



**Metropolitan Washington Council of Governments
FY2012 First Half Marketing Campaign Summary
June 19, 2012 Draft Report**

Introduction

A relatively robust economy in the Washington D.C. region brings along with it some of the nation's worst traffic congestion. This congestion costs the average commuter almost \$1,500 annually in fuel burned (37 gallons) and time lost (74 hours) sitting in traffic. Commuter Connections' focus is on returning that money to the commuter's pocket. And, depending on the alternative chosen, the commuter could save considerably more.

The region's transportation challenges are well reported and discussed. They are at the forefront of most commuters' minds as they make the trek to and from work. Commuter Connections' mass marketing campaign reinforces commuters' options and the positive benefits offered by Commuter Connections' Rideshare and Guaranteed Ride Home (GRH) programs.

Telecommuting is no longer simply a commute option, it is a cornerstone of the new "intelligent working" method being adopted by many public and private employers in the region. Teleworking allows businesses to keep on working even if the office is not accessible. Increasingly employers and employees are recognizing the benefits afforded by teleworking.

The FY2012 Marketing Campaign has had a strong start, the bar has been raised high, and Commuter Connections is well poised to continue to encourage and support the region's commuters and employers with solutions to the commuting challenges they face. A new umbrella campaign was launched in February advocating commuters to rideshare as an easier way to keep their money. Commuters who rideshare, take public transit, bicycle, or walk to work, were reminded to register for the GRH program.

The Commuter Connections' marketing campaign continues to build on the organization's wealth of extensive research and campaign experience. The FY2012 Marketing Communications Plan and Schedule, distributed to network members in August 2011, laid the foundation for FY2012's marketing efforts. The strategies behind the FY2012 marketing campaign reflect the current state of events for the regions' commuters and build upon the research and findings of the following reports:

- 2010 State of the Commute Survey Report
- 2010 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report

- 2010 Bike To Work Survey TERM Analysis Report
- FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report
- 2008 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report.
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007.

Research, campaign experience, current economic factors, and transportation challenges, all contribute to the strategy for FY2012 - to convert single occupant vehicle (SOV) commuters to alternative transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as an easy way to save money.

The campaign's efforts for the second half of FY2012 include the following:

- The launch of a new umbrella marketing campaign in February 2012 that continues to explore new messaging and media to most effectively communicate solutions to the region's transportation challenges.
- Extension of the 'Pool Rewards program to include vanpools as well as carpools.
- Marketing initiatives tied to specific event planning to keep alternative commuting options front of mind. This includes Bike to Work Day and the Employer Recognition Awards.
- Communication outreach such as the employer newsletter and earned media efforts.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

About Commuter Connections

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

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

City of Alexandria	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	Virginia Department of Transportation (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	Maryland Department of Transportation (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
Northern Neck Rideshare/PDC	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission

Cornerstones of the Marketing Program

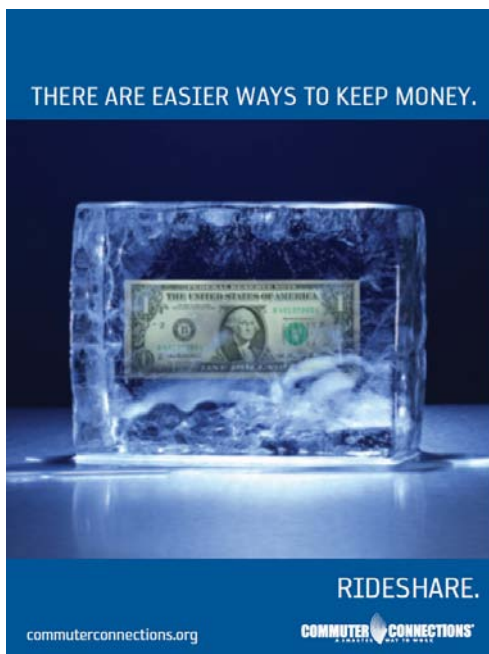
The key products and services that are featured in the marketing program include the GRH and Ridematching programs. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing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

The objectives of the program include the following:

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

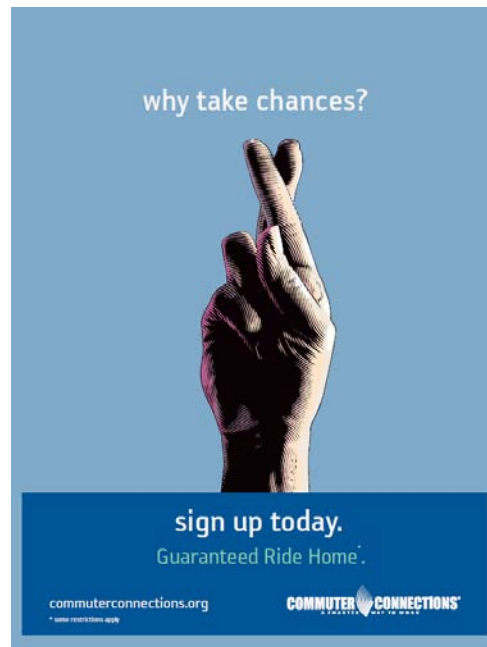
Messaging Strategy

FY2012's spring campaign's Ridematching message is very direct, reminding commuters of the money to be saved through ridesharing. As indicated in past surveys and supported by the market research, commuters are motivated to switch to alternative transportation primarily in order to save money. Over the years, consumers have developed numerous cost-cutting, penny-pinching ways to save money. This year's Rideshare campaign takes a light-hearted approach contrasting some extreme ways to save money with the simple one of sharing a ride. The visuals provide extreme examples of hiding money under a mattress or in a freezer, contrasting those ideas to sharing a ride, and reminds commuters "there's easier ways to keep your money". The call to action is to visit commuterconnections.org.



The radio spots paint extreme money-saving scenarios and capture the listeners' attention through the use of over-the-top sound effects to draw them in to Commuter Connections' message, sign-up to rideshare, save on gas, and keep their money. They are directed to commuterconnections.org to sign up.

The message for this year's GRH campaign is to remind commuters that GRH exists as their safety net. No chances need to be taken, no luck is involved, commuters just sign up for GRH and will have a ride home if they need it. Simple but powerful illustrations are used in the year's visuals to connect luck and chance to GRH safety net.



Radio spots use unlikely but humorous situations of workers relying on luck or survival skills to avoid working late and missing the carpool. The level-headed colleague grounds the spot in reality with Commuter Connections' GRH message to register today for GRH to be prepared for the unexpected emergency or unscheduled overtime.

Brand Character

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

Washington region commuters and media most often turn to Commuter Connections for information and answers to the region's commuting challenges. Commuter Connections is positioned as an innovative leader in transportation services and a major resource for transportation information.

