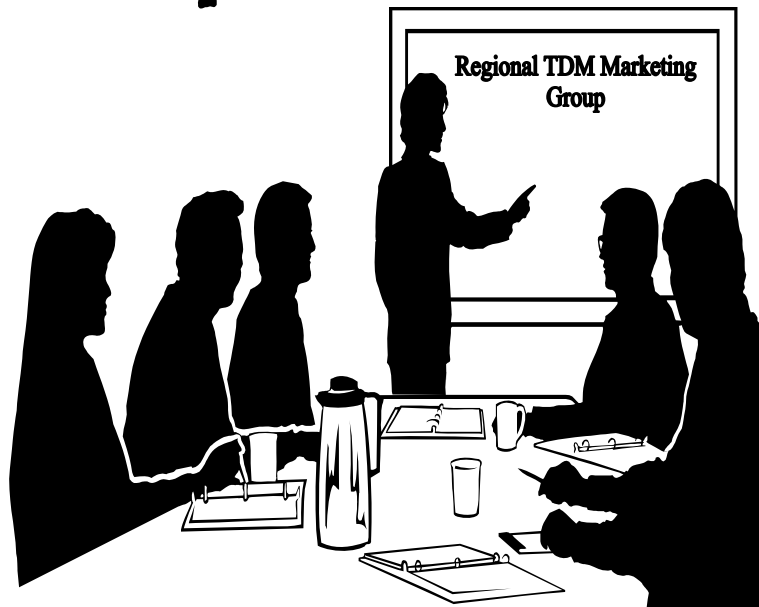


HANDOUTS

from previous meeting



June 16, 2009



2009 Marketing Activities

Commuter Connections TDM Marketing Meeting
Presented by Jen Desimone



June 16, 2009

Clean Air Partners

- Non-profit organization that educates Metropolitan Washington and Baltimore area residents about the health risks associated with poor air quality and the impacts our everyday actions have on the environment.
- We provide air quality forecasts; AirAlerts and the Air Quality Action Guide to help individuals, businesses and organizations take simple actions to reduce air pollution and greenhouse gas emissions that can impact climate.



Do your share for cleaner air.

2009 Marketing Strategy

- 1) Encourage greater participation in Clean Air Partners Activities.
- 2) Increase public awareness of the impact of their actions to air quality, climate change, public health, and the environment.

Tactics include:

- Clean Air Pledge
- Social Media
- Radio Ads and Promotions
- Transit Ads



Do your share for cleaner air.

Clean Air Pledge

- Reinforce individual actions to improve air quality and protect public health.
- Commit to reducing greenhouse gases that contribute climate change.
- Launched May 2009 – continue through Earth Day 2010.



Two Steps:

- Sign up for AirAlerts
- Take EPA's Change the World, Start with ENERGY STAR pledge.



Do your share for cleaner air.

Clean Air Pledge and AirAlerts



Do Your Share for Cleaner Air
Check the Air Quality Action Guide to Learn How to Protect Your Health

Contact Us: Metropolitan Washington Area (202) 962-3360 Metropolitan Baltimore Area (410) 732-9575

Your Daily Air Quality Forecast

Tuesday, June 9

Metropolitan Washington **Moderate** Code Yellow: Some pollution - poses risks to highly sensitive

Metropolitan Baltimore **Moderate** Code Yellow: Some pollution - poses risks to highly sensitive

Western Maryland **Moderate** Code Yellow: Some pollution - poses risks to highly sensitive

Eastern Shore **Moderate** Code Yellow: Some pollution - poses risks to highly sensitive

Extended Three-Day Forecast

Green	Good	Keep your vehicle's tires properly inflated.
Yellow	Moderate	Use a power strip as a central "turn off" point when you are using consumer electronics and IT equipment to completely disconnect the power supply.
Orange	Unhealthy For Sensitive Groups	Postpone errands on a Code Orange day. Schedule meetings and trips to the grocery store when the air is healthy.
Red	Unhealthy	Everyone should limit strenuous outdoor activity when their air is unhealthy to breathe.
Purple	Very Unhealthy	Children (especially asthmatic children) are at higher risk for illnesses from air pollution on Code Purple days; even the simple act of playing outdoors can become a health hazard.

Air Quality Action Tips

Take the ENERGY STAR pledge.

I will do my part to save energy and help fight global warming. I pledge to:

Change a Light (Want to do more? See below!)

Replace at least one light in my home with an ENERGY STAR qualified one.

I plan to replace lights (max. 50)

Do Even More

Make my home heating and cooling system work better. I will:

- Set or program my thermostat to save energy while I'm asleep or away from home
- Have my heating and cooling equipment tuned-up by a professional and change my air filter
- Seal obvious leaks and repair disconnections in my home's duct system

Make sure my home is well sealed and insulated. I will:

- Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- Computer
- Monitor
- Multi-Function Device
- Fax
- Ink-Jet Printer

See Our Collective Impact

Click to Enlarge Map >

Individuals: 2,275,345
Greenhouse Gas: 5,045,614,662 lbs
Dollars: 415,395,986
kWh: 3,547,592,010
[About these numbers](#)

Who's Driving the Pledge?

Top 5

All Categories

COMPANY / lbs of Greenhouse Gases saved	
Department of Defense	133,329,161
AETC Lockland AFB	25,862,400
Picatinny Military Housing Fair Park	20,851,650
CB Richard Ellis	20,522,387



Do your share for cleaner air.

Social Media

- Web site is the primary mechanism for communicating information and engaging the public.
- Take advantage of social media sites, such as Facebook and Twitter, to increase web presence and provide user interaction with the organization.



Do your share for cleaner air.

Social Media Web Applications


Facebook Application:

The screenshot shows the MIair Facebook application interface. At the top, there is a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and 'Steve Ludwig Settings'. The main content area features the MIair logo and the text 'Air Quality Forecast for 02/16/09'. Below this is a table with columns for 'Location', 'Today', and 'Tomorrow'. The table lists various locations and their corresponding air quality forecasts for the current day and the following day. A forecast summary is provided below the table, stating: 'FORECAST SUMMARY: Monday, February 9th, 2009 through Tuesday, February 17th, 2009PM-2.5: 24-hour Fine Particulate concentrations are expected to be Good to low Moderate through Wednesday; Good through... More'. At the bottom, there is a status bar showing 'Applications', 'Add', and 'Online Friends (0)'.

Location	Today	Tomorrow
Ann Arbor	PM2.5	PM2.5
Benton Harbor	PM2.5	PM2.5
Detroit	PM2.5	PM2.5
Eastern U.P.	PM2.5	PM2.5
Flint	PM2.5	PM2.5
Grand Rapids	PM2.5	PM2.5
Houghton Lake	PM2.5	PM2.5
Kalamazoo	PM2.5	PM2.5
Lansing	PM2.5	PM2.5
Ludington	PM2.5	PM2.5
Saginaw	PM2.5	PM2.5
Traverse City	PM2.5	PM2.5

Twitter Application:

The screenshot shows the MIair Twitter application interface. The top navigation bar includes 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out'. The main content area features a 'What are you doing?' text input field with a character count of '140'. Below the input field, there is a 'Latest Forecast Air Quality for Detroit, MI - Mon. February 16, 2009: Good, Tue. February 17, 2009: Good about 2 hours ago' section with an 'update' button. The main content area displays a list of tweets from MIair, including: 'MIair MIair Forecast Air Quality for Detroit, MI - Mon. February 16, 2009: Good, Tue. February 17, 2009: Good about 2 hours ago from web', 'MIair MIair Forecast Air Quality for Detroit, MI - Sun. February 15, 2009: Good, Mon. February 16, 2009: Good 1 day ago from web', 'MIair MIair Forecast Air Quality for Detroit, MI - Sat. February 14, 2009: Good, Sun. February 15, 2009: Good 2 days ago from web', and 'MIair MIair Forecast Air Quality for Detroit, MI - Fr. February 13, 2009: Good, Sat. February 14, 2009: Good'. The right sidebar contains navigation links for 'Home', '@Replies', 'Direct Messages', 'Favorites', 'Everyone', 'Following', and 'Device Updates'.

 **MIair** MIair Forecast Air Quality for Detroit, MI - Mon. February 16, 2009: Good, Tue. February 17, 2009: Good about 2 hours ago from web



Do your share for cleaner air.

2009 Media Campaign Sponsors

- City of Fairfax
- Commuter Connections
- Constellation Energy
- Fairfax County
- Maryland Transit Administration
- Mirant
- Montgomery County
- PEPCO
- Prince George's County
- TransIT Services of Frederick County
- Washington Gas
- Washington Metropolitan Area Transit Authority



2009 Radio Spots

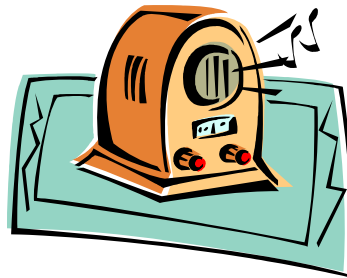
Washington, DC

Stations: 4

Weeks on Air: 5

Spots: 960

Total Gross Impressions:
26,100,000



Baltimore

Stations: 4

Weeks on Air: 5

Spots: 2,600

Total Gross Impressions:
47,600,000



A Walk, No Thanks:



Lazy Teenage Son:



Radio Promotions

- Electric Lawnmower Contest
- Clean Air Pledge Contest
- Energy Savings Idea Contest
- Gas Card Giveaways
- After Dark Tank Party

Transit Ads



What will her tomorrow bring?

At www.cleanairpartners.net
we'll show you the next three days.


**CLEAN AIR
PARTNERS**

Take Metrobus or Metrorail to
Do Your Share for Cleaner Air
www.MetroOpensDoors.com



Do your share for cleaner air.

Transit Ads



**So many things in life are uncertain...
the air you breathe shouldn't be one of them.**

Visit www.cleanairpartners.net for your 3-Day Air Quality Forecast


**CLEAN AIR
PARTNERS**

Take Metrobus or Metrorail to
Do Your Share for Cleaner Air
www.MetroOpensDoors.com


**CLEAN AIR
PARTNERS**

Do your share for cleaner air.

On the Air Curriculum & Outreach

- Air Quality education curriculum for 6th-grade students.
- Interactive teaching kit for schools and non-formal outreach component for use in summer schools, camps, etc.
- On the Air has reached more than 1,400 students over the past 12 months:
 - District of Columbia (335 students)
 - Maryland (625 students)
 - Virginia (480 students)
- Poster and/or video contest



For More Information

www.cleanairpartners.net





**Metropolitan Washington Council of Governments
FY 2009 Second Half Draft Marketing Campaign Summary
June 16, 2009**

Introduction

A number of challenges have impacted the second half of FY09. In the six month period from September 2008 until March 2009, gas prices dropped almost 50%,¹ providing less of an incentive for commuters to leave their cars at home in favor of alternative transportation.

