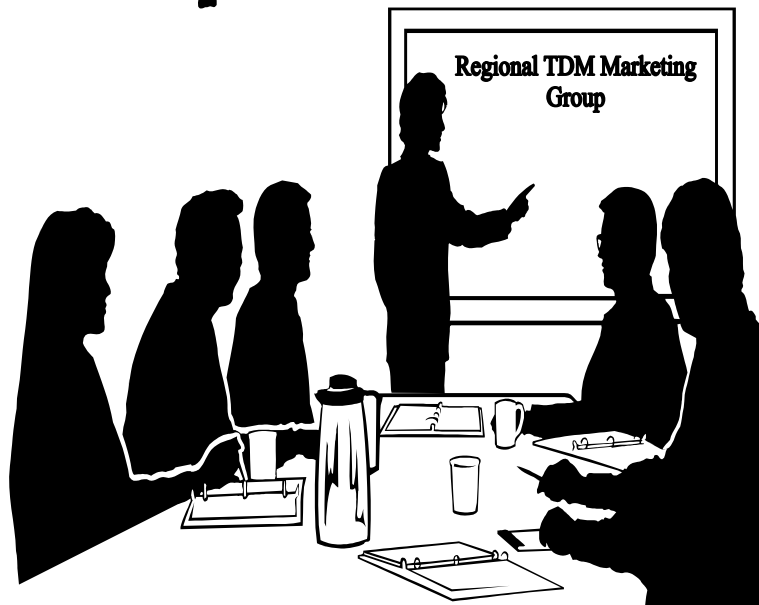


HANDOUTS

from previous meeting



March 16, 2010



Metropolitan Washington Council of Governments FY 2010 First Half Final 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.

In the first half of FY10, the Commuter Connections marketing campaign resulted in 65,000 web visits to www.commuterconnections.org by those seeking ridematching, GRH and alternative commute information. Once advertising hit the airwaves and cyberspace, the average monthly visits to the web site increased by 50% in October – December 2009, compared to activity in the preceding quarter, July 2009 - September 2009. Total web visits for the second half of the fiscal year (July 2009 – December 2009) increased by 10% over the previous year during the same period.

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.

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.

Overall 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		28
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%); 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, radio stations supported Commuter Connections' Rideshare Tuesday campaign during the weeks the Rideshare spots were running. Radio stations provided 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 the GRH spots ran, radio stations provided 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

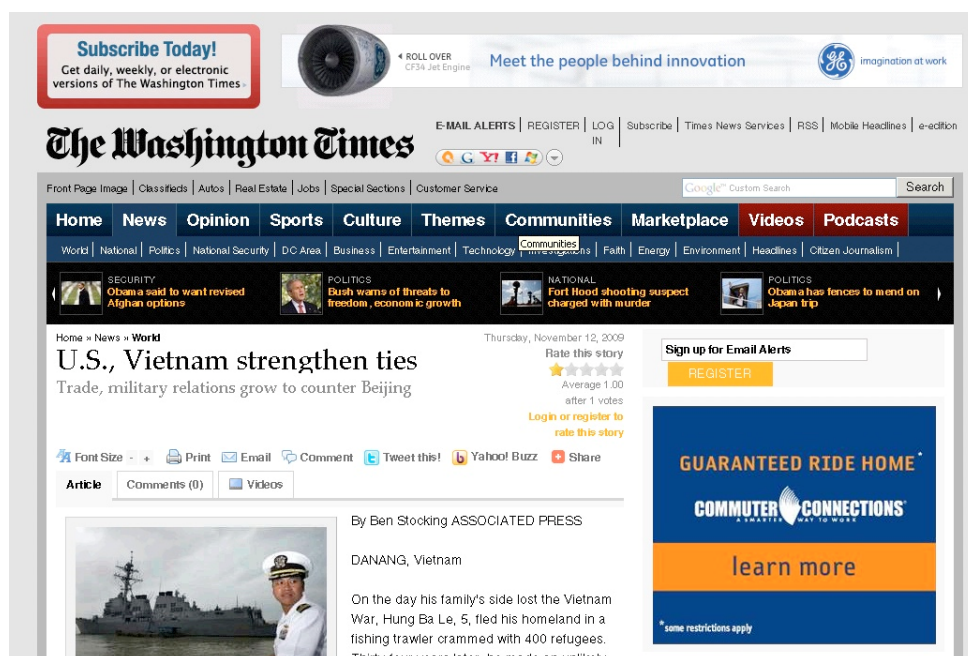
Internet advertising during the fall campaign included placement of banner ads served to specified websites and geo-targeted to IP addresses in the Washington DC DMA.

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" button and a "Rate this story" section. Below the article is a "GUARANTEED RIDE HOME" banner ad for "COMMUTER CONNECTIONS" with a "learn more" button. The banner ad includes the text "A TRAFFIC WAY TO WORK" and a note that "some restrictions apply".

wtop.com 103.5 FM 103.5FM 107.7FM

learn more

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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 - 4:55pm
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 2005 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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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



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family emergency arises

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

GUARANTEED RIDE HOME[™]

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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 months of November and December 2009 to the 'Pool Reward web page was 10,310.

'Pool Rewards Logo

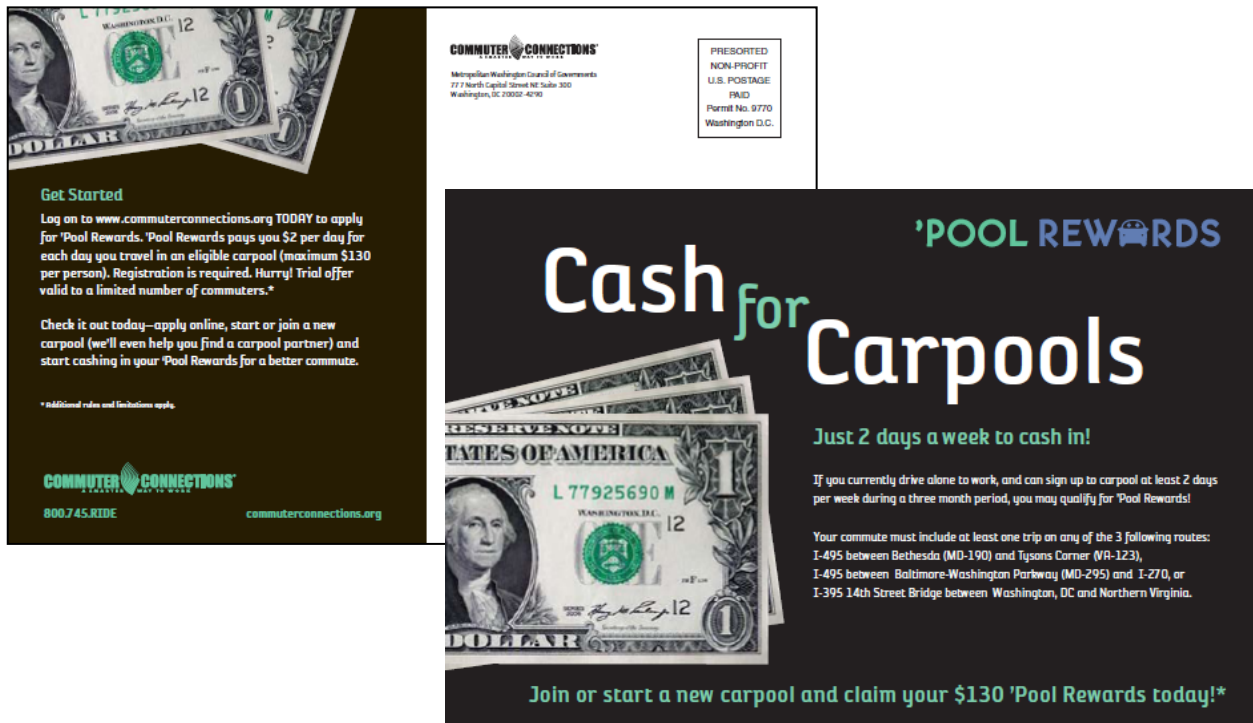
A logo was developed for use on all creative, communications, and the Commuter Connections website for the 'Pool Rewards campaign. The logo used the Commuter Connections colors and combined the chosen program name with the "cash for carpool" tagline.



'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.



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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.

COMMITTEE 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!*

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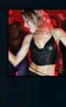
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<p>Virginia News</p>  <h3>DC Sniper's Attorney Speaks Only To 9NEWS NOW</h3> <p>Play Video Comments</p>	<p>Watercooler News</p> <ul style="list-style-type: none"> Message In a Bottle "Willy Wonka" Arrested For Growing Pot To Use In Homemade Fudge (1) 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 	

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

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. The main text reads "Uncar for a Day" in blue, followed by "go carfree in metro dc" and "september 22" in grey. Below this is the "CAR FREE DAY METRO DC 9.22.09" logo and the URL "pledge at carfreemetrodc.com". The visual features a red car being held between two hands, with a red line extending from the car.

The bottom asset is a poster with a similar layout. The header navigation links are BICYCLE, BUS, CARPOOL, METRO RAIL, TELEWORK, TRAIN, VANPOOL, WALK. The main text is "Uncar for a Day" in blue, "go carfree in metro dc" in grey, and "september 22" in grey. The "CAR FREE DAY METRO DC 9.22.09" logo and "pledge at carfreemetrodc.com" are at the bottom. The visual shows a red car being held between two hands, with a red line extending from the car. At the bottom left, 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!". At the bottom right is 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 invitees including Szewei Li, Cody Rice, Elliot Holar, James Pearce, Matthew Van, Peter Papanath, Ian Chin Kei, Jason Kwok, and Allison Lee Yu.

The screenshot shows the Twitter profile for 'CarFreeMetroDC'. The profile bio states: 'So far over 2,500 people have visited http://www.carfreemetrodc.com and pledged to go car free on Tuesday Sept 22, 2009! Go good people :)'. Below this, there are two tweets: one from DJ Josh Cunningham mentioning a radio appearance on WBIG on Sept 22, and another from the account itself stating that over 1,000 people have pledged to go car-free on Tuesday, Sept 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

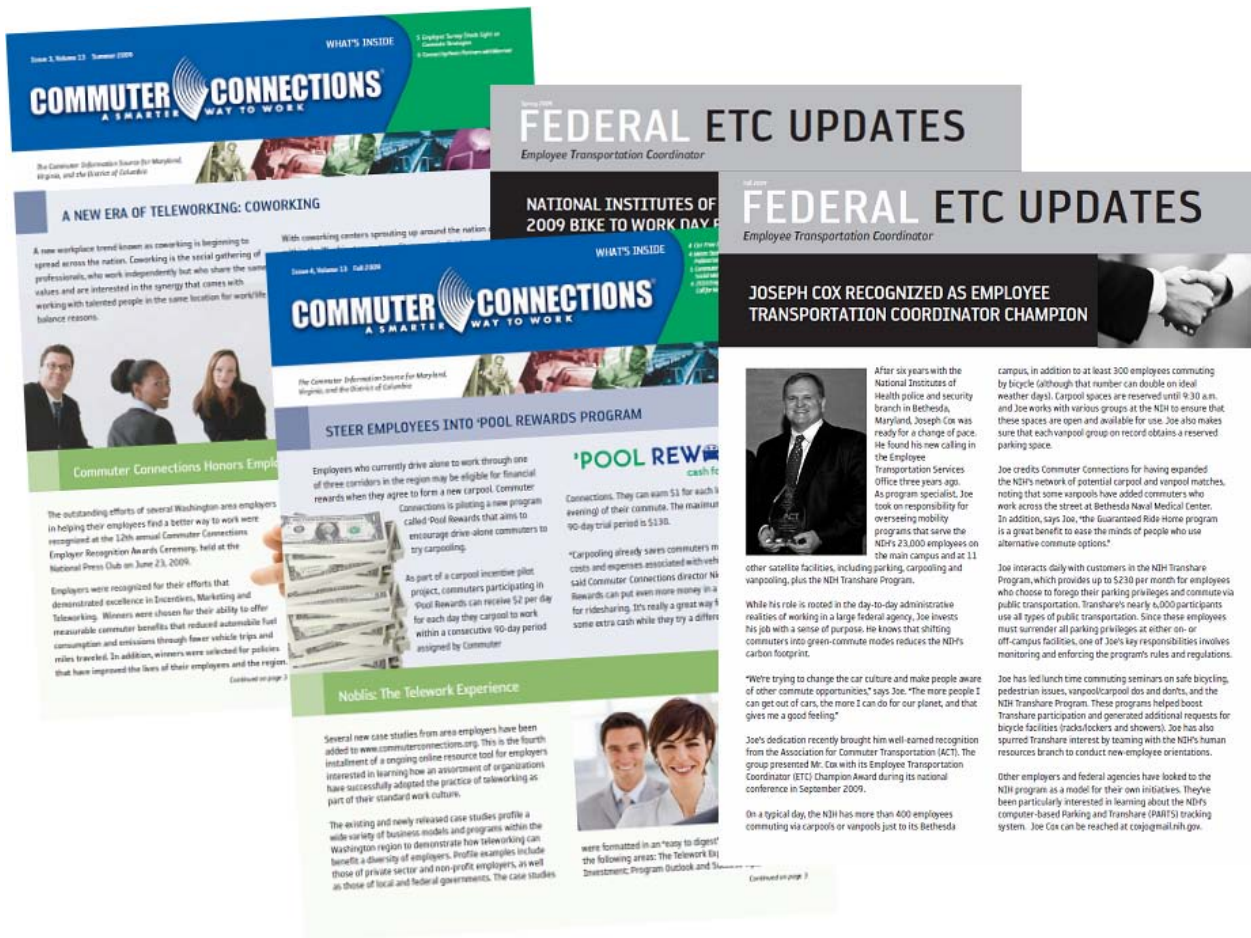
Blogs

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.





