



**Metropolitan Washington Council of Governments
FY 2012 First Half Marketing Campaign Summary
Draft Report December 20, 2011**

Introduction

A relatively stable economy in the Washington D.C. region brings along with it some of the nation's worst traffic congestion. This congestion costs the average commuter almost \$1,500 annually in fuel consumption (37 gallons) and time lost (74 hours) sitting in traffic. Commuter Connections' focus is on returning that money to the commuter's pocket. And, depending on the alternative transportation method chosen, the commuter could save considerably more.

The region's transportation challenges are well reported and discussed. They are at the forefront of most commuters' minds as they make the trek to and from work. Commuter Connections' mass marketing campaign reinforces commuters' options and the positive benefits offered by Commuter Connections' Rideshare and Guaranteed Ride Home (GRH) programs. Through the strength of this campaign and the effectiveness and support of Commuter Connections network members, the upward trend in Rideshare and GRH applications continued through the first half of FY2012.

Teleworking is no longer simply a commute option, it is a cornerstone of the new "intelligent working" method being adopted by many public and private employers in the region. And once again, during the first half of FY2012, an unforeseen natural event, this time an earthquake, literally shook the region and drew attention to commuting challenges and the need for emergency preparedness plans. Whether it's an earthquake like the one that struck in August or the snowstorms that blanketed the region earlier in the year, teleworking allows businesses to keep on working even if the office is not accessible. Increasingly employers and employees are recognizing the benefits afforded by teleworking.

A record number of the region's residents and workers pledged to go car free or car-lite for this year's Car Free Day on September 22. Credit for the large increase in participation goes to a well-orchestrated campaign on many fronts: the engagement of Commuter Connections' network members to drive participation in their local jurisdictions, a mass marketing campaign to raise awareness of Car Free Day, outreach to past Car Free Day and Bike to Work Day participants through email, a rolling earned media campaign to keep the buzz going, complemented with a strong and engaged social media presence, the Capital Car Free Campus Competition, and the generous support of a number of sponsors who recognized the effort with donations of prizes and giveaways.

The FY2012 Marketing Campaign has had a strong start, the bar has been raised high, and Commuter Connections is well poised to continue to encourage and support the region's commuters and employers with solutions to the commuting challenges they face.

The Commuter Connections' marketing campaign continues to build on the organization's wealth of extensive research and campaign experience. The FY2012 Marketing Communications Plan and Schedule, distributed to network members in August 2011, outlined the foundation for FY2012's marketing efforts. The strategies behind the FY2012 marketing campaign reflect the current state of events for the regions' commuters and build upon the research and findings of the following reports:

- [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](#)
- [FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2008 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report.](#)
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007.

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2012; to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as a great way to save money.

The team's efforts for the first half of FY2012 included the following:

- The continuation of FY2011 spring radio spots that promote the cost savings of ridesharing and urge commuters to not "Flip Out" over their commute by registering for GRH.
- Promotion of Car Free Day as an event to invite commuters and residents alike in the metropolitan Washington region to consider alternatives to their car and go car free or car-lite on September 22, 2011.
- The development of an exciting new umbrella campaign to be launched in February 2012.
- Call for nominations for the 2012 Employer Recognition Awards program to include an online and print nomination brochure.
- Summer and Fall employer newsletter.

About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections offers free services to those who work in the metropolitan Washington area. Major services include ridematching for carpools and vanpools and administration of the 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 Transportation Demand Management (TDM) Marketing Group include:

City of Alexandria	ARTMA	Fairfax City
Fairfax County Office of Transportation	National Institutes of Health (NIH)	Mass Transit Administration (MTA)
Northern Virginia Transportation Commission (NVTC)	Potomac and Rappahannock Transportation Commission (PRTC)	Virginia Department of Transportation Northern Virginia District Office
TYTRAN	Virginia Department of Transportation (VDOT)	LINK
Virginia Department of Rail and Public Transportation	Dulles Area Transportation Association (DATA)	Tri-County Council for Southern Maryland
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)	Washington Metropolitan Area Transit Authority (WMATA)
Arlington County	Maryland Department of Transportation (MDOT)	VPSI Inc.
General Services Administration (GSA)	District Department of Transportation (DDOT)	Loudoun County Office of Transportation Services
Maryland State Highway Administration	Montgomery County Ride On	Montgomery County Commuter Services
Northern Neck Rideshare/PDC	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission

Cornerstones of the Marketing Program

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

The objectives of the program include the following:

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

Messaging Strategy

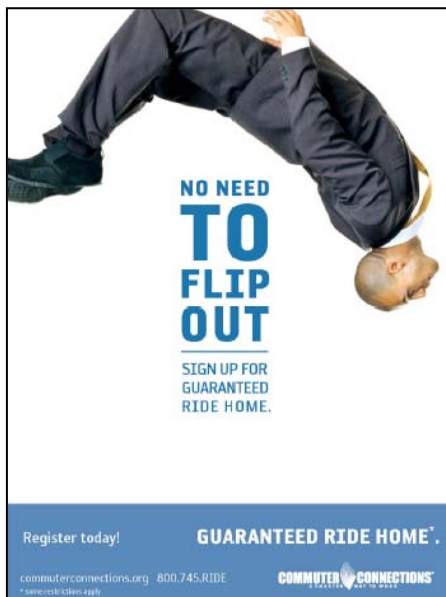
The fall campaign's emphasis was on continued promotion and growth of the Ridematching program with the GRH campaign providing secondary and supporting messages. Emphasis was placed on reaching commuters in the outer ring who face the longest commutes with few alternatives to driving.

The campaign for the Ridematching program delivered a very direct, simple message that reminded commuters of the money and time to be saved through ridesharing.

This campaign built on the market research conducted in November 2010 that confirmed commuters are motivated to switch to alternative transportation primarily in order to save money. The visuals used for the campaign included a direct and forceful message that ridesharing can save commuters money. By carpooling with just one other person, a commuter can cut the cost of their commute in half. Bold lettering and images of gas cans and money cut in half urged commuters to "Save half".



The call to action was to visit commuterconnections.org.



The radio spots, in addition to driving home the save money message, also delivered the message that ridesharing can provide stress relief. Building on the save half message again, listeners were urged to cut in half their time spent driving, level of stress, and money spent on commuting. They were directed to visit commuterconnections.org for help in finding a ridesharing arrangement.

The secondary focus for the campaign was on the GRH program as support for commuters who rideshare. The message for the GRH campaign reminded commuters, "Don't Flip Out". The visual was both fun and eye-catching. As shown in the graphic to the left, a businessman is caught in mid-air doing a backflip with the message, "No need to flip out". In the other, a businessman hangs upside down with

the message "Don't be left hanging". The call for action for both is to sign-up for the GRH program.

Radio spots used "flipping out" workers concerned about a child's sickness or the need to work late, urged by a level-headed colleague to remain calm because with Commuter Connections' GRH program, there was no need to flip out.

Fall FY2012 Media Flowchart

MEDIA	SEP				OCT					NOV				DEC				NET TOTAL
	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	
RADIO																		
Car Free Day																		\$39,600
Rideshare																		\$266,475
GRH (Spanish only)																		\$6,375
Total Radio																		\$312,450
TELEVISION																		
Network																		\$40,035
Cable																		\$86,445
Total TV																		\$126,480
Google Ad																		\$10,500
Text Messaging																		\$400
Donated Transit*																		\$8,425
Total																		\$458,255

Car Free Day
Rideshare
GRH

*Printing expenses only

Media Objectives: Guaranteed Ride Home

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

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

- 35-54 years old (63%)
- 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
- Lives in Virginia (65%) or Maryland (32%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%) and Virginia (26%)

Geographic Targeting

Washington D.C. DMA

GRH Fall Budget	COG Cost	Gross Dollars
Television	\$126,480	\$148,800
Signage (printing)	\$631	\$631
Radio (WILC only)	\$6,375	\$7,500
Total Budget	\$133,486	\$156,931

Media Objectives: Rideshare

The campaign to promote the Rideshare program uses a mix of traditional approaches to maintain awareness among commuters and increase applications.

Target market (from [FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commute of more than 20 miles/30 minutes
- Lives in Virginia (65%) or Maryland (33%); work in D.C. (49%) or Virginia (34%)
- Work for employers with 100+ employees (71%), work for employers with 1000 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	COG Cost	Gross Dollars
Radio	\$266,475	\$313,500
Google Ad	\$10,500	\$12,353
Total Budget	\$276,975	\$325,853

Brand Character

The Commuter Connections network wishes 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 as well as access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

Radio

During the fall umbrella campaign, radio was used as an anchor medium for the Rideshare campaign. Focus was on exurb stations and the D.C. news stations. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The following stations were used during the campaign:

ESPN 980 (Sports)	WAFY-FM (Key 103, Adult Contemporary) / WWEG-FM (106.9 The Eagle, Classis Hits)	WBQB (B101.5, Adult Contemporary)
WFLS-FM (93.3, Country)	WFRE-FM (99.9, Country) / WFMD-AM (930, News/Talk)	WILC-AM (Romantica 900 AM, Spanish Contemporary)
WJMA-FM (103.1, Country) / SAM-FM (105.5, Adult Contemporary)	WMAL (105.9 FM, AM 630, News/Talk)	WSMD-FM (Star 98.3, Adult Contemporary)
WTOP (News/Talk 103.5 FM)		

With the exception of WILC, the Spanish language station, radio promoted solely the Ridematching program. On WILC, the radio campaign alternated weeks running the Rideshare and GRH spots.

