



Item #4

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2013 REGIONAL MARKETING ACTIVITIES

Dan O'Donnell

June 18, 2013

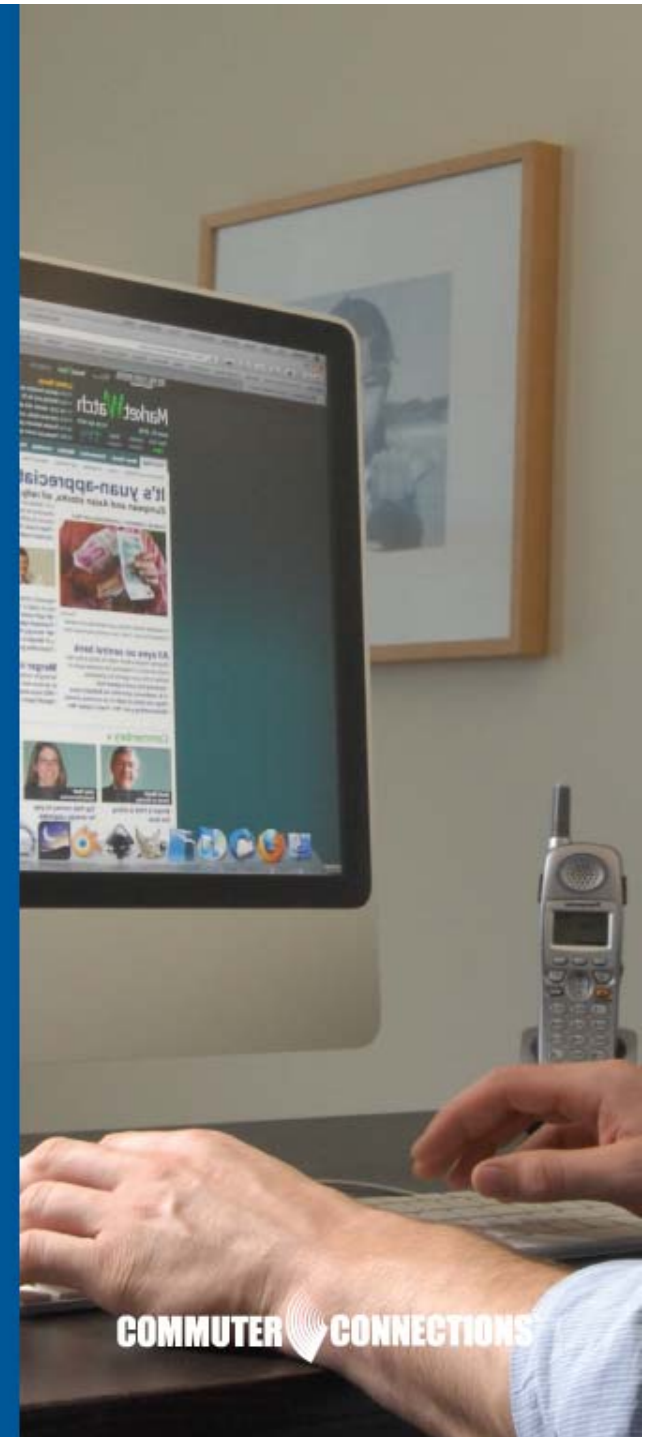
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COMMUTER  CONNECTIONS[®]

FY 2013 SECOND HALF MARKETING PROGRAM

- PROGRAM OBJECTIVES
- RIDESHARE AND GRH CAMPAIGNS
- 'POOL REWARDS
- BIKE TO WORK DAY
- NEWSLETTERS
- EMPLOYER RECOGNITION AWARDS

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COMMUTER CONNECTIONS

PROGRAM OBJECTIVES

- Convert single occupant vehicle (SOV) commuters to alternate modes of transportation
- Encourage continued use of alternate modes of transport
- Reduce vehicle trips and miles of travel
- Reduce vehicle emissions

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COMMUTER CONNECTIONS[®]

RIDESHARE CAMPAIGN

RIDESHARE FOR REAL

STRATEGY

- Differentiate Commuter Connections
 - ✓ Commuter Connections trusted, regional provider of ridematching services for nearly 40 years
 - ✓ Over 30,000 commuters in database
 - ✓ Focus on long-term matches
- Seek more audience engagement
- Commuter Connections offers real people, who want to share rides and save real money

RIDESHARE CAMPAIGN

GEOGRAPHIC EMPHASIS ON MIDDLE AND OUTER RING COMMUTES

- Longer commutes, distance and time
- Fewer public transit options

MEDIA:

- Radio
- TV
- Online banner ads
- Promotions

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COMMUTER CONNECTIONS®

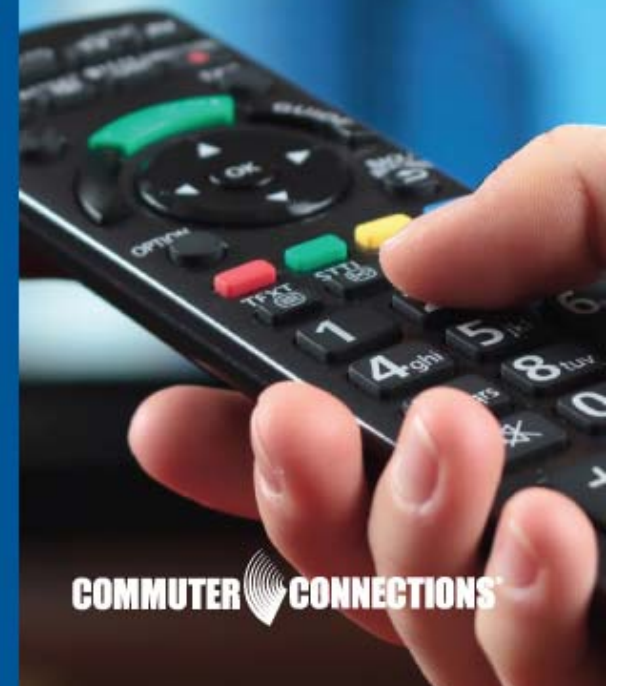
TV

Campaign dates March 4 – June 23

Stations airing the spot include:

- WJLA News Channel 7,
- WUSA News Fox 5,
- Comcast

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COMMUTER CONNECTIONS®

TV SPOT



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COMMUTER  CONNECTIONS™

RADIO

Eight radio stations promote ridesharing: Feb 25 – June 23



RADIO SPOTS

- 2 :30s radio spots in English



- 2 :30s radio spots in Spanish



BE REAL

Commuter Connections offers real people who want to share rides real savings. Along with this comes real conversation. Things that might be running a bit short in the digital age.



BANNER ADS

APRIL 1- JUNE 30

HIGH PERFORMANCE WEATHER AND NEWS
SITES FROM PAST CAMPAIGNS

- nbcwashington.com
- washingtontimes.com
- wjla.com
- wusa9.com
- RON/ROS popunders



The Washington Times



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COMMUTER  CONNECTIONS[®]

BANNER ADS

ABC - WEATHER



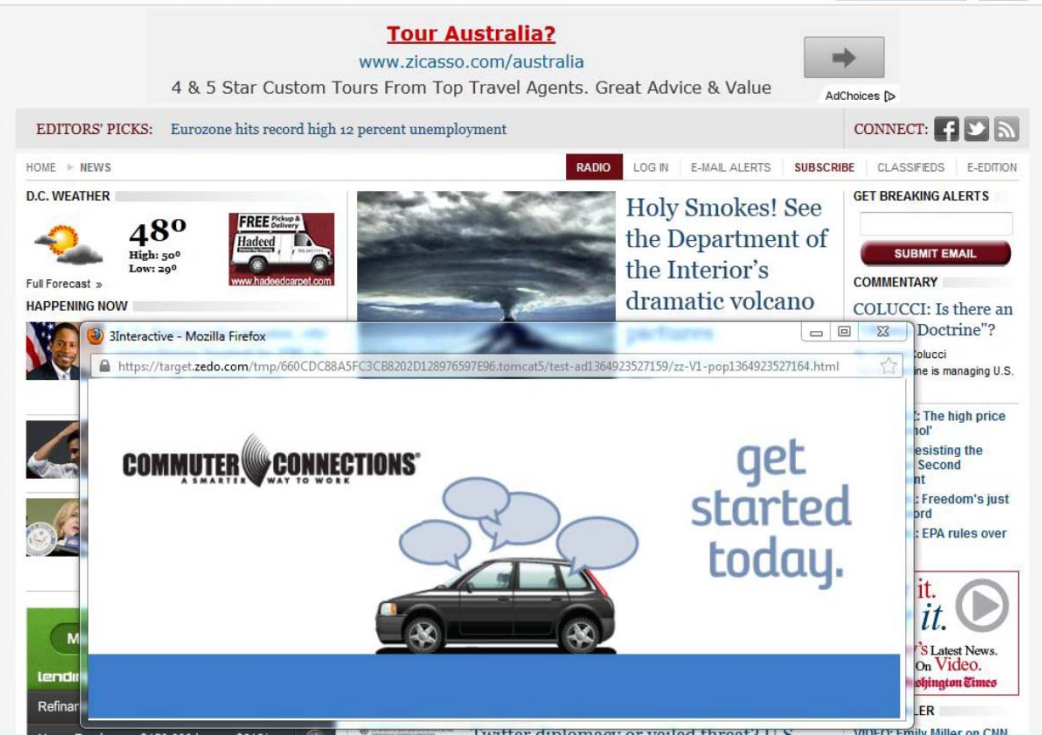
abc 7 logo on the left. A group of five weather anchors in the center. On the right, a weather icon of a sun and cloud, the temperature **48°**, and the text "CURRENT CONDITIONS High: 48° / Low 39° Partly Cloudy". Below the anchors is a navigation bar with buttons for NEWS, WEATHER, TRAFFIC, D.C., MD, VA, NATION, PHOTOS, CRIME, and SPORTS.