In addition, congestion remained persistently problematic, with drivers facing bottlenecks on the roads during rush hours as well as the Metro and some bus lines running at or near capacity. The combination of lower gas prices, and crowded transit presented a challenging environment to convert commuters to alternative commute methods.

The Commuter Connections network members worked together to convert commuters in spite of this somewhat difficult environment. The team's efforts included:

- The launch of a new region-wide online ridematching system that made it easier for commuters to explore options, and control the ability to identify potential rideshare opportunities.
- An exciting new integrated marketing campaign launched in February 2009.
- A number of efforts and events to keep commuting issues front of mind included among others, the Bike to Work Day event and the Employer Recognition Awards.
- Diligent efforts of network members to forge and leverage relationships with commuters throughout the region.

The foundation for FY2009 marketing efforts were established in a marketing brief distributed to network members in August 2008. The strategies behind the FY09 marketing campaign continued to be based on the findings of the 2007 State of the Commute Survey, 2007 GRH Survey Report, and the Commuter Connections Stakeholder Attitudes and Opinions, April 2007. A separate analysis conducted by Odonnell Company looked at the implication of the findings on specific marketing strategies. Specifically, this analysis noted the following findings:

- All other modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.
- One in every three reported trips was either avoided entirely or made with an alternative to driving alone.

¹ www.washingtondcgasprices.com

- Women and men are increasingly equal in their percentage of using alternative transportation.
- People with incomes above \$30,000 per year are a discretionary market with opportunity for growth in ridership. No further distinction in income (for example, above \$50,000 per year) was indicated, so all income levels above \$30,000 can be targeted with campaign messages.
- The top reasons for using alternative transportation included save money (18%); changed jobs or work hours (18%) and save time (13%).

Commuter Connections launched its spring FY09 campaign in February 2009 with new creative designed to reach out and address the issues commuters are facing. The Rideshare campaign invited commuters to explore all options and “Try a Different Way to Get to Work”. Rather than focusing on gas costs as the sole incentive to rideshare, the campaign took a lighter approach to emphasize the other benefits of leaving a single-occupancy vehicle at home. The Guaranteed Ride Home campaign highlighted the comfort and control commuters can feel by registering for the Guaranteed Ride Home program. In addition to paid and value-add media, Commuter Connections network members stepped up with an impressive contribution of donated transit space throughout the region to maximize the reach of the umbrella marketing effort. COG supported this effort by funding printing of the transit marketing materials through the Commuter Connections regional marketing budget.

About Commuter Connections

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

Organizations represented in the Regional TDM Marketing Group include:

City of Alexandria	ARTMA	Fairfax City
Fairfax County Office of Transportation	National Institutes of Health (NIH)	Mass Transit Administration (MTA)
Northern Virginia Transportation Commission (NVTC)	Potomac and Rappahannock Transportation Commission (PRTC)	Virginia Department of Transportation Northern Virginia District Office
TYTRAN	VDOT	LINK
Virginia Department of Rail	Dulles Area Transportation	Tri-County Council for

and Public Transportation	Association (DATA)	Southern Maryland
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)	Washington Metropolitan Area Transit Authority (WMATA)
Arlington County	MDOT	VPSI
General Services Administration (GSA)	District Department of Transportation (DDOT)	Loudoun County Office of Transportation Services
Maryland State Highway Administration	Montgomery County RideOn	Montgomery County Commuter Services
Montgomery County	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission
Northern Neck Rideshare/PDC		

Cornerstones of the Marketing Program

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

The objectives of the program included the following:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's primary resource for alternatives to driving alone.
- Promote awareness of Ridematching services and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service and increase applications for the program.

Messaging Strategy

The second half of FY2009 saw the launch of new creative for the spring umbrella campaign. Commuters were urged to “Try a Different Way to Get to Work” with Commuter Connections’ Ridematching program where “a fresh approach to saving money, time and the environment” is offered. The print creative offered visual strength delivered with a sense of lightness to help reduce resistance to sharing a ride. The sense of spontaneity and the uplifting feel of the concept fed into the positive benefits offered by the Ridematching program and reminded us that change, possibility and open-mindedness to a new way is a simple choice that can be made at any time. The bright colors were in stark contrast to the economic downturn and offered positive energy and promoted feelings of a time for change. Individual benefits of ridesharing were brought forth in the payoff line of “a fresh approach to saving money, time and the environment”. The sense of play, fun, and lightness were echoed in the radio ads where the use of a pogo stick and rickshaw grabbed the listeners’ attention before delivering Commuter Connections’ main message.

The Guaranteed Ride Home program is the insurance policy that most commuters hope they will not have to use but are reassured to know is there. Using the Commuter Connections’ blue branding color as the predominant color, a contrasting bright orange was used to be visually hard hitting. Up close and personal graphics demonstrated the benefits of the Guaranteed Ride Home program. Commuters were offered a way to raise their comfort level while remaining in control. The print and radio concepts were tightly coupled to reinforce the message.

Spring 2009 Media Cost Flowchart

SPRING 2009 FLOWCHART																				
MEDIA	FEB		MARCH			APRIL				MAY			JUNE			COG TOTALS				
	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25		1	8	15	22
Rideshare																				\$174,750
GRH																				\$174,750
Bike to Work Day																				\$24,000
Radio (Total)																				\$373,500
Coffee Sleeves																				\$52,500
Internet																				\$30,000
Bus Exterior TransIT*																				\$0
Bus Exterior Ride On*																				\$0
Bus Interior ART*																				\$0
Bus Interior DASH*																				\$0
Bus Shelters Ride On*																				\$0
Van Magnets VPSI *																				\$0
Direct Mail*																				\$0
WSJ Print Ad																				TBD
Contingency																				\$3,000
Total																				\$459,000

GRH Only

GRH/RS

Employer Recognition Awards

Rideshare Only

Bike To Work Day

* Printing expenses only

Media Objectives: Guaranteed Ride Home

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

Target market

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (64%) or Maryland (34%), with a special emphasis on Prince William (20%) and Fairfax Counties (18%); work in D.C (60%) and Virginia (30%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Media Objectives: Rideshare

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

Target market:

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (20%)
- \$60,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Work for employers with 250+ employees
- Live in Virginia (64%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for federal agencies (54%) and private sector (30%)
- Professional (40%), Executive/managerial (19%), and administrative (18%)

Geographic Targeting

Washington D.C. DMA

Rideshare Spring Media Budget	COG Cost	Gross Dollars
Radio	\$174,750	\$205,588
Internet Including earned media with radio partners	\$15,000	\$17,647
Coffee Cup Sleeves	\$26,250	\$30,882
Contingency	\$1,500	\$1,765
Total Budget	\$217,500	\$255,882

Brand Character

The Commuter Connections network wishes to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' new online ridematching system, commuters registering for the ridematching service were given direct access to other commuters who were looking to carpool as well as commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

Radio

During the spring campaign, radio was used as the anchor medium for the campaign with a broad mix of radio stations including Spanish-speaking commuters with spots running on WLZL, El Zol. In total, the following 8 D.C.-focused stations and 4 exurban stations were used during the campaign:

WAFY (Key 103.1FM)	WFLS (93.3FM Real Country, Fredericksburg)	WRQX (Mix 107.3FM)
WASH (Soft Rock 97.1FM)	WFRE (99.9 Free Country, Frederick)	WSMD (Star 98.3FM Mechanicsburg)
WBIG (BIG 100 100.3FM)	WLZL (El Zol, 99.1FM)	WTGB (94.7 The Globe)
WBQB (B101.5FM Fredericksburg)	WPGC (Urban AC)	WTOP (News/Talk 103.5FM)

Two radio spots were written and produced to deliver the messages of the Guaranteed Ride Home and Ridematching campaigns. The radio campaign rotated between Rideshare and Guaranteed Ride Home weeks for a total of a 10 week on-air period from February 23 until June 28. No Rideshare or Guaranteed Ride Home spots aired during the three week period when the Bike to Work Day spots aired, April 20 through May 10.

WLZL translated into Spanish and produced the "Comfort Level" Guaranteed Ride Home spot and the "Different Way to Work" Rideshare spot for the campaign.

The following spots were developed in support of the spring campaign:

Guaranteed Ride Home::60—"In Control"

A businessman, used to being in control of every situation, is concerned that by carpooling, he will no longer be in control. His wife reassures him that he's always in control since he has registered with the Guaranteed Ride Home program that will provide him with a ride home should an unexpected family or personal emergency arise.

Guaranteed Ride Home::60—“Comfort Level”

A stressed-out executive loses it. He has been told he must work late to finish a project but he can't find the project folder and he's worried about missing his vanpool. His co-worker reminds him that Guaranteed Ride Home will get him home in case of unscheduled overtime. He regains his composure, thanks his co-worker for saving him, who in turn reminds him that it was registering for Guaranteed Ride Home that saved him.

Ridesharing::60—“Pogo Stick”

Co-workers discuss another co-worker's unique attempts to save time and money on his commute. In this case, the co-worker has opted to try a pogo stick much to the amusement of his colleagues. The discussion centers around the benefits offered by Ridesharing, namely saving time, money, and the environment, and how simple it is to register by calling Commuter Connections.

Ridesharing::30—“Different Way to Work”

It's the end of the work day and employees are getting ready to head home when one employee offers to bring the rickshaw around. The rickshaw is being used as a way to save money on the commute since the employee has not been able to find anyone to rideshare with. He is reminded of the ease of Commuter Connections' new online ridematching system to find carpools.

Value Added Promotions

For the spring campaign, all radio stations were asked to promote the benefits of Commuter Connections' new online ridematching system. The radio stations responded with a mixture of promotional ideas.

The value added promotions provided as part of the spring campaign included:

- WASH, WBIG, and WMZQ ran the Rideshare Tuesday promotion.
- WRQX (Mix 107) sponsored a contest in April with a Metro SmarTrip Card for \$107 as the prize. Entrants were asked to provide details on how they planned to utilize it.
- WAFY will sponsor a contest in June with a bicycle as the prize. Entrants will be asked to provide commuting ideas or how to save on commuting costs.
- Commuter Connections took part in interviews with Guy Lambert for WPGC's Public Affairs Show and on WLZL's "Tu Familia Zol" program.
- WFLS provided Commuter Connections information in an e-blast to their database of 16,000 station club members.
- Bonus spots were included on most of the value add promotions. Most stations also plan promoted Commuter Connections on their station web sites.

