



Metropolitan Washington Council of Governments FY 2011 Second Half Draft Marketing Campaign Summary

Introduction

For the first time in 10 years, there are fewer Single Occupancy Vehicles (SOV) on area roads. Increasing traffic congestion, higher gasoline prices, a difficult economy, and effective commuter services and public education from the Commuter Connections network, have all contributed to this decline. As well, telework is no longer simply a commute option, it is becoming a cornerstone of the new “intelligent working” method being adopted by many public and private employers in the region. Transportation and commuting news in metropolitan Washington garners front-page coverage in the region’s newspapers. This all points to a positive environment for Commuter Connections to further increase registrations and build awareness in FY2011.

Commuter Connections, along with its network members, continue to educate commuters and help them find alternatives to SOV commutes.

Activities undertaken in the second half of FY2011 include the following:

- The launch of a new umbrella marketing campaign in February 2011 that continues to explore new messaging and media to most effectively communicate solutions to the region’s transportation challenges.
- Continuation of the ‘Pool Rewards program.
- Marketing initiatives tied to specific event planning to keep alternative commuting options front of mind. This includes Bike to Work Day and the Employer Recognition Awards.
- Communication outreach such as the employer newsletter and earned media efforts.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

As laid out in the marketing brief distributed to network members in August 2010, the strategies behind the FY2011 marketing campaign reflect the current state of events for the region’s commuters and also build upon the research and findings of the following reports:

- 2010 State of the Commute Survey
- Transportation Emission Reduction Measure (TERM) Analysis Report FY2006-2008
- Fiscal Year 2009 Applicant Database Annual Placement Survey Report

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- 2007 Bike to Work Survey TERM Analysis Report
- 2007 GRH Survey Report
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007

Research, campaign experience, and current events all support the planned strategy for FY2011, of converting SOV commuters to alternative transportation, by driving home the message that commuters can save money by sharing a ride and, for those using alternative transportation, GRH provides a safety net for their commute. The team's efforts for the second half of FY2011 include the following:

- The launch of an exciting new umbrella campaign that promotes the cost savings of ridesharing and urges commuters to not "Flip Out" over their commute by registering for GRH.
- Promotion of Bike to Work Day as a regional event, inviting commuters in the Washington metropolitan region to bicycle to work on May 20th and to consider bicycling as a regular commute alternative.
- Recognition of the area's employers who are providing new and innovative programs or incentives to improve their employees' commute to work.

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

About Commuter Connections

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

Organizations represented in the Regional TDM Marketing Group include:

City of Alexandria	ARTMA	Fairfax City
Fairfax County Office of Transportation	National Institutes of Health (NIH)	Mass Transit Administration (MTA)
Northern Virginia Transportation Commission (NVTC)	Potomac and Rappahannock Transportation Commission (PRTC)	Virginia Department of Transportation Northern Virginia District Office
TYTRAN	VDOT	LINK

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Virginia Department of Rail and Public Transportation	Dulles Area Transportation Association (DATA)	Tri-County Council for Southern Maryland
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)	Washington Metropolitan Area Transit Authority (WMATA)
Arlington County	MDOT	VPSI
General Services Administration (GSA)	District Department of Transportation (DDOT)	Loudoun County Office of Transportation Services
Maryland State Highway Administration	Montgomery County Ride On	Montgomery County Commuter Services
Montgomery County	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission
Northern Neck Rideshare/PDC		

Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the Guaranteed Ride Home 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.

The objectives of the program include the following:

- 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 the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service among commuters and increase applications for the program.
- Use special events such as Car Free Day or Bike to Work Day to encourage commuters, or in the case of Car Free Day the general population, to use the occasion to try an alternative form of transportation.

Messaging Strategy

During the first half of FY2011, a messaging strategy was developed based on Commuter Connections research, including the 2010 State of the Commute Survey, previous campaigns, and current events. Concepts were developed to deliver the messages both verbally, in radio scripts, and visually. The strategy was further refined through market research that tested the success of these concepts in delivering the message. As a result, the spring campaign's Ridematching campaign is a very direct, simple message that reminds commuters of the money and time to be saved through ridesharing.

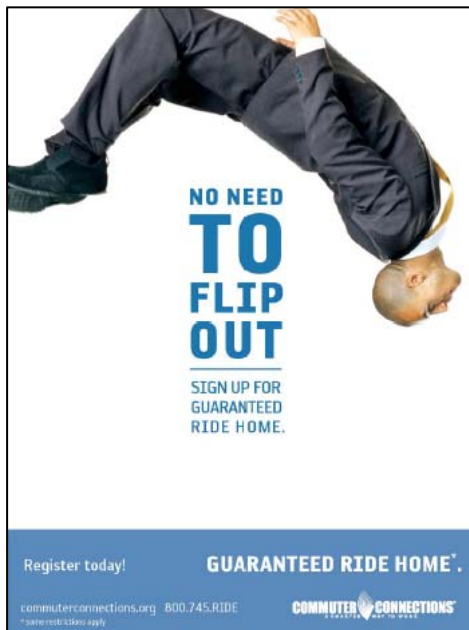
As indicated in past surveys and supported by the market research, commuters are motivated to switch to alternative transportation primarily in order to save money. The visuals used for this year's campaigns are a very direct and forceful message that ridesharing can save commuters money. By carpooling with just one other person, a commuter can cut the cost of their commute in half. Bold lettering and images of gas cans and money cut in half urge commuters to "Save half". The call to action is to visit commuterconnections.org.





The radio scripts, in addition to driving home the save money message, also deliver the message that ridesharing can provide stress relief. Building on the save half message again, listeners are urged to cut in half their amount of driving, their level of stress, and the money spent on their commute. They are directed to sign up at commuterconnections.org if they want to rideshare.

The message for this year's Guaranteed Ride Home campaign is to remind commuters "Don't Flip Out." The visual is both fun and eye-catching. In one, a businessman is caught in mid-air doing a backflip. The message is "No need to flip out". In the other, a businessman is hanging upside down with the message "Don't be left hanging". The call for action for both is to sign-up for Guaranteed Ride Home.



