



**Metropolitan Washington Council of Governments
FY 2009 Second Half Final Marketing Campaign Summary
September 15, 2009**

Introduction

A number of challenges have impacted the second half of FY09. In the six month period from September 2008 until March 2009, gas prices dropped almost 50%,¹ providing less of an incentive for commuters to leave their cars at home in favor of alternative transportation.

In addition, congestion remained persistently problematic, with drivers facing bottlenecks on the roads during rush hours as well as the Metro and some bus lines running at or near capacity. The combination of lower gas prices, and crowded transit presented a challenging environment to convert commuters to alternative commute methods.

In the second half of FY09, Commuter Connections network members worked together to convert commuters in spite of this somewhat difficult environment. The team's efforts included:

- An exciting new integrated marketing campaign launched in February 2009.
- A number of efforts and events to keep commuting issues front of mind included among others, the Bike to Work Day event and the Employer Recognition Awards.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

The foundation for FY2009 marketing efforts were established in a marketing brief distributed to network members in August 2008. The strategies behind the FY09 second half marketing campaign continued to be based on the findings of the 2007 State of the Commute Survey, 2007 GRH Survey Report, and the Commuter Connections Stakeholder Attitudes and Opinions, April 2007. A separate analysis conducted by Odonnell Company looked at the implication of the findings on specific marketing strategies. Specifically, this analysis noted the following findings:

- All other modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.
- One in every three reported trips was either avoided entirely or made with an alternative to driving alone.
- Women and men are increasingly equal in their percentage of using alternative transportation.
- People with incomes above \$30,000 per year are a discretionary market with opportunity for growth in ridership. No further distinction in income (for example, above \$50,000 per

¹ www.washingtondcgasprices.com

year) was indicated, so all income levels above \$30,000 can be targeted with campaign messages.

- The top reasons for using alternative transportation included save money (18%); changed jobs or work hours (18%) and save time (13%).

Commuter Connections launched its spring FY09 campaign in February 2009 with new creative designed to reach out and address the issues commuters are facing. The Rideshare campaign invited commuters to explore all options and “Try a Different Way to Get to Work”. Rather than focusing on gas costs as the sole incentive to rideshare, the campaign took a lighter approach to emphasize the other benefits of leaving a single-occupancy vehicle at home. The Guaranteed Ride Home campaign highlighted the comfort and control commuters can feel by registering for the Guaranteed Ride Home program. In addition to paid and value-add media, Commuter Connections network members stepped up with an impressive contribution of donated transit space throughout the region to maximize the reach of the umbrella marketing effort. COG supported this effort by funding printing of the transit marketing materials through the Commuter Connections regional marketing budget.

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. Major services include ridematching for carpools and vanpools and administration of the Guaranteed Ride Home program. Through its Employer Services 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
Virginia Department of Rail and Public Transportation	Dulles Area Transportation Association (DATA)	Tri-County Council for Southern Maryland
Virginia Railway Express	Washington Area Bicyclist	Washington Metropolitan Area

(VRE)	Association (WABA)	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
Northern Neck Rideshare/PDC	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission

Cornerstones of the Marketing Program

The key products and services that were featured in the marketing program included 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. Other areas included in marketing outreach included transit, bicycling and teleworking.

The objectives of the program included 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 primary resource for alternatives to driving alone.
- Promote awareness of Ridematching services and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service and increase applications for the program.

Messaging Strategy

The second half of FY2009 saw the launch of new creative for the spring umbrella campaign. Commuters were urged to “Try a Different Way to Get to Work” with Commuter Connections’ Ridematching program where “a fresh approach to saving money, time and the environment” is offered. The print creative offered visual strength delivered with a sense of lightness to help reduce resistance to sharing a ride. The sense of spontaneity and the uplifting feel of the concept fed into the positive benefits offered by the Ridematching program and reminded us that change, possibility and open-mindedness to a new way is a simple choice that can be made at any time. The bright colors were in stark contrast to the economic downturn and offered positive energy and promoted trying a different way to work. Individual benefits of ridesharing were brought forth in the payoff line of “a fresh approach to saving money, time and the environment”. The sense of play, fun, and lightness were echoed in the radio ads where the use of a pogo stick sound effect and rickshaw grabbed the listeners’ attention before delivering Commuter Connections’ main message.

The Guaranteed Ride Home program is the insurance policy that most commuters hope they will not have to use but are reassured to know is there. Using the Commuter Connections’ blue branding color as the predominant color, a contrasting bright orange was used to be visually hard hitting. Up close and personal graphics demonstrated the benefits of the Guaranteed Ride Home program. Commuters were offered a way to raise their comfort level while remaining in control. The print and radio concepts were tightly coupled to reinforce the message.

Spring 2009 Media Cost Flowchart

SPRING 2009 FLOWCHART																				
MEDIA	FEB		MARCH			APRIL				MAY			JUNE			COG TOTALS				
	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	
Rideshare																				\$174,750
GRH																				\$174,750
Bike to Work Day																			\$24,000	
Radio (Total)																				\$373,500
Coffee Sleeves																				\$52,500
Internet																				\$30,000
Bus Exterior TransIT*																				\$0
Bus Exterior Ride On*																				\$0
Bus Interior ART*																				\$0
Bus Interior DASH*																				\$0
Bus Shelters Ride On*																				\$0
Van Magnets VPSI *																				\$0
Direct Mail*																				\$0
WSJ Print Ad																				\$5,800
Contingency																				\$3,000
Total																				\$464,800
GRH Only																				
Rideshare Only																				
GRH/RS																				
Bike To Work Day																				
Employer Recognition Awards																				

* Printing expenses only

Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign utilized a mix of proven media avenues as well as non-traditional media to raise GRH awareness among commuters and increase applications for the program. 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%), with a special emphasis on Prince William (20%) and Fairfax Counties (18%); work in D.C (60%) and Virginia (30%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Media Objectives: Rideshare

The campaign to promote the Rideshare program used a mix of traditional and non-traditional approaches to maintain awareness among commuters and increase applications for this program.

Target market:

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (20%)
- \$60,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Work for employers with 250+ employees
- Live in Virginia (64%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for federal agencies (54%) and private sector (30%)
- Professional (40%), Executive/managerial (19%), and administrative (18%)

Geographic Targeting

Washington D.C. DMA

Rideshare Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Brand Character

The Commuter Connections network wishes to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' new online ridematching system, commuters registering for the ridematching service were given direct access to other commuters who were looking to carpool as well as 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.

Radio

During the spring campaign, radio was used as the anchor medium for the campaign with a broad mix of radio stations including Spanish-speaking commuters with spots running on WLZL, El Zol. In total, the following 8 D.C.-focused stations and 4 exurban stations were used during the campaign:

WAFY (Key 103.1FM)	WFLS (93.3FM Real Country, Fredericksburg)	WRQX (Mix 107.3FM)
WASH (Soft Rock 97.1FM)	WFRE (99.9 Free Country, Frederick)	WSMD (Star 98.3FM Mechanicsburg)
WBIG (BIG 100 100.3FM)	WLZL (El Zol, 99.1FM)	WTGB (94.7 The Globe)
WBQB (B101.5FM Fredericksburg)	WPGC (Urban AC)	WTOP (News/Talk 103.5FM)

Two radio spots were written and produced to deliver the messages of the Guaranteed Ride Home and Ridematching campaigns. The radio campaign rotated between Rideshare and Guaranteed Ride Home weeks for a total of a 10 week on-air period from February 23 until June 28. No Rideshare or Guaranteed Ride Home spots aired during the three week period when the Bike to Work Day spots aired, April 20 through May 10.

