

**Metropolitan Washington Council of Governments
FY 2014 First Half Marketing Campaign Draft Summary
December 17, 2013**

Introduction

The Commuter Connections' marketing campaign builds on the organization's wealth of extensive research and campaign experience. The FY2014 Marketing Communications Plan and Schedule, distributed to network members in September 2013, laid the foundation for FY2014's marketing efforts. The strategy behind the FY2014 marketing campaign reflects the current state of events for the regions' commuters and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [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](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2014; to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of:

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

The first half of FY2014 Regional Marketing Campaign includes the following:

- The continuation of the spring FY2013 marketing campaign that emphasizes the cost savings of ridesharing and reminds commuters that GRH is a safety net in the event they get left stranded at work due to unscheduled emergencies or directed overtime.
- The extension and promotion of Car Free Days offered an opportunity to explore transportation alternatives over a three day period, not just as a commute option. For the second year in a row, the Washington metropolitan region celebrated Car Free Days, over a weekend. Residents across the region were asked to examine and reconsider transportation choices made on a daily basis to go car free or car-lite for up to three days.

- Newsletters that provide a number of articles focusing on different transportation issues and updates.
- Co-branding with Virginia MegaProjects with online and radio messages.
- A nominations brochure for the Employer Recognition Awards .
- The development of an exciting new umbrella campaign to be launched in February 2014.

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 Washington metropolitan area. Major services include ridematching for carpools and vanpools, 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:

Arlington County Commuter Services
 Annapolis Regional Transportation Management Association (ARTMA)
 Bethesda Transportation Solutions (BTS)
 City of Alexandria
 District Department of Transportation (DDOT)
 Dulles Area Transportation Association (DATA)
 Fairfax City
 Fairfax Connector
 Fairfax County Office of Transportation (FDOT)
 General Services Administration (GSA)
 GW Ride Connect
 LINK
 Loudoun County Office of Transportation Services
 Maryland Department of Transportation (MDOT)
 Maryland State Highway Administration
 Maryland Transit Administration (MTA)
 Montgomery County Commuter Services
 Montgomery County Ride On
 National Institutes of Health (NIH)

North Bethesda Transportation Center (NBTC)
Northern Neck Rideshare/PDC
Northern Virginia Transportation Commission (NVTC)
Potomac and Rappahannock Transportation Commission (PRTC)
Prince George's County Department of Transportation
Rappahannock Area Development Commission (RADCO)
Rappahannock-Rapidan Regional Commission (RRRC)
TRANSIT Services of Frederick County
Tri-County Council for Southern Maryland
Tysons Partnership Transportation Council (TyTran)
Virginia Department of Rail and Public Transportation (VDRPT)
Virginia Department of Transportation (VDOT)
Virginia Railway Express (VRE)
vRide
Washington Area Bicyclist Association (WABA)
Washington Metropolitan Area Transit Authority (WMATA)

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 are to:

- Create a platform which 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 it 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 Days and Bike to Work Day to encourage commuters to use the occasion to try an alternative form of transportation.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

Special Events

Car Free Days

The metropolitan Washington region recorded 4,188 people pledged to “PARK IT” or go Car-Lite on Car Free Day, September 20-22, as an alternative to solo-driving. Registrants pledged to rely less on their cars by riding metro, bicycling, carpooling, vanpooling, walking or teleworking. Car Free Day is recognized internationally, where commuters pledge to leave their car at home for the day, and ride a train, bus, bicycle, subway, telework, or walk to work. People could also go “car lite” by carpooling or vanpooling.

Highlights of Car Free Days campaign:

- New this year, promotion of the event to members and customers via two business organizations. NoMa BID promoted the event through their member newsletters and Apartment and Office Building Association of Metropolitan Washington (AOBA) promoted CFD on its website.
- Social media activity to engage the audiences through Tweets, Facebook posts and new for 2013, promotion on Instagram.
- Email blasts to past Car Free Day and Bike to Work Day participants reminding them to take the pledge.
- The generous support of a number of sponsors providing prizes and giveaways to those who pledged.

CAR FREE DAYS METRO DC September 20-22, 2013

HOME WHAT HOW EVENTS NEWS SPONSORS CONTACT

WHAT is car free day? HOW to be car free? EVENTS prizes and promotions NEWS SPONSORS CONTACT drop us a line

PARK IT.
for a whole day or more, September 20-22, 2013

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

Sponsors

Car Free Day Pledge Count: **4188** Be one of 4188 that will not eliminate the Sept 20-22...and counting!

Car Free Day
✓ Like You like this.

Car Free Day
Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.

Media Objectives

The Car Free Day campaign raised the public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, or reduce the number of trips taken or carpool and go car-lite. A family-friendly focus was placed on the campaign to ask drivers to consider the same alternative options they make for their weekday commute for their weekend errands.

In addition to paid media of radio and text messaging, posters, bus cards and sides, email blasts, banner ads, social media and an earned media effort were created to bring attention to this event and drive the public to www.carfreemetrod.c.org to make a pledge to go car free.

Target market:

- All drivers.

Geographic Targeting

Washington D.C. DMA

Car Free Day Budget	MWCOG Cost	Gross Dollars
Radio	\$39,555	\$46,536
Text Messaging	\$400	\$471
Total Budget	\$39,955	\$47,007

Car Free Days Logo and Poster

The same effective imaging used in previous Car Free Day campaigns was re-used for this campaign and updated with the new dates. The visual elements for the campaign were derived from the Car Free Day poster and the updated Car Free Day logo. Messaging requested drivers to “Park It” for the day with a call to action to extend going car-lite if it wasn’t possible to go car free. A parked car was decorated with fun suggestions of what could be done to celebrate the day while leaving the car at home. The call to action directed people to carfreemetrodc.org to take the pledge and for additional information including street closures and prize giveaways.



PARK IT.

for a whole day or more, September 20-22, 2013

**CAR
FREE
DAYS**
METRO DC
SEPT 20-22
2013

friday through sunday
(the whole weekend!)

TAKE THE FREE PLEDGE AT
WWW.CARFREEMETRODC.ORG

FOR A CHANCE TO WIN AN iPad
& OTHER GREAT PRIZES!



COMMUTER CONNECTIONS

www.carfreemetrodc.org

800.745.RIDE



Email Blast

Email blast was sent to 9 parenting listserv mailing lists, reaching an estimated 2,500 email accounts in the region.

List of Local Listservs

Bolling Air Force
Military Deployed Soliders
Military Families
Military Women
Military Retirees
Maryland Military Group
Maryland Military Men
VA Military Retiree's Association
Virginia Military Spouses

Radio

Radio was used almost exclusively to inform the public of Car Free Days and to encourage them pledge to go car free or car-lite for the day. A diverse set of radio stations was selected for this campaign in order to reach the general driving population of the region. Car Free Days aired on the following:

WBIG (100.3 FM, Oldies/Classic Hits)

WTOP (News)

WWDC (DC 101 FM, Classic Rock)

WWDC and WBIG provided home page takeovers (728x90, 300x250, 970x415, & 970x90).

WTOP provided 15 total no-charge :60 second spots over the 3-week schedule. A \$1,125 in value that's 4.89% of WTOP's total budget.

A :60 second radio spot was created for Car Free Day to encourage listeners to make the pledge to "uncar" on September 22 by going to www.carfreemetrodc.com.

Car Free Day::60— DREAM

Listeners are urged to get more out of life and spend less in traffic. Through the use of restful sound effects contrasted to typical traffic noises, listeners are reminded of what's passing them by as they sit in traffic. They are encouraged to make the pledge to go car free or car-lite on September 22.

Text Messages

When people pledged on [carfreemetrodc.org](http://www.carfreemetrodc.org), they could opt-in to receive text messages about the event. Text messaging was then used to remind people who pledged to encourage their friends, family, and co-workers to pledge to go car free or car-lite during Car Free Day.

Messages were sent on September 8, 14, and 19 to almost 2,750 cell phone users. The messages sent were:

September 16:

Get ready to Park it Sept 20-22 & enjoy a day or more going Car Free or Car-Lite in Metro DC. Get your friends & family to pledge at <http://www.carfreemetrodc.org>

September 18:

Thanks for pledging to go Car Free for a day or more Sept 20-22. You may win an iPad!
Get your friends & family to pledge at <http://www.carfreemetrodc.org>

September 20:

Today thru Sunday is Car Free Days, ask your neighbors to join pledging at <http://www.carfreemetrodc.org> for a chance at an iPad and more great prizes!

Transit Signage

Free transit ad space was donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services and WMATA. The use of Quick Response (QR) codes was used on interior cards to allow smartphone users to directly connect to the Car Free Day pledge page via the QR code.

- 40 Arlington Bus Cards
- 70 Fairfax Connector Bus Tails
- 50 Montgomery Country Bus Shelters
- 20 Montgomery County Bus Kings
- 10 Montgomery County Jr Bus Kings
- 200 WMATA Bus Cards



Earned Media

Media coverage of CFD was through a collaborative, coordinated media outreach effort with MWCOG Office of Public Affairs.

