



**COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP**
FY2015 MARKETING ACTIVITY

Dan O'Donnell
March 17, 2015

PROGRAM OBJECTIVES

- Convert single occupant vehicle commuters to alternate modes
- Encourage continued use of alternative modes
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality



immone Becchetti | stocksy.com/191225

INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletter
- Stakeholder Interviews
- Car Free Day



SPRING SCHEDULE

JAN Art Production and Media Placement

FEB Rideshare Campaign Launches

FEB Winter Newsletter Distributed

MAR GRH Campaign Launches

APR Bike to Work Day Promotion

MAY 'Pool Rewards Promotion

JUN Employer Recognition Awards Event



Ridesharing

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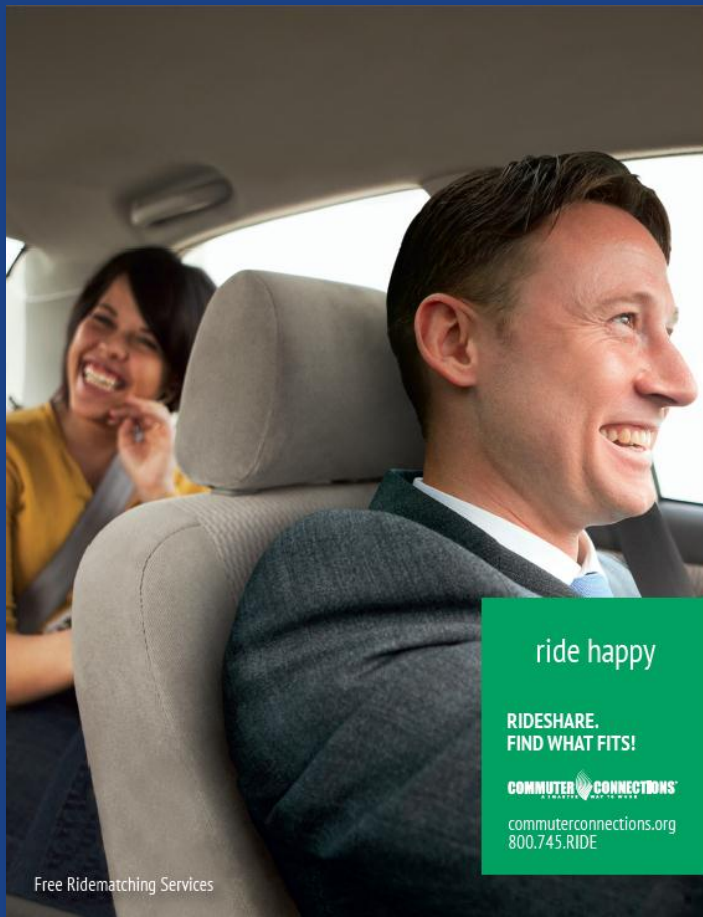
TRENDS & ENVIRONMENT

- Gas prices down
- Natural resistance to change
- Paid ridesharing apps
- Perceived depersonalization of “ridesharing”

CREATIVE STRATEGIES

- Focus on quality of life
- Differentiate as trusted, reliable
- Differentiate as public benefit vs. for profit
- Make it relatable

SPRING CREATIVE



MEDIA CONSUMPTION

Radio is the best drive-time media

- Every week, Radio reaches 91% of adults who engage in 10 or more eco-friendly activities on a regular basis. ¹

¹ Scarborough USA+ 2013 Release 2 (August 2012-September 2013)



MEDIA STRATEGIES

- Drive time radio – talk to them while they're traveling to work
- Awareness building through promotions & partnerships
- Snipes and Squeezbacks
- Live reads and celebrity endorsements – trusted personalities
- Leverage partners social media and continue to build our own
- Streaming audio

PROMOTIONS

- Celebrity promotion
- Positive commuting story radio promotion
- Carpool Reward giveaway promotion
- English & Spanish radio roundtable discussions



FY15 SPRING MEDIA BUDGET RIDESHARE

Radio	\$136,000
Network TV	\$ 90,000
Cable TV	\$ 50,000
Digital	\$ 10,000
Total Paid Media:	\$286,000
Added Value:	\$ (36,000)
Direct Mail:	\$ (45,000)*

* Estimate

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SPRING RIDESHARE RADIO

- :30 English radio spots (2)



- :30 Spanish radio spots (2)



Flight dates: 2.23 – 6.15

SPRING RIDESHARE TV

FREE RIDESHARING SERVICES **RIDESHARE.**



COMMUTER CONNECTIONS
commuterconnections.org
800.745.7433

WJLA Squeezeback

ride happy

Comcast Snipe

Flight dates: 2.23 – 6.15

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COMMUTER CONNECTIONS

SPRING RIDESHARE DIGITAL ADS

Division D Dynamic ad units served across smart phones, tablets, and desktops.