WLZL translated into Spanish and produced the "Comfort Level" Guaranteed Ride Home spot and the "Different Way to Work" Rideshare spot for the campaign.

The following spots were developed in support of the spring campaign:

Guaranteed Ride Home::60—"In Control"

A businessman, used to being in control of every situation, is concerned that by carpooling, he will no longer be in control. His wife reassures him that he's always in control since he has registered with the Guaranteed Ride Home program that will provide him with a ride home should an unexpected family or personal emergency arise.

Guaranteed Ride Home::60—“Comfort Level”

A stressed-out executive loses it. He has been told he must work late to finish a project but he can't find the project folder and he's worried about missing his vanpool. His co-worker reminds him that Guaranteed Ride Home will get him home in case of unscheduled overtime. He regains his composure, thanks his co-worker for saving him, who in turn reminds him that it was registering for Guaranteed Ride Home that saved him.

Ridesharing::60—“Pogo Stick”

Co-workers discuss another co-worker's unique attempts to save time and money on his commute. In this case, the co-worker has opted to try a pogo stick much to the amusement of his colleagues. The discussion centers around the benefits offered by Ridesharing, namely saving time, money, and the environment, and how simple it is to register by calling Commuter Connections.

Ridesharing::30—“Different Way to Work”

It's the end of the work day and employees are getting ready to head home when one employee offers to bring the rickshaw around. The rickshaw is being used as a way to save money on the commute since the employee has not been able to find anyone to rideshare with. He is reminded of the ease of Commuter Connections' new online ridematching system to find carpools.

Value Added Promotions

For the spring campaign, all radio stations were asked to promote the benefits of Commuter Connections' new online ridematching system. The radio stations responded with a mixture of promotional ideas.

The value added promotions provided as part of the spring campaign included:

- WASH, WBIG, and WMZQ ran the Rideshare Tuesday promotion.
- WRQX (Mix 107) sponsored a contest in April with a Metro SmarTrip Card for \$107 as the prize. Entrants were asked to provide details on how they planned to utilize it.
- WAFY sponsored a contest in June with a bicycle as the prize. Entrants were asked to provide commuting ideas or how to save on commuting costs.
- Commuter Connections took part in interviews with Guy Lambert for WPGC's Public Affairs Show and on WLZL's "Tu Familia Zol" program.
- WFLS provided Commuter Connections information in an e-blast to their database of 16,000 station club members.
- Bonus spots were included on most of the value add promotions. Most stations also plan promoted Commuter Connections on their station web sites.

The screenshot shows the website for MIX 107.3 with a navigation bar at the top containing links for HOME, JACK DIAMOND, ON-AIR, MUSIC, VIDEOS, PODCASTS, BLOGS, CONTESTS, PICS /EVENTS, MOBILE, COMMUNITY, and STATION INFO. The date May 26, 2009 is displayed in the top right corner. The main content area is titled "MIX 107.3 CONTESTS" and features a purple banner for "COMMUTER CONNECTIONS" with the tagline "A SMARTER WAY TO WORK". Below the banner, text promotes a contest where users can win a \$107 Metro Fare Card by registering for the "Guaranteed Ride Home" program. The text explains that users who carpool, vanpool, bicycle, walk, or take public transit at least twice a week are eligible. It also includes a "Register today" link and a "Log-in to Loyal Listener Club" section with two checked options: "It is ok for MIX 107.3 to email me periodically" and "Send email in HTML format (when available)". On the right side, there is a "PODCASTING" section with three entries: "JDMS: Cavalcade Of Comedy May 26, 2009", "JDMS: Current Events Quiz May 18, 2009", and "JDMS: Shirley Jones wants to pose for Playboy...". Each entry includes a "Listen" link. At the bottom right, there is a "MIX WEATHER" section.

In addition to the value add promotions provided by the radio stations, the coffee cup sleeve vendor sponsored a Commuter Connections coffee day on Tuesday, May 5th, from 8 AM to 10AM at the Cornerstone Cafe at 1501 M St. NW. As part of the promotion, the café provided free coffee for 2 hours for up to 200 customers. Balloons were provided by the vendor and Commuter Connections representatives were on hand to answer questions and distribute literature.



Commuter Connections coffee day event at the Cornerstone Cafe

Internet Advertising

Internet advertising during the spring campaign included rotating sizes of banner ads served to specified web sites and geo-targeted to IP addresses in the Washington D.C. DMA.

The selection of web sites for the placement of web banner ads for the spring campaign focused on those sites providing top performance on previous campaigns. Sites that have performed well, ad sizes that have performed well, tuning ad placement to meet the target audience demographics, as well as Internet trends, all factored into the placement of the Internet ads for the spring campaign.

Historically, weather sites have been among the top performers for all Commuter Connections campaigns. "Popunder" ads, those ads presented in a window left behind when you close the browser, have also delivered top performance. The campaign saw the inclusion of major job web sites as the 2007 State of the Commute Survey indicated a correlation between changing job or work hours and switching to alternative transportation.

In addition to selecting sites based on past performance, the prevalence and adoption of social media and networking sites has grown considerably over the past year. The 2nd half of the year TDM Marketing campaign acknowledged this growth and included a Facebook ad as part of the Internet ad placements.

Ads are served to the selected websites through iii-interactive. iii-interactive works with online publishers to provide cost-effective serving of Internet advertising in a streamlined manner.

The following sites were used in the campaign:

- Monster
- iii-interactive.com run-of-network geo-targeted by IP address
- Facebook
- Accuweather
- Washington Times

Four banner ad sizes, 160x600, 300x250, 720x300, and 728x90 were used for the campaign. One Rideshare and one Guaranteed Ride Home ad were provided in each size with equal rotation of both ads. For Facebook, 2 Rideshare and 1 Guaranteed Ride Home ads were created with equal rotation between the Rideshare and Guaranteed Ride Home ads.

Statistics were collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and CTR (Click Through Rate), ad sizes and site placement were adjusted to provide optimal performance.

Within the first few weeks of the campaign, the Rideshare leaderboard ad (728x90) on Monster was outperforming the same size Guaranteed Ride Home ad by a factor of 4. This performance would seem to confirm survey results that commute alternatives are re-evaluated when considering a change in jobs. Based on the performance data, the campaign was optimized to

serve only Rideshare ads of this successful size on Monster and to increase GRH ad presence on sites where performance of GRH ads were better than that of Rideshare ad performance, e.g., Washington Times.

New this spring was the inclusion of Facebook ads as part of the Internet advertising. Facebook allows ads to be specifically targeted to certain demographics. The first two months of the campaign had the Rideshare and GRH ads targeted to the 35+ age market in the metropolitan Washington D.C. area. As the Facebook audience is dominated by a younger market, the last two months of the campaign incorporated the younger market by targeting those in the metropolitan Washington D.C. area in the 25+ age range. The click thru rate was slightly better for the 35+ market. See Appendix for results.

