



Metropolitan Washington Council of Governments FY 2009 Second Half Draft Marketing Campaign Summary

Introduction

A number of challenges impact the second half of FY09. In the past six months gas prices have dropped almost 50%,¹ providing less of an incentive for commuters to leave their cars at home in favor of alternative transportation. Moreover, in the midst of an economic downturn, uncertainty and anxiety may make commuters less likely to stray from the comfort of their routines.

In addition, congestion is persistently problematic, with drivers facing bottlenecks on the roads during rush hours and the Metro and some bus lines running at or near capacity. The combination of lower gas prices, the appeal of routine during a tumultuous economy, and crowded transit present a challenging environment to convert commuters to alternative commute methods.

The Commuter Connections network members are working together to convert commuters in spite of this somewhat difficult environment. The team's efforts include:

- The launch of a new region-wide online ridematching system that makes it easier for commuters to explore options, and control the ability to identify potential rideshare opportunities.
- An exciting new umbrella marketing campaign launching in February 2009.
- A number of efforts and events to keep commuting issues front of mind including among others, the Bike to Work Day event and the Employer Recognition Awards.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

The foundation for FY2009 marketing efforts was established in a marketing brief distributed to network members in August 2008. The strategies behind the FY09 marketing campaign continue to be based on the findings of the 2007 State of the Commute Survey, 2007 GRH Survey Report, and the Commuter Connections Stakeholder Attitudes and Opinions, April 2007. A separate analysis conducted by Odonnell Company looked at the implication of the findings on specific marketing strategies. Specifically, this analysis noted the following findings:

- All other modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.

¹ www.washingtondcgasprices.com

- 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 (for example, above \$50,000 per year) 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%).

Commuter Connections launched its spring FY09 campaign in February 2009 with new creative designed to reach out and address the issues commuters are facing. The Rideshare campaign invites commuters to explore all options and “Try a Different Way to Get to Work”. Rather than focusing on gas costs as the sole incentive to rideshare, the campaign takes a lighter approach to emphasize the other benefits of leaving a single-occupancy vehicle at home. The Guaranteed Ride Home campaign highlights the comfort and control commuters can feel by registering for the Guaranteed Ride Home program. In addition to paid and value-add media, Commuter Connections network members stepped up with an impressive contribution of donated transit space throughout the region to maximize the reach of the umbrella marketing effort. COG supported this effort by funding printing of the transit marketing materials through the Commuter Connections regional marketing budget.

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 Services 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 RideOn	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 primary resource for alternatives to driving alone.
- Promote awareness of Ridematching services and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service and increase applications for the program.

Messaging Strategy

The second half of FY2009 saw the launch of new creative for the spring umbrella campaign. Commuters were urged to “Try a Different Way to Get to Work” with Commuter Connections’ Ridematching program where “a fresh approach to saving money, time and the environment” is offered. The print creative offers visual strength delivered with a sense of lightness to help reduce resistance to sharing a ride. The sense of spontaneity and the uplifting feel of the concept feeds into the positive benefits offered by the Ridematching program and remind us that change, possibility and open-mindedness to a new way is a simple choice that can be made at any time. The bright colors are in stark contrast to the economic gloom many may be feeling and offer positive energy and promote feelings of a time for change. Individual benefits of ridesharing are brought forth in the payoff line of “a fresh approach to saving money, time and the environment”. The sense of play, fun, and lightness were echoed in the radio ads where the use of a pogo stick and rickshaw grab the listeners’ attention before delivering Commuter Connections’ main message.

The Guaranteed Ride Home program is the insurance policy that most commuters hope they will not have to use but are reassured to know is there. Using the Commuter Connections’ blue branding color as the predominant color, a contrasting bright orange was used to be visually hard hitting. Up close and personal graphics demonstrate the benefits of the Guaranteed Ride Home program. Commuters are offered a way to raise their comfort level while remaining in control. The print and radio concepts were tightly coupled to reinforce the message.

