

**Metropolitan Washington Council of Governments  
FY 2013 Second Half Marketing Campaign First Draft Summary**

**Introduction**

The Commuter Connections' marketing campaign builds on the organization's wealth of extensive research and campaign experience. The FY2013 Marketing Communications Plan and Schedule, distributed to network members in August 2012, laid the foundation for FY2013's marketing efforts. The strategy behind the FY2013 marketing campaign reflects the current state of events for the regions' commuters and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2013; to convert Single Occupant Vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as real Social Networking.

Spring Marketing Campaign promotes the following:

- The cost savings of ridesharing and reminding commuters that GRH is a safety net in the event you were left stranded by your carpool/vanpool.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bike to Work Day provides the opportunity to consider bicycling as a viable alternate way to commute.
- Employer Recognition Awards program recognizes employers in the region who promote and encourage the use of alternate modes of transportation besides SOV vehicles.
- Newsletters that provide a number of articles focusing on different transportation issues and updates.

## About Commuter Connections

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

Organizations represented in the Commuter Connections' Regional Transportation Demand Management (TDM) Marketing Group include:

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

## Cornerstones of the Marketing Program

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

The objectives of the program include the following:

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

## Brand Character

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

## Spring Media Campaigns

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and will run through June. Radio was the primary media for this campaign with spots running for a total of sixteen weeks. Television ran for seven weeks and online banner ads for thirteen weeks.

### Value Add Promotions

#### Rideshare

In addition to paid media spots, over \$118,070, an additional 27% was negotiated in no charge promotional media value. Radio and TV stations will provide value add for Rideshare during the Spring Campaign to include five traffic sponsorships per week on WAFY, WWEG, WFMD, and WFRE, bonus spots at no charge on WBOB, WFLS, WJLA, WUSA, WILC, and Comcast, 70,000 bonus impressions on NBC4 as well as eighty :30s promotional announcements and a custom promotion on WRQX .

#### WRQX Custom Promotion

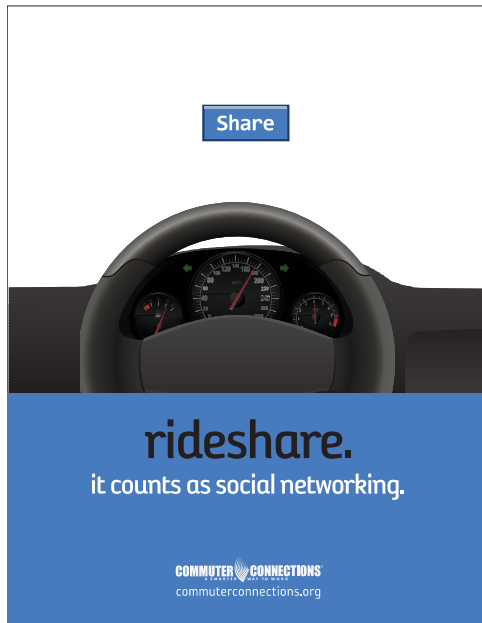
Radio personality Chili Amar will endorse new, pre-recorded (to sound live) spots per week. They will air and also be included on the station's social media sites as well.

A campaign long online/ on-air contest encouraging commuters to enter positive carpool/ rideshare stories for a chance to win a prize was held weekly. One winner will be chosen each week. Prizes supplied by a third party participant.

#### GRH

Radio stations are providing value add for GRH during the Spring Campaign that include bonus spots at no charge on ESPN and WTOP, 40 billboards on WASH, WWDC, WITH, and WBIG.