Media Objectives: Guaranteed Ride Home

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

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

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

Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	COG Cost	Gross Dollars
Radio	\$134,511	\$158,248
Total Budget	\$134,511	\$158,248

Media Objectives: Rideshare

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

Target market (from [FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

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

Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	COG Cost	Gross Dollars
Radio	\$149,851	\$176,295
TV (begins in March)	\$125,247	\$147,350
Online (news/weather sites)	\$39,950	\$47,000
Total Budget	\$315,048	\$370,645

Spring FY2012 Media Flowchart

MEDIA	FEB			MAR			APR			MAY			JUN			NET TOTAL				
	1 3	2 0	2 7	5	1 2	1 9	2 6	2	9	1 6	2 3	3 0	7	1 4	2 1		2 8	4	1 1	1 8
RADIO																				
Rideshare																				
GRH																				
BTWD																				
'Pool Rewards																				
Total Radio																				
TELEVISION																				
ONLINE																				
DONATED Signage*																				
Tyson's Corner																				
Fairfax Connector																				
Montgomery County																				
PRTC																				
Tri-County SMD																				
PRINT ADS																				
BTWD																				
Emp Rec Awds																				
Baseball																				
TOTAL																				

Rideshare
GRH
Rideshare & GRH

BTWD
'Pool Rewards
Emp Recognition Awards

*Printing expenses only

**Sponsor money, not included in total

Value Add Media

In addition to the paid media for the Spring Umbrella campaign, another \$115,617 of value-add media was negotiated with the media vendors.

Much of the value-add media was used to promote the 'Pool Rewards program. Billboards and sponsorships on WAFY/WWEG, WBQB, WFLS, WILC, and WNEW added approximately five hours of additional air time in promoting 'Pool Rewards over the length of the campaign. Banner ads on espn980.com, wfre.com and wfmd.com directed users to commuterconnections.org for 'Pool Rewards information. Interviews on WILC informed Spanish-speaking listeners of the 'Pool Rewards program and guided them to the website for more information. A half page 'Pool Rewards print ad was included WBQB's spring newsletter distributed to approximately 64,000 homes.

In addition to promotion of the 'Pool Rewards program, value add opportunities were used to urge commuters to save money through ridesharing. A half-page ad for Ridesharing was included in the WBQB's spring newsletter. Interviews on WILC explained the benefits of ridesharing and how Commuter Connections can help listeners to find a ride match. Bonus spots were provided on WTOP and no charge commercials were run on WJLA-TV. WTTG-TV provided a reduction in rates allowing for more airtime to be purchased. Approximately 40,000 free pop-under banner ad impressions were provided on 3 Interactive's publishers network.

Radio

During the spring umbrella campaign, radio was used as the primary medium for the campaigns. Focus was on exurb stations supplemented with D.C. news and sports stations and Total Traffic Network live traffic reads. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The following stations were used during the campaign:

ESPN 980 (Sports)	Total Traffic Network (Clear Channel)	WAFY-FM (Key 103, Adult Contemporary) / WWEG-FM (106.9 The Eagle, Classis Hits)
WBQB (B101.5, Adult Contemporary)	WFLS-FM (93.3, Country)	WFRE-FM (99.9, Country) / WFMD-AM (930, News/Talk)
WILC-AM (Romantica 900 AM, Spanish Contemporary)	WNEW (All-News 99.1 FM)	WTOP (News/Talk 103.5 FM)

WNEW and ESPN promoted Commuter Connections' GRH program only. WTOP promoted Commuter Connections' Ridematching program only. The exurb stations and Total Traffic Network promoted both programs on alternating weeks.

The following spots promoted the Ridematching program this spring:

Ridesharing::30—“Easier Ways to Keep Your Money 1”

A wry tone is used to set the stage for Ridesharing as an easier way to keep your money, as opposed to more extreme measures such as freezing it, placing it under your mattress, or hiding it under a litter box.

Ridesharing::30—“Easier Ways to Keep Your Money 2”

A spirited announcer contrasts Ridesharing as the easier way to keep your money as opposed to radical ideas such as extreme couponing, discount dentistry, or reality show contestants. Over-the-top sound effects catch the listeners’ attention and add humor to the spot.

The following spots promoted GRH this spring:

Guaranteed Ride Home::30—“Why Risk It”

A worker inventories his good luck charms he has amassed in order to avoid having to work overtime and miss his carpool. His co-worker reminds him there’s no need to rely on good luck charms when he has GRH.

Guaranteed Ride Home::30—“Why Chance It”

A worker surveys the survival gear he has prepared in case he needs to work late and misses his ride home. His co-worker reminds him there’s no need to rely on survival gear when he has GRH.

Television

A television commercial reinforced saving money through ridesharing during the FY2012 spring’s Rideshare campaign. The commercial features a carpool singing the virtues of ridesharing while driving through the streets of Washington, D.C.



The lyrics to the jingle are:

Good mornin' sun, love to see you shine (*see you shine!*)
Lightin' up the highway as we're headin' down the line (*down the line!*)

Bye bye stress; hello to a buck or two
When we pull together, there ain't nothin' we can't do

Life is rich when we're sharing the load (*together!*)
Ridin' on down the road (female vocalist goes NUTS)

Voice over: "You may never make it big singing on reality tv... but you can still bring home big money when you Rideshare. Rideshare...at commuterConnections.org"

The commercial ran on Fox TV's WTTG and ABC7 WJLA during the morning and evening news.


Internet Advertising


An Internet component utilizing a number of local media sites that have performed well in the past is part of the spring campaign to promote the Ridematching program. The following sites are being used in the spring campaign:


- WUSA9.com
- WJLA.com
- NBCwashington.com (NBC4)
- WashingtonTimes.com
- Run-of-Site/Run-of-Network (ROS/RON) pop-under ads served to select websites of 3 Interactive's publisher list


Ads are being placed on the home page and news section of the Washington Times; the home page, weather, traffic, and business pages of WJLA; the news, weather, and traffic pages of NBC4; and run-of-site on WUSA. Ad sizes include leaderboard (728x90), medium rectangle (300x250), wide skyscraper (160x600), and pop-under (720x300). The ads will run for four months with performance monitored throughout the campaign. Ad placements may be modified during the campaign to optimize performance.

The ads use the Rideshare visuals with a call to action to visit commuterconnections.org.