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 2010 started at the beginning of October 2009. 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 several 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 distributed in December 2009. The nomination materials were also made 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, application 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 "SmartTerraGo"
- Providing Commuter Connections' free ride-matching service to form carpools or vanpools, 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
- Installing 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

The Consumer Electronics Association (CEA) Arlington, VA, was the winner of the SmartGo Award (SRA) 2009. CEA's personal and professional services, technical and safety educational programs and networking opportunities to the 2,200 member companies has improved.

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

- Free parking for carpools with more than two employees
- Free shuttle vanpools for up to 125,000 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 and voluntary and corporate mail. Mail delivery includes helpful commuter-related guides. These were provided to employees. These maps, brochures and schedules based on each employee's individual transit itinerary were included in the mail.



The brochure features a background image of a busy crowd of people. The main headline reads: "when it comes to commuting, do you stand out from the crowd?". A central box contains the text "2010 EMPLOYER RECOGNITION AWARDS". To the right, there is a silhouette of a person standing in a circle. The brochure also includes the logo for "noblis" and the text "WORK".

Additional Marketing, Outreach, and Earned Media

Tysons Corner Center Video

Commuter Connections Rideshare and Guaranteed Ride Home banner ads were converted to run as short 10 second flash videos at Tysons Corner Center appearing on five 42” monitors. The purpose of the project was to provide real-time, multi-modal, Tysons Corner specific traveler information to patrons throughout the mall. The strategically placed monitors provide shoppers with the traveler information, transit/TDM options, Megaproject news and upcoming construction activities. Animated flash ads by Commuter Connections featuring the Guaranteed Ride Home program and ridesharing as well as ads by Telework VA! ads rotate between information segments.

GRH Rewards Coupons Sponsors

Outreach efforts continued to elicit sponsors for GRH Rewards coupons. Area businesses were 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 in 2010. 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>
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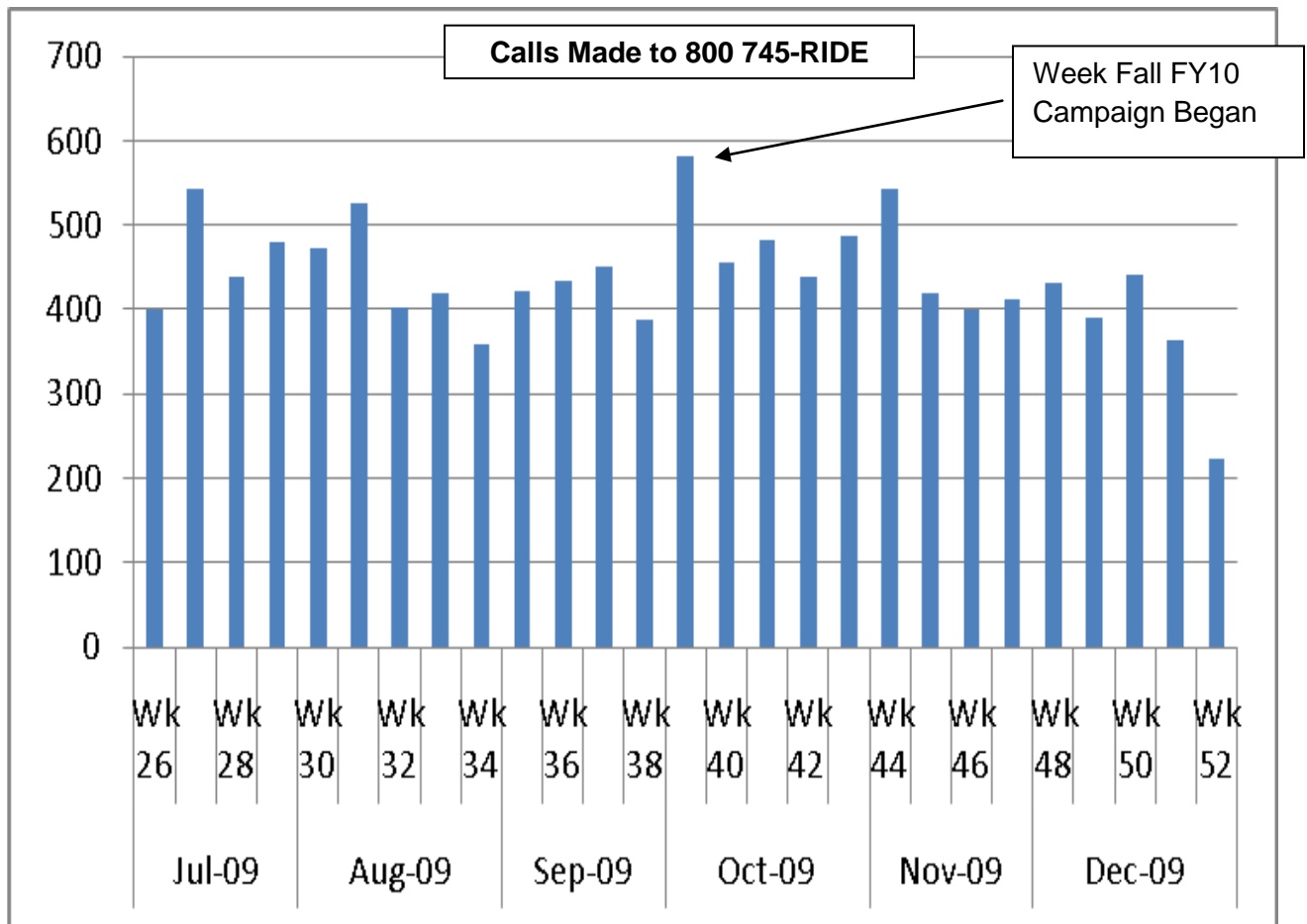
Blogs

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	7,281	Dec-09	14,648	7,367	101.18%
	59,102		64,968	5,866	9.93%

Phone Calls



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	863	-96	-10.01%
Nov-08	351	Nov-09	792	441	125.64%
Dec-08	465	Dec-09	617	152	32.69%
	5,082		3,848	-1,234	-24.28%

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	529	35	7.09%
Nov-08	429	Nov-09	429	0	0.00%
Dec-08	438	Dec-09	392	-46	-10.50%
	3,890		2,981	-909	-23.37%



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

Introduction

Transportation challenges persist for metropolitan Washington DC commuters in the second half of FY10 as road construction, steady gas prices, transit disruptions and a modest uptick in the economy bring more commuters back onto the road.

Commuter Connections and its network members continue to educate commuters and to help them find alternatives to single occupancy vehicle (SOV) commutes. Activities undertaken in the second half of FY2010 include the following:

- The launch of a new umbrella marketing campaign in February 2010 that continues to explore new messaging and media to most effectively communicate solutions to the region's transportation challenges.
- Continuation of the 'Pool Rewards program, including March 2010 expansion.
- Marketing initiatives tied to specific event planning to keep alternative commuting options front of mind including Bike to Work Day and the Employer Recognition Awards.
- The launch of the GRH Rewards program.
- Communication outreach such as the employer newsletter and earned media efforts.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

The foundation for marketing efforts for FY2010 was laid with a marketing brief distributed to network members in August 2009. The strategies behind the FY10 marketing campaign reflects the current state of events for the region's commuters and builds 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 implications and findings on specific 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. Because no further distinction in income was indicated, 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%).

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. Building on the findings of the 2007 survey of GRH participants which indicated that a third used a GRH trip to tend to a sick child, the new marketing campaign launched in February 2010 targets working parents and emphasizes the “insurance” it offers them in case of an emergency.

Research, campaign experience, and current events all contribute to the planned strategy for FY10 to convert SOV commuters to alternate transportation by raising awareness of GRH as commute “insurance” and by driving home the message that money can be saved by sharing a ride. The team’s efforts for the second half of FY10 include the following:

- The launch of an exciting new umbrella campaign that promotes ridesharing as a means for a commuter to “cash in” on his commute by sharing the ride. Commuters are urged to “insure” their commute by registering for Guaranteed Ride Home. A focused pitch is made to parents of young children to remind them of the GRH promise.
- Promotion of Bike to Work Day as a regional event, inviting commuters in the metropolitan Washington region to bicycle to work on May 21 and to consider bicycling as a commute alternative.
- Recognition of the area’s employers who are providing new and innovative programs or incentives to improve their employees’ commute to work.

This draft report covers the second half FY2010 Marketing Campaign for the Metropolitan Washington Council of Governments’ Commuter Connections program.

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	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	MDOT	VPSI
General Services Administration (GSA)	District Department of Transportation (DDOT)	Loudoun County Office of Transportation Services
Maryland State Highway Administration	Montgomery County Ride On	Montgomery County Commuter Services
Montgomery County	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission
Northern Neck Rideshare/PDC		

Cornerstones of the Marketing Program

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

The objectives of the program include the following:

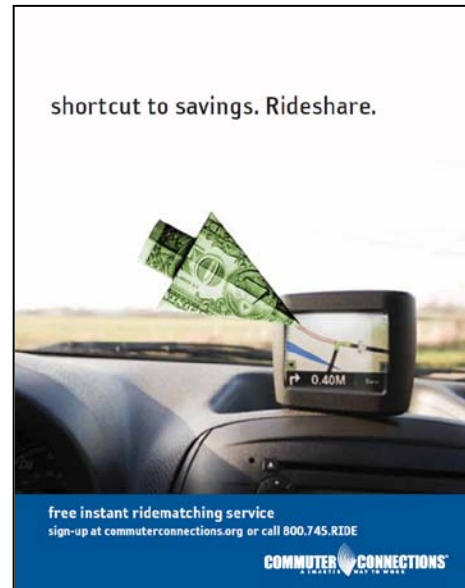
- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving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

Messaging Strategy



The second half of FY2010 saw the launch of new creative for the spring umbrella campaign. With economic concerns continuing to be a focus for FY2010, the message for the spring campaign's Ridematching program centered on the economic gains that could be attained through ridesharing. The image of cash in the driver's seat with the message "You've been sitting on cash" made a strong and easy association between saving money and commuting. The visuals remind commuters that Commuter Connections' ridematching service is free and calls upon them to sign up at commuterconnections.org.

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



The focus on this year’s Guaranteed Ride Home program is as a free commuter insurance policy with a play on the word “coverage.” The visuals include images of people being covered. The message is direct and to the point; “We’ve got you covered and it’s free!” The call to action is kept equally straightforward; sign up today and insure your commute.



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

Overall 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%)

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 ridematching system, commuters registering for the ridematching service are given direct access to other commuters who are seeking to carpool as well as commute routes and options.

SPRING FY2010 Media Flowchart

SPRING 2010 FLOWCHART																					
MEDIA	FB	MARCH					APRIL					MAY					JUNE				COG TOTALS
	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28		
Rideshare																				\$188,802	
GRH																				\$151,041	
Bike to Work Day																				TBD	
Radio (Total)																				\$339,843	
Television																				\$30,000	
Backpack Flyers*																				TBA	
Internet																				\$80,000	
Donated Transit*																				TBA	
Direct Mail*																				\$94,645	
WSJ Print Ad																				TBD	
Total																				\$544,488	
GRH Only																					
Rideshare Only																					

* Printing and other non-media expenses only

Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign utilized a mix of media to raise GRH awareness among commuters and increase applications. 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%); work in D.C (60%) and Virginia (30%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	COG Cost
Radio	\$151,041
Television	\$15,000
Internet (including earned media with radio partners)	\$40,000
Backpack Flyers (printing)	TBA
Donated space (printing)	TBA
Direct Mail (printing & mailing)	\$47,323
Total Budget	\$253,364

* Source: 2007 GRH Survey Report

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 (64%) and African-American (20%)
- \$80,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Work for employers with 250+ employees
- Live in Virginia (65%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for federal agencies (50%) and private sector (30%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

Geographic Targeting

Washington D.C. DMA

Rideshare Spring Budget	COG Cost
Radio	\$188,802
Television	\$15,000
Internet (including earned media with radio partners)	\$40,000
Backpack Flyers (printing)	TBA
Donated space (printing)	TBA
Direct Mail (printing & mailing)	\$47,323
Total Budget	\$291,125

[†] Source: Fiscal Year 2009 Applicant Database Annual Placement Survey Report

Radio

Radio was selected as the anchor medium due to its ability to reach a large portion of our target market (90 percent) with significant frequency during possibly stressful, frustrating, costly and long commutes. A mix of radio stations were selected including WLZL, El Zol, allowing the campaign to reach metropolitan Washington DC's Hispanic population.

In addition to traditional radio spots, the spring campaign includes live traffic reads through Metro Networks delivering Commuter Connections' messages along with traffic updates.

In total, the following D.C.-focused and exurban stations are being used during the campaign:

WASH (Soft Rock 97.1FM)	WLZL (El Zol, 99.1FM)	WTOP (News/Talk 103.5FM)
WBIG (100.3 FM)	WPGC (95.5 FM)	Metro Networks
WIAD (94.7 Fresh FM) (formerly WTGB)	WRQX (Mix 107.3FM)	

Both the Guaranteed Ride Home and Ridematching campaigns have two radio spots each, evenly rotated, to sell the benefits of the respective Commuter Connections program. The radio campaign is alternating between Rideshare and Guaranteed Ride Home weeks for a total of 9 weeks with an on-air period from February 22 until June 20.

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

Guaranteed Ride Home::30—"What If Child"

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

Guaranteed Ride Home::30—"What If"

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

Ridesharing::30—“Recalculate”

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

Ridesharing::30—“Cash Cushion”

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

Value Added Promotions

For the spring campaign, some of the additional free “value add” promotional opportunities provided by the radio stations are being used to promote the ‘Pool Rewards campaign. Bonus live traffic reads during the month of February and March on Metro Networks will remind commuters that they may be eligible for cash for commuting if they form or join a new carpool on one of the targeted high traffic corridors:

Do you drive to work on the Beltway anywhere between Bethesda and Tysons Corner? You could earn up to \$130 in cash just to carpool. Visit commuterconnections dot org today and click on the Pool Rewards logo. . Rules and limitations apply.