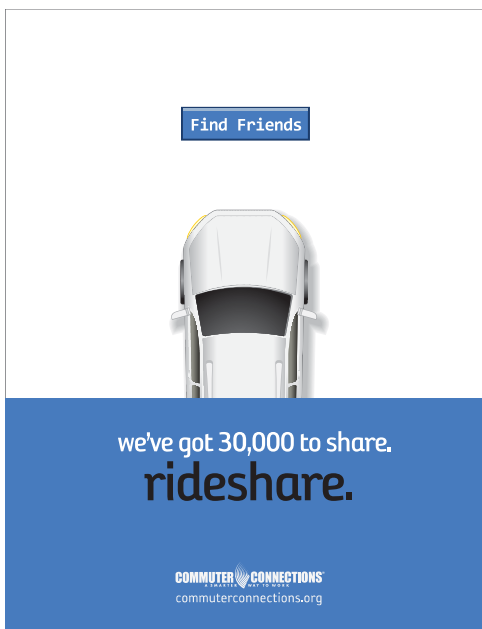
## Spring Ridematching Campaign



The second half of the FY2013 campaign promotes ridesharing as a way for real people to save real money. The messaging strategy stresses that along with real savings comes an added benefit — real conversation.

Campaign creative was developed to highlight the contrast between the ever-increasing pressure and chaos caused by new technologies and media platforms with the calm relaxation of sharing a ride. Messaging for the ads touched on the benefits of getting back to the things that we value most — what's real, such as conversations with real people, real relaxation, and real savings.

The spots for radio and TV juxtapose the frantic pace of the workday with its phones and keyboards messages and mail with the calm of a car ride with familiar faces. The message highlights that Commuter Connections offers real people, real savings, and real conversation. The call to action directs viewers/listeners to sign up at [commuterconnections.org](http://commuterconnections.org).



**Target market** (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

### **Geographic Targeting**

Washington D.C. DMA

<b>Rideshare Spring Budget</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$136,000	\$160,000
Television	\$100,000	\$117,650
Cable Television	\$ 50,000	\$ 58,825
Online Banner Ads	\$ 22,000	\$ 25,883
<b>Total Budget</b>	<b>\$308,000</b>	<b>\$362,358</b>

## Radio

Radio is the anchor medium for the Rideshare campaign, with focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters with spots running on Romantica (WILC). The campaign ran on the following stations:

- WAFY/WWEG (103/106.9 AC/Classic Hits)
- WBQB (101.5 AC)
- WFLS (93.3 Country)
- WFRE (99.9 Country)
- WFMD (930 AM News Talk)
- WRXQ (107.3 Adult AC)
- WILC (900 AM Spanish)

The radio campaign will run continuously for eight weeks through June 30 with the following spots promoting the Ridematching program in both English and Spanish languages:

***Ridesharing::30 “Rideshare for Real 1” English***

Sfx: Marimba iphone sounds, Blackberry sounds

Incoming email, Typing on keyboard

“You have 5 messages” (repeat/overlap)

Announcer: Is this what your day sounds like? Make a different connection. Through ridesharing. Sfx: Car door closing. Audible sigh of relief.

The kind that involves Real Friends. Real Conversation, and oh yeah. Real Savings. Rideshare through Commuter Connections. At [Commuter Connections.org](http://CommuterConnections.org)

***Ridesharing::30 “Rideshare for Real 1” Spanish***

Sonido de Marimba del Iphone, sonidos de la Blackberry, correo entrando en el buzón de entrada. Escribiendo sobre el teclado.

Tienes 5 mensajes

¿Es así como se ve tu día? Has una conexión diferente. Compartiendo tu viaje (Sonido: puerta del auto/carro cerrándose y que se escuche suspiro de alivio)

Con amigos de verdad. Conversación verdadera

¡Y claro!... ahorros de verdad.

Comparte el viaje con Commuter Connections, en [commuterconnections.org](http://commuterconnections.org)

Commuter Connections te facilita conexión gratuita con personas que pueden compartir el viaje contigo en el área metropolitana de Washington

Regístrate en [commuterconnections punto org](http://commuterconnections.punto.org) o llama al 1-800-745-7433

## Radio

### ***Ridesharing::30 “Rideshare for Real 2” English***

Person1: Pin it, tag it, friend it, follow it, like it, tweet it, link it, text me, mail me, save me!