A strategic calendar of media releases was designed to build momentum, beginning with a calendar listing one month ahead and continuing with two press releases, each focused on a different benefit of participation and highlights of new features for the 2013 event. The team promoted the following press releases to newspapers, magazines, radio and television stations, and social media:

- Calendar Listing – August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the event, including regional Patches, goDCgo, Washington Post, and El Tiempo Latino.
- Press Release #1: August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the availability of online registration for the three-day event; encouraged pledging for one, two, or all three days, and listed prizes to encourage early pledging.
- Press Release #2: September, 2013; *Going Car Free Goes Interactive* highlighted the different ways social media could enhance the car free experience and offered suggestion on ways to go car free or car lite. This release also promoted sponsors and prizes, discussed PARK(ing) Day, and encouraged participants to share their experiences using #CarFreeMetroDC through Instagram. Commuter Connections teaming up with Clean Air Partners to promote CFD through social media was also emphasized.

A robust and coordinated media pitching followed distribution of each release, with direct contact with media outlets throughout the region. The publicity team secured interviews and placed news stories.

As a result of these efforts, the following took place:

- 73 media placements. See Appendix C, Car Free Days Media Placements for the full listing.
 - 2 Radio interviews with Nicholas Ramfos (Total Traffic; WTOP)
 - 22 Print/Online
 - 49 Social media, including Facebook, Twitter, Instagram
- Coverage through association with RAMW: “Offer a Promotion on Car Free Day, Attract New Customers and Place Your Logo on Car Free Day Website”.
- New supporter: Adams Morgan BID ran CFD sponsorship opportunity in its newsletter

- New supporter: NoMa BID ran “Car Free Days – Make the Pledge” article in its newsletter


Car Free Days Facebook and Twitter

A Car Free Days Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Days was “liked” by over 3,500 Facebook fans.

Twitter was used to follow Car Free Days activities in the region as well as to promote Car Free Days activities and sponsors. Car Free Days had 406 followers on Twitter.

The screenshot displays the Facebook profile for 'Car Free Day'. The cover image is a colorful graphic with the text 'PARK IT. for a whole day or more, September 20-22, 2013'. Below the cover, the page name 'Car Free Day' is shown with 3,595 likes and a 'Message' button. The page is identified as a 'Non-Profit Organization' and provides details about the 2013 event dates: 'Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days'. The main content area features a post from October 25, 2013, celebrating a winner: 'Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.' The post includes a photo of Praveen Teegula and a 'capital bikeshare' sign. To the right of the post, there is a 'Friend' section with one friend listed, 'Lies Car Free Day', and an 'Invite Your Friends to Like This Page' section with three friends listed: Paul Clarrochi, Kathryn Brown Hindall, and Patty Haggerty. Below these sections, there is a 'Likes' section listing several organizations that have liked the page, including 'Commuter Connections', 'World Carfree Day', 'National Capital Region Transportation Planning Board', and 'Bike to Work Day'.

Twitter
Search
Have an account? Sign In



PARK IT.

for a whole day or more.
September 20-22, 2013

Tweets

- Following
- Followers
- Favorites
- Lists

Follow Commuter Connections


Full name

Email

Password

Sign up


Photos and videos



Worldwide Trends - Change

- #JustinBieberHuman
- #NJREstaremosConVocesSempre
- Scooter
- Sevilla
- Kizim Kojunoukun
- #NomesqueiVoCarAdeNovosFinos
- #Encorajados
- #TuCarlo60
- OzeinajataDeji IlesimaraMoganaie
- Las Supremas de Mostoles

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Commuter Connections

@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.


156 TWEETS 63 FOLLOWING 421 FOLLOWERS

[Follow](#)

Tweets

Commuter Connections @CarFreeMetroDC 25 Oct

Praveen won a year membership to @bikeshare, 1-day @car2goDC & @beatsbydre, courtesy @RideSouDC for @CarFreeMetroDC
pic.twitter.com/5hvAbokT57



Expand Reply Retweet Favorite More

Commuter Connections @CarFreeMetroDC 11 Oct


Gulcan Akgul is the grand prize winner of an iPad (from Tri-City Council for SoMD & MD Transit Admin) for participating in Car Free Days 2013

Expand Reply Retweet Favorite More

Chuck Bean @ChuckTheRegion 20 Sep

COG ED @ Transportation Director enjoying #CarFree Day at rush hour #MetroDC @CarFreeMetroDC @regionforward
pic.twitter.com/wGijjeen1c

Retweeted by Commuter Connections



Expand Reply Retweet Favorite More

Car Free Diet @CarFreeDiet 23 Sep

Prizes

Each person who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following donated prizes. A press release was sent out about businesses who donated prizes.

- **Apple® iPad™**—courtesy Tri-County Council for Southern Maryland and Maryland Transit Administration
- **\$250 gift certificate**, courtesy BicycleSPACE
- **Bikeshare** – annual memberships, courtesy Capital Bikeshare
- **CarSharing** – free one day car rental, courtesy car2go
- **CarSharing** – one year membership fee waived, courtesy ZipCar
- **Commuter Rail** – train passes, courtesy Maryland Transit Administration and Virginia Railway Express
- **Restaurant** – \$25 gift cards, courtesy Mellow Mushroom of Adams Morgan
- **SmarTrip** – cards loaded with \$25 of fare, courtesy WMATA (Metro)
- **Carless Commute package #1** - One year membership to Capital BikeShare plus a set of [Urbeats headphones](#), courtesy [RideScout](#)
- **Carless Commute package #2** – One day car2go rental including registration fee (max 150 miles), plus a set of [Urbeats headphones](#), courtesy [RideScout](#)
- **Coworking office space** - Single open desk at Rosslyn or Dupont locations for month of November, courtesy of [UberOffices](#)

Fall Umbrella Campaign

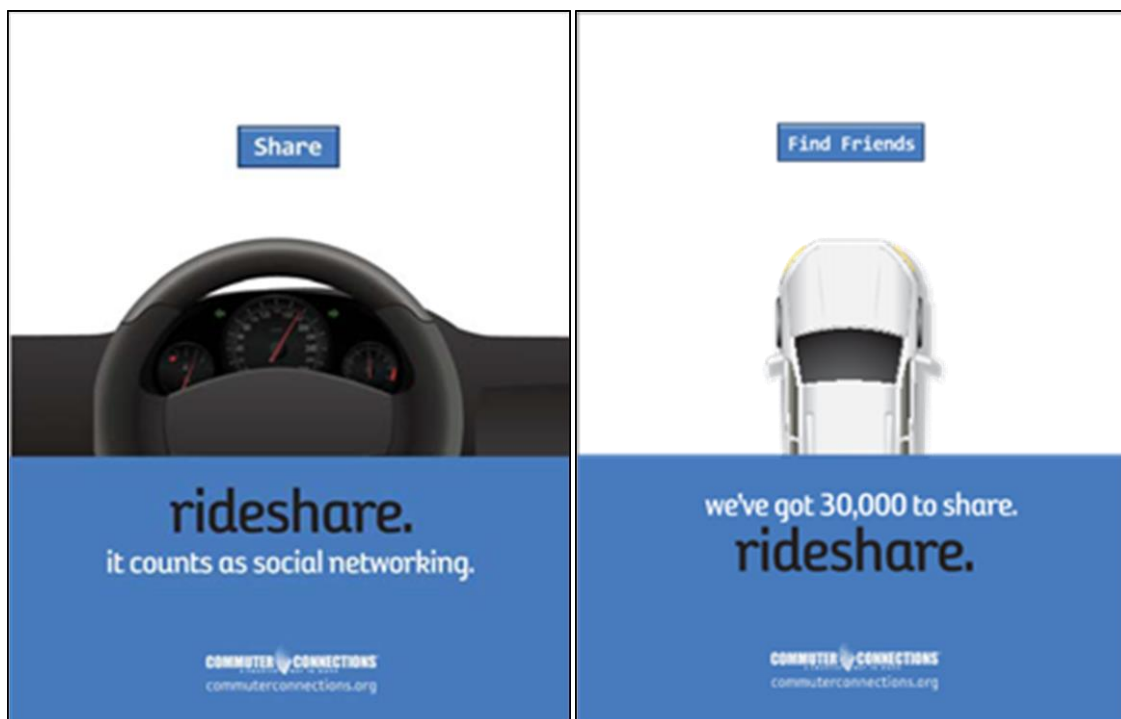
Brand Character

The Commuter Connections network wants 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 others who are looking to carpool, along with 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.

Messaging Strategy

The first half of the FY2014 campaign built on the successful messaging strategy started in the spring of 2013. The focus in the fall continues to promote ridesharing commuting choices available in the Washington metropolitan region and support the Commuter Connections network as an option with real savings with the added benefit of real conversation.

Messaging for the ads touched on the benefits of getting back to the things that we value most – what's real, such as conversations with real people, real relaxation, and real savings.



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. Campaign creative was developed to highlight the contrast between the ever-increasing pressure and chaos caused by new technologies and media platforms with the calm relaxation of sharing a ride.

For Guaranteed Ride Home, the first half of the FY2014 campaign promotes GRH as a “safety net” for your commute, elevating ridesharing to a no-risk commute alternative.

Live :15s and :30s radio reads and online banner ads, reinforce the message that in case of emergency or a need to stay late at work arises, GRH provides a guaranteed way to get home.



Media Objectives: Rideshare

The campaign to promote the Ridematching program uses a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis is being placed on middle and outer ring commuters. With fewer public transit options, ridesharing is a preferred commute alternative for commuters with longer commute distances and times.

