



**Metropolitan Washington Council of Governments
FY 2014 Second Half Marketing Campaign Draft Summary
June 17, 2014**

Introduction

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

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

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

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

- The cost savings of ridesharing and GRH as an added support mechanism.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bike to Work Day to consider bicycling as a viable alternative way to commute.
- Employer Recognition Awards program to recognize employers in the region who promote and encourage the use of alternate modes of transportation.
- Launch of new mobile friendly website and online Ridematching.
- A celebration of Commuter Connections' 40th year of service, through events, outreach activities, earned media, promotional giveaways and more.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (MWCOCG). Commuter Connections offers free services to those who work in the Washington metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

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

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

Cornerstones of the Marketing Program

GRH and Ridematching are the key services that are featured within the marketing campaign. 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:

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

Brand Character

Commuter Connections wants to be perceived as a network of organizations within the Washington metropolitan region, 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 access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

Spring Umbrella Campaign

The FY14 second half media campaign started at the end of February and will run through June. Radio spots and online banner ads ran for a total of fifteen weeks. Television, Pandora (web and mobile audio ads + companion banners); YuMe (audio pre-roll + companion banners) will run for eight weeks.

Value Add Promotions

Rideshare

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

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

Rideshare Tuesday is an ongoing invitation to try ridesharing on a Tuesday of any week. During each rideshare week, stations aired reads and programming related to positive driving experiences. The stations that promoted Rideshare Tuesday included WFMD, WFRE, WFLS, WTOP, WPGC and WLZL.

Rideshare Tuesday Park and Ride custom Events – 4/8, 5/20 and 6/3

Events took place at Park and Ride Lots in Prince George's County, Alexandria and the District. Radio stations aired live reads to promote the event times, dates and locations beforehand. Broadcasts from the event itself asked commuters to stop in to join the fun. WPGC (95.5FM) and WLZL (El Zol) station websites promoted the events and prizes, as well as a Rideshare information page, inclusion in their loyal listener e-news, and a listing on their events page. Where permitted, events had refreshments such as Dunkin Donuts, giveaways and chances to win prizes. Commuter Connections held separate raffles to win a Samsung tablet for each event.

Participating Stations for Park and Ride Events

WPGC (95.5 FM): Urban Adult Contemporary

WLZL (El Zol): Spanish Language

“Win a Limo Ride (for your Carpool) with Kirk Cousins Contest” May 19 – June 22, 2014

Comcast Sports Network (CSN) hosted the **“Win a Limo Ride with Kirk Cousins Contest”**. Kirk Cousins is a pro quarterback with the Washington Redskins. The promotion was only open to carpoolers and ran for three non-consecutive weeks, both on-air and online. The entry form for the contest was located on the Commuter Connections Facebook page. Carpool members were asked to “like” Commuter Connections on Facebook before entering the contest.

Promotional announcements for the contest included

- 100 total :15 second mentions over the Monday through Sunday, 6am-12midnight.
- Promotional announcements on Comcast’s Baltimore commercial feed
- :15 second pre-roll and video overlays on CSNWashington.com homepage
- Promotional display advertising campaign on CSNWashington.com including a homepage takeover (980x50 and 300x250 rotational banner ads) and a 4-pack of fixed placement on their homepage for the duration of the contest.
- Three e-newsletter ad placements to 13,000+ subscribers (728x90).
- Six Facebook posts and Tweets to over 92,000 fans/followers.

GRH

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

Value Add Promotions

The value add (no charge) provided by the radio stations during the FY14 second half campaign which promoted GRH totaled \$13,325, an additional 7.5%. Five and fifteen second promotional spots ran on radio stations in addition to rotating GRH banner ads on the websites for WBIG and WWDC.

Spring Ridematching Campaign

Messaging Strategy

The second half of the FY2014 campaign promoted ridesharing with a focus on the benefits of saving money, and reducing SOV miles. Commuter Connections was positioned as a trusted partner in ridematching. Collective impacts of Commuter Connections' 40 years, and experience in the region validated the cost savings message, and made it relatable to everyday life.

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

Messaging for the ads tied in real ridesharing statistics and their benefits with facts for comparison that everyday people can relate to. By demonstrating a "real" expense in a lite way, it brought across the effect that commuters are spending money, or unnecessarily wasting car miles.




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

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

COMMUTER CONNECTIONS
40 YEARS
commuterconnections.org
800.745.RIDE

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



Equal to 20 trips to
the moon and back!

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

COMMUTER CONNECTIONS
40 YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Propel your commute.
Free Ridematching Services.

Media Objectives: Rideshare

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

Target market

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

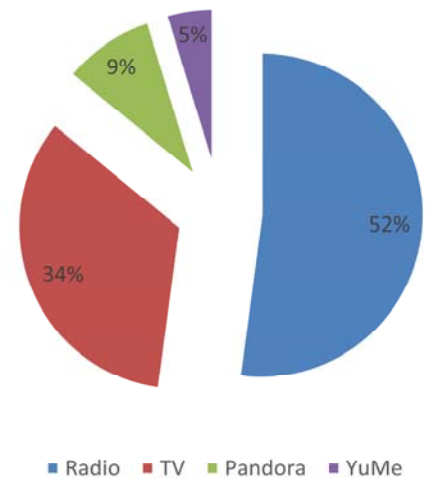
- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees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

Geographic

Washington D.C.
DMA

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

Note: An additional net fee of \$3,980 is being used to secure station promotions.



Radio

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

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

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

Ridesharing: :30 “Dinosaur” English

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

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

Dad: Now that dinosaur could eat you for breakfast!

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

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

Kid and Dad: (joint laughter)

Announcer: Rideshare and propel your commute.

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

Ridesharing: :30 “Dinosaur” Spanish

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

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

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

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

Hijo y papá: (rien juntos).

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

Ridesharing: :30 “Coffee” English

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

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

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

Female: What?

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

Announcer: Rideshare. Wake up and smell the savings.

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

Ridesharing: :30 “Coffee” Spanish

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

Mujer: ¡Debes gastar mucho dinero en café!

Hombre: Bueno...más o menos.

Mujer: ¿Cómo así?

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

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

Television

The use of Snipes and Squeezebacks in selected television programming, provided DVR proof advertising. Snipes appear at the bottom of the television screen during programming and Squeezebacks surrounded the TV promo during programming. Images and messages that complement the radio spots throughout the day, promoted cost-savings benefits of ridesharing and free ridematching services with Commuter Connections.

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

Squeezeback on WJLA (images animated)



Snipe on Comcast (images animated)



Internet & Mobile/Tablet Advertising

Internet and Mobile/Tablet advertising appeared on YuMe and Pandora as alternatives to the standard Run-of-Site internet used in the past. Pandora offered Commuter Connections flexibility to target audio ads by age, male/female and county. Pandora ran :30 audio web and mobile friendly ads for the Rideshare campaign, that encouraged users to click on the follow up banner. YuMe used geo- behavioral targeting with :30 audio ads to a segment of the region’s audience which combined vehicle owners and full-time workers in an attempt to find the audiences that are most likely interested in carpooling. Both Pandora and YuMe promoted the Commuter Connections Ridematching program for the campaign. Various banner ad sizes ran for eight weeks from February 24th through June 22nd, with performance monitored and optimized throughout the campaign.

The following placement types were selected:

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

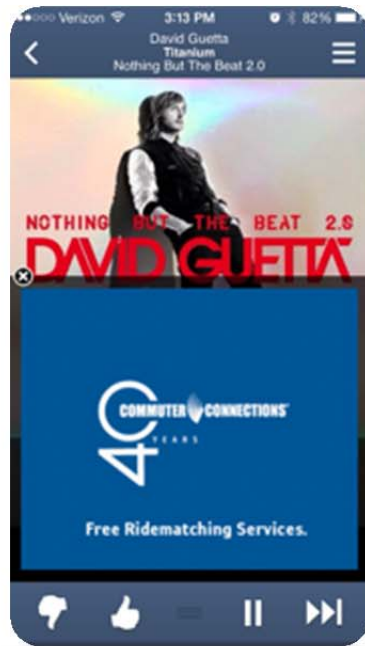
Ad sizes include tile ad (500x500) and rectangle (300x250, 300x60).