Announcer: You do it all day: link, connect, friend, follow. You find people who share your interests and you share your ideas, work, or sometimes just a laugh...

Why not share your ride? Extend your social network. Find real people, real conversations, and real savings. With over 15,000 commuters looking to share the ride, Commuter Connections can get you started, and it's free! Visit [CommuterConnections.org](http://CommuterConnections.org) or call 800-745-RIDE.

### ***Ridesharing::30 “Rideshare for Real 2” Spanish***

Cuélgalo, etiquétalo, hazte amigo, síguelo, di que te gusta, tuitea, enlázalo, textéame, envíame un correo, ¡sálvame! Lo haces todo el día: Te enlazas, te conectas, haces nuevos amigos, y sigues a alguien. Encuentras a personas que comparten tus intereses, tus ideas, trabajo o simplemente sonrisas....

¿Por qué no compartir el viaje?

Extiende tu red social. Encuentra gente verdadera, conversaciones verdaderas, y ahorros verdaderos.

¡Con más de 15000 personas que viajan y buscan compartir el viaje, Commuter Connections te ayuda a empezar y es gratis!

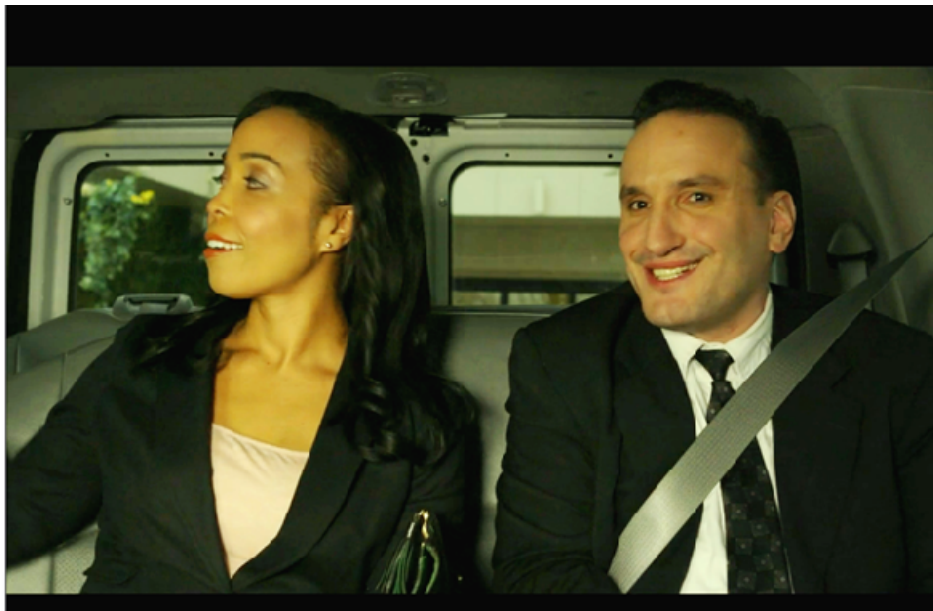
Visita [CommuterConnections.org](http://CommuterConnections.org) o llama al 1-800-745-7433



## Television

A television commercial reinforces the radio spots with the depiction of tension building with the use of technology throughout the day, and then showing the relief/relaxation upon entering the carpool for the commute home with a rideshare partner.

The commercial is running on a mix of stations including WJLA News Channel 7, WUSA News Fox 5, and Comcast.



