



HANDOUTS

From previous meeting

August 2, 2005





August 2, 2005

Ride On Montgomery County



- ❑ More than 80 Routes
 - ❑ Over 82,000 Trips per Weekday
 - ❑ Fleet includes
 - 260 Large buses
 - 100 Small buses operated by contractor
-

FY'05 Results

- **Record of 25.1 million trips**
 - 8.3 percent increase in ridership from 2004
 - 43 percent increase in last 10 years

 - **Reasons were varied**
 - Better economy
 - Growth in the County
 - New services
-

FY'05 Results

■ **New Services**

- August introduced the U-Pass Program for Montgomery College students. Students board for free. College transfers fees for each student
 - September
 - additional CNG's low floor buses
 - Fleet total accessible either ramp or lift
 - Seven routes improved reliability
 - Enhanced frequency on four routes
 - Two new transit centers.
-

FY'05 Results

■ January

- New weekend service on four routes
 - Added more bus trips at the beginning or end of the service day to 20 other routes
-

FY'05 Results

□ May Changes

■ Germantown

- New and restructured routes.
Ride On expanded service to accommodate growing need for better Germantown transit access among its residential, retail, and commercial areas.

■ Free Wheeling

-
- Two Projects from Spring FY'05
 - Free Wheeling
 - Germantown Service Changes
-

Marketing Programs FY'05

- Customer Satisfaction Survey

 - Two Projects from Spring FY'05
 - Free Wheeling
 - Germantown Service Changes

 - Marketing programs for FY'06
 - New route serving US 29 neighborhoods
 - Other systemwide programs
-

Customer Satisfaction Survey

Onboard Survey

- Early December 2004, 2134 Surveys
 - Turnover high
 - 43% of current riders have used *Ride On* for only two years or less
 - Frequency of usage high
 - 44% use *Ride On* six or seven days per week
 - High level of discretionary ridership
 - 61% of riders reported they have at least one vehicle available in their households
-

Ethnicity - self identification

- African-American (40%)
- Hispanic (24%)
- White (19%)
- Asian 7%
- More than one category (5%)

Age

- Riders tend to be younger than 35
 - Also means more rider turnover
-

Free Wheeling

- Council Initiative
 - Relieve congestion
 - Modeled after Free Wheeling program done in from Fall 2001 to Spring 2003
 - 18 percent increase in riders
 - Price
 - Advertising
 - Combination



Free Wheeling Routes

- 16 Routes – Why Those?
 - I-270 –UpCounty routes/Heavy road congestion
 - 70, 75, 79, and 82
 - Starting May 29, four new routes – 83, 97, 98, and 100
 - U.S. 29 routes
 - 22 and 39 (Only Ride On in corridor)
 - Cross-county routes connecting the two branches of the Metrorail Red Line
 - Existing transit user better prospect
 - 1, 5, 6, 11, 34, and 38
-

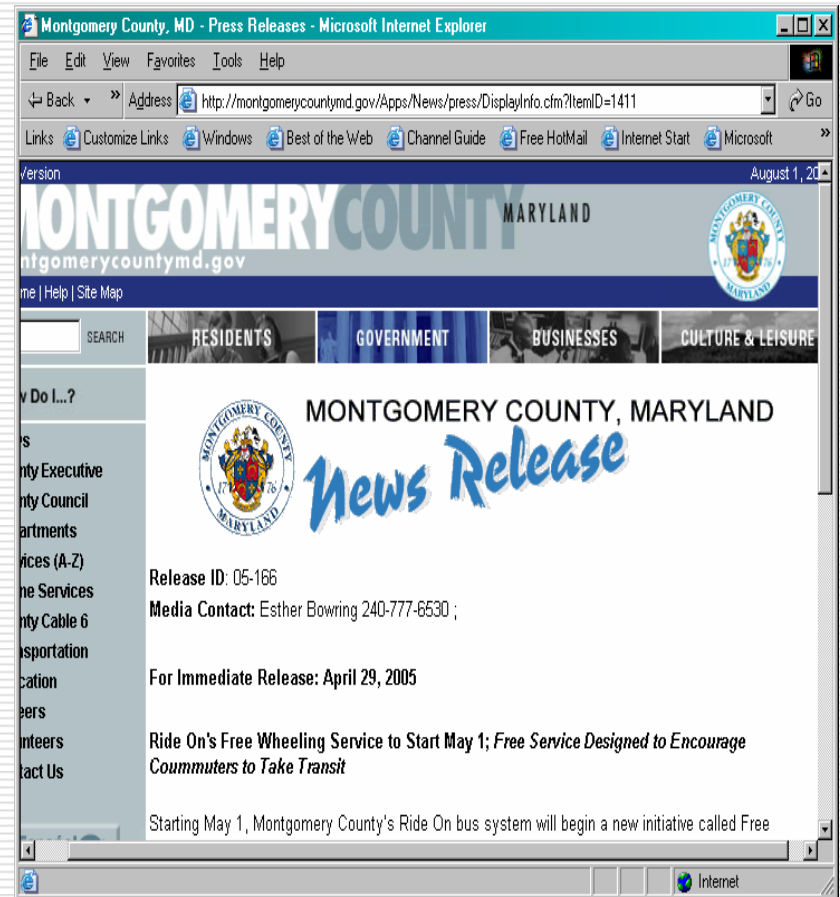
Free Wheeling Media Plan



- Continue with Logo used in last campaign
 - Targeted marketing more productive than mass marketing
 - Direct mail
 - Neighborhood distribution door hanger
 - Phone Outreach
-

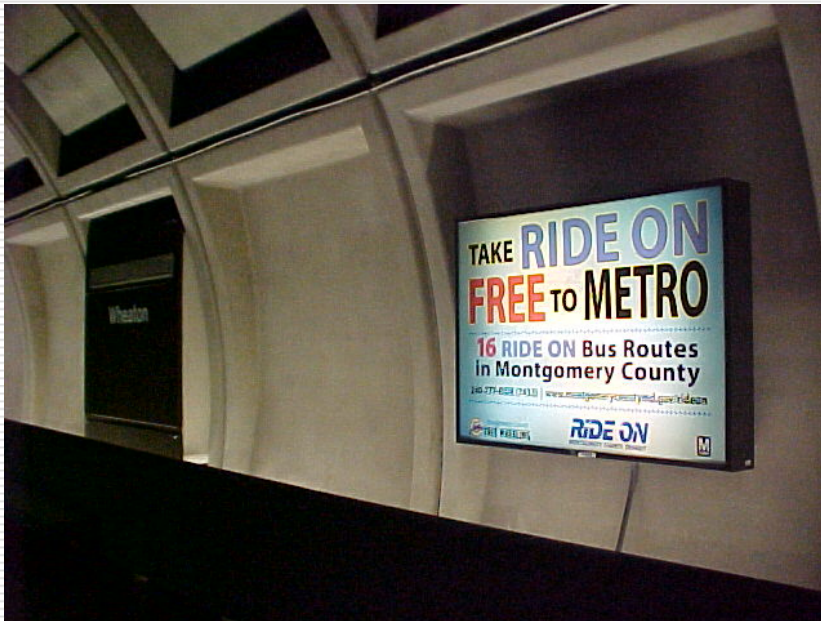
Free Wheeling Media Plan Cont'd

- Notice on buses
- Take One cards
 - English and Spanish
- Web page update
- News release
- County cable shows



Free Wheeling Media Plan Cont'd

- Diorama on platforms at Metro
 - Joint partnership with Metro
 - Stations appropriate to 16 routes



Free Wheeling Media Plan Cont'd

- Metromedia Radio Advertising
 - Live sponsorship during traffic reports
 - Variety of stations
 - Hispanic Radio - El Zol
 - Cable Weather Crawl
-

Free Wheeling Media Plan Cont'd

- Newspapers
 - Gazette
 - Washington Post
 - Express
 - Two Hispanic Newspapers
 - Frederick News Post
 - Examiner



Results of Free Wheeling

- Onboard Survey on Free Wheeling Routes
 - Week of June 13
 - 1700 usable responses
 - Goal to determine retention of riders
 - Results – Gain of about 900 trips weekday
 - Expect to retain half to a third of the new trips
-

Survey Results

Final Recommendation

- High costs to continue for additional 3 months (original program funded by Council)
 - \$400,000 in lost revenue
 - End the program August 6, 2005
-

Germantown Service Changes

May 29, 2005

- Largest Ride On change since Glenmont Metro station opening
 - 14 Routes affected
 - 6 Routes eliminated
 - 4 Routes added



Germantown Service Changes

- ❑ More frequent service and more transit options;
 - ❑ Better circulation within Germantown to neighborhood, retail and commercial locations;
 - ❑ New service to developing areas;
 - ❑ More midday, evening and weekend service;
 - ❑ More connections to other transit options, including Metrorail and MARC trains;
-

Germantown Service Changes

- ❑ Timed transfers at the Germantown Transit Center during off-peak hours;
 - ❑ More service to encourage greater use of the Park and Ride facility at the Germantown Transit Center;
 - ❑ Greater route efficiency by increasing the number of riders per trip; and
 - ❑ Less duplication of routes.
-

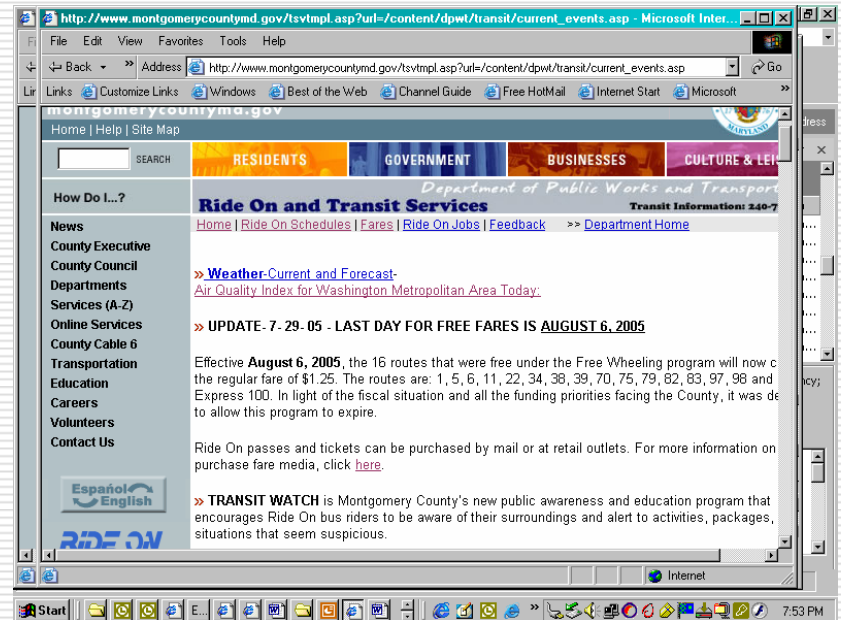
Germantown Service Changes

- Notify existing riders
 - Schedule Change Brochure
 - Timed transfers evenings, weekends
 - Staff in field to provide Information
 - Presentations to various groups
-

Germantown Service Changes

- Web page updates
 - Hearing
 - Several updates

- Media Plan
 - Targeted marketing by neighborhood
 - Some mass media
 - Gazette
 - Germantown
 - Frederick
 - Frederick News Post



Germantown Service Continued



- Bus Ads on six buses
 - Exposure to drivers on I-270
 - Not all buses on the Route Express 100
-

Germantown Routes Continued

□ Results

- Exceeded expectations in attracting new riders
 - Germantown ridership increased by 15 percent during the first month of service.
 - Includes effects of Free Wheeling
-

Other Programs

- Olney Flyer
 - Traffic Mitigation funds
 - Bus Shelter Improvement program
 - SmarTrip this Fall
 - Burtonsville Park and Ride Lot
 - Construction related to US 29 estimated done early October
 - Better access from the north
-



**Metropolitan Washington Council of Governments
Second Half FY05 (January – June)
Marketing Campaign Summary Final Report**

August 2005

BACKGROUND:

In the second half of FY05, the Commuter Connections program was an extension of the campaigns initiated in the first half of the fiscal year. The additional materials and creative approaches developed in the second half of the year were derived based on the budgets, objectives, message strategies and tactics initially established.

To review, Commuter Connections broad objectives are defined as reducing commuter congestion in the Washington metropolitan region and its resulting levels of pollution through adoption of and continued use of transit, ridesharing and telework.

The target audience continues to be defined as adults in the Washington metropolitan area who are:

- SOV drivers 35-55 years (primary) and 25-55 years (secondary) frustrated about the heavy traffic and associated time and costs of commuting to work.
- Moving to a new job or a new home which triggers a change in commute patterns.

The overall brand message being delivered continued to be: “Commuter Connections is the one point solution to dealing with the frustration of commuting alone by car.”

Principal message tactics developed to achieve these objectives include:

- Encouraging non-SOV commuter behavior.
- Increasing the appeal of faster travel and less traffic on HOV lanes when ridesharing and using public transit.
- Encouraging the use of non-polluting options such as telecommuting, bicycling or walking.
- Reinforcing the high cost of gasoline and the cost-saving advantages of ridesharing.

FY05 Second Half Highlights:

Radio continued as the primary communication vehicle for the second half of the FY05 campaign, since it is the most efficient way to target SOV commuters, specifically during “drive times.” The overall schedule for both Mass Marketing and Guaranteed Ride Home reached more than 85% of the target audience an average of 24-plus times. The 60-second spots created in the first half of the fiscal year continued to run in flights January through June.

Supporting the radio effort, mass transit “Bus Back/Tail Light” displays were created and ran February through April and a *New Homes Guide* ad was developed and placed for the May/June edition. Internet banner display advertising and a continuous maintenance of the key word search tactics continued to reinforce the Commuter Connections message to a broad audience.

In April, Commuter Connections partnered with Kraft Food’s Gevalia Kaffe brand of premium coffee to develop a contest promotion which was supported by a direct mail drop, radio (live-reads) and a special web landing page, along with a launch event at three Park ‘n Ride locations to generate publicity buzz.

To reach the Hispanic market, the NDW team worked with the local Hispanic radio stations to translate/create Spanish radio spots and negotiate for on-air interviews in December 2004 on Mega 92.7/94.3FM and on ElZol in May 2005. In April/May a vehicle sticker promotion was developed and implemented with ElZol. A Spanish GRH brochure/application was also created to be used as handouts at Hispanic events and to fulfill requests for GRH information by Hispanic commuters.

Telework centers and the Telework workshops were supported via radio and a new Telework employer poster was developed and distributed.

Commuter Connections again supported Bike to Work day in May, with the Washington Area Bicycle Association. To support the event by posters, rack cards, radio, HTML email, banner development, public relations and T-Shirt giveaways, this annual event garnered significant publicity for Commuter Connections and bicycling as a commuting option.