Target market (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	MWCOG Cost	Gross Dollars
Radio	\$217,008	\$235,303
Television	\$51,000	\$ 60,000
Pandora Web & Mobile	\$22,000	\$22,000
YuMe Banner Ads	\$25,000	\$25,000
Total Budget	\$315,007	\$342,303

Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems, how to get home in case of an emergency. Geographic emphasis was placed on inner core commuters.

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

- 35-54 years old (88%)
- 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%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

Geographic Targeting

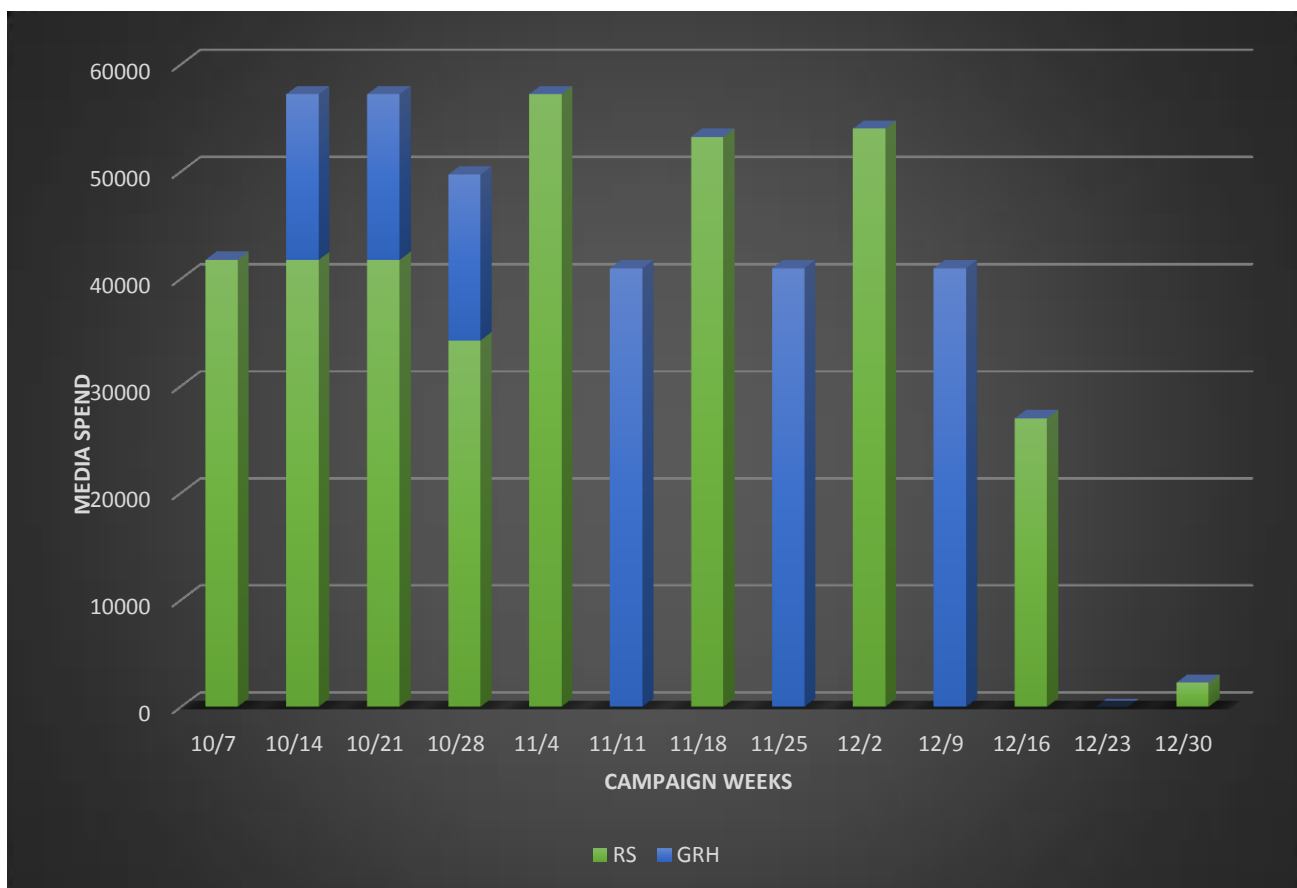
Washington D.C. DMA

GRH Fall Budget	MWCOG Cost	Gross Dollars
Radio	\$131,410	\$154,600
YuMe Banner Ads	\$7,693	\$9,051
Total Budget	\$139,103	\$163,651

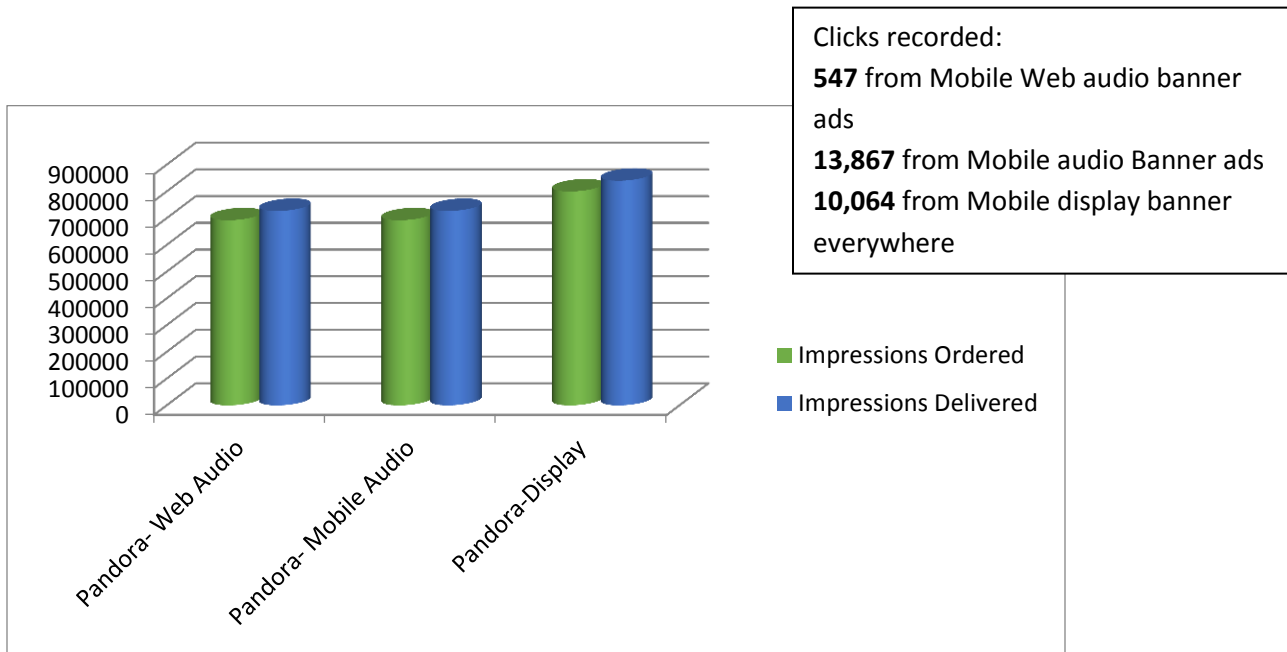
Fall Media Campaigns

The Fall Media campaigns kicked off with the Car Free Days promotion September 20-22, 2013. Radio was the primary media for this campaign with spots and member donated transit space. People who took the Car Free Day pledge and opted in were encouraged to spread the word to their family, friends, and colleagues through text messages. More details on the Car Free Day campaign are included in this document under Car Free Day in the Special Events section.

The Fall Umbrella campaign, promoting Ridesharing and GRH, started at the beginning of October 2013 and is running through December. Radio is the anchor to this campaign with radio spots running continuously for ten weeks. Television, online banner ads and audio/mobile/tablet ads rounded out the campaign.



Campaign Final Results – October 7-November 7, 2013



YuMe Campaign Results to date – October 7-November 11, 2013

YuMe	Contracted Impressions	YuMe Imp/TD	Clicks	75% Views	100% Views	Companion banner Imp/TD	Companion banner clicks/TD	CTR	AVCR
Pre-roll-RS	256,410	132,890	1,343	98,278	91,322	23,857	6	1.01%	82%
Pre-roll-GRH		3,156	5	2,500	2,336	630		0.16%	85%
Mobile pre-roll-RS	259,740	129,902	1,148	86,016	80,926			0.88%	72%
Mobile pre-roll-GRH		3,093	26	2,423	2,200			0.84%	82%
Pre-roll 35-64-RS	1,071,429	530,003	4,094	406,196	375,379	88,632	44	0.77%	84%
Pre-roll 35-64-GRH		13,111	30	10,573	9,924	2,559		0.23%	87%

AVCR (Average Video Completion Rate) - The average percentage of the video that's been completed relative to time. Ex. Pre-roll-RS- on average, 82% of the video length is being watched by all people exposed.

Value Add Promotions

In addition to paid media spots, over \$98,600, an additional 22.09%, was negotiated in no charge promotional media value. The value add provided by the radio stations, Pandora and YuMe, during the fall campaign was split promoting Rideshare, GRH, 'Pool Rewards, MWCOG new Website (25%) and Virginia DOT messaging (25%). Five, ten and fifteen second promotional spots ran on radio stations in addition to rotating Rideshare, GRH and Megaprojects banner ads on the websites for WBIG, DC101 and autofill on Pandora and YuMe.