HOT TOPICS: BARACK OBAMA | FACEBOOK | CHINA | RICK SANTORUM | SENATE | DAVID JONES | MITT ROMNEY | THE MONKEYS
The Washington Times EDITORIAL: Keeping Obama guessing on Iran
 NEWS | OPINION | CAMPAIGN 2012 | SPORTS | BOOKS | LIFE | BLOGS | COMMUNITY | MULTIMEDIA
 POLITICS | NATIONAL | WORLD | SECURITY | ECONOMY | D.C. LOCAL | NEWSMAKERS | Inside the Beltway | In the Ring | Prudent on Politics
 HOME | NEWS | POLITICS | RADIO | ACCOUNT | SUBSCRIBE | CLASSIFIEDS | E-EDITION | RSS
Politics
 FEATURED ARTICLES

Santorum whacks at Romney answer on contraception
 By Dale Turner - Associated Press
 Republican presidential candidate Rick Santorum says Mitt Romney's initial reaction to a question about a contraception measure in the U.S. Senate shows he's not conservative "at the core."
 Published March 1, 2012 Comments (0)


U.S. Senate halts bill to revise birth control rule
 By Laurie Kellman - Associated Press
 The U.S. Senate has defeated a Republican effort to roll back President Barack Obama's policy on contraception insurance coverage.
 Published March 1, 2012 Comments (11)


Sebelius urges Senate to reject contraception amendment
 By Paige Winfield Cunningham - The Washington Times
 The Obama administration is urging the Senate to reject a GOP attempt to overturn a contraception coverage mandate, with Secretary of Health and Human Services Kathleen Sebelius calling the amendment "dangerous and wrong."
 Published March 1, 2012 Comments (0)


Government eyes popular malt liquor Four Loko
 By Jennifer C. Kelly - Associated Press

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HAPPENING NOW

Conservative activist Andrew Breitbart dies at 43
 By David R. Sands - The Washington Times


THERE ARE EASIER WAYS TO KEEP MONEY.

DARE TO COMPARE
 2012 Cruze LS
 2.4L I4 engine, 5-speed manual transmission
 Get the lowest lease example for any well-qualified lessee
 36 MONTHS FOR 36 MONTHS WITH \$1,999 DUE AT SIGNING
 Plus \$350 Due at Lease Termination. No security deposit required. Tax, title, license and dealer fees extra.

abc7
 54° High: 64° / Low: 39° Cloudy
 NEWS | WEATHER | TRAFFIC | D.C. | MD | VA | NATION | WORLD | CRIME | SPORTS
 VIDEO | PHOTOS | HIGH SCHOOL SPORTS | POLITICS | BUSINESS | NEWSCHANNELS | GAMES | TBD

Hot Topics - Severe weather | Gay marriage | 'Go to hell Barack' ad | Harris' Heroes


Georgetown students on Rush: 'Dont shame me'
 3/5/12 12:48 PM
 The day after Rush Limbaugh made comments about a Georgetown University law student that sent shockwaves across America, students on campus are reacting angrily to the talk show host's opinion.
 Or WATCH: Limbaugh's contraception comments cause stir
 • Georgetown President John DeGioia on Rush Limbaugh: Misogynistic and elitist

Advertisement

STATE DEPARTMENT
 Foreign Service
 Worldwide Savings and Perks with an SOFCU Credit Card
 • No Foreign Transaction Fee
 • No Balance Transfer Fee
 • Earn reward points with every purchase
6.99% APR* ANYONE CAN JOIN!

Rideshare Banner Ads

Member Donated Placements for Signage

Members across the region provided donated space on transit, Park & Ride lots, and parking facilities to promote Commuter Connections' Rideshare and GRH programs.



Rideshare and GRH were promoted on parking garage signs at Tysons Corner Center and on bus sides and bus shelters in Montgomery County. Ad space was provided by Montgomery County Commuter Services on 30 bus sides and 50 bus shelters reminding residents to save money by Ridesharing.





Fairfax Connector provided 31 bus tails; Tri-County Council of Southern Maryland placed signs in Park & Ride lots. And PRTC made ad space available on 10 bus kings.



VRE Newsletter Print Ad

Virginia Railway Express (VRE) produces an onboard publication, VRE Update. This publication, written exclusively for train riders, reaches a high-end, coveted demographic right where they commute. A GRH ad ran in the April 18, 2012 edition of the VRE Update.

Meet the Management

This year we are celebrating our 20th anniversary. So mark your calendar with the dates listed below. Inner stations will be in the afternoon, and origination stations will be in the morning. We hope to see you at Meet the Management!

4/18
Crystal City

4/25
Alexandria

5/2
Franconia/
Springfield

5/16
Fredericksburg

5/23
Broad Run

5/30
Leeland Road

6/6
Manassas

6/13
Brooke

6/20
Manassas Park

6/27
Quantico

7/11
Burke Centre

7/18
Rippon

7/25
Rolling Road

8/1
Woodbridge

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April 22nd is Earth Day



The first Earth Day was held on Apr. 22, 1970 in Washington, D.C. The concept for the event was the brainchild of then Sen. Gaylord Nelson of Wisconsin. Nelson had spoken out on environmental issues for years. In September of 1969 he made an announcement at a conference in Seattle that there would be a nationwide grassroots demonstration in the spring of 1970. Wire services picked up his statement. Then on Nov. 30, 1969 *New York Times* published Gladwin Hill's lengthy article on environmental issues announcing Nelson's "environmental teach-in." Following publication of the article, the first Earth Day demonstration went viral and in January 1970, Nelson had to open an office to handle messages and phone calls about the event. He staffed the office with college students and put Denis Hayes in charge of coordinating activities. Hayes went on to form the Earth Day Network, has received numerous awards, and continues to speak out

on environmental issues. But he is still best known for coordinating the first Earth Day.

The Earth Day demonstrations 40 years ago were also a catalyst for the National Environmental Protection Act, which Nelson called "the most important piece of environmental legislation in our history." Earth Day is lauded by many to have set the foundation for the environmental decade and for President Richard M. Nixon's formation of the Environmental Protection Agency on Dec. 2, 1970.

(Alexandria's Earth Day celebration will be held at Ben Brenman Park (4800 Brenman Park Dr.) on Saturday, April 21, 2012, from 10 am to 2 pm. This year's theme is Eco-City Alexandria!)

(5th Annual Earth Day Celebration in Old Town Manassas will promote the need for a sustainable environment, and encourages people to look around them and possibly donate what they don't need to others that might. Old Town hosts the 5th Annual Spring Cleaning Day on Saturday, April 21, in and around the Harris Pavilion from 10am until 3pm.)

The monthly APTA Transit Savings Report for March showed continued savings for public transit riders over driving a car. Riders of public transportation saved \$844 in March and \$10,120 annually. This includes the cost of commuting by public transportation compared to the cost of owning and driving a vehicle based on the March 26, 2012 average national gas price of \$3.90 per gallon-- as reported by AAA.

why risk it?

sign up today.
Guaranteed Ride Home.

commuterconnections.org 800.745.RIDE



"Quiet car? The snoring makes this the noisiest car on the train!"

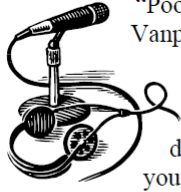
'Pool Rewards

The 'Pool Rewards program has been expanded to include vanpools as well as carpools. In order to be eligible for the program, vanpools need to be newly formed and originate in Maryland, West Virginia, Pennsylvania, New Jersey, or the District of Columbia and have a destination anywhere in the Washington 8-hour Ozone Non-Attainment area as defined by the U.S. EPA. Participants need to register with Commuter Connections and submit an application for the program through one of the qualified vanpool providers: VPSI Inc. or Enterprise Rideshare. Vanpools accepted into the program and meeting program requirements receive a \$200 monthly subsidy.

