



**Metropolitan Washington  
Council of Governments**

**FY 2015 Second Half  
Marketing Campaign Summary  
Final Report**

**Commuter Connections  
Regional TDM Marketing Group**

**September 15, 2015**

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## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2015. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the umbrella solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift to non-single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The Commuter Connections marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, and network member feedback, and the economic conditions. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative extensively promotes Commuter Connections' Ridematching services and also promotes the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The campaign also included the promotion of 'Pool Rewards and Bike to Work Day. The Bike to Work Day event acts as a springboard to sway SOV drivers to try bicycling as a viable way to commute to work. It also serves as a means to kick start more frequent use of bicycling. This years event drew 17,500 registrants, breaking the record trend as the highest number of registrants since the first event in the region in 2001. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives.

Advertising placed for the Employer Recognition Awards recognized employers in the region with exemplary commute benefits and telework programs, who invest, promote, and facilitate the use of alternate modes of transportation such as transit, carpooling/vanpooling, bicycling, and teleworking to its employees. The advertising is also done as a means to showcase these companies as shining examples in order that other employers may replicate their high levels of commute programs in the workplace.

### **Mass Marketing Campaign**

The FY2015 second half media campaign promoted Ridesharing and GRH using new advertising developed for spring FY2015, in both audio and visual forms. Campaign creative selected by the marketing workgroup was developed and themes for Rideshare “Ride Happy” and GRH “Just in Case” were approved. Four radio ads, two Rideshare and two GRH, were produced in January 2015. The Rideshare campaign kicked-off late February; the GRH campaign began the first week in March. The total campaign ran for fifteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy was \$285,726.40, and the total cost of the GRH media buy was \$190,302.25. Total impressions netted by the second half FY15 Rideshare campaign reached 67 million. Total impressions netted by the second half FY15 GRH campaign reached 34.6 million.

### **Value Add Promotions**

Based on paid media, \$81,600 in value add was negotiated in the form of additional media value. Value add varies from no-charge radio ads, short messages, and promotions to banner ads on station web sites, contest giveaways of concert tickets and gift cards to restaurants, and inclusion in e-newsletters.

### **Messaging Strategy**

The focus of Ridesharing is lifestyle - “Ride Happy.” Whatever makes you happy during your commute, most likely there is someone that shares the same “like.” By alternating the responsibility of driving, commuters can spend more time napping, reading, working, talking, or relaxing. Quality of life is improved, stress is reduced, and the overall effort to reduce congestion is positively impacted.

The messaging for GRH is “Just in Case.” Simply by registering ahead of time, commuters who rideshare can rest assured that when unexpected issues arise, they have a potential ride home. By addressing the challenge that ridesharing might leave one stranded in an emergency, we positively overcome an area of concern, opening the possibility of ridesharing to a wider audience.

### **Bike to Work Day**

Radio, print (Spanish also), posters (Spanish also), rack cards, vinyl banners and earned media were used to promote Bike to Work Day 2015. A sponsor drive provided total cash sponsorships of \$47,100, and in-kind sponsorships of \$10,945 to help pay for 14,000 T-shirts and pit stop Banners. Based on paid media, an additional \$80,500 was negotiated in the form of value added media and promotions. Bike to Work Day 2015 broke a regional record as 17,500 cyclists registered for the event, a 4 percent increase over 2014. The total cost of the Bike to Work Day

media buy was \$44,424. Total impressions netted by the FY15 Bike to Work Day campaign reached 8.2 million.

### **‘Pool Rewards**

Facebook and TV ads were used to promote ‘Pool Rewards in the spring. Facebook ads ran late March through mid-June, TV ads ran May through June alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the ‘Pool Rewards program for carpools and vanpools. Communications were created to simplify the steps and help explain how commuters can register for the program. The total cost of the ‘Pool Rewards media buy was \$23,910. Total impressions netted by the second half FY15 ‘Pool Rewards campaign reached 2.4 million.

### **Employer Recognition Awards**

2015 Winners were honored at an awards ceremony on June 30, 2015 at the Grand Hyatt Washington. The invitations, podium signage, and program booklet were developed to support the event and giveaway items were provided. A print ad appeared in the Wall St. Journal to announce the employer winners. In order to expand on event awareness and promotional benefits to participating employers, each winner received a marketing tool kit consisting of a customized winner seal, sample press releases, social media posts, and links to the Employer Recognition Awards website. The website included winner information and recommendations on use of all marketing materials. The total cost of the Employer Recognition Awards media buy was \$4,118.33.

### **Clean Air Partners**

Commuter Connections provided a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015. The campaign included radio ad sponsorships.

## Introduction

The FY2015 Marketing Communications Plan and Schedule, distributed to network members in September 2014, served as a tool to outline marketing plans for FY2015. The strategy behind the FY2015 campaign reflected the state of events for the regions' commuters and built upon findings from the following reports:

- FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report.
- 2011 Commuter Connections TERM Analysis Report.
- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- 2013 Bike to Work Survey TERM Analysis Report.

The second half of the FY2015 Regional Marketing Campaign included the following:

- The money-savings of commuting by Ridesharing and the added free benefit of GRH in a case if an unexpected emergency.
- The continuation of the 'Pool Rewards incentive promotion and paid media campaign.
- Bike to Work Day 2015 to consider bicycling as a viable alternative way to commute.
- Employer Recognition Awards which recognize employers in the region who promote and encourage the use of alternate modes of transportation.
- The continuation of increased awareness of the new mobile friendly website and online Ridematching.
- Newsletters that provide a number of articles on transportation updates and changes that benefit employers, including infographics for quick glances at commuter statistics.

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

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

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

## Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign include the GRH and Ridematching programs. Both of these programs are integral to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and teleworking.

The objectives of the program are to:

- Create a platform that promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position it as the region's first resource for alternatives to driving alone.
- Promote Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on these modes; gain new riders; gain new applicants to the regional Ridematching database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to become involved, increase commuter participation, and use the occasion to try an alternative form of transportation.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit programs; promote and encourage the adoption of SOV commute alternatives.

## Brand Character

Commuter Connections wants to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to other commuters who are looking to carpool, along with an access to commute routes and other alternative mode options such as transit, bicycling and teleworking. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.



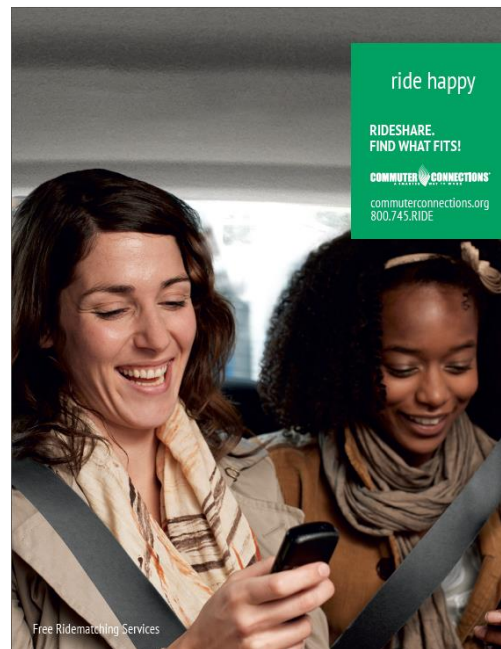
## Spring 2015 Campaign

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and ran through June. Radio was the primary media for this campaign with spots running for a total of fifteen weeks. For Rideshare, television, cable, and online (web and mobile banner ads) ran for eight weeks, and online banner ads for fifteen weeks.

## Ridematching Campaign

### Messaging Strategy

The second half of the FY2015 Rideshare campaign messaging put the audience at ease, inviting them to see the potential when sharing a ride. The ads demonstrated a happy, reliable and improved commute.

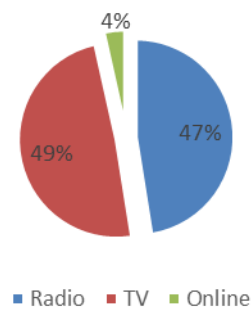


### Media Objectives: Rideshare

The Spring Media campaign promoted the Ridematching program using a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis was placed on middle and outer ring commuters. With fewer public transit options, ridesharing is the preferred commute alternative for longer distance commutes.

**Target market** (from [FY2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1,000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)



Rideshare Spring Budget	Gross Dollars	MWCOG Cost	Impressions
Radio	\$159,584.00	\$135,646.40	54,643,030
Television	\$164,800.00	\$140,080.00	11,071,472
Online	\$11,765.00	\$10,000.00	1,293,571
<b>Totals</b>	<b>\$336,149.00</b>	<b>\$285,726.40</b>	<b>67,008,073</b>

## Radio

Radio is the anchor medium for the Rideshare campaign, with a focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters.

- WTOP (103.5 News/Talk)
- WAFY/WWEG (103/106.9 FM, AC/Classic Hits)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WLZL - El Zol (107.9 Spanish)
- WBQB (101.5 Hot AC)
- WRQX (107.3 Hot AC)

The Rideshare radio campaign alternated for eight weeks, from February 23rd through June 22nd, except for the few weeks during the promotion of Bike to Work Day. The following ads promoted the Ridematching program in both English and Spanish languages:

### ***Ridesharing :30 "Ideal Commute 1" English***

SFX: [cheering sports fans, buzzer]

Man: Last night's scores, dark roast and a donut

Woman: [sips from cup] A chai latte and my morning talk show

Together: Good company on a money-saving commute

Announcer: Whatever your ideal commute is, Commuter Connections gives you the options to Ride Happy. Save money and improve your commute. Go to Commuter Connections dot org to see all your free ridesharing options. That's Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

***Ridesharing :30 “Ideal Commute 1” Spanish***

SFX: [sonido de fanaticos deportivos , buzzer]

Hombre: Puntuaciones de la noche anterior, café oscuro y un donut.

Mujer: [sips from cup] un chai latte y mi show favorito de la mañana.

Juntos: Buena compañía en un viaje en el que ahorro dinero.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y mejorar su viaje. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, or 800-745-RIDE. Viaje Feliz.

***Ridesharing :30 “Ideal Commute 2” English***

SFX: [train]

Woman: Some me-time with a good book on the train

SFX: [light snoring]

Man: A snooze while others take the wheel

Together: Commuting the way that works for me

Announcer: Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy. Save money and find the commute that fits. Go to Commuter Connections dot org to see all your free ridesharing options. That’s Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

***Ridesharing :30 “Ideal Commute 2” Spanish***

SFX: [un tren]

Mujer: Tiempo para mí con un buen libro en el tren.

SFX: [light snoring]

Hombre: Una siesta mientras otros toman el volante.

Juntos: Viajando de manera que funciona para mi.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y encontrar un viaje que cumpla sus necesidades. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, o 800-745-RIDE. Viaje feliz.

## Value Add

### Rideshare

In addition to paid media spots, over \$66,700 (an additional 23.34%) was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, banner ads and live short messages promoting the benefits of ridematching. Comcast SportsNet provided matching spots on Comcast SportsNet's Baltimore feed, banner ads on their station website and included Commuter Connections mentions in four E-newsletters.

### Rideshare Promotions

Several radio stations plus Comcast SportsNet participated in promoting the Ridematching programs during the spring campaign. To help raise awareness and encourage participation by providing great prizes with co-promotion opportunities, the following promotions took place:

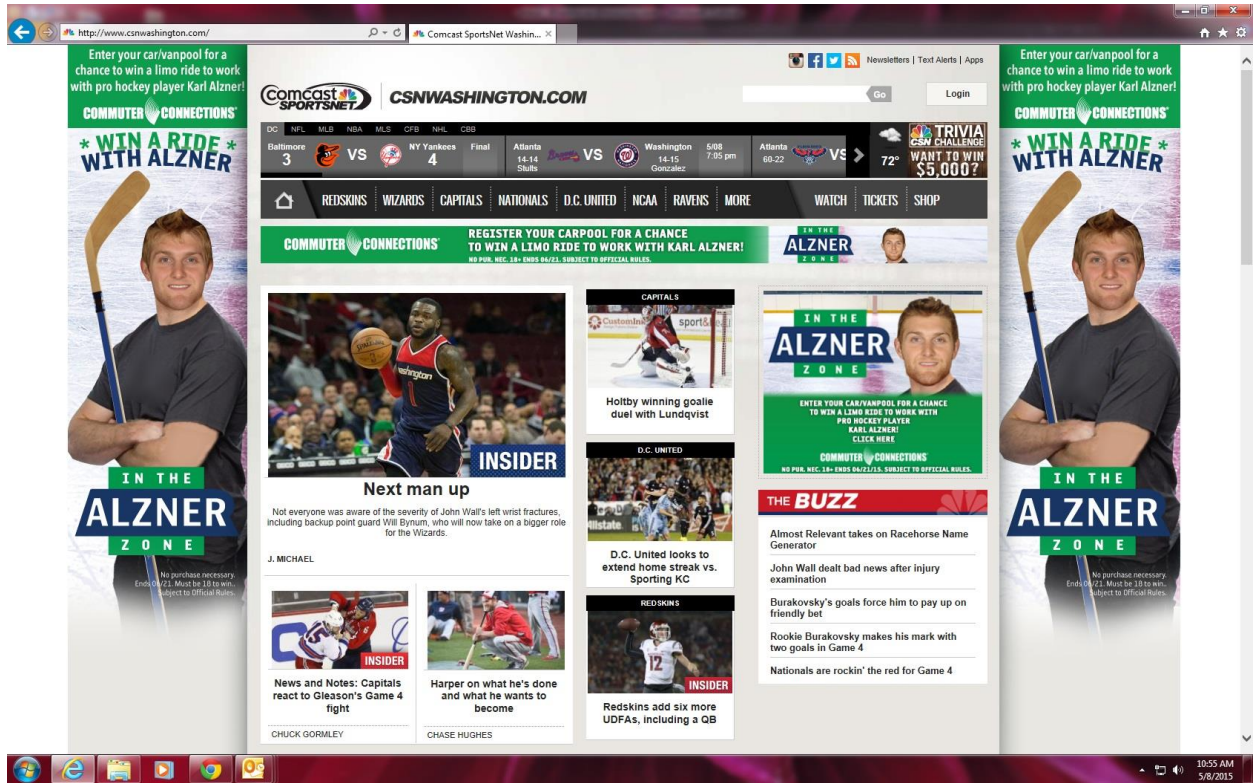
#### ***Win a Limo Ride (for your carpool) with Pro Hockey Player Karl Alzner Contest***

Comcast SportsNet (CSN) viewers were encouraged to enter their carpool/vanpool for a chance to win a limo ride to work with pro hockey player Karl Alzner contest, defensemen with The Washington Capitals. The promotion was open to carpoolers and ran for three non-consecutive weeks, both on-air and online May 12 through June 21, 2015. The entry form for the contest was located on the Commuter Connections Facebook page. Carpool members were asked to enter their name and up to three friends. The winner, Rosalie Dech from Arlington, VA and her carpool guests will take their Limo Ride to Work with Karl Alzner by the end of August 2015.