- Popunder, geotargeting to VA,MD, & DC

Baltimore Sun & Daily Press

- Web & mobile leaderboards and cubes

Washington Times

- Web leaderboards and cubes

Flight dates: 3.1 – 5.31

SPRING RIDESHARE VALUE ADD



Billboard & ticker messages during Caps & Wizards games

Added value from the media outlets including:

- :05 & :10 radio reads
- Homepage takeover
- Banner ads
- E-newsletter promotion
- Snipes, billboards & ticker messaging on Comcast SportsNet Baltimore feed



Guaranteed Ride Home

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STRATEGIES

- Be clear and concise
- Focus on benefit of registering
- Integrate with promotions where possible

CREATIVE STRATEGIES

- “Just in case” so it’s there when you need it
- Bring forward what it is - not when you use it
- Prominent call to action

guaranteed ride home

SPRING CREATIVE



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply

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SPRING GRH MEDIA

- :30 radio spots (2)



- :15 live reads



Flight dates: 3.2 – 6.22

FY15 SPRING MEDIA BUDGET NET \$

Radio	\$190,302
Added Value:	\$ (14,900)
Direct Mail:	\$ (45,000)*

* Estimate

guaranteed ride home



SPRING GRH PROMOTIONS

Promotion: What do you do “Just In Case”

iHeart Group will promote GRH through the mobile iHeart App.

Participants will be sent to the CC Facebook page, a registration splash page, or back to an iHeart station page where the station will secure prizes for those who register to win by “filling in what you bring just in case of an emergency”.

An additional digital campaign will be run at no additional charge

DONATED TRANSIT SPACE

GRH transit space is being solicited



DONATED PRINT SPACE



JUST IN CASE.
A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
800.745.RIDE | commuterconnections.org
*some restrictions apply

GRH DATA Newspaper Ad

JUST IN CASE.

A Free Ride Home For Those Who Ride the Commuter Train
REGISTER NOW FOR GUARANTEED RIDE HOME



commuterconnections.org
800.745.RIDE



*some restrictions apply

VRE Newspaper Ad

OUTREACH

Stephen Finafrock,

Chances are you have employees commuting to and from work via carpool, vanpool, bicycle, transit, or on foot at least twice a week. All are eligible to register and get free rides home in the event of a personal or family illness, unscheduled overtime or an unexpected emergency! We want you to know about the Guaranteed Ride Home ([GRH](#)) program, and to share this valuable free benefit with your employees.

GRH is available through the Metropolitan Washington Council of Government's [Commuter Connections](#) program. Online registration is simple and easy. MWCOCG employees who are registered with GRH may use the program up to four times per year.

To help us spread the word about this free commuter benefit, we've attached a short explanation of the GRH program with a link to the Commuter Connections website. Please consider including this helpful information in your upcoming employee communications, such as newsletters, your Intranet, email or other announcements.

A copy of suggested text is below, complete with a hyperlinked Guaranteed Ride Home graphic for your use!

Please contact us if you have any questions at 800-745-RIDE or ridematching@mwkog.org.



Commuters Can Register for Free Rides Home Just in Case

If you carpool, vanpool, bike, walk, or take transit to work at least twice per week in the Washington or Baltimore metro areas, you can qualify for free rides through the Guaranteed Ride Home (GRH) program when life's "surprises" arise, such as a personal or family illness, unscheduled overtime, or other unexpected emergencies. The GRH program is free of charge; but to get this great benefit you must register with Commuter Connections, the Metropolitan Washington regions' most trusted name in commuter alternatives for more than 40 years.

Registration is fast, confidential, and simple online at [Commuter Connections](#). Once complete, you can take advantage of GRH up to four times per year. Knowing there's a free guaranteed ride home just in case of an emergency, makes it easier than ever to use alternative commuting options with peace of mind.

- 1) Logo with Link to GRH website

We'll get you home. Guaranteed.

