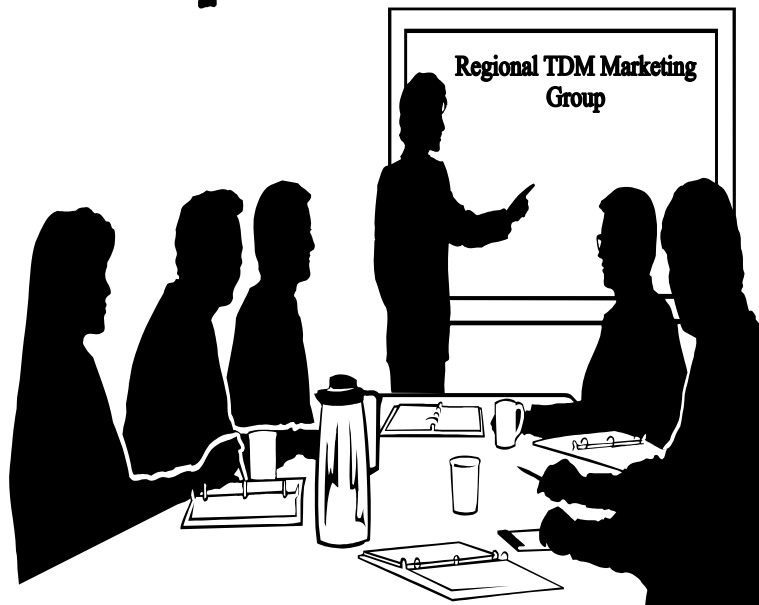


HANDOUTS

from previous meeting



December 15, 2009



County of Fairfax, Virginia

Fairfax County Department of Transportation

TYSONS CONNECTOR FREE MID-DAY SHUTTLE



December 15 2009



Beginning **November 23**, getting around Tysons Corner on your lunch break will be a lot easier, thanks to a new lunchtime shuttle named the
“Tysons Connector.”

This new **FREE** service features **two midday shuttle routes operating at 10-minute intervals** in central Tysons Corner.

The two routes will operate **weekdays from 10 a.m. - 2:30 p.m.** to and from **Tysons Corner Center, Tysons Galleria**, and the major employers located nearby.

Link to NBC 4

<http://www.nbcwashington.com/around-town/shopping/Simple-Shuttle-Saves-Shoppers-Seconds-71530047.html>



Marketing & Outreach

- Soft vs Hard launch
- Event at held Tysons 11/23
- Hand Deliver 10,000 Flyers and Take One Cards
- Press Coverage NBC 4, Washington Post
- Roll out wrapped buses in January 2010
- Second Tysons Event in January 2010
- Ongoing outreach: FCDOT, Dulles Rail and The Employer Solutions Team (MEGA PROJECTS)



County of Fairfax, Virginia





Additional Information:

- Equipment - 26 Passenger El Dorado's (seated)
- Funding – Metropolitan Washington Airport Authority's Dulles Corridor MetroRail Project
- Planning Phase One
- Operated by - Fairfax Connector
- Route and Schedule to be revisited in Jan-Feb 2010.



County of Fairfax, Virginia

TYSONS CONNECTOR **FREE Midday Shuttle** Every 10 minutes ■ 10am–2:30pm Weekdays www.fairfaxconnector.com ■ 703-339-7200 ■ TTY 703-339-1608





County of Fairfax, Virginia

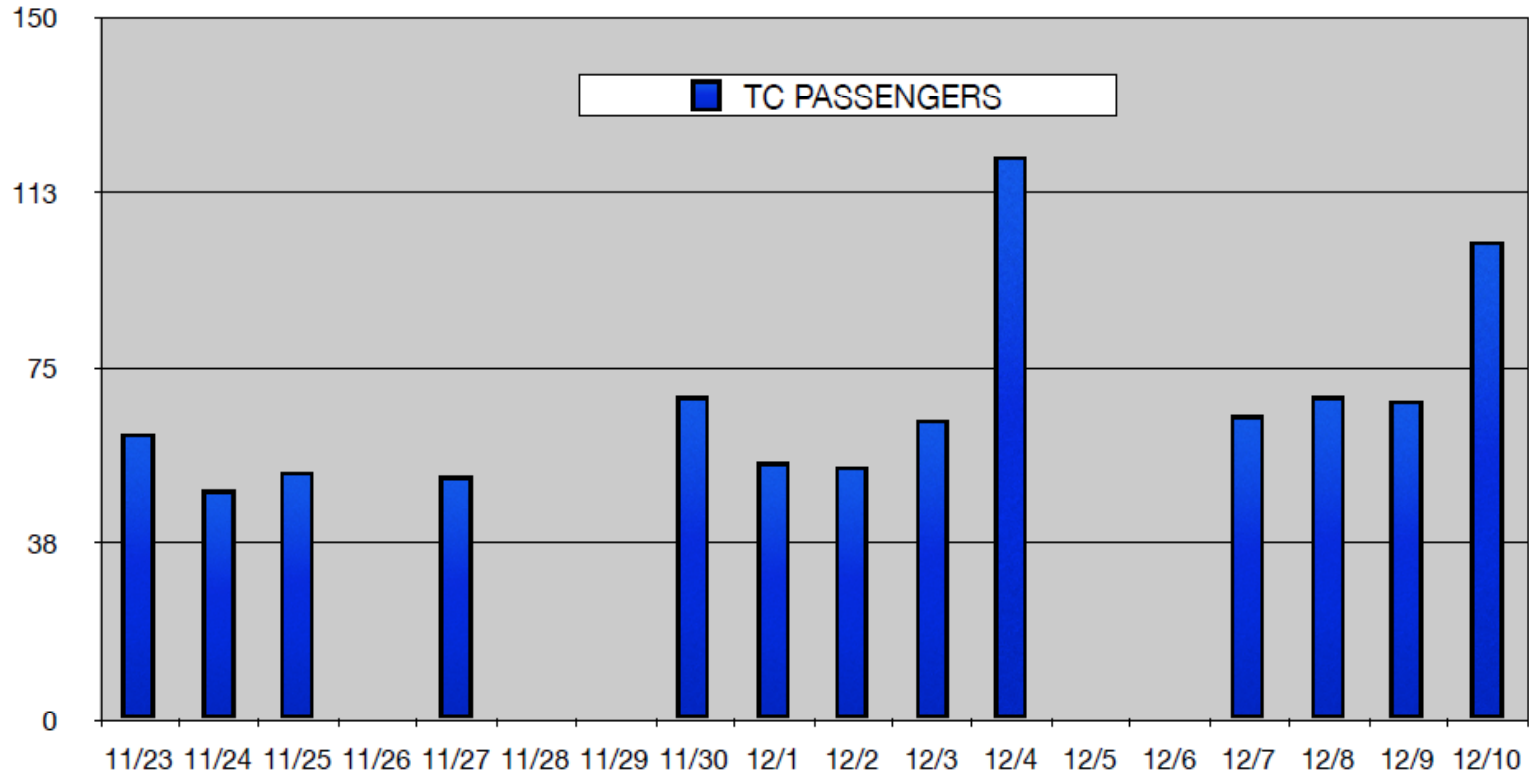
Just a few Employers along the Routes



Administaff Companies
KPMG
L3 ommunications
Labat Anderson
Marriott Courtyard
Marriott Tysons Corner
McLean Hilton
MicroStrategy
National Auto Dealers Association
Pragmatics
Pricewaterhouse Coopers
Rotonda Condominiums
Science Applications Intl. Corp.
Sun Microsystems, Inc.
Sunrise Assisted Living Inc.
Wachovia
Advanced Technology Systems
BAE Systems
BearingPoint (Tysons Greensboro)
Boeing Information Services, Inc.
Booz Allen & Hamilton
Deloitte
EMC
Ernst & Young
Freddie Mac
Gannett
IBM
Keane

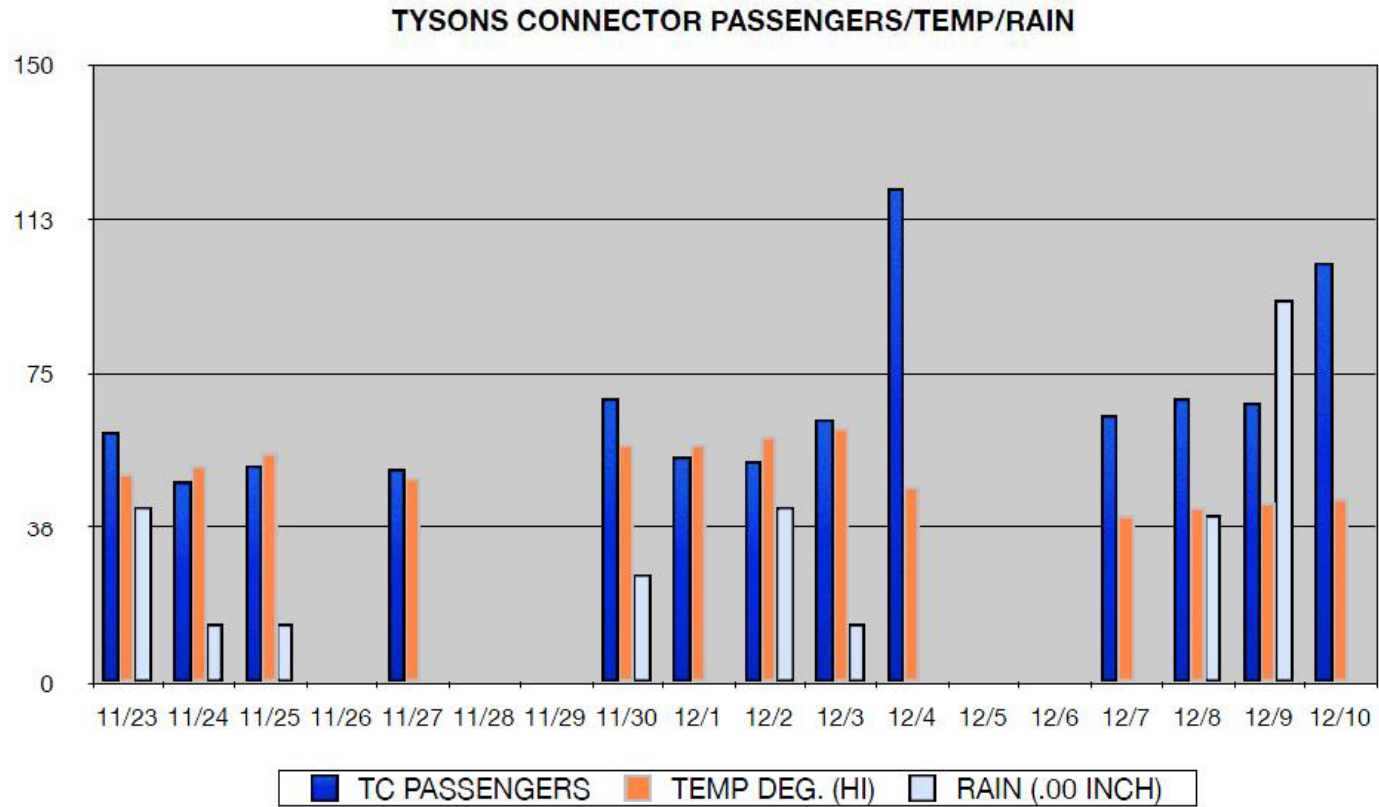


County of Fairfax, Virginia





County of Fairfax, Virginia





County of Fairfax, Virginia

Thank you!

www.FairfaxCounty.gov/fcdot

www.dullesmetro.com

<http://prtctransit.org/commuter-bus/>

www.vamegaprojects.com

For more information please call
The Fairfax County Department of Transportation Employer Services
Program
at **(703) 877-5604**

Metropolitan Washington Council of Governments
Commuter Connections
FY2010 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
December 15, 2009

First Half FY2010 Marketing Activities

- Car Free Day
- 'Pool Rewards
- 2009 Fall Umbrella Campaign
- 2009 Summer and Fall Newsletters
- 2010 Spring Umbrella Campaign Planning/Preview
- 2010 Employer Recognition Award Nominations
- 2010 Bike to Work Day Sponsorship Drive
- 2010 GRH Rewards Program

Car Free Day Coverage

The Washington Post

express
nightout

WASHINGTON
BUSINESS JOURNAL

Frederick**NewsPost**.com

Gazette.Net



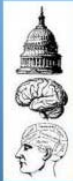
npr
WAMU 88.5FM
AMERICAN
UNIVERSITY
RADIO



washington**examiner**.com

The **Examiner**

93.9 **WKYS** fm
KYSDC.com



NotionsCapital

Ideas on Events and Culture from Washington, DC

examiner.com
INSIDER SOURCE FOR EVERYTHING LOCAL

About.com

THE CITY FIX DC
Sustainable Mobility in the District

NEWS
CHANNEL 8



3 **abc**
WINCHESTER
In
YOUR
Community

Car Free Day Pledge Performance

Results

- **6,211 total pledges**
- **Up 14% from 2008**

'Pool Rewards Campaign



- Earned Media
- Email
 - Bulletin Board Members
 - Employers
 - Rideshare database SOV'ers
- Direct mail
- Online banner ads
- Yahoo! text ads
- Additional outreach
 - Pentagon and NIH employees

'Pool Rewards Press Release



FOR IMMEDIATE RELEASE October 26, 2009

CONTACT:
Anne Marie Corbalis (845) 855-7077 / amcorbalis@archstreetcommunications.com
Steven Kania (202) 962-3249 / skania@mwcoq.org

Commuter Connections Tests 'Pool Rewards to Move Commuters into Carpools

Washington, D.C.—Commuter Connections is launching a pilot program to encourage commuters in three of the region's most congested corridors to try carpooling to and from work instead of driving alone. Commuters traveling mornings on I-395 from the District across the 14th St. Bridge into Northern Virginia; the Capital Beltway from Bethesda to Tysons Corner; and the Beltway from the Baltimore-Washington Parkway to I-270; and back in the afternoon, may qualify for a \$1 each way incentive for carpooling during the 'Pool Rewards pilot program.

Commuter Connections, a regional transportation network coordinated by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG), is conducting the three-month pilot program as part of its ongoing efforts to improve traffic flow, decrease air pollution and promote long-term changes in commuting behavior. The program is similar to Atlanta's highly successful Cash for Commuters effort. At the end of its first five years, the Atlanta program has coaxed more than 29,000 drivers out of their cars and saved 32.8 million vehicle miles traveled, with 64 percent of its participants continuing to use commute alternatives at least once per week after the cash reward program ended.

"Commuter Connections continues to test new ways to encourage behavior change in Washington area commuters," said Nicholas Ramfos, director. "If a small cash incentive can get 700 people out of their cars and into a carpool for the duration of this test

make a difference on the region's

commuting times can sign up for
connections.org. In addition,
money-saving services such as the
ensures a ride home when one of

on Transportation Planning Board at the
connections promotes ridesharing to work
matching for carpools and vanpools and
connections is funded by the District of
ation. www.mwcoq.org

'Pool Rewards Media Placements

The Washington Post



WASHINGTON BUSINESS JOURNAL

washingtonexaminer.com



Eco Women: Protectors of the Planet!



siobreaker

social|median

WUSA 9.COM


Richmond Times-Dispatch



FrederickNewsPost.com



'Pool Rewards Direct Mail



Get Started

Log on to www.commuterconnections.org TODAY to apply for 'Pool Rewards. 'Pool Rewards pays you \$2 per day for each day you travel in an eligible carpool (maximum \$130 per person). Registration is required. Hurry! Trial offer valid to a limited number of commuters.*

Check it out today—apply online, start or join a new carpool (we'll even help you find a carpool partner) and start cashing in your 'Pool Rewards for a better commute.

* Additional rules and limitations apply.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE commuterconnections.org

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Metropolitan Washington Council of Governments
777 North Capital Street NE Suite 300
Washington, DC 20002-4290

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PAID
Permit No. 9770
Washington D.C.



'POOL REWARDS

Cash for Carpools

Just 2 days a week to cash in!

If you currently drive alone to work, and can sign up to carpool at least 2 days per week during a three month period, you may qualify for 'Pool Rewards!

Your commute must include at least one trip on any of the 3 following routes:
I-495 between Bethesda (MD-190) and Tysons Corner (VA-123),
I-495 between Baltimore-Washington Parkway (MD-295) and I-270, or
I-395 14th Street Bridge between Washington, DC and Northern Virginia.

Join or start a new carpool and claim your \$130 'Pool Rewards today!*

'Pool Rewards Banner Ads

Placement on news and weather sites



The Washington Times



'Pool Rewards Banner Ads

Apply TODAY to see if you qualify!*

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

* Additional rules and limitations apply.

'Pool Rewards Banner Ads

The screenshot shows a news website interface with a blue header and a white main content area. At the top, there is a Bertucci's banner advertisement for a lunch menu. Below the banner is a navigation bar with links for Home, News, Weather, Traffic, Sports, Photos/Videos, Blogs/Forums, Tools, Partners, TV Schedule, DTW, and About Us. A search bar is located in the top right corner. The main content area features a red banner for a live video alert, followed by a 'District News' section with a video player and a 'Virginia News' section. A weather widget is positioned in the middle right, and a large advertisement for Commuter Connections is on the right side. The website footer includes the text 'Done' on the left and the Commuter Connections logo on the right.

Bertucci's
RESTAURANT

click here for a \$2 off coupon

Bertucci's new lunch menu, served with unlimited salad and rolls. Starting at \$7.99.

Other Versions: [Twitter](#) | [Facebook](#) | [Mobile](#) | [Text Alerts](#) | [E-mail Alerts](#) | [RSS Feeds](#) | [Vodcasts](#)

WUSA 9.COM
DC VIRGINIA MARYLAND


Search the District, Virginia and Maryland:
Enter keywords or phrases **GO** [momslike.com](#)

Home News Weather Traffic Sports Photos/Videos Blogs/Forums Tools Partners TV Schedule DTW About Us

Comment, blog & share photos
[Login](#) | [Become a member](#) | [Search people](#) [Text Alerts](#) | [E-mail Alerts](#) | [facebook](#) | [twitter](#) | **MOBILE**

Web Alert >> LIVE VIDEO @ 2pm: Computer Breakdown Slows Montgomery Traffic For A Second Day

District News [RSS Feeds](#) | [more >>](#)


 **DC Sniper's Attorney Speaks Only To 9NEWS NOW**
[Play Video](#) | [Comments \(14\)](#)
Jon Sheldon is working around the clock to save his client's life and says John Muhammad is mentally ill.