Radio spots used "flipping out" workers concerned about a child's sickness or the need to work late urged by a level-headed colleague to remain calm because with Commuter Connections' Guaranteed Ride Home service, there was no need to flip out.

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Overall Target Market

The overall target audience for the communication was:

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

Brand Character

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

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Media Objectives: Guaranteed Ride Home

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

Target market *

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

Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	COG Cost
Radio	\$144,301
Television	\$65,000
Internet	\$20,000
Donated space (printing)	
Direct Mail (printing & mailing)	
Total Budget	\$229,301

* Source: 2007 GRH Survey Report

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Media Objectives: Rideshare

The campaign to promote the Rideshare program uses a mix of traditional approaches to maintain awareness among commuters and increase applications for this program. With the anticipated rise in gas prices this spring, gas pump toppers were selected as part of this campaign's media mix to deliver the save money message while commuters are filling up at the pump.

Target market:[†]

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

Geographic Targeting

Washington D.C. DMA

Rideshare Spring Budget	COG Cost
Radio	\$72,151
Internet	\$20,000
Gas Pump Toppers	\$93,600
Production	\$6,435
Donated space (printing)	
Direct Mail (printing & mailing)	
Total Budget	\$192,186

[†] Source: Fiscal Year 2009 Applicant Database Annual Placement Survey Report

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Radio

Radio was selected as the anchor medium due to its ability to reach a large portion of our target market (90 percent) with significant frequency during possibly stressful, frustrating, costly and long commutes. A mix of radio stations were selected including WILC, VIVA, allowing the campaign to reach metropolitan Washington DC's Hispanic population.

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

WASH (Soft Rock 97.1FM)	WILC (VIVA, 900 AM)	WTOP (News/Talk 103.5FM)
WBIG (100.3 FM)	WRQX (Mix 107.3FM)	WVRX (The Edge, 105.9 FM)

Both the Guaranteed Ride Home and Ridematching campaigns have two radio spots each that sell the benefits of the respective Commuter Connections programs. Because of the investment in gas pump toppers to deliver Rideshare's save money message at a point when commuters are most receptive, the investment in radio for Rideshare was respectively scaled back. The Guaranteed Ride Home and Rideshare radio spots alternate with 2 weeks of GRH spots followed by 1 week of Rideshare spots for a total of 10 weeks from February 28 through June 26.

The following spots are promoting the Guaranteed Ride Home and Ridematching campaigns this spring:

Guaranteed Ride Home::30—"Flip Out – Daycare"

A neurotic father worries about the germs his son may be exposed to at daycare and, should his son get sick, how he'll pick him up since he carpools. A level-headed colleague reassures him he has no need to "flip out" since he has a Guaranteed Ride Home with Commuter Connections.

Guaranteed Ride Home::30—"Flip Out – Work Late"

A stressed out commuter moans about the commute but feels resigned to driving alone for fear of not being able to get home should the boss need her to work late. A colleague reassures her that if she rideshares, there's no need to "flip out" since Commuter Connections guarantees her a ride home if her boss requires her to work late.

Ridesharing::30—"Save Half – Woman"

A commuter requests a rideshare partner to save half the gas, half the money, and half the stress with her.

Ridesharing::30—"Save Half – Man"

A commuter likens ridesharing to half time, providing a personal half-time with half the driving, half the stress, and half the costs.

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Value Added Promotions

For the spring campaign, some of the additional free “value add” promotional opportunities provided by the radio stations are being used to promote the ‘Pool Rewards campaign. Ten second value add reads will run throughout the month of March on WRQX, WVRX, and WTOP. Fifteen second reads will run for two weeks in March on WASH and WBIG. Additional value add will be sought from the radio stations for the remainder of the campaign.

In addition to the reads offered by WRQX and WVRX to promote ‘Pool Rewards, Nick Ramfos was interviewed for their Spectrum show that airs on Sundays.

The other media vendors are also stepping up with added value for the spring campaign. At least 40,000 bonus impressions are being offered by Monster.com as part of the online buy. The gas pump topper vendor has secured 8 additional gas stations as a bonus and provided window clings for the gas stations that display the gas pump toppers for added value. The Mid Atlantic Sports Network (MASN) that will run the TV commercial, is providing placements of banner ads on their website, masnsports.com, with a guaranteed minimum of 450,000 impressions over 3 months as value add.

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Television

A new TV commercial is being produced based on the GRH campaign's "Don't Flip Out Concept". The commercial features an end of the work day, mad dash for the door. A voice over reminds viewers there's no need to flip out if you rideshare and are asked to work late. Commuter Connections' Guaranteed Ride Home Program gets you home. Guaranteed.



The commercial will air this spring on Mid-Atlantic Sports Network (MASN) during Nationals baseball games from April through June. The commercial will be aired during the game, in the pre- and post-game shows, and again during game rebroadcasts. During these games, a Commuter Connections billboard including a live read and logo on screen will be featured during the Nationals Xtra pre-game show. A Commuter Connections representative will be interviewed on the Nats X-tra pre-game show prior to one game.

In addition, the commercial will be aired 180 times in MASN programming on shows such as ESPN News, Nationals Classic Games, Orioles Classic Games, and sports talk shows.

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Internet Advertising

An aggressive Internet component is part of the spring campaign utilizing a number of sites that have performed well in the past. In addition to the high past performers, Realtor.com is being added to the mix. Research has shown that people reconsider their commute when they are looking to move. Banner ads will remind potential home buyers of the benefits of ridesharing and the guaranteed ride home if they do.

The following sites are being used in the spring campaign:

- accuweather.com
- WTOP.com
- monster.com
- NBC4
- Washington Times
- Realtor.com
- Run-of-Site/Run-of-Network (ROS/RON) pop-under ads served to select websites of iii-interactive's publisher list

Forty-one percent of the banner ads will be leaderboard ads measuring 728x90. This size ad has typically performed well in past campaigns. Additional ad sizes that will be used are medium rectangle (300x250), wide skyscraper (160x600), and pop-under (720x300). The ads will run for 4 months will performance monitored throughout the campaign. Ad placements may be modified during the campaign to optimize performance.