EARNED MEDIA

OBJECTIVES

- Expand on paid media campaign
- Increase messaging impressions through earned media

STRATEGY

- Position the network as key resource for commuter information
- Promote economical, environmental, and social benefits
- Affirm Commuter Connections as an innovator in transportation alternatives

MEDIA SELECTION PROCESS

Analyze research results

Calculate reach & frequency

Analyze cost/value proposition of each media option

Reality check

Negotiate

Media purchase

Launch

Measure/Evaluate results

MEDIA SELECTION PROCESS

African American Commuting Ranker – Adults 25-54

<u>Station</u>	<u>Format</u>	<u>% of Station</u>
WIHT-FM	Top 40	46.6%
WTOP-FM	News Talk	33.1%
WTEM-AM(ESPN)	Sports	29.5%
WASH-FM	AC	26.6%
WBIG-FM	Oldies/Classic Hits	20.6%

Source: Washington, DC (Metro Survey Area); Scarborough RS 2014: Sept13-Aug14; Metro; M-Su 6a-12m; P 25-54 Black; Qualitative
Criteria used: Spent 30 minutes or more traveling to work one way

**WE LIKE YOU,
TOO :)**

social media

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SOCIAL MEDIA

OBJECTIVES

Have a continued presence

Connect activities with measurable outcomes

KIRK COUSINS/CELEBRITY PROMOTION

RESULTS

- 281,038 impressions on Facebook and Twitter (including Comcast SportsNet (CSN) Mid-Atlantic and CSN Redskins)
- 123% increase in Commuter Connections Facebook likes from beginning to end of promotion (302 to 674 likes)



A screenshot of a Facebook post from the page 'Commuter Connections'. The post features a large image of Kirk Cousins with the text 'Go ARM 'n arm with Kirk Cousins & COMMUTER CONNECTIONS'. Below the image, it says 'Register your carpool for a chance to win a limo ride to work with pro quarterback Kirk Cousins!'. There is also a small logo for 'COMMUTER CONNECTIONS YEARS' and a link to the contest rules. The post has 333 likes and 10 comments.

Commuter Connections
333 likes · 10 talking about this

Non-Profit Organization
Find a carpool, vanpool, register for Guaranteed Ride Home, Pool Rewards, or obtain transit, bicycling or telecommuting information by signing up here:
About – Suggest an Edit

Photos Likes Videos ARM 'n arm with Cou...

BIKE TO WORK DAY

RESULTS

- 237 social media mentions were counted on Facebook, Twitter, Flickr and YouTube, including a tweet from the US Secretary of Transportation Anthony Foxx
- 110% increase in social media mentions (2014 vs 2013)
- 72 blogs covered the 2014 event



LOOKING AHEAD

Develop media interest by reaching out early to key bloggers

- Send complimentary Bike to Work t-shirts and new reveals such as color and material choices to top bloggers to build momentum pre-event
- Develop outreach package (email and fact sheet including sponsors, raffle prizes, posters, etc.)



STAKEHOLDER RESEARCH FY2015

QUANTITATIVE RESEARCH

General population of men & women 18-65 living in the Commuter Connections service area.

QUALITATIVE RESEARCH

3 Sessions scheduled, one each in Virginia, Maryland, & DC.
Audiences included Commuter Connections Network members and funding organizations in DC, Maryland, and Virginia.

FINDINGS

Benefits:

- Regional coordination is valuable and beneficial
- CC brand lends credibility to local efforts

Recommendations:

- Increase idea sharing between network members
- More coordination & consistency between jurisdictions will help all areas

FINDINGS

Guaranteed Ride Home and 'Pool Rewards:

- Seen as valuable benefits to attract people into the rideshare program

Recommendations:

- Create a rack card or simple fold-over business card with brief info

COMMUTER FINDINGS: PREVIOUS ADS OBSERVATIONS

Reaction to Ridesharing ads:

- Concept understanding 70+%
- Highest understanding correlated to highest interest in learning more

Reaction to Guaranteed Ride Home ads:

- Concept understanding 80+%
- Highest understanding correlated to highest interest in learning more
- Liked ads that used plain English & had minimal cautionary language

COMMUTER FINDINGS

- **Social media, web, radio, and TV** are the preferred means of learning more about commuting.
- They prefer to communicate with each other primarily through **email, text, mobile phone, and social**.
- Meet audience where they are and **make it easy for them to click and/or share**.
- **The more the audience understands the message, the more likely they were to want to know more.**
- After reviewing the ads in the survey, **over half were somewhat or very interested in learning more about the options.**
- It appears a **large audience percentage teleworks at least part-time**. How do we better engage this audience and get them to try other part-time options.