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%)

Spring 2009 Media Cost Flowchart

SPRING 2009 FLOWCHART																				
MEDIA	FEB		MARCH			APRIL				MAY			JUNE			COG TOTALS				
	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25		1	8	15	22
Rideshare																				\$174,750
GRH																				\$174,750
Bike to Work Day																				\$24,000
Radio (Total)																				\$373,500
Coffee Sleeves																				\$52,500
Internet																				\$30,000
Bus Exterior TransIT*																				\$0
Bus Exterior Ride On*																				\$0
Bus Interior ART*																				\$0
Bus Interior DASH*																				\$0
Bus Shelters Ride On*																				\$0
Van Magnets VPSI *																				\$0
Direct Mail*																				\$0
WSJ Print Ad																				TBD
Contingency																				\$3,000
Total																				\$459,000

GRH Only
 GRH/RS
 Employer Recognition Awards

Rideshare Only
 Bike To Work Day

* Printing expenses only

Media Objectives: Guaranteed Ride Home

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

Target market

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

Geographic Targeting

Washington D.C. DMA

GRH Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Bus exteriors	(printing cost only)	(printing cost only)
Bus interiors	(printing cost only)	(printing cost only)
Bus shelters	(printing cost only)	(printing cost only)
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Media Objectives: Rideshare

The campaign to promote the Rideshare program uses a mix of traditional and non-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 Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Bus exteriors	(printing cost only)	(printing cost only)
Bus shelters	(printing cost only)	(printing cost only)
Van magnets	(printing cost only)	(printing cost only)
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Brand Character

The Commuter Connections network wishes to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' new online ride-matching system, commuters registering for the ridematching 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 spring campaign, radio was used as the anchor medium for the campaign with a broad mix of radio stations including Spanish-speaking commuters with spots running on WLZL, El Zol. In total, the following 8 D.C.-focused stations and 4 exurban stations were used during the campaign:

WAFY (Key 103.1FM)	WFLS (93.3FM Real Country, Fredericksburg)	WRQX (Mix 107.3FM)
WASH (Soft Rock 97.1FM)	WFRE (99.9 Free Country, Frederick)	WSMD (Star 98.3FM Mechanicsburg)
WBIG (BIG 100 100.3FM)	WLZL (El Zol, 99.1FM)	WTGB (94.7 The Globe)
WBQB (B101.5FM Fredericksburg)	WPGC (Urban AC)	WTOP (News/Talk 103.5FM)

Two radio spots were written and produced to deliver the messages of the Guaranteed Ride Home and Ridematching campaigns. The radio campaign rotated between Rideshare and Guaranteed Ride Home weeks for a total of a 10 week on-air period from February 23 until June 28. No Rideshare or Guaranteed Ride Home spots aired during the three week period when the Bike to Work Day spots aired, April 20 through May 10.

WLZL translated into Spanish and produced the "Comfort Level" Guaranteed Ride Home spot and the "Different Way to Work" Rideshare spot for the campaign.

The following spots were developed in support of the spring campaign:

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 spring campaign, all radio stations were asked to promote the benefits of Commuter Connections' new online ridematching system. The radio stations responded with a mixture of promotional ideas.

The value add promotions being provided as part of the spring campaign include:

- WASH, WBIG, and WMZQ will continue to run the Rideshare Tuesday promotion.
- WRQX (Mix 107) will sponsor a contest in April with a Metro SmarTrip Card for \$107 as the prize. Entrants will be asked to provide details on how they plan to utilize it.
- WAFY will sponsor a contest in June with a bicycle as the prize. Entrants will be asked to provide commuting ideas or how to save on commuting costs.
- Commuter Connections has been asked to take part in interviews with Guy Lambert for WPGC's Public Affairs Show and on WLZL's "Tu Familia Zol" program.
- WFLS will provide Commuter Connections information in an e-blast to their database of 16,000 station club members.
- Bonus spots are included on most of the value add promotions. Most stations also plan to promote Commuter Connections on their station websites.