The GRH banner ads will reinforce the visuals and message of the TV ad and will be very similar in look and feel to the commercial.

Based on impressions delivered and Click Thru Rates (CTR), site placements may be adjusted to provide optimal performance.

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Rideshare – Save Half Gas

SAVE HALF.

SAVE HALF. EVERY TIME.

share a ride. free ridematching services.

get started today.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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Rideshare – Save Half Cash

SAVE HALF.

EVERY TIME.


share a ride. free ridematching services.

get started today.

COMMUTER CONNECTIONS
ESTABLISHED 1987

March 10, 2011

Guaranteed Ride Home – Don't Flip Out A



QUITTING TIME

RIDESHARE, BUT ASKED TO WORK LATE?

NO NEED TO FLIP OUT

GUARANTEED RIDE HOME*

We'll get you home. Guaranteed.

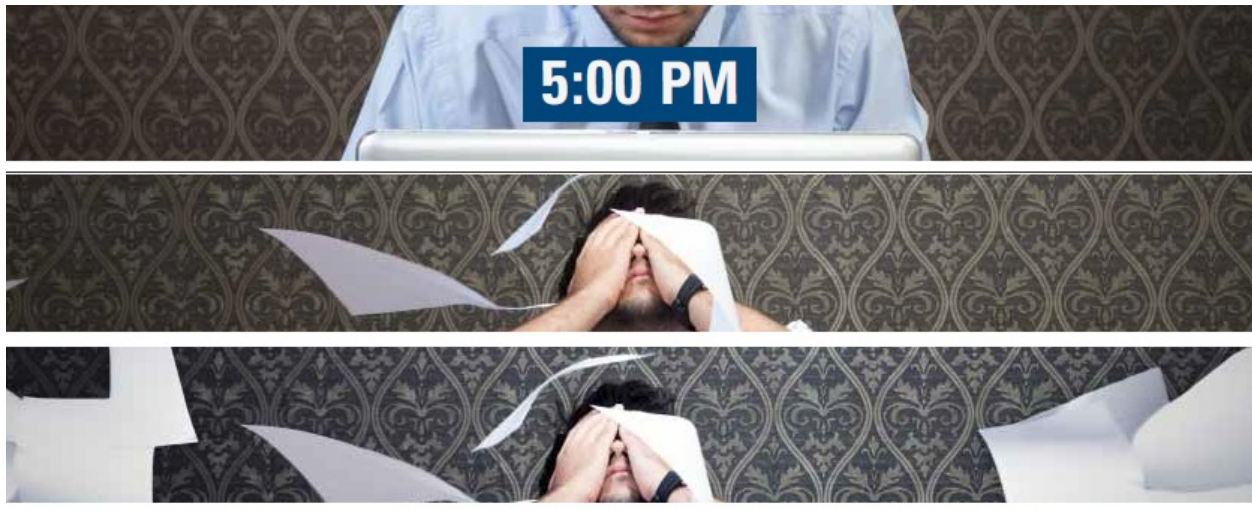
*some restrictions apply

[learn more](#)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

March 10, 2011

Guaranteed Ride Home – Don't Flip Out B



5:00 PM

RIDESHARE, BUT ASKED TO WORK LATE?

NO NEED TO FLIP OUT

GUARANTEED RIDE HOME*

We'll get you home. Guaranteed.

*some restrictions apply

[learn more](#)

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

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Gas Pump Toppers

In anticipation of higher gas prices in the spring, gas pump toppers were selected to be an integral part of this year's Rideshare campaign.

Looking back to the success of the Spring 2008 campaign to reach commuters during high gas prices, this year's campaign will take advantage of this unique opportunity to reach our target audience at exactly the time they might be most receptive to the message. Gas pump advertising displays full-color, weatherproof ads in frames on top of gas pumps. The standard size is 20" wide x 12" high with slight size variation by brand of station. Both Rideshare visuals will be displayed at the gas stations.



Gas pump toppers will be placed at gas stations in D.C., Maryland, and Virginia for 4 months. Placements were secured at 117 gas stations in the region with the vendor providing another 8 stations as bonus for a total of 125 stations. See Appendix A for a list of the stations being used.



'Pool Rewards

The 'Pool Rewards incentive program was extended from the fall through March 2011. Like the fall program, the program was open to SOV commuters in the Washington DC region without restriction to travel patterns. The 'Pool Rewards program offers a cash incentive to encourage drive alone commuters to change their commute behavior by trying carpooling. In order to be eligible, a commuter needed to be a current SOV commuter and needed to form or join a carpool.

Target Market

The target audience for this campaign shares the demographics of the Rideshare target audience, namely the following:

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

Marketing Strategy

The fall campaign focused on outreach to commuters via employers and the region's Employee Transportation Coordinators (ETC). A chance to be entered into a prize drawing for \$200 was provided as incentive to ETCs to encourage employee participation in the program.

The Rideshare and GRH direct mailers sent to the Region's households included a reminder of the 'Pool Rewards program.

An article appeared on the back page of the winter newsletter to remind ETCs of the continuation of

Save half. Every time you share a ride.
OR MORE

Save money by sharing the cost of your commute! From gasoline to tolls to parking, Commuter Connections can help you find someone to reduce your costs, and frustration, of your commute.

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

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

Register for Ridematching or Guaranteed Ride Home:

- 1 To register for either free program simply visit commuterconnections.org to get started! There is absolutely no cost or commitment!
- 2 Once you create an account and sign up for ridematching, you can view and print an instant matchlist of potential carpool/vanpool partners online today. Or to receive your matchlist by mail or email, simply fill out the application below.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ridematch partners. It's that easy!
- 4 **Added Bonus:** Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program, it's free!

When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program*. So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even rental car up to four times each year!

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 below. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

By registering with Commuter Connections ridematching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential. We will never sell your information and it can be removed from our database at any time.

Cash Incentive for Carpools, Limited Time Offer:
Join the "Commute that Pays!" - If you currently drive alone to work and sign up to form or join a new carpool at least two days per week during a three-month period, you may qualify for "Pool Rewards and earn up to \$130 in cash!"