Mass Marketing:

Key components of the Mass Marketing communications program are:

1. Continued awareness building of “Commuter Connections” through spot radio on nine mainstream radio stations and Public Service Announcements (PSAs) in a series of four two to three week flights. The Mass Marketing flights alternated weeks with the Guaranteed Ride Home spot radio. This provided virtually constant on air presence for the second part of FY05, with little exception.
2. The two new 60 second spots continued in rotation to emphasize the frustration of rush hour traffic and provide alternative commuting solutions through Commuter Connections.
3. Hispanic radio spot advertising -- A Spanish language version of the “Comedy Minute” spot was created by each station.
4. A “Bus Back/Tail Light” display was created and placed for three months on Metro buses.
5. Internet banner advertising on washingtonpost.com ran in January. Key word search support continued throughout the second half of the fiscal year.

Guaranteed Ride Home:

Key components of the Guaranteed Ride Home communications program are:

1. Messages in all media continued the Guaranteed Ride Home emphasis on the safety net feature that Commuter Connections offers its enrolled members.
2. The two new 60-second radio spots continued in rotation. They are anchored in the frustration theme, providing synergies with the Mass Marketing spots.
3. A Spanish-language version of the “Doctor’s Orders” spot was created.
4. Partnering with Kraft Food’s Gevalia Kaffe brand of premium coffees and teas, a contest promotion with a grand prize Hawaiian vacation was created. The promotion was supported by direct mail to over 400,000, a special web landing page, radio and three Park ‘n Ride morning coffee events that generated publicity and buzz for the promotion.
5. Interview on El Zol and an El Zol vehicle sticker promotion.
6. Bike to Work Day event supported by radio, collateral and public relations.
7. *New Homes Guide* print ad was created and placed in the May/June edition to capture Metropolitan Washington newcomers as well as those relocating within the area.
8. Internet banner advertising on washingtonpost.com and mapquest.com ran in February/March. Key word search support continued throughout the second half of the fiscal year.

Telework Centers:

WTOP AM/FM radio was used to promote Telework Centers in January along with ads placed in the Wall Street Journal (Washington Edition).

Telework:

1. Spot radio supported the Telework workshop program – March through May with three two-week flights on seven area radio stations.
2. WTOPNEWS.COM also ran banner ads to support the workshop program.

A new employer poster was created and distributed to promote the general concept of teleworking.

MASS MARKETING MEDIA SCHEDULE:

The total Mass Marketing media outlay is \$430,000 for the fiscal year -- \$332,456 during the second half.

The 60-second radio spots that aired across fourteen mainstream radio stations and two Hispanic stations, effectively covered a spectrum of target groups. The radio plan reached 86.2% of the audience in our target base an average of 24.5 times. The flight was skewed for morning drive time. The two radio spots developed for FY05 “Comedy Minute” and “Commuter Blues” were rotated among the stations, based on synergies with the characters depicted in the spots and the station’s listener ship profile.

Internet media banner ads were placed on washingtonpost.com.

Transit advertising was placed February through April.

	JANUARY					FEBRUARY				MARCH				APRIL				MAY			TOTAL			
MEDIA	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23		
<u>MASS MARKETING</u>																								
<u>Radio</u> :60 Spots Includes 5-7am spots in outlying markets																								\$245,429
<u>Internet</u>																								\$12,027
<u>Transit</u> Tail Light Displays #25 Showing																								\$75,000
Total Mass Marketing																								\$332,456

BUY ANALYSIS																								
GRH Mt Total Reach																								86.2%
GRH Total Frequency																								24.5 x

**Mass Marketing
Radio Summary by Station**

Jan – June 2005

Station	Total Spots	Spending	%
WARW-FM	100	\$12,410.00	5%
WASH-FM	116	\$20,187.50	8%
*WBPS/WBZS-	0	\$0.00	0%
WGMS-FM	128	\$11,985.00	5%
WHUR-FM	114	\$18,360.00	7%
*WILC-AM (VIVA)	99	\$3,162.00	1%
WJFK-FM	178	\$26,095.00	11%
WJZW-FM	86	\$8,670.00	4%
WKYS-FM	106	\$10,710.00	4%
*WLZL FM El Zol	152	\$8,160.00	3%
WMMJ-FM	198	\$23,375.00	10%
WMZQ-FM	34	\$7,777.50	3%
WPGC-AM	116	\$510.00	0%
WPGC-FM	116	\$25,500.00	10%
WRQX-FM	147	\$17,102.00	7%
WTEM-AM	106	\$11,135.00	5%
WTOP-A+FM	192	\$40,290.00	16%
Market Total:	1,988	\$245,429.00	

*Hispanic

Mass Marketing Value- Added Value Opportunities

As part of the radio schedule media negotiations, we gained additional on air promotions on 15 stations with 60-second, 15-second and/or 10-second Public Service Announcements equaling over \$69,600 in value. Other added value opportunities included promotional messages on the stations' web sites, literature distribution and on-air interviews with Commuter Connections representatives. A complete listing and outline of the dollar value is provided in the Appendix.

Mass Media Internet Activity

January – June 2005

The second half of FY05 spend on internet advertising was \$12,027.52. Banner advertising ran during the month of January.

Continuous key word search activity on behalf of the Mass Marketing program has been maintained through the use of Overture and Google, which dominate the market in paid-search services covering 93.4% of all searches. Total keyword impressions were 23,541 and total click thru's generated were 378. See Appendix for more detail.

The websites included in the Overture network include:

- Alta Vista
- InfoSpace
- Lycos
- MSN
- Yahoo!

The websites included in the Google network include:

- Google
- American Online
- CompuServe
- Netscape
- Ask Jeeves
- AT&T WorldNet
- EarthLink
- Excite
- Amazon.com
- Disney Online
- WashingtonPost.com
- The New York Times on the Web

Banner advertising served impressions and generated click-throughs during a four week period in January, appearing on the Washington Post web site. Combined, the banner and keyword internet advertising delivered over 850,000 impressions and resulted in 893 click-throughs to the Commuter Connections website. The detailed report is appended.

Transit Advertising

Commuter Connections created a “Tail Light” poster, which was displayed on the back of Metro area buses traveling on or around HOV lanes from February through April. The poster reinforced the “stress-free” benefit of ridesharing on HOV lanes vs. driving alone.

Bus Back Poster



GUARANTEED RIDE HOME MEDIA SCHEDULE:

The total GRH media outlay for the fiscal year is \$500,000 -- \$360,417 during the second half.

\$333,688.75 was place on radio spots that aired across 15 radio mainstream stations and 3 Hispanic stations, effectively covered a spectrum of target groups. The radio plan reached 94.4% of the audience in our target base, an average of 27 times. The flight is skewed for morning drive time. The two radio spots developed for FY05 “Doctor’s Orders” and “Commuter Etiquette” were rotated among the stations based on synergies with the characters depicted in the spots and the station’s listener ship profile.

	FEBURARY				MARCH				APRIL				MAY				JUNE				NET									
	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	TOTAL								
<u>GUARANTEED RIDE HOME</u>																														
<u>Radio</u>																														
Spot Radio (:60) Includes 5-7am spots in outlying markets	█				█				█				█						█				\$333,688.							
<u>Direct Mail</u>																														
<u>Internet</u>	█																													
<u>Movers & New Comers</u>																														
New Homes Guide Full Page, 4 color													█																	\$5,249
Hispanic Events -El Zol Vehicle Program																														
Total GRH																														
<u>Radio Target Audience</u>																														
Adults 25-54 Drive to Work Alone																														

BUY ANALYSIS

GRH Mt Total Reach						94.4%																		
GRH Total Frequency						27x																		

**Guaranteed Ride Home Radio
Summary by Station
January – June 2005**

Station	Total Spots	Spending	%
WARW-FM	118	\$13,812.50	4%
WASH-FM	96	\$15,470.00	5%
WBIG-FM	44	\$6,375.00	2%
* WBPS/WBZS-	34	\$3,366.00	1%
WHUR-FM	127	\$15,300.00	5%
*WILC-AM VIVA	64	\$2,992.00	1%
WJFK-FM	70	\$10,285.00	3%
WJZW-FM	92	\$9,180.00	3%
WKYS-FM	119	\$15,895.00	5%
*WLZL FMI ELZo)	64	\$3,340.50	1%
WMAL-AM	140	\$19,805.00	6%
WMMJ-FM	236	\$40,290.00	12%
WMZQ-FM	125	\$24,951.75	7%
WPGC-A+FM	190	\$50,660.00	15%
WRQX-FM	208	\$30,685.00	9%
WTOP-A+FM	182	\$36,465.00	11%
WWDC-FM	214	\$20,536.00	6%
WWZZ-FM	155	\$14,280.00	4%
Market Total:	2,278	\$333,688	

*Hispanic

GRH Value-Added Opportunities

As part of the radio schedule media negotiations, additional on air promotions were gained on 15 stations with 60-second, 30-second, 15-second and/or 10-second Public Service Announcements equaling over \$86,350 in value. Other added value opportunities included promotional messages on the stations' web sites, literature distribution and on-air interviews with Commuter Connections representatives. A complete listing is provided in the Appendix.

GRH Internet Activity

The second half of FY05 spend on internet advertising was \$13,480.41. Banner advertising ran during the month of February.

Continuous key word search activity on behalf of the GRH program has been maintained through the use of Overture and Google, which dominate the market in paid-search services covering 93.4% of all searches. Total keyword impressions were 1,817 and total click thru's generated were 71. See Appendix for more detail.

The websites included in the Overture network include:

Alta Vista
InfoSpace
Lycos
MSN
Yahoo!

The websites included in the Google network include:

Google	EarthLink
American Online	Excite
CompuServe	Amazon.com
Netscape	Disney Online
Ask Jeeves	WashingtonPost.com
AT&T WorldNet	The New York Times on the Web

Banner advertising served impressions and generated click-thrus during a four week period, from January 31 through February 27. Ads appeared on the Washington Post web site and through geographically relevant Mapquest searches. Combined, the internet advertising delivered 1,679,657 impressions and 720 known click- thrus to the Commuter Connections website. (Mapquest did not track click thrus). The detailed internet report is appended.

Guaranteed Ride Home Spring 2005 Commuter Connections & Gevalia Kaffe Promotion

Commuter Connections partnered with Kraft Food's Gevalia Kaffe to create the "Commuter Connections and Gevalia Top Ten Contest" promotion. Contestants provided their reasons why getting to work is better with Commuter Connections and Gevalia coffee. Gevalia supplied the prizes:



- Grand Prize consisted of a trip for two to Hawaii's big island, including an invitation to be a guest of Gevalia at the Kona Kuppung – one of the world's premier coffee tasting competitions.
- Nine second prizes of a Gevalia thermal coffee maker and Gevalia coffee.
- Those who registered and qualified for Guaranteed Ride Home or Ridematching could also receive a free travel mug and Gevalia coffee sample.

The contest promotion was supported by the following:

- Direct mail to over 400,000 households based on PRIZM defined targets.
- Radio – one week where the contest dominated the GRH flight.
- Three jointly sponsored Park 'n Ride morning coffee events were held simultaneously in Frederick, Loudoun and Prince George's Counties.
- Special web site – www.commuterconnections.com/gevalia was created and linked to the Commuter Connections home page.
- Public Relations included a Media Advisory prior to the Park 'n Ride morning events. Political adversaries, James Carville and Pat Buchanan, carpooled together from the Loudoun County, VA Park 'n Ride to Washington DC to help launch Gevalia Kaffe and Commuter Connections' campaign to heighten awareness for ridesharing in the Washington Metropolitan Region. Their participation garnered photo and story publicity.
- A pre-recorded interview was also done with the Clear Channel network. Nick Ramfos was interviewed and was able to mention the contest promotion as well as the May Bike to Work day event. Five stations aired the interview on May 1.
- Follow-up publicity is planned in June to announce the contest winner and to release the Top Ten list.

Commuter Connections Home Page Banner



Ridesharing Top Ten Contest

Direct Mail Cover and First Reveal



GO ONLINE NOW TO ENTER.

Share your personal stories, humor and anecdotes about your ridesharing and commuter coffee experiences. Be original and creative. Simply submit up to three of your best reasons. If one of your contest reasons is judged to be the top reason, you'll win an all-expense paid trip for two to the big island of Hawaii. While there, you'll attend the 2005 Gevalia Kona Coffee Cupping Competition—one of the premier coffee tasting events in the world. Nine second prize winners will receive a Gevalia thermal coffeemaker and 2 packages of Gevalia coffee. In addition, all entrants who register and qualify for the free Guaranteed Ride Home (GRH) program through Commuter Connections during the contest period will receive a Gevalia travel mug and coffee sample.



Visit www.commuterconnections.com/gevalia to enter the contest and to get complete rules and guidelines. For a written entry form and contest rules, send a self-addressed stamped envelope to:

Metropolitan Washington Council of Governments
Attn: Commuter Connections "Ridesharing Contest"
777 North Capitol Street, NE, Suite 300
Washington, DC 20002-4239

All contest entries must be received via e-mail or postmarked by May 27, 2005. No purchase is necessary. Entrants do not need to register for the Guaranteed Ride Home program to participate in the contest.



We'll get you home. Guaranteed.

In the Washington metropolitan area, Commuter Connections is the place to turn for information about carpool/vanpool matching, transit schedules, park-and-ride lots, HOV lanes, telework programs, employer services and bicycle routes. We also offer a Guaranteed Ride Home program that provides a free emergency ride home—up to four times a year—for people who rideshare, take public transportation, bicycle or walk to work at least twice a week. If you have an unexpected personal or family emergency or the need to stay at work for unscheduled overtime, Commuter Connections will do whatever it takes to get you home—whether it's arranging for a free taxi or a rental car.

To register for GRH or for more information about our other commuter services that can help you save time and money, visit our Web site at www.commuterconnections.com/gevalia or call 1-800-745-RIDE. For your convenience, a postage-paid GRH registration is also available below.

REGISTER TODAY FOR GUARANTEED RIDE HOME by filling out this application, visiting www.commuterconnections.com/gevalia or calling 1-800-745-RIDE.



Gevalia Kaffe, purveyor of fine European coffees, has been satisfying the tastes of coffee connoisseurs for generations. Built on a tradition of fine craftsmanship encompassing over 140 years, today Gevalia offers more than 30 varieties of coffee and 13 varieties of tea. Each coffee is vacuum-sealed and packed shortly after roasting to ensure the highest standards of quality, and express home delivery makes it easy for Gevalia to be enjoyed as frequently as desired.

Register and qualify for GRH by May 27th for a free travel mug and coffee sample!

Guarantee Your Free Ride Home by Registering Today!

No Membership Fees! No Commitments! Free and Easy Service!

