

HANDOUTS

from previous meeting



September 19, 2006

2006 CLEAN AIR PARTNERS
Radio Calendar

		June	July				Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost	
		6/26	7/3	7/10	7/17	7/24						
Baltimore												
WBAL-AM 1090 AM Format: News/Talk/Sports Rank W25-54: #7	Paid Spots	23			23	23	69	2,484,414	\$18,720	\$15,600	\$13,260	
	Bonus/PSA	4			4	4	12	432,072	\$900	n/c		
	Promotion				41	40	81	2,916,486	\$12,400	n/c		
	Online	Light Rail Season Pass Contest										
		Light Rail Season Pass Contest						1	3,000	\$1,500	n/c	
	subtotal						163	5,835,972	\$33,520	\$15,600	\$13,260	
WLIF-FM 101.9 FM Format: Adult Contemp. Rank W25-54: #4	Paid Spots	9	9		9	9	36	728,532	\$12,480	\$10,400	\$8,840	
	Bonus/PSA	28	28		28	28	112	2,266,544	\$8,400	n/c		
	Promotion	25	10	34	10	10	89	1,801,093	\$6,675	n/c		
	Online	Lite Break morning show sponsor			Commuter Appreciation Day							
		Color Code Promotion						1	3,000	\$500	n/c	
		Top Ten dangers of code orange and code red days						1	3,000	\$750	n/c	
	subtotal						239	4,802,169	\$28,805	\$10,400	\$8,840	
WQSR-FM 102.7 FM Format: Adult Hits Rank W25-54: #6	Paid Spots	22	22		22	22	88	1,017,368	\$12,240	\$10,200	\$8,670	
	Bonus/PSA	33	33		33	33	132	1,526,052	\$9,900	n/c		
	Promotion	10	10	15	10	10	55	635,855	\$2,625	n/c		
	Online	Evening Fill-up Party										
		Logo and link on homepage thru August						1	7,500	\$1,500	n/c	
	Other:	Distribution of CAP literature at station events thru August						1	5,000	\$1,500	n/c	
	subtotal						277	3,191,775	\$27,765	\$10,200	\$8,670	
WWIN-FM 95.9 FM Format: Urban AC Rank W25-54: #2	Paid Spots	20	20	20	20		80	1,660,720	\$16,335	\$13,500	\$11,475	
	Bonus/PSA		5	5	5	5	20	415,180	\$3,000	n/c		
	Promotion	20				20	40	830,360	\$15,000	n/c		
		Game Day Contest					Lawnmower giveaway					
	subtotal						140	2,906,260	\$34,335	\$13,500	\$11,475	
Baltimore Totals		194	137	74	205	204	819	16,736,176	\$124,425	\$49,700	\$42,245	

DC							Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost	
WASH-FM 97.1 FM Format: Adult Contemp Rank W25-54: #4	Paid		19	19		19	57	1,448,598	\$19,800	\$16,500	\$14,025	
	Bonus/PSA		12		12	12	36	914,904	\$5,400	n/c		
	Promotion		11	11	11		33	838,662	\$22,929	n/c		
			Carpool Contest	Carpool Contest	Carpool Contest	Carpool Contest						
	Online		Banner on website with link to registration page				1	3,500	contest	n/c		
						subtotal	127	3,205,664	\$48,129	\$16,500	\$14,025	
WJZW-FM 105.9 FM Format: Jazz Rank W25-54: #8	Paid		19		19	19	57	1,160,121	\$14,760	\$12,300	\$10,455	
	Bonus/PSA		16	16		16	48	976,944	\$4,800	n/c		
	Promotion		10		15	25	50	1,017,650	\$8,250	n/c		
			Trivia contest		Dream Set		Lights Out WA					
	Online		Air Quality Color Code notification on homepage				1	3,000	\$4,500	n/c		
						subtotal	156	3,157,715	\$32,310	\$12,300	\$10,455	
WMMJ-FM 102.3 FM Format: Urban Rank W25-54: #2	Paid		23		23	23	69	2,518,224	\$23,580	\$19,650	\$16,703	
	Bonus/PSA		11	11		11	33	1,204,368	\$4,950	n/c		
	Promotion			53	42	42	12	149	5,437,904	\$23,600	n/c	
				30 and Over Gas Promo	Health Tips Sponsorship	Health Tips Sponsorship	Metro Station Promo					
	Other:						1	15,000	\$1,500	n/c		
							Stone Soul Picnic brochure distribution					
					subtotal	252	9,175,496	\$53,630	\$19,650	\$16,703		
WTOP/WTWP 103.5 FM/ 1500AM/107.7FM Format: News Rank W25-54: #6	Paid		21	21		21	63	2,142,756	\$23,400	\$19,500	\$16,575	
	Bonus/PSA		20	20		15	55	1,870,660	\$5,500	n/c		
	Promotion		15	15			30	1,020,360	\$3,000	n/c		
			Lawnmower giveaway									
	Online		Contest Registration page				1	1,000	contest	n/c		
			Air Quality Codes on next to weather map				1	23,370	\$2,000	n/c		
		Skyscraper ad on weather page with link (120x300pixels)				1	7,800	\$3,000	n/c			
					subtotal	151	5,065,946	\$36,900	\$19,500	\$16,575		
DC Totals			135	178	129	128	110	686	20,604,821	\$170,969	\$67,950	\$57,758
Baltimore & DC Totals			329	315	203	333	314	1,505	37,340,997	\$295,394	\$117,650	\$100,003
		6/26	7/3	7/10	7/17	7/24						
		June	July									



PRR

2111 Wilson Boulevard # 700 ■ Arlington, VA 22201 ■ T: 703.351.5009 ■ F: 703.528.3687 ■ www.prrbiz.com

Seattle ■ Washington DC

ITEM #4

**Clean Air Partners
Baltimore Radio
Added-Value Event Schedule
As of 7/07/06**

Date: Tuesday, July 18
Event Name: Evening Fill-up Party
Time: 6-8PM
Station: WQSR-FM
Contact: Jason Buckley (410) 825-5410 x255
Location: Shell, **Address**
Description: "Evening Fill-up Party", station appearance. Station to giveaway \$20 of free gas to first 102 people and Clean Air Partners literature/brochures to listeners.

Date: Thursday, July 13
Event Name: Clean Air Commuter Appreciation Day
Time: 4-6PM
Station: WLIF-FM
Contact: Tarsha Fitzgerald, (410) 296-1019 x535
Location: **Owings Mills Metro Station in Owings Mills, MD**
Description: Clean Air Commuter Appreciation Day, on-site promotion at local light rail or Metro stop. Station to giveaway prizes and distribute Clean Air Partners brochures/information.

Date: Saturday, July 29
Event Name: It's Electric! Electric Lawnmower Giveaway
Time: 11AM-1PM
Station: WWIN-FM
Contact: Todd Werling, (410) 907-0325
Location: Home Depot, 8729 Liberty Road, Randallstown, MD 21133
Description: It's Electric! Station appearance at a local hardware store to host contest and giveaway an electric lawnmower, additional prizes (i.e. CD's, station merchandise, etc) and Clean Air Partners brochures and prizes if available.





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**Clean Air Partners
D.C. Radio
Added-Value Event Schedule
As of 6/23/06**

Date: Friday, July 7

Event Name:

Time: 8-10PM

Station: WMMJ-FM

Contact: Jennifer Hankin (315) 857-0422

Location: Exxon station located on the corner of Hanover Parkway and Greenbelt Rd (Rt. 193) in Greenbelt MD.

Description: 2-hour station appearance at Exxon gas station to encourage listeners to fill up their gas tanks after dark. First 102 listeners who have a "Majic 30 & Over Club Card" will receive \$20 worth of free gas. Station to distribute brochures for Clean Air Partners at the appearance.

Date: Monday, Tuesday, Wednesday, July 10, 11 & 12

Event Name: Metro Station Appearances. **Time: NOON to 1PM**

Station: WMMJ-FM

Contact: Jennifer Hankin (315) 857-0422

Location: July 10, Metro Center, 12th/F Street, NW
July 11, Mcpherson Square, 14th and I Street, NW
July 12, Foggy Bottom, 23rd/I Street

Description: 1 hour appearance at Metro stations giving away \$5-\$10 Metro cards to first 102 people, and other stations prizes and Clean Air Partner brochures.