The screenshot shows the website for MIX 107.3 with a navigation bar at the top containing links for HOME, JACK DIAMOND, ON-AIR, MUSIC, VIDEOS, PODCASTS, BLOGS, CONTESTS, PICS /EVENTS, MOBILE, COMMUNITY, and STATION INFO. The date May 26, 2009 is displayed on the right. The main content area is titled "MIX 107.3 CONTESTS" and features a promotion for "COMMUTER CONNECTIONS". The promotion text reads: "Make your daily commute easier with Commuter Connections and MIX 107.3! Register below to win a \$107 Metro Fare Card." Below this, there is a paragraph explaining the "Guaranteed Ride Home program" and a "Register today" link. At the bottom of the promotion, there are two checked checkboxes: "It is ok for MIX 107.3 to email me periodically." and "Send email in HTML format (when available)". On the right side of the page, there is a "PODCASTING" section with three entries: "JDMS: Cavalcade Of Comedy May 26, 2009", "JDMS: Current Events Quiz May 18, 2009", and "JDMS: Shirley Jones wants to pose for Playboy...". Below these are "Carson: Toni Collette" and "Carson: Rosie O'Donnell". At the bottom right, there is a "MIX WEATHER" section.

In addition to the value add promotions provided by the radio stations, the coffee cup sleeve vendor sponsored a Commuter Connections coffee day on Tuesday, May 5th, from 8 AM to 10AM at the Cornerstone Cafe at 1501 M St. NW. As part of the promotion, the café provided free coffee for 2 hours for up to 200 customers. Balloons were provided by the vendor and Commuter Connections representatives were on hand to answer questions and distribute literature.



Commuter Connections coffee day event at the Cornerstone Cafe

Internet Advertising

Internet advertising during the spring campaign included rotating sizes of banner ads served to specified web sites and geo-targeted to IP addresses in the Washington D.C. DMA.

The selection of web sites for the placement of web banner ads for the spring campaign focused on those sites providing top performance on previous campaigns. Sites that have performed well, ad sizes that have performed well, tuning ad placement to meet the target audience demographics, as well as Internet trends, all factored into the placement of the Internet ads for the spring campaign.

Historically, weather sites have been among the top performers for all Commuter Connections campaigns. "Popunder" ads, those ads presented in a window left behind when you close the browser, have also delivered top performance. The campaign saw the inclusion of major job web sites as the 2007 State of the Commute Survey showed a correlation between changing job or work hours and switching to alternative transportation.

In addition to selecting sites based on past performance, the prevalence and adoption of social media and networking sites has grown considerably over the past year. The 2nd half of the year TDM Marketing campaign acknowledged this growth and included a Facebook ad as part of the Internet ad placements.

Ads are served to the selected websites through iii-interactive. iii-interactive works with online publishers to provide cost-effective serving of Internet advertising in a streamlined manner.

The following sites were used in the campaign:

- Monster
- iii-interactive.com run-of-network geo-targeted by IP address
- Facebook
- Accuweather
- Washington Times

Four banner ad sizes, 160x600, 300x250, 720x300, and 728x90 were used for the campaign. One Rideshare and one Guaranteed Ride Home ad were provided in each size with equal rotation of both ads. For Facebook, 2 Rideshare and 1 Guaranteed Ride Home ads were created with equal rotation between the Rideshare and Guaranteed Ride Home ads.

Statistics were collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and CTR (Click Through Rate), ad sizes and site placement were adjusted to provide optimal performance.

Within the first few weeks of the campaign, the Rideshare leaderboard ad (728x90) on Monster was outperforming the same size Guaranteed Ride Home ad by a factor of 4. This performance would seem to confirm survey results that commute alternatives are re-evaluated when considering a change in jobs. Based on the performance data, the campaign was optimized to

serve only Rideshare ads for this size and placement on Monster and to increase GRH ad presence on sites where performance of GRH ads were better than that of Rideshare ad performance, e.g., Washington Times.

New this spring was the inclusion of Facebook ads as part of the Internet advertising. Facebook allows ads to be specifically targeted to certain demographics. The first two months of the campaign had the Rideshare and GRH ads targeted to the 35+ age market in the metropolitan Washington D.C. area. As the Facebook audience is dominated by a younger market, the last two months of the campaign incorporated the younger market by targeting those in the metropolitan Washington D.C. area in the 25+ age range. The results of this venture will be part of the overall Internet banner ad performance analysis to be included in the final 2nd Half Campaign Summary Report.

The screenshot shows the Monster.com job search interface. At the top, there's a navigation bar with 'Home', 'Profile & Resume', 'Jobs', 'Career Tools', and 'Advice'. A search bar contains 'sales' and 'Washington, DC'. Below the search bar, there's a 'Job Search Results' section with a banner for 'RIDESHARE COMMUTER CONNECTIONS'. The main content area displays a table of job listings, sorted by 'Most Relevant'. The right sidebar shows user information for 'Hi Byung-Ho' and various filters for narrowing search results.


Date	Job Title	Company	Location	Miles
02/21	Sales! Sales Made Easy! Offer Free Equ	Crescent Processing Co	Washington, DC, 200	0.2
02/25	Sales! Sales Made Easy! Offer Free Equ	Diamond Processing	Washington, DC, 200	0.2
02/28	Sales! Sales Made Easy! Offer Free Equ	Diamond Processing	Washington, DC, 200	0.2
01/16	Pre-Sales Engineer, BI Software, OOA/OOD	MRINetwork	Washington, DC	0.4
01/22	Leading Litigation Support Solutions Compai	Peak Litigation Support	Washington, DC	0.4
02/06	Sales Rep 2866	MRINetwork	Washington, DC	0.4
02/09	Program Manager - Inbound-Outbound Sale	XM Satellite Radio, Inc.	Washington, DC	0.4
02/12	Sales! Business Development! Staffing! Mar	AQUENT	Washington, DC	0.4
02/16	Washington D.C. - Energy Sales Specia	Johnson & Johnson Far	Washington, DC	0.4
02/16	Capital Equipment Sales: Chemistry Focus	MRINetwork	Washington, DC	0.4
01/15	Territory Sales Manager (TIS) - Washington	Terumo Medical Corp.	Washington, DC	0.4
02/19	Sales Executive / Account Representative 2i	MRINetwork	Washington, DC	0.4
02/20	GSA Sales Manager	RT London	Washington, DC, 56944	0.4
02/20	Field Sales - Washington, DC	Company Confidential	Washington, DC	0.4
02/24	SALES REPRESENTATIVE- Washington DC	Polymedco, Inc.	Washington, DC	0.4

Hi Byung-Ho [Sign Out](#)

[Home](#) | [Profile & Resume](#) | [Jobs](#) | [Career Tools](#) | [Advice](#)

Search Career Snapshots For Job Title [Search](#)
[My Saved Data](#)

[Browse: All Career Snapshots](#) | [Showcase Career Snapshots](#)



Research jobs with Career Snapshots

- ✓ Are you in the right career? Check out the snapshot for your job to make sure you're highlighting the right details on your resume.
- ✓ Are you ready for a new career? Career Snapshots give you all the details on an occupation, including tasks, skills and employment projections.
- ✓ Monster's Career Snapshots tool lets you explore thousands of different jobs. We'll help you take your career to a new level!

Jobs that...

- > [are in libraries](#)
- > [keep you moving](#)
- > [are in labs](#)
- > [require attention to detail](#)
- > [are green](#)
- > [let you design things](#)
- > [are for people who like writing](#)
- > [could make you famous](#)

Jobs that are in libraries

- > [Library Assistant](#)
- > [Audiovisual Librarian](#)
- > [Reference Librarian](#)
- > [Media Library Specialist](#)
- > [Photo Library Assistant](#)


Library Assistant

a.k.a. Library Clerk
 Compile records; sort and shelve books; issue and receive library materials; locate library materials for loan and replace material in shelving area, stacks...

Number of similar jobs posted on Monster:	Rate of Growth in percent:
97	7.90 %
Average when compared with other industries	
Size of Industry in 2006:	Size of Industry in 2016:
116,000	125,000

Source: Bureau of Labor Statistics, May 2006

[Get Details](#)



Featured Jobs

<p style="font-size: 0.8em;">TECHRP Assistant Communications Project Manager San Francisco, CA</p>	<p style="font-size: 0.8em;">Howard Hughes Medical Inst. Administrative Assistant I Stanford, CA</p>	<p style="font-size: 0.8em;">Bank of Stockton Investment Sales Assistant Lodi, CA</p>	<p style="font-size: 0.8em;">Company Confidential Project Assistant - Toy Manufacturer Oxnard, CA</p>	<p style="font-size: 0.8em;">VS Associates, Inc. Executive Assistant to Executive Director Canoga Park, CA</p>
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Commuter Connections Web Site Graphic

A graphic that reflected the umbrella campaign was created for placement on the Commuter Connections web site home page to provide a visual tie from the umbrella campaign to the Commuter Connections web site. This area of the home page is used to reflect current campaign efforts and has been used for the Rideshare Tuesday and Bike to Work Day campaigns as well as the umbrella campaign.

The screenshot shows the Commuter Connections website home page. The header is blue and contains the following elements:

- Navigation links: [EN Español](#), [SEARCH](#), [QUICK LINKS](#), [ORDER BROCHURES](#), [BULLETIN BOARD](#)
- Logo: **COMMUTER CONNECTIONS** A SMARTER WAY TO WORK
- Call-to-action buttons: [CLICK HERE TO SET UP OR ACCESS A COMMUTER CONNECTIONS ACCOUNT](#), [SIGN-UP FOR COMMUTE OPTIONS & MATCHES](#), [SIGN-UP FOR GUARANTEED RIDE HOME PROGRAM](#)
- Menu items: [COMMUTER PROGRAMS](#), [EMPLOYER PROGRAMS](#), [COMMUTING RESOURCES](#), [ABOUT US](#), [NEWS & EVENTS](#)

The main banner features a photograph of a smiling baby and the text: **MADE IT THERE WHEN IT MATTERED**. Below the banner is the text: **Our Network of Organizations Provides Free Commuter Assistance in the District of Columbia, Maryland and Virginia**.

The page is divided into several content columns:

- Traffic Cameras**:
 - [Traffic Cameras Powered by District Department of Transportation](#)
 - [Traffic Cameras Powered by Maryland Department of Transportation](#)
 - [Traffic Cameras Powered by Virginia Department of Transportation](#)
 - [Traffic Cameras Powered by TrafficLand.com](#)
- Construction Projects**:
 - [I-66 project still has support >](#)
 - [HOT Lanes Underway >](#)
 - [I-66 Spot Improvements Blocked >](#)
 - [Metro and Maryland Ready To Spend >](#)
 - [Leaders want more info on HOT lanes >](#)
 - [HOT lane plans draw skepticism >](#)
 - [O'Malley willing to hear ICC concerns >](#)
 - [Bill would allow speed cameras in highway zones in Md. >](#)
 - [Funds Approved For Battle Street: Manassas Council 'Fast-Tracks' Upgrade >](#)
 - [VDOT to hold meetings on HOV, HOT lanes >](#)
- Upcoming Events**:
 - [Spring 2009 Telework Exchange Town Hall Meeting- April 8, 2009 >](#)
 - [National Bike Summit- March 10-12, 2009 >](#)
 - [Telework in a Box Event Series- February 26, 2009 >](#)
 - [Confident City Cycling Classes- February 21, 2009 >](#)
- Featured Network Member**:
 - [Harford Commuter Assistance](#)
 - Harford Commuter Assistance in Harford County Maryland helps those seeking a transportation alternative away from the single occupancy vehicle. Harford Commuter Assistance can help you save time and money by connecting you to commuting options with a free carpool/vanpool ridesharing service. They also provide information about mass transit including the MARC commuter train as well as bicycling alternatives. Commute Smart - A Clean Commute is a Clear Choice.
 - [View all of our network members >](#)

Coffee Cup Sleeves

Coffee cup sleeves are practically as ubiquitous as single occupant vehicles on the road. During the spring, the campaign will distribute at least 525K, customized 4-color 'ad sleeves' over a 4 month time period in coffee cafes located in Virginia, Maryland, and Washington D.C. Ad sleeves were distributed to coffeehouses for free and leveraged their most powerful touch-point to enhance the consumer experience.