If you rideshare, bike, walk or take public transportation to work at least twice a week, you qualify for a FREE emergency ride home up to four times each year.* We have a network of providers on call Monday through Friday from 6 a.m. to 10 p.m. But you MUST be registered to qualify for a Guaranteed Ride Home.

To register, simply fill out the following application, apply online at www.commuterconnections.com/gevalia or call 1-800-745-RIDE. In turn, we'll send you a Commuter ID card with a personal Guaranteed Ride Home registration number.

Name _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ ZIP _____
 County _____
 Home Phone _____
 Work Phone _____
 E-mail (optional) _____
 Employer _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ ZIP _____
 County _____
 Supervisor's Name _____
 Supervisor's Phone Number _____

How many miles is it from your home to work? _____
 Which of the following do you use to get to work? (check all that apply)
 Carpool Vanpool Bicycle Walk
 Bus (specify bus system & route # — ex: Metrobus Route 54)
 Metrorail (circle all that apply) Blue Green Orange Red Yellow
 MARC (circle train line) Brunswick Camden Penn
 VRE (circle train line) Manassas Fredericksburg
 Other (specify) _____

How many days per week do you use this mode(s) of transportation? _____
 What are your normal weekday work hours? _____

Carpool/Vanpool Rideshare Match List—Check the appropriate boxes below if you are interested in a list of commuters who live and work near you.

I'm interested in:
 Carpooling Vanpooling
 I would prefer to:
 Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal time.
 I can leave _____ minutes before or _____ minutes after my normal time.

I'd Like Information and Schedules for:
 Metrorail/Bus Information MTA Transit Metrochek
 Commuter Rail (VRE/MARC) Local Bus Transit Bicycling
 Telework/Telecommute HOV Lanes

Please send me a free Gevalia travel mug and coffee sample, with no obligation.



We'll get you home. Guaranteed.

*Some restrictions apply. Visit Web site for participation guidelines.



COG Media Report

APRIL 2005

MEDIA COVERAGE HIGHLIGHTS

⇒ Commuter Connections Event
Buchanan/Carville Ridesharing:

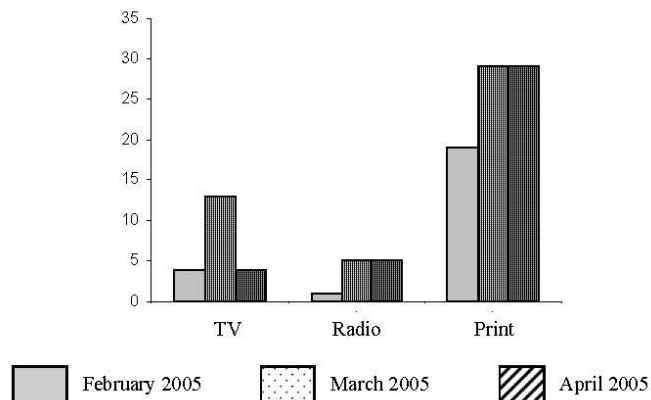
- WUSA Channel 9
- WTOP 1500 AM
- *Frederick News-Post*
- *Leesburg Today*
- *Potomac News*
- *Richmond Times-Dispatch*
- *Washington Examiner*

⇒ Transition to Teaching Program:

- *NewsTalk* on News Channel 8
- Clear Channel Radio PSA
- *Prince George's County Gazette*
- *Washington Hispanic*
- *Washington Post*



COG Media Hits* (Last 3 Months)



* A media hit is any time COG or a COG initiative is referenced by the media.

New Homes Guide Ad

For people new to the metropolitan Washington DC area and for anyone relocating within the region, the choice of commuting options becomes part of the relocation process. That is why the Guaranteed Ride Home program was supported by ad placement in the *New Homes Guide* – May/June issue. The ad promotes Commuter Connections as an information source for people who've moved / will move as well as the GRH program, that makes choosing an alternative commute option possible.



A new home, a new commute, a new start—

COMMUTER CONNECTIONS.

Make Commuter Connections and the free Guaranteed Ride Home program part of your new start.

When you're finding the home of your dreams and making a new start, it's also time to switch to a new commute with Commuter Connections and the free Guaranteed Ride Home program. It's easy. Choose a relaxed, stress-free way to commute—from carpools and vanpools to buses and trains. Then sign up for the Guaranteed Ride Home program, and we'll deliver you to your front door in the event of an unexpected personal or family emergency or unscheduled overtime. There's no cost and no obligation. Wherever your new home is, we're here to make your commute a better one—guaranteed.

COMMUTER CONNECTIONS
A STRATEGIC WAY TO WORK

We'll get you home. Guaranteed.

**Make the move to Guaranteed Ride Home.
Just call 1-800-745-RIDE.
Or visit www.commuterconnections.org.**

GRH Testimonials

Commuter Connections has added a new Testimonial section to its web site under the GRH tab, which lists some of the positive human interest stories told by users of the GRH service.

Hispanic Promotional Activities

In addition to the translation/creation of the Spanish language version “Doctor’s Orders” GRH radio spot, Commuter Connections partnered with El Zol radio to sponsor a vehicle promotion.

El Zol (WLZL FM) Radio is the new Spanish-language radio station in the market. In May they put four colorful promotional vehicles on the street, decaled to attract attention. These vehicles were designed to maintain presence within the Washington area and attend as many events as possible, popular with the Hispanic Community.

The station produced and displayed a Commuter Connections magnetic sign all vehicles (May-June 2005). Additionally, each vehicle had GRH Spanish-language brochure/applications to hand out at events throughout this period.

The station also interviewed a Commuter Connections representative on one of their public affairs programs to talk about Commuter Connections’ services, including the GRH program.



Bike to Work Day Promotion

Commuter Connections in partnership with the Washington Area Bicyclists Association once again sponsored Bike to Work Day. The date for 2005 was moved from the first Friday in May to Friday, May 20 to coincide with National Bike to Work Week. Support for the event included:

- 20,000 8.5 x 11" 4-color posters
- 50,000 3.75 x 8.5" 4-color double-sided rack cards
- Pitstop Banners (graphics development only)
- Radio – 50% of the GRH rotation during the week of April 25 81 spots 60-second \$12k
- Giveaways – 5,000 T-shirts, water bottles and more (paid by sponsors)
- HTML email to WABA members

Public Relations - Communication with various media outlets was jointly handled by COG Office of Public Affairs, Commuter Connections contractor, and Commuter Connections and WABA staff. Below is a list of their collective efforts.

Media Coverage

TV: Channels 4, 5, 7 and 8; Washington Post—Sunday Source, Washington Examiner, Alexandria Gazette, Bethesda Gazette, Bowie Star, Burke Connection, Fairfax Connection, Loudoun Times-Mirror, Reston Times, Silver Spring Gazette, Springfield Times, Vienna Connection.

With over 25 sponsors, pre-registration topped the 2004 with over 4,800 pre-registrants. Unfortunately, the morning of May 20 produced a deluge of rain. Even with the rain, and estimated 1,000 avid bikers participated.

PIT STOPS
 ALEXANDRIA-ARLINGTON-BETHESDA-BOWIE-COLLEGE PARK-
 DISTRICT OF COLUMBIA-FREDERICK-FAIRFAX-LA PLATA-LEESBURG-
 NORTH BETHESDA-RESTON-ROCKVILLE-SILVER SPRING-STERLING-VIENNA
 Visit www.waba.org for specific pitstop locations and times.

Pick up your free T-Shirt, complimentary snack, free giveaways and more
 at one of these convenient gathering points on your way to work.

BIKE TO WORK DAY 2005 FRIDAY MAY 20



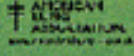
Fun, Food and Prizes!

PRE-REGISTER BY MAY 14

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued at \$1,000, donated by City Bikes.

**Register today at
www.waba.org or
 (202) 628-2500**

Sponsors



BIKE TO WORK DAY

2005
FRIDAY MAY 20



PIT STOPS

ALEXANDRIA • ARLINGTON • BETHESDA
BOWE • COLLEGE PARK
DISTRICT OF COLUMBIA • GULLES
FREDERICK • FAIRFAX
LA PLATA • LEESBURG
NORTH BETHESDA • RESTON • ROCKVILLE
SILVER SPRING • STERLING • VIENNA

Visit www.waba.org for specific pit stop locations and times.

Pick up your free T-Shirt*, complimentary snack,
free giveaways and more at one of these convenient
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Register today at www.waba.org or
(202) 628-2500

*T-Shirt supplies are limited.

BIKE TO WORK DAY FRIDAY MAY 20

GEAR UP FOR BIKE TO WORK DAY - FUN, FOOD AND PRIZES!

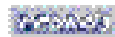
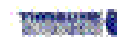
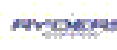
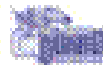
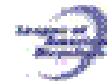
Join thousands of area commuters by showing your
support for bicycling and take part in a clean, fun and
healthy way to get to work.

JOIN A COMMUTER CONVOY

Participants are welcome to ride with experienced
bicyclists in "commuter convoys" organized by WABA
volunteers. For more details visit www.waba.org.

GUARANTEED RIDE HOME

Use any form of alternate commuting (including
bicycling) at least twice a week and you're eligible
for the free Guaranteed Ride Home program. Visit
www.commuterconnections.org to register and for
requirements & guidelines.



Printed on Recycled Paper.

1422-205

Telework Centers

With a media expenditure of under \$30,000, radio and print advertising targeted both employees and employers who could qualify for telework as a commuting alternative. The news station WTOP AM/FM and the Wall Street Journal were used to support the Telework Centers. A three week flight in January was executed to coincide with first of year planning for many businesses and organizations.

Date:3/28/05		JANUARY					FEBURARY				MARCH				APRIL				MAY					NET	
MEDIA		27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	TOTAL	
TELEWORK CENTERS																									
<u>Radio</u>																									
:60 Spots																									
WTOP-AM/FM																									
																								\$21,000	
<u>Newspaper</u>																									
Wall Street Journal																									
1/4 page																									
6.81" x 10.58"																									
																								\$8,935	
																									\$29,935

Telework Center Wall Street Journal Ad



Put Telework to work for your business and...

- Increase employee productivity
- Decrease employee turnover
- Reduce overhead
- Help maintain business continuity

Telework is convenient and connected.

There are 16 Telework Centers in the Greater Washington area, each equipped with top-of-the-line computers, the latest software, high-speed Internet, printers, phones, faxes, voice mail and meeting rooms; many centers also offer video conferencing. Your employees can communicate seamlessly with your office, customers and vendors.

Telework Centers are available for any type of employer – whether you're a government, private sector or non-profit employer.

To find your nearest Telework Center, visit www.commuterconnections.org or call 1-800-745-RIDE.

COMMUTER CONNECTIONS
A COMMITMENT TO EXCELLENCE

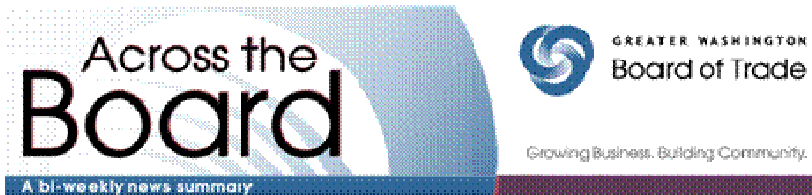
1-800-745-RIDE

Telework

In spring 2005 spot radio advertising totaling \$94,019 was used to support the Telework Workshops. The schedule reached over 60% of the audience an average of 9 times.

Date:3/28/05		FEBURARY				MARCH				APRIL				MAY					NET
MEDIA	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	TOTAL	
TELEWORK WORKSHOPS																			
<u>Workshop dates</u>																			
<u>Radio</u>																			
Spot Radio (:60)																			
WARW FM																			
WBIG FM																			
WJFK FM																			
WJZW FM																			
WMAL AM																			
WRQX FM																			
WTOP AM + FM																			
<u>WTOPNEWS.COM</u>																			
Big Block Banner																			
Skyscraper Banner																			
Total																		\$96,869	

Greater Washington Board of Trade online newsletter Telework Workshop Banner



Telework Value-Added Opportunities

As part of the radio schedule media negotiations, additional on-air promotions were gained on eight stations with 60-second, 30-second, 20-second, 15-second and/or 10-second Public Service Announcements (PSAs) equaling over \$43,325 in value. Other added value opportunities included promotional messages on the stations' web sites and on-air interviews with Commuter Connections representatives. A complete listing is provided in the Appendix.

Telework Communications Support

A new 11 x 17 poster promoting the value of telework as a commuting alternative was created and distributed to both Federal Telework Coordinators and Private Sector Employee Transportation Coordinators. The poster was aimed at employees, but also provided support to employers for offering telework. A place for the employer's human resource or other telework contact personnel was provided at the bottom.

YOUR NEW COMMUTE.
You'll even have time to stop for coffee.

TELEWORKING WORKS. Imagine your commute to work consisting of a simple walk from your bedroom to your home computer. No traffic. No stress. No time or money wasted on travel. And imagine how teleworking – even just one or two days a week – could be a real boost for your job productivity, as well as your quality of life. Take the time to find out if teleworking is right for you.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

www.commuterconnections.org
1-800-745-RIDE

To see if you qualify for teleworking, contact:

Operations Center Update

Newsletter

The winter and spring 2005 Commuter Connections Newsletters were completed in the 2nd half of FY05. The newsletters were distributed to area employers and TDM Stakeholders. The periodicals are converted into HTML format and the most recent is posted on the Commuter Connections web site. The winter cover story highlighted findings of the 2004 State of the Commute Survey and the spring cover story featured the Employer Survey. Federal Agencies receive the newsletter with a Federal ETC update insert. The insert is also made available online at www.federaletc.org



COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK
ISSUE 4 VOLUME 9 SPRING 2005

THE BUSINESS COMMUNITY RATES COMMUTER CONNECTIONS

The Commuter Information Source for Maryland, Virginia, and the District of Columbia

What's Inside

- ▲ *Going the Extra Mile* 2
- ▲ *Commuter Connections 2005 Platinum-Level Employers* 3
- ▲ *Street Smart Campaign Increases Awareness of Safe Driving Habits* 4
- ▲ *Summer's Ozone Season Calls for Air Quality Action Days* 5
- ▲ *Metrocheck/Smart Benefits® Program* 6

Commuter Connections conducted its seventh annual employer survey in 2004 to measure use of and satisfaction with the products and assistance of the Commuter Connections Employer Services.

Over 1,650 surveys were distributed to employers throughout the region, with a response rate of 13 percent, representing the largest ever percentage response for the satisfaction survey. Responding employers vary in size and represent a number of diverse industries, including but not limited to consulting, health services, non-profit, financial services, legal services, and information technology.

Overall, the survey netted positive results from the business community, including suggestions about ways in which the Commuter Connections outreach efforts can provide even greater support.