POOL REWARDS
cash for commutes

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

REGISTER FOR CARPOOL RIDESHARING OR GUARANTEED RIDE HOME TODAY! Here's your first step. Complete the form below, including sections A and/or B and return it today!

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the 'Pool Rewards program and to visit commuterconnections.org for more information or to register.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 N. Capitol St., NE, Ste. 300
Washington, D.C. 20002-4290
800.745.RIDE
commuterconnections.org

For subscription information or to change your mailing address, contact Commuter Connections at 800.745.RIDE

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For information or to change your mailing address, contact Commuter Connections at 800.745.RIDE, or 202.962.3213 (TDD). We invite your comments and suggestions. Please send to:
Commuter Connections Editor, c/o Commuter Connections, Metropolitan Washington Council of Governments
777 N. Capitol St., NE, Ste. 300
Washington, D.C. 20002-4290
or e-mail us at rcn@nrtpl.org.

Commuter Connections © FEBRUARY 2011

GET PAID TO CARPOOL

Given rising gasoline prices, a little extra money can make a difference. That's what makes the Pool Rewards program from Commuter Connections a sensible option for commuters currently driving alone to work.

After a successful pilot program last year, Pool Rewards continues to focus on encouraging commuters who currently drive alone to try carpooling at least two days a week over a consecutive 90-day period. Eligible commuters can earn up to \$130 in that 90-day period when they start or join a new carpool.

Employees can review program details and register by clicking on the "Pool Rewards" logo at www.commuterconnections.org.

'POOL REWARDS

Outreach to commuters at large continued in the second half of the fiscal year. During the weeks of February 14 and February 21, ten second live reads were purchased as part of WTOP's traffic sponsorship package for a total of 70 :10s over the 2 week period.

Additional air time was provided by WRQX, WVRX, WASH, WBIG, WTOP during March to help promote the 'Pool Rewards program as part of the spring campaign's value add. WRQX and WVRX, each, will run :10s reads 10 to 15 times a week throughout the month of March. WTOP will run :10s reads 5 times a week for the month. WASH and WBIG will be running 10 :15s a week for the weeks of March 7 and March 21.

The messages to be aired on WRQX, WVRX, and WTOP are the following:

Tired of driving alone and sitting in traffic? Want some extra cash? If you join or form a new carpool, you could earn up to \$130 through Pool Rewards! Learn how at commuterconnections.org

Want some extra cash? Tired of driving alone and sitting in traffic? If you join or form a new carpool, you could earn up to \$130 through Pool Rewards! Learn more at commuterconnections.org.

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The messages to be aired on WASH and WBIG are the following:

Reward yourself with cash when you join or form a new carpool! You could earn up to \$130 through the Commuter Connections Pool Rewards program if you qualify. Learn more at commuterconnections.org.

Save gas and get rewarded when you join or form a new carpool! You could earn up to \$130 through the Commuter Connections Pool Rewards program if you qualify. Learn more at commuterconnections.org.

With gas prices rising, driving alone and sitting in traffic is costing you more everyday! Let Commuter Connections help! If you form or join a carpool, you could earn up to \$130 through Pool Rewards! Go to commuterconnections.org to learn more!

Following a successful article in the Frederick News Post that featured a past participant of 'Pool Rewards, an effort is underway to follow up that article with a similar press release using the testimonials of previous participants.

Outreach is also extending online. Advertisements have been placed on craigslist in the rideshare section to notify people looking for carpool partners of the program. Notices have also been placed on the Commuter Connections Bulletin Board and Craigslist.

Special Events

Bike to Work Day

On May 20, area commuters will leave their cars at home to participate in the Bike to Work Day event. In preparation for the event, a sponsorship drive helped reach our goal to pay for 9,000 event T-shirts, pit stop banners and other possible items. In-kind sponsorships were also secured to provide food and beverage for many of the pit stops.

Posters and rack cards will be sent to employers and employees through various distribution channels in order to create awareness and encourage registration.

Radio advertising will target adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. Signage will appear on Downtown Circulator buses. Facebook and Twitter will be used to engage with commuters and drive registration to the website.

GEAR UP!

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

REGISTER AT WABA.ORG OR CALL 202-518-0524

Pre-Register by May 13 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit waba.org for specific pit stop locations and times. T-Shirts available at pit stops to first 5,000 who register.

CommunitE CONNECTIONS **WABA** **Marriott**

goDCgo **WHOLE FOODS** **DCLOTTERY** **ICF**

CyBike **AAA Mid-Atlantic** **LOCAL PARTS** **Bike Arlington** **BicycleSPACE**

Crystal City **Crystal City** **Crystal City** **Crystal City** **Crystal City**

GeoEye **LAZER** **GIANT** **LANUS**

BROMPTON **JAMES BICYCLE** **PIZZERIA** **PIZZERIA**

TOPEAK **JARD** **HONEST** **WHEELS & RUBBER**

Bike to Work Day
FRIDAY MAY 20, 2011

Facebook **Twitter**

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



March 10, 2011

Bike to Work Day Rack Card

Bike to Work Day
FRIDAY MAY 20, 2011

REGISTER AT WABA.ORG OR
CALL 202-518-0524

Pre-Register by May 13 for Free T-Shirt
and Bike Raffle!

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

Visit waba.org for specific pit stop locations and times.
T-Shirts available at pit stops to first 9,000 who register.

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

GEAR UP!

The left side of the rack card features a purple background with a pattern of green and white gears at the bottom right. It contains event information, registration details, and social media icons.

COMMUTER CONNECTIONS
WABA
Marriott
goDCgo
WHOLE FOODS
DCLottery
ICF
City Bikes
Mid-Atlantic
LOCAL HEROES
Bike Arlington
BicycleSPACE
DOWN TOWN DC
CAPITAL TRAIL
CRYSTAL CITY
KREI
1931 Inc.
LAZER
GIANT
LUNUS
BROMPTON
JAMES BICYCLES
TOPEAK
HONEST
VITERIA

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

Printed on recycled paper

The right side of the rack card is a grid of logos for various sponsors and partners, including Marriott, Whole Foods, DCLottery, ICF, City Bikes, Mid-Atlantic, Local Heroes, BicycleSPACE, Down Town DC, Capital Trail, Crystal City, KREI, 1931 Inc., Lazer, Giant, Lunus, Brompton, James Bicycles, Topeak, Honest, and Viteria. It also includes a note about funding from the District of Columbia, Maryland, Virginia, and the U.S. Department of Transportation, and a small note about recycled paper.