NOT ALL CODES SHOULD BE SECRET

On Code Orange and Code Red Air Quality Days:

- Limit prolonged outdoor activity - especially children and people with respiratory disease
- Avoid or limit driving: use transit, carpool or telework
- Refuel after dusk
- Avoid using gas-powered lawn equipment
- Conserve electricity - set air conditioning to 78 degrees
- Put off painting projects
- Avoid using aerosol products

For more information visit: www.cleanairpartners.net



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For more information visit Clean Air Partners' website at www.cleanairpartners.net








PULSAR ADVERTISING

Magnify the Ripple Effect of Your Marketing Investment

9S

from the City to the Yard

New Metrobus service – Crystal City to Potomac Yard

commuterpage.com

The 9S Story

Background

- New Metrobus service line created to replace ART 90 service line in April 2006
- Created to provide constant service to the area rather than rush-hour only service to redeveloped area in effort to provide more service to US Government and private sector industry back to Crystal City
 - EPA - 1800 employees
 - Charles E. Smith - 16,000 employees
 - PBS - to occupy 130,000 square feet soon
 - Potomac Yard - 2.8 million square feet office space



PULSAR ADVERTISING

The 9S Story

The Target Audience

- Primary
 - Current ART90 Riders
 - EPA Employees
 - Charles E. Smith Employees
 - Crystal City businesses
- Secondary
 - New Employers to Crystal City and Potomac Yard
 - Residential and Commercial Property Managers
 - Sluggers on Crystal Drive
 - Mall Customers
 - VRE Riders



PULSAR ADVERTISING

The 9S Story

ART 90 vs 9S Metro

- ART 90
 - Ran Rush-hour only
 - Priced the same as Metro
 - Averaged 275 riders a day
- 9S
 - All day service on expanded route
 - Priced same as ART 90
 - Averages 900 riders a day
 - EPA employees ride free based on EPA subsidy



PULSAR ADVERTISING

The 9S Story

The 9S Launch

- Developed Collateral Material
 - Brochure with and without *free ride coupons*
 - Register to win when using your free ride coupon
 - 10 winners received gift certificates to area restaurants along 9S route

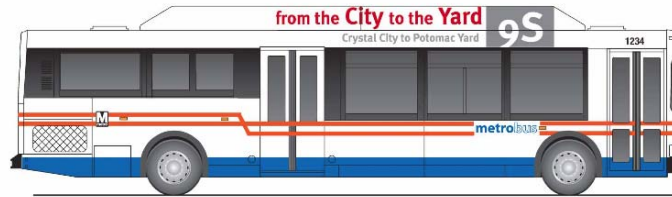
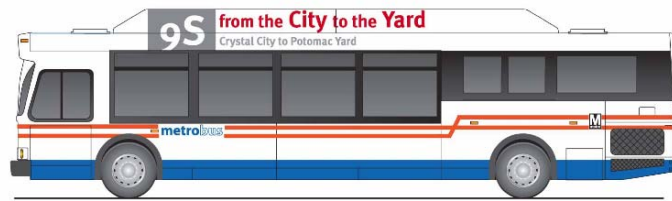
The collage features several key elements:

- Coupon:** A red and white coupon titled "Good for 1 free ride" for Metrobus 9S. It includes a registration form with fields for NAME, ADDRESS, CITY/STATE/ZIP, and PHONE, and a "DATE" field. A note at the bottom states: "Coupon is valid for one free ride when boarding Metrobus 9S. Coupon has cash value and expires on 3/31/09. No cash back. Regulations apply or restrictions apply." The word "PERFORATION" is visible at the bottom of the coupon.
- Route Maps:** Two detailed route maps titled "WEDNESDAY LOOP / AM" and "WEDNESDAY LOOP / PM". Each map shows a grid of stops with corresponding arrival and departure times. The AM map starts at 6:28 and ends at 7:28, while the PM map starts at 3:28 and ends at 4:28.
- Photographs:** Two photos showing passengers on the bus. The top photo shows a man in a suit talking on a mobile phone. The bottom photo shows a woman sitting on a bus seat.
- Text:** A small text block reads "New Metrobus Service 9S from the City to the Yard Crystal City to Potomac Yard".

The 9S Story

The 9S Launch

- Bus header
- Signage and banners

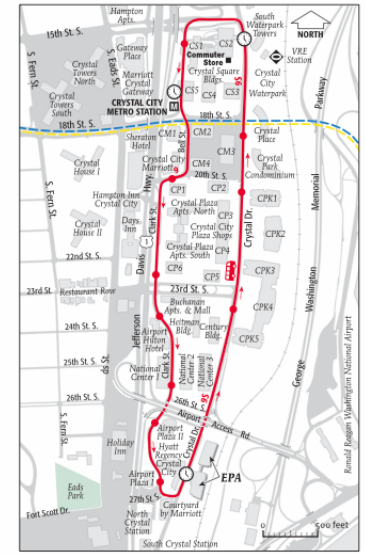


WEEKDAY LOOP / AM					
Yellow Line S, B & A 18th St. (Crystal City)	Leave 18th St. (Crystal City)	Crystal Dr. at Potomac Ave. (27th St.) (Crystal City)	Crystal Dr. at entrance to Waterpark Towers (Crystal City)	Arrive S, B & A 18th St. (Crystal City)	Yellow Line NFB Tidal Basin LEAVES
					12:41
	5:39	5:43	5:49	5:54	5:56
	5:51	5:57	6:03	6:08	6:10
	6:06	6:11	6:17	6:22	6:24
	6:18	6:25	6:31	6:36	6:38
	6:30	6:34	6:40	6:45	6:47
					6:41
	6:39	6:43	6:49	6:54	6:56
	6:48	6:52	6:58	7:03	7:05
	6:54	6:59	7:05	7:10	7:12
					7:01
	7:00	7:05	7:12	7:17	7:19
	7:06	7:11	7:18	7:23	7:25
	7:12	7:17	7:24	7:29	7:31
	7:18	7:23	7:30	7:35	7:37
	7:24	7:29	7:36	7:41	7:43
	7:30	7:35	7:42	7:47	7:49
	7:36	7:41	7:48	7:53	7:55
	7:42	7:47	7:54	7:59	8:01
	7:48	7:53	8:00	8:05	8:07
	7:54	7:59	8:06	8:11	8:13
	8:00	8:05	8:12	8:17	8:19
	8:06	8:11	8:18	8:23	8:25
	8:12	8:17	8:24	8:29	8:31
	8:18	8:23	8:30	8:35	8:37
	8:24	8:29	8:36	8:41	8:43
	8:30	8:35	8:42	8:47	8:49
	8:36	8:41	8:48	8:53	8:55
	8:42	8:47	8:54	8:59	9:01
	8:48	8:54	9:01	9:05	9:07
	8:54	9:00	9:06	9:11	9:13
	9:00	9:06	9:13	9:18	9:20
	9:06	9:12	9:19	9:24	9:26
	9:12	9:18	9:25	9:30	9:32
	9:18	9:24	9:31	9:36	9:38
	9:24	9:30	9:37	9:42	9:44
	9:30	9:36	9:43	9:48	9:50
	9:36	9:42	9:49	9:54	9:56
	9:42	9:48	9:55	10:00	10:02
	9:48	9:54	10:01	10:06	10:08
	9:54	10:00	10:07	10:12	10:14
	10:00	10:06	10:13	10:18	10:20
	10:06	10:12	10:19	10:24	10:26
	10:12	10:18	10:25	10:30	10:32
	10:18	10:24	10:31	10:36	10:38
	10:24	10:30	10:37	10:42	10:44
	10:30	10:36	10:43	10:48	10:50
	10:36	10:42	10:49	10:54	10:56
	10:42	10:48	10:55	11:00	11:02
	10:48	10:54	11:01	11:06	11:08
	10:54	11:00	11:07	11:12	11:14
	11:00	11:06	11:13	11:18	11:20
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	11:24	11:30	11:37	11:42	11:44
	11:30	11:36	11:43	11:48	11:50
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					7:49

WEEKDAY LOOP / PM					
Leave S, B & A 18th St. (Crystal City)	Crystal Dr. at Potomac Ave. (27th St.) (Crystal City)	Crystal Dr. at entrance to Waterpark Towers (Crystal City)	Arrive S, B & A 18th St. (Crystal City)	Yellow Line NFB Tidal Basin LEAVES	
					12:13
					12:15
					12:21
					12:23
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					7:44
					7:49

* Means first VBE train passing Crystal City Station at 6:30 AM
 † Indicates coordination with eastbound Blue Line (large) train

9S from the City to the Yard Crystal City to Potomac Yard



○ Metrobus timetable stops — Other 9S stops — Metrorail Lines

Metrobus 9S service runs weekdays every six minutes during peak hours (5:30 - 9:00 am and 3:30 - 6:00 pm) and every 12 minutes during mid-day and evening hours.

- Fare and Transfer Information**
- Regular fare is \$5.25, Metrobus token, or SmartTrip card. Exact fare required.
 - \$0.35 fare with Metrorail transfer available at your Metrorail boarding station. SmartTrip card users do not need a paper transfer.
 - Free ride with valid Metrobus Flash Pass.
 - Free ride with valid Metrobus transfer. SmartTrip card users do not need a paper transfer on Metrobus.
 - \$0.60 fare for senior citizens and people with disabilities in possession of a WMATA ID or Medicare card on all buses at all times; rail to bus transfers are free. Additional photo ID card may be requested.

