



Item #5

# COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP FY2013 MARKETING ACTIVITIES

Dan O'Donnell

March 19, 2013

odonnellCOMPANY

COMMUTER  CONNECTIONS®

# SPRING MARKETING PROGRAM

- PROGRAM OBJECTIVES
- RIDESHARE AND GRH CAMPAIGNS
- 'POOL REWARDS
- BIKE TO WORK DAY
- EMPLOYER RECOGNITION AWARDS
- NEWSLETTERS

odonnellCOMPANY

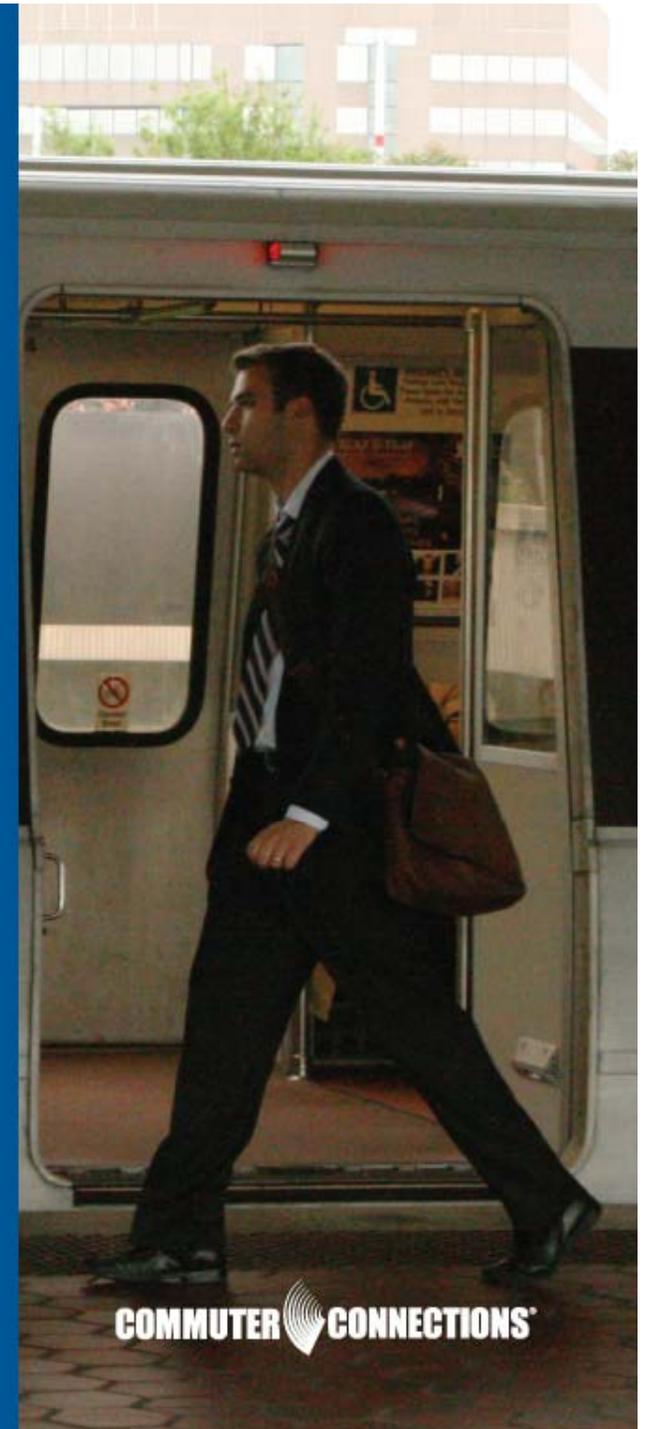


COMMUTER CONNECTIONS

## PROGRAM OBJECTIVES

- Convert single occupant vehicle (SOV) commuters to alternate modes of transportation
- Encourage continued use of alternate modes of transport
- Reduce vehicle trips and miles of travel
- Reduce vehicle emissions