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

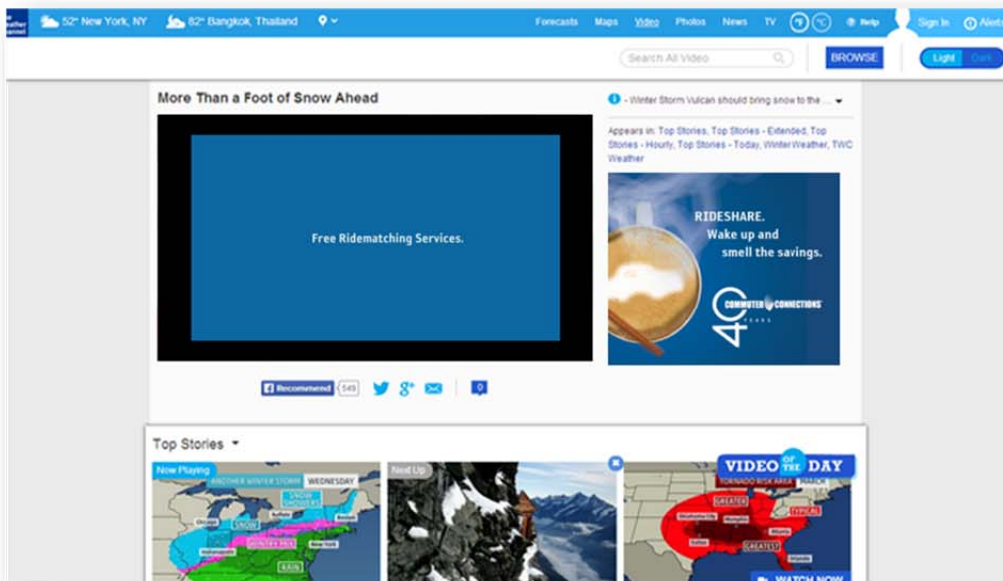
Pandora – Audio Web Banner (500x500 tile ad)

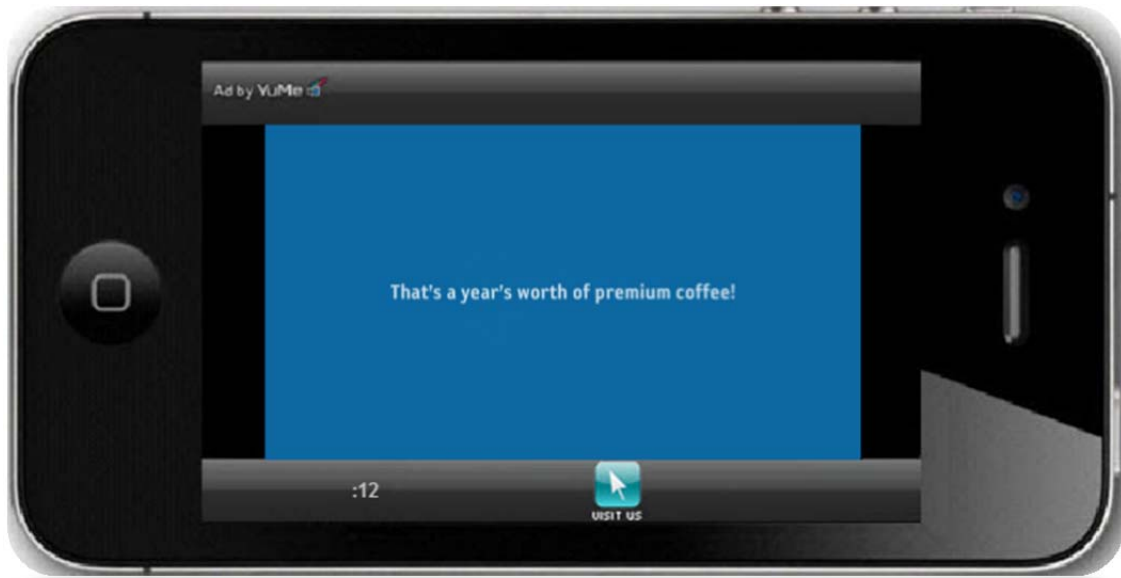


Pandora – Audio Mobile Tile and Following Banner (500x500)



YuMe  Online Pre-Roll (300x250)



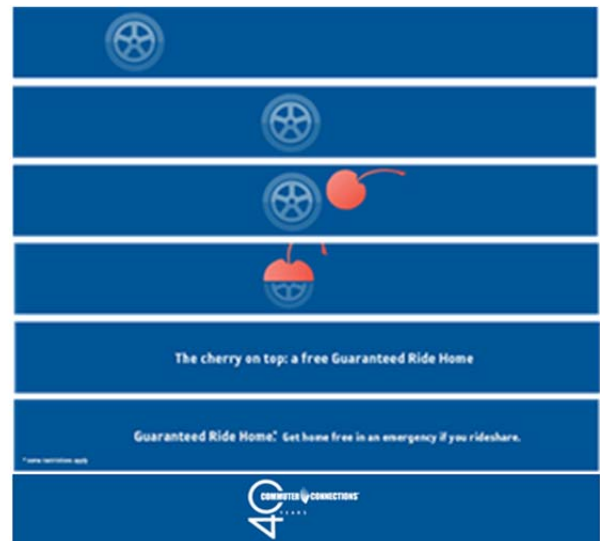
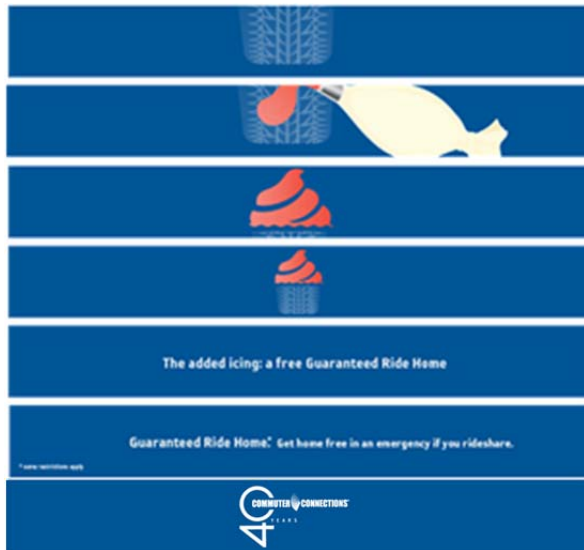


Spring Guaranteed Ride Home Campaign

Messaging Strategy

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

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



Media Objectives: Guaranteed Ride Home

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

Target market

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

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

Geographic Targeting

Washington D.C. DMA

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

Radio

Radio 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)

The radio campaign ran alternately for seven weeks and the GRH campaign was staggered one week later than the Rideshare campaign. It began airing early March and aired through the end of June 29th.

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

Guaranteed Ride Home: live :15 Toppers 1"

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

Guaranteed Ride Home: live :15 Toppers 2"

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

Guaranteed Ride Home: live :15 Toppers 3"

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

Guaranteed Ride Home: :30 "Game"

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

Guy 2: Impressive!

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

Guy 2. Commuter Connections?

Guy 1: Yup.

Guy 2: Sweet.

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

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

Guaranteed Ride Home: :30 "Birthday"

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

Woman 2. Nice!

Woman 1. My carpool did too - cupcakes!

Woman 2. Mmmm...

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

Woman 2. Wow!

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

Woman 2. So, icing on the cake!

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

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

Special Events

Bike to Work Day

Bike to Work Day showed tremendous increases in registration participation and media coverage in 2014. More than 16,800 commuters registered this year to create the largest event in the Metro Washington DC area. The May 16th event was held at 79 local pit stops, including a total of four afternoon pit stops.

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



Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness and encourage registration. The Reston pit stop manager also included a full page color ad in the Reston Magazine. In order to continue to reach diverse audiences, a Spanish version of the poster was created.

Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. ESPN, DC101, and BIG 100.3 ran :60 second radio ads. BIG 100.3 also posted banner ads on the station website throughout the flight.

BIG 100.3 banner ad

Web site

Sponsors



Poster English / Spanish

BIKE TO WORK DAY 2014 FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 for free T-shirt* and bike raffle!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit Biketoworkmetrodc.org for specific pit stop locations and times.

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

Register at www.biketoworkmetrodc.org or call 800.745.7433

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2014 16 VIERNES DE MAYO

HAZ TU EJERCICIO ANTES DE ENTRAR A TRABAJAR.