The Washington Times logo on the left. A navigation bar with buttons for NEWS, OPINION, VIDEO, SPORTS, LIFE, MEDIA, SPECIALS, and COMMUNITIES. Below this is a secondary navigation bar with buttons for Redskins, Nationals, Capitals, Wizards, Ravens, HS Sports, and Toyota SportsTalk. On the right, there is a "TRENDING:" section with links for NORTH KOREA, SOUTH KOREA, BARACK OBAMA, CONGRESS, and WHITE HOUSE, and a "Google Custom Search" box.



Sports section header. The first article is titled "Sean Taylor's alleged killer to be tried in August" with a sub-headline "4/2/13 11:32 AM" and an image of a football player. The second article is titled "Former NFL coach, Redskins Jack Pardee dies at 76" with a sub-headline "4/1/13 8:22 PM" and an image of a man in a suit.



A screenshot of a web browser displaying a banner advertisement for "Commuter Connections". The browser's address bar shows a URL from target.zedo.com. The banner features the "Commuter Connections" logo with the tagline "A SMARTER WAY TO WORK", an image of a dark SUV, and the text "get started today." To the right of the banner, there is a "Holy Smokes! See the Department of the Interior's dramatic volcano" article snippet and a "GET BREAKING ALERTS" section with a "SUBMIT EMAIL" button.

WASHINGTON TIMES -
POPUNDER

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COMMUTER CONNECTIONS

BANNER ADS

rideshare.

rideshare.

rideshare.

rideshare.

rideshare.

and network realtime.

get started today.

COMMUTER CONNECTIONS
SMARTER WAY TO WORK

VALUE ADDS

- 5 traffic sponsorships per week WAFY, WWEG, WFMD, WFRE
- Bonus spots at no charge on WBQB, WFLS, WJLA, WUSA, WILC, Comcast
- 80 live traffic spots on WILC
- WRQX 80 :30s promotional announcements, custom promotion
- 70,000 bonus impressions on NBC4.com

Paid Media: \$308,000

Added Value: \$94,070, additional 30.5%

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COMMUTER CONNECTIONS®

PROMOTION WITH WRQX-FM

- April 1 through April 30, WRQX ran an online/on-air contest to encourage commuters to enter positive car pool/ rideshare stories for a chance to win a \$100 gift certificate to Chevy's Restaurants.
- Radio personality Chilli Amar pre-recorded a live sounding :30-second promo.
- A total of 13 prizes valued at \$1,300 were provided by Chevy's Restaurants.



WRQX-FM PROMOTION – ENTRY COMMENTS

LINDA BENTON

“I was not only helping the drivers and saving them time, but I was saving money and always assured of a quick ride into DC. This was an efficient and fun way to get to work, and I met a lot of nice people along the way!”

GABRIELLE GIVENS

“Carpooling gives you a chance to chat and make new friends!”

DEMETRIA BALL

“Me and my buddy of 30 yrs are still bffs, I picked her up for work 2-3 times a week.”

VALUE ADD BANNER ADS

Romántica Presentado por **holaciudad!**
 900am Equipo Escúchanos en vivo

Muchos frustrados porque el pronóstico de nevada no fue como se pronostico

Como prevenir ser víctima de fraude a través de llamadas telefónicas durante la época de impuesto

Entérate más acerca de las leyes y de diferentes casos de Inmigración

La mansión de Jenni Rivera a la venta, reacciones de los famosos tras la muerte de Hugo Chávez y...

La tormenta invernal que se esperaba no fue tan grande como fue pronosticada, algunos se quejan, otros se alegran. Escucha lo que dice el público.

rideshare
Comparte tu viaje



Key 103
TODAY'S BEST MUSIC

Morning Show DJ's Multimedia VIP Club Events

MountainMotors
IMPROVE FINANCING NO CREDIT NEEDED!

The Key Morning Show with Tommy
5a-9a Weekdays

On-Air Now
TONI RYAN

LISTEN LIVE

COMPUTER CONNECTIONS
get started today.

Heard on the Morning Show
Weird Profile Photos, And What They Say About You
Posted on March 7, 2013

Entertainment News
Tegan & Sara And MGA Are Hosting The 2013 mtvU Video Awards
Tegan & Sara and MGA are hosting the 2013 mtvU Video Awards in Austin. The 2013 mtvU Video Awards are coming up NEXT WEEK, and FRIENDS (The show premieres March 11 at 8 p.m. E.T. on MTV and mtvU) is back you forget! And, in addition to an already stellar lineup of performers (including more! ...)

Justin Bieber Wins A Car Wash In Public, Again, And Now It's Starting To Get Tarnishing (PHOTO)
3/10/13 12:00 AM PST

Why the Justice System is Still the Underdog
Days? It's not the first time we've seen Justin Bieber near questionable accusations. Here's how those public image controversies played out.

What Men and Women Like and Dislike

Find us on Facebook
KEY 103
KEY 103
KEY 103
I posted some questions...What one super power you would love to have?

MEMBER DONATED SPACE

Bus Kings from PRTC

Bus shelter from Prince George's County

Ride On bus king and bus shelter from Montgomery County

Bus King from Fairfax Connector

Transit interior from MARC

Newsletter ¼ page color ad from VRE

DONATED SPACE BUS SIDE



Ride On Bus King (Montgomery County)

DIRECT MAIL

Real conversation, real friends, real savings... **rideshare.**

Get in on the real deal! Commuter Connections can help you find someone to defray costs of gas, tolls, and parking, while raising enjoyment levels socially.

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

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 - today!

- 1 To register simply visit commuterconnections.org to get started!
- 2 Once you create an account and sign up for ridematching,

Register for our free Ridematching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or to receive your matchlist by mail or email, simply fill out the application above. For questions, call 1.800.745.RIDE. You may



rideshare. and network real time.

Share

rideshare. it counts as social networking.

odonnellCOMPANY

REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
Email (Optional) _____	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

- Drive Alone
 Carpool
 Vanpool
 Bicycle
 Walk
 BUS (specify bus system & route #-- ex. Metrobus Route 9A) _____
 Metrorail (circle all that apply) Blue Green Orange Red Yellow
 MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Manassas Fredericksburg
 Other (specify) _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules-- Please send information about:

- MetroRail/Bus/ SmarTrip
 Telework/ Telecommute
 Commuter Rail (VRE/MARC)
 HOV Lanes
 Local Bus Transit
 MTA Transit
 Bicycling

Section A | Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:

Drive Only Ride Only Share Driving

I can arrive _____minutes before or _____minutes after my normal work time.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____

Supervisor's Phone Number** _____

How many miles is it from home to work one way? _____

Have questions or need more information?
Visit commuterconnections.org or call 1.800.745.RIDE.



prior to mailing.



GUARANTEED RIDE HOME CAMPAIGN

DON'T GET LEFT DANGLING

STRATEGY

- Lead with ridesharing. For those who rideshare, GRH is a safety net.
- Quick and frequent reads by radio personalities during drive time radio for highest effectiveness.
- By signing up for the Guaranteed Ride Home program, you will be safely delivered home from work, in the event you were left stranded.

GUARANTEED RIDE HOME CAMPAIGN

GEOGRAPHIC EMPHASIS
ON INNER CORE COMMUTES

ANCHOR MEDIA: Radio



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COMMUTER CONNECTIONS[®]

RADIO

Six radio stations promoting Guaranteed Ride Home

March 4 – June 30



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COMMUTER CONNECTIONSSM

RADIO

:15 s Live Reads

Left dangling after sharing a ride into work? Get a Guaranteed Ride Home in case of emergency. Visit commuterconnections.org to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

Get home with the Guaranteed Ride Home program if you rideshare and are left dangling at work. Sign up at commuterconnections.org. That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions may apply.

Don't be left dangling. If you rideshare, you can get an emergency ride home through the Guaranteed Ride Home program. Sign up at commuterconnections.org or call 800-745-RIDE.

Some restrictions apply.

BANNER ADS

DON'T GET LEFT DANGLING ON THE JOB (if you rideshare.)

Guaranteed Ride Home.*

* some restrictions apply

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Register today!