Listeners were reminded of the cost-saving benefits of ridesharing through no charge spots and reduced rates provided by WFMD, WFRE, WFLS, WTOP, ESPN, WBIG and DC101. NBC4 married :05 Commuter Connections tags to :10 traffic reports for the television campaign.



<http://youtu.be/XIjp3G352HU>

Ridematching and GRH Campaigns

For the fall umbrella campaign, radio was the anchor medium for the Rideshare and GRH campaigns. The focus was on exurb stations and D.C. news, sports and rock stations. Support messaging aired on TV during Rideshare weeks and alternative media to reach mobile, internet and tablet users. Both campaigns also reached out to Spanish-speaking commuters with spots running on powerhouse station El Zol. The campaigns ran on the following media outlets:

Rideshare and GRH media outlets:

- WAFY/WWEG* (103/106.9 AC/Classic Hits)
- WPGC* (95.5 Urban AC)
- WFLS*(93.3 Country)
- WFRE* (99.9 Country)
- WFMD* (930AM News Talk)
- WTOP**(103.5 News)
- WLZL* – El Zol (107.9 Spanish)
- NBC4* (ABC News 7)
- Pandora Radio*
- YuMe Premium Network*
- YuMe Mobile/Tablet*
- ESPN (980 Sports)
- WBIG (100.3 Classic Rock)
- WWDC (DC101,101.1, Rock Alternative)

Note: October 7 – November 3, 2013, Rideshare and GRH were airing simultaneously with GRH starting a week later than Rideshare, October 14th. Those * above were originally airing only the Rideshare message with the exception of WTOP. WTOP was airing both Rideshare and GRH messages this year. Starting November 4th, the campaign messages were split up by weeks. All media outlets (except NBC4 which aired only RS spots) began alternating message weeks starting with Rideshare messages and banner ads the week of 11/4 and continuing with the weeks of 11/18, 12/2, and 12/16. GRH messages aired the weeks of 11/11, 11/25, and 12/9.

Radio

The following spots promoted the Ridematching program this fall:

Ridesharing: :30 – “Rideshare for Real 1” English

SFX: Marimba iPhone sounds, Blackberry sounds Incoming email, typing on keyboard
“You have 5 messages” (repeat/overlap)

Announcer: Is this what your day sounds like? Mak a different connection. Through ridesharing. Sfx: Car door closing. Audible sigh of relief.

The kind that involves Real Friends. Real Conversation, and oh yeah. Real Savings.

Rideshare through Commuter Connections. At [Commuter Connections.org](http://CommuterConnections.org)

Ridesharing: :30 “Rideshare for Real 1” Spanish

Sonido de Marimba del iPhone, sonidos de la Blackberry, correo entrando en el buzón de entrada. Escribiendo sobre el eclado.

Tienes 5 mensajes

¿Es así como se ve tu día? Has una conexión diferente. Compartiendo tu viaje (Sonido: puerta del auto/carro cerrándose y que se escuche suspiro de alivio)

Con amigos de verdad. Conversacion verdadera

¡Y claro!...ahorros de verdad.

Comparte el viaje con Commuter Connections, en commuterconnections.org

Commuter Connections te facilita conexión garuita con personas ques pueden compartir el viaje contigo en el área metropolitana de Washington

Regístrate en [commuterconnections punto org](http://commuterconnections.punto.org) o llama al 1-800-745-7433

Ridesharing: :30 “Rideshare for Real 2” English

Person 1: Pin it, tag it, friend it, follow it, like it, tweet it, link it, text me, mail me, save me!

Announcer: You do it all day: link, connect, friend, follow. You find people who share your interests and you share your ideas, work, or sometimes just a laugh...

Why not share your ride? Extend your social network. Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it’s free! Visit [Commuter Connections dot org](http://CommuterConnections dot org) or call 800-745-RIDE.

The following spots promoted GRH this fall:

Guaranteed Ride Home: live :15 Dangling 1”

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.

Guaranteed Ride Home: live :15 Dangling 2”

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.

Guaranteed Ride Home: live :15 Dangling 3”

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.

Guaranteed Ride Home: live :30 reads Dangling 4

Hello? Hello? Anybody there? Helloooo... Don’t be left dangling at work! If you rideshare with regularity, you’re eligible for a free Guaranteed Ride Home through Commuter Connections if an emergency or unscheduled overtime occurs. Sign up for free at commuterconnections.org, that’s [commuter connections.org](http://commuterconnections.org) or call 800-745-RIDE. You’ll never be left again...dangling... (Hello?) Guaranteed... Ride. Home. At commuterconnections.org

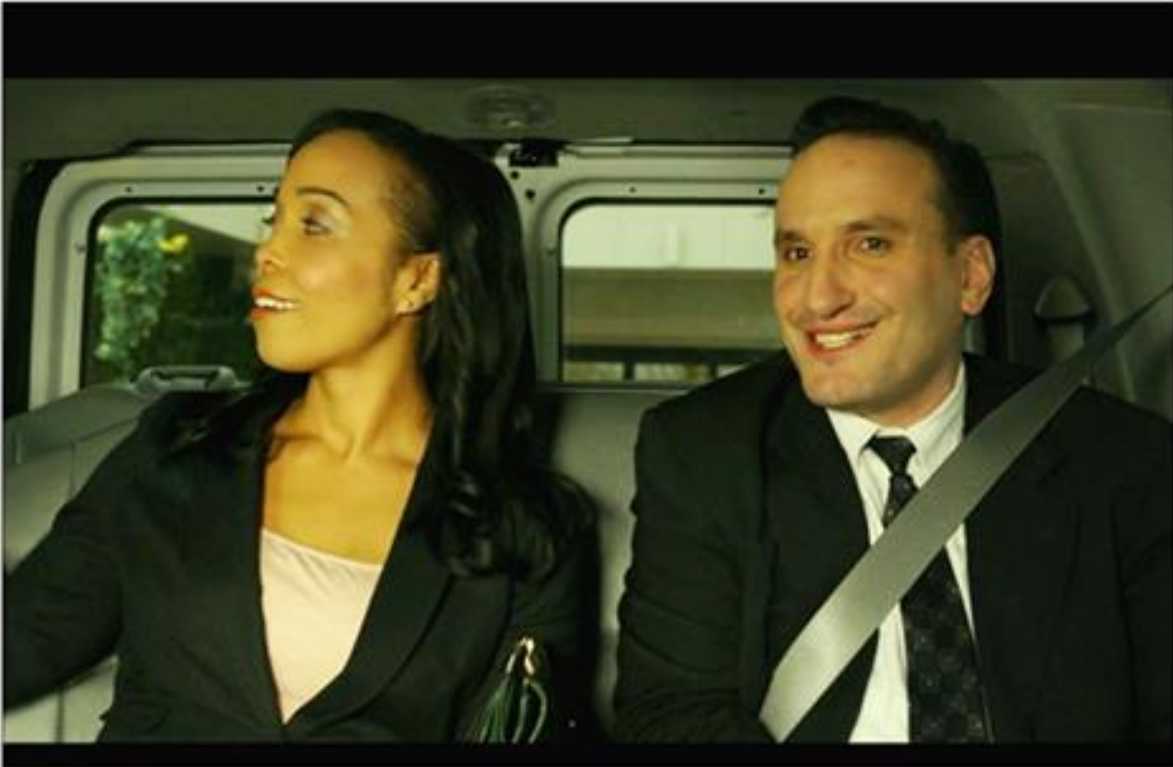
Guaranteed Ride Home: recorded :30 Spanish Dangling

¿Hola? ¿Hola? ¿Hay alguien ahí? ¡No te quedes varado en el trabajo! Si compartes tu viaje regularmente pero se produce una emergencia o tienes que trabajar tiempo extra, puedes calificar para recibir un viaje a casa gratis y garantizado, a través de Commuter

Television - Rideshare

A television commercial reinforces the radio spots with a depiction of tension building technology distractions throughout the day, and then showing the relief/relaxation upon entering the carpool for the commute home with a personable rideshare partner.

The commercial is running on NBC4.



Internet & Mobile/Tablet Advertising

A new approach in the fall umbrella campaign was to include Pandora and YuMe as alternatives to the standard Run-of Site internet used in the past. Pandora offered Commuter Connections the flexibility to target audio ads by age, male/female and county since you're buying impressions. For the first four weeks of the fall campaign, Pandora ran :30 audio web and mobile friendly ads for the Rideshare campaign, that encouraged users to click on the follow up banner. YuMe was able to geo-target/behavioral-target a :30 Rideshare pre-roll video and companion banner to a segment of the region's audience that combined vehicle owners with full-time employees in an attempt to find the audiences that are most likely interested in carpooling.