Do you drive to work on the Beltway anywhere between the BW Parkway and 270? You could earn up to \$130 in cash just to carpool. Visit commuterconnections dot org today and click on the Pool Rewards logo. Rules and limitations apply.

Do you cross the 14th street bridge into Virginia on your way to work? You could earn up to \$130 in cash just to carpool. Visit commuterconnections dot org today and click on the Pool Rewards logo. Rules and limitations apply.

Value add proposed promotions received from the radio stations include additional free spots, sponsorship billboards, and links and information posted to radio station websites. To date, the proposed value add promotions total over \$50,000 in additional air time, sponsorships, and web banners and pages.

In addition to the value add being provided by the radio stations, over 300,000 bonus impressions are being offered by the online media vendor. The bonus impressions are being offered on Washington Times, Monster, Parenting, and iii-interactive’s Run-of-Site/Run-of-Network (ROS/RON) popunders (720x300 pixel size) ads. The value of these bonus impressions exceeds \$4,000.

Television

Commuter Connections' "Paula" commercial will be aired this spring on Mid-Atlantic Sports Network during the first 30 games of the 2010 Nationals baseball season. The commercial will be aired during the game, in the pre- and post-game shows, the Batting Practice show, and again during game rebroadcasts. During these games, a Commuter Connections billboard including a live read and logo on screen will be featured during the Nationals Batting Practice show and National Xtra pre-game show. In April, a Commuter Connections representative will be interviewed in the pre-game show.

In addition, the commercial will be aired 180 times in MASN programming on shows such as ESPN News, Nationals Classic Games, Orioles Classic Games, and sports talk shows.

The commercial features Paula, a woman frustrated by her long commute to the point that she wants to change her job. She is referred to Commuter Connections and finds there are solutions to her commute frustration that will save her time and money. She also finds out about Guaranteed Ride Home that will get her home in case of an unexpected emergency. After joining a carpool and with her commute frustration behind her, she is back to enjoying her job. Viewers are urged to visit commuterconnections.org for flexible solutions for a better commute.



Internet Advertising

An aggressive Internet component is part of the spring campaign. Sites that have performed well in the past, for example Monster and Accuweather, will continue to be used. All banner ads are IP targeted to the DC DMA and range in size from 160x600 to 720x300 pixels.

The following sites are being used in the spring campaign:

- accuweather.com
- monster.com
- Washington Times
- Parenting.com
- Disney.com
- Run-of-Site/Run-of-Network (ROS/RON) popunder ads served to select websites of iii-interactive's publisher list

To target parents of elementary school age children, reinforcing the Commuter Connections' message that we have you covered in case of unexpected emergency, the Parenting and Disney websites were selected for this campaign. GRH banner ads with visuals similar to the one used on the backpack flyers will be placed on Parenting and Disney.

Several factors went into choosing these two parenting sites including audience data, traffic levels, and previous experience. The audience data for these sites hit the qualitative profile well in terms of age, household income, profession/managerial status, and education. These sites have a good traffic level in the Washington DC DMA and the media vendor has experienced a high level of performance in the past using the selected sites.

Rideshare ads will be placed on Monster, leveraging the findings of the 2007 State of the Commute Survey that 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. Past high performance of Rideshare ads on Monster supports this finding.

For the remaining ad placements on accuweather, Washington Times, and ROS/RON popunders, the Rideshare and GRH banner ads will be served equally on a rotating basis.

Four ad sizes, 160x600, 300x250, 728x90 and 720x300, are being used for the campaign. Statistics were collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and Click Thru Rates (CTR), site placements may be adjusted to provide optimal performance.

Preliminary Draft Banner Ads

Rideshare (Recalculate)

Recalculating...

Recalculating...

TRY A REAL SHORTCUT TO SAVINGS!

Go to Commuter Connections!

RIDESHARE. Take the shortcut >

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Rideshare (Cash Cushion)

You can't afford to miss this opportunity!

Sharing a ride saves you **CA-CHING**

Even if you rideshare part-time!

You've been sitting on cash!

Turn that empty seat into a cash cushion **NOW!**

RIDESHARE
Start cashing in >

COMMUTER CONNECTIONS

GRH (What If Child)

What if?

I pass out dissecting the frog?

You're covered (& it's free)

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

GUARANTEED RIDE HOME
Get covered today >

COMMUTER CONNECTIONS
*Member restrictions apply

Backpack Flyers

The 2007 GRH Survey Report found that 33% of GRH participants surveyed reported illness of a child as their reason for requiring a GRH trip. The ability to return home due to an unexpected emergency or illness is an important consideration for working parents, especially for parents with young children.

Backpack flyers will be distributed in the backpacks of elementary school student in Montgomery and Fairfax county (approximately 88,400 in Fairfax County and 63,400 in Montgomery County). The flyers are scheduled to be distributed in April.

The message was already sent home electronically over school systems' email networks. The message was sent in early March while the February snowstorm disruptions were still fresh. The backpack flyer was sent as a PDF attached with the following message:

“An unexpected school delay can be difficult. But getting home in case of an unexpected emergency when you rideshare or take public transportation is easy when you sign up for a free guaranteed ride home at commuterconnections.org. Sign up for free carpool and vanpool matching, too.”



What if I pass out dissecting the frog?
What if I break my arm doing karate?
What if the ants escape from the ant farm and bite me?

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

sign up today, insure your commute home in case
of an unexpected emergency if you rideshare or
take public transportation.

GUARANTEED RIDE HOME.*

commuterconnections.org
800.745.RIDE
*Some restrictions apply.

COMMUTER CONNECTIONS
AS PART OF THE WAY TO WORK

Member Donated Space

The free contributions of Commuter Connection network members are greatly valued as an effective channel for communicating the Commuter Connection message. By delivering the Commuter Connections message along the much traveled commuter routes, Commuter Connections is assured frequency of message in an affordable and effective manner. Commuter Connections has received generous donations of space on various transit properties from the following network members:



MARC Interior Rail Cards



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 **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

*Some restrictions apply



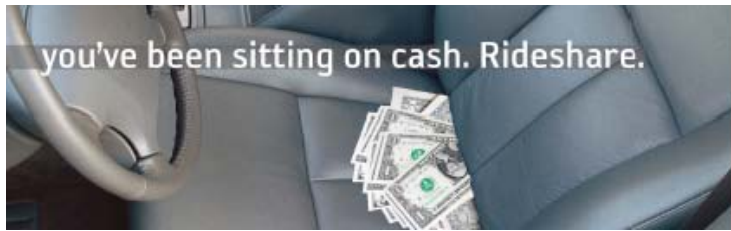
we've
got you
covered.
(and it's free!)

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

Bus Exteriors



you've been sitting on cash. Rideshare.

free instant ridematching service

sign-up at commuterconnections.org or call 800.745.RIDE

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE



shortcut to savings. Rideshare.

free instant ridematching service

sign-up at commuterconnections.org or call 800.745.RIDE

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE



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

GUARANTEED RIDE HOME.*

sign up today, insure your commute home.

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE



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

GUARANTEED RIDE HOME.*

sign up today, insure your commute home.

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

Direct Mail to Households

A direct mail campaign was sent in February to 450,000 households within the Washington region to promote Carpool Ridematching and the Guaranteed Ride Home (GRH) program. Recipients were ages 35-54 and had annual incomes above \$50,000. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to CommuterConnections.org. Additional information on other options such as transit, smartcard, bicycling, telework, HOV Lanes etc. can also be requested.


Take the direct route to saving. **RIDESHARE.**


A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home:



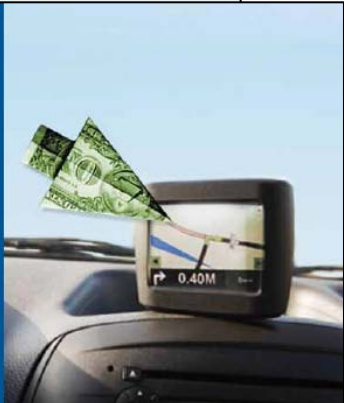


you've been sitting on cash.

agency or unscheduled overtime, you
but being stranded at work. We'll arrange
taxi or even rental car up to four times

Ridematching and/or Guaranteed Ride
today at commuterconnections.org.
Request a list by mail or email, simply fill out
For questions, call 1.800.745.RIDE.
Request carpool/vanpool partners through
the website.

try our shortcut to savings.
Rideshare.



Please tear along perforation line above, fold and tape shut prior to mailing back.

REGISTER FOR CARPOOL RIDEMATCHING OR **GUARANTEED RIDE HOME TODAY!** Here's your first step. Complete the form below, including sections A and/or B and return it today!

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____

...p work at _____ p.m.

...bus Route (A)

Camden Penn

...nsit Bicycling



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

we've
got you
covered.



(and it's free!)

GUARANTEED RIDE HOME.*

* Some restrictions apply

Special Events



On May 21, area commuters will leave their cars at home to participate in the Bike to Work Day event. In preparation for the event, a sponsorship drive helped reach our goal to pay for 8,500 event T-shirts, banner and other possible items. In-kind sponsorships were also secured to provide food and beverage for many of the pit stops.

Posters and rack cards will be sent to employers and employees through various distribution channels in order to create awareness and encourage registration.

Radio advertising will target adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. Signage will appear on Downtown Circulator buses.

Are you pumped?

REGISTER AT WABA.ORG OR CALL 202-518-0524
Pre-Register by May 14 for Free T-Shirt and Bike Raffle!
FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
 Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

PIT STOPS

WASHINGTON D.C.	VIRGINIA
Buzzard Point	Alexandria
Freedom Plaza	Balls Bluff
Nationals Park	Burke
	Crystal City
MARYLAND	Fairfax
Bethesda	Fairfax City
Bowie	Herndon
College Park	Leesburg
Frederick	Manassas
Hyattsville	Merrifield
Indian Head	Roxton
North Bethesda	Rosslyn
Oxon Hill	Springfield
Rockville	Sterling
Silver Spring	Tysons Corner
White Oak	Vienna

SPONSORS: COMMUTER CONNECTIONS, WABA, CityBikes, CRYSTALride, D.C. Lottery, WHOLE FOODS, mash MD, DOWN TOWN DC, smartwool, ICF, Mid-Atlantic, transurban, LOCALIZATION CITY OF ALEXANDRIA, VIRGINIA, REI, VPSI Inc., PEAK BACKS, GeoEye, CAPITAL CRESCENT TRAIL, DEBROS we'll keep it rolling, JAMES BICYCLES, W, G, JANDD, Blackburn, HONEST, The Escape, ONCE UPON A RIDE, LG LOUIS G RINE-IT, SPEED LIMIT, BREEZA transportation for a healthy planet.

Friday May 21, 2010

Bike to Work Day

bike to work day 2010

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

Bike to Work Day Rack Card

We're pumped!

**REGISTER AT WABA.ORG OR
CALL 202-518-0524**

**Pre-Register by May 14 for Free T-Shirt
and Bike Raffle!**

**FREE FOOD, BEVERAGES AND GIVEAWAYS
AT ALL LOCATIONS**

Visit waba.org for specific pit stop locations and times.
T-Shirts available at pit stops to first 8,500 who register.

PIT STOPS

WASHINGTON D.C.	VIRGINIA	
Buzzard Point Freedom Plaza Nationals Park	Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna	
MARYLAND		
Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Oxon Hill Rockville Silver Spring White Oak		

Friday May 21, 2010

Bike to Work Day




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

Friday May 21, 2010

Bike to Work Day



Printed on recycled paper

Bike to Work Day T-Shirt



Bike to Work Day Banners



Employer Recognition Awards

The Commuter Connections Thirteenth Annual Employer Recognition Awards recognizes employers who voluntarily initiate worksite commute/telework programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2010. An application was developed and distributed for the 2010 awards, and a web-based application form was also produced. A special invitation and program agenda are being produced for this event. After the event, a ¼ page advertisement will be placed in the Wall Street Journal (Washington/Baltimore edition).



Additional Marketing, Outreach, and Earned Media

Commuter Connections Newsletter and Federal ETC Insert

A winter edition of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, was produced during the second half of FY2010. The six page 4-color newsletter is distributed to approximately 5,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters are also sent to federal agencies via GSA along with a special Federal ETC Insert. A .pdf of the insert is also placed online at www.federaletc.org.

Winter 2010

FEDERAL ETC UPDATES

Employee Transportation Coordinator

SERVING THE MOBILITY NEEDS OF AMERICA'S DEFENDERS

TRANSPORTATION OPTIONS ABOUND FOR DEPARTMENT OF DEFENSE EMPLOYEES AT THE PENTAGON AND IN LEASED FACILITIES IN THE NATIONAL CAPITAL REGION.

Issue 1, Volume 14 Winter 2010

WHAT'S INSIDE

3 Study Areas Washington a Better Region for Working
4 Calendar: Springtime with Skills in Working Friday May 21
5 A Trip Through Time
6 Employee Impact on Library Access

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

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

VIRGINIA MEGAPROJECTS INTRODUCE CONGESTION SOLUTIONS TO COMPANIES

A package of major transportation infrastructure improvements in the Tysons Corner area has led to temporary but significant traffic disruptions. Collectively known as the Virginia Megaprojects, the improvements are meant to ultimately help reduce traffic congestion. Major projects include High-Occupancy Toll (HOT) lane construction on nearby interstates, as well as the extension of Metrorail through the area. As construction of these projects has ramped up, efforts by Virginia transportation officials to mitigate traffic backups have shifted into high gear.