VALUE ADDS

- Bonus spots at no charge on ESPN and WTOP.
- 40 billboards on WASH, WWDC, WITH, WBIG

Paid Media: \$132,000

Added Value: \$24,000, additional 18.2%

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COMMUTER CONNECTIONS[®]



VALUE ADD BANNER ADS

The image displays two overlapping screenshots from a website. The top screenshot is the NBC Washington homepage, featuring a navigation menu with categories like HOME, NEWS, VIDEO, WEATHER, INVESTIGATIONS, ENTERTAINMENT, ON AIR, TRAFFIC, and CONTESTS. A prominent banner ad reads "NEVER GET LEFT DANGLING ON THE JOB (if you rideshare.)" with an image of a person on a zipline. Below the banner, a news article titled "Visitors Wait Expected Pe..." is visible. The bottom screenshot is a radio station interface for "Romántica 900am", presented by "holaciudad!". It includes a search bar, a "Escúchanos en vivo" button, and a featured article about winter storms. A "Mr. Car" advertisement is also visible on the right side of the interface. At the bottom of the radio interface, another banner ad for "Guaranteed Ride Home." is shown, with the text "Viaje de vuelta a casa garantizado."

DONATED SPACE – BUS SHELTERS



**YOU CAN SAFELY
CONSIDER
US YOUR
WAY HOME**
(if you rideshare.)

Guaranteed Ride Home[®]. Register today!

commuterconnections.org
800.745.RIDE
* some restrictions apply



**NEVER GET
LEFT
DANGLING
ON THE JOB**
(if you rideshare.)

Guaranteed Ride Home[®]. Register today!

commuterconnections.org
800.745.RIDE
* some restrictions apply



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COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

DONATED SPACE BUS SIDE



PRTC Bus King

DIRECT MAIL

Before an unexpected personal or family emergency arises or you need to work unscheduled overtime...
Prepare. With a FREE GUARANTEED RIDE HOME.

Available in the Washington and Baltimore metropolitan areas.

Guaranteed Ride Home:

Go to commuterconnections.org to sign up for a Guaranteed Ride Home* (GRH). GRH is a FREE program that provides a reliable emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime for commuters who carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your commute home!



**NEVER GET LEFT
DANGLING ON THE JOB**
 (if you rideshare.)

COMMUTER CONNECTIONS
A PARTNER OF MTA

**CONSIDER US
YOUR SAFE
WAY HOME**
 (if you rideshare.)

Guaranteed Ride Home. Register today!

REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Complete the form below, including sections A and/or B and return today or register online at commuterconnections.org.

<u>Name</u>	<u>Employer/Agency</u>
<u>Home Address</u>	<u>Work Address</u>
<u>City</u> <u>State</u> <u>Zip</u>	<u>City</u> <u>State</u> <u>Zip</u>
<u>County of Residence</u>	<u>County of Workplace</u>
<u>Home Phone Number</u>	<u>Work Phone Number</u>
<u>Email (Optional)</u>	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

Drive Alone Carpool Vanpool Bicycle Walk Bus (specify bus system & route #—e.g. Metrobus Route 94)

Metrorail (check all that apply) Blue Green Orange Red Yellow MARC (check route line) Brunswick Camden Penn

VRE (check route line) Manassas Fredericksburg Other (specify) _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules—Please send information about:

MetroRail/Bus/SmartTrip Telework/Telecommute Commuter Rail (VRE/MARC) HOV Lanes Local Bus Transit MTA Transit Bicycling

Section A | Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____

Supervisor's Phone Number** _____

How many miles is it from home to work one way? _____

For questions or need more information?
 Visit commuterconnections.org or call 1.800.745.RIDE.

COMMUTER CONNECTIONS
A PARTNER OF MTA

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COMMUTER CONNECTIONS
A PARTNER OF MTA

FY13 SECOND HALF MEDIA BUDGET (NET FIGURES)

RADIO

GRH - \$132,000

RS - \$136,00

BTWD - \$25,500

POOL REWARDS- \$35,000

TV (RS) - \$150,000

ONLINE (RS) - \$22,000

POOL REWARDS STREET TEAM - \$12,500

PRINT ADS

BTWD - \$4,500

ERA - \$5,500

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MEDIA SCHEDULE (NET)

Commuter Connections 2013 Spring Umbrella		Media Schedule: Specific Dates Spots Run (Week of)																			
GRH	Radio	Campaign to Run	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	
		3/4/13-6/29/13																			
3/4/13-6/29/13																					
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3/4/13-6/29/13																					
3/4/13-6/29/13																					
3/4/13-6/29/13																					
Rideshare	Radio	2/25/13-6/22/13																			
		2/25/13-6/22/13																			
		2/25/13-6/22/13																			
		2/25/13-6/22/13																			
		2/25/13-6/22/13																			
		2/25/13-6/22/13																			
		2/25/13-6/22/13																			
	TV	3/11/13-6/23/12																			
		3/11/13-6/23/12																			
		3/11/13-6/23/12																			
Online	April 1-June 30																				
	April 1-June 30																				
	April 1-June 30																				
	April 1-June 30																				

FY 2013 SECOND HALF MARKETING & SPECIAL EVENTS TIME LINE

2013

Jan Distribute creative to media vendors

Feb Rideshare campaign launch

Mar GRH campaign launch

Apr 'Pool Rewards Street Team events

May Bike to Work Day

 June Employer Recognition Awards

'POOL REWARDS CAMPAIGN

Promoted alongside Rideshare

To increase likelihood of finding ridematch sharing similar commute and promote at regional employers

- January-April: ETC contest with winning company receiving radio-hosted social event
- April 11th and 25th: Street teams, wearing branded polos, attended events to share with employees the benefits of 'Pool Rewards. Branded chocolates, bags and 'Pool Rewards collateral were handed out to promote 'Pool Rewards, ridesharing, and direct people to the website to register.
- Live Traffic Reads

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COMMUTER CONNECTIONS®

STREET TEAM



odonnellCOMPANY

COMMUTER CONNECTIONSSM

STREET TEAM



Promotional Items



SOCIAL EVENT



LET YOUR HAIR DOWN

WIN AN **OFFICE PARTY** OR OTHER CASH PRIZES!

HOSTED BY A POPULAR AREA RADIO STATION

WE'LL BRING THE MUSIC, FOOD, AND FUN!

HELP US PROMOTE 'POOL REWARDS WITHIN YOUR COMPANY FOR A CHANCE TO WIN
WWW.COMMUTERCONNECTIONS.ORG/POOLREWARDSCONTEST

'POOL REWARDS
It pays to rideshare

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK
1-800-745-RIDE

odonnellCOMPANY

COMMUTER CONNECTIONS®

RACK CARD

'POOL REWARDS

it pays to rideshare

Join or start a new carpool and claim your 'Pool Rewards today!*

Just 2 days a week to cash in!

If you drive alone to work, sign up to carpool 2+ days a week for three months, and you may qualify!

Get \$2/day for each day in an eligible carpool (max \$130 pp). Registration required.

Apply online!
(we can help with partners)

* Additional rules and restrictions apply.



commuterconnections.org 800.745.RIDE

'pool together, get more.



'POOL REWARDS

it pays to rideshare

Join or start a new vanpool and claim your 'Pool Rewards today!*

Get a \$200 monthly subsidy for your van!

If you drive alone to work, sign up to vanpool with 6+ other people, and you may qualify!

Eligible vanpools can qualify for up to \$200 per month. Registration required. Vanpools must originate in Maryland or D.C. and have a destination in D.C., suburban MD, or northern VA. Applications must be submitted through qualified vanpool providers.

Apply online!
(we can help with partners)

* Additional rules and restrictions apply.



commuterconnections.org 800.745.RIDE

'pool together, get more.



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COMMUTER CONNECTIONS

BIKE TO WORK DAY 2013

Goals

- Promote bicycling as a viable commute option
- Continue to build regional participation
- Encourage employer engagement, participation, & sponsorship
- Engage participants through social media



MARKETING EFFORTS FOR BIKE TO WORK DAY

Poster and rack cards

T-shirt

Pit stop banners

Social media

Radio

Media placements

Print ads (Washington Post Express)

BIKE TO WORK DAY SPONSORSHIP

- Reached a record-breaking cash total of \$48,550, a 6.5 percent increase over 2012.
- In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent.

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COMMUTER CONNECTIONS

SPONSORS

Gold



Silver



Bronze



odonnellCOMPANY

COMMUTER CONNECTIONS

RADIO

Radio spot



POSTERS - ENGLISH & SPANISH

BIKE TO WORK DAY 2013 FRIDAY MAY 17

COMMUTER CONNECTIONS
WABA
Marriott

ICF
City Bikes
WHOLE FOODS
capital bikeshare
goDCgo

Bike Arlington
LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA
TWINBROOK
BicycleSPACE

AAA
BIKE ROLL
CRYSTAL RIDE
DigitalGlobe
Expresslanes

ABUS SecurityTeth Germany
JAMIS
BicyclePASS
polw
TIMBUK2
knob

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

Pre-Register by May 10 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 12,000 who register.