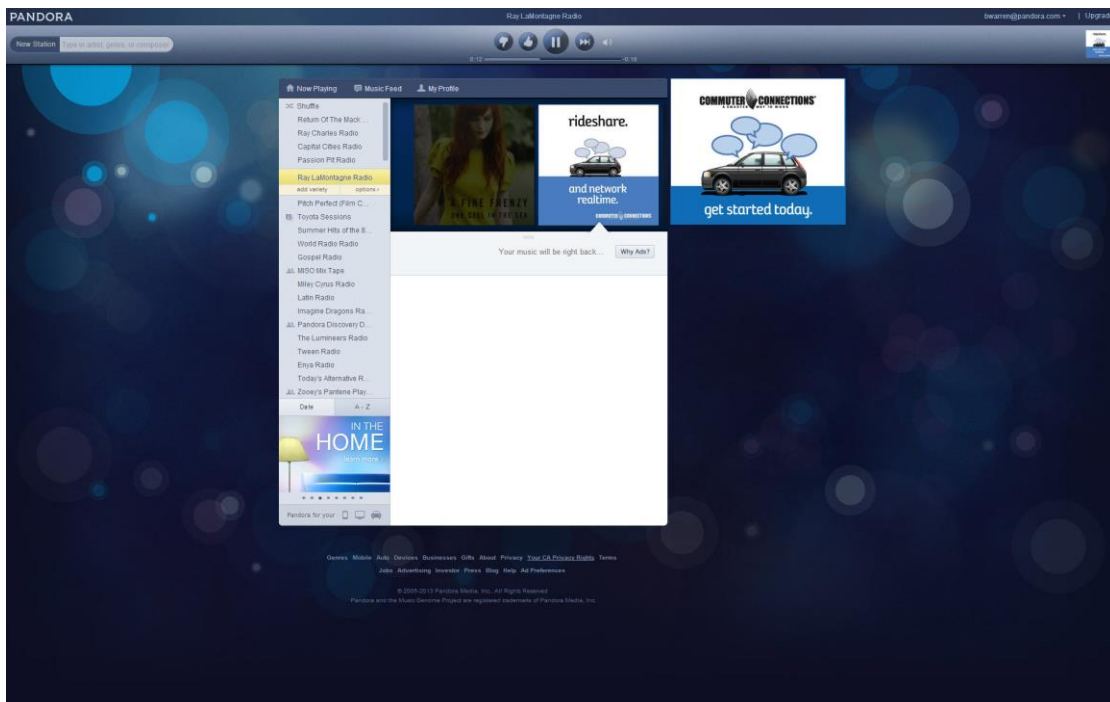
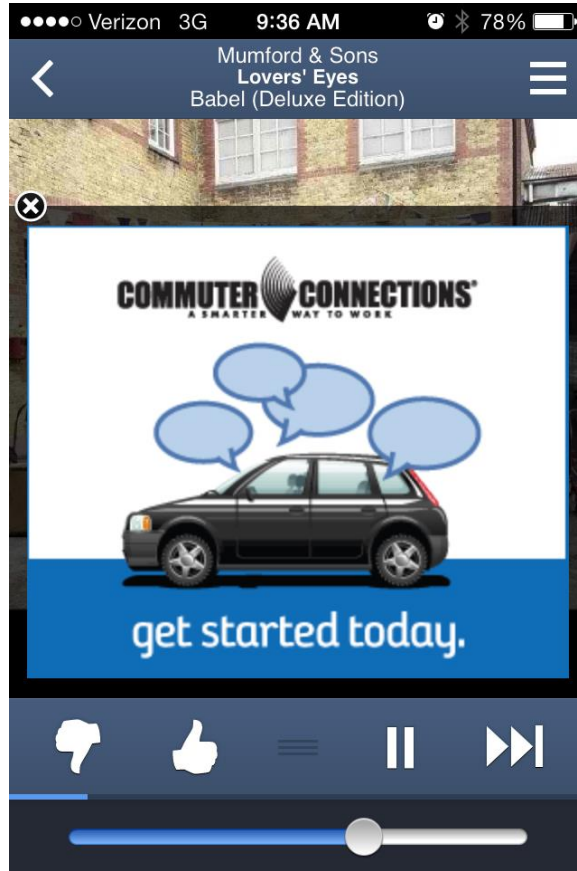
While Pandora only promoted the Ridematching program, YuMe promoted both Ridematching and GRH for the fall campaign. The sites selected were the following:

- Pandora – Web and Mobile audio, Mobile Display
- YuMe – Interactive pre-roll (A35-64, vehicle owners & Full-time employees)
- YuMe – Companion Banners (A35-64, vehicle owners & Full-time employees)

Ad sizes include leaderboard (728x90) and medium rectangle (300x250). Pandora ads ran for four weeks and YuMe ran twelve weeks, with performance monitored throughout the campaign. As needed, ad placements were modified during the campaign to optimize performance.

The ads used the Rideshare and GRH visuals with a call to action to visit commuterconnections.org.

Pandora – Audio Web & Mobile Banners



YuMe – Online Pre-Roll

NBC NEWS video [Follow](#) 3,339 followers

Most viewed

- 
6th-grade girl sent home from school with 'fat letter'
- 
Jimmy Fallon, Paul McCartney swap accents, go viral
- 
From homelessness to Harvard
- 
Shutdown keeps families from soldiers' death
- 
Giant hornets kill 42, injure thousands in China
- 
Scarborough: Harry Reid should really be quiet
- 
Sex after 40? Miley Cyrus doesn't think so

Video

advertisement

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



get started today.



00:14 / 00:29

Direct Mail

This first element of FY2014's spring campaign will be delivered to 400,000 households within the metropolitan Washington region in December. The mailers promote the Ridematching and GRH programs and will remind residents that they may be eligible to participate in 'Pool Rewards. Recipients are households within the MWCOG footprint, ages 25-54 with annual incomes above \$75,000. Mailers include a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters are also encouraged to go online to commuterconnections.org. Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. can also be requested. Total Cost including printing, mailing list purchase and postage is \$89,691.

Rideshare Mailer



The advertisement features a blue background with a white coffee cup on the left. The text is white and centered. The logo for Commuter Connections is in the bottom right corner of the ad area.

\$600 in savings each year.
Average dollars Ridesharing saves *each* Commuter Connections participant.

That's a year's worth of premium coffee!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC
POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capital St NE Suite 300
Washington, DC 20077-0637



GRH Mailer

The icing:
A free Guaranteed Ride Home.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol St NE Suite 300
Washington, DC 20077-0637



Employer Recognition Awards

Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2014. A nomination brochure for the 2014 awards was developed and distributed during the first week of December. The application form was also made available electronically at www.commuterconnections.org.


What is the Metropolitan Washington Council of Governments?

The Metropolitan Washington Council of Governments (MWCOG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. MWCOG's National Capital Region Transportation Planning Board is a forum for addressing transportation challenges that go beyond jurisdictional boundaries. Please visit mwcog.org for more info.

Where Commuter Connections comes in the picture

Commuter Connections is a regionwide transportation information, outreach, and service network dedicated to easing the workday commute and reducing the number of single occupancy vehicles. Free information and assistance on services including ridesharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and Guaranteed Ride Home is available for both employers and consumers.

Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. Please visit commuterconnections.org or call 800.745.RIDE for more info.




Easing the way for what's to follow

Ridesharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That means smoother, easier, and faster commutes and a reduction in harmful vehicle emissions.

Opening new doors... and getting in


Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupancy vehicles on the road.

The Commuter Connections Employer Recognition Awards acknowledge employers who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, and the community at large.




20 EMPLOYER RECOGNITION AWARDS


CREATING A BUZZ




About the organizations



PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 8770
Washington D.C.



Does your company handle
commuting challenges with finesse?
We're interested in what people are
buzzing about. Any day is a great
get recognized for your role in the
awards ceremony!
Apply now. Application deadline
2014 Commuter Connections
Employer Recognition Awards.



Metro Area Council of Governments
777 North Glebe Road, NE, Suite 200
Washington, DC 20002-4205

Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual sponsorship drive in October 2013 for its 2014 Bike to Work Day Sponsorship Drive. Letters and phone calls were sent to past sponsors and prospective sponsors. Commuter Connections has secured a total of 3 sponsors, 1 Silver level (Bike Arlington) and two Bronze level (Marriott, Bike and Roll, AAA Mid Atlantic) to date. The Sponsorship drive is open until the end of January 2014.



Additional Marketing, Outreach, and Earned Media

Commuter Connections Newsletter and Federal ETC Insert

Summer and fall editions of the Commuter Connections Newsletter were produced during the first half of FY2014. The six page 4-color newsletter is produced and distributed quarterly to approximately 7,000 employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

COMMITTEE CONNECTIONS HONORS TOP EMPLOYERS

Three area companies were honored at the 14th annual Employer Recognition Awards ceremony held at the National Press Club on June 25, 2013.

The event honors companies that promote more sustainable, healthy, and convenient commute options for their employees. Companies are nominated in three categories.

Commuter Incentives reward and encourage employees for using alternative means of commuting. Marketing Programs are an essential part of a successful commuter program and promote the merits of alternative commuting. Teleworking allows employees to drastically reduce the time and money spent commuting.

"For 14 years, the Employer Recognition Awards have helped raise the bar for transportation benefits offered by employers in the region," said Nicholas Santillo, Commuter Connections Director. "It is estimated that this year's winners have reduced their employees' fuel consumption by more than three million gallons per year and nearly 40 million vehicle miles traveled annually, which translates to more than 50 million pounds of CO2 saved from entering the air!"

