



**Metropolitan Washington Council of Governments  
FY 2011 First Half Draft Marketing Campaign Summary  
December 21, 2010**

## **Introduction**

Increasing traffic congestion, higher gasoline prices, a difficult economy, and effective commuter services and public education from the Commuter Connections network have helped drive single occupant vehicles to their lowest share in ten years. Telework is no longer simply a commute option, it is a cornerstone of the new “intelligent working” method being adopted by many public and private employers in the region. Transportation and commuting news in metropolitan Washington garners front page coverage in the region’s newspapers. Smart phones and mobile social media provide new opportunities to reach customers with timely, relevant information. Overall, the environment for Commuter Connections to further increase registrations and build awareness in FY11 is positive.

Commuter Connections continues to build awareness of key products (Guaranteed Ride Home, Ridematching services) with promotion-minded radio advertising while also increasing access to the products and information through internet advertising and social media strategies. The FY11 campaign will look to increase registrations in the programs while also enhancing customer engagement through interactive online experiences and regional events.

Armed with extensive research and past campaign experience, Commuter Connections is working to convert SOV drivers to alternative commute options. The FY 2011 Marketing Communications Plan and Schedule, distributed to network members in August 2010, laid the foundation for FY2011 marketing efforts. The strategies behind the FY11 marketing campaign reflect the current state of events for the regions’ commuters and build upon the research and findings of the following reports:

- 2010 State of the Commute Survey
- Transportation Emission Reduction Measure (TERM) Analysis Report FY2006-2008
- Fiscal Year 2009 Applicant Database Annual Placement Survey Report
- 2007 Bike to Work Survey TERM Analysis Report
- 2010 GRH Survey Report
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007

Research, campaign experience, and current economic factors all contribute to the planned strategy for FY11 to convert SOV commuters to alternate transportation by raising awareness of

GRH as a commute “insurance” plan and the money that can be saved by sharing a ride. The team’s efforts for the first half of FY11 include the following:

- The continuation of the FY10 spring marketing campaign that promotes ridesharing as a means for a commuter to “cash in” on his commute by sharing the ride. Commuters are urged to “insure” their commute by registering for Guaranteed Ride Home.
- Promotion of Car Free Day as an event to invite commuters and residents alike in the metropolitan Washington region to consider alternatives to their car and go car free or car-lite for the day.
- The promotion of the ‘Pool Rewards program to encourage commuters to try carpooling by offering a cash incentive.
- The development of an exciting new umbrella campaign to be launched in February 2011.

This draft report covers the first half FY2011 Marketing Campaign for the Metropolitan Washington Council of Governments’ Commuter Connections program. A new campaign is currently in development for launch in the spring. The details of the new campaign, currently in development, will be provided in the second half FY2010 Marketing Campaign Summary.

**About Commuter Connections**

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

Organizations represented in the Regional TDM Marketing Group include:

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

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

### **Cornerstones of the Marketing Program**

The key products and services that are featured in the marketing program include the Guaranteed Ride Home and Ridematching programs. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the program include the following:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service among commuters and increase applications for the program.
- Use special events such as Car Free Day or Bike to Work Day to encourage commuters, or in the case of Car Free Day the general population, to use the occasion to try an alternative form of transportation.

### **Messaging Strategy**

The first half of the FY2011 campaign continued the messaging strategy started in the spring 2010. With economic concerns continuing to be a focus for 2010, the message for the fall campaign's Ridematching program centered on the economic gains that could be attained

through ridesharing. The image of cash in the driver's seat with the message "You've been sitting on cash" made a strong and easy association between saving money and commuting. The visuals reminded commuters that Commuter Connections' ridematching service is free and calls upon them to sign up at [commuterconnections.org](http://commuterconnections.org).

Radio spots continued the direct message of economic gains through ridesharing. Playing on the word "recalculate", an instruction frequently issued by GPS systems, a GPS instructs a driver on how he can save money on his commute by going to Commuter Connections. A slightly over-the-top financial expert urged listeners to stop giving their money away by driving alone. With listeners' attention gained, listeners were again reminded that Commuter Connections' ridematching service is free and called to sign up at [commuterconnections.org](http://commuterconnections.org).

The focus for the fall's Guaranteed Ride Home campaign was a free commuter insurance policy with a play on the word "coverage." The visuals included images of people being covered. The message was direct and to the point; "We've got you covered and it's free!" The call to action was kept equally straightforward; sign up today and insure your commute.

Radio spots played with what-if scenarios all returning to the same message, "No more excuses." Commuter Connections has you covered in case of unexpected personal or family emergency or unscheduled overtime.

Fall FY2011 Media Flowchart

MEDIA	AUG	SEP				OCT				NOV				DEC				NET TOTAL		
	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20		27	
<b>RADIO</b>																				
CarFree Day																				\$37,995
GRH																				\$130,900
Rideshare																				\$130,900
'Pool Rewards																				\$8,670
<b>Total Radio</b>																				\$308,465
<b>LIVE TRAFFIC READS</b>																				\$45,900
<b>PRINT AD</b>																				\$3,029
GRH																				
Rideshare																				
<b>TEXT MSG</b>																				\$500
<b>INTERNET</b>																				
GRH/RS																				\$88,800
'Pool Rewards																				\$1,300
<b>TOTAL</b>																				\$447,994

GRH Only	
Rideshare Only	
GRH/RS	
Car Free Day	
'Pool Rewards	

## Media Objectives: Guaranteed Ride Home

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

### Target market (from 2007 GRH Survey Report)

- 35-54 years old, secondarily 25-64
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income
- Commute average of 36.5 miles / 67 minutes
- Live in Virginia (65%) or Maryland (32%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%) and Virginia (26%)

### Geographic Targeting

Washington D.C. DMA

<b>GRH Fall Budget</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$130,900	\$154,000
Internet Including earned media with radio partners	\$44,400	\$52,235
Print	\$1,514	\$1,782
<b>Total Budget</b>	<b>\$176,814</b>	<b>\$208,017</b>

## Media Objectives: Rideshare

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

### Target market (from FY2009 Applicant Database Annual Placement Survey Report)

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

### Geographic Targeting

Washington D.C. DMA

<b>Rideshare Fall Budget</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$130,900	\$154,000
Internet Including earned media with radio partners	\$44,400	\$52,235
Print	\$1,514	\$1,782
<b>Total Budget</b>	<b>\$176,814</b>	<b>\$208,017</b>

## Brand Character

The Commuter Connections network wishes to be perceived as a network of organizations working to improve individuals' commutes. Through Commuter Connections' new online ride-matching system, commuters registering for the ride-matching service will be given direct access to other commuters who are looking to carpool as well as commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

## Radio

During the fall umbrella campaign, radio was used as an anchor medium for the campaign with a broad mix of radio stations. The campaign also reached out to Spanish-speaking commuters with spots running on VIVA. The following stations were used during the campaign:

WASH (Soft Rock 97.1 FM)	WPGC (Urban AC 95.5 FM)	WTOP (News/Talk 103.5 FM)
WBIG (Classic Rock 100.3 FM)	WRQX (Mix 107.3 FM)	WWDC (Alternative Rock 101.1 FM)
WILC (VIVA 900 AM)		

Both the Guaranteed Ride Home and Ridematching campaigns had two radio spots each, evenly rotated, to promote the benefits of the respective Commuter Connections programs. The radio campaign alternated between Rideshare and Guaranteed Ride Home weeks from October 4 through December 12.