See Appendix A for a list of the cafes that distributed the Commuter Connections campaign messages.



Commuter Connections to go on cups of coffee

Member Donated Space

The free contributions of Commuter Connection network members are much valued as an effective channel for communicating the Commuter Connections message. By delivering the Commuter Connections message along the much traveled commuter routes, Commuter Connections is assured frequency of message in an affordable and effective manner. Commuter Connections has received generous donations of space on transit interiors and exteriors, shelters, and vanpools from the following network members:





MARC Train cards with Guaranteed Ride Home message

Montgomery County Ride On and Loudoun VRT buses



Montgomery County Ride On and Loudoun VRT buses with Rideshare and Guaranteed Ride Home messages



Frederick TransIT bus exterior with the Rideshare message

Direct Mail to Households

A direct mail campaign is scheduled to be mailed in June to households with persons age 35-54 and an annual income above \$50,000. A tear off card will be included so the recipient can easily apply for either ridesharing and/or the GRH program, or request additional information.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY! Here's your first step. Complete the form below, including sections A and/or B, and return it today!

Please tear along perforation line above, fold and tape shut prior to mailing back.

Name _____ Employment Agency _____
 Home Address _____ Work Address _____
 City _____ State _____ Zip _____ City _____ State _____ Zip _____
 Country of Residence _____ Country of Workplace _____
 Home Phone Number _____ Work Phone Number _____
 Email (Optional) _____ I start work at _____ am, and stop work at _____ pm.

Which of the following do you use to get to work?
 Drive Alone Carpool Metro/
 Walk/Bike Other _____
 How many days per week do you use this mode of transportation?
 _____ days per week

Information and Schedule - Please provide information on your schedule and the schedule of your spouse/partner if you are interested in a carpool/vanpool ride.
 Metro/
 Smart Trip Take Commuter Bus

Section A - Carpool/Vanpool Ride
 Fill out the information below and we will match you with a carpool or vanpool partner who lives in your area and has a similar schedule. We'll also let you know how to get to your home.
 If interested in a carpool would you prefer to:
 Drive Only Ride
 If interested in a vanpool would you prefer to:
 Drive Only Ride
 I can arrive _____ minutes before or after my departure time.
 I can leave _____ minutes before or after my departure time.

Whether it's an unexpected emergency or unscheduled overtime, free GUARANTEED RIDE HOME* gives you the control to get home when you've got to be there.

*Some restrictions apply

COMMUTER CONNECTIONS
 METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

(remote control.)

Try a different way to get to work.
RIDESHARE. A fresh approach to saving money, time and the environment.

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

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

Commuter Connections schedules for your metropolitan area, and Metropolitan Washington Council of Governments

COMMUTER CONNECTIONS
 METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

PRESORTED
 FIRST CLASS
 U.S. POSTAGE
 7962
 Permit No. 9770
 Washington D.C.

Consider all the options RIDESHARE.

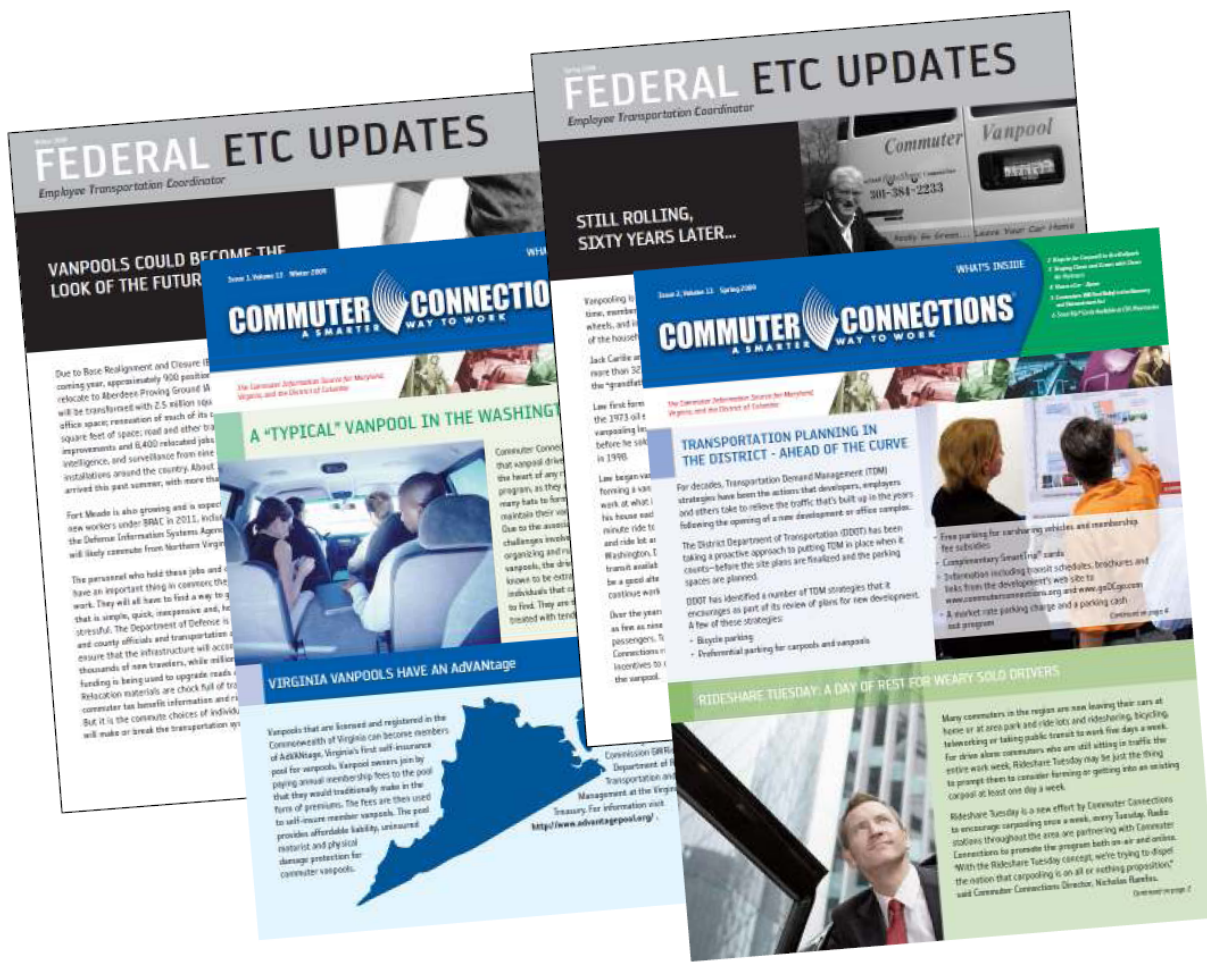
*Some restrictions apply to the Guaranteed Ride Home program

NO MEMBERSHIP

Try a different way to get to work.

Commuter Connections Newsletter and Federal ETC Insert

Winter and Spring editions of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, were produced during the second half of FY2009. The six page 4-color newsletter was distributed to approximately 5,000 employers and is mailed quarterly. It was also placed in .pdf format on the Commuter Connections web site. Newsletters are also sent to federal agencies via GSA along with a special Federal ETC Insert. A .pdf of the insert was also placed online at www.federaletc.org.



Special Events

Bike to Work Day

The sun shone on May 15, 2009 as over 8,000 of commuters registered to bicycle to work on Bike to Work Day. Adults 25-49, slightly skewed toward men, with a household income above \$30,000 were targeted through radio advertising at a cost of \$24,000. Employers and employees were targeted through a distribution of 75,000 posters and rack cards. Signage appeared on Downtown Circulator buses. T-shirts were provided to 7,500 bicyclists who registered and participated. A sponsorship drive resulted in 31 sponsors and generated contributions to offset marketing costs. The younger target audience was reached through pages on the social networking sites, Facebook and Twitter.



Secretary of Energy Stephen Chu speaks at Freedom Plaza on Bike to Work Day.
(Photo by Alex Wong/Getty Images North America)

The graphic from the Bike to Work Day poster had a strong visual presence on the Internet appearing on many network member web sites, the Facebook, and Twitter.



A Facebook group and Twitter account were created for Bike to Work Day in mid-April. This was one of Commuter Connections' first forays into social networking and was a learning experience for all involved. The Facebook page garnered 57 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following 132 users on the day of the event and being followed by 89. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

facebook Home Profile Friends Inbox Karen Hope-Murray Settings Logout Search

Bike to Work

Global

Basic Info
 Type: Common Interest - Beliefs & Causes
 Description: Come celebrate Bike to Work Day in Metro DC on Friday, May 15th, 2009!

Commuter Connections and the Washington Area Bicyclist Association (WABA) are teaming up in Metro DC to get the community on their bikes and hopefully turn the occasion into a habit, which can save both the environment and money, as well as offer many health benefits.

Held across the nation during the month of May, Bike to Work Day is an effort to promote cycling as an alternative way to commute to work. It is being sponsored by Commuter Connections, WABA, City Bikes, Crystal City Business Improvement District, H&B Bank and DC Lottery.

Contact Info
 Email: ndematching@mwcoq.org
 Website: http://waba.org/
 Office: Metropolitan Washington Council of Governments
 Location: 777 North Capitol Street, NE Washington, DC

Members
 Displaying 8 of 57 members See All

Charles Grier, Lane Cibonski, Gretchen A Hilburger, Joe Hanson, Mandi L, Rex Hodgson, Kimberley Hodgson, Ashley Carlson

Discussion Board
 Displaying 1 discussion topic Start New Topic | See All

Hints for first timers
 3 posts by 3 people Updated on May 14, 2009 at 10:11am

The Wall
 Displaying 2 of 7 wall posts. See All

Write something...

Group Type
 This is an open group. Anyone can join and invite others to join.