The most recent companies that promote more sustainable, healthy, and convenient commute options for their employees. Companies are nominated in three categories.

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2013 POOL REWARDS CONTEST WINNERS

The Treatment and Learning Centers (TLC) was announced as the 2013 Pool Rewards Employer Contender. TLC is a private, non-profit organization founded in 2002 in Rockville, MD whose staff of 200 serves more than 4,200 children and adults within the DC metro area, who have a wide range of special needs.

As the contest winner, TLC employees earned an office party catered by Hard Times Cafe, and hosted by WOLO's DJ Sky. The popular radio DJ led a trivia game, and provided participants with tickets to upcoming concerts for the first correct answer to each question.

RIDEMATCHING SYSTEM GETS A MAKEOVER

As part of an overall effort to fully modernize Commuter Connections' online commuter services, a completely redesigned website and ride-matching software system were launched this fall.

The upgrade was necessitated by the evolution of smart devices and their ubiquity. In order to better serve today's commuters, the ride-matching application had to work on mobile devices as easily as they work on desktop and laptop computers. Through using responsive web design (RWD), the application will change correctly and to scale on any device, no matter the size of the screen.

MONTGOMERY COUNTY JOINS THE CAPITAL BIKESHARE NETWORK

In September, Montgomery County joined the growing circle of bikesharing companies by opening the first bike share station, becoming the first county in Maryland to launch a bikesharing initiative.

When completed, Montgomery County's program will have 51 stations with 450 bicycles in Bethesda, Friendship Heights, Silver Spring, Takoma Park, Rockville, Shady Grove, and the Life Sciences Center area.

The program will join regional Capital Bikeshare network and link Montgomery County with bike share systems in the District of Columbia, Arlington, and Alexandria, expanding access to Metro, Silver Line, MARC, and WMATA bus services.

"Bikesharing is proving to be a phenomenal success in the region, having become a mainstay in the millennial rider's active life. We believe that Montgomery County residents, employees, retail and recreation partners, and other visitors will also be enthusiastic participants," said Montgomery County Executive Bill Roggi. "Bikesharing is another case effective transit option that can help reduce traffic congestion by eliminating the need to drive for short trips. We expect bikesharing to significantly expand opportunities and improve the quality of life for all our residents. And, the special assistance available to low income bicyclists users will make this a great transportation option particularly appealing to those who hold multiple jobs or participate in job training programs."

FEDERAL GOVERNMENT LEADS THE WAY IN TELEWORKING

The Commuter Connections 2013 State of the Commute preliminary survey results show an interesting fact. In the Washington, DC region, the federal government is responsible for almost all of the growth in teleworking over the last three years, and has, over the last six years, consistently posted more significant gains than the private, non-profit, and state and local government sectors.

The State of the Commute survey, conducted every three years by Commuter Connections, surveyed 8,335 randomly selected employed residents of the Washington region, both federal and non-federal. The first survey in 2003, found that nearly 21 percent of respondents who telework, do so at least one day a week. Fast forward to a later year; advances in technology and broader acceptance of telework practices had caused this figure to increase to 27 percent in 2013.

Formal programs are most common among respondents who work for a federal government agency. Nearly seven in ten (67%) respondents who work for a federal agency said their employer has a formal program, compared to only about 22 percent of respondents who work for non-profit, 18% who work in the private sector, and 21% who are employed by state/local government agencies.

It is interesting to note that over the past three years, telework growth in the non-federal sectors remained relatively flat, while the growth of telework in the federal government rose dramatically from 27 percent to 38 percent, far outpacing non-federal employees.

The Federal Telework Enhancement Act of 2010 is credited as a major factor contributing to the increase. The Act requires all federal agencies to develop formal telework policies, identify all positions that are suitable for teleworking, and to designate staff specifically to help implement and monitor telework programs. The law also provides guidance on developing written employer-employee telework agreements and providing best practices training to workers and managers.

The legislation sought to reduce the need for additional office space for a growing federal workforce and to ensure that daily operations, especially critical ones, could continue when weather, such as Superstorm Sandy, or other natural disasters, such as the 2011 earthquake, force the government to close, or prevent workers from getting to their offices.

Congress and the government's senior managers, including President Obama, have also come to see teleworking as a valuable tool in attracting and retaining talented workers who are seeking ways to reduce costs and the burden of daily commuting.

There is still room for growth in teleworking as 38% of total State of the Commute respondents said they "would and would not" telework, if given the opportunity.

The good news is that the overall growth in teleworking will continue to reduce congestion on roads and the transit system, as well as providing numerous other benefits for both employers and employees.

For help getting started or to improve your existing telework program, visit www.commuterconnections.org or call 800-745-7423.

FORT BELVOIR EMPLOYEES JOIN BIKE TO WORK DAY

Fort Belvoir employees joined Washington area bicyclists to participate in Commuter Connections' 2013 Bike to Work Day (BTWD).

The regional event, organized by Commuter Connections and the Washington Area Bicyclist Association, saw 14,000 participants leave their cars at home and ride their bicycles to work. That's almost 3,000 more than in 2012 and a whole lot more than the couple hundred bicyclists that participated in the first Bike to Work Day in 2005.

"The dramatic growth of this event is an indicator that area commuters view bicycling as a viable commute alternative that can fit into their daily routine," said Nicholas Santillo, Director of Commuter Connections. "Commuters throughout the metropolitan area are looking for ways to make their commute easier and less costly. Bicycling to work is a great option for many."

Fort Belvoir has encouraged more bicycling on jobs by installing 3,400 bike lanes at several locations in the parkway, such as Belvoir Road and Potomac Road.

Chris Landgraf, Fort Belvoir Master Planner, said "Bicycling continues to reduce our emissions and the amount of air on the job, which improves traffic flow." Landgraf, who commutes eight miles in 30 minutes at least twice a week, said bicycling also saves money.

"I probably save \$40 per month because I don't have to fill up my car. I also save money on parking and gas."

"I hope that by participating in Bike to Work Day, riders will gain the confidence to continue bicycling to work more regularly," said Nicholas Santillo, Director of Commuter Connections.

This year's event showcased more than 70 job stops throughout Virginia, D.C., and Maryland, where participants were treated to snacks, 100 water bottles, and other prizes.

Save the date, the next Bike to Work Day will be held on Friday May 16, 2014.

Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship towards the Clean Air Partners marketing campaign for FY 2014*. Funding was combined with cash donation from other contributors, collectively totaling \$88,300. Additionally, the campaign received nearly \$50,000 of regional in-kind transit advertising. The marketing campaign included radio, online advertising, transit, media outreach, and social media. The radio spots featured AirAlerts subscribers speaking about how Clean Air Partners benefits their lives.

*Commuter Connections dollars spent were from the previous fiscal year.

My grandson depends on me, I depend on **AirAlerts.**

CLEAN AIR PARTNERS

Visit CleanAirPartners.net for your FREE air quality forecast.

Logos for Metro, Mopans, Constellation, and Commuter Connections are visible at the bottom.



YOUR AIR QUALITY | GET INVOLVED | AIR QUALITY FACTS | EDUCATION | SUPPORTERS | RESOURCES | ABOUT

CLEAN AIR PARTNERS DC-MD-VA

Sign Up for AirAlerts
[Enter your email here] [Go]
Air Quality information delivered straight to your inbox.

Air Quality Action Guide

News
Slogan Contest We're pleased to announce our 3rd annual slogan contest for local middle and elementary students. Students in grades 4-6 are invited to submit a creative slogan that brings to light solutions to air pollution and climate change and inspire people to take actions to improve our region's air quality. The deadline for submissions is November 22, 2013. [full contest announcement](#)
Air Pollution Blamed for 200,000 Deaths According to the Massachusetts Institute of Technology, air pollution is responsible for roughly 200,000 early deaths each year across the U.S. Researchers found the highest mortality rate in Baltimore, where 130 out of every 100,000 residents is likely to die due to long-term exposure to air pollution. [read full article](#)
Air Pollution and the Chesapeake Bay Ever wonder how air pollution affects the Chesapeake Bay? Check out this video to see how our watershed is affected by the air that surrounds it, and how airborne pollutants fall onto our land and into our water. [click here for video](#)

Spotlight
On Wednesday, October 9th, Wood Acres Elementary School celebrated Walk to School Day. Walk to School day is a national initiative that promotes healthier habits, a cleaner environment, and a sense of community. The event was sponsored by the PTA Green Team. [Read More](#)

Forecast | Current | Hazardous | Set as Default Tab
 Metro Washington: Very Good (10/11) | Good (10/12) | Fair (10/13) | Marginal (10/14) | Poor (10/15)
 Legend: Very Limited, Unhealthy, Unhealthy Hazardous, Good

Sources: Metropolitan Washington Council of Governments

Air Quality Forecast | AirAlerts | App Store | Google play | Facebook | Twitter | YouTube

Air Quality Forecast Hotlines
 Metro Washington: 202-589-1212
 Metro Baltimore: 410-537-3247

Logos for Constellation and Commuter Connections are visible at the bottom.

