



**Metropolitan Washington Council of Governments
FY 2014 Second Half Marketing Campaign Draft Summary
March 18, 2014**

Introduction

The Commuter Connections marketing initiative for FY2014 is built on the organization's research and campaign experience. The FY2014 Marketing Communications Plan and Schedule, distributed to network members in September 2013, laid the foundation for FY2014's marketing efforts. The research behind the FY2014 marketing campaign reflects findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2014, to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The second half of FY2014 Regional Marketing Campaign includes the following:

- The cost savings of ridesharing and that GRH is an added benefit support mechanism.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bike to Work Day to consider bicycling as a viable alternative way to commute.
- Employer Recognition Awards to recognize employers in the region who promote and encourage the use of alternate modes of transportation.
- The new mobile friendly website.
- The 40th year celebration campaign to be launched in spring 2014 with events, outreach activities, Earned Media, promotional giveaways and more.

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 (MWCOC). Commuter Connections offers free services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

Arlington County Commuter Services	Northern Neck Rideshare/PDC
Annapolis Regional Transportation Management Association (ARTMA)	Northern Virginia Transportation Commission (NVTC)
Bethesda Transportation Solutions (BTS)	Potomac and Rappahannock Transportation Commission (PRTC)
City of Alexandria	Prince George's County Department of Transportation
District Department of Transportation (DDOT)	Rappahannock Area Development Commission (RADCO)
Dulles Area Transportation Association (DATA)	Rappahannock-Rapidan Regional Commission (RRRC)
Fairfax City	TransIT Services of Frederick County
Fairfax Connector	Tri-County Council for Southern Maryland
Fairfax County Office of Transportation (FDOT)	Tysons Partnership Transportation Council (TyTran)
General Services Administration (GSA)	Virginia Department of Rail and Public Transportation (VDRPT)
GW Ride Connect	Virginia Department of Transportation (VDOT)
LINK	Virginia Railway Express (VRE)
Loudoun County Office of Transportation Services	vRide
Maryland Department of Transportation (MDOT)	Washington Area Bicyclist Association (WABA)
Maryland State Highway Administration	Washington Metropolitan Area Transit Authority (WMATA)
Maryland Transit Administration (MTA)	
Montgomery County Commuter Services	
Montgomery County Ride On	
National Institutes of Health (NIH)	
North Bethesda Transportation Center (NBTC)	

Cornerstones of the Marketing Program

The key services that are featured in the marketing campaign include the GRH and Ridematching programs. Both are integral 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 are to:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's primary resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the GRH service among commuters and increase applications for the program.
- Use special events such as Car Free Days and Bike to Work Day to encourage commuters to use the occasion to try an alternative form of transportation.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, those registering for the service will be given direct access to other commuters who are looking to carpool along with as access to 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.

Spring Umbrella Campaign

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and will run through June. Radio is the primary media for this campaign with spots running for a total of fifteen weeks. Television, Pandora (web and mobile audio ads + companion banners); YuMe (audio pre-roll + companion banners) will run for eight weeks, and online banner ads for fifteen weeks.

Value Add Promotions

Rideshare

In addition to paid media spots, over \$66,500, an additional 24% was negotiated in no charge promotional media value. Radio and TV stations are providing value add for Rideshare to include bonus spots at no charge and matching spots on Comcast Sports Net's Baltimore feed; live short messages; Rideshare Tuesday promotion on all radio stations. WPGC and WLZL (El Zol) will air a custom promotion to include a combined total of 60 :15 second on air and 60 :15 second digital promotional announcements. Comcast will also air a custom Rideshare promotion in April-June and provide 100 :15 second promotional announcements, custom landing page, pre-roll and video overlay, banner ads, inclusion in e-newsletter, Facebook and Twitter posts.

"Rideshare Tuesday's" – 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, and 6/17

Rideshare Tuesday is an ongoing invitation to try ridesharing on a Tuesday of any week. Rideshare Tuesday's will promote ridesharing and the Commuter Connections name during drive times. During each rideshare week, stations will air reads and programming related to positive driving experiences. Radio stations that will be promoting Rideshare Tuesday's with live read messages are WFMD, WFRE, WFLS, WTOP, WPGC and WLZL.

Rideshare Tuesday's Park and Ride custom Events – 3/25, 4/22 and 6/3

A minimum of three events will take place to promote Ridesharing. One in each of the surrounding area Park and Ride lot locations located in Metro DC, Virginia and Maryland. Radio stations will have live reads to promote the event time, date and place beforehand. TV Snipes will also be used to promote event dates, times, locations. Broadcasts from the event itself will ask that commuters stop in to join the fun. WPGC (95.5FM) and WLZL (El Zol) station websites will promote the events and prizes, as well as a Rideshare information page, inclusion in their loyal listener e-news, and a listing on their events page.

The event component includes an on-site broadcast during evening commuter drive time at a participating Park and Ride Lot and co-sponsored by [Dunkin Donuts/Chick-Fil-A]. Each event will have on-site incentives such as free food and drink, games and prizes from the station prize

wheel, grand prize giveaway every half hour of a Samsung tablet, and information about Commuter Connections ridesharing programs and services.

Commuters who stop in will be asked if they currently rideshare. If **YES**, they will be told about GRH and how to sign up for it. If **NO**, get help calculating the cost of their commute and see the savings of ridesharing. They will be told about ridesharing benefits and services including 'Pool Rewards. They will be shown the rideshare sign up page and asked to sign-up. Receive a handout with savings potential and list of related commuter programs. They will be shown where/how to sign up for prizes.

Participating Stations for Park and Ride Events

WPGC (95.5 FM): Urban Adult Contemporary

WLZL (El Zol): Spanish Language

Messaging to include:

- Ridesharing can save you money. Learn how today!
- Commuter Connections is celebrating 40 years of ridematching services. Join us!
- Win great prizes! Stop in to meet (DJ name) and Josie from (network member name), and Commuter Connections.
- Free food! Grab a bite with us at our Commuter Connections event!

