

Item #4

COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP

FY2015 MARKETING ACTIVITY

Dan O'Donnell

June 16, 2015

odonnellCOMPANY

COMMUTER  CONNECTIONS®

PROGRAM OBJECTIVES

- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality
- Convert single occupant vehicle drivers to alternative modes
- Encourage continued use of alternative modes

odonnellCOMPANY



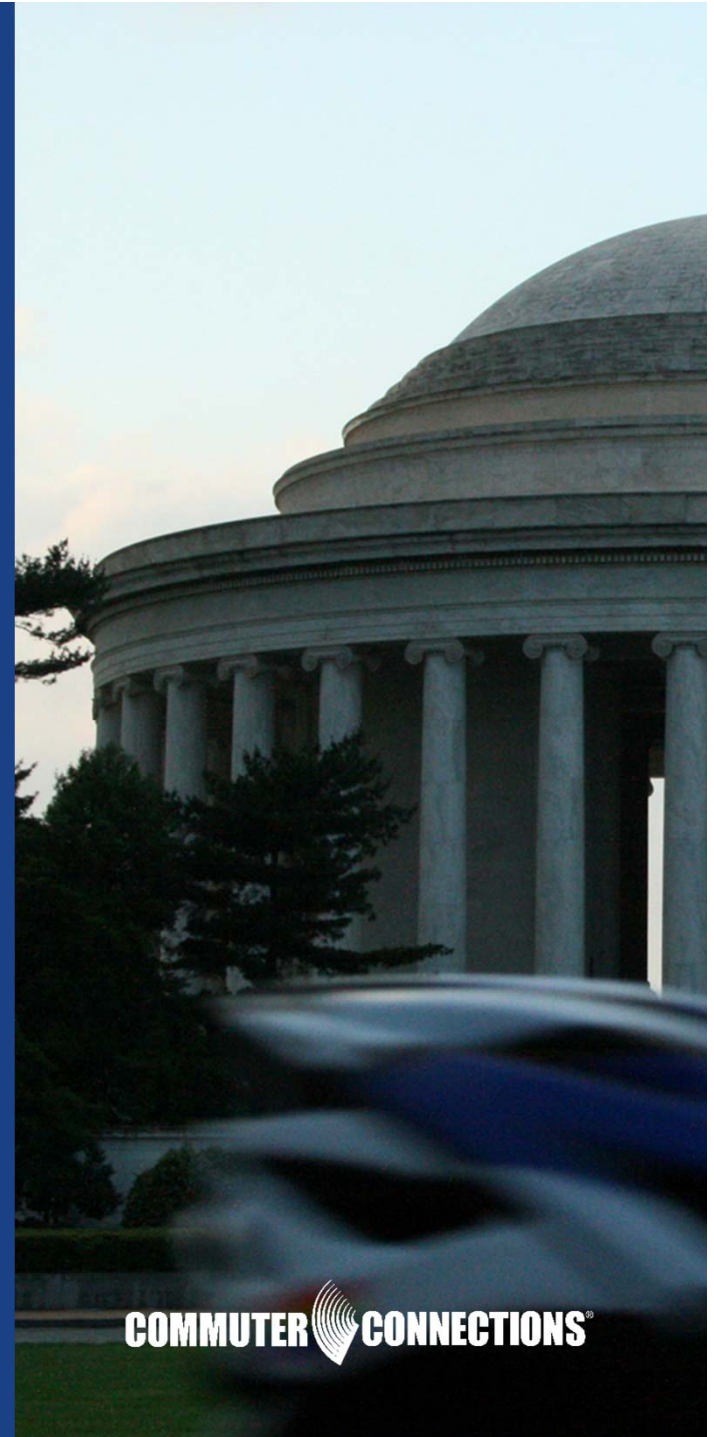
COMMUTER CONNECTIONS

INITIATIVES

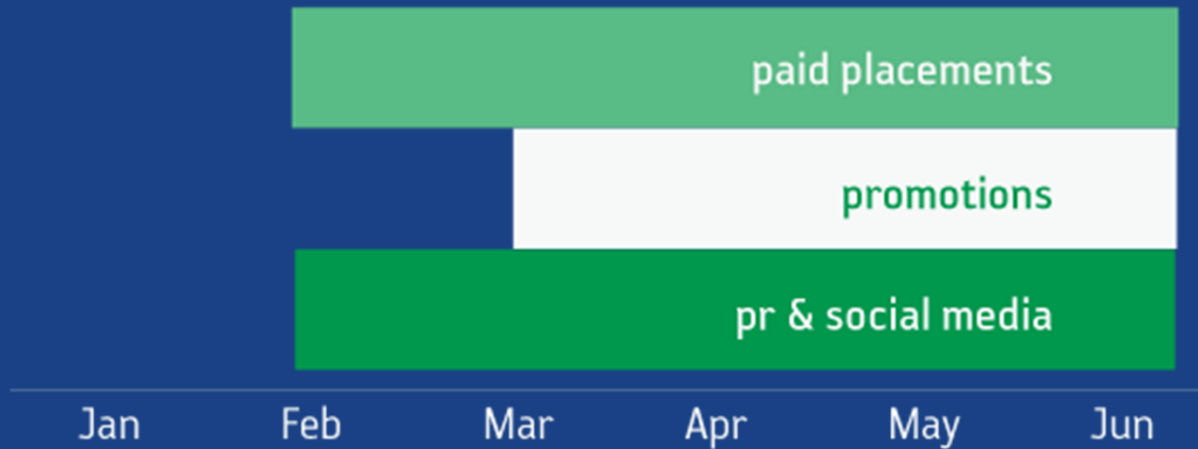