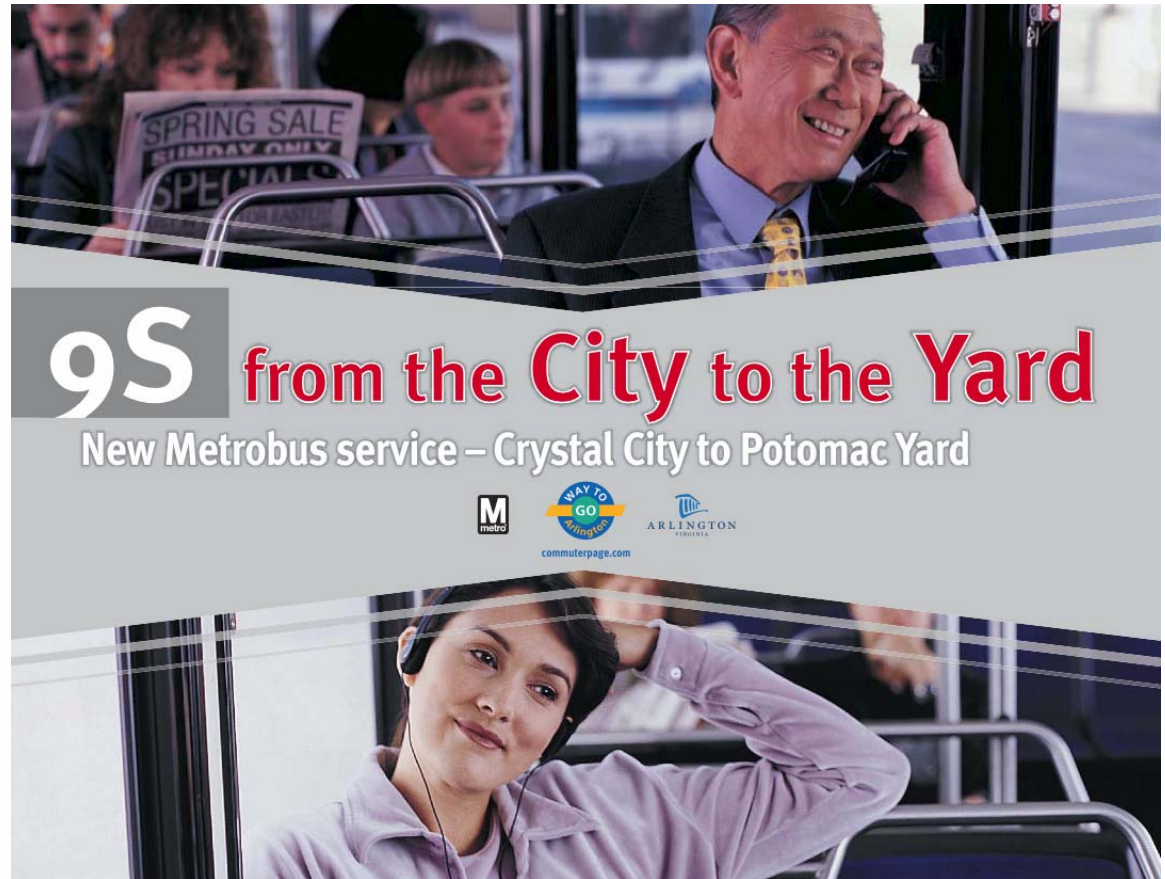
For more information call Metro at 202/637-7000 (TTY 202/638-3780) or visit metrobusdovm.com or commuterpage.com/potomacyard.htm.



The 9S Story

The 9s Launch


- 2-Sheet Poster



The 9S Story

The 9S Launch


- VRE ad







**Your new ride
from the City to the Yard**

If you're traveling from Crystal City to Potomac Yard, there's no easier way than 9S, a new Metrolink service starting April 24, 2016. This new bus route makes getting to work, going shopping, or grabbing a meal easier than ever before. And the best part is—it's a bus transfer with your VRE ticket.

Metrolink 9S will replace Arlington Transit's ART go bus service, stopping at most of the old route's stops. In addition to the VRE stations, Crystal City Metro and EPA banking.



Hours of operation: 5:00 a.m. - 7:00 p.m. weekdays.
Buses run every 15 minutes during peak hours (7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 6:00 p.m.) and every 30 minutes during the rest of the day and evening hours.
For more information call Metro at 202-437-7000 (TTY 202-438-3963), visit www.metrovta.com or www.vta.gov | info@metro.vta.gov



The 9S Story

Grassroots and PR

- Special Event
 - EPA-led event at the opening of their new facility
 - Dedication ceremony
 - Top officials from Metro, EPA, Arlington County, and US Congressional representative attended
- Arlington County Street Team
 - Handed out brochures at Metro stops, assisted ART 90 riders on migrating to new 9S
 - Acted as ambassadors for 9S and provided information about routes, stops and service



PULSAR ADVERTISING

The 9S Story

Grassroots and PR

- Educating ART 90 Riders
 - Letters to ART 90 regular riders
- Outreach to Potential 9S Riders
 - 5,400 residential, 3,000 commercial property mgmt
 - 16,500 to Charles E Smith
 - 5,000 to EPA
 - Hand delivered to area businesses



PULSAR ADVERTISING

The 9S Story

What we learned ...

- Integrated marketing and branding effort for new Metrobus route ***builds ridership***
- Partnering with business and community leaders ***helped to retain long-time ART ridership*** to a new Metrobus service
- Coupons and give-aways ***help build test ridership***



PULSAR ADVERTISING



PULSAR ADVERTISING

Magnify the Ripple Effect of Your Marketing Investment

Your Questions



**Metropolitan Washington Council of Governments
Second Half FY06 Marketing Campaign Summary
Final Report**

Background

Since 2002 Commuter Connections has implemented a continuing and extensive integrated communications program aimed at the Washington metropolitan region to develop awareness and understanding of Commuter Connections' services and the various alternatives to commuting alone by car, including public transit, telework and ridesharing. Additional focus was also given to marketing the Guaranteed Ride Home program and bicycling through the annual Bike to Work Day event.

According to the 2004 State of the Commute survey results:

- 66% of all regional commuters said they had heard of Commuter Connections
- 40% knew that Commuter Connections sponsored the Guaranteed Ride Home program
- 28% knew the organization offered general rideshare information

Based on these findings the 2006 regional TDM marketing program was developed to convert high awareness levels into increased action. Specific tactics for accomplishing this include:

- *Solidifying the base by continuing to drive awareness levels* through high reach and frequency marketing such as radio, for the overall benefits of alternative commuting, Guaranteed Ride Home and Ridematching Programs. This tactic is supported by the following State of the Commute findings:
 - 69% of respondents who had taken some action said the advertising they saw or heard encouraged the action*
 - 70% of respondents who took an action* were driving alone at the time
 - 61% of respondents who sought information but had not made a commute mode change were likely to try using an alternative mode within the next year

*Action may include seeking a carpool/vanpool partner, starting an alternative mode, seeking out commuter service information via Internet or contacting a commuter organization.

- *Focusing on increased promotional emphasis on ridesharing.* According to the State of the Commute, 47% of area workers did not carpool because they did not know anyone with whom to carpool, whereas 16% of respondents knew that Commuter Connections offered help finding a carpool or vanpool partner. The marketing strategy was therefore to generate higher awareness of our ridematching services and communicate the message that finding a potential rideshare partner is Free, Quick and Easy through Commuter Connections.
- *Leveraging partnerships with area employers to implement a more focused “community based” program.* Social science research indicates that we are most likely to change our behavior in response to direct appeals from others. The community in this instance is the work community – a significant and influential community in terms of commuter behavior. This has also been validated by the State of the Commute which reported that respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered commuter benefit programs at the worksite.

Highlights

Radio was again selected as the primary communication vehicle for the spring 2006 campaign, since it is the most efficient way to target SOV commuters, specifically during “drive times” when they are feeling the most frustration. Radio provides consistency for the Commuter Connections brand, as well as the foundation for maintaining awareness levels. Supporting this communications strategy was a combination of outdoor advertising and a direct marketing campaign targeting those having the highest propensity to carpool or vanpool. The target audience was selected based on a PRIZM analysis of the Commuter Connections Rideshare database (inclusive of records containing carpool and vanpool commuters).

General Marketing

Reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio.

The 60 second and 30 second spots created in the fall of 2005 were also used for the spring campaign. The spots emphasized the frustration of traffic and the benefits of participating in commuting solutions offered through Commuter Connections.

- a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all of the various commute modes and that they are backed by the GRH program.
- b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.

- c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but that they find a common ground when it comes to ridesharing.

Radio

The total radio outlay for the second half of FY06 is \$410,000.

The radio spots which aired during three two-week flights and two three-week flights between February 6, 2006 and June 25, 2006 achieved a 75% reach and 24 frequency. The radio campaign aired on 18 mainstream stations in 11 main and seven outer markets. The flights skewed toward morning drive time. Washington stations daypart mix (60% am drive, 30% pm drive, 10% M-F 6a-7p). Outer Market stations daypart mix (45% am drive, 40% pm drive, 15%Sa/Su 10a-7p).

Due to the overcrowded conditions of transit, increased emphasis was been given to marketing toward potential carpoolers. Hence, the three radio spots were rotated at 50% Ridematching, 25% GRH and 25% general marketing for the entire flight.