Regístrate previamente antes del 9 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.

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

Visita Biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.

*Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.

Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland y Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

Rack Card

BIKE TO WORK DAY 2014
FRIDAY MAY 16

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

Pre-Register by May 9
for free T-shirt* and
bike raffle!

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

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

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

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



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



Logos include: CONNECTED COMMUNITY, WASHINGTON AREA BICYCLIST ASSOCIATION, Marriott, ARIET, TWINBROOK, ICF, Bike Arlington, LOCAL MOTION, capital bikeshare, WHOLE FOODS, BicycleSPACE, AAA, ExpressLanes, BicyclePASS, BIKE & ROLL, CAPITAL BIKE RENTAL, CRYSTALride, FAIR LAKES, KIMPTON hotels & restaurants, BICYCLE TRAVEL ASSOCIATION, BIKES&VIENNA, ABUS, BROMPTON, CRUISE, GREEN HUB, JAMIS, KNOX, ORTLIEB, and pdw.

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



Pit Stop Banner

**WOODBIDGE-
RIPPON LANDING**
VRE Station Parking Area
6:00am to 9:00am



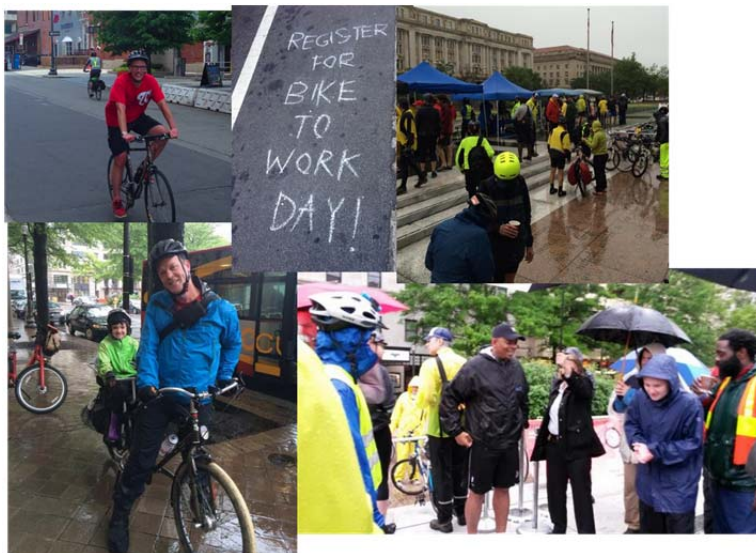
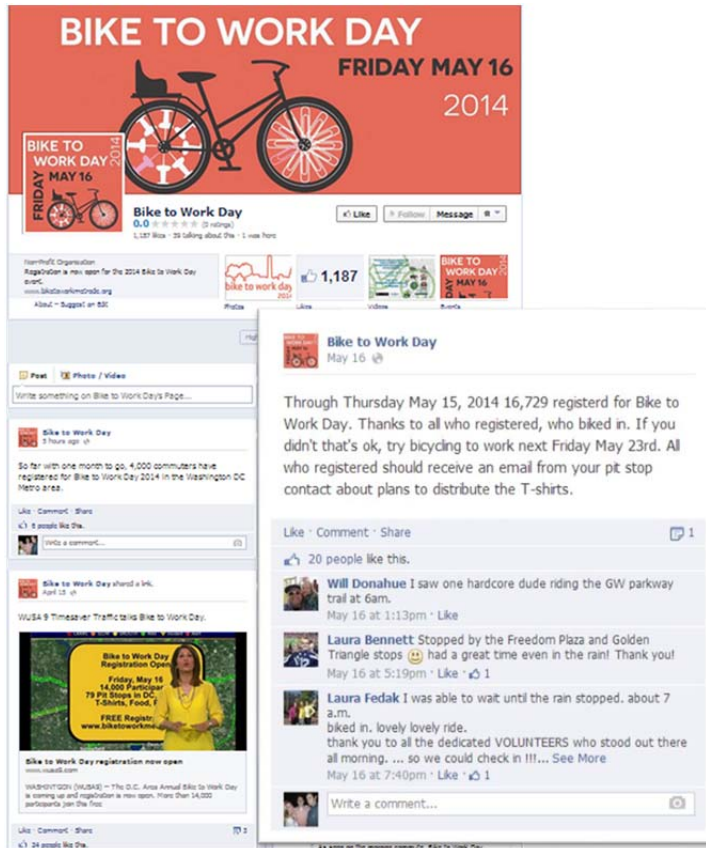
40 COMMUTER CONNECTIONS YEARS
WASHINGTON AREA BICYCLIST ASSOCIATION
Marriott
KREI
ICF INTERNATIONAL
LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA
BicycleSPACE
capital bikeshare
Bike Arlington
WHOLE FOODS MARKET
TWINBROOK Urban by Nature

2014 **BIKE TO WORK**
FRIDAY MAY 16

Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

Social Media

Facebook and Twitter was used to engage with commuters and drive registration to the website. Despite the wet weather, thousands of bicyclists participated. Make up dates encouraged registrants to bicycle on the followin Friday.





Earned Media

Television

An Bike to Work Day interview occurred on **ABC 7's News Talk** with Bruce DePuyt on April 9, 2014. Commuter Connections Director Nicholas Ramfos and Patrick Wojahn, Chair of the National Capital Region Transportation Planning Board participated.



Radio

Tom Roberts with **Total Traffic** spoke with Nicholas Ramfos for an interview which aired May 16th. Below is a summary of the story from the radio interview.

(Washington, DC) -- Rain or shine, today is Bike to Work Day in Metropolitan Washington. Around 16-thousand Washingtonians registered to use bicycles for part or all of their commute to work today, but they're advised to use their own judgment if they don't feel comfortable riding in the rain. Organizers say more bicyclists mean reduced traffic congestion, better air quality and improved health.

BikeRamfos1: Nicholas Ramfos with Commuter Connections says there will be 79 pit stops, seven more than last year; taking the bike to work has many benefits; and that the event is rain or shine.

Photos

Anthony P. Foxx, United States Secretary of Transportation and COG Executive Director, Chuck Bean enjoyed a photo opportunity, which was posted on the BTWD Facebook page:



Facebook caption: Despite the weather, U.S. Transportation Secretary Foxx @SecretaryFoxx, celebrated Bike to Work Day [#btwd2014](#) in downtown Washington DC with Metropolitan Washington Council of Governments' Executive Director, Chuck Bean @Chuck4TheRegion @DowntownDCBID's Freedom Plaza pit stop.

Blogs

Local bloggers created buzz about the Bike to Work Day event.

The screenshot shows a Washington Post article from May 15, 2014, at 6:53 AM. The article is titled "Your last-minute guide to Bike to Work Day" and is written by Shane Farrow. It features a "SAVE on Smart Must Haves" advertisement for Walgreens. The article text discusses the Washington Area Bicyclist Association's (WABA) efforts to promote Bike to Work Day, including media outreach, rain gear, and seminars. It provides practical advice for commuters, such as checking the weather and having a rain jacket or change of clothes. The article concludes with a safety reminder: "If there's more serious weather, make your decisions in the interest of safety. If it is not safe to ride, hold off and ride another day."

The screenshot shows a blog post from the United States Department of Transportation's "FAST LANE" blog. The post is dated May 16 and is titled "Bike To Work Day celebrates transportation". It is posted by Anthony Foxx. The post text describes a flash-flood alert in the Washington, DC area and how it didn't stop commuters from participating in Bike to Work Day. It includes a photo of cyclists in rain gear and a caption crediting Matt Kloneberger of the Metropolitan Washington Council of Governments. The post concludes with the statistic that over 60 percent of commuters in the DC area now use bicycles.

United States Department of Transportation

FAST LANE
The Official Blog of the U.S. Department of Transportation

Home > Briefing Room > Fastlane

MAY 16 Bike To Work Day celebrates transportation

Posted by Anthony Foxx

One of the first things in my email this morning was a flash-flood alert for the Washington, DC, metropolitan area. The alert was for very good reason—the rain had been coming down in torrents here in DC since before dawn. But I was not about to let a little weather keep me from greeting the bicyclists who braved the rain on my first Bike To Work Day since becoming Transportation Secretary!