In addition to the value add promotions being provided by the radio stations, the coffee cup sleeve vendor will be sponsoring a Commuter Connections coffee day. As part of the promotion, one coffee café will be selected by Commuter Connections to provide free coffee for 2 hours for up to 200 customers. Balloons will be provided on location and signage will be on display for several days to promote the event.

Internet Advertising

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

The selection of web sites for the placement of web banner ads for the spring campaign focused on those sites providing top performance on previous campaigns. Sites that have performed well, ad sizes that have performed well, tuning ad placement to meet the target audience demographics, as well as Internet trends, all factored into the placement of the Internet ads for the spring campaign.

Historically, weather sites have been among the top performers for all Commuter Connection campaigns. Popunder ads, those ads presented in a window left behind when you close the browser, have also delivered top performance. The FY2009 fall campaign saw the inclusion of major job websites as the 2007 State of the Commute Survey showed a correlation between changing job or work hours and switching to alternative transportation. The fall campaign banner ad performance data supported the inclusion of job websites in the Internet media buy.

In addition to selecting sites based on past performance, the prevalence and adoption of social media and networking sites has grown considerably over the past year. The spring campaign recognizes this and has included a Facebook ad as part of the Internet ad placements.

The following sites are being used in the campaign:

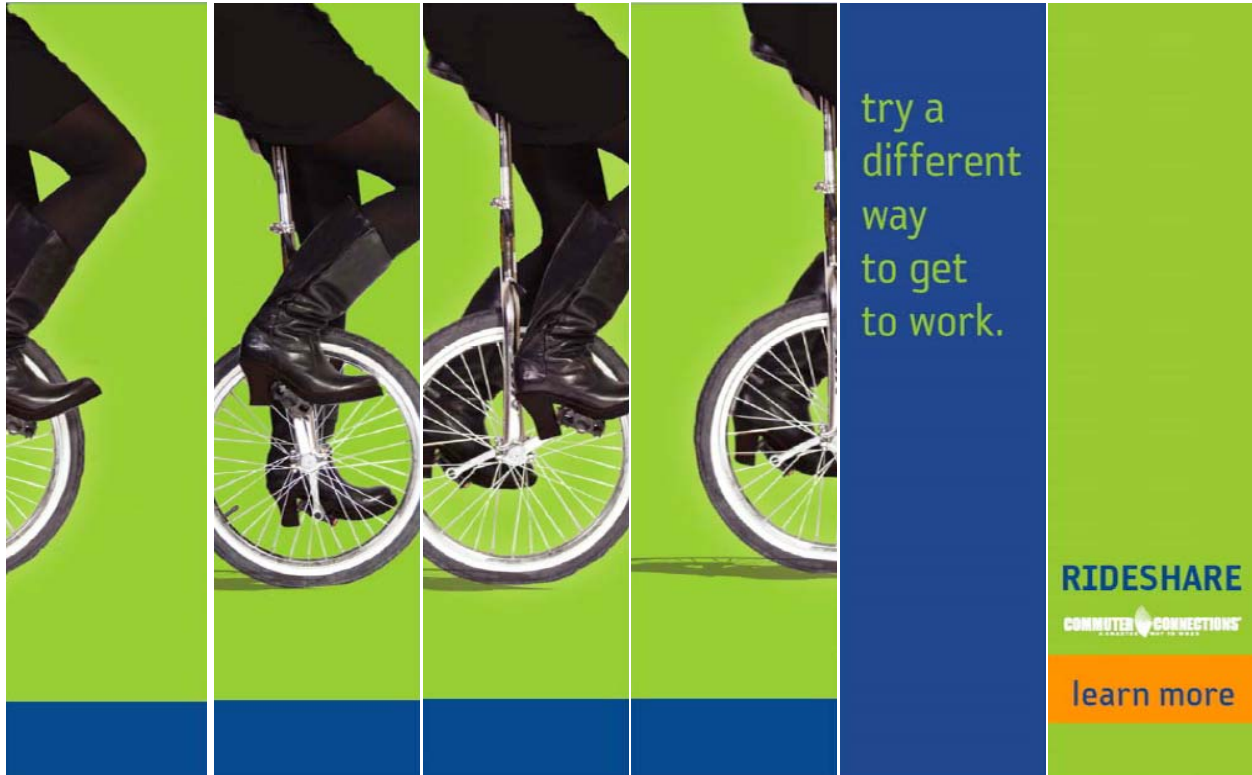
- Facebook
- Monster
- Accuweather
- Washington Times
- iii-interactive.com run-of-network geo-targeted by IP address