Admins
 • Mike Parkh
 • Karen Hope-Murray (creator)

Events
 1 past event See All
 Bike to Work Day 2009 Throughout Metro DC Friday, May 15 at 6:00am

Related Groups
 Washington Area Bicyclist Association

Advertise
 Sell AVON
 AVON
 Yes! AVON can be the answer! Take control of your finances and make more money in 2009. Click here to be an AVON representative.

Advertisement
 Dr. Oz Reveals a Secret
 Learn How a Free Product can help you...
 Look Younger
 Remove Wrinkles

twitter Home Profile Find People Settings Help Sign out

What are you doing?

 Latest: 6 days ago

Home

NPRNedWharton Having a very pleasant day taking pictures at a dog park along Four Mile Run.
half a minute ago from TwitterFon

kmosier42 @ The lady at the post office apparently didn't think it was as funny as I did when I asked how much it would cost to ship Owen to Abu Dhabi.
1 minute ago from UberTwitter

_Whittle_S RT @parsleythoughts if anyone is looking for the missing beyonce video props they're in ciara's basement. < hahaha
3 minutes ago from mobile web

robinpam Oh Beyonce, was Single Ladies not enough? RT. @DanaGoldstein I mean look at the wink when she sings "ego."
<http://bit.ly/5B7XS>
4 minutes ago from TwitterFox

brandonnugent satellite by Guster - not a bad song...
7 minutes ago from tuahit

frausallybenz RT @remind_org We are now at \$17,602.25! Keep the momentum going! #TweetToRemind
12 minutes ago from TwitterFox

BikeToWorkDay
 132 following 86 followers 42 updates

Twitterpic
 an image shared on Twitter via Twitterpic, a photo sharing service.

Home
 @BikeToWorkDay
 Direct Messages 4
 Favorites

Trending Topics

Memorial Day
 Follow Friday
 TOIF
 #firstrecord
 #SaveEarl
 Adam Lambert
 #smbmsp
 #otemcfly
 Idol
 Kris Allen
 Following

Employer Recognition Awards

The Commuter Connections Twelfth Annual Employer Recognition Awards program will recognize employers who voluntarily initiate outstanding worksite commute/telework programs to assist their employees. Winners and nominees will be honored at an awards ceremony on June 23, 2009. A special invitation and program booklet have been produced for this notable event. After the event, a ¼ page advertisement will appear in the Wall Street Journal (Washington/Baltimore edition).

JOIN US

COMMUTER CONNECTIONS
A SUSTAINABLE WAY TO WORK

TUESDAY, JUNE 23, 2009
8:30 a.m.
AT THE NATIONAL PRESS CLUB

Hosted by
The Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board

529 14th St. NW, Washington D.C.
Corner of 14th & F • 13th Fl Ballroom
Metro Center • Exit onto 13th St.

RSVP by JUNE 16, 2009
Invitation admits two people
RSVP to Stacey Walker, swalker@mmwcog.org, 202.962.3327

is your workplace at the forefront
of commute-friendliness?

We congratulate employers in the Washington metropolitan region who voluntarily initiate programs encouraging employees to use commute alternatives. Awards will be given to one employer in each of the following categories: Incentives, Marketing, and Telework.

**20 EMPLOYER
09 RECOGNITION
AWARDS**
THE METROPOLITAN WASHINGTON
COUNCIL OF GOVERNMENTS

Commuter Connections in the News

Commuter Connections figured prominently in transportation-related articles as either a source for transportation solution as or as an advocate for transportation alternatives to the single occupant vehicle commute. Special events factored prominently in the coverage with significant media attention around Car Free Day in September and Bike to Work Day in May.

Media	Description	Date
Washington Post	<i>How to Beat the High Price of Gas</i>	7/13/2008
Fox 5 News	<i>COST OF LIVING: Commuter Connections</i>	7/24/2008
Gazette.net	<i>Reimbursements, ride sharing grow in popularity</i>	7/25/2008
Gazette.net	<i>Making telework work</i>	7/25/2008
Frederick News Post	<i>Traveling Through - MTA going hybrid</i>	7/27/2008
Examiner.com - USA	<i>DC area unveils revamped ride-sharing site</i>	9/2/2008
WUSA 9	<i>Monday is the Day to Live "Car Free"</i>	9/22/2008
washingtonpost.com	<i>Who Needs a Car?</i>	9/16/2008
expressnightout.com	<i>An End to Car Trouble: Car Free Day</i>	9/16/2008
wtopnews.com	<i>DC officials promote "Car Free" events for Monday</i>	9/20/2008
myfoxdc.com	<i>DC Officials Supporting Monday 'Car-Free DC' Events</i>	9/20/2008
wjla.com	<i>Officials ask Commuters to go 'Car Free' for One Day</i>	9/22/2008
DC Examiner	<i>D.C. maintains rank as nation's second longest commute</i>	9/24/2008
Washington Post	<i>How Do I...Help Reduce Traffic?</i>	11/14/2008
The Free Lance-Star	<i>RIDESHARING RISES ON I-95</i>	11/14/2008
Washington Post	<i>As Gas Prices Fall, Transit Still Popular; Economic Woes, Low Cost Help Push Up Ridership</i>	12/2/2008
Associated Press	<i>Good luck getting around D.C. on Inauguration Day</i>	1/4/2009
WAMU	<i>Commuter Connections Observes Drop in Participation</i>	2/8/2009
WPGC	<i>Interview Taping</i>	4/1/2009
Washington Examiner	<i>Online ride-sharing tool expanding beyond only workday needs</i>	4/22/2009
washingtonpost.com	<i>Loudoun Gears Up for Bike to Work Day</i>	4/30/2009
Coalition for Smarter Growth	<i>Bike to Work Day</i>	5/8/2009
The Wash Cycle Blog	<i>BTWD 2009 Dignitaries</i>	5/11/2009
Washington Examiner	<i>Three-minute interview - Eric Gilliland</i>	5/12/2009
FrederickNewsPost.com	<i>Commuters encouraged to pedal to work Friday</i>	5/12/2009
expressnightout.com	<i>Wheeling in Employees: How to Keep Cyclists Happy at the Office</i>	5/12/2009
washingtonexaminer.com	<i>Area commuter train services becoming more bike-friendly</i>	5/13/2009
WJLA News Channel 8	<i>A preview of Bike to Work Day (Video)</i>	5/13/2009
Loudoun Independent	<i>Loudoun Hosts Bike to Work Day on May 15</i>	5/13/2009
FrederickNewsPost.com	<i>Traveling Through - Forget high gas prices, bike to work</i>	5/13/2009
Press Release	<i>Secretary Chu to Participate in Bike to Work Day and Speak at Freedom Plaza Rally this Friday</i>	5/14/2009
PBS	<i>Washington D.C.'s Bike to Work Day 2009</i>	5/15/2009
NachoFoto	<i>Photos</i>	5/15/2009
Wall Street Journal Blog	<i>Energy Secretary Chu Rides Herd on CO2 with \$5,000 Bike</i>	5/15/2009
The Wash Cycle Blog	<i>Blog: Bike to Work Day 2009</i>	5/15/2009
Leesburg Today	<i>Commuters Come Out In Droves To Bike To Work</i>	5/15/2009
washingtonpost.com	<i>Spotted: Chu Marks Bike to Work Day</i>	5/15/2009
Loudonextra.com	<i>Loudoun Celebrates Bike To Work Day</i>	5/15/2009
Waba.org	<i>Bike to Work Day Draws Thousands</i>	5/15/2009
D.C. MetBlog	<i>Highlights from Bike to Work Day</i>	5/17/2009
WUSA 9	<i>Bike to Work Day in the District</i>	5/18/2009
Gazette.net	<i>Washington traffic experts travel to Frederick County</i>	5/18/2009
Bike Commute Tips Blog	<i>NPR reporter survives (!) Bike to Work Day</i>	5/20/2009
The Wash Cycle Blog	<i>More on Bike to Work Day 2009</i>	5/20/2009
Ashburn Today	<i>Bikin' To Work</i>	5/22/2009
Fastnotes	<i>Bike to Work Day 2009 - a BIG success!</i>	Spring 2009
Big 100.3 website	<i>Events: Bike to Work Day</i>	
DC 101.1	<i>City Bikes Bike to Work Day Radio Promo</i>	

Guaranteed Ride Home Rewards Coupons

Sponsorship outreach continued in the second half of FY09 for corporate sponsors for Guaranteed Ride Home rewards coupons. Dunkin' Donuts and LaBaguette are two of the sponsors who have expressed an interest in providing an incentive to those who register for the GRH program. In exchange for their contribution, sponsors will be acknowledged on Commuter Connections corporate page on the web site.

Live Near Your Work

With low interest rates, drops in home prices, and reports of the "Beltway Burden" from the Urban Land Institute, the time is ideal to consider living near to your work. A postcard and print ad was created for Prince William County to invite area employers to a breakfast seminar to learn about programs available to employees working in the county.

With today's low interest rates and competitive housing prices, now is an opportunity to **shorten the distance** between workplace and home and **save on the cost** of commute and mortgage at the same time.

Have you heard?

Join us for a **free breakfast** and learn about great housing opportunities and winning the commuting challenges facing you.

FRIDAY, JUNE 12
Prince William Regional Chamber of Commerce
4320 Ridgewood Center Drive
Prince William, VA 22192
8:00am - 10:00am

Hear from Housing, Finance and Transportation experts as they discuss new housing opportunities and flexible commuting options.

Working families spend a disproportionate amount of time and income on housing and getting to and from work. Learn about the Foreclosure Rehabilitation Acquisition, the new Federal Tax Credit and other programs available to employees working in Prince William County.

RSVP today: PWCCCommuter@aol.com by June 9

COMMITTEE CONNECTIONS **LIVE NEAR YOUR WORK** **PRIC** **Region's Chamber**

Have you heard?

With today's low interest rates and competitive housing prices, now is an opportune time to **shorten the distance** between workplace and home and **save on the cost** of your commute and mortgage at the same time.

Join us for a **free breakfast** and hear from Housing, Finance and Transportation experts as they discuss new housing opportunities and flexible commuting options. Learn about the Foreclosure Rehabilitation Acquisition, the new Federal Tax Credit and other programs available to employees working in Prince William County.