- Over two-thirds (68 percent) of the employers had assisted employees with commute options for one or more years.
- Over 60 percent of employers indicated knowledge of a person or organization that could assist them in developing a commuter-transportation program.
- The majority of employers find the efforts of their Commuter Connections outreach representative are effective in helping to develop and implement commute programs at their worksites.
- A series of questions measured employer satisfaction across a range of topic areas regarding the Employer Services representative's knowledge of local rideshare products, local traffic-mitigation strategies, willingness to help, enthusiasm, and overall quality of their local employer-services program. Ninety-four percent of respondents indicated that they were satisfied with the quality of the services provided and nearly half said they were very satisfied. Respondents were most satisfied with the Employer Services representatives' willingness to help and the enthusiasm with which representatives communicated the Commuter Connections message.
- Employers continue to find brochures and posters helpful and state an interest in seminars focused on transit incentives, general Commuter Connections programs, and Employee Transportation Coordinator(ETC) training.
- Nineteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes, up from 12 percent last year. This fact suggests that outreach representatives may have had difficulty in contacting the appropriate people at some sites. Identifying the best contacts at each site will enhance awareness of Commuter Connections programs.

(continued on page 5)

Employer Recognition Awards

Commuter Connections hosted its eighth annual Employer Recognition Awards and breakfast in June. The ceremony was held at the National Press Club and honored outstanding employers in the region who are making positive steps to reduce traffic congestion and improve air quality. The annual awards recognize employers under the categories of Marketing, Incentives and Telework. In that order, winners included Chevy Chase Bank, American University and National Wildlife Federation. Collateral material for the event included invitations, signage, recognition print ads, and program booklet. Giveaways were also provided to guests.

Integrated Rideshare – InfoExpress Kiosk Promotions

To encourage shoppers to trial the Commuter Connections InfoExpress Kiosks, our “Ambassadors” were on hand to demonstrate the units to shoppers at area malls and locations listed below. Giveaway items were provided to shoppers who tried the kiosks and who filled out a very brief survey. Shoppers who either filled out a rideshare or GRH application were entered into drawings to win mall gift certificates. Several malls have offered to put up posters and table tents to promote the kiosks when they have the space available.

Union Station:	Feb. 22 and Apr. 5
Pentagon City:	Mar. 1 and Mar. 29
Reston:	Mar. 2 and Apr. 13
Tysons:	Mar. 5 and Apr. 5
La Promenade:	Mar. 15 and Apr. 12
Springfield:	Mar. 25 and Apr. 30
Manassas:	Mar. 19 and Apr. 2
Ballston:	Mar. 22 and Apr. 19
Fair Oaks	Mar. 26 and Apr. 9

The combined promotions above netted a total of 93 applications for either GRH or ridematching. Majority of applications were generated at La Promenade, Manassas and Union Station.

COMPARATIVE PERFORMANCE RESULTS

Web Visits			
	FY04	FY05	%
First Half Fiscal Year SubTotal (July-Dec)	49,582	37,549	-24.3%
January	8,076	7,992	
February	7,135	6,609	
March	8,406	7,640	
April	7,532	8,221	
May	6,245	8,458	
June	7,972	7,927	
2nd Half Fiscal Year SubTotal (Jan-June)	45,366	46,847	3.3%
Full Fiscal Year Comparison	94,948	84,396	-11.1%

Combined web visits to www.commuterconnections.com were up 3% for the 2nd half of the FY05, mainly due to the Gevalia contest promotion in the spring. Web visits however for the entire fiscal year were down by 11%.

Phone Calls			
	FY04	FY05	%
First Half Fiscal Year SubTotal (July-Dec)	13,787	13,874	0.63%
January	2,432	2,328	
February	2,067	2,763	
March	2,743	2,360	
April	2,350	2,484	
May	2,259	2,745	
June	2,751	2,387	
2nd Half SubTotal	14,602	15,067	3.18%
Full Fiscal Year Comparison	28,389	28,941	1.94%

For the 2nd half of the fiscal year FY05, calls to 800-745-RIDE were up by 3%. Over the course of the fiscal year (July '04 – June '05), calls remained steady with a nearly 2% increase overall over the previous fiscal year.

Guaranteed Ride Home Applications			
	FY04	FY05	%
First Half Fiscal Year SubTotal (July-Dec)	4256	5123	20.4%
January	835	1,625	
February	780	707	
March	923	575	
April	732	542	
May	697	1,178	
June	739	601	
2nd Half Fiscal Year SubTotal (Jan-June)	4,706	5,228	11.1%
Full Fiscal Year Comparison	8,962	10,351	15.5%

The number of Guaranteed Ride Home applications increased 11% in the 2nd half of FY05 and 15% for the entire fiscal year in comparison to FY04.

Rideshare Applications			
	FY04	FY05	%
First Half Fiscal Year SubTotal (July-Dec)	4892	6781	38.6%
January	1,001	1,317	
February	931	748	
March	1,119	669	
April	1,016	630	
May	906	846	
June	959	634	
2nd Half Fiscal Year SubTotal (Jan-June)	5,932	4,844	-18.3%
Full Fiscal Year Comparison	10,824	11,625	7.4%

The percentage of Rideshare applicants decreased significantly, by 18% during the 2nd half of FY05. Over the course of the fiscal year however, Rideshare applications were up over 7%.

APPENDIX

MASS MARKETING ADD VALUE OPPORTUNITIES

January-May 2005 Campaign

WARW-FM	94.7 FM	Classic Rock
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PSAs

- 5 :60 PSAs for two weeks of schedule, M-F 6a-10a. *(Total 10)*
- 1 :60 PSAs for two weeks of schedule, M-F 3p-7p. *(Total 2)*
- 10 :60 PSAs per week, M-Su 6a-1a, during scheduled flight weeks. *(Total 50)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WASH-FM	97.1 FM	Adult Contemporary
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PSAs

- 10 :15 PSAs per week, M-Su 5a-2a , during scheduled flight weeks. *(Total 40)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WBIG-FM		
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Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WGMS-FM	103.5 FM	Classical
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PSAs

- 6 :60 PSAs per week, M-Su 5a-8p, during scheduled flight weeks. *(Total 24)*
- 4 :60 PSAs per week, M-Su 5a-1a, during scheduled flight weeks. *(Total 16)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WHUR-FM	96.3 FM	Urban Adult Contemporary
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PSAs

- 2 :10 PSAs each week of schedule to run M-F 2p-3p. *(Total 8)*

Sponsorship

- 4 :10 sponsorships to run M-F 6a-7p during scheduled flight weeks. *(Total 16)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WJFK-FM	106.7 FM	Personality Talk
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PSAs

10 :60 PSAs to run M-F 6a-6a, during scheduled flight weeks. *(Total 60)*

6 :10 PSAs to run M-F 6a-10p, during scheduled flight weeks. *(Total 36)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WJZW-FM	105.9 FM	Smooth Jazz
----------------	----------	-------------

PSAs

4 :60 PSAs to run each week of the schedule, M-F 5a-10a. *(Total 12)*

10 :60 PSAs to run each week of the schedule, M-F 6a-6a. *(Total 30)*

6 :60 PSAs to run two weeks of the schedule, M-F 5a-1a. *(Total 15)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WKYS-FM	93.9 FM	Urban
----------------	---------	-------

PSAs

5 :60 PSAs to run during scheduled flight weeks, M-F 5a-6a. *(Total 20)*

6 :60 PSAs to run during scheduled flight weeks, M-Su 5a-1a. *(Total 24)*

5 :15 PSAs to run during scheduled flight weeks, M-F 6a-8p. *(Total 20)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WLZL		
-------------	--	--

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WMAL		
-------------	--	--

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WMMJ-FM	102.3 FM	Urban Adult
----------------	----------	-------------

PSAs

3 :60 PSAs to run M-F 6a-10a during two flight weeks. *(Total 6)*

1 :60 PSAs to run M-F 3p-7p during two flight weeks. *(Total 2)*

2 :60 PSAs to run M-F 7p-10p during two flight weeks. *(Total 2)*

1 :60 PSA to run Su 6a-10a during two flight weeks. *(Total 2)*

4 :15 PSAs to run M-F 5:30a-8p during scheduled flight weeks. *(Total 16)*

10 :30 PSAs to run M-Su 6a-6a during scheduled flight weeks. *(Total 40)*

42 :10 PSAs to run M-Su 6a-12a during two flight weeks. *(Total 84)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WMZQ-FM	98.7	FM	Country
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PSAs

5 :60 PSAs to run during scheduled flight weeks, M-F 6a-10a. *(Total 10)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WPGC-AM/FM	95.5	Urban Contemporary / 1580 Gospel
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PSAs

15 :60 PSAs to run on the AM and FM during scheduled flight weeks, M-Su 5a-4:45a. *(Total 120)*

2 :60 PSAs to run on the AM during scheduled flight weeks, Su 6a-10p. *(Total 8)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WRQX-FM	107.3	FM	Adult Contemporary
----------------	-------	----	--------------------

PSAs

3 :60 PSAs to run during scheduled flight weeks, M-Su 6a-7p. *(Total 9)*

11 :60 PSAs to run during scheduled flight weeks, M-Su 6a-6a. *(Total 55)*

6 :60 PSAs to run during scheduled flight weeks, M-Su 5a-2a. *(Total 18)*

2 :60 PSAs to run during scheduled flight weeks, M-Su 6a-7p. *(Total 4)*

5 :60 PSAs to run during scheduled flight weeks, M-Su 5a-2a. *(Total 10)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

WTEM-FM	980 AM	Sports Talk
----------------	--------	-------------

PSAs

7 :60 PSAs to run M-Su 6a-10p during scheduled flight weeks. *(Total 28)*

WTOP-AM/FM	1500 AM / 107.7 FM	News/Information
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PSAs

1 :60 PSA to run during scheduled flight weeks, M-F 5:30a-10a. *(Total 2)*

1 :60 PSA to run during scheduled flight weeks, M-F 3p-7p. *(Total 2)*

10 :30 PSAs to run during scheduled flight weeks, M-Su 5a-2a. *(Total 60)*

Internet

Commuter Connections banner ad and URL sent to station for posting on station website

Mass Marketing Campaign January-May 2005

Added Value Totals

Est. 222

WASHINGTON

WARW

Value to Date

PSAs	\$4,900.00
Internet	TBD

WASH

PSAs	\$500.00
Internet	TBD

WBIG-FM

Internet	TBD
----------	-----

WGMS-FM

PSAs	\$1,000.00
Internet	TBD

WHUR-FM

PSAs	\$1,200.00
Sponsorships	\$2,400.00
Internet	TBD

WJFK-FM

PSAs	\$9,588.00
Internet	TBD

WJZW-FM

PSAs	\$7,875.00
Internet	TBD

WKYS-FM

PSAs	\$11,350.00
Internet	TBD

WLZL

Internet	TBD
----------	-----

WMAL	Internet	TBD
WMMJ-FM	PSAs	\$12,500.00
	Internet	TBD
WMZQ-FM	PSAs	\$5,500.00
	Internet	TBD
WPGC-AM/FM	PSAs	\$3,200.00
	Internet	TBD
WRQX	PSAs	\$2,725.00
	Internet	TBD
WTEM-FM	PSAs	\$700.00
WTOP-AM/FM	PSAs	\$6,200.00
	Internet	TBD
	Campaign Total	\$69,638.00

APPENDIX – GRH ADDED VALUE OPPORTUNITES

January-June 2005 Campaign

WARW-FM	94.7 FM	Classic Rock
----------------	---------	--------------

PSAs

- 6 :60 PSAs to run during two weeks of schedule, M-F 10a-3p. (12 total)
- 3 :60 PSAs to run during two weeks of schedule, M-F 3p-7p. (6 total)
- 12 :60 PSAs to run during scheduled flight weeks, M-Su 6a-1a. (48 total)

Literature Distribution

- NOVEC Charity Event – 6/1 5p-8p in Manassas, VA (60 brochures)
 - Celebrate Fairfax – 6/10 all day in Fairfax, VA (70 brochures)
 - Taste of the Town – 6/18 9a-2p in Reston, VA (70 brochures)
- Client to provide 200 brochures**

WASH-FM	97.1 FM	Soft Rock
----------------	---------	-----------

PSAs

- 10 :15 PSAs to run during scheduled flight weeks, M-F 5a-2a. (40 total)

Internet

- WASH will display the Bike to Work logo with link on their website from May 13th – 20th.

Literature Distribution

- Brochures to be distributed at various station events.
- Client to provide 100 brochures to be delivered to Media Vision.**

WBIG-FM	100.3 FM	Oldies
----------------	----------	--------

PSAs

- 3 :60 PSAs to run during scheduled flight weeks, M-F 6a-7p. (6 total)
- 3 :30 PSAs to run during scheduled flight weeks, M-Su 6a-12a. (6 total)

Literature Distribution

- Brochures to be distributed at various station events.
- Client to provide 100 brochures to be delivered to Media Vision.**

WHUR-FM	96.3 FM	Urban Contemporary
----------------	---------	--------------------

PSAs

- 15 :10 PSAs to run during scheduled flight weeks, Sa-Su 10a-7p. (120 total)

Promotion

- 5/20/05 : WHUR will have an on-air personality at two Bike to Work Pit Stop Rally locations. George Wilborn will be the MC at Silver Spring Discovery Place from 6:30a – 8:30a, and Tony Richards and TC will be the MC at Freedom Plaza from 8a – 9a. WHUR's promotional team will hand out water, station prizes, etc. The event will be promoted with pre-recorded promotional mentions and live liners. (Amount TBD)

Literature Distribution

Brochures will be distributed at the following events:

American Diabetes Expo – April 16

DC Emancipation Day – April 16

Every Friday in April and May, WHUR will be at H2O Restaurant & Lounge from 5p-7p for Happy Hour

Every other Friday, WHUR is at Crossroads Entertainment & Sports Complex

Children’s Hospital Benefit – May 8

Probiz Procurement Conference – May 9

American Cancer Sleep Out – May 13

Men’s Health Fair – June 7

Fathers Day Cruise, on the Spirit – June 19

Caribbean Parade Festival – June 25

**Client to provide 250 brochures to be delivered to Media Vision.
(150 picked up)**

WJFK-FM	106.7	FM	Talk/Personality
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PSAs

10 :60 PSAs to run during scheduled flight weeks, M-F 6a-6a. (20 total)

10 :10 PSAs to run during scheduled flight weeks, M-F 6a-7p. (20 total)

Literature Distribution

DC United – May 21

30 brochures distributed

WJZW-FM	105.9	FM	Jazz
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PSAs

11 :60 PSAs to run M-F 6a-6a during scheduled flight weeks. (44 total)

Internet

The Bike to Work logo and link will be posted on the WJZW website from April 25, 2005 – May 19, 2005.