70 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.

biketoworkday2013.com

[f](https://www.facebook.com/biketoworkday2013) [i](https://www.instagram.com/biketoworkday2013)

© 2013 Commuter Connections

día de la BICICLETA PARA IR AL TRABAJO VIERNES 17 de mayo 2013

COMMUTER CONNECTIONS
WABA
Marriott

ICF
City Bikes
WHOLE FOODS
capital bikeshare
goDCgo

Bike Arlington
LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA
TWINBROOK
BicycleSPACE

AAA
BIKE ROLL
CRYSTAL RIDE
DigitalGlobe
Expresslanes

ABUS SecurityTeth Germany
JAMIS
BicyclePASS
polw
TIMBUK2
knob

REGÍSTRESE EN BIKETOWORKMETRODC.ORG O LLAME AL 800-745-7433

Regístrese previamente antes del 11 de Mayo para una camiseta gratis*, y el sorteo de una bicicleta

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios

*Camisetas disponibles en las ubicaciones de salida a los primeros 12.000 participantes que se registren

70 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.


biketoworkday2013.com

El Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

[f](https://www.facebook.com/biketoworkday2013) [i](https://www.instagram.com/biketoworkday2013)

© 2013 Commuter Connections

RACK CARD



bike to work day
2013


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

Pre-Register by May 10 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
12,000 who register.

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



**BIKE
TO WORK
MAY 17
2013 DAY**

COMMUTER CONNECTIONS

WABA

Marriott

ICF

City Bikes

WHOLE FOODS

capital bikeshare

goDCgo

LOCAL MOTION

Bicycle Arlington

BicycleSPACE

TWINBROOK

AAA

BIKE & ROLL

CAPITAL CRESCENT TRAIL

CRYSTALIDE

ExpressLanes

DigitalGlobe

ABUS

GREEN GURU

BicyclePASS

TIMBUK2

JAMIS

pdw

knobs

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

Printed on recycled paper

NEWSPAPER AD

... if you are not a U.S. citizen
 • Candidates must be DC certified
Candidates MUST be available to work at least 24 hrs/week
If successfully hired, you may be eligible for a \$50 signing bonus.
 Candidates with these qualifications are welcomed to stop by our office at
1420 K Street, NW 7th Floor,
Washington, DC 20005.



In the deadliest of the three attacks, a suicide bomber on a motorcycle detonated his explosives near a vehicle carrying a candidate from a hard-line Islamist party, killing 12 people and wounding 35. The Jamiat Ulema-e-Islam

People's Party. The blast killed the leader, Zahir Shah, officials said. The Pakistani Taliban have claimed responsibility for many of the attacks in the run-up to Saturday's national elections, including the attack on Shah. (AP)

LOWAL
 — GOV. JOEY SALCEDA, DISCUSSING ON TUESDAY HOW ONE OF THE PHILIPPINES' MOST ACTIVE VOLCANOES RUMBLLED TO LIFE, SPEWING ROOM-SIZE ROCKS TOWARD NEARLY 30 SURPRISED CLIMBERS. FIVE HIKERS WERE KILLED BY THE ERUPTION AT THE MAYON VOLCANO.

DC Rider
 METRO NEWS ON YOUR IPHONE AND ANDROID — DOWNLOAD FREE

21 The number of officials punished by the Communist Party in China over a scandal in which they allegedly were extorted by real-estate developers after being secretly filmed in liaisons with hired women, the official Xinhua News Agency said Tuesday. (AP)

Over 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

Pre-Register by May 10 for Free T-Shirt* and Bike Raffle

Free Food, Beverages and Giveaways at All Locations

BIKE TO WORK DAY 2013 FRIDAY MAY 17
 REGISTER AT BIKETOWORKMETRODC.ORG OR CALL 800-745-7433

COMMUTER CONNECTIONS | | | | | | |

*T-Shirts available at pit stops to first 12,000 that register.

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COMMUTER CONNECTIONS

WEBSITE

bike to work day 2013

BIKE TO WORK DAY
MAY 17 2013

HOME | EMPLOYER RESOURCES | EVENT INFO | FIRST TIME RIDER INFO | REGISTER NOW | SPONSORS

Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of over 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

REGISTER NOW

Bike Arlington

Twitter Facebook

PIT STOPS

Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free!
[Read more](#)

COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read more](#)

FIND A RIDE BUDDY

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area.
[Read more](#)

EVENT POSTER

[Download a PDF please](#) of the Bike to Work Day 2013 event poster. Email it to your family, friends and co-workers.

SPONSORS

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our

INCREASE YOUR BICYCLING SKILLS

WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance

TWITTER

Tweets

- Following
- Followers
- Favorites
- Lists

Follow Commuter Connections

Full name

Email

Password

Sign up

Worldwide Trends · Change

- #FollowMeTheVamps
- #Mis15Debilidades
- #randomhashtagforjames
- Xbox One
- #BeliebersWantToBeYourSmileJustin
- #EstúpidasYSensualesGanas
- Alper Potuk Fenerbahçe'de

Commuter Connections @BikeToWorkDay

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

Washington DC · biketoworkmetrodc.org

108 TWEETS 208 FOLLOWING 1,008 FOLLOWERS **Follow**

Tweets

Commuter Connections @BikeToWorkDay 17 May
More than 14,500 registered for Bike to Work Day 2013, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!
Expand

Commuter Connections @BikeToWorkDay 16 May
#BTWDC is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!
Expand

Commuter Connections @BikeToWorkDay 15 May
Beautiful weather perfect for bicycling is expected this Friday May 17th. Enjoy!
Expand

Commuter Connections @BikeToWorkDay 14 May
Metro to host two pit stops on Bike to Work Day, May 17th to promote bicycling to Metro and taking Metro to work.
_wmata.com/about_metro/ne_____
Expand

Commuter Connections @BikeToWorkDay 3 May
Announcement approximately 7,000 have already signed up for

FACEBOOK

The screenshot shows a Facebook page for 'Bike to Work Day'. At the top, the Facebook navigation bar is visible with the logo, search bar, and user profile 'Ruth Baumann Lamy'. The main header features a large blue banner with the text 'BIKE TO WORK DAY MAY 17 2013' and a stylized green bicycle graphic. Below the banner, the page name 'Bike to Work Day' is displayed with 1,009 likes and 127 talking about this. A description identifies it as a Non-Profit Organization and states that registration for the 2013 event will begin March 4th. Navigation options for 'About', 'Suggest an Edit', 'Photos', 'Likes', and 'Videos' are provided. A 'Highlights' dropdown menu is visible. The main content area includes a post creation box with 'Post' and 'Photo / Video' options, and a recent post from 'Bike to Work Day' (38 minutes ago) with the caption 'Coolest baby ever enjoying a banana on Bike to Work Day!' and a photo of a baby. On the right, a 'Recent Posts by Others on Bike to Work Day' section is visible, along with a 'Likes' section listing 'National Capital Region Transportation Planning Board' and 'Commuter Connections' as users who liked the page.

EARNED MEDIA RESULTS

Bike to Work Day was covered in the media with radio announcements, newspaper and online articles and social media via blogs.

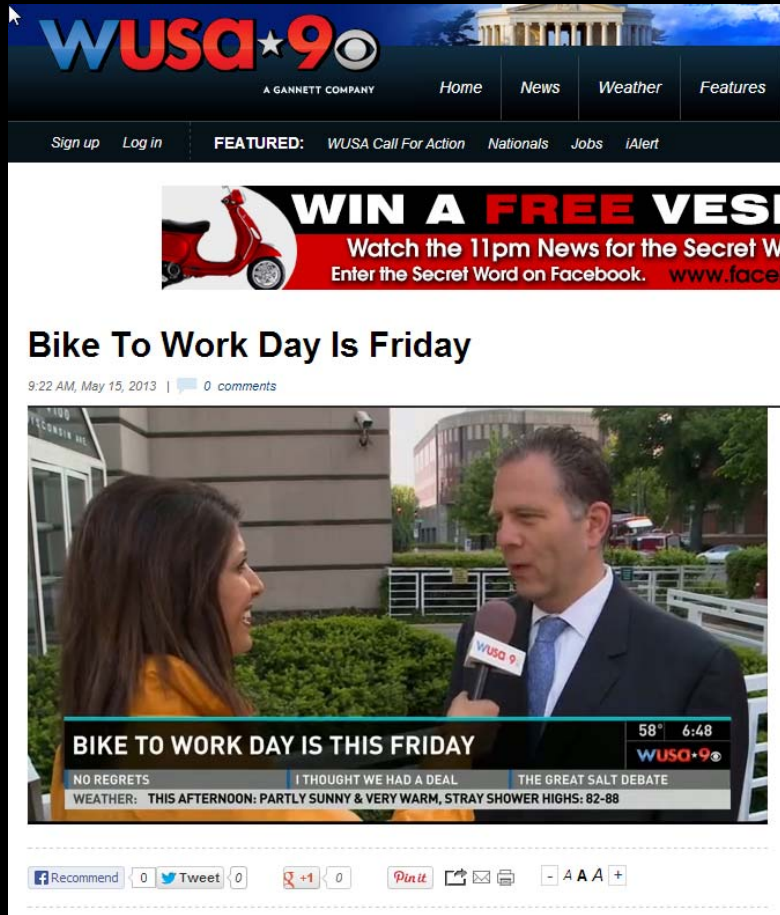
Before Event

May 15th, Nicholas Ramfos joined Greg Billing of WABA for an interview with Monika Samtani of WUSA 9.