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

### ***Guaranteed Ride Home::30—“What If Child”***

A child presents a number of what-if scenarios that could happen at school or play. With each scenario, the mother reassures the child that she will be there if she is needed. Sound effects are used to catch the listener's attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they're covered in case of an unexpected emergency or unscheduled overtime.

### ***Guaranteed Ride Home::30—“What If”***

Similar to the “What If Child” spot, two co-workers exchange what-if scenarios that could require them to return home at an unplanned time. Sound effects are used to catch the listener's attention. The announcer reminds the listeners that by signing up for Guaranteed Ride Home, they're covered in case of an unexpected emergency or unscheduled overtime.



***Ridesharing::30—“Recalculate”***

An intelligent GPS directs a frustrated commuter to Commuter Connections to recalculate the cost for his commute by ridesharing. Listeners are reminded that Commuter Connections’ free ridematching service is a shortcut to savings.

***Ridesharing::30—“Cash Cushion”***

An energetic and slightly over-the-top financial expert pulls out all the bells and whistles to let listeners know they are giving money away by riding alone. Commuters are urged to turn their empty passenger seat into a cash cushion by signing up for Commuter Connections’ free ridematching service.

**Value Added Promotions**

For the fall campaign, all radio stations were asked to support Commuter Connections’ Rideshare Tuesday campaign during the weeks the Rideshare spots were running. Radio stations were requested to provide additional on-air mentions, sponsorships or PSAs on Mondays and Tuesdays asking listeners to consider making Tuesday, a Rideshare Tuesday.

During the weeks that the GRH spots ran, radio stations were asked to provide additional on-air mentions, sponsorships or PSAs to promote the GRH program. These additional mentions assured commuters that concerns about getting home in the case of emergency or unscheduled overtime while using alternate transportation need not be a worry with the GRH program.



WRQX ran a Rideshare Reward contest as part of their value add.

The promotion raised awareness of alternative commute options. On-air promotional announcements, live and recorded, drove listeners to the MIX 107.3 website to tell about their rideshare stories. During afternoon drive time on Tuesdays, one carpool was selected to receive a Dinner at Chipotle for the carpool. The Rideshare Tuesday logo was posted on the MIX 107.3 website in the form of a 120x90 banner throughout the program linking to [www.commuterconnections.org](http://www.commuterconnections.org).

VIVA's value add offering included two Spanish language interviews with a Commuter Connections staff member. The interviews aired on November 16 and December 6.

The value add promotions provided by the radio station were valued at almost \$57,000 in additional air time, sponsorships, and web banners and pages.

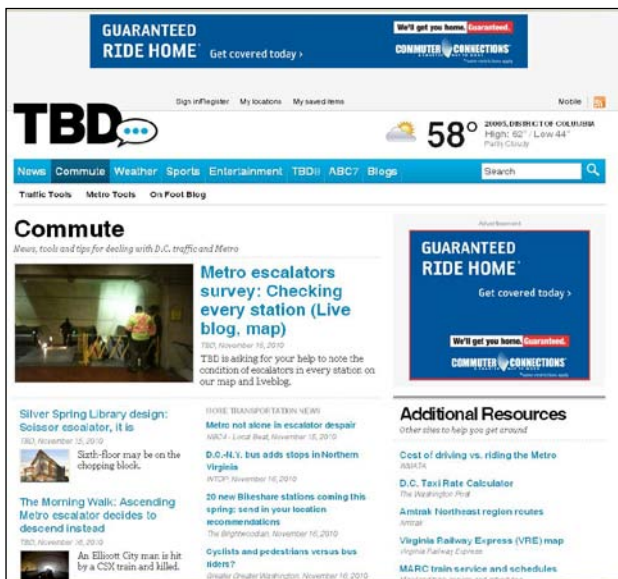
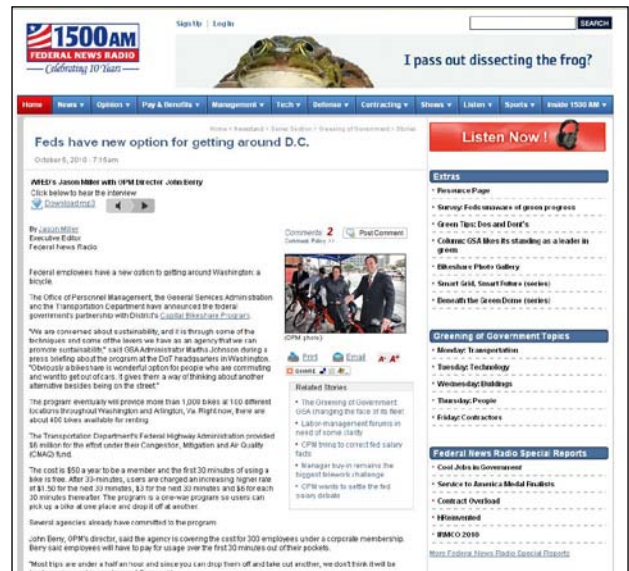
The screenshot shows the MIX 107.3 website interface. At the top, there are navigation links for 'ON AIR NOW' (The Jack Diamond Morning Show, 6:00am - 10:00am), 'NINA'S DANDY' (Host your corporate holiday event...), and 'Reservations: (703) 653-6076, dandydinnerboat.com, dandy@dandydinnerboat.com'. The main header features the 'MIX 107.3 TODAY'S BEST HITS!' logo and a 'GET THE MIX 107.3-PM PLAYLIST' button. Below the header is a search bar and a navigation menu with links: HOME, JACK DIAMOND ON AIR, MUSIC, VIDEOS, PODCASTS, BLOGS, CONTESTS, PICS / EVENTS, TEXT CLUB, MIX CARS, STATION INFO. The main content area is titled 'MIX 107.3 CONTESTS' and features a 'Commuter Connections "Rideshare Tuesday"' promotion. The promotion text reads: 'Tell us about your carpool experience for your chance to win dinner for four from Chipotle Mexican Grill for your entire carpool! Commuter Connections provides complimentary information on a host of commuter programs to assist in determining which commuting solution works best for you. The Ridesharing Program allows you to find out about others who live and work near you, have similar work schedules, and are interested in carpooling and/or vanpooling to and from work. Commuter Connections' state-of-the-art ridesharing technology allows you to view an interactive and comprehensive list of all potential ridesharing partners in your area. Over 20,000 commuters rely on Commuter Connections to provide free up-to-the-minute ridesharing information. Signing up for Ridesharing also allows you to use your account to pinpoint the closest transit stop to your home and work, closest park and ride lot, and closest bike/rack center. \*Network, bicycling, and walking information is also available through the Commuter Connections web site. If you carpool, vanpool, use public transportation, or bicycle or walk to work two or more days a week, Commuter Connections will get you home in the event of an emergency as part of the Ousacawood Ride Home (ORH) program. ORH provides you with peace of mind, and is regarded as a free "insurance policy" in the event you experience an unexpected personal or family emergency or unscheduled overtime. And now, ORH is available to commuters who work in the Baltimore region. Some restrictions apply, so be sure to read through the ORH program participation guidelines. To register for ridesharing and for more information about commuting solutions, visit [www.commuterconnections.org](http://www.commuterconnections.org) or call 1-800-745-RIDE. Tell us about your carpool experience for your chance to win dinner for four from Chipotle Mexican Grill for your entire carpool. Carpool will announce each week's winner every Tuesday in his show!'. A Chipotle Mexican Grill logo is prominently displayed at the bottom of the promotion. To the right of the main content is a 'PODCASTING' section with links to various audio content. At the bottom right, there is a 'MIX 107.3 on your phone' graphic.