Literature Distribution

500 total brochures

After Work Party @ Opus 88 in McLean, VA – 3/3

Women’s History Luncheon in D.C. – 3/10

Int. Food and Wine Festival in D.C. – 3/12

Int. Food and Wine Festival in D.C. – 3/13

Gunston Hall Kite Fest in Fairfax, VA – 3/19

Petco Appearance w// Al Santos in D.C. – 4/2

Filene’s Basement Event in Rockville, MD – 4/7

After Work Party w/ Paul Taylor in D.C. – 4/7

MS Walk @ Oxon Hill in Oxon Hill, MD – 4/9

H&R Block w/ Tom Grooms in Gaithersburg, MD – 4/9

Spring Jazz @ Harmony Hill in Ft. Washington, MD – 4/9

MS Walk @ Bowie in Bowie, MD – 4/10

Leon Russell @ Harmony Hall in Ft. Washington, MD – 4/16

Market Day in Eastern Market – 5/1

After Work Party @ H2O in SW D.C. – 5/5

IKEA in Woodbridge, VA – 5/6

Walk for NAAR in Mont. Co. Fairgrounds – 5/7

Arthritis Walk in Prince George's Community College – 5/7
 Sunday Brunch @ Camelot of Upper Marlboro – 5/8
 Taste of BLVD @ Cap Center in Landover, MD – 5/14
 Andrews AFB Open House in Andrews AFB – 5/22
 Vintage Virginia in Millwood, VA – 6/4
 Alexandria Waterfront Festival in Alexandria, VA – 6/19
 June National Capital Barbeque Battle – 6/26

WKYS-FM	93.9 FM	Urban Hits
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PSAs

3 :60 PSAs to run during scheduled flight weeks, M-F 5a-6a. (12 total)
 6 :60 PSAs to run during scheduled flight weeks, M-Su 5a-1a. (24 total)

Sponsorships

8 :15 sponsorships to run during scheduled flight weeks, M-F 6a-8p.
 (32 total)

Literature Distribution

Brochures to be distributed at various station events.
Client to provide 100 brochures to be delivered to Media Vision.

WLZL-FM	99.1 FM	Spanish
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Literature Distribution

Brochures to be distributed at various station events.
Client to provide 1500 brochures to be delivered to Media Vision.

WMAL-AM	630 AM	News/Talk
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PSAs

15 :60 PSAs to run during scheduled flight weeks, M-Su 6a-6a. (60 total)

WMMJ-FM	102.3 FM	Urban AC
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PSAs

10 :30 PSAs to run during scheduled flight weeks, M-Su 6a-6a. (40 total)
 42 :10 liners to run three weeks of schedule, M-Su 6a-12a. (84 total)

Sponsorships

4 :15 news/weather/traffic sponsorships to run during scheduled flight weeks, M-F 6a-10a
 (16 total)
 4 :15 news/weather/traffic sponsorships to run during scheduled flight weeks, M-F 3p-7p (16
 total)

Literature Distribution

200 brochures distributed by Magic on the Move Van Hits
 5/9/05 Teacher Appreciation Luncheon at Fulton Elementary 12p-1p
 5/10/05 Miss Charlotte's Crabcakes 4p-5p
 5/11/05 Red Lobster 12p-1p
 5/12/05 Dept. of Transportation "Community Day" 12p-1p
 5/12/05 Baseball Fever at Hechts Tyson Corner 6p-8p
 5/13/05 Relay for Life Teamster for American Cancer Society

5/16/05 Woodbridge Gold & Pawn Shop 12p-1p
5/17/05 Woodyard Market 4p-5p
5/18/05 Red Lobster at Authority Road 12p-1p
5/19/05 Studio7 Hair Design 4p-5p

Client to provide 100 brochures to be delivered to Media Vision.

WMZQ-FM	98.7	FM	Country
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PSAs

5 :60 PSAs to run during scheduled flight weeks, M-F 6a-10a. (20 total)
4 :30 PSAs to run during three scheduled flight weeks, M-Su 6a-6a. (12 total)

Internet

The Bike to Work logo and link will be posted on the WMZQ website from April 4, 2005 – May 20, 2005.

Literature Distribution

Brochures to be distributed at various station events.
Client to provide 100 brochures to be delivered to Media Vision.

WPGC-AM/FM	1580 AM Gospel/95.5 FM Urban
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PSAs

15 :60 PSAs to run during scheduled flight weeks, M-Su 5a-4:45a. (90 total)

Internet

The Bike to Work logo and link will be posted on the WPGC community page from March 31, 2005 – May 20, 2005.

WRQX-FM	107.3	FM	Adult Contemporary
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PSAs

4 :60 PSAs to run during the scheduled flight weeks, M-F 4:30-9a. (24 total)
6 :60 PSAs to run during the scheduled flight weeks, M-F 5a-2a. (36 total)
11 :60 PSAs to run during the scheduled flight weeks, M-F 6a-6a. (66 total)

Promotions

Gavalia Kaffe will give out coffee mugs and coffee at three Metro locations on 4/20

WTOP-AM/FM	1500 AM / 107.7 FM	News/Information
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PSAs

12 :30 PSAs to run during scheduled flight weeks, M-F 6a-6a. (72 total)

Sponsorships

2 :60 sponsorships, M-F 5:30-10a. (2 total)
2 :60 sponsorships, M-F 3p-7p. (2 total)

WWDC-FM	101.1	FM	Rock
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PSAs

20 :30 PSAs to run during scheduled flight weeks, M-Su 5a-3a (80 total)

Internet

The Bike to Work logo and link will be on the DC 101 website from March – May, 20th.

Promotions

Flounder from the morning drive show, Elliott in the Morning, will participate in Bike to Work Day by riding to the station and calling into the show to report his progress.

Client to provide 2 to 3 copy points to Media Vision by May 1, 2005.

Literature Distribution

BTK total 250

Spring Bar Crawl – DC – 4/9/05 (brochures>75)

3 Stooges Birthday Party at Coyote Ugly – DC – 4/8/05 (brochures>75)

Race to Stop the Silence – 4/10/05 (brochures>75)

Client to provide 250 brochures to be delivered to Media Vision.

GRH total 21

WWZZ-FM	104.1 FM	Hot Adult Contemporary
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PSAs

5 :10 PSAs to run during scheduled flight weeks, M-F 6a-7p (20 total)

5 :60 PSAs to run during scheduled flight weeks, M-F 5a-1a (20 total)

Literature Distribution

100 brochures total

Z104 Party in the Park (Frederick Keys Baseball Game)

Sprint appearance

7-11 appearance

Z104 summer concert series Rock till you Shop for 10 weeks (starts 6/2)

(TBA) Pentagon Row Event [60 brochures]

Client to provide 100 brochures

**GRH Campaign
January - June 2005
Added Value Totals**

		Value to Date
WARW	PSAs	\$6,900.00
	Literature	\$200.00
WASH	PSAs	\$1,000.00
	Literature	\$100.00
WBIG	PSAs	\$2,100.00
	Literature	\$100.00
WHUR	PSAs	\$1,500.00
	Promotion	\$12,000.00
	Literature	\$250.00
WJFK	PSAs	\$3,500.00
	Literature	\$30.00
WJZW	PSAs	\$2,200.00
	Internet	\$26,000.00
	Literature	\$500.00
WKYS	PSAs	\$6,300.00
	Sponsorships	\$6,800.00
	Literature	\$100.00
WLZL-FM	Literature	\$1,500.00
WMAL-AM	PSAs	\$1,500.00

WMMJ	PSAs	\$2,050.00
	Sponsorships	\$9,600.00
	Literature	\$200.00
WMZQ	PSAs	\$11,300.00
	Internet	\$1,000.00
	Literature	\$100.00
WPGC A/F	PSAs	\$2,250.00
	Internet	\$1,200.00
WRQX	PSAs	\$17,100.00
	Promotion	\$4,000.00
WTOP	PSAs	\$3,600.00
	Sponsorships	\$3,200.00
WWDC	PSAs	\$2,000.00
	Internet	\$5,000.00
	Promotions	\$19,500.00
	Literature	\$271.00
WWZZ	PSAs	\$8,000.00
	Internet	\$2,000.00
	Literature	\$100.00
Total Campaign Value		\$165,051.00

APPENDIX – TELEWORK ADDED VALUE OPPORTUNITIES

2005 Campaign

WARW-FM	94.7 FM	Classic Rock
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PSAs

:60 PSAs to run during two scheduled flight weeks, M-F 6a-12a. (14 total)

:60 PSAs to run during scheduled flight weeks, M-Su 6a-12a. (30 total)

Internet

WARW will place a banner ad on their website during the flight weeks they are on the air.

WBIG-FM	100.3 FM	Oldies
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PSAs

:60 PSAs to run during scheduled flight weeks, M-F 6a-12a. (15 total)

:15 PSAs to run during scheduled flight weeks, M-F 5:30a-7:30p. (6 total)

Internet

WBIG will place a banner ad on their website during the flight weeks they are on the air.

WGMS-FM	103.5 FM	Classical
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PSAs

:60 PSAs to run during scheduled flight weeks, M-F 5a-2a. (7 total)

:60 PSAs to run during scheduled flight weeks, M-Tu 5a-2a. (4 total)

WJFK-FM	106.7 FM	Talk/Personality
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PSAs

:60 PSAs to run during scheduled flight weeks, M-F 6a-6a. (20 total)

:20 PSAs to run during scheduled flight weeks, M-F 6a-10a. (46 total)

:60 PSAs to run during scheduled flight weeks, M-Tu 6a-6a. (4 total)

Internet

WJFK will place the Telework banner ad on their website during the flight weeks they are on the air.

WJZW-FM	105.9 FM	Jazz
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PSAs

:60 PSAs to run M-F 3p-8p during scheduled flight weeks. (6 total)

:60 PSAs to run M-F 5a-1a during scheduled flight weeks. (10 total)

:10 PSAs to run M-F 5:30a-7p during scheduled flight weeks. (9 total)

:60 PSAs to run M-W 5a-10a during scheduled flight weeks. (4 total)

:60 PSAs to run M-W 3p-8p during scheduled flight weeks. (4 total)

:60 PSAs to run M-W 5a-1a during scheduled flight weeks. (4 total)

:10 PSAs to run M-W 5:30a-7p during scheduled flight weeks. (4 total)

:60 PSAs to run M-F 5:30a-10a during scheduled flight weeks. (5 total)

Internet

WJZW would create a flash banner that would rotate throughout all the pages of the website.

WMAL-AM	630 AM	News/Talk
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PSAs

- :60 PSAs to run during scheduled flight weeks, M-Su 6a-6a. (38 total)
- :60 PSAs to run during scheduled flight weeks, M-W 6a-6a. (8 total)

Internet

WMAL will have a link to Telework for the front page of WMAL.com.
 Also, the morning show will tell listeners to go to WMAL.com to register to win a visit from Fred Grandy and Andy Parks delivering Krispy Kreme donuts to the Telework Office of the week for a total of 3 weeks.

WRQX-FM	107.3 FM	Adult Contemporary
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PSAs

- :60 PSAs to run during the scheduled flight weeks, M-F 4:30-9a. (5 total)
- :60 PSAs to run during the scheduled flight weeks, M-Su 6a-7p. (5 total)
- :60 PSAs to run during the scheduled flight weeks, M-Su 5a-2a. (12 total)
- :60 PSAs to run during the scheduled flight weeks, M-Su 12a-12a. (12 total)
- :10 PSAs to run during the scheduled flight weeks, M-F 5a-7p. (2 total)

Internet

WRQX will have a floating banner ad on it's website as well the banner ad included on an email blast going out to 30,000 listeners.

WTOP-AM/FM	1500 AM / 107.7 FM	News/Information
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PSAs

- :30 PSAs to run during scheduled flight weeks, M-F 5a-5a. (20 total)
- :30 PSAs to run during the scheduled flight weeks, M-W 5a-5a. (10 total)

**Telework 2005 Campaign
Added Value Opportunities Totals**

WASHINGTON		
WARW		Value
	PSAs	\$1,450.00
	Internet	\$1,500.00
WBIG		
	PSAs	\$1,950.00
	Internet	\$1,000.00
WGMS-FM		
	PSAs	\$550.00
WJFK-FM		
	PSAs	\$10,975.00
	Internet	\$2,000.00
WJZW-FM		
	PSAs	\$12,200.00
	Internet	\$2,000.00
WMAL		
	PSAs	\$1,350.00
	Internet	\$2,000.00
WRQX		
	PSAs	\$3,850.00
	Internet	\$1,000.00
WTOP-AM/FM		
	PSAs	\$1,500.00
	Campaign Total	\$43,325.00

APPENDIX – INTERNET RESULTS SUMMARY

Mass Marketing Internet Summary January 3 – January 30, 2005

The Mass Marketing Commuter Connections Internet campaign ran between January 3 and January 30, 2005. It included Washintonpost.com for display advertising, (Mapquest did not have availability in the Washington, DC metro area during this time period) and Overture and Google for keyword searches.

Over the four weeks, the campaign amassed 850,534 impressions, and resulted in 893 click-throughs to the website.

Listed below is a summary of each.

Pay For Performance Search

The Commuter Connections campaign utilized Overture and Google, which dominate the market in paid-search services covering 93.4% of all searches.

Overture:

Keyword Sponsorships on the following top search engines were purchased through Overture on a cost per click basis.

Alta Vista
Info Space
Lycos
MSN
Yahoo!

Commuter Connections maintained the number one position on the page over the flight. Below lists the actual delivery:

January 3 – January 30, 2005

	Impressions	Clicks	CTR
Actual	1,797	86	.048%

Below is the list of keywords and how each performed over the course of the run:

Keyword	Avg Position	Total Impressions	Total Clicks	CTR	Avg Cost \$	Total Cost \$	CPC \$
bicycling	1	22	1	0.05	0.1	0.1	0.1
bike to work	1	1	0	0.00	0.1	0	0
bus transportation	1	75	4	0.05	0.99	3.92	0.98
capital metro	1	2	0	0.00	0.1	0	0
car service	6	161	1	0.01	0.33	0.51	0.51
carpool	1	96	4	0.04	0.13	0.4	0.1
carpooling	1	1	0	0.00	0.1	0	0
commute	1	43	3	0.07	0.1	0.33	0.11
commuter connection	1	21	5	0.24	0.1	0.51	0.1
dc car service	1	1	0	0.00	0.1	0	0
dc metro	1	26	6	0.23	0.1	0.6	0.1
ground transportation	2	79	3	0.04	2	6	2
hov	1	32	4	0.13	0.1	0.4	0.1
metro system	1	597	28	0.05	0.1	2.8	0.1
metro transit	1	170	7	0.04	0.1	0.71	0.1
ridesharing	1	1	1	1.00	0.1	0.1	0.1
telecommuting	1	5	2	0.40	0.14	0.2	0.1
telework	2	6	0	0.00	0.28	0	0
teleworking	1	1	0	0.00	0.1	0	0
transit	1	408	11	0.03	0.1	1.1	0.1
vanpool	1	7	4	0.57	0.1	0.4	0.1
vanpooling	1	2	0	0.00	0.1	0	0
walking	1	40	2	0.05	0.11	0.2	0.1
	1	1,797	86	0.05	\$0.24	\$18.28	\$0.21

Google:

Keyword Sponsorships on the following top search engines were bought through Google on a cost per click basis.