## Internet Advertising

Internet advertising will appear on several key local media sites that performed well for Commuter Connections in the past to promote the Ridematching program for the campaign. The web sites selected were:

- WJLA.com (ABC 7 News)
- WashingtonTimes.com
- NBC4.com (NBC4)
- Interactive Network

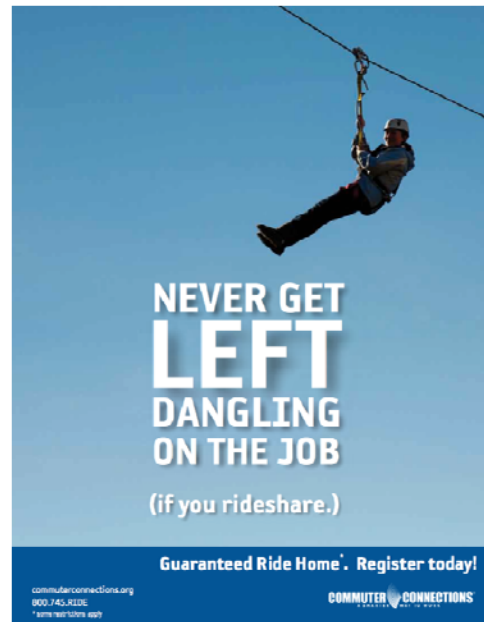
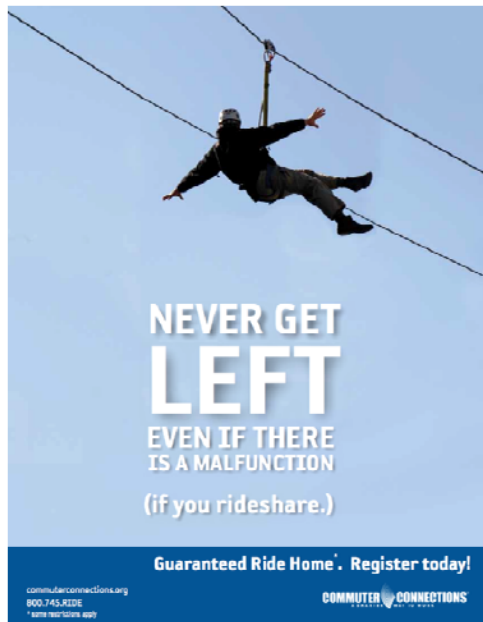
Ads were placed on the Washington Times; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4. Various banner ad sizes will run from through June 30, with performance monitored throughout the campaign.

The ads will use the Rideshare visuals with a call to action to visit [commuterconnections.org](http://commuterconnections.org).

The screenshot displays the website for 99.9 WFRE Free Country. At the top, there is a navigation bar with "LISTEN LIVE" and "FREE COUNTRY" buttons, social media links for Facebook, Twitter, and YouTube, and the iHeartRadio logo. The main content area features a "WHAT'S HAPPENING" section with an album preview for "Album Avalanche" by 1861 Saloon, an "ON AIR" section for "Don Brake" (10AM-3PM), and a "GET WFRE SWAG!" section for "EmbroidMe". Below this is a navigation menu with links for "DJ Blogs", "Country Club", "Events", "Social", "Features", "Life", "St. Jude", and "Contact", along with a search bar. A large banner advertisement for "JOIN THE WHALEN WALKERS" is prominently displayed, featuring Tom Whalen and the "walk MS" logo. Below the banner are several smaller ads: a "5 THINGS YOU NEED TO KNOW" video, a "Listen Live!" player for 99.9 WFRE, and a "COMMUTER CONNECTIONS" ad with a car and speech bubbles. At the bottom, there is 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 showing the 99.9 WFRE Facebook page with 12,041 likes and a grid of fan photos.

## Spring GRH Campaign

For Guaranteed Ride Home, the second half of the FY2013 campaign promotes GRH as a “guarantee” for your commute, elevating ridesharing to a no-risk commute alternative.



Live :15s radio reads reinforce the message that in case of emergency or need to stay late at work arises, GRH provides a guaranteed a way to get home.

## Media Objectives

The Guaranteed Ride Home program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems, how to get home in case of an emergency. Geographic emphasis was placed on inner core commuters.