Bike to Work Day Pit Stop Banners

NATIONALS PARK
1500 South Capitol St SE
6:30 am to 7:30 am

GEAR UP!

COMMUTER CONNECTIONS
WABA
Marriott
ICF
WHOLE FOODS
goDCgo
City Bikes
DCLottery

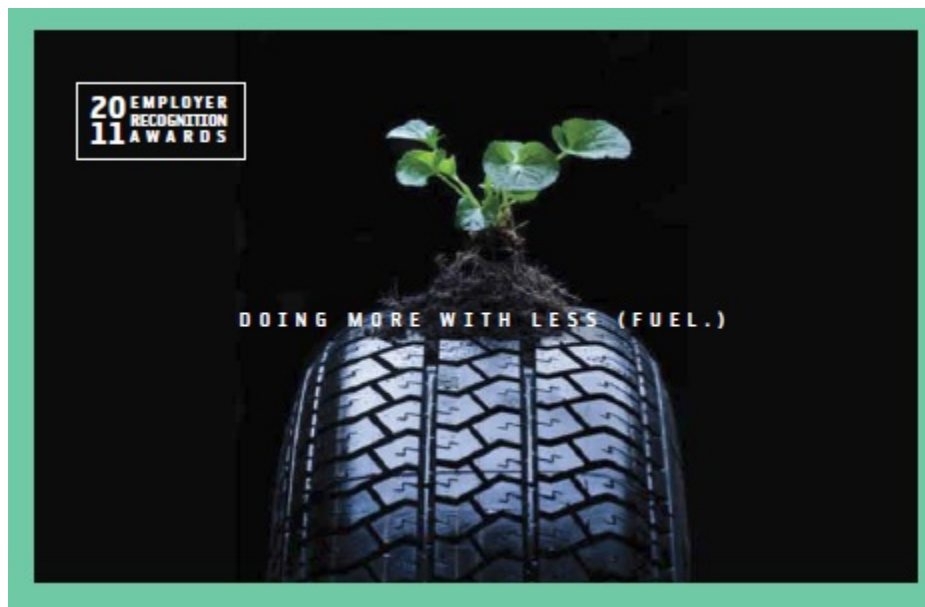
Bike to Work Day
FRIDAY MAY 20, 2011
Register at waba.org or call 202.518.0524

The banner features a purple background with a pattern of green and white gears on the right side. It includes event location and time information, the event logo, a 'GEAR UP!' slogan, and a grid of sponsor logos. At the bottom, it provides the event name, date, and registration information.

March 10, 2011

Employer Recognition Awards

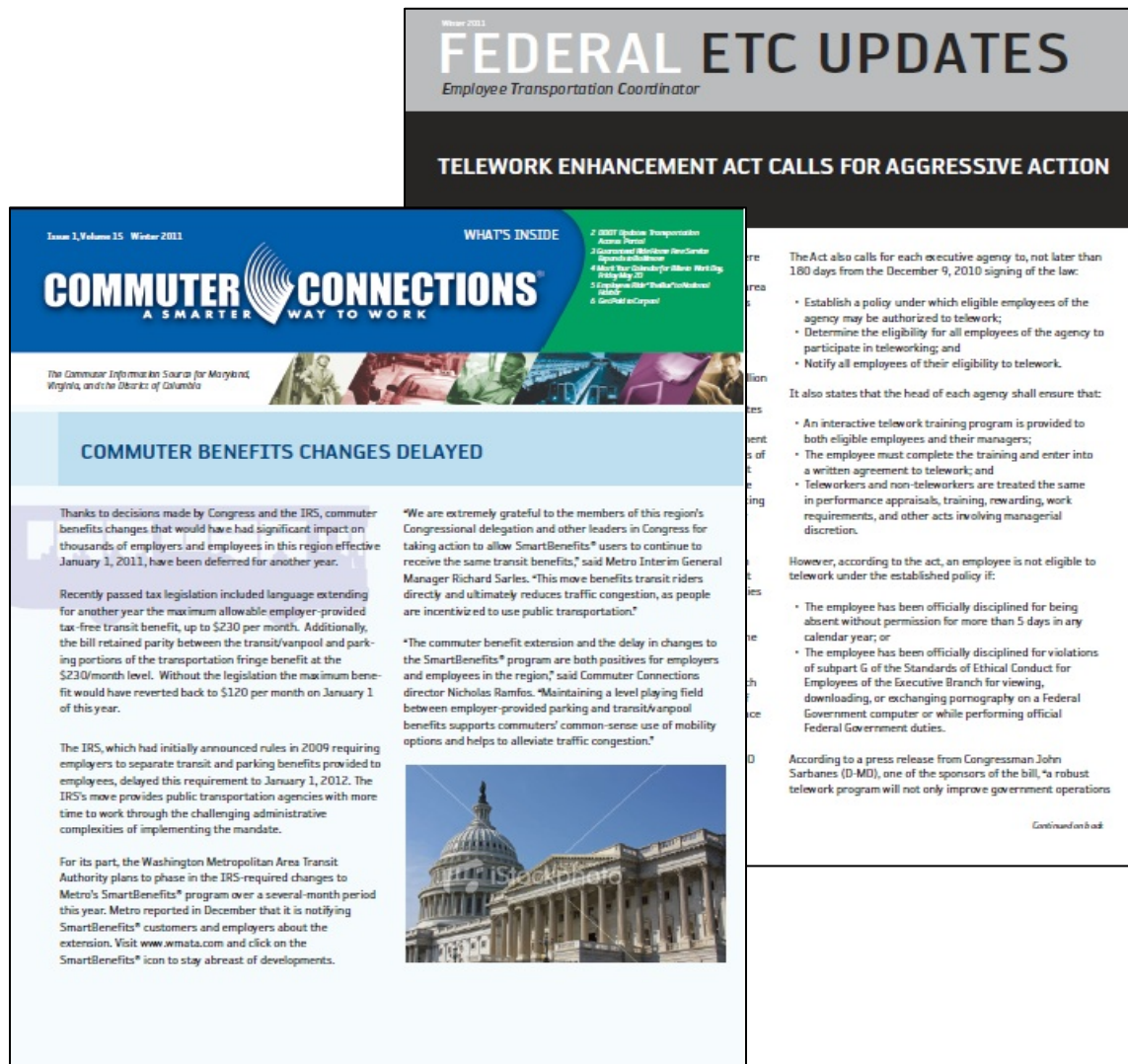
The Commuter Connections Fourteenth Annual Employer Recognition Awards recognizes employers who voluntarily initiate worksite commute/telework programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2011. A special invitation and program agenda are being produced for this event. After the event, a ¼ page advertisement will be placed in a major newspaper.