READ MUHAMMAD'S HAND WRITTEN LETTER PROCLAIMING HIS INNOCENCE

PROFILES OF THE VICTIMS

- Officers Have Right To Enter Home Of DC Sex Offenders [\(3\)](#)
- Metro: Computer Problem Costs \$14 Million To Fix [\(2\)](#)
- Victims, Relatives To Witness Sniper Execution
- Montgomery County Detective Hits And Kills Pedestrian
- Profiles of Sniper Victims [\(2\)](#)

Virginia News [RSS Feeds](#) | [more >>](#)

 **DC Sniper's Attorney Speaks Only To 9NEWS NOW**
[Play Video](#) | [Comments](#)

CURRENT CONDITIONS FOR 20016
 Partly Cloudy
57°F
Feels Like: 57°F
Wind: 6 at 3mph
Humidity: 41 %
Updated: 12:52 EST

Watercooler News

- Message In a Bottle
- "Willy Wonka" Arrested For Growing Pot To Use In Homemade Fudge [\(1\)](#)
- Missing Baby Found Alive Under Baby Sitter's Bed
- Rihanna: Going Back To Brown After Beating 'Wrong'
- Gay Couples: A Close Look At This Modern Family, Parenting [\(1\)](#)
- Pentagon: A Third Of U.S. Youth Are Too Fat, Sickly To Serve [\(4\)](#)
- Police Prepare To Tear Down

ADVERTISEMENT

Apply TODAY to see if you qualify!*

* Additional rules and limitations apply.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

NEWS REPORT

Done

odonnellCOMPANY

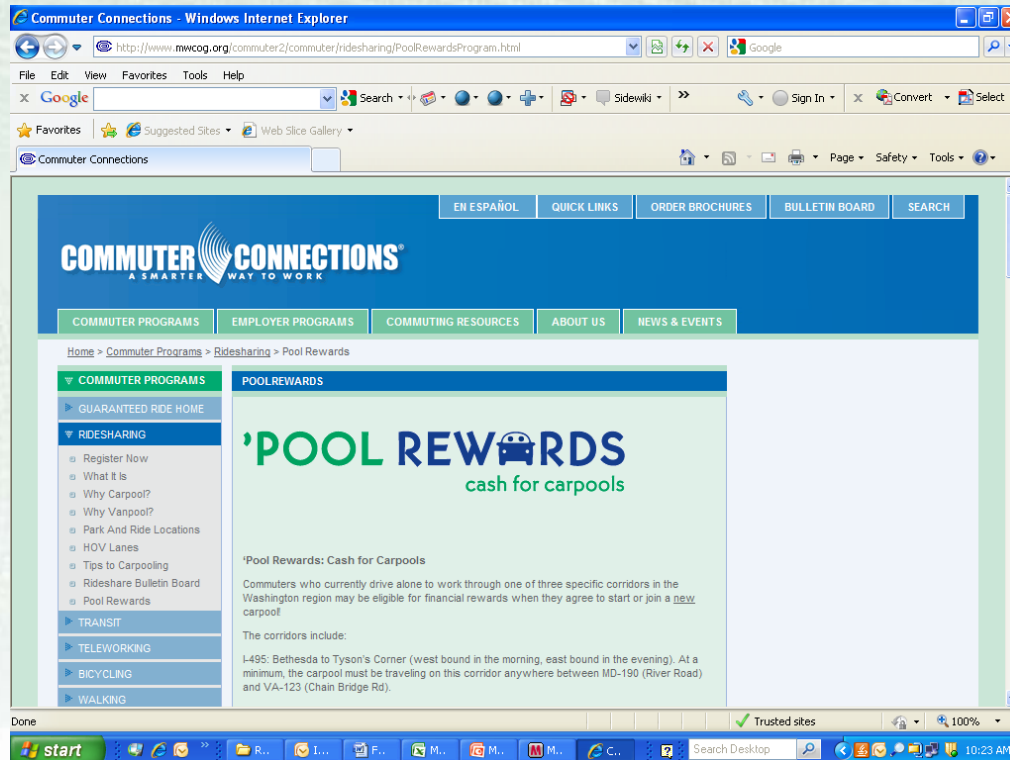
COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

'Pool Rewards Banner Ads

The screenshot shows a Windows Internet Explorer browser window displaying the Washington Times website. The address bar shows the URL <http://washingtontimes.com/culture/travel/>. The page features a navigation menu with categories like Home, News, Opinion, Sports, Culture, Themes, Communities, and Marketplace. A prominent banner ad at the top right reads "THE NORTHEAST IS GOING FOR A GREAT PRICE." and features the Amtrak logo. Below the navigation, a "Travel" section is visible with a sub-header "Yellowstone 'bioblitz' uncovers species" and a "Cash for Carpools" advertisement. The "Cash for Carpools" ad shows a stack of US dollar bills and the text "Cash for Carpools". The Amtrak banner also includes the text "LOW FARES. DOUBLE POINTS. SELECT TWO." and the Amtrak logo. The National University logo is visible in the bottom right corner of the page.

'Pool Rewards Web Visits

- 8,151 visits in November to 'Pool Rewards web page



FY10 Fall Umbrella Campaign

Continue Spring FY09 creative

Campaign live October – December 2009

Media

- Radio (anchor media)
- Internet banner ads

FY10 Fall Umbrella Campaign Radio

8 radio stations rotating Rideshare and Guaranteed Ride Home spots



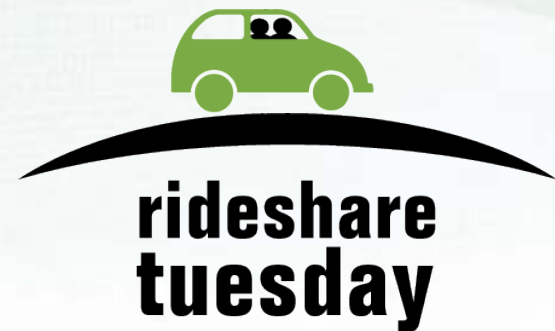
MIX 107.3 FM



FY10 Fall Umbrella Campaign

Value add promotions including Rideshare Tuesday during Rideshare weeks

Almost \$100K in additional air time, sponsorships, web banners and pages



FY10 Fall Umbrella Campaign Banner Ads

High performance job, weather, and news sites from past campaigns

Placement on wtopnews.com introduced



The Washington Times



FY10 Fall Campaign Web

Subscribe Today!
Get daily, weekly, or electronic versions of The Washington Times

ROLL OVER
CF34 Jet Engine

Meet the people behind innovation

GE imagination at work

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The Washington Times

Google Custom Search

Front Page Image | Classifieds | Autos | Real Estate | Jobs | Special Sections | Customer Service

Home | News | Opinion | Sports | Culture | Themes | Communities | Marketplace | Videos | Podcasts

World | National | Politics | National Security | DC Area | Business | Entertainment | Technology | **Communities** | Investigations | Faith | Energy | Environment | Headlines | Citizen Journalism

SECURITY
Obama said to want revised Afghan options

POLITICS
Bush warns of threats to freedom, economic growth

NATIONAL
Fort Hood shooting suspect charged with murder

POLITICS
Obama has fences to mend on Japan trip

Home » News » **World**

U.S., Vietnam strengthen ties

Trade, military relations grow to counter Beijing

Thursday, November 12, 2009

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Article | Comments (0) | Videos

By Ben Stocking ASSOCIATED PRESS

DANANG, Vietnam

On the day his family's side lost the Vietnam War, Hung Ba Le, 5, fled his homeland in a fishing trawler crammed with 400 refugees. Thirty-four years later, he made an unlikely

GUARANTEED RIDE HOME
COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
learn more
*some restrictions apply

FY10 Fall Campaign Web

AccuWeather.com
World's Weather Authority™
Local Weather Forecast
STATE COLLEGE, PA
World | Canada | UK & Ireland
Mobile | iPhone

NEW AccuWeather.com PREMIUM
30-day free trial
Get your weather your way! Sleek, customizable homepage.

Home Forecast Radar Maps Video News Extreme Weather Products & Services Interests Community Shop

Washington, DC 5-Day Forecast

Monday, October 19, 2009

AccuWeather.com: 5-Day Forecast

5-Day Forecast	Days 6-10	Days 11-15	All 15 Days
Monday, Oct 19 High: 60 °F RealFeel®: 61 °F Warmer with plenty of sunshine	Monday Night, Oct 19 Low: 43 °F RealFeel®: 42 °F Clear Stargazing conditions		
Tuesday, Oct 20 High: 70 °F RealFeel®: 68 °F Partly sunny and warmer	Tuesday Night, Oct 20 Low: 48 °F RealFeel®: 50 °F Mainly clear Stargazing conditions		
Wednesday, Oct 21 High: 75 °F RealFeel®: 74 °F Brilliant sunshine and pleasant	Wednesday Night, Oct 21 Low: 53 °F RealFeel®: 53 °F Clear to partly cloudy Stargazing conditions		
Thursday, Oct 22 High: 76 °F RealFeel®: 73 °F Pleasantly warm with sunshine and patchy clouds	Thursday Night, Oct 22 Low: 52 °F RealFeel®: 49 °F Mostly cloudy		

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COMMUTER CONNECTIONS
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Weather Videos

- Breaking Weather News 01:15
- National
- Breaking Weather News 01:15
- Sports Weather 01:15
- National Weather Forecast 01:15
- Staying Frosty 00:45
- Tropical Outlook 01:15

AccuWeather.com

Wayne Lee is online

start | Inboxes - Microsoft Outlook | 5 Internet Explorer | 7 Microsoft Office Excel | 4 Windows Explorer | 24/7 Real Media, Inc... | 9 Notepad | 4:25 PM

FY10 Summer and Fall Newsletters

FEDERAL ETC UPDATES

Employee Transportation Coordinator

NATIONAL INSTITUTES OF HEALTH WINS 2009 BIKE TO WORK



The National Institutes of Health (NIH), a dedicated team of volunteers from the Commuting Club, won recognition for bicycling as the employer with the highest participation at this year's May event. The Commuter Club helped boost the overall, who rode to work throughout the Washington area by having 445 participating employees. Registration was up by 14 percent over the previous year. NIH has become an employer interested in a clean alternative for their employees," said Nicholas J. Commuter Connections.

Angela Atwood Moore, a researcher and president of the NIH Bike club, credits the success of the event to the dedication of the volunteers who really stepped up this year to help make this event a success. "NIH Bicycle volunteers really stepped up this year to help make this event a success. "NIH Bicycle volunteers really stepped up this year to help make this event a success. "NIH Bicycle volunteers really stepped up this year to help make this event a success."

Atwood-Moore travels the 11 mile route home to NIH several days per week. She

Issue 3, Volume 13 Summer 2009

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

WHAT'S INSIDE

- 1 Employee Savings Check Update on Commuter Benefits
- 2 Commuter Connections Program
- 3 Commuter Connections Program
- 4 Commuter Connections Program

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

A NEW ERA OF TELEWORKING: COWORKING

A new workplace trend known as coworking is beginning to spread across the nation. Coworking is the social gathering of professionals, who work independently but who share the same values and are interested in the synergy that comes with working with talented people in the same location for work/life balance reasons.

With coworking centers sprouting up around the nation and within the Washington metropolitan area, individuals can trade the traffic congestion of the main commuting corridors for shorter commutes to co-working centers nearby their home; overall it equates to fewer vehicle miles traveled, less congestion on the roadways and less pollution. Jim Graham, Director of Marketing for The Satellite Inc. Telework and Coworking Centers cited a member who coworked 15 days last month in lieu of his daily 60 mile round-trip commute into the office. Using the federal reimbursement rate of 55 cents per mile, Graham calculated a savings of \$495, not to mention the quality of life savings of two hours a day which were otherwise spent tied-up in traffic.

Commuter Connections Honors Employees at Annual Awards Ceremony

The outstanding efforts of several Washington area employees in helping their employees find a better way to work were recognized at the 12th Annual Commuter Connections Employer Recognition Awards Ceremony, held at the National Press Club on June 23, 2009.

Employees were recognized for their efforts that demonstrated excellence in Incentives, Marketing and Teleworking. Winners were chosen for their ability to offer measurable commuter benefits that reduced automobile fuel consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners were selected for policies that have improved the lives of their employees and the region.



FEDERAL ETC UPDATES

Employee Transportation Coordinator

JOSEPH COX RECOGNIZED AS EMPLOYEE TRANSPORTATION COORDINATOR



After six years with the National Institutes of Health police and security branch in Bethesda, Maryland, Joseph Cox is ready for a change of pace. He found his new calling in the Employee Transportation Services Office three years ago. As program specialist, he took on responsibility for overseeing mobility programs that serve the NIH's 23,000 employees on the main campus and at other satellite facilities, including parking, carpooling and vanpooling, plus the NIH Transshare Program.

While his role is rooted in the day-to-day administrative realities of working in a large federal agency, Joe invests his job with a sense of purpose. He knows that shifting commuters into green commute modes reduces the NIH's carbon footprint.

"We're trying to change the car culture and make people aware of other commute opportunities," says Joe. "The more people can get out of cars, the more I can do for our planet, and it gives me a good feeling."

Joe's dedication recently brought him well-earned recognition from the Association for Commuter Transportation (ACT), a group presented Mr. Cox with its Employee Transportation Coordinator (ETC) Champion Award during its national conference in September 2009.

On a typical day, the NIH has more than 400 employees commuting via carpools or vanpools just to its Bethesda

Issue 4, Volume 13 Fall 2009

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

WHAT'S INSIDE

- 1 Car Pooling Update
- 2 Commuter Connections Program
- 3 Commuter Connections Program
- 4 Commuter Connections Program

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

STEER EMPLOYEES INTO 'POOL REWARDS PROGRAM

Employees who currently drive alone to work through one of three corridors in the region may be eligible for financial rewards when they agree to form a new carpool. Commuter Connections is piloting a new program called 'Pool Rewards' that aims to encourage drive-alone commuters to try carpooling.

As part of a carpool incentive pilot project, commuters participating in 'Pool Rewards' can receive \$2 per day for each day they carpool to work within a consecutive 90-day period assigned by Commuter

Connections. They can earn \$1 for each leg (morning and evening) of their commute. The maximum incentive for the 90-day trial period is \$130.

"Carpooling already saves commuters money by reducing fuel costs and expenses associated with vehicle wear-and-tear," said Commuter Connections director Nicholas Ramfoss. "Pool Rewards can put even more money in a commuter's pocket for ridesharing. It's really a great way for employees to earn some extra cash while they try a different way to work."

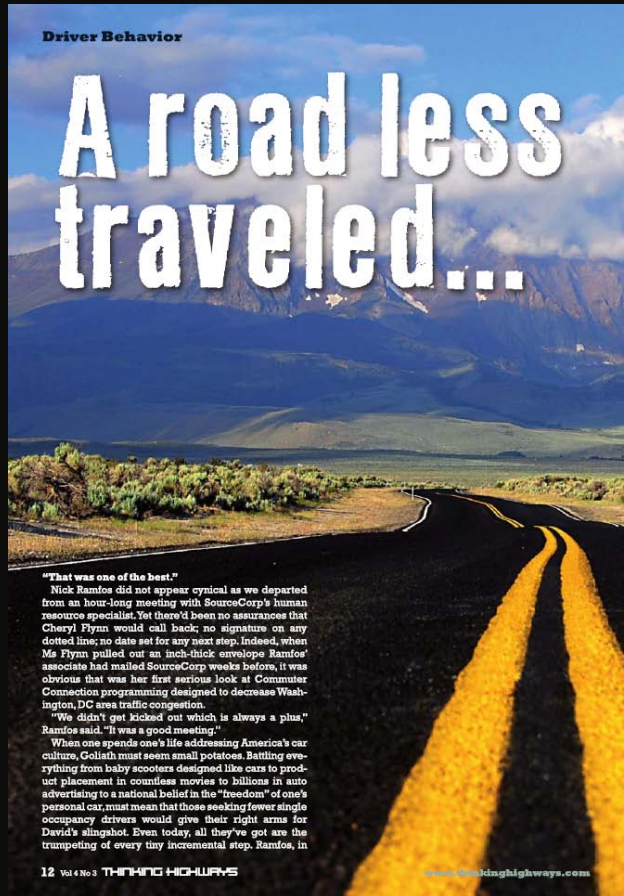
Noblis: The Telework Experience

Several new case studies from area employers have been added to www.commuterconnections.org. This is the fourth installment of an ongoing online resource tool for employers interested in learning how an assortment of organizations have successfully adopted the practice of teleworking as part of their standard work culture.

The existing and newly released case studies profile a wide variety of business models and programs within the Washington region to demonstrate how teleworking can benefit a diversity of employers. Profile examples include those of private sector and non-profit employers, as well as those of local and federal governments. The case studies



Additional FY10 Fall Earned Media



Additional FY10 Fall Earned Media

- GRH Articles
 - Washington Examiner – *“Transit backup program gave 3,096 free rides home last year”*
 - WTOP – *“Commuter Connections gives 3,000+ free rides”*
- Special Event Ridematching
 - Washington Post- *“Ride-Share Work Expands Beyond the Daily Grind”*
 - WeLoveDC.com (blog) – *“Commuter Connections Expands Services”*

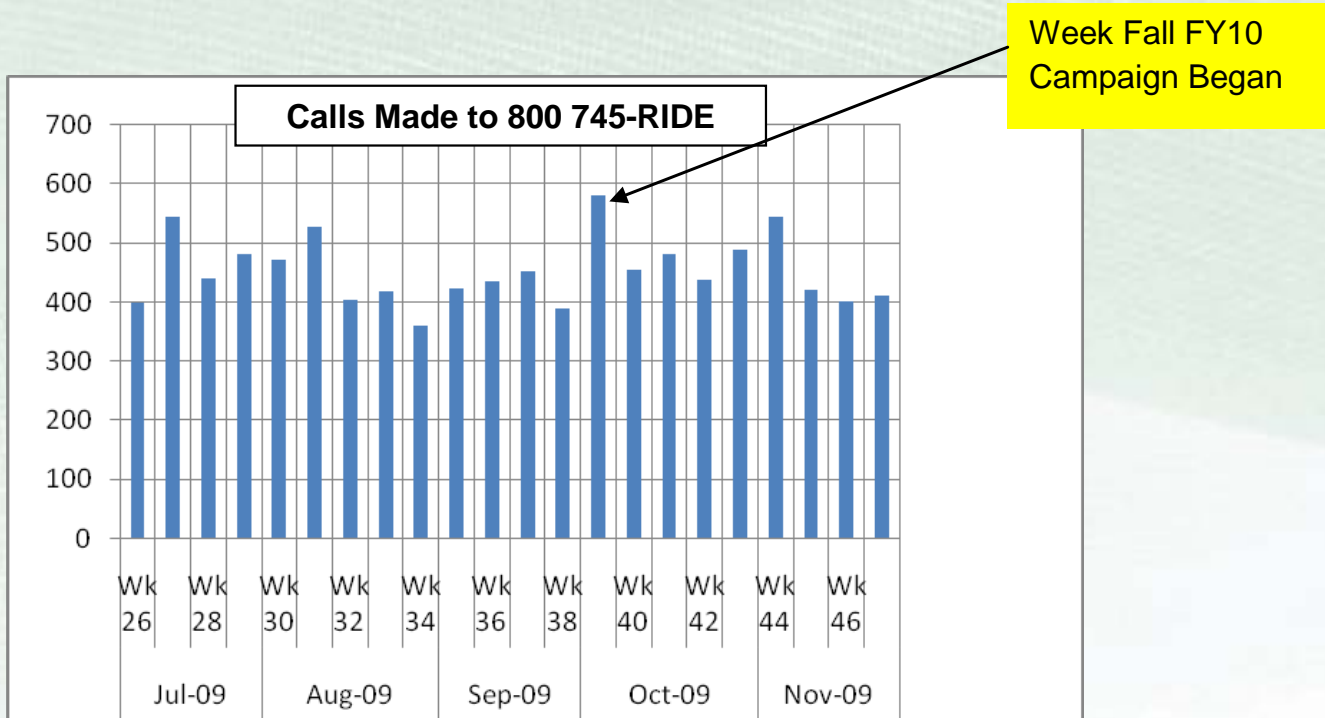
Fall FY10 Response Data

Web Visits

FY09 Month	Web Visits	FY10 Month	Web Visits	+/-	+/- %
Jul-08	10,063	Jul-09	9,008	-1,055	-10.48%
Aug-08	14,710	Aug-09	8,865	-5,845	-39.73%
Sep-08	11,302	Sep-09	8,111	-3,191	-28.23%
Oct-08	8,653	Oct-09	11,757	3,104	35.87%
Nov-08	7,093	Nov-09	12,579	5,486	77.34%
Dec-08		Dec-09			
	51,821		50,320	-1,501	-2.90%

Fall FY10 Response Data

Phone Calls



FY10 Spring Umbrella Campaign Media

Radio as the anchor medium

Internet banner ads

- Continue use of job websites
- Increase use of social networking sites
- Run-of-network sites geo-targeted for Washington DC

Non-traditional component

Direct mail

Outdoor/transit through network member donated space

FY10 Spring Umbrella Rideshare Concept

“Shortcut to Savings” for Rideshare

- Key messaging strategy: economic gain
- Strong money and word play messaging
- Ridesharing is found money

FY10 Spring Umbrella Campaign Rideshare Creative

shortcut to savings. Rideshare.



free instant ridematching service
sign-up at commuterconnections.org or call 800.745.RIDE



you've been sitting on cash. Rideshare.



free instant ridematching service
sign-up at commuterconnections.org or call 800.745.RIDE



FY10 Spring Umbrella GRH Concept

“Coverage” for Guaranteed Ride Home

- Key messaging strategy: no more excuses!
- GRH is free insurance for commuters, you are covered
- Call to action to sign up

FY10 Spring Umbrella Campaign GRH Creative



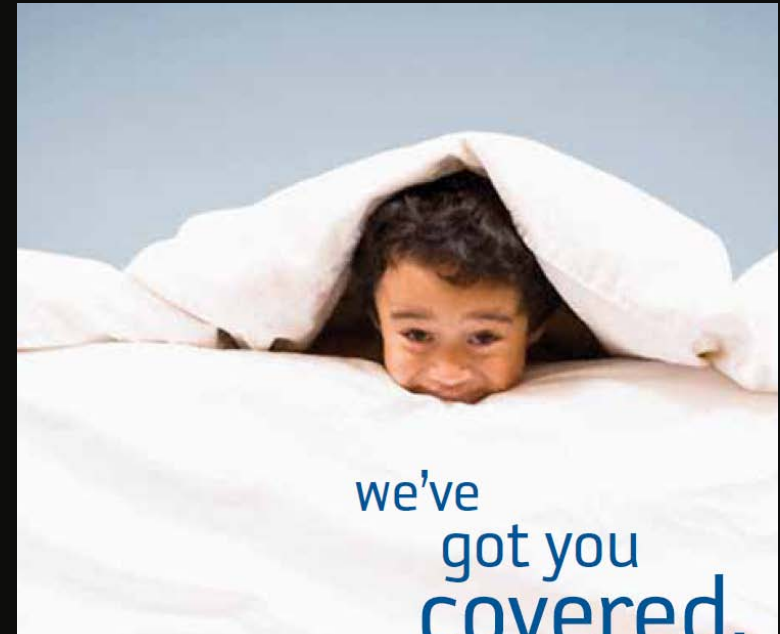
we've
got you
covered.
(and it's free!)