Promotional announcements for the contest included:

- 100 :15 second promotional announcements airing Monday through Sunday, 6am-12midnight.
- 105 Promotional announcements on Comcast's Baltimore commercial feed.
- 25,501 streams on CSNWashington.
- :15 second pre-roll and video overlays on CSNWashington.com homepage
- Promotional display advertising campaign on CSNWashington.com including 5x days of a homepage takeover, delivering 246,347 impressions.
- Page skin, 980x50 and 300x250 (x2) and 108x75 rotational banner ads, and a 4-pack of fixed placement on their homepage with the Commuter Connections logo, brief description and click through to Facebook page for the duration of the contest, delivering 210,006 impressions.
- Twelve e-newsletter ad placements to 13,000+ subscribers (728x90), delivering 204,000 impressions.

- Social Media promotion included 2x Facebook posts and 7xTweets during the contest and updates throughout the contest, delivering 738,500 social media impressions to over 115,000 Facebook likes and 47,000 Twitter followers. To drive likes, a Facebook media buy was placed.
- Ticker Messaging in 4x weeks of all CSN programming.



Listeners were asked to enter for a chance to win tickets to see Imagine Dragons on July 6 at Verizon Center! Courtesy of Commuter Connections and Guaranteed Ride Home

**Community Affairs Interviews with Commuter Connections – WPGC-FM and WLZL-FM (El Zol)**

On May 10th, WPGC and El Zol broadcast interviews with Commuter Connections’ Nicholas Ramfos, Director; and Jose Diaz, Alternative Commute Programs respectively. Community Affair topics consisted of a description of the Commuter Connections organization, its overall mission and programs, and health and environmental advantages of alternative commute methods.

## Ride Happy for your chance to Win Concert Tickets to Idina Menzel – WRQX-FM

Listeners were encouraged to visit Commuter Connections on Facebook, take a selfie showing how they “ride happy” while ridesharing, using transit, or biking to work. They were asked to post their photo to the Commuter Connections Facebook page with #ridehappydmv April 6 through 20th . Our lucky winner, Iris Mejia from Alexandria, VA enjoyed 2 tickets to the Idina Menzel concert at Jiffy Lube Live! Commuter Connections received a dedicated contest page on DC’s 107.3.com, e-newsletter the week of March 23<sup>rd</sup> to 50,000+ database, social media inclusion; 30 total shared recorded promotional announcements (:10 exclusive); 10 total :15 second commercials Monday through Friday, 5am-8pm; and 10 total :30 second commercials Monday through Friday, 5am-8pm. Promotional announcements asked listeners to post/call/email their favorite things to do while commuting.

The screenshot shows the Commuter Connections website interface. At the top, there are navigation tabs for 'Shows', 'Contests', 'Events', 'Now Trending', 'Station', and 'SweetJack'. A prominent banner for 'ALL THE HITS 107.3' is visible. Below the banner, a contest announcement reads: 'Win Idina Menzel Tickets!'. The announcement includes a photo of a man and a woman in a car, with the text 'COMMUTER CONNECTIONS' overlaid. To the right, there is a 'BEST RATE GUARANTEED' offer for 'W HOTELS'. Below the contest announcement, there is a 'Playlist' section with songs like 'All of Me', 'Habits (Stay High)', and 'Give Your Heart a Break'. At the bottom, there is a small text block providing information about ridesharing services and a sign-up link.

**DC's 107.3** @DCs1073 · 17h  
Post a picture to the Commuter Connections Facebook page of how you ride happy for your chance to see Idina Menzell [ow ly/KHzWj](#)

The screenshot shows the Facebook page for DC's 107.3. The page header includes the Facebook logo and the text 'Find us on Facebook'. Below the header, there is a post from DC's 107.3, dated 17 hours ago. The post text reads: 'Post a picture to the Commuter Connections Facebook page of how you ride happy for your chance to win tickets to see Idina Menzell'. Below the text is a photo of a man and a woman in a car, with the text 'COMMUTER CONNECTIONS' overlaid. Below the photo, the text 'Win Idina Menzel Tickets!' is displayed. At the bottom of the post, it says '21,822 people like DC's 107.3.' and there is a grid of profile pictures of people who liked the post. The Facebook social plugin logo is visible at the bottom of the page.

**Encourage a friend to sign up to 'Ride Happy' – WTOP**

WTOP aired 10x :30 promo announcements per week, during Rideshare weeks only starting 3/23, 4/6, 4/20, 5/18, 6/1 and 6/15 promoting the following: "Encourage a friend to sign up to 'Ride Happy' and Rideshare and enter to win a \$100 Silver Diner gift card".

Total Promotional Announcements: 60x

Includes a Custom enter to win page on WTOP.com (this will stay live and posted from 3/23 – 6/15 to take entries)

Includes Prizing by a partner retailer, Silver Diner

Total Value: \$25,700

The screenshot shows the WTOP website interface. At the top, there is a navigation bar with 'wtop' logo, 'WASHINGTON'S TOP NEWS', weather information for Washington, DC (64°), and 'LISTEN LIVE 103.5 FM'. Below the navigation bar, there are menu items for 'NEWS', 'TRAFFIC', and 'WEATHER', along with a search bar and social media icons. A 'TRAFFIC ALERT' banner indicates that Bradley Boulevard in Potomac is closed for water main repairs. The main content area features a large heading 'RIDE HAPPY WITH COMMUTER CONNECTIONS'. Below this, there is a section for 'COMMUTER CONNECTIONS' with text explaining the 'Ride Happy' program and a promotion where referring a friend to sign up at CommuterConnections.org can win a \$100 gift card to The Silver Diner. A form is provided for users to enter their name and address to participate. To the right of the form is a vertical advertisement for UNISYS, featuring the text 'Allowing for rapid integration of analytics with unstructured data at a low cost entry point.' and a 'Learn More' button. At the bottom of the advertisement, there is a 'WHO ARE YOU' section with an 'AdChoices' icon.



## Television

The use of snipes and squeezebacks in selected television programming provided DVR-proof advertising. Snipes appear at the bottom of television screens during on air programming to promote rideshare. Squeeze-backs surround the TV programming. Images and messages that complemented the radio spots promoted the cost-savings benefits of ridesharing and free ridematching services of Commuter Connections. Squeezebacks ran during the early morning, evening news, and late news on WJLA (ABC News 7) and snipes on Comcast during Capitals, Wizards, and Redskins programming.

In addition to snipes, Comcast SportsNet posted in-game billboards (on-screen Commuter Connections logo) and :05 second ticker messaging during the Caps and Wizards games during the 2/23, 3/9, 3/23, and 4/6 flight weeks.

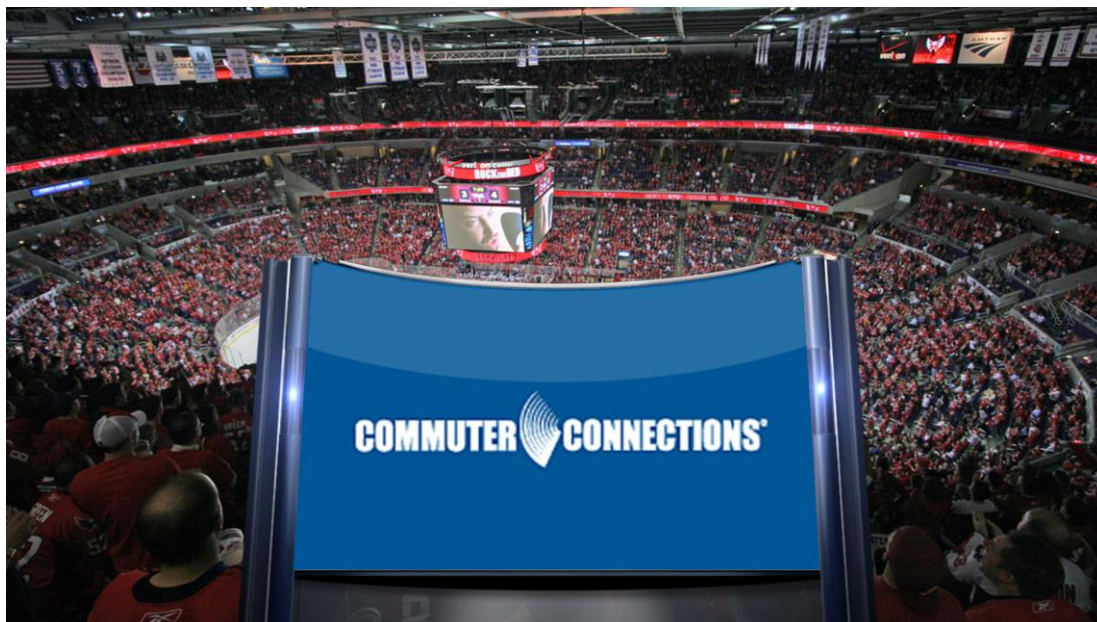
### Squeeze-back on WJLA (images animated)



Snipe on Comcast SportsNet (actual images were animated)



In-Game Billboards and ticker messages on Comcast SportsNet: Caps & Wizards Games



## Digital Advertising

Mobile/web advertising utilized a number of local media sites to promote the Ridematching program. The geo-targeting capabilities allowed the cost-saving benefits of Ridematching messages to reach audiences in Washington DC regions. Various Run-of-Site banner ad sizes were posted for thirteen weeks, from March 1st through the end of May with performance monitored and optimized throughout the campaign.

The following sites were selected for the spring campaign:

- WashingtonTimes.com
- DailyPress.com
- BaltimoreSun.com
- Division-D Network

The ads displayed Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).

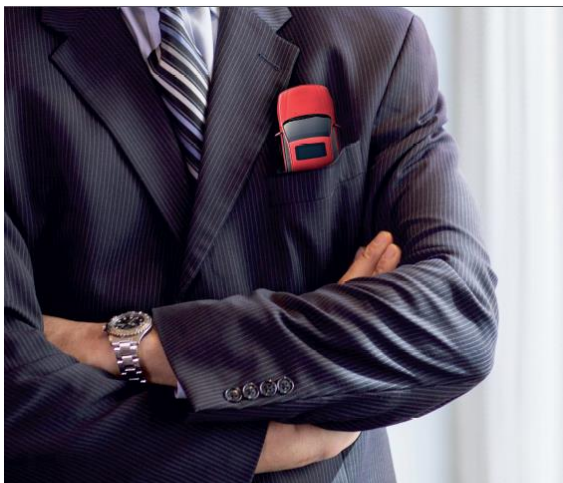


## Guaranteed Ride Home Campaign

### Messaging Strategy

The second half of the FY2015 campaign promoted GRH as something you should have “just in case” after you sign up to rideshare or use transit.

Recorded :30 second spots reinforced the message that in case of an unexpected emergency or a need to stay late at work arises, GRH provides a free guaranteed way to get home.




**JUST IN CASE.**

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

commuterconnections.org  
800.745.RIDE

COMMUTER CONNECTIONS

\* some restrictions apply



**JUST IN CASE.**

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

commuterconnections.org  
800.745.RIDE

COMMUTER CONNECTIONS

\* some restrictions apply

## Media Objectives: Guaranteed Ride Home

The GRH program campaign focused on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an unexpected emergency.

### Target market

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

- 35-54 years old (88%)
- Caucasian (73%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

### Geographic Targeting

Washington D.C. DMA

<b>GRH Spring Budget</b>	<b>MWCOG Cost</b>	<b>Gross Dollars</b>	<b>Impressions</b>
Radio	\$190,302.25	\$223,885	34,655,580
<b>Totals</b>	<b>\$190,302.25</b>	<b>\$223,885</b>	<b>34,655,580</b>

## Radio

Radio was used exclusively for the GRH campaign. Station types included a mix of sports, news, and music:

- ESPN (980 AM Sports)
- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WWDC (DC101.1 Rock)
- WIHT-FM (99.5 Top 40)
- WMZQ (98.7 Country)
- WASH (97.1 AC)

The GRH radio campaign started in early March and ran through the end of June 2015. The ads ran every other week for a total of seven on air weeks, alternating weeks with Rideshare ads. The following spots promoted GRH for the second half of FY2015:

### ***Guaranteed Ride Home :30 “Just in Case 1”***

Person 1: Hair spray. Just in Case.

Person 2: Mints. Just in Case.

Person 1: Flat shoes. Just in Case.

Person 2: Friend check-in. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.

## ***Guaranteed Ride Home: :30 “Just in Case 2”***

Person 1: Phone charger. Just in Case.

Person 2: Deodorant. Just in Case. Person 1: Bank card. Just in Case.

Person 2: Special ring tone. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.

### **Value Add**

In addition to paid media spots, an estimated \$14,900 (an additional 7.8%) was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a Mobile app promoting the benefits of the GRH program and ridematching.

### **Guaranteed Ride Home Radio Promotion**

#### ***Chance to Win Concert Tickets - iHeart Radio DC stations– DC101, WBIG, Hot 99.5, WASH-FM, and WMZQ***

Value add (no charge) promotions were provided by iHeart Radio during the FY2015 second half campaign promoting GRH. Five radio stations ran an online registration contest for a pair of tickets to some of this summer’s best concerts. Each station aired 10x :15 second on-air promotion announcements and 24x streaming promos per week, during GRH weeks only, to encourage listeners to enter online through the appropriate iHeart Radio station websites April 3 through midnight June 29<sup>th</sup>. Each stations registration page included Guaranteed Ride Home messaging - What would you do “Just In Case”? - and call to action prior to entering the contest.