So I headed to Freedom Plaza, and was amazed to see that bike commuters were really coming out for this event despite the downpour. That's a tribute to their love of commuting by bicycle and also to the growing significance of Bike To Work Day as an annual celebration of bicycling as transportation.

Photos courtesy Matt Kloneberger, Metropolitan Washington Council of Governments

And it is something worth celebrating. In fact, over the last decade, commuting by bicycle is up more than 60 percent.

Search Blog

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Recent Posts

- National Maritime Day honors U.S. Merchant Marine
- Innovative DOT financing helps extend Los Angeles Purple Line
- As summer air travel season approaches, DOT works to improve consumer protections
- Mass. and Florida offers valuable safety lessons for all drivers
- Sunshine state sheds light on national need for transportation investment

Campaign Development

Commuter Connections 40th Anniversary Celebration

With its origins in 1974, Commuter Connections is celebrating its fortieth year of service in 2014. Currently over 20,000 commuters rely on Commuter Connections to provide free up-to-the-minute ridesharing information at no cost. To promote and celebrate Commuter Connections' 40 years of providing ridematching for carpools and vanpools in the Washington DC metro area, various means of marketing, outreach and earned media was employed during FY14's second half of the year.



Giveaways

Giveaways to commemorate Commuter Connections 40th Year Anniversary were given away at various events.

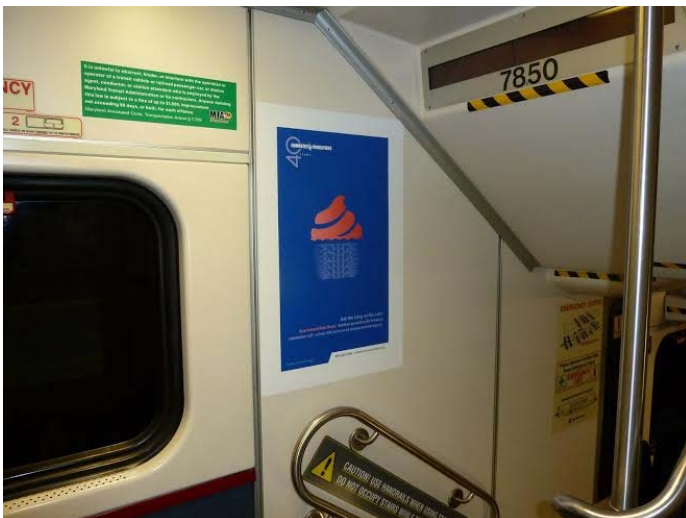


Digital Timeline

A digital timeline that will be hosted on the Commuter Connections website, indicating the origins of Commuter Club in 1974 through present Day Commuter Connections. Highlights will include program milestones, as well as trends and advancements through the four decades.

Member Donated Placements

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated as space on buses and bus shelters throughout the region. Ad space was provided by the following network members:



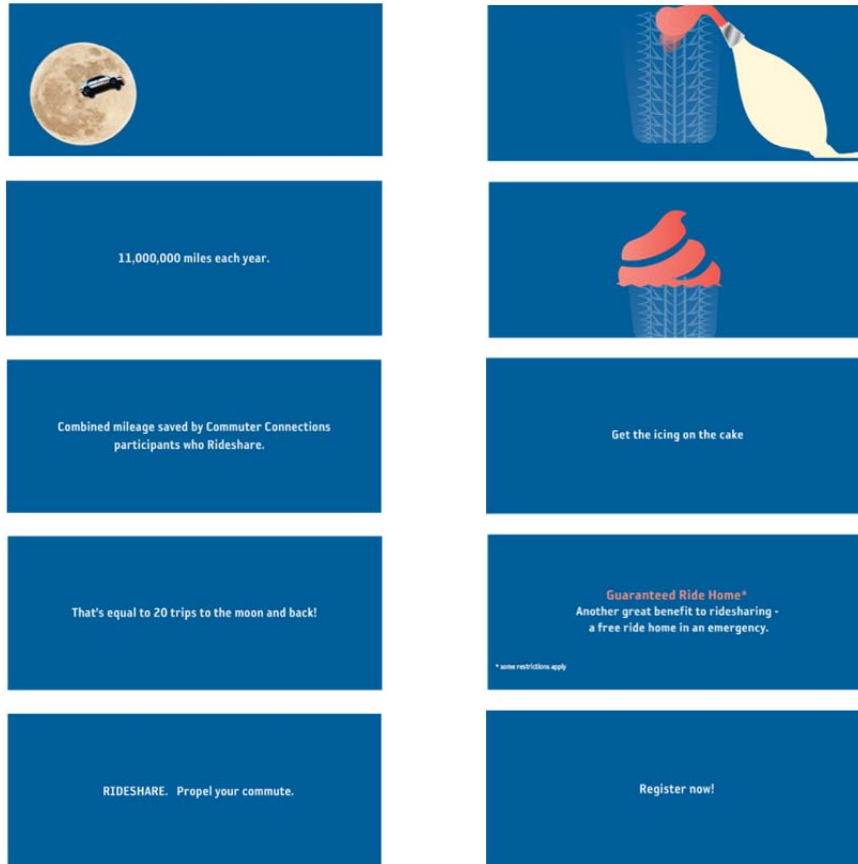
MARC Commuter Train

VRE Newsletter Print Ad

Virginia Railway Express (VRE) produced an onboard publication, VRE Update. A 2014 spring publication reached VRE passengers through a full color GRH ad.

Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the FY14 Rideshare and GRH campaigns.



'Pool Rewards

'Pool Rewards was promoted throughout the spring campaign using value add opportunities. A combination of media tactics during the spring promoted the benefits and incentives of the 'Pool Rewards program.

A series of 5 and 30 second English, and 10 second Spanish reads were provided to the radio stations for recording value add messaging through the Rideshare Spring Umbrella campaign. The reads encouraged commuters to start a new carpool or vanpool through Commuter Connections and receive financial incentives through the 'Pool Rewards program.

Paid spots began airing on alternate weeks starting May 12th and ran through June 22nd on WFED (Federal News Radio), and WTOP (103.5 News Talk). Spanish ads also ran on El Zol. Stations were provided with written :10 and :15 reads for recording. El Zol and WTOP were also provided with :30 ads to record and air. All reads and ads encourage commuters to find a friend or co-worker to start a carpool/vanpool and save. Listeners were asked to visit commuterconnections.org or call 800.745.RIDE to get more information or for help in finding a ride match.



Commuter Connections 'Pool Rewards 2014 Radio - :15 sec

Who couldn't use an extra \$130? Find a friend at work to share a ride and you could earn that much if you join or form a new carpool. And, it's a cool \$200 monthly incentive for a new vanpool—so why not consider sharing a ride? 'Pool Rewards. It pays to rideshare. At commuterconnections.org or call 800.745.RIDE.

Let someone else take the wheel, and get a real deal! Join or form a new carpool and earn up to \$130! A new vanpool grabs a \$200 monthly incentive — that's on top of the savings you get from ridesharing to begin with! 'Pool Rewards. It pays to rideshare. Visit commuterconnections.org or call 800.745.RIDE.

It's not about the money. OK, it's about the money! Start a new carpool, and earn up to \$130... a new vanpool gets a \$200 monthly incentive through the Commuter Connections 'Pool Rewards program! Visit commuterconnections.org or call 800.745.RIDE and get started today.

Could you use an extra \$130? Find a friend to share a ride and you could earn that by joining or forming a new carpool OR there's a \$200 monthly incentive per new vanpool — Plus, save time by taking the HOV lane. Share a ride! with 'Pool Rewards. At commuterconnections.org.

Let someone else take the wheel, and get a real deal! Join or form a new carpool and earn up to \$130 OR get a \$200 monthly incentive for a new vanpool! Save time, too - use the HOV lane! 'Pool Rewards. At commuterconnections.org or call 800.745.RIDE.

It's not about the money. OK, it's about the money! Starting a new carpool earns up to \$130 OR a new vanpool \$200 monthly through 'Pool Rewards! Plus save time - travel in the HOV lane. Visit commuterconnections.org or call 800.745.RIDE today.

Commuter Connections 'Pool Rewards 2014 Radio – Spanish :15 sec

Encuentre un amigo en el trabajo para compartir un *ride* o viaje, y usted puede ganar \$130 si se une o forma un nuevo carpool. Y, hay un incentivo de \$200 mensuales para un nuevo vanpool con Pool Rewards. Visite commuterconnections.org, o llame al 800.745.RIDE.