iii-interactive is a internet media company that works with a collection of hundreds of different web sites to provide advertisers with a cost-effective means of reaching potential customers through a large number of sites that can be targeted in a streamlined manner.

Four banner ad sizes, 160x600, 300x250, 720x300, and 728x90 were used for the campaign. One Rideshare and one Guaranteed Ride Home ad were provided in each size with equal rotation of both ads. For Facebook, 2 Rideshare and 1 Guaranteed Ride Home ads were created with equal rotation between the Rideshare and Guaranteed Ride Home ads.


Statistics were collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and CTR (Click Through Rate), ad sizes and site placement were adjusted to provide optimal performance.

Internet Banner Ads




Facebook Ads

A different way to work.



Rideshare. A fresh approach to saving money, time and the environment. Learn more.

Raise your comfort level.



When a sudden family emergency arises or you have unscheduled overtime we'll get you home for free. Guaranteed Ride Home. Learn more.

Internet Banner Ads

raise your
comfort level

lower your
stress level

when an unexpected
family emergency arises

or you have
unscheduled overtime

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

GUARANTEED RIDE HOME[®]

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

* some restrictions apply

Coffee Cup Sleeves

Coffee cup sleeves are practically as ubiquitous as single occupant vehicles on the road. During the spring, the campaign will distribute at least 525K, customized 4-color 'ad sleeves' over a 4 month time period in coffee cafes located in Virginia, Maryland, and Washington DC. Ad sleeves are distributed to coffeehouses for free, thus dramatically reducing their cup sleeve expense while leveraging their most powerful touch-point to enhance the consumer experience. This form of promotion is catching on with other advertisers as well. Others who have used this medium include Fox's '24' and the American Red Cross.

See Appendix for a sample list of the cafes that are on the distribution plan. This list reflects the vendor's initial estimated distribution and is subject to change both in number, and actual locations, as their operations team works through the allocation.



Member Donated Space

The free contributions of Commuter Connection network members are much 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 bus interiors and exteriors, shelters, and vanpools from the following network members:



Bus Interiors

You're always within reach. With **GUARANTEED RIDE HOME,*** we'll get you home if you have an unexpected emergency or unscheduled overtime.

You're always within reach. With **GUARANTEED RIDE HOME,*** we'll get you home if you have an unexpected emergency or unscheduled overtime.

(remote control.)

www.commuterconnections.org

 1.800.745.RIDE

* Some restrictions apply.

Bus Exteriors

Try a different way to get to work.

RIDESHARE.

Try a different way to get to work.

RIDESHARE.

org 800.745.RIDE

(raise your comfort level.)

we'll get you home for free. **GUARANTEED RIDE HOME.***

commuterconnections.org 800.745.RIDE

* Some restrictions apply.

Bus Shelters

COMMUTER CONNECTIONS
800.745.RIDE
Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections.

Try a different way to

R (raise your comfort level.)

A fresh approach to saving money, time and the environment.

commuterconnections.org
Commuter Connections® is a network of organizations providing free ridesharing and commuter information in the District of Columbia, Maryland, and Virginia.