“Win a Carpool Ride with a Celebrity” Celebrity Endorsement Custom Promotion

April 21 – June 22, 2014

Comcast Sports Network will host the “Win a Carpool Ride with a Celebrity” contest for carpoolers on-air and online. During the four week promotional period (non-consecutive), Comcast will host on their website a registration page for entrants to opt-in from their site which will also require them to like Commuter Connections on Facebook.

Commuter Connections will receive:

25 :15 second promotional announcements per week (100 total) Monday through Sunday, 6am-12midnight.

Promotional announcements on their Baltimore commercial feed

:15 second pre-roll and video overlay that runs upon visiting CSNWashington.com homepage

Promotional display advertising campaign on CSNWashington.com which includes a homepage takeover (980x50 and 300x250 rotational banner ads) and a 4-pack of fixed placement on their homepage for the duration of the contest. Comcast will include the Celebrity Carpool Ride contest promotion in three (3) e-newsletter ad placements to 13,000+ subscribers (728x90).

Commuter Connections Celebrity Carpool Ride contest will be mentioned in a minimum of six (6) Facebook posts and Tweets during the contest and updates throughout the contest to over 92,000 fans/followers.

GRH

Radio stations are providing value add for GRH during the Spring Campaign that include bonus spots at no charge on WTOP and ESPN, no charge and reduced rate short messages on WTOP, WWDC, ESPN, and WBIG.

Value Add Promotions

In addition to paid media spots, \$13,325, an additional 7.5%, was negotiated as no charge promotional media value. The value add provided by the radio stations during the spring campaign will promote GRH. Five and fifteen second promotional spots will run on radio stations in addition to rotating GRH banner ads on the websites for WBIG and WWDC.

Listeners were reminded of the cost-saving benefits of ridesharing through no charge spots and reduced rates provided by WTOP and ESPN. WTOP, ESPN, WBIG and DC101 provided no charge and reduced rate short messages promoting the cost-savings and benefits of ridesharing.

Spring Ridematching Campaign

Messaging Strategy

The second half of the FY2014 campaign promotes ridesharing with a focus on the benefits of saving money, and vehicle miles. Commuter Connections is strategically positioned as a trusted partner in ridematching by bringing benefits to consumers. Collective impacts of Commuter Connections 40 years, and experience in the region will validate the cost savings message, and make it relatable to everyday life.

Messaging for the ads tie in real ridesharing statistics and their benefits with fun facts for comparison that everyday people can relate to. By demonstrating a “real” expense in a fun way, it bring across the effect that you are spending money, or car miles, every day or year that could easily be saved or repurposed for whatever it is that you really want.

\$600 in savings each year.
Average dollars Ridesharing saves *each* Commuter Connections participant.

That's a year's worth of premium coffee!

Rideshare. Wake up and smell the savings.
Free Ridematching Services.

800.745.RIDE commuterconnections.org

COMMUTER CONNECTIONS
A HEALTHY WAY TO WORK

Equal to 20 trips to the moon and back!

11,000,000 miles each year.
Combined mileage saved by Commuter Connections participants who Rideshare.

Rideshare. Propel your commute.
Free Ridematching Services.

800.745.RIDE commuterconnections.org

COMMUTER CONNECTIONS
A HEALTHY WAY TO WORK

As indicated in past surveys and supported by the market research, commuters are motivated to switch to alternative transportation primarily in order to save money. Campaign creative was developed to highlight the contrast between the ever-increasing daily expenses in life and the cost savings of sharing a ride.

Media Objectives: Rideshare

The campaign to promote the Ridematching program uses a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis is being placed on middle and outer ring commuters. With fewer public transit options, ridesharing is a plausible alternative for commuters with longer distance commutes.

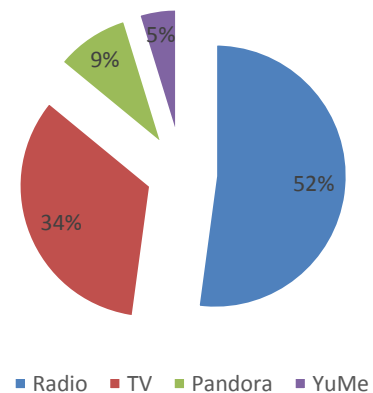
Target market (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic

Washington D.C.
DMA

Rideshare Spring Budget	MWCOG Cost	Gross Dollars
Radio	\$134,775.15	\$158,559
Television	\$87,416.55	\$102,843
Pandora Web & Mobile	\$24,000	\$28,236
YuMe Banner Ads	\$12,300.50	\$14,471
Total Budget	\$258,492.20	\$304,109



Note: An additional net fee of \$10,000 is being used to secure station promotions.

Radio

Radio is the anchor medium for the Rideshare campaign, with focus on exurb stations and D.C. news stations. The campaign is also reaching out to Spanish-speaking commuters with spots running on Tropical Spanish (WLZL). The campaign will run on the following stations:

- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WTOP (103.5 News)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)

The radio campaign will run alternately for nine weeks February 24th through June 22nd with the following spots promoting the Ridematching program in both English and Spanish languages:

Ridesharing: :30 "Dinosaur" English

Dad: Did you know 11 million miles are saved by people who rideshare to work through Commuter Connections? That's 20 trips to the moon and back!

Kid: Did you know Brachiosaurus ate one ton of leaves every day?

Dad: Now that dinosaur could eat you for breakfast!

Kid: He could eat your carpool friends too. (Kid: TRex imitation)

Dad: Nah, we'd just blast off to the moon. (sfx: psshhh! [blast off sound])

Kid and Dad: (joint laughter)

Announcer: Rideshare and propel your commute.