The following spots promoted the Ridematching program this fall:

Ridesharing::30—“Save Half – Woman”

A commuter requests a rideshare partner to save half the gas, half the money, and half the stress with her.

Ridesharing::30—“Save Half – Man”

A commuter likens ridesharing to halftime, providing a personal halftime with half the driving, half the stress, and half the costs.

The following spots promoted GRH to Spanish-speaking listeners on WILC:

Guaranteed Ride Home::30—“Flip Out – Daycare”

A neurotic father worries about the germs his son may be exposed to at daycare and, should his son get sick, how he'll pick him up since he carpools. A level-headed colleague reassures him he has no need to “flip out” since he has a Guaranteed Ride Home with Commuter Connections.

Guaranteed Ride Home::30—“Flip Out – Work Late”

A stressed out commuter moans about the commute but feels resigned to driving alone for fear of not being able to get home should the boss need her to work late. A colleague reassures her that if she rideshares, there's no need to “flip out” since Commuter Connections guarantees her a ride home if her boss requires her to work late.

Value Added Promotions

In addition to paid media spots, the fall campaign's radio partners provided just over \$76,000 in no charge promotional value. Most of the value add provided by the radio stations during the fall campaign was used to promote 'Pool Rewards. Ten second promotional spots ran on WAFY, WWEG, WBQB, WWUZ and WVBX (sister stations to WFLS), WJMA, and SAM-FM. WFRE provided fifteen second promotional spots and WTOP provided thirty second promotional spots.

Banner ads promoting 'Pool Rewards ran on the websites of WJMA, SAM-FM, and WMAL.



WMAL sponsored a contest that partnered Commuter Connections with Dr. Tom Roselle from the Roselle Center for Healing. The contest promoted reducing stress by ridesharing, encouraged listeners to sign up for 'Pool Rewards, and rewarded four lucky participants with stress relieving gift packs (valued at \$400 each) from the Roselle Center. Dr. Roselle promoted the contest with the following message:

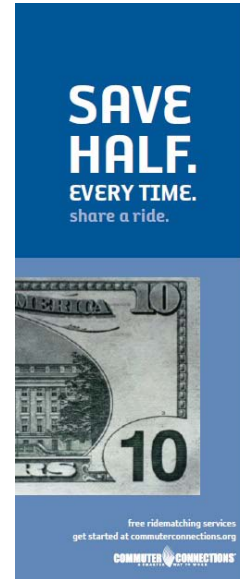
With Washington DC area traffic being one of the worst in the nation, it's no wonder commute stress has been linked to obesity, neck pain and insomnia. This is Dr. Tom Roselle. Learn more about stress free commuting with 'Pool Rewards. Visit wmal.com keyword 'Pool Rewards. Register for more information and a chance to win a Roselle Center for Healing gift pack including my audio book Ageless Health 101. And tune into Dr. Tom Roselle live Sundays at 12 noon on WMAL!

WILC promoted Commuter Connections' programs to their Spanish-speaking audience through banner ads on their station's website, holaciudad.com, and in an interview with Jose Diaz from MWCOG that aired on November 23. The interview was also posted to holaciudad.com.

Commuter Connections was also promoted by WBQB (B101.5) in mid-November. The promotion reached out to 64,000 people in a direct mail campaign and contest that was also heavily promoted on-air. Commuter Connections featured in a half-page ad, 4.625”w x 11.375”h, in the newsletter.



Rideshare banner on holaciudad.com.

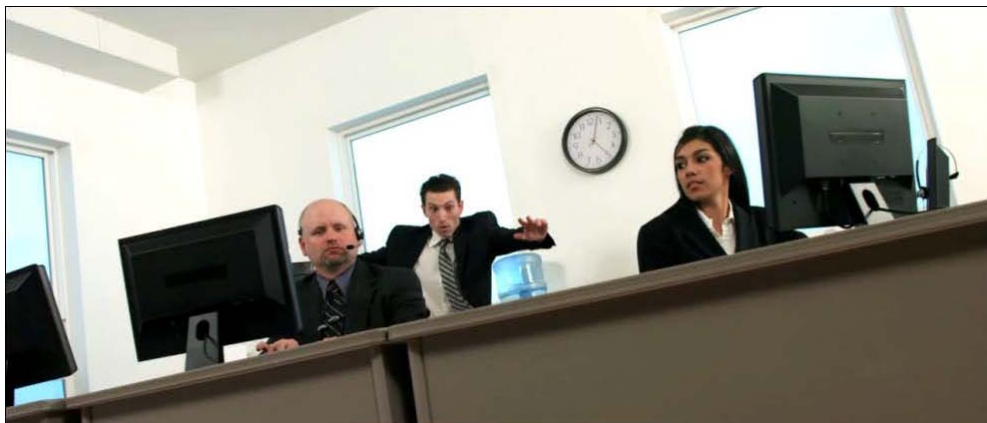


Print ad in WBQB newsletter.

Television

The TV commercial that was produced for FY2011 spring's GRH campaign, "Don't Flip Out", was aired on both cable and network television in the fall. The commercial features an end of the work day, mad dash for the door. A voice over reminds viewers there's no need to flip out if you rideshare and are asked to work late. "Commuter Connections' Guaranteed Ride Home Program gets you home. Guaranteed."

The commercial ran on Fox TV's WTTG during the morning news. It also ran in the evenings on Comcast Cable on over a dozen channels including Animal Planet, Hallmark channel, Lifetime, Lifetime Movie Network, NFL Network, Travel Channel, and TLC.



Google Ads

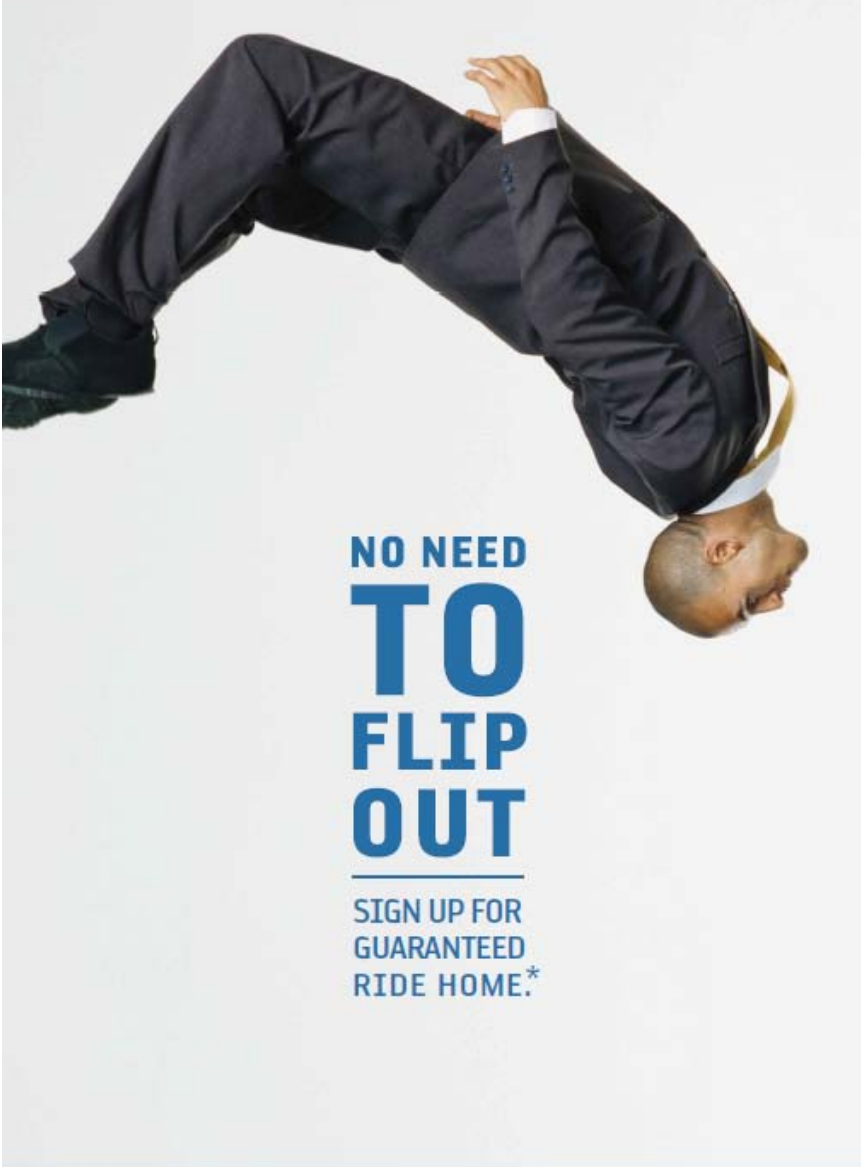
To improve placement of Commuter Connections in search results on Google, a Google Ad was run during the fall campaign. The Commuter Connection's ad is a text ad that is served to Google users in the Washington D.C. region who search on a number of commuting or ridesharing keywords. The top five keywords by click through are: commuter, carpool, traffic, vanpool, and rideshare.