odonnellCOMPANY



COMMUTER CONNECTIONS<sup>®</sup>

# SPRING RIDESHARE AND GRH SCHEDULE

2012

**June** Review research and results from recent campaigns

**July** Develop Marketing Communications Plan

**Aug** Feedback on Plan from Regional TDM Marketing Group (*Extranet*)

**Sep** Present conceptual approaches to Regional TDM Marketing Group

**Oct** Refine and develop approach based on Workgroup feedback

**Nov** Finalize creative

**Dec** Produce creative

2013

 **Jan** Distribute creative to media vendors

**Feb** Spring Umbrella Campaign launch

# SPRING RIDESHARE CAMPAIGN

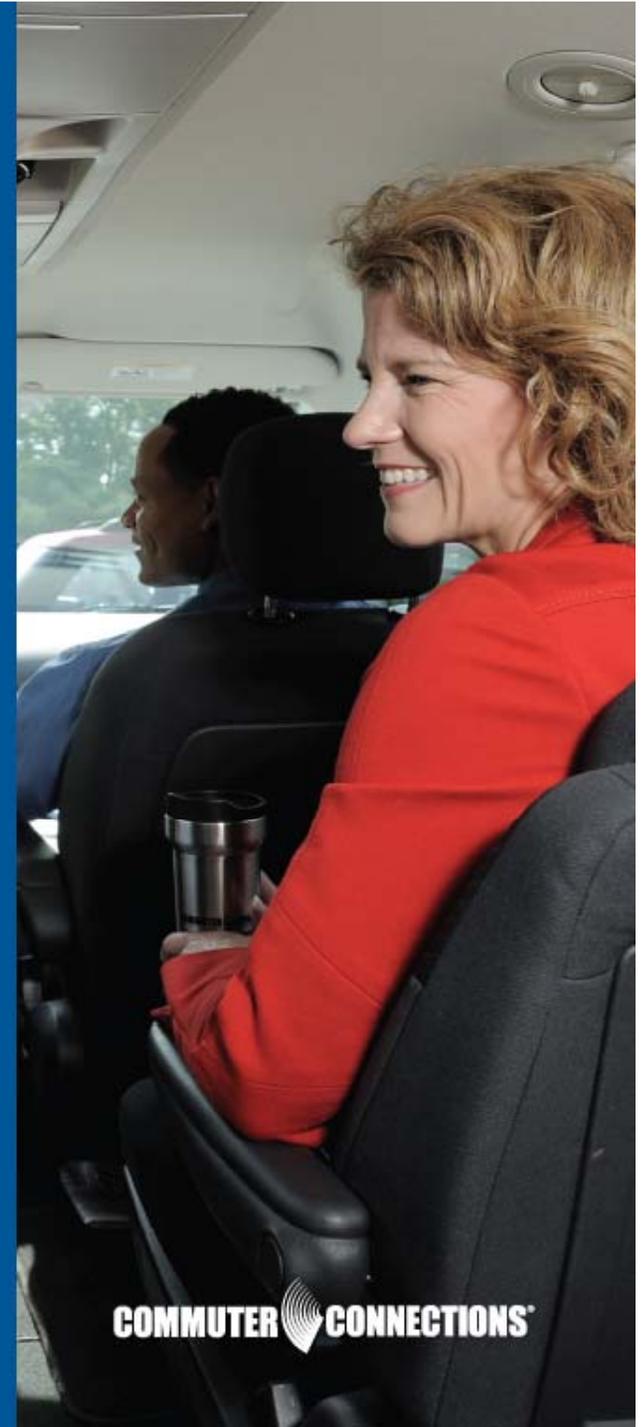
## GEOGRAPHIC EMPHASIS ON MIDDLE AND OUTER RING COMMUTES

- Longer commutes, distance and time
- Fewer public transit options

### MEDIA:

- Radio
- TV
- Online banner ads
- Promotions

odonnellCOMPANY



COMMUTER CONNECTIONS<sup>SM</sup>

# SPRING RIDESHARE CAMPAIGN RADIO

Eight radio stations promote ridesharing: Feb 25 – June 23



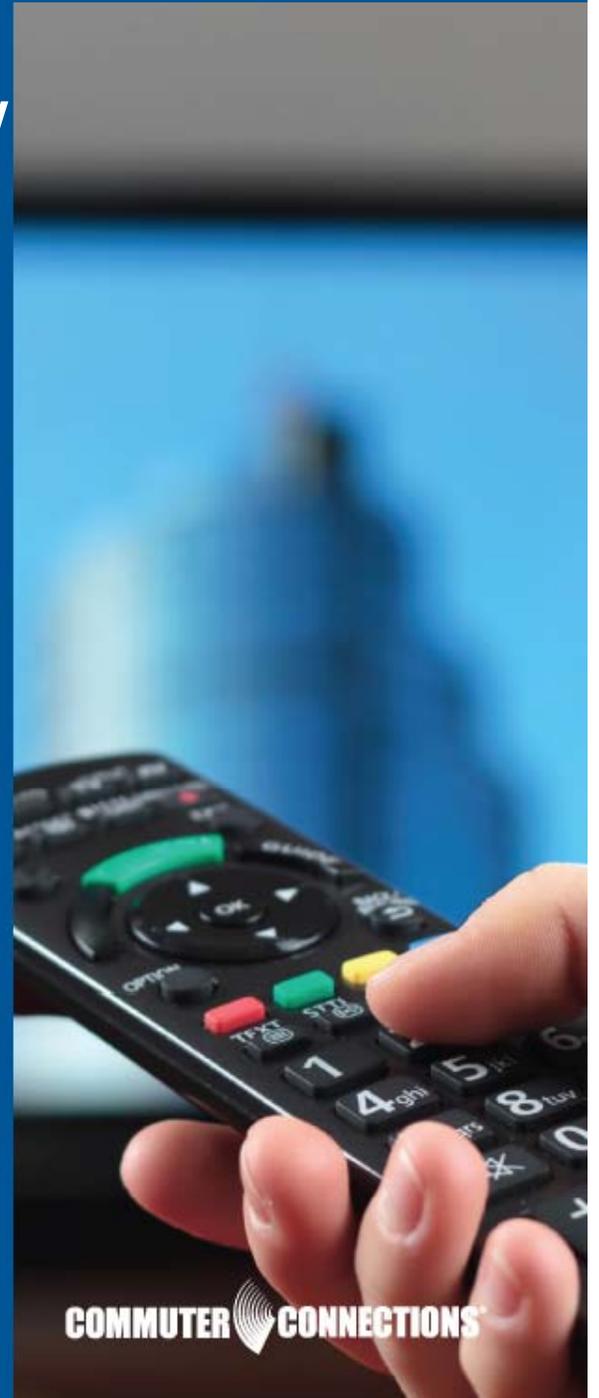
# SPRING RIDESHARE CAMPAIGN TV

Campaign dates March 4 – June 23

Stations airing the spot include

- WJLA News Channel 7,
- WUSA News Fox 5,
- Comcast

odonnellCOMPANY



COMMUTER CONNECTIONS



# SPRING RIDESHARE CAMPAIGN BANNER ADS

April 1- JUNE 30

WJLA, Washington Times, NBC4,  
Interactive Network

odonnellCOMPANY

COMMUTER  CONNECTIONS<sup>®</sup>

# SPRING RIDESHARE CAMPAIGN

RIDESHARE FOR REAL

## STRATEGY

- Differentiate Commuter Connections
  - ✓ Commuter Connections trusted, regional provider of ridematching services for nearly 40 years
  - ✓ Over 30,000 commuters in database
  - ✓ Focus on long-term matches
- Seek more audience engagement
- Commuter Connections offers real people, who want to share rides a way to save real money

# SPRING RIDESHARE CAMPAIGN CREATIVE

Share



**rideshare.**  
it counts as social networking.

COMMUTER CONNECTIONS  
commuterconnections.org

Find Friends



we've got 30,000 to share.  
**rideshare.**

COMMUTER CONNECTIONS  
commuterconnections.org

odonnellCOMPANY

COMMUTER CONNECTIONS

# SPRING RIDESHARE CAMPAIGN CREATIVE



# SPRING RIDESHARE CAMPAIGN DIRECT MAIL

Real conversation, real friends, real savings... **rideshare.**

Get in on the real deal! Commuter Connections can help you find someone to defray costs of gas, tolls, and parking, while raising enjoyment levels socially.

**Register today at [commuterconnections.org](http://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 - today!

- 1 To register simply visit [commuterconnections.org](http://commuterconnections.org) to get started!
- 2 Once you create an account and sign up for ridematching, you receive an instant matchlist of potential carpool/vanpool partners.
- 3 To join an existing carpool/vanpool or start a new one in your area, just reach out to your list of potential ridematch partners. It's that easy!
- 4 Added Bonus: Get a Guaranteed Ride Home. When you carpool, vanpool, bicycle, walk or take public transit to work at least twice a week, you're eligible for our 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 get home for free up to four times each year!

**Register for our free Ridematching and/or Guaranteed Ride Home programs online today at [commuterconnections.org](http://commuterconnections.org). Or to receive your matchlist by mail or email, simply fill out the application above. For questions, call 1.800.745.RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.**

By registering with Commuter Connections ridematching, your contact information will be made available to others with compatible commutes. Note: your home address will remain confidential at all times and you can request to be removed from our database at any time.

It pays to Rideshare through the Commuter Connections "Pool Rewards" program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpools may receive up to \$130 in cash over a 90-day period!\*

**POOL REWARDS**  
It pays to Rideshare

\*Some restrictions apply. Visit [commuterconnections.org](http://commuterconnections.org) for full participation guidelines and coverage map.

## REGISTER HERE FOR RIDESHARING OR GUARANTEED RIDE HOME

Complete the form below, including sections A and/or B and return today or register online at [commuterconnections.org](http://commuterconnections.org).

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 _____
Email (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 # - ex: Metrobus Route 9A) \_\_\_\_\_  
 Metrorail (circle all that apply)   
 Blue    Green    Orange    Red    Yellow   
  MARC (circle train line)   
 Brunswick    Camden    Penn  
 VRE (circle 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 information about:

- MetroRail/Bus/Smar Trip   
  Telework/Telecommute   
  Commuter Rail (VRE/MARC)   
  HOV Lanes   
  Local Bus Transit   
  MTA Transit   
  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.

Printed on recycled paper

\*Some restrictions apply. \*\*Necessary for verification of unscheduled overtime.

### Section B | Guaranteed Ride Home\*

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\*\* \_\_\_\_\_

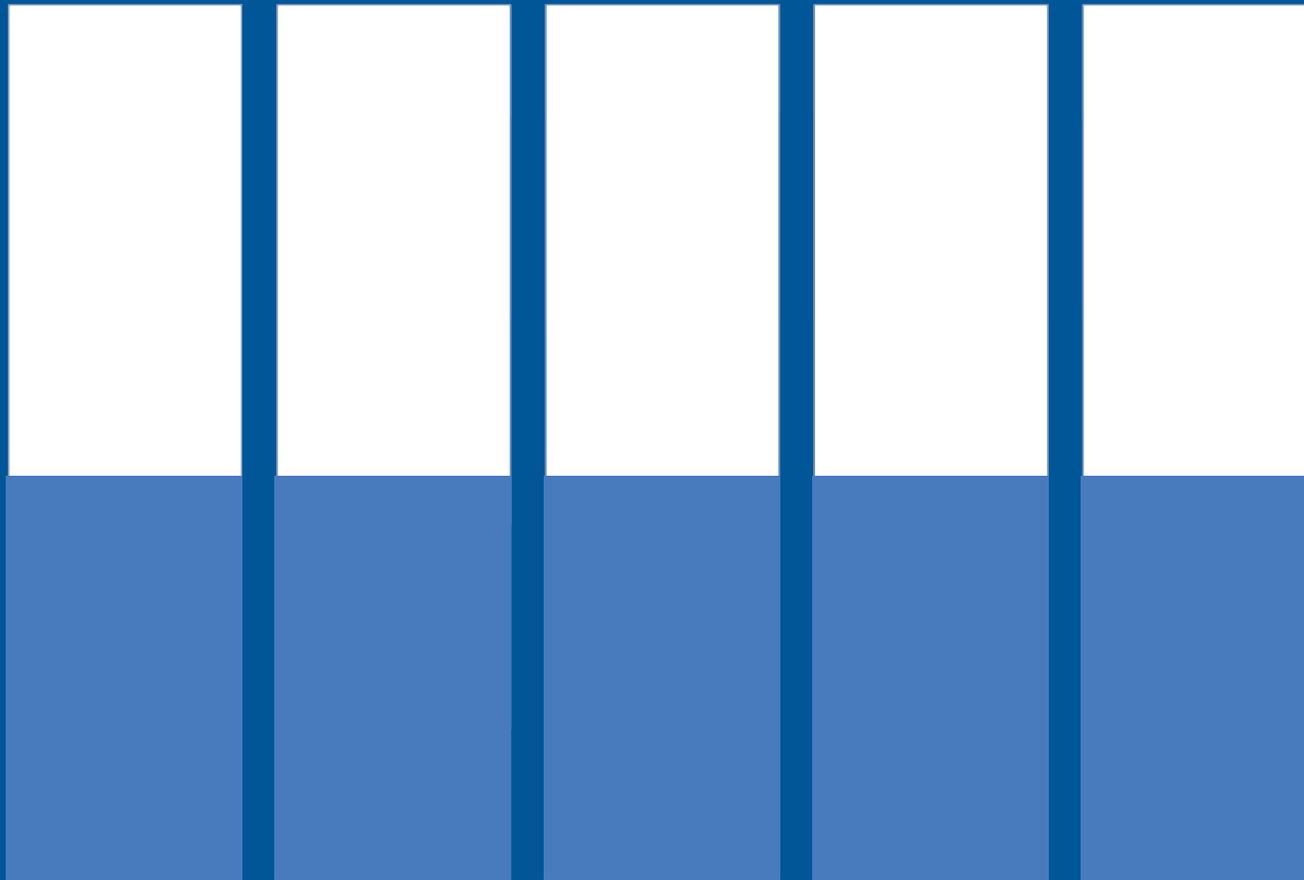
How many miles is it from home to work one way? \_\_\_\_\_