Prizes by radio station:

WASH – Idina Menzel – 7/18 – Jiffy Lube Live

WBIG – Def Leppard & Styx – 7/2 – Jiffy Lube Live

WIHT – Nicki Minaj – 7/22 – Jiffy Lube Live

WMZQ – Toby Keith – 8/8 – Jiffy Lube Live

WWDC – Imagine Dragons – 7/6 – Verizon Center





## Member Donated Transit Signage

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space was provided by the following network members: Arlington, Fairfax, MTA, Montgomery, Prince George's, and Prince William Counties. Additionally DATA, and VRE provided print ad space in their customer publications.



# Print Publications

## VRE's RIDE Newsletter Ad

**VRE UPDATE**

### READY FOR SPRING WEATHER

**A**t VRE safety is paramount! If severe weather is in the forecast, please keep in mind that your commute may be affected.

Our host railroads have policies in place that deal with severe weather. If conditions are favorable for flash flooding, CSX and Norfolk Southern require that passenger trains do not exceed 40 mph, as slowing down trains enables the engineers to more safely navigate through areas with limited visibility. Should deep water cover the tracks, or if a section of track is washed out, a slower rate of speed will allow the engineer to slow or stop the train. The slower speed will mean both the Fredericksburg and Manassas line trains will be approximately 30-45 minutes late to their final destination.

Other delays associated with severe weather can be caused by fallen trees. Tracks covered by fallen trees will be cleared as quickly as possible; but traffic and other conditions could hamper response time.

Keep up-to-date with information from VRE through Train Talk e-mail alerts and through VRE's Twitter and Facebook pages. Ultimately, VRE's bottom line is safety and it is important we are prepared for spring's sudden and severe weather.



**JUST IN CASE.**

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

commuterconnections.org  
800.745.RIDE

COMMUTER CONNECTIONS

### CITY-STYLE SPACE

Own a New Garage Town with 100% Financing Available and All Closing Costs Paid!

**OLDE TOWNE SQUARE SPACES FROM THE LOW \$300'S FEATURE:**

- Urban-inspired Exteriors with Modern & Spacious Designs
- Just a Short Walk to the VRE
- Near the Quietest Shops and Eateries in Historic Manassas
- Why Rent? Buy Now For Extra Tax Savings!

703.764.5447

New Model Now Open:  
9407 Zebadec Street, Manassas, VA 20110



www.VanMetreHomes.com

Home & Home on the App Store

\*Offer and prices subject to change without notice. For specific community listings, see Sales Manager for details. ©2015

6 RIDE Magazine | March 2015

## GRH DATA Lifestyle tabloid Ad

MARCH/APRIL 2015

live more green 15

### Commute Getting To You? Think DATA

**COMING SOON!**

**Live More Challenge**  
Get Your Employer Involved in the Live More Challenge and discover how DATA's employee commuting programs can help you achieve real business goals.

**MAKE MONEY** by helping ensure your customers/employees have easy access to your business.

**SAVE MONEY** by reducing absenteeism and recruitment costs.

**MAKE MONEY** by guaranteeing continuity of business in an emergency.

**SAVE MONEY** by expanding your staff without having to move your offices.

**MAKE MONEY** by becoming the "green business" so many of today's consumers want to patronize.

Compete with other businesses in the Dulles Corridor to reduce your employees' dependence on single occupancy commuting. Encourage them to carpool, vanpool, use transit, bike or walk to work and your employer can win prizes and recognition.

Call DATA's Live More Team to schedule a presentation on DATA's Live More Challenge today!  
E-mail: [Challengel@livemore.us](mailto:Challengel@livemore.us) or call 703-817-1307.

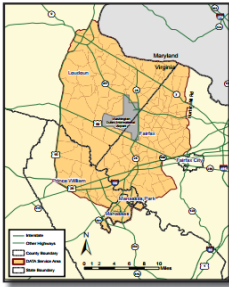
What helps you speed past highway traffic in a comfortable captain's chair while you answer e-mails and schedule meetings? Lets you enjoy the scenery while you "work out." And shows you how to be so productive you'll get promoted... even if you haven't stepped a foot out of your house!

DATA, the Dulles Area Transportation Association, helps you discover alternatives to driving alone to work. Carpooling, vanpooling, biking or walking, teleworking, or taking transit all improve your quality of life while helping reduce congestion on area roads and safeguarding the environment.

DATA works with your employer to promote these commuting choices and to offer programs like flextime/compressed work week and commuter benefits. Flextime helps reduce traffic during rush hour by letting you commute to and from work outside normal business hours or by working extra hours to eliminate a day in the office. Commuter benefit programs enable you to save money by taking a pre-tax deduction to cover your commuting costs; your employer may even elect to underwrite all or a portion of these costs.

DATA is a public-private partnership that works with Fairfax, Loudoun, and Prince William Counties to bring educational transportation events to your workplace, community center, or public venue. As part of its Live More Commute Less® initiative that focuses on the positive aspects of leaving your single-occupant vehicle in the driveway, DATA conducted a Live More Block Party at Reston Town Center in October where organizations from Clean Air Partners to Enterprise and Vilee vanpool providers to the Lees Express Lanes showed commuters how to save time and money to spend on what matters most. DATA also sponsors the annual Live More Commuter Challenge that rewards commuters with gift cards and other prizes for trying and tracking alternative commuting during a 2 week period.

Concerned about the environment? DATA's E-Calc survey measures the carbon footprint created at your workplace by the employee commute... sometimes as much as 80 percent of your employer's total carbon footprint. E-Calc will also compare your employer to businesses of a comparable size... and suggest



DATA Service Area Map.

inexpensive ways to reduce that carbon footprint. If you're a member of your company's "green team," DATA can also help you gain points toward LEED certification.

DATA also helps area residents who may not have easy access to transportation find reliable and affordable ways to and from work. In partnership with community organizations like Cornerstones and employers like Intellicor B.F. Saul, DATA's Onsite Rideshare Program assists employees who may not have sufficient language or computer skills to use on-line ridesharing software to find car and vanpools. DATA also works with employees who bike or walk to work to make sure they are following appropriate safe procedures and the "rules of the road."

Want more information on DATA and Live More Commute Less®? Visit [www.livemore.us](http://www.livemore.us) or call 703.817.1307, ext. 7.

**JUST IN CASE.**

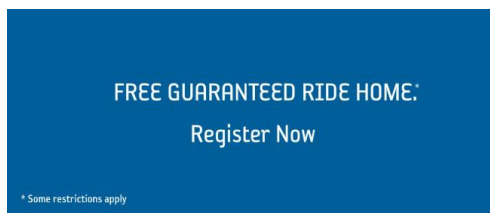
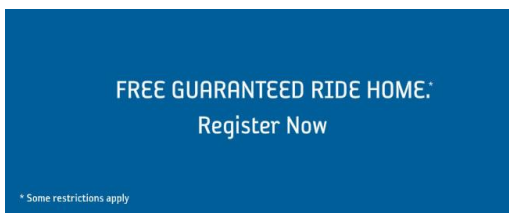
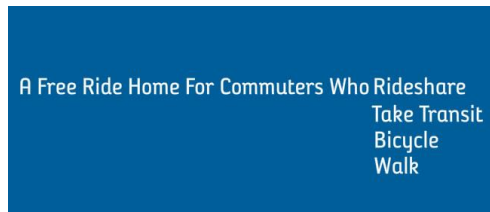
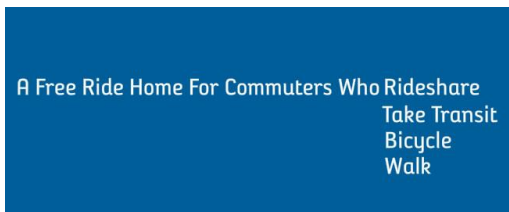
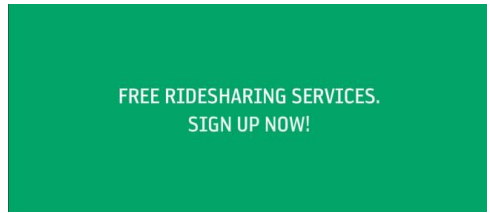
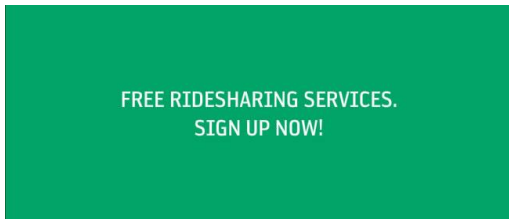
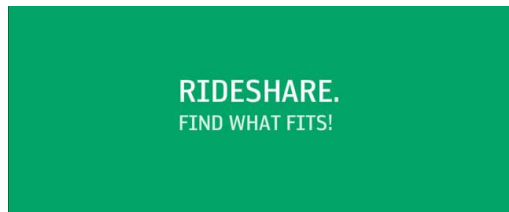
A Free Ride Home For Those Who Rideshare  
REGISTER NOW FOR GUARANTEED RIDE HOME

800.745.RIDE | [commuterconnections.org](http://commuterconnections.org)  
home restrictions apply

COMMUTER CONNECTIONS

## Commuter Connections Website Home Page Flash

The Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



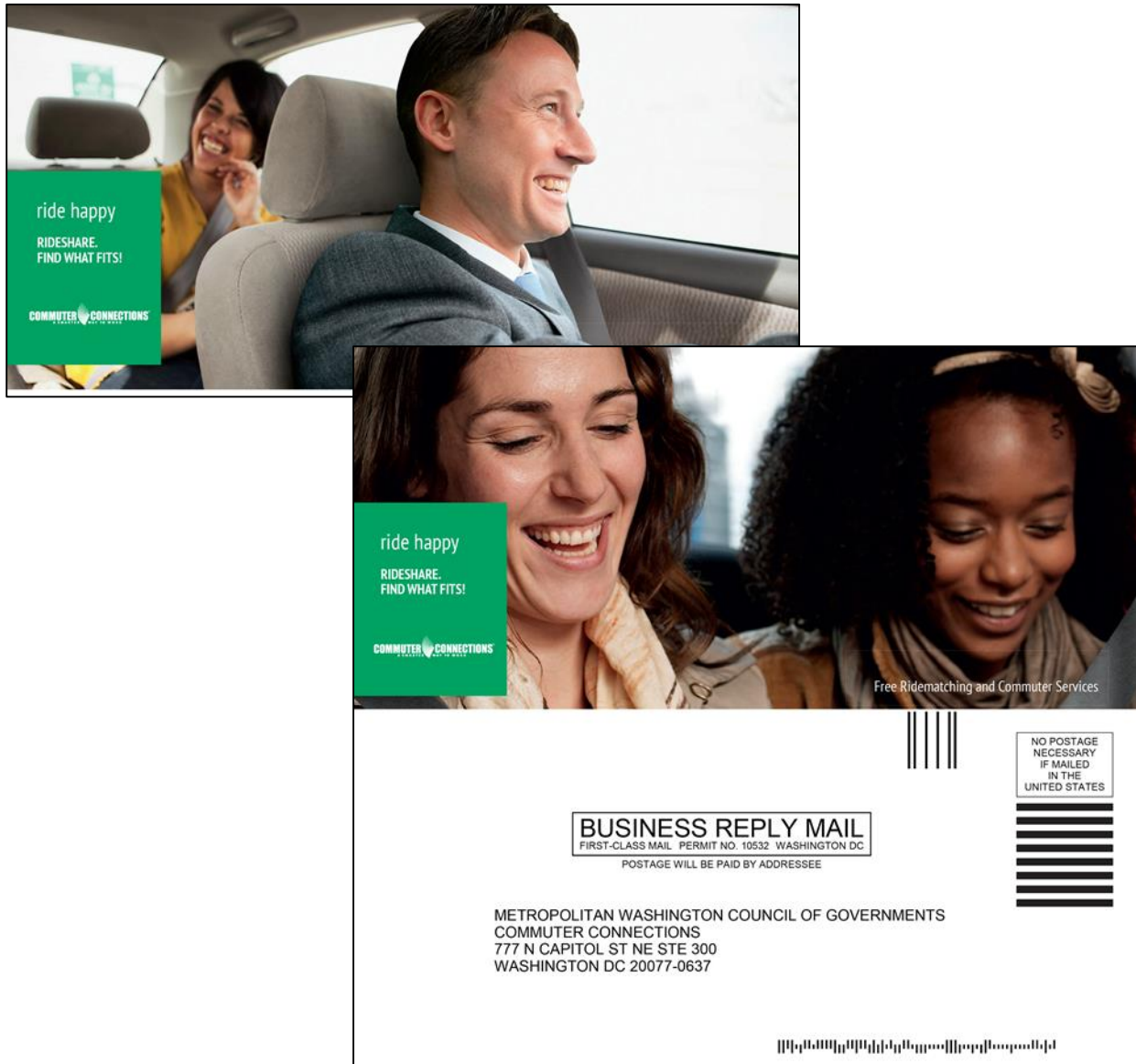
\* Some restrictions apply

\* Some restrictions apply

## Direct Mail

A direct mailer piece was delivered to 500,000 households within the metropolitan Washington region in June. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards. Recipients are households within the MWCOG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org) to apply. Through the application form, additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could be requested. Total Cost including printing, mailing list purchase and postage was \$84,952.

## Rideshare Mailer



GRH Mailer



## Bike to Work Day

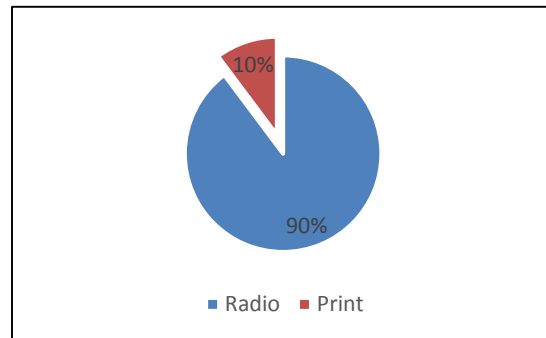
Bike to Work Day 2015 broke its regional record with 17,500 registered cyclists, a four percent increase over 2014. The May 15<sup>th</sup> event was held at 79 local pit stops, including a total of four afternoon pit stops. Six bicycles were raffled off and the first 14,000 registrants received an official BTWD 2015 T-shirt, in a blended cotton/poly fabric.