The screenshot shows the Monster.com job search interface. At the top, the Monster logo and tagline 'Your calling is calling™' are visible. A search bar contains 'sales' and 'Washington, DC'. Below the search bar, there are navigation tabs for 'Home', 'Profile & Resume', 'Jobs', 'Career Tools', and 'Advice'. A 'Security Notice!' is displayed. The main content area shows 'Job Search Results | sales, Washington, DC, US' with a large orange banner for 'RIDESHARE COMMUTER CONNECTIONS'. Below the banner is a table of job results, sorted by 'Most Relevant'. The table has columns for Date, Job Title, Company, Location, and Miles. The right sidebar contains 'Quick Tips', 'More Options' (including Saved Searches and Saved Jobs), 'Current Search' filters (sales, DC, US, Washington, Distance: 20 miles), and 'Narrow Your Results' (Posting Date and Industry).

Date	Job Title	Company	Location	Miles
02/21	Sales! Sales Made Easy! Offer Free Eq	Crescent Processing Co	Washington, DC, 200	0.2
02/25	Sales! Sales Made Easy! Offer Free Eq	Diamond Processing	Washington, DC, 200	0.2
02/28	Sales! Sales Made Easy! Offer Free Eq	Diamond Processing	Washington, DC, 200	0.2
01/16	Pre-Sales Engineer, BI Software, OOA/OOD	MRINetwork	Washington, DC	0.4
01/22	Leading Litigation Support Solutions Compai	Peak Litigation Support	Washington, DC	0.4
02/06	Sales Rep 2866	MRINetwork	Washington, DC	0.4
02/09	Program Manager - Inbound-Outbound Sale	XM Satellite Radio, Inc.	Washington, DC	0.4
02/12	Sales! Business Development! Staffing! Mar	AQUENT	Washington, DC	0.4
02/16	Washington D.C. - Energy Sales Specia	Johnson & Johnson Far	Washington, DC	0.4
02/16	Capital Equipment Sales: Chemistry Focus (MRINetwork	Washington, DC	0.4
01/15	Territory Sales Manager (TIS) - Washington	Terumo Medical Corp.	Washington, DC	0.4
02/19	Sales Executive / Account Representative 2	MRINetwork	Washington, DC	0.4
02/20	GSA Sales Manager	RT London	Washington, DC, 56944	0.4
02/20	Field Sales - Washington, DC	Company Confidential	Washington, DC	0.4
02/24	SALES REPRESENTATIVE- Washington DC	Polymedco, Inc.	Washington, DC	0.4

Home
Profile & Resume
Jobs
Career Tools
Advice
Hi Byung-Ho

Search For Search

Browse: [All Career Snapshots](#) | [Showcase Career Snapshots](#)
My Saved Data

Research jobs with Career Snapshots

- ✓ Are you in the right career? Check out the snapshot for your job to make sure you're highlighting the right details on your resume.
- ✓ Are you ready for a new career? Career Snapshots give you all the details on an occupation, including tasks, skills and employment projections.
- ✓ Monster's Career Snapshots tool lets you explore thousands of different jobs. We'll help you take your career to a new level!

Jobs that...

- > [are in libraries](#)
- > [keep you moving](#)
- > [are in labs](#)
- > [require attention to detail](#)
- > [are green](#)
- > [let you design things](#)
- > [are for people who like writing](#)
- > [could make you famous](#)

Jobs that are in libraries

- > **Library Assistant**
- > [Audiovisual Librarian](#)
- > [Reference Librarian](#)
- > [Media Library Specialist](#)
- > [Photo Library Assistant](#)

Library Assistant

a.k.a. Library Clerk

Compile records; sort and shelve books; issue and receive library materials; locate library materials for loan and replace material in shelving area, stacks...

Number of similar jobs posted on Monster:	Rate of Growth in percent:
97	7.90 %
Average when compared with other industries	
Size of Industry in 2006:	Size of Industry in 2016:
116,000	125,000

Source: Bureau of Labor Statistics, May 2006

[Get Details](#)

Featured Jobs

<p style="font-size: 8px;">TECHRP</p> <p style="font-size: 8px;">Assistant Communications Project Manager San Francisco, CA</p>	<p style="font-size: 8px;">Howard Hughes</p> <p style="font-size: 8px;">Medical Inst. Administrative Assistant I Stanford, CA</p>	<p style="font-size: 8px;">Bank of Stockton</p> <p style="font-size: 8px;">Investment Sales Assistant Lodi, CA</p>	<p style="font-size: 8px;">Company Confidential</p> <p style="font-size: 8px;">Project Assistant - Toy Manufacturer Oxnard, CA</p>	<p style="font-size: 8px;">VS Associates, Inc.</p> <p style="font-size: 8px;">Executive Assistant to Executive Director Canoga Park, CA</p>
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Commuter Connections Web Site Graphic

A graphic that reflected the umbrella campaign was created for placement on the Commuter Connections web site home page to provide a visual tie from the umbrella campaign to the Commuter Connections web site. This area of the home page is used to reflect current campaign efforts and has been used for the Rideshare Tuesday and Bike to Work Day campaigns as well as the umbrella campaign.

The screenshot shows the Commuter Connections website home page. At the top, there is a blue header with navigation links: "SEARCH", "QUICK LINKS", "ORDER BROCHURES", and "BULLETIN BOARD". Below this is the Commuter Connections logo with the tagline "A SMARTER WAY TO WORK". To the right of the logo are three green buttons: "CLICK HERE TO SET UP OR ACCESS A COMMUTER CONNECTIONS ACCOUNT", "SIGN-UP FOR COMMUTE OPTIONS & MATCHES", and "SIGN-UP FOR GUARANTEED RIDE HOME PROGRAM". Below the header is a row of navigation tabs: "COMMUTER PROGRAMS", "EMPLOYER PROGRAMS", "COMMUTING RESOURCES", "ABOUT US", and "NEWS & EVENTS".

The main content area features a large banner image of a smiling baby with the text "MADE IT THERE WHEN IT MATTERED" overlaid. Below the banner is a blue bar with the text "Our Network of Organizations Provides Free Commuter Assistance in the District of Columbia, Maryland and Virginia". To the right of the banner is a smaller image of a person's legs on a pogo stick with the text "OVER 30 NETWORK MEMBERS".

Below the banner are four columns of content:

- Traffic Cameras:** Three links: "Traffic Cameras Powered by District Department of Transportation", "Traffic Cameras Powered by Maryland Department of Transportation", and "Traffic Cameras Powered by Virginia Department of Transportation".
- Construction Projects:** Six links: "I-66 project still has support >", "HOT Lanes Underway >", "I-66 Spot Improvements Blocked >", "Metro and Maryland Ready To Spend >", "Leaders want more info on HOT lanes >", "HOT lane plans draw skepticism >", "O'Malley willing to hear ICC concerns >", "Bill would allow speed cameras in highway zones in Md. >", "Funds Approved For Battle Street: Manassas Council 'Fast-Tracks' Upgrade >", and "VDOT to hold meetings on HOV, HOT lanes >".
- Upcoming Events:** Three links: "Spring 2009 Telework Exchange Town Hall Meeting- April 8, 2009 >", "National Bike Summit- March 10-12, 2009 >", "Telework In a Box Event Series- February 26, 2009 >", and "Confident City Cycling Classes- February 21, 2009 >".
- Featured Network Member:** "Harford Commuter Assistance" with a description: "Harford Commuter Assistance in Harford County Maryland helps those seeking a transportation alternative away from the single occupancy vehicle. Harford Commuter Assistance can help you save time and money by connecting you to commuting options with a free carpool/vanpool ridesharing service. They also provide information about mass transit including the MARC commuter train as well as bicycling alternatives. Commute Smart - A Clean Commute is a Clear Choice." and a link "View all of our network members >".