Únase o forme un nuevo carpool, y gane hasta \$130 ! Un nuevo vanpool obtiene un incentivo de \$200 mensuales con el programa Pool Rewards de Commuter Connections. Visite commuterconnections.org, o llame al 800.745.RIDE.

No se trata de dinero. Okay, si, se trata de dinero! Comience un nuevo carpool, y gane hasta \$130. Un nuevo vanpool obtiene un incentivo de hasta \$200, a través del programa Pool Rewards! Visite commuterconnections.org, o llame al 800.745.RIDE.

Puede usted utilizar unos \$130 extra? Encuentre un amigo y comparta un viaje, y usted puede ganar esa cantidad al unirse o formar un nuevo carpool. Y hay un incentivo de \$200 mensuales por un nuevo vanpool con Pool Rewards. En commuterconnections.org.

Permita que otro tome el volante, y obtenga una autentica oferta! unase o forme un nuevo carpool y obtenga hasta \$130, o consiga un incentivo de \$200 mensuales por un nuevo vanpool! Ahorre tiempo también, utilizando la hov lane! Pool rewards. En commuterconnections.org, o llame al 800.745.RIDE.

No se trata de dinero. okay, si, se trata de dinero! comenzar un nuevo carpool le paga hasta \$130, o un nuevo vanpool \$200 mensuales, a traves del programa pool rewards! Ademas, ahorre tiempo viajando por la hov lane. Visite *commuter connections punto org*, o llame al 800.745.RIDE hoy mismo.

Commuter Connections 'Pool Rewards 2014 Radio - :10 sec

Earn up to \$130 each in a new carpool! A new vanpool earns a \$200 monthly incentive through Commuter Connections 'Pool Rewards. Go to commuterconnections.org today!

Get a real deal! Join or form a new carpool and earn up to \$130! A new vanpool grabs a \$200 monthly incentive —Visit commuterconnections.org and join the 'Pool Rewards program!

Want to offset some of those draining gas dollars? If you join or form a new carpool or vanpool you can get cash and incentives through the 'Pool Rewards program! Visit commuterconnections.org to find out more.

Every dollar makes a difference. Save on gas and get cash and incentives for your commute by joining the 'Pool Rewards program! Visit commuterconnections.org today.

Tired of costly gas prices? Fight back with a friend. Join or form a new car or vanpool and get cash and incentives! Visit commuterconnections.org and join the 'Pool Rewards program!

Earn up to \$130 each in a new carpool plus save time traveling in the HOV lane! New vanpools earn \$200 monthly. Visit 'Pool Rewards at commuterconnections.org!

A real deal! Join or form a new carpool and earn up to \$130 + save wear and tear on your car! New vanpools garner \$200 monthly — 'Pool Rewards at commuterconnections.org

Commuter Connections 'Pool Rewards 2014 Radio - :30 sec

Who couldn't use an extra \$100? Or \$130? Find a friend at work to share a ride and you could earn that much if you join or form a new carpool. And, it's a cool \$200 monthly incentive for a new vanpool—so why not consider sharing a ride? Don't wait! Visit commuterconnections.org to get started today in the 'Pool Rewards program! Don't have anyone to ride with? No worries, we've got a pool of over 15,000 potential riders. 'Pool Rewards. It pays to rideshare. At commuterconnections.org or call 800.745.RIDE.

Commuter Connections 'Pool Rewards 2014 Radio –Spanish :30 sec

¿Quién no puede usar cien dolares extra? ¿O ciento treinta dolares? Encuentre un amigo en el trabajo y compartan un viaje, y usted podría ganar esa cantidad si se une o forma un carpool nuevo. Es cool recibir un incentivo mensual de doscientos dolares por un carpool nuevo, así que por qué no considerar compartir un viaje?

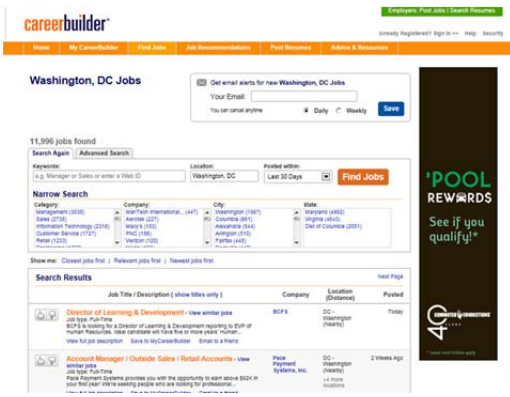
No espere, visite **Commuter Connections punto org** para comenzar en el programa **Pool Rewards!**

Newspaper Ad

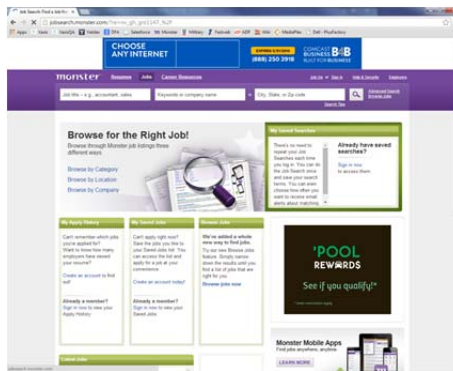
Pentagon Newspaper

Journal at Walter Reed

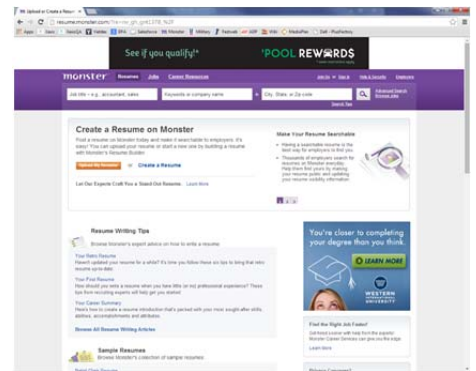
Career Online Ads



Career Builder 160x600



Monster 300x250



Monster 728x90

10 | EXPRESS | 6.5.10.2014 | MONDAY

DC Rider

Next Silver Line Steps

Metro may take over this week or next, say some close to project

Washington

Metro could take control of the Silver Line as early as this week, but the final week of May is a stronger possibility, people involved with the inner workings of the project tell The Washington Post. They spoke on condition of anonymity because they are not authorized to publicly discuss the project.

The handover from the Metropolitan Washington Airports Authority to Metro would be the most significant step forward so far in the effort to open the rail line. Officials had originally hoped to begin passenger service last December, but a series of delays has forced them to push that date back to this summer.

Metro officials said they will offer new details on when they will assume control of the Silver Line during a conference call with reporters today. Metro spokesman Dan Stessel said no decision has been made on a handover date.

Once Metro takes control of the project, it will have 90 days to conduct testing and training before it opens the line to passengers. The Tri-State Oversight Committee, which has oversight of Metro's operations, also will conduct its own safety review. Officials from the Federal Transit Administration must also sign off before the Silver Line opens.

The line is being built in two phases. This first phase will have four stops in Tysons Corner, Va., and one in Reston. Work has already begun on the second phase, which will have a stop at Dulles International Airport.

The Silver Line is the first full line to be added to the 36-year-old Metro system in more than two decades. It is also the first not built by the transportation authority.

Tag @ExpressDCRider in your Instagram posts of the transit system, and your photo could turn up in print.

LOOK FOR THE WASHINGTON POST

it's a win-win!

Start a new car/vanpool, make an environmental impact and get paid by 'Pool Rewards using these easy steps!

- 1 Create a free account and set up your new car/vanpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool at commuterconnections.org/commuters/ridesharing/pool-rewards.
- 3 Reap your Rewards! Up to \$130 per person for a carpool and \$200 monthly per van.

40 COMMUTER CONNECTIONS commuterconnections.org 'POOL REWARDS it pays to rideshare

Washington Post – newspaper ad

The screenshot shows the Dr. Gridlock website with a navigation bar at the top. The main content area features several articles: 'Maryland bridge tells U.S. transportation story', 'Metro delays on Orange and Blue lines', 'Tune in to 'As the Bus Stops' — a transportation-themed soap opera', 'Ride Metro? Thank LBJ', 'Water main break closes some roads in Adelphi', and 'Real-time bus arrival information signs to be installed at bus stops this year — really'. A large 'POOL REWARDS' banner is prominently displayed on the right side of the page, with the text 'Who couldn't use an extra \$130? Up to \$130 per person for a new carpool OR \$200 monthly per van.' Below the banner, there is a 'Most Read' section with a link to 'Father of victim in Santa Barbara shootings to politicians: I don't care a...'. The website footer includes 'MARC's Penn Line may experience'.