### Target Market

Attained through the FY 2013 BTWD Evaluation Survey

- Ages <35 29%, 35-44 22%, 45-54 28%, 55+ 21%
- Male 66%
- Caucasian 86%
- HH income \$80k+ 74%
- Works for federal agency 34%, private sector 34%, non-profit 21%
- Lives in VA 44%, DC 28%, and MD 28%
- Lives in Montgomery 20%, Fairfax 19%, and Arlington 12% counties
- Works in DC 48%, VA 31%, and MD 21%
- Works for employer size of 100+ 66%



### Geographic Targeting

Washington D.C. DMA

Bike to Work Day Budget	Gross Dollars	MWCOG Cost	Impressions
Radio	\$46,920	\$39,882	7,808,600
Print	\$4,542	\$4,542	410,000
<b>Total Budget</b>	<b>\$51,462</b>	<b>\$44,424</b>	<b>8,218,600</b>

### **Sponsorship Drive**

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. This year, Commuter Connections secured a total of 17 sponsors for Bike to Work Day, reaching \$47,100 in cash. Additional in-kind sponsorships of \$18,275 were also secured such as bicycle giveaways and merchandise, related swag and snacks.

### **Marketing Strategies**

Posters and rack cards were provided to employers and employees through various distribution channels to create awareness and encourage registration. In order to continue to reach diverse audiences, a Spanish version of the poster was created.

Social media was important to help spread the Bike to Work Day messaging and encourage registration and participation.

Radio and print advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. WIHT, WPGC, and DC101 ran :60 second radio ads. WPGC and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation.

**Print Ads – English & Spanish**

Paid display advertising appeared in the Washington City Paper and El Tiempo Latino ran two ads during the two weeks leading up to the Bike to Work Day event.

**BIKE TO WORK DAY**  
**FRIDAY 5.15.15**

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

Pre-Register by May 8 for Free T-Shirt\* and Bike Raffles

Free Food, Beverages and Giveaways at All Locations

biketoworkday@dc.gov  
2015

f t

Register at **biketoworkmetrodc.org** or call **800.745.7433**

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

**DÍA DE LA BICICLETA PARA IR AL TRABAJO**  
**VIERNES 5.15.15**

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Regístrese previamente antes del 8 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.

Comida gratis, bebidas y obsequios promocionales en todas las ubicaciones.

biketoworkday@dc.gov  
2015

f t

Regístrese en **biketoworkmetrodc.org** o llame al **800.745.7433**

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



## Value Add

In addition to paid media spots, an estimated \$80,500 was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a Mobile app promotion.

### ***Commuter Connections and iHeart Media Promotion – DC101 and Hot 99.5***

On Friday May 15, 2015 Commuter Connections, iHeart Media, and the Washington Area Bicyclist Association invited listeners to join over 15,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. iHeart Media and Commuter Connections partnered with Brilliant Bicycle Company (<http://www.brilliant.co/>) for this campaign.

Commuter Connections received the following promotional and media consideration April 22 through May 15, 2015:

- BTWD, Commuter Connections Name inclusion and event date in 100x promotional announcements per station on DC101 & Hot 99.5
- BTWD/Commuter Connections Logo and hyperlink on the register To Win Contest pages on DC101.com and Hot995.com
- Radio Personality Social Media Engagement:
  - Tweets: Inclusion in 3x from Elizabethany on Hot 99.5 and 4x from Roche on DC101
  - Facebook posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche
  - Instagram posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche



rocheonair  
23 minutes ago  
The car is staying. I'm off to work on my @bebrilliant bike for Bike To Work Day! #btwdc

smegman15\_kath\_hollis\_sugarsukhica @jhoule  
@rocheonair

Smegman15  
I see you still offer a win. At least it's an upgrade from the golf!



luzelizabethy  
2 weeks ago  
VERY pumped about my new @ridebrilliant bike! Put it together in time for #biketoworkday next Friday! Who's gonna join in for high fives along the trails?? #BTWDC

mars\_46\_mars\_naj\_boo\_robbilliant and 89 others like this.

robby94s  
That's a nice bike! Hope you don't have many hills on the way to work though, the only bad thing about single speed!! LOL!!

Roche @rocheonair · 24m  
The car is staying. I'm off to work on my @bebrilliant bike for Bike To Work Day! #btwdc [instagram.com/p/21WVDHoo\\_Y/](https://www.instagram.com/p/21WVDHoo_Y/)

Web Site

elizabethy [eb] @luzelizabethy · May 7  
VERY pumped about my new ridebrilliant bike! Put it together in time for #biketoworkday next Friday!... [instagram.com/p/2Y3EIXNdFZ/](https://www.instagram.com/p/2Y3EIXNdFZ/)



# BIKE TO WORK DAY

## FRIDAY 5.15.15



[HOME](#) | [EMPLOYER RESOURCES](#) | [EVENT INFO](#) | [FIRST TIME RIDER INFO](#) | [REGISTRATION](#) | [SPONSORS](#)

## Bike to Work Day

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



[Free Registration Click Here](#)

**Pit Stops**

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

**Commuter Convoys**

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

**Sponsors**



**Event Poster**

A PDF of the new Bike to Work Day 2015 event poster is now available!  
[Click here to see this year's event poster](#)

**Find a Ride Buddy**

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

**Increase Bicycling Skills**

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



© 2015 BTWD

## Sponsors

Poster English/Spanish

**BIKE TO WORK DAY 2015**  
**FRIDAY 5.15.15**

COMMITTEE CONNECTIONS WASHINGTON AREA BI-CYCLE ASSOCIATION  
 Marriott GEI ICF  
 LOCAL INITIATIVE Bike Arlington ExpressLanes  
 GENERAL DYNAMICS Information Technology The JBG Companies EARTHJUSTICE KIND  
 BIKEMORCLE CRYSTAL LAKE  
 goDCgo AAA  
 BIKES/VIENNA KIMPTON hotels & restaurants  
 ABUS  
 BROMPTON  
 LOCKE WHEELS JAMES BicyclePASS ORTLIEB podu

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

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

Register at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) or call 800.745.7433

**DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015**  
**VIERNES 5.15.15**

COMMITTEE CONNECTIONS WASHINGTON AREA BI-CYCLE ASSOCIATION  
 Marriott GEI ICF  
 LOCAL INITIATIVE Bike Arlington ExpressLanes  
 GENERAL DYNAMICS Information Technology The JBG Companies EARTHJUSTICE KIND  
 BIKEMORCLE CRYSTAL LAKE  
 goDCgo AAA  
 BIKES/VIENNA KIMPTON hotels & restaurants  
 ABUS  
 BROMPTON  
 LOCKE WHEELS JAMES BicyclePASS ORTLIEB podu

Regístrate previamente antes del 8 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.  
 COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.  
 Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland y Virginia.  
 Visita [biketoworkmetrodc.org](http://biketoworkmetrodc.org) para saber más detalladamente las ubicaciones de salida y los horarios.  
 \*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.

El Día de la Bicicleta Para Ir al Trabajo está financiado también por los departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrate en [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) o llame al 800.745.7433

Rack Card (front and back)

**BIKE TO WORK DAY 2015**  
**FRIDAY 5.15.15**



Register at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call **800.745.7433**

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

**FREE FOOD, BEVERAGES and  
GIVEAWAYS at all LOCATIONS**

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

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org)  
for specific pit stop locations  
and times.

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




COMPUTER CONNECTIONS

WASHINGTON AREA BICYCLE ASSOCIATION

Marriott

ARÉI

ICF INTERNATIONAL

Bike Arlington

The JBG Companies

ExpressLanes

KIND

LOCAL MOTION

BIKE SPACE

CRYSTALride

CRUISE CRUISE

EARTHJUSTICE

CAPITAL CRESCENT TRAIL

GENERAL DYNAMICS Information Technology

AAA

goDCgo

KIMPTON hotels & restaurants

BIKESBYENNA

JAMIS

BicyclePASS

BIKE ROLL

ORION BIKES

ORTLIEB

BROMPTON

pdw

DC

ABUS

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

Printed on recycled paper

T-Shirt (front & back)



Pit Stop Banner

# EDGEWOOD-MET BRANCH TRAIL

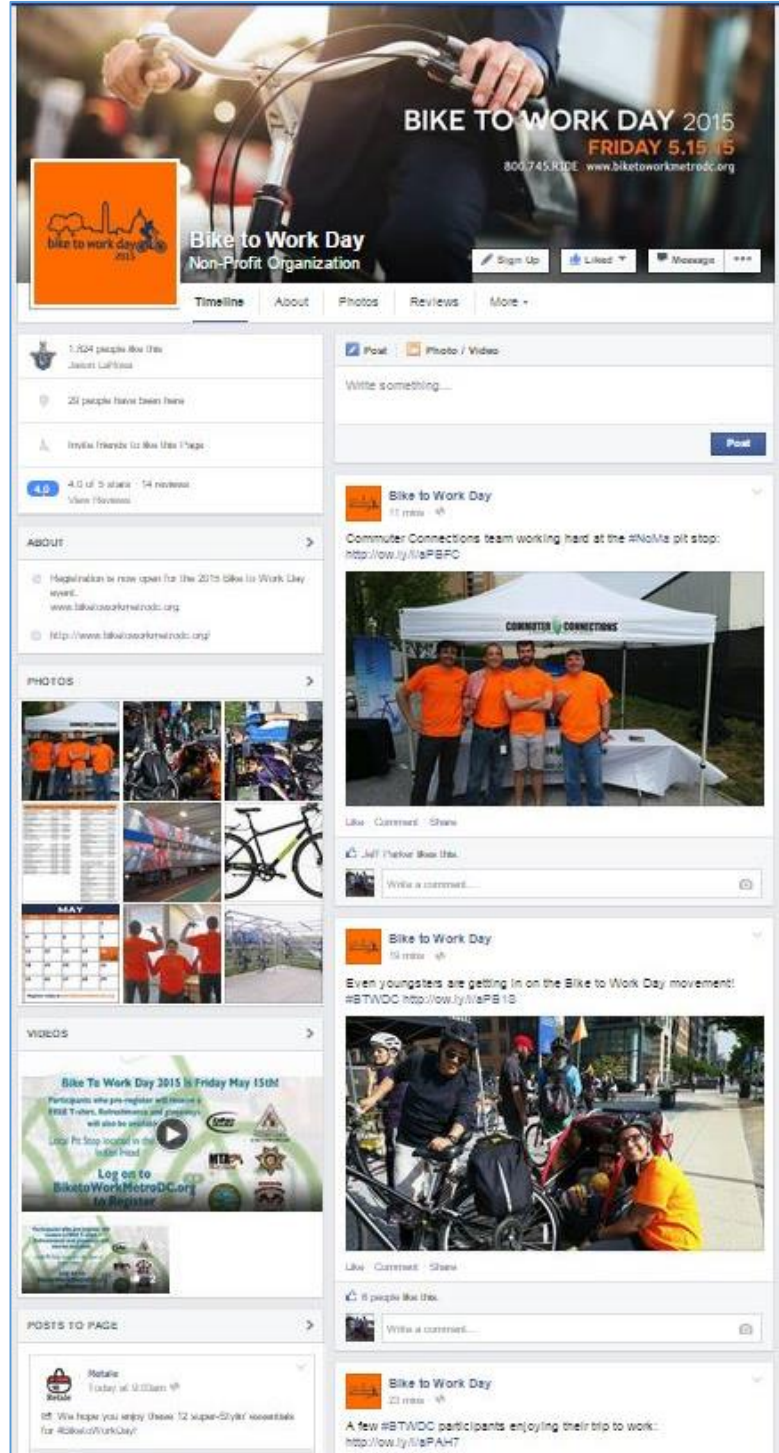
**North of Rhode Island Ave.**  
7:00 am to 9:00 am

**Register at [www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org) or call 800.745.7433**

2015 BIKE TO WORK DAY  
FRIDAY 5.15.15

## Social Media

Facebook and Twitter were used to engage with commuters and drive registration to the website.







**Dr. Gridlock**   
@drgridlock



Following

Dr. Gridlock: Bike to Work Day is Friday and the weather forecast is... [wapo.st/1cBxJdk](http://wapo.st/1cBxJdk)



**Car-Free Diet**  
@CarFreeDiet



Follow

RT @bikearlington: The Ballston #BtWDC pit stop will have @DJNeekola providing music all morning! Get registered: [bit.ly/1GRvDhx](http://bit.ly/1GRvDhx)

Earned Media

Television – WJLA ABC 7

**ABC7 Video**

'Bike to Work' Day kicks off in D.C. area



'Bike to Work' Day kicks off in D.C. area 05/15/2015 12:23 PM EDT

**ABC7 Video**

'Bike to Work' Day kicks off in D.C. area



'Bike to Work' Day kicks off in D.C. area 05/15/2015 12:23 PM EDT

## Event Photos



BikeArlington @BikeArlington · 2h  
Cong Don Beyer working the #BTWD pit stop @RoessyVA

Congressman Don Beyer,  
photo courtesy BikeArlington



photo courtesy DC Bike Blogger



## Earned Media Placements

BTWD was covered by radio and television in the weeks leading up to the event as well as the day of the event. The following are samples of the media placements across print, internet, radio and television outlets, in addition to social media placements. See Appendix D.

1. BTWD had a landmark placement in the Washington Post this year. An above the fold story on the Metro Page, titled “The wheels are in motion for Bike to Work Day” featured an original Post illustration and caption promoting event registration at [biketoworkmetrodc.org](http://biketoworkmetrodc.org).



2. Total Traffic posted three audio bites from Tom Roberts’ interview with Commuter Connections Director Nick Ramfos, along with a story summary.  
  
(Washington, DC) – As many as 16-thousand DC area residents could bike to work tomorrow. The annual event sponsored by Commuter Connections and the Washington Area Bicyclist Association will include 79 pit stops across the region with food and prizes and many bicyclists joining a commuter convoy. Commuter Connections Director Nicholas Ramfos says taking the bike to work is a healthy habit that also saves, money, reduces traffic congestion and improves air pollution. The Council of Governments says about ten-percent of tomorrow's new riders will continue to cycle to work in the future.
3. BTWD coverage expanded its reach to minority publications including [District Chronicles](#), an African-American-owned newspaper serving the metropolitan Washington region associated with Howard University.

An early-on press release in March to announcing that BTWD registration has opened was promoted by Bethesda Now, DCist, and Hill Now supporting an early rise in registration.