## Internet Advertising

Internet advertising during the fall campaign included placement of banner ads served to specified websites and geo-targeted to IP addresses in the Washington DC DMA.

The fall's Internet campaign focused on news and traffic websites local to the metropolitan Washington DC region. The following sites were used in the fall campaign:

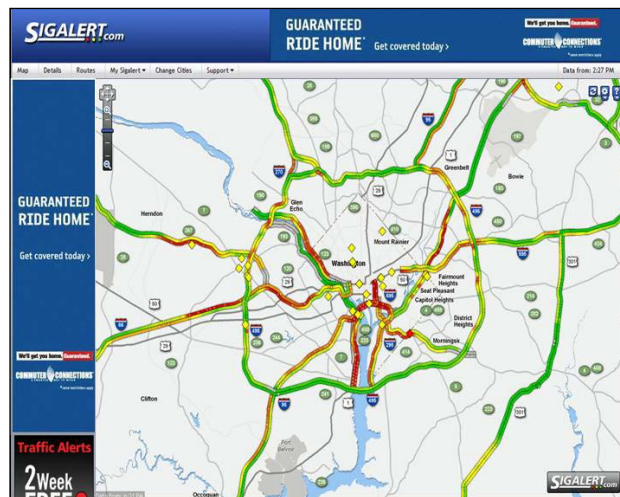
- wtop.com
- TBD.com
- sigalert.com



TBD.com is a local news website launched on August 9, 2010 as part of the ABC7 TV/News channel 8 group.

Sigalert.com is a California-based traffic website that went national in October 2010, providing comprehensive traffic information to commuters both online and by mobile.

Two ad sizes, 160x600 and 728x90, were used for the campaign. Statistics were collected throughout the campaign and will be analyzed prior to media placement the spring campaign.



for

**Internet Banner Ad – Rideshare**

Kennedy St.

Holbroke Way

Recalculating...

Is your commute costing you?

Marrion St.

Go to Commuter Connection


Time to cut your losses...

for free instant ridematching

## Internet Banner Ad – Guaranteed Ride Home

What if?

I pass out  
dissecting the frog?

A photograph of a frog being dissected, with the frog's body open and its internal organs visible. The image is overlaid on a semi-transparent blue rectangular background.

Guarantees you're  
there should  
anything happen  
to your little one.

**GUARANTEED  
RIDE HOME**

## **'Pool Rewards**

Following on from last fiscal year's 'Pool rewards carpool incentive pilot program and evaluation results, the Commuter Connections 'Pool Rewards incentive program was re-launched this fall and open to SOV commuters in the Washington DC region without restriction to travel patterns. The 'Pool Rewards program offers a cash incentive to encourage drive alone commuters to change their commute behavior by trying carpooling. In order to be eligible, a commuter needed to be a current SOV commuter and needed to form or join a carpool.

### **Target Market**

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

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

### **Marketing Strategy**

The marketing strategy for 'Pool Rewards built upon the recognition of the Commuter Connections brand as an umbrella resource committed to improving traffic congestion and air quality in the metropolitan Washington DC region.

This year's campaign included outreach to the region's Employee Transportation Coordinators (ETC) as well as promotion to the region's commuters. For each employee that applied and was accepted into the 'Pool Rewards program, the ETC received a chance in a prize drawing for a \$200 VISA gift card and other prizes such as auto safety kits, rolling insulated coolers and gourmet coffee gift cards

The goal is to register at least 1,000 participants in the program by March 1, 2010.

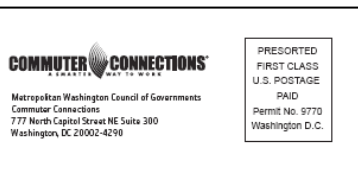
The strategy for the 'Pool Rewards marketing campaign included the following:

- Informing and engaging the public and media was seen as critical to the identification of participants for this program. A press release was issued on November 8, 2010 preceded by media outreach. Media placements for the 'Pool Rewards program are included in the Appendix.

- Interviews with Commuter Connections were conducted by the following news organizations:
  - Gazette Newspapers
  - WMAL
  - Local News Service – Serving NBC, FOX and WUSA
- Marketing outreach to area commuters included live radio reads on WTOP and Facebook ads. The program was promoted on the Commuter Connections Facebook page and was tweeted by local media outlets on Twitter.
- 9” x 6” postcards were sent to Employee Transportation Coordinators to encourage them to promote the program to employees. Details were also included in the Fall Commuter Connections newsletter.




**Direct Mail**





## Promotion in Fall Commuter Connections newsletter



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

800.745.RIDE  
[commuterconnections.org](http://commuterconnections.org)


For subscription information or to change your mailing address, contact  
Commuter Connections at 800.745.RIDE, or 202.962.3213 (TDD).  
We invite your comments and suggestions. Please send to:

Commuter Connections Editor  
Metropolitan Washington Council of Governments  
777 N. Capitol St., N.E., Ste 300 Washington, D.C. 20002-4290  
or e-mail us at [nramfos@mwco.org](mailto:nramfos@mwco.org).

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Virginia, and U.S. Departments of Transportation and the Federal Highway  
Administration, under SAFETEA LU.

Printed on recycled paper Commuter Connections © NOVEMBER 2010

### Cash for Carpools



### 'POOL REWARDS

Help us promote 'Pool Rewards within your company for a chance to win a \$200 Visa gift card or other great prizes!

**Here's how:**  
Encourage employees who currently drive to work alone to sign up for 'Pool Rewards. If they form or join a new carpool they can earn up to \$130 through 'Pool Rewards, the commute that pays! They must carpool at least 2 days per week and do so during a three month period. Some restrictions apply. The more employees you sign up for 'Pool Rewards, the more raffle entries you'll receive for the \$200 Visa gift card and other prizes.