The Virginia Department of Transportation (VDOT) and Virginia Department of Rail & Public Transportation (VDPRPT) teamed up to coordinate efforts. One of their primary strategies to improve mobility is to work with Tysons-area employers and commuters.

Virginia Megaprojects officials set up a special group of transportation experts to provide direct outreach on how workers in the affected construction area can best get around during the construction period, explains Steven Titunik, communications director of Virginia Megaprojects. Going back to spring of last year, the outreach has already connected with nearly half of the approximately 135,000 employees who work in the Tysons Corner area.

"Using a combination of employer meetings, seminars, events, e-mail alerts, phone calls and other outreach efforts, companies can communicate with employees regarding available transportation options that best suit their

commuting needs," says Titunik. Capitalizing on the free outreach assistance available, employers in the area are developing tax-free, customized SmartBenefits* plans; providing ride-matching services; starting or enhancing telework programs; and introducing flextime or other alternative work day schedules.

Discovering Choices

"Employees discover they have transportation choices," says Titunik. The transportation experts help commuters learn about traffic-reducing methods and practices, such as carpooling,



HOT Lanes and Dulles Rail construction

vanpooling, bicycling, teleworking, or flexible work schedules. Such choices not only offer escapes from Tysons traffic during this significant period of infrastructure development, they also empower employees to live "greener" lifestyles.

Continued on page 2

If the Pentagon were a country, Brian Higgins, PhD, PE, would be one of its diplomats. As Special Assistant for Environment & Safety, he emphasizes that many others in the Defense Facilities Directorate of the Department of Defense (DoD) Washington mobility needs of

ees, contractors, defense, es, and DoD

confirms Do employees of office space

agaluppi and fers on official and Metro reducing peak throughout the routes, air common

e single muter benefits ty requirements, vanpools, and about commute tion via Building erized network rs, and the rrmation can be es on computer



Ms. Passagaluppi and her Assistant, Marina Stonewall, organized the first two Pentagon transportation fairs in 2008 and 2009. They brought representatives on-site from numerous mobility organizations, including Commuter Connections, Metro, and local jurisdictions. "The first fair in the Pentagon Conference Center attracted hundreds, and the second fair in the Center Courtyard attracted thousands," recalls Higgins.

Additional options for DoD employees are the Pentagon Motor Pool, Virginia Railway Express (VRE), Maryland Transit Administration's MARC Train Service, Commuter Connections' Guaranteed Ride Home Program, and WMATA's MetroAccess Paratransit Service. Many commuters ride motorcycles, and increasing numbers use bicycles. The Pentagon Renovation Program shares bicycles among offices and job sites.

WHS provides a Customer Assistance Center on the Pentagon Concourse, just inside the Metro Entrance Facility in Room 2E122, as a one-stop shop for information, 7:00 am - 5:00 pm, Monday-Friday. Wall racks contain brochures on many topics and services.

Ms. Alexis Olmsted of DFD manages the DoD Transit Subsidy Program in the National Capital Region. More than 33,000 DoD commuters receive tax-free fare media in amounts equal

Continued on back

GRH Rewards Coupons and Earned Media

Area businesses were approached to be sponsors for the Guaranteed Ride Home program. Sponsors are requested to provide coupons for free or discounted items or services which will be distributed to GRH participants upon re-registration. In return, Commuter Connections recognizes their participation and sponsorship on the Commuter Connections website.

A press release was issued in February to announce the Commuter Connections GRH Rewards program and its sponsors, McDonalds and GrubHub. Media coverage was on Washington Examiner and Frederick NewsPost.

The screenshot shows the Commuter Connections website. At the top, there is a blue header with the logo "COMMUTER CONNECTIONS A SMARTER WAY TO WORK" and navigation links for "EN ESPAÑOL", "QUICK LINKS", "ORDER BROCHURES", "BULLETIN BOARD", and "SEARCH". Below the header is a green navigation bar with links for "COMMUTER PROGRAMS", "EMPLOYER PROGRAMS", "COMMUTING RESOURCES", "ABOUT US", and "NEWS & EVENTS". The main content area has a breadcrumb trail: "Home > Commuter Programs > Guaranteed Ride Home". On the left is a sidebar menu with "COMMUTER PROGRAMS" expanded to show "GUARANTEED RIDE HOME" with sub-links: "Apply Now", "What It Is", "Participation Guidelines", "Areas of Service", "Commuter Testimonials", and "GRH Rewards". Other menu items include "RIDESHARING", "TRANSIT", "TELEWORKING", "BICYCLING", "WALKING", and "FAQ". The main content area features a "GUARANTEED RIDE HOME" section with a photo of a woman on a phone next to a taxi. Text describes the program as a free service for emergencies. A "REGISTER FOR GUARANTEED RIDE HOME PROGRAM" button is visible. To the right, "GRH CORPORATE SPONSORS" are listed, including McDonald's and GrubHub.com. The footer contains contact information for the Metropolitan Washington Council of Governments.

EN ESPAÑOL QUICK LINKS ORDER BROCHURES BULLETIN BOARD SEARCH

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

COMMUTER PROGRAMS EMPLOYER PROGRAMS COMMUTING RESOURCES ABOUT US NEWS & EVENTS

Home > Commuter Programs > Guaranteed Ride Home

COMMUTER PROGRAMS

GUARANTEED RIDE HOME

- Apply Now
- What It Is
- Participation Guidelines
- Areas of Service
- Commuter Testimonials
- GRH Rewards

RIDESHARING

TRANSIT

TELEWORKING

BICYCLING

WALKING

FAQ

GUARANTEED RIDE HOME (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a **FREE** and reliable ride home when one of life's unexpected emergencies arise.

REGISTER FOR GUARANTEED RIDE HOME PROGRAM

Commuters may take advantage of GRH up to four times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late.

GRH is designed to rescue commuters who are worried about how they'll get home when an emergency arises. Knowing there's a guaranteed ride home allows one to use commuting options like transit and carpools with peace of mind and confidence.

Best of all, the GRH service is **FREE!**

Some restrictions apply so be sure to read the [PARTICIPATION GUIDELINES](#)

Questions? Call us at 1-800-745-RIDE.

GRH CORPORATE SPONSORS


i'm lovin' it®


GrubHub.com
Discover who delivers.

Site Map | Contact Us | Terms of Use | Privacy Policy

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002
Phone: 1-800-745-RIDE • Fax: 202.962.3218 • E-mail: ridematching@mwcoq.org



For Immediate Release February 24, 2010

CONTACT:

Anne Marie Corbalis: 845-855-7077 / amcorbalis@archstreetcommunications.com

Lewis Miller: 202-962-3209 / lmiller@mwcoq.org

McDonald's and GrubHub.com Sponsor Commuter Connections' Guaranteed Ride Home Program

Washington, D.C.—In addition to free rides home in emergencies, commuters who renew their registration for Commuter Connections' *Guaranteed Ride Home* (GRH) program will now receive an added bonus: coupons for a free McDonald's® "Angus Third Pounder" and a \$10 coupon from GrubHub.com that can be used towards online orders from more than 400 restaurants in the metropolitan Washington area.

In supporting the Commuter Connections *Guaranteed Ride Home* (GRH) program, McDonald's® Family Restaurants of Greater Washington, D.C. and GrubHub.com deliver added value to commuters who choose "green" alternatives over drive-alone commuting. Coupons will be distributed to commuters who renew their participation in the *Guaranteed Ride Home* program.

"Commuters can visit our Web site to learn about Guaranteed Ride Home and other free services including state-of-the-art ridematching," said Nick Ramfos, Director of Commuter Connections. "Now area commuters can share the ride, benefit from the free Guaranteed Ride Home program—and enjoy a great meal. We appreciate the support of McDonald's® and GrubHub.com in encouraging even more commuters to share the ride."

"We think the Commuter Connections Guaranteed Ride Home Program is great and it's such an easy alternative for people trying to get home during unexpected emergencies," added Matt Maloney, co-founder and CEO of GrubHub.com. "We hope that Commuter Connections members get a chance to check out GrubHub.com and take advantage of our \$10 off coupons for first-time online orders."

Commuters in the metropolitan Washington region who carpool, vanpool, use public transportation, bicycle or walk to work two or more days a week can sign up for the free *Guaranteed Ride Home* (GRH) program, which ensures commuters a ride home should they have an unexpected personal or family emergency or unscheduled overtime.

Program participant Lavon Roxbury knows the value of the *Guaranteed Ride Home* program. "I was at work when my dad got a call from Johns Hopkins that his compatible kidney had arrived. The commuter bus was not going to be running for another 2 hours. Since time was of the essence, I called GRH and a cab was here in 15 minutes. Thank you very much Commuter Connections for the GRH service--it was right there when I needed it."

To register for the Commuter Connections *Guaranteed Ride Home* program, commuters can visit www.commuterconnections.org and click on the Sign-Up for *Guaranteed Ride Home* Program at the top of the screen.

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections promotes ridesharing to work and other alternatives to drive-alone commuting, and provides ridematching for carpools and vanpools and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

'POOL REWARDS
cash for carpools

Promotion of the 'Pool Rewards program extended into the second half of FY 2010. Ads ran on Yahoo through the end of February. A portion of the value-added opportunities from the spring radio campaign are being used to promote 'Pool Rewards. A promotion called "Double Fill" is scheduled to be run in March with 94.7Fresh FM. The Fresh street team will be on site at two highly used gas stations during the morning rush hour. The team will distribute 'Pool Rewards information (below) and a gift certificate for a free pizza (courtesy of Papa Johns) to all who fill up. The station will also have a dedicated splash page that will feature information on the 'Pool Rewards program with a link directly to the Commuter Connections website.



'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!

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



COMMUTER CONNECTIONS
A TRAVELER'S BEST FRIEND

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

94.7 fresh FM

today's fresh music
947FreshFM.com

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 only valid through March 31, 2010 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.
Participation is open to lifelong solo drivers who begin carpooling in the Washington D.C. Metropolitan Statistical Area as defined by the U.S. Office of Management and Budget.

COMMUTER CONNECTIONS
A TRAVELER'S BEST FRIEND

800.745.RIDE commuterconnections.org

Rideshare Direct mailers sent in February supported the 'Pool Rewards by incorporating a brief message about the limited time incentive program.



Take the direct route to saving. **RIDESHARE.**

Carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington Metropolitan area, and the vast majority offer free parking.

Register for Ride Matching or Guaranteed Ride Home:

To register for either free program simply visit commuterconnections.org to get started! There is absolutely no cost or commitment!

Once you create an account and sign up for ride matching, you can view and print an instant mail list of potential carpool/vanpool partners online today. Or to receive your mail list by mail or email, simply fill out the application below.

To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ride match partners. It's that easy!

Added Bonus: Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program. It's free!

If you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program. So, in the event of an unexpected personal or family emergency or a scheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even rental car up to four times each year!

Register for our free Ride Matching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or to receive your mail list by mail or email, simply fill out the application below. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partner through our online bulletin board.

By registering with Commuter Connections ride matching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and your e-mail address can be removed from our database at any time.

If you start or join a new carpool and travel on certain stretches of any highway, you may qualify for Pool Rewards, the commute tax savings. Visit www.commuterconnections.org for more details.

'POOL REWARDS'
with tax savings

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

When you join our partner programs, you'll get a lot of other benefits too!

REGISTER FOR CARPOOL, RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!

Help us get first step. Complete the form below, including a photo and a valid ID and return it today!

Name _____ Employee/Agency _____
Home Address _____ Work Address _____
City _____ State _____ Zip _____
Country of Workplace _____
Phone Number _____ Work Phone Number _____
I start work at _____ am, and stop work at _____ pm.

Which of the following do you use to get to work? (check all that apply)
 Drive Alone Carpool Vanpool Bicycle Walk
 Motorist (on a highway) Blue Green Orange Red Yellow
 HOV (on a highway) Motorist Truck/Trailer
 How many days per week do you use the above mode(s) to travel to work?
 Mon-Fri and Sat-Sun - Please send information about:
 Metro/Bus/Tram RideShare CarShare/Pool HOV Lane
 Local Bus Transit Metro Transit Bicycling

Section A | Carpool/Vanpool/Ridematch Service

If all the information below and we'll send you an e-mail of potential carpool/vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lot is to your home.

If interested in a carpool would you prefer to:
 Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:
 Drive Only Ride Only Share Driving

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

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you register you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor Name** _____
 Supervisor Phone Number** _____
 How many times have you been home to work one way? _____

Have questions or need more information?
 Visit www.commuterconnections.org or call 1.800.745.RIDE.

COMMITTEE CONNECTIONS
 A PARTNER OF THE METRO AREA

*Some restrictions apply to the Guarantee of Ride Home program. Visit our website for full participating guidelines. **We reserve the right to discontinue at any time. © 2010 Commuter Connections

A press release was sent out in March to announce the expansion of the program throughout the entire Washington region. Media coverage was enjoyed on WTOP, Washington Post, Washington Examiner, NBC Washington and MSNBC.



CONTACT:

Anne Marie Corbalis (845) 855-7077 / amcorbalis@archstreetcommunications.com

Steven Kania (202) 962-3249 / skania@mwkog.org

Commuter Connections Gives Green Light to Expansion of Cash Incentive Program to Move Commuters into Carpools

Participants Must Register by March 31

Washington, D.C.—Commuter Connections is expanding its pilot program which encourages commuters in the Washington D.C. region to form new carpools in exchange for cash payouts. Known locally as 'Pool Rewards, the initiative is another innovative way Commuter Connections is trying to promote carpooling to and from work instead of driving alone. Originally limited to three major highway bottlenecks, it will now be open to all newly formed registered carpools traveling anywhere within the region.

