





PROGRAM WORK ELEMENT																				
<b>EMPLOYER OUTREACH FOR BICYCLING</b>																				
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	1. Investigate & implement marketing opportunities including Bike-to-Work Day, lunchtime seminars, association meetings, strategic mailings, etc.																			
	2. Monitor activities for post-implementation evaluation	X																		
	3. Incorporate WABA bike mentors into rdematching database					X														
<b>PROGRAM WORK ELEMENT</b>																				
<b>MASS MARKETING CONSUMER CAMPAIGN</b>																				
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	1. Work with contractor on campaign messages and this.	X																		
	2. Staff Regional TDM Marketing Group.	X																		
	3. Implement and evaluate campaigns	X																		

September 2003

FY04 Comm Conn WP Timeline.wb3