Visit [commuterconnections.org/PoolRewardsContest](http://commuterconnections.org/PoolRewardsContest) to enter and for more details!



## Special Events

### **Terrible Traffic Tuesday**

AAA Mid-Atlantic Motor Club has coined the name “*Terrible Traffic Tuesday*” to describe the day after Labor Day, traditionally signifying the end of summer; back to school and back to work and when traffic congestion once again snarls area roadways. COG released a Public Service Announcement Alert to notify the media.

To remind commuters of their alternatives to driving alone in effort to reduce traffic congestion, AAA Mid-Atlantic, issued a full press release on September 6 in coordination with Commuter Connections’ 2010 State of the Commute survey.

Commuter Connections used value add bonus spots from the Car Free Day media buy to remind listeners to consider transportation alternatives the week of September 6. ClearChannel provided a total of 15 :15 second bonus spots for each station for the week for a total of 45 bonus spots.

## Car Free Day

Over 6,900 residents in the Washington metropolitan region went car free or car-lite on Wednesday, September 22, making it the most successful year of the DC region's celebration of alternatives to solo-driving. Registrants pledged to rely less on their cars by riding metro, bicycling, carpooling, vanpooling, walking or teleworking. Car Free Day is recognized internationally, where commuters pledge to leave their car at home for the day, and ride a train, bus, bicycle, subway, telework, or walk to work. People also could go "car lite" by carpooling or vanpooling.

Radio, posters, facebook ads, bus side and shelters, email blasts and an earned media effort were created to bring attention to this event and drive the public to [www.carfreemetrodc.com](http://www.carfreemetrodc.com) to make a pledge to go car free. The creative used the same image used in previous Car Free Day campaigns but with a more direct call to action message. Commuter Connections integrated the Car Free Day web site, [www.carfreemetrodc.com](http://www.carfreemetrodc.com) onto its server and managed all functions at COG. Previous to 2010, the site was managed by a DDOT contractor. Marketing efforts resulted in nearly 7,000 pledges, up 11.5% from 2009.

**CAR FREE DAY METRO DC** September 22, 2010

HOME | WHAT is car free day? | HOW to be car free? and special promotions | EVENTS | NEWS | SPONSORS | CONTACT Sign us up!

**TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE**

Car Free Day Pledge Count: **6982** Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2010. ...and counting!

**Thanks for Pledging to Un-Car for a Day!**

Nearly 7,000 joined us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Wednesday September 22, 2010.

Please continue to go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling, vanpooling or taking transit.

**Sponsors**

**Arlington Transit** **Base Technologies** Results. Delivered.

iPad provided by Base Tech, 32 GB - retail value \$599.

**CAR FREE DAY** Car Free Day on Facebook Like

Car Free Day In addition to the Grand Prizes-Apple iPad & Kona bicycle, over 100 other raffle prizes were given out to those who pledged to be Car Free!

October 6 at 9:40am

Car Free Day Car Free Day 2010 Grand Prize Winner! Gary Coulter of Silver Spring won an iPad courtesy of Base Technologies. Yunuen Hernandez won a bicycle courtesy of Kona Bicycles and the BicycleSPACE.

Facebook social plugin

## Car Free Day Poster



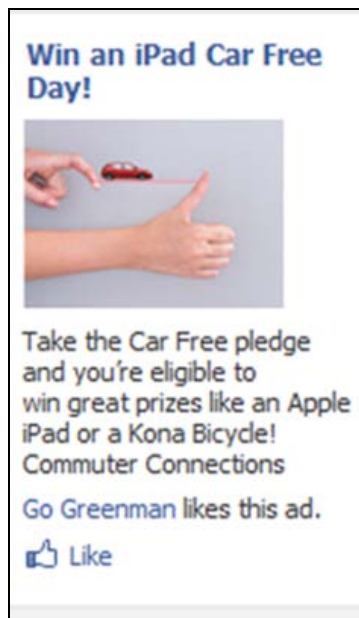
## Podcasts

Podcasts were coordinated with TPB members and a press release was sent announcing participation. Gabe Klein, DDOT Director; Michael May, Prince William County Supervisor; Harriet Tregoning, DC Office of Planning Director and Council; and Patrick Wojahn, City of College Park Councilmember participated. The Podcasts were posted to the COG and Car Free Day web sites.

Text messaging was used to encourage people who already made a pledge to ask family, friends, and colleagues to join them in going car free for the day. Links were provided from the website to the new online ride-matching system, transit info and itineraries for WMATA and other systems.

## Facebook Ad

A facebook ad was placed and received 1,458 click thrus.



## Radio

A :60 second radio spot was created for Car Free Day to encourage listeners to make the pledge to “uncar” on September 22 by going to [www.carfreemetrodc.com](http://www.carfreemetrodc.com).

### ***Car Free Day::60—EVERY DAY BOB***

Every day Bob goes through the same boring routine wondering if there’s a way to get out of the daily grind. World Car Free Day on September 22 is a chance to shake things up a bit, be part of something bigger, make a difference for a day.

In order to maximize the benefits of the media dollars, three ClearChannel radio stations were selected to run the Car Free Day spots. The stations used were the following:

WASH (Soft Rock 97.1FM)

WWDC (DC 101 FM)

WIHT (Hot 99.5 FM)

As value add for the campaign, ClearChannel included a 2-day run on Total Traffic Network, providing a minimum 20 :05 adlets on each station and a home page takeover for one day for each station’s website.

The value-added one day home page takeover resulted in 55 click-thrus to the Car Free Day website. The following table shows the results for each station.



Station	Impressions	Clickable impressions*	Clicks	Click Through Rate
WASH FM	13,836	9,988	14	0.14
DC 101	27,531	19,408	10	0.05
HOT 99.5	56,863	42,259	31	0.07



## Transit Signage

Free transit ad space was donated by Arlington County, Frederick TransIT, Montgomery County Commuter Services and WMATA.



## Car Free Day Facebook and Twitter

A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was liked by 771 Facebook fans.

Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 169 followers on Twitter.



## Prizes

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

- Apple® iPad™ 32GB, courtesy Base Technologies
- Kona WorldBike 3-speed, with assembly and warranty, courtesy BicycleSPACE
- Comprehensive Bicycle Tune-Up, courtesy BicycleSPACE
- 5 - Tickets for 2 to 2011 Season Games, courtesy of the Washington Nationals
- Capital Bikeshare - Annual Membership, courtesy District Department of Transportation
- Segway Tours – See the City Tours for Two, courtesy Capital Segway
- Trek Water Bottles with swag, courtesy goDCgo.com
- Swag Bags, courtesy Arlington Transportation Partners
- SmarTrip Cards loaded with \$25 of fare, courtesy WMATA
- One-Way Ride Passes, courtesy Virginia Railways Express
- Commuter Choice Canvas Bags, Courtesy Maryland Transit Administration

## Foursquare

This year's campaign looked to local businesses to help drive support and pledges for Car Free Day. Commuter Connections utilized social networking to increase participation in Car Free Day by reaching out to area malls and Business Improvement Districts (BID) seeking retailers to participate in a Foursquare Car Free Day promotion.