Commuter Connections. Providing trusted, free ride matching since 1974. Register at Commuter Connections dot org, that's Commuter Connections dot org, or call 800 745 RIDE.

Ridesharing: :30 "Dinosaur" Spanish

Papá: ¿Sabías que las personas que comparten el transporte para ir al trabajo a través de Commuter Connections ahorran 11 millones de millas de viaje?

Hijo: ¿Y sabías que los braquiosaurios comían una tonelada de hojas al día?

Papá: ¡Ese dinosaurio podría comerte de desayuno! (Papá: imita a TRex)

Hijo: Y de almuerzo se podría comer a las personas con quien compartes el transporte. (Hijo: imita a TRex)

Hijo y papá: (rien juntos).

Anunciante: Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

Ridesharing: :30 "Coffee" English

Guy: Wow I could really use a good cup of coffee right about now!

Female: You say that *every* day... you must spend a fortune on that stuff!

Guy: Yah. No. Well... Kinda.

Female: What?

Guy: [chuckle] I save \$600 a year Ridesharing through Commuter Connections. That's a year's worth of premium coffee! I consider it my free pick me up!

Announcer: Rideshare. Wake up and smell the savings.

Commuter Connections. Providing trusted, free ride matching since 1974. Register at Commuter Connections dot org, that's Commuter Connections dot org, or call 800 745 RIDE.

Ridesharing: :30 "Coffee" Spanish

Hombre: Me caería bien una taza de café en este momento.

Mujer: ¡Debes gastar mucho dinero en café!

Hombre: Bueno...más o menos.

Mujer: ¿Cómo así?

Hombre: [risita] Yo ahorro 600 dólares al año compartiendo el transporte a través de Commuter Connections. ¡Eso equivale a un año del mejor café! Y eso para mí, ¡es un gusto que me doy gratis!

Anunciante: Comparte el transporte. Levántate y disfruta el aroma del ahorro. Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

Television

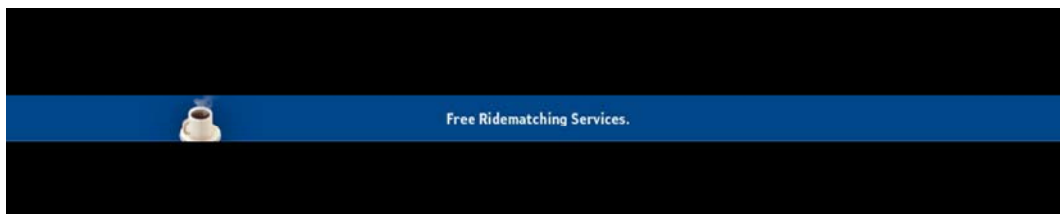
The use of snipes and squeeze backs in selected television programming provides DVR proof advertising. Snipes appear at the bottom of the television screen during programming and promote the rideshare savings with the catchy images and stats that benefit the consumer. Squeezebacks surround the TV promo on the television screen during programming promoting ridesharing savings. Images and messages that complement the radio spots throughout the day, promote cost-savings benefits of ridesharing and free ridematching services with Commuter Connections.

Squeezebacks will run in early morning and late news on WJLA (ABC News 7) and snipes during Capitals, Wizards and Redskins sports programming on Comcast.

Example of squeezeback on WJLA (images will be animated)



Example of snipe on Comcast (images will be animated)



Internet & Mobile/Tablet Advertising

Internet and Mobile/Tablet advertising will appear on YuMe and Pandora as alternatives to the standard Run-of-Site internet used in the past. Pandora offers Commuter Connections flexibility to target audio ads by age, male/female and county considering the buy is based on impressions. Pandora will run :30 audio web and mobile friendly ads for the Rideshare campaign, that encourages users to click on the follow up banner. YuMe is able to geo-target/behavioral-target :30 audio ads to a segment of the region's audience that combines vehicle owners with full-time employees in an attempt to find the audiences that are most likely interested in carpooling. Both Pandora and YuMe will promote the Commuter Connections Ridematching program for the campaign. Various banner ad sizes will run for eight weeks from February 24th through June 22nd, with performance monitored and optimized throughout the campaign.

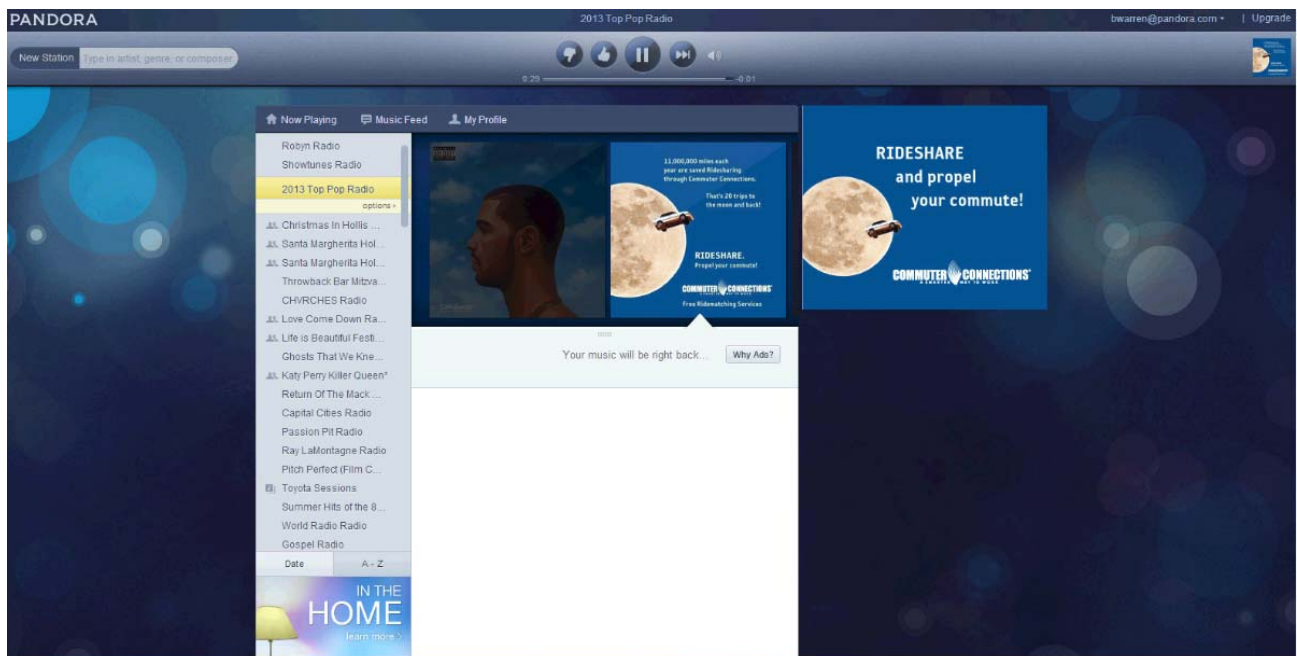
The following placement types were selected:

- Pandora – Web and Mobile audio, Mobile Display, interactive pre-roll
- YuMe – Web and Mobile Companion Banners (A35-64, vehicle owners & Full-time employees), audio ad

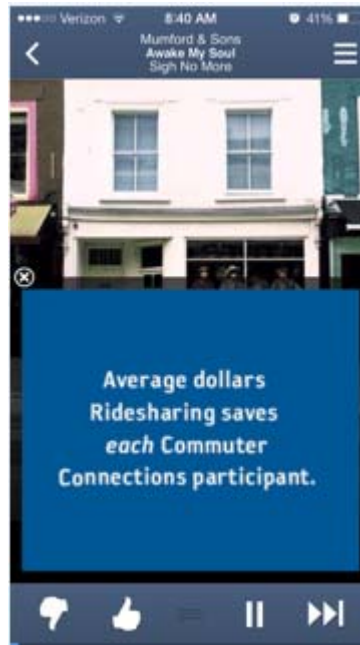
Ad sizes include tile ad (500x500) and rectangle (300x250, 300x60).

The ads will use the Rideshare visuals with a call to action to visit commuterconnections.org.

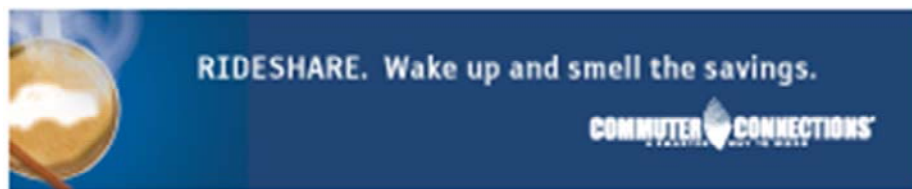
Pandora – Audio Web Banner (500x500 tile ad)



Pandora – Audio Mobile Tile and Following Banner (500x500)



YuMe – Online Pre-Roll (300x60 example)

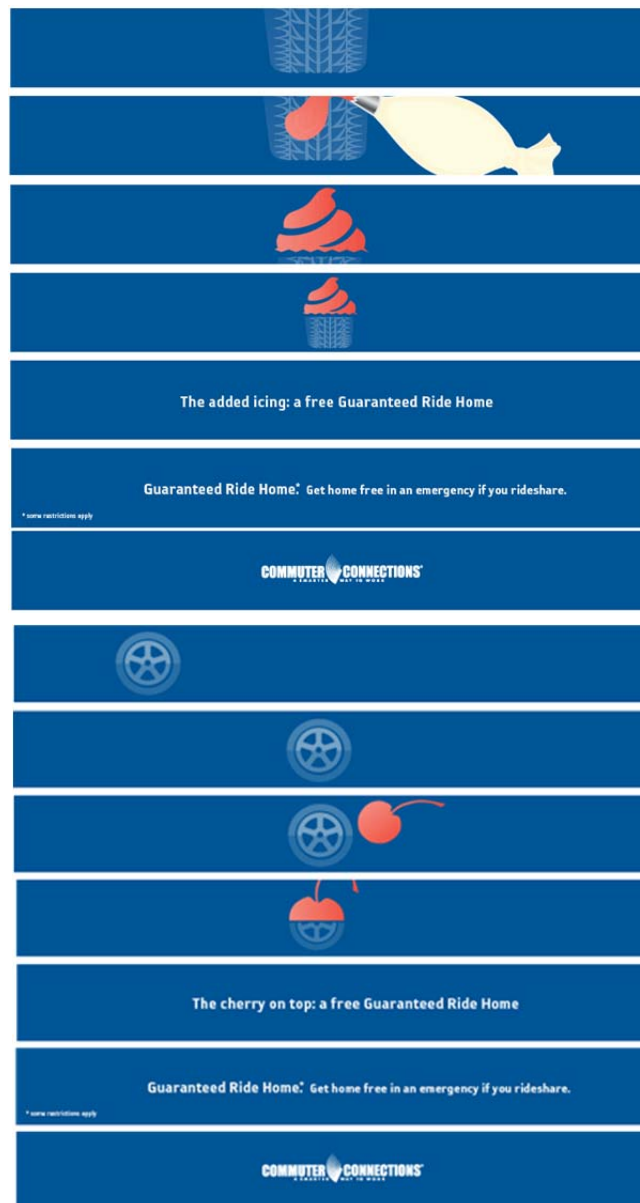


Spring Guaranteed Ride Home Campaign

Messaging Strategy

For Guaranteed Ride Home, the second half of the FY2014 campaign promotes GRH as the special “finishing touch” after you sign up to rideshare, the good thing after another positive event. Your “free” commute alternative just got sweeter now that you’ve signed up for GRH.