Commuters may qualify for a \$1 each way incentive for carpooling during the 'Pool Rewards pilot program. The offer is only being made for a limited time. Those interested must register to join or form a new carpool by March 31, 2010. In order to receive payment, participants are expected to regularly report travel time through an online system. Commuter Connections also helps area residents find potential ridesharing partners by providing registered commuters with free access to a list of other commuters who live and work near them, have similar work schedules, and are interested in carpooling.

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 pilot program as part of its ongoing efforts to improve traffic flow, decrease air pollution and promote long-term changes in commuting behavior. 'Pool Rewards is similar to Atlanta's highly successful Cash for Commuters effort. At the end of its first five years, the Atlanta program 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.

"We are always looking for new ways to get people in the D.C. area to carpool," said Commuter Connections Director Nicholas Ramfos. "Cash incentives have helped recruit new carpools in other areas, and we hope 'Pool Rewards can replicate some of that success."

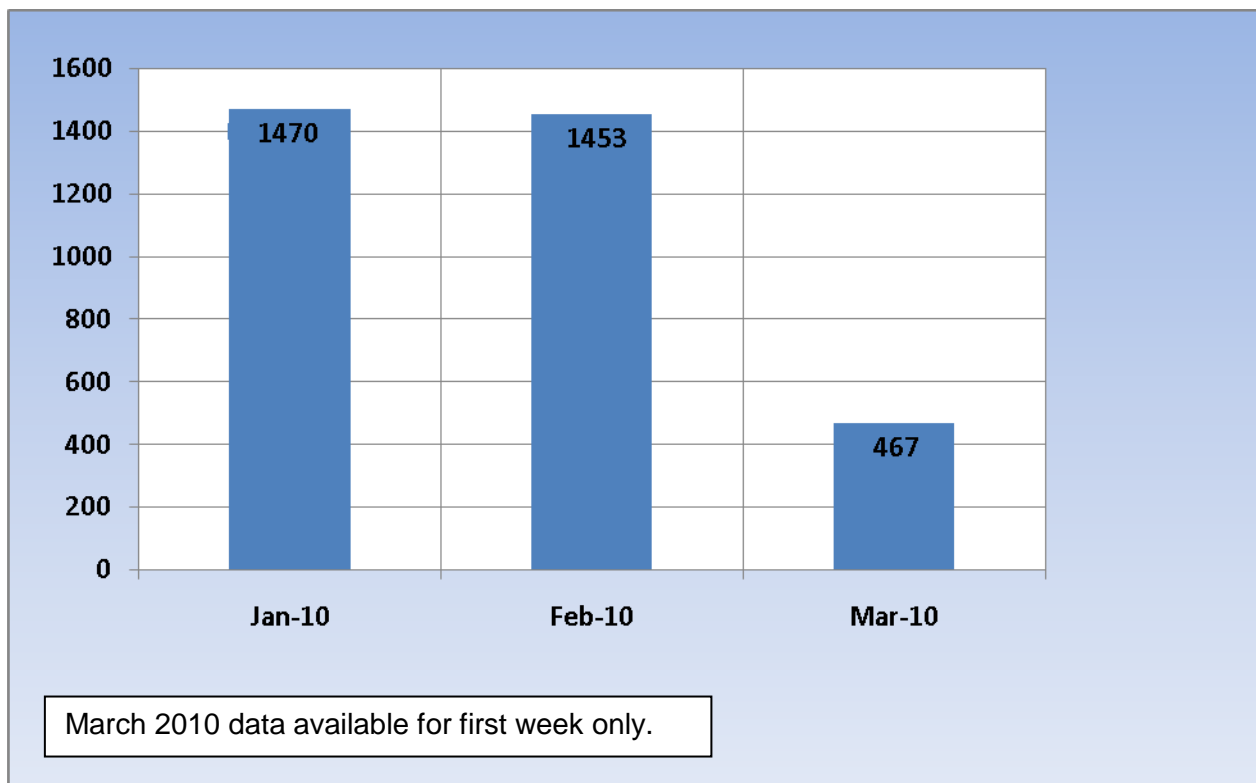
Commuters who travel during peak commuting times can sign up for the 'Pool Rewards program at www.commuterconnections.org. In addition, ridesharing commuters may also be eligible for other money-saving services such as the free regional Guaranteed Ride Home program that ensures a ride home when one of life's unexpected emergencies arise. Some rules and limitations apply.

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Web Visits

FY09 Month	Web Visits	FY10 Month	Web Visits	+/-	+/- %
Jan-09	7,841	Jan-10	8,570	729	9.30%
Feb-09	7,139	Feb-10	7,910	771	10.80%
Mar-09		Mar-10			
Apr-09		Apr-10			
May-09		May-10			
Jun-09		Jun-10			
Totals	14,980		16,480	1,500	10.01%

Monthly Phone Calls



ITEM #4C

Metropolitan Washington Council of Governments
Commuter Connections
FY2010 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
March 16, 2010

Second Half FY2010 Marketing Activities

- 'Pool Rewards
- Winter Newsletter
- Spring Umbrella Campaign
- GRH Rewards program
- Bike to Work Day
- Employer Recognition Awards

Expansion of 'Pool Rewards Program



CONTACT:

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'POOL REWARDS
cash for carpools

'Pool Rewards

- Ad on **YAHOO!** ran until March 1
- Spring radio value add promotions in March used to promote 'Pool Rewards
- Direct mailer

'POOL REWARDS
cash for carpools

'Pools Rewards Promotion

The “Double Fill”

- 94.7 Fresh is going to reach Washington Area Commuters where they spend a good portion of their week day...in their cars!
- The Fresh Street Team will be on site at two highly used gas stations during morning rush hour. The team will distribute 'Pool Rewards information and a gift certificate for a free pizza (courtesy of Papa Johns) to all who fill up.
- 94.7Freshfm.com will have a dedicated splash page that will feature information on the 'Pool Rewards program with a link directly to the Commuter Connections website.



'POOL REWARDS
cash for carpools

'Pools Rewards Promotion

'POOL REWARDS

Cash for Carpools

Just 2 days a week to cash in!

If you currently
per week d



Join or start a new carpool and c



Get Started

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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE

commuterconnections.org

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



today's fresh music
947FreshFM.com

FY10 Winter Newsletter

Issue 1, Volume 14 Winter 2010

WHAT'S INSIDE

3 Study Areas Washington a Better Region for Working
4 Celebrate Springtime with Like to Work Day, Friday May 21
5 A Trip Through Space...
6 Employees Grouped, Get Money Report.

COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

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



VIRGINIA MEGAPROJECTS INTRODUCE CONGESTION SOLUTIONS TO COMPANIES

A package of major transportation infrastructure improvements in the Tysons Corner area has led to temporary but significant traffic disruptions. Collectively known as the Virginia Megaprojects, the improvements are meant to ultimately help reduce traffic congestion. Major projects include High-Occupancy Toll (HOT) lane construction on nearby interstates, as well as the extension of Metrorail through the area. As construction of these projects has ramped up, efforts by Virginia transportation officials to mitigate traffic backups have shifted into high gear.

The Virginia Department of Transportation (VDOT) and Virginia Department of Rail & Public Transportation (VDPRPT) teamed up to coordinate efforts. One of their primary strategies to improve mobility is to work with Tysons-area employers and commuters.

Virginia Megaprojects officials set up a special group of transportation experts to provide direct outreach on how workers in the affected construction area can best get around during the construction period, explains Steven Titunik, communications director of Virginia Megaprojects. Going back to spring of last year, the outreach has already connected with nearly half of the approximately 135,000 employees who work in the Tysons Corner area.

"Using a combination of employer meetings, seminars, events, e-mail alerts, phone calls and other outreach efforts, companies can communicate with employees regarding available transportation options that best suit their

commuting needs," says Titunik. Capitalizing on the free outreach assistance available, employers in the area are developing tax-free, customized SmartBenefits® plans; providing ridesharing services; starting or enhancing telework programs; and introducing flextime or other alternative work day schedules.

Discovering Choices

"Employees discover they have transportation choices," says Titunik. The transportation experts help commuters learn about traffic-reducing methods and practices, such as carpooling,



HOT Lanes and Dulles Rail construction

Photo by Steve Wrayton/VDOT

vanpooling, bicycling, teleworking, or flexible work schedules. Such choices not only offer escapes from Tysons traffic during this significant period of infrastructure development, they also empower employees to live "greener" lifestyles.

Continued on page 2

Winter 2010

FEDERAL ETC UPDATES

Employee Transportation Coordinator

SERVING THE MOBILITY NEEDS OF AMERICA'S DEFENDERS

TRANSPORTATION OPTIONS AROUND FOR DEPARTMENT OF DEFENSE EMPLOYEES AT THE PENTAGON AND IN LEASED FACILITIES IN THE NATIONAL CAPITAL REGION.

If the Pentagon were a country, Brian Higgins, PhD, PE, would be one of its diplomats. As Special Assistant for Environment & Safety, he emphasizes that many others in the Defense Facilities Directorate of the Department of Defense (DoD) Washington Headquarters Services (WHS) help serve the mobility needs of some 65,000 people.

These include military personnel, civilian employees, contractors, and visitors in the Office of the Secretary of Defense, Joint Staff, Military Services, Defense Agencies, and DoD Field Activities.

The WHS motto, "We Serve Those Who Serve," confirms that customer service is a top priority, with DoD employees spread out over nearly 16 million square feet of office space in the region.

A shuttle bus system, coordinated by Lisa Passagaluppi and managed by the Military Services, connects riders on official business with most WHS-managed properties and Metro stations so they can leave their cars parked—reducing peak period traffic while also facilitating mobility throughout the day. For locations and schedules of the 14 bus routes, employees can access secure websites with their common access cards.

WHS and PFFA encourage employees to reduce single occupant vehicle commuting by providing commuter benefits for transit and vanpool riders who meet eligibility requirements, preferential parking for qualified carpools and vanpools, and comprehensive online and offline information about commute alternatives. They disseminate routine information via Building Council meetings, Building Circulars, a computerized network of InfoNet kiosks, various electronic newsletters, and the *Pentagram* weekly newspaper. Emergency information can be broadcast by InfoNet screens, pop-up messages on computer monitors, and "Big Voice" speakers.



Ms. Passagaluppi and her Assistant, Marina Stonewall, organized the first two Pentagon transportation fairs in 2008 and 2009. They brought representatives on-site from numerous mobility organizations, including Commuter Connections, Metro, and local jurisdictions. "The first fair in the Pentagon Conference Center attracted hundreds, and the second fair in the Center Courtyard attracted thousands," recalls Higgins.

Additional options for DoD employees are the Pentagon Motor Pool, Virginia Railway Express (VRE), Maryland Transit Administration's MARC Train Service, Commuter Connections' Guaranteed Ride Home Program, and WMATA's MetroAccess Paratransit Service. Many commuters ride motorcycles, and increasing numbers use bicycles. The Pentagon Renovation Program shares bicycles among offices and job sites.

WHS provides a Customer Assistance Center on the Pentagon Concourse, just inside the Metro Entrance Facility in Room 2E122, as a one-stop shop for information, 7:00 am – 5:00 pm, Monday-Friday. Wall racks contain brochures on many topics and services.

Ms. Alexis Olmsted of DFD manages the DoD Transit Subsidy Program in the National Capital Region. More than 33,000 DoD commuters receive tax-free fare media in amounts equal

Continued on back

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-Jun 2010

Spring Umbrella Campaign Demographics

Rideshare

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commutes more than 20 miles/30 minutes
- Primarily lives in Virginia (65%) or Maryland (33%); and works in D.C. (49%) or Virginia (34%)
- Works for employers with 100+ employees (71%), work for employers with 1,000 or more employees (41%)
- Works for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

Source: FY09 Applicant Database Annual Placement Survey Report

GRH

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commutes more than 30 miles / 45 minutes
- Primarily lives in Virginia (64%) or Maryland (34%)
- Primarily works in D.C (60%) and Virginia (30%)

Source: Commuter Connections 2007 GRH Survey Report

Spring Umbrella Campaign

SPRING 2010 FLOWCHART																				
MEDIA	FB	MARCH					APRIL				MAY				JUNE				COG TOTALS	
	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	
Rideshare																				\$188,802
GRH																				\$151,041
Bike to Work Day																				TBD
Radio (Total)																				\$339,843
Television																				\$30,000
Backpack Flyers																				\$0
Internet																				\$80,000
Bus Exterior TransIT*																				\$0
PRTC*																				\$0
Montgomery Cnty*																				\$0
MARC Train Card*																				\$0
Bus Shelter Montgomery Cnty*																				\$0
Direct Mail*																				\$0
WSJ Print Ad																				TBD
Total																				\$449,843

GRH Only
 Rideshare Only
 * Printing expenses only

GRH/RS
 Bike To Work Day

Employer Recognition Awards

Spring Umbrella Rideshare Campaign

New creative

Campaign live February – June 2010

Media

- Radio (anchor)
- Television
- Member donated transit space
- Internet banner ads

Rideshare Television

Nationals Baseball Commercials

- 180 commercials, April 3 - May 8
- In-game, pre- and post-game, batting practice, encore game



Billboards with logo and live read

Pre-game interview in April

MASN Advertising

- 180 commercials, April – June
- ESPN News, Nationals Classic Games, Orioles Classic Games, sports talk shows, etc.