GUARANTEED RIDE HOME.*
sign up today, insure your commute home in case of unscheduled overtime.

commuterconnections.org 800.745.RIDE

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we've
got you
covered.
(and it's free!)

GUARANTEED RIDE HOME.*
sign up today, insure your commute home in case of an unexpected emergency.

commuterconnections.org 800.745.RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

* Some restrictions apply

2010 Employer Recognition Awards

PLEASE APPLY WITH THIS FORM OR GO TO WWW.COMMUTERCONNECTIONS.ORG

Application form

Eligibility

Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or may apply for these awards. To be eligible, programs must have been initiated or improved by January 1, 2009.

Deadline

The application deadline is February 1, 2010. Completed applications should be sent to:

Commuter Connections
Douglas Franklin
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4290
Tel: 202-962-3792 Fax: 202-962-3203
E-mail: dfranklin@ccog.org
www.commuterconnections.org

Instructions

Complete application sheet and an original program submission.

1. Contact

Organization _____
Address _____
City _____
Program Contact _____
Phone _____
Email _____
Date Program _____

2. Award Choice

Which Award? Marketing Incentives

Is there a second award? Marketing Incentives

3. Type of Program

Please mark the type of program:
 Pre-commuter
 Non-commuter

COMMUTER CONNECTIONS

APPLY AND

Get recognized for what you're doing right

Has your organization made a difference in one or more of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely
- Implementing or expanding a pre-need or subsidized transit or carpool benefit such as SmartBenefits™
- Providing Commuter Connections free reimbursement service to form carpools or vanpools, or providing your own on-site employee reimbursement
- Providing shuttle services to transit stations
- Providing a free or significantly reduced parking fee for carpools and vanpools while all other 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

Awards are in the following categories:

MARKETING
Active promoting and championing alternative commute systems that result in decreased drive alone commuting to the workplace

INCENTIVES
Providing commuter benefits and

Meet our 2009 winners

INCENTIVES



The Consumer Electronics Association (CEA) in Arlington, VA, was the winner of the Incentives Award. CEA's 123 person staff provides market research, technical or training educational programs and marketing opportunities to the 2,200 member companies plus its employees.

CEA's robust commuter benefits program, established in 2005, includes:

- Free parking for carpools with more than two employees
- Carpoolable mortgage loan of up to \$75,000 on the way and work in Arlington County
- Monthly public transportation subsidy up to \$120
- Telework, flextime, compressed work weeks
- 50% bonus for out-of-town reimbursement

MARKETING



Tyson Career Center is the nation's 10th largest mall and was placed in 2,200 commuters. The Tyson Career Center program is the mall's commuter rebating effort to educate employees on commuter options. The initiative was implemented to address transportation challenges over the next 10-15 years.

A commuter survey was administered to mall employees, after which each received a personalized trip itinerary and commuter wallet. Special delivered benefits including helpful commuter rebates and programs were provided to employees. Busier maps, brochures and schedules based on each employee's work schedule and transit history were included in the wallet.

ELEWORE

Elewore, a 100 employee nonprofit volunteer, technology and service organization headquartered in Falls Church, VA, helps government and nonprofit clients solve employer retention, process and infrastructure problems, seeking to increase productivity and decrease costs. Elewore began its award-winning telework program with a researchable project in 2005. Initially, many members thought telework was the ideal of the future. A telework education program which focused on the long-term benefits of teleworking helped to turn this perception around.

Elewore's telework program is made up of one working and making a teleworker's experience at the company. It's a home company with a survey, employees could telework one of the most important aspects of benefits. In 2009, Elewore was named as one of the top 100 telework programs in the world.



when it comes to commuting,
do you
stand out
from the crowd?

2010
EMPLOYER
RECOGNITION
AWARDS

THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

FY10 Spring Marketing Campaign Timeline

- Reviewed research and results from previous campaigns June 2009
- Developed FY 2010 Marketing Brief July 2009
- Collected feedback from Marketing Committee on Marketing Brief (via extranet) Aug 2009
- Presented conceptual approaches to Reg TDM Mktg Group Committee Sept 2009
- Presented visual concepts and scripts to Marketing Workgroup for feedback Sept 2009
- Refined and developed approach based on Workgroup feedback Oct-Nov 2009
- Finalized and produced creative Nov-Dec 2009
- **Distribute creative to media vendors Jan 2010**
- **Campaign Live Feb 2010**

2010 Bike to Work Day Sponsorship Drive

Sponsorship drive started in October

Proof-of-value report

- Measurable benefits of sponsorship based on 2009 data
- Help re-sign previous sponsors, attract new ones

Sponsorship drive to continue until January



GRH Rewards Program

- GRH Rewards
 - Coupons to GRH Re-Registrants in 2010



- Other GRH Rewards sponsors currently in negotiation

Questions & Answers

Any questions or comments?



Metropolitan Washington Council of Governments FY 2010 First Half Draft Marketing Campaign Summary

Introduction

Transportation issues remain at the forefront of issues facing metropolitan Washington D.C. commuters during the first half of FY2010. Traffic congestion in the region ranks among the worst in the country with the average driver spending about 62 hours a year in traffic; time that adds up to loss productivity, gas consumption, and general frustration.

Research and recent experience has shown that high gasoline prices work as a motivating factor to get drivers to leave their cars at home. But with gas prices sitting around the \$2.50 mark, the cost of commuting does not have the high price tag that it had in the spring of 2008.

In this difficult market, Commuter Connections continues to make strides by educating commuters and helping them get out of their single occupancy vehicle (SOV) commute and into carpools, vanpools, and transit, as well reducing vehicle trips altogether by educating about telecommuting, walking, and biking to work. In addition, Commuter Connections network members worked with employers throughout the region to further personalize the marketing message and motivate employers to promote alternative mode commuting to their employees.

Through November, so far in the first half of FY10, the Commuter Connections marketing campaign resulted in over 50,000 web visits to www.commuterconnections.org by those seeking ridematching, GRH and alternative commute information. The average number of monthly visitors before the fall campaign started (July 09 – Sept 09) was 8,661. Once advertising hit the airwaves and cyberspace, the average monthly visits to the web site in October and November jumped dramatically to 12,168, a 41% increase in average monthly visitors.

The Guaranteed Ride Home (GRH) program is free to commuters who use alternative transportation modes at least 2 days a week and find themselves in need of a ride home due to personal or family emergency or unscheduled overtime. With a 95% satisfaction rate, the GRH program delivers on its promise.

Armed with extensive research and past campaign experience, Commuter Connections is working to convert SOV drivers to alternative commute modes in this challenging environment. A marketing brief, distributed to network members in August 2009, laid the foundation for FY2010 marketing efforts. The strategies behind the FY10 marketing campaign reflect the current state of events for the regions' commuters and build upon the research and findings of the following reports:

- 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
- 2007 State of the Commute Survey
- 2007 GRH Survey Report
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007

Based on these reports, a separate analysis was conducted by Odonnell Company that looked at the implication of the reports' findings on various marketing strategies. Specifically, this analysis noted the following:

- Alternative commute modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.
- One in every three reported trips was either avoided entirely or made with an alternative to driving alone.
- Women and men are increasingly equal in their percentage of using alternative transportation.
- People with incomes above \$30,000 per year are a discretionary market with opportunity for growth in ridership. No further distinction in income was indicated, so all income levels above \$30,000 can be targeted with campaign messages.
- The top reasons for using alternative transportation included save money (18%); changed jobs or work hours (18%) and save time (13%).

Research, campaign experience, and current economic factors all contribute to the planned strategy for FY10 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 FY10 include the following:

- The continuation of the FY09 spring marketing campaign inviting commuters to "Try a Different Way to Work". Based on visual strength delivered with a sense of lightness, commuters are reminded that change is easy and can be fun. Commuters are also reminded that they can retain control of their life and maintain a level of comfort knowing the Guaranteed Ride Home program will get them home in the case of an emergency.
- The 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 three month trial per carpool demonstration project aimed at addressing some of the region's most congested commute corridors by encouraging the formation of carpools. Similar to a project implemented in Atlanta, 'Pool Rewards offers qualified commuters cash incentives for carpooling.
- The development of an exciting new umbrella campaign to be launched in February 2010.

This draft report covers the first half FY2010 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 FY2009 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. 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	Virginia Department of Transportation (VDOT)	LINK
Virginia Department of Rail and Public Transportation	Dulles Area Transportation Association (DATA)	Tri-County Council for Southern Maryland
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)	Washington Metropolitan Area Transit Authority (WMATA)
Arlington County	Maryland Department of Transportation (MDOT)	VPSI Inc.
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

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 regional 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.
- Hold special events such as Car Free Day and Bike Work Day to encourage the use of alternative forms of transportation.

Messaging Strategy

The first half of FY2010 campaign continued with the invitation to commuters to "Try a Different Way to Get to Work". The creative used was designed to reach out and address the issues commuters are facing. Rather than focusing on gas costs as the sole incentive to rideshare, the campaign took a lighter approach to emphasize the other benefits of leaving a single-occupancy vehicle at home. The Guaranteed Ride Home campaign highlighted the comfort and control commuters can feel by registering for the Guaranteed Ride Home program.

Target Market

The overall target audience for the communication was:

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

Fall FY2010 Media Flowchart

FALL FY2010 MEDIA FLOWCHART																				
MEDIA	AUG			SEP				OCT				NOV				DEC				NET TOTAL
	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	
RADIO																				
CarFree Day																				
GRH																				
Rideshare																				
Total Radio																				
TEXT MSG																				
TEXT ADS																				
INTERNET																				
GRH/RS																				
'Pool Rewards																				
TOTAL																				

- 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 generate 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

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (64%) or Maryland (34%), with a special emphasis on Prince William (20%) and Fairfax Counties (18%); work in D.C (60%) and Virginia (30%)

Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	COG Cost	Gross Dollars
Radio	\$174,763	\$205,603
Internet Including earned media with radio partners	\$50,000	\$58,824
Total Budget	\$224,763	\$264,427

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:

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

Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	COG Cost	Gross Dollars
Radio	\$174,001	\$204,707
Internet Including earned media with radio partners	\$50,000	\$58,824
Total Budget	\$224,001	\$263,531

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 with a broad mix of radio stations. The radio campaign reached out to Spanish-speaking commuters as well. In total, the following 5 D.C.-focused stations and 3 exurban stations were used during the campaign:

WTOP (News/Talk 103.5FM)
WRQX (Mix 107.3FM)
WASH (Soft Rock 97.1FM)
WPGC (Urban AC)
WBQB (B101.5FM
Fredericksburg)
WSMD (Star 98.3FM
Mechanicsburg)
WAFY (Key 103.1FM
Frederick)
WLZL (El Zol, 99.1FM
Spanish Station)

Both the Guaranteed Ride Home and Ridematching campaigns had two radio spots each, evenly rotated, to sell the benefits of the respective Commuter Connections program. The radio campaign alternated weeks between Rideshare and Guaranteed Ride Home, for a total of 11 weeks between October 2 and December 28.

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

Guaranteed Ride Home::60—“In Control”

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

Guaranteed Ride Home::60—“Comfort Level”

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

Ridesharing::60—“Pogo Stick”

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

Ridesharing::30—“Different Way to Work”

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

Value Added Promotions

For the 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 a “Different Way to Get to Work” and to make 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.

The value add promotions provided by the radio station totaled almost \$100K in additional air time, sponsorships, and web banners and pages.

Internet Advertising

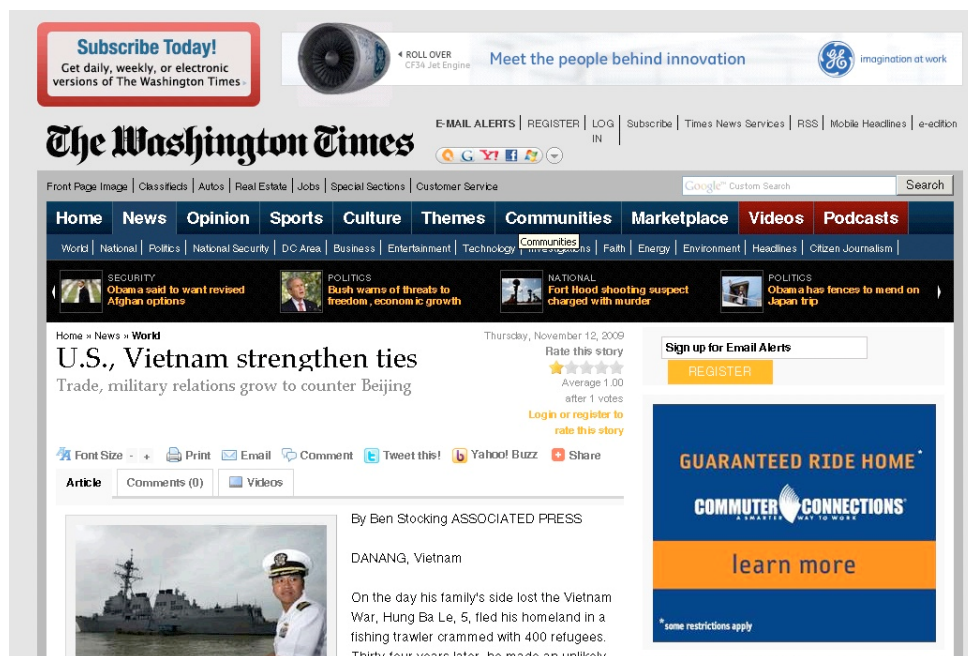
Internet advertising during the fall campaign included placement of banner ads served to specified websites and geo-targeted to IP addresses in the Washington DC DMA.

As seen in the FY09 campaign and supported by the findings in the 2007 State of the Commute Survey, a change to jobs or work hours is a top reason (as reported by 18% of the survey respondents) a commuter may look to change the method used to get to work. The FY09 campaign supported this finding with high performance figures for the Rideshare banner ads placed on monster.com. The fall campaign continued to leverage this finding by placing Rideshare banner ads solely on monster.com.

The following sites were used in the fall campaign, geo-targeted to Washington region registered IP addresses:

- accuweather.com
- weather.com
- monster.com
- Washington Times
- wtopnews.com
- iii-interactive.com run-of-network

Based on past campaign performance, GRH ads were run solely on Washington Times, where the GRH message responded well. Rideshare ads and GRH ads were rotated evenly across accuweather.com, weather.com, and wtopnews.com. A 2:1 rotation of GRH ads to Rideshare ads were served as run-of-network popunders to achieve an overall even spend on GRH and Rideshare banner ads for the fall campaign. Statistics were collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and CTR, site placement was adjusted to provide optimal performance.



The screenshot shows the homepage of The Washington Times. At the top, there is a navigation bar with links for Home, News, Opinion, Sports, Culture, Themes, Communities, Marketplace, Videos, and Podcasts. Below this is a search bar and a row of featured news stories. The main article is titled "U.S., Vietnam strengthen ties" with a sub-headline "Trade, military relations grow to counter Beijing". To the right of the article is a "Sign up for Email Alerts" box with a "REGISTER" button. Below the article is a large banner advertisement for "GUARANTEED RIDE HOME" with the text "COMMUTER CONNECTIONS" and "learn more". The banner also includes a small note: "*some restrictions apply".

wtop.com 103.5 FM 103.5FM 107.7FM

learn more

GUARANTEED RIDE HOME™
*Some restrictions apply.
COMMUTER CONNECTIONS

Home Listen News Traffic Weather Sports Living Inside WTOP Classifieds Thursday, Oct 29, 2009 Guest | Login

Home Page > News > Local > D.C. News > D.C. Stories

October 29, 2009 - 4:55am
Adam Tuss, wtop.com

Most drivers go solo

WASHINGTON - The vast majority of drivers who flood D.C. area roadways every day are going it alone.

The Census Bureau's [American Community Survey](#) looked at travel patterns between 2006 and 2008. The survey finds that of the 2,221,629 workers age 16 and older in the area, 1,415,834 of them drive to work alone.

Only 237,724 are actively carpooling, and 363,334 are taking public transportation.

With all those single-occupancy vehicles on the road, the numbers provide a window as to why the D.C. region is pegged with the second-worst congestion in the country.

Other points of interest with this survey:

- If your commute takes you about 32 minutes, then you are in the majority when it comes to average travel time around here.
- However, the numbers also show that about 3 out of every 10 commuters are spending 45 minutes or more behind the wheel.
- When does everyone decide to leave for work? More than 4 out of every 10 drivers hit the road between 7 a.m. and 8:30 a.m.

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http://www.accuweather.com/forecast_adfrest10.asp?sw=3000&pcodew=20001

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Washington, DC 5-Day Forecast

Monday, October 19, 2009 Metric | English

AccuWeather.com: 6-Day Forecast

5-Day Forecast	Days 6-10	Days 11-15	All 15 Days
<p>Monday, Oct 19</p> <p>High: 60 °F RealFeel®: 61 °F Warmer with plenty of sunshine</p> <p>Forecast Details Hourly Forecast for Today Hourly Forecast for Tonight AccuPOB® Precipitation Forecast Local Radar</p>	<p>Monday Night, Oct 19</p> <p>Low: 43 °F RealFeel®: 42 °F Clear</p> <p>Stargazing conditions</p>		
<p>Tuesday, Oct 20</p> <p>High: 70 °F RealFeel®: 68 °F Partly sunny and warmer</p> <p>Forecast Details Hourly Forecast for Tuesday Hourly Forecast for Tuesday Night AccuPOB® Precipitation Forecast</p>	<p>Tuesday Night, Oct 20</p> <p>Low: 48 °F RealFeel®: 50 °F Mainly clear</p> <p>Stargazing conditions</p>		
<p>Wednesday, Oct 21</p> <p>High: 75 °F RealFeel®: 74 °F Brilliant sunshine and pleasant</p> <p>Forecast Details Hourly Forecast for Wednesday Hourly Forecast for Wednesday Night AccuPOB® Precipitation Forecast</p>	<p>Wednesday Night, Oct 21</p> <p>Low: 53 °F RealFeel®: 53 °F Clear to partly cloudy</p> <p>Stargazing conditions</p>		
<p>Thursday, Oct 22</p> <p>High: 76 °F RealFeel®: 73 °F Pleasantly warm with sunshine and patchy clouds</p>	<p>Thursday Night, Oct 22</p> <p>Low: 52 °F RealFeel®: 49 °F Mostly cloudy</p>		

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Internet Banner Ad – Rideshare



Internet Banner Ad – Guaranteed Ride Home

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comfort level

lower your
stress level

when an unexpected
family emergency arises

or you have
unscheduled overtime

we'll get you home for free.
learn more.

GUARANTEED RIDE HOME™

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

*some restrictions apply

Carpool Incentive Demonstration Project

'Pool Rewards

'Pool Rewards is a three-month trial (per carpool) pilot program that uses a cash incentive to encourage drive alone commuters to change their commute behavior by trying carpooling. By carpooling, commuters will improve air quality and reduce traffic congestion. Drive alone commuters are offered an incentive to start carpooling in the hopes that participants will continue to carpool even after completion of the program. The program is similar to the Cash for Commuters program implemented in Atlanta.

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 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

This target audience is further defined as SOV drivers using one of the following corridors for their commute:

- I-495: Bethesda to Tyson's Corner (westbound in the morning, eastbound in the evening). At a minimum, the commute must include travel on this corridor between MD-190 (River Road) and VA-123 (Chain Bridge Road).
- I-495: MD-295 (Baltimore-Washington Parkway) to I-270 (westbound in the morning, eastbound in the evening). At a minimum, the commute must include travel on this corridor between MD-295 to I-270.
- I-395: Washington, DC to Northern Virginia (southbound in the morning, northbound in the evening). At a minimum, the commute must include travel using the 14th Street Bridge (I-395) to travel between the District of Columbia and Virginia.

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.