4. Biking to work made national headlines when a TIME Magazine released a feature on the 9 best cities for biking to work, informed by Andy Clarke, president of the League of American Bicyclists. Washington D.C. was recognized for its bike accessibility and protected bike lanes making for an easy and safe commute.
5. The day before BTWD, [Redfin](#) released Bike Scores for more than 150 U.S. cities. Washington D.C. topped the list at number seven with a bikeability score of 69.5, attracting attention from Greater Greater Washington, DCist, and MD Magazine.
6. The Washington Business Journal got the word out about BTWD through multiple articles, videos and a “Did you participate in Bike to Work Day?” poll.
7. On the heels of BTWD, [AAA Mid-Atlantic](#) announces it will begin providing roadside assistance to bicyclists who are members.

### Social Media Highlights:

Social media platforms promoted BTWD with a focus on participation, pit stop information, event count down, and BTWD website resources to create awareness and interest, and generate registration.

New Social Media Tactics:

1. The use of the popular, “listicle” concept, which uses a list as the structure for a story (10 ideas, 5 reasons, etc), was leveraged for the first time.



2. Turning the BTWD event logo into a shareable calendar graphic created a visual way to disseminate information via social platforms.



Social Media Highlights (see below for clip collage):

1. News media social media—Dr. Gridlock, Washington Business Journal, and Capitol Hill News and more posted photos and articles promoting BTWD.
2. Sponsor social media—Gold, Silver and Bronze level sponsors including REI, AAA Mid-Atlantic, and KIND Healthy Snacks and more endorsed BTWD on Facebook and Twitter.
3. Organization social media—Associated community organizations and Business Improvement Districts such as the Golden Triangle BID, USDA, and National Museum of American History displayed their support for BTWD.
4. University social media—Students, faculty and on-campus organizations from George Washington, Georgetown, and American University advocated for BTWD on social channels.
5. YouTube—The general public, local organizations and political figures promoted BTWD registration and participation by posting informational videos.

## Blogs

Local bloggers received event information to encourage buzz about the Bike to Work Day event.

- 1) Popville, Dan Silverman
- 2) Greater Greater Washington, Jonathan Krall
- 3) Wash Cycle
- 4) DCist, Matt Cohen
- 5) Beyond DC, Dan Malouff

## Live More: Journey West of the Ridge



Photo courtesy of Shenandoah Valley Discovery Museum.

Clarke County and Winchester, Va., are a short drive west past Leesburg. Once you're west of the ridge, life really slows down. Berryville, the county seat of government, features the lovely Rose Hill Park, where musicians play on Friday nights throughout summer. The town has eateries and shops to satisfy hungry travelers.

Historic downtown Winchester—15 miles west of Berryville—has a walking mall chock full of Southern hip, a terrific variety of food, from comfort to fusion elegance.

Here are a few stops to whet your appetite for spending a day West of the Ridge.

**Shenandoah Valley Discovery Museum**

Sure it was built with kids in mind, but the Shenandoah Valley Discovery Museum will bring out the kid in everyone. It offers a user-friendly, hands-on, interactive venue for informal education—and is especially great for the way the activities create connections between kids and their parents or grandparents who bring them.

What really works at the Discovery Museum is the way exhibits engage people of all ages and backgrounds—grabbing each kid at their own level, each adult with some curiosity-inducing puzzle.

There are educational programs throughout the year, as well as activities meant to bring together artists and other creatives.

Check out the website before you go to get a lay of the land and what to expect when visiting with small children: [www.discoverymuseum.net](http://www.discoverymuseum.net).

---



Photo by Jennifer Lee.

**Burwell Morgan Mill**

Located in the tiny hamlet of Millwood, the mill was built for Nathaniel Burwell by Gen. Daniel Morgan and others in the mid-1780s. Sometime after the mill closed its doors in 1953, a local businessman bought it for a restaurant site—when he decided against the project he sold it to the Clarke County Historical Association for \$1.

Now, on weekends May through November, visitors from far and near come to see the grist mill at work grinding corn meal of colorful varieties and wheat

flour. Much of the yellow and white corn ground at the mill comes from local farms. Volunteer millers offer up one-on-one history lessons to all comers on the inner workings of the gears and grinding stones, the building, and the village that sprang up and flourished around the mill.

The mill is also the home of the Clarke County Historical Association's popular Art at the Mill. Open this year on weekends through May 10, the program exhibits the works of many of the Valley's finest artists. Proceeds from the sales benefit the CCHA. Learn more at [www.clarkehistory.org](http://www.clarkehistory.org).

BIKE TO  
WORK  
DAY

FRIDAY 5.15.15



75+ pit stops located in D.C., Maryland, and Virginia  
Pre-Register by May 8 for Free T-Shirt\* and Bike Raffles  
Free Food, Beverages and Giveaways at All Locations



\*Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation. \*T-shirt's available at pit stops to first 10,000 who register.

Register at  
[biketoworkmetrodc.org](http://biketoworkmetrodc.org)  
or call 800.745.7433

FY2015 2<sup>nd</sup> Half Regional TDM Marketing Campaign Summary Final Report September 15, 2015 Page 45

## Employer Recognition Awards

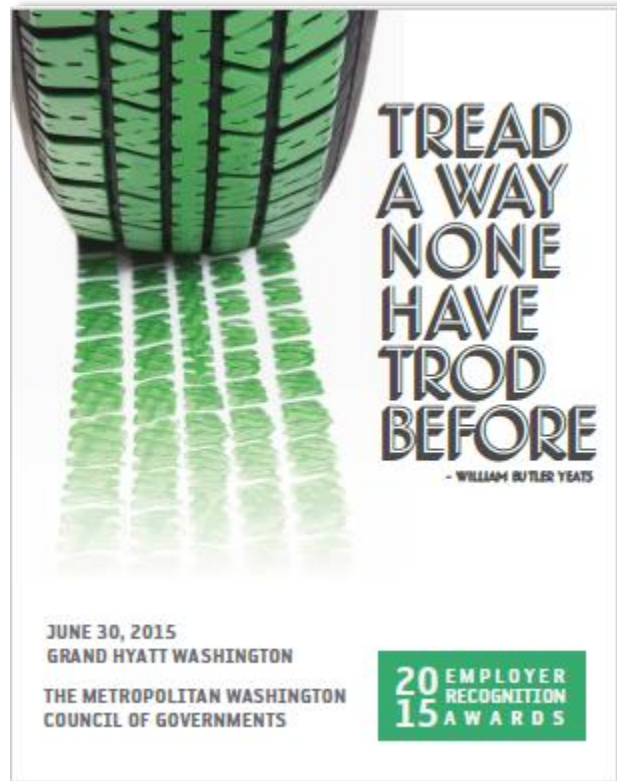
The Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. The nomination period ended January 31, 2015 and the Selection Committee met on March 19<sup>th</sup>. Winners and nominees were honored at the eighteenth annual awards ceremony on June 30, 2015 at the Grand Hyatt in Washington, DC. A video, invitations, podium sign, print ad, and program booklet were developed for the 2015 awards ceremony. Giveaways and trophies were provided.

### Invitation





## Podium Sign



## Awards Booklet



## 2015 Winners

### Incentives - Opower



### Marketing - WeddingWire



### Telework – Southern Maryland Electric Cooperative




On June 30, 2015 a quarter page black & white display ad appeared in the Wall St. Journal to congratulate the three employer award winners. The cost of the media was \$4,118.33.

Thu | Tuesday, June 30, 2015
U.S. NEWS
THE WALL STREET JOURNAL

## Will Deal Change Iran's Revolutionary Mindset?

**Iran's Revolution**

Iran's revolution is a complex phenomenon that has shaped the country's political and social landscape. The Islamic Revolution of 1979, led by Ayatollah Khomeini, replaced a secular monarchy with a theocratic republic. This revolution has had a profound impact on Iran's foreign policy, particularly its stance on the nuclear program and its relations with the West.



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## High Court Stays Restrictions on Abortions in Texas

**High Court**

The Supreme Court has stayed a Texas law that would have significantly restricted abortion rights. The law, known as H.B. 2, would have required doctors to perform a 24-hour waiting period and a 72-hour waiting period before performing an abortion. The stay allows the law to remain in effect until the court has heard arguments on the case.




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## Graduate-School Applications From Overseas Rise Only 2%

**Higher Education**

The number of international students applying to U.S. graduate schools has risen only slightly in the first quarter of 2015. This is a significant decline from the 10% increase seen in the same period last year. The decline is attributed to a combination of factors, including a weaker U.S. economy and increased competition from other countries.



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20 AWARDS

15 AWARDS

TREAD  
A WAY  
NONE  
HAVE  
TROD  
BEFORE

- WILLIAM SHAKESPEARE

Showing companies innovating and helping customers prosper and increasing solutions for their employees.

SPOWER

Incentives Award

WEDDING WIRE

Marketing Award

Southern Maryland Electric Cooperative

Telework Award

COMMUNITY CONNECTIONS

Customer Service Award

conmatters.com | 800.745.8282

## 'Pool Rewards



### Spring Campaign

A paid Facebook ad and TV commercial ran in the spring to promote the benefits and incentives of the 'Pool Rewards program. The spring 2015 newsletter also included an article to employers touting the benefits and cost-savings of Ridesharing and encourage registration for the 'Pool Rewards incentive program.

### Message Strategy

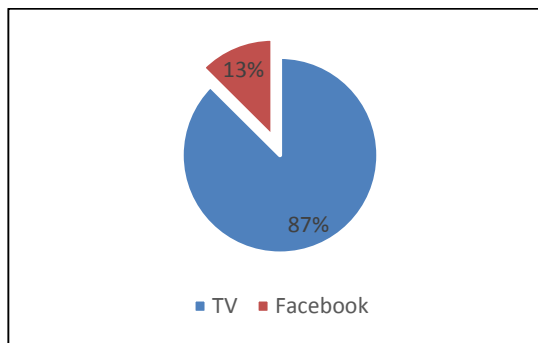
Paid spots began March 24<sup>th</sup> with Facebook promoting both 'Pool Rewards and the 95 Express Lanes extra \$100 cash incentive through March 31st. April 1 through June 15th, the Facebook buy promoted the benefits of 'Pool Rewards ridesharing. Starting May 4<sup>th</sup>, NBC4 began airing on alternate Rideshare weeks and ended June 21st. Ads on both Facebook and NBC4 encourage commuters to find a partner to start a new carpool/vanpool and save.

### Target Market

Same as Rideshare demographics (pg. 8)

### Geographic Targeting

Washington D.C. DMA



'Pool Rewards Spring Budget	Gross Dollars	MWCOG Cost	Impressions
TV	\$24,600.00	\$20,910	2,095,300
Facebook	\$3,529.50	\$3,000	300,681
<b>Totals</b>	<b>\$28,129.50</b>	<b>\$23,910</b>	<b>2,395,981</b>

## Facebook Ads

**Commuter Connections**  
March 25 at 10:22am · 🌐

Start or join a new carpool by March 31st with 'Pool Rewards and earn up to \$230! #WashingtonDC #DC #Carpooling



**Express Lanes Cash**  
Sharing a ride with 'Pool Rewards can help you buy more coffee to kick-start your morning. Earn an extra \$100 (up to \$230 total) if you use the 95 Express Lanes with E-ZPass Flex! It's free to join!

[TDM.COMMUTERCONNECTIONS.ORG](http://TDM.COMMUTERCONNECTIONS.ORG) [Sign Up](#)

Like · Comment · Share

👍 Ross L. Edgar likes this.

Write a comment... 📷



Verizon 1:16 PM 17%

Search

Status Photo Check In

Like Comment Share

**Commuter Connections**  
Sponsored · 🌐

You and a friend equals \$130 – what's not to like?  
Earn by carpooling w/ 'Pool Rewards!



**More Dash than Cash**  
Sharing a ride with 'Pool Rewards ca... [Sign Up](#)  
[tdm.commuterconnections.org](http://tdm.commuterconnections.org)

5 Likes

Like Comment Share

Paulo Andres Montenegro shared


News Feed Requests Messenger Notifications More

NBC4 Television Ad (:30 seconds)



## GWRideConnect

Online banner - 95 Express Lanes bonus incentive

Enjoy time savings on the  ExpressLanes

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

Plus, **'POOL REWARDS** provides \$2.00 cash / day

for members of newly-formed carpools\*

\* additional rules & restrictions apply

**COMMUTER CONNECTIONS** can help you find carpool partners!

George Washington Regional Commission | FAMPO | GWRideConnect | ADA/Title VI Adjust the font size: A+ A- A

**GWRideConnect**  
Transportation Options for Work and Play

Search our website

Home Transit Options Carpool Connection Vanpool Connection Commuter Lots Guaranteed Ride Home Commuter Tools GWRideBoard

### CARPOOL CONNECTIONS

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


**Interested in joining a Carpool?**

GWRideConnect's database contains hundreds of carpools from Stafford, Spotsylvania, King George and Caroline Counties plus the City of Fredericksburg. Area carpools commute to destinations in Northern Virginia, D.C., Richmond, Dahlgren and other areas. To join a carpool going your way, please contact us at 540-373-7665.

**Interested in forming your own Carpool?**

- ★ We will list your carpool in our database and assist you with finding riders going to your work location.
- ★ To register your carpool in our database for passenger matches, go to our **GWRideConnect Application** complete and click send to deliver the form to GWRideConnect. Your application

**ONLINE APPLICATION**



Need Assistance? **CONNECT NOW**

Need Assistance? - [Click here](#)

Chat live with us now!

## Commuter Connections Newsletter and Federal ETC Insert

Winter and Spring editions of the Commuter Connections newsletter were produced during the second half of FY2015. The six page 4-color newsletters are produced and distributed quarterly to approximately 8,000 employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).

Issue 1, Volume 19 Winter 2015 WHAT'S INSIDE

- 2 Bus Routes Changed to Serve Shriver Commuters
- 3 2015 Mile to Work Day in May 2015
- 4 Commuters Can Earn and Save Here on Commute Taxes
- 5 2015 Commuter Tax/Pricing Making Headlines
- 6 MVA TruGreen 3 Graphic

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

### HOW RIDESOURCING SERVICES FIT INTO THE TRANSPORTATION LANDSCAPE

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

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

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

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

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

*Continued on page 2*

Winter 2015

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### TELEWORK WEEK: MISSION ACCOMPLISHED



Last year, Mobile Work Exchange's National Telework Week saw an abundance of participants as more than 15,000 federal workers, and close to 10,000 employees in the nonprofit and private sectors, teleworked at least two days, more than four times the 2011 pledges.