Additional Marketing, Outreach, and Earned Media

Commuter Connections Newsletter and Federal ETC Insert

A winter edition of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, was produced during the second half of FY2011. The six page 4-color newsletter is distributed to approximately 5,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters are also sent to federal agencies via GSA along with a special Federal ETC Insert. A .pdf of the insert is also placed online at www.federaletc.org.



March 10, 2011

Telework Exchange

To promote teleworking, a quarter page ad will appear in the Telework Exchange's Spring Town Hall meeting program booklet. The event will be held on April 28, 2011.

YOUR EMPLOYEE'S NEW COMMUTE.
They'll even have time to stop for coffee.

TELEWORKING WORKS. Inspire your employees to explore their telework options. Telework offers time savings and decreased stress levels, leading to more job productivity and a better quality of life!

COMMUTER CONNECTIONS
A MASSACHUSETTS PARTNERSHIP
www.commuterconnections.org

March 10, 2011

Comprint Military Newsletter

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special spring Relocation Guide section of their newspaper that gets delivered to several military bases in March.



RIGHT AT HOME.

That's how we want you to be. Take the first step and check out ways to commute around here at commuterconnections.org. It's easy and stress-free!

COMMUTER CONNECTIONS
A free service

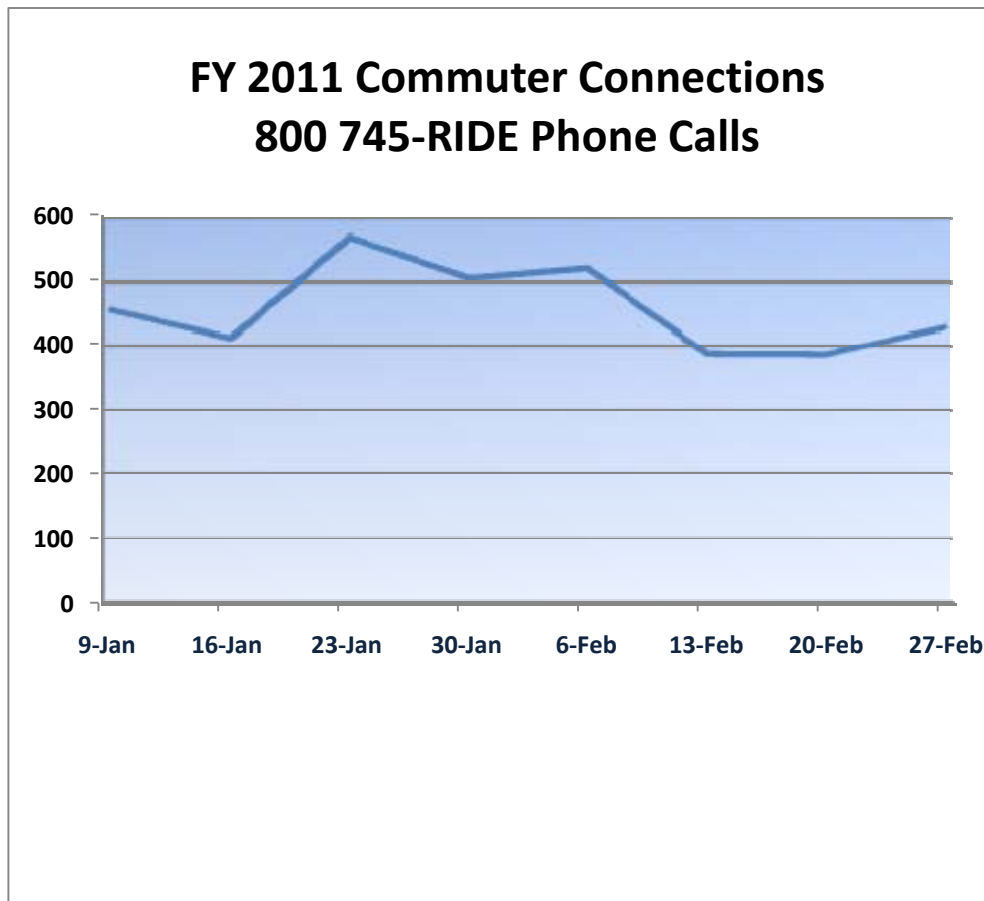
commuterconnections.org
800.745.RIDE

March 10, 2011

Web Visits

FY10	Web Visits	FY11	Web Visits	+/-	+/- %
Jan-10	8,570	Jan-11	9,849	1,279	14.92%
Feb-10	7,910	Feb-11	20,325	12,415	156.95%
Mar-10		Mar-11			
Apr-10		Apr-11			
May-10		May-11			
Jun-10		Jun-11			
	16,480		30,174	13,694	83.09%

Monthly Phone Calls



Guaranteed Ride Home Applications

FY10	GRH Applications	FY11	GRH Applications	+/-	+/- %
Jan-10	345	Jan-11	547	202	58.55%
Feb-10	277	Feb-11	512	235	84.84%
Mar-10		Mar-11			
Apr-10		Apr-11			
May-10		May-11			
Jun-10		Jun-11			
	622		1,059	437	70.26%