Have questions or need more information?  
 Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

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

# SPRING RIDESHARE BANNER ADS



# SPRING RIDESHARE RADIO

- 2 :30s radio spots in English



- 2 :30s radio spots in Spanish



# SPRING RIDESHARE TV



odonnellCOMPANY

COMMUTER  CONNECTIONS<sup>SM</sup>

# SPRING RIDESHARE CAMPAIGN BANNER ADS

The screenshot shows a news website interface. At the top, there is a banner for "Kellogg's TOUR OF GYMNASTICS CHAMPIONS 2012" with the text "TICKETS ON SALE NOW!" and a link "Click here to enter to win tickets". Below this is a navigation bar with "abc 7" logo and a group photo of news anchors. The weather is displayed as "53°" with "CURRENT CONDITIONS High: 55° / Low: 40° Cloudy". A menu bar includes categories like NEWS, WEATHER, TRAFFIC, D.C., MD, VA, NATION, WORLD, CRIME, SPORTS, VIDEO, BIZGOV, POLITICS, VOTE 2012, SANDY'S AFTERMATH, ABC7 ALERTS, and NEWSCHANNEL8. A search bar is labeled "Search WJLA.com".

The main content area features a large article titled "Unemployment rate up to 7.9 percent, despite jobs added" with a sub-image of a "HELP WANTED" sign. The article text reads: "U.S. employers added 171,000 jobs in October and hiring was stronger over the previous two months than first thought. The unemployment rate inched up to 7.9 percent from 7.8 percent in September because the work force grew." Below the article are three smaller news items: "7 Day Interactive Forecast", "Officer stabbed, suspect fatally shot in Northeast", and "One killed in officer-involved shooting in Stafford".

On the right side, there are two advertisement blocks. The top one is for "COMMUTER CONNECTIONS" with a "learn more" link. The bottom one is for "BELFORT FURNITURE" with the text "View Upcoming Sale Items Deals, savings, coupons & more..." and a "Search Jobs" button.

# SPRING RIDESHARE CAMPAIGN BANNER ADS

The screenshot shows the website for 99.9 WFRE Free Country. At the top, there's a navigation bar with "LISTEN LIVE", "FREE COUNTRY", and social media links. The main content area includes a "WHAT'S HAPPENING" section with an album review for "Album Avalanche" by 1861 Saloon, an "ON AIR" section for "Don Brake" (10AM-3PM), and a "GET WFRE SWAG!" section with an "EmbroidMe" link. Below this is a search bar and a menu with options like "DJ Blogs", "Country Club", "Events", "Social", "Features", "Life", "St. Jude", and "Contact".

The central banner ad reads: **JOIN THE WHALEN WALKERS** *walk MS* **Walk with Tom Whalen to find a cure.** *walk to create a world free of MS*

Below the banner is a "Listen Live!" player for 99.9 WFRE Free Country. To the right is a "COMMUTER CONNECTIONS" advertisement featuring a car and the text "get started today." with the tagline "A SMARTER WAY TO WHEEL".

At the bottom, there's a "PHOTO GALLERY" with a photo of a man playing guitar, a "SOCIAL MEDIA: CONNECT WITH US" section with icons for iHeartRadio, Facebook, Twitter, Myspace, YouTube, iPhone, Android, BlackBerry, Email, and Pinterest, and a "FACEBOOK FANS" section for "Free Country 99.9 WFRE" showing 12,041 likes and a grid of fan photos. A red bar at the very bottom says "USE COUNTRY CLUB POINTS!".

# SPRING RIDESHARE – PROMOTION

- Radio personality Chilli Amar endorsement- up to 5 fresh, pre-recorded (to sound live) spots per week. This includes all social media services as well.
- Campaign-long online/on-air contest to encourage commuters to enter positive car pool/rideshare stories. Chance to win weekly prizes.
- Prizes supplied by a third party participant, such as a restaurant.
- Outstanding stories could provide an opportunity for a grand prize donated by a third party.

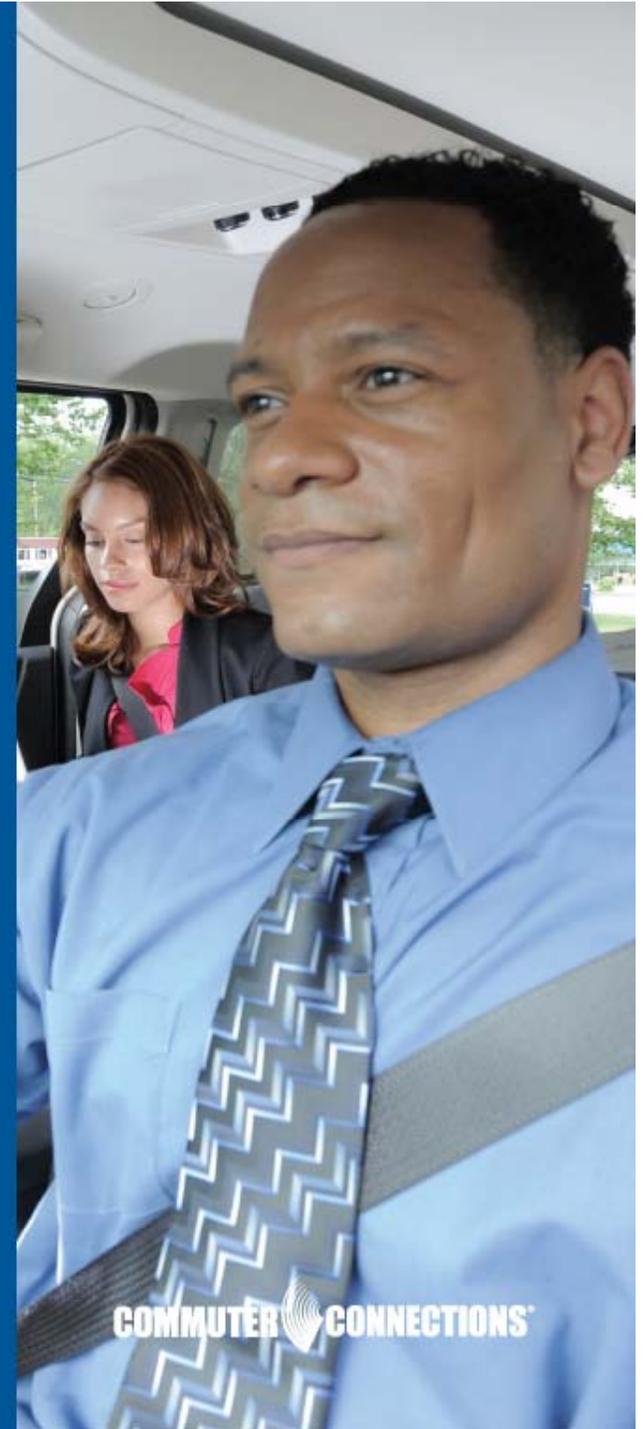
# SPRING RIDESHARE CAMPAIGN VALUE ADDS

- 5 traffic sponsorships per week WAFY, WWEG, WFMD, WFRE
- Bonus spots at no charge on WBQB, WFLS, WJLA, WUSA, WILC, Comcast
- 80 live traffic spots on WILC
- WRQX 80 :30s promotional announcements, custom promotion
- 70,000 bonus impressions on NBC4.com

Paid Media: \$308,000

Added Value: \$94,070, additional 30.5%

odonnellCOMPANY



COMMUTER CONNECTIONS

# SPRING GRH CAMPAIGN

GEOGRAPHIC EMPHASIS ON INNER CORE COMMUTES

MEDIA: Radio



odonnellCOMPANY

COMMUTER  CONNECTIONS®

# SPRING GRH CAMPAIGN RADIO

Six radio stations promote Guaranteed Ride Home:

March 4 – June 30



# SPRING GRH CAMPAIGN

DON'T GET LEFT DANGLING

## STRATEGY

- Lead with ridesharing. For those who rideshare, GRH is a safety net.
- Quick and frequent reads by radio personalities during drive time radio for highest effectiveness.
- By signing up for the Guaranteed Ride Home program, you will be safely delivered home from work, in the event you were left stranded.