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

- Creating a 'Pool Rewards landing page on the Commuter Connections web site where all web traffic generated about the program would be channeled. On this web page, potential new carpoolers can obtain more information and see if they qualify.
- Informing and engaging the public and media through an outreach campaign. A press release was issued on October 26, 2009 along with media outlet outreach.
- Sending direct mailers to residents within specific targeted zip code boundaries surrounding the three eligible 'Pool Rewards corridors.
- Placing online banner ads (including Yahoo text ads) targeted to specific zip code boundaries within the identified commute corridors.
- Utilizing social networking sites such as Facebook to help promote the program.
- Sending email blasts to:
 - Registrants in the Commuter Connections database corresponding to the identified geographical areas and self-identified as SOV commuters.
 - Employers within the Washington region
 - Commuter Connections Bulletin Board members

As a result of marketing and public outreach efforts, the total number of visitors during the month of November to the 'Pool Reward web page was 8,151.

'Pool Rewards Logo

A logo was developed for use on all creative, communications, and the Commuter Connections website for the 'Pool Rewards campaign. The logo used the Commuter Connections colors and combined the chosen program name with the "cash for carpool" tagline.



'Pool Rewards Direct Mail

A 9"x6" postcard was designed and mailed to 30,000 residents within specific targeted geographical areas. The areas comprised of select zip code boundaries within and surrounding the three eligible 'Pool Rewards corridors. The majority of mailers were sent to residents through a purchased list based on defined demographic criteria developed for the 'Pool Rewards program, namely household's with ages 25-54 combined with incomes of \$75k or more. A smaller portion of mailers were sent to 1,300 commuters, marked as SOV's, which were already part of the Commuter Connections database and living within the designated zip code boundaries.

The postcard boldly declared the cash reward offer through the prominent use of the "cash for carpool" tagline and through visual elements of money. The budget for the mailing was \$7,000 including printing, postage, mailing list and mailhouse fees.

The image displays a direct mail postcard for 'Pool Rewards'. The top left corner features a stack of US dollar bills. The top right corner contains the 'COMMUTER CONNECTIONS' logo and address: 'Metropolitan Washington Council of Governments, 777 North Capitol Street NE Suite 300, Washington, DC 20002-4290'. A postage stamp area on the right indicates 'PRESORTED NON-PROFIT U.S. POSTAGE PAID Permit No. 9770 Washington D.C.'. The main body of the postcard has a dark background with white and green text. The headline reads 'Cash for Carpools' with 'for' in green. Below it, it says 'Just 2 days a week to cash in!'. The bottom section lists three eligible routes: 'I-495 between Bethesda (MD-190) and Tysons Corner (VA-123)', 'I-495 between Baltimore-Washington Parkway (MD-295) and I-270', and 'I-395 14th Street Bridge between Washington, DC and Northern Virginia'. A call to action at the bottom states 'Join or start a new carpool and claim your \$130 'Pool Rewards today!*'. The bottom left corner includes the 'COMMUTER CONNECTIONS' logo, the phone number '800.745.RIDE', and the website 'commuterconnections.org'.

COMMUTER CONNECTIONS
Metropolitan Washington Council of Governments
777 North Capitol Street NE Suite 300
Washington, DC 20002-4290

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Washington D.C.

Get Started
Log on to www.commuterconnections.org TODAY to apply for 'Pool Rewards. 'Pool Rewards pays you \$2 per day for each day you travel in an eligible carpool (maximum \$130 per person). Registration is required. Hurry! Trial offer valid to a limited number of commuters.*

Check it out today—apply online, start or join a new carpool (we'll even help you find a carpool partner) and start cashing in your 'Pool Rewards for a better commute.

*Additional rules and limitations apply.

COMMUTER CONNECTIONS
800.745.RIDE
commuterconnections.org

'POOL REWARDS
Cash for Carpools

Just 2 days a week to cash in!

If you currently drive alone to work, and can sign up to carpool at least 2 days per week during a three month period, you may qualify for 'Pool Rewards!

Your commute must include at least one trip on any of the 3 following routes:
I-495 between Bethesda (MD-190) and Tysons Corner (VA-123),
I-495 between Baltimore-Washington Parkway (MD-295) and I-270, or
I-395 14th Street Bridge between Washington, DC and Northern Virginia.

Join or start a new carpool and claim your \$130 'Pool Rewards today!*

'Pool Rewards Banner Ads

Weather and news sites were primarily chosen to serve the 'Pool Rewards zip code targeted banner ads. Sites were selected based on past Commuter Connections online Rideshare campaign performance and their ability to target ads by zip code.

The sites used for the 'Pool Rewards campaign were:

- AOL
- accuweather.com
- NBC4
- News 8
- Washington Times
- WJLA
- WUSA
- WTOPnews.com



Cash for Carpools


Try it 2 days a week to cash in!

'POOL REWARDS

Apply TODAY to see if you qualify!*


COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

* Additional rules and limitations apply.


Sign up now for International Roaming from AT&T
 "The most phones that work in the most countries."
BlackBerry Bold

[LEARN MORE](#)

BlackBerry® RIM® Research In Motion® SureType™



[AOL](#) | [MY AOL](#) | [MAIL](#) | [DOWNLOAD AOL TOOLBAR](#) | [MAKE AOL MY HOMEPAGE](#)

[YELLOW PAGES](#) | [CITY'S BEST](#) | [GOING](#) | [EVENTS](#) | [SIGN IN](#)

CityGuide

[Main](#) | [Events](#) | [City's Best](#) | [Restaurants](#) | [Bars & Clubs](#) | [Movies](#) | [Kids & Family](#) | [Digital City](#)


[Feedback](#) | Powered by **AOL local**

Washington

FIND IN

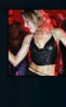
[Set as default location](#)

[Karaoke Night](#) | [Trend Setting](#) | [Hot Nightlife Action](#)



Sing a Song


Find places to karaoke near you and relieve seasonal depression with a couple of songs. You know you want to.



Inbox Chic

Sign up for our Newsletter and be the first to know about great local events.

Events by when.com

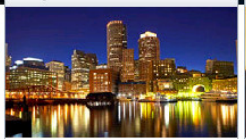


Where to go. What to do.

Click here to find events in your local area.

[Find Event >>](#)


City's Best >>



Find the best in nightlife and dining near you.

[See City's Best >>](#)


Ratings and Reviews >>




Cowan, David MD
 ★★★★★
 By NiteWindz

[Ratings and Reviews >>](#)

From Our Sponsor ADVERTISEMENT



Career Fair Near You? Meet top employers face-to-face at the CareerBuilder.com Career Fair in your area.
[Start Now](#)




Cash for Carpools

ADVERTISEMENT

Popular Searches

[Bars](#) | [Bowling](#) | [Brunch](#) | [Burgers](#) | [Hotels](#)



Bertucci's new lunch menu, served with unlimited salad and rolls. Starting at \$7.99.

click here for a \$2 off coupon

Bertucci's
ITALIAN RESTAURANT

[Other Versions: Twitter](#) | [Facebook](#) | [Mobile](#) | [Text Alerts](#) | [E-mail Alerts](#) | [RSS Feeds](#) | [Vodcasts](#)

WUSA 9.com
 DC VIRGINIA MARYLAND

Search the District, Virginia and Maryland:
 Enter keywords or phrases [momslike.com](#)

[Home](#) | [News](#) | [Weather](#) | [Traffic](#) | [Sports](#) | [Photos/Videos](#) | [Blogs/Forums](#) | [Tools](#) | [Partners](#) | [TV Schedule](#) | [DTV](#) | [About Us](#)


Comment, blog & share photos
[Log In](#) | [Become a member](#) | [Search people](#)

Text Alerts | E-mail Alerts | [facebook](#) | [twitter](#) | [MOBILE](#)

Web Alert >> LIVE VIDEO @ 2pm: Computer Breakdown Slows Montgomery Traffic For A Second Day

District News

RSS Feeds | more >>



DC Sniper's Attorney Speaks Only To 9NEWS NOW

Jon Sheldon is working around the clock to save his client's life and says John Muhammad is mentally ill.


READ MUHAMMAD'S HAND WRITTEN LETTER PROCLAIMING HIS INNOCENCE

PROFILES OF THE VICTIMS

- Officers Have Right To Enter Home Of DC Sex Offenders (1) (3)
- Metro: Computer Problem Costs \$14 Million To Fix (1) (2)
- Victims, Relatives To Witness Sniper Execution
- Montgomery County Detective Hits And Kills Pedestrian
- Profiles of Sniper Victims (2)

Virginia News

RSS Feeds | more >>



DC Sniper's Attorney Speaks Only To 9NEWS NOW

Jon Sheldon is working around the clock to save his client's life and says John Muhammad is mentally ill.

Watercooler News

- Message In a Bottle
- "Willy Wonka" Arrested For Growing Pot To Use In Homemade Fudge (1)
- Missing Baby Found Alive Under Baby Sitter's Bed
- Rihanna: Going Back To Brown After Beating 'Wrong'
- Gay Couples: A Close Look At This Modern Family, Parenting (1)
- Pentagon: A Third Of U.S. Youth Are Too Fat, Sickly To Serve (4)
- Police Prepare To Tear Down

CURRENT CONDITIONS FOR 20016

Partly Cloudy
 57°F
 Feels Like: 57°F
 Wind: 6 at 3mph
 Humidity: 41%

Updated: 12:52 EST

Apply TODAY to see if you qualify!*

COMMUTER CONNECTIONS
 REALITY. NOT THEORY.

* Additional rules and limitations apply.

Done

Commuter Connections FY10 First Half DRAFT Marketing Campaign Summary Report Dec 2009

19

'Pool Rewards Earned Media

A 'Pool Rewards press release was sent to media outlets throughout the Washington region, followed by an extensive pitching campaign. The team reached out to newspapers, television and radio stations and secured 19 media placements in the first 24 hours after the release was sent.

This effort resulted in the following earned media placements:

Print/Online

Frederick News Post	<i>Program offers commuters cash for carpooling</i>
Richmond Times Dispatch	<i>D.C.-area commuters offered cash to carpool</i>
WAMU online	<i>Pool Rewards: Some D.C. Commuters Will Cash In on Carpooling</i>
Washington Business Journal	<i>Commuters could get cash for carpooling</i>
Washington Examiner	<i>Program offers commuters cash for carpooling</i>
Washington Post	<i>Program to offer cash incentives for carpooling to work Drivers can make money not driving</i>
Frederick News Post	<i>Test the waters of TransIT's Pool Rewards</i>

Television

FOX	<i>Pool Rewards: Cash for Carpools Commuters Offered Cash For Carpooling Carpool and Earn Money Too</i>
NBC Washington	<i>Program Offers Drivers Money to Carpool in D.C. Area</i>
WHSV	<i>Program Offers Commuters Cash for Carpooling</i>
WJLA	<i>Program Offer Commuters Cash for Carpooling</i>
WJZ	<i>Get Paid \$2 to Carpool Under a Pilot Program</i>
WUSA 9	

Radio

WAMU	<i>Pool Rewards: Some D.C. Commuters Will Cash In on Carpooling</i>
WTOP	<i>Carpooling could earn you a couple of bucks a day</i>
NPR	<i>Cities Use Cash To Encourage Carpooling</i>

Blogs

readyssetdc.com	<i>'Pool Rewards: Earn Cash for Carpooling</i>
socialmedian.com	<i>Pool Rewards: Some D.C. Commuters Will Cash In on Carpooling</i>
cityrenewed.com	<i>Government Eco-Action Mon.: Commuter Connections' 'Pool Rewards Offers Cash to Carpoolers</i>
<i>Eco Women: Protectors of the Planet!</i>	<i>Carpool Cash</i>
Cars.com Kicking Tires	<i>Cities Pay Drivers to Carpool</i>
SiloBreaker	<i>Cities Pay Drivers to Carpool</i>

Special Events

Car Free Day

September 22, 2009 marked the second region-wide celebration of Car Free Day, a worldwide event to encourage commuters to pledge to “uncar” for a day. Started in 2000, Car Free Day now counts 1,500 participating cities in 40 countries, 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.

Car Free Day Creative

Radio, posters, bus kings and queens, and bus shelter ads were created to bring attention to this event and drive the public to the DDOT-sponsored website, www.carfreemetrodc.com, to make a pledge to go car free. 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.

The image displays two creative assets for the Car Free Day Metro DC campaign. The top asset is a website banner with a blue header containing navigation links: BICYCLE, LOCAL BUS, CARPOOL, METROBUS, METRORAIL, TELEWORK, TRAIN, VANPOOL, WALK, BICYCLE, LOCAL BUS, CARPOOL, METROBUS, METRORAIL, TELEWORK, TRAIN, VANPOOL, WALK, BICYCLE. The main text reads "Uncar for a Day" in blue, "go carfree in metro dc" in grey, and "september 22" in blue. Below this is the "CAR FREE DAY METRO DC 9.22.09" logo and the URL "pledge at carfreemetrodc.com". The visual features a hand holding a red car on a string. The bottom asset is a poster with a blue header containing navigation links: BICYCLE, BUS, CARPOOL, METRORAIL, TELEWORK, TRAIN, VANPOOL, WALK. The main text reads "Uncar for a Day" in blue, "go carfree in metro dc" in grey, and "september 22" in blue. Below this is the "CAR FREE DAY METRO DC 9.22.09" logo and the URL "pledge at carfreemetrodc.com". The visual features a hand holding a red car on a string. At the bottom of the poster, there is a small text block: "Take the CarFree Day Pledge for a chance to win great prizes. You can still pledge even if you're already using alternatives. Save gas and find out how easy it is to go CarFree for a day. We'll show you how!" and the "COMPUTER CONNECTIONS 800.745.RIDE" logo.

Car Free Day 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.

Car Free Day::60—MUST NOT BE LOVE

Despite immensely loving her car, a woman desires some “space” in her relationship with it and speaks of the opportunities that may arise when she spends some time away from her car.

Three radio stations were selected to run the Car Free Day spots.

WASH (Soft Rock 97.1FM)

WRQX (Mix 107.3FM)

WBIG (BIG 100 100.3FM)

The ClearChannel stations, WBIG, provided a radio presence at the downtown street closure at 7th and F St, NW, for 4 hours. Josh Cunningham, a DJ from WBIG, provided additional hype during a 2 hour appearance at the street closure. WRQX provided additional on-air mentions, traffic reads and a tile ad on the website as value add.



Car Free Day Facebook and Twitter

A Facebook event and Twitter account were used to create additional buzz for the event.

The screenshot shows a Facebook event page for 'Car Free Day' hosted by 'Commuter Connections'. The event is scheduled for Tuesday, September 22, 2009, from 12:00am to 12:00pm in the Metro-DC area. The description encourages participants to improve traffic and the environment by going car-free, car-pooling, or using public transit. It provides a website (www.carfreemetrodc.com) and a phone number (800.745.RIDE) for more information. The page also features a 'Your RSVP' section with options to attend, maybe attend, or not attend, and a list of other attendees and invitees.

The screenshot shows the Twitter profile for 'CarFreeMetroDC'. The profile bio states that over 2,500 people have visited the website and pledged to go car-free on Tuesday, September 22, 2009. Recent tweets include a mention of DJ Josh Cunningham from WBIG 100.3FM appearing at the Car Free Day celebration and another tweet stating that over 1,000 people have visited the website and pledged to go car-free on Tuesday, September 22, 2009. The profile also shows 2 following and 34 followers.

Car Free Day Electronic Employers Kit

An electronic Employer Kit featuring an email cover letter was used to introduce Washington region businesses to Car Free Day and encourage employee participation. The Employer Kit included an email template for employers to help communicate with employees about going car free on September 22; a link to the event flyer; and a newsletter template for company-wide distribution. This kit helped publicize carfreemetrodc.com to employers in the region and encouraged employee registration for Car Free Day.

Car Free Day Public Relations and Earned Media

An impactful public relations and media pitching campaign was developed for the Car Free Day event. A media advisory/calendar listing was developed and submitted to newspapers. A pre-event press release announcing Car Free Day 2009 and promoting registration at carfreemetrodc.com was written and distributed with a fact sheet featuring commuting facts that encouraged commuters to *uncar*. Material was distributed to Washington DC metropolitan media outlets. Traditional and new media outlets were contacted throughout the region. This outreach included newspapers, television and radio stations and blogs to publicize Car Free Day 2009, securing over 20 media placements.

In addition to promotional giveaways provided by the Nationals, a table was provided for Commuter Connections at the evening game on September 22 for distribution of literature.

Marketing efforts resulted in a total of 6,211, up 14% from 2008.

Earned media placements are as follows:

Print/Online

The Examiner	<i>D.C. workers commute longer, more likely to use transit</i>
Express Night Out	<i>Lose the Wheels and Find Your Feet: Car Free Day Hits D.C.</i>
Frederick News Post	<i>Traveling Through — Come on and take a free ride</i>
Gazette.Net	<i>County tries out a Car Free Day</i>
WAMU online	<i>Commuter Connections Offers Alternatives To Driving</i>
Washington Business Journal	<i>Sept. 22 marks International Car Free Day</i>
Washington Post	<i>A Day for Rethinking Our Four-Wheeled Fixation</i>
	<i>Car-Free Event Explores Alternatives</i>
	<i>A Day Without the Detriments of Driving</i>
	<i>Car-Free Diet Hard to Swallow For Many</i>
	<i>The Joys of Living Car-Free (Letters to the Editor)</i>
DC Environmental News	<i>Car Free Day is Tuesday, September 22</i>
Examiner	

Television

ABC3 Winchester
NBC Washington
News Channel 8
WJLA

Car Free Day
Car-Free Day Comes Amid Reports of Increasing Traffic
Walk, Pedal, Roll: D.C. Celebrates Car-free Day
Commuters Urged to Ditch Their Wheels for 'Car Free Day'

Radio

WAMU
WKYS

A CarFree Tuesday for the D.C. Region (Audio)
Car Free Day

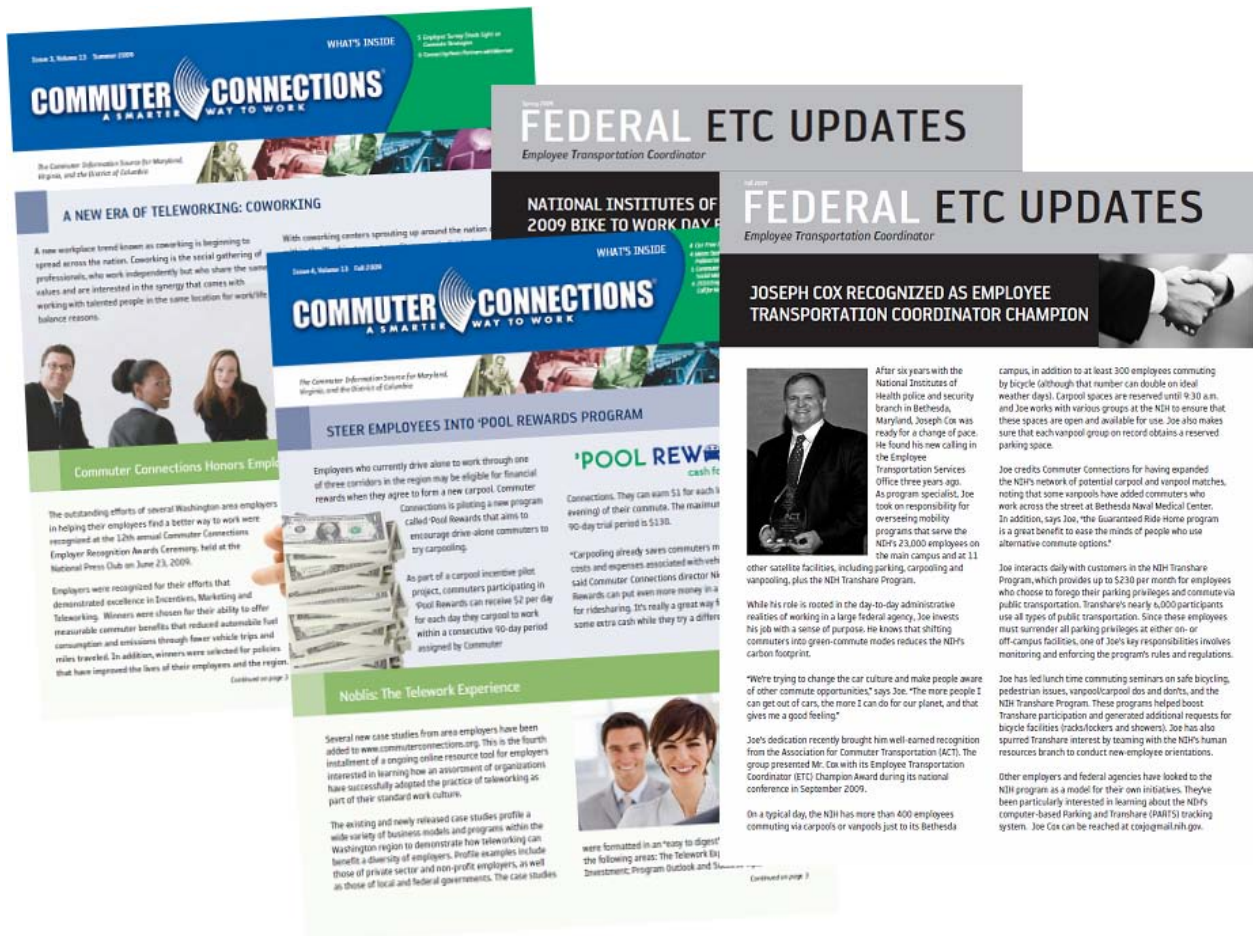
Blogs

blunoz.blogspot.com
dc.about.com
DCist
notionscapital
Rebuilding Place in the Urban
Space
thewashcycle.com
thecityfix.com
washington.bizjournals.com

Car Free Day is 22 September
DC Area Celebrates Car Free Day!
Car Free Day on Tuesday
DC Car Free Day 22 September 2009
Join us for the Car Free Day Street Celebration
Car Free Day 2009 Tomorrow
D.C. Commuters Go Car Free
Sept. 22 marks International Car Free Day

Commuter Connections Newsletter and Federal ETC Insert

Summer and Fall editions of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, were produced during the first half of FY2009. The six page 4-color quarterly newsletter was distributed to approximately 5,000. It was also placed in pdf format on the Commuter Connections web site. Newsletters were also sent to federal agencies through GSA along with a special Federal ETC Insert. A pdf of the insert was placed online at www.federaletc.org.