Coffee Cup Sleeves

Coffee cup sleeves are practically as ubiquitous as single occupant vehicles on the road. During the spring, the campaign distributed at least 525K, customized 4-color ad sleeves over a 4 month time period in coffee cafes located in Virginia, Maryland, and Washington D.C. Ad sleeves were distributed to coffeehouses for free and leveraged their most powerful touch-point to enhance the consumer experience.

See Appendix for a list of the cafes that distributed the Commuter Connections campaign messages.



Commuter Connections to go on cups of coffee

Member Donated Space

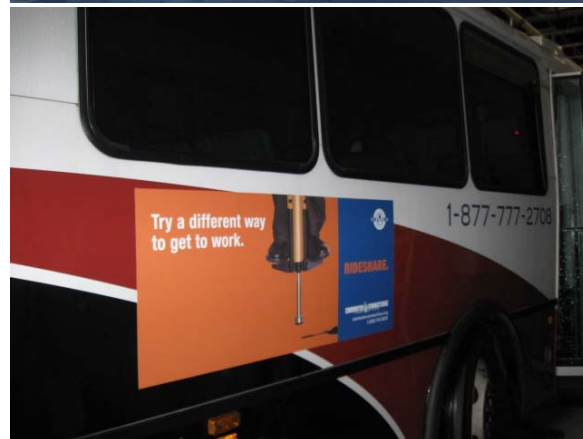
The free contributions of Commuter Connection network members are much valued as an effective channel for communicating the Commuter Connections message. By delivering the Commuter Connections message along the much traveled commuter routes, Commuter Connections is assured frequency of message in an affordable and effective manner. Commuter Connections has received generous donations of space on transit interiors and exteriors, shelters, and vanpools from the following network members:





MARC Train cards with Guaranteed Ride Home message

Montgomery County Ride On and Loudoun VRT buses



Montgomery County Ride On and Loudoun VRT buses with Rideshare and Guaranteed Ride Home messages



Frederick TransIT bus exterior with the Rideshare message

Direct Mail to Households

A direct mail campaign was mailed in late June to 450,000 households with persons age 35-54 and an annual income above \$50,000. A tear off card was included so the recipient can easily apply for either ridesharing and/or the GRH program, or request additional information. Printing and associated mailing costs for the campaign totaled \$99,903.50.

Please tear along perforation line at bottom. Mail and tape sheet prior to mailing back.

REGISTER FOR CARPOOL RIDESHARING OR GUARANTEED RIDE HOME TODAY! Consider the benefits of the Guaranteed Ride Home program. A and/or B and return it today!

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

Which of the following do you use to get to work?
 Drive Alone Carpool Metro/Bus Bike
 VHS taxicab Motorcycle

How many days per week do you use to get to work?
 1 2 3 4 5 6 7

Information and Schedules: Please check the appropriate box.
 Metro/Bus Taxicab Motorcycle

Section B - Carpool/Rideshare
 Fill out the information below and be sure to include the names of all carpool or vanpool partners who live in the same household as you. Write letters are for your names.

If interested in a carpool would you:
 Drive Only Ride Only

If interested in a vanpool would you:
 Drive Only Ride Only

I can arrive _____ minutes before or _____ minutes after work.

*Some restrictions apply.

Whether it's an unexpected emergency or unscheduled overtime, free **GUARANTEED RIDE HOME*** gives you the control to get home when you've got to be there.




COMMUTER CONNECTIONS

(remote control.)

Try a different way to get to work.
RIDESHARE. A fresh approach to saving money, time and the environment.

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

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

Commuter Connections schedules for your metropolitan area, and Metropolitan Washington Council of Governments



Consider all the options
RIDESHARE.

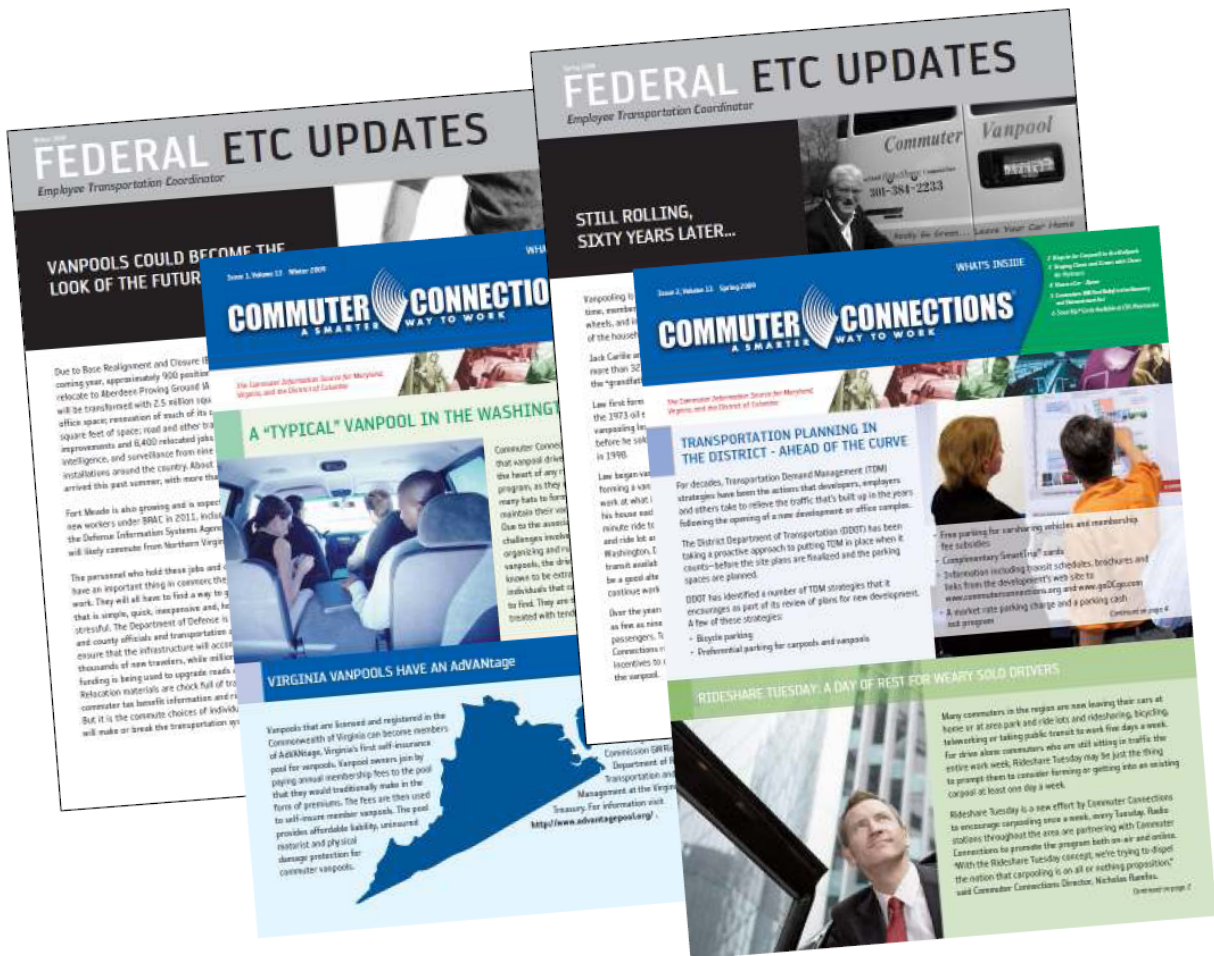


Try a different way to get to work.