Foursquare is an application that consumers use to keep track of where they and their friends are gathering. Once downloaded to a mobile device, it can be linked to a user's address book, Twitter and Facebook accounts. When a person goes shopping, dining, to the movies etc., they "check-in" with foursquare. This action automatically notifies their friends of their whereabouts through GPS technology.

Foursquare users can email descriptions to their friends about features or interesting findings at the retail locations they visit. Once a user is physically at the location they "check-in" to foursquare, and by doing so they earn points from foursquare called "badges". Retail owners and other public venues can reward Foursquare users for accumulating badges or just for visiting.

Through FourSquare, Commuter Connections looked to get the word out about Car Free Day and at the same time encourage people to travel to their destinations using alternatives to driving alone.



# Commuter Connections Newsletter and Federal ETC Insert

Summer and Fall editions of the Commuter Connections Newsletter were produced during the first half of FY2010. The six page 4-color newsletter is distributed to approximately 5,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).

## **Bike to Work Day**


### **Sponsorship Drive**




The drive for sponsors for Bike to Work Day started in October 2010. The success of the sponsorship drive will involve forging key partnerships with newly identified prospects and renewing or expanding existing sponsor relationships. A one-page “proof of value” report on the more measurable benefits of sponsorship has been produced to help re-sign previous sponsors as well as to attract new ones. In addition, opportunities to partner with “green” and health organizations that promote commute alternatives have been identified and will be pursued.



## Fourteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2011. An application for nominations was developed and was distributed for the 2011 awards. The application form is also available electronically at [www.commuterconnections.org](http://www.commuterconnections.org).



**Commuter-friendly**

Sharing a ride, taking public transportation, bicycling, walking, and teleworking contribute to less traveled roads. That means commutes smoother, easier, and faster. These alternative commute and work options also lead to reducing harmful vehicle emissions.

**At the Forefront**

Commuter Connections works to help area businesses and commuters innovative ways to reduce solo commuting.

The Commuter Connections Employer Recognition Awards ceremony acknowledges employers who initiate or improve programs that encourage the use of commuting alternatives. We understand that companies who implement these programs and services make a difference for their organization, for their employees, and for the community.


**About Metropolitan Washington Council of Governments**

The Metropolitan Washington Council of Governments (MWCOG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. MWCOG's National Capital Region Transportation Planning Board is the metropolitan planning organization for the Washington region, and its membership by acting as a forum for addressing regional challenges that transcend jurisdictional boundaries.

For more information, visit [mwcog.org](http://mwcog.org).

**About Commuter Connections**

Commuter Connections is a region-wide transportation information and service network dedicated to easing the daily commute. Commuter Connections' goal is to reduce single-occupant vehicle use. Both companies and employers receive a range of free information and assistance on that include ridesharing, public transit, teleworking, bicycling, park-and-ride lots, HOV lanes, and the regional Guaranteed Ride Home program. Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. For more information, visit [commuterconnections.org](http://commuterconnections.org) or call 800.7



APPLY AND  
**Get recognized for what you're doing right**

**Has your organization made a difference in any of the following areas?**


- Implementing or expanding a telework program that enables employees to work remotely.
- Implementing or expanding a pre-taxed or subsidized transit or vanpool benefit such as SmartBenefits®.
- Promoting Commuter Connections' free ridesharing service to form carpools or vanpools, or providing your own on-site employee ridesharing service.
- Providing shuttle services to and from transit stations.
- Providing a free or significantly reduced parking fee for carpools and vanpools while drive alone employees pay higher amounts for parking.
- Providing preferred parking spaces for carpools or vanpools.
- Providing or organizing company vanpools for employees.
- Installing bike racks and/or shower facilities for bicyclists and walkers.
- Implementing or expanding a comprehensive Air Quality Action Days program.
- Promoting and/or supplementing Commuter Connections' free Guaranteed Ride Home program.

**Awards are in the following categories:**

**MARKETING**  
Actively promoting and championing alternative commute options that result in decreased drive alone commuting to the worksite

**INCENTIVES**  
Providing commuter benefits and incentives that encourage employees to telework, bicycle, walk, car/vanpool, or take public transportation to the worksite

**TELEWORK**  
Providing weekly or full-time telework opportunities for a significant number of employees



**20 EMPLOYER RECOGNITION AWARDS**

## **Qualitative Market Research**

Data was gathered using an online survey, link delivered via email invitation. Respondents were recruited using an online panel, selecting for geography, employment and age. The survey was fielded November 2-7, 2010. A total of 591 qualified, complete surveys were received.

The purpose of the survey was twofold: (1) concept and awareness testing for Rideshare and Guaranteed Ride Home campaigns, and (2) Commuter Connections audience profile, including demographic, behavioral and attitudinal measures.

All respondents received the demographic, behavioral and attitudinal profiling questions. The ad concept and awareness section was divided into five “branches”; each containing three ads. Respondents were randomly assigned to one branch.

The concepts tested in the research include the three concepts developed for the spring Rideshare and GRH campaigns as well as the Commuter Connections TV spot and Rideshare and GRH spots from the Spring 2010 campaign. Results and input from the research are being used in the development of the concepts for the Spring 2011 campaign.

## **Additional Marketing, Outreach, and Earned Media**

### **GRH Rewards Coupons Sponsors**

Outreach efforts continue to solicit sponsors for GRH Rewards coupons. Area businesses have been asked to provide coupons that entitle the bearer to free or discounted services. These coupons will be provided to GRH program participants upon re-registration. Area businesses that sign on as a sponsor will have their business logo displayed on the Commuter Connections website.

### **GRH Service Expanded to Baltimore**

Guaranteed Ride Home, previously available to workers in the Washington, D.C. region, has been expanded to the Baltimore region and St. Mary's County. Workers in counties included in the program who commute by mass transit, vanpool, carpool, bicycle or walking are eligible for a free ride home in the event of an unexpected emergency or unscheduled overtime.

Expansion of the GRH Service to Baltimore has been promoted in value add bonus spots on WPGC and on the WRQX contest page during the fall campaign and will be included on the spring GRH direct mailer.

Marketing of the program is being coordinated with and through the MTA.