Dr. Gridlock sponsorship (336x850)

The screenshot shows the Business section of The Washington Post. The main article is 'Natural Gas: Abundant, Affordable, American.' with a sub-headline 'Let's keep talking.' Below the main article, there are several smaller articles: 'Supreme Court signals execution rules', 'UCSB victim's dad: Just fix it, Congress', 'Emma Watson's latest role: Graduate', and 'The war on flip flops'. A large 'POOL REWARDS' banner is overlaid on the right side of the page, with the text 'Who couldn't use an extra \$130? Up to \$130 per person for a new carpool OR \$200 monthly per van.' Below the banner, there is a 'Most Read' section with a link to 'Father of victim in Santa Barbara shootings to politicians: I don't care a...'. The website footer includes 'MARC's Penn Line may experience'.

News and Lifestyle banner ad targeted to DC DMA (300x250)

The screenshot shows a smartphone app interface. The main article is 'Md. GOP hopeful Lollar reports having about \$18K in bank'. Below the article, there is a photo of Charles Lollar, a Republican candidate for Maryland governor. A large 'COMPUTER CONNECTIONS' banner is overlaid on the right side of the page, with the text 'Who couldn't use an extra \$130? Up to \$130 per person for a new carpool OR \$200 monthly per van.' Below the banner, there is a 'Most Read' section with a link to 'Father of victim in Santa Barbara shootings to politicians: I don't care a...'. The website footer includes 'MARC's Penn Line may experience'.

Smartphone bundle targeted to DC DMA

The screenshot shows an 'Afternoon Buzz' email newsletter from The Washington Post. The newsletter is dated Monday, May 19, 2014. It features several articles: 'Washington Archdiocese takes to the heavens, with a drone', 'Va. congressional candidate makes six-figure ad purchase', 'Metro plans to take control of Silver Line next week', 'Loudoun supervisors end ban on pit bull adoptions', 'New Mockingbird Hill chef inherits a tiny kitchen with big ideas', and 'Nightlife Agenda: Black Prile, Biggie and the Lindy Hop'. A large 'POOL REWARDS' banner is overlaid on the right side of the newsletter, with the text 'Who couldn't use an extra \$130? Up to \$130 per person for a new carpool OR \$200 monthly per van.' Below the banner, there is a 'Most Read' section with a link to 'Father of victim in Santa Barbara shootings to politicians: I don't care a...'. The newsletter footer includes 'MARC's Penn Line may experience'.

Afternoon Buzz email

Commuter Connections Newsletter and Federal ETC Insert

The spring edition of the Commuter Connections Newsletter was produced during the second half of FY2014. The six page 4-color newsletter is 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 are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

COMMUTER CONNECTIONS
4 YEARS
The Commuter Information Source for Maryland, Virginia, and the District of Columbia

Issue 7, Volume 18, Spring 2014 WHAT'S INSIDE

- 2 95 MPH's Changing - Time to Ride a Bike
- 3 Miles to Work Day - A Springboard for Healthy Commuting
- 3 Transportation News - New! Useful for Travel Plans

COSTAR'S SHINING COMMUTER BENEFITS PROGRAM

With a commuter assistance program that has encouraged more than 500 of their 560 employees to use public transportation, it is clear that Washington, DC based CoStar Group truly believes in commuting without cars.

Founded in 1987 and now headquartered in Washington, DC, CoStar Group is the primary provider of websites for commercial real estate information, analytics, and marketing services. Additionally, CoStar conducts extensive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information, enabling their clients to analyze, interpret, and gain insight on commercial property values, market conditions, and current availabilities.

Continued on page 2

COMMUTER CONNECTIONS - A MOBILE FRIENDLY SERVICE

The new Commuter Connections web site has expanded tools and information for both commuters and employers.

Necessitated by the evolution and ubiquity of smart mobile devices, Commuter Connections recognized that both the redesigning system and the overall web site needed re-design in order for it to remain the premier transportation resource that Commuter Connections is known for.

Using Responsive Web Design, Commuter Connections modified the web site's interface to display correctly and to-scale on any device, regardless of screen size.

The electronic world is changing every day and presents us with new and fresh ideas, approaches, and tools to use, said Nicholas Ramos, Director of Commuter Connections. *We built

the new website for a sleeker look, to comply with current web standards, to incorporate search engine optimization, and to make the experience user friendly, fresh, and exciting.*

Continued on page 4

Spring 2014
FEDERAL ETC UPDATES
Employee Transportation Coordinator

A NEW CULTURE AT GSA USHERS MORE WORK/LIFE BALANCE

In 2013, the General Services Administration (GSA) moved back into their newly renovated headquarters in downtown Washington, where its employees found that their personal real estate had been radically altered.

Tangherlini is betting that his employees will get more done if they are at home – or anywhere outside the office, for that matter – more often. He wants them to instant-message, Google-chat, e-mail and Internet-call their way through the workday on laptops and smartphones. He is betting that when they do venture into the office, they will work together better and more creatively if closed doors and high cubicles don't get in the way.

Though many managers are nervous about keeping track of their staffs, the key, according to Julisa Mandeville and Charles Hardy, the GSA's chief workplace coordinators, is that managers need to communicate their expectations ahead of schedule. "This is a learning process," said Hardy, "and we don't know all of the answers."

One employee said that it seems to be working as she and many colleagues tend to work more hours from home in a typical work day.

In an effort to dismantle the bureaucratic approach to work/life that the federal government is known for, GSA administrator Daniel M. Tangherlini has instituted sweeping changes in not only the physical work space but also the work culture; he is urging his employees to work away from their desks.

Only time will tell if the new culture takes hold; however, one can't dispute the tremendous savings realized by such changes. Referring to critics of the new approach, "Let's say you don't buy any of that, we can show \$24 million we saved in rent on six leases we don't have anymore," said Tangherlini.

As part of a larger \$1.61 billion renovation, the GSA took a page from Hewlett-Packard, Deloitte and other tech and consulting firms. Most of the walls at 1800 F St. NW have been pulled down, the premises filled with rolling file cabinets that double as seats; giant whiteboards installed, and lockers for stashing purses and lunch boxes. The once ubiquitous printers and paper shredders are rare. Even Tangherlini gave up his 1,600-square-foot office for an open area with his executive and support staff at Ikea-style desks.

With 3,300 headquarters employees, the GSA represents just a small fraction of the federal workforce but Tangherlini's push could help usher in a new federal culture. It is part of a long debate over how employers can best deploy their workers in the digital era.

©dorem11 Company

Seventeenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony June 24, 2014 at the National Press Club. The invitation, podium sign and booklet for the 2014 awards were developed.

Invitation



Podium Sign



Awards Program Booklet



Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship towards the Clean Air Partners marketing campaign for FY 2014*. The campaign received nearly \$50,000 of regional in-kind transit advertising. The marketing campaign included radio, online advertising, transit, media outreach, and social media. The radio spots featured AirAlerts subscribers speaking about how Clean Air Partners benefits their lives.

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



National Telework Week Promo

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

Contest Landing Page

CLEAN AIR PARTNERS DC-MD-VA

Let's #TeleworkDC Sweepstakes!

BRINGED TO YOU BY:

METROPOLITAN CONNECTIONS **CLEAN AIR PARTNERS DC-MD-VA**

It's National Telework Week, DC!

In the Washington region more than 200,000 of us telework. We want to celebrate your environmentally friendly behavior while encouraging others to give teleworking a try.

Will you be teleworking the week of March 5th? Interested in giving teleworking a try? Clean Air Partners and Metropolitan Connections are teaming up to reward \$50 gift cards to Metropolitan Washington DC residents that post about their teleworking experience.