PRESORTED
 FIRST CLASS
 U.S. POSTAGE
 PAID
 Permit No. 9770
 Washington D.C.

Commuter Connections Newsletter and Federal ETC Insert

Winter and Spring editions of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, were produced during the second half of FY2009. The six page 4-color newsletter was distributed to approximately 5,000 employers and is mailed quarterly. It was 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 was also placed online at www.federaletc.org.



Special Events

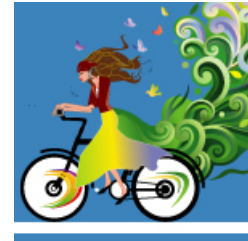
Bike to Work Day

The sun shone on May 15, 2009 as over 8,000 of commuters registered to bicycle to work on Bike to Work Day. Adults 25-49, slightly skewed toward men, with a household income above \$30,000 were targeted through radio advertising at a cost of \$24,000. Employers and employees were targeted through a distribution of 75,000 posters and rack cards. Signage appeared on Downtown Circulator buses. T-shirts were provided to 7,500 bicyclists who registered and participated. A sponsorship drive resulted in 31 sponsors and generated contributions to offset some of the marketing costs. The younger target audience was reached through pages on the social networking sites, Facebook and Twitter.



Secretary of Energy Stephen Chu speaks at Freedom Plaza on Bike to Work Day.
(Photo by Alex Wong/Getty Images North America)

The graphic elements developed for Bike to Work Day had a strong visual presence on both print and Internet appearing on many network member web sites and social networking sites.



A Facebook group and Twitter account were created for Bike to Work Day in mid-April. This was one of Commuter Connections' first forays into social networking and was a learning experience for all involved. The Facebook page garnered 57 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following 132 users on the day of the event and being followed by 89. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

facebook Home Profile Friends Inbox Karen Hope-Murray Settings Logout Search

Bike to Work

Global

Basic Info
 Type: Common Interest - Beliefs & Causes
 Description: Come celebrate Bike to Work Day in Metro DC on Friday, May 15th, 2009!

Commuter Connections and the Washington Area Bicyclist Association (WABA) are teaming up in Metro DC to get the community on their bikes and hopefully turn the occasion into a habit, which can save both the environment and money, as well as offer many health benefits.

Held across the nation during the month of May, Bike to Work Day is an effort to promote cycling as an alternative way to commute to work. It is being sponsored by Commuter Connections, WABA, City Bikes, Crystal City Business Improvement District, H&C Bank and DC Lottery.

Contact Info
 Email: ndematching@mwcoq.org
 Website: http://waba.org/
 Office: Metropolitan Washington Council of Governments
 Location: 777 North Capitol Street, NE Washington, DC

Members
 Displaying 8 of 57 members See All

Charles Greer, Lane Cebowski, Gretchen A Hilburger, Joe Hanson, Mandi L. Res Hodgson, Kimberley Hodgson, Ashley Carlson

Discussion Board
 Displaying 1 discussion topic Start New Topic | See All

Hints for first timers
 3 posts by 3 people Updated on May 14, 2009 at 10:11am

The Wall
 Displaying 5 of 7 wall posts. See All

Write something...

Group Type
 This is an open group. Anyone can join and invite others to join.

Admins
 • Mia Parikh
 • Karen Hope-Murray (creator)

Events
 1 past event See All
 Bike to Work Day 2009 Throughout Metro DC Friday, May 15 at 6:00am

Related Groups
 Washington Area Bicyclist Association

Advertise
 Sell AVON
 AVON
 Yes! AVON can be the answer! Take control of your finances and make more money in 2009. Click here to be an AVON representative.

Advertisement
 Dr. Oz Reveals a Secret
 Learn How a Free Product can help you...
 Look Younger
 Remove Wrinkles

twitter Home Profile Find People Settings Help Sign out

BIKE TO WORK DAY 2009 FRIDAY MAY 15

What are you doing?

Latest: 8 days ago

Home

NPR NedWharton Having a very pleasant day taking pictures at a dog park along Four Mile Run. *half a minute ago from TwitterFox*

kmossier42 @ The lady at the post office apparently didn't think it was as funny as I did when I asked how much it would cost to ship Owen to Abu Dhabi. *1 minute ago from UberTwitter*

Whittle RT @paisleythoughts if anyone is looking for the missing beyonce video props they're in ciara's basement. < hahaha *3 minutes ago from mobile web*

robinpam Oh Beyonce, was Single Ladies not enough? RT. @DanaGoldstein: I mean look at the wink when she sings "ego." <http://bit.ly/SB7XS> *4 minutes ago from TwitterFox*

brandonnugent satellite by Guster - not a bad song... *7 minutes ago from twitter*

frausallybenz RT @remind_org We are now at \$17,602.25! Keep the momentum going! #TweetToRemind *12 minutes ago from TwitterFox*

BikeToWorkDay
 132 following 86 followers 42 updates
 Tweetpic is an image shared on Twitter via Tweetpic, a photo sharing service.

Home
 @BikeToWorkDay
 Direct Messages 4
 Favorites

Trending Topics
 Memorial Day
 Follow Friday
 TOIF
 #firstrecord
 #SaveEarl
 Adam Lambert
 #smbmsp
 #otemcny
 Idol
 Kris Allen
 Following

Employer Recognition Awards

The Commuter Connections Twelfth Annual Employer Recognition Awards program recognized employers who initiated or enhanced outstanding commute/telework programs at the worksite to assist their employees. Winners and nominees were honored at an awards ceremony on June 23, 2009. A special invitation and program booklet were produced for this popular event. Following the event, a ¼ page advertisement appeared in the Wall Street Journal (Washington/Baltimore edition).

86 Wednesday, June 24, 2009 THE WALL STREET JOURNAL

MEDIA & MARKETING

Setanta Pulls Plug in Britain Administrators Take Over Unit of Irish Sports Broadcaster

By ANDREW TRIMMER

Setanta Sports Holdings Ltd. pulled its U.S. unit in a surprise move Tuesday after the Irish sports broadcaster revealed that it is a long-running struggle to refinance its aging business.

Businesses to pay those in the Irish equivalent of bankruptcy court if they finance last year to ESPN, the sports network now owned by ESPN Inc. in the U.S. rights to the network. The Irish Premier League soccer games. Setanta's 200 U.S. set players have been sold off, and about 500 workers in the U.S. are being laid off.

The move, which has a 500,000 U.S. subscribers and 200,000 in Ireland, and it would stop broadcasting in the U.S. The deal is expected to cost about \$100 million in the next few months.

Setanta's Irish unit involves several business units, mainly sports broadcasting operations in the U.S. and Ireland, and several other units with potential losses. Setanta's Irish unit, one of three Irish units, was sold to a private equity group. The Irish unit was sold to a private equity group. The Irish unit was sold to a private equity group.

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A Setanta spokesman at an English Premier League game in February.

Wanted to Run News Corp.'s U.K. Papers

By AARON O. PATRICK

News Corp. president Richard Black, chief of its U.S. unit, to oversee the business operations of the U.K. newspapers.

The 61-year-old Mr. Black is among the cadre of executives leaving News Corp. executives who have been grouped in recent years for senior roles in the media companies. A former of News Corp. Chairman and Chief Executive Rupert Murdoch, Mr. Black is regarded as one of the most powerful executives in the U.K.

Mr. Black's departure is a surprise. He has been a key figure in the U.K. operations of News Corp. U.K. unit. Mr. Black will have responsibility for the Times, the Sunday Times, the Sun and the News of the World, effective Sept. 1. He will assume responsibility for the U.K. operations of News Corp. U.K. unit.