### **2010 State of the Commute Survey**

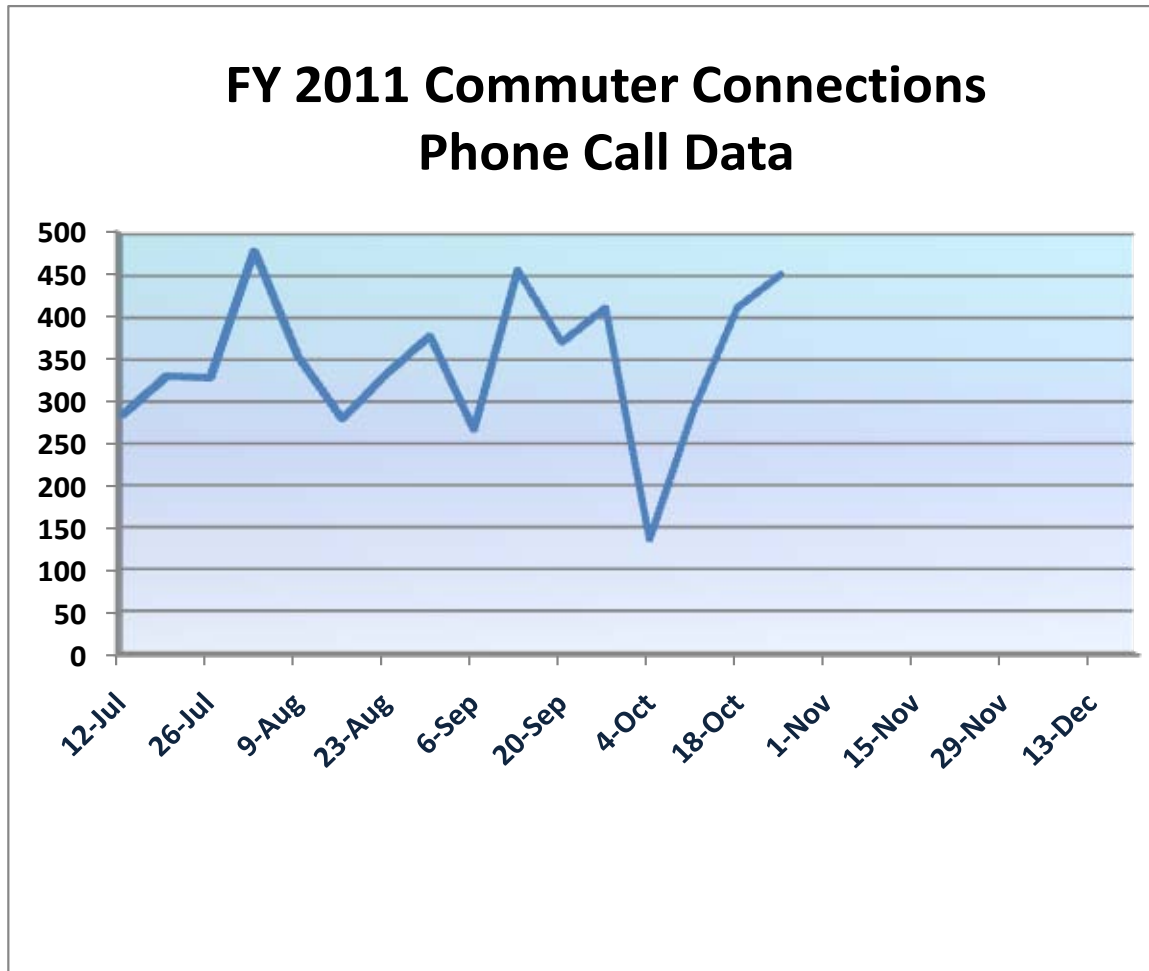
Findings from the 2010 State of the Commute Survey were presented at the July meeting of the National Capital Region Transportation Planning Board (TPB). Among the findings presented was the fact that more people in the metropolitan Washington region are taking transit to work or teleworking than in the previous ten years

Following the presentation to the TPB, Commuter Connections issued a press release on July 21, 2010 announcing some of the major findings. The results of the survey provided another opportunity to raise awareness of commute alternatives, including teleworking, to the public.

## Web Visits

FY10	Web Visits	FY11	Web Visits	+/-	+/- %
Jul-09	9,008	Jul-10	7,862	(1,146)	-12.72%
Aug-09	8,865	Aug-10	8,510	(355)	-4.00%
Sep-09	8,111	Sep-10	9,888	1,777	21.91%
Oct-09	11,757	Oct-10	16,561	4,804	40.86%
Nov-09	12,579	Nov-10	15,003	2,424	19.27%
Dec-09		Dec-10			
	<b>50,320</b>		<b>57,824</b>	<b>7,504</b>	<b>14.91%</b>

## Phone Calls



## Rideshare Applications

FY10	Rideshare Applications	FY11	Rideshare Applications	+/-	+/- %
Jul-09	552	Jul-10	560	8	1.45%
Aug-09	563	Aug-10	636	73	12.97%
Sep-09	461	Sep-10	526	65	14.10%
Oct-09		Oct-10			
Nov-09		Nov-10			
Dec-09		Dec-10			
	<b>1,576</b>		<b>1,722</b>	<b>146</b>	<b>9.26%</b>

## GRH Applications

FY10	GRH Applications	FY11	GRH Applications	+/-	+/- %
Jul-09	469	Jul-10	453	-16	-3.41%
Aug-09	644	Aug-10	550	-94	-14.60%
Sep-09	518	Sep-10	671	153	29.54%
Oct-09		Oct-10			
Nov-09		Nov-10			
Dec-09		Dec-10			
	<b>1,631</b>		<b>1,674</b>	<b>43</b>	<b>2.64%</b>

## Appendix

### Media Placements July 2010 to Present

#### **BeyondDC**

*Interesting things from TPB*

7/21/10

<http://beyonddc.com/log/?p=1995>

#### **NBC Washington**

*DC Commuters Driving Farther for Work*

7/21/10

[http://www.nbcwashington.com/news/local-beat/DC\\_Commuters\\_Driving\\_Farther\\_For\\_Work\\_Washington\\_DC.html](http://www.nbcwashington.com/news/local-beat/DC_Commuters_Driving_Farther_For_Work_Washington_DC.html)

#### **Washington Examiner**

*One-fourth of Washingtonians find commute more sluggish*

7/22/10

<http://www.washingtonexaminer.com/local/One-fourth-of-Washingtonians-find-commute-more-sluggish-1002403-98951764.html>

#### **My FOX**

*Survey Shows Traffic Worsens, More Tele-Commute*

7/21/10

<http://www.myfoxdc.com/dpp/traffic/survey-shows-traffic-worsens-more-tele-commute-072110>

#### **WTOP**

*Is your commute getting better or worse?*

7/21/10

<http://www.wtop.com/?nid=600&sid=2008187>

#### **WJLA**

*Workers Share Pros and Cons of Telecommuting*

7/21/10

<http://www.wjla.com/news/stories/0710/757425.html>

#### **Loudoun Times**

*Teleworking accelerates; number of single drivers slows*

7/28/10

[http://www.loudountimes.com/index.php/news/article/teleworking\\_accelerates\\_number\\_of\\_single\\_drivers\\_slow999s/](http://www.loudountimes.com/index.php/news/article/teleworking_accelerates_number_of_single_drivers_slow999s/)

#### **My Spirit DC**

*So is your commute in the Washington area getting better or worse?*

7/22/10



<http://myspiritdc.com/breaking-news/winstonchaney/so-is-your-commute-in-the-washington-area-getting-better-or-worse/>