Day of Event

May 17th, two segments aired on ABC 7's "Good Morning Washington" featuring Nicholas Ramfos.

NEWS SPOTS



WUSA 9
A GANNETT COMPANY

Home News Weather Features


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FEATURED: WUSA Call For Action Nationals Jobs iAlert

WIN A FREE VESPA
Watch the 11pm News for the Secret Word
Enter the Secret Word on Facebook. www.facebook.com/WUSA9

Bike To Work Day Is Friday

9:22 AM, May 15, 2013 | 0 comments



BIKE TO WORK DAY IS THIS FRIDAY 58° 6:48
WUSA-9

NO REGRETS | I THOUGHT WE HAD A DEAL | THE GREAT SALT DEBATE
WEATHER: THIS AFTERNOON: PARTLY SUNNY & VERY WARM, STRAY SHOWER HIGHS: 82-88

Recommend 0 Tweet 0 +1 0 Pin it

Nicholas Ramfos

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*APR - Annual Percentage Rate ANYONE

abc 7

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VIDEO ENTERTAINMENT BIZGOV HEALTH ABC7 ALERTS

ABC7 Video

Bike to work



LIVE

NICHOLAS RAMFOS
DIRECTOR OF COMMUTER CONNECTIONS

Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia.
05/17/2013 6:55 AM EDT

Like 0 Tweet 0 +1 0 Email

COMMUTER CONNECTIONS

SOCIAL CLIMATE



Facebook



Twitter

BLOGS (PRE- AND POST-EVENT)

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RestonPatch 84°
Local every day in [Reston, VA](#)

Love It, [Going Green](#)

Friday is Bike To Work Day

Reston Town Center will be one pit stop along the way as thousands will ride their bicycles to work this week.
By [Karen Goff](#) | [Email the author](#) | May 14, 2013

Recommend 52 Tweet 5 Email Print Comment

More than 10,000 Washington, DC-area commuters are expected to use pedal power to get to work on Friday for Bike to Work Day 2013.

Washington area events are organized by [Commuter Connections](#) and the [Washington Area Bicyclist Association](#), who say that biking to work has benefits for both employees and employers. Among them: reduced health care and parking costs.

There will be 70 "pit stops" around the metro area, including one at the Reston Town Center pavilion.

Pit stops will feature free T-shirts, refreshments, and a raffle for a free bicycle. The Town Center pit stop is sponsored by Reston Association and the Reston Bike Club. It runs from 6:30 a.m. to 9 a.m.


To register for the raffle in advance, [click here](#).

To see a map of all area pit stops - you can stop at several on your way to work - [click here](#).

Do you commute by bicycle? Give your Reston neighbors some tips in the comments below.

Related Topics: [Bike to Work Day 2013](#), [Reston Association](#), and [Reston Town Center](#)

AFTER EARTH
IN THEATERS MAY '13



Upload Photos and Videos

United States Department of Transportation

FAST LANE
The Official Blog of the U.S. Secretary of Transportation

[Home](#) [Archives](#) [Profile](#) [Comment Policy](#)

[Building a 21st Century Infrastructure: Better Outcomes, Faster Timelines, Less Red Tape](#) | [Main](#)

May 20, 2013

Bike to Work Day, big and getting bigger as bicycle commuting continues to grow

Congratulations to everyone who celebrated [Bike To Work Day 2013](#), and particularly those who were first-time bike commuters. It was a banner year for this event, with cities from Anchorage, Alaska, to West Palm Beach, Florida, reporting bigger-than-ever turnouts.

BIKE TO WORK DAY 2013 FRIDAY
MAY 17



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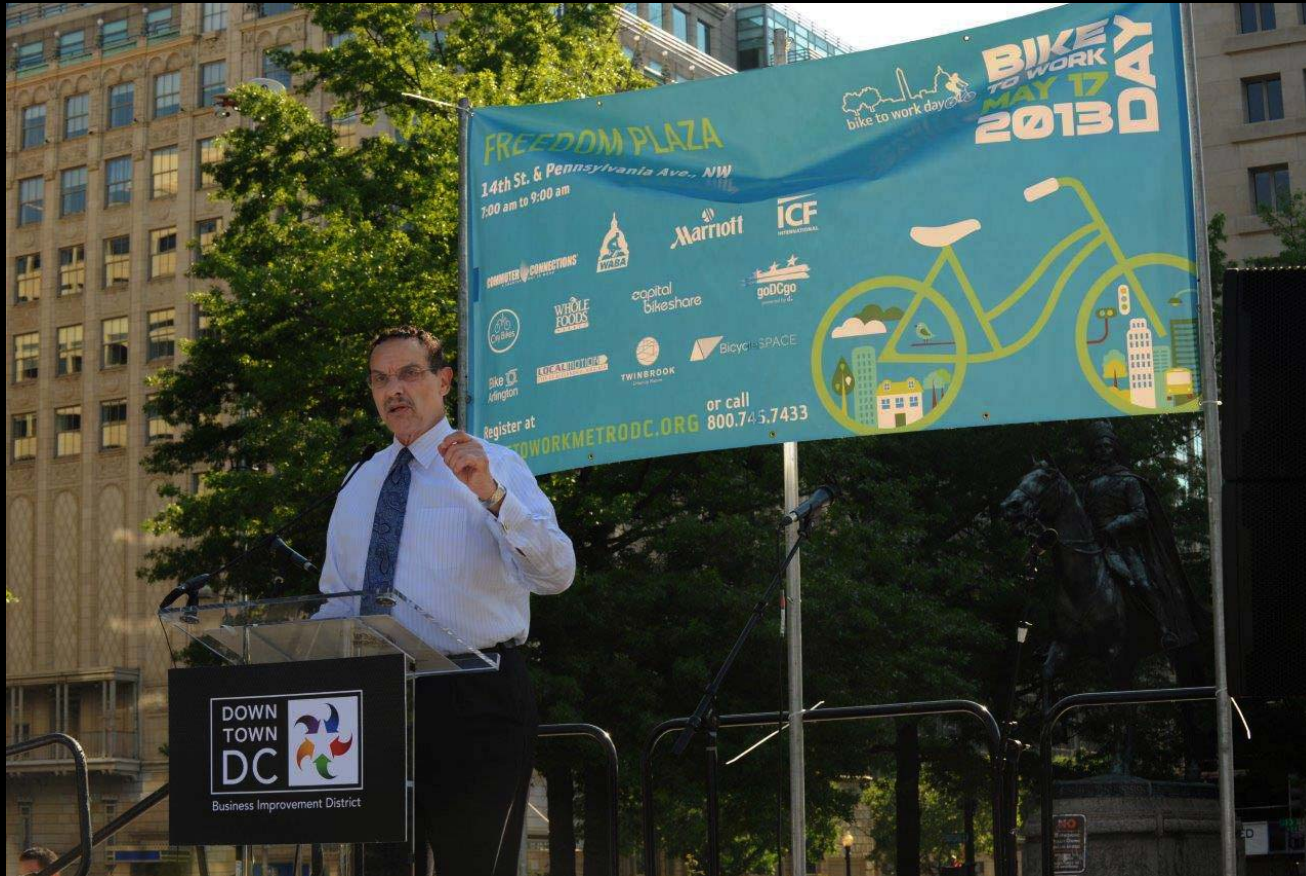
Ray LaHood
RayLaHood Something to celebrate: #BTWD13 makes the benefits of #bicycling real for even more new #Bike Commuters [1.usa.gov/18c0nAn](#) [pin.it/18c0nAn](#) [pin.it/18c0nAn](#) [pin.it/18c0nAn](#)

RayLaHood #Bike to Work Day, big and getting bigger as #bicycle commuting continues to grow [1.usa.gov/18c0nAn](#) #btwd13 [1.usa.gov/18c0nAn](#) [pin.it/18c0nAn](#) [pin.it/18c0nAn](#)

[Join the conversation](#)

Find us on Facebook

ELECTED OFFICIALS



Mayor Vincent C. Gray

ELECTED OFFICIALS



D.C. Council member Tommy Wells

T-SHIRTS ARE A HIT



Collector's editions
odonnellCOMPANY

COMMUTER CONNECTIONS

GIVEAWAYS



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COMMUTER CONNECTIONS[®]

THE RESULT: ATTENDANCE RISES AGAIN!

Over 70 pits stops for the event, up 20 % from 2012

Participation up by 15% over last year with 14,600 registered



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SUCCESS!