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Hollywood Web-Site Sale Reflects Growing Clout

By LAUREN A.E. SCHNEIDER

Hollywood reporter blogs, including major media companies, newspapers and magazines.

Despite Hollywood's long history of media companies, the industry is now a hotbed of new media companies. The industry is now a hotbed of new media companies. The industry is now a hotbed of new media companies.

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TRAFFIC REPORT

Most Popular Articles on WSJ.com on June 23

1. U.S. to Kill Say-Sabote Program	3. What Your Body is Telling You
2. Suit's Death: The Car's Ailing Why	4. Queen's Death: A Doctor's Reflections on Health-Care Reform
3. Iran's Web Spying Gets Western Aid	5. North Korea's New Life After the DVD
4. What Your Body is Telling You	6. Why Business Plans Don't Deliver
5. D.C. Moves To Kill Coking Killing Six	7. Queen's Death: A Doctor's Reflections on Health-Care Reform

Top-Rated U.S. Broadcast Network Programs For the Week Ended June 21

Time	Network	Viewers in millions*
1. 10P	CBS	10.4
2. Two and a Half Men	CBS	10.2
3. The Mentalist - Tuesday	CBS	10.1
4. CSI	CBS	9.7
5. The Mentalist - Thursday	CBS	9.0
6. The View: The Car Show - Wednesday	Fox	8.5
7. The Big Bang Theory	CBS	8.4
8. 10P Movies	CBS	8.3
9. CSI: Miami	CBS	8.3
10. Criminal Minds	CBS	8.0

Consumer Electronics Association (CEA) - Incentives
Tyson's Corner Center - Marketing
Noblis - Telework

We salute the 2009 Employer Recognition Award winners.
 At the forefront of commute-friendliness. Join in.

Honoring these employers for voluntarily implementing innovative commute transportation and telework benefit programs.

(800) 745-REIDE
www.commuterconnections.org

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

JOIN US



TUESDAY, JUNE 23, 2009

8:30 a.m.

AT THE NATIONAL PRESS CLUB

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

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

RSVP by JUNE 16, 2009
Invitation admits two people
RSVP to Stacey Walker, swalker@mwkog.org, 202.962.3327

is your workplace at the forefront
of commute-friendliness?

We congratulate employers in the Washington metropolitan region who voluntarily initiate programs encouraging employees to use commute alternatives. Awards will be given to one employer in each of the following categories: Incentives, Marketing, and Telework.

**20 EMPLOYER
09 RECOGNITION
AWARDS**
THE METROPOLITAN WASHINGTON
COUNCIL OF GOVERNMENTS

Commuter Connections in the News

Commuter Connections figured prominently in transportation-related articles as either a source for transportation solution as or as an advocate for transportation alternatives to the single occupant vehicle commute. Special events factored prominently in the coverage with significant media attention around Car Free Day in September and Bike to Work Day in May, plus an article in the Washington Post following the Employer Recognition Awards.

Media	Description	Date
Associated Press	<i>Good luck getting around D.C. on Inauguration Day</i>	1/4/2009
WAMU	<i>Commuter Connections Observes Drop in Participation</i>	2/8/2009
WPGC	<i>Interview Taping</i>	4/1/2009
Washington Examiner	<i>Online ride-sharing tool expanding beyond only workday needs</i>	4/22/2009
washingtonpost.com	<i>Loudoun Gears Up for Bike to Work Day</i>	4/30/2009
Coalition for Smarter Growth	<i>Bike to Work Day</i>	5/8/2009
The Wash Cycle Blog	<i>BTWD 2009 Dignitaries</i>	5/11/2009
Washington Examiner	<i>Three-minute interview - Eric Gilliland</i>	5/12/2009
FrederickNewsPost.com	<i>Commuters encouraged to pedal to work Friday</i>	5/12/2009
expressnightout.com	<i>Wheeling in Employees: How to Keep Cyclists Happy at the Office</i>	5/12/2009
washingtonexaminer.com	<i>Area commuter train services becoming more bike-friendly</i>	5/13/2009
WJLA News Channel 8	<i>A preview of Bike to Work Day (Video)</i>	5/13/2009
Loudoun Independent	<i>Loudoun Hosts Bike to Work Day on May 15</i>	5/13/2009
FrederickNewsPost.com	<i>Traveling Through - Forget high gas prices, bike to work</i>	5/13/2009
Press Release	<i>Secretary Chu to Participate in Bike to Work Day and Speak at Freedom Plaza Rally this Friday</i>	5/14/2009
PBS	<i>Washington D.C.'s Bike to Work Day 2009</i>	5/15/2009
NachoFoto	<i>Photos</i>	5/15/2009
Wall Street Journal Blog	<i>Energy Secretary Chu Rides Herd on CO2 with \$5,000 Bike</i>	5/15/2009
The Wash Cycle Blog	<i>Blog: Bike to Work Day 2009</i>	5/15/2009
Leesburg Today	<i>Commuters Come Out In Droves To Bike To Work</i>	5/15/2009
washingtonpost.com	<i>Spotted: Chu Marks Bike to Work Day</i>	5/15/2009
Loudonextra.com	<i>Loudoun Celebrates Bike To Work Day</i>	5/15/2009
Waba.org	<i>Bike to Work Day Draws Thousands</i>	5/15/2009
D.C. MetBlog	<i>Highlights from Bike to Work Day</i>	5/17/2009
WUSA 9	<i>Bike to Work Day in the District</i>	5/18/2009
Gazette.net	<i>Washington traffic experts travel to Frederick County</i>	5/18/2009
Bike Commute Tips Blog	<i>NPR reporter survives (!) Bike to Work Day</i>	5/20/2009
The Wash Cycle Blog	<i>More on Bike to Work Day 2009</i>	5/20/2009
Ashburn Today	<i>Bikin' To Work</i>	5/22/2009
Fastnotes	<i>Bike to Work Day 2009 - a BIG success!</i>	Spring 2009
Big 100.3 website	<i>Events: Bike to Work Day</i>	May-09
DC 101.1	<i>City Bikes Bike to Work Day Radio Promo</i>	May-09
Washington Post	<i>Ride-Share Work Expands Beyond the Daily Grind</i>	7/2/2009

Live Near Your Work

With low interest rates, drops in home prices, and reports of the “Beltway Burden” from the Urban Land Institute, the time is ideal to consider living near to your work. A postcard and print ad was created for Prince William County to invite area employers to a breakfast seminar to learn about programs available to employees working in the county.

With today's low interest rates and competitive housing prices, now is an opportunity to **shorten the distance** between workplace and home and **save on the cost** of commute and mortgage at the same time.

Have you heard?

Join us for a free breakfast and learn about great new housing opportunities and winning the commuting challenges facing you.

FRIDAY, JUNE 12
Prince William Regional Chamber of Commerce
4320 Ridgewood Center Drive
Prince William, VA 22192
8:00am - 10:00am

Hear from Housing, Finance and Transportation experts as they discuss new housing opportunities and flexible commuting options.

Working families spend a disproportionate amount of time and income on housing and getting to and from work. Learn about the Foreclosure Rehabilitation Acquisition, the new Federal Tax Credit and other programs available to employees working in Prince William County.