VISA \$50

Here's how you can participate:

1. Post your favorite thing about teleworking (in addition to plan too, those posts can include: images, video, links, etc.)
2. Include the hashtag #TeleworkDC and the link <http://bit.ly/1Zt8u> in your post
3. We'll be collecting entries from the following social networks:

Contest Landing Page

The landing page features a top navigation bar with links: HOME, AIR QUALITY, GET INVOLVED, AIR QUALITY FACTS, REGULATIONS, SUPERSTORIES, RESEARCH, and ABOUT. The main header image shows a man in a blue polo shirt standing in front of a red boat named 'CHESAPEAKE'. Text overlay reads 'CLEAN AIR PARTNERS DC-MD-VA'.

Let's #TeleworkDC Sweepstakes!

brought to you by:

The central image shows a woman sitting on a light-colored wooden floor, working on a laptop. She is surrounded by papers, a bowl of green salad, and a water bottle. A white sofa is visible in the background.

It's National Telework Week, DC!

In the Washington region more than 20% of us telework. We want to celebrate your environmentally friendly behavior while empowering others to get teleworking easy.

Will you be teleworking the week of March 31st? Interested in giving teleworking a try? Clean Air Partners and Commuter Connections are teaming up to reward \$50 gift cards to teleworkers in the Washington DC metro area that post about their teleworking experience.

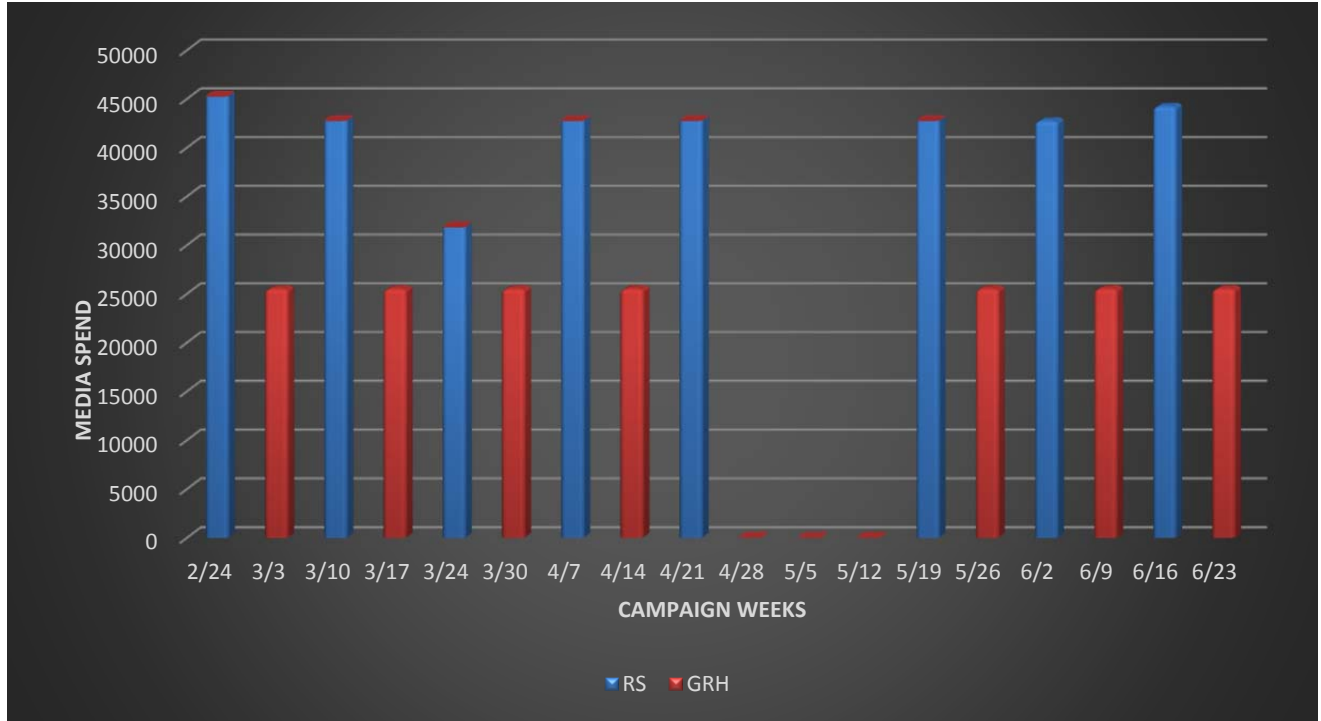
Here's how you can participate:

1. Post your favorite thing about teleworking (in addition to plan tool, time/pace savings, energy, video, links, etc.)
2. Include the hashtag #TeleworkDC and the link <http://bit.ly/12kxue> in your post.
3. We'll be selecting winners from the following social networks:

Appendix A Spring FY2014 Media Flowchart

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

Appendix B



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

Appendix C

Rideshare Applications

Month	Rideshare FY 2013 Applications	Rideshare FY 2014 Applications	Change	%
Jan	1,032	868	-164	-15.9%
Feb	823	707	-116	-14.1%
March	889	1075	186	20.9%
April				
May				
June				
	2,744	2,650	(94)	-3.4%

GRH Applications

Month	GRH FY 2013 Applications	GRH FY 2014 Applications	Change	%
Jan	1,391	884	-507	-36.4%
Feb	1,173	922	-251	-21.4%
March	714	668	-46	-6.4%
April				
May				
June				
	3,278	2,474	(804)	-24.5%

Web Visits

Month	FY 2013 Web Visits	FY 2014 Web Visits	+/-	+/- %
Jan	9,770	6,754	(3,016)	-30.9%
Feb	8,565	6,397	(2,168)	-25.3%
March	11,514	8,336	(3,178)	-27.6%
April	13,017	9,183	(3,834)	-29.5%
May	14,470	11,881	(2,589)	-17.9%
June				
	57,336	42,551	(14,785)	-25.79%

BTWD 2014 Earned Media Placements

On the following pages is a listing of Bike to Work Day 2014 media placements across print, internet, radio and television outlets, along with a selection of social media placements.

BTWD 2013 Article Coverage - 42		
Date	Outlet	Topic linked to URL
2/22/2014	NBC 4 Washington	Bike to Work Day Beckons on May 16
4/3/2014	The Greater Greater Washington	Let's Plan a Bike to Anywhere But Work Day
4/4/2014	Southern Maryland News Net	Bike to Work Day 2014 Registration Opens Marking the Start of Spring
4/10/2014	Alexandria Times	BIKE TO WORK DAY IS JUST A START
4/15/2014	Washington City & Press	Bike To Work Day Registration Now Open
4/15/2014	Arlington's Car-Free Diet	Bike To Work Day 2014 – How to Get to Arlington B2WD Pit Stops
4/19/2014	Prince William Living Magazine	Bike to Work Day is May 19 - Sign Up Today!
4/28/2014	Falls Church News-Press	City of F.C. to Host Bike to Work Day Pit Stop on May 16
4/29/2014	eWallstreeter	Bike to Work Dat Beckons
4/30/2014	REI	College Park REI — Bike to Work Day - Freedom Plaza, DC
4/30/2014	Falls Church News-Press	Local Businesses Sponsoring 'Pit Stop' on Bike to Work Day
5/1/2014	Congress Heights on the Rise	May 16 Bike To Work Day
5/2/2014	TyTran Newsletter	Bike to Work Day - May 16, 2014
5/2/2014	NVDaily	Area cycling enthusiasts push benefits

5/6/2014	Black Tie DC	Bike to Work Day 2014
5/7/2014	Bloomberg Businessweek	If Your Co-Workers Look Sweaty, It's Because Bike Commuting's On the Rise
5/7/2014	Afro American	D.C. Area to Kick Off Bike to Work Week 2014
5/8/2014	Greater Greater Washington	DC bike commuting more than doubled since 2000
5/8/2014	USA Today	Biking to work increases 60% in past decade
5/12/2014	Baltimore Magazine	Friday is National Bike to Work Day
5/13/2014	Bethesda Now	Less Than 1 Percent Of Montgomery Commuters Bike To Work
5/13/2014	Washington Post - Express	Locked and overloaded: D.C.'s bike racks can't keep up with demand
5/13/2014	CSN Washington Comcast Sportsnet	D.C. Struggles to Keep Up With Growing Number of Bikers
5/13/2014	Haymarket Beat	Town of Haymarket Participates in Bike to Work Day
5/14/2014	Mass Transit	DC: Metro Announces Participation in Bike to Work Day May 16
5/14/2014	Christian Science Monitor	How to experience National Bike Month
5/14/2014	The Social Cities	Newport Bike to Work Day 2014
5/14/2014	WTOP 103.5	Bike commuters have their own parking problems
5/14/2014	NoMa	NoMa Celebrates Trifecta of Successes: First Street, Sculpture and Bike to Work Day
5/14/2014	AAA Mid-Atlantic	Bike To Work Day Participation Continues to Exceed Previous Years