# SPRING GRH CAMPAIGN CREATIVE



**YOU CAN SAFELY  
CONSIDER  
US YOUR  
WAY HOME**  
(if you rideshare.)

**Guaranteed Ride Home<sup>®</sup>. Register today!**

commuterconnections.org  
800.745.RIDE  
\* some restrictions apply



**NEVER GET  
LEFT  
DANGLING  
ON THE JOB**  
(if you rideshare.)

**Guaranteed Ride Home<sup>®</sup>. Register today!**

commuterconnections.org  
800.745.RIDE  
\* some restrictions apply



odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>

# SPRING GRH CAMPAIGN CREATIVE



**NEVER GET LEFT  
DANGLING ON THE JOB**  
(if you rideshare.)

COMMUTER CONNECTIONS<sup>SM</sup>

\* Some restrictions apply



**CONSIDER US  
YOUR SAFE  
WAY HOME**  
(if you rideshare.)

Guaranteed Ride Home<sup>SM</sup>. Register today!

# SPRING GRH CAMPAIGN DIRECT MAIL

Before an unexpected personal or family emergency arises or you need to work unscheduled overtime...  
**Prepare. With a FREE GUARANTEED RIDE HOME.**

Available in the Washington and Baltimore metropolitan areas.

## Guaranteed Ride Home:

Go to [commuterconnections.org](http://commuterconnections.org) to sign up for a Guaranteed Ride Home\* (GRH). GRH is a FREE program that provides a reliable emergency ride home in the event of an unexpected personal or family emergency or unscheduled overtime for commuters who carpool, vanpool, take public transit, bicycle, or walk to work at least twice a week. Sign up today and insure your commute home!

- We'll arrange for a free taxi or even a rental car, whatever it takes to get you home, up to four times each year!
- Our network of providers are on call Monday through Friday from 6 a.m. to 10 p.m.
- GRH is for commuters working in the Washington or Baltimore regions.

## Free Carpool and Vanpool Online Ridematching Service Available:

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections.

## Register for Guaranteed Ride Home or Ridematching - today!

- 1 To register for either free program simply visit [commuterconnections.org](http://commuterconnections.org) to get started or fill out the application above.
- 2 Sign up for ridematching and you can go online to view and print an instant matchlist of potential carpool/vanpool partners today.

There is absolutely no cost or commitment! For questions, call 1.800.745.RIDE.

It pays to Rideshare through the Commuter Connections "Pool Rewards" program! If you currently drive alone to work, sign up today to form or join a new carpool or vanpool. Vanpools may be subsidized by \$200 per month per van, and carpools may receive up to \$130 in cash over a 90-day period!\* Visit [commuterconnections.org](http://commuterconnections.org) for more details.

**POOL REWARDS**  
It pays to Rideshare

\*Some restrictions apply. Visit [commuterconnections.org](http://commuterconnections.org) for full participation guidelines and coverage reqs.

## REGISTER HERE FOR GUARANTEED RIDE HOME OR RIDESHARING

Complete the form below, including sections A and/or B and return today or register online at [commuterconnections.org](http://commuterconnections.org).

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 _____
Email (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 #—e.g. Metrobus Route 94) \_\_\_\_\_  
 Metrorail (circle train line) Blue Green Orange Red Yellow  
  MARC (circle train line) Brunswick Camden Penn  
 VRE (circle 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 information about:

- Metrorail/Bus/Smartrip  
  Telework/Telecommute  
  Commuter Rail (VRE/MARC)  
  HOV Lanes  
  Local Bus Transit  
  MTA Transit  
  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.

Photo required for GRH

\*Some restrictions apply. \*\*Means only for verification of unscheduled overtime.

### Section B | Guaranteed Ride Home\*

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? \_\_\_\_\_

Have questions or need more information? Visit [commuterconnections.org](http://commuterconnections.org) or call 1.800.745.RIDE.



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

# SPRING GRH BANNER ADS

**DON'T GET LEFT DANGLING ON THE JOB** (if you rideshare.)

**Guaranteed Ride Home.\***

\* some restrictions apply

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**Register today!**

# SPRING GRH RADIO

*:15 s live Reads*

Left dangling after sharing a ride into work? Get a Guaranteed Ride Home in case of emergency. Visit [commuterconnections.org](http://commuterconnections.org) to register for the Guaranteed Ride Home program or call

800-745-RIDE. Some restrictions apply.

Get home with the Guaranteed Ride Home program if you rideshare and are left dangling at work. Sign up at [commuterconnections.org](http://commuterconnections.org). That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions may apply.

Don't be left dangling. If you rideshare, you can get an emergency ride home through the Guaranteed Ride Home program. Sign up at [commuterconnections.org](http://commuterconnections.org) or call 800-745-RIDE.

Some restrictions apply.

# SPRING GRH CAMPAIGN VALUE ADDS

- Bonus spots at no charge on ESPN and WTOP.
- 40 billboards on WASH, WWDC, WITH, WBIG

Paid Media: \$132,000

Added Value: \$24,000, additional 18.2%

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>



# SPRING GRH CAMPAIGN VALUE ADD – BANNER ADS

The screenshot shows the iHeartRadio website interface. At the top, there's a navigation bar with "LISTEN LIVE", "DC'S ROCK STATION", social media icons for Facebook and Twitter, and the iHeartRadio logo. Below the navigation bar, there are three main content sections: "ENTERTAINMENT NEWS" featuring Jack Osbourne's wedding, "ON AIR" featuring Tessa Hall, and "JUST PLAYED PLAYLIST" listing songs like Mr. Brightside and Killers. A navigation menu is located below these sections, including "Home", "Listen", "Elliot", "On Air", "Music", "Photos", "Events", "Contests", "News", "Info", and a search bar. The central focus is a large blue banner ad for "COMMUTER CONNECTIONS" with the text "Guaranteed Ride Home: sign up today." and the tagline "A SMARTER WAY TO WORK". The ad includes a "close" button and a note that "\* some restrictions apply". Below the main banner, there are several smaller image thumbnails, including a "LISTEN LIVE" button with a play icon and another "COMMUTER CONNECTIONS" logo.

# SPRING GRH CAMPAIGN VALUE ADD – BANNER ADS

The screenshot displays the iHeartRadio website interface for the 'BIG 100.3' station. At the top, there's a navigation bar with 'LISTEN LIVE' and social media links. The main content area includes an 'ENTERTAINMENT NEWS' section with a headline about Slash's illness, an 'ON AIR' section for 'Big Rig' with a video link, and a 'JUST PLAYED | PLAYLIST' section. Below this is a search bar and a navigation menu. A large banner ad for 'why risk it?' is positioned above a video player for 'Trans-Siberian Orchestra'. To the right of the video is a 'LISTEN LIVE' button and a 'COMMUTER CONNECTIONS' advertisement. The bottom section features a 'PHOTO GALLERY', a 'CONNECT WITH DC'S BIG 100.3' section with social media icons, and a 'LIKE BIG' section with a Facebook 'Like' button.