In order to support the expansion of the program, the 'Pool Rewards logo was revised to encompass vanpools as well as carpools. Magnets were designed for use on the driver and passenger side front doors. The magnets identify the vans as being operated as part of the program and include the Commuter Connections' URL and phone number for inquiries.



A double-sided rack card was designed for collateral use to promote the program. One side of the card promotes carpools and the other side promotes vanpools.



"Pooling together really rewards!
Vanpools have now been added to the popular 'Pool Rewards program! If you currently drive alone to work, and can carpool at least 2 days a week or form a new vanpool, you may qualify for a cash incentive or reduced commuting costs! Visit commuterconnections.org, click on 'Pool Rewards to find out more!

Need to find others to rideshare with? Commuter Connections provides free ridematching services too!

'Pool Rewards – it pays to rideshare! Some restrictions apply. Visit CommuterConnections.org today to get started!"

'Pool Rewards was promoted throughout the spring campaign using value add opportunities. To launch the vanpool program, paid spots were run on WFED (Federal News Radio) and WNEW (All News 99.1) for the weeks of May 21, June 4, 11, and 18. A :30 read was written and then provided to the radio stations for recording. The read urges commuters to "pool together" through carpooling or vanpooling. Listeners are asked to go to commuterconnections.org to get more information or for help in finding a ride match.

'Pool Rewards Rack Card

'Pool Rewards Vanpool Magnet



'POOL REWARDS
it pays to rideshare

commuterconnections.org 800.745.RIDE



Special Events

Bike to Work Day

This year marked the most successful Bike to Work Day to date with 12,700 area workers registered to commute by bike on May 18th. The event slightly surpassed its goal of 12,500, and increased registration over the previous year by almost 15%. The number of local pit stops grew from 49 pit stops in 2011 to 58 in 2012.



Pit stops welcomed cyclists and bicycling convoys with free T-shirts, food, beverages, entertainment, bike checks and prizes provided by regional and local sponsors.

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

For 2012, Commuter Connections launched a new Bike to Work Day website, biketoworkmetrodc.org, to handle event registration and provide event specific information. In the past, registration had been directed to the WABA website where Bike to Work Day was one of the many bicycling activities and events supported. The new website offered information on registration, pit stop locations, commuter convoys, how to find a riding buddy, and tips on how to increase bicycling skills. It also included information on sponsors and the event poster, available for download.



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

Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. A half-page, full color ad ran in the Washington Post Express Monday through Thursday of the week preceding Bike to Work Day.

Poster



BIKE IN GOOD COMPANY

REGISTER AT
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**

Visit biketoworkmetrodc.org for
specific pit stop locations and times.
*T-Shirts available at pit stops to first
11,000 who register.

**Over 50 Bike to Work Day pit stops
located in D.C., Maryland, and Virginia**



Printed on recycled paper

f e

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

2012 FRIDAY MAY 18 BIKE to WORK DAY

Print Ad

Appreciation

A true D.C. legend passed Wednesday, and it feels like a part of all us has been taken with him.

Chuck Brown, in short, was everything there was to love about music in D.C. He made his mark as the Godfather of Go-Go with "Bustin Loose" before I was born and was rocking right up until his



By Clinton Yates

...through the streets of D.C., it would be a spectacle not unlike a presidential inauguration. Now I wish I'd never said it.

It's impossible to really compare Chuck Brown to anyone, because he had no equal on D.C.'s music scene. Surely you could recall greats like



Chuck Brown jams with fifth-grader Precious Moore at Martin Luther King Jr. Elementary School in Southeast as part of a Reading is Fundamental event in 2010.

Duke Ellington and Marvin Gaye, but Chuck embodied the people in a way no artist ever has, or likely ever will again.

Wall Street Journal music critic Jim Fusilli tweeted last month that

"Talking to [Chuck] in DC is like talking to Elvis in Memphis." If you don't know anything about Chuck, that should tell you everything.

Those of us following closely knew things weren't good when he

What I'll remember most is that as much as he could have, Chuck never made it about himself. He was a man of the people, a man of music and a man of the nation's capital.

In 2008 Brown teamed up with the locally grown duo Thievery Corporation for a song called "The Numbers Game." The video is a love letter to the culture of D.C. Which is exactly what Chuck Brown's life and career were to the rest of us.



BIKE IN GOOD COMPANY

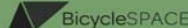
REGISTER AT
BIKETOWORKMETRODC.ORG
OR CALL 800-745-7433

The first 11,000 registered participants who attend a pit stop will receive a FREE T-Shirt and be entered into a bicycle raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
Visit biketoworkmetrodc.org for specific pit stop locations and times.

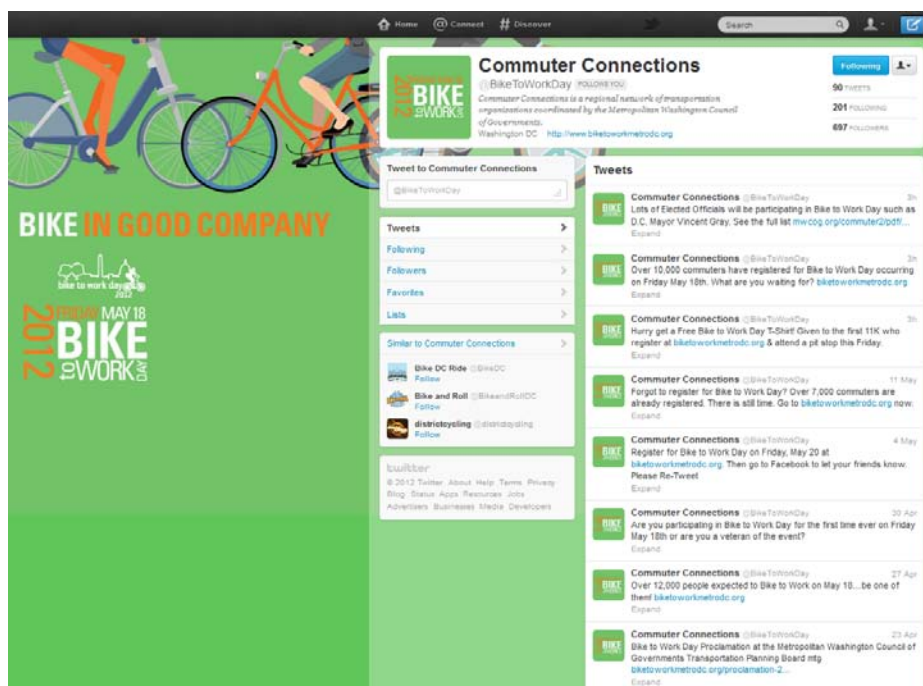
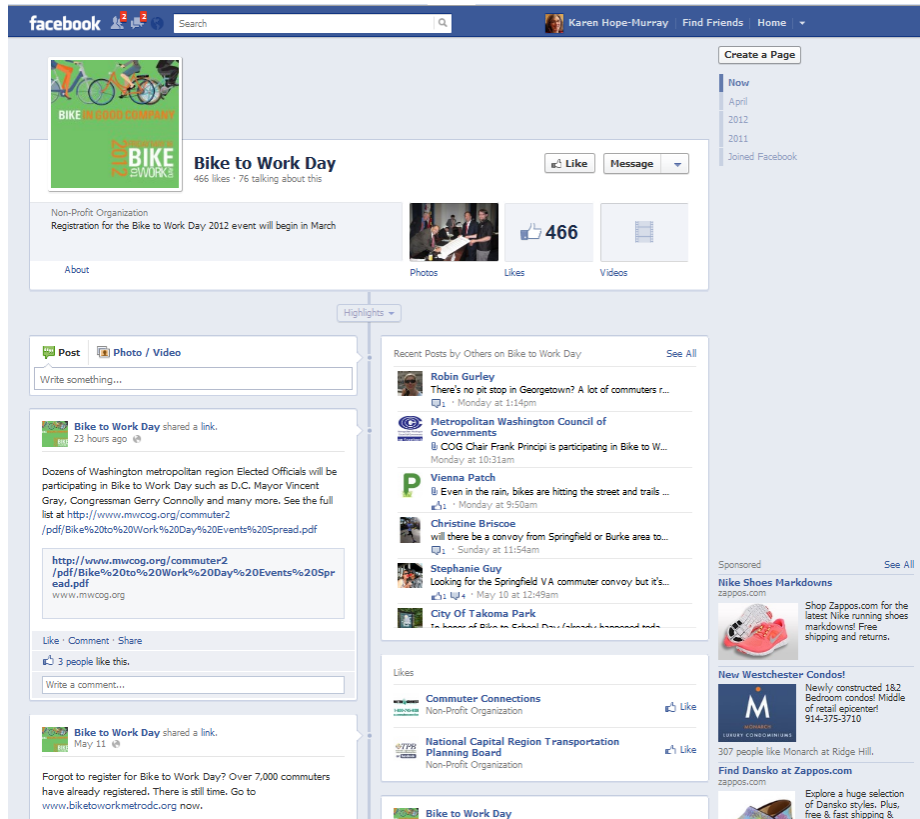
Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