- Ridesharing Campaign
- Guaranteed Ride Home Campaign
- 'Pool Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletter
- Car Free Day

odonnellCOMPANY

COMMUTER  CONNECTIONS[®]



SPRING CAMPAIGN SCHEDULE



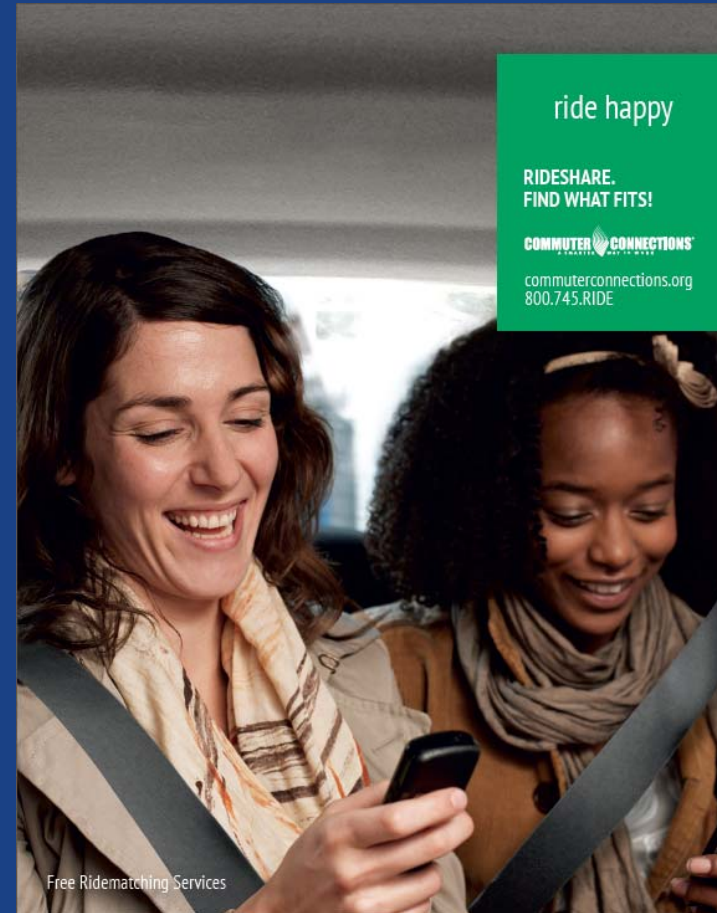


Ridesharing

odonnellCOMPANY

COMMUTER  CONNECTIONS®

CREATIVE



MEDIA

- Drive time radio
- Promotions & partnerships
- TV snipes & squeezebacks
- Live reads & celebrity endorsements
- Social media
- Streaming audio