# SPRING RIDESHARE & GRH MEDIA SCHEDULE

Commuter Connections 2013 Spring Umbrella		Media Schedule: Specific Dates Spots Run (Week of)																					
GRH	Radio	Campaign to Run	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24			
		3/4/13-6/29/13																					
3/4/13-6/29/13																							
3/4/13-6/29/13																							
3/4/13-6/29/13																							
3/4/13-6/29/13																							
3/4/13-6/29/13																							
Rideshare	Radio	2/25/13-6/22/13																					
		2/25/13-6/22/13																					
		2/25/13-6/22/13																					
		2/25/13-6/22/13																					
		2/25/13-6/22/13																					
		2/25/13-6/22/13																					
		2/25/13-6/22/13																					
	TV	3/11/13-6/23/12																					
		3/11/13-6/23/12																					
		3/11/13-6/23/12																					
Online	April 1-June 30																						
	April 1-June 30																						
	April 1-June 30																						
	April 1-June 30																						

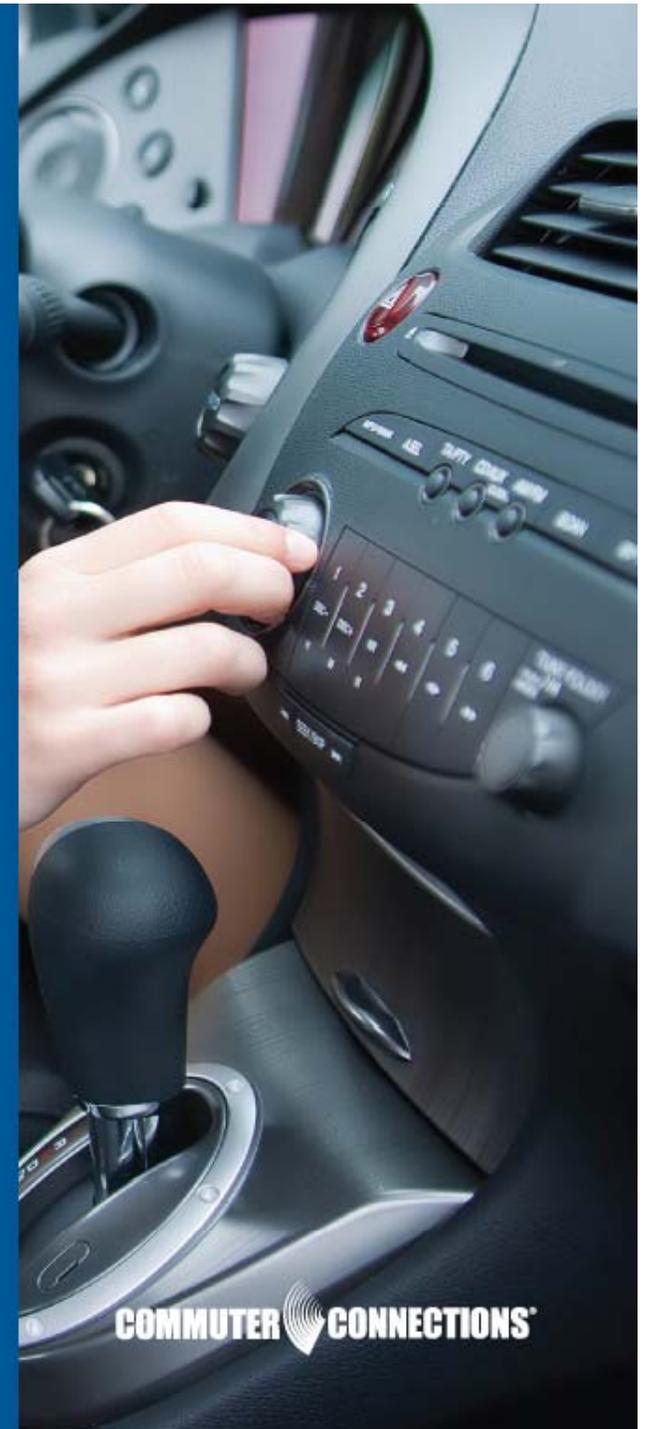
# 'POOL REWARDS CAMPAIGN

Continue to promote alongside Rideshare

To increase likelihood of finding ridematch sharing similar commute, promote at regional employers

- January-April: ETC contest with winning company receiving radio-hosted social event
- April (Earth Day): Street teams will be promoting 'Pool Rewards, ridesharing, and directing people to the website to register.
- Live Traffic Reads

odonnellCOMPANY



COMMUTER CONNECTIONS®

# 'POOL REWARDS SOCIAL EVENT

**LET YOUR HAIR DOWN**

WIN AN **OFFICE PARTY** OR OTHER CASH PRIZES!

HOSTED BY A POPULAR AREA RADIO STATION

WE'LL BRING THE MUSIC, FOOD, AND FUN!

HELP US PROMOTE 'POOL REWARDS WITHIN YOUR COMPANY FOR A CHANCE TO WIN

[WWW.COMMUTERCONNECTIONS.ORG/POOLREWARDSCONTEST](http://WWW.COMMUTERCONNECTIONS.ORG/POOLREWARDSCONTEST)

'POOL REWARDS  
It pays to rideshare

COMMUTER CONNECTIONS<sup>®</sup>  
A SMARTER WAY TO WORK  
1-800-745-RIDE

odonnellCOMPANY

COMMUTER CONNECTIONS<sup>®</sup>

# 'POOL REWARDS STREET TEAMS



# BIKE TO WORK DAY 2013

- Promote Bike to Work Day as an opportunity to consider bicycling as a viable alternate way to commute
- Continue to build regional participation
- Encourage active engagement, participation, sponsorship by area employers and organizations
- Post questions on Facebook and Twitter
- Evaluating Crowdsourcing for next year



# BIKE TO WORK DAY WEBSITE

**bike to work day 2013**

**BIKE TO WORK DAY MAY 17 2013**

[HOME](#) [EMPLOYER RESOURCES](#) [EVENT INFO](#) [FIRST TIME RIDER INFO](#) [REGISTER NOW](#) [SPONSORS](#)



## Bike to Work Day

On Friday May 17, 2013 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of over 70 pit stops throughout D.C., Maryland, and Virginia to receive a free T-shirt, refreshments, and be entered into a raffle for a free bicycle!

[REGISTER NOW](#)

**Bike to Work Day Arlington**

[t](#) [f](#)

### PIT STOPS

Seventy pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free!

[Read more](#)

### COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 17th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters. [Read more](#)

### FIND A RIDE BUDDY

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area.

[Read more](#)

### EVENT POSTER

[Download a PDF please](#) of the Bike to Work Day 2013 event poster. Email it to your family, friends and co-workers.

### SPONSORS

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our

### INCREASE YOUR BICYCLING SKILLS

WABA's adult bicyclist education opportunities are available for a wide range of skill sets from beginner to advance

# BIKE TO WORK DAY 2013

## 2013 Sponsorship Drive

- Reached a record-breaking cash total of \$48,550, a 6.5 percent increase over 2012.
- In addition, in-kind sponsorships of \$17,450, exceeded last year's total by 13 percent.

# BIKE TO WORK DAY 2013 SPONSORS



# BTWD POSTER

**BIKE TO WORK DAY 2013 FRIDAY**  
**MAY 17**

**COMMUTER CONNECTIONS** **WABA** **Marriott**  
**ICF** **CityBikes** **WHOLE FOODS** **capital bikeshare** **goDCgo**  
**Bike Arlington** **LOCAL HERO** **TWINBROOK** **BicyclePASS**  
**AAA** **BIKE ROLL** **Crystal Ride**  
**DigitalGlobe** **ExpressLanes**

**ARIS** **SECURITY** **pod** **TIMEK2** **knob**  
**COSEN GURU** **JAMIS** **BicyclePASS**

REGISTER AT [BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) OR CALL 800-745-7433

Pre-Register by May 10 for Free T-Shirt\* and Bike Raffle!  
 FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for specific pit stop locations and times.  
 \*T-Shirts available at pit stops to first 12,000 who register.  
 70 Bike to Work Day pit stops located in D.C., Maryland, and Virginia

**bike to work day 2013** **f t**  
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

odonnellCOMPANY

COMMUTER CONNECTIONS

# BTWD POSTER SPANISH

**día de la BICICLETA PARA IR AL TRABAJO**  
**VIERNES 17 de mayo 2013**

**COMPUTER CONNECTIONS** **WABA** **Marriott**  
**ICF** **CityBikes** **WHOLE FOODS** **capital bikeshare** **goDCgo**  
**Bike Arlington** **LOCAL ACTION CITY OF ALEXANDRIA, VIRGINIA** **BicycleSPACE** **TWINBROOK**  
**AAA** **BIKEBOBROLL** **CRYSTALIDE** **CRISTAL**  
**DigitalGlobe** **ExpressLanes**

**ABUS** **GREEN CORP** **JAMIS** **BicyclePASS** **pdw** **TIMBUK2** **facebook**

**REGÍSTRESE EN BIKETOWORKMETRODC.ORG O LLAME AL 800-745-7433**

**Regístrese previamente antes del 11 de Mayo para una camiseta gratis\*, y el sorteo de una bicicleta**  
**COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES**

**Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios**  
**\*Camisetas disponibles en las ubicaciones de salida a los primeros 12.000 participantes que se registren**  
**70 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.**

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

© 2013 Commuter Connections

odonnellCOMPANY

COMPUTER CONNECTIONS

# BTWD RACK CARD



REGISTER AT  
[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG)  
 OR CALL 800-745-7433

Pre-Register by May 10 for  
 Free T-Shirt\* and Bike Raffle!