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



FRIDAY MAY 18
2012 BIKE
to WORK DAY

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



Fifteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony June 26, 2012. A special invitation and program agenda have been produced for this event. After the event, a ½ page advertisement will be placed in the Washington Business Journal.

In an effort to provide year-long recognition of the outstanding work that award winning employers are doing to address some of the region's commute challenges, beginning this year, winners will receive a digital landmark that can be placed on print material or their website identifying their organization as a winner of a Commuter Connections Employer Recognition Award.



A promotional poster for the 2012 Employer Recognition Awards. The background is a landscape with a tire swing hanging from a rope. The text "2012" is prominently displayed in large blue numbers, with the "0" being a tire. Below it, "EMPLOYER RECOGNITION AWARDS" is written in smaller blue letters. At the bottom left, the slogan "SWAYING THE CROWD OUR WAY." is visible. On the right side, there is a dark blue box containing event details: "TUESDAY, JUNE 26, 2012 8:30 a.m. - 10:00 a.m. NATIONAL PRESS CLUB". Below this, it says "Hosted by The Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board". Further down, the address is listed: "529 14th St. NW, Washington D.C. 20045 Corner of 14th & F • 13th Floor Ballroom Metro Center • Exit onto 13th St.". An RSVP instruction follows: "RSVP www.commuterconnections.org/rsvp by JUNE 19, 2012. For questions contact Stacey Walker swalker@mwkog.org, 202.962.3327.". A congratulatory message states: "We congratulate employers in the Washington metropolitan region that voluntarily initiated programs encouraging employees to use commute alternatives.". At the bottom right, it says "AWARDS are given in the categories of INCENTIVES, MARKETING & TELEWORK." and features the "COMPUTER CONNECTIONS" logo with the tagline "A SMARTER WAY TO WORK".

Podium Signage



Additional Marketing, Outreach, and Earned Media

Commuter Connections Newsletter and Federal ETC Insert

Winter and spring editions of the Commuter Connections Newsletter were produced during the second half of FY2012. The six page 4-color newsletters are distributed quarterly to approximately 5,000 employer. It is also placed in PDF format on the Commuter Connections web site. Newsletters with a black and white federal ETC insert are distributed in PDF format to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.



Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the home page flash on commuterconnections.org has been revised to match the visuals being used in the new Rideshare and GRH campaigns.



Bowie Baysox Game Sponsorship

Commuter Connections sponsored a Bowie Baysox game on May 26. Sponsorship included the following:



- Pre-event publicity included the Commuter Connections name printed on every ticket for the game and listed on the Bowie Baysox ticketing page.
- Five days prior to the event, the Commuter Connections name was displayed on the Route 301 Marquee, receiving approximately 70,000 impressions per day.
- Three inning spots on the Baysox video board, text displayed on the scoreboard, and P.A. mention announced to the crowd.
- Commuter Connections signage was displayed inside the concourse and at the front entrance. A marketing table was set up for distribution of information to all fans entering and exiting the stadium.
- Commuter Connections logo was displayed on the video board during the fireworks presentation.



Earned Media

The Price of Gas Influences Commuter Driving Habits

During the second half of FY 2012, earned media efforts continued to enforce and build on Commuter Connections' leadership role as an expert in addressing the region's transportation challenges. The regional media was supplied with a steady stream of information using both traditional and social media outlets, creating new contacts and enhancing existing relationships with key members of the media as well as with COG/TPB's Commuter Connections' program partners and stakeholders.

Commuter Connections' rideshare application rate has shown a 20% increase in 2011 over 2010. To identify and develop earned media opportunities for Commuter Connections based on the increase in applications over the past year, a comparison was conducted of the rate of Rideshare applications by month during 2011 and 2010 with the US Department of Labor, Bureau of Labor Statistics' Consumer Price Index, and Average Prices for the Washington-Baltimore, DC-MD-VA-WV region including:

- Housing (monthly cost of shelter including fuel and furniture)
- Transportation (monthly cost of transportation, including gas and maintenance)
- Gallon of Milk (national average)
- Gasoline

As a result, a press release was issued in March identifying the economic factors, in particular the price of gasoline, which influence ridesharing participation. Earned media placements that resulted from the press release are included in Appendix 1 Earned Media Placements.