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

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 36.2 miles / 63 minutes
- Live in Virginia (60%) or Maryland (36%), with emphasis on Prince William (11%) and Fairfax Counties (14%); work in D.C (57%) and Virginia (27%)

### Geographic Targeting

Washington D.C. DMA

<b>GRH Fall Budget</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$132,000	\$155,298
<b>Total Budget</b>	<b>\$132,000</b>	<b>\$155,298</b>

## GRH Radio

Radio is being used exclusively for the GRH campaign. Focus is on D.C. stations using a mix of genres including sports, news, rock, and Adult AC with the campaign running on the following stations:

- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WASH (97.1 Soft Rock)
- WWDC (DC101.1 Rock)
- WITH (Hot99.5 Adult AC)
- ESPN (980 AM Sports)

The radio campaign runs continuously for eight weeks with the GRH campaign starting one week later than the Rideshare campaign. It began airing on March 4<sup>th</sup> and will continue through June 30<sup>th</sup>.

The following spots are promoting GRH for the second half of FY2013:

### ***Guaranteed Ride Home: live :15 Dangling 1"***

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.

### ***Guaranteed Ride Home: live :15 Dangling 2"***

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.

### ***Guaranteed Ride Home: live :15 Dangling 3"***

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.

## Special Events


### Bike to Work Day

In preparation for the event, a sponsorship drive raised funds to pay for t-shirts for event participants, pit stop banners, and print ads to promote the event. In-Kind sponsorships were also secured to provide food, beverages, and prizes at many of the pit stops.

This year Bike to Work Day cash sponsorship drive reached a record-breaking 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.




## Web Site




# 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



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

## Sponsors





Poster



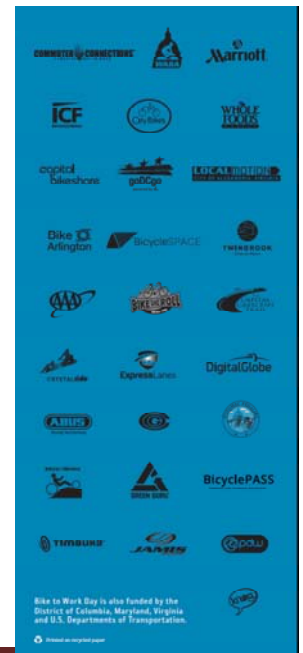
Poster- Spanish



T-Shirt



Rack Card





## Pit Stop Banner

**WOODBRIDGE - RIPPON LANDING**  
VRE Station Parking Area  
6:00am to 9:00am

**BIKE TO WORK DAY**  
MAY 17 2013

bike to work day

COMMUTER CONNECTIONS  
WABA  
Marriott  
ICF INTERNATIONAL  
City Bikes  
WHOLE FOODS  
capital bikeshare  
goDCgo  
Bike Arlington  
LULU MOTION  
TWINBROOK  
BicycleSPACE

Register at  
**BIKETOWORKMETRODC.ORG** or call 800.745.7433

The banner features a large green bicycle graphic on the right side. The wheels of the bicycle contain illustrations of a city skyline and a house, symbolizing the commute from home to work. The background is a solid blue color.

## Social Media

Facebook and Twitter are being used to engage with commuters and drive registration to the website.

**facebook** Email or Phone    
 Keep me logged in

**BIKE TO WORK DAY**  
MAY 17 2013

**Bike to Work Day is on Facebook.**  
To connect with Bike to Work Day, sign up for Facebook today.

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

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

About Photos Likes Videos

Highlights

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

**BIKE TO WORK DAY** MAY 17 2013

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 Piet)**  
@ Thanks for organizing Bike to Work Day throughout DC!

Twitter navigation: Have an account? Sign in

**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, heart! RT @jasonk5322: Rode to work today. I will walk to lunch, then ride home later. Life = good. #BiketoworkDay #bikemonth  
Retweeted by Commuter Connections  
[Expand](#)

## Campaign Development

This first element of FY 2013's second half campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards. Recipients were households within the COG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org). Additional information on other options such as transit, SmartCard, bicycling, telework, HOV Lanes etc. could also be requested. Total cost for printing, postage, mailhouse and list purchase was \$83,358.