FRIDAY, JUNE 12
Prince William Regional Chamber of Commerce
4320 Ridgewood Center Drive
Prince William, VA 22192
8:00am-10:00am

RSVP today: PWCCCommuter@aol.com by 6/9

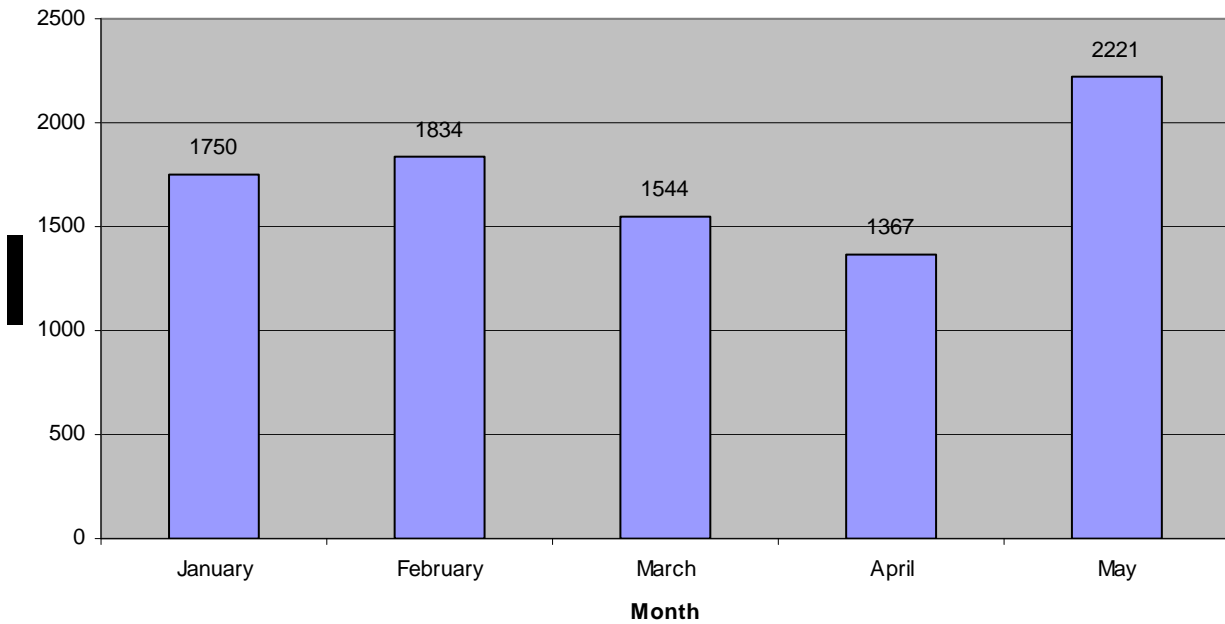
COMMITTEE CONNECTIONS **LIVE NEAR YOUR WORK** **PRIC** **Region's Chamber**

Web Hits

FY08 Month	Web Visits	FY09 Month	Web Visits	+/-	+/- %
Jan-08	5,908	Jan-09	7,841	1,933	32.72%
Feb-08	5,616	Feb-09	7,139	1,523	27.12%
Mar-08	8,328	Mar-09	8,022	-306	-3.67%
Apr-08	8,018	Apr-09	6,957	-1,061	-13.23%
May-08	10,342	May-09	7,593	-2,749	-26.58%
Jun-08		Jun-09			
	38,212		37,552	-660	-1.73%

Phone Calls

2009 Toll Free Monthly Trending Report



Guaranteed Ride Home Applications

FY08 Month	GRH Applications	FY09 Month	GRH Applications	+/-	+/- %
Jan-08	989	Jan-09	372	-617	-62.39%
Feb-08	688	Feb-09	326	-362	-52.62%
Mar-08	595	Mar-09	515	-80	-13.45%
Apr-08		Apr-09			
May-08		May-09			
Jun-08		Jun-09			
	2,272		1,213	-1,059	-46.61%

Rideshare Applications

FY08 Month	Rideshare Applications	FY09 Month	Rideshare Applications	+/-	+/- %
Jan-08	923	Jan-09	370	-553	-59.91%
Feb-08	607	Feb-09	328	-279	-45.96%
Mar-08	717	Mar-09	559	-158	-22.04%
Apr-08		Apr-09			
May-08		May-09			
Jun-08		Jun-09			
	2,247		1,257	-990	-44.06%

Appendix A: Café Locations for Coffee Cup Sleeves



BRITEVISION MEDIA
COFFEE SLEEVE ADVERTISING
Round 1 VENUE LIST
CAMPAIGN: Commuter Connections

DMA	Café Name	Street	City	State	Zip
Washington, DC (Hagrstwn)	Alexandria Pastry Shop	3690 H King St	Alexandria	VA	22302
Washington, DC (Hagrstwn)	Caboose Cafe	2419 Mount Vernon Ave	Alexandria	VA	22301
Washington, DC (Hagrstwn)	Capital Bagel Bakery	3610 King St	Alexandria	VA	22302
Washington, DC (Hagrstwn)	Ford Continental Cafeteria	2601 North Stevens St	Alexandria	VA	22311
Washington, DC (Hagrstwn)	June Coffee	225 Reanekers Ln	Alexandria	VA	22314
Washington, DC (Hagrstwn)	St. Elmo's Coffee Pub	2300 Mt. Vernon Ave	Alexandria	VA	22301
Washington, DC (Hagrstwn)	Uptowner Cafe	333 John Carlyle St	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Uptowner Cafe	1609 King St	Alexandria	VA	22314
Washington, DC (Hagrstwn)	Brooklyn Bagel & Bakery	2055 Wilson Blvd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Cafe 59	2461 S Clark Street	Arlington	VA	22202
Washington, DC (Hagrstwn)	Cedar Cafe	24050 Crystal Dr	Arlington	VA	22202
Washington, DC (Hagrstwn)	Coffee Express	1300 Wilson Blvd	Arlington	VA	22209
Washington, DC (Hagrstwn)	Festival Cafe	3701 N Fairfax Dr	Arlington	VA	22203
Washington, DC (Hagrstwn)	Gene's Market & Deli	2020 N 14th St	Arlington	VA	22201
Washington, DC (Hagrstwn)	J.'s Cookies	1700 N Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	JCL Coffee LLC -Rappahannock	2406 Columbia Pike	Arlington	VA	22204
Washington, DC (Hagrstwn)	Mochaberry Coffee	1700 N Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	Office Convenient Mart	1320 N Courthouse Rd	Arlington	VA	22201
Washington, DC (Hagrstwn)	Skywalk Cafe	1700 North Moore St	Arlington	VA	22209
Washington, DC (Hagrstwn)	Bethesda Bagels	4819 Bethesda Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Break Central	2 Bethesda Metro Ctr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Georgetown Bagelry	5227 River Rd	Bethesda	MD	20816
Washington, DC (Hagrstwn)	Janice's Espresso	6420 Rockledge Dr	Bethesda	MD	20817
Washington, DC (Hagrstwn)	Janice's Espresso 2	6420 Rock Ledge Dr	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Kudo Beans	7501 Wisconsin Ave	Bethesda	MD	20814
Washington, DC (Hagrstwn)	Beans in the Belfry	122 W Potomac	Brunswick	MD	21716
Washington, DC (Hagrstwn)	Chesapeake Bagel Bakery	5719 Burke Centre Pkwy	Burke	VA	22015
Washington, DC (Hagrstwn)	Chesapeake Bagel Factory	6043 Centreville Crest Ln	Centreville	VA	20121
Washington, DC (Hagrstwn)	Spaghetti's	13812 Metrotech Dr	Chantilly	VA	20151
Washington, DC (Hagrstwn)	Karin's Cafe	2 Wisconsin Circle	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Olympia Coffee Shoppe	7021 Brookville Rd	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Sun Spot	5530 Wisconsin Ave	Chevy Chase	MD	20815
Washington, DC (Hagrstwn)	Music Cafe	26528 B Ridge Rd	Damascus	MD	20872
Washington, DC (Hagrstwn)	Yummy Donut	7244 Muncaster Mill Rd	Derwood	MD	20855
Washington, DC (Hagrstwn)	Sun Spot Cafe	2677 Prosperity Ave	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Sunny's Cafe	9860 Main St	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Toby's Homemade	3956 Wilcoxon Dr	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Venezia Cafe	8503 Arlington Blvd	Fairfax	VA	22031
Washington, DC (Hagrstwn)	Taylor & Madison Enterprises	5203 Leesburg Pike	Falls Church	VA	22041
Washington, DC (Hagrstwn)	BB's Bagels and Bread	5866 Ballenger Creek Pike	Frederick	MD	21703
Washington, DC (Hagrstwn)	Bella Ragazza Cafe	6109 Spring Ridge Pkwy	Frederick	MD	21701
Washington, DC (Hagrstwn)	Java Junction	5 South Summit Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Jumbo Jumbo Cafe	701 Russell Ave	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Wow Cafe	9029 Gaither Rd	Gaithersburg	MD	20877
Washington, DC (Hagrstwn)	Greensboro Cafe	8283 Greensboro Dr	Mc Lean	VA	22102
Washington, DC (Hagrstwn)	Wall Street Deli	7900 West Park Dr	Mc Lean	VA	22102
Washington, DC (Hagrstwn)	Olney Bagel Bakery	3490 Olney-Latonsville Rd	Olney	MD	20832
Washington, DC (Hagrstwn)	Uptown Cafe	10805 Parkridge Blvd	Reston	VA	20191
Washington, DC (Hagrstwn)	Wall Street Deli	12011 Sunset Hills Rd	Reston	VA	20190
Washington, DC (Hagrstwn)	Bean Bag	1605 E Gude	Rockville	MD	20850
Washington, DC (Hagrstwn)	Cafe Gallery	5635 Fishers Ln	Rockville	MD	20852
Washington, DC (Hagrstwn)	Carmen's Cafe	1115 Nelson St	Rockville	MD	20850
Washington, DC (Hagrstwn)	Research Center Deli	2275 Research Blvd	Rockville	MD	20850
Washington, DC (Hagrstwn)	Tower Cafe	1101 Wootton Pkwy	Rockville	MD	20852
Washington, DC (Hagrstwn)	West Deli	30 W Gude Dr	Rockville	MD	20850
Washington, DC (Hagrstwn)	French Confection	816 Olney Sandy Springs Rd	Sandy Spring	MD	20860