COMMUTER CONNECTIONS
800.745.RIDE
Better Ways To Work!
Montgomery County Commuter Services
Your local connection to Commuter Connections.

No need to stress. With **GUARANTEED RIDE HOME***, we'll get you home if you have an unexpected family or personal emergency or unscheduled overtime.

RIDESHARE.

A fresh approach to saving money, time and the environment.

commuterconnections.org
Commuter Connections® is a network of organizations providing free ridesharing and commuter information in the District of Columbia, Maryland, and Virginia.

commuterconnections.org CARPOOL • VANPOOL • TRANSIT
*Rideshare only. See website for details.

Vanpool Magnet

Try a different way to get to work.

VPSI Inc.

RIDESHARE.

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

Direct Mail to Households

A direct mail campaign is scheduled to be mailed in June to households with persons age 35-54 and an annual income above \$50,000. A tear off card will be included so the recipient can easily apply for either ridesharing and/or the GRH program, or request additional information.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!

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

Here's your first step. Complete the form below, including sections A and/or B, and return it today!

Name _____ Employment/Agency _____
 Home Address _____ Work Address _____
 City _____ State _____ Zip _____ City _____ State _____ Zip _____
 Country of Residence _____ Country 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?
 Drive Alone Carpool Metro/rail
 Walk/bike/skate Motorcycle
 How many days per week do you use this mode of transportation?
 Metro/rail/bus/Smart Trip Taxi/cab/ride share

Section A - Carpool/Vanpool Ride
 Fill out the information below and we will match you with a carpool or vanpool partner who lives in your area and has a similar schedule. We'll also let you know how to get to your home.
 If interested in a carpool would you prefer to:
 Drive Only Ride
 If interested in a vanpool would you prefer to:
 Drive Only Ride
 I can arrive _____ minutes before or after my departure.
 I can leave _____ minutes before or after my departure.

Information and Schedule - Please provide:
GUARANTEED RIDE HOME* gives you the control to get home when you've got to be there.

*Some restrictions apply

COMMUTER CONNECTIONS
TRANSIT PARTNERS

(remote control.)

Try a different way to get to work.
RIDESHARE. A fresh approach to saving money, time and the environment.

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 schedules for your metropolitan area, and Metropolitan Washington Council of Governments

COMMUTER CONNECTIONS
TRANSIT PARTNERS

PRESORTED FIRST CLASS U.S. POSTAGE 760 Permit No. 9770 Washington D.C.

Consider all the options
RIDESHARE.