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COMMUTER CONNECTIONSSM

NUMBER OF BTWD PARTICIPANTS BY YEAR



BTWD NEWS EXCERPTS

CBS DC – “More than 10,000 Washington area cyclists are expected to pedal their way to the office”

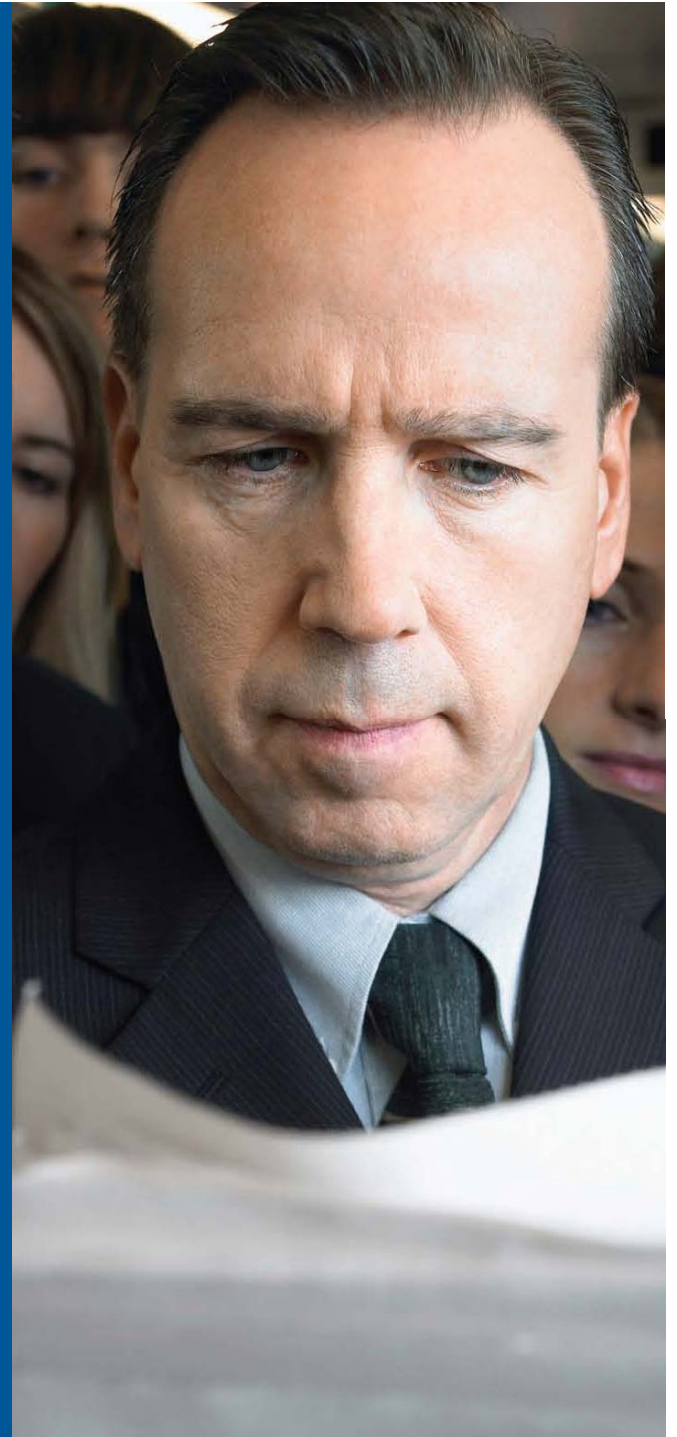
The Washington Post - Dr. Gridlock – “bike commuters in D.C. have nearly doubled since 2007, reaching 3.5 percent of commuters.”

Maryland Dept of Transportation- “Communities across Maryland and around the country will hold rallies, parties, pit stops, and other fun events to celebrate and promote cycling to work on Friday, May 17. Whether you are a first timer or a weekend rider, Bike to Work Day is a great way to discover how biking can be a fun everyday transportation option. “

Downtown DC.org BID – “What a wonderful Bike to Work Day! More than 900 bicyclists rolled into the Downtown pit stop at Freedom Plaza.”

EMPLOYER RECOGNITION AWARDS

- Engage with regional employers who deliver measurable commuter benefits
- Increase recognition level of award and event
 - Winner seals provided to 2013 winners
 - Press release, Commuter Connections
 - Newsletter coverage
- Awards Ceremony will be held on June 25th at the National Press Club.



PROMOTIONAL EFFORTS FOR EMPLOYER RECOGNITIONS AWARDS

Invitations

Program booklet

Podium sign

Giveaways

Trophies

Video

Press Release

Print ad

Winner Seals

INVITATION



TUESDAY, JUNE 25, 2013
8:30 a.m. - 10:00 a.m.

NATIONAL PRESS CLUB

Hosted by

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

529 14th St. NW, Washington D.C. 20045
Corner of 14th & F • 13th Floor Ballroom
Metro Center • Exit onto 13th St.

RSVP www.commuterconnections.org/rsvp
by JUNE 19, 2013. For questions contact Stacey Walker
swalker@mwkog.org, 202.962.3327.

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

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

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

20
13 EMPLOYER
RECOGNITION
AWARDS

Newsmakers in Commuting

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PODIUM



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

**2013 EMPLOYER
RECOGNITION
AWARDS**

Newsmakers in Commuting.

THE METROPOLITAN WASHINGTON
COUNCIL OF GOVERNMENTS

JUNE 25, 2013
NATIONAL PRESS CLUB

AWARDS CEREMONY PROGRAM BOOKLET

The 2013 Employer Recognition Awards

Commuter Connections encourages the general public and area businesses to support the adoption of alternative commute methods to and from work everyday. These methods help to mitigate traffic congestion and provide for cleaner air through reduced auto emissions. The Commuter Connections Annual Employer Recognition Awards honor those who have voluntarily initiated programs that facilitate the use of such alternatives. Employees who have marketed alternative commuting options, initiated a successful telework program, or made using alternative transportation modes easier and more attractive than driving a car.

Applicants were evaluated by a selection committee made up of Transportation Demand Management professionals. Winners were chosen for their ability to offer measurable commuter benefits such as reduced consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners were recognized for policies that have positively influenced the lives of their employees and the region as a

Incentives

Commuter incentives reward and encourage employees for using alternative means of commuting. They also help to attract and retain employees. Incentives can come in many forms from transit and vanpool subsidies or pre-tax benefits to preferred parking, flexible work schedules or the provision of on-site amenities, free shuttle

part of a successful commuter program. Employee participation rates in telework programs are well-informed decisions about telework on the job. Marketing programs can help to change commuter drive

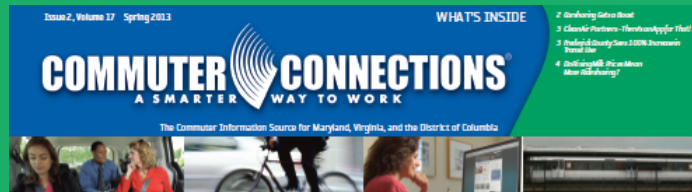
Employees can dramatically reduce their commute days per week. For employers, teleworking provides for cost savings for employees.



NOMINEES

- Ameritel Corporation
- Barwood Transportation
- Bethesda Urban Partnership
- Council of Better Business Bureaus
- Discovery Communications
- Europ Assistance USA
- First Potomac Realty Trust
- GEICO
- George Washington University
- Imagination Stage
- Institute for Defense Analyses
- Lerch, Early, Brewer
- National Cancer Institute (NCI)
- National Institutes of Health
- Social & Scientific Systems, Inc.
- The Nature Conservancy
- United Educators
- United Nations Foundation
- Washington Eye Physicians & Surgeons

FY13 SPRING NEWSLETTER



PRE-TAX COMMUTER BENEFIT INCREASES

In 2012, the amount of monthly pre-tax income that mass transit commuters were able to pay for transit and vanpool fares dropped from \$230 a month to \$125, while the tax-free parking benefit for drivers increased by \$10, to \$240 monthly, based on a cost-of-living adjustment.

As a result of the recent "fiscal cliff" legislation, the mass-transit commuter benefit was increased to \$240, retroactive to January 1, 2012. In addition, the limit was raised to \$245 to be on par with the monthly parking benefit.

"For 2013, there is no longer a financial bias in the federal tax code against public transit use," said Michael Melaniphy, president and chief executive officer of the American Public Transportation Association.

The \$245-a-month transit commuter tax benefit will expire on Dec. 31, 2013, unless Congress extends it to continue to match the same level as the parking tax benefit, officials said.

Continued on page 2



TELEWORKING IS (STILL) GOOD FOR BUSINESS

With the recent news that Yahoo! and Best Buy were ending their telework programs, the question has been raised as to whether teleworking is still a valuable business practice.

If you look a little more in depth at the reasons these companies ended their teleworking programs, you'll note that both of them were having financial problems and needed to "get back to basics" by bringing everyone back into the office. In fact, one CEO said that this move was "not a comment on teleworking but is what we need to do for our company at this time."