Rideshare Applications

FY10	Rideshare Applications	FY11	Rideshare Applications	+/-	+/- %
Jan-10	401	Jan-11	681	280	69.83%
Feb-10	339	Feb-11	662	323	95.28%
Mar-10		Mar-11			
Apr-10		Apr-11			
May-10		May-11			
Jun-10		Jun-11			
	740		1,343	603	81.49%

Appendix A**Gas Pump Topper Locations**

Brand	Business Name	Address	City	State	Zip
BP/Amoco	18th St BP	1800 18th St NW	Washington	DC	20009
BP/Amoco	Casey's BP	1396 Florida Ave NE	Washington	DC	20002
BP/Amoco	Florida Ave Amoco	306 Rhode Island Ave NW	Washington	DC	20001
Independent	Florida Ave LP	22 Florida Ave NW	Washington	DC	20001
Sunoco	G & K Sunoco	1248 Pennsylvania Ave SE	Washington	DC	20003
Chevron	Georgetown Chevron	2450 Wisconsin Ave NW	Washington	DC	20007
Independent	Georgetown LP	1576 Wisconsin Ave	Washington	DC	20007
Independent	Georgia LP	5831 Georgia Ave NW	Washington	DC	20011
Independent	Lowest Price Gas	4519 Benning Rd SE	Washington	DC	20019
Independent	Lowest Price Gas	2800 12th St NE	Washington	DC	20018
Independent	Lowest Price Gas	1301 Bladensburg Rd NE	Washington	DC	20002
Independent	Lowest Price Gas	1801 West Virginia Ave NE	Washington	DC	20002
Independent	Rhode Island LP	420 Rhode Island Ave NW	Washington	DC	20001
Independent	W St LP	1400 W St NW	Washington	DC	20009
Chevron	Watergate Chevron	2643 Virginia Ave NW	Washington	DC	20037
Independent	A-1 Mart	649 Himes Ave	Frederick	MD	21703
Independent	Accokeek Gas & Go	201 Bryan Point Rd	Accokeek	MD	20607
Independent	Allentown Rd LP	7713 Allentown Rd	Fort Washington	MD	20744
Independent	Baden Gas	16715 Brandywine Rd	Brandywine	MD	20613
Sunoco	Bethesda Sunoco	8240 Wisconsin Ave	Bethesda	MD	20814
Sunoco	Casablanca Sunoco	8875 Pine Branch Rd	Silver Spring	MD	20903
Citgo	Chevy Chase Citgo	8505 Connecticut Ave	Chevy Chase	MD	20815
Independent	Cloverly LP	15501 New Hampshire Ave	Silver Spring	MD	20905
Independent	Congressional Sunoco Service	1469 Rockville Pike	Rockville	MD	20852
Chevron	Damascus Chevron	26241 Ridge Rd	Damascus	MD	20872
Chevron	Darnestown Chevron	12301 Darnestown Rd	Gaithersburg	MD	20878
Independent	Dickerson Market	22145 Dickerson Rd	Dickerson	MD	20842
Shell	Dodson Shell	15701 Frederick Rd	Derwood	MD	20855
Chevron	E & C	13990 Georgia Ave	Aspen Hill	MD	20906
Crown	E & C	7628 Old Georgetown Rd	Bethesda	MD	20814
BP/Amoco	Forestville BP	7614 Marlboro Pike	Forestville	MD	20747
Chevron	Fredericktowne Chevron	1395 W Patrick St	Frederick	MD	21702
Chevron	Gaithersburg Chevron	100 N Frederick Ave	Gaithersburg	MD	20877
Sunoco	Germantown-West Sunoco	18701 Liberty Mill Rd	Germantown	MD	20874
Sunoco	Goshen Crossing Sunoco	20050 Goshen Rd	Gaithersburg	MD	20879
Independent	Low Price	5803 Annapolis Rd	Bladensburg	MD	20710
Independent	Lowest Price Gas	5608 Buckeystown Pike	Frederick	MD	21704
Independent	Lowest Price Gas	3800 Rhode Island Ave	Brentwood	MD	20722
Independent	Lowest Price Gas	6038 Baltimore Ave	Hyattsville	MD	20781
Independent	Lowest Price Gas	2301 University Blvd E	Langley Park	MD	20783
Independent	Lowest Price Gas	629 N Bentz St	Frederick	MD	21701