Live :15 second radio reads, recorded :30 second spots and online banner ads, reinforce the message that in case of an emergency or a need to stay late at work arises, GRH provides a guaranteed way to get home.



Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems, how to get home in case of an emergency. Geographic emphasis was placed on inner core commuters.

Target market (from [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-54 years old (88%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	MWCOG Cost	Gross Dollars
Radio	\$178,580.75	\$210,100.25
Total Budget	\$178,580.75	\$210,100.25

Radio

Radio is being used exclusively for the GRH campaign. Focus is on D.C. stations using a mix of genres including sports, news, and rock stations as follows:

- ESPN (980 AM Sports)
- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WWDC (DC101.1 Rock)

The radio campaign runs alternately for seven weeks with the GRH campaign starting one week later than the Rideshare campaign. It began airing on March 3rd and will continue through June 29th.

The following live reads and spots are promoting GRH for the second half of FY2014:

Guaranteed Ride Home: live :15 Toppers 1"

The icing on the cake? You get a Guaranteed Ride Home in case of emergency – if you rideshare. Visit commuterconnections.org to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: live :15 Toppers 2"

Think of it as the cherry on top: A Guaranteed Ride Home is yours if you rideshare and an emergency comes up where you need to get home. Sign up at commuterconnections.org. That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: live :15 Toppers 3"

Top it off: One more easy sign-up step will get you an emergency ride home through the Guaranteed Ride Home program if you rideshare. Visit commuterconnections.org today. Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: :30 "Game"

Guy 1 Great weekend of golf! Birdied two holes... And practicing my speech on my carpool buddies really paid off! The CEO loved it!

Guy 2: Impressive!

Guy 1: Carpool Bob tried to throw me off my game going home sick but SHAZAM! Remembered my Guaranteed Ride Home.

Guy 2. Commuter Connections?

Guy 1: Yup.

Guy 2: Sweet.

Guy 1: Amazing-ly sweet. The cherry on top.... So loving the world right now... even you. (laugh (both))

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at commuterconnections.org. Some restrictions apply. Commuterconnections.org

Guaranteed Ride Home: :30 "Birthday"

Woman 1. 'Scuse my giddiness... My husband remembered my birthday... look at this!

Woman 2. Nice!

Woman 1. My carpool did too - cupcakes!

Woman 2. Mmmm...

Woman 1. Then two new clients called to say they were on board!

Woman 2. Wow!

Woman 1. Even when Dom said we had to stay late to finish the contracts, I knew I had a Guaranteed Ride Home.

Woman 2. So, icing on the cake!

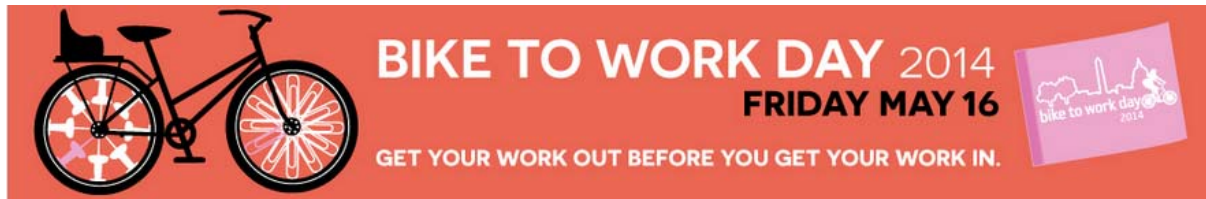
Woman 1. You know it! (laugh (both))

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at commuterconnections.org. Some restrictions apply. Commuterconnections.org

Special Events

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. In-Kind sponsorships were also secured to provide food, beverages, and prizes at many of the pit stops. This year, Bike to Work Day cash sponsorships reached of \$44,675 and in-kind sponsorships totaled \$16,425.








BIKE TO WORK DAY 2014
FRIDAY MAY 16
GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION OPENS MARCH 1, 2014 SPONSORS

Bike to Work Day

On Friday May 16, 2014 Commuter Connections and the Washington Area Bicyclist Association invites 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 75+ pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for a free bicycle! & free T-shirts available at pit stops to the first 13,000 who register.



Registration Opens March 1st

Pit Stops

Over seventy five 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!

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 16th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

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.

Event Poster

Download a PDF of the Bike to Work Day 2013 event poster. Email it to your family,

Sponsors

Bike to Work Day organizers wish to thank our generous sponsors who help make this

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available for a wide range

Sponsors



Poster English / Spanish

BIKE TO WORK DAY 2014

FRIDAY MAY 16

COMMITTEE CONNECTIONS **WASHINGTON AREA BICYCLIST ASSOCIATION** **MARRIOTT** **ICF**

Bike Arlington **LOCAL HEROES CITY OF ALEXANDRIA, VIRGINIA** **capital bikeshare** **WHOLE FOODS**

TWINBROOK **BicycleSPACE**

ExpressLanes **AAA** **BicyclePASS** **BIKES-VIENNA** **CRISTALIDE**

FAIR LAKES **KIMPTON hotels & restaurants** **ABUS** **BROMPTON**

LEGAL DRINK **GREEN BIRD** **JAMIS** **ORTLIEB** **POW**

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 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

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2014

VIERNES 16 DE MAYO

COMMITTEE CONNECTIONS **WASHINGTON AREA BICYCLIST ASSOCIATION** **MARRIOTT** **ICF**

Bike Arlington **LOCAL HEROES CITY OF ALEXANDRIA, VIRGINIA** **capital bikeshare** **WHOLE FOODS**

TWINBROOK **BicycleSPACE**

ExpressLanes **AAA** **BicyclePASS** **BIKES-VIENNA** **CRISTALIDE**

FAIR LAKES **KIMPTON hotels & restaurants** **ABUS** **BROMPTON**

LEGAL DRINK **GREEN BIRD** **JAMIS** **ORTLIEB** **POW**

HAZ TU EJERCICIO ANTES DE ENTRAR A TRABAJAR.