The typical Telework Week pledgee saved an average of 4.5 hours and \$90 in commuting costs for the week and avoided a 45 mile round trip commute.

Overall, 163,973 participants saved a total of \$14,042,766, reduced 18,294,190 pounds of emissions, and could save \$702,138,396 if they teleworked for a year.

During Telework Week, federal employees alone saved more than \$13 million, avoided 14 million commuting miles, saved more than 8,000 tons of pollutants, and gained more than 716,000 hours. According to mobileworkexchange.com, if all-eligible federal employees teleworked an average of two days per week, collectively agencies could save \$8.7 billion per year.

For the second straight year, Telework Week, received an influx of federal teleworkers following a late winter storm, but its continued popularity signaled the growing influence of the mobile employee in the federal workplace, according to Mobile Work Exchange.

As evidence, Telework Week's first official year, which drew 39,000 pledgees, and it's unofficial, more humble beginning saw just a few thousand teleworkers in government take the pledge.

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

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



Issue 2, Volume 19 Spring 2015 WHAT'S INSIDE

- 2 DC's Organized Through Telework
- 3 Ridesharing Incentives Offered to Encourage Commuters
- 4 DC Adopts Mileage Allowance for Public Commuters
- 5 Telework's Changing The Commute

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

### WE'LL GET YOU HOME. GUARANTEED!

Commuters that share a ride and take transit, who belong to the free Guaranteed Ride Home program share peace of mind when they have an emergency and have to get home, or are asked to work late.

Commuter Connections' Guaranteed Ride Home (GRH) program was developed to be a solution to enable commuters to leave the car behind. Operated since 1997, GRH is like having "commuter insurance", by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency, or unscheduled overtime. Commuters who use alternative commute modes at least twice a week are provided with up to four free GRH rides home per year.

While GRH is a very beneficial program, many of your employees may not know about this free service. In Commuter Connections' 2013 State of the Commute survey, only 23 percent of respondents were aware of a regional GRH program.

For those that know of and have used the GRH program, reviews are heartfelt and glowing.

Maria N. said that, "With GRH this past year I felt encouraged to commute. I think GRH does great work in encouraging a community to rideshare and use [of] public transit is vital for the long term sustainability of the area."

While we get a lot of emails about how much Commuter Connections members use and appreciate the service, the following story from member Roy Grossnickle sums up exactly how GRH works.

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

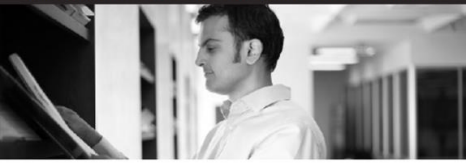
*Continued on page 2*

Spring 2015

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### TMP HANDBOOK - ROADMAP TO A SUCCESSFUL TDM PROGRAM




Commuter Connections has found that it needs to look at TDM programs with a critical eye to see if there are areas that could be done differently or aspects that could be added to get more employees out of their cars and into transportation alternatives. This is especially true for federal employers who are mandated to reduce single occupant vehicle use of their employees.

It's for this reason that the Transportation Management Plan (TMP) Handbook was developed. Evolving from initiatives sponsored by the General Services Administration, the Metropolitan Washington Council of Governments, and the National Capital Planning Commission, the TMP Handbook was first developed in 1998 and has been periodically updated to respond to changing interests and requirements at the federal, regional, and local level, as well as new services and information.

The TMP handbook offers a wealth of information and covers most aspects of how to develop a TDM program, including an appendix section that is less a "how to" and more of a "here's what has worked" for other federal employers.

It's beneficial to hear what other ETCs are doing, what has worked, or not worked, and how successful their strategies have been. There are several examples of federal agency TMPs, including St. Elizabeth's West Campus, Saint Basil Academy - Bolling, and Naval Support Activity - Bethesda. These examples are short and concise and give a brief overview of a TDM program, the notable characteristics, and some statistics.

To access the Transportation Management Plan handbook, visit [www.federaletc.org](http://www.federaletc.org).





## Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015. Radio advertising will include mention of Commuter Connections' sponsorship, and other non-broadcast ads will contain the Commuter Connections logo.



A screenshot of the Clean Air Partners website. The page has a green navigation bar with links: YOUR AIR QUALITY, GET INVOLVED, AIR QUALITY FACTS, EDUCATION, SUPPORTERS, RESOURCES, ABOUT. The main header features a photo of a man in a blue shirt with the text "CLEAN AIR PARTNERS DC-MD-VA" and "CHESAPEAKE" on a boat. Below the header are several content blocks: "Sign Up for AirAlerts" with an email input field; "Air Quality Action Guide" with a colorful icon; "Spotlight" featuring a story about telework from teleworkbaltimore.com; "News" with articles on "Annual Celebration and Awards", "Guide to Keeping Your Lungs Happy", and "2015 Poster Contest Winners"; and an "Air Quality Forecast" section with a map of Metro Washington and a legend for air quality levels: Very Unhealthy, Unhealthy, Moderate, and Good. The footer includes social media icons, app store links, contact information for Metro Washington and Baltimore, and logos for Commuter Connections, Constellation, and Washington Gas.

## Appendix A

### Performance Measures

#### Web Visits

Month	FY 2014 Web Visits	FY 2015 Web Visits	+/-	+/- %
Jan	6,754	12,308	5,554	82.2%
Feb	6,397	10,960	4,563	71.3%
March	8,336	14,919	6,583	79.0%
April	9,183	14,185	5,002	54.5%
May	11,881	15,306	3,425	28.8%
June	15,603	14,648	(955)	-6.1%
	<b>58,154</b>	<b>82,326</b>	<b>24,172</b>	<b>41.6%</b>

#### Phone Calls

Month	FY 2014 Phone Calls	FY 2015 Phone Calls	+/-	+/- %
Jan	1,932	1,383	(549)	-28.4%
Feb	1,548	1,187	(361)	-23.3%
March	1,803	1,256	(547)	-30.3%
April	2,169	1,399	(770)	-35.5%
May	2,139	1,320	(819)	-38.3%
June	1,708	1,363	(345)	-20.2%
	<b>11,299</b>	<b>7,908</b>	<b>(3,391)</b>	<b>-30.0%</b>

## GRH Applications

Month	GRH FY 2014 Applications	GRH FY 2015 Applications	Change	%
Jan	884	1,001	117	13.2%
Feb	922	994	72	7.8%
March	668	929	261	39.1%
April	932	758	-174	-18.7%
May	952	716	-236	-24.8%
June	655	726	71	10.8%
	<b>5,013</b>	<b>5,124</b>	<b>111</b>	<b>2.2%</b>

## Rideshare Applications

Month	Rideshare FY 2014 Applications	Rideshare FY 2015 Applications	Change	%
Jan	868	724	-144	-16.6%
Feb	707	1,216	509	72.0%
March	1,075	1,035	-40	-3.7%
April	883	843	-40	-4.5%
May	1,698	1,130	-568	-33.5%
June	1,516	1,195	-321	-21.2%
	<b>6,747</b>	<b>6,143</b>	<b>(604)</b>	<b>-9.0%</b>

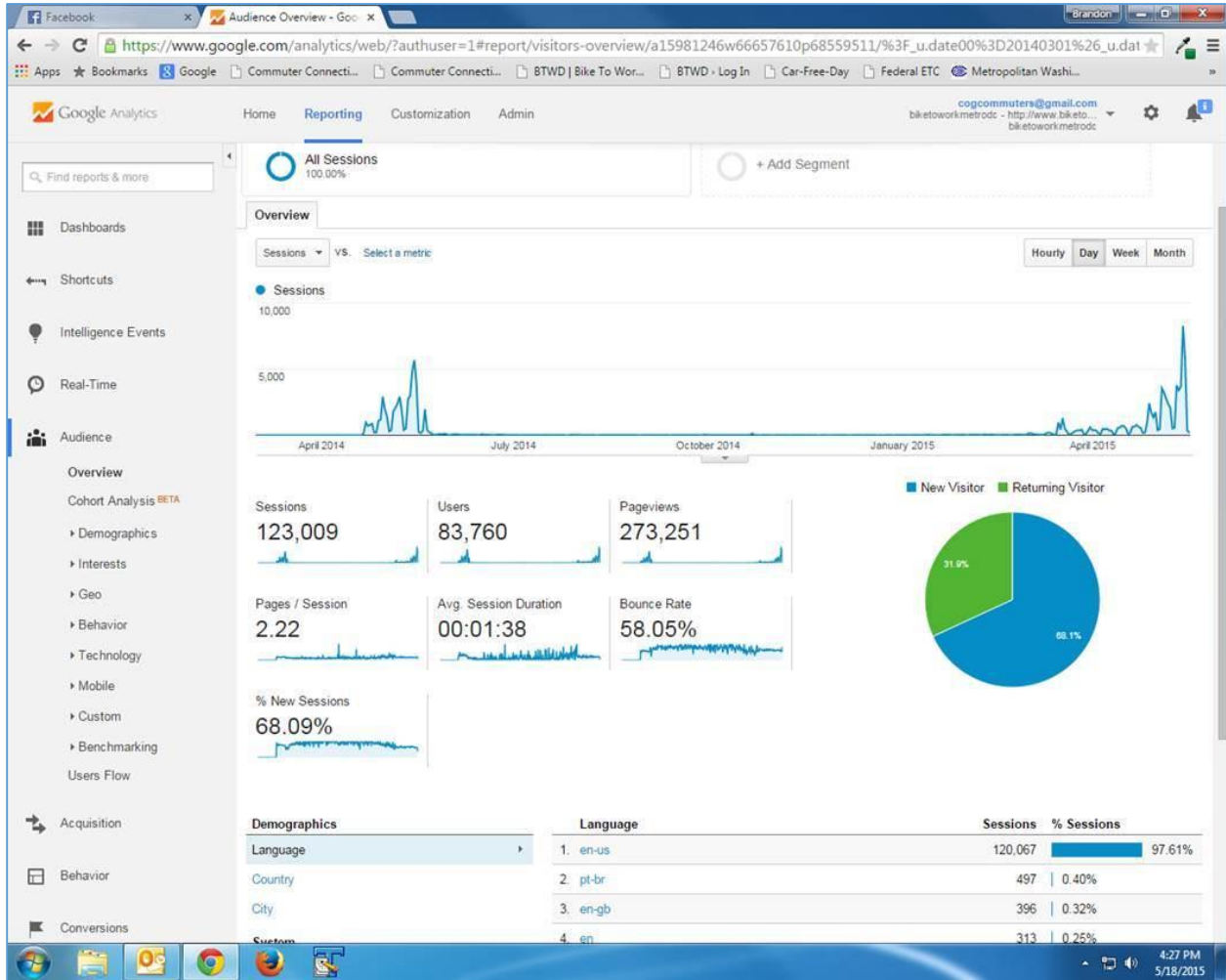
## Appendix B

### Digital Advertising- Results

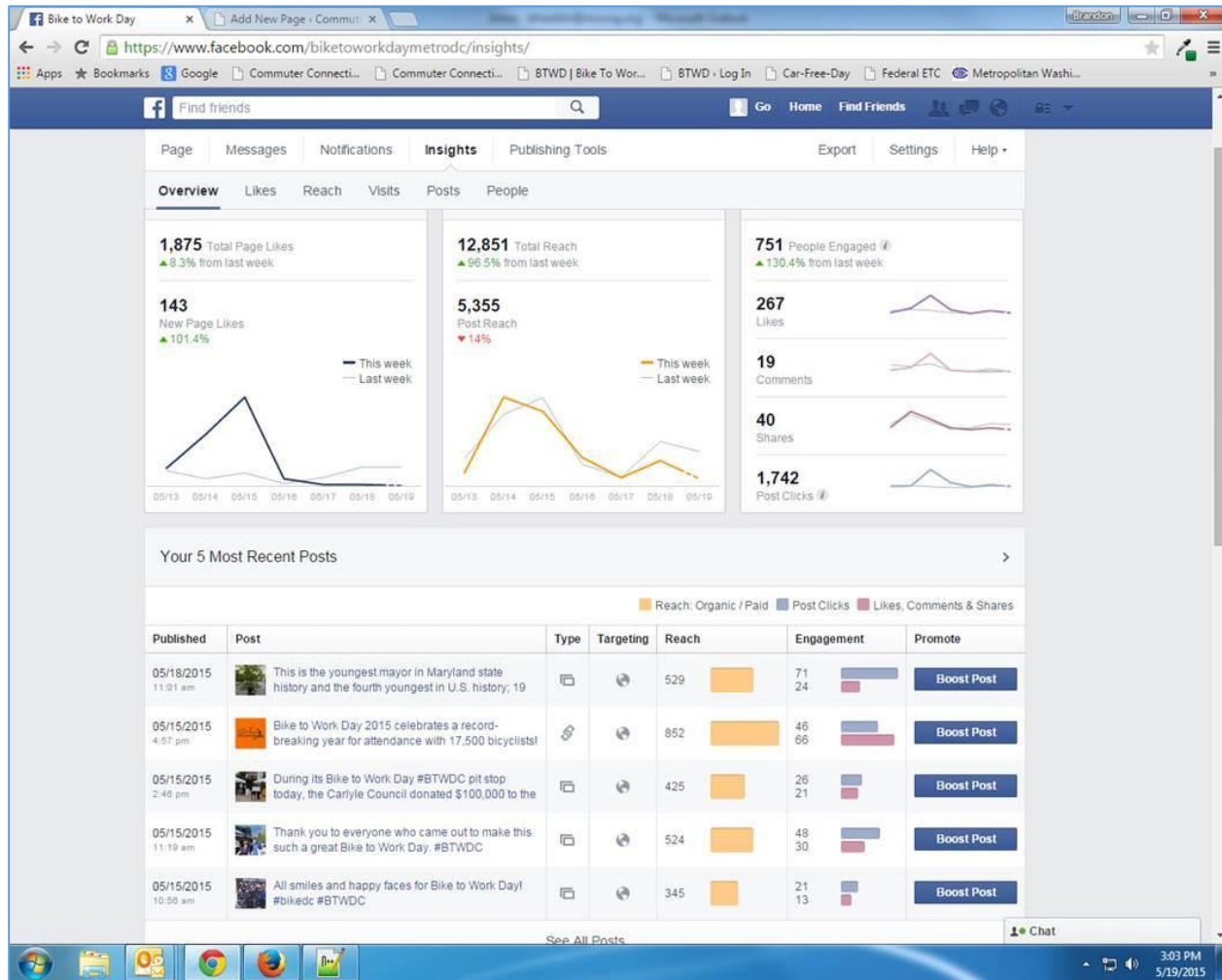
<b>Creative</b>	<b>Impressions Delivered</b>	<b>Clicks</b>	<b>CTR</b>	<b>Contracted</b>	<b>ADV CPM</b>
Baltimore Sun BT Commuter Connections 2015	75,069	47	0.06%	75,000	\$11.50
Baltimore Sun Commuter Connections 2015	75,022	101	0.13%	75,000	\$9.20
Daily Press BT Commuter Connections 2015	75,097	55	0.07%	75,000	\$11.50
Daily Press Commuter Connections 2015	75,002	90	0.12%	75,000	\$9.20
Washington Times Commuter Connections 2015_300x250	307,027	2,030	0.66%	300,000	\$6.90
Washington Times Commuter Connections 2015_728x90	303,318	714	0.24%	300,000	\$6.90
Commuter Connections_720x300	395,267	1,990	0.50%	393,571	\$7.00
<b>TOTAL</b>	<b>1,305,802</b>	<b>5,027</b>	<b>0.38%</b>	<b>1,293,571</b>	