FREE FOOD, BEVERAGES AND  
 GIVEAWAYS AT ALL LOCATIONS

Visit [biketoworkmetrodc.org](http://biketoworkmetrodc.org) for  
 specific pit stop locations and times.  
 \*T-Shirts available at pit stops to first  
 12,000 who register.

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



**BIKE  
 TO WORK  
 MAY 17  
 2013 DAY**




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

Printed on recycled paper

# BTWD PIT STOP BANNER

## WOODBIDGE - RIPPON LANDING

VRE Station Parking Area  
6:00am to 9:00am



**BIKE  
TO WORK  
MAY 17  
2013 DAY**



Register at

[BIKETOWORKMETRODC.ORG](http://BIKETOWORKMETRODC.ORG) or call 800.745.7433



odonnellCOMPANY

COMMUTER CONNECTIONS

# BTWD T-SHIRT



odonnellCOMPANY

COMMUTER  CONNECTIONS®

# BTWD FACEBOOK

facebook

Email or Phone  [Log In](#)

Keep me logged in

## BIKE TO WORK MAY 17 2013 DAY

**Bike to Work Day**  
653 likes · 14 talking about this

Like

Non-Profit Organization  
Registration for the Bike to Work Day 2013 event will begin March 4th.

About Photos Likes Videos

653

Highlights

**Bike to Work Day** updated their cover photo.  
March 1

**Recent Posts by Others on Bike to Work Day** [See All](#)

**Tofu Woof-Hui**  
@ Now this is really what evolution is all about, if I had lon...  
November 29, 2012 at 6:58pm

**Tatiana Claridad**  
Are photos from the pit stops being posted anywhere? :)  
May 24, 2012 at 5:03pm

**Will Bike for Change (or Pie!)**  
@ Thanks for organizing Bike to Work Day throughout DC!

# BTWD TWITTER

Twitter navigation: Tweets, Following, Followers, Favorites, Lists

**Follow Commuter Connections**

Full name

Email

Password

**Sign up**

Worldwide Trends · Change

- #MesDosFasLuanSantanaDia05
- #WhatIDoWhenIAmAlone
- #HowToMakeMeSmile
- #ImThatTypeOfPersonWho
- #ArjonaMeEnseño
- Dow Jones
- IVA

**Commuter Connections** @BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC · <http://www.biketoworkmetrodc.org>

98 TWEETS | 195 FOLLOWING | 821 FOLLOWERS | **Follow**

**Tweets**

**Commuter Connections** @BikeToWorkDay Jun 21  
COG recognized #NIH on their #BTWD achievement on June 20  
[pic.twitter.com/1A0t00oR](http://pic.twitter.com/1A0t00oR)  
[View photo](#)

**Commuter Connections** @BikeToWorkDay Jun 21  
With nearly 600 registrants #NIH had the greatest level of employee participation in Bike to Work Day 2012  
[Expand](#)

**BikeArlington** @BikeArlington May 18  
Look who biked to work on @bikeshare today. Oh, just Batman, Superman, Green Lantern! Spotted in Rosslyn #BikeDC  
[twitpic.com/9mg2ya](http://twitpic.com/9mg2ya)  
Retweeted by Commuter Connections  
[View photo](#)

**NoMa BID** @NoMaBID May 18  
Hear, hear! RT @jasonk5322: Rode to work today. I will walk to lunch, then ride home later. Life = good. #BiketoWorkDay #bikemonth  
Retweeted by Commuter Connections  
[Expand](#)

# ADDITIONAL MARKETING

## Winter Newsletter

Issue 1, Volume 17 Winter 2013

WHAT'S INSIDE

- 1 More Walk and Ride Opportunities
- 2 Capital Markets Expansion
- 3 Express Transit on 41st Street
- 4 New on the Go
- 5 New on Office History and Let Your Hair Down

### COMMUTER CONNECTIONS

A SMARTER WAY TO WORK

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



#### BETTER TRANSPORTATION OPTIONS = HEALTHIER LIVES!

Better Transportation Options = Healthier Lives. That's the finding of the National Prevention Strategy and Action Plan by the Robert Wood Johnson Foundation (RWJF).

RWJF set out to see what impacts the U.S. transportation system had on the health of our nation. Among the findings:

- Public transit users walk an average of 19 minutes getting to and from public transportation.
- Countries with lower rates of obesity tend to have higher rates of commuters who walk or bike to work.
- The risk of obesity increases 6% with every additional mile spent in the car, and decreases 5% with every mile walked.
- Lengthy commutes cost \$100 billion each year in excess fuel costs and lost productivity.
- Strong seatbelt and child safety laws resulted in a 25% decrease in car accident deaths since 2005.

*Continued on page 2*



#### BIKE TO WORK DAY 2013!



As the story goes, the League of American Bicyclists originated Bike to Work Day (BTWD) as part of Bike Month in 1956. Over the years, BTWD has grown into a national event with tens of thousands of bicyclists taking to the streets in an effort get commuters to try biking to work as a healthy and safe alternative to driving alone. In the Metropolitan Washington region alone, BTWD has grown from a small group of a few hundred bicyclists in 2001 to over 12,500 participants in 2012. The 2012 event was the most successful BTWD event in the programs' history and it's expected to grow even more in 2013.

*Continued on page 4*

Winter 2013

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### OPM PUSHES TELEWORK FOR FEDERAL CLOSURES



Recently, the Office of Personnel Management (OPM) announced changes to its dismissal and closures procedures revealing the implications to the language it uses to inform federal employees when offices are closed, which includes a renewed focus on teleworking.

OPM will now use the following message to announce closures throughout the Metropolitan D.C. area, "Federal offices are closed - emergency and telework ready employees must follow their agency's policies".

"The intent of that messaging was that we passed along to people that the federal government is really never closed," Dean Hunter, OPM's deputy director of facilities, security, and contracting, said at a press conference. "You're always going to have emergency workers and teleworkers. With Hurricane Sandy there was some confusion with that, so we're just modifying the language."

To help ensure operations continue during a storm, OPM is encouraging agencies to help their employees become telework-ready.

"The government doesn't stop because there is inclement weather," said Thomas Richards, OPM's communication and public liaison director. "It's really important that we encourage as many people to telework when the federal government buildings are closed."

OPM is advising supervisors to discuss telework agreements with their employees and to come up with solutions that are mutually beneficial to the employee and agency. Many federal employees' agreements require them to telework when federal buildings are closed and the recently released Federal Employee Viewpoint Survey found that one-third of federal employees, either because they are emergency workers or telework, work when the government experiences a closure.

For assistance in starting or growing your telework program, contact Commuter Connections at [www.commuterconnections.org](http://www.commuterconnections.org).

### CONGESTION NIGHTMARE AT BRAC IS A DREAM

In late 2011, with the looming BRAC-induced employee influx into Mark Center in Alexandria, "Carmageddon" was thought to be a foregone conclusion. Fast forward a year and... it just didn't happen.

The question arose as to how this crisis was averted and where all those cars went. According to Rich Haier, Alexandria's director of Transportation and Environmental Services, congestion went up slightly but through transit services such as DASH and Metrobus, and the intense promotion of vanpooling, carpooling, bicycling, and other transit use, the number of single-occupant vehicles coming into BRAC is less than half of the 6,400 employees.