If the user searches for one of the keywords on Google, the Commuter Connections ad is returned at the top of the results list before any of the alternative carpooling and ridesharing results.

The screenshot shows a Google search for "rideshare" in the Washington, DC area. The search results page includes a navigation bar at the top with links for "Web", "Images", "Videos", "Maps", "News", "Gmail", and "More". The search bar contains the text "rideshare" and a search button. Below the search bar, the search results are displayed. The first result is an advertisement for "Share a Ride and Save | mwcog.org" with the URL "www.mwcog.org/commuter2/" and the description "Free online Ridematching find other Carpoolers in Washington Metro area". The second result is from "eRideShare.com Carpool / Rideshare Community" with the URL "www.erideshare.com/" and the description "Ride sharing and carpool board. Travel and commuting databases arranged by country and state." The third result is from "Washington, DC Carpool / Rideshare: 336 car pool / ride share listings" with the URL "www.erideshare.com/carpool.php?dstate=DC" and the description "Top carpool and rideshare travel board in the US, also serving Canada. Free, easy-to-use, large user base. Long distance and commuter matching." The fourth result is from "Welcome to RideshareOnline.com" with the URL "www.rideshareonline.com/" and the description "Rideshare. Vanpool - Ridematch - Carpool - Trip Calendar". The fifth result is from "Rideshare" with the URL "rideshare.511.org/" and the description "Ridesharing is a great way to beat traffic congestion, reduce auto emissions and cut your commute costs. When you carpool and track your commutes on your ...". The sixth result is from "Got A Long Commute?" with the URL "www.rrcommute.org" and the description "We've got a better way... Try carpooling or vanpooling." The seventh result is from "Top-Ranked Rideshare Site" with the URL "www.erideshare.com" and the description "Free, easy-to-use. 'Most popular' - Yahoo. 'Best of the Net' - About.com". The eighth result is from "Washington DC Car Sharing" with the URL "www.zipcar.com" and the description "Join Zipcar Get \$50 Free Driving. Hrly Rates, Gas/Insurance Included." The ninth result is from "Rideshare" with the URL "www.instantcarpool.com" and the description "Search Rides By Particular Dates. Fast & Easy. Find Your Ride Now!". The tenth result is from "Rideshare" with the URL "www.local.com" and the description "Find rideshare here. We offer local search in your area." The left sidebar of the search results page includes a "Search" button, the search results count "About 5,190,000 results (0.25 seconds)", and a list of filters: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Washington, DC", "Change location", and "Show search tools".

Outdoor Signage

The Tri-County Council of Southern Maryland reminded commuters in the region that there's no need to flip out if you are registered for the GRH program. Space was donated for the outdoor signs by the council and was hung at area Park & Ride Lots.




**NO NEED
TO
FLIP
OUT**

SIGN UP FOR
GUARANTEED
RIDE HOME.*

Register today!

GUARANTEED RIDE HOME.

commuterconnections.org
800.745.RIDE
* some restrictions apply



Direct Mail

A direct mail campaign piece was sent in December 2011 to 500,000 households within the Washington region to promote Ridematching and the GRH program. The direct mailer was sent to residents within the COG footprint who reflect Commuter Connections' target demographic (ages 25-54 with household incomes of \$75k and above) and live within zip codes identified through the PRIZM system, based on a previous analysis conducted in 2006. PRIZM was developed by Claritas Inc., and is a product of Nielsen. PRIZM is a widely used customer segmentation system for marketing in the United States based on analysis of U.S. census data. It provides a set of geo-demographic segments which categorize U.S. consumers into distinct groups and demographically and behaviorally distinct types, or "segments," to discern consumers' likes, dislikes, lifestyles and purchase behaviors. For non-PRIZM zip codes, the households who received a Commuter Connections mailer included residents matching our target demographics with at least 35 combined active GRH and Ridematching accounts. Mailers included a postage paid reply mechanism containing a built in Ridematching and GRH application form. Commuters were also encouraged to go online to CommuterConnections.org. Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could also be requested. Total Cost including printing, mailing list purchase, mailhouse services and postage was \$91,361.

TRY A SIMPLER WAY TO KEEP MONEY... RIDESHARING

Keep money by sharing the cost of your commute! From gasoline to tolls to parking, Commuter Connections can help you find someone to reduce the costs, and frustration, of your commute.

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

For your convenience, there are over 350 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

Register for Ridematching or Guaranteed Ride Home

- To register simply visit commuterconnections.org to get started!
- Once you create an account and sign up for ridematching, you receive an instant matchlist of potential carpool/vanpool partners.
- To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential

Register for our Home programs Or to receive your application below also try to locate bulletin board.

By registering with your contact info

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

Please tear off, fold and tape when prior to mailing.

REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

Complete the form below, including sections A and/or B and return today or visit commuterconnections.org.

Name	Employer/Agency
Home Address	Work Address
City	City
State	State
Zip	Zip
County of Workplace	Work Phone Number
I start work at _____ a.m. and stop work at _____ p.m.	

(check all that apply)

Bicycle Walk Blue Agency bus (open & close - see Member Booklet)

Orange Red Yellow MARC (single train line) Brunswick Camden Penn

Other (specify) _____

mode(s) to travel to work? _____

reason about:

Commuter Rail (RE/MARC) HOV Lanes Local Bus Transit MTA Transit Bicycling

COMMUTER CONNECTIONS

THERE ARE EASIER WAYS TO KEEP MONEY.

RIDESHARE.

Special Events

Car Free Day

Nearly 12,000 people in the metropolitan Washington region pledged to “Uncar for a Day” or go Car-Lite on Car Free Day, September 22, making it the most successful year of the DC region’s celebration of alternatives to solo-driving. The response was a 70% increase over pledges from the previous year. Registrants pledged to rely less on their cars by riding metro, bicycling, carpooling, vanpooling, walking or teleworking. Car Free Day is recognized internationally, where commuters pledge to leave their car at home for the day, and ride a train, bus, bicycle, subway, telework, or walk to work. People could also go “car lite” by carpooling or vanpooling.

The highly successful response to this campaign was attributed to a number of factors:

- The strong involvement of partner jurisdictions to raise awareness of Car Free Day and to drive participation levels in their local jurisdictions.
- Email blasts to past Car Free Day and Bike to Work Day participants reminding them to take the pledge.
- The generous support of a number of sponsors providing prizes and giveaways to those who pledged.

CAR FREE DAY METRO DC
September 22, 2011
Capital Bikeshare Memberships, Washington Nationals Tickets. PLEDGE TODAY FOR A CHANCE TO Win an Apple iPad, Bicycle or SmartTrip Cards!

HOME WHAT HOW EVENTS NEWS SPONSORS CONTACT
to car free day? to be car free? and special promotions drop us a line

TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE
Car Free Day Pledge Count: **12286**
Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2011
...and counting!

Pledge to UnCar for a Day!
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011.
Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling, vanpooling or taking transit.
Pledge even if you're already using these transportation alternatives.

Sponsors
COMMUTER CONNECTIONS
Base Technologies
Results. Delivered.
iPad provided by Base Tech

Car Free Day on Facebook
Like
Car Free Day
John Clinton is the 2011 Car Free Day Grand Prize winner of a Kona bicycle, courtesy of BicycleSPACE.
<http://www.bicyclespacewdc.com/>
Facebook social plugin

Car Free Day Poster

Radio, posters, facebook ads, bus side and shelters, email blasts and an earned media effort were created to bring attention to this event and drive the public to www.carfreemetrodc.com to make a pledge to go car free. The same effective imaging used in previous Car Free Day campaigns was re-used for this campaign but with the call to action extended to go car-lite if it wasn't possible to go car free. The use of a Quick Response (QR) code was introduced to allow smartphone users to directly connect to the Car Free Day pledge page by scanning the poster.

The poster features a hand holding a red car between two fingers, symbolizing going car-free. The car is positioned between the thumb and index finger of a hand, with a red line extending from the thumb to the index finger, passing through the car. The background is a light gray.

BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK

CAR FREE DAY
METRO DC
9.22.11

GO CAR FREE OR CAR-LITE ON SEPTEMBER 22!
PLEDGE NOW TO UNCAR FOR A DAY
AT **CARFREEMETRODC.COM**

FIGHT TRAFFIC CONGESTION. GO GREEN. \$AVE GREEN.

Pledge to go car free at carfreemetrodc.com for a chance to win great prizes such as an iPad® or Bicycle!

Pledge even if you're already using transportation alternatives. We'll show you how easy it is to go car free!

COMPUTER CONNECTIONS
800.745.RIDE

QR code

Facebook icon, Twitter icon

Radio

A :60 second radio spot was created for Car Free Day to encourage listeners to make the pledge to “uncar” on September 22 by going to www.carfreemetrodc.com.

Car Free Day::60—SMELL THE ROSES

Listeners are urged to get more out of life and spend less in traffic. Through the use of restful sound effects contrasted to typical traffic noises, listeners are reminded of what’s passing them by as they sit in traffic. They are encouraged to make the pledge to go car free or car-lite on September 22.

A diverse set of radio stations was selected for this campaign in order to reach the general driving population of the region. The selection included the following:

WIHT (Hot 99.5 FM, Top 40)

WTOP (News)

WMAL (News/Talk)

WWDC (DC 101 FM, Classic Rock)

WPGC (Urban)

Value add provided by the radio stations was significant and totaled more than \$21,000, over 50% in added value over the media spend for the campaign. The value added included:

- Additional :05 and :10 reads on HOT 99.5, DC 101, and WPGC.
- No charge spots and :30 on WTOP.
- WPGC distribution of Car Free Day flyers during a pedestrian survey they were conducting.
- WPGC Guy Lambert interview with Nick Ramfos.
- WMAL “US Congress Handbook” giveaway with :10 and :30 promos.

Text Messages

When people pledged on carfreemetrodc.org, they could opt-in to receive text messages about the event. Text messaging was used to remind people who pledged to encourage their friends, family, and co-workers to pledge to go car free or car-lite on Car Free Day.

Messages were sent on September 8, 14, and 19 to almost 2,750 cell phone users. The messages sent were:

September 8:

Thanks for pledging to go Car Free on Sept 22. You may win an iPad courtesy of Base Technologies! Get a friend to pledge at <http://www.carfreemetrodc.com>

September 14:

You may win a bicycle courtesy of BicycleSPACE! Get a friend to Go Car Free on Sept 22 and pledge at <http://www.carfreemetrodc.com/pledge-to-car-free.php>

September 19:

You're in the drawing for Washington Nationals tickets! Get a friend to Go Car Free on Sept 22 and pledge at <http://www.carfreemetrodc.com/pledge-to-car-free.php>

Transit Signage

Free transit ad space was donated by Arlington County, Fairfax County Connector, Frederick TransIT, Montgomery County Commuter Services and WMATA. Cost to print signage was \$7,794.



Earned Media

Media coverage of Car Free Day increased 20% over 2010. Media outreach was conducted in collaboration with COG and its Office of Public Affairs, with a coordinated strategic approach designed to maximize Car Free Day coverage.

A calendar listing was submitted one month before Car Free Day to newspapers, magazines, radio and television stations, and social media. This year, five press releases were issued, as compared with four the previous year. Each release identified *Car Free Day as an annual event sponsored by Commuter Connections, a regional transportation network coordinated by the Metropolitan Washington Council of Governments*, in order to build awareness for Commuter Connections.

- Press Release #1: Announced the availability of online registration and listed prizes to encourage early pledging.
- Press Release #2: Ensured the market was aware of who qualified for Car Free Day by encouraging participation by drivers who could pledge to travel without a car or could go car-lite, as well as by those who currently live a car free or car-lite lifestyle.
- Press Release #3: Leveraged partnerships by announcing a Car Free Campus Challenge by area universities.
- Press Release #4: Announced record-breaking pledges one week prior to the event, and promoted a special coupon offer by Flippin' Pizza to encourage continued registration.
- Press Release #5: Highlighted the success and growth of Car Free Day, record-breaking final pledge count, new Campus Challenge and Flippin' Pizza participation.

A robust and coordinated media pitching effort followed the distribution of each release, with direct contact with traditional and new media outlets throughout the region. The publicity team secured interviews, placed news stories and drove media to unprecedented coverage of the event.

As a result of these efforts, media coverage increased by 20% and resulted in the following:

- 102 media placements. See Appendix A, Car Free Day Media Placements for the full listing.
- Six interviews with Nick Ramfos, Director, Commuter Connections.
- New coverage: articles appeared in *Afro*, The Washington Afro-American blog.
- New coverage: Associated Press distributed "Car-Free Day Promotes Commuting Alternatives" and "Car-Free Day organizers in DC say thousands have pledged to find an alternative to their car," to multiple outlets.

Car Free Day Facebook and Twitter

A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was “liked” by over 2,500 Facebook fans. Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 275 followers on Twitter.

Capital Car Free Campus Competition

Participation in this year's Car Free Day extended to the region's college campuses. The Capital Car Free Campus Competition, was a friendly-intercampus challenge among six major universities in the Washington region which encouraged faculty and staff to bike, walk and use public transit. Participants included American University, George Mason University, George Washington University, Georgetown University, the University of the District of Columbia, and the University of Maryland, with American University taking the crown this year.

The college challenge was promoted by transportation and sustainability coordinators on the campuses with a Facebook page encouraging participation.



The image is a screenshot of a Facebook event page. At the top, the Facebook logo and navigation icons are visible. A search bar is present on the right. The event title is "Capitol Car Free Campus Competition" and it is marked as a "Public Event". The event time is listed as "Tuesday, September 6 at 5:00pm - September 22 at 5:00pm". The location is "American University, George Mason University, Georgetown University, University of Maryland, University of the District of Columbia". The event was created by "GUWellness: Mind, Body, Soul". Under "More Info", it states "Car Free Day is Thursday, September 22." and provides a description: "In the spirit of wellness, sustainability, and friendly competition, Georgetown University, George Mason University, University of Maryland, University of the District of Columbia and American University will be competing in the First Annual Capitol Car Free Campus Competition." It also includes a call to action: "We are asking faculty and staff to take the Pledge to go Car Free or Car Lite using their university email ad..." with a "See More" link. A "Wall" section is visible at the bottom of the event page.

Prizes

Each person who pledged to go car free or car-lite was entered into a raffle for a chance to win any of the following donated prizes. A press release was sent out about businesses who donated prizes.

- Apple® iPad™ 32GB, courtesy Base Technologies
- Kona WorldBike 3-speed, with assembly and warranty, courtesy BicycleSPACE
- Tickets for 2 to 2012 Season Games, courtesy of the Washington Nationals
- Capital Bikeshare - Annual Memberships, courtesy of goDCgo
- Segway Tours – “See the City” Tours for Two, courtesy of Capital Segway
- SmarTrip Cards loaded with \$25 of fare, courtesy of WMATA
- Commuter Rail Tickets, courtesy of Virginia Railways Express and MARC/Maryland Transit Administration

Flippin' Pizza, one of our GRH Rewards partners, provided coupons for a free lunch to all those who pledged to go Car Free before midnight on September 19. Approximately 2,400 slices of free pizza were provided to Car Free Day participants!

Bike to Work Day

Sponsorship Drive

Commuter Connections began its annual sponsorship drive in October 2011 for its 2012 Bike to Work Day Sponsorship Drive. Letters and phone calls were sent to past sponsors and prospective sponsors. Commuter Connections has secured a total of 4 sponsors to date. The Sponsorship drive is open until the end of January 2012.



Fifteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commuter programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2012. A nomination brochure for the 2012 awards was developed and distributed during the first week of December. The application form was also made available electronically at www.commuterconnections.org.

Get Recognition

Has your organization made a difference in any of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely.
- Implementing or expanding a pre-taxed or subsidized transit or valetpool benefits such as SmartBenefits®.
- Promoting Commuter Connections' free ride-matching service to form carpools or valetpools, or providing your own on-site employee ride-matching service.
- Providing shuttle services to and from transit stations.
- Providing a free or significantly reduced parking fee for carpools and valetpools while other employees pay higher amounts for parking.
- Providing preferred parking spaces for carpools or valetpools.
- Providing or organizing company valetpools for employees.
- Installing bike racks and/or shower facilities for bicyclists and walkers.
- Implementing or expanding a comprehensive Air Quality Action Days program.
- Promoting and/or supplementing Commuter Connections' Free Guaranteed Ride Home Program.

Awards are in the following categories:

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

INCENTIVES
Providing commuter benefits and incentives that encourage employees to take public transportation to the worksite.