Bike to Work Day

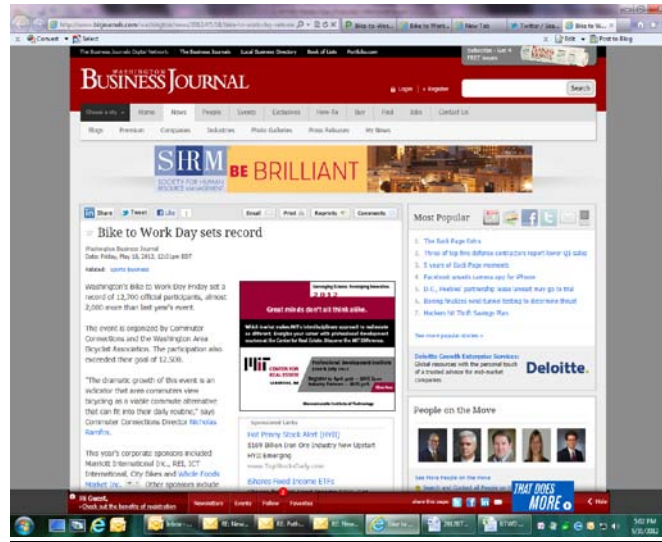
The earned media strategy for 2012's Bike to Work Day supported increases in registration, sponsorship and media coverage over 2011. Media coverage of the event spanned more than three months beginning March 26 shortly after COG issued its first release, and continuing through the beginning of June.

As in previous years, an earned media strategy was developed working in close collaboration with COG's Public Information Office to maximize coverage of Bike to Work Day, specify a communication protocol for media contact, and to distribute materials efficiently to area media.

A total of 118 earned media placements were generated for Bike to Work Day in 2012. A Google search of blogs from March 29, 2012 to May 21, 2012 produced 39,200 results for Bike to Work Day + DC.

Significant in the 2012 earned media effort were the following:

1. An early-on press release to announce registration directed registrants to the new website and supported an early uptick in registration.
2. Outreach to the media resulted in local and national placement, including distribution of the press release by the Associated Press, together with placement in The Washington Business Journal, environmental websites and social media.



[Washington Business Journal: Bike to Work Day sets record](#)

With Washington, D.C. making the list of the “Most Bikeable” Cities in the US, Bike to Work Day placements appeared in newspapers in several states from Massachusetts to California.



[WBUR: In America's "Most Bikeable Cities, Bike Lanes Rule](#)

- This year, the earned media plan focused on building pre-event interest in addition to pressing for live coverage at the event. As a result, a 3:15 minute segment aired on the *Timesaver Traffic* segment of “News Now” morning news – WUSA 9 on May 16th featuring Nicholas Ramfos, Director, Commuter Connections, who shared details about the purpose of Bike to Work Day, and pit stop events, including demos of how to get bikes on transit and information about joining convoys. Greg Billing of WABA discussed bicycle safety and preparedness.



[News Now WUSA 9, May 16, 2012](#)

In addition, on the day of the event, a two-minute segment aired on ABC’s “Good Morning Washington” featuring Mr. Ramfos who spoke live from the action at the Sterling pit stop. The segment was supplemented with a feature on the WJLA website, with an article and link to the MWCOC website.



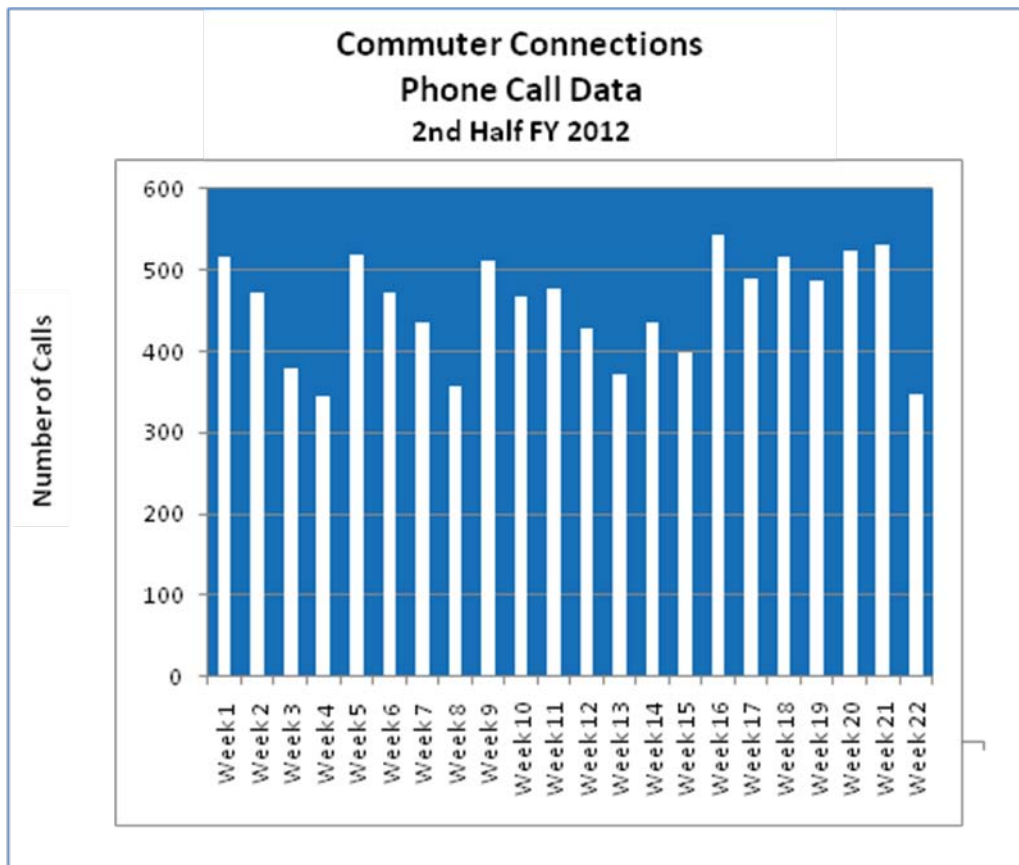
[Nicholas Ramfos on “Good Morning Washington,” ABC 7 from the Sterling Pit Stop on May 18th.](#)

Performance Results
Second Half of Year - FY 2011 vs. FY 2012

Web Visits

Month	FY 2011 Web Visits	FY 2012 Web Visits	+/-	+/- %
January	9,849	9,521	(328)	-3.33%
February	20,325	8,730	(11,595)	-57.05%
March	12,013	12,847	834	6.94%
April	13,140	13,132	(8)	-0.06%
May	11,079	15,472	4,393	39.65%
June				
	66,406	59,702	(6,704)	-10.10%

Phone Calls



Guaranteed Ride Home Applications

Month	FY 2011 GRH Applications	FY 2012 GRH Applications	+/-	+/- %
January	1,106	1,358	252	22.78%
February	1,248	1,358	110	8.81%
March	1,033	921	(112)	-10.84%
April				
May				
June				
	3,387	3,637	250	7.38%

Rideshare Applications

Month	FY 2011 Rideshare Applications	FY 2012 Rideshare Applications	+/-	+/- %
January	1,024	1,364	340	33.20%
February	956	814	(142)	-14.85%
March	1,135	894	(241)	-21.23%
April				
May				
June				
	3,115	3,072	(43)	-1.38%