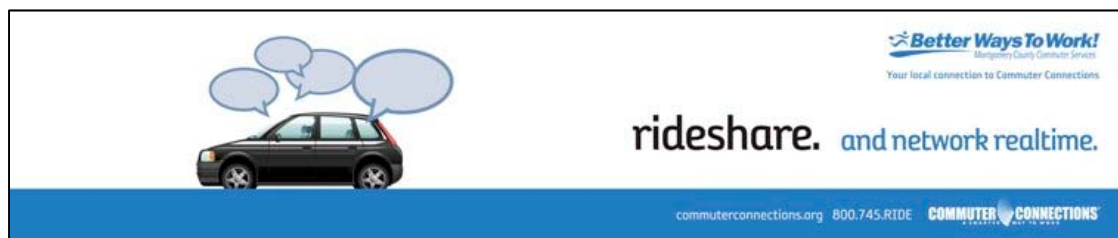


## Member Donated Placements

Members across the region provided donated space on buses and bus shelters to promote the Rideshare and GRH programs.



## Montgomery County Ride On Bus King



Montgomery County Ride On Shelter



**NEVER GET  
LEFT  
DANGLING  
ON THE JOB**

**(when you ride commuter rail.)**

**Guaranteed Ride Home. Register today!**  
Free ride home services for unexpected emergencies.

[commuterconnections.org](http://commuterconnections.org)  
800.745.RIDE  
\*Some restrictions apply.

**COMMUTER CONNECTIONS**  
A PART OF METRO

## VRE Newsletter Print Ad

Virginia Railway Express (VRE) produces an onboard publication, VRE Update. This publication, written exclusively for train riders, reaches a high-end, coveted demographic right where they commute. A black & white GRH ad will run in an upcoming spring edition of the VRE Update.



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

**Guaranteed Ride Home\* . Register today!**

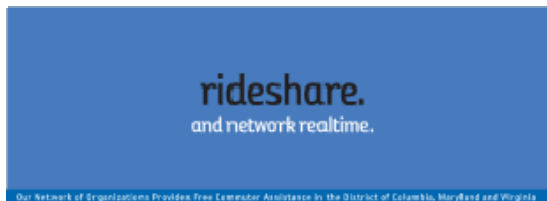
commuterconnections.org  
800.745.RIDE  
\* some restrictions apply

**COMMUTER CONNECTIONS**  
SUPPORTING THE WAY TO WORK



## Commuter Connections Website Home Page Flash

To provide a fully integrated user experience, the Commuter Connections web site's home page was updated with a new flash file to match the visuals used in the new Rideshare and GRH campaigns.



## Pool Rewards

A contest began running in February and runs through April, asking ETC's to inform and promote the 'Pool Rewards program to employees during these months and encourage them to register. Entries per company will be tracked; the top three companies with the most applicants and the top three with the most applicants as a percentage of the company size will be eligible to win an alcohol- free social event to be held at their worksite. A winner will be drawn randomly from this group of companies. A local radio station will host a social event, providing food and beverage, music, and entertainment.

**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**  
A SMARTER WAY TO WORK  
1-800-745-RIDE

A series of 10 second reads were provided to the radio stations for recording. The reads encourage commuters to join a new carpool or vanpool through Commuter Connections 'Pool Rewards and receive incentives. Listeners were asked to go to [commuterconnections.org](http://commuterconnections.org) to get more information.



## Sixteenth Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony on June 25, 2013 at the National Press Club. The invitation for the 2013 awards was developed.



TUESDAY, JUNE 25, 2013  
8:30 a.m. - 10:00 a.m.