Rideshare Television



Rideshare Member Donated Transit Space

Frederick County TransIT: bus exteriors

Montgomery County Ride On: bus shelters, bus exteriors



Rideshare Bus Exteriors

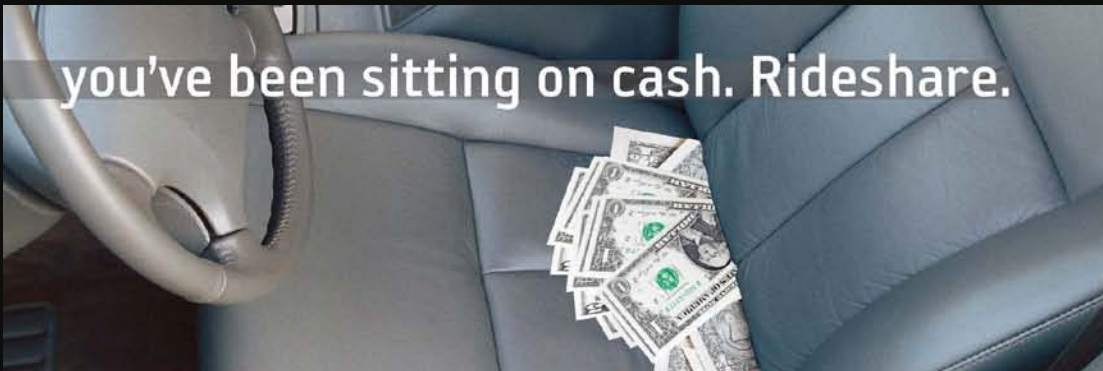
shortcut to savings. Rideshare.



free instant ridematching service
sign-up today!

TRANSIT **COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

you've been sitting on cash. Rideshare.



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections

free instant ridematching service
sign-up today!

Rideshare Banner Ads

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



The Washington Times

Rideshare Cash Cushion Banner Ads

**You can't afford
to miss this opportunity!**

Rideshare Cash Cushion Banner Ads



Rideshare Cash Cushion Banner Ads

Saves you CA-CHING
even if you rideshare
part-time!

Rideshare Cash Cushion Banner Ads



Rideshare Cash Cushion Banner Ads

People, this is a big
picture investment!

Rideshare Cash Cushion Banner Ads



Rideshare Cash Cushion Banner Ads

You've been
sitting on cash!

Rideshare Cash Cushion Banner Ads

RIDESHARE.

Rideshare GPS Banner Ad



Rideshare GPS Banner Ad



Rideshare GPS Banner Ad

Is your commute
costing you?

Rideshare GPS Banner Ad



Rideshare GPS Banner Ad

Time to cut
your losses...

Rideshare GPS Banner Ad

RIDESHARE.

Rideshare GPS Banner Ad



Rideshare GPS Banner Ad

**for free instant
ridematching**

Rideshare GPS Banner Ad



Rideshare Radio

8 radio stations airing Rideshare spots



MIX 107.3 FM



Rideshare Radio Spots

Recalculate



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

Cash Cushion



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

Metro Networks

Messages embedded in the traffic reports

Delivered live by trusted traffic reporters

Save money on your commute to work! Turn YOUR empty car seat into a cash cushion with Commuter Connections free ridematching service. Sign up at CommuterConnections.org or call

1-800-745-RIDE.



Rideshare Radio Promotions

Proposed value add promotions

- Bonus spots on Metro Networks



- Carpool contest promotion

MIX 107.3 FM

- Additional air time, sponsorships, web banners and pages

Rideshare Direct Mail



Take the direct route to saving. RIDESHARE.

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with. It's free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 250 Park & Ride lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ride matching or Guaranteed Ride Home:

- 1 To register for either free program simply visit commuterconnections.org to get started! There is absolutely no cost or commitment!
- 2 Once you create an account and sign up for ride matching, you can view and print an instant match list of potential carpool/vanpool partners online today. Or to receive your match list by mail or email, simply fill out the application below.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ride match partners. It's that easy!
- 4 **Added Bonus: Get a Guaranteed Ride Home.** Once you're in a carpool, van pool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program. It's free!

When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program! So, in the event of an unexpected personal or family emergency or scheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even rental car up to four times each year!

Register for our free Ride matching and/or Guaranteed Ride Home program online today at commuterconnections.org. Or to receive your match list by mail or email, simply fill out the application below. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

By registering with Commuter Connections ride matching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

If you start or join a new carpool and travel on certain state or federal highways, you may qualify for a discount on the commute that pays. Visit www.poolrewards.com for more details.

POOL REWARDS
with **comcast**

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

These are our participation fees above, \$10 and \$20 advance pricing mailing job.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!

Here's your first step. Complete the form below, including sections A and B and return it to day:

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
Email (Optional) _____	I start work at _____ am, and stop work at _____ pm.

Which of the following do you use to get to work? (check all that apply)

<input type="checkbox"/> Drive Alone	<input type="checkbox"/> Carpool	<input type="checkbox"/> Vanpool	<input type="checkbox"/> Bicycle	<input type="checkbox"/> Walk	<input type="checkbox"/> BRT (excludes Metrobus and 99)
<input type="checkbox"/> Metro (all lines)	<input type="checkbox"/> Blue	<input type="checkbox"/> Green	<input type="checkbox"/> Orange	<input type="checkbox"/> Red	<input type="checkbox"/> Yellow
<input type="checkbox"/> VRE (excludes Manassas)	<input type="checkbox"/> Red	<input type="checkbox"/> Silver	<input type="checkbox"/> Gold	<input type="checkbox"/> Other (specify) _____	<input type="checkbox"/> Penn

How many days per week do you use the above mode(s) to travel to work?

Is it for in and scheduled use?—Please send information about:

<input type="checkbox"/> MetroRail/bus	<input type="checkbox"/> Telework/telecommute	<input type="checkbox"/> Commuter Rail (REMARC)	<input type="checkbox"/> HOV Lanes	<input type="checkbox"/> Local bus transit	<input type="checkbox"/> MTA transit	<input type="checkbox"/> Bicycling
<input type="checkbox"/> Smart Trip						

Section A | Carpool/Vanpool/Ride Match Service

Fill out the information below and we'll send you an airtel of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lot are to your home.

If interested in a carpool would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool would you prefer to:

Drive Only Ride Only Share Driving

I can arrive _____ minute before or _____ in after a normal work time. I can leave _____ in before or _____ in after after my normal work time.

Section B | Guaranteed Ride Home

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up, you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name *** _____

Supervisor's Phone Number *** _____

How many miles is it from home to work on a way? _____

Have questions or need more information? Visit commuterconnections.org or call 1.800.745.RIDE.

COMMUTER CONNECTIONS
A METRO SYSTEM COMPANY

*Some restrictions apply to the Guaranteed Ride Home program. Visit commuterconnections.org for full participation guidelines. **We are sorry for the inconvenience of scheduled overtime. © 2014 Metro System

Spring Umbrella GRH Campaign

New creative

Campaign live February – June 2010

Media

- Radio (anchor)
- Television
- Member donated transit space
- Internet banner ads
- Backpack flyers

GRH Member Donated Transit Space

Frederick County TransIT: bus exteriors

MARC Train Service: train interior cards

Montgomery County Ride On: bus shelters, bus exteriors

PRTC – bus exteriors



GRH MARC Train Interior Rail Cards



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

*Some restrictions apply

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK



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

*Some restrictions apply

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

GRH Bus Exteriors



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

GUARANTEED RIDE HOME.*

sign up today, insure your commute home.

TRANSIT **COMMUTER CONNECTIONS***
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE



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

COMMUTER CONNECTIONS*
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

Better Ways To Work!
Montgomery County Commuter Services

Your local connection to Commuter Connections

GUARANTEED RIDE HOME.*

sign up today, insure your commute home.

GRH Banner Ads

High performance weather and news sites
from past campaigns

Placement on parent-focused websites introduced



The Washington Times



GRH What If Child Banner Ad

What if?

GRH What If Child Banner Ad



GRH What If Child Banner Ad



GRH What If Child Banner Ad

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

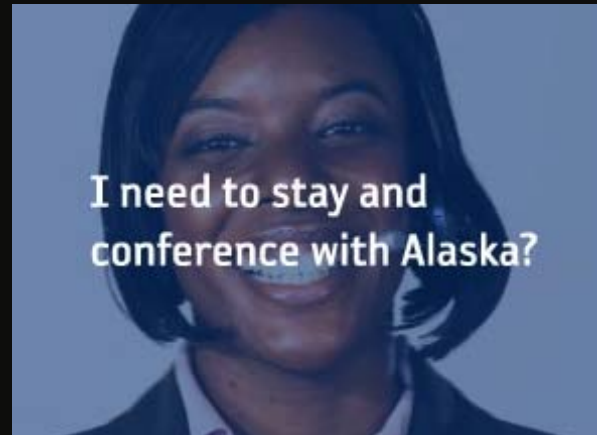
GRH What If Child Banner Ad

**GUARANTEED
RIDE HOME**

GRH What If Adult Banner Ad

What if?

GRH What If Adult Banner Ad



GRH What If Adult Banner Ad



GRH What If Adult Banner Ad

Get home should the
unexpected happen
while you're at work.

GRH What If Adult Banner Ad

**GUARANTEED
RIDE HOME**

GRH Radio

8 radio stations airing GRH spots



MIX 107.3 FM



GRH Radio

What If Child

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

What If

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

GRH Metro Networks

Messages embedded in the traffic reports

Delivered live by trusted traffic reporters



Consider it free commuter insurance! Sign up today for Guaranteed Ride Home and rideshare stress-free tomorrow. If an unexpected emergency or unscheduled overtime comes up, you're covered. Sign up at CommuterConnections.org or 1-800-745-RIDE. Some restrictions apply.

GRH Radio

Proposed value add promotions

- Bonus spots on:



- Additional air time, sponsorships, web banners and pages

GRH Additional Focus



COMMUTER CONNECTIONS GUARANTEED RIDE HOME (GRH) PROGRAM 2007 GRH SURVEY REPORT

Prepared for:

Metropolitan Washington Council of Governments
Commuter Connections Program

Prepared by:

LDA Consulting
Washington, DC

In association with:
CIC Research, Inc.
San Diego, CA

November 20, 2007

Commuter Connections 2007 GRH Survey Report

November 20, 2007

Table 30
Reason for Taking a GRH Trip – Most Recent Trip
(n=285)

Reason	Percentage
Illness of child	33%
Illness (self)	25%
Illness of family member	15%
Unscheduled overtime	14%
Other personal emergency	7%
Other*	6%

*Each response in the "Other" category was mentioned less than one percent of respondents.

With the Trip

Those who had taken a GRH trip were asked if the service was satisfactory. The overwhelming majority (94%) said they were satisfied. Reasons given by the 22 unsatisfied respondents were: "problem with service representative" (5 respondents), "waited too long" (4 respondents), "no one on the line" (3 respondents), "hard to get approval" (3 respondents), "taxi went to the wrong place" (2 respondents), and "didn't like taxi driver" (2 respondents).

Table 31, respondents waited an average of 16 minutes for a taxi, the same wait time as of the 2004 GRH survey. In 2007, almost half (45%) said the taxi arrived within 10 minutes and 81% respondents waited 20 minutes or less.

Reason for taking a GRH Trip

Illness of child 33%

GRH Additional Focus

Additional Focus: Working parents

Tactic: Distribution of message to parents through schools, radio, and websites

Message:

- GRH is commute insurance
- In case of unexpected emergency, you're covered

GRH Backpack Flyers

Reach parents of students in Fairfax and Montgomery Counties

- 88,400 students in Fairfax County
- 63,400 students in Montgomery County

Backpack distribution in April 2010

GRH Backpack Flyers



What if I pass out dissecting the frog?
What if I break my arm doing karate?
What if the ants escape from the ant farm and bite me?

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

sign up today, insure your commute home in case
of an unexpected emergency if you rideshare or
take public transportation.

GUARANTEED RIDE HOME.*

commuterconnections.org
800.745.RIDE

*Some restrictions apply

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Email Distribution of GRH Backpack Flyers

School email distribution lists in Fairfax and Montgomery Counties

Email message with attached flyer:

An unexpected school delay can be difficult. But getting home in case of an unexpected emergency when you rideshare or take public transportation is easy when you sign up for a free Guaranteed Ride Home at commuterconnections.org. Sign up for free carpool and vanpool matching, too.

First email in March 2010

GRH Direct Mail

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol Street NE Suite 300
Washington, DC 20077-0627

POSTAGE WILL BE PAID BY ADDRESSEE
FIRST CLASS MAIL PERMIT NO. 10222 WASHINGTON DC

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

(and it's free!)

GUARANTEED RIDE HOME.*

*Some restrictions apply.

Commuter Connections provides a free Guaranteed Ride Home program to employees of participating employers in the District of Columbia, Maryland, and Virginia.

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol Street NE Suite 300
Washington, DC 20077-0627

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

we've
got you
covered.

When unexpected personal or family emergencies arise or you need to work unscheduled overtime - **FREE GUARANTEED RIDE HOME. We've got you covered.**

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding ride share partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ride matching or Guaranteed Ride Home:

- 1 To register for either free program simply visit commuterconnections.org to get started! There is absolutely no cost or commitment!
- 2 Once you create an account and sign up for ride matching, you can view and print an instant match list of potential carpool/vanpool partners online today. Or to receive your match list by mail or email, simply fill out the application below.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ride match partners. It's that easy!
- 4 Added Bonus: Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program. It's free!

When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our Guaranteed Ride Home program*. So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even rental car, whatever it takes to get you home, up to four times each year! Sign up today and insure your commute home.

Register for our free Ride matching and/or Guaranteed Ride Home programs online today at commuterconnections.org. Or to receive your match list by mail or email, simply fill out the application below. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

By registering with Commuter Connections ride matching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

*Some restrictions apply to the Guaranteed Ride Home program. Visit commuterconnections.org for full participation guidelines.

NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!

Please use parking participation lines above, toll and e-parking prior to making back.