Meet the 2011 winners

INCENTIVES **AOTA** The American Occupational Therapy Association (AOTA) is a national professional association for occupational therapy practitioners and students. Based in Bethesda, AOTA was formed with the intent for the best commuter incentives program. These incentives have encouraged about 900-1000 of their 600 employees to use some form of alternate commuting.

AOTA's office is located near the Bethesda Metrolink station which encourages employees to use public transit for their commutes. In July 2010, AOTA increased their transit subsidy to \$50 per month. AOTA offers 141 one-way, one-hour round-trip employer, telework opportunities as well as alternative work arrangements such as flextime and compressed work week. A 2010 Montgomery County commuter survey found that nearly 60% of AOTA employees commute as off-peak times, getting them to avoid adding to the main spine of traffic congestion.

In 2010, AOTA sponsored 30 employees who participated in Bethesda's Walk and Roll Challenge, a competition to see who can take the most steps during the month of September. Since instituting their incentives program, AOTA employees have saved or reduced 88,330 Vehicle Miles Traveled (VMT) and 4,442 gallons of gasoline every year.

TELEWORK **Clean Currents** Clean Currents provides residential and commercial power systems in the Mid-Atlantic region and supplies renewable energy credits to business customers. All of the company's 21 employees take advantage of the available telework benefits.

Clean Currents provides all employees with laptop computers and has increased in software and systems that allow them full access to company resources anywhere with Internet access. With the additional benefit of a \$50 per month cell phone subsidy, the company has truly made telework a cornerstone of every employee's work lives.

With the use of telework, and the resulting decrease in office space requirements, Clean Currents has saved \$100,000 per year. Annually, employee use of the company's telework program has saved or reduced 13,200 Vehicle Miles Traveled (VMT) and 643 gallons of gasoline, and 34 metric tons of CO2 emissions.

2012 Employer Recognition Awards

Commuter-friendly
Sharing a ride, taking public transportation, bicycling, walking, and teleworking contribute to less traveled roads. That means commuters can be smoother, easier, and faster. These alternative commute and work options also lead to reducing harmful vehicle emissions.

At the Forefront
Commuter Connections works to help area businesses and commuters find innovative ways to reduce solo commuting.

The Commuter Connections' Employer Recognition Awards ceremony acknowledges employers who initiate or improve programs that encourage the use of commuting alternatives. We understand that companies who implement these programs and services make a difference for their organization, for their employees, and for the community.

About Metropolitan Washington Council of Governments
The Metropolitan Washington Council of Governments (MCOG) is an association of 21 local governments in the District of Columbia, Maryland, and Virginia. MCOG's National Capital Region Transportation Planning Board, the metropolitan planning organization for the Washington region, serves its membership by acting as a forum for addressing regional challenges that transcend jurisdictional boundaries. For more information, visit mwcog.org.

About Commuter Connections
Commuter Connections is a region-wide transportation information, outreach, and service network dedicated to easing the daily commute. Commuter Connections' goal is to reduce single-occupant vehicle use. Both commuters and employers receive a range of free information and assistance on services that include ride-sharing, public transit, teleworking, bicycling, park and ride lots, HOV lanes, and the regional Guaranteed Ride Home program. Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. For more information, visit commuterconnections.org or call 800-7-45-RIIDE.

Additional Marketing, Outreach, and Earned Media

Commuter Connections Newsletter and Federal ETC Insert

Summer and Fall editions of the Commuter Connections Newsletter were produced during the first half of FY2011. The six page 4-color newsletter is distributed to approximately 5,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters 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 HONORS AREA EMPLOYERS

On June 28, 2011, several area employers were honored at Commuter Connections 2011 Employer Recognition Awards for their outstanding commuter benefits programs. The 14th annual event held at the National Press Club recognized employers that have gone above and beyond by encouraging their employees to bike, walk, carpool, take the train, ride the bus or take a vanpool. Employers submitted nominations in three categories: Incentives, Marketing, and Innovation.

Incentives Award: The American Occupational Therapy Association, Inc. The American Occupational Therapy Association (AOTA) is a national professional association for occupational therapy practitioners and students. Based in Bethesda, AOTA was honored with the award for the best commuter incentives program.

WMATA ANNOUNCES NEW METRO FORWARD CAMPAIGN

With the prospect of the ever-increasing cost to drive, the Washington Metropolitan Area Transit Authority (WMATA) used June 14th's "Clump the Pump" Day to announce a new business information campaign. This new awareness campaign, called "Metro Forward," is aimed at keeping area commuters and other travelers informed of the massive program underway to rebuild the 10-year old Metro system.

"Our customers deserve to know how we are making forward rebuilding their transit system," said Metro General Manager and CEO Richard Sartin. "This multi-year rebuilding effort is now underway and, in addition to alerting riders about construction work, we are committed to keeping the public well informed about each project and how it affects safety, service and better quality service in the months and years ahead."

The awareness campaign, to be rolled out more broadly throughout the summer will share information on how Metro is investing \$1 billion over the next six years. Customers will be informed through the use of social networks, in-station signage and displays, on-board signage, and public outreach to community organizations.

Metro hopes the extensive communication program will help its customers understand that the temporary inconveniences they endure in the short term will translate into long-term benefits.

For more information on the Metro Forward campaign, and to learn how you can contribute to the rebuilding effort, go to www.metrobus.com, facebook.com/metrobus, or www.wmata.com/metroforward.

FEDERAL ETC UPDATES
Employee Transportation Coordinator

FDA BUILDS CULTURE OF COMMUTING AT WHITE OAK CAMPUS

When the Federal Drug Administration (FDA) began the construction of their Washington headquarters facilities at the White Oak Campus in Silver Spring, they faced many challenges. One of the biggest was finding the expected 6,000 plus employees work within the constraint of having only two parking spaces for every three employees.

Enter Employee Transportation Coordinator Jack Carlie. Hired in October 2009, Carlie was tasked with building a vanpool program at the sprawling campus. As a 30 year veteran of vanpooling, they probably couldn't have picked a better vanpool advocate.

After laying the groundwork for a successful program, Carlie formed the first FDA vanpool in April 2010. "The key," he said, "is to build a culture of commuting, especially with the new employees." This idea is now echoed each the Human Resources department to let new employees know about commuting during new employee orientations. "If you don't start talking to new employees at the beginning, you're making a huge mistake."

Carlie also said that he started working with managers to help them understand their role in promoting vanpooling, as well as other commute alternatives. "One of the culture of commuting is making sure that managers are aware of, and have bought into, the benefits of vanpooling to increase their employees' job satisfaction," said Carlie. "They have to be understanding about not scheduling meetings or projects that prevent employees from getting to their ride."

Additionally, Carlie works with the campus parking coordinator to provide vanpools with preferred parking spaces. In fact, he actually takes the new vanpool driver out to the parking lot and lets them pick their own space. "Thinking the driver is the boss," he said, "lets them to really take ownership of their vanpool and helps them to be successful." Apparently, this strategy is working, as the vanpool program has grown to 25 vans in its short months, with more in the formation stage.

Commuter benefits are also a big incentive for FDA employees. In addition to the preferred vanpool parking, a pre-tax transit/vanpool subsidy of \$230 (the maximum amount allowed), and access to ride-sharing services and a Guaranteed Ride Home Program through Commuter Connections, all combine to make vanpooling a "no brainer."

The other big part of making the program successful has been the constant communication with FDA employees. According to Carlie, he uses every way he can think of to get the word out. This means including vanpooling information in the daily email sent to all employees, an online list of every vanpool, and forcing vanpools, with driver contact information, and putting information on physical bulletin boards throughout the campus.

ICF INTERNATIONAL WINS POOL REWARDS GRAND PRIZE!

ICF International, a global professional services firm located in Fairfax, Virginia, with both government and corporate clients, was the grand prize car-rewarder for their outstanding participation in the 9th annual Employer Contact sponsored by Commuter Connections.

The contest, held earlier this year, was open to all employers in the Washington region. For each employee that signed up for Pool Rewards, the employer received one contest entry. During the contest, employees from more than 110 area companies signed up.

"I'm so glad that ICF had a strong response," said Faith Welling, Director of Corporate Responsibility at ICF. "The reward continues to be needed to promote commuter programs." She also said that they plan to "use the \$50K as an incentive for an internal commuter challenge."

Other winners in the contest include the National Heart Medical Center in Bethesda, MD and Anesthetist Corporation of Gaithersburg, MD.

Pool Rewards is a program of Commuter Connections designed to encourage current drive alone commuters to try vanpooling in the Washington, D.C. region.

ENTERPRISE RIDESHARE COMES TO WASHINGTON

On July 27, Enterprise RideShare, an operation of Enterprise Rent-A-Car, announced they were entering the vanpool market in the Washington, D.C. region.

