc/events.html>

Meetup.com

*Bike to Work Day 2010*

<http://www.meetup.com/tourdecure/calendar/13282030/>

REI

*Fairfax REI – Bike to Work Day*

<http://www.rei.com/event/5006/session/6182>

Crystal City

*Crystal City will Host Bike to Work Day Pit Stop and Bike DC Finish Line*

<http://www.crystalcity.org/item/crystal-city-will-host-bike-to-work-day-pit-stop-and-bike-dc-finish-line>

GoReston.com

*Reston Bike to Work Day 2010*

<http://www.goreston.com/reston-news/reston-association-news/reston-community-events-and-notice-for-may-1-7-2010>

Frederick County

*Register for Bike to Work Day May, 21, 2010*

<http://frederickcountymd.gov/CivicAlerts.aspx>

Oxon Hill Bicycle & Trail Club

*Bike to Work Day 2010*

<http://ohbike.org/perl/rides.pl?month=5&published=20100425>

What's on Washington

*Bike to Work Day*

[http://www.whatsoncity.net/activities/?cityID=1&startDate=&event\\_date=5/21/2010&event\\_id=145](http://www.whatsoncity.net/activities/?cityID=1&startDate=&event_date=5/21/2010&event_id=145)

NIH Bicycle Commuter Club

*Bike to Work Day Registration*

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

ReadySetDC.com

*Bike to Work Day 2010*

<http://readyssetdc.com/2010/04/19/bike-to-work-day-2010/>

Yelp.com

*Bike to Work Day 2010*

<http://www.yelp.com/events/washington-bike-to-work-day-2010>

NIH Record

*Bike to Work Day, May 21*

[http://nihrecord.od.nih.gov/newsletters/2010/04\\_02\\_2010/briefs.htm](http://nihrecord.od.nih.gov/newsletters/2010/04_02_2010/briefs.htm)



Spokesetc.com

*Bike to Work Day 2010*

<http://spokesetc.com/articles/upcoming-rides-and-events-pg64.htm>

About.com

*Bike to Work Day in Washington, DC*

<http://dc.about.com/od/bicycling/a/BiketoWorkDay.htm>

DCTriClub.org

*Bike to Work Day, May 21*

<http://www.dctriclub.org/forum/messages.cfm?tid=FDD1F49F-F099-1314-B28ED3F70187BFFB&page=1&#2>

WinnPublishing.com

*Bike to Work Day 2010*

<http://winnpublishing.com/schumfiles/tytran/events/bike-to-work-day-2010>

CommuterPage.com

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

Mountainbikes.meetup.com

*Bike to Work Day: May 21<sup>st</sup>*

<http://mountainbikes.meetup.com/85/ideas/202629/>

Local Motion

*Bike to Work Day 2010 Registration is Now Open!*

<http://alexandriava.gov/localmotion/>