PARTICIPANTS – IN-PERSON INTERVIEWS

Tiera Harris, Brand Marketing Specialist, goDCgo

Michelle Golden, Senior Marketing Manager, Montgomery County
Commuter Services

Kathryn Nicholson, PRTC

Nate Graham, goDCgo

Maggie Awad, Marketing Manager, Arlington Transportation Partners

Jesse Kafka, Marketing Specialist, vRide

Adrienne Moretz, Community Relations Manager, TransIT Services of
Frederick County

Mark Sofman, Program Specialist II, Montgomery County Commuter
Services

Traci McPhail, Marketing Manager, North Bethesda Transportation Center

Gabriel Ortiz, TDM Coordinator, City of Alexandria

PARTICIPANTS - ONLINE

All regions were represented,

- Washington D.C. 13.04%,
- Maryland 47.83%
- Virginia 39.13%.

Both men and women were represented with a skew towards women – reflective of our target

All respondents were employed and commuted to work.

Age groups were reflective of our target audience.



'Pool Rewards

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'POOL REWARDS – SPRING


OBJECTIVES

Promote 'Pool Rewards benefits/encourage registration

Use new & traditional media to promote



'POOL REWARDS – GWRIDECONNECT

Enjoy time savings on the  ExpressLanes

Carpools of 3 travel TOLL-FREE with *E-ZPass Flex*

Plus, 'POOL REWARDS provides \$3.50 cash / day

for members of newly-formed carpools*

* additional rules & restrictions apply

COMMUTER CONNECTIONS can help you find carpool partners!

'POOL REWARDS – PROPOSED MEDIA BUDGET

Proposed Media:

Radio

TV/Cable

Facebook Ads



Bike to Work Day

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COMMUTER CONNECTIONS[®]

BIKE TO WORK DAY

Friday May 15, 2015

STRATEGY

Promote bicycling as
a viable alternate
commute mode

Build regional participation

Engage employers and
organizations

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2015 SPONSORS



CONFIRMED SPONSORS

Cash Sponsorship total	\$47,100
In-Kind Sponsorship total	\$10,945
Grand Total	\$58,045



POSTER

BIKE TO WORK DAY 2015 FRIDAY 5.15.15



COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott **K&R** **ICF**

Bicycle SPACE **LOCAL MOTION** **Bike Arlington** **ExpressLanes**

GENERAL DYNAMICS Information Technology **The JBG Companies** **EARTHJUSTICE** **KIND**

BIKEPOLL **CRYSTALride**

goDCgo **AAA**

BIKES@VIENNA **KIMPTON** hotels & restaurants

ABUS **BROMPTON**

ORNLIEB **odw**

Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

bike to work day 2015

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015 VIERNES 5.15.15



COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION

Marriott **K&R** **ICF**

Bicycle SPACE **LOCAL MOTION** **Bike Arlington** **ExpressLanes**

GENERAL DYNAMICS Information Technology **The JBG Companies** **EARTHJUSTICE** **KIND**

BIKEPOLL **CRYSTALride**

goDCgo **AAA**

BIKES@VIENNA **KIMPTON** hotels & restaurants

ABUS **BROMPTON**

ORNLIEB **odw**

Regístrate previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.
COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.
 Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
 *Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.
 Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

bike to work day 2015

T-SHIRT



RACK CARD

BIKE TO WORK DAY 2015
FRIDAY 5.15.15



Register at
www.BIKETOWORKMETRODC.org
or call **800.745.7433**

Pre-Register by May 8
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

Over 75 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

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

*T-shirts available at pit stops to
first 14,000 registrants.



PIT STOP BANNER

EDGEWOOD-MET BRANCH TRAIL

On the Metropolitan Branch Trail

Above Rhode Island Avenue, NE

7:00 am to 9:00 am




Register at www.BIKETOWORKMETRODC.org or call 800.745.7433




2015 **BIKE TO WORK DAY**
FRIDAY 5.15.15

WEBSITE



BIKE TO WORK DAY FRIDAY 5.15.15







HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.