DIRECT RESPONSE CAMPAIGN

reach + frequency + call to action  applications & conversions

MEDIA BUDGET

Radio	\$136,000
Network TV	\$ 90,000
Cable TV	\$ 50,000
Digital	\$ 10,000
Total Paid Media:	\$286,000

Added Value:	\$ 66,700
Direct Mail:	\$ 44,000

RADIO

- :30 English radio spots (2)



- :30 Spanish radio spots (2)



Flight weeks: 2.23 – 6.15

rideshare

TV



Flight dates: 2.23 – 6.15

WJLA Squeezeback

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

rideshare

TV



Comcast Snipe

Flight dates: 2.23 – 6.15

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

DIGITAL & MOBILE ADS

Smart phones, tablets, and desktops

- Popunder geotargeting VA,MD, & DC
- Baltimore Sun & Daily Press
- Washington Times

Flight weeks: 3.1 – 5.31

DIGITAL ADS

The screenshot shows a digital advertisement for Rideshare on the Daily Press website. The ad is a green rectangular banner with the text "RIDESHARE. FIND WHAT FITS!" in white. It is positioned over a news article titled "Many Peninsula sidewalks remain covered in snow, dangerous for pedestrians" from the Daily Press website. The website header includes the "Daily Press" logo and the tagline "SERVING THE VIRGINIA PENINSULA SINCE 1896". A "LA BOY FURNITURE GALLERIES" banner is also visible above the ad. Below the ad, a "FREE RIDESHARING SERVICES SIGN UP NOW!" banner is visible on the Baltimore Sun website. The background of the ad is a photograph of a snowy street scene with a person walking.

Baltimore Sun & Daily Press

PROMOTIONS



PROMOTIONS

interviews



Karl Alzner limo ride



radio "Ride Happy" promotions



Silver Dollar gift card

PROMOTION: CONCERT TICKETS

107.3 Favorite Things To Do While Commuting contest

The screenshot shows the 107.3 website with a navigation bar including 'Shows', 'Contests', 'Events', 'Now Trending', 'Station', and 'SweetLock'. A main banner features 'ALL THE HITS 107.3' and 'ESCAPE TO W HOTELS BEST RATE GUARANTEED'. Below this, a contest titled 'Win Idina Menzel Tickets!' is displayed, dated 6:28 PM Friday, March 13, 2015. The contest details include a photo of a man and woman in a car with a 'RIDE HAPPY PROMOTION' badge, and text stating: 'Post a picture to the Commuter Connections Facebook page of how you ride happy for your chance to win tickets to see Idina Menzel!'. A 'CLICK HERE' link is provided for more details. A playlist on the right side of the page includes songs like 'All of Me', 'Habits (Stay High)', and 'Give Your Heart a Break'.

The screenshot shows a Facebook post from 'DC's 107.3' dated 17 hours ago. The post text reads: 'Post a picture to the Commuter Connections Facebook page of how you ride happy for your chance to win tickets to see Idina Menzel!'. The post includes a photo of a man and woman in a car with a 'RIDE HAPPY PROMOTION' badge. Below the text, it says '21,022 people like DC's 107.3.' and shows a grid of profile pictures of people who liked the post.