NATIONAL PRESS CLUB

Hosted by

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

529 14th St. NW, Washington D.C. 20045  
Corner of 14th & F • 13th Floor Ballroom  
Metro Center • Exit onto 13th St.

RSVP [www.commuterconnections.org/rsvp](http://www.commuterconnections.org/rsvp)  
by JUNE 19, 2013. For questions contact Stacey Walker  
[swalker@mwcog.org](mailto:swalker@mwcog.org), 202.962.3327.

We congratulate employers in the Washington  
metropolitan region that voluntarily initiated  
programs encouraging employees to use  
commute alternatives.

AWARDS are given in the categories of  
INCENTIVES, MARKETING & TELEWORK.

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

20 EMPLOYER  
13 RECOGNITION  
AWARDS

Newsmakers in Commuting

## Additional Marketing Collateral

### Commuter Connections Newsletter and Federal ETC Insert

The winter edition of the Commuter Connections Newsletter was produced during the second half of FY2013. The six page 4-color newsletter was distributed to approximately 7,000 employers and mailed quarterly. It is also placed in pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).

## FEDERAL ETC UPDATES

Employee Transportation Coordinator



### 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 program's history and it's expected to grow even more in 2013.

Continued on page 4

### WORK FOR FEDERAL CLOSURES



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).

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### 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 Baier, 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

## Comprint Military Relocation Guide Newspaper

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in March 2013.



**RIGHT AT HOME.**

That's how we want you to be.  
Take the first step and check out  
ways to commute around here at  
[commuterconnections.org](http://commuterconnections.org). It's easy  
and stress-free!

**COMMUTER CONNECTIONS**  
A free service

[commuterconnections.org](http://commuterconnections.org)  
800.745.RIDE

## Appendix A Spring FY2013 Media Flowchart

Commuter Connections 2013 Spring Umbrella						Media Schedule: Specific Dates Spots Run (Week of)																	
GRH	Media Outlet	Format	Dial Position	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	
					Radio	WTOP	News Talk	103.5FM	3/4/13-6/29/13														
WBIG	Oldies/Classic Hits	100.3FM	3/4/13-6/29/13																				
WASH	Soft Rock	97.1FM	3/4/13-6/29/13																				
WWDC	Rock	DC101.1FM	3/4/13-6/29/13																				
WIHT	Adult AC	HOT 99.5FM	3/4/13-6/29/13																				
ESPN	Sports	980AM	3/4/13-6/29/13																				
Rideshare	WILC	Spanish	900AM	2/25/13-6/22/13																			
	WAFY/WWEG	AC/Classic Hits	103/106.9FM	2/25/13-6/22/13																			
	WBQB	AC	101.5FM	2/25/13-6/22/13																			
	WFLS	Country	93.3FM	2/25/13-6/22/13																			
	WFRE	Country	99.9FM	2/25/13-6/22/13																			
	WFMD	News/Talk	930AM	2/25/13-6/22/13																			
	WRQX	Adult AC	107.3FM	2/25/13-6/22/13																			
	WJLA	News	Channel 7	3/11/13-6/23/12																			
	WUSA	News	Fox 5	3/11/13-6/23/12																			
	Comcast Cable	Various	Various	3/11/13-6/23/12																			
	WJLA	News/information	<a href="http://wja.com">wja.com</a>	April 1-June 30																			
	Washington Times	News/information	<a href="http://washingtontimes.com">washingtontimes.com</a>	April 1-June 30																			
	NBC4	News/information	<a href="http://nbc4.com">nbc4.com</a>	April 1-June 30																			
Interactive Network	News/information	varies	April 1-June 30																				

## Appendix B Performance Results

### Web Visits

Month	FY 2012 Web Visits	FY 2013 Web Visits	+/-	+/- %
January	9,521	9,770	249	2.62%
February	8,730	8,565	(165)	-1.89%
March				
April				
May				
June				
	<b>18,251</b>	<b>18,335</b>	<b>84</b>	<b>0.46%</b>

### Phone Calls