Founded in 1994, Enterprise RideShare has been expanding into new markets throughout the country in an effort to become a major player in the vanpooling and car-sharing industry. With thousands of retail locations and access to thousands of vehicles, Enterprise offers full size 15 passenger vans, SUVs, minivans, and even crossovers. As well, they offer added amenities that can make vanpooling even more appealing, such as well stocked trunks, satellite radio, HD traffic information, HD Radio, MP3 capability, and GPS units.

FEDERAL ETC UPDATES
Employee Transportation Coordinator

TELEWORKING AT US DEPARTMENT OF AGRICULTURE

A new federal agency telework case study has been added to the growing roster available at www.federaletc.org. The exciting and newly released case studies profile a wide variety of business models and programs within the Washington region to demonstrate how teleworking can benefit a diversity of employers.

UNITED STATES DEPARTMENT OF AGRICULTURE

While the United States Department of Agriculture (USDA) is based in Washington DC, this federal agency has employees across the country and throughout the world. Because of this, teleworking has become a vital tool to keep these dispersed employees in communication.

The USDA has approximately 120,000 employees around the world and provides the nation with leadership on food, agriculture, natural resources, rural development, and related issues. The agency's vision is to enhance agricultural trade, improve farm incomes and quality of life, and American protect the nation's food supply, improve the nation's rural life, and protect and enhance the nation's natural resources base and environment.

The USDA began their telework program more than eight years ago and recently updated the program to comply with the requirements and guidelines of the Telework Enhancement Act of 2010.

The updated program assumes that all positions are eligible to telework except for those that require:

- Daily face-to-face interaction with the public or customers that cannot be performed from an alternate worksite.
- The use of specialized equipment not available from an alternate worksite.
- Access to localized sensitive or information on a daily basis that cannot be accessed from an alternate worksite.

Both the USDA and the employee sign a standardized "Telework Agreement Form" that outlines what is expected of both parties and indicates whether teleworkers are coded as emergency essential or issue critical and allows for maximum flexibility in implementing telework.

PROGRAM OUTLINE: Some of the fiscal year 2012 telework program goals and initiatives include:

- An automated Telework Management System (TMS).
- Standardized telework eligibility statements or all position descriptions.
- Forming an employee-based WorkLife and Wellness Council with the Labor Management Forum.
- Developing a telework web portal from the USDA's learning platform, AgLearn.
- Piloting full-time telework arrangements that link all teleworking teleworkers on a permanent, large-scale basis can offer the USDA significant cost savings.

As of 2011, 9 percent of USDA employees were teleworking on a regular basis and 24 percent teleworked on an infrequent basis. For more information on the USDA case study including Success Tips and Best Practices, and for all of the other federal agency studies, go to www.federaletc.org.

Comprint Military Relocation Guide

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in October.



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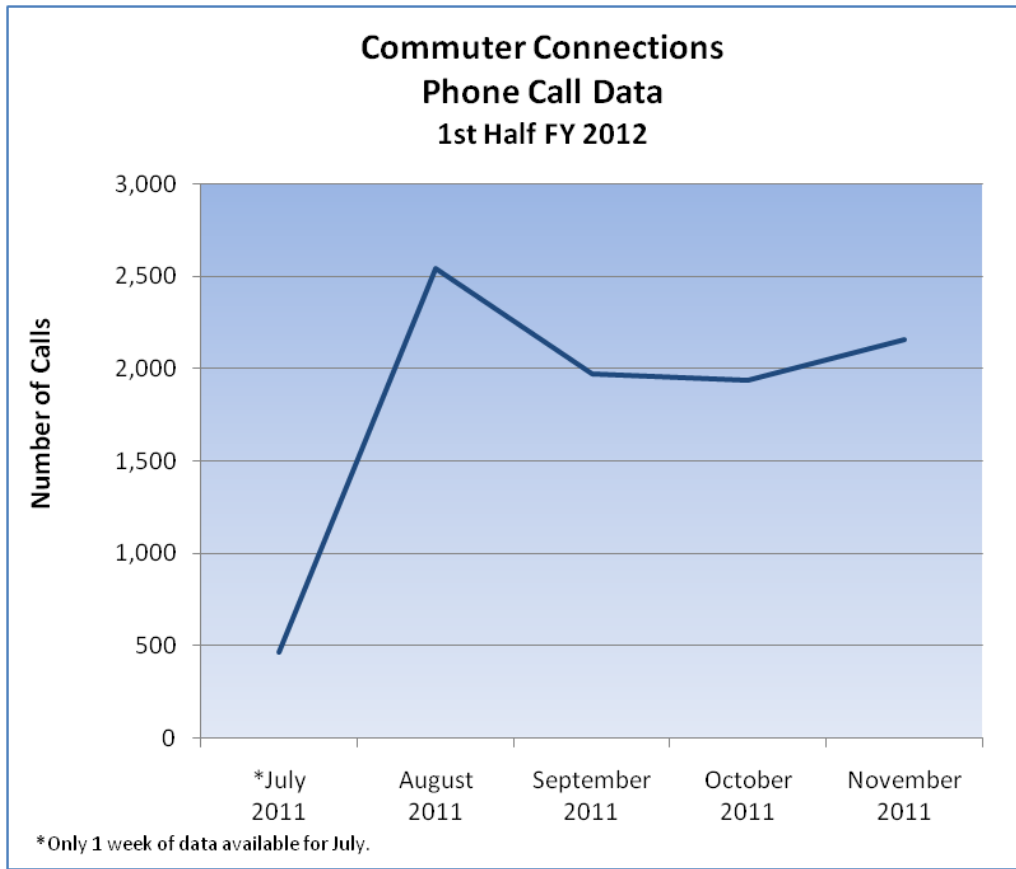
commuterconnections.org
800.745.RIDE

Performance Results

Web Visits

Month	2010 Web Visits	2011 Web Visits	+/-	+/- %
July	7,862	9,531	1,669	21.23%
August	8,510	10,041	1,531	17.99%
September	9,888	9,301	(587)	-5.94%
October	16,561	10,439	(6,122)	-36.97%
November	15,003	10,047	(4,956)	-33.03%
	57,824	49,359	(8,465)	-14.64%

Phone Calls



Rideshare Applications

Month	Rideshare 2010 Applications	Rideshare 2011 Applications	Change	%
July	1,089	578	-511	-46.9%
Aug	1,255	678	-577	-46.0%
Sept	955	543	-412	-43.1%
	3,299	1,799	(1,500)	-45.5%

GRH Applications

Month	GRH 2010 Applications	GRH 2011 Applications	Change	%
July	843	455	-388	-46.0%
Aug	1,010	749	-261	-25.8%
Sept	1,259	550	-709	-56.3%
	3,112	1,754	(1,358)	-43.6%

Appendix A

Car Free Day Media Placements

Print/Online

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goDCgo – Celebrate Car Free Day – calendar listing – August 19, 2011

<http://www.godcgo.com/home/get-me-there/tools-to-get-around/events/vw/3/itemid/129/d/20110922.aspx>

Bike Arlington.com - Events

Car Free Day Metro DC – August 19, 2011

<http://www.bikearlington.com/pages/news-events/event-details/?eventID=1381>

Bike Arlington.com

Calendar Listing – August 19, 2011

<http://www.bikearlington.com/pages/news-events/events-calendar/>

Washington Area Bicyclist Association – Events calendar on website

Car Free Day – August 19, 2011

<http://www.waba.org/events/index.php>

Connected Communities – Montgomery County, MD

Howard Hartman – August 24, 2011

Commuter Connections Encourages All Area Residents to Pledge for Car Free Day

<http://connectedcommunities.us/showthread.php?p=46609>

Greater Greater Washington

Ken Archer – August 29, 2011

Car-free family trip idea: Harpers Ferry

<http://greatergreaterwashington.org/post/11840/car-free-family-trip-idea-harpers-ferry/>

Frederick News Post

Stephanie Mlot - September 4, 2011

Pledge to Go Car Free For a Day

http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=125697

Connected Communities – Montgomery County, MD

Howard Hartman – September 9, 2011

DC Area Universities Join Together to Promote Environmental Stewardship

<http://connectedcommunities.us/showthread.php?p=46884#post46884>

Washington Post - Dr. Gridlock

Car Free Day – September 16, 2011

http://www.washingtonpost.com/blogs/dr-gridlock/post/the-weekend-and-beyond/2011/09/15/gIQAZIFKXK_blog.html

Reston Patch.com – Karen Goff

Flippin' Pizza Wants You to Go Car Free Sept. 22 – September 16, 2011

<http://reston.patch.com/articles/flippin-pizza-wants-you-to-go-car-free-sept-22>

Washington Post - Dr. Gridlock

Car Free Day – September 17, 2011

http://www.washingtonpost.com/local/commuting/dr-gridlocks-traffic-transit-tips/2011/09/16/gIQAT9wLaK_story.html