Appendix A 2012 Earned Media Placements

Date	Outlet	Title linked to URL
3/1/12	Washington Post	Are you sharing more rides as gas prices rise?
3/1/12	Washington Examiner	High gas prices push commuters to car pools
3/2/12	Fairfax News.com	Rideshare Makes a Comeback as Pump Prices Go Sky High
3/2/12	WTOP	More carpool as gas prices soar
3/11/12	Fredericksburg.com	Vanpools filling up as gas prices drive motorists to 'rideshare'
4/17/12	Washington Post	\$4 gas reinforces trend toward lower U.S. fuel consumption
5/8/12	Fox Business	How to Create Your Own Ridesharing

Bike to Work Day Media Placements

The schedule of information distributed to the media began in March 2012, with a calendar listing followed by three press releases ahead of the event and one immediately following the event. Those releases included:

1. 3/29/12: [Registration for Bike to Work Day 2012 Opens](#)
2. 5/1/12: [Bike to Work Day the First Step to Big Savings for Commuters](#)
3. 5/14/12: [Bike to Work Day Events Spread Throughout Metropolitan Washington Region](#)
4. 5/17/12: [Thousands Expected to Bike to Work Tomorrow May 18th](#)
5. 5/18/12: [Record Breaking 12,700 Bike to Work](#)

Print and Online Media		Total Placements 109
Date	Outlet	Title linked to URL
3/26/2012	FrederickNewsPost.com	Registration open for Bike to Work Day
3/29/2012	Washington Examiner	Bike to Work Day registration opens
3/29/2012	Commuter Connections	Registration for Bike to Work Day 2012 Opens
3/30/2012	Washington Post - Post Local	Bike to Work Day
3/30/2012	The Washington Post Local	Bike to Work Day - Registration open
3/31/2012	Charles County Newsletter	Bike to Work Day Website Launched for 2012 event
3/31/2012	FrederickNewsPost.com	Registration Opens for Bike to Work Day
4/1/2012	WAMU	D.C. Region's 'Bike To Work Day' Set In May
4/1/2012	Prince William Trails & Stream	Metro DC Bike to Work Day 2012
4/9/2012	BayNet.com	Annual Bike to Work Day to be Held May 18
4/22/2012	Southern Maryland Net News	Bike to Work Day May 18th
4/24/2012	TPB Weekly Report	BTWD in the Washington Region on May 18
5/1/2012	Connected Communities	BTWD the First Step to Big Savings for Commuters

5/1/2012	Bicycle Retailer & Industry News	Groups mark Bike Month with calls to Congress
5/2/2012	Downtown DC BID	Bicycle Mania
5/4/2012	Washington Post - Post Local	Dr. Gridlock's traffic, transit tips: Bike to Work Day
5/4/2012	Interesting Nonfiction for Kids	Happy National Bike Month
5/7/2012	Washington Post - Post Local	Bike to Work Day
5/8/2012	TBD on Foot	At Least Nine Bicyclists
5/8/2012	City of Rockville	Bike to Work This Month
5/8/2012	Potomac Local.com	Biking Students Offered Healthy Snacks
5/9/2012	JDAntos - Notes from DC	Bike to Work Day - Convoy from Anacosta
5/10/2012	Belvoir Eagle	Workers save time, money during Bike to Work Day
5/11/2012	Washington Post - Post Local	Bike to Work Day
5/13/2012	Examiner.com	Bike DC brings enthusiasts to early morning ride
5/13/2012	Black And White	Bike to Work Day 2012
5/13/2012	Best Messenger Courier DC	Washington DC Bike to Work Day is May 18
5/14/2012	GeorgeTown Patch	Bike to Work Day
5/14/2012	Washington Post - Post Local	Bike to Work Day
5/14/2012	Connected Communities	BTWS Events Spread Throughout Region
5/14/2012	MWCOG Newsroom	Bike to Work Day Events Spread Region
5/14/2012	Falls Church Patch	Bike to Work Week Begins
5/14/2012	EcoWomen, Washington, DC	Biking Successfully!
5/14/2012	Washington Post - Post Local	Dr. Gridlock - Bike to Work Day
5/14/2012	Bike and Roll	Free Bike Rentals for Bike to Work Day!
5/14/2012	Bike Arlington.com	Upgrade your Bike to Work Week
5/14/2012	TBD on Foot	WMATA's College Park Bike & Ride
5/15/2012	College Park Patch	100+ Cyclists Expected at City hall for BTWD
5/15/2012	Redefining Eco	Celebrate Bike to Work Week!
5/15/2012	Laurel Patch	Friday is Bike to Work Day
5/15/2012	The Wash Cycle	Ride with DC Council Candidate David Grosso
5/16/2012	CBS DC	BTWD Expected To Draw More Than 10,000
5/16/2012	Post Local - The Buzz	Bike to Work Day expected to draw thousands
5/16/2012	Washington Post - Post Local	Bike to Work Day expected to draw thousands
5/16/2012	Silver Spring Patch	BTWD Features 2 Pit Stops in Silver Spring
5/16/2012	Urban Places and Spaces	Bike to Work Day Friday May 18th
5/16/2012	ABC 7 , WJLA	Bike to Work Day is Friday
5/16/2012	Leesburg Patch	Bike to Work Day Set for May 18th
5/16/2012	Hyattsville Patch	BTWDWill Feature a Pit Stop in Hyattsville
5/16/2012	Washington Examiner	Bike to Work Friday
5/16/2012	CBS Baltimore	Commuters Urged to Bike to Work on Friday
5/16/2012	FoxDC	Commuters Urged to Bike to Work on Friday
5/16/2012	Washington Examiner	Cycling Commuters Taking to the Roads Friday
5/16/2012	Washington Post - Post Local	Dr. Gridlock - Be Safe on Friday's Bike to Work Day
5/16/2012	Express Night Out	For D.C., A Great Divide
5/16/2012	Post Local	Friday is BTWD more than 10,000 expected