## Appendix C

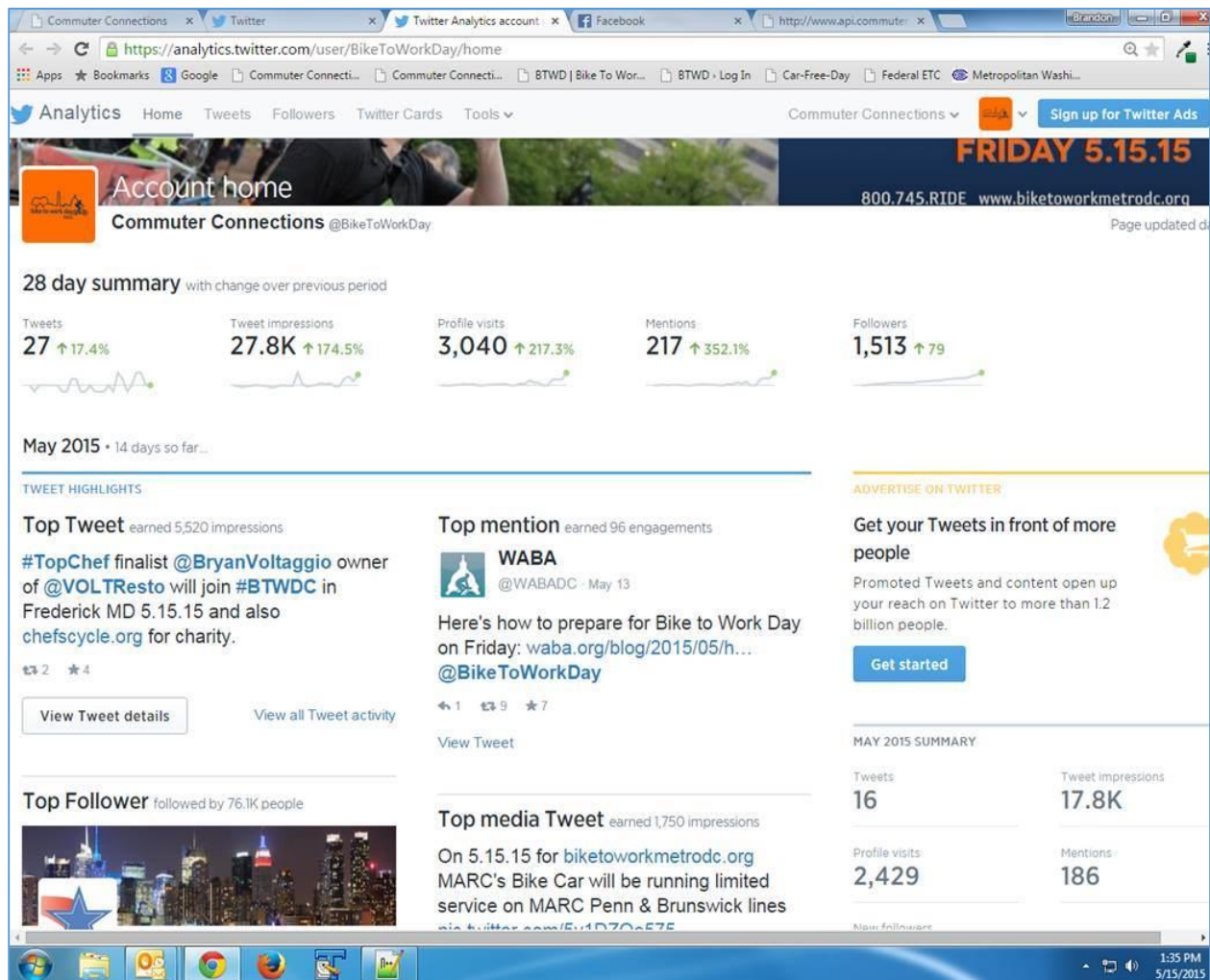
### Bike to Work Day Website Traffic



## Bike to Work Day Facebook Analytics

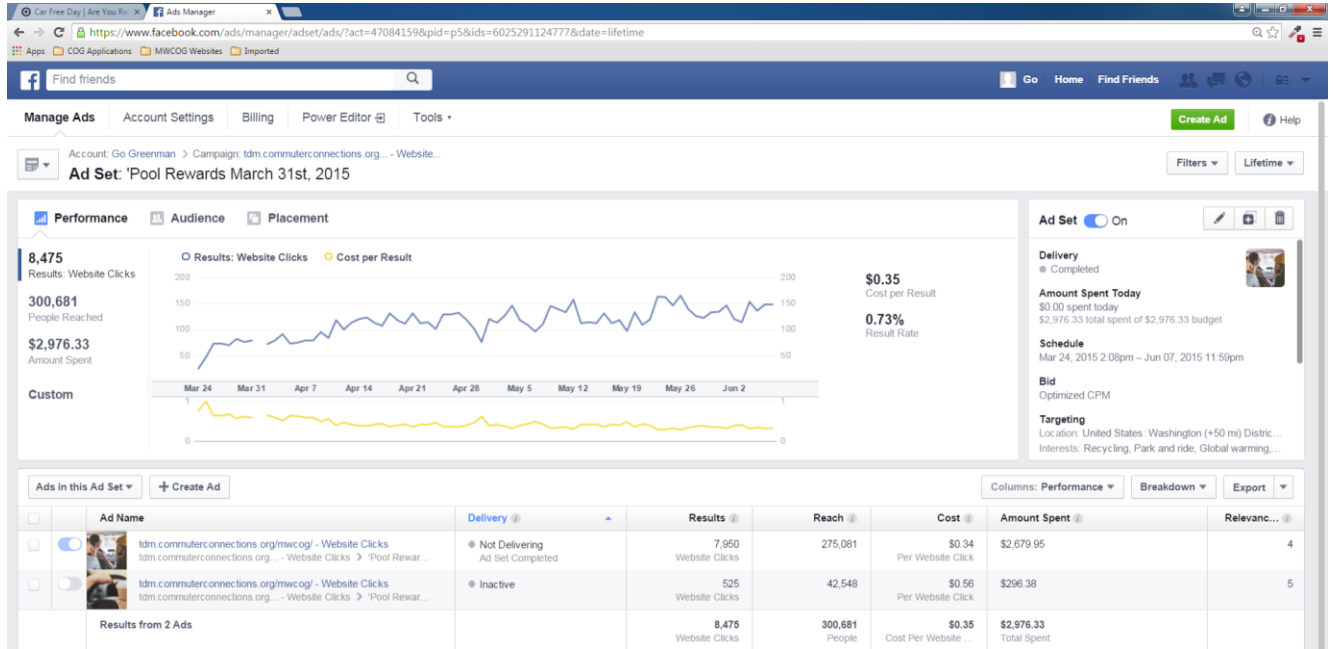


## Bike to Work Day Twitter Analytics



## Appendix D

### 'Pool Rewards - Facebook Analytics





## Appendix E

### FY2015 Spring Media Schedules

Commuter Connections FY2015 Spring Umbrella						Media Schedule: Specific Dates Spots Run (Week of)																	
GRH	Radio	Media Outlet	Format	Dial Position	Campaign to Run	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22
				WTOP	News Talk	103.5FM	3/2-6/22/2015																
		WBIG	Oldies/Classic Hits	100.3FM	3/2-6/22/2015																		
		WWDC	Rock	DC101.1FM	3/2-6/22/2015																		
		ESPN (WTEM)	Sports	980AM	3/2-6/22/2015																		
		WIHT-FM	Top 40	99.5	3/2-6/22/2015																		
		WASH	AC	97.1	3/2-6/22/2015																		
		WMZQ-FM	Country	98.7	3/2-6/22/2015																		
Rideshare	Radio	WLZL	Spanish	107.9	2/23-6/15/2015																		
		WAFY/WWEG	AC/Classic Hits	103/106.9FM	2/23-6/15/2015																		
		WFLS	Country	93.3FM	2/23-6/15/2015																		
		WFRE	Country	99.9FM	2/23-6/15/2015																		
		WRQX	Top 40	107.3	2/23-6/15/2015																		
		WTOP	News Talk	103.5FM	2/23-6/15/2015																		
		WBQB-FM	AC	101.5	2/23-6/15/2015																		
	ABC7/WJLA	News	Channel 7	2/23-6/15/2015																			
	Comcast SportsNet	Sports		2/23-6/15/2015																			
	Online	Division D	Online Ads		3/1-5/31/2015																		

Legend

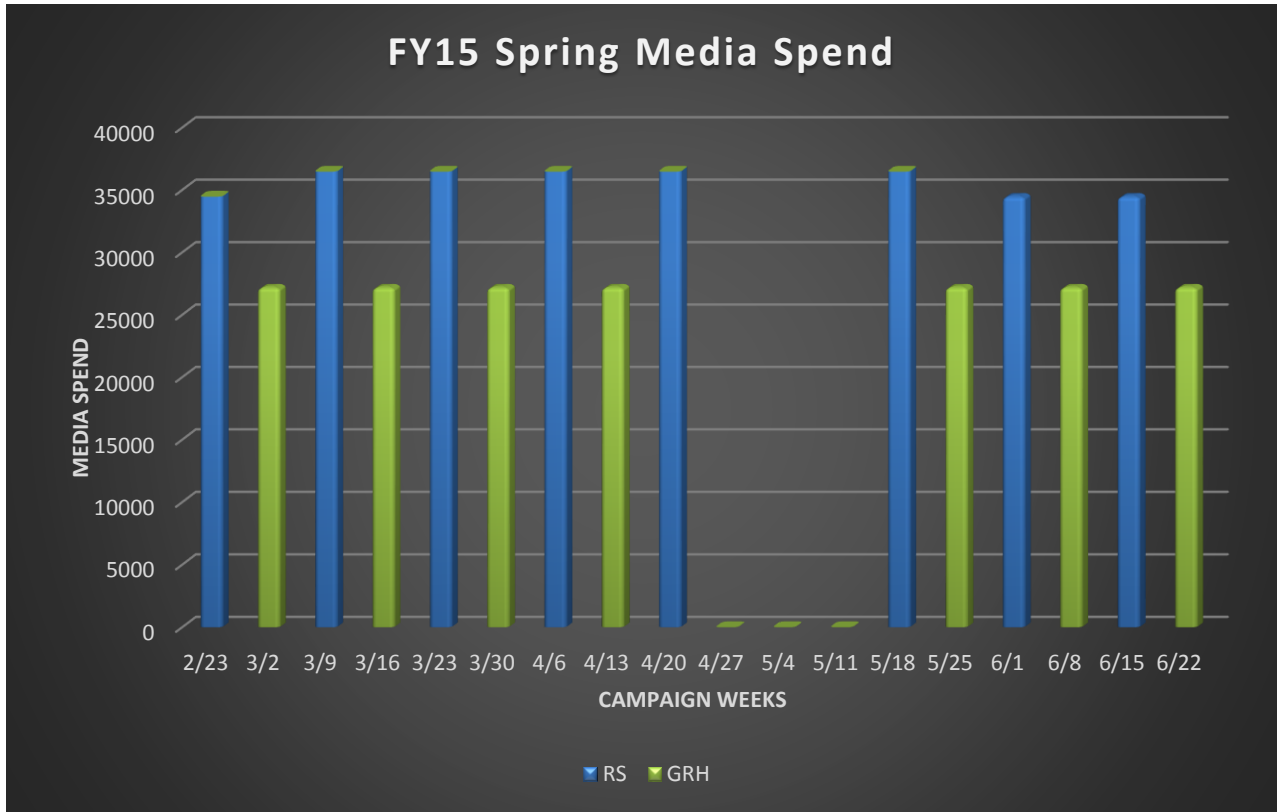
Guaranteed Ride Home Radio Coverage
Rideshare Radio Coverage
Rideshare TV Coverage
Rideshare Online Coverage

Commuter Connections FY2015 Spring Media Schedule Chart						Media Schedule: Specific Dates Spots Run (Week of)															
		Media Outlet	Format	Dial Position	Campaign to Run	1/12	1/19	1/26													
									4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22				
'Pool Rewards	Radio	WFED	News/Talk	1500AM	12/15/14-1/19/15																
		WLZL (El Zol)	Spanish	107.9	12/15/14-1/19/15																
		WBIG	Oldies/Classic Hits	100.3FM	May-June																
		WMZQ-FM	Country	98.7	May-June																
	Print Ads	Ft Detrick Standard			12/15/14-1/19/15																
		Andrews Gazette			12/15/14-1/19/15																
	TV	ABC7/WJLA	News	Channel 7	May-June																
Online	DCMilitary.com			12/15/14-1/19/15																	
	Facebook	Online Ads		May-June																	
Bike to Work Day	Radio	WPGC	CHR		April-May																
		WWDC	Rock		April-May																
		WITH	Top 40		April-May																
Print Ads	Wash. City Paper			May																	
	El Tiempo			May																	
Employer Recognition Awards	Print Ads	Wall Street Journal			June																

Legend

'Pool Rewards Radio Coverage
'Pool Rewards TV Coverage
'Pool Rewards TV Coverage
'Pool Rewards Online Coverage
BTWD Radio
BTWD Print Ads
Employer Recognition Awards print ads

FY2015 2nd Half Paid Media Spend



Note: BTWD weeks are 4/27, 5/4, and 5/11.