Regístrate previamente antes del 9 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.

Visita 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's gita, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

Rack Card

BIKE TO WORK DAY 2014
FRIDAY MAY 16

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

Pre-Register by May 9
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.



**GET YOUR WORKOUT BEFORE
YOU GET YOUR WORK IN.**



Commuter Connections 40 Years, Washington Area Bicyclist Association, Marriott, ARET, TWINBROOK, ICF INTERNATIONAL, Bike Arlington, LOCAL MOTION, capital bikeshare, WHOLE FOODS, BicycleSPACE, AAA, ExpressLanes, BicyclePASS, BIKES&ROLL, CAPITAL CRESCENT TRAIL, CRYSTALride, FAIR LAKES, KIMPTON hotels & restaurants, HISTORIC PRESERVE, BIKES@VIENNA, ABUS, BROMPTON, CRUZE, GREEN GURU, JAMIS, KROB, ORTLIEB, polw

Bike to Work Day is also funded
by the District of Columbia,
Maryland, Virginia and U.S.
Departments of Transportation.

 Printed on recycled paper

T-Shirt (back)



Pit Stop Banner



BIKE TO WORK DAY

Bike to Work Day is on Facebook.

To connect with Bike to Work Day, sign up for Facebook today.

[Sign Up](#)

[Log In](#)

2014



Bike to Work Day

1,080 likes · 63 talking about this

Non-Profit Organization

Registration for the Bike to Work Day 2014 event will begin March 4th.



Photos

1,080

Likes



Videos

About

Highlights ▾



Bike to Work Day

February 27

Bike to Work Day 2013 (20 photos)

May 17, 2013



Recent Posts by Others on Bike to Work Day

[See All](#)



Julie Gaffney

when is registration open? the website says the 4th but it is...

1 · Yesterday at 8:13am



Purpose Pedalers

@ Only 16 hours left to buy this shirt. More than \$7 per shir...

February 6 at 2:27am

Twitter

2014 DAY MAY 16

Tweets

- Following
- Followers
- Favorites
- Lists

Follow Commuter Connections

Full name

Email

Password

Sign up

Photos and videos

Worldwide Trends - Change

- #LaVozDios4
- #KapusuzunMubahalesineAMIN
- #DqmJatayaGovenimZTAM
- #FETTUSiGulenYargilanacakBittisi

Commuter Connections
@BikeToWorkDay

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

TWEETS 109 FOLLOWING 207 FOLLOWERS 1,076 **Follow**

Tweets

- Commuter Connections** @BikeToWorkDay · 3h
[Blog] Bike to Work Day 2014 Pit Stops - biketoworkmetrodc.org/?p=3870
Expand
- Commuter Connections** @BikeToWorkDay · May 17
More than 14,500 registered for Bike to Work Day 2014, a 15% increase over last year. On behalf of Commuter Connections, thanks for biking!
Expand
- Commuter Connections** @BikeToWorkDay · May 16
#BTWDC is the hashtag to use tomorrow for Bike to Work Day in the Metropolitan Washington DC region. We look forward to your tweets!
Expand
- Commuter Connections** @BikeToWorkDay · May 15
Beautiful weather perfect for bicycling is expected this Friday May 17th. Enjoy!
Expand
- Commuter Connections** @BikeToWorkDay · May 14

Commuter Connections 40th Anniversary Celebration

With its origins in 1974, Commuter Connections is celebrating its fortieth year of service in 2014. Currently over 20,000 commuters rely on Commuter Connections to provide free up-to-the-minute ridesharing information at no cost. To promote and celebrate Commuter Connections 40 years of providing ridematching for carpools and vanpools in the Washington DC metro area, various means of marketing, outreach and earned media have been proposed to roll out throughout 2014.



Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



Commuter Connections Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections Newsletter was produced during the second half of FY2014. The six page 4-color newsletter was produced and distributed to approximately 7,000 employers and stakeholders. It was also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.



PRE-TAX COMMUTER BENEFIT SLASHED

The \$245 per month pre-tax commuter benefit set in place in 2009 expired on January 1st, slashing the benefit to \$130.

In 2009, commuter tax benefits were initially raised to provide parity with the amount set for pre-tax parking benefits. This expired in 2011 however, under a fiscal cliff deal early last year when the commuter benefits were restored to the level of parking benefits, retroactive to 2012.

The reduced benefit was unwelcome news for transit agencies, which along with public transportation advocacy groups, have long argued that subsidies and pre-tax benefits help encourage commuters to leave their cars at home and take buses, trains and vanpools.



Continued on page 2

BIKE TO WORK DAY 2014 PLANNED FOR MAY 16

Participation in Bike to Work Day (BTWD) was big in 2012 with 12,500 riders, even bigger in 2013 with 14,500 riders, and may become the biggest this spring.

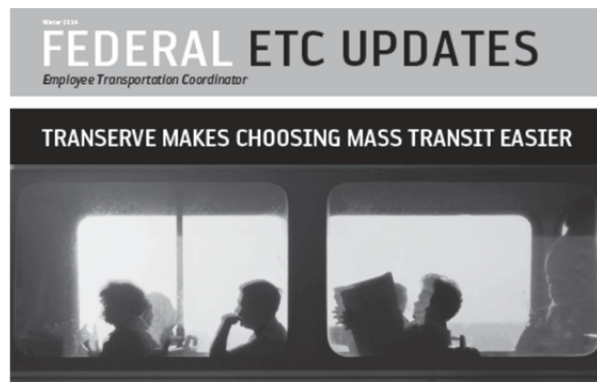


Began nationally in 1956 and locally in the Metropolitan Washington area in 2001, BTWD has grown into an international event with bicyclists taking to the streets in an effort to participate in a healthy and affordable alternative to driving alone.