Bike to Work Day

Sponsorship Drive

Bike to Work day will be sporting a new logo for 2010. The new logo displays a business-attired female bicyclist against the skyline of familiar Washington landmarks. It also identifies with the suburban areas of the region through the use of trees.

The drive for sponsors for Bike to Work Day started at the beginning of October. The success of the sponsorship drive will involve forging key partnerships with newly identified prospects and 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. The first few weeks of the sponsorship drive saw the first confirmation of a gold level sponsorship and the return of a couple of 2008 sponsors that sat out the event in 2009.



Thirteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards recognize employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2010. A brochure and application form for nominations was developed and is being distributed for the 2010 awards. The nomination materials are available electronically at www.commuterconnections.org.

PLEASE APPLY WITH THIS FORM OR GO TO WWW.COMMUTERCONNECTIONS.ORG

Application form

Eligibility

Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or expanded an alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved by January 1, 2009.

Deadline

The application deadline is February 1, 2010. Completed applications should be sent to:

Commuter Connections
Douglas Franklin
777 North Capitol Street, N.E., Suite 3
Washington, DC 20002-4290
Tel: 202-962-3792 Fax: 202-962-3793
E-mail: dfranklin@mwcoj.org
www.commuterconnections.org

Instructions

Complete applications should include all information (application form, summary sheet) and an attached summary as described in the application form or program summary narrative. Highlights from e-Connections newsletters or on our website www.commuterconnections.org.

1. Contact Information

APPLY AND

Get recognized for what you're doing right

Has your organization made a difference in one or more of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely
- Implementing or expanding a pre-leased or subsidized transit or carpool benefits such as "SmartRideFix"
- Providing Commuter Connections' free ride-matching service to force carpools or carpools, or providing your own on-site employee ride-matching
- Providing shuttle services to transit stations
- Providing a free or significantly reduced parking fee for carpools and vanpools while also allowing employees pay higher amounts for parking
- Providing preferred parking spaces for carpools or vanpools
- Providing or organizing company vanpools for employees
- Providing bike racks and/or shower facilities for bicyclists and walkers

Awards are in the following categories:

MARKETING
Actively promoting and championing alternative commute options that result in decreased drive times commencing to the worksite

INCENTIVES
Providing commuter benefits and incentives that encourage

Meet our 2009 winners

INCENTIVES
Consumer Electronics Association (CEA)

The Consumer Electronics Association (CEA) Arlington, VA, was the winner of the 2009 Award. CEA's 1,200 person staff provides market research, technical advisory, educational programs and networking opportunities to the 2,200 member companies that it represents.

CEA's robust commuter benefits program, established in 2005, includes:

- Free parking for carpools with more than two employees
- Free shuttle program for up to 50,000 in VA and work in Arlington County
- Monthly public transportation subsidy up to \$120
- Telework, flex time, compressed work weeks
- 50% home broadband internet reimbursement

MARKETING
Systems Center

Systems Center is the nation's 19th largest mail and work place in 5,000 commuters. Their 1000 Systems program is the nation's largest mail and work place in 5,000 commuters. Their 1000 Systems program is the nation's largest mail and work place in 5,000 commuters. Their 1000 Systems program is the nation's largest mail and work place in 5,000 commuters.

A commuter survey was administered to mail employees, which revealed a personalized trip advisory and corporate shuttle. Special delivery mailboxes including helpful commuter related glossary items were provided to employees. Shuttle maps, brochures and schedules based on each employee's individual transit itinerary were included in the mailbox.



The brochure features a background image of a busy crowd of people. On the left, it says "when it comes to commuting, do you stand out from the crowd?" and "THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS". In the center, a blue box contains "2010 EMPLOYER RECOGNITION AWARDS". On the right, there is a silhouette of a person in a suit and the logo for "noblis".

Additional Marketing, Outreach, and Earned Media

Tysons Corner Center Video

Commuter Connections Rideshare and Guaranteed Ride Home banner ads were converted to run as a short 10 second flash video at Tysons Corner Center. VDOT installed several 42" monitors at Tysons Corner Center and the Commuter Connections programs were promoted on the Traveler Information Displays.

GRH Rewards Coupons Sponsors

Outreach efforts continue to elicit 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 under the GRH Rewards page.

Additional Earned Media

In addition to the substantial amount of press coverage for Car Free Day and 'Pool Rewards, Commuter Connection garnered additional coverage for expansion of the online ridematching service to include special event ridematching and for the services offered by the GRH program. In addition, Commuter Connections figured prominently in the article "A Road Less Traveled..." in **Thinking Highways**, Sept/Oct 2009, North American Issue.

Commuter Connections featured in the following:

Print/Online

Thinking Highways	<i>A Road Less Traveled...</i>
Washington Examiner	<i>Transit backup program gave 3,096 free rides home last year</i>
Washington Post	<i>Ride-Share Work Expands Beyond the Daily Grind</i>

Radio

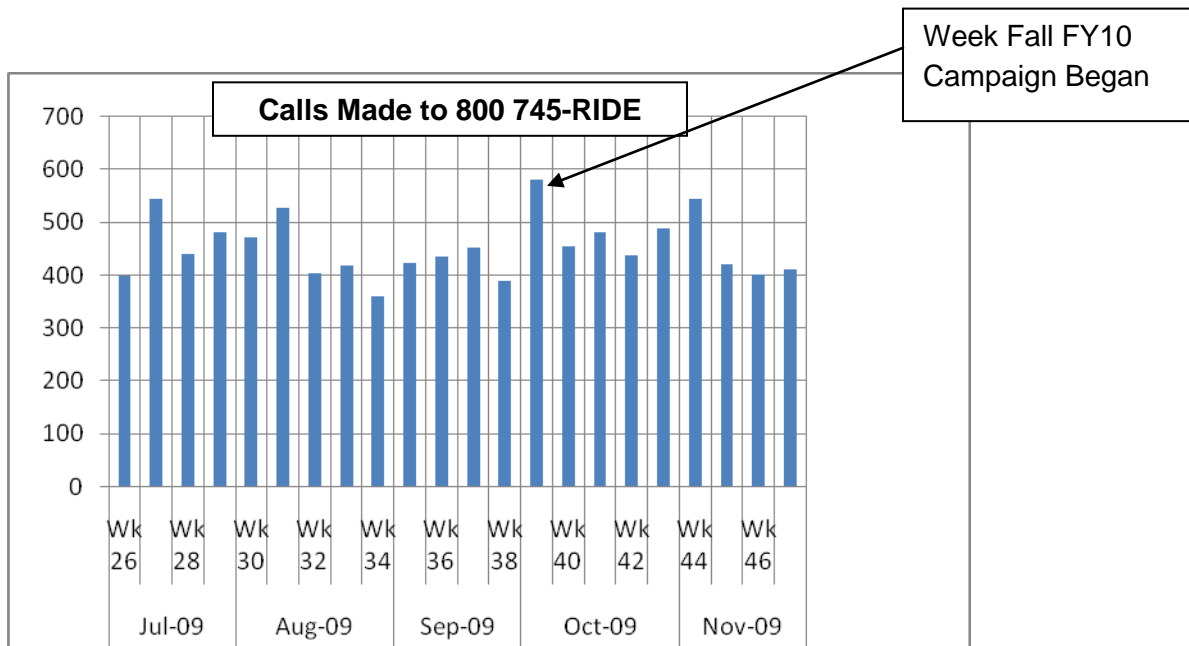
WTOP	<i>Commuter Connections gives 3,000+ free rides</i>
------	---

Blogs

welovedc.com	<i>Commuter Connections Expands Services</i>
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Web Visits

FY09 Month	Web Visits	FY10 Month	Web Visits	+/-	+/- %
Jul-08	10,063	Jul-09	9,008	-1,055	-10.48%
Aug-08	14,710	Aug-09	8,865	-5,845	-39.73%
Sep-08	11,302	Sep-09	8,111	-3,191	-28.23%
Oct-08	8,653	Oct-09	11,757	3,104	35.87%
Nov-08	7,093	Nov-09	12,579	5,486	77.34%
Dec-08		Dec-09			
	51,821		50,320	-1,501	-2.90%



Rideshare Applications

FY09 Month	Rideshare Applications	FY10 Month	Rideshare Applications	+/-	+/- %
Jul-08	1,213	Jul-09	552	-661	-54.49%
Aug-08	880	Aug-09	563	-317	-36.02%
Sep-08	1,214	Sep-09	461	-753	-62.03%
Oct-08	959	Oct-09		-959	-100.00%
Nov-08	351	Nov-09		-351	-100.00%
Dec-08		Dec-09			
	4,617		1,576	-3,041	-65.87%

GRH Applications

FY09 Month	GRH Applications	FY10 Month	GRH Applications	+/-	+/- %
Jul-08	1,203	Jul-09	469	-734	-61.01%
Aug-08	700	Aug-09	644	-56	-8.00%
Sep-08	626	Sep-09	518	-108	-17.25%
Oct-08	494	Oct-09		-494	-100.00%
Nov-08	429	Nov-09		-429	-100.00%
Dec-08		Dec-09			
	3,452		1,631	-1,821	-52.75%



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2009 Preliminary Results
Presented to Regional TDM Marketing Group
December 15, 2009

We'll get you home. Guaranteed.

Survey - Online

Commuter Connections GRH Satisfaction Survey

We'd like to know how you feel about our program. Please take a moment to complete this survey. Your response is greatly appreciated.

How would you rate the service you received from our GRH trip reservation staff?

- Poor
- Fair
- Good
- Excellent

How would you rate the taxi or rental car service?

- Poor
- Fair
- Good
- Excellent

How would you rate our response time?

- Poor
- Fair
- Good
- Excellent

Overall how would you rate our GRH service?

- Poor
- Fair
- Good
- Excellent





Approximately how many minutes did you wait until receiving your ride?

What was the reason for your GRH trip?

- Sick Child
- Personal Illness
- Unscheduled Overtime
- Other Emergency

Please Provide us with any comments about your GRH experience.

Do you consider your comments to be a: (check all that apply)

- Compliment

- Suggestion

- Complaint

- General Comment


Do your comments refer to: (check all that apply)

- Taxi or Rental Car Service
- Overall Service
- Reservation Staff
- Response Time

Survey Card

Thank you for using Guaranteed Ride Home (GRH). We'd like to know how you feel about our program.

Please take a moment to complete this card and drop it in the mail. Your response is greatly appreciated.

- | | Poor | Fair | Good | Excellent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip reservations staff? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6. What was the reason for your GRH trip?
<input type="checkbox"/> Sick Child <input type="checkbox"/> Overtime
<input type="checkbox"/> Personal Illness <input type="checkbox"/> Other Emergency |
| 2. How would you rate the taxi or rental car service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 7. Your name: (optional) |
| 3. How would you rate our response time? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8. Comments: _____

_____ |
| 4. Overall, how would you rate our GRH service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5. Approximately how many minutes did you wait until receiving your ride? | | | | _____ minutes | |

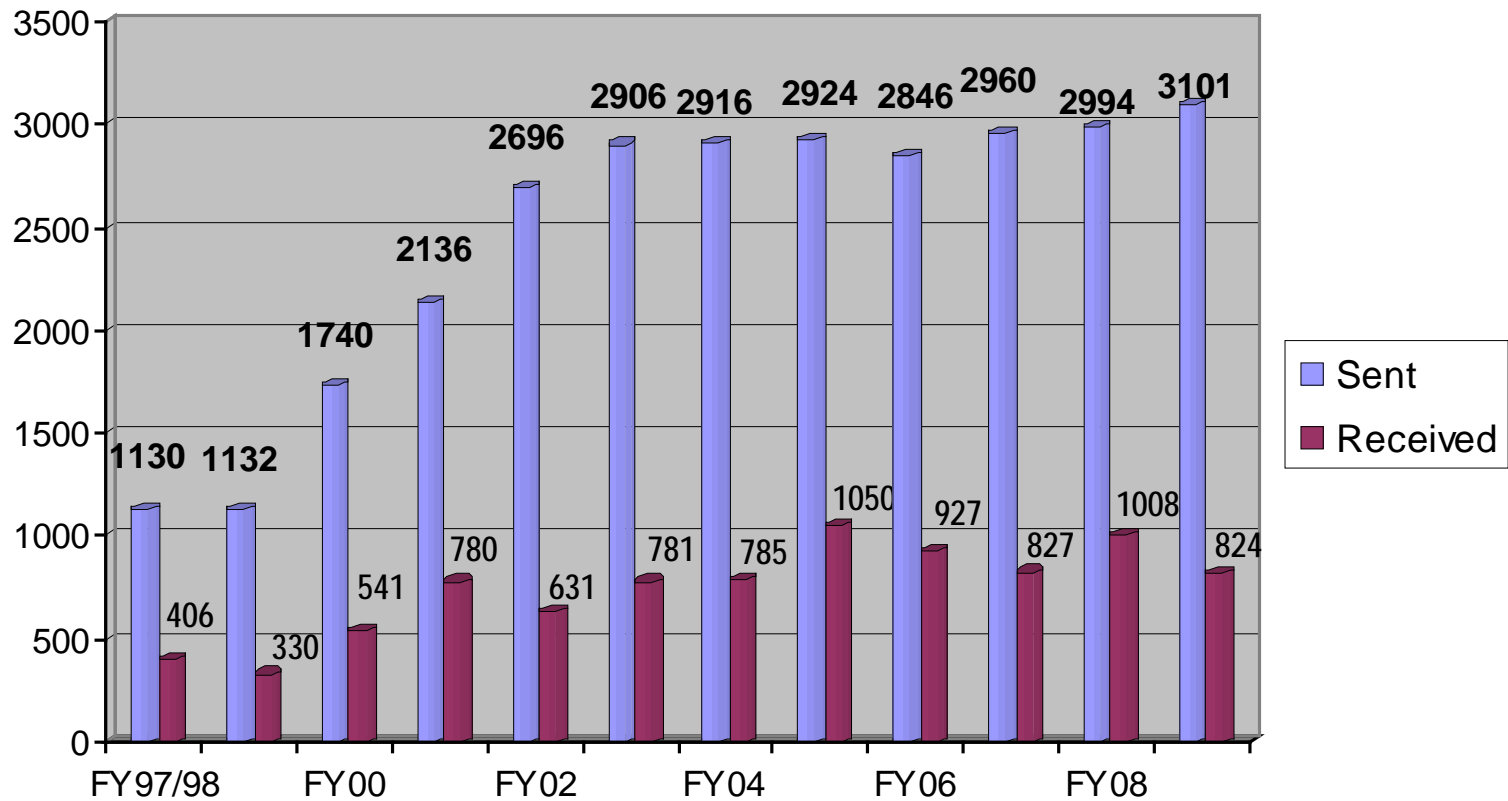
1-800-745-RIDE • www.commuterconnections.org