PROMOTION: SILVER DINER

WTOP 'Ride Happy' contest

The screenshot shows a news website interface. At the top, there is a teal banner with the text "that provides enterprise-class". Below this is the WTOP logo and "WASHINGTON'S TOP NEWS". To the right, the weather is "46° Washington, DC" and there is a "LISTEN LIVE 103.5 FM" button. A navigation bar includes "NEWS", "TRAFFIC", "WEATHER", and a search bar. Below the navigation bar, there are links for "LOCAL", "D.C.", "Maryland", "Virginia", "Freebies", and "Heroin". The main headline reads "RIDE HAPPY WITH COMMUTER CONNECTIONS". The article content includes the "COMMUTER CONNECTIONS" logo and text: "Commuter Connections gives you the option to **Ride Happy!** Save money and improve your commut... same time. Go to [CommuterConnections.org](#) to see all of your FREE ridesharing options!". It also mentions: "And you can eat happy too! **Refer a friend** to sign up to Ride Happy at [CommuterConnections.org](#). **AND your friend could each win a \$100 gift card to The Silver Diner!** Visit [SilverDiner.com](#) for loc...". A green hexagonal badge says "RIDE HAPPY PROMOTION". A Silver Diner logo is at the bottom left of the article. To the right of the article is a teal graphic with the text "that provides enterprise-class".



PROMOTION: KARL ALZNER

Comcast SportsNet contest

*** YOU COULD WIN ***
A RIDE WITH ALZNER

IN THE ALZNER ZONE

RIDE HAPPY PROMOTION

Enter your car/vanpool for a chance to win a limo ride to work with pro hockey player Karl Alzner!

COMMUTER CONNECTIONS

Connect with Us:

- Facebook
- Twitter
- Instagram

IN THE ALZNER ZONE

ENTER YOUR CAR/VANPOOL FOR A CHANCE TO WIN A LIMO RIDE TO WORK WITH PRO HOCKEY PLAYER KARL ALZNER!
CLICK HERE

COMMUTER CONNECTIONS
NO PUR. REC. 18+ ENDS 06/21/15. SUBJECT TO O

RIDE HAPPY PROMOTION

CSN D.C. UNITED

D.C. United looks to extend home streak vs. Sporting KC

The Black and Red has not lost a home game since last June and continues its stay at RFK Stadium Saturday when it plays Sporting Kansas City.

[Read more »](#)

CSN MARYLAND

Former Maryland WR cut by New England Patriots

After signing with the team in March, a former Maryland wide receiver was one of two players cut Thursday by the New England Patriots.

CSN E-Newsletter

COMMUTER CONNECTIONS[®]

CARPOOL TO WORK



NO PURCHASE NECESSARY. Void in Alaska, Hawaii, and where prohibited. Open to residents of the Comcast SportsNet Mid-Atlantic Terrestrial Geographic Viewing Area who are 18 or older. Begins May 4, 2015 at 12:00AM ET and ends June 21, 2015 at 11:59PM ET. Limit one entry per person. To enter, and for Official Rules and prize details, go to <https://www.facebook.com/commuterconnections>. Sponsors: Comcast SportsNet Mid-Atlantic and NBCUniversal Media, LLC.

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

PROMOTION: KARL ALZNER

www.csnwashington.com

Comcast SPORTSNET | CSNWASHINGTON.COM

DC NFL MLB NBA MLS CFB NHL CBB

Baltimore 12:14 Gonzalez VS NY Yankees 5/08 7:08 pm Wainwright Atlanta 14:14 Shubs VS Washington 14:15 Gonzalez Washington 46-26-11 69° TRIVIA CSN CHALLENGE WANT TO WIN \$5,000?

REDSKINS WIZARDS CAPITALS NATIONALS D.C. UNITED NCAA RAVENS MORE WATCH TICKETS SHOP

REGISTER YOUR CARPOOL FOR A CHANCE TO WIN A LIMO RIDE TO WORK WITH KARL ALZNER! NO PUR. NEC. 18+ ENDS 04/21. SUBJECT TO OFFICIAL RULES.