5/15/2014	Social Alerts	Bike From Work Day 2014
5/15/2014	WUSA 9	2013 Bike to Work Day in rain or shine
5/15/2014	2M Street	Bike to Work Day in DC
5/16/2014	Washington Post - Express	Handlebar stash: Two Wheel Valet's plans to revolutionize bike parking in D.C.
5/16/2014	Greater Greater Washington	Breakfast links: Le Déluge
5/16/2014	DC Eater	Bike From Home Stops; Year In Cyclist Vs. Motorist Wars
5/16/2014	District Style	HOW TO BIKE TO WORK IN DC
5/16/2014	USDOT	Bike To Work Day celebrates transportation
5/19/2014	Connected Communities	Bike to Work Day Breaks Regional Record: 16,700+ Cyclists Registered to Promote Cycling as a Green Commute Option
5/22/2014	The Connection to your Community	Biking to Work Despite Rain
5/22/2014	The Connection to your Community	Few Roll Through Town
5/23/2014	The Washington Post - Local Transportation	In D.C. suburbs, commuters need their cars, but perhaps not every day

BTWD 2014 Television Coverage - 3		
Date	Outlet	Topic linked to URL
4/9/2014	ABC 7's - News Talk with Bruce Depuyt	Bike to Work Day
4/15/2014	WUSA 9 Timesaver Traffic	Bike to Work Day Registration Now Open

5/16/2014	ABC 7	Bike to Work Day rides on, despite rainstorms
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BTWD 2014 Radio Coverage - 3		
Date	Outlet	Topic linked to URL
4/11/2014	930 WFMD Free Talk	Bike to Work Day 2014
5/15/2014	Total Traffic	Sound bites in report above
5/16/2014	WAMU 88.5	What's Missing On Bike To Work Day? Data, Say Advocates

BTWD 2014 Blog Coverage - 72		
Date	Outlet	Topic linked to URL
3/5/2014	Bike Arlington Forum	2014 Bike to Work Day Registration Is Open
3/20/2014	WABA	What is Bike to Work Day?
3/20/2014	WABA	Ladies, Become a Bike to Work Day Pro or Protégé
3/27/2014	The Washington Post - Dr. Gridlock	Register for 2014's Bike to Work Day
3/27/2014	Bike Arlington Forum	Pit Stop Choice?
3/29/2014	Bike Arlington Forum	DC Tour de Cure
3/30/2014	Susie's Budget and Policy Corner	Bike to Work Day May 16
4/3/2014	Bike Arlington Forum	Giving a BTWD Presentation - Info/Resources?
4/9/2014	Bike Arlington Forum	Crystal City Bike to Work Week
4/15/2014	Susie's Budget and Policy Corner	Volunteer for Bike to Work Day

4/15/2014	New Columbia Heights	Bike to Work Day is May 16th; meet next Wednesday to help with the Columbia Heights pit stop!
4/16/2014	Bike Arlington Forum	Arlington Bike to Work Day Video
4/22/2014	WABA	Ride Your Bike for Earth Day & Register for Bike to Work Day
4/25/2014	Bike Arlington Forum	Bike To Work Day Warm Up and Virginia Friday Coffee Club Caravan
4/25/2014	Bike Arlington Forum	Looking for a route/buddy for ride to work day
4/28/2014	Fairfax City Patch	Bike to Work Day 2014: Registration, Pit Stops, Rider Info and More
4/29/2014	Georgetown Patch	Flooding + Tornado Threat, Bear Sighting, Driver Killed, Bike to Work Day, Shots Fired, New Restaurants
5/1/2014	WABA	Happy Bike Month: Do something to celebrate!
5/1/2014	Bike Arlington Forum	T-Shirts This Year!
5/2/2014	Bike and Roll	Top 5 Things We're Looking Forward to in May
5/5/2014	WABA	Bike to Work Day is Friday, May 16th: What to Expect
5/6/2014	Georgetown Patch	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Topix	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Bike Arlington Forum	Annapolis to Laurel, MD Bike Buddy
5/7/2014	WABA	Help grow bicycling by volunteering on May 16
5/7/2014	WABA	Why NOT to register for Bike To Work Day

5/7/2014	Bike Arlington Forum	BTWD Greenbelt/College Park convoys
5/7/2014	Bike Arlington Forum	Arlington Pit Stops- Any volunteers?
5/7/2014	Bike Arlington Forum	Old Town Alexandria to Downtown DC Bicycle Convoys 2014
5/8/2014	TreeHugger	Bike to Work Day season is here. 5 reasons to join the fun!
5/8/2014	The Washington Post - Dr. Gridlock	May 16 named Bike To Work Day
5/8/2014	WABA	US Census: Biking up 60% National, up 255% in Washington, DC
5/8/2014	Bike Arlington Forum	New BikeArlington Water Bottles!
5/8/2014	Bike Arlington Forum	Bethesda to DC BTWD
5/8/2014	Bike Arlington Forum	Hybla Valley/Alexandria to Fairview Park/Falls Church - BTWD
5/9/2014	WABA	Go Intermodal this Bike to Work Day
5/10/2014	Bike Arlington Forum	Ashburn to fairview park, falls church
5/12/2014	NPR the two-way	More Cyclists Can Now Call AAA For Help
5/12/2014	WABA	Curbs Coming to DC's Cycle Tracks
5/12/2014	Washingtonian	Friday Is Bike to Work Day
5/12/2014	DCist.com	Here Is Your Bike To Work Day Pit Stop Map
5/12/2014	Bike Arlington Forum	Lets hope the weather forecast is wrong...
5/13/2014	WABA	Become a WABA Member this Bike to Work Day

5/13/2014	WABA	Take a Trail this Bike to Work Day
5/13/2014	Bike Arlington Forum	my bike to work day plans
5/13/2014	Roadbike Review Forum	Bike to Work Day Here in DC
5/14/2014	WABA	Preparing for a Rainy Bike to Work Day
5/14/2014	WABA	Ride With a Convoy this Bike to Work Day
5/14/2014	WABA	Be an Advocate at Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	D.C. has a new parking problem
5/14/2014	Roll Call	#TBT: Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	Share your Bike to Work Day experiences
5/15/2014	The Washington Post - Capitol Weather Gang	It rains on D.C.'s "Bike to Work" day a disproportionate amount
5/15/2014	The Washington Post - The Reliable Source	Labor chief Tom Perez bikes to work (in a Nats shirt)
5/15/2014	The Washington Post - Dr. Gridlock	How drivers can share streets with cyclists
5/15/2014	The Washington Post - Dr. Gridlock	Your last-minute guide to Bike to Work Day
5/15/2014	Red Brick Town	Thursday Headlines – Bike to Work Day Guide, Bike Parking, and More
5/15/2014	Department of Labor	I want to ride my bicycle; I want to ride my bike
5/16/2014	dcist	Morning Roundup: Now Edition

5/16/2014	Washington Post - Local	Bike to Work Day? More like, everyday
5/16/2014	Candy Sandwich	Bike to Work Day
5/16/2014	Washington City Paper - City Desk	District Line Daily: Bike to Work Wet Day
5/16/2014	Street Blogs USA	Sec. Foxx Braves the Rain for Bike to Work Day
5/16/2014	DCist.com	Heavy Rains Basically Screwed Up Everything For The D.C. Region (UPDATE)
5/16/2014	Topix - Georgetown	Bike to Work Day Happy Hour
5/16/2014	U.S. Navy JAG Corps	Bike to Work Day!
5/16/2014	The Wash Cycle	Did you hear? It's Bike to Work Day
5/16/2014	DIP Note	Two Wheeled Diplomacy: Celebrating Bike to Work Day
5/16/2014	Red Brick Town	Friday Headlines – Flooding, Godzilla, Bike to Work Day, and More
5/16/2014	Tumblr - Today's Document	Today's Document
5/17/2014	Roadbike Review Forum	2014 DC Bike to Work Day Report
5/19/2014	DCist.com	More Than 16,700 People Registered For Bike To Work Day