FEDERAL ETC UPDATES

Employee Transportation Coordinator

NIH MOVING 3,000 TO BETHESDA



with one five story building, and build a 341,000 square foot research facility and a 400-space parking garage.

ONE THIRD OF FEDERAL WORKERS TELEWORK DURING STORMS

With Hurricane Sandy and Snowmageddon affecting our region in recent years, the importance of business continuity through teleworking has been brought to the forefront once more.

The National Institutes of Health (NIH) announced plans to relocate 3,000 employees to its Bethesda campus over the next 20 years.

The NIH campus holds 20,262 employees, already making it the largest employer in Montgomery County. To house the new employees, NIH plans to build 1.6 million square feet of research space and 775,000 square feet of administrative and support space. The plans also call for changing existing surface parking lots into pedestrian malls and parking garages, to add both green space and parking.

However, there is concern that the additional employees are expected to add more than 400 cars to the already crowded stretch of Rockville Pike. According to the Montgomery County Planning Department, there is some worry that the addition of more employees may cause more traffic congestion, and they are working with NIH to address this.

At the Walter Reed Medical complex across the street, the military is planning to replace five existing hospital buildings

"We estimate that approximately one-third of the nearly 300,000 federal employees in the D.C. area telework on days when the government buildings close due to weather," said Thomas Richards, a spokesman for the Office of Personnel Management (OPM).

While this is a great statistic and shows that teleworking is important, OPM's latest annual "Status of Telework in the Federal Government" report to Congress, less than eight percent of federal employees in the entire country telework on a regular basis. According to the report, "management resistance" is cited as the primary barrier to teleworking, closely followed by technology.

Although it is clear that teleworking is important, there are still challenges to its widespread use. Commuter Connections has put together case studies that can help federal employers understand how to build telework programs.

On the www.FederalETC.org website, case studies are available that explore what other federal agencies are doing. One such case study is on the back.

**RESULTING
APPLICATIONS
FOR BOTH
RIDESHARE &
GUARANTEED
RIDE HOME
PROGRAMS**

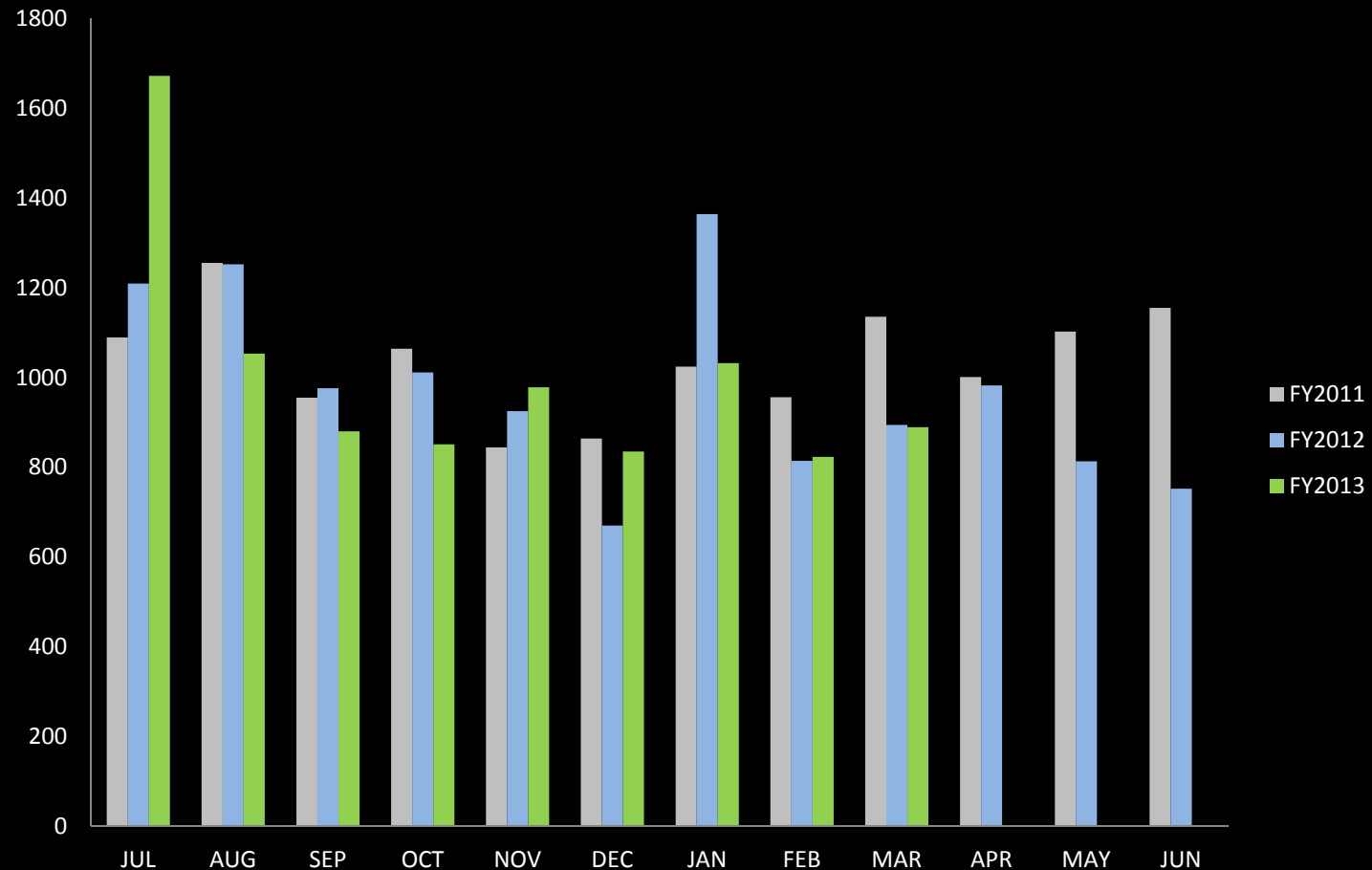


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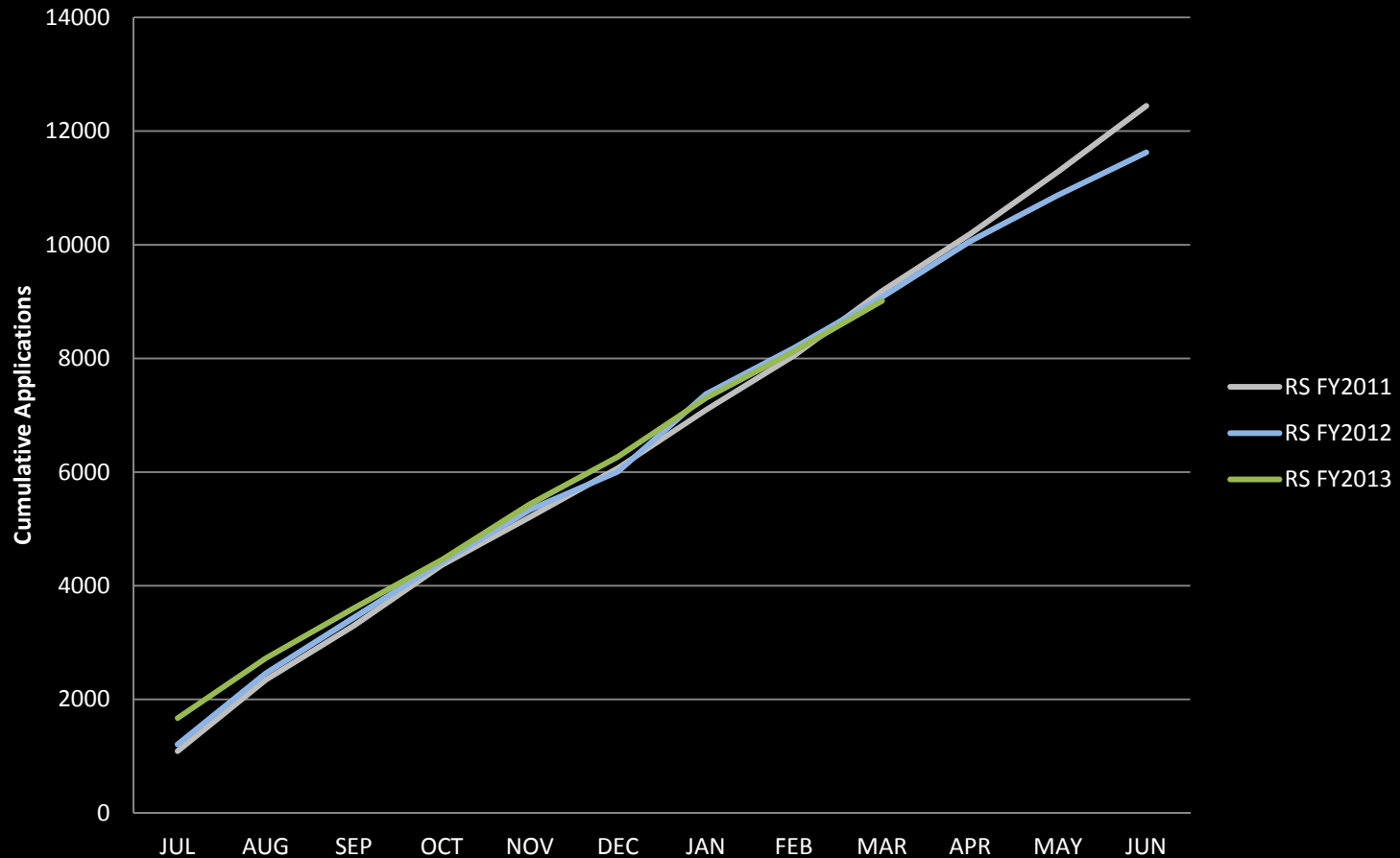
RESULTS: RIDESHARE APPLICATIONS (MONTHLY)