INSIDER
Dubious company
 Even if John Wall heals quickly from his non-displaced fractures in his left wrist and hand, it may not be in time. These other players suffered similar injuries.
 J. MICHAEL

INSIDER
Harper on what he's done and what he wants to become
 News and Notes: Capitals react to Gleason's Game 4 fight
 CHUCK GORMLEY

INSIDER
Redskins add six more UDFA's, including a QB
 CHASE HUGHES

INSIDER
Holty winning goalie duel with Lundqvist

INSIDER
D.C. United looks to extend home streak vs. Sporting KC

INSIDER
THE BUZZ
 Almost Relevant takes on Racehorse Name Generator
 John Wall dealt bad news after injury examination
 Burakovsky's goals force him to pay up on friendly bet
 Rookie Burakovsky makes his mark with two goals in Game 4
 Nationals are rockin' the red for Game 4

IN THE ALZNER ZONE
 ENTER YOUR CAR/VANPOOL FOR A CHANCE TO WIN A LIMO RIDE TO WORK WITH PRO HOCKEY PLAYER KARL ALZNER! CLICK HERE
 COMMUTER CONNECTIONS
 NO PUR. NEC. 18+ ENDS 04/21/15. SUBJECT TO OFFICIAL RULES.

IN THE ALZNER ZONE
 ENTER YOUR CAR/VANPOOL FOR A CHANCE TO WIN A LIMO RIDE TO WORK WITH PRO HOCKEY PLAYER KARL ALZNER!
 No purchase necessary. Ends 04/21. Must be 18 to win. Subject to Official Rules.

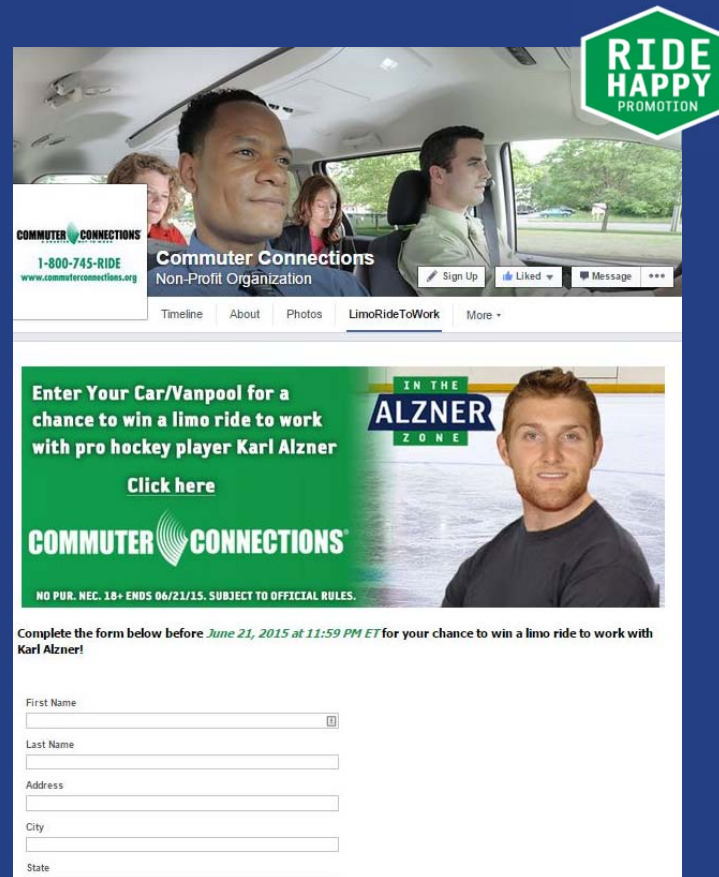
RIDE HAPPY PROMOTION

CSN homepage takeover

odonnellCOMPANY

COMMUTER CONNECTIONS®

PROMOTION: KARL ALZNER



The image shows a Facebook page for 'Commuter Connections', a Non-Profit Organization. At the top right, there is a green hexