

The  
**POWER**  
of Positive Behavior

Dulles Area Transportation Association  
December 16, 2014

**In the beginning...**





An initiative to effect positive behavior change by stressing what commuters *gain* by making commuting choices other than the SOV

# 2014 Live More – Walk NRO June 27, 2014

A fun family 1-mile walk to promote  
commuting choices



**LIVE MORE  
 BLOCK PARTY**

WEDNESDAY, OCTOBER 1  
 RESTON TOWN CENTER  
 11AM-2PM

IN PARTNERSHIP WITH

**M**  
 MERRITZ

**DATA**  
 DULLES AREA TRANSPORTATION ASSOCIATION

JOIN US FOR A FUN EVENT WITH A MESSAGE...FEATURING EXPERTS WHO CAN SHOW YOU HOW RIDING THE SILVER LINE, CARPOOLING...OR EVEN BIKING OR WALKING TO WORK CAN GIVE YOU MORE TIME TO LIVE...WHEN YOU LEAVE YOUR CAR IN THE DRIVEWAY, YOU'LL FIND TIME AND MONEY TO SPEND ON WHAT MATTERS MOST...YOUR KIDS' SOCCER GAME...YOGA CLASSES...GARDENING...HAPPY HOUR...OR JUST RELAXING WITH A GOOD BOOK!

THERE'LL ALSO BE EXHIBITS FROM YOUR FAVORITE RESTON TOWN CENTER MERCHANTS...FREE HEALTH SCREENINGS FROM RESTON HOSPITAL CENTER...FOOD...ENTERTAINMENT...GIVEAWAYS...AND A CHANCE TO WIN A \$250 RESTON TOWN CENTER GIFT CARD.

SO MARK YOUR CALENDAR TODAY AND PLAN ON BEING...PARTY TO THE PARTY!

**WWW.LIVEMORE.US**

**RESTON**

**DATA**  
 Dulles Area Transportation Association

**ilivemore**

# 2014 Live More Block Party Reston Town Center October 1, 2014

## More than 15 participating agencies, transportation vendors, and merchants

- In partnership with WMATA, Wells + Associates and Reston Town Center
- Tabletop displays from Fairfax, Loudoun, and Prince William Counties, Clean Air Partners, Dulles Corridor Metrorail, I-95 Express Lanes, Commuter Connections and more







## 200-250 attendees

- Estimated visitors to exhibitor tables from 90-115 people
- Transit information given to realtors and potential carpoolers at Loudoun County table
- EZ Passes sold and upgraded at I-95 Express Lanes table
- 57 blood pressure readings taken by Reston Hospital Center nurses

## 2014 Live More **Commuter Challenge**



- **5 Participating Locations**
  - Reston Town Center
  - Quest Diagnostics
  - Cornerstones
  - Reston Hospital Center
  - Town of Herndon
- **35 Pledges**
- **20 Participants**
- **178 Trips Logged**
  - 153 trips ridesharing, biking, walking, transit, teleworking





Hosted on  
Commuter  
Connections  
website

- Linked to DATA websites



## Incentive Structure

- \$10 gift card and commemorative T-shirt for registering
- \$500 gift card for the commuter tracking the most alternative trips
- Gift card drawing for all who tracked at least 1 trip per week
- Recognition for the organization whose employees tracked the most trips before the Fairfax County Board of Supervisors

**@livemore**  
COMMUTE LESS & IMAGINE LIFE WITH MORE TIME TO LIVE

**CHECK OUT @LIVEMORE**

a new bimonthly resource for living  
and commuting in Northern Va.

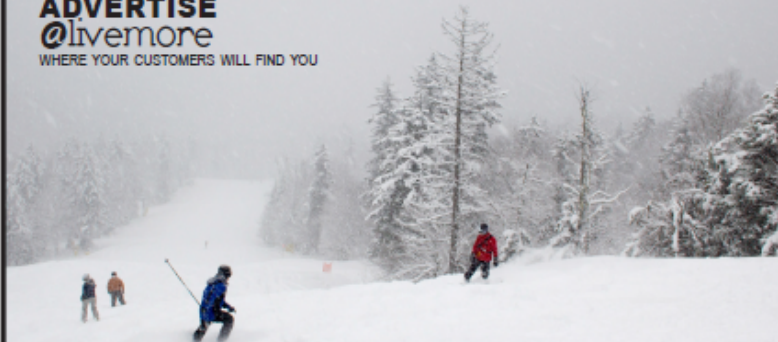
**DULLES AREA'S LIVEMORE ATTITUDE**

learn about @livemore inside

**ADVERTISE**

@livemore

WHERE YOUR CUSTOMERS WILL FIND YOU



WORKFLEX MAKES  
EMPLOYEES SAY OM  
TRANSIT GETS FRIENDLY  
ROCKIN' IN RESTON  
*see sample articles inside*

## @livemore

- Bi-monthly Tabloid
- Distributed FREE  
Office buildings,  
professional offices,  
community centers, etc.
- Transportation News  
and Activities  
How to use time and  
money you save by  
ridesharing, biking,  
walking, teleworking  
and taking transit



For further information:

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