*Continued on back*



# EMPLOYER RECOGNITION AWARDS

- Engage with regional employers who deliver measurable commuter benefits
- Increase recognition level of award and event
  - Winner seals provided to 2012 winners
  - Press release, Commuter Connections
  - Newsletter coverage
- Awards Ceremony will be held on June 25th at the National Press Club.

odonnellCOMPANY

COMMUTER  CONNECTIONS

# EMPLOYER RECOGNITION AWARDS - NOMINEES

- Ameritel Corporation
- Barwood Transportation
- Bethesda Urban Partnership
- CBBB
- Discovery Communications
- Europ Assistance USA
- First Potomac Realty Trust
- GEICO
- George Washington University
- Imagination Stage
- Institute for Defense Analyses
- Lerch, Early, Brewer
- National Cancer Institute (NCI)
- National Institutes of Health
- Social & Scientific Systems, Inc.
- The Nature Conservancy
- United Educators
- United Nations Foundation
- Washington Eye Physicians & Surgeons

# EMPLOYER RECOGNITION INVITATION



**20** EMPLOYER  
**13** RECOGNITION  
AWARDS

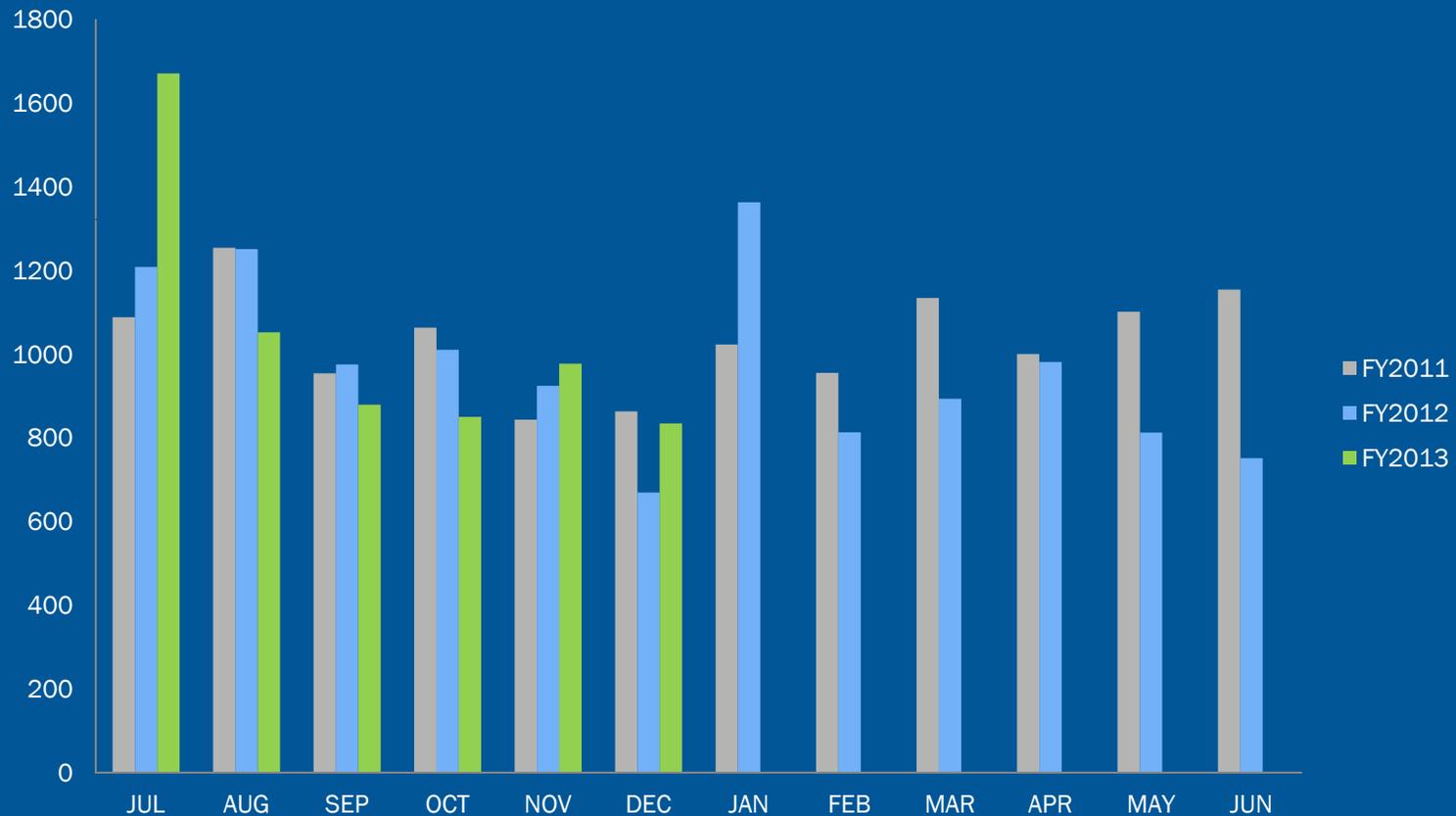
Newsmakers in Commuting

odonnellCOMPANY

COMMUTER  CONNECTIONS™

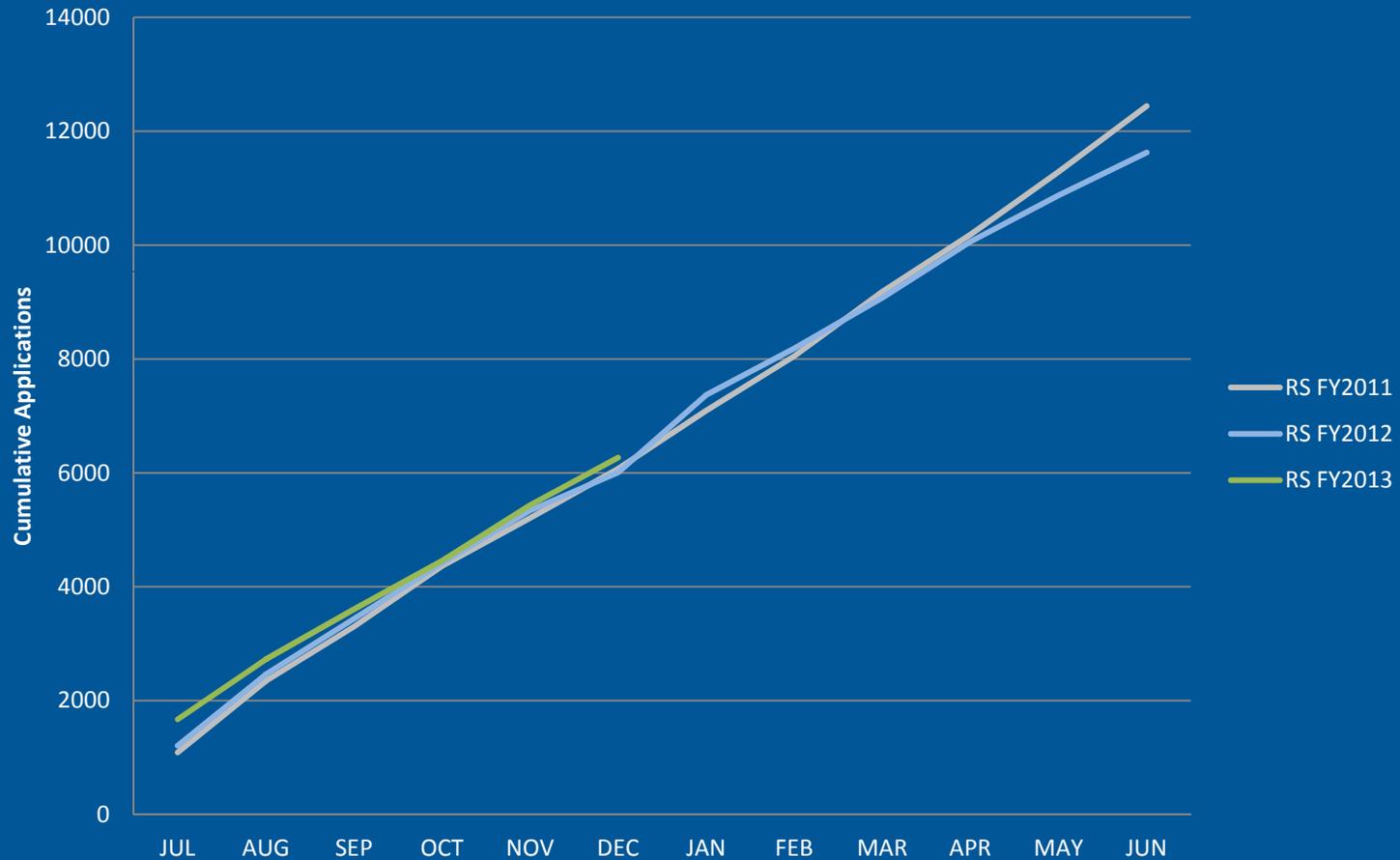
# RESULTS: RIDESHARE APPLICATIONS (MONTHLY)