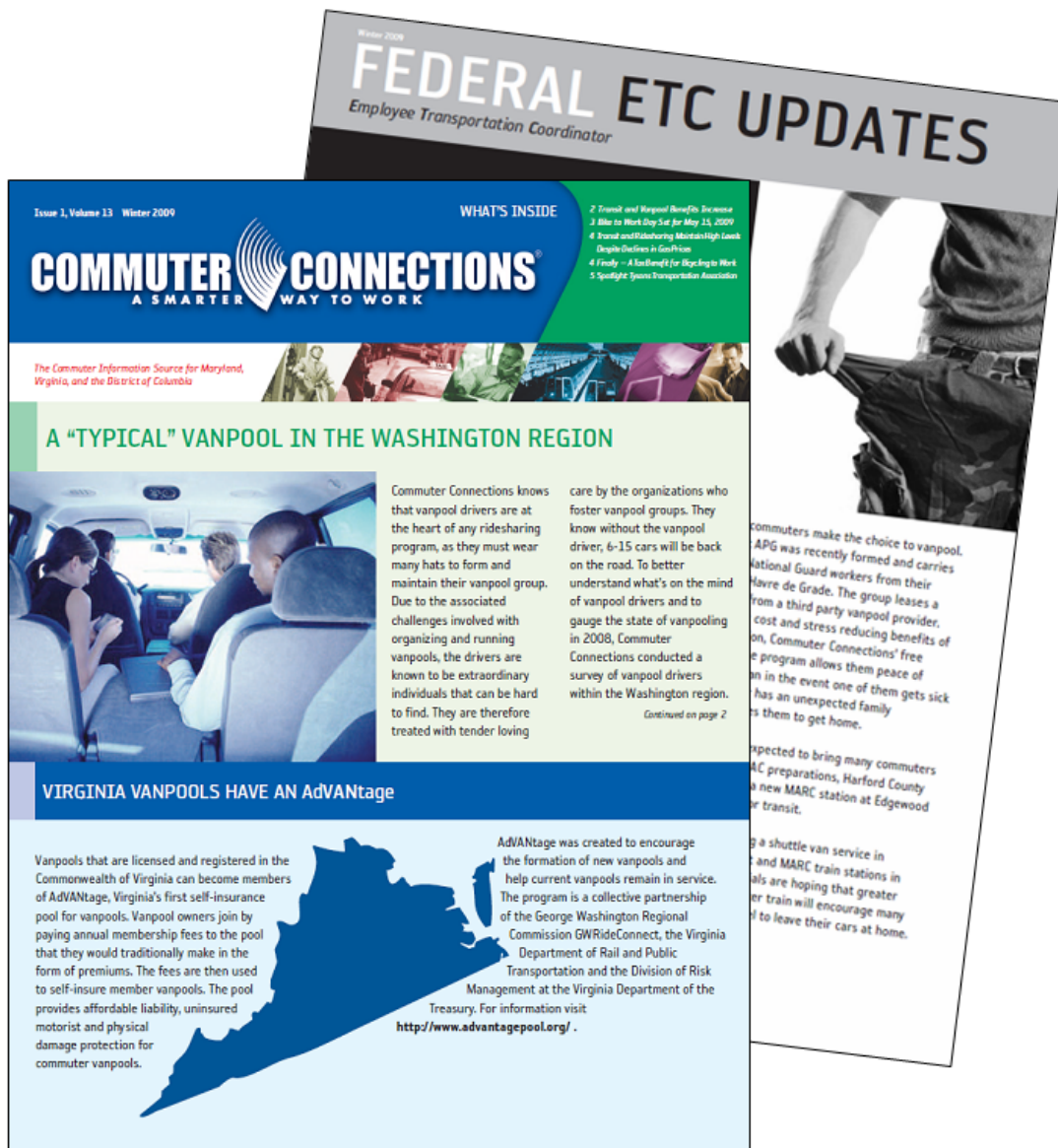
*Some restrictions apply to the Guaranteed Ride Home program.

NO MEMBERSHIP

Try a different way to get to work.

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 FY2009. 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.



Special Events

Bike to Work Day

May 15, 2009 will again see thousands of commuters bicycling to work during Bike to Work Day. Adults 25-49, slightly skewed toward men, with a household income above \$30,000 will be targeted through radio advertising at a cost of \$24,000. Employers and employees will be targeted through a distribution of 75,000 posters and rack cards. Signage will appear on Downtown Circulator buses. T-shirts will be provided to an anticipated 7,500 bicyclists who register and participate. A sponsorship drive generated contributions to offset marketing costs. To engage the younger target audience, FY09's Bike to Work Day marketing efforts will include campaigns on the social networking sites, Facebook and Twitter.



BIKE TO WORK DAY 2009

FRIDAY MAY 15

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

Pre-Register by May 8 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 7,500 who register.

© 2009 WABA

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

PIT STOPS		
WASHINGTON D.C. Freedom Plaza Nationals Park MARYLAND Bethesda Annapolis College Park Frederick Hyattsville	Indian Head North Bethesda Rockville Silver Spring White Oak VIRGINIA Alexandria Crystal City Fairfax	Fairfax City Leesburg Reston Rosslyn Springfield Sterling Tysons Corner Vienna



Employer Recognition Awards

The Commuter Connections Twelfth 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 2009. An application was developed and distributed for the 2009 awards, and a web-based application form was also produced. A special invitation and program agenda are being produced for this important event. After the event, a ¼ page advertisement will be placed in the Wall Street Journal (Washington/Baltimore edition).