REGISTER FOR CARPOOL RIDE MATCHING OR GUARANTEED RIDE HOME TODAY! Here's your first step. Complete the form below, including sections A and/or B and return it today!

<p>Name _____ Home Address _____ City _____ State _____ Zip _____ Country of Residence _____ Home Phone Number _____ Email (Optional) _____</p>	<p>Employer/Agency _____ Work Address _____ City _____ State _____ Zip _____ Country of Workplace _____ Work Phone Number _____ I start work at _____ am, and stop work at _____ pm.</p>
<p>Which of the following do you use to get to work? (check all that apply)</p> <p><input type="checkbox"/> Drive Alone <input type="checkbox"/> Carpool <input type="checkbox"/> Vanpool <input type="checkbox"/> Bicycle <input type="checkbox"/> Walk <input type="checkbox"/> Metro (all services) <input type="checkbox"/> Blue Green Orange Red Yellow <input type="checkbox"/> VRE (all services) <input type="checkbox"/> Metrolink <input type="checkbox"/> MetroLink <input type="checkbox"/> MetroLink Penn <input type="checkbox"/> Other (specify) _____</p>	
<p>How many days per week do you use the above mode(s) to travel to work?</p> <p>Information and Schedules—Please send information about: <input type="checkbox"/> Metro/Rail/Bus/Sea/Tram <input type="checkbox"/> Telework/Telecommute <input type="checkbox"/> Commuter Rail (e.g. MARC) <input type="checkbox"/> HOV Lanes <input type="checkbox"/> Local bus Transit <input type="checkbox"/> MTA Transit <input type="checkbox"/> Bicycling</p>	

Section A | Carpool/Vanpool Ride Match Service

Fill out the information below and we'll send you a list of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lot is to your home.

- If interested in a carpool would you prefer to:
- Drive Only Ride Only Share Driving
- If interested in a vanpool would you prefer to:
- Drive Only Ride Only Share Driving

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

Section B | Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up, you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____
Supervisor's Phone Number** _____
How many miles is it from home to work one way? _____

Have questions or need more information?
Visit commuterconnections.org or call 1.800.745.RIDE.



*Some restrictions apply to the Guaranteed Ride Home program. Visit our website for full participation guidelines. **Necessary for verification of unscheduled overtime. © 2008 commuterconnections.org

GRH Rewards Program

Coupons to GRH Re-Registrants



GRH Rewards Sponsors

EN ESPAÑOL QUICK LINKS ORDER BROCHURES BULLETIN BOARD SEARCH

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

COMMUTER PROGRAMS EMPLOYER PROGRAMS COMMUTING RESOURCES ABOUT US NEWS & EVENTS

Home > [Commuter Programs](#) > Guaranteed Ride Home

COMMUTER PROGRAMS

- GUARANTEED RIDE HOME
 - Apply Now
 - What It Is
 - Participation Guidelines
 - Areas of Service
 - Commuter Testimonials
 - GRH Rewards
- RIDESHARING
- TRANSIT
- TELEWORKING
- BICYCLING
- WALKING
- FAQ

GUARANTEED RIDE HOME



REGISTER FOR GUARANTEED RIDE HOME PROGRAM

Guaranteed Ride Home (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a **FREE** and reliable ride home when one of life's unexpected emergencies arise.

Commuters may take advantage of GRH up to four times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late.

GRH is designed to rescue commuters who are worried about how they'll get home when an emergency arises. Knowing there's a guaranteed ride home allows one to use commuting options like transit and carpools with peace of mind and confidence.

Best of all, the GRH service is **FREE!**

Some restrictions apply so be sure to read the [PARTICIPATION GUIDELINES](#)

Questions? Call us at 1-800-745-RIDE.

GRH CORPORATE SPONSORS



i'm lovin' it®



GrubHub.com
Discover who delivers.

[Site Map](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002
Phone: 1-800-745-RIDE • Fax: 202.962.3218 • E-mail: ridematching@mwco.org

GRH Rewards Sponsors

The image shows a screenshot of the Facebook page for 'Commuter Connections'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find Friends, and Account. The main content area features the Commuter Connections logo with the tagline 'A SMARTER WAY TO WORK' and the phone number '1-800-745-RIDE' along with the website 'www.commuterconnections.org'. Below this is a 'Suggest to Friends' button and a quote: 'A Smarter Way to Work'. The 'Information' section lists the organization as 'Founded: 1974'. The 'Fans' section shows '6 of 62 Fans' and lists several names: Tanya Thia Alvis, Chi C. Walker, Kate 'Alanna' Fritz, Kim Brehon, Dina Gold, and Norman A Cox. The main post is from 'Commuter Connections' and discusses a partnership with GrubHub, stating that GrubHub is the latest corporate sponsor for the Guaranteed Ride Home (GRH) Rewards Program. The post mentions a network of over 10,000 delivery restaurants and offers a free membership with Commuter Connections. It includes a 'Questions? Ask Customer Service' button and a link to 'Washington DC Food Delivery | Washington DC Restaurant Delivery | GrubHub.com'. The post is dated 'January 13 at 4:21pm'. Below the main post is another post from 'Commuter Connections' dated 'December 22, 2009 at 11:54am', which mentions McDonald's as a new corporate sponsor for the GRH Rewards Program. The right sidebar contains three advertisements: 'Money in your Pocket', 'Extinct?' (Zoo World), and 'Medical Billing Degrees'.

GRH Rewards Earned Media

For Immediate Release
February 24, 2010

CONTACT:
Anne Marie Corbalis: 845-855-7077 / amcorbalis@archstreetcommunications.com
Lewis Miller: 202-962-3209 / lmiller@mwco.org

McDonald's and GrubHub.com Sponsor Commuter Connections' *Guaranteed Ride Home* Program

Washington, D.C.—In addition to free rides home in emergencies, commuters who renew their registration for Commuter Connections' *Guaranteed Ride Home* (GRH) program will now receive an added bonus: coupons for a free McDonald's® "Angus Third Pounder" and a \$10 coupon from GrubHub.com that can be used towards online orders from more than 400 restaurants in the metropolitan Washington area.

In supporting the Commuter Connections *Guaranteed Ride Home* (GRH) program, McDonald's® Family Restaurants of Greater Washington, D.C. and GrubHub.com deliver added value to commuters who choose "green" alternatives over drive-alone commuting. Coupons will be distributed to commuters who renew their participation in the *Guaranteed Ride Home* program.

"Commuters can visit our Web site to learn about *Guaranteed Ride Home* and other free services including state-of-the-art ride-matching," said Nick Ramfos, Director of Commuter Connections. "Now area commuters can share the ride, benefit from the free *Guaranteed Ride Home* program—and enjoy a great meal. We appreciate the support of McDonald's® and GrubHub.com in encouraging even more commuters to share the ride."

"We think the Commuter Connections *Guaranteed Ride Home* Program is great and it's such an easy alternative for people trying to get home during unexpected emergencies," added Matt Maloney, co-founder and CEO of GrubHub.com. "We hope that Commuter Connections members get a chance to check out GrubHub.com and take advantage of our \$10 off coupons for first-time online orders."

Commuters in the metropolitan Washington region who carpool, vanpool, use public transportation, bicycle or walk to work two or more days a week can sign up for the free *Guaranteed Ride Home* (GRH) program, which ensures commuters a ride home should they have an unexpected personal or family emergency or unscheduled overtime.

Program participant Lavon Roxbury knows the value of the *Guaranteed Ride Home* program. "I was at work when my dad got a call from Johns Hopkins that his compatible kidney had arrived. The commuter bus was not going to be running for another 2 hours. Since time was of the essence, I called GRH and a cab was here in 15 minutes. Thank you very much Commuter Connections for the GRH service—it was right there when I needed it."

To register for the Commuter Connections *Guaranteed Ride Home* program, commuters can visit www.commuterconnections.org and click on the Sign-Up for *Guaranteed Ride Home* Program at the top of the screen.

###

FrederickNewsPost.com

washingtonexaminer.com



fastNOTES

Frederick Area Shared Transportation—Rideshare / Commuter Assistance Services

Bike to Work Day 2010

Marketing and Promotional Materials include:

- Radio
- Poster and rack card
- T-shirt
- Pit stop banners
- Circulator bus cards
- MASN
 - 30 Second PSAs on Nat's Programming
- Considering print ads



 CIRCULATOR

 MASN



BTWD 2010 Poster and Rack Card

Are you pumped?

REGISTER AT WABA.ORG OR CALL 202-518-0524
Pre-Register by May 14 for Free T-Shirt and Bike Raffle!
FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
 Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

PIT STOPS

WASHINGTON D.C. Buzzard Point Freedom Plaza Nationals Park	VIRGINIA Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna
---	--

COMMUTER CONNECTIONS **WABA** **CityBikes**
DC Lottery **WHOLE FOODS** **masHD**
CRYSTALride **ICF** **AAA Mid-Atlantic** **transurban**
LOCAL MOTION **REI** **VPSI Inc.** **PEAK RACKS**
GeoEye **CAPITAL CRESCENT TRAIL** **WHEELROLL**
PEPAC'S **JAMIS BICYCLES** **W** **G**
JANDD **Blackburn** **HONEST**
The Mayor's Escape **ON WHEEL**
LOUIS GI RNE-U **BREEZER** **SPEELED.**

Friday May 21, 2010

Bike to Work Day

bike to work day
2010

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

We're pumped!

REGISTER AT WABA.ORG OR CALL 202-518-0524
Pre-Register by May 14 for Free T-Shirt and Bike Raffle!
FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
 Visit waba.org for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

PIT STOPS

WASHINGTON D.C. Buzzard Point Freedom Plaza Nationals Park	VIRGINIA Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna
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Friday May 21, 2010

Bike to Work Day

bike to work day
2010

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The Mayor's Escape **ON WHEEL**
LOUIS GI RNE-U **BREEZER** **SPEELED.**

Friday May 21, 2010

Bike to Work Day

bike to work day
2010

BTWD 2010 Banner

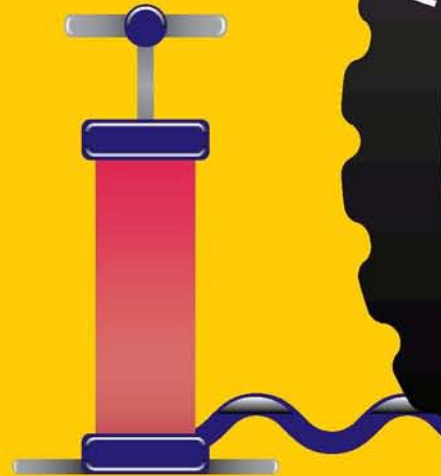
NATIONALS PARK



1500 South Capitol St SE
6:30 am to 7:30 am

Friday May 21, 2010

Bike
to
Work
Day



We're pumped!

Register at waba.org or call 202.518.0524

Employer Recognition Awards

Selection committee meets March 24

Marketing collateral in development includes:

- Invitation and response card
- Awards brochure
- Podium signage
- Winner print ad

Employer Recognition Awards ceremony June 2010

2010 Employer Recognition Awards Creative



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

THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

2010
EMPLOYER
RECOGNITION
AWARDS

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-taxed or subsidy of transit or parking benefits such as SmartCommute®
- Providing Commuter Connections' free ride-matching service to force carpools or vanpools, or providing your own on-site employer 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
- Installing bike racks and/or shower facilities for bicyclists and walkers
- Implementing or expanding a corporatewide e-PA Quality Action Days program
- Providing and/or supplementing Commuter Connections' Free Guaranteed Ride Home program

Awards are in the following categories:

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

INCENTIVES
Providing commuter benefits and incentives that encourage employees to telework, bicycle, walk, carpool, or take public transportation to the workplace

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

Meet our 2009 winners

INCENTIVES 
Consumer Electronics Association

The Consumer Electronics Association (CEA) in Reston, Va., was the winner of the Commuter Award. CEA's 2009 program will provide bus/metro, bicycle or carpooling educational programs and awarding opportunities to the 2,700 member companies that it represents.

CEA's vehicle incentive benefits program, established in 2005, includes:

- Free parking for carpools with more than two employees
- Single-ride employer fare of up to \$15,000 to the and west of Arlington County
- Monthly public transportation subsidy up to \$120
- Telework, flexible compressed work weeks
- 50% bonus for reduced business miles/reimbursements

MARKETING
Tysons Corner Center 

Tysons Corner Center is the nation's 19th largest mall and work place in 1,200 commuters. The Tysons Corner program is the nation's commensurate marketing effort to educate employees on commuter options. The initiative was focused on addressing 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 needs. Hand-delivered packets including helpful commuter-related giveaway items were provided to employees. Giveaway items, brochures and schedules based on each employee's both lifestyle and transit history were included in the packets.

TELEWORK 
Nobilis

Nobilis, a 100 employee nonprofit software, technology and strategy organization headquartered in Falls Church, Va., helps government and nonprofit clients solve complex human, process and infrastructure problems.

Seeking to increase productivity and decrease costs, Nobilis began to use an extended telework program which is demonstrated below in 2002. Initially, many members of management were skeptical of the idea. A management education program which focused on the long-term benefits of teleworking helped to turn this skepticism around.

Nobilis' telework program is creditable both for increasing and creating a talented workforce in the company. In a recent survey of teleworkers, employees cited telework as one of the most important employee benefits at Nobilis. In any one period of employees telework an average 1.0 days per week, or more, as employees' telework full time.