RSVP today: PWCCommuter@aol.com by June 9

COMMITTEE CONNECTIONS **LIVE NEAR YOUR WORK** **PRIC** **Region's Chamber**

With today's low interest rates and competitive housing prices, now is an opportunity to **shorten the distance** between workplace and home and **save on the cost** of your commute and mortgage at the same time.

Have you heard?

Join us for a **free breakfast** and hear from Housing, Finance and Transportation experts as they discuss new housing opportunities and flexible commuting options. Learn about the Foreclosure Rehabilitation Acquisition, the new Federal Tax Credit and other programs available to employees working in Prince William County.

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8:00am-10:00am

RSVP today: PWCCommuter@aol.com by 6/9

COMMITTEE CONNECTIONS **LIVE NEAR YOUR WORK** **PRIC** **Region's Chamber**

APPENDIX

Web Visits

FY08 Month	Web Visits	FY09 Month	Web Visits	+/-	+/- %
Jan-08	5,908	Jan-09	7,841	1,933	32.72%
Feb-08	5,616	Feb-09	7,139	1,523	27.12%
Mar-08	8,328	Mar-09	8,022	-306	-3.67%
Apr-08	8,018	Apr-09	6,957	-1,061	-13.23%
May-08	10,342	May-09	7,593	-2,749	-26.58%
Jun-08	13,351	Jun-09	9,324	-4,027	-30.16%
	51,563		46,876	-4,687	-9.09%

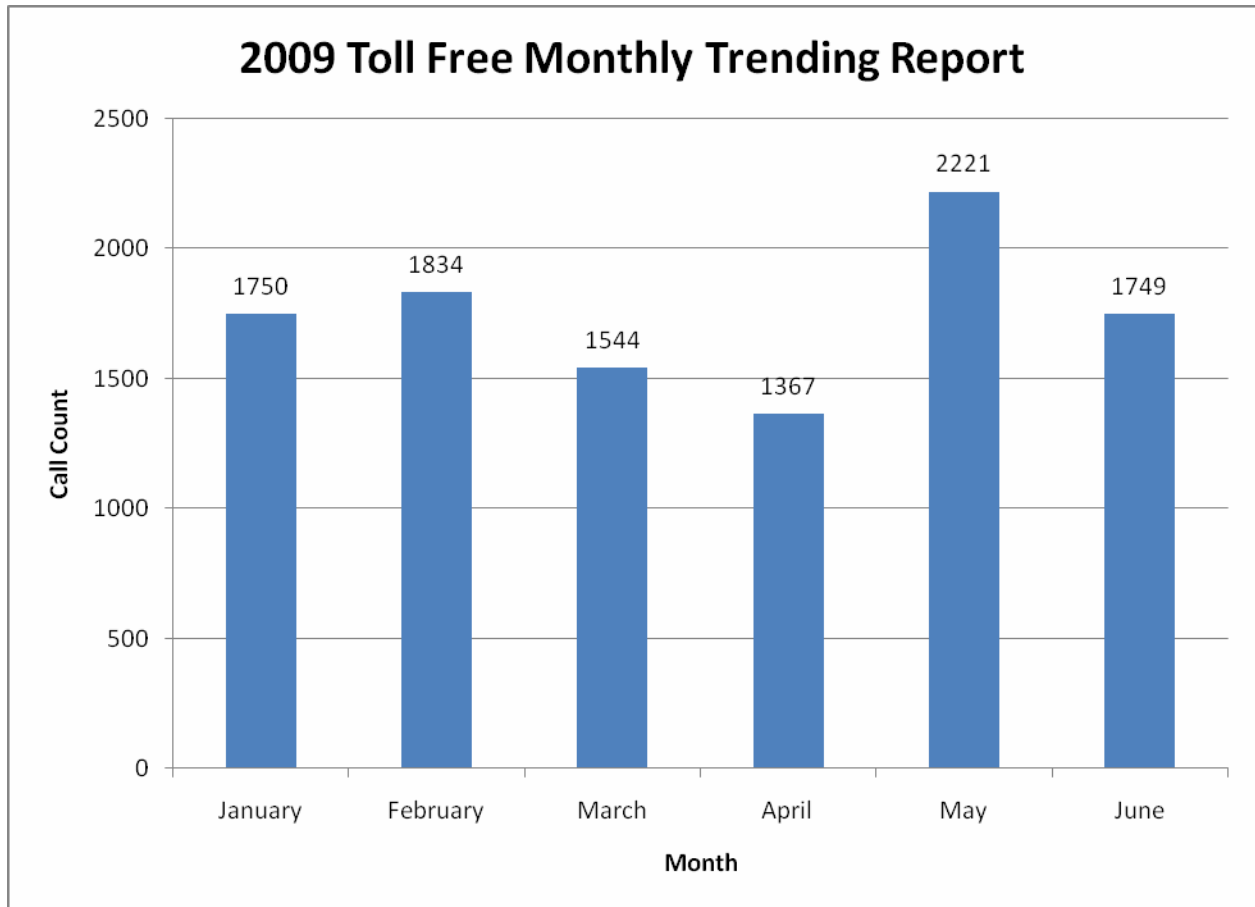
Spring 2009 Internet Activity

Website	Impressions	Clicks	CTR	CPM	CPC
accuweather	1,017,400	1,240	0.122%	\$3.00	\$2.46
monster	2,719,789	8,979	0.330%	\$5.00	\$1.51
RON popunder	1,012,606	4,033	0.398%	\$7.00	\$1.76
WashTimes	783,502	975	0.124%	\$4.00	\$3.21

Facebook

Facebook - Unicycle	856448	194	0.023%	\$1.50	\$6.62
Facebook - Pogo	852799	199	0.023%	\$1.50	\$6.43
Facebook - GRH	1686040	423	0.025%	\$1.50	\$5.98

Phone Calls



Guaranteed Ride Home Applications

FY08 Month	GRH Applications	FY09 Month	GRH Applications	+/-	+/- %
Jan-08	989	Jan-09	372	-617	-62.39%
Feb-08	688	Feb-09	326	-362	-52.62%
Mar-08	595	Mar-09	515	-80	-13.45%
Apr-08	823	Apr-09	391	-432	-52.49%
May-08	991	May-09	344	-647	-65.29%
Jun-08	1277	Jun-09	438	-839	-65.70%
	5,363		2,386	-2,977	-55.51%

Rideshare Applications

FY08 Month	Rideshare Applications	FY09 Month	Rideshare Applications	+/-	+/- %
Jan-08	923	Jan-09	370	-553	-59.91%
Feb-08	607	Feb-09	328	-279	-45.96%
Mar-08	717	Mar-09	559	-158	-22.04%
Apr-08	898	Apr-09	386	-512	-57.02%
May-08	1106	May-09	419	-687	-62.12%
Jun-08	2063	Jun-09	588	-1,475	-71.50%
	6,314		2,650	-3,664	-58.03%

Coffee Cup Sleeve Café Locations



BRITEVISION MEDIA
COFFEE SLEEVE ADVERTISING
Round 1 VENUE LIST
CAMPAIGN: Commuter Connections