BTWD has grown from a small gathering of a few hundred in its early beginnings to an event which draws the masses.

The benefits of employee bicycling to your organization are many; studies have shown that active transportation such as bicycling, can lower health care costs, decrease absenteeism, increase employee productivity, and reduce parking and maintenance costs.

Continued on page 4



In an effort to both save money and make choosing mass transit easier for federal employees, TRANServe, a program of the U.S. Department of Transportation (DOT), is moving away from paper fare media to deliver the transit benefit electronically. The primary goal is to use a single fare media delivery system that offers enhanced internal controls and preserves the transit benefit by deterring fraud, waste, and abuse.

The transit benefit program encourages federal government employees to choose commuting options that improve air quality and reduce traffic congestion instead of driving single-occupant vehicles.

DOT expanded its launch of this new, cost-efficient way for federal employees to receive their monthly transit benefit in 2013. Through the new method, government employees are able to use a personalized Visa® debit card to purchase benefits from a ticket agent, online, or at a station kiosk, saving the federal government approximately \$270,000 annually in eliminated shipping, travel, and on-site distribution costs.

An estimated 20,000 employees in over 50 federal agencies in the Washington, D.C. area and other cities no longer need to stand in line or lose time away from their offices to obtain paper vouchers. Unused benefits were returned to the government,

which lead to additional government savings.

This new process also allows greater oversight through monthly reports detailing where benefits are purchased and used. Lost cards can be quickly canceled and easily replaced, further safeguarding government funds.

In the Washington area, the TRANServe debit card can be used on Antrak, MARC, MTA Maryland VRE, HRT, and with Metrolink and VPSA.

The U.S. Department of Transportation was one of the first government agencies to embrace the Transit Benefit Program. It began distributing transit benefits to employees in the early 1990s. The Department's program has evolved over the years to offer transit benefit distribution services to over 250,000 federal participants nationwide.

For more information on the TRANServe program, go to <http://www.transerve.dot.gov>.



'Pool Rewards

A combination of media tactics will run in the spring to promote the benefits and incentives of the 'Pool Rewards program. The spring ETC newsletter will also include an article touting the benefits of ridesharing and cost-savings of Commuter Connections carpool and vanpool programs to employees during these months and encourage them to register.

A series of 5 and 30 second English reads and 10 second Spanish reads, will be provided to the radio stations for recording value add messaging through the Rideshare Spring Umbrella campaign. The reads will encourage commuters to join a new carpool or vanpool through Commuter Connections 'Pool Rewards and receive incentives. Listeners will be asked to go to commuterconnections.org to get more information.



Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship towards the Clean Air Partners marketing campaign for FY 2014*. Funding was combined with cash donation from other contributors, collectively totaling \$88,300. Additionally, the campaign received nearly \$50,000 of regional in-kind transit advertising. The marketing campaign included radio, online advertising, transit, media outreach, and social media. The radio spots featured AirAlerts subscribers speaking about how Clean Air Partners benefits their lives.

**Commuter Connections dollars spent were from the previous fiscal year.*



YOUR AIR QUALITY | **GET INVOLVED** | **AIR QUALITY FACTS** | **EDUCATION** | **SUPPORTERS** | **RESOURCES** | **ABOUT**

CLEAN AIR PARTNERS DC-MD-VA

Sign Up for AirAlerts

 Air Quality information delivered straight to your inbox.

Air Quality Action Guide

Spotlight
 On Wednesday, October 9th, Wood Acres Elementary School celebrated Walk to School Day. Walk to School Day is a national initiative that promotes healthier habits, a cleaner environment, and a sense of community. The event was sponsored by the PTA Green Team. [Read More](#)

News
Slogan Contest We're pleased to announce our 3rd annual slogan contest for local middle and elementary students. Students in grades 4-8 are invited to submit a creative slogan that brings to light solutions to air pollution and climate change and inspire people to take actions to improve our region's air quality. The deadline for submissions is November 22, 2013. [Full contest announcement](#)
Air Pollution Blamed for 200,000 Deaths According to the Massachusetts Institute of Technology, air pollution is responsible for roughly 200,000 early deaths each year across the US. Researchers found the highest mortality rate in Baltimore, where 130 out of every 100,000 residents is likely to die due to long-term exposure to air pollution. [read full article](#)
Air Pollution and the Chesapeake Bay Ever wonder how air pollution affects the Chesapeake Bay? Check out this video to see how our watershed is affected by the air that surrounds it, and how airborne pollutants fall onto our land and into our water. [click here for video](#)

Forecast | **Current** | **High/Low** | **Set as Default Tab**

Metro Washington
 Very Unhealthy 10/10 10/10 10/10 10/10
 Unhealthy 10/10 10/10 10/10 10/10
 Moderate
 Good

Source: Metropolitan Washington Council of Governments

Air Quality Forecast | **App Store** | **Google play** | **f** | **t** | **YouTube**

Air Quality Forecast Hotlines
 Metro Washington: 202-589-1212
 Metro Baltimore: 410-537-3247

Constellation | **COMMUTER CONNECTIONS**

National Telework Week Promo

Commuter Connections and Clean Air Partners teamed up during National Telework Week to reward a \$50 gift card each day to Washington region workers that post about their teleworking experience between March 4 – 6th. Entries will be collected from Twitter, Facebook and Instagram and must include the hashtag #TeleworkDC. Posts may include text, images, video and links.



facebook

Commuter Connections
February 28

Let's #TeleworkDC Sweepstakes!
Commuter Connections and Clean Air Partners are teaming up to reward \$50 gift cards to several lucky Washington Metro DC workers that post about their teleworking experience. The contest will take place March 4 - 6th during National Telework Week. Winners will be chosen at random. Visit <http://bit.ly/JtaMuz> for more details and good luck!