We'll get you home. **Guaranteed.**

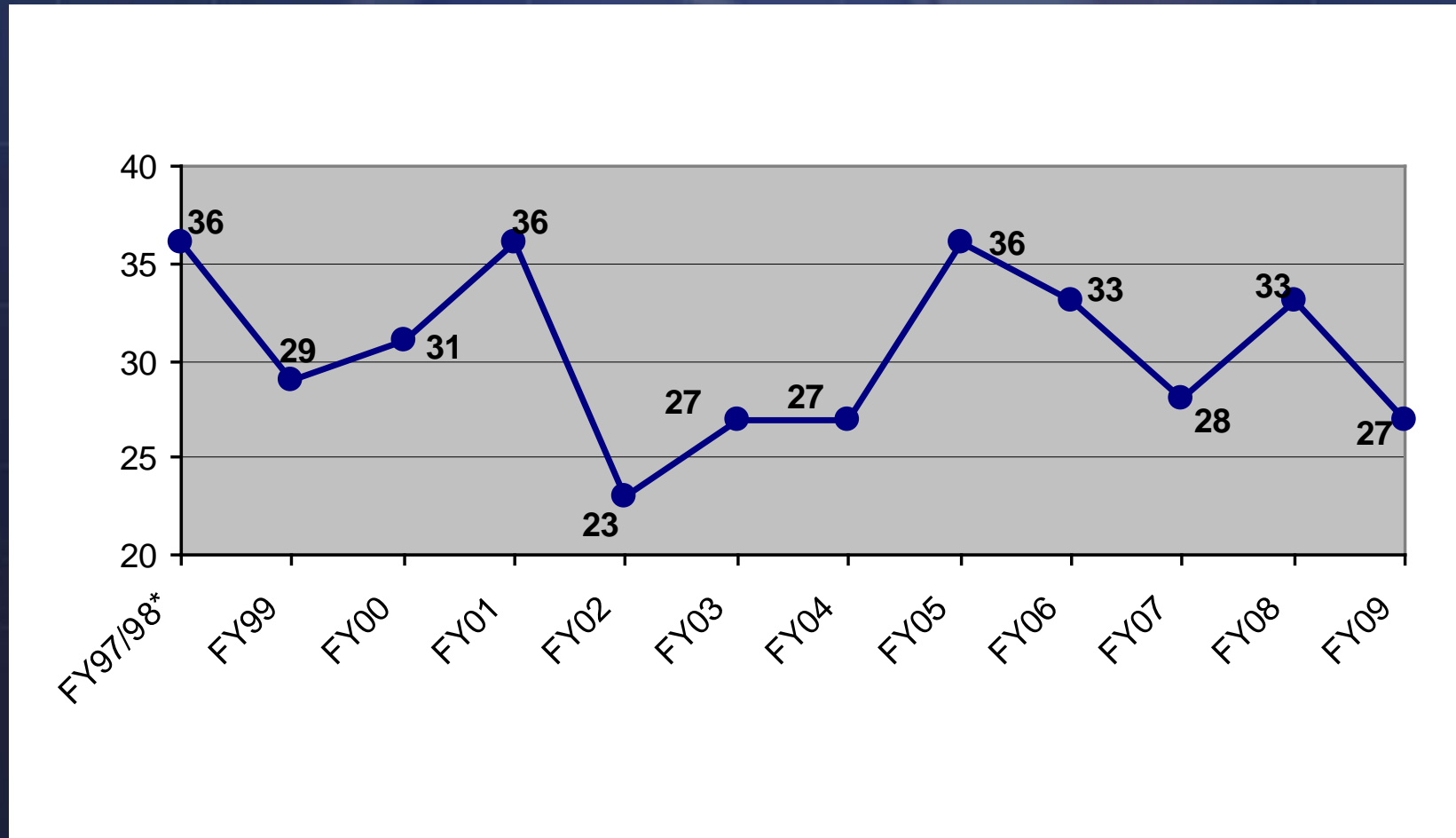
Survey Response Rate

Number of Surveys Sent and Received by Year



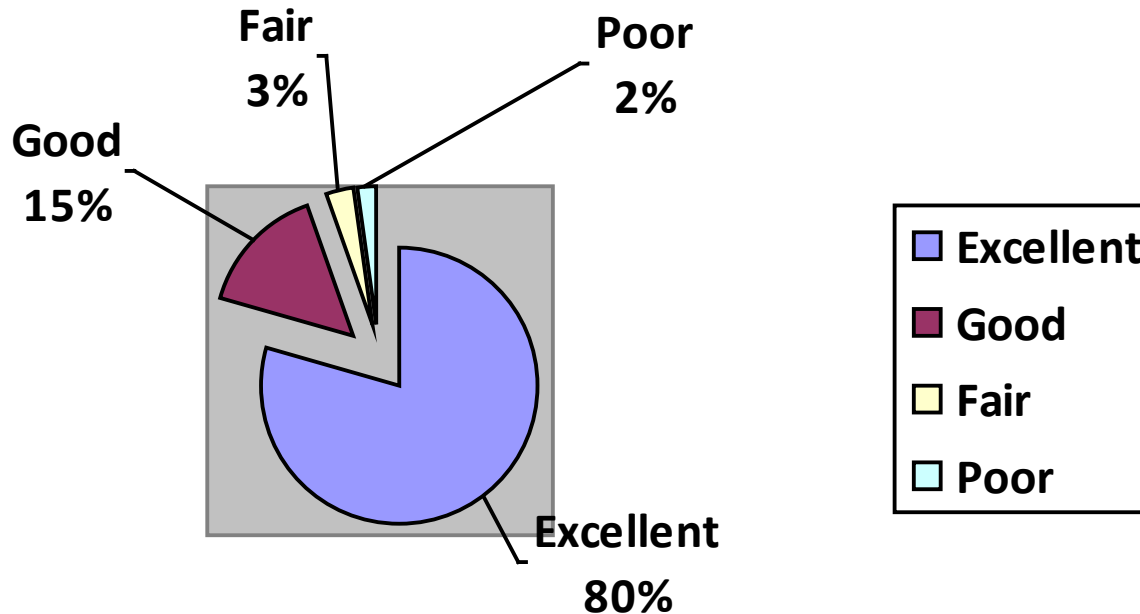
Survey Response Rate

Response Rates in Percentages by Year



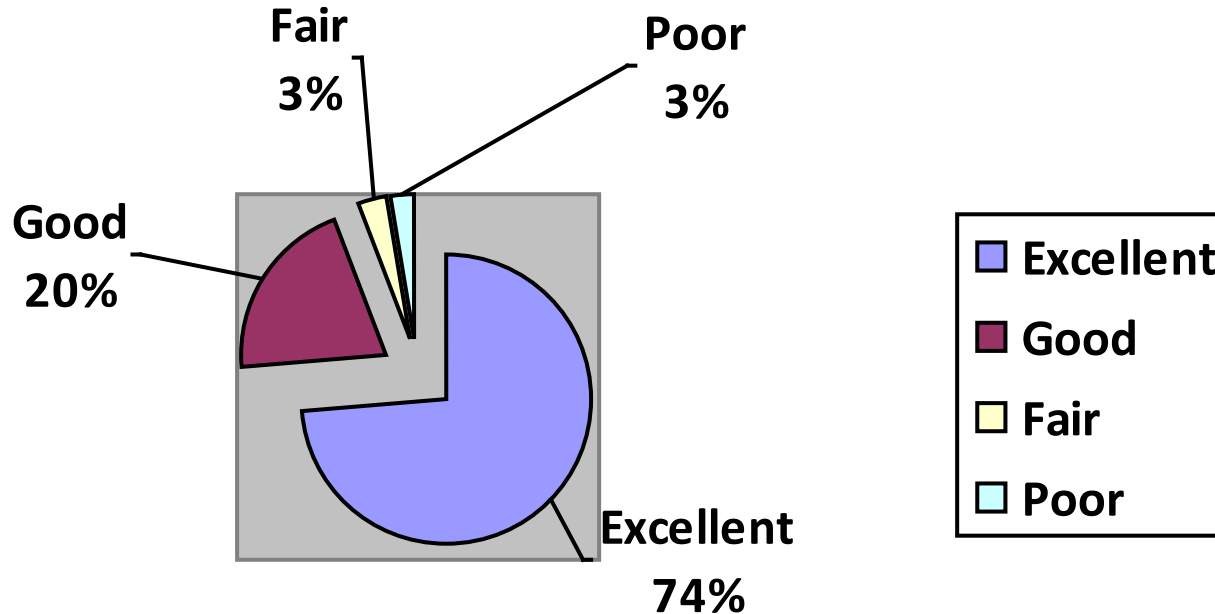
Reservations Staff

How would you rate the service you received from our GRH trip reservations staff?



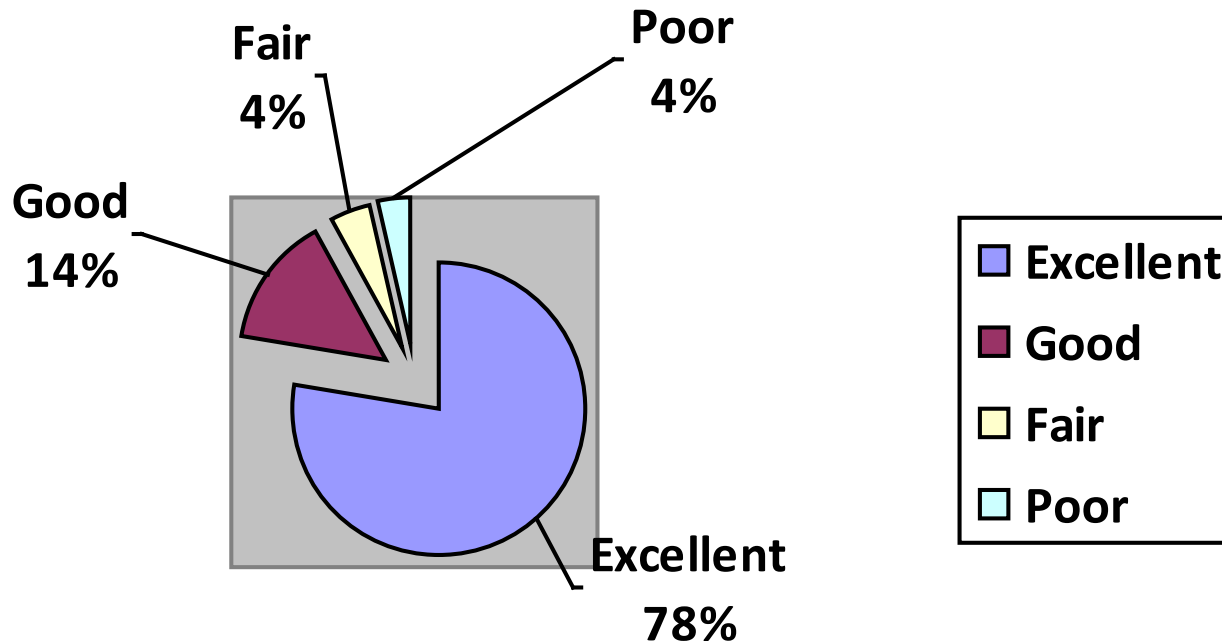
Transportation Service

How would you rate the taxi or rental car service?



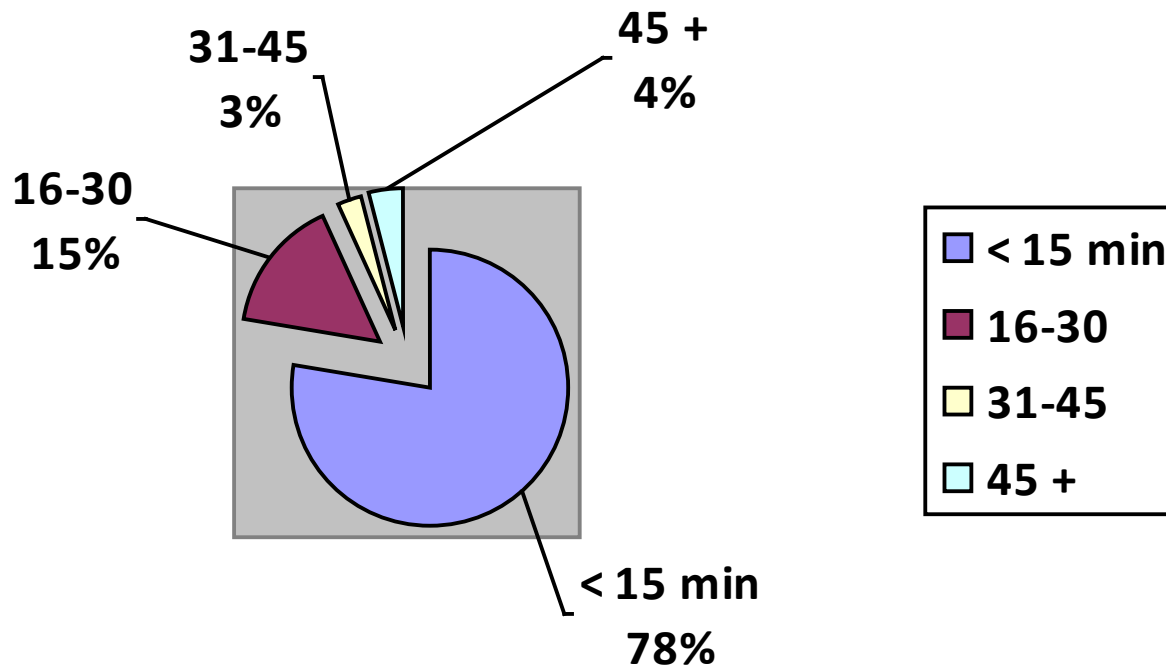
Response Time Perception

How would you rate our response time?



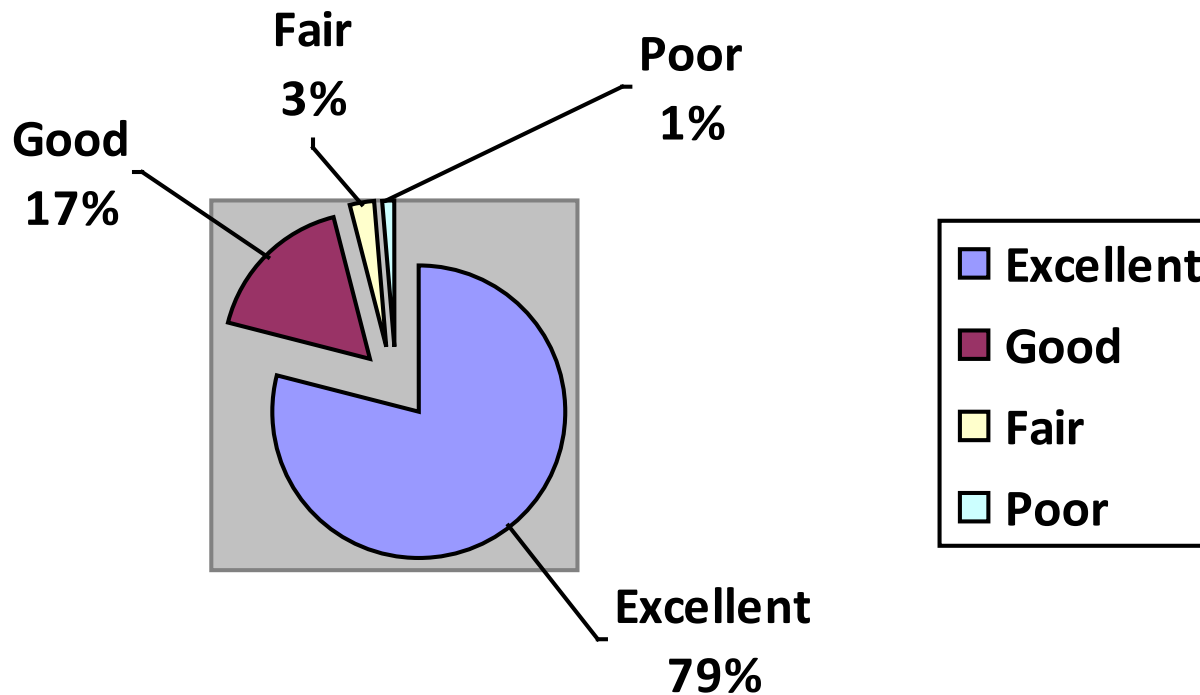
Real Response Time

Approximately how many minutes did you wait until receiving your ride?



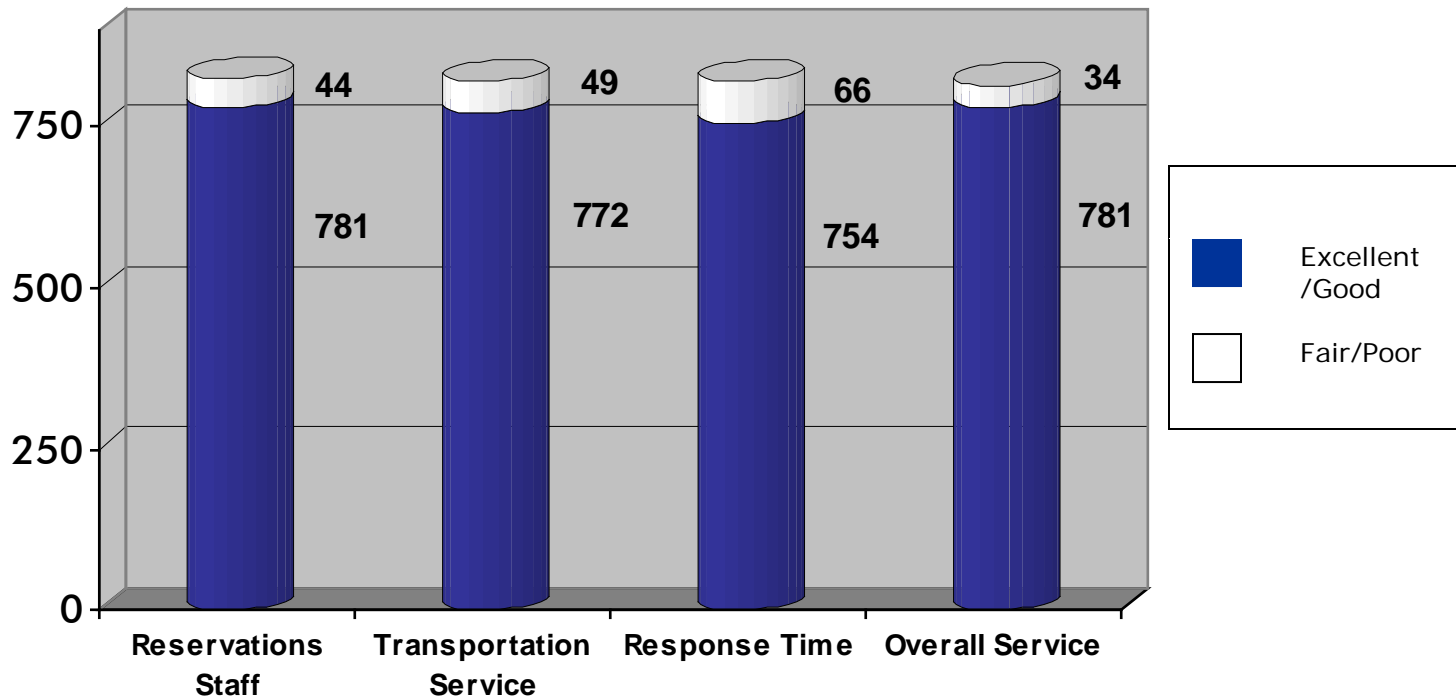
Overall Service

Overall, how would you rate our GRH service?



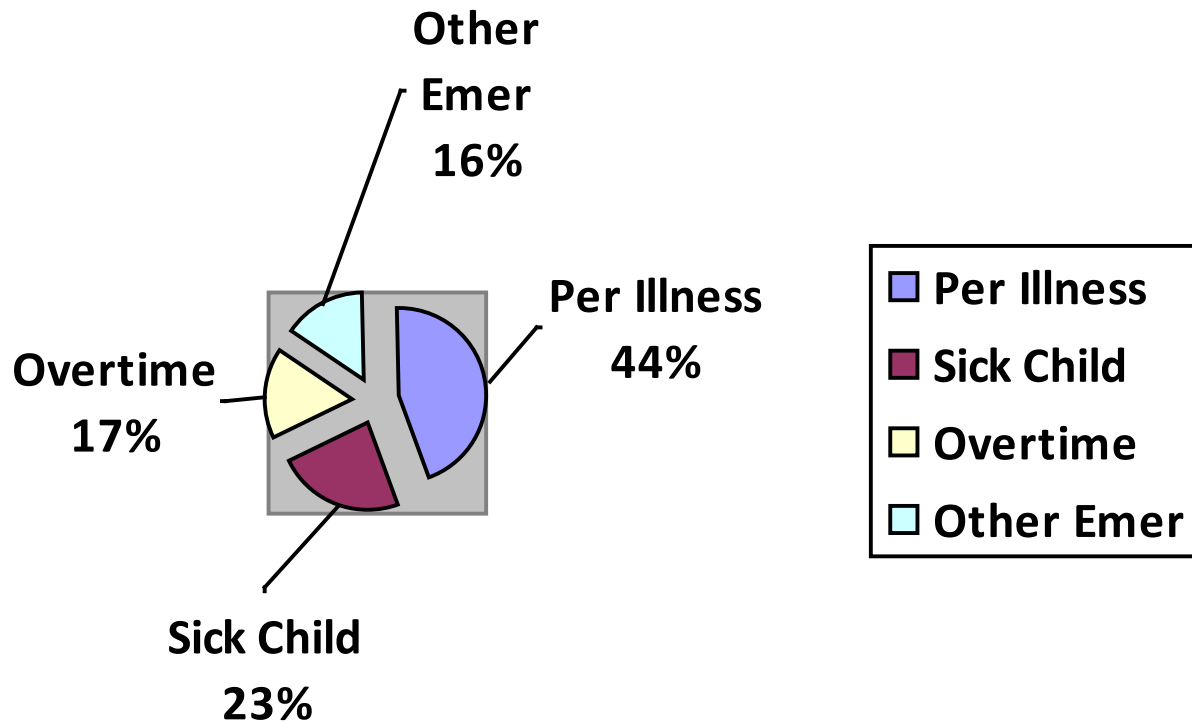
Combined Satisfaction Levels

Number of Responses Based on Combined Satisfaction Levels



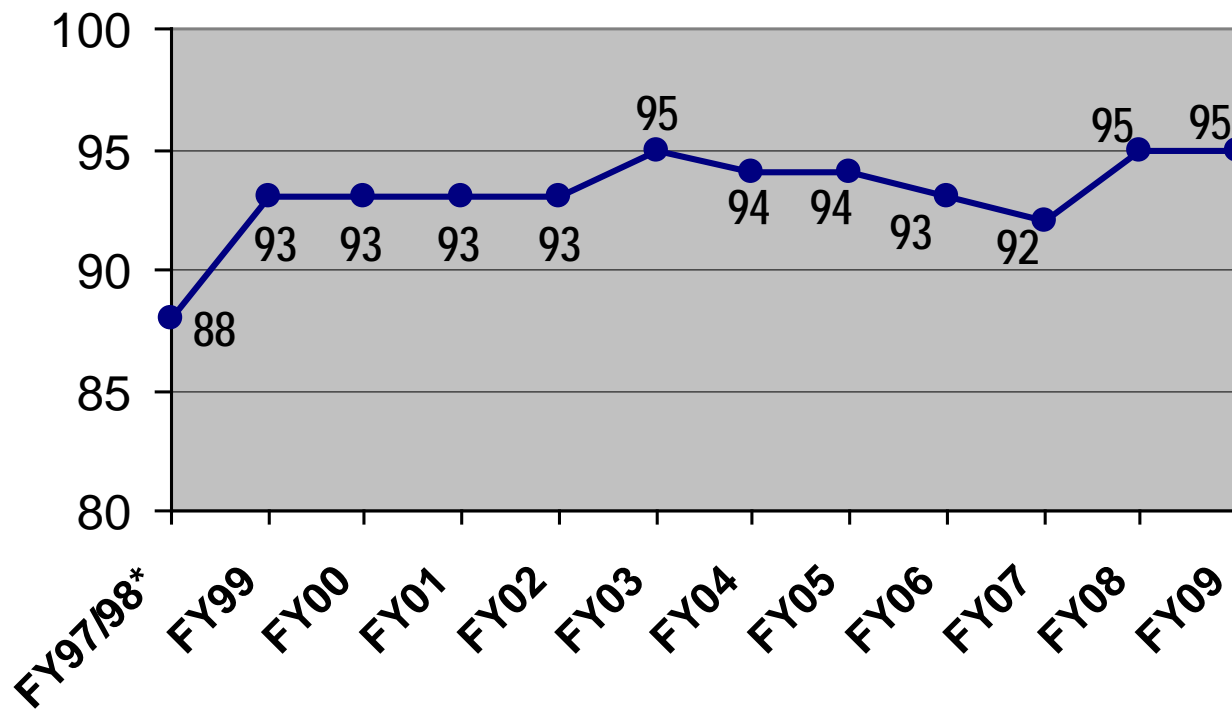
Reason for Trip

What was the reason for your GRH Trip?