5/16/2012	GPB News	Get Ready For BTWD (And Share Your Photos)
5/16/2012	North County Public Radio	Get Ready For BTWD(And Share Your Photos)
5/17/2012	Greater Greater Washington	Big Days for Bikes
5/17/2012	CBS Money Watch	Bike to Work Day, May 18: The best time to ride
5/17/2012	Fairfax News	Friday is Bike to Work Day
5/17/2012	WAMU	Friday Marks Bike to Work Day in DC
5/18/2012	Commuter Page Blog	12,700 Attend DC's Region's Bike to Work Day
5/18/2012	Mobility Lab	Photos from BTWD at the Rosslyn Pit Stop
5/18/2012	Chasing Mailboxes	Bike to Work Day
5/18/2012	Washington Post	Bike to Work Day - Submit your bicycle photos
5/18/2012	Wash Cycle	Bike to Work Day 2012
5/18/2012	Vimeo	BTWD 2012 -- Greenbelt MD to Washington DC
5/18/2012	TBD on Foot	BTWD 2012 Attracts More Cyclists Than Last Year's
5/18/2012	Huff Post Green	Bike To Work Day 2012: Way To A Greener Commute
5/18/2012	Kingstowne Rose Patch	Bike to Work Day Comes to Kingstowne Area
5/18/2012	ARL Now	Bike to Work Day in Rosslyn
5/18/2012	Bulliten MPCS	Bike to Work Day is Friday, May 18
5/18/2012	Washington Business Journal	Bike to Work Day sets Records
5/18/2012	DCist	BTWD Tally: 12,700 Cyclists (and One Trike)
5/18/2012	Huffington Post	BTWD : Big Milestone for Capital Bikeshare
5/18/2012	Life at Hok	Bikes of Hok, Washington DC
5/18/2012	Burke Patch	Burke Celebrates Bike to Work Day
5/18/2012	Express Night Out	DC Rider - Halfway There
5/18/2012	The New Republic	Does "Bike To Work Day" Work?
5/18/2012	FrederickNewsPost.com	Employees Take Healthy Commute on Bike Day
5/18/2012	Wavy.com	Friday is Bike to Work Day
5/18/2012	WAMU	Great Day for A Bike Ride
5/18/2012	WBUR 90.9	In America's 'Most Bikeable' Cities, Bike Lanes Rule
5/18/2012	Explore Baltimore County	In Towson, Bike to Work Day gathers 'spokes-people'
5/18/2012	Examinier.com	It's Bike to Work Day - Bike to School Day Too?
5/18/2012	Washington Post	It's Bike to Work Day - Use Caution
5/18/2012	Greater Greater Washington	Many Biked to Work
5/18/2012	Dcist	Morning Roundup: Bike to Work Day Edition
5/18/2012	Washington Examiner	Record Number Bike to Work
5/18/2012	DC Map Search	Rise of Bikes in DC Communities
5/18/2012	NBC Washington	Thousands of Riders Roll Out
5/18/2012	WTOP	Thousands Participating in Bike to Work Day
5/18/2012	Public Health Newswire	Today is Bike to Work Day
5/18/2012	Neighborhood Nomad	Today's Pit Stops
5/18/2012	Sierra Club	U.S. Bicyclists Save \$4.6 Billion Per Year by Riding
5/18/2012	Post Local - Dr. Gridlock	Watch Out for Bike to Work Day Cyclists
5/22/2012	Oak Hill and Herndon Connection	Herndon Hosts Bike to Work Day
5/23/2012	Loudoun Times	Bike to Work Day

5/25/2012	Greater Greater Washington	Can We Make Bike To Work Day More Diverse?
6/4/2012	Washington Post	Bike Commuting in DC - From the Suburbs...
	About.com	Bike to Work Day in Washington, DC
	We Love DC	Bikeshare goes monthly, adds a discounted helmet
	Del Ray Patch	Gear Up for Bike to Work Day
	Virginia Rail Express Newsletter	May 18 Bike to Work Day
	Maryland DOT	Participate in National BTWD on May 18, 2012!
	WUSA 9	Photos of Bike to Work Day
	Herndon Patch	Region Celebrates Bike to Work Week
	Tacoma Park Newsletter	Takoma Park Celebrates Bike Month

On-Camera Television Interviews 3		
Date	Outlet	Title linked to URL
04/15/12	Charles County Government	BTWD Interview with George Clark
05/16/12	WUSA 9	Bike to Work Day is Friday
05/18/12	ABC 7	Good Morning Washington

Radio 6		
Date	Outlet	Title linked to URL
4/1/2012	WAMU	Region's Bike to Work Day Set in May
5/17/2012	WAMU	Friday Marks Bike to Work Day in DC
5/18/2012	WAMU	A Great day for a Bike Ride
5/18/2012	WBUR 90.9	In America's 'Most Bikeable' Cities, Bike Lanes Rule
5/18/2012	WTOP	Thousands Participating in Bike to Work Day
5/18/2012	MetroNetworks radio and their affiliates including WWRC; WARW; WJZW; WASH; WXTR; WPGC	In America's 'Most Bikeable' Cities, Bike Lanes Rule
	KOSU News	

Blog & Social Media Samples		
Date	Outlet	Topic
4/1/2012	Leesburg Patch	Bike to Work Day 2012
4/1/2012	Fairfax City Patch	Bike to Work Day 2012
4/1/2012	College Park Patch	Bike to Work Day 2012
4/1/2012	Vienna Patch	Bike to Work Day 2012
4/1/2012	Silver Spring Patch	Bike to Work Day 2012
4/1/2012	Reston Patch	Bike to Work Day 2012

4/1/2012	Ballston Virginia Square Patch	Bike to Work Day 2012
4/1/2012	Old Town Alexandria Patch	Bike to Work Day 2012
4/1/2012	Active Rain	Bike to Work Day 2012
5/8/2012	TBD on Foot	At Least Nine Bicyclists Died in Traffic
5/9/2012	JDantos - Notes from Washington DC	Bike to Work Day - Convoy from Anacosta
5/13/2012	Black And White	Bike to Work Day 2012
5/14/2012	GeorgeTown Patch	Bike to Work Day
5/14/2012	TBD on Foot	WMATA's College Park Bike & Ride
5/14/2012	Montgomery County	Bike to Work Day 2012
5/15/2012	Cycle Jerk	Bike to Work Day
5/15/2012	Laurel Patch	Friday is Bike to Work Day
5/15/2012	Redefining Eco	Celebrate Bike to Work Week!
5/16/2012	FoxDC	Commuters Urged to Bike to Work on Friday
5/16/2012	GPB News	Get Ready For Bike To Work Day
5/16/2012	North County Public Radio	Get Ready For BTWD(And Share Your Photos)
5/16/2012	Silver Spring Patch	BTWD Features 2 Pit Stops in Silver Spring
5/16/2012	Urban Places and Spaces	Bike to Work Day Friday May 18th
5/17/2012	Washingtonian	What to do This Weekend
5/18/2012	Commuter Page Blog	12,700 Attend DC's Region's Bike to Work Day
5/18/2012	Examinier.com	It's Bike to Work Day -Bike to School Day Too?
5/18/2012	Explore Baltimore County	In Towson, BTWD gathers 'spokes-people'
5/18/2012	Gwazilla	People Biking to Work - photos
5/18/2012	Gwazilla	Photo of BTWD
5/18/2012	Gwazilla	Peta: Go Vegan on Bike to Work Day
5/18/2012	Gwazilla	Dupont Circle
5/18/2012	Life at Hok	Bikes of Hok, Washington DC
5/18/2012	Mobility Lab	A Few Photos from BTWD at the Rosslyn Pit Stop
5/18/2012	NBC Wahington	Thousands of Riders Roll Out
5/18/2012	Neighborhood Nomad	Today's Pit Stops
5/18/2012	The New Republic	Does "Bike To Work Day" Work?
	League of American Bicyclists	"Show Congress" Your Bike Month Events
	Downtown DC	Bike to Work Day