### **Hire Strategy**

*25 Percent of Washington-Area Workers Now Telecommute*

8/4/10

[http://www.hirestrategy.com/job\\_market/feature\\_content.aspx?article\\_id=891](http://www.hirestrategy.com/job_market/feature_content.aspx?article_id=891)

### **Washington Post**

*The car is still king of D.C. area commute*

8/8/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/08/07/AR2010080702552.html>

### **The Wash Cycle**

*2010 State of the Commute Survey*

8/9/10

<http://www.thewashcycle.com/2010/08/2010-state-of-the-commute-survey.html>

### **TalkinStuff**

*Teleworking up in D.C. area*

7/21/10

<http://talkinstuff.wordpress.com/2010/07/21/teleworking-up-in-d-c-area/>

### **Alexandria News**

*Percentage Of Commuters Driving Alone Decreases, Telework Grows*

7/22/10

<http://www.alexandrianews.org/2010/07/percentage-of-commuters-driving-alone-decreases-telework-grows/>

### **NBC Washington**

*AAA Asks Workforce to Help Make Tuesday Traffic Less Terrible*

9/7/10

<http://www.nbcwashington.com/news/local-beat/AAA-Asks-Workforce-to-Help-Make-Tuesday-Traffic-Less-Terrible-102307019.html>

### **MSNBC**

*Dealing With "Terrible Traffic Tuesday"*

9/7/10

[http://www.msnbc.msn.com/id/39031051/ns/local\\_news-washington\\_dc/](http://www.msnbc.msn.com/id/39031051/ns/local_news-washington_dc/)

### **Washington Post**

*After Labor Day, drivers face 'Terrible Traffic Tuesday,' AAA says*

9/7/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/09/06/AR2010090601656.html>

**Orange Cone Project**

*A Guaranteed Ride Home for Baltimore*

10/19/10

<http://www.orangeconeproject.com/a-guaranteed-ride-home-for-baltimore/>

**Forbes.com**

*Businesses donate prizes for Car Free Day*

9/20/10

<http://billionaires.forbes.com/article/04OCbtHdNkcS6?q=billionaire+OR+billionaires+OR+billionaire%27s>

**Washington Business Journal – Jeff Clabaugh**

*Businesses donate prizes for Car Free Day*

9/20/10

<http://washington.bizjournals.com/washington/stories/2010/09/20/daily5.html>

**Washington Post – Dr. Gridlock**

*Car Free Day opens horizons*

9/21/10

[http://voices.washingtonpost.com/dr-gridlock/2010/09/car\\_free\\_day\\_opens\\_horizons.html](http://voices.washingtonpost.com/dr-gridlock/2010/09/car_free_day_opens_horizons.html)

**Washington Post – Dr. Gridlock, Kafia Hosh**

*Thousands pledge to be car-free*

9/20/10

[http://voices.washingtonpost.com/dr-gridlock/2010/09/thousands\\_pledge\\_to\\_be\\_car-free.html](http://voices.washingtonpost.com/dr-gridlock/2010/09/thousands_pledge_to_be_car-free.html)

**Washington Post – Vicky Hallett, Express Night Out**

*Gear Up for a Bike Bonanza: D.C. Car-Free Celebrations*

9/21/10

<http://www.expressnightout.com/content/2010/09/dc-car-free-biking-events.php>

**Washington Post**

*Prince William County news in brief*

9/16/10

<http://www.washingtonpost.com/wp-dyn/content/article/2010/09/13/AR2010091306009.html?sub=AR>

**Washington Post – Dan Malouff**

*Car-free for over 10 years*

9/23/10

[http://voices.washingtonpost.com/local-opinions/2010/09/car-free\\_for\\_over\\_10\\_years.html](http://voices.washingtonpost.com/local-opinions/2010/09/car-free_for_over_10_years.html)

**Washington Post – Lori's A.M. Buzz**

*It's Car Free Day*

9/22/10

<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-like-summer-again-lets.html>

**Washington Post** – Lori's A.M. Buzz

*Leave the car, take the iPad*

9/21/10

<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-from-bake-to-broil.html>

**Washington Post** – Lori's A.M. Buzz

9/20/10

<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-surprising-science-has-video.html>

**Washington Post** – Dr. Gridlock

*Back in the car again*

8/9/10

[http://voices.washingtonpost.com/dr-gridlock/2010/08/back\\_in\\_the\\_car\\_again.html](http://voices.washingtonpost.com/dr-gridlock/2010/08/back_in_the_car_again.html)

**Washington Post**

9/22/10

<http://voices.washingtonpost.com/local-breaking-news/dc/good-afternoon-feels-like.html>

**Washington Examiner**

*Rethink your commute – if just for one day*

9/20/10

<http://www.washingtonexaminer.com/local/Rethink-your-commute---if-just-for-one-day-938554-103329014.html>

**Washington Examiner** – Joshua Bowman

9/20/10

<http://www.washingtonexaminer.com/local/blogs/local-opinion-zone/Wednesday-a-good-day-to-avoid-Metro-103303394.html>

**Frederick News-Post** – Stephanie Mlot

*Traveling Through — TransIT offers free rides for Car Free Day*

9/19/10

[http://www.fredericknewspost.com/sections/news/reporters\\_notebooks\\_display.htm?StoryID=110111](http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=110111)

**Washington City Paper** – Mike Madden

*The Needle: Bike the Road to Socialism Edition*

9/20/10

<http://www.washingtoncitypaper.com/blogs/citydesk/2010/09/20/the-needle-bike-the-road-to-socialism-edition/>

**Washington City Paper** – Lydia DePillis

9/20/10

<http://www.washingtoncitypaper.com/blogs/housingcomplex/2010/09/20/this-week-20/>

**Washington City Paper** – Mike Madden

*Car? We Don't Need No Stinkin' Car*

9/22/10

<http://www.washingtoncitypaper.com/blogs/citydesk/2010/09/22/the-needle-lion-baby-boom-edition/>

**Gazette** – Cody Calamaio

*Save the date to stow the car*

9/15/10

[http://www.gazette.net/stories/09152010/potonew214552\\_32538.php](http://www.gazette.net/stories/09152010/potonew214552_32538.php)

**Gazette** – Virginia Terhune

*Get out of the car and walk*

9/16/10

[http://www.gazette.net/stories/09162010/bowinew141745\\_32543.php](http://www.gazette.net/stories/09162010/bowinew141745_32543.php)

**Alexandria News**

*Gridlock Alert*

9/6/10

<http://www.alexandrianews.org/2010/09/gridlock-alert-terrible-traffic-tuesday-is-drawing-nigh-and-why-it-could-be-less-terrible-this-year/>

**Fairfax Daily-Monitor**

*Metro supports "International Car Free Day"*

9/21/10

<http://www.fairfax.daily-monitor.com/2010/09/metro-supports-international-car-free-day/>