DMA	Café Name	Street	City	State	Zip
Washington, DC (Hagrstwn)	Alexandria Pastry Shop	3690 H King St	Alexandria	VA	22302
Washington, DC (Hagrstwn)	Caboose Cafe	2419 Mount Vernon Ave	Alexandria	VA	22301
Washington, DC (Hagrstwn)	Capital Bagel Bakery	3610 King St	Alexandria	VA	22302
Washington, DC (Hagrstwn)	Ford Continental Cafeteria	2601 North Stevens St	Alexandria	VA	22311
Washington, DC (Hagrstwn)	June Coffee	225 Reanekers Ln	Alexandria	VA	22314
Washington, DC (Hagrstwn)	St. Elmo's Coffee Pub	2300 Mt. Vernon Ave	Alexandria	VA	22301
Washington, DC (Hagrstwn)	Uptowner Cafe	333 John Carlyle St	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Uptowner Cafe	1609 King St	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Brooklyn Bagel & Bakery	2055 Wilson Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Cafe 59	2461 S Clark Street	Arlington	VA	22202
Washington, DC (Hagrstwn)	Cedar Cafe	24050 Crystal Dr	Arlington	VA	22202
Washington, DC (Hagrstwn)	Coffee Express	1300 Wilson Blvd	Arlington	VA	22209
Washington, DC (Hagrstwn)	Festival Cafe	3701 N Fairfax Dr	Arlington	VA	22203
Washington, DC (Hagrstwn)	Gene's Market & Deli	2020 N 14th St	Arlington	VA	22201
Washington, DC (Hagrstwn)	J.'s Cookies	1700 N Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	JCL Coffee LLC -Rappahannock	2406 Columbia Pike	Arlington	VA	22204
Washington, DC (Hagrstwn)	Mochaberry Coffee	1700 N Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	Office Convenient Mart	1320 N Courthouse Rd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Skywalk Cafe	1700 North Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	Bethesda Bagels	4819 Bethesda Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Break Central	2 Bethesda Metro Ctr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Georgetown Bagelry	5227 River Rd	Bethesda	MD	20816
Washington, DC (Hagrstwn)	Janice's Espresso	6420 Rockledge Dr	Bethesda	MD	20817
Washington, DC (Hagrstwn)	Janice's Espresso 2	6420 Rock Ledge Dr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Kudo Beans	7501 Wisconsin Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Beans in the Belfry	122 W Potomac	Brunswick	MD	21716
Washington, DC (Hagrstwn)	Chesapeake Bagel Bakery	5719 Burke Centre Pkwy	Burke	VA	22015
Washington, DC (Hagrstwn)	Chesapeake Bagel Factory	6043 Centreville Crest Ln	Centreville	VA	20121
Washington, DC (Hagrstwn)	Spaghetti's	13812 Metrotech Dr	Chantilly	VA	20151
Washington, DC (Hagrstwn)	Karin's Cafe	2 Wisconsin Circle	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Olympia Coffee Shoppe	7021 Brookville Rd	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Sun Spot	5530 Wisconsin Ave	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Music Cafe	26528 B Ridge Rd	Damascus	MD	20872
Washington, DC (Hagrstwn)	Yummy Donut	7244 Muncaster Mill Rd	Derwood	MD	20855
Washington, DC (Hagrstwn)	Sun Spot Cafe	2677 Prosperity Ave	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Sunny's Cafe	9860 Main St	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Toby's Homemade	3956 Wilcoxon Dr	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Venezia Cafe	8503 Arlington Blvd	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Taylor & Madison Enterprises	5203 Leesburg Pike	Falls Church	VA	22041
Washington, DC (Hagrstwn)	BB's Bagels and Bread	5866 Ballenger Creek Pike	Frederick	MD	21703
Washington, DC (Hagrstwn)	Bella Ragazza Cafe	6109 Spring Ridge Pkwy	Frederick	MD	21701
Washington, DC (Hagrstwn)	Java Junction	5 South Summit Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Jumbo Jumbo Cafe	701 Russell Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Wow Cafe	9029 Gaither Rd	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Greensboro Cafe	8283 Greensboro Dr	Mc Lean	VA	22102
Washington, DC (Hagrstwn)	Wall Street Deli	7900 West Park Dr	Mc Lean	VA	22102
Washington, DC (Hagrstwn)	Olney Bagel Bakery	3490 Olney-Latonsville Rd	Olney	MD	20832
Washington, DC (Hagrstwn)	Uptown Cafe	10805 Parkridge Blvd	Reston	VA	20191
Washington, DC (Hagrstwn)	Wall Street Deli	12011 Sunset Hills Rd	Reston	VA	20190
Washington, DC (Hagrstwn)	Bean Bag	1605 E Gude	Rockville	MD	20850
Washington, DC (Hagrstwn)	Cafe Gallery	5635 Fishers Ln	Rockville	MD	20852
Washington, DC (Hagrstwn)	Carmen's Cafe	1115 Nelson St	Rockville	MD	20850
Washington, DC (Hagrstwn)	Research Center Deli	2275 Research Blvd	Rockville	MD	20850
Washington, DC (Hagrstwn)	Tower Cafe	1101 Wootton Pkwy	Rockville	MD	20852
Washington, DC (Hagrstwn)	West Deli	30 W Gude Dr	Rockville	MD	20850
Washington, DC (Hagrstwn)	French Confection	816 Olney Sandy Springs Rd	Sandy Spring	MD	20860

Washington, DC (Hagrstwn)	Flowers Bakery Cafe	14300 Layhill Rd	Silver Spring	MD	20906
Washington, DC (Hagrstwn)	Metro Convenience	1317 East West Hwy	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Soho Cafe & Market	8405 Colesville Rd	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Sun Spot Cafe	2277 Research Blvd	Silver Spring	MD	20850
Washington, DC (Hagrstwn)	Imagination Cafe	8714 A Gorgia	Silver Springs	MD	20910
Washington, DC (Hagrstwn)	Savory Cafe	7071 Carroll Ave	Takoma	MD	20912
Washington, DC (Hagrstwn)	White Orchid Cafe	8045 Leesburg Pike	Vienna	VA	22182
Washington, DC (Hagrstwn)	Azi's Cafe	1336 9th St NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Cafe Phillips	650 Massachusettes Ave NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Cafe Phillips Restaurant	50 F St	Washington	DC	20001
Washington, DC (Hagrstwn)	Coffee Espresso	1250 H Street NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Connie's Coffee	4224 Fessenden St	Washington	DC	20016
Washington, DC (Hagrstwn)	Cornerstone Cafe	1501 M St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Daily Market	1011 Connecticut Ave NW	Washington	DC	20036
Washington, DC (Hagrstwn)	First Cup Cafe	900 M St	Washington	DC	20001
Washington, DC (Hagrstwn)	Ford Continental Cafeteria	E Capitol St NE & 1st St NE	Washington	DC	20001
Washington, DC (Hagrstwn)	Jack's Fresh	1015 18th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Jonathan's Gourmet Deli	1120 19th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	La Baguette	2001 M Street NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Larry's Cookies	800 K Street NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Lighter Cafe	1400 I St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Lobby Mart	501 3rd St	Washington	DC	20001
Washington, DC (Hagrstwn)	Puccini Espresso	1620 L St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Rollerj and Surfer City	2024 Concessions	Washington	DC	20310
Washington, DC (Hagrstwn)	Sip of Seattle	1120 G St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Sun Spot Cafe	601 New Jersey Ave NW	Washington	DC	20001
Washington, DC (Hagrstwn)	The Coffee Break	3900 Resovoir Rd	Washington	DC	20007
Washington, DC (Hagrstwn)	The Roasting House	1004 Vermont Ave	Washington	DC	20005
Washington, DC (Hagrstwn)	Wally's World Coffee	1225 I St. NW	Washington	DC	20005
Washington, DC (Hagrstwn)	What's Your Yogurt	800 K St NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Windows Cafe & Market	101 Rhode Island Ave	Washington	DC	20001