Questions & Answers

Any questions or comments?

bicycling

in the Golden Triangle



SAFETY TIPS

Obeying Traffic Signs and Signals

- Check for oncoming traffic before entering any street or intersection
- Ride on the right, with the flow of traffic
- Take the lane if there is insufficient road width for cyclists and cars to share, less than 12 feet (in DC most lanes are 11 feet wide)
- Use hand signals to let pedestrians, other cyclists and motor vehicle drivers know your intention to stop or turn
- Ride in a straight line—don't weave in and out of parked cars

Biking Safely

- Always wear a helmet
- Wear bright, visible clothes
- Be predictable; always signal your intentions
- Ride far enough away from parked cars to avoid hitting a surprise open door
- Ride far enough away from the curb or edge of the roadway to avoid hazards and debris
- Take the lane before intersections and turns to assert your position on the roadway
- Be visible at night with a front white light and a red rear reflector and/or a rear red light
- Keep your bike in good repair—adjust your bike to fit you and check brakes and tires regularly

Biking Etiquette

- Yield to slower users, especially children
- Obey posted speed limits for the safety of all users
- Announce when passing by using a bell, horn, or speaking loudly to indicate your intentions
- Pass on the left; keep to the right unless passing
- Yield when entering and crossing intersections



GOLDEN TRIANGLE

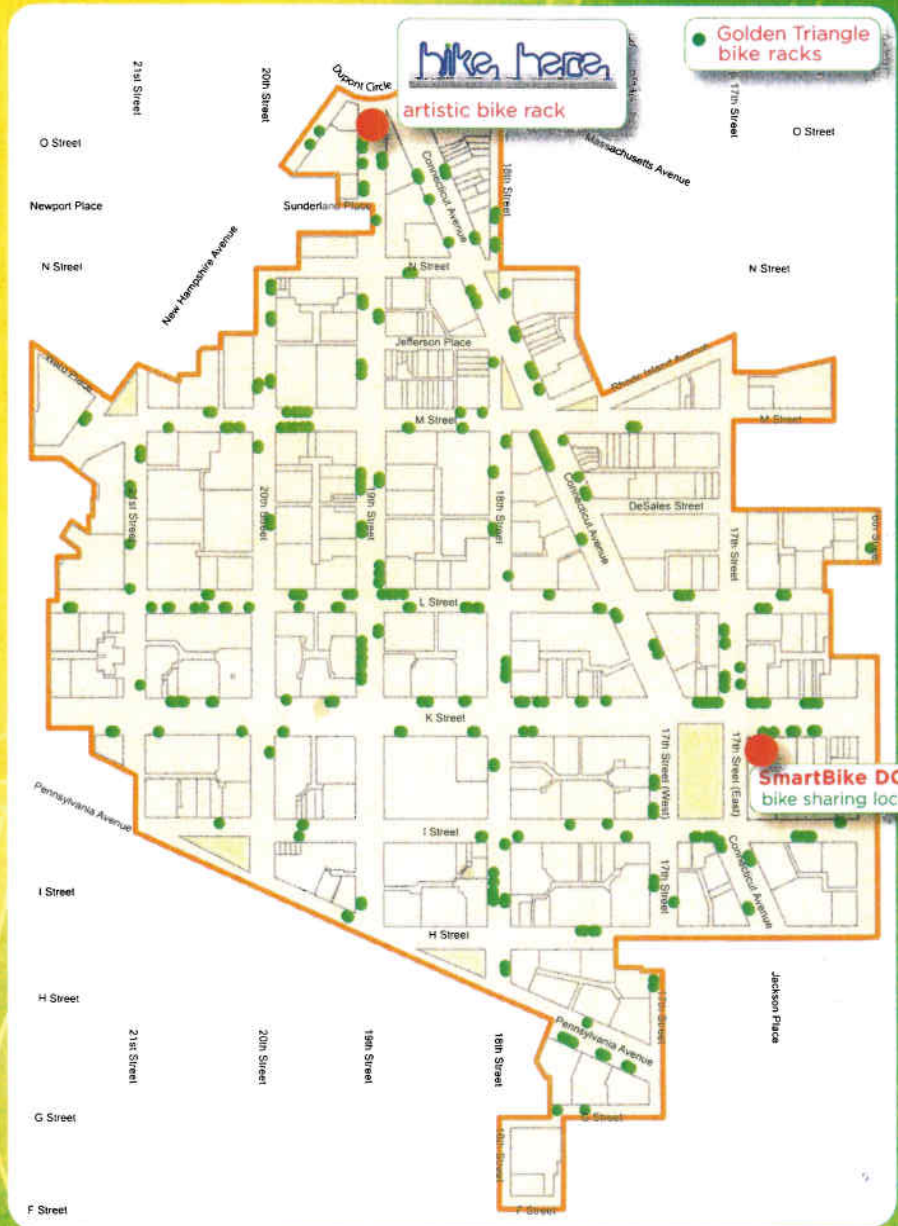
www.goldentriangledc.com

bicycling

in the Golden Triangle



Cycling can be a great way to get around in DC's central business district. To help make the Golden Triangle a more bike-friendly neighborhood, the Golden Triangle Business Improvement District has installed more than **300 bike racks** throughout its 42 blocks. With a new, **artistic bike rack** at the Dupont Metro's south entrance, a **SmartBike DC** bike sharing location at 17th & K Streets, and numerous bike racks on every block, there are plenty of opportunities to enjoy the benefits of biking.





Spring 2010 Campaign Briefing

Regional TDM Marketing Group
3/5/2010, Item #6

The “Street Smart” Campaign

- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002
- Run twice annually since 2007
 - Fall and Spring waves
 - November 2009 and March-April 2010
 - November 2009 repeat Spring 2009 materials
- FY 2010 budget \$658,000
 - Spring 2010 \$500,000
- Details at <http://www.bestreetsmart.net>

Campaign Dates

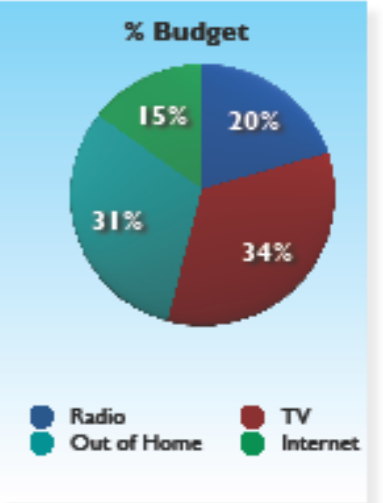
March 14 – April 14

Media Objectives

- Educate the audiences (drivers, pedestrians, bicyclists) of pedestrian and bicycle safety and pedestrian safety around buses.
- Inform the audience about *increased law enforcement* enforcing pedestrian and bicycle traffic safety laws.

Street Smart 2010 Media Plan

	March				April				Impressions	Reach	Frequency	Budget
	1	8	15	22	29	5	12	19				
Radio			400 rating points						8,923,000	69.2%	5.7x	\$54,454
Television									13,425,000	86%	4.5x	
Broadcast TV			200 rating points									\$62,572
Comcast Cable Interconnect			150 rating points									\$26,245
												\$88,817
Out of Home												
Clear Channel Transit Shelters			25 Shelters						6,001,600	82.9%	12x	
CBS Busbacks			85 Buses									
CBS Bus Sides			85 Buses									
Metro Interior Cards			100 Cards									
Metro Bus Interior Cards			450 Cards						18,039,000	84%	15x	\$81,137
Internet									5,550,000	NA	NA	
FaceBook			150,000 Impressions									\$1,018
WashingtonPost.com Traffic/Lifestyle			300,000 Impressions									\$3,801
WTOP.com Traffic Sponsorship			100,000 Impressions									\$5,324
Undertone Network			5 Million Impressions									\$30,440
												\$40,583
Total									51,938,600			\$264,911



Spring 2010 Campaign




Be Alert. Be StreetSmart.

Every 8 minutes a life comes to a screeching halt.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



OBEY Signs and Signals

Ride with Traffic.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



Cross after the Bus leaves the stop.

Stay alert. Cross safely. Be sure drivers can see you and watch for buses making wide turns.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia

Hand-Outs



USE THE CROSSWALKS

CRUCE POR EL PASO DE PEATONES

請走斑馬線過街

건널목을 사용하십시오

HÃY ĐI TRONG ĐƯỜNG LÀN ĐẠNH CHO NGƯỜI ĐI BỘ

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SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

FOR DRIVERS:



STOP FOR PEDESTRIANS at crosswalks and be careful when passing stopped vehicles.



SLOW DOWN and obey the posted speed limit.



YIELD TO PEDESTRIANS & CYCLISTS when turning.



LOOK before opening your door.



ALLOW 3 FEET when passing bicyclists.

STREET SMART
BeStreetSmart.net

A public safety program of the District of Columbia, Maryland and Virginia

FOR PEDESTRIANS:



CROSS THE STREET AT MARKED CROSSWALKS and intersections.



BEFORE CROSSING, LOOK left, right, then left again.



USE PEDESTRIAN PUSHBUTTONS.



BEGIN CROSSING THE STREET ON "WALK" signal.



STAY VISIBLE AFTER DARK and in bad weather.



WATCH OUT FOR TRUCKS AND BUSES backing out of parking spaces and driveways.

FOR BICYCLISTS:



OBEY ALL REGULATORY SIGNS and traffic lights.



NEVER RIDE AGAINST TRAFFIC. Ride with traffic to avoid potential accidents.



USE HAND SIGNALS to tell motorists what you intend to do.



RIDE IN A STRAIGHT LINE to the right of traffic and about a car door width away from parked cars.



ALWAYS WEAR A HELMET. Helmets dramatically reduce the risk of head injury in a bicycle accident.



USE LIGHTS AT NIGHT and when visibility is poor.

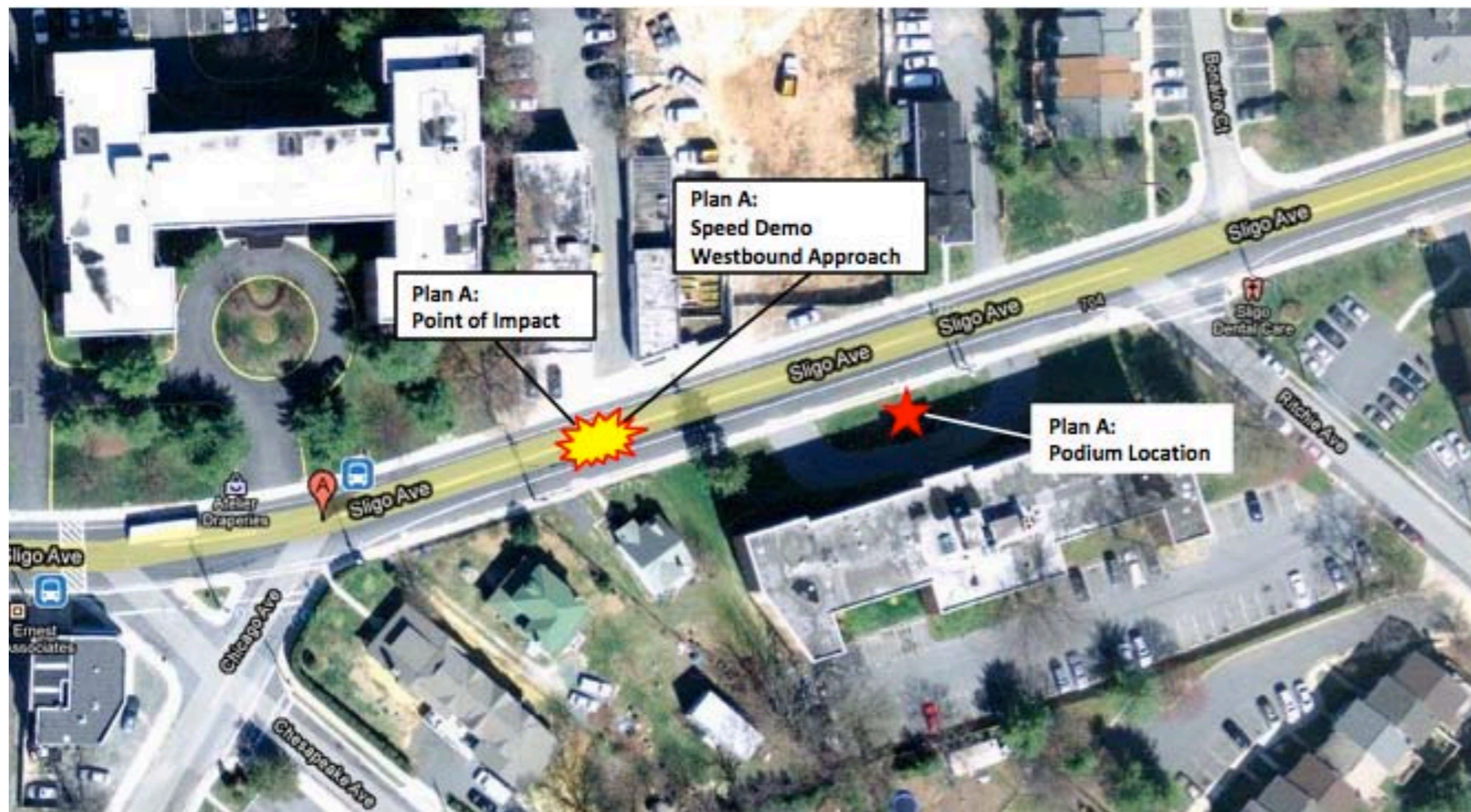
Pedestrians and cyclists should watch for turning vehicles. Motorists must yield to cyclists and pedestrians when turning.

Date: March 23, 2010

Press Event/Speed Demo

Time: 12:00 p.m.

Location: Sligo Avenue between Ritchie Avenue & Chicago Avenue



Web Site

- <http://www.bestreetsmart.net>

Evaluation

- Pre and post-campaign web-based surveys of 300 area motorists
 - Shows that people remember the messages, and where they heard them
- PR success measured by “earned media”
- Law enforcement agencies report citations and warnings issued during the campaign
 - In 2009 over 50,000 citations & warnings reported
- Annual Report, October 2010

STREET
 **SMART**