## Rideshare Applications



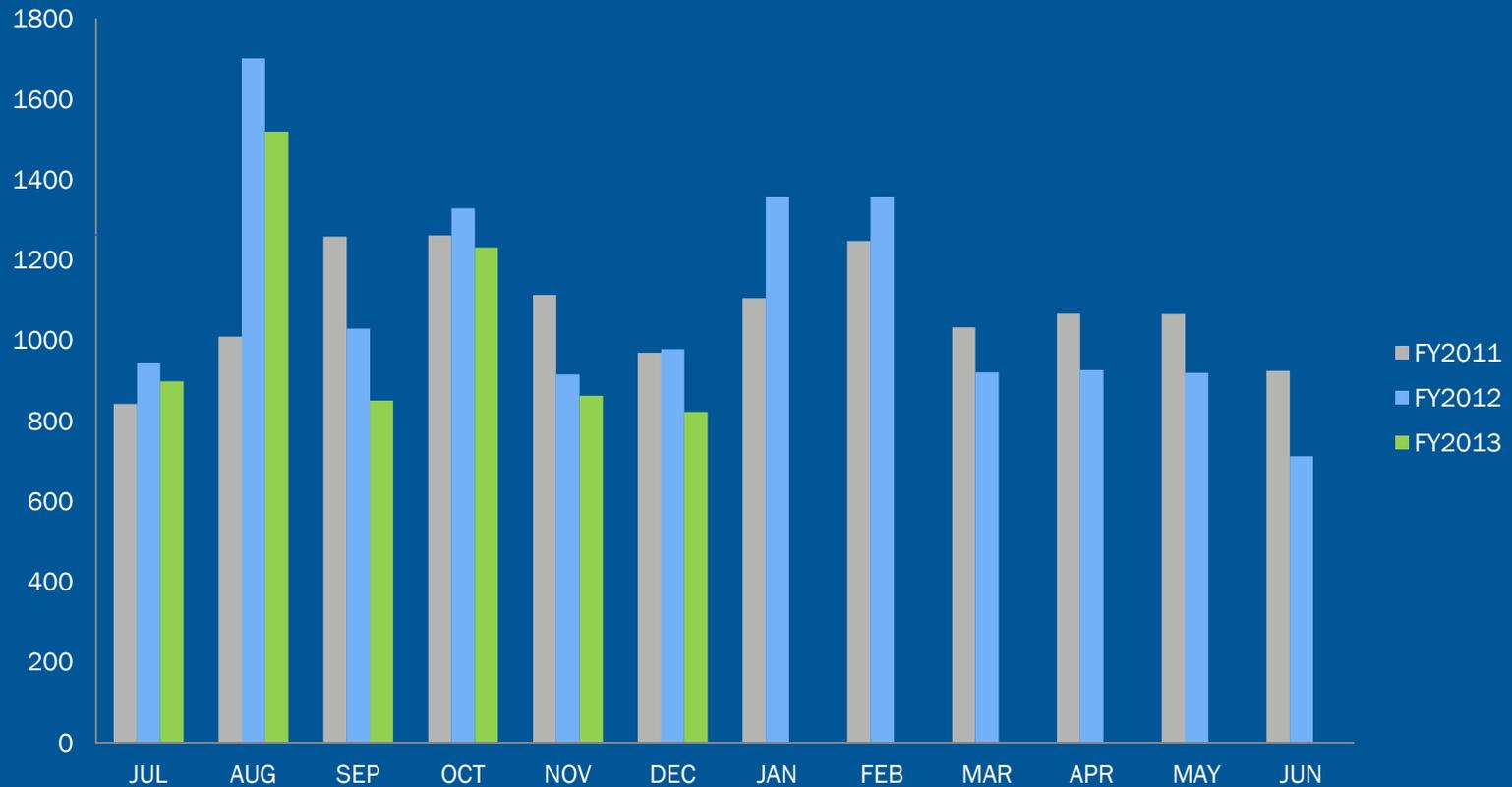
# RESULTS: RIDESHARE APPLICATIONS (CUMULATIVE)

## Rideshare Applications

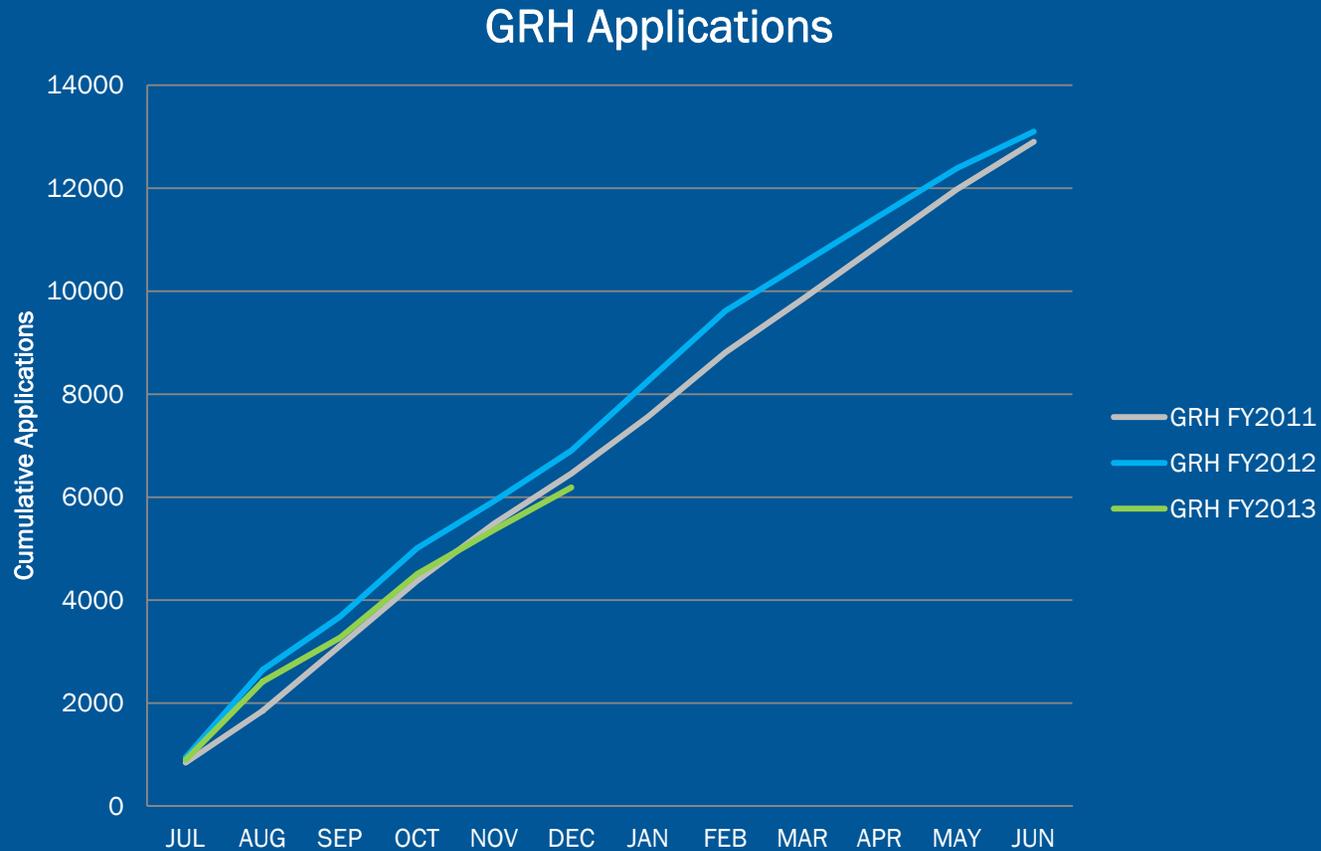


# RESULTS: GRH APPLICATIONS (MONTHLY)

## GRH Applications



# RESULTS: GRH APPLICATIONS (CUMULATIVE)



# LOOK AHEAD

- Continued rollout of Spring Umbrella campaign
- Spring newsletter
- Launch of 'Pool Rewards campaign
- Bike to Work Day
- Employer Recognition Awards

odonnellCOMPANY

COMMUTER  CONNECTIONS