- Google
- American Online
- CompuServe
- Netscape
- Ask Jeeves
- AT&T WorldNet
- EarthLink
- Excite
- Amazon.com
- Disney Online
- WashingtonPost.com
- The New York Times on the web

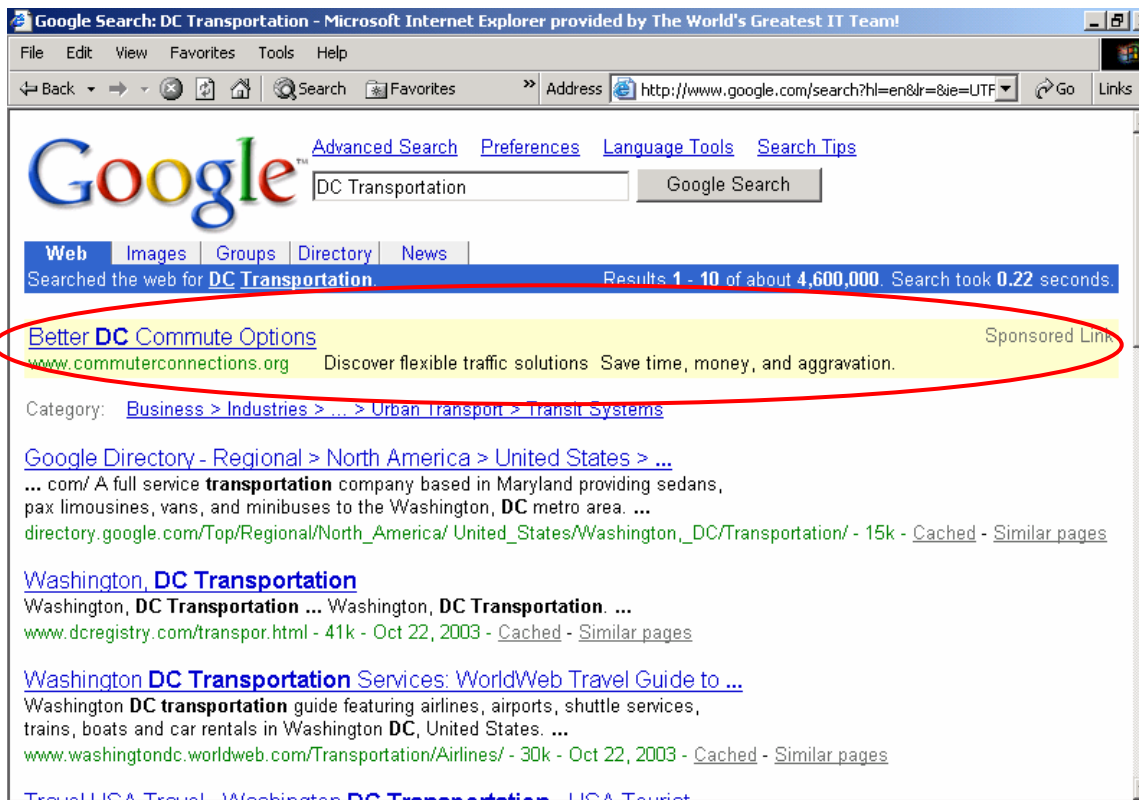
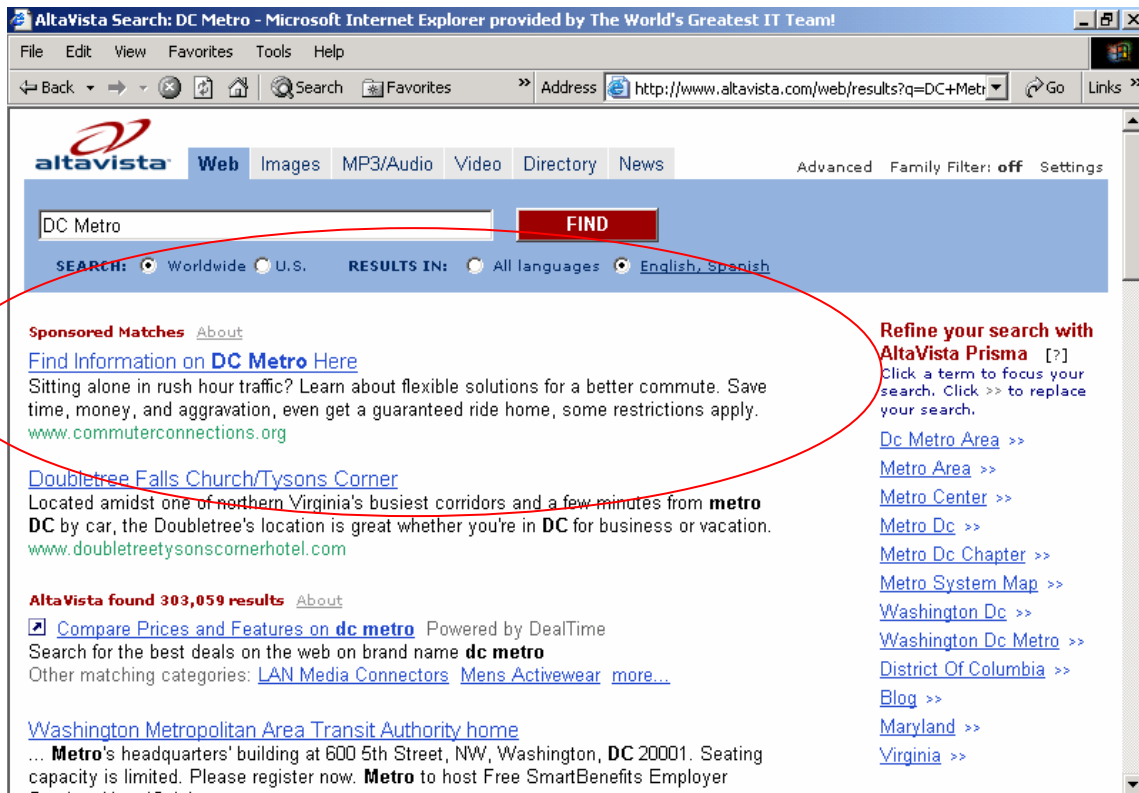
Google delivered more impressions and clicks than Overture, and also had a much higher click-through rate.

January 3 – January 30, 2005

	Impressions	Clicks	CTR
Actual	21,744	292	1.30%

Below is the list of keywords and how each performed over the course of the run:

Keyword	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Total - content targeting	16925	55	0.30%	\$0.51	\$28.15	2.9
association parking	85	0	0.00%	\$0.00	\$0.00	1
bicycle commuting	2	0	0.00%	\$0.00	\$0.00	1
bicycling	152	1	0.70%	\$0.87	\$0.87	1.4
bus transportation	361	41	11.40%	\$0.45	\$18.45	2.3
capital metro	4	0	0.00%	\$0.00	\$0.00	1
car service	51	0	0.00%	\$0.00	\$0.00	3.6
carpool	237	14	5.90%	\$0.44	\$6.09	1.1
carpooling	45	4	8.90%	\$0.26	\$1.03	1.1
commuter connection	137	66	48.20%	\$0.06	\$3.70	1
dc metro area	38	0	0.00%	\$0.00	\$0.00	1
ground transportation	41	2	4.90%	\$0.67	\$1.34	2.6
hov	35	1	2.90%	\$0.04	\$0.04	1
management traffic	4	0	0.00%	\$0.00	\$0.00	2.8
metro system	35	1	2.90%	\$0.34	\$0.34	1
metro transit	35	0	0.00%	\$0.00	\$0.00	1
parking ticket	14	0	0.00%	\$0.00	\$0.00	1.1
services transportation	50	0	0.00%	\$0.00	\$0.00	1.5
telecommuting	911	23	2.50%	\$0.60	\$13.70	1.3
telework	37	0	0.00%	\$0.00	\$0.00	2.5
teleworking	20	0	0.00%	\$0.00	\$0.00	1.5
transit	150	0	0.00%	\$0.00	\$0.00	1
transportation	2109	80	3.80%	\$0.16	\$13.04	1.1
vanpool	88	3	3.40%	\$0.19	\$0.58	1.1
vanpooling	1	0	0.00%	\$0.00	\$0.00	1
walking	177	1	0.60%	\$0.91	\$0.91	3
Totals and Overall Averages:	21744	292	1.30%	\$0.30	\$88.24	2.5



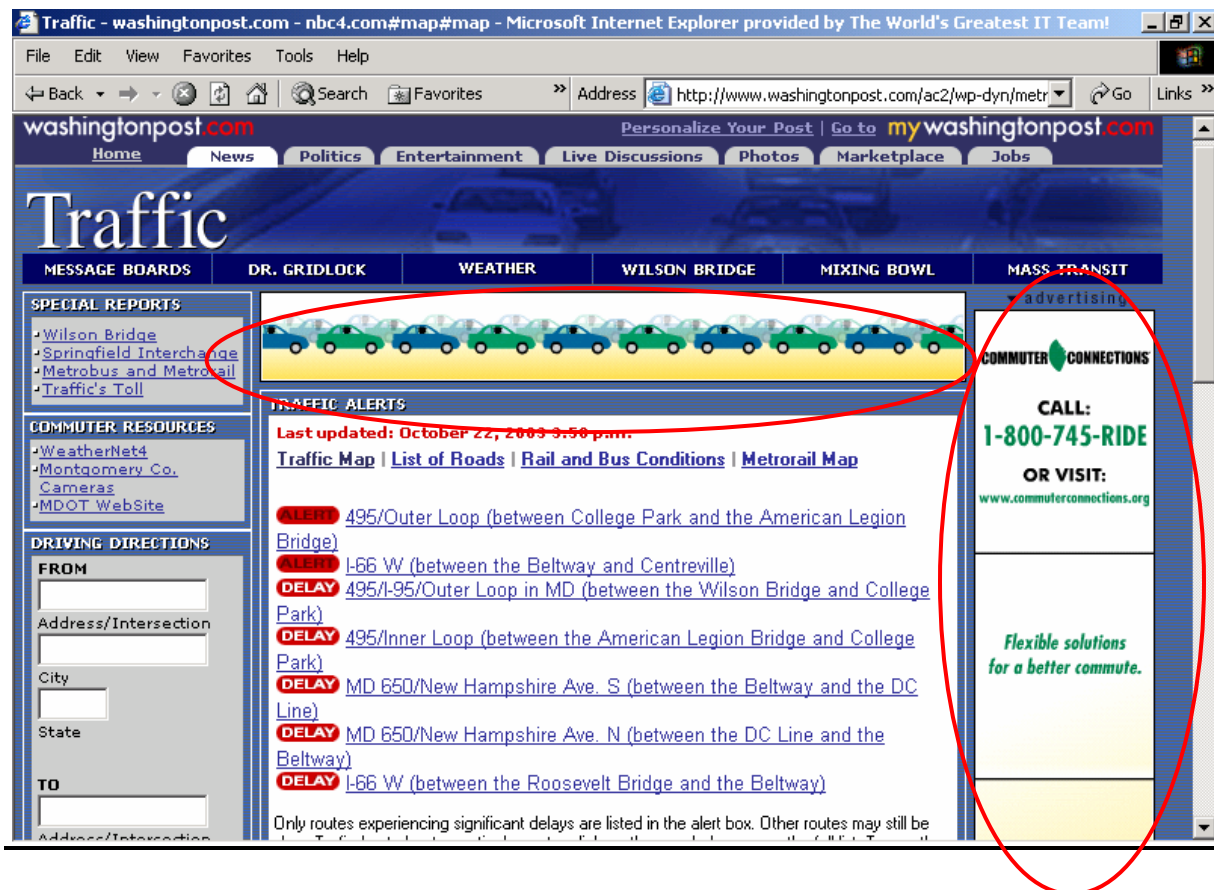
Interactive Display Advertising

Display advertising was recommended as a way to position Commuter Connections within relevant content. Sponsorship of traffic and driving/map areas has been successful for the campaign. Overall, the banners, big boxes and skyscrapers delivered over 826m impressions, sending over 500 users to the Commuter Connections website. It was found that the larger the creative unit, the more likely someone would click,

WashingtonPost.com:

Commuter Connections had a fixed position on the traffic page throughout the campaign in addition to rotating ad units (banners, skyscrapers, and big box) on the traffic page and home page.

	Impressions	Clicks	CTR
Planned	781,488	-	-
Actual	826,993	515	0.06%
% Over Delivered	6%	-	-



GRH Internet Summary
January 31 – February 27, 2005

Over four weeks, the campaign delivered 1,679,657 impressions, and 720 known click-thrus to the website. Mapquest and WashingtonPost were the most successful in building brand awareness by providing the most impressions, and WashingtonPost had the most click- thrus. However, Google had the highest Click thru Rate (CTR).

Below is a summary of each sites' performance.

Pay For Performance Search

The GRH campaign utilized Overture and Google, which dominate the market in paid-search services covering 93.4% of all searches.

Overture:

Keyword Sponsorships on the following top search engines were purchased through Overture on a cost per click basis.

Alta Vista
Info Space
Lycos
MSN
Yahoo!

Commuter Connections maintained the number one page placement during the flight. Below lists the actual delivery:

	Impressions	Clicks	CTR
Actual	1,817	71	.04%

Below is the list of keywords and how each performed over the course of the run:

Keyword	Avg Position	Total Impressions	Total Clicks	CTR	Avg Cost \$	Total Cost \$	CPC \$
bicycle commuting	1	1	0	0	0.1	0	0
bicycling	1	25	0	0	0.1	0	0
bike to work	1	2	0	0	0.1	0	0
bus transportation	1	52	5	0.096	1	5	1
capital metro	1	1	0	0	0.1	0	0
car service	5	156	1	0.006	0.36	0.46	0.46
carpool	2	151	2	0.013	0.13	0.27	0.13
carpool information	1	1	0	0	0.1	0	0
commute	1	59	5	0.085	0.09	0.52	0.1
commuter connection	1	12	2	0.167	0.09	0.21	0.1
dc car service	1	1	0	0	2.01	0	0
dc metro	1	21	6	0.286	0.09	0.6	0.1
ground transportation	2	77	2	0.026	1.98	4	2
hov	1	12	2	0.167	0.09	0.2	0.1
metro system	1	597	23	0.039	0.09	2.31	0.1
metro transit	1	162	3	0.019	0.09	0.3	0.1
telecommuting	1	3	0	0	0.1	0	0
teleworking	1	1	0	0	0.1	0	0
transit	1	399	11	0.028	0.09	1.1	0.1
vanpool	1	21	5	0.238	0.11	0.62	0.12
walking	1	49	2	0.041	0.11	0.2	0.1
work from home	1	14	2	0.143	0.28	0.2	0.1
	1	1,817	71	0.039	\$0.23	\$15.99	\$0.22

Google:

Keyword Sponsorships on the following top search engines were bought through Google on a cost per click basis.