Independent	Lowest Price Gas	5342 Sheriff Rd	Capitol Heights	MD	20743
Independent	Lowest Price Gas	501 Olney Sandy Spring Rd	Sandy Spring	MD	20860
Independent	Lowest Price Gas	7887 Barlowe Rd	Palmer Park	MD	20785
Independent	Lowest Price Gas	3507 Enterprise Rd	Mitchellville	MD	20721
Independent	May's Service Station	8708 Sharpsburg Pike	Fairplay	MD	21733
Chevron	Middlebrook Chevron	11606 Middlebrook Rd	Germantown	MD	20876
Liberty	Montgomery Village Liberty	19205 Watkins Mill Rd	Gaithersburg	MD	20886
Independent	New Market Service Center	29233 3 Notch Rd	Mechanicsville	MD	20659
Chevron	Pine Branch Chevron	8550 Piney Branch Rd	Silver Spring	MD	20903
Sunoco	Pinefield Quick Shop	2030 Crain Hwy	Waldorf	MD	20601
Texaco	Piney Branch Texaco	8225 Piney Branch Rd	Silver Spring	MD	20910
Sunoco	Potomac Sunoco	11355 Seven Locks Rd	Potomac	MD	20854
Sunoco	Randolph Sunoco	13335 New Hampshire Ave	Silver Spring	MD	20904
Texaco	Sanjeev's Texaco	2000 Brooks Dr	District Heights	MD	20747
Sunoco	Spaids Sunoco Service	11249 Viers Mill Rd	Silver Spring	MD	20902
Sunoco	Sunoco Food Mart	1000 Dual Hwy	Hagerstown	MD	21740
Sunoco	Takoma Park Sunoco	6360 New Hampshire Ave	Takoma Park	MD	20912
Texaco	Takoma Park Texaco	6400 New Hampshire Ave	Silver Spring	MD	20912
Independent	The County's Filling Station	11805 HG Trueman Rd	Lusby	MD	20657
Sunoco	Twinbrook Sunoco	1907 Veirs Mill Rd	Rockville	MD	20851
Sunoco	W @ ICC	14300 New Hampshire Ave	Silver Spring	MD	20904
Independent	W At Bethesda	5143 River Rd	Bethesda	MD	20816
Independent	W at East West Hwy	920 E West Hwy	Takoma Park	MD	20912
Independent	W Express @ Georgia	9501 Georgia Ave	Silver Spring	MD	20910
Independent	W Express @ Germantown	20510 Germantown Rd	Germantown	MD	20876
Independent	Washingtonian Chevron	10003 Fields Rd	Gaithersburg	MD	20878
Exxon	Wheaton Exxon	11310 Georgia Ave	Wheaton	MD	20902
Citgo	Wheaton Manor Citgo	2201 University Blvd W	Wheaton	MD	20902
Exxon	White Oak Exxon	11177 New Hampshire Ave	Silver Spring	MD	20904
Sunoco	Williamsport Sunoco	304 E Potomac St	Williamsport	MD	21795
Getty	Getty Mart	13232 James Monroe Hwy	Leesburg	VA	20176
Crown	Woodlawn Auto Center	5634 Mt Vernon Memorial Hwy	Alexandria	VA	22009
BP/Amoco	Alexandria BP	6540 Edsall Rd	Alexandria	VA	22312
Texaco	American Majestic Eagle Fuel	7399 Lee Hwy	Falls Church	VA	22042
Citgo	Berryville Service Center	301 N Buckmarsh St	Berryville	VA	22611
Independent	Crosos's Store	42382 John Mosby Hwy	Chantilly	VA	20152
Exxon	Dulles Exxon	14000 Lee Jackson Memorial Hwy	Chantilly	VA	20151
Shell	E & C	13890 Noblewood Plaza	Dale City	VA	22193
Sunoco	E & C	2495 Prince William Pkwy	Woodbridge	VA	22192
Shell	E & C	6546 Edsall Rd	Alexandria	VA	22312
Chevron	E & C	4154 Four Mile Run Dr	Arlington	VA	22206
Shell	E & C	6717 Old Dominion Dr	McLean	VA	22101
Shell	E & C	7303 Richmond Hwy	Alexandria	VA	22306
Shell	E & C	8103 Leesburg Pike	Vienna	VA	22182
Shell	E & C	13313 Occoquan Rd	Woodbridge	VA	22191

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Shell	E & C	3216 Jefferson Davis Hwy	Alexandria	VA	22305
Shell	E & C	4030 Wilson Blvd	Arlington	VA	22203
Texaco	E & C	10800 Lee Hwy	Fairfax	VA	22030
Texaco	E & C	12680 Darby Brooke Court	Woodbridge	VA	22192
Texaco	E & C	13616 Lee Hwy	Centreville	VA	20120
Texaco	E & C	2919 Gallows Rd	Falls Church	VA	22042
Sunoco	E & C	3186 River Heritage Blvd	Dumfries	VA	22026
Texaco	E & C	8156 Richmond Hwy	Alexandria	VA	22309
Texaco	E & C	7206 Little River Tpke	Annandale	VA	22003
Texaco	E & C	4109 Duke St	Alexandria	VA	22304
BP/Amoco	Fairoaks BP	11119 Main St	Fairfax	VA	22030
Citgo	Family Convenience Store	525 N Royal Ave	Front Royal	VA	22630
Independent	Foodway Supermarket	2868 Stonewall Jackson Hwy	Bentonville	VA	22610
Sunoco	Gas Mart #1	12709 James Monroe Hwy	Leesburg	VA	20176
Sunoco	Gas Mart #3	3323 Valley Pike	Winchester	VA	22602
Sunoco	Gas Mart #4	14425 James Monroe Hwy	Leesburg	VA	20176
Sunoco	Gas Mart #7	8002 Winchester Rd	Front Royal	VA	22630
Shell	Gunston Shell Service	9801 Richmond Hwy	Lorton	VA	22079
Citgo	Handy Mart	1186 Warrenton Rd	Fredricksburg	VA	22406
Citgo	Heritage Mall Citgo	7824 Rectory Ln	Annandale	VA	22003
Citgo	Japanese Auto Service	3413 Wilson Blvd	Arlington	VA	22201
Mystic	Japanese Auto Svc	3039 Annandale Rd	Falls Church	VA	22042
BP/Amoco	LakeBridge BP	1435 Old Bridge Rd	Woodbridge	VA	22192
Citgo	Merrifield Citgo	8318 Lee Hwy	Fairfax	VA	22031
Shell	Montclair Chevron	17013 Dumfries Rd	Dumfries	VA	22026
BP/Amoco	Mt Vernon BP	8263 Richmond Hwy	Alexandria	VA	22309
Citgo	Mt Vernon Citgo	8158 Mt Vernon Hwy	Alexandria	VA	22309
Exxon	Ox Road Exxon	5211 Ox Rd	Fairfax	VA	22030
Citgo	Park Fairfax Citgo	1015 W Glebe Rd	Alexandria	VA	22305
Mobil	Potomac Mills Mobil	14496 Gideon Dr	Woodbridge	VA	22192
Sunoco	Pro Service Station	7601 Centreville Rd	Manassas	VA	20111
Citgo	R T 1 Citgo	14101 Jefferson Davis Hwy	Woodbridge	VA	22191
Chevron	Reston Mobil	11410 N Shore Dr	Reston	VA	20190
BP/Amoco	Springfield BP	6703 Backlick Rd	Springfield	VA	22150
BP/Amoco	Tysons BP	8217 Leesburg Pike	Vienna	VA	22182
Shell	Tysons Corner Shell	8020 Leesburg Pike	Vienna	VA	22182
BP/Amoco	Vienna BP	200 E Maple Ave	Vienna	VA	22180
Gulf	Woodlawn Chevron	8689 Richmond Hwy	Alexandria	VA	22309
Independent	Yorkshire Service Centre	7522 Centreville Rd	Manassas	VA	20111