APPLY AND
Get recognized for what you're doing

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

- Implementing or expanding a telework program that enables employees to work remotely
- Implementing or expanding a one-based or subsidized transit or transit benefits such as Metrobus or...
- Providing Commuter Connections Pass (deductible transit pass for carpools or vanpools or providing your own van for the employer's use)
- Providing shuttle services to transit stations
- Providing a free or significantly reduced parking fee for carpools and vanpools when other space programs and options remain for parking
- Providing preferred parking spaces for carpools or vanpools
- Providing or expanding company vehicles for employees
- Providing bike racks and/or shower facilities for bicyclists and walkers
- Implementing or expanding a comprehensive Air Quality Action Step program
- Implementing and/or expanding Commuter Connections Pass Subsidized Ride Home program

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

Application form

Eligibility
Employees in the District of Columbia, including the District and Northern Virginia that have declined, and need or requested an alternative commute or transit program may apply for these awards. To be eligible, programs must have been initiated or improved by January 1, 2008.

Deadline
The application deadline is January 30, 2009. Complete applications should be sent to:
Commuter Connections
Department of Metropolitan Planning
117 North Capitol Street, NE, Suite 300
Washington, DC 20002-4202
Tel: 202-641-1702, Fax: 202-641-2043
E-mail: awards@comconnections.org

Instructions
Complete applications should include all information requested in items 1-5 on this application form for consideration. Applications that do not include all information requested may be considered incomplete and will not be reviewed. Applications are accepted on a first-come, first-served basis. Applications are accepted on a first-come, first-served basis. Applications are accepted on a first-come, first-served basis. Applications are accepted on a first-come, first-served basis.

1. Contact Information
Organization
Address

is your workplace at the forefront of commute-friendliness?

20 EMPLOYER RECOGNITION 09 AWARDS
THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

Appendix A: Café Locations for Coffee Cup Sleeves



BRITEVISION MEDIA
COFFEE SLEEVE ADVERTISING
Preliminary VENUE LIST
CAMPAIGN: Commuter Connections
DATE: Mar 2009