Appendix A Fall FY2014 Media Flowchart

Commuter Connections FY2014 Fall Umbrella					Media Schedule: Specific Dates Spots Run (Week of)																	
	Media Outlet	Format	Dial Position	Campaign to Run	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16		
					GRH	Radio	WTOP	News Talk	103.5FM	10/14-12/15/13												
WBIG	Oldies/Classic Hits	100.3FM	10/14-12/15/13																			
WWDC	Rock	DC101.1FM	10/14-12/15/13																			
ESPN	Sports	980AM	10/14-12/15/13																			
WLZL	Spanish		11/11-12/15/13																			
WAFY/WWEG	AC/Classic Hits	103/106.9FM	11/11-12/15/13																			
WFLS	Country	93.3FM	11/11-12/15/13																			
WFRE	Country	99.9FM	11/11-12/15/13																			
WFMD	News/Talk	930AM	11/11-12/15/13																			
WPGC	Urban AC		11/11-12/15/13																			
GRH	Online	YuMe	Premium Network	interactive pre-roll	11/11-12/15/13																	
		YuMe	Premium Network	Companion Banners	11/11-12/15/13																	
		YuMe	Mobile/Tablet	interactive pre-roll	11/11-12/15/13																	
Rideshare	Radio	WLZL	Spanish		10/7-12/22/13																	
		WAFY/WWEG	AC/Classic Hits	103/106.9FM	10/7-12/22/13																	
		WFLS	Country	93.3FM	10/7-12/22/13																	
		WFRE	Country	99.9FM	10/7-12/22/13																	
		WFMD	News/Talk	930AM	10/7-12/22/13																	
		WTOP	News Talk	103.5FM	10/7-12/22/13																	
		WPGC	Urban AC		10/7-12/22/13																	
		WBIG	Oldies/Classic Hits	100.3FM	11/4-12/22/13																	
		WWDC	Rock	DC101.1FM	11/4-12/22/13																	
		ESPN	Sports	980AM	11/4-12/22/13																	
	Rideshare	TV	NBC4/WRC	News	Channel 7	10/7-12/22/13																
	Rideshare	Online	Pandora	Web/Mobile	audi & display	10/7-11/7/13																
			YuMe	Premium Network	interactive pre-roll	10/7-12/15/13																
YuMe			Premium Network	Companion Banners	10/7-12/15/13																	
YuMe			Mobile/Tablet	interactive pre-roll	10/7-12/15/13																	
Car Free Day	Radio	WTOP	News Talk	103.5FM	9/2-9/22/13																	
		WBIG	Oldies/Classic Hits	100.3FM	9/2-9/22/13																	
		WWDC	Rock	DC101.1FM	9/2-9/22/13																	
	Car Free Day	Text Message	Text to 886 cell #s			9/16/2013																
Text to 1027 cell #s					9/18/2013																	
Text to 1322 cell #s					9/20/2013																	

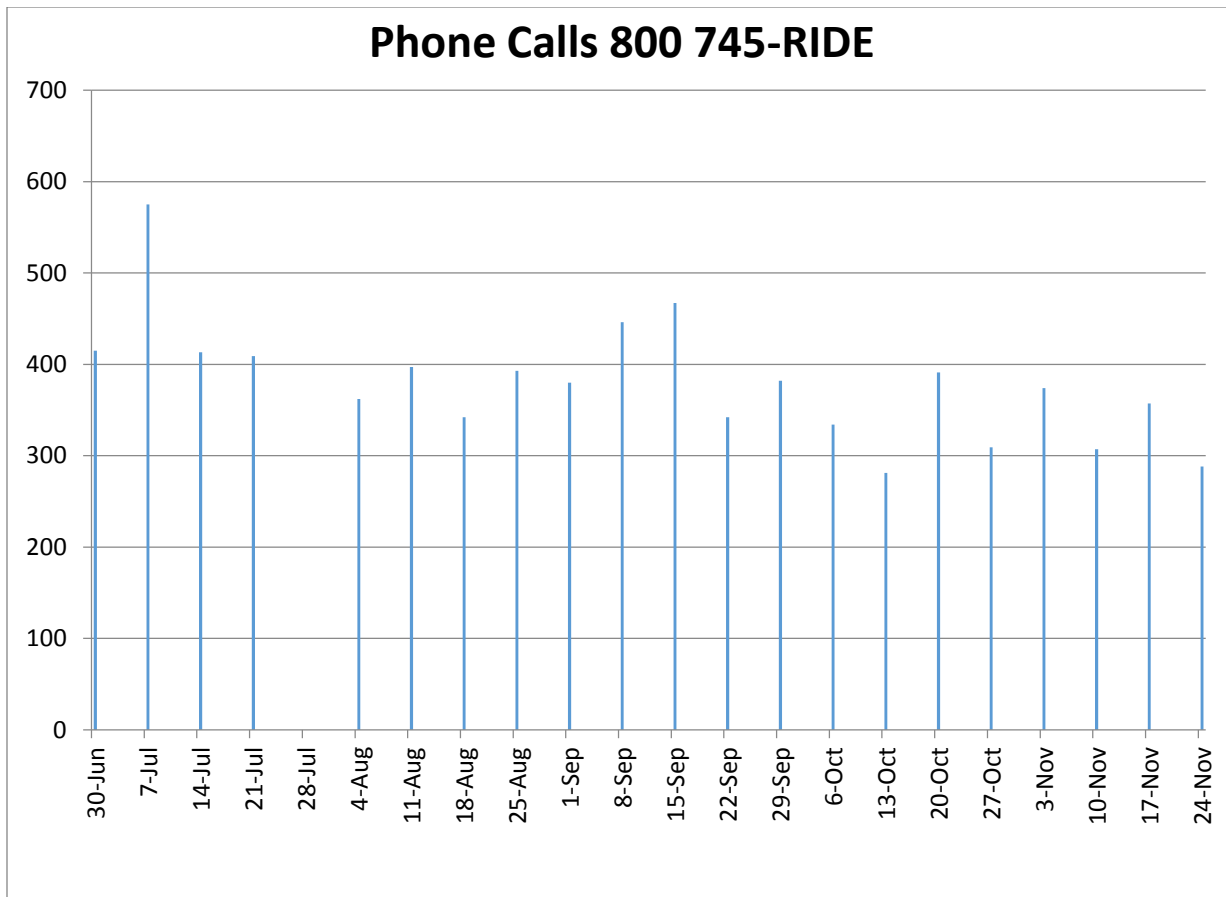
Appendix B

Performance Results

Web Visits

Month	FY 2013 Web Visits	FY 2014 Web Visits	+/-	+/- %
July	8,622	9,492	870	10.09%
August	9,299	9,057	(242)	-2.60%
September	12,855	9,359	(3,496)	-27.20%
	30,776	27,908	(2,868)	-9.32%

Phone Calls



Rideshare Applications

Month	Rideshare FY 2013 Applications	Rideshare FY 2014 Applications	Change	%
July	1,672	1101	-571	-34.2%
August	1,053	769	-284	-27.0%
September	880	623	-257	-29.2%
	3,605	2,493	(1,112)	-30.8%

GRH Applications

Month	GRH FY 2013 Applications	GRH FY 2014 Applications	Change	%
July	899	1,024	125	13.9%
August	1,520	1,141	-379	-24.9%
September	851	942	91	10.7%
	3,270	3,107	(163)	-5.0%

Appendix C

Car Free Day Media Placements

Radio 2			
Outlet	Contact	Date	Title
Total Traffic	Tom Roberts	9/22/2013	Car Free Days
WTOP 103.5 FM	Ari Ashe	9/20/2013	Car Free Weekend kicks off Friday

*Total Traffic – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM)

Print/Online 21			
Outlet	Contact	Date	Title
Frederick News Post	Jen Bondeson	9/22/2013	City Notes: A surprise in the streets
Georgetown Patch	Shaun Courtney	9/20/2013	Georgetown Businesses Swap Parking for Parks Friday
WAMU 88.5 FM	Armando Trull	9/20/2013	D.C. Parking Spots Become Real Parks For A Day
GU Wellness		9/19/2013	GUEST POST: CAR FREE DAY
The Neighborhoods of EYA		9/19/2013	Park It: Car Free Days September 20th – 22nd
NoMA News		9/19/2013	Picnic in a Park(ing) Spot with NoMa
Bike and Roll DC	Bethany Dawson	9/16/2013	Car Free Days in DC
Georgetown Patch	Greg Hambrick	9/15/2013	Park(ing) Day: D.C. Parking Spaces Will Be Handed Over for Park Use
UMBC News	Karly Trinite	9/13/2013	Celebrate World Car Free Day
ActionNet		9/13/2013	ActionNet Participates in Car Free Days
Ecowomen	D. Robbins	9/9/2013	Car Free, Care Free: How to Get Around in DC
Region Forward		9/5/2013	Annual Car Free Day Event to Span Weekend of Sept. 20-22
The District of Columbia		9/4/2013	District of Columbia to Participate in PARK(ing) Day
The Free Lance-Star	Scott Shenk	9/2/2013	Drivers Brace for "Terrible Tuesday"
Go Montgomery		8/30/2013	Celebrate Car Free Days DC on September 20 to

			22
Alexandria News		8/30/2013	Terrible Traffic Tuesday Strikes Again September 3
Frederick News Post	Kelsi Loos	8/19/2013	Car-free Days registration opens
Southern Maryland News Net		8/10/2013	Pledge Today for Car Free Days
goDCgo			Car Free Days is here again!
AOBA			Encourage Your Tenants to Participate in Car Free Days!
Arlington Transportation Partners			Car-Free Days 2013