- Google
- American Online
- CompuServe
- Netscape
- Ask Jeeves
- AT&T WorldNet
- EarthLink
- Excite
- Amazon.com
- Disney Online
- WashingtonPost.com
- The New York Times on the web

Google delivered more impressions and clicks than Overture, and also had a much higher click-through rate.

	Impressions	Clicks	CTR
Actual	24,191	237	1.0%

Below is the list of keywords and how each performed over the course of the run:

Keyword	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Total - content targeting	20485	71	0.30%	\$0.43	\$30.31	2.4
association parking	2	0	0.00%	\$0.00	\$0.00	1
bicycle commuting	14	0	0.00%	\$0.00	\$0.00	1.4
bicycling	151	0	0.00%	\$0.00	\$0.00	2.4
bus transportation	275	27	9.80%	\$0.60	\$16.10	2.3
capital metro	1	0	0.00%	\$0.00	\$0.00	1
car service	44	1	2.30%	\$1.00	\$1.00	3.4
carpool	448	17	3.80%	\$0.40	\$6.82	1.1
carpooling	41	1	2.40%	\$0.38	\$0.38	1.3
commuter connection	124	56	45.20%	\$0.05	\$2.99	1
consultant transportation	2	0	0.00%	\$0.00	\$0.00	2.5
dc metro area	23	0	0.00%	\$0.00	\$0.00	1
ground transportation	62	0	0.00%	\$0.00	\$0.00	2.6
home office work	1	0	0.00%	\$0.00	\$0.00	4
hov	49	2	4.10%	\$0.26	\$0.51	1.5
management traffic	6	0	0.00%	\$0.00	\$0.00	5.3
metro system	38	2	5.30%	\$0.22	\$0.45	1
metro transit	22	0	0.00%	\$0.00	\$0.00	1
parking ticket	22	0	0.00%	\$0.00	\$0.00	1
services transportation	38	1	2.60%	\$0.85	\$0.85	1.7
telecommuting	1019	28	2.70%	\$0.67	\$18.89	1.4
telework	52	4	7.70%	\$0.77	\$3.07	2.3
teleworking	25	0	0.00%	\$0.00	\$0.00	1.7
transit	174	1	0.60%	\$0.07	\$0.07	1.1
transportation	841	18	2.10%	\$0.24	\$4.37	1.1
vanpool	133	7	5.30%	\$0.23	\$1.62	1.1
vanpooling	1	0	0.00%	\$0.00	\$0.00	1
walking	88	0	0.00%	\$0.00	\$0.00	2.9
work from home	6	1	16.70%	\$0.99	\$0.99	42.3
work in home	1	0	0.00%	\$0.00	\$0.00	8
working at home	3	0	0.00%	\$0.00	\$0.00	13
	24191	237	1.00%	\$0.37	\$88.42	2.3

AltaVista Search: DC Metro - Microsoft Internet Explorer provided by The World's Greatest IT Team!

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Searched the web for **DC Transportation**. Results 1 - 10 of about 4,600,000. Search took 0.22 seconds.

Better DC Commute Options Sponsored Link
www.commuterconnections.org Discover flexible traffic solutions. Save time, money, and aggravation.

Category: [Business > Industries > ... > Urban Transport > Transit Systems](#)

[Google Directory - Regional > North America > United States > ...](#)
... com/ A full service **transportation** company based in Maryland providing sedans, pax limousines, vans, and minibuses to the Washington, DC metro area. ...
directory.google.com/Top/Regional/North_America/United_States/Washington_DC/Transportation/ - 15k - Cached - Similar pages

[Washington, DC Transportation](#)
Washington, DC **Transportation** ... Washington, DC **Transportation**. ...
www.dcregistry.com/transpor.html - 41k - Oct 22, 2003 - Cached - Similar pages

[Washington DC Transportation Services: WorldWeb Travel Guide to ...](#)
Washington DC **transportation** guide featuring airlines, airports, shuttle services, trains, boats and car rentals in Washington DC, United States. ...
www.washingtondc.worldweb.com/Transportation/Airlines/ - 30k - Oct 22, 2003 - Cached - Similar pages

[TravelUSA Travel: Washington DC Transportation - USA Tourist](#)

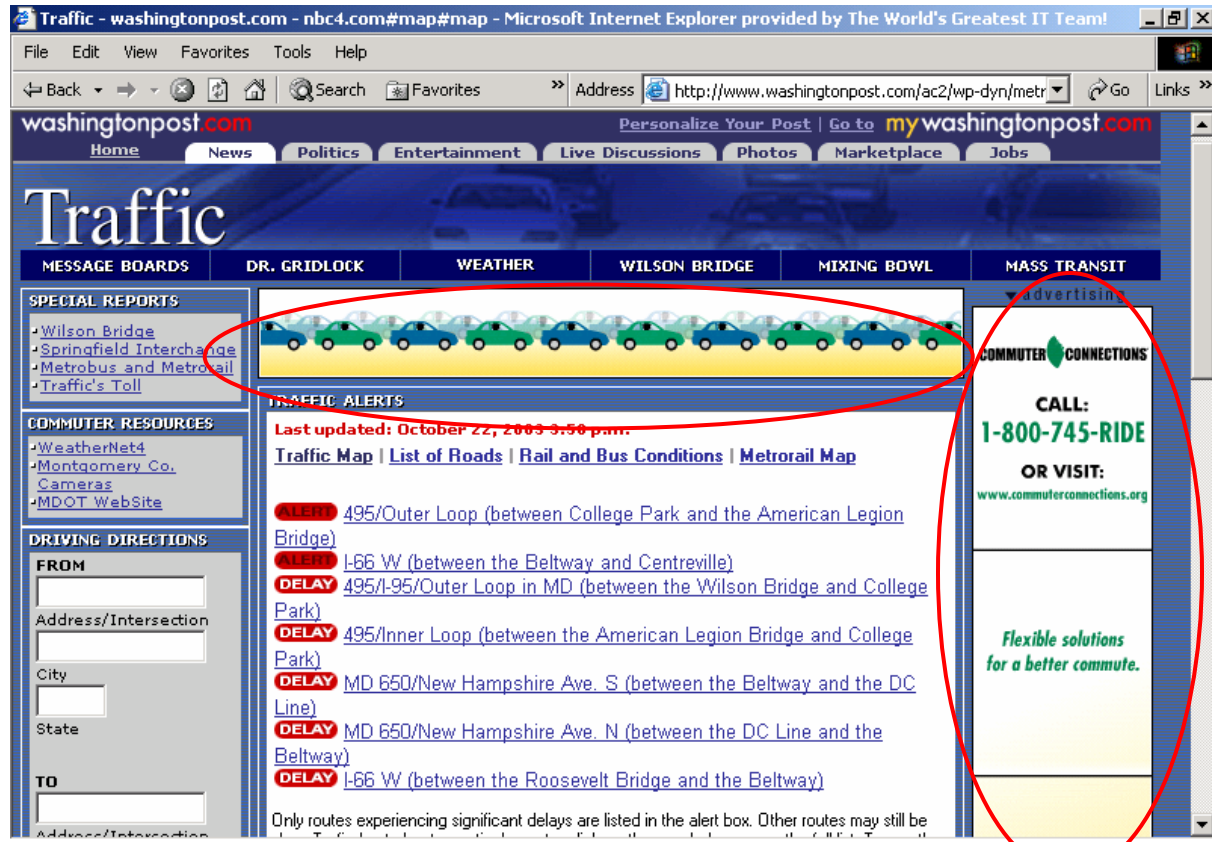
Interactive Display Advertising

Display advertising was recommended as a way to position Commuter Connections within relevant content. Sponsorship of traffic and driving/map/weather areas was successful for the campaign. Overall, the banners, big boxes and skyscrapers delivered over 466M impressions.

WashingtonPost.com:

Commuter Connections had a fixed position on the traffic page throughout the campaign in addition to rotating ad units (banners, skyscrapers, and big box) on the weather/traffic/news page and home page.

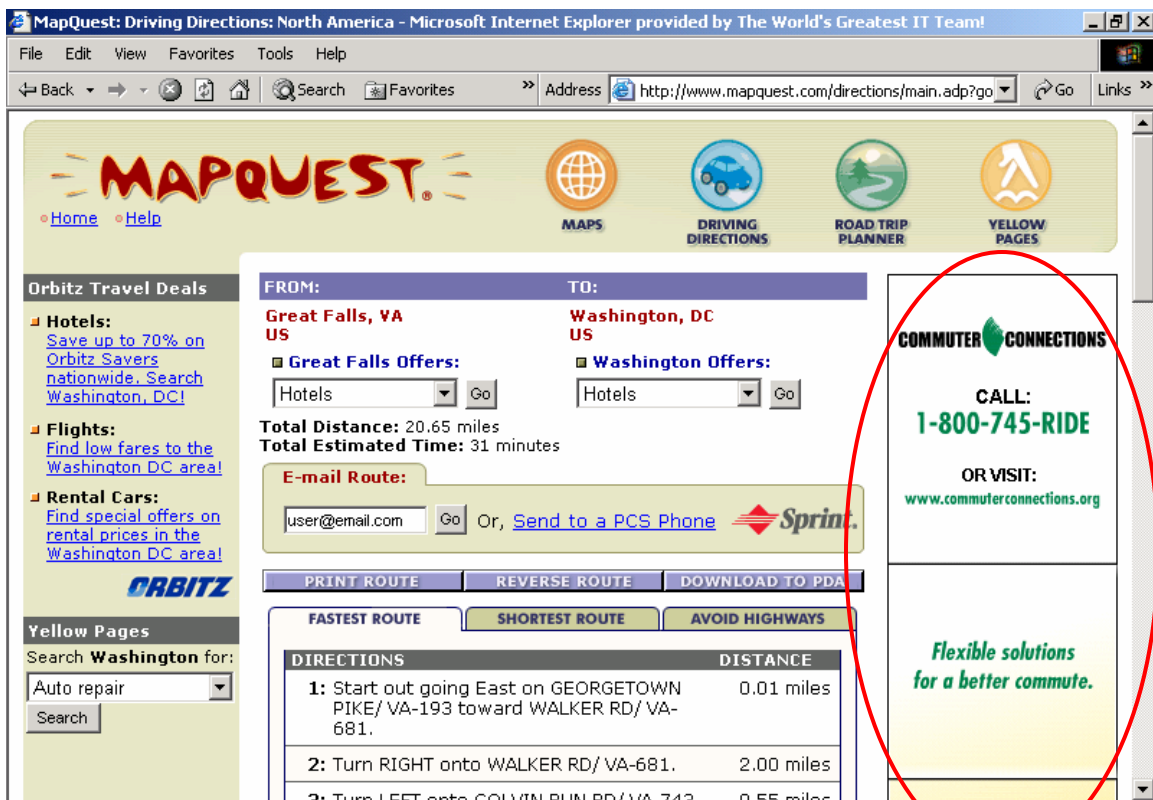
	Impressions	Clicks	CTR
Planned	667,916	-	-
Actual	771,948	412	0.05%
+/- Delivery	+104,032	-	-



Mapquest.com:

Mapquest.com continued to provide a unique medium for the Commuter Connections campaign. It is the #1 online travel site and #1 online mapping site, serving over 83% of all online mapping and direction queries. By advertising on Mapquest.com, within the Washington DC Metro, we were able to reach the driving audience in a non-news environment.

	Impressions
Planned	881,309
Actual	881,647
+/- Delivery	+338



2005 MWCOC Radio Calendar		June			July		Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost
		6/13	6/20	6/27	7/4	7/11					
DC											
WMMJ-FM Format: Urban Rank 25-54: 1	Paid	22		22		22	66	2,280,300	\$22,688	\$18,750	\$15,938
	Bonus/PSA	6		6	20	6	38	1,312,900	\$5,700	n/c	
	Vignettes	6	6		6		18	621,900	\$7,500	n/c	
	Promotion		35	27			62	2,142,100	\$20,000	n/c	
			After dark gas party + remote	Lawnmower exchange + remote							
				10	10		20	691,000	\$4,000	n/c	
				Sponsorship lunch song request	Sponsorship lunch song request						
	Online		Office lunch contest every Friday (5 mentions/week)				25	863,750	\$10,000	n/c	
			Homepage ad + opt in for e-mail advisories on unhealthy code days				1	10,000	\$2,000	n/c	
							230	7,921,950	\$71,888	\$18,750	\$15,938
WTOP-AM/FM Format: News Rank 25-54: 4	Paid			19	19	19	57	2,187,261	\$27,225	\$22,500	\$19,125
	Bonus/PSA		12		12	12	36	1,381,428	\$14,400	n/c	
	Promotion				10		10	383,730	\$4,000	n/c	
					Lawnmower giveaway date TBD						
	Online		Code red/orange notification next to weather announcements				Est 12	460,476	\$4,800	n/c	
			Code notification listing on weather page				1	18,000	\$5,000	n/c	
						116	4,430,895	\$55,425	\$22,500	\$19,125	
WRQX-FM Format: Hot Adult Contemp Rank 25-54: 7	Paid	12	12		12		36	497,556	\$15,881	\$13,125	\$11,156
	Bonus/PSA	5	5	20	5	10	45	621,945	\$6,750	n/c	
	Promotion					20	20	276,420	\$3,000	n/c	
	Online					Bike contest (7/11-8/7)					
		E-mail to listeners					1	40,000	\$7,000	n/c	
		Weather page ad				1	1,000	\$325	n/c		
		Code notification listing on website				1	8,000	\$2,000	n/c		
						104	1,444,921	\$34,956	\$13,125	\$11,156	
WJZW-FM Format: Jazz Rank 25-54: 9	Paid	19	19		19		57	1,182,636	\$14,883	\$12,300	\$10,455
	Bonus/PSA	14	14	20		24	72	1,493,856	\$10,800	n/c	
	Promotion					20	20	414,960	\$3,000	n/c	
	Online					Bike contest (7/11-8/7)					
		E-mail to listeners					1	40,000	\$7,000	n/c	
		Weather page ad				1	1,000	\$300	n/c		
		Code notification listing on website				1	8,000	\$1,200	n/c		
						152	3,140,452	\$37,183	\$12,300	\$10,455	
GRAND TOTAL							602	16,938,218	\$199,452	\$66,675	\$56,674