Rideshare Applications



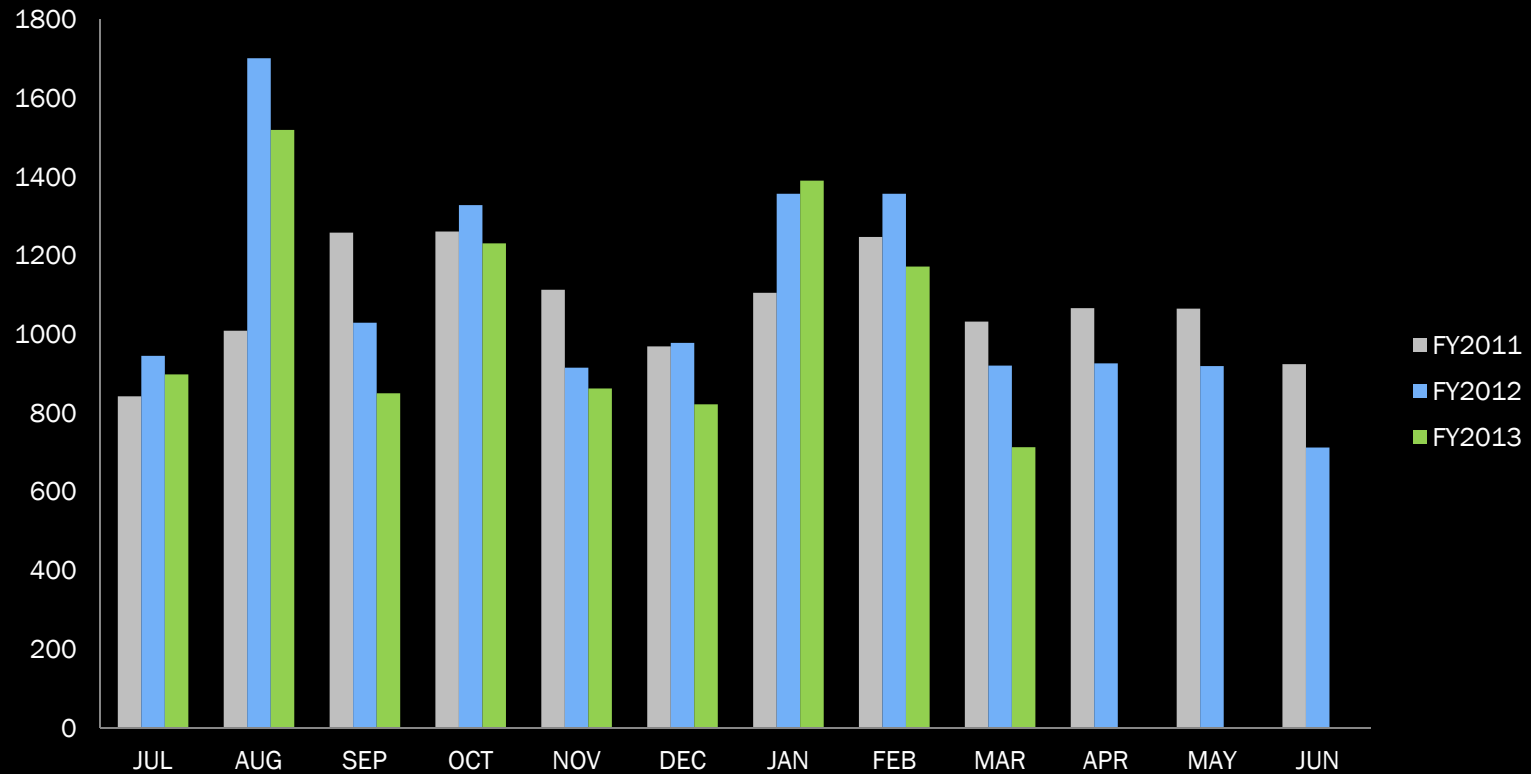
RESULTS: RIDESHARE APPLICATIONS (CUMULATIVE)

Rideshare Applications



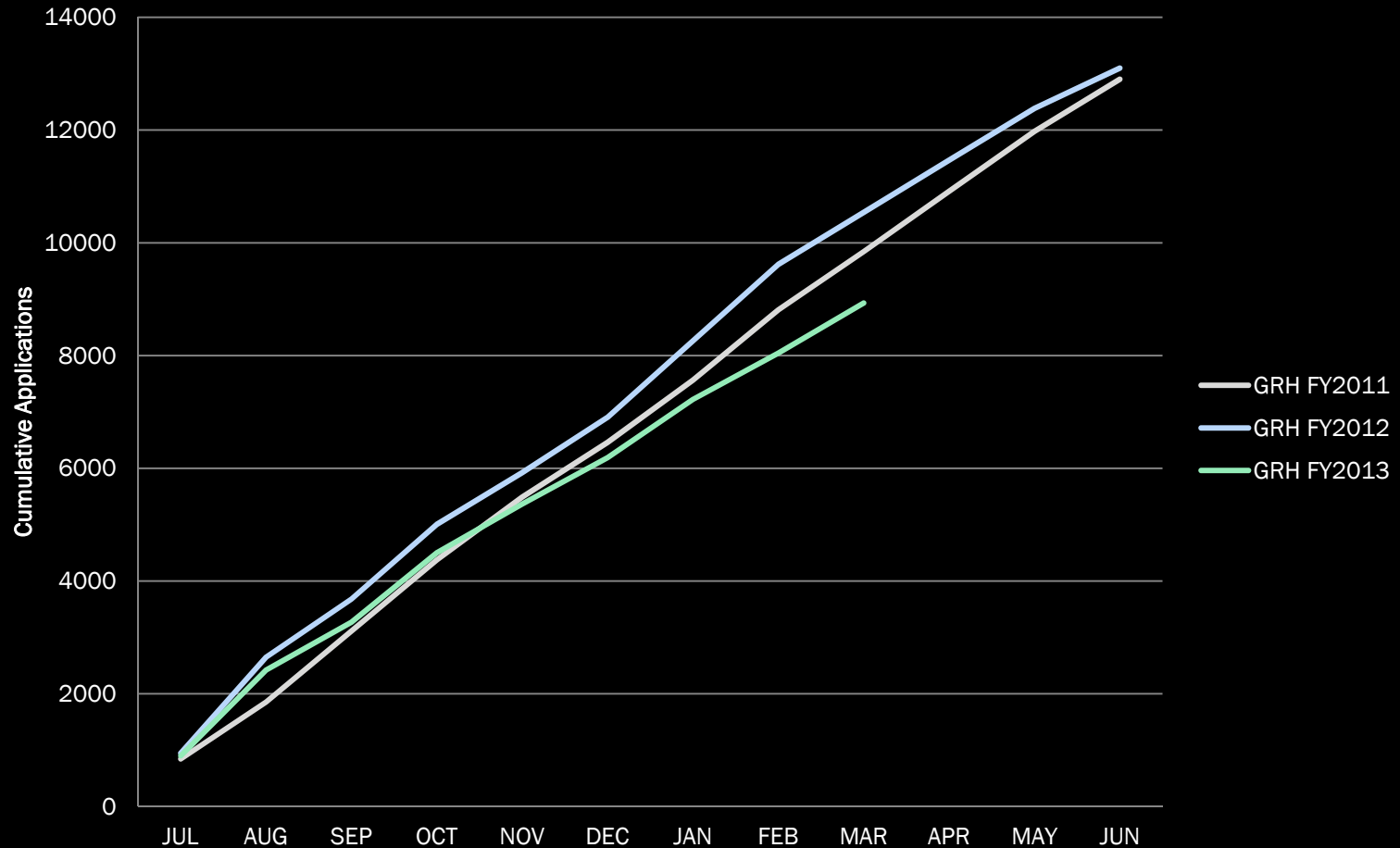
RESULTS: GRH APPLICATIONS (MONTHLY)

GRH Applications



RESULTS: GRH APPLICATIONS (CUMULATIVE)

GRH Applications



FY 2014 LOOKING AHEAD

- Summer newsletter
- Car Free Day
- Continuation of 'Pool Rewards campaign
- Rollout of FY14 regional umbrella campaign
- Development of spring 2014 umbrella campaign creative

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