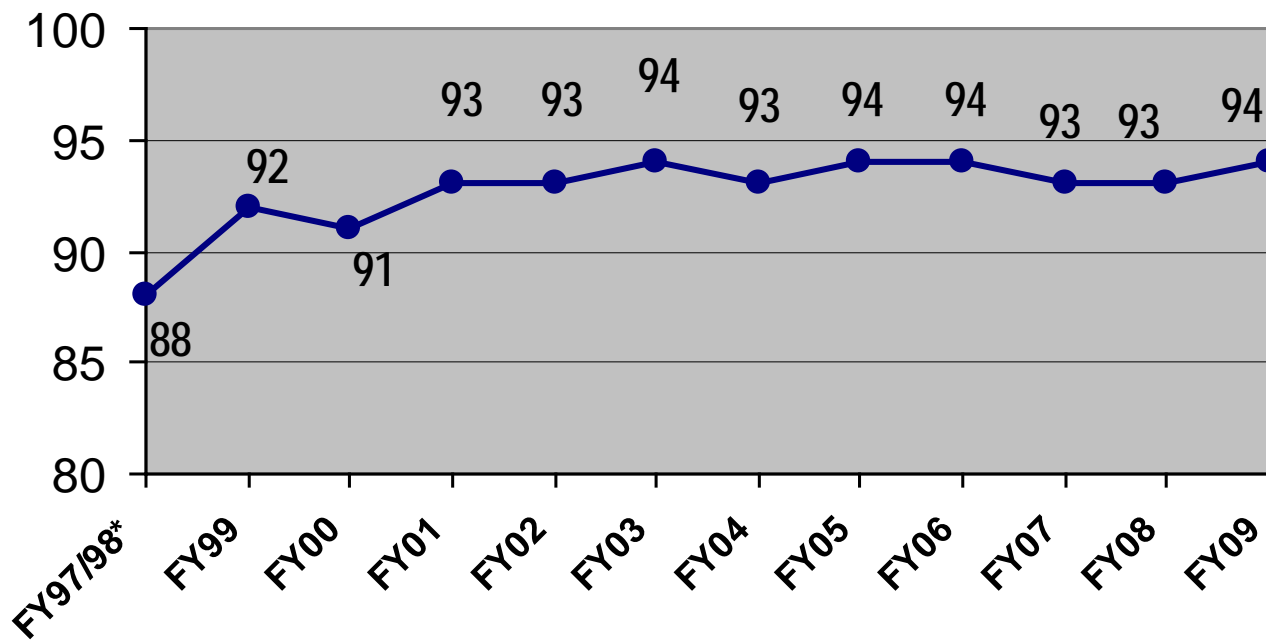
Comparison to Previous Years

How would you rate the service you received from our GRH trip reservations staff?



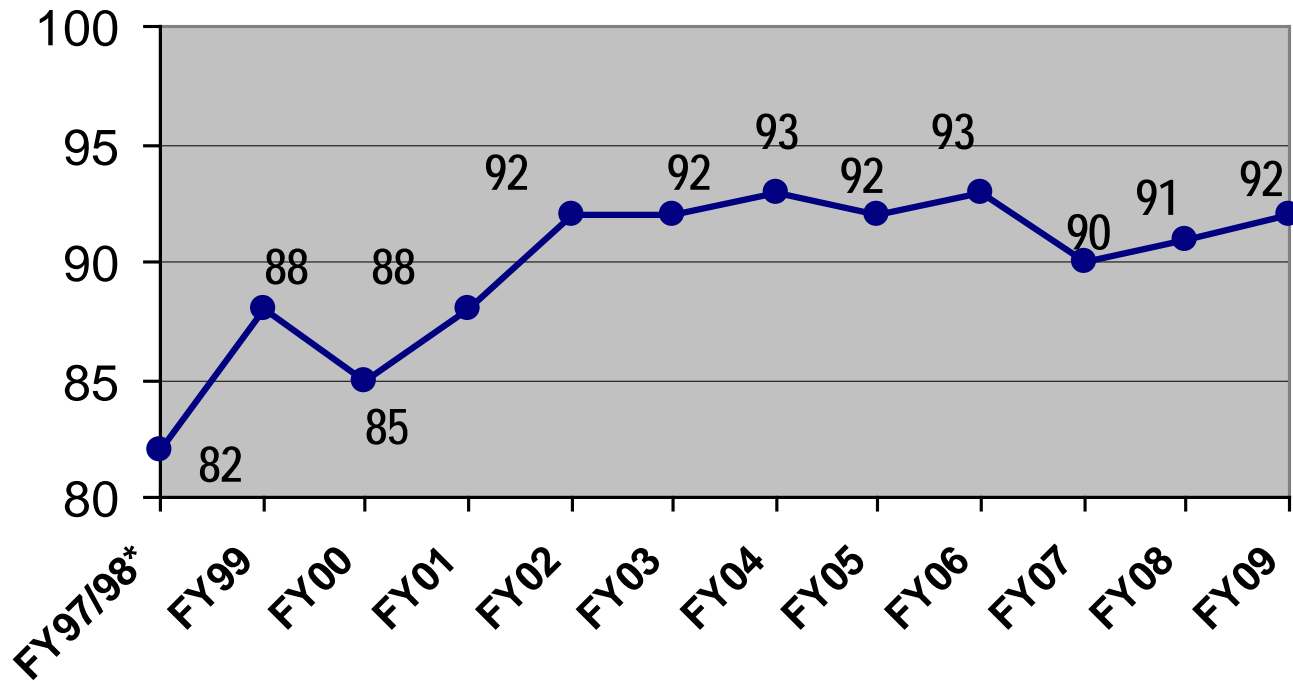
Comparison to Previous Years

How would you rate the taxi or rental car service?



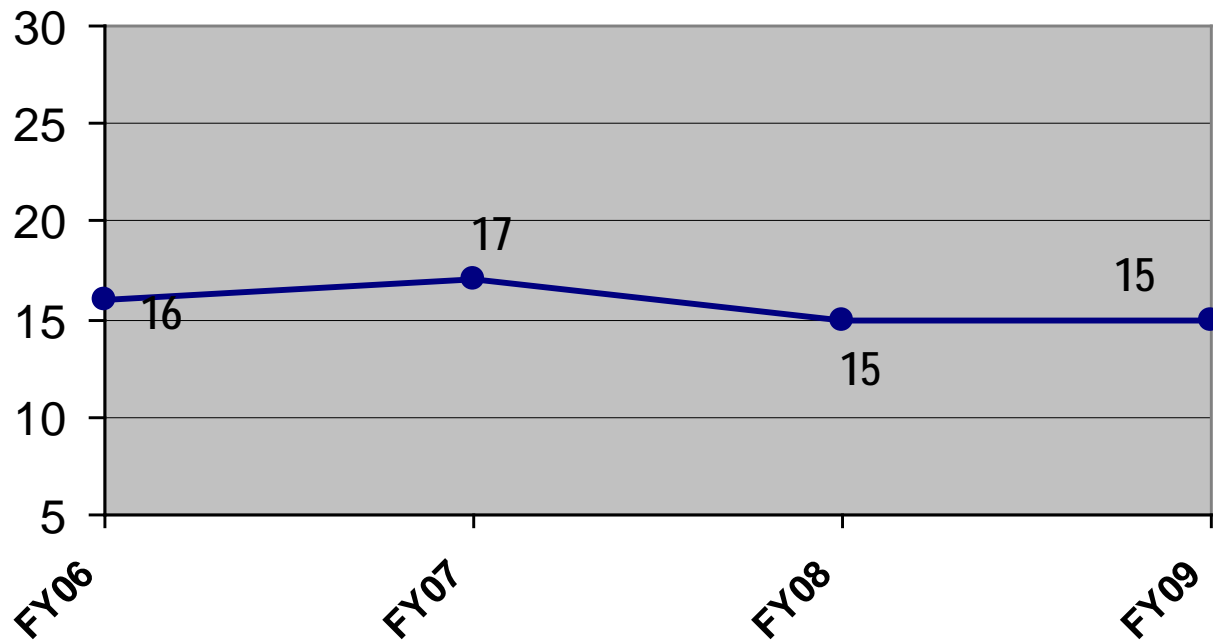
Comparison to Previous Years

How would you rate our response time?



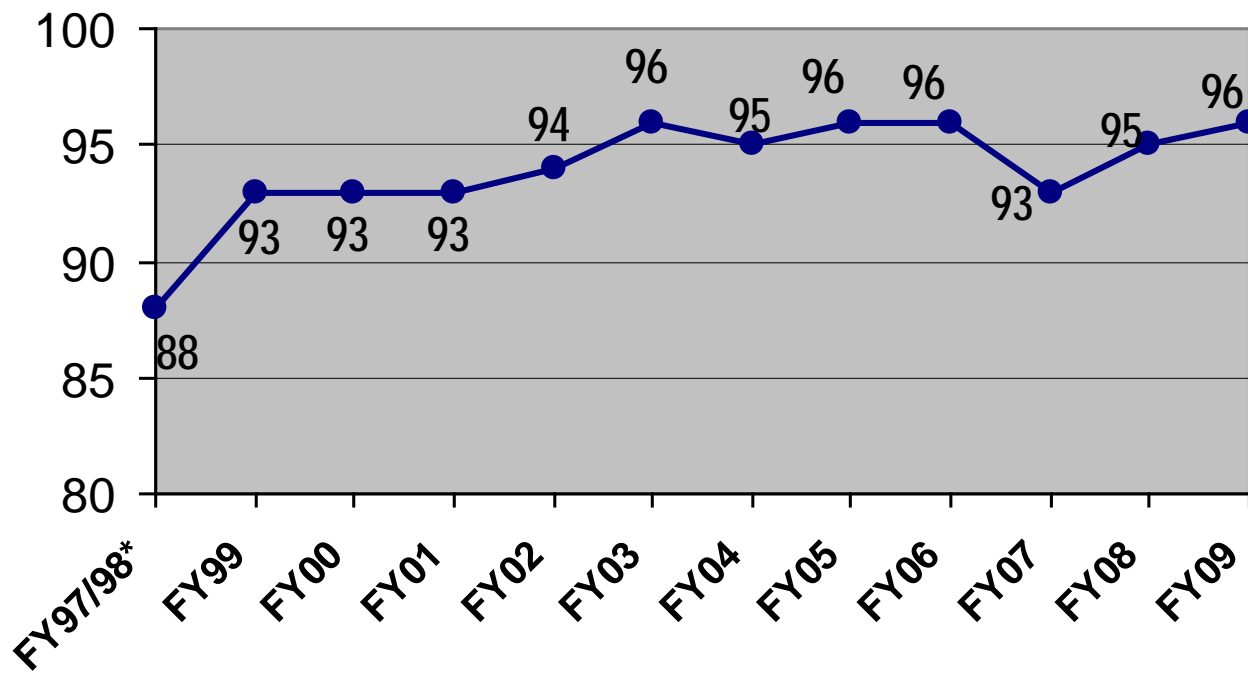
Comparison to Previous Years

Average response time in minutes



Comparison to Previous Years

Overall, how would you rate our GRH service?



FY08 Customer Feedback



FY09 Customer Feedback

- 64% provided written response
- 88% of written responses were positive
- 20% of complaints also gave compliments

FY09 Customer Compliments

- *The service was nothing less than awesome. My newborn was not doing well at home and then when his Mother became ill as well it was paramount that I get home as soon as possible. I slug into work so this was my only option and after using I tell everyone I know that this is something a commuter absolutely MUST have.*
- *Very impressive service and a great incentive to continue use of a carpool*
- *GRH is an essential tool for any public transportation commuter. You are a true life-saver!*
- *GRH staff was excellent, they made it extremely simple and user friendly.*
- *I appreciate your speedy response time keep up the good work!*
- *The service was very professional and friendly*

FY09 Customer Compliments

- *Thank you so much of the excellent service. It gave peace of mind for us working parents!*
- *Thank you so much since there is no bus service to my home after 6:50*
- *The taxi was waiting for me. Great Service!*
- *I was Truly impressed with response time and the kindness of all involved*
- *All good, I appreciate the service, makes car pooling possible*
- *Taxi was already there waiting for me. You can't beat that for services. Thanks. Keep up the great work.*
- *The dispatch service was very nice and responded quickly to my needs. This service is heaven-sent!!!*
- *Everyone I dealt with on the phone and in the cab were very professional and supportive at a time when I felt my worst. What a super program and what a super group of people.*

FY09 Customer Complaints

- *Overall, it was a very positive experience. The taxi driver was sent to the wrong address for pickup which caused a significant delay in getting to me -- I was standing outside for 30 minutes! However, the driver kept in telephone contact with me, was courteous and friendly when he arrived, and got me to my car in record time. Thank you!*
- *Cab was very old and traffic very bad, great service*
- *I was placed on hold while she tried to figure out what to do. Placing the call took longer than the Cab to come get me.*
- *Taxi was smelly, not very clean*
- *First taxi never arrived - GRH rep called for second taxi*
- *The cab driver was friendly but didn't understand English too well when I told him where I lived. Unintentionally went out of the way by 4-5 miles*

FY09 Customer Complaints

- *The driver's erratic driving trying to find my house for the last 10 minutes made me sick but I got home. Thanks*
- *By the time I was contacted by Enterprise for a rental car I had made other arrangements.*
- *Driver could not find me! I paid for trip and am still awaiting reimbursement.*
- *Driver did not use toll road added 40 minutes to commute.*
- *First cab did not follow directions and went to the wrong building entrance. A second cab had to be called.*
- *I called to report that the cab driver was speeding.*
- *Taxi cab didn't drive speed limit. Made me late to appt. Taxi was horrible!!*
- *Taxi driver repeatedly explained to me that he doesn't get tip through this program.*
- *Taxi van was in poor shape. Not comfortable at all.*

FY09 Customer Suggestions

- *Need more trips to get home than they have now*
- *One Key Point: If you are going to use an answering machine to assist with the overflow of calls, please make sure that your staff returns those calls.*
- *Not sure if you have thought about using email for GRH! So many of us have Blackberries or text capability this could be an alternative to help.*
- *I didn't know that I had to renew my membership, please figure out a way to remind us.*
- *Service should at least be once a month.*
- *Should receive a phone call notifying that cab has arrived outside building.*

Recap

- 3,101 surveys distributed
- 27% return rate
- Overall satisfaction rating 96%
- Positive rating of at least 92% in every category
- Average response wait was 15 minutes
- 93% waited 30 minutes or less
- Written responses from nearly two-thirds of survey participants
- Compliments out weighed criticism 5.5 to 1

We'll get you home. Guaranteed.



Tysons Corner Center Traveler Information Displays

Regional TDM Marketing Group

Tuesday, December 15th 2009

12:00 PM – 2:00 PM

Presentation Overview

- 1. Project Purpose and Goals**
- 2. Project Partners**
- 3. Overview of the Traveler Information Displays**
- 4. The TDM Component**
- 5. Questions?**

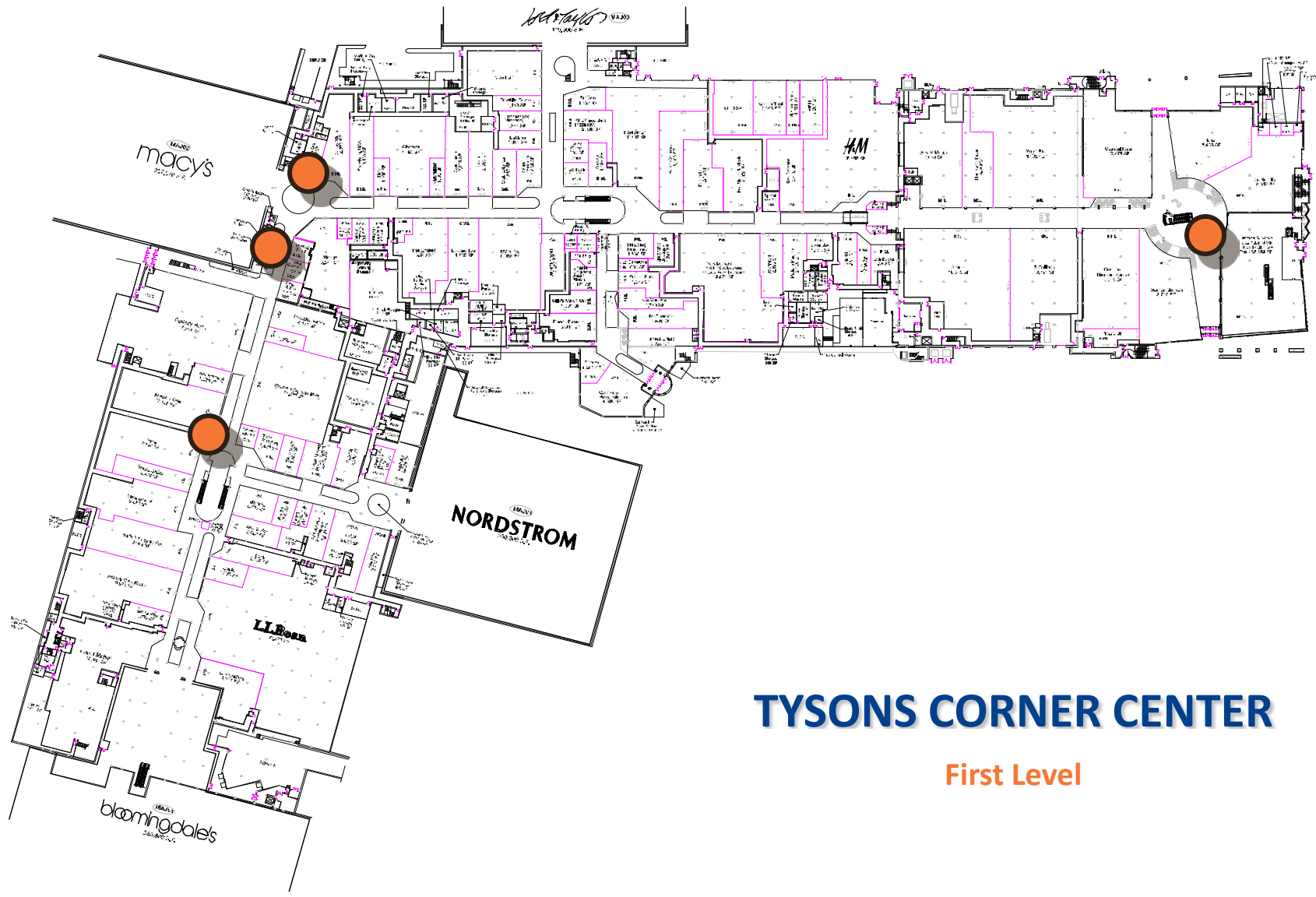
Project Purpose and Goals

- **Project Purpose**
 - To provide real-time, multi-modal, and Tysons Corner specific traveler information to patrons throughout the Tysons Corner Center mall.
- **Project Goals**
 - To Improve the Availability of Pre-trip Traveler Information
 - To Promote and Increase Awareness of Transit Options
 - To Promote and Increase Awareness of TDM Options
 - To Keep the public informed about Megaproject News and upcoming Construction Activities