[Free Registration Click Here](#)



Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.
[Read More...](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.
[Read More...](#)

Event Poster

A PDF of the new Bike to Work Day 2015 event poster will be available in March 2015.
[Click here to download last year's poster](#)

Sponsors

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our sponsor page and find out more about these great organizations.
[Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.
[Read More ...](#)

SOCIAL MEDIA



Search Twitter Have an account? Log in

BIKE TO WORK DAY 2015

FRIDAY 5.15.15

800.745.RIDE www.biketoworkmetrodc.org

TWEETS 134 FOLLOWING 218 FOLLOWERS 1,363 LISTS 2 [Follow](#)

Commuter Connections
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC
biketoworkmetrodc.org
Joined April 2009

Tweets **Tweets & replies** Photos & videos

Commuter Connections @BikeToWorkDay · Aug 14
Jason Vitale is one of the 2014 Bike to Work Day regional bike raffle winners! He won a bicycle from [@bikevirginia](#)

SOCIAL MEDIA

facebook.


The screenshot shows the Facebook page for 'Bike to Work Day'. The page header includes the search bar with 'Bike to Work Day' and navigation links for 'Go', 'Home', and 'Find Friends'. Below the header, there are tabs for 'Page', 'Messages' (2), 'Notifications' (5), 'Insights', and 'Posts', along with 'Settings' and 'Help' options.

The main content area features a large cover photo of a person's hands on a bicycle handlebar. The text on the cover photo reads: 'BIKE TO WORK DAY 2015', 'FRIDAY 5.15.15', '800.745.RIDE', and 'www.biketoworkmetrodc.org'. Below the cover photo is the profile picture, which is an orange square with a white outline of a city skyline and a bicycle. The profile name is 'Bike to Work Day' and it is identified as a 'Non-Profit Organization'. There are buttons for 'Create Call-to-Action', 'Liked', 'Message', and a three-dot menu.

Below the profile information, there are tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. The left sidebar shows statistics: '1,591 likes +3 this week', '15 people have been here', 'Promote Your Page', 'Invite friends to like this Page', and '620 Post Reach this week'. The 'ABOUT' section is partially visible, mentioning 'Registration is now open for the 2014 Bike to Work Day event.' and the website 'www.biketoworkmetrodc.org'.

The main timeline shows a status update: 'Bike to Work Day changed their profile picture.' Posted by 'Go Greenman (?)' on March 3 at 11:55am. Below the update is the new profile picture, which is the same orange square logo as above.

The right sidebar shows a 'Promote' dropdown menu with 'THIS WEEK' statistics: '3 Page Likes', '620 Post Reach', and 'UNREAD' notifications. Below this is a 'Recent' list of years from 2014 to 2010. At the bottom of the sidebar, there is a 'See Your Ad Here' section with a small thumbnail of the cover photo and a 'Bike to Work Day' post with 25 likes and 1 share. There are also buttons for 'Rooms' and 'Chat'.



**TREAD A WAY NONE
HAVE TROD BEFORE**
- WILLIAM BUTLER YEATS

Employer Recognition Awards

odonnellCOMPANY

COMMUTER  CONNECTIONS[®]

2015 EMPLOYER RECOGNITION AWARDS

STRATEGY

Recognize employers who deliver measurable commuter benefits

- Newsletter Story
- Email blast
- Paid & Earned media
- Social Media

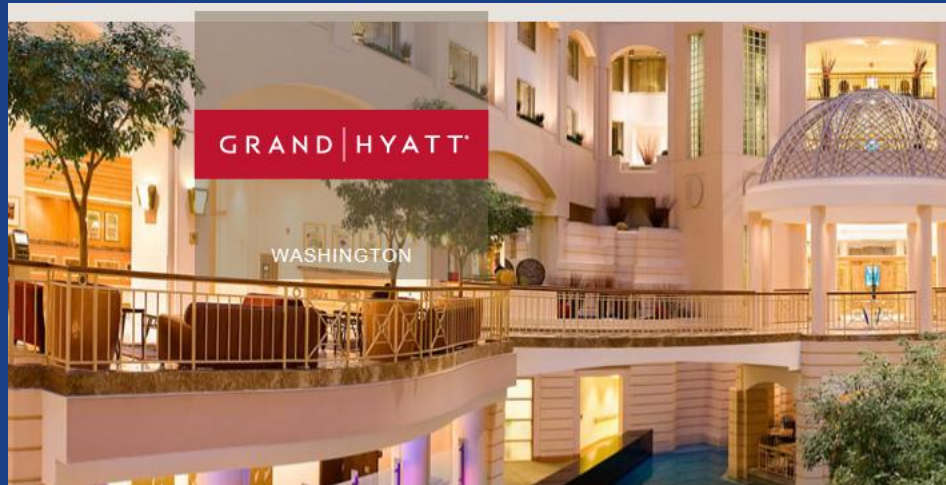
Help winners leverage recognition

- Employer Winner Kit



SCHEDULE

- JAN Nomination period
- MAR Selection Committee Meets
- APR Marketing Material Development
- MAY Media Coordination
- JUN Ceremony & Print Ad