Washington, DC (Hagrstwn)	Flowers Bakery Cafe	14300 Layhill Rd	Silver Spring	MD	20906
Washington, DC (Hagrstwn)	Metro Convenience	1317 East West Hwy	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Soho Cafe & Market	8405 Colesville Rd	Silver Spring	MD	20910
Washington, DC (Hagrstwn)	Sun Spot Cafe	2277 Research Blvd	Silver Spring	MD	20850
Washington, DC (Hagrstwn)	Imagination Cafe	8714 A Gorgia	Silver Springs	MD	20910
Washington, DC (Hagrstwn)	Savory Cafe	7071 Carroll Ave	Takoma	MD	20912
Washington, DC (Hagrstwn)	White Orchid Cafe	8045 Leesburg Pike	Vienna	VA	22182
Washington, DC (Hagrstwn)	Azi's Cafe	1336 9th St NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Cafe Phillips	650 Massachusettes Ave NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Cafe Phillips Restaurant	50 F St	Washington	DC	20001
Washington, DC (Hagrstwn)	Coffee Espresso	1250 H Street NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Connie's Coffee	4224 Fessenden St	Washington	DC	20016
Washington, DC (Hagrstwn)	Cornerstone Cafe	1501 M St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Daily Market	1011 Connecticut Ave NW	Washington	DC	20036
Washington, DC (Hagrstwn)	First Cup Cafe	900 M St	Washington	DC	20001
Washington, DC (Hagrstwn)	Ford Continental Cafeteria	E Capitol St NE & 1st St NE	Washington	DC	20001
Washington, DC (Hagrstwn)	Jack's Fresh	1015 18th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Jonathan's Gourmet Deli	1120 19th St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	La Baguette	2001 M Street NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Larry's Cookies	800 K Street NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Lighter Cafe	1400 I St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Lobby Mart	501 3rd St	Washington	DC	20001
Washington, DC (Hagrstwn)	Puccini Espresso	1620 L St NW	Washington	DC	20036
Washington, DC (Hagrstwn)	Rollerj and Surfer City	2024 Concessions	Washington	DC	20310
Washington, DC (Hagrstwn)	Sip of Seattle	1120 G St NW	Washington	DC	20005
Washington, DC (Hagrstwn)	Sun Spot Cafe	601 New Jersey Ave NW	Washington	DC	20001
Washington, DC (Hagrstwn)	The Coffee Break	3900 Resovoir Rd	Washington	DC	20007
Washington, DC (Hagrstwn)	The Roasting House	1004 Vermont Ave	Washington	DC	20005
Washington, DC (Hagrstwn)	Wally's World Coffee	1225 I St. NW	Washington	DC	20005
Washington, DC (Hagrstwn)	What's Your Yogurt	800 K St NW	Washington	DC	20001
Washington, DC (Hagrstwn)	Windows Cafe & Market	101 Rhode Island Ave	Washington	DC	20001

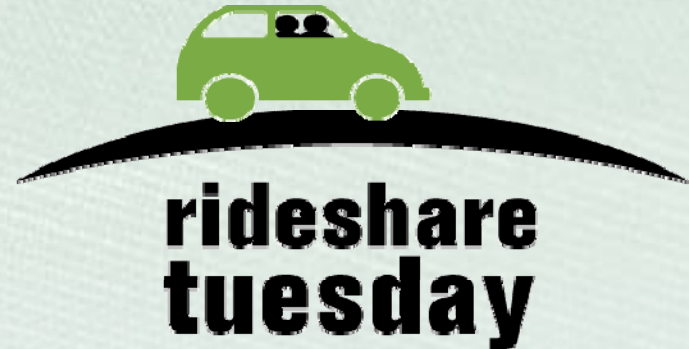
Metropolitan Washington Council of Governments
Commuter Connections
Second Half FY2009 Marketing Activities

Presented by:
Dan O'Donnell
Odonnell Company
June 16, 2009

Value Added Promotions

➤ Rideshare Tuesday continues

- WASH (Soft Rock 97.1 FM)
- WBIG (BIG 100 100.3 FM)
- WMZQ (Today's Country 98.7FM)
- Support from Montgomery, Frederick and Loudoun Counties



➤ Interviews

- WLZL (El Zol, 99.1 FM)
- WPGC (Urban AC)

Value Added Promotions

➤ Giveaways

- Bicycle on WAFY (Key 103.1 FM)
- Bicycle on WWDC (DC 101)
- MetroCard on WRQX (Mix 107.3 FM)

The screenshot shows the DC101 website with a navigation bar including 'HOME', 'LISTEN LIVE', 'ELLIOT', 'DJS', 'BABES', '411', 'PICTURES', 'MUSIC', 'CONCERTS', and 'CONTACT'. A search bar is present with the text 'You're not seeing double' and 'you're earning double' above it. The main content area features a large blue banner for 'BIKE TO WORK DAY 2009' on Friday, May 15. The banner includes the text 'Win a Specialized Sirrus Performance Hybrid Bicycle from City Bikes in Adams Morgan and Chevy Chase'. Below the banner is the 'COMMUTER CONNECTIONS' logo with the tagline 'A SMARTER WAY TO WORK' and the 'City Bikes' logo. To the right of the banner is a vertical advertisement for 'How Bright Are Your Teeth?' featuring a woman's face and a 'Roll Over' button. Below the banner, there is a 'PODCASTING' section with several entries, including 'JDMS: Cavalcade of Comedy May 26, 2009', 'JDMS: Current Events Quiz May 18, 2009', and 'JDMS: Shirley Jones wants to pose for Playboy...'. At the bottom of the page, there is a 'Learn More' button.

The screenshot shows the MIX 107.3 website with a navigation bar including 'HOME', 'JACK DIAMOND', 'ON-AIR', 'MUSIC', 'VIDEOS', 'PODCASTS', 'BLOGS', 'CONTESTS', 'PICS / EVENTS', 'MOBILE', 'COMMUNITY', and 'STATION INFO'. The main content area features a purple banner for 'MIX 107.3 CONTESTS' with the text 'Make your daily commute easier with Commuter Connections and MIX 107.3! Register below to win a \$107 Metro Fare Card.' Below the banner is the 'COMMUTER CONNECTIONS' logo with the tagline 'A SMARTER WAY TO WORK'. The text below the logo reads: 'When you carpool, vanpool, bicycle, walk or take public transit 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 take a free taxi or even rental car, whatever it takes to get you home, up to four times each year! Try a different way to get to work by registering today, and then enjoy a big difference in your commute and the added benefit of our FREE Guaranteed Ride Home program. *Some restrictions apply. Commuter Connections. Register today. Register today. It's FREE and finding rideshare partners just takes a few easy steps. 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.'

Value Added Promotions

➤ Email blast, mentions, sponsorship, web banners

- WBQB (BI01.5 FM)
- WFLS (93.3 Real Country)
- WLZL (El Zol, 99.1 FM)
- WPGC (Urban AC)
- WSMD (Star 98.3 FM)
- WTGB (94.7 Fresh FM)
- WTOP (News/Talk 103.5 FM)
- WJFK (106.7 FM)
- WTEM (ESPN 980 AM)



Value Added Promotions

➤ Special mention

- WASH and WBIG, not part of the Bike to Work Day buy, picked up the momentum of the event and provided value add mentions to promote the event!



97.1 WASH-FM 05/14/2009 WEEKEND HAPPENINGS powered by zipscene

Stuff to Do This Weekend

- Bike to Work Day**
Fri., May. 15, 8:00 AM at [Washington Area Bicyclist Association](#)
Join thousands of area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work! Meet up with your ...
- Washington Nationals Vs. Philadelphia Phillies**
Fri., May. 15, 7:05 PM at [Nationals Park](#)

Popular Links

- Events
- Restaurants
- Concerts
- Movies
- Venues
- Tickets
- Photos
- Sports



Advertise With Us Make This Your Homepage

BIG 100.3 LISTEN LIVE TICK, TICK, BOOM. **NOTHING IS WHAT IT SEEMS. SPY MUSEUM.ORG**

Search/Keyword/Artist Enhanced by Google or

Home | Music | Ballard | DJs | News | Photos | Contests | BIG League | Lifestyle | Contact | Advertise 750+ Stations | HD Radio

Concerts | **EVENTS** | Restaurants | Tickets | Bands | Venues | Photos | Sports | Movies

« Events : Event Detail Share This Submissions & Feedback

Bike to Work Day
Washington Area Bicyclist Association | 1455 Pennsylvania Avenue NW | Washington, DC, DC 20001
(See Map) LOCAL SEARCH e.g. arts, music, salsa Powered by zipscene

Overview

May 15, 2009
Friday 8:00am
Detail:

Join thousands of area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work! Meet up with your neighbors at one of 26 pit stops all over the region, ride into the city with experienced commuter convoys and meet your colleagues at Freedom Plaza. Washington Area Bicyclist Association and Commuter Connections invite you to try bicycling to work as an alternative to solo driving. Help the Washington region become a better place to ride. Bike to Work Day is a **FREE** event and open to all area commuters. There will be raffle prizes, food, drink, and more at all pit stops throughout the region.

Free t-shirts will be available for the first 7,000 registrants who are in attendance at the pit stop they registered for.

A Super Easy Fundraising Idea!
Earn Up to 50% Profit!
Entertainment® Book Sale
No Upfront Costs!

Coffee Day Promotion

➤ **Commuter Connections Provides the Perks!**

- May 5, 2009 from 8 AM – 10 AM, Cornerstone Cafe
- 200 free cups of coffee distributed
- Commuter Connections staff on hand to answer questions



Coffee Cup Sleeves

➤ **Commuter Connections to go!**

- 525,000 sleeves distributed over 4 months
- Approximately 85 venues across the District, Maryland, Virginia



Member Donated Space

➤ **Commuter Connections on the road!**

- Bus exteriors provided for Frederick County Transit, Montgomery County Ride On, Virginia Regional Transit
- Magnets on VPSI vanpools
- Promoting Rideshare and Guaranteed Ride Home messages



Member Donated Space

➤ Commuter Connections on the road!



Member Donated Space

➤ **Commuter Connections guarantees your ride home**

- Bus interiors for Alexandria LocalMotion DASH, Arlington Transit ART
- Train cards for MARC
- Promoting Guaranteed Ride Home message



Web Banners

- **Commuter Connections on the digital highway**
 - Monster.com
 - lii-interactive.com Run of Network, geo-targeted by IP address
 - Accuweather
 - Washington Times

- **New! Banner ads on Facebook!**

Web Banners

A different way to work.



Rideshare. A fresh approach to saving money, time and the environment. Learn more.

Home | Profile & Resume | Jobs | Career Tools | Advice | Hi Byung-Ho

Search Career Snapshots For Job Title

Browser of Career Snapshots | Manage Career Snapshots

Research jobs with Career Snapshots

- Are you in the right career? Check out the snapshot for your job to make sure you're highlighting the right details on your resume.
- Are you ready for a new career? Career Snapshots give you all the details on an occupation, including tasks, skills and employment projections.
- Monster's Career Snapshots tool lets you explore thousands of different jobs. We'll help you take your career to a new level.

234

monster Your calling is calling™

Home | Profile & Resume | Jobs | Career Tools | Advice | Security Notice! Click Here

Search Jobs sales Washington, DC

Job Search Results | sales, Washington, DC, US

learn more **RIDESHARE** COMMUTER CONNECTIONS

Multi-line Single-line

Sorted by: Most Relevant

Assistant

Library Clerk records, sort and shelve books; issue and library materials; locate library materials for loan; add material in shelving area, stacks...

Number of similar jobs and on Monster: 97 Rate of Growth in percent: 7.90%

Average size compared with other industries

Size of Industry in 2006: 130,000 Size of Industry in 2016: 125,000

Company Confidential Project Assistant - Toy Manufacturer Concord, CA

WS Associates, Inc. Executive Assistant to Executive Director Geneva Park, CA

Commuter Connections Website Updates

➤ Graphics provided to match the campaign

- Umbrella campaign
- Bike to Work Day



Traffic Cameras

Traffic Cameras Powered by District Department of Transportation

Traffic Cameras Powered by Virginia Department of Transportation

Traffic Cameras Powered by TrafficAnd.com

Construction Projects

[I-66 project still has support >](#)

[HOT Lanes Underway >](#)

[I-66 Spot Improvements Blocked >](#)

[Metro and Maryland Ready To Spend >](#)

[Leaders want more info on HOT lanes >](#)

[HOT lanes plans draw skepticism >](#)

[O'Malley willing to hear ICC concerns >](#)

[Bill would allow speed cameras in highway zones in Md. >](#)

[Funds Approved For Battle Street Manassas Council 'Fast-Track' Upgrade >](#)

[VDOT to hold meetings on HOV, HOT lanes >](#)

Upcoming Events

[Spring 2009 Telework Exchange Town Hall Meeting- April 8, 2009 >](#)

[National Bike Summit- March 10-12, 2009 >](#)

[Telework in a Box Event Series- February 26, 2009 >](#)

[Confident City Cycling Classes- February 21, 2009 >](#)

Featured Network Member

[HARFORD COMMUTER ASSISTANCE](#)

Harford Commuter Assistance in Harford County Maryland helps those seeking a transportation alternative away from the single occupancy vehicle. Harford Commuter Assistance can help you save time and money by connecting you to commuting options with a free carpool/vanpool ride-matching service. They also provide information about mass transit including the MARC commuter train as well as bicycling alternatives. Commute Smart - A Clean Commute is a Clear Choice.

[View all of our network members >](#)

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FY09 Media Coverage

“How to Beat the High Price of Gas”

“COST OF LIVING: Commuter Connections”

“Reimbursements, ride sharing grow in popularity”

“Making telework work”

“DC area unveils revamped ride-sharing site”

“Monday Is the Day to Live “Car Free”

“DC officials promote ‘Car Free’ events for Monday”

“D.C. maintains rank as nation’s second-longest commute”

“As Gas Prices Fall, Transit Still Popular”

“Good luck getting around D.C. on Inauguration Day”

“Online ride-sharing tool expanding beyond only workday needs”

“Loudoun Gears Up For Bike to Work Day”

“Commuters Come Out In Doves To Bike To Work”

July
2008

Sept
2008

Dec
2008

Jan
2009

May
2009

Media Coverage – Print, Radio, TV

washington**examiner**.com



washington**post**.com



Special Events

- **Bike to Work Day: May 15**
- **Employer Recognition Awards: June 23**
- **Live Near Your Work Events:**
 - Prince George's County, June 10
 - Prince William County, June 12
 - Dulles, June 24
- **Frederick TransIT Event: June 25**
- **Bike to Work Day Employer Challenge Luncheon: June 30**

Bike To Work Day

- Radio spot
- Poster and rack cards
- Circulator Bus signage
- T-shirt
- Pit stop banners
- Media placement
- NEW! Facebook and Twitter



Bike to Work Day on Facebook

facebook Home Profile Friends Inbox Karen Hope-Murray Settings Logout

Bike to Work
Global

Basic Info
Type: Common Interest - Beliefs & Causes
Description: Come celebrate Bike to Work Day in Metro DC on Friday, May 15th, 2009!

Commuter Connections and the Washington Area Bicyclist Association (WABA) are teaming up in Metro DC to get the community on their bikes and hopefully turn the occasion into a habit, which can save both the environment and money, as well as offer many health benefits.

Held across the nation during the month of May, Bike to Work Day is an effort to promote cycling as an alternative way to commute to work. It is being sponsored by Commuter Connections, WABA, City Bikes, Crystal City Business Improvement District, HSBC Bank and DC Lottery.

Contact Info
Email: ridematching@mwccog.org
Website: <http://waba.org/>
Office: Metropolitan Washington Council of Governments
Location: 777 North Capitol Street, NE Washington, DC

Members
Displaying 8 of 57 members [See All](#)

 Charles Grier	 Laine Cidowski	 Gretchen A Hilburger	 Joe Hanson	 Mandi L	 Rex Hodgson	 Kimberley Hodgson	 Ashley Carlson
--	---	---	---	--	---	--	---

Discussion Board
Displaying 1 discussion topic [Start New Topic](#) | [See All](#)

Hints for first timers
3 posts by 3 people. Updated on May 14, 2009 at 10:11am

The Wall
Displaying 5 of 7 wall posts. [See All](#)



BIKE TO WORK DAY 2009
FRIDAY MAY 15

[View Discussion Board](#)
[Message All Members](#)
[Promote Group with an Ad](#)
[Edit Group](#)
[Edit Members](#)
[Invite People to Join](#)
[Create Related Event](#)
[Leave Group](#)

[Share](#) +

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
■ Nita Parikh
■ Karen Hope-Murray (creator)

Events

Bike to Work Day on Twitter

The screenshot shows the Twitter interface for the 'BikeToWorkDay' profile. The profile page includes a header with the Twitter logo and navigation links (Home, Profile, Find People, Settings, Help, Sign out). The profile name is 'BikeToWorkDay' with a profile picture of a bicycle. Statistics show 132 following, 86 followers, and 42 updates. A 'Twit-pic' description is present: 'an image shared on Twitter via Twitpic, a photo sharing service.' The main content area is titled 'What are you doing?' and contains a text input field with an 'update' button. Below this is a list of tweets from May 15, 2009, including tweets from users like kpj104, mhoeck, eunice007, NPRNedWharton, whafro, and OhMyGOFF. A sidebar on the right lists trending topics such as Memorial Day, Follow Friday, TGIF, #firstrecord, #SaveEarl, Adam Lambert, #smbmsp, #votemcfly, Idol, and Kris Allen.

twitter

Home Profile Find People Settings Help Sign out

What are you doing?

Latest: 6 days ago

[kpj104](#): Bike to work day in alexandria <http://mypict.me/1J06>
UT: 38.796641,-77.027003
May 15, 2009 11:16 AM GMT · from *UberTwitter* · [Reply](#) · [View Tweet](#)

[mhoeck](#): Bike day commute up to Bethesda. Curious to see if the Cap Crescent will be a bike highway or not.
Washington, DC
May 15, 2009 11:09 AM GMT · from *TinyTwitter* · [Reply](#) · [View Tweet](#)

[eunice007](#): [@realestatechick](#) What if you don't have a bike? :P
Washington DC
May 15, 2009 10:36 AM GMT · from *web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

[NPRNedWharton](#): BIKE TO WORK DAY today. I'll stop at the [@WABADC](#) pitstop in Rosslyn this morning for a free t-shirt and maybe there'll be a free bike tuneup
Washington DC
May 15, 2009 10:29 AM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#)

[whafro](#): about to bike down to Rosslyn to get [@talgs](#) and [@keithmuth](#) for Bike to Work Day. Storms last night could have made the trails debris-laden.
Falls Church, Virginia
May 15, 2009 10:17 AM GMT · from *Tweetie* · [Reply](#) · [View Tweet](#)

[OhMyGOFF](#): says it's bike to work day.. be carefull! Watch for peers!
<http://plurk.com/p/ty7br>
Washington DC
May 15, 2009 10:15 AM GMT · from *web* · [Reply](#) · [View Tweet](#)

BikeToWorkDay

132 following 86 followers 42 updates

Twit-pic
an image shared on Twitter via Twitpic, a photo sharing service.

Home

[@BikeToWorkDay](#)

Direct Messages 4

Favorites

Trending Topics

Memorial Day

Follow Friday

TGIF

#firstrecord

#SaveEarl

Adam Lambert

#smbmsp

#votemcfly

Idol'

Kris Allen

Following

Bike To Work Day

- Over 8,000 participants! Largest event ever!
- High profile speakers at Freedom Plaza generating great press coverage
- Sponsorship drive resulting in 31 sponsors, great response given economic conditions



Bike to Work Day 2009



Employer Recognition Awards

- June 23, National Press Club
- Invitations
- Program brochures
- Podium sign
- Print ad (WVJ)
- Giveaways
- Trophies



LNYW Event

➤ Prince William County, June 12

- Postcard and print ad produced

With today's low interest rates and competitive housing prices, now is an opportune time to **shorten the distance** between workplace and home and **save on the cost** of your commute and mortgage at the same time.

Have you heard?



Have you heard?

With today's low interest rates and competitive housing prices, now is an opportune time for your employees to **shorten the distance** between workplace and home and **save on the cost** of their commutes and mortgages at the same time.

Prince William employees are invited to join us for a **free breakfast** and hear from Housing, Finance and Transportation experts as they discuss new housing opportunities and flexible commuting options. Learn about the Foreclosure Rehabilitation Acquisition and other programs available to employees working in Prince William County.

FRIDAY, JUNE 12

Prince William Regional Chamber of Commerce
4320 Ridgewood Center Drive
Prince William, VA 22192
8:00am-10:00am

RSVP today: PWCCCommuter@aol.com by 6/9



Quarterly Work Program Progress Report

➤ **GRH Applicants**

- Current quarter (Jan–Mar 2009) : 1,213
- Prior quarter (Oct-Dec 2008): 1,361
- Current quarter of FY08 (Jan–Mar 2008) : 2,272

➤ **Rideshare Applicants**

- Current quarter (Jan–Mar 2009) : 1,257
- Prior quarter (Oct-Dec 2008): 1,775
- Current quarter of FY08 (Jan–Mar 2008) : 2,247

FY10 Look Ahead

- **Carpool Incentive Demo, launch November 2009**
- **FY09 spring creative to be used for fall FY10 campaign**
- **New creative to be developed for spring FY10 campaign**

FY10 Carpool Incentive Demo

- **Recruit and retain commuters in a carpool through cash or other incentives**
- **3 corridors identified for project**
- **Targeted to specific locations, commuters**

FY10 Look Ahead

➤ **Telework**

- Mature program
- Need to maintain awareness and focus

➤ **Photography**

- Refresh of stock photography

FY10 Look Ahead

- Analyze research and results from recent campaigns June 2009
- Develop Marketing Brief -
post to Extranet for Marketing Committee Review July 2009
- Collect Feedback from Marketing Committee via Extranet Aug 2009
- Present conceptual approaches to Marketing Committee
at Regional TDM Marketing Group Meeting Sept 2009
- Develop approach based on Marketing
Committee feedback Oct 2009
- Develop creative with feedback from
Marketing Workgroup Nov-Dec 09

FY2010 Time Line

- **Car Free Day** **Sept 2009**
- **Fall Campaign
(FY09 creative)** **Sept - Dec 2009**
- **Carpool Incentive
Demo** **Nov 2009**
- **Spring Campaign
(New FY10 creative)** **Feb -June 2010**
- **Bike to Work Day** **May 2010**
- **Employer Recognition
Awards** **June 2010**

Questions & Answers

Any questions or comments?