Social Media			49
Outlet	Contact	Date	Title
Twitter	CarFreeMetroDC		https://twitter.com/CarFreeMetroDC
Facebook	ART - Arlington Transit	9/23/2013	Did you participate in Car Free Day yesterday? Tell us here on our Facebook page how you went car free and where you went, and we'll put you in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Council of Govts	9/22/2013	Enjoy this #CarFreeMetroDC Sunday! Pledge to go car free by 5pm and win fabulous prizes! http://ow.ly/p3V5f
Twitter	Car Free Diet	9/22/2013	It's #Carfree Day! Bike, walk or take transit to get around. Let us know how it goes on our FB page http://ow.ly/oZVts #CarFreeMetroDC
Facebook	Georgetown University Office of Sustainability	9/20/2013	CarFree Day(s) in DC! It's Car Free Day(s) in DC! Think bike, bus, metro, and walking are great ways to get around? ... Like this post through Sunday for a chance to win a FREE bike helmet or FREE GU water bottle! Prizes courtesy of GU Office of Sustainability and our friends at GUWellness: Mind, Body, Soul
Facebook	ART - Arlington Transit	9/20/2013	Sunday, Sept. 22 is Car Free Day. Post your story or photo on our Facebook page telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.

Twitter	Chuck Bean	9/20/2013	MWCOG ED @ Transportation Director enjoying #CarFree Day at rush hour #MetroDC @CarFreeMetroDC @regionforward pic.twitter.com/wGlhjecn1c
Twitter	Council of Govts	9/20/2013	Pledge to go car free in #MetroDC today & enter to win prizes, all while saving you money & stress! @CarFreeMetroDC http://ow.ly/p3V5f
Twitter	NCPD	9/20/2013	Approximately 90% of NCPD staff walk, bike, or take public transportation to work. #CarFreeMetroDC
Instagram	sustainablegu	9/20/2013	#carfreeday(s) continue thru Sunday in #metrodc! Like out #carfree posts here, @sustainablegu, @guwellness or at facebook.com/sustainablegu for a chance to win a free #drinklocal water bottle or a free #bike helmet!
Instagram	sustainablegu	9/20/2013	Join GU Sustainability and @guwellness on Healy Lawn this morning for #carfreeday and you could win a #bike helmet or snazzy #sustainability water bottle!!
Facebook	goDCgo	9/19/2013	You like prizes, right? Sure you do! Take the Car Free Days Pledge, and you'll be automatically entered to win one of many fabulous prizes, like an iPad or \$250 gift certificate fromBicycleSPACE!
Twitter	Ride Scout DC	9/19/2013	Get there with @RideScout! #CarFreeMetroDC RT @wcp: All your evening plans http://bit.ly/1a7dOMY
Twitter	Capital Bike Share	9/19/2013	MT @goDCgo >3,500 DC region residents have taken the #CarFreeMetroDC Pledge. Come on DC-we can do better than that! http://bit.ly/r6Jb9J
Twitter	goDCgo	9/19/2013	No station closings for #Metro for #CarFreeMetroDC weekend. Some service adjustments on Red & Orange lines: http://gdcg.co/1eUNFXN
Twitter	Bike Arlington	9/19/2013	It's about time you had a serious talk about your relationship, with your car http://bit.ly/1gDqeOi #CarFreeMetroDC #CarFreeDay
Twitter	Capital Bike Share	9/19/2013	Visit our parklet tomorrow for Park(ing) Day! Kick off #CarFreeDays & celebrate our 3rd Birthday. 700 F St NW. RT for chance to win prizes!
Facebook	ART Alert	9/18/2013	Going #carfree this weekend? Tell us your story on our FB page & be entered to win a bike bag. http://ow.ly/oZVQH #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	@CleanAirPartner Thanks to you for providing all the great information! #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	@CarFreeMetroDC Here's the link to the Air Quality Index. http://bit.ly/gADJli #CarFreeMetroDC

Twitter	DC Circulator	9/18/2013	And don't forget to work a \$1 ride on Circulator into your Car Free Days! #CarFreeMetroDC
Twitter	Brett Jones	9/18/2013	I'm RTing from a bus! (Plz dont) try THAT in a car. RT @B__Casey: Who's pledging for Car-Free-Days? http://ow.ly/oZDdU #CarFreeMetroDC
Twitter	Capital Bike Share	9/18/2013	RT @DCBAC .@CarFreeMetroDC @goDCgo @ZipcarDC Don't forget that @bikeshare is also a good option! #CarFreeMetroDC
Twitter	Zanna Worzella	9/18/2013	I can definitely attest to being happier with bike and transit options in #Arlington http://bit.ly/18STGgm #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	If you need help learning how to get around DC w/out a car, try our interactive map: http://gdcg.co/16F4LmF #carfreemetrodc
Twitter	Clean Air Partners	9/18/2013	In the greater Metro Balt-Wash region more than 500K adults & 190K children have asthma and are impacted by poor air quality #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	Each year cars and trucks travel more than 38Billion miles on roads, accounting for 30-40% of the ozone-causing pollutants #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	RT @CarFreeMetroDC #Fri, #Sat & #Sun are Car Free Days in Metro #DC #CarFreeMetroDC http://bit.ly/1emG2s3
Twitter	goDCgo	9/18/2013	Join us now for twitter chat w/ Commuter Connections & @CleanAirPartner about Car Free Days! Follow hashtag #CarFreeMetroDC @CarFreeMetroDC
Twitter	Arlington Environment	9/18/2013	#carfreedays are almost here. Are you planning to go car free or car lite Sept 20-22? http://bit.ly/16t8HXt
Twitter	Desiree French	9/18/2013	Miniature #parks in metered parking spaces? c/o Park(ing) Day, Fri., 9/20. http://parkingday.org #PublicSpace #GreenSpace #CarFreeDays
Facebook	ART - Arlington Transit	9/17/2013	Car Free Day is Sunday, Sept. 22. Post your story or photo on our FB page on Sept. 22 telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Ride Scout DC	9/17/2013	Heard of #CarFreeMetroDC? Join us in choosing not to drive this weekend! (plus win some awesome prizes) http://bit.ly/18t2CXI

Facebook	goDCgo	9/16/2013	Kick off Car Free Days 2013 by visiting all the "parklets" in DC on Park(ing) Day. On Sept. 20, numerous organizations and businesses will turn parkingspaces into mini-parks!
Facebook	goDCgo	9/16/2013	We're "revved up" for Car Free Days!September 20 – 22 marks Car Free Days in the DC Metro region. Join @CarFreeMetroDC on Wednesday September 18 from 2 - 3 p.m. to get revved up for Car Free Days! We'll have local experts responding to your questions and providing you with useful tips and incentives, whether you plan to go Car-Lite or Car Free. Follow @CarFreeMetroDC on Twitter for more details.
Twitter	Colleen Morgan	9/16/2013	RT @NRDC: Put down the keys, step away from the vehicle http://flip.it/5Mygq #transit #transportation. #carfreedays
Twitter	Arlington Environment	9/14/2013	Got your bike gear ready or transit routes mapped for #carfreedays and #trytransitweek? http://bit.ly/16t8HXt
Facebook	goDCgo	9/12/2013	Take the pledge for Car Free Days 2013 by September 18 and get a coupon for 2 slices and a drink from Flippin' Pizza to use 9/20-9/22.
Twitter	DC Circulator	9/10/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Facebook	goDCgo	9/4/2013	DC will participate in annual Park(ing) Day on September 20! Sponsor a "parklet" by creating a mini-park out of a parking space. Applications are due to the District Department of Transportation by this Wednesday, September 11.
Twitter	Andy Palanisamy	9/4/2013	#CarFreeDays 2013 is set for Sept 20-22 in the Wash #DC region. Pledge today! http://bit.ly/14gD4ld @CarFreeMetroDC (via @NatCapRegTPB)
Facebook	goDCgo	9/3/2013	We're celebrating Car Free Days this year with another awesome giveaway! Tell us how you'll get around car free or car-lite September 20-22 for a chance to win free \$250 in free groceries from Relay Foods, free annual memberships to Capital Bikeshare, dinner for 2 at Jaleo and much, much more! Click here to enter: http://godcgo.com/car-free-day-giveaway.aspx

Twitter	goDCgo	9/3/2013	We're celebrating #CarFreeDays again this year w/ a great giveaway! Free groceries, @bikeshare memberships & more! http://gdcg.co/QuVC3o
Twitter	NatlCapitalRegionTPB	9/3/2013	"Park it. For a whole day or more." #CarFreeDays 2013 coming up Sept 20-22. Pledge today! http://bit.ly/14gD4ld @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	DC Circulator	8/30/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	goDCgo	8/20/2013	Pledge to drive less Sept. 20-22 & you could win prizes like a \$250 gift certificate to @BicycleSPACE! #carfreedays http://gdcg.co/14z4s8A
Twitter	The Tower Companies	8/21/2013	#PARKIT! Can you go without your car for an entire weekend? Participate in #CommuterConnections #CarFree Days 9/20-22 http://www.carfreemetrodc.com