**The Sentinel** – Katelin Wangberg

*Car-free day zooms in Sept. 22*

9/15/10

<http://www.thesentinel.com/pgs/Car-free-day>

**Examiner.com** – Trisha Grant

*Car Free Day is Tuesday, September 22*

9/21/10

<http://www.examiner.com/dc-in-washington-dc/car-free-day-is-tuesday-september-22?render=print>

**Burke Patch** – Rachael Dickson

*Walk this Way: Residents Encouraged to Use Alternative Transportation*

9/22/10

<http://burke.patch.com/articles/walk-this-way-residents-encouraged-to-use-alternative-transportation>

**Targeted News Service**

*Area Leaders Pledge to Go Car Free September 22*

9/10/10

[http://targetednews.com/pr\\_disp.php?pr\\_id=2998869](http://targetednews.com/pr_disp.php?pr_id=2998869)

**NBC Washington** – John Wist

9/21/10

*Ditch the Car for a Day*

<http://www.nbcwashington.com/news/local-beat/Ditch-the-Car-for-a-Day-103428479.html>

**WTTG – myFOXdc.com**

*Area Leaders Pledge To Go Car Free on Sept. 22*

9/10/10

<http://www.myfoxdc.com/dpp/traffic/area-leaders-pledge-to-go-car-free-on-sept-22-091010>

**WUSA 9** – Dan Guzman

*Car-Free Day Is Wednesday September 22*

9/22/10

<http://arlington.wusa9.com/content/car-free-day-wednesday-september-22>

[http://www.wusa9.com/rss/local\\_article.aspx?storyid=112232](http://www.wusa9.com/rss/local_article.aspx?storyid=112232)

**WUSA 9** – Courtney Rhodes

*Car Free Day on September 22-*

9/17/10

<http://potomac.wusa9.com/content/car-free-day-september-22-montgomery-county-offers-tips-how-you-can-participate>

**TBD** – David Jamiesen

*Car-Free Day's morning after: Any impact on Washington traffic? Google says yes*

9/23/10

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/car-free-day-s-morning-after-any-impacc-on-washington-traffic--2161.html>

**TBD (ABC 7)** – Dave Jamiesen

*D.C. Car-Free Day next Wednesday, Sept. 22*

9/15/10

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/car-free-day-next-wednesday-sept-22-1788.html>

**TBD (ABC 7)** – David Jamiesen

*The Morning Walk: Happy Car-Free Day*

9/22/10

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/the-morning-walk-happy-car-free-day-2075.html>

**TBD (ABC 7)** – Elahe Izadi

*Car Free Day in Silver Spring: mass transit construction updates*

9/22/10

<http://www.tbd.com/blogs/tbd-neighborhoods/2010/09/car-free-day-in-silver-spring-mass-transit-construction-updates-2106.html>

**WTOP** – Andrew Mollenbeck

*Area Participates in Car Free Day*

9/22/10

<http://www.wtop.com/?nid=25&sid=2059056>

**WMAL 630** – Amanda Gaines

<http://www.630wmal.com/Article.asp?id=1942787>

**WAMU** – Rebecca Blatt

*Interview with Nick Ramfos*

9/21/10

**WAMU**

*D.C. Area Celebrates Car Free Day*

9/22/10

<http://wamu.org/news/10/09/22.php>

**Metro Networks**

*Interview with Nick Ramfos*

Distributed to 20 affiliate stations and aired on 9/

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

**BeyondDC** – Dan Malouff

*Car-free for over 10 years*

9/23/10

<http://beyonddc.com/log/?p=2158>

**Arlington's Car-Free Diet Blog**

*Observe, Participate, Celebrate, Walk About*

9/15/10

[http://commuter.typepad.com/the\\_carfree\\_diet/](http://commuter.typepad.com/the_carfree_diet/)

### **Greater Greater Washington**

*Breakfast links: Go free*

9/22/10

<http://greatergreaterwashington.org/post.cgi?id=7233>

### **Greater Greater Washington – Eric Fidler**

*More car-free, less traffic*

9/23/10

<http://greatergreaterwashington.org/post.cgi?id=7264>

### **WashCycle**

*Go Car Free on 9/22 - Win Stuff*

9/18/10

<http://www.thewashcycle.com/2010/09/go-car-free-on-922-win-stuff.html>

### **Associated Content – William Browning**

*Talking to Children About World Car Free Day*

9/22/10

[http://www.associatedcontent.com/article/5817784/talking\\_to\\_children\\_about\\_world\\_car.html?cat=27](http://www.associatedcontent.com/article/5817784/talking_to_children_about_world_car.html?cat=27)

### **CommuterPageBlog**

*World Car Free Day Tomorrow! Chance to Win an iPad!*

9/21/10

<http://www.commuterpageblog.com/2010/09/world-car-free-day-tomorrow-chance-to-win-an-ipad.html>

### **CommuterPageBlog**

*World Car Free Day Tomorrow! Chance to Win an iPad!*

9/21/10

<http://www.commuterpageblog.com/2010/09/world-car-free-day-tomorrow-chance-to-win-an-ipad.html>

### **DCentric**

*Must. Resist. Car.*

9/22/10

<http://dcentric.wamu.org/2010/09/must-resist-car/>

### **DCist – Aaron Morrissey**

9/15/10

[http://dcist.com/2010/09/go\\_home\\_already\\_searching\\_for\\_a\\_for.php](http://dcist.com/2010/09/go_home_already_searching_for_a_for.php)

**DCist – Aaron Morrissey**

*Morning Roundup: Waddle To Work Day Edition*

9/22/10

[http://dcist.com/2010/09/morning\\_roundup\\_waddle\\_to\\_work\\_day.php](http://dcist.com/2010/09/morning_roundup_waddle_to_work_day.php)

**blunoz.blogspot.com**

*DC Car Free Day*

8/30/10

<http://blunoz.blogspot.com/2010/08/dc-car-free-day.html>

**CommuterPage.com**

9/21/10

<http://www.commuterpage.com/commuternews.cfm>

**CommuterPage.com**

*World Car-Free Day 2010*

<http://www.commuterpage.com/eventdetail.cfm?eventID=1182>

**ReadyssetDC**

*Car Free Day*

8/4/10

<http://readyssetdc.com/2010/08/car-free-day-2/>

**ARL Now**

9/22/10

<http://www.arlnow.com/2010/09/22/morning-notes-70/>

**Carfree USA Blog**

9/18/10

<http://carfreeusa.blogspot.com/>

**DC Council Newsletter**

*Car Free Day September 22*

9/16/10

<http://www.dccouncil.washington.dc.us/EVANS/newsletter/Week.of.09.16.10.htm>

**Downtown DC BID**

*Car Free Day*

<http://www.downtowndc.org/do/car-free-day>

**NIH Bicycle Commuter Club**

*Car Free Day September 22<sup>nd</sup>, 2010*

<http://www.recgov.org/r&w/nihbike/>



**Connected Communities**

*Thousands Pledge for September 22 Car Free Day*

9/20/10

<http://connectedcommunities.us/showthread.php?p=39682>

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