The GW Hatchet – Monica Mehta

Car Free Day – September 19, 2011

<http://www.gwhatchet.com/2011/09/19/university-encourages-car-free-day-for-employees-students/>

Hyattsville Patch – Sarah Nemuth

Free-Wheelin' in Hyattsville – September 19, 2011

<http://hyattsville.patch.com/articles/free-wheelin-in-hyattsville>

Washington Examiner – Kytja Weir

D.C. car fees to rise Oct. 1 – September 20, 2011

<http://washingtonexaminer.com/blogs/capital-land/2011/09/dc-car-fees-rise-oct-1>

TBD.com - TBD on Foot – September 20, 2011

Ten Thousand People Pledge to Go Car Free on Thursday

<http://www.tbd.com/blogs/tbd-on-foot/2011/09/ten-thousand-people-pledge-to-go-car-free-thursday-12876.html>

Howard University News Service – Na'Tasha Jones

Local Universities and Businesses Buy into a Day without Cars - September 20, 2011

<http://www.hunewsservice.com/2.5735/local-universities-and-businesses-buy-into-a-day-without-cars-1.2600756>

Maryland Leader.com

Car-Free Day a Possibility for DC? – September 21, 2011

<http://story.marylandleader.com/index.php/ct/9/cid/d5a8e031d9cda237/id/48758317/>

The Washington Informer – Na'Tasha Jones, Howard University News Service

Local Universities and Businesses Buy into a Day without Cars - September 21, 2011
http://www.washingtoninformer.com/index.php?option=com_content&view=article&id=7032:local-universities-businesses-buy-into-day-without-cars-project&catid=50:local&Itemid=113

Washington Post - Dr. Gridlock

Car Free Day Rolls on Thursday – September 21, 2011

http://www.washingtonpost.com/blogs/dr-gridlock/post/car-free-day-rolls-in-on-thursday/2011/09/21/gIQAsm7EIK_blog.html

The Washington Examiner – Associated Press

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://washingtonexaminer.com/news/2011/09/car-free-day-promotes-commuting-alternatives>

Commuterpage.com – Associated Press

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.commuterpage.com/commuternews.cfm>

Washington Times – Staff Writer

Honk if You Love Cars – September 21, 2011

http://www.washingtontimes.com/news/2011/sep/21/honk-if-you-love-cars/#disqus_thread

The Washington Post – Post Local – Maggie Fazeli Fard

Washington area drivers pledge to go car-free Thursday – September 21, 2011

http://www.washingtonpost.com/blogs/post_now/post/washington-area-drivers-pledge-to-go-car-free-thursday/2011/09/21/gIQA0itokK_blog.html

Potomac Patch – Katie Griffith

D.C. Metro Area Encouraged to Go Car Free – September 21, 2011

<http://potomac.patch.com/articles/dc-metro-area-encouraged-to-go-car-free>

Colesville Patch – Whitney Teal

Will You Go Car-Free on Sept. 22? – September 21, 2011

<http://colesville.patch.com/articles/will-you-go-car-free-on-sept-22>

Bethesda Patch – Erin Donaghue

POLL: Will You Un-Car Thursday? – September 21, 2011

<http://bethesda.patch.com/articles/poll-will-you-un-car-thursday>

Woodbridge Patch – Lauren Jost

Car Free Day is Thursday – September 21, 2011

<http://woodbridge-va.patch.com/articles/car-free-day-is-thursday>

Takoma Park Patch – Ryan McDermott

Takoma Park Promotes Car Free Day – September 21, 2011

<http://takomapark.patch.com/articles/takoma-park-promotes-car-free-day>

Riverdale Park – University Park Patch – Sonia Dasgupta
Go Green: World Car Free Day Thursday – September 21, 2011
<http://riverdalepark.patch.com/articles/go-green-world-car-free-day-thursday>

Fairfax Station Patch – Rachel Hatzipanagos
Live Car Free on Thursday – September 21, 2011
<http://fairfaxstation.patch.com/articles/live-car-free-on-thursday>

The Washington Post – Post Local – Associated Press
Car-Free Day organizers in DC say thousands have pledged to find an alternative to their car – September 21, 2011
http://www.washingtonpost.com/local/car-free-day-organizers-ask-commuters-to-find-an-alternative-to-their-car/2011/09/21/gIQAIEhGkK_story.html

The Washington Post – Post Local - Ashley Halsey III
Census: More Maryland and Virginia drivers commute to another county than other people in the U.S. – September 22, 2011
http://www.washingtonpost.com/local/census-more-maryland-and-virginia-drivers-commute-to-another-county-than-other-people-in-the-us/2011/09/21/gIQAfA8cmK_story.html

Georgetown Patch – Lauren Sausser
D.C. Marks Car-Free Day – September 22, 2011
<http://georgetown.patch.com/articles/dc-marks-car-free-day>

DCist – Martin Austermuhle
Morning Roundup: Car Free Edition – September 22, 2011
http://dcist.com/2011/09/morning_roundup_545.php

The Washington Post – Jenna Johnson
10 ways colleges encourage students to ditch their cars – September 22, 2011
http://www.washingtonpost.com/blogs/campus-overload/post/10-ways-colleges-encourage-students-to-ditch-their-cars/2011/09/22/gIQAQLPynK_blog.html

The City Fix – Itir Sonuparlak
Celebrate World Carfree Day! – September 22, 2011
<http://thecityfix.com/blog/celebrate-world-carfree-day/>

The Washington Examiner – Harry Jaffe
Car-free D.C. in your future? – September 22, 2011
<http://washingtonexaminer.com/local/dc/2011/09/car-free-dc-your-future>

The Virginia-Pilot – Cindy Clayton

Car-Free Day promotes commuting alternatives – September 22, 2011

<http://hamptonroads.com/2011/09/carfree-day-promotes-commuting-alternatives>

MSN Money – MSA Money Partner

Car-Free Day? How about we just cut back? – September 22, 2011

<http://money.msn.com/saving-money-tips/post.aspx?post=b86c02b2-d63b-42a4-b02b-f628b580d59d>

TPB News – September 2011 issue

Car Free Day – September 22, 2011

<http://www.mwcog.org/uploads/pub-documents/pF5eWIs20110908084111.pdf>

Fredrick News Post – Stephanie Mlot

Car-Free Day inspires commuters to ride or walk – September 23, 2011

<http://www.fredericknewspost.com/sections/news/display.htm?StoryID=126385>

Commuter Connections

Nearly 12,000 Go Car Free or Car-lite

<http://www.mwcog.org/commuter2/pdf/media/Nearly12000-GoCarFree.pdf>

Express Night Out – Vicky Hallett

Maybe One Day - September 26, 2011

<http://www.expressnightout.com/2011/09/maybe-one-day/>

The Hoya – Georgetown University – Elizabeth Garbitelli

DC Wins Greenest City – October 4, 2011

<http://www.thehoya.com/news/dc-wins-greenest-city-1.2628627>

Television

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Local News Service (LNS) – Channel 4, 5 & 9 – Roy Weinstock

On camera interview with Nick – September 14, 2011

NBC Washington

Car Free Day on Thursday – September 21, 2011

<http://www.nbcwashington.com/the-scene/events/Car-Free-Day-130258483.html>

WUSA – News 9 Now

Car-Free Day a Possibility for DC? – September 21, 2011

<http://www.wusa9.com/news/virginia/article/167851/188/Car-Free-Day-A-Possibility-For-DC>

NBC 12

Car Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.nbc12.com/story/15511345/car-free-day-promotes-commuting-alternatives>

CBS Baltimore

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://baltimore.cbslocal.com/2011/09/21/car-free-day-promotes-commuting-alternatives/>

ABC 2 News

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.abc2news.com/dpp/news/national/car-free-day-promotes-commuting-alternatives>

WJLA (ABC) News 7

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.wjla.com/articles/2011/09/car-free-day-to-promote-commuting-alternatives-in-d-c-region-66837.html>

WKRG (CBS)

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www2.wkrg.com/news/2011/sep/21/latest-maryland-and-delaware-news-sports-business--ar-1908960/>

FOX Baltimore

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

http://www.foxbaltimore.com/template/inews_wire/wires.regional.md/3a63d1f8-www.foxbaltimore.com.shtml

ABC 2 News

Leave your car home, it's world car-free day – September 22, 2011

<http://www.abc2news.com/dpp/news/national/leave-your-car-home,-it%27s-world-car-free-day>

WHSV (ABC) – Todd Corillo

Car Free Day Encourages People to Find Another way – September 22, 2011

http://www.whsv.com/news/headlines/Car_Free_Day_Encourages_People_to_Find_Another_Way_130374798.html

Radio	5
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WPFW – August 11, 2011

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WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM) - Interviewed August 11, 2011