## Appendix F

Bike to Work Day 2015 media placements across print, internet, radio and television outlets, along with a selection of social media placements.

BTWD 2015 Media Coverage		
Print/Online Coverage - 111		
March	WABA Blog	<a href="#">WHAT IS BIKE TO WORK DAY?</a>
3/15/2015	NIH Bikes	<a href="#">Bike to Work 2015</a>
3/18/2015	Bethesda Magazine	<a href="#">Register Now For Bike To Work Day In Bethesda, White Flint</a>
3/18/2015	Bike Arlington	<a href="#">Bike to Work Day 2015</a>
3/18/2015	Dcist	<a href="#">Bike To Work Day Is Coming, Registration Now Open</a>
3/20/2015	Hill Now	<a href="#">'Bike to Work Day' Pit Stops Announced for Capitol Hill, NoMa</a>
3/24/2015	Mass Transit	<a href="#">Montgomery County Bike to Work Day May 15</a>
April	About Travel	<a href="#">Bike to Work Day 2015 in Washington, DC</a>
April	Arlington Transportation Partners Blog	<a href="#">Bike to Work Day</a>
April	Capitol Hill	<a href="#">Bike to Work Day is May 15; Register for Our Pit Stop at Eastern Market Metro Plaza</a>
April	REI	<a href="#">Bike to Work Day - NoMA Pit Stop (DC)</a>
April	NoMa BID	<a href="#">Bike to Work Day 2015</a>
4/1/2015	Washington City Paper	<a href="#">Gear Prudence: How Can I Become a Consistent Bike Commuter?</a>
4/4/2015	Alexandria's Red Brick Town	<a href="#">Registration for Bike to Work Day 2015 is NOW Open!</a>
4/6/2015	District Chronicles	<a href="#">Metro Brief: Registration is open for Bike to Work Day</a>
4/9/2015	Reston Now	<a href="#">Thursday Morning Rundown</a>
4/13/2015	Greater Greater Washington	<a href="#">Events roundup: Get up and go!</a>
4/14/2015	WABA Blog	<a href="#">WANTED: VOLUNTEER PHOTOGRAPHERS FOR BIKE TO WORK DAY</a>
4/15/2015	Downtown DC	<a href="#">Bike to Work Day 2015</a>
4/15/2015	Georgetown BID	<a href="#">Celebrate Bike to Work Day in Georgetown May 15</a>
4/15/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day: The Best Thing on Two Wheels
4/15/2015	Golden Triangle BID	<a href="#">Start your morning with a leisurely bike ride to Farragut Park.</a>
4/20/2015	Arlington Transportation Partners Blog	<a href="#">Bike to Work Day is Less Than a Month Away</a>
4/22/2015	Gazette.net	<a href="#">'A great time' to focus on bikes in Montgomery County</a>
4/23/2015	goDCgo E-Newsletter - District Department of Transportation	SmartBenefitsSM Employer Seminars
4/24/2015	Gazette.net	<a href="#">Rockville events will celebrate Bike Month</a>
4/27/2015	District Chronicles	<a href="#">Metro Brief: Register for Bike to Work Day 2015</a>
4/28/2015	goDCgo E-Newsletter - District Department of Transportation	Walk This Way: Tomorrow is National Walk@Lunch Day
4/29/2015	Falls Church News - Press	<a href="#">City supports Two Bike to Work Day Pit Stops</a>

4/30/2015	Bike and Roll Blog	<a href="#">5 Things to do in DC in May</a>
4/30/2015	MWCOG E-Newsletter	Video: Bike to Work Day 2015
May	About Travel	<a href="#">Bike Events 2015 in Washington DC</a>
May	Georgetown BID	<a href="#">CELEBRATE BIKE TO WORK DAY IN GEORGETOWN MAY 15</a>
5/1/2015	The Washington Post_Going Out Guide	<a href="#">The Hotlist: 13 things to see, eat, drink and do in May 2015</a>
5/4/2015	goDCgo E-Newsletter - District Department of Transportation	Celebrate National Bike Month
5/4/2015	The Georgetown Dish	<a href="#">Celebrate Bike To Work Day in Georgetown May 15th</a>
5/6/2015	Falls Church News - Press	<a href="#">'Bike to Work' Day on May 15 Highlights Falls Church Bike Plan</a>
5/6/2015	Capital Bikeshare	<a href="#">Cycle With Class - Learn from WABA</a>
5/8/2015	Momentum Mag	<a href="#">Five Bike to Work Week Events Around the US</a>
5/11/2015	Dcist	<a href="#">Bike To Work Day Is Happening Friday</a>
5/11/2015	Rockville Patch	<a href="#">Beat Frederick, Participate in Rockville Bike to Work Day</a>
5/11/2015	The Fredrick News Post	<a href="#">6 Things to Know This Week — May 11</a>
5/11/2015	The Georgetownner	<a href="#">Friday Is Bike-to-Work Day</a>
5/11/2015	Washingtonian	<a href="#">See How Four Washingtonians Bike to Work</a>
5/12/2015	Investor Place	<a href="#">Bike to Work Day 2015: What to Know</a>
5/12/2015	Time Magazine	<a href="#">These Are the 9 Best Cities for Biking to Work</a>
5/13/2015	Afro American	<a href="#">Comptroller to Promote Bethesda Bike to Work Day, Tour Laurel School and Present WDS Award</a>
5/13/2015	Alexandria's Red Brick Town	<a href="#">Bike to Work Day is This Friday in Alexandria and the DMV</a>
5/13/2015	Arlington Now	<a href="#">Bike to Work Day is This Friday</a>
5/13/2015	Gazette.net	<a href="#">Bike to Work Day is Friday</a>
5/13/2015	Greater Greater Washington	<a href="#">Friday is Bike to Work Day. Here's where to find a pit stop</a>
5/13/2015	Reston Now	<a href="#">Friday is Bike to Work Day 2015</a>
5/13/2015	The Washington Post - Going Out Guide	<a href="#">Bike to Work Day</a>
5/13/2015	WABA Blog	<a href="#">HOW TO PREPARE FOR BIKE TO WORK DAY</a>
5/13/2015	Washington Post - Local VA	<a href="#">Alexandria-Arlington community calendar, May 14-20, 2015</a>
5/14/2015	Arlington Now	<a href="#">AAA to Roll Out Local Roadside Bicycle Assistance</a>
5/14/2015	Dcist	<a href="#">D.C.'s Bikeability Ranking Drops, But Still One Of The Most Bikeable Cities</a>
5/14/2015	Fairfax Patch	<a href="#">Bike to Work Day Pit Stops Near You on Friday</a>
5/14/2015	Manassas Patch	<a href="#">Bike to Work Day Pit Stops Near You on Friday</a>
5/14/2015	PlanItMetro blog	<a href="#">Metro Pitstops on Bike to Work Day – Friday!</a>
5/14/2015	Popville DC Neighborhood Blog	<a href="#">Bike to Work Day is Tomorrow – Get a Free U Lock from Metro and Free Coffee from Bike Rack</a>
5/14/2015	Smithsonian	<a href="#">Smithsonian Rolls Out Bicycle History for Bike-to-Work Day</a>
5/14/2015	The Washington Post	<a href="#">"Bike to Work Day" forecast: No rain, hurrah!</a>
5/14/2015	The Washington Post - Dr. Gridlock	<a href="#">Bike to Work Day is Friday and the weather forecast is...</a>

5/14/2015	The Washington Post - Going Out Guide	<a href="#">The long-running USDA Farmers Market is adding night hours on Friday</a>
5/14/2015	USDA	<a href="#">Walk, Run, Ride to the First USDA Farmers Market at Night</a>
5/14/2015	Washington Business Journal	<a href="#">AAA Mid-Atlantic has expanded its roadside coverage to include bicycles, including Capital Bikeshare</a>
5/14/2015	Washington Business Journal	<a href="#">Washington, D.C., is a top 10 bike-friendly city</a>
5/14/2015	Washington Post - Metro	<a href="#">The Wheels are in motion for Bike to Work Day</a>
5/14/2015	Washingtonian	<a href="#">17 Biking Apparel Pieces to Improve Your Ride on Bike to Work Day</a>
5/14/2015	Washingtonian	<a href="#">Get Ready for Bike to Work Day 2015</a>
5/14/2015	Washingtonian	<a href="#">How Capital Bikeshare Stacks Up Against Other Forms of Transportation</a>
5/14/2015	Washingtonian	<a href="#">10 Creative, Design-Friendly Ways to Store a Bike</a>
5/14/2015	Woodbridge Patch	<a href="#">Bike to Work Day Pit Stops Near You on Friday</a>
5/14/2015	NoMa BID Newsletter	<a href="#">Bike to Work Friday, May 15</a>
5/15/2015	Alexandria's Red Brick Town	<a href="#">Carlyle Council Donates \$100,000 to Alexandria's Capital Bikeshare Operating Fund</a>
5/15/2015	Dcist	<a href="#">DDOT Adds More Wheel Stops To Pennsylvania Avenue, Cyclists Rejoice</a>
5/15/2015	Falls Church News - Press	<a href="#">Bike to Work Day</a>
5/15/2015	Greater Greater Washington	<a href="#">Breakfast links: Keep rollin'</a>
5/15/2015	Hill Now	<a href="#">Morning Rundown</a>
5/15/2015	Kabir Cares.org	<a href="#">Bike to Work Day – This Friday</a>
5/15/2015	League of American Cyclists	<a href="#">HAPPY NATIONAL BIKE TO WORK DAY!</a>
5/15/2015	Mass Transit	<a href="#">Metro Supports Bike to Work Day</a>
5/15/2015	MD Magazine	<a href="#">2015's Best Cities for Bikers</a>
5/15/2015	Rep. Don Beyer	<a href="#">Happy Bike to Work Day!</a>
5/15/2015	The City Fix	<a href="#">Friday Fun: 2015's Top Bike Stories So Far</a>
5/15/2015	The Fredrick News Post	<a href="#">Bike to Work Day rolls out the fun</a>
5/15/2015	The Triangle	<a href="#">Bike to Work Today in the Triangle</a>
5/15/2015	The Washington Post	<a href="#">Six cities that do biking better than D.C.</a>
5/15/2015	The Washington Post - Capital Weather Gang	<a href="#">D.C. area forecast: Pleasant and variably cloudy today; Muggier and warmer this weekend</a>
5/15/2015	USA Today	<a href="#">3. National Bike to Work Day encourages commuting on two wheels</a>
5/15/2015	Washington Business Journal	<a href="#">Commuters hit the road for Bike to Work Day (Video)</a>
5/15/2015	Washington Business Journal	<a href="#">What does it take to become a bike commuter? (Video)</a>
5/15/2015	Washington Business Journal	<a href="#">Results: Did you participate in Bike to Work Day?</a>
5/15/2015	Washington City Paper	<a href="#">On Bike to Work Day, New Protections, Same Ol' Crashes</a>
5/15/2015	Washingtonian	<a href="#">What to Do This Weekend: May 15 to 18</a>
5/15/2015	White House Council on Environmental Quality Blog	<a href="#">Celebrating National Bike to Work Day</a>
5/16/2015	The Wash Cycle	<a href="#">BTWD at Eastern Market</a>

5/17/2015	Alexandria's Red Brick Town	<a href="#">Bike to Work Day 2015 in the Carlyle Neighborhood</a>
5/18/2015	Falls Church Patch	<a href="#">Express Lanes Team Supports Local Pit Stop at Bike to Work Day 2015</a>
5/18/2015	Gazette.net	<a href="#">Thousands use pedal power to get around Montgomery County</a>
5/18/2015	BicycleSPACE Blog	<a href="#">Bike to Work Day 2015: One for the history books</a>
5/19/2015	Potomac Local	<a href="#">150 commuters participated in Bike to Work Day</a>
5/19/2015	The Wash Cycle	<a href="#">Bike to Work Day Wrap-Up</a>
5/20/2015	The Connection	<a href="#">More Area Residents Bike To Work</a>
5/21/2015	Arlington Transportation Partners Blog	<a href="#">Bike to Work Day Recap: Waterview</a>
5/28/2015	Arlington Now	<a href="#">Progressive Voice: Happy Bike Month!</a>
5/28/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day Breaks Record Ridership
6/1/2015	The Fredrick News Post	<a href="#">On the Move: Frederick wins Bike to Work Day challenge</a>
6/2/2015	Capital Bikeshare	<a href="#">Working Hard on #BTWDC 2015</a>
6/5/2015	NIH Record Newsletter	<a href="#">NIH'ers Leave Cars at Home for Bike to Work Day</a>
<b>Television Coverage - 7</b>		
5/14/2015	CBS DC	<a href="#">More Than 75 D.C. Area Pit Stops Planned for 'Bike to Work Day'</a>
5/15/2015	ABC 7	<a href="#">Thousands of D.C. area cyclists prepare to hit the road for 'Bike to Work Day'</a>
5/15/2015	ABC 7	<a href="#">D.C. area cyclists will hit the road for 'Bike to Work Day'</a>
5/15/2015	ABC 7	<a href="#">Bike to Work' Day kicks off in D.C. area</a>
5/15/2015	Fox DC	<a href="#">Officials highlight Bike to Work day in Maryland</a>
5/15/2015	4 NBC Washington	<a href="#">Bike to Work Day Is Back! Hit the Road May 15</a>
5/15/2015	9 WUSA	<a href="#">It's Bike to Work Day!</a>
<b>Radio Coverage - 4</b>		
April	HOT 99.5	<a href="#">Enter to win a Single Speed Hudson Bike</a>
5/6/2015	WTOP	<a href="#">Illegal U-turns across Pennsylvania Avenue bike lanes growing safety concern</a>
5/14/2015	Total Traffic	Tom Roberts Interview with Nick Ramfos
5/15/2015	WAMU	<a href="#">Better Bicycling Information May Be On The Way From D.C. DMV</a>