Project Partners

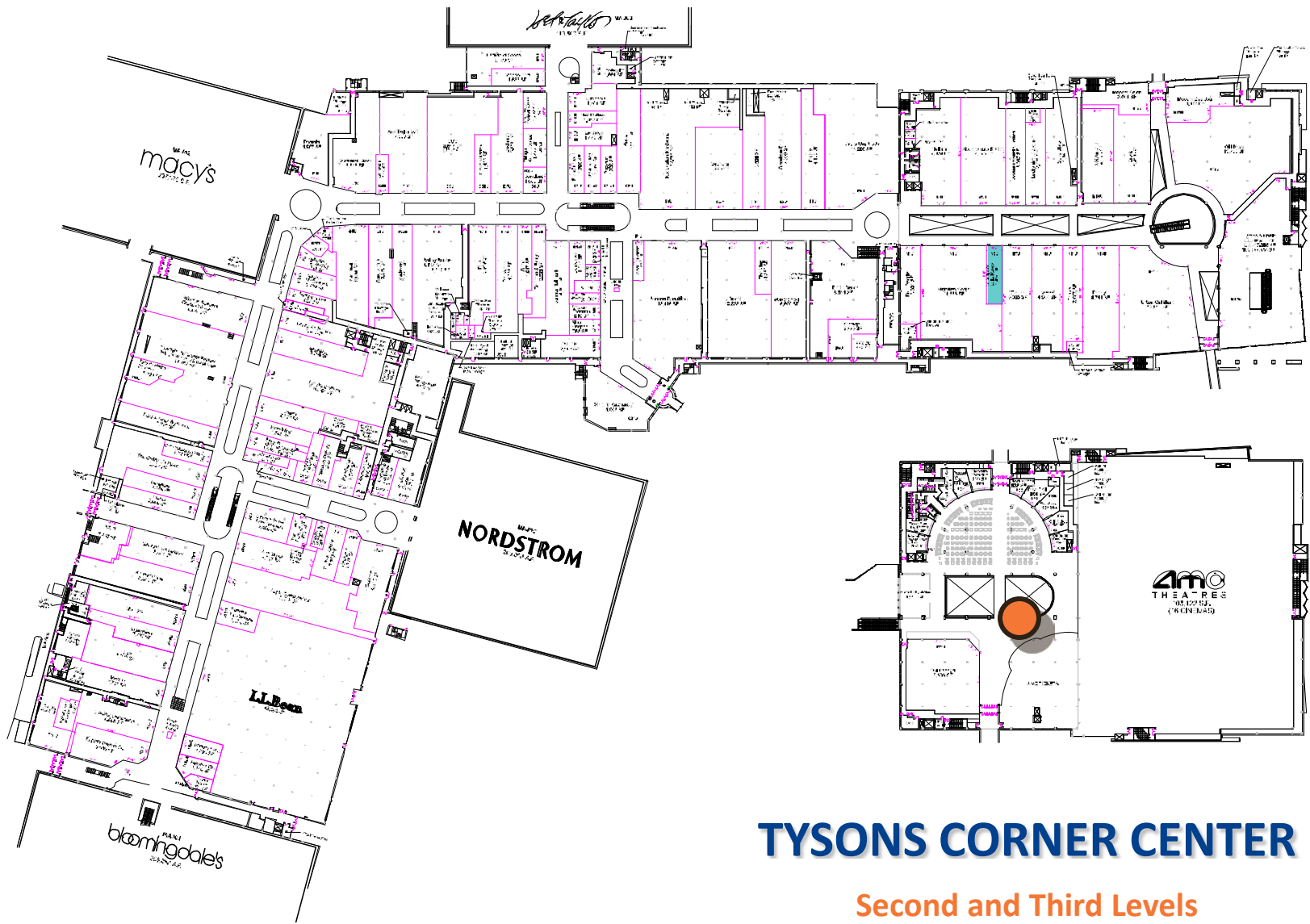
- **Virginia Department of Transportation (VDOT)**
- **Virginia Megaprojects (I-495 HOT Lanes & Dulles Rail Project)**
- **Virginia Department of Rail and Public Transportation (DRPT)**
- **Fairfax County Department of Transportation (FCDOT)**
- **Washington Metropolitan Area Transit Authority (WMATA)**
- **Other Local Agencies**
- **Macerich / Tysons Corner Center**
- **Redmon Group, Inc.**





TYSONS CORNER CENTER

First Level



TYSONS CORNER CENTER

Second and Third Levels

Partners

Traffic
Incidents

Transit
Schedule

Tysons Corner
Center

Traffic
Cameras

High/Low

78°/62°

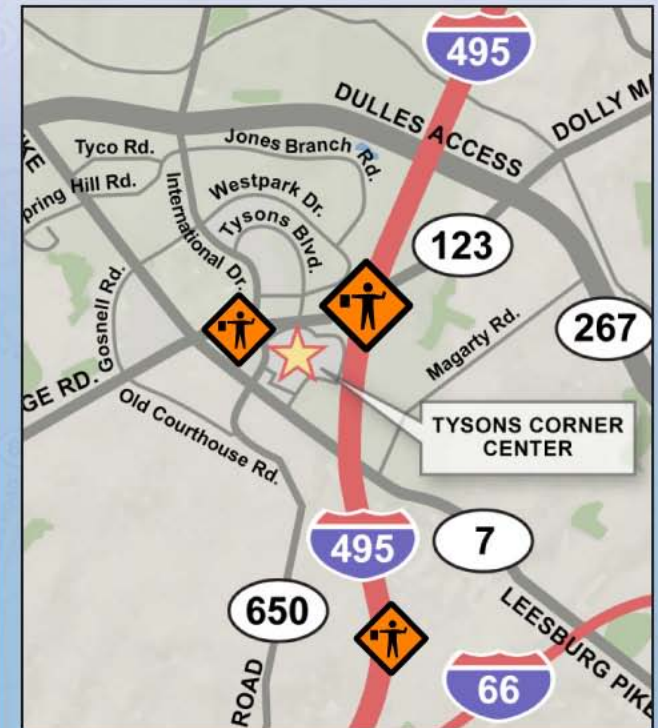


August 6

11:36 AM



VA-123 (Chain Bridge Rd) from the ramp to I-495S to the ramp from I-495N, motorists can expect potential delays due to bridge work. The north left lane is closed. The south left lane is closed.



For real-time traveler information, call 511 or visit www.511va.org.



Lower Atlantic hurricane outlook

Access Tysons

Travel Times

MegaProjects

Dulles Rail

Transit Map

Current

41°F



December 7

6:26 PM

ESTIMATED FREEWAY TRAVEL TIMES FROM TYSONS CORNER

Rockville, MD 64 min
via I-495 to I-270 (15 miles)

Washington, DC 19 min
via Route 7 to I-66 (12 miles)

Reston, VA 26 min
via Route 7 to DTR (10 miles)

Centreville, VA 34 min
via I-495 to I-66 (15 miles)

Woodbridge, VA 37 min
via I-495 to I-95 south (20 miles)

Alexandria, VA 25 min
via I-495 (18 miles)

Springfield, VA 21 min
via I-495 to I-95 (10 miles)



NATIONAL NEWS: Powerful s

Mega Projects

Traffic
Cameras

Schedules and
Map

Tysons Corner
Center

Traffic
Incidents

Current

72°F

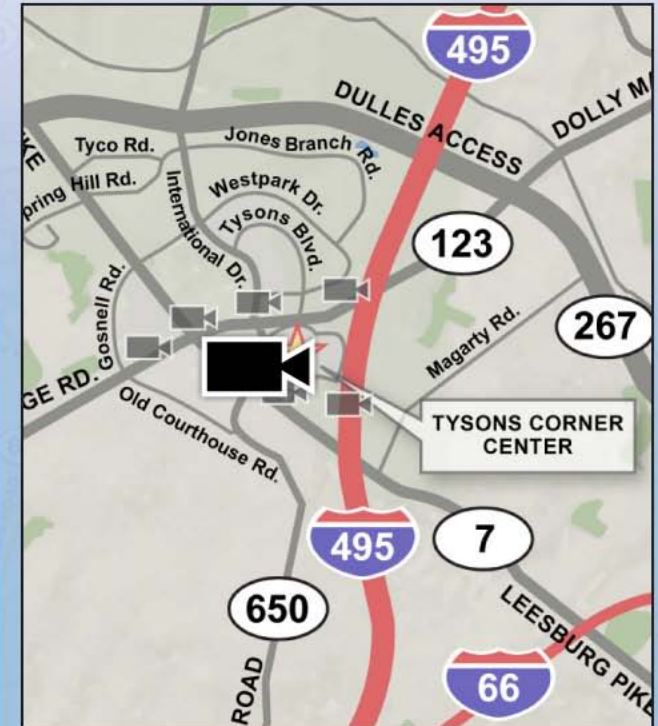


August 6

11:21 AM



Leesburg Pike &
International Dr. - Traffic
closest to camera is
traveling West



For real-time traveler information, call 511 or visit www.511va.org.



letting son, 7, drive · US forecasters lower Atlantic hurricane outlook ·

Traffic
Cameras

Transit Map

Dulles Rail

HOT Lanes

Partners

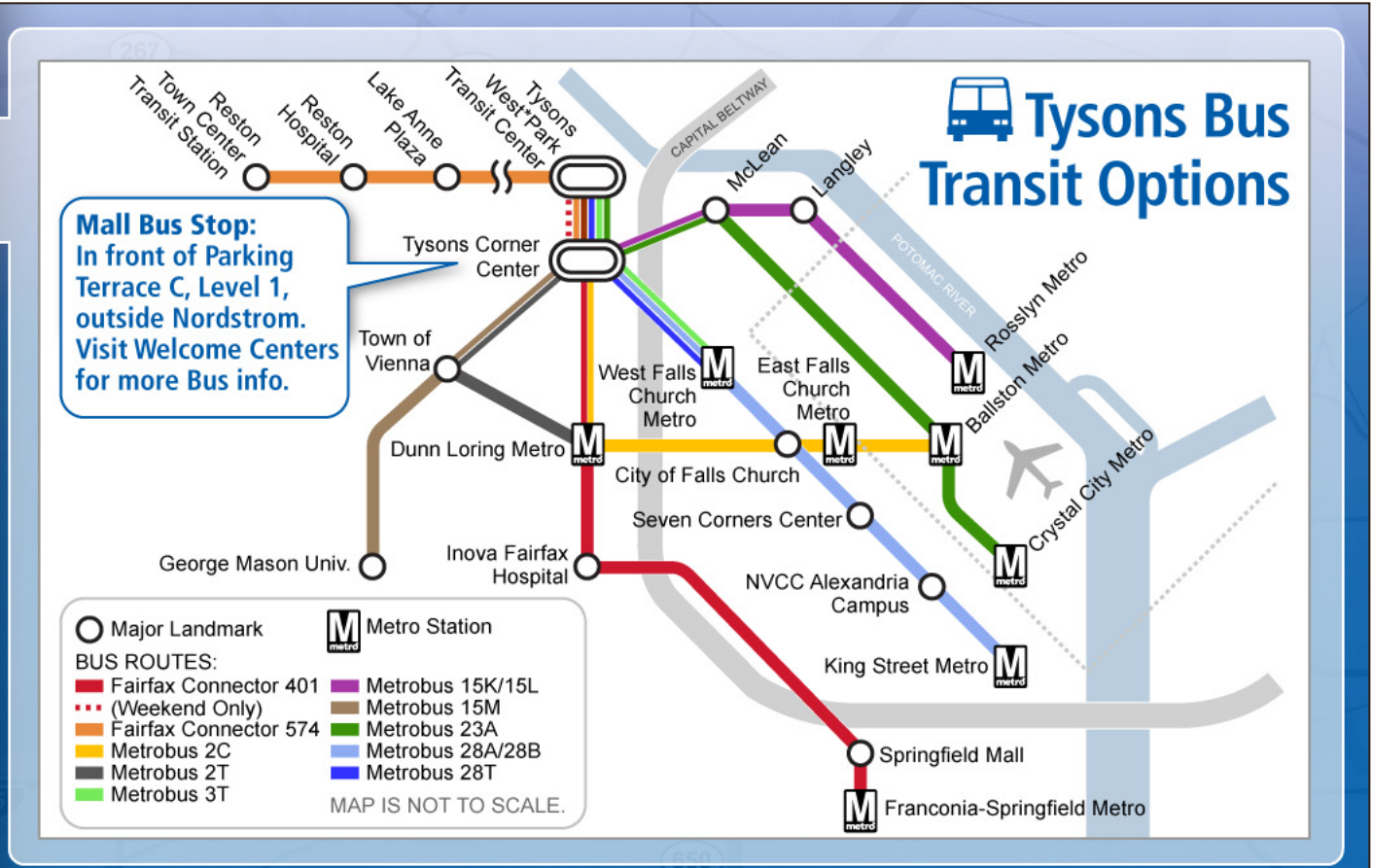
High/Low

78°/62°



August 6

11:25 AM



Traffic Incidents

Transit Schedule

Tysons Corner Center

Traffic Cameras

Schedules and Map

Current

72°F



August 6

11:05 AM



Tysons Bus Schedules

Metrobus 28T: to West Falls Church Metro

Estimated Departure **5:18** PM **5:38** PM **5:56** PM **6:16** PM **6:40** PM

Metrobus 28T: to Tysons Westpark

Estimated Departure **5:20** PM **5:35** PM **6:05** PM **6:33** PM **7:03** PM

Fairfax Connector 401 South: to Franconia-Springfield Metro

Estimated Departure **4:42** PM **5:12** PM **5:42** PM **6:11** PM **6:40** PM

Fairfax Connector 574 West: to Reston Town Ctr

Estimated Departure **5:12** PM **6:10** PM **7:05** PM **8:05** PM **9:05** PM

Metrobus 2C East: to Ballston-MU Metro

Estimated Departure **5:48** PM **6:18** PM **6:38** PM **7:08** PM **7:35** PM

Visit www.vamegaprojects.com/commuter-solutions/ for more.



stage in SD · Ohio attack victim surprised with Kid Rock check

Transit
Schedules

Megaprojects

Traffic
Cameras

Transit Map

Transit
Schedules

Current 
50°F
November 23
12:15 PM

Dulles Metrorail Project Update

Work has begun on the 1,700 foot tunnel that will carry the Dulles Corridor Metrorail Extension to four new stations in Tysons Corner in 2013.



Visit www.dullesmetro.com for more information.



ENTERTAINMENT: Attorney: (

TDM Component

- The system currently has three (3) advertisements for TDM Strategies:
 - Commuter Connections
 - Guaranteed Ride Home (GRH)
 - Telework VA!
- The system also has information about the new OmniRide service to Tysons Corner and the Tysons Connector
- The system supports:
 - Text and Graphics
 - Flash Animation
 - Short videos (no audio)
- Ideas?

Contact Information



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Walk & Ride Challenge

Accomplishments
& Survey Results
2008 & 2009

About Walk & Ride

- Teams of Bethesda-based employees used pedometers to track their steps over the 3-week period each September, competing to see who could log the most steps.
- In 2008, those who walked at least 25,000 steps per week were entered into a weekly drawing for a brand new iPod nano.
- In 2009, the minimum was 50,000 to win the nano, and then there were smaller prizes for the 25,000 step threshold.



Pictured: 2008 Week Three iPod Winner

Monica Wells, Development Alternatives, Inc (DAI)

GOALS

- Provide a fun event that promotes walking and the use of transit
- Help Bethesda-based employees learn how easy it is to get in and around downtown Bethesda on foot or by the use of transit instead of driving.
- Encourage team building among co-workers

Some Quick Stats

- In its first year, the Challenge was restricted to SuperFare Share companies, and registered just under 100 participants.
- In 2008, BTS opened up the competition to all Bethesda-based employees and saw a huge surge in participation, with a total of 400 registered participants.
- In 2009, BTS teamed up with North Bethesda, and the two jurisdictions had a combined participation of 548 registered participants (460 in Bethesda, 88 in North Bethesda).

2008 Registrations

- 28 Companies
- 83 Teams
- 400 Individuals

2009 Registrations (Bethesda + N. Bethesda)

- 41 Companies
- 113 Teams
- 548 Individuals

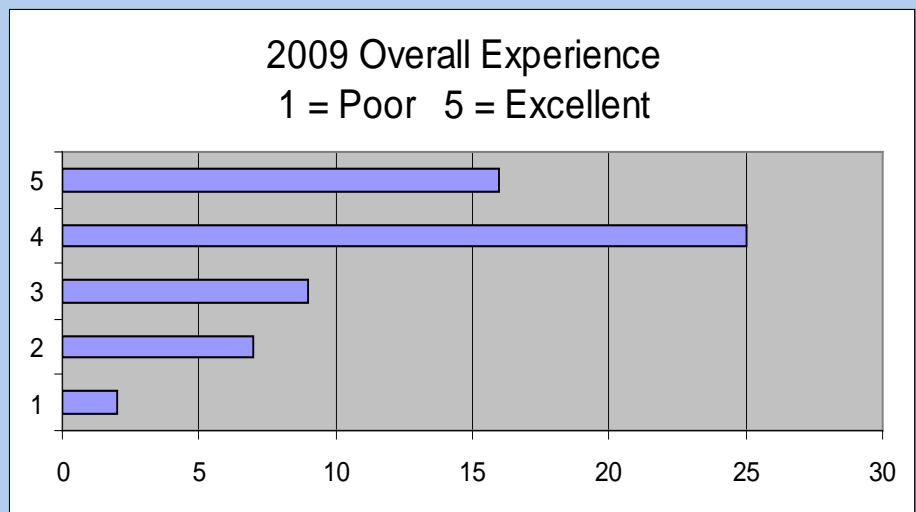
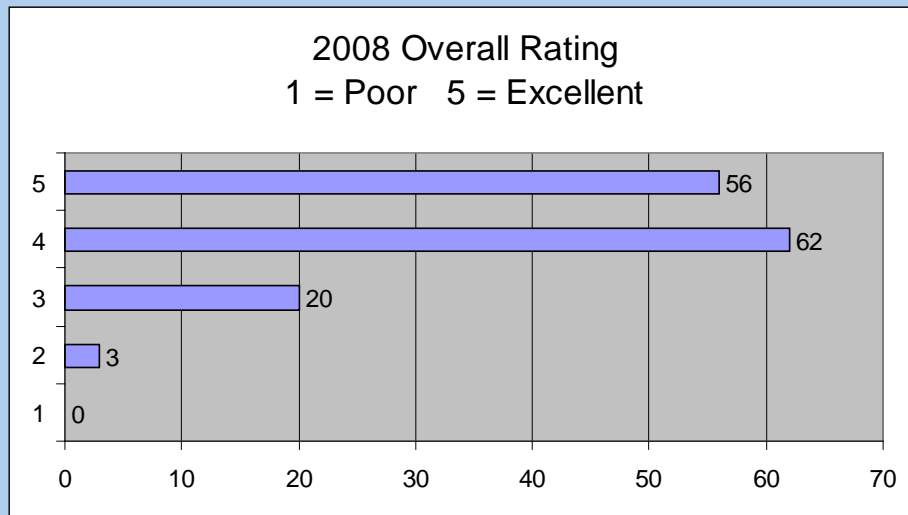
Post-Event Surveys

We distributed a short 10-question survey via email to all participants. To encourage a higher response rate, we advertised a random drawing from all survey respondents for a prize of 10 tickets to the Taste of Bethesda.

In 2008 we saw a very high response rate of 35%. In 2009 the response rate dropped to 13%.

Survey Responses

Question 1: How would you rate your overall experience?



Survey Responses, *Cont.*

Question 2: Where did you hear about the Walk & Ride Challenge?

In both 2008 and 2009, the vast majority of respondents indicated they had heard of the Challenge through their Transit Benefits Coordinators, indicating an effective marketing strategy on the part of BTS staff.

Another significant source was other co-workers within their company.

Survey Responses, *Cont.*

Question 3: Did your employer sponsor your team?

Employer sponsored?	Response	Percent
Yes	125	89%
No	9	6%
Don't Know	7	5%

Employer sponsored?	Response	Percent
Yes	50	85%
No	1	2%
Don't Know	8	14%

Survey Responses, *Cont.*

Question 7: How likely would you be to participate again next year?

Participate next year?	2008 Responses	Percent	2009 Responses	Percent
Would definitely participate	87	62%	32	54%
Somewhat likely to participate	39	28%	18	35%
Don't Know	10	7%	6	10%
Unlikely to participate	4	3%	3	5%
Would not participate	1	1%	0	0%

The vast majority of each year's respondents indicated they Would Definitely or were Somewhat Likely to participate again the following year.

Survey Responses, *Cont.*

The remaining questions were open-ended and do not lend themselves to charts. However, we did receive a number of extremely positive comments; below are a few of the best.

“I’m still wearing a pedometer and chart my steps every day. I’ve increased my walking by at least 3 times the amount I used to do.”

--Ginanne I., BCC Chamber

“I had more energy and lost several pounds.”

--Jen G., First Potomac Realty Trust

“I now bike to work, and find myself walking for pleasure and not just to get from A to B.”

--Cy C., lululemon athletica

“I realized how many more steps you walk when you walk/metro to work rather than drive.”

--Randi K., Reznick Group

Survey Responses, Cont.

- **“I no longer drive to the commuter bus. I walk & take the closest local transit bus in Frederick.”** – Wendi J., DAI
- **“I take the metro more often.”** – Meiry R., Lerch, Early & Brewer
- **“I lost 12 pounds!”** – Elizabeth B., AGA
- **“I wanted to walk more, so it became like a healthy addiction.”**
– Angie F., ICF Macro
- **“It was just lots of FUN!”** – Bernarda J., Lerch, Early & Brewer

Overall, we believe the Walk & Ride Challenge has been a huge success, widely loved and anticipated as an annual event.

A majority of survey respondents indicated they saw health benefits over the course of the program, have changed their commuting habits as a result, and will definitely participate next year.