WGPC - Justine Love - aired on September 18, 2011
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Metro Networks - Tom Roberts - aired on September 20, 2011
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WAMU - Markette Smith – aired on September 21, 2011
Record Number to Go “Car Free” – Interviewed on September 21, 2011
http://www.wamu.org/news/11/09/21/record_numbers_to_go_car_free

WTOP.com – September 21, 2011
Car-Free Day Promotes Commuting Alternatives
<http://www.wtop.com/?nid=41&sid=2555334>

Social Media	42
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Leesburg Today

Participate in Car Free Day 2011 – August 10, 2011
http://www.leesburg2day.com/community_life/announcements/article_df5546a6-c388-11e0-a637-001cc4c002e0.html#user-comment-area

Downtown DC BID

Car Free Day – August 31, 2011
<http://www.downtowndc.org/do/car-free-day1>

greennews4u - Mel Wylie

Sept 22 in Washington DC is Car Free day!! make the pledge to go car free – September 6, 2011 <http://www.carfreemetrodc.com/> [#environment](#) [#carbon](#)<http://twitter.com/#!/greennews4u>

Life in the Village – Washington, DC

Ms. V took the pledge, so should you - September 6, 2011
<http://fairfaxvillage.blogspot.com/2011/09/car-free-for-day.html>

sharkb8t – Lisa K. – September 6, 2011

Pledge to UnCar for a day & help celebrate car free day 9/22! <http://www.carfreemetrodc.com/>

sharkb8t – Lisa K. - September 7, 2011

Celebrate Capital Bikeshare's 1st Bday Bash & Car Free Day 9/22 at The Yards Park [#DC](#) w/LIVE MUSIC. <http://j.mp/neg4XV> /via [@CarFreeMetroDC](#)

Howe I Bike

Car Free Day Metro DC Pledge – September 7, 2011

I just took the pledge to be car free on Thursday, September 22nd

<http://howeibike.blogspot.com/2011/09/car-free-day-metro-dc-pledge.html>

Hardware – September 7, 2011

We are going to start following [@CarFreeMetroDC](#). Car Free Day is 9/22/2011. Get Involved and make a difference!

<http://twitter.com/#!/oldschoolHW>

MasonGoesGreen - Mason Goes Green – September 7, 2011

Sign up for the Car Free Day asap! Let's show UMD, Georgetown and American University who's MORE committed to being car free <http://fb.me/CsT6Bzqs>

Facebook – September 9, 2011

Capitol Car Free Campus Competition

<https://www.facebook.com/event.php?eid=281241191892521>

Greater Greater Washington – Breakfast Links - John Muller

Car Free Easier and More Popular – September 12, 2011

<http://greatergreaterwashington.org/post/12000/breakfast-links-remembering-and-moving-on/>

TBD.com: @TBD On Foot – Reporting on Transit Life in the D.C. Area

Go car-free in D.C and save more than \$10,000 a year - September 13, 2011

<http://www.tbd.com/blogs/tbd-on-foot/2011/09/go-car-free-in-d-c-and-save-more-than-10-000-a-year--12779.html>

Facebook – September 13, 2011

Car Free Day Metro DC: Help AU Win!

<http://www.facebook.com/event.php?eid=288139327867686&ref=nf>

goDCgo – September 14, 2011

Great deal from [@flippinpizzadc](#) if you sign the Car Free Day pledge by 9/19. Pledge today!

<http://bit.ly/rdOJoo> [@CarFreeMetroDC](#)

Bikeshare – Capital Bikeshare – September 14, 2011

Don't forget - take the Car Free Day pledge - same day as CaBi Birthday Bash. Win a bike, iPad or other great prizes. <http://bit.ly/puxXHR>

Chasingbec – Becky Boutwell – September 14, 2011

RT [@bikeshare](#): Take the Car Free Day pledge - same day as CaBi Birthday Bash. Win a bike, iPad or other great prizes. <http://bit.ly/puxXHR>

goDCgo.com – September 14, 2011

Momentum is building for car free day

<http://godcgo.com/home/get-me-there/tools-to-get-around/blog/entryid/125/momentum-is-building-for-car-free-day.aspx>

Afro – Washington Afro-American – Washington D. C. News

“World Car Free Day” Gets Support of 8,000 + D.C. Residents– September 16, 2011

<http://www.afro.com/sections/news/Washington/story.htm?storyid=72462>

NVT Alliance Alert – Newsletter via Constant Contact

Park It if You Can – Car Free Day is September 22 – September 16, 2011

AOBAMetro – Marie Tibor – September 16, 2011

Spread the word to your tenants! AOBA Encourages Participation in DC Car Free Day on Sept 22. See DC headline at <http://www.aoba-metro.org>

GreenAU – AU Sustainability – September 16, 2011

Excitement and enthusiasm growing for Metro DC Car Free Day is growing! Take the pledge to go car-free or car-lite... <http://fb.me/SRU3zmCt>

JackEvans_Ward2 – Jack Evans – September 19, 2011

Made your pledge to go car-free this Thursday? I have! It's DC's Car Free Day. Take Metro, bike, or walk. More info at carfreemetrodc.com

CharlesAllenDC – Charles Allen – September 19, 2011

Almost 100 people signed up in the last 45 minutes. Can we cross the 10,000 threshold before the end of the day? <http://www.carfreemetrodc.com/>

goDCgo – September 19, 2011

Three more days to sign up for Car Free Day on Sept 22. Pledges are at 8,789. Help us make 10,000! <http://bit.ly/puxXHR> [@CarFreeMetroDC](https://twitter.com/CarFreeMetroDC)

Sustain_GW – Sustainability at GW – September 19, 2011

Have you made your car-free plans for Thursday? <http://fb.me/CsQq7FN2>

goDCgo – September 20, 2011

We just hit 10,000 for Car Free Day!!!! And still climbing! <http://bit.ly/puxXHR> [@CarFreeMetroDC](https://twitter.com/CarFreeMetroDC)

***Inhabitat** – September 20, 2011

World Car-free Day is this Thursday. <http://bit.ly/oFc1SZ>

Washdcnews – Washington DC News – September 21, 2011

Car-Free Day A Possibility For DC? <http://dlvr.it/mQPNZ>

Super_markette – Markette Smith Shepp – September 21, 2011

A Car Free DC? I'm talking to the head of Commuter Connections at 12p to discuss how ppl can get to work on World Car Free Day [@wamu885news](#)

GreenAU – AU Sustainability – September 21, 2011

Take the pledge to go car-free tomorrow, 9/22. Use your [@american.edu](#) e-mail to compete against other DC-area schools. <http://carefreemetrodc.com>

MasonParking – George Mason Parking – September 21, 2011

In conjunction with Car Free Day, Mason is part of the Capitol Car Free Campus Challenge: <http://www.facebook.com/event.php?eid=281241191892521.Help> us get the most pledges

Insidenova

Walking, biking, mass transit encouraged for Thursday's car-free day – September 21, 2011
<http://www2.insidenova.com/news/2011/sep/21/walking-biking-car-pooling-car-free-day-ar-1325930/>

Dclawngarden – Green Gardener – September 22, 2011

It's national Car Free Day. Are you walkin'? <http://tinyurl.com/3dexa9a>

Mydcwater – DC Water – September 22, 2011

It's Car-Free Day. Step it up & go bottle-free too. Refill your reusable water bottle at any DC TapIt location <http://bit.ly/pkT8us>

Dcpl – DC Public Library – September 22, 2011

Happy car free day DC! bike, walk, skate, scoot, or take public transportation to yr local library!
[@DDOTDC](#)

GoldenTriDC – Golden Triangle BID – September 22, 2011

Happy Car Free Day! How are you car free today? Bike, metro, walking, scooter, etc..?
[#carfreedc](#)

GreenAU – AU Sustainability – September 22, 2011

We're super stoked to be car free today! Have you taken the pledge? <http://carefreemetrodc.com>

Sustain_GW – Sustainability at GW – September 22, 2011

Happy Car Free Day [#GWU](#)! Tell us how you went car-free or car-lite today!

Wpjenna – Jenna Johnson – September 22, 2011

Happy Car-Free Day! What's your university doing to reduce the number of cars on campus?

MasonParking – George Mason Parking – September 22, 2011

Enjoy car free day! Join us at Southside for Bike to Campus/Car Free Day 8am-noon

WJLA – (ABC) News 7 Facebook page – September 22, 2011

How Long Do You Think You Could Go Without a Car?
Dialog followed the AP article on Facebook with over 30 respondents

Alliance To Save Energy – September 22, 2011

World Car-Free Day – Alliance Style

<http://ase.org/efficiencynews/world-car-free-day-alliance-style>

Region Forward – September 23, 2011

Record-breaking Car Free Day shows growing interest in alternatives to driving

<http://www.regionforward.org/record-breaking-car-free-day-shows-growing-interest-in-alternatives-to-driving>

Interviews with Nick Ramfos	6
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