additional marketing

NEWSLETTER

STRATEGY

- Leverage infographics from State of the Commute
- Publish quarterly
- New digital version being developed

NEWSLETTER

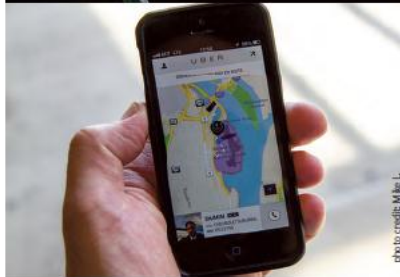
HOW RIDESHARING SERVICES FIT INTO THE TRANSPORTATION LANDSCAPE

There has been an abundance of news coverage regarding Transportation Network Companies (TNCs) such as Uber, Lyft, Sidecar and many others, who offer ridesourcing services. Lyft markets itself as "your friend with a car", and rival Uber promotes themselves as "your on-demand private driver."

These recently emerged companies offer a new twist on the well-established taxicab industry, long embedded into the transportation landscape. In fact, the first taxicab company began in New York City over a century ago.

TNCs not only work similar to taxicab companies, in essence, they work exactly like them; the main distinction is technology. Rides do not start with the hailing of a cab or by speaking over the phone to a dispatcher; rather rides are enabled through smartphones and computers. When a ride is needed, customers use an app or go online to make the arrangement. Shortly thereafter a paid driver pulls up and takes the passenger to their destination. The transaction is paid via credit card stored electronically.

Concerning to Commuter Connections, and other non-profit organizations that promote traditional ridesharing, is the misuse of the term "ridesharing" for companies like Uber. For all intents and purposes, these companies are essentially high-tech taxicab services. It's less like ridesharing, and more like ridesourcing. The term "ridesharing" has traditionally been associated with informal, not-for-profit carpooling: an unregulated practice. Ridesharing, by definition is an informal arrangement between private citizens to share a ride in a personal vehicle (typically in a recurring fashion for commuting purposes), in order to reduce overall cost and/or time. Commonly, those who rideshare take turns as drivers.



Critics claim that these new Transportation Network Companies gained unfair advantages by disassociating themselves from the taxicab industry in order to avoid insurance and licensing fees required of the regulated cab industry. Taxicab Associations cried foul, asserting that TNCs did not have to play by the same rules and carry the equivalent financial burdens.

Continued on page 2

Mobile Work Exchange's National Telework Week saw an average of 4.5 hours and costs for the week and avoided a 45 mile round trip to work for participants as more than 153,000 federal workers, 10 employees in the nonprofit and private sectors, and 100 employees in the federal government, more than two days, more than four times the average work week.

Participants saved a total of \$14,042,766, reduced emissions, and could save 702,138,306 minutes per year.

Mobile Work Exchange (MWE) congratulates the federal government on its significant strides forward in telework and workplace flexibility since the Telework Enhancement Act was signed into law five years ago. Although telework continues to be an important issue in government, in light of major progress, MWE no longer feels it necessary to host a National Telework Week. MWE will continue to work with government agencies to understand the emerging telework landscape and to build out new programs to address community needs and requirements.

Mobile Work Exchange is a public-private partnership focused on demonstrating the value of mobility and telework, and serving the emerging educational and communication requirements of the federal mobile/telework community. For more information, visit www.mobileworkexchange.com.

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Winter newsletter

LOOKING AHEAD

- Spring Campaign Feb - June 2015
- Bike to Work Day Campaign Apr – May 2015
- 'Pool Rewards May 2015
- Spring newsletter May 2015
- Employer Recognition Awards June 2015



A woman with her hair in a ponytail, wearing a black jacket, is seated in the back of a car. She is looking down at a tablet computer she is holding in her hands. The car's interior is visible, including the window and door panel. The lighting is soft, coming from the side.

Q&A

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