DMA	Café Name	Street	City	ST	Zip
Washington, DC (Hagrstwn)	Capital Bagel Bakery	3610-A King St	Alexandria	VA	22302
Washington, DC (Hagrstwn)	Deli News & More	1406 King St	Alexandria	VA	22314
Washington, DC (Hagrstwn)	June Coffee	225 Reanekers Ln	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Pan American Bakery & Grill	650 S Pickett St	Alexandria	VA	22304
Washington, DC (Hagrstwn)	Uptowner Cafe-02	333 John Carlyle	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Ballston Cafe	4601 N Fairfax Dr	Arlington	VA	22203
Washington, DC (Hagrstwn)	Ballston Place Gourmet	901 N Pollard St	Arlington	VA	22203
Washington, DC (Hagrstwn)	Brooklyn Bagel & Bakery	2055 Wilson Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Cedar Cafe	24050 Crystal Dr	Arlington	VA	22202
Washington, DC (Hagrstwn)	City Market & Deli	2250 Clarendon Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Euro Market	2201 Wilson Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Rappahannock Coffee & Roasting	2406 Columbia Pike	Arlington	VA	22204
Washington, DC (Hagrstwn)	Mochaberry Coffee	1700 N Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	Office Convenient Mart	1320 N Courthouse Rd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Port Plaza Deli	2711 Jefferson Davis Hwy	Arlington	VA	22202
Washington, DC (Hagrstwn)	Rendevous Cafe	3540 Wilson Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Scoop Beauregard's	5849 Washington Blvd	Arlington	VA	22205
Washington, DC (Hagrstwn)	Won Corp	1320 N Veitch	Arlington	VA	22203
Washington, DC (Hagrstwn)	Bean Bag, The	10400 Old Georgetown Rd	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Bethesda Bagels	4819 Bethesda Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Break Central	2 Bethesda Metro Ctr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Imagination Cafe	4908 Auburn Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Janice's Espresso 2	6420 Rock Ledge Dr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Kudo Beans	7501 Wisconsin Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Chesapeake Bagel Bakery	5719 Burke Centre Pkwy	Burke	VA	22015
Washington, DC (Hagrstwn)	Chesapeake Bagel Factory	6043 Centreville Crest Ln	Centreville	VA	20121
Washington, DC (Hagrstwn)	Spaghetti's	13812 Metrotech Dr	Chantilly	VA	20151
Washington, DC (Hagrstwn)	Karin's Cafe	2 Wisconsin Circle	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Olympia Coffee Shoppe	7021 Brookville Rd	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Sun Spot	5530 Wisconsin Ave	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Music Cafe, The	26528 B Ridge Rd	Damascus	MD	20872
Washington, DC (Hagrstwn)	Yummy Donut	7244 Muncaster Mill Rd	Derwood	MD	20855
Washington, DC (Hagrstwn)	Sun Spot Cafe	2677 Prosperity Ave	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Sunny's Cafe	9860 Main St	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Toby's Homemade, LLC	3956 Wilcoxson Dr	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Venezia Cafe	8503 Arlington Blvd	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Cafe Gallery	5203 Leesburg Pike	Falls Church	VA	22041
Washington, DC (Hagrstwn)	Java Junction	5 South Summit Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Jumbo Jumbo Cafe	701 Russell Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Wow Cafe	9029 Gaither Rd	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Aqui Brazilian Coffee	12615 East Wisteria Dr	Germantown	MD	20874
Washington, DC (Hagrstwn)	Janice's Espresso	11200 Minstrel Tune Dr	Germantown	MD	20876
Washington, DC (Hagrstwn)	Olney Bagel Bakery	3490 Olney-Latonsville Rd	Olney	MD	20832
Washington, DC (Hagrstwn)	Diane's Cafe	12196 Sunset Hills Rd	Reston	VA	20190
Washington, DC (Hagrstwn)	Wall Street Deli	12011 Sunset Hills Rd	Reston	VA	20190
Washington, DC (Hagrstwn)	Cafe Gallery	5635 Fishers Ln	Rockville	MD	20852
Washington, DC (Hagrstwn)	Carmen's Cafe	1115 Nelson St	Rockville	MD	20850
Washington, DC (Hagrstwn)	Research Center Deli	2275 Research Blvd	Rockville	MD	20850
Washington, DC (Hagrstwn)	French Confection, The	816 Olney Sandy Springs Rd	Sandy Spring	MD	20860
Washington, DC (Hagrstwn)	NOAA cafe	1315 EW Hwy	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Soho Cafe & Market	8405 Colesville Rd	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Savory Cafe	7071 Carroll Ave	Takoma Park	MD	20912
Washington, DC (Hagrstwn)	Bolla	655 15th St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Capital Ground Coffee	1010 17th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Coffee Espresso, The	2001 L St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Connie's Coffee	4224 Fessenden	Washington	DC	20016
Washington, DC (Hagrstwn)	Cornerstone Cafe	1501 M St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Daily Market	1011 Connecticut Ave NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Franklin Grille	1200 K Street NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Java Green Coffee and Tea	1020 19th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	La Baguette	2001 M Street NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Lobby Mart	501 3rd St	Washington	DC	20001
Washington, DC (Hagrstwn)	Rollerj and Surfer City	2024 Concessions	Washington	DC	20310
Washington, DC (Hagrstwn)	Solar Cafe	1300 I Street NW	Washington	DC	20005

This preliminary list consists of target locations only and is subject to change without notice.