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Air Quality Action Days
DC Radio Plan
 May 24, 2005

DC RECAP

Stations:	4
Weeks on Air:	5
Spots/PSA/Mentions:	602
25-54 GRPs*:	384.9 (8,763,930 impressions)
35-64 GRPs*:	482 (9,894,791 impressions)
Adults 18+ GRPs*:	378.4 (11,398,134 impressions)
Total Gross Impressions with promotions Adults 18+:	16,938,218
Total Package Value:	\$199,452 (leveraged 252%)
Total Cost:	\$56,674net

**Based on advertising schedule only, see attached calendar for impression from promotions.*

WMMJ-FM

Format: Urban
 Ranked 25-54: #1
 Weeks on air: 5
 Spots: 66 paid
 38 bonus/PSA
 107 promotional announcements

Schedule Efficiency

Includes paid, PSAs and promotional announcements

Adults 25-54: 177 GRPs
 290,600 (12.7%) reach, 13.9 frequency
 4,044,900 impressions

Adults 35-64: 228 GRPs
 286,288 (13.8%) reach, 16.5 frequency
 4,673,100 impressions

Adults 18+: 167 GRPs
 427,500 (11.7%) reach, 14.3 frequency
 6,115,500 impressions





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Added Value

On-Air:

1. Air Quality Vignettes - Station will produce 30-second vignettes reminding listeners of what actions they should be taking during Code Red Days. 6 vignettes will run the week of, 6/13, 6/20 and 7/4, 3 weeks total. Monday-Sunday, from 6a-12m.
2. Clean Air Office of the Week. Station will provide the "Office of the Week" with free lunch and delivery sponsored by Air Quality Action Days every Friday of the campaign (5 weeks total). 5 live on-air mentions per week Monday-Friday, 5a-10a, encouraging offices to fax in their entries. 25 total promotional mentions.
3. Opening and closing sponsorship of the "Class Reunion Salute" during the lunch hour for the weeks of 6/27 and 7/4. (Total 20 sponsorships)
4. Stone Soul Picnic - On July 30, 2005, Station will distribute Air Quality Action Days brochures/information at event.
5. Fill "Er Up! 9p-11p, 2-hour remote appearance at local gas station to encourage listeners to fill up their gas tanks after dark. Listeners who have a "Majic 30 & Over Club Card" will receive gas at a reduced price in order to build awareness of Air Quality Action Days. Station to distribute brochures for Clean Air Action Days at the remote and provide 35+ promotional announcements, Monday-Friday, to inform and encourage listeners to participate. Date TBD, station is working with gas station on availability.
6. Gas Lawnmower Exchange. 2-hour remote appearance with 2+ live call-ins at local Home Depot. During the appearance station will encourage listeners to bring in their old gas lawnmowers in exchange for a discount towards a new electric lawnmower. The discount is provided by Black & Decker and good at Home Depot that day. Additionally, Home Depot will provide proper discarding of the old gas lawnmowers. Station will distribute brochures for Clean Air Action Days at the remote and provide 25 promotional announcements, Monday-Saturday, to inform and encourage listeners to participate. Station coordinates all aspects of promotion. Station to coordinate with Home Depot to determine the date and time of remote appearance during campaign.

Website:

7. Web Page Link. During the length of the radio campaign, station will place an Air Quality Action Days tile on home page, allowing listeners to sign-up for e-mail notification about unhealthy code days. A link will also be provided from station's web site to Air Quality Action Days web page. PRR to provide ad creative.

Package value: \$71,888
Cost: \$15,938net



**PRR**

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WTOP AM/FM

Format: News
 Ranked 25-54: #4
 Weeks on air: 5
 Spots: 19 paid
 36 bonus/PSA
 23 promotional announcements

Schedule Efficiency*Based on ad schedule only, see attached calendar for promo impressions.*

Adults 25-54: 90 GRPs
 388,467 (17%) reach, 5.2 frequency
 2,020,028 impressions

Adults 35-64: 116 GRPs
 435,666 (21%) reach, 5.4 frequency
 2,352,596 impressions

Adults 18+: 98.1 GRPs
 660,870 (18%) reach, 5.4 frequency
 3,568,698 impressions

Added Value

On-Air:

1. When in effect, Air Quality Codes Orange, Red or Purple will be announced with all weather announcements throughout the campaign.
2. WTOP's Mystery News-Maker contest. 2-electric lawnmowers to be given away during on-air contest. Station will provide 8-10 promotional mentions per week to encourage listeners to call in to win. Date of contest to be determined once procurement of lawnmowers has been secured. Client to provide 2-electric lawnmowers.

Website:

3. Air Quality Color Codes will be listed on weather map on station's home page throughout campaign, June 13 begin.

Package value: \$55,425
Cost: \$19,125net



**PRR**

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WRQX-FM

Format: Hot AC
 Ranked 25-54: #7
 Weeks on air: 5
 Spots: 36 paid
 45 bonus/PSA
 20 promotional announcements

Schedule Efficiency*Based on ad schedule only, see attached calendar for promo impressions.*

Adults 25-54: 54 GRPs
 262,793 (11.5%) reach, 4.6 frequency
 1,208,848 impressions

Adults 35-64: 47.4 GRPs
 195,007 (9.4%) reach, 5.0 frequency
 975,035 impressions

Adults 18+: 40.5 GRPs
 319,425 (8.7%) reach, 4.5 frequency
 1,437,412 impressions

Added Value

On-Air:

1. From July 11 through August 7, station will run a two week promotional campaign for listeners to register to win online a grand prize of a bike courtesy of Air Quality Action Days, plus qualifying prizes of Metro fare cards. Station to provide 10 promotional announcements per week (20 total), all prizes, and our logo and link on station website on the Contest webpage.

Website:

2. Air Quality Color Code notification listed on station website from June 15-July 15. Includes client logo and link to client website.
3. E-mail blast during campaign to station's loyal listeners to inform them of what they can do to reduce unhealthy air days. Station to present list to client for approval.
4. Client listed as sponsor of the weather page on station's website from June 15-July 15.

Package value: \$34,956
Cost: \$11,156net





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WJZW-FM

Format: Jazz
 Ranked 25-54: #9
 Weeks on air: 5
 Spots: 57 paid
 72 bonus/PSA
 23 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Adults 25-54: 63.9 GRPs
 201,086 (8.8%) reach, 7.5 frequency
 1,508,145 impressions

Adults 35-64: 90.6 GRPs
 228,200 (11%) reach, 8.3 frequency
 1,894,060 impressions

Adults 18+: 72.8 GRPs
 330,435 (9%) reach, 8.2 frequency
 2,676,524 impressions

Added Value

On-Air:

1. From July 11 through August 7, station will run a two week promotional campaign for listeners to register to win online a grand prize of a bike courtesy of Air Quality Action Days, plus qualifying prizes of Metro fare cards. Station to provide 10 promotional announcements per week (20 total), all prizes, and our logo and link on station website on the Contest webpage.

Website:

2. Air Quality Color Code notification listed on station website from June 15-July 15. Includes client logo and link to client website.
3. E-mail blast during campaign to station's loyal listeners to inform them of what they can do to reduce unhealthy air days. Station to present list to client for approval.
4. Client listed as sponsor of the weather page on station's website from June 15-July 15.

Package value: \$37,183
Cost: \$10,455 net





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Air Quality Action Days
Baltimore Radio Plan
 May 23, 2005

BALTIMORE RECAP

Stations:	3
Weeks on Air:	5
Spots/PSA/Mentions:	537
25-54 GRPs*:	313 (3,901,840 impressions)
35-64 GRPs*:	273 (3,034,550 impressions)
Adults 18+ GRPs*:	314 (6,305,360 impressions)

**Total Gross Impressions
 with promotions Adults 18+: 10,075,280**

**Total Package Value: \$122,117 (leveraged 326%)
 Total Cost: \$28,649net**

**Based on advertising schedule only, see attached calendar for
 impression from promotions.*

WERQ-FM

Format: Urban
 Ranked 25-54: #3
 Weeks on air: 5
 Spots: 84 paid
 15 bonus/PSA
 73 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Adults 25-54: 114 GRPs
 183,000 (16%) reach, 8.8 frequency
 1,610,400 impressions

Adults 35-64: 75.6 GRPs
 102,100 (9%) reach, 8.4 frequency
 857,640 impressions

Adults 18+: 133.5 GRPs
 302,800 (15%) reach, 8.9 frequency
 2,694,920 impressions





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Added Value

On-Air:

1. During the week of 6/20 the station will host an "After Dark Tank Party." The station will do a 2-hour remote appearance from 9pm-11pm with 2 live call-ins during the remote, 10 30-second pre-recorded promotional announcements will air the week prior. Station will distribute Clean Air Action Days brochures at the Tank Party. Additionally, a station personality will host games and greet customers.
2. "Code Red Days Free Lunch Delivery" promotion. During 2 Code Red Days, station will provide a winning office free lunch and delivery to encourage employees to not drive to lunch. For each of the 2 Code Red Day lunches, Clean Air Action Days will receive 3 live mentions. Code Orange Days can be used if no Code Red Days are forecasted.
3. "92 Days of Summer Code Days Magnet." Station will create and produce magnets referencing the various air quality codes. 60 10-second pre-recorded announcements to promote availability of magnets at various locations. In addition to the magnets Clean Air Action Days brochures will be distributed during van runs, events and appearances.

Website:

4. 3 weeks of code notification on Q-Links page of website.
Dates: 6/13 - 7/3.

Package value: **\$50,550**
Cost: **\$14,178net**

WLIF-FM

Format: Adult Contemporary
Ranked 25-54: #6
Weeks on air: 5
Spots: 39 paid
 72 bonus/PSA
 85 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Adults 25-54: 88 GRPs
 127,700 (11%) reach, 8 frequency
 1,021,600 impressions

Adults 35-64: 113 GRPs
 141,800 (13%) reach, 8.7 frequency
 1,233,660 impressions

Adults 18+: 101 GRPs
 236,100 (12%) reach, 8.4 frequency
 1,983,240 impressions





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Added Value

On-Air:

1. Carpooling stories contest, including 30 promotional announcements and posting of funniest carpooling stories on the website along with logo and hyperlink. Week of 6/13.
2. Morning show host, Greg Carpenter rides to work each morning and talks about it on air each morning (Mon-Fri). Week of 6/27.
3. Sudden Impact spots. 18 10-second spots per week (54 total). Spots will run simultaneously on sister station WWMX-FM. Station will produce spot with client direction.

On-Air + Remote:

4. Station appearance at a family friendly local batting cage. Station will provide and giveaway family four packs to indoor activities on-air, leading to the two hour appearance. 40 promotional announcements will run air prior to the promotion. Final date TBD, station finalizing dates with batting cage. The campaign will run 6/20, 7/4 or 7/11.

Website:

5. Color Code Promotion: logo and hyperlink on home page and partners' page. 20 on-air promotional announcements throughout campaign directing listeners to the website for more info (June 13 – July 17).
6. Top Ten: Station to list Clean Air Actions Day's top 10 things to do during "Code Red Days" on website throughout campaign (June 13-July17). Station to provide list for client approval.

Package value: \$43,190
Cost: \$7,076net

WWMX-FM

Format: Adult Contemporary
 Ranked 25-54: #4
 Weeks on air: 5
 Spots: 54 paid
 66 bonus/PSA
 54 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Adults 25-54: 111 GRPs
 171,600 (15%) reach, 7.4 frequency
 1,269,840 impressions

Adults 35-64: 84.7 GRPs
 122,500 (11%) reach, 7.7 frequency
 943,250 impressions

Adults 18+: 79.2 GRPs
 226,000 (11%) reach, 7.2 frequency
 1,627,200 impressions





PRR

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Added Value

On-Air:

1. Movie and bowling pass giveaway. Station to provide prizes and promote online contest on-air. Includes 20 Clean Air Action Days promotional mentions. PRR to provide talking points. Week of 6/27.
2. Lunch Promotion. Station will provide and deliver lunch to an office (25 people) that helps contribute to Air Quality Action Days. Includes 20 promotional mentions. Week of 6/13.
3. Sudden Impact spots. 18 10-second spots per week. Spots will run simultaneously on sister station WLIF-FM. Station to produce spot, PRR to provide copy points and/or script.

Website:

4. Top Ten: Station to list Clean Air Actions Day's top 10 things to do during "Code Red Days" on website throughout campaign (June 13-July17). Station to provide list for client approval.

Package value: \$28,297
Cost: \$7,395net



**2005 MWCOG
Radio Calendar**

		June			July		Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost	
		6/13	6/20	6/27	7/4	7/11						
Baltimore												
WERQ-FM Format: Urban Rank 25-54 5	Paid	28		28		28	84	2,076,816	\$16,800	\$16,680	\$14,178	
	Bonus/PSA				15		15	370,860	\$2,250	n/c		
	Promotion	3	12	3			18	445,032	\$20,000	n/c		
		Code Red Day Office Lunch	After dark tank party + remote	Code Red Day Office Lunch								
		Magnet promotion and distribution					60	1,483,440	\$10,500	n/c		
	Online	Code notification listing					1	5,000	\$1,000	n/c		
						subtotal	178	4,381,148	\$50,550	\$16,680	\$14,178	
WLIF-FM Format: Adult Contemp. Rank 25-54 6	Paid Spots	13	13		13		39	696,813	\$9,990	\$8,325	\$7,076	
	Bonus/PSA	18	18		18	18	72	1,286,424	\$14,400	n/c		
	Promotion	30	40	15			85	1,518,695	\$17,000	n/c		
		Best carpool story contest	Remote at batting cage	Host rides bike to work								
	Online	Top 10 things to do on Code Red Days listed on website					1	3,000	\$500	n/c		
		Color Code Promotion					1	3,000	\$750	n/c		
						subtotal	198	3,507,932	\$42,640	\$8,325	\$7,076	
WMMX-FM Format: Adult Contemp. Rank 25-54 4	Paid	18	18		18		54	732,240	\$10,527	\$8,700	\$7,395	
	Bonus/PSA	18	18		18	12	66	894,960	\$9,900	n/c		
	Promotion	20		20			40	542,400	\$8,000	n/c		
		Lunch delivery for 25 people		Movie & bowling giveaway								
	Online	Top 10 things to do on Code Red Days listed on website					1	16,600	\$500	n/c		
						subtotal	161	2,186,200	\$28,927	\$8,700	\$7,395	
	Baltimore Total		148	119	66	82	58	537	10,075,280	\$122,117	\$33,705	\$28,649