Like · Comment · Share 1

Commuter Connections shared a link.
February 25

DDOT is holding its Semi-Annual Circulator Forum tonight at 6 p.m. at Eastern Market to solicit feedback from passengers on the strengths and weaknesses of the bus system to ensure the DC Circulator continues to meet the needs of current and future riders.

News and Press Releases | DC Circulator
www.dccirculator.com

At just \$1 and with buses arriving every 10 minutes, the Circulator provides daily bus service on five convenient routes throughout Washington, DC.

Recent Posts by Others on Commuter Connections [See All](#)

- Chimes International**
Chimes President and CEO Marty Lampner taped an epis...
18 · 1 · December 18, 2013 at 7:49am
- Scot Cooler**
Scot posted a photo.
September 6, 2013 at 10:37am
- Alexander House Apartments**
PARK IT! Can you go without your car for an entire week...
August 20, 2013 at 11:57am
- Fatemeh Allahdoust**
Perfect for Car Free days:
August 7, 2013 at 10:12am
- Carrie Wilkerson**
Hello, my name is Carrie and I am looking for a vanpool fro...
1 · August 2, 2013 at 6:20pm

More Posts ▾

Likes

- Bike to Work Day**
Non-Profit Organization
- Car Free Day**
Non-Profit Organization
- Telework**
Non-Profit Organization
- Metropolitan Washington Council of Governments**
Non-Profit Organization
- Clean Air Partners**
Non-Profit Organization

Contest Landing Page

TOUR AIR QUALITY | GET INVOLVED | AIR QUALITY FACTS | EDUCATION | SUPPORTERS | RESOURCES | ABOUT



Let's #TeleworkDC Sweepstakes!

Brought to you by:



It's National Telework Week, DC!

In the Washington region more than 800,000 of us telework. We want to celebrate your environmentally friendly behavior while empowering others to give teleworking a try.

Will you be teleworking the week of March 3rd? Interested in giving teleworking a try? Clean Air Partners and Commuter Connections are teaming up to reward \$50 gift cards to Metropolitan Washington DC residents that post about their teleworking experience.



Here's how you can participate:

1. Post your favorite thing about teleworking (in addition to plain text, these posts can include images, video, links, etc.)
2. Include the hashtag #TeleworkDC and this link: <http://bit.ly/3Zafus> in your post.
3. We'll be collecting entries from the following social networks:
 - Twitter
 - Facebook
 - Instagram

Air Quality Forecast
Metro Washington: 202-528-1212
Metro Baltimore: 410-527-2247



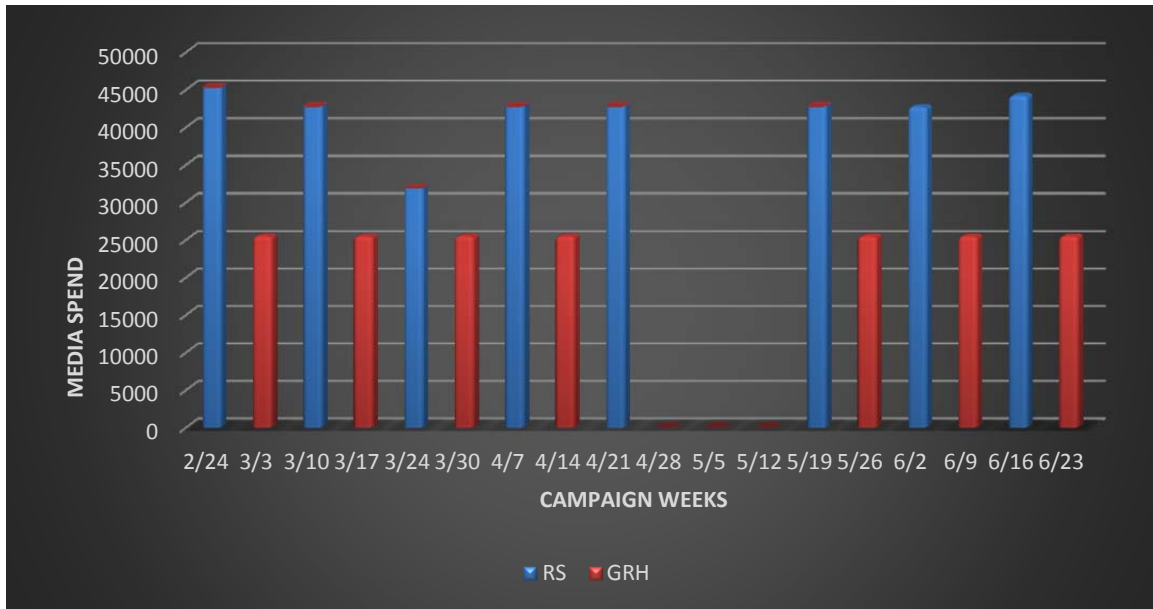
Clean Air Partners • 777 North Capital St. Suite 505 • Washington DC 20003 • Tel: (877) 818-6899 • Fax: (202) 968-4303

Appendix A

Spring FY2014 Media Flowchart

Commuter Connections FY2014 Spring		Media Schedule: Specific Dates Spots Run (Week of)																		
		2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	
GRH	Media Outlet	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	
	Radio	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	WBIG	
	Radio	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	WWDC	
	Radio	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	ESPN	
	Radio	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	WFLS	
	Radio	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE	WFRE
	Radio	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD	WFMD
	Radio	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL	WLZL
	Radio	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP	WTOP
	Radio	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC	WPGC
Rideshare	Park & Ride Promotion																			
	TV	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	WJLA	
	TV	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	Comcast	
	Web/Mobile	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	Celebrity Ride Promotion	
	Web/Mobile	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora	Pandora
	Web/Mobile	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe	YuMe

Note: BTWD will air during the weeks of 4/28, 5/5 and 5/12.



Appendix B