Washington Stations:

WTOP-AM	All News
WJFK-FM	Talk
WBIG-FM	Oldies
WARW-FM	Classic Rock
WROX-FM	Adult Contemporary
WMMJ-FM	Urban Oldies
WJZW-FM	Smooth Jazz
WASH-FM	Soft Rock
WMZQ-FM	Country
WHUR-FM	Adult Urban
WWDC-FM	Album Rock

Stations in Outer Markets:

WKIK-FM	Country	Calvert & Charles Counties
WSMD-FM	Classic Rock, Oldies	Calvert & Charles Counties
WFRE-FM	Country	Frederick County
WAFY-FM	Adult Contemporary	Frederick County
WFMD-FM	News/Talk	Frederick County
WBQB-FM	Adult Contemporary	Spotsylvania & Stafford Counties
WFLS-FM	Country	Spotsylvania & Stafford Counties

Mass Marketing FY05 2nd Half Media Schedule

		2006																												
		JANUARY					FEBRUARY				MARCH				APRIL				MAY				JUNE							
MEDIA		26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19			
Radio																														
:60 Spots																														
Includes spots in outlying markets																														
Total Traffic Net																														
:15 Traffic Spots.																														
Outdoor																														
(Includes Production)																														
30-Sheet Posters																														
Frederick County																														
Prince William																														
Rotary Bulletins																														
Prince Georges																														
Radio Target Audience																														
Adults 35-54																														
Drive to Work Alone																														
\$75k HH Income																														

Added-Value Opportunities

WASH-FM

97.1 - Adult Contemporary

A morning drive promotion occurred during the week of April 3. Each day, Monday through Friday, the nth caller won a "Commuter Care Package" courtesy of Commuter Connections. The package contained items such as oil changes, car wash certificates, CDs, gas cards, etc. COG received a total of 20 on-air promotional mentions; 10 of those being live, which aired Monday through Friday 8-10 AM and 10 being pre-recorded which aired Monday through Friday 9 AM to 5 PM. Contest details were also included on the WASH website with a link to the Commuter Connections website.

WGMS-FM

104.1 Classical

To coincide with the Winter Olympics, WGMS hosted "The Classical Olympics". Listeners went to wgms.com and selected their own "Olympic Team" from a list of composers. Each daypart on the station featured a different "Olympic event" with various classical composers participating. During that daypart, pre-selected "Medal Winners" were announced. If a listener had the correct composers on their team, they earned points for their medals—5 points for gold, 3 for silver, and 1 for bronze. The games continued until February 24 and on February 27 the overall gold, silver, and bronze winners (based on accumulated points throughout the 2-week period) were announced. Commuter Connections received a minimum of 40 promotional announcements, logo and link on the Classical Olympics page of wgms.com, and logo inclusion in 2 Classical Eletters.

WJFK-FM

106.7 - Talk/Personality

"Time Out" vignettes highlighted community events and current happenings. Commuter Connections received a minimum of 10, 10-second promos for each week scheduled on the station. In addition, WJFK handed out Commuter Connections brochures at various station events throughout the campaign period.

Outdoor Advertising

Radio advertising was supplemented with billboards in Frederick, Prince William and Prince George's counties. The budget for the outdoor advertising was \$47,900. The billboards carried a similar look and feel to that of the direct mailer.

- Frederick County (Mar-May) MD 40 1000 Ft. East of Hollow Rd. facing North
- Prince George's County (Mar – May) Rt. 301 500 Ft. South of Pennsylvania Ave facing South
- Prince William County (April & May) Sudley Blvd. 100 Ft. East of Barrett Dr. facing East

Due to wrinkles in one of the billboard's wallpaper, Clear Channel provided an additional billboard in Manassas for one month in May at no cost (including production). The make good appeared at Rt. 28 North of Rt. 234 Godwin Dr., a \$4,200 value.



Ridematching Direct Mailer Campaign

The direct mailer campaign was developed to increase top-of-mind awareness that it's "Free, Quick and Easy" to find a potential rideshare partner through Commuter Connections. Maryland households within close proximity of HOV lanes received a mailer which incorporated an HOV message. Due to capacity volume on Virginia HOV lanes, the HOV themed mailer was limited to only Maryland households.

A total of 423,300 mailers were released in waves over ten consecutive weeks beginning late February. The non-HOV versions were sent to 158,737 households and 52,912 were sent the HOV mailer. Each household received the mailer twice (unless they responded to wave one prior to the second wave mailout).

The coverage area for the direct mail campaign is listed below:

Alexandria	Arlington	Calvert
Charles	DC	Fairfax
Frederick	Loudoun	Montgomery
Prince Georges	Prince William	Stafford

The mailers were targeted based upon the use of a PRIZM analysis of the Commuter Connections rideshare database. The mailer distribution identified and pinpointed target neighborhoods that are prone to having a higher propensity to carpooling/vanpooling, based on lifestyle segments.

HOV Mailer

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol Street NE Suite 300
Washington DC 20077-0637

FIRST CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC
Postage Will Be Paid By Addressee

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WHEN YOU RIDESHARE, IT JUST TAKES TWO TO REDUCE YOUR COMMUTING FRUSTRATION.

With the carpool ridematch service from Commuter Connections, find your perfect match the free and easy way.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

RIDESHARE.
Save Money. Save Time. Reduce Frustration.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FIND THE PERFECT MATCH FOR YOUR COMMUTE AND ENJOY MILES OF SMILES.

A FREE SERVICE BY COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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

**FIND YOUR PERFECT RIDESHARING MATCH,
SAVE MONEY AND TIME, AND START SMILING ABOUT
YOUR COMMUTE.**

Consider a carpool or vanpool and reduce the frustration of your commute. And when you ride in an HOV lane, you may also save some time. Save some money by sharing the costs of your commute, from gasoline to tolls and parking. And if you take turns driving, you'll enjoy lower mileage and your car will experience less wear and tear going to and from work.

Register today. It's FREE and finding rideshare partners is as easy as 1-2-3.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 300 Park & Ride Lots suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

To register for ridesharing:

Step 1 Return the attached application, apply online at www.commuterconnections.org, or call 1-800-745-RIDE.

Step 2 We'll send you a matchlist with names and phone numbers of people with commutes similar to yours. Conversely, your name and phone number will be made available to others who have compatible commutes with you. *Other than your name and phone number, all other personal information will remain confidential at all times. You can request to be removed from the database at any time.*

Step 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.

Bonus: Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home program.

When you carpool, vanpool, bicycle, walk or take public transit at least twice a week, you're eligible for our FREE Guaranteed Ride Home program.* So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even a rental car — whatever it takes to get you home — up to four times each year! Register today to take control of your commute, then enjoy the benefits of our free Guaranteed Ride Home program.

Register for Ridesharing and/or Guaranteed Ride Home TODAY by completing and returning the application below, visiting www.commuterconnections.org, or calling 1-800-745-RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

*Some restrictions apply to the Guaranteed Ride Home program. Visit www.commuterconnections.org for full participation guidelines.

Save money. Save time. Reduce frustration. It's free and easy.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!
Here's where you start... Please complete the form below, including sections A and/or B and return it today!

Name _____ Employer/Agency _____
Home Address _____ Work Address _____
City _____ State _____ ZIP _____ City _____ State _____ ZIP _____
County of Residence _____ County of Workplace _____
Home Phone Number _____ Work Phone Number _____
E-mail (optional) _____ I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

Drive Alone Carpool Vanpool Bicycle Walk Bus (specify bus system & route # — see Member Route list)

Metrorail (specify at what station: Blue Green Orange Red Yellow) MARC (specify train line: Brunswick Camden Penn)

VRE (specify train line: Manassas Fredericksburg) Other (specify): _____

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules — Please send me information about:

Metrorail/Bus Information Telework/Telecommute (VRE/MARC) Local Bus Transit MTA Transit Metrochek Bicycling

Section A Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool, would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool, would you prefer to:

Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.
I can leave _____ minutes before or _____ minutes after my normal work time.

Section B Guaranteed Ride Home* We'll get you home. **Guaranteed.**

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____
Supervisor's Phone Number** _____
How many miles is it from home to work one way? _____

QUESTIONS? Visit www.commuterconnections.org or call 1-800-745-RIDE.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

*Some restrictions apply to the Guaranteed Ride Home program. Visit our web site for full participation guidelines. **Necessary for verification of unscheduled overtime.

The chart below indicates the neighborhood segments targeted for the direct mailer distribution. 85% of the segments have indexes of 190 or higher, meaning these households are at least 90% more likely to use a ridematching service than the “average household”. Using this model, an average household would index at 100, and households less likely to use a ridematching service would index below 100.

Segment	Index	Percentage of Mailed To	% of Returns
Big Sky Families	207	4%	3%
Brite Lites, Li'l	191	21%	21%
Country Casuals	286	2%	1%
Country Squires	226	16%	12%
Fast Track	296	2%	7%
God's Country	190	11%	12%
Kid Country, USA	198	2%	1%
New	224	9%	8%
Other	51-	14%	1%
Upward Bound	260	13%	24%
White Picket	216	6%	9%

A total of 629 responses were recorded. The majority of respondents 75%, mailed back the built in application form while 25% received the mailer and as a result, applied through the web site. The primary focus of the mailer was geared toward the Ridematching service, hence 65% of applications received were from commuters requesting match lists. Recipients currently in alternative commute modes were also provided with the opportunity to apply for the Guaranteed Ride Home Program. 35% of applications requested the GRH program.

Collateral

Newer sleeker versions of two Commuter Connections brochures were updated. These brochures replace the “Smarter Way to Work” (SWTW) brochure and the previous Guaranteed Ride Home brochure which depicted the angel holding a taxi cab. Going forward, the updated SWTW green brochure will be referred to as the General Services brochure, as it touches on all services provided by Commuter Connections. The GRH brochure is red in color. A totally new brochure has also been introduced, the yellow Ridesharing brochure. Previously, Commuter Connections did not have a brochure specifically geared toward our ridesharing service. As this is one of the primary services provided by Commuter Connections, a stand alone brochure was warranted.

General Services Brochure

Commuter Options and Services

Carpool/Vanpool Ridesharing
With volatile gas prices and growing gridlock, commuters that drive alone spend more money and experience more stress getting to and from work. More area commuters are finding that ridesharing in carpools or vanpools is one of the most effective and convenient ways to help cut travel time, costs and frustration. Using our database that contains thousands of area commuters, we can help you find ridesharing partners with commutes similar to yours. Contact us about ridesharing, or visit our web site to get started. You can also use our online Commuter Bulletin Board to locate carpool or vanpool partners.

Guaranteed Ride Home
The Guaranteed Ride Home program provides a free ride home for registered commuters in the greater Washington metropolitan region who rideshare, bicycle, walk or take public transit to work at least twice a week. In the event of an unexpected emergency or unscheduled overtime, Commuter Connections will arrange for a free taxi or even a rental car – whatever it takes to get you home – up to four times each year. Some restrictions apply, so visit our web site for participation guidelines and to register for the program.

Public Transit
Public transit provides a dependable commuting option that can get you to work and back home on a regular schedule, eliminating the stress associated with driving in unpredictable traffic. Commuter Connections provides information about transit services in your area.

Commuting Alternatives

Telework
Through the use of information technology, many employees are now able to replace work-related travel with teleworking – working at home or close to home at fully equipped telework centers. Employers and employees have found teleworking one or more days a week improves the quality of life, increases productivity, as well as reduces absenteeism, sick leave and late arrivals due to traffic. Contact us to find out how to make teleworking work for you, and ask us about regional telework centers.

Flextime and Compressed Work Schedules
Flextime programs give employees the option of adjusting their arrival and departure times from work which helps to avoid peak travel times and, thus, the worst traffic of the day. Another effective way to help cut commuting time is a compressed work schedule (such as a four-day, 40-hour week), which can eliminate one day of commuting per week. Commuter Connections can help employers set up a flexible or compressed work schedule program.

Employer Services

SmartTrip and Metrocheck
Commuter Connections Employer Services representatives are available to help businesses and their employees find commuting solutions that will contribute to better efficiency, productivity, and employee retention. We can assist employers with setting up SmartTrip and Metrocheck programs that provide fare cards, allowing monthly tax-free transportation benefits for employees. Other assistance available to employers includes employee commuter surveys, on-site transportation assessments, parking management strategies and program tracking.

www.commuterconnections.org

Reduce Stress and Save Time and Money on Your Commute

COMMUTER CONNECTIONS
SMARTER WAY TO WORK

Commuter Connections is a regional network of transportation organizations coordinated by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Established 30 years ago, we began as a source for commuters to find rides to and from work, providing one of the first computerized carpool matching systems in the nation. Since then, our free services have expanded to help both businesses and their employees find flexible solutions for a better commute. The following are just some of the services we offer:

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through:
District of Columbia Department of Transportation
Maryland Department of Transportation
Virginia Department of Transportation
US Department of Transportation

For more information about commuting solutions, visit our web site at www.commuterconnections.org or call 1-800-745-RIDE.

COMMUTER CONNECTIONS
SMARTER WAY TO WORK

777 North Capital Street, NE Suite 300
Washington, D.C. 20002-4239

Free Commuter Services

Flexible Solutions for a Better Commute.

1-800-745-RIDE
www.commuterconnections.org

Bike to Work Day

To encourage more commuters to try bicycling as a viable method of getting to and from work, once again Commuter Connections coordinated Bike to Work Day (BTWD) on Friday, May 19th. The event is organized along with the Washington Area Bicyclist Association. Individual pit stop celebrations are managed mainly by the local County and City governments as well as employers and retail entities such as Whole Foods and bicycle shops.

Both novice and experienced cyclists rode to and from work stopping at 21 “pit stops” located strategically throughout the region. Maryland pit stops include Bethesda, Bowie (2), College Park, Frederick, National Institutes of Health, North Bethesda, Rockville (2), Silver Spring and Waldorf; Virginia pit stops include Alexandria, Arlington, Dulles (AOL), Fairfax, Fairfax City, Leesburg, Reston, Sterling and Vienna. The largest celebration was held at Freedom Plaza in downtown D.C.

Participants who pre-registered and participated in the event received a free T-shirt, and were automatically entered into a raffle to win one of several bicycles valued at \$1,000. All participants also enjoyed free giveaways, breakfast items and other raffle opportunities at the individual pit stops.

This year’s sponsorship drive resulted in \$16,200 raised through ten cash sponsors. Major sponsors included Preferred Offices, and goDCgo.com, a new traveler information system by DDOT. The BTWD event for 2006 was hugely successful. Registration jumped by 30%, from 4,844 in 2005 to 6,263.



BTWD 8.5" x 11" Poster – 20,000 printed

Free posters and rack cards were made available to employers and merchants interested in promoting the event.

FRIDAY MAY 19

Bike to Work Day 2006

Fun, Food and Prizes!

PRE-REGISTER BY MAY 12

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

REGISTER TODAY for this free event at www.waba.org or 202-518-0524

Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

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

PIT STOPS

- ALEXANDRIA
- ARLINGTON
- BETHESDA
- BOWIE
- COLLEGE PARK
- DOWNTOWN DC
- DULLES
- FAIRFAX
- FAIRFAX CITY
- FREDERICK
- LEESBURG
- NORTH BETHESDA
- RESTON
- ROCKVILLE
- SILVER SPRING
- STERLING
- VIENNA
- WALDORF

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Logos for sponsors: Preferred Offices, goDCgo.com, Washington Area Bicyclist Association, Capital Crescent Trail, VPSI Inc., Computer Page, M opens doors, CARIBBU COFFEE, TIMBUK2, D.C. Lottery, REI, TOPEAK, BRUZZA, PEDROS, BELL, RESTON TOWN CENTER, JAMIS BICYCLES, JANDD MOUNTAINEERING, cannondale, HONEST TEA, WHOLE FOODS MARKET, SERFAS.

BTWD Take One, 3.67" x 8.5" 50,000 printed

FRIDAY MAY 19



Bike to Work Day 2006

PIT STOPS
 ALEXANDRIA
 ARLINGTON
 BETHESDA
 BOWIE
 COLLEGE PARK
 DOWNTOWN DC
 DULLES
 FAIRFAX
 FAIRFAX CITY
 FREDERICK
 LEESBURG
 NORTH BETHESDA
 RESTON
 ROCKVILLE
 SILVER SPRING
 STERLING
 VIENNA
 WALDORF

PRE-REGISTER BY MAY 12

For specific pit stop locations and times visit www.waba.org.

WIN A FREE BIKE!
 Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

FUN, FOOD AND PRIZES!
 Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

REGISTER TODAY for this free event at www.waba.org or 202-518-0524



FRIDAY MAY 19

Bike to Work Day 2006

GEAR UP FOR BIKE TO WORK DAY
 Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.



JOIN A COMMUTER CONVOY
 Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit www.waba.org.

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

 Preferred Offices
  City Bikes
  Washington Area Bicyclist Association

goDCgo.com
 KRYPTONITE
  THE CAPITAL CRESCENT TRAIL
 bikes@vienna

 VPSI Inc.
  Commuter Page
  M opens doors
  KREI

 CARIBU COFFEE.
  TOPEAK PREPARE TO RIDE
  TIMBUK2

 D.C. Lottery Charitable Games
  HONEST TEA Real Tea. Real Taste. Honest.
  JAMIS BICYCLES
  BELL

 BREEZE transportation for a healthy planet
  RESTON TOWN CENTER
  SERFAS
  JANDD MOUNTAINEERING

 WHOLE FOODS MARKET
  cannondale
  PEDROS

BTWD Bus Poster, 78" x 14"

Three posters appeared on each of six Circular buses in downtown DC in April and May in support of the Bike to Work Day event. This interior bus signage was given to the event at no cost through the Downtown BID as part of their Gold level sponsorship package along with a cash donation on behalf of goDCgo.com

FRIDAY MAY 19
Bike to Work Day 2006

WIN A FREE BIKE!
Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

FUN, FOOD AND PRIZES!
Pick up your FREE 25oz complimentary meal, free giveaways and more at one of the commuter pit stops on your way to work.

GEAR UP FOR BIKE TO WORK DAY
Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.

REGISTER TODAY for this free event at
www.waba.org or 202-518-0524

JOIN A COMMUTER CONVOY
Participants are welcome to ride with experienced cyclists in "commuter convoys" organized by WABA volunteers. For more details visit www.waba.org.

PIT STOPS

ALACRATA	COLLEGE PARK	HYATTSVILLE	LEESVILLE
ANNAPOLIS	CRANFORD	JANESVILLE	ROCKVILLE
BETHESDA	FAIRFAX	LAUREL	SUDBURY
BETHESDA	FAIRFAX	LAUREL	SUDBURY
BETHESDA	FAIRFAX	LAUREL	SUDBURY

For specific pit stop locations and times visit www.waba.org.

SPONSORS: COMMUTER CONNECTIONS, Preferred Offices, goDCgo.com, bikes@vienna, Computer Page!, M opens doors, REI, CARBON COPY, HONEST TEA, TIMBUKTU, WHOLE FOODS, JANDU, TOPEAK, BELL, D.C. letters, JANDU, TOPEAK, BELL, D.C. letters, JANDU, TOPEAK, BELL.

BTWD :60 Radio Script

Radio spots promoted the event (approximately 75) which aired during the weeks of May 1st and May 8th. Registration doubled during that two week period from 2,500 to 5,000.

Put a positive spin on your commute, burn calories instead of gas. Commuter Connections invites you to get into gear on Friday, May 19th for Bike to Work Day! Join thousands of commuters and show your support for bicycling as a fun and healthy way to get to work. Bike to Work Day is a free event. To register, visit W-A-B-A.org get a free T-shirt, breakfast items, and other giveaways at 21 pit stops located in Maryland, Virginia and DC.

Ride with a friend or join an organized commuter convoy with experienced cyclists. Register early to claim your free T-shirt and enter for a chance to win bicycles valued at up to \$1,000! Simply visit W-A-B-A.org that's W-A-B-A.O-R-G or call 202.518.0524. Remember, Bike to Work Day is Friday May 19th! Sponsored by Commuter Connections, City Bikes, Preferred Offices, goDCgo.com, and the Washington Area Bicyclist Association.


BTWD Pit Stop Banner

Commuter Connections provided banner art for 13 of 21 pit stops who were willing to have a banner printed and paid for locally. If permitted by local ordinances, some pit stops were able to hang the banners at or near the pit stops in advance of the event. In this instance, the banners served as a promotional tool to generate registration. Otherwise they were used exclusively as a back drop for the local events.

JOIN US FOR

Bike to Work Day 2006


FRIDAY MAY 19





Arlington
Rosslyn Gateway Park
7:00 am to 8:30 am

Register today at www.waba.org or 202.518.0524

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

 Washington Area Bicyclist Association

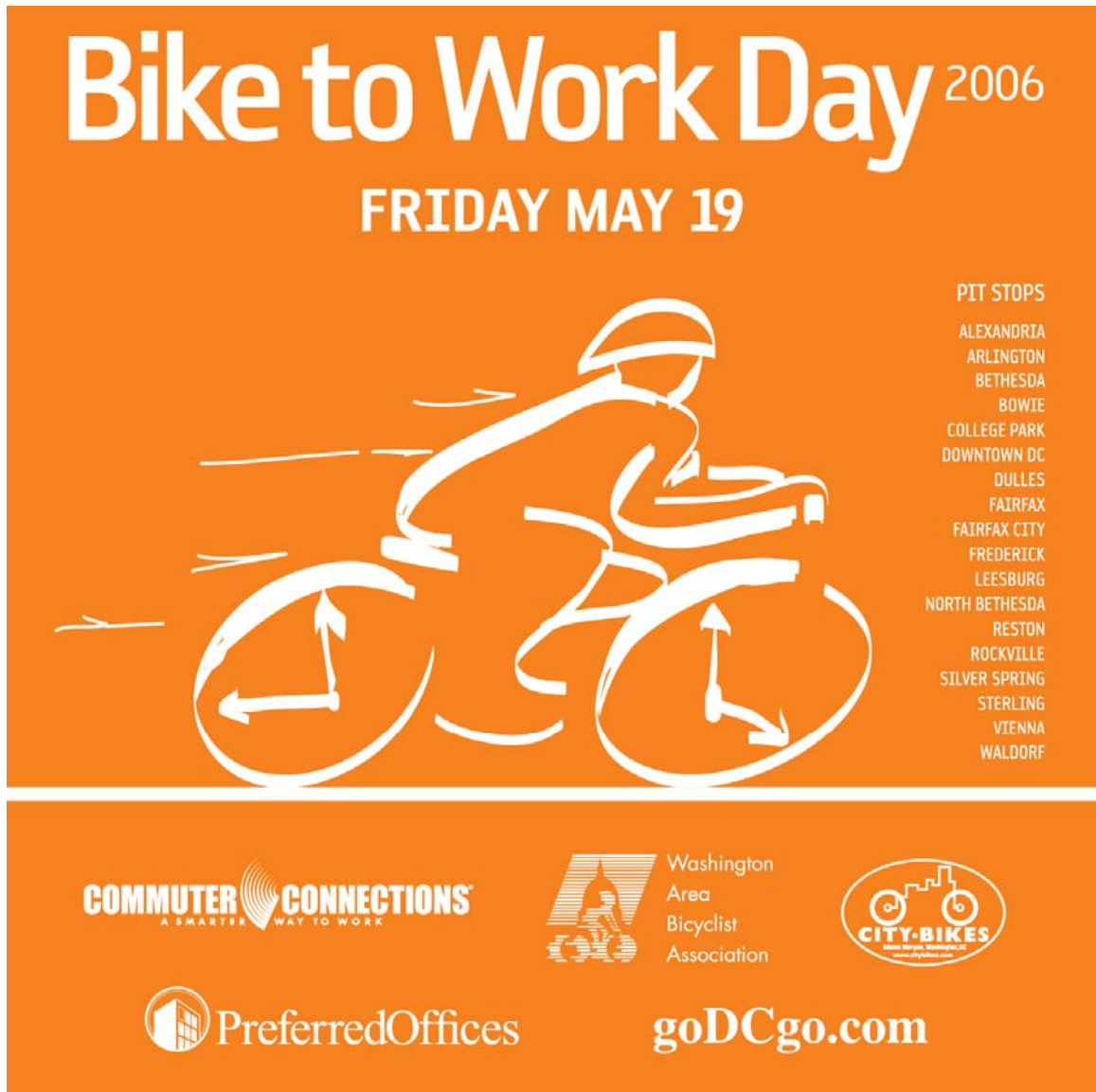
 CITY-BIKES

 Preferred Offices

goDCgo.com

BTWD T-Shirt

The sponsorship funds were used to print 5,000 color T-shirts for the event. Total cost \$3.46 each for a grand total of \$17,296.00



Spring Issue and ETC Insert

The cover story focused on the Pedestrian Safety campaign. Other stories included the COG Freeway Study, Sperling's Best Cities for Teleworking Report, Carsharing in D.C., Rockville Commuter Maps, New Hybrid HOV Laws and Domestic Oil Self-Sufficiency Study.

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- 6 Research Exchange Study Shows How Domestic Oil Self-Sufficiency Impacts

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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

AREA LEADERS UNITE TO PROMOTE PEDESTRIAN SAFETY CAMPAIGN

Fairfax County Board Chairman Gerry Connolly, Arlington Board Chair Chris Zimmerman, Alexandria Mayor William Eubank, Alexandria Councilman Louisa Gaines, D.C. Metropolitan Police Chief Charles Ramsey, and other leaders voiced their support for Street Smart's outreach and enforcement efforts and outlined initiatives in their local jurisdictions to reduce the number of unnecessary pedestrian deaths and injuries.

According to statistics from the National Capital Region Transportation Planning Board, pedestrians account for one-fourth of the region's motor vehicle related deaths, or approximately 89 fatalities a year. In addition, a September 2005 study by the Inova Regional Trauma Center and COG shows that the responsibility for pedestrian accidents is shared almost equally between drivers and pedestrians.

The Street Smart pedestrian safety effort focuses on three E's: education, engineering and enforcement. The education component of the campaign targets pedestrians, cyclists, and drivers, and includes information about devices designed to enhance pedestrian safety such as crosswalks, pedestrian warning signs, pedestrian signals, and reflective materials for nighttime safety. A strong focus of the campaign is reaching the Hispanic audience through Spanish language brochures and advertising.

A shored-up region-wide enforcement initiative will complement the education/enforcement blitz. Engineering initiatives include improved sightlines, signals, and markings, and the use of technology such as laser detectors and "yummy" lighting for crosswalks.

Local Efforts Support Pedestrian and Bicyclist Safety

To support employers' efforts to promote bicycle safety, a partnership between Arlington County, the City of Alexandria, the District Department of Transportation (DDOT), and the Washington Area Bicyclist Association (WABA) will produce a bicycling safety guide that will define the rules of the road, bicycling regulations, and safe bicycling habits. WABA, DDOT, Arlington County, and the City of Alexandria will also be distributing information cards that describe how to use bike lanes. The cards will be available in summer 2006 at local libraries, bicycle stores, and government offices. You can request these cards from WABA at (202) 518-0524 or via www.waba.org.

The North Bethesda Transportation Management District (TMD) offered two free "Walkable Communities/Pedestrian Safety" workshops in May 2, 2006. The workshops, sponsored by the State of Maryland and the National Center for Bicycling and Walking, included presentations on successful pedestrian design, safety, education, and enforcement. Each workshop also included a "walking audit" to help identify areas of concern and to suggest potential short and long term solutions and improvements that would make both the Executive Boulevard area and the area around

Area officials from the District of Columbia, Maryland, and Virginia launched the 2006 sponsored Street Smart campaign and reaffirmed their dedication to pedestrian safety during a recent press conference in Alexandria.

The Taklebrook Metro station more pedestrian friendly. For more information, please call (301) 770-8108 or send an e-mail to inf@edot.org.

To give would-be cyclists a leg up, some US jurisdictions are developing "bike stations" which are secure, sheltered facilities that enable commuters to more conveniently connect with public transportation by bicycle. More than just places to lock bikes, such stations can also provide showers and lockers, bike repair services, and bike rentals that make bicycle commuting easy, fun, and safe. A not-for-profit organization called Bikestation is working with the District of Columbia to establish a Bikestation facility at Union Station. Arlington County is looking for funding to build a Bikestation at the Ballston Metro as well.

Some employers support bicycling and walking to work by offering incentives that make these modes of travel more attractive than driving. Calvert Group located in Bethesda, Maryland, offers their 175 employees a bicycling subsidy of \$350 every three years to purchase a bike, helmet, or other bicycling equipment, or a walking subsidy of \$120 per year for walking shoes. They also have showers and lockers at the marketplace.

Creating a walkable, transit-oriented community
Executive Blvd.
From Washington, DC to a town

Spring 2006

FEDERAL ETC UPDATES

Employee Transportation Coordinator

PARTICIPATE IN THE TELEWORK EXCHANGE TOWN-HALL MEETING

The Telework Exchange will host a town hall meeting on Thursday, June 15, 2006, at the Ronald Reagan Building in Washington, D.C. You are invited to take part in a series of lively discussions with a diverse set of stakeholders—from legislators and agency telework advocates to government telework managers and affiliated organizations.

Hear about ongoing efforts to promote and establish telework as standard operating procedure across the federal government. Topics will include current mandates and policies, forward-thinking legislation, and existing telework programs. Gain valuable insight from successful telework initiatives and individuals managing and participating in those initiatives. Ask questions, voice concerns, make suggestions and become an active member of the telework community.

For more information, please visit www.teleworkexchange.com.

THE TELEWORK EXCHANGE: A TOWN HALL MEETING
FEDERAL TELEWORK - WHO'S DRIVING THE BUS?
JUNE 15, 2006,
8:00 a.m. to 3:00 p.m.
RONALD REAGAN BUILDING,
WASHINGTON, D.C.
REGISTER TO ATTEND:
INFO@TELEWORKEXCHANGE.COM

2006 Employer Recognition Awards

Commuter Connections hosted its ninth annual Employer Recognition Awards and breakfast on June 28, 2006 at the National Press Club in Washington, D.C. The ceremony honored outstanding employers in the region who are making positive steps to reduce traffic congestion and improve air quality. The annual awards ceremony recognizes employers under the categories of Marketing, Incentives and Telework. Awards applications were submitted by employers and judging took place in March through a Selection Committee, moderated by NDW Communications. Collateral material developed for the event included invitations, signage, recognition print ads, and program booklet. Giveaways were also provided to guests. Other notable supporting materials included a video highlighting employer programs, trophies, coordination of presenters and preparation of speaking remarks.

Brochure & Application

The image displays a collection of promotional materials for the 2006 Employer Recognition Awards. On the left is the 'Employer Recognition Awards Application Form' (2006), which includes sections for Eligibility, Deadline, Instructions, and Contact Information. The form asks for details about the organization, the program, and the award category. In the center is a brochure titled 'Employer Recognition Awards' with the heading 'Examples of employer programs' and a list of initiatives like telework, transit, and parking. On the right is a print advertisement for the awards, featuring the text 'Commuter Connections Employer Recognition Awards Application' and '1-800-745-RIDE'. The ad also includes a testimonial from a National Wildlife Federation employee and the Commuter Connections logo.

Invitations

The Metropolitan Washington Council of Governments invites you to the 9th annual presentation of the

Commuter Connections Employer Recognition Awards

WEDNESDAY, JUNE 28, 2006
8:30 a.m.
AT THE
NATIONAL PRESS CLUB
529 14th St. NW, Washington D.C.
Corner of 14th & F • 13th Floor Ballroom
Metro Center • Exit onto 13th St.

PLEASE RESPOND BY JUNE 21, 2006
Each invitation provides admittance for two people.
For more information, call 202-962-3327




The Commuter Connections Employer Recognition Awards

salute the achievements of employees in the Washington metropolitan region who have voluntarily initiated programs to encourage their employees to use commuting alternatives. The eighth annual awards will be presented to one employer in each of the categories of Marketing, Incentives, and telework.

Additionally, COG will recognize the work of the Employer Services Sales team that has most successfully met its goal of supporting employers to develop and expand their employee commute benefit offerings. COG will also honor an organization that has created a new program or implemented an innovative solution that has helped to foster employer-based action in support of alternative commuting methods.

We look forward to seeing you at this exciting event!




Program Booklet

Commuter Connections Employer Recognition Awards

WEDNESDAY, JUNE 28, 2006

Chairman

National Capital Region Transportation Planning Board



Washington D.C. is one of the most admired and visited cities in the world and the National Capital Region is a vibrant area with a strong economy and an ever growing population. Along with these accolades, the metropolitan area is also home to some of the worst traffic congestion in the nation. High gasoline prices compound daily commuting woes and employees and employers alike are looking for solutions.


The business community plays a vital role in shaping the commuting behavior of their employees. Companies who offer commuter benefits are true catalysts toward changing drive-alone patterns. These programs are not only a goal idea for employees and the environment but they make good business sense. Companies that offer outstanding commute programs as part of their overall benefits package are able to attract and retain highly qualified employees. Many businesses also enjoy reduced overhead costs as a result of lower parking and

Marketing

Discovery Communications Inc.

Silver Spring, MD

Discovery in Maryland to offer items commuting Employee board provides employees a connection to main building and address. In 2005, County Comm




Incentives

George Mason University


Fairfax, VA

George Mason University is a state owned university with campuses in Fairfax, Prince William County and Loudoun County. They have offered the CommuterChoice Commuter Choice program since 1999 to its 5,000 employees to help ease traffic congestion. Employees who participate in the program receive up to \$105 per month transit subsidies that can be used on any transit or regional provider in the region. M



2006 Employer Services Sales Team Achievement Award

Montgomery County



This award is given to the Commuter Connections Employer Services sales team that has most successfully met its goal of partnering with employers to develop and expand commute benefits. Having a total of ten Employer Services sales teams with career representatives in the Washington metropolitan region that cultivate and support employer based transportation programs. Employers who offer commuter friendly programs encourage employees to try alternative means of getting to work besides driving alone. These practices lower the hourly cash flow demand on co

Telework

U.S. Postal Service Office of Inspector General (USPS OIG)

Arlington, VA

The USPS OIG conducts audits to promote economy, efficiency, and effectiveness, and investigations to promote integrity by preventing and detecting fraud and misconduct in the U.S. Postal Service. USPS OIG has adopted a Telework Program in October 2001. In June 2004, USPS OIG Inspector General, David C. Williams, supported the creation of a formal Smart Workplace policy for his employees. Smart Workplace allows optimal performance of OIG staff based on a fundamental change in management style, where project deadlines, not people's behavior, are managed. By December 2004, Smart Workplace was launched, successfully replacing the agency's legacy Telework Program.

The USPS OIG has 850 employees nationwide and 358 employees at their Arlington headquarters. All employees participate in Smart Workplace with the mobility working remotely performing audits and investigations as often as 3 times per week. This is made possible by the introduction of the Virtual Free Office, an essential centralized call center that manages customer requests. Smart Workplace ensures guidance using sound performance measures and mobility through enabling technologies.

Smart Workplace includes modern office design concepts, "hoteling" and "team rooms," that are being adopted in certain field locations. These working space changes enable cooperative arrangements for teams to promote collaboration, planning, and innovation.

Purpose:

- Smart Workplace applies to all USPS OIG employees, regardless of physical work location. The flexibility to work remotely is immediately available to any new employee.
- Employees are responsible for developing project plans for tasks assigned by managers.
- Managers and the employees develop their internal performance expectations to ensure accuracy, understanding, and alignment to goals.
- All employees receive laptop computer systems, remote access, and phone cards to fully enable the mobile workforce. Managers are also provided wireless communication devices such as BlackBerry PDA's and cell phones.

Results:

- 38 employees x 53 miles x 144 days = 1,701,216 miles reduced annually

2006 Employer Services Organization Achievement Award

Washington, DC Economic Partnership

Washington, DC Economic Partnership

The Washington, DC Economic Partnership (formerly known as the Washington, DC Marketing Center) is a non-profit, 501 (c)(3) public/private partnership dedicated to increasing economic development in the District of Columbia. The Economic Partnership is the first point of contact for companies that want to do business in the District. The Economic Partnership promotes business opportunities throughout DC, contributes to business retention and attraction activities and is a clearinghouse for economic development information.

As Washington, DC's corporate outreach and retention program, DC Business Connections (DCBC) is a symbol of the new and improved business climate in the Nation's Capital. The program was launched in 2000 by Mayor Anthony A. Williams, and since that time, the DCBC team has reached out to thousands of businesses. Through the DCBC program, companies are provided with solutions to problems that affect their everyday operations, including commuting challenges.

The Executive Pulse system is a tool used by DCBC to determine the needs of businesses and in turn, connects them with existing programs and resources available through its many partners, including Commuter Connections. From these, partners respond to the company's concerns and needs and can develop a plan of action. The Pulse system has helped over 40 companies in their efforts to find transportation solutions for their workers. Together, the Economic Partnership and Commuter Connections are joining forces to help DC employees, by making it easy to get the needed expertise and information about smarter ways to work.

Commuter Connections

congratulates the winners
of the 2006 Employer
Recognition Awards

These employers have been honored for voluntarily implementing innovative commuter transportation and telework benefit programs. We hope that through their example, more businesses will commit to creating a workplace where commuter transportation benefits produce a "smarter way to work" for their most valuable asset—their employees. Offering commuter benefit programs such as these, translates into higher employee productivity, morale and retention. Call us today to start or accelerate your company's commuter or telework programs.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

1-800-745-RIDE

www.commuterconnections.org

Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board



Discovery Communications Inc.
Marketing Award



USPS-OIG
Telework Award



George Mason University
Incentives Award

Employer Outreach

A qualitative phone survey was conducted among employers in spring of 2006 through NDW Communications. This research was initiated to gain insight about commuting challenges employers face and how they feel Commuter Connections may become a greater resource. The data was then used to help develop messaging for a direct mail piece to market Commuter Connections' Employer Outreach services. The mailer was sent at the end of June to approximately 1,000 Level 2 and some Level 1 employers within the following jurisdictions (Alexandria, Arlington, District of Columbia, Fairfax, Frederick, Loudoun, Montgomery, Prince George's, Prince William and Southern Maryland). The objective was to engage employers into discussions with their local outreach representative about establishing or expanding commuter benefit programs.

The direct mail piece was a 7x7" self-mailer. The three dimensional mailer focused on the concept of offering commuter benefits as a tool for better employee recruitment and retention. The mailer also touched on high gas prices, as employers may be more concerned lately with potentially losing good employees to competitors that may be closer to employees' homes or that may be equal distance, but who offer commuter assistance.

The headline is *"While you can't beam your employees to work, you can make them beam."* Other panels when unfolded use sub headers including *"Give them something to beam about."* *"Choose a smarter way to attract and retain the best employees with Commuter Connections."* The mailer also had a supporting loose letter insert, sticking out from a pocket. The letters were tailored to each jurisdiction and contained more specifics about the types of free services made available through the local Commuter Connections employer outreach program.

The promotion included a \$50.00 Visa® gift card incentive and employers were directed to a special landing page at www.commuterconnections.org/beam, which allowed them to enter their contact information in order to set up an appointment with their local Commuter Connections Employer Representative. The web site's content reinforced the \$50.00 free Visa gift card offer, while the graphics mirrored the direct mail piece.

Direct Mailer



Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington, D.C. 20002-4239

Commuter Connections wants to make you and your employees beam.

While you **CAN'T BEAM** your employees to work...



You can **MAKE THEM BEAM.**



GIVE THEM SOMETHING TO BEAM ABOUT.

Flexible solutions for a better commute.

Contact Commuter Connections today and we'll recommend commuting solutions for your employees. Our services are 100% FREE, and there's no commitment beyond our visit.



Choose a smarter way to attract—and retain—the best employees with Commuter Connections.

With no relief in sight to rising gas prices, now—more than ever—is the time to offer your employees flexible solutions for a better commute. Our Employer Services representatives will help your business customize transportation solutions that will help attract and retain the region's best employees and help make your business more successful.

Your local Commuter Connections representative will work on-site with you to help you realize the bottom line benefits to alternative commuting.

We'll start with an on-site transportation assessment and then offer confidential employee surveys to help you determine transportation options that are right for your business.

And don't forget about our free Guaranteed Ride Home program that provides peace of mind to commuters in the event of an unexpected emergency or unscheduled overtime.

See the enclosed insert to learn more about how we can assist with developing and implementing personalized commuter programs and benefits.

And how about a **FREE GIFT** to make *you* beam?



Schedule an appointment with your dedicated Commuter Connections representative and receive your free gift at the meeting.

WWW.COMMUTERCONNECTIONS.ORG/BEAM
1-800-745-RIDE

Letter Insert



A **FREE \$50.00 VISA® Gift Card** is *yours* for meeting with Commuter Connections. There are no commitments and our services are absolutely free!

First, the not so good news. Commuting to and within Southern Maryland can be costly, time consuming, and frustrating for your employees, especially for those who have to travel on Route 301 and the Route 2/4 Corridors. Now, for the GOOD NEWS, as members of Commuter Connections, the Tri-County Council for Southern Maryland can help! Our free business consulting services can provide flexible solutions to help take the frustration out of your employees' daily commutes. So, while we can't **beam** your employees to work, we can certainly help you make your employees **beam**!

According to the Society for Human Resource Management, it costs 150% of an employee's salary to recruit and train a new replacement employee. With no relief in sight for rising gas prices, some employees may decide to switch jobs in order to work closer to home. Others may choose to work for a different company, one that provides commuter-friendly benefits.

Choose a smarter way to attract and retain the best employees with Commuter Connections.

We will provide the expertise about commuter programs and services available in your area and work with you to devise a commuter transportation plan that suits your company's needs. **And don't forget, we've got a FREE \$50.00 VISA Gift Card waiting for you when you schedule your first meeting!**

Your dedicated representative will work on site with you to help you realize the bottom line benefits of offering a commuter program to your employees. Here are a few ways we can help boost employee productivity and job satisfaction:

- On-site **Transportation Assessments** and confidential online **Commuter Surveys** for your employees, administered by Commuter Connections, will provide you with a current snapshot of transportation challenges and allow us to recommend helpful solutions for your business.
- With **SmartTrip** and **Metrochek**, your company can offer up to \$105 in tax-free transportation benefits to employees each month, good for **Vanpool or Transit** service.
- **Finding Carpool partners** is easy with Commuter Connections. We help by identifying potential carpool partners that live near your employees who also work at, or near your office.
- **Flexible & Compressed Work Schedules** can help your employees avoid peak rush hour traffic and avoid commuting altogether on some days.
- Put **Telework** to work for your business. Today's technology allows employees to transparently perform their duties from home without office distractions. Commuter Connections can assist your organization with establishing a formal or informal telework program.
- **Guaranteed Ride Home** is a free service that provides peace of mind for unexpected emergencies or unscheduled overtime. It's available to carpoolers, vanpoolers, bicyclists and those who take transit twice a week. Commuter Connections will send a taxi or rental car free of charge, up to four times a year. Some restrictions apply.
- **Parking Management Strategies** can decrease parking demand and provide cost savings for your business. It can also allow for expansion of your workforce, without expanding your parking facilities.
- **Commuter Connections** can also help with **other alternatives** such as car sharing, transit shuttles, bicycling, Air Quality Action Days, information on HOV Lanes and Park & Ride Lots, transit schedules, conducting on-site transportation fairs and more!

Customized solutions bound to make you and your employees BEAM!

Simply visit us at www.CommuterConnections.org/beam or call us at **1-800-745-RIDE** to schedule an appointment with your dedicated Commuter Connections representative. Remember, our services are completely free and no commitment is required. We'll discuss commuting solutions that are good for your company and employees...and personally deliver your **FREE \$50.00 VISA Gift Card!** Hurry, this is a limited time offer.

If you'd like to contact your local Commuter Connections Employer Services Representative directly, be sure to mention this special promotion. Your representative is **Robin Briscoe** and she can be reached at (301) 870-2520 or 1-800-SO-CLOSE, or rbriscoe@tccsmd.org.

Sincerely,

Commuter Connections www.commuterconnections.org/beam

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded in part by the Maryland Department of Transportation.

Landing Page Contact Form



COMMUTER PROGRAMS WITH BOTTOM LINE BENEFITS

To get started, and get one step closer to your FREE \$50 VISA GIFT CARD, simply complete the online contact form and your Commuter Connections representative will soon be in touch to schedule an on site meeting. Please note that Commuter Connections does not rent, sell, or share personal information about you with other people or nonaffiliated organizations except to provide the services you've requested.

First Name: Last Name:

Your Title:

Company:

Company Street Address:

City: State: Zip:

Type of Company:

Number of Employees:

Website:

Your email:

Your Phone: Ext.:

To help us best serve your needs, please let us know what Commuter Connections solutions are of the most interest to you. Please check all that apply.

I'D LIKE...

- To learn what other companies in my area are offering employees
- Help with designing and implementing a new commuter program
- Help with expanding my company's current commuter benefit offerings
- My Commuter Connections representative to administer a Commuter Survey to assess my employees' needs and recommend solutions based on feedback
- My Commuter Connections representative to come out and talk to my employees about available commuter options
- My Commuter Connections representative to join me in a co-presentation to upper management to offer some ideas to enhance or augment our commuter benefits offerings
- Other Specify:

 **Submit**

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through the District of Columbia Department of Transportation, Maryland Department of Transportation, and Virginia Department of Transportation.

InfoExpress Kiosk Promotions

To encourage shoppers to trial the Commuter Connections InfoExpress Kiosks, our “Ambassadors” were on hand to demonstrate the units to shoppers at area malls and locations listed below. Giveaway items were provided to shoppers who tried the kiosks and who filled out a very brief survey. Shoppers who either filled out a rideshare or GRH application were entered into drawings to win mall gift certificates or Starbucks gift cards.

Union Station:	Feb. 22 and Apr. 5
Tysons:	Mar. 5 and Apr. 5
Manassas:	Mar. 19 and Apr. 2
Ballston:	Mar. 22 and Apr. 19
Fair Oaks	Mar. 26 and Apr. 9

FY06 2nd Half Performance Results

GRH Applications Received	
January '06	532
February '06	428
March '06	652
April '06	1,295
May '06	727
June '06	1,203
Total	4,837

Rideshare Applications Received	
January '06	587
February '06	494
March '06	801
April '06	983
May '06	807
June '06	834
Total	4,506

Web Site Visits	
January '06	6,988
February '06	6,669
March '06	7,848
April '06	8,097
May '06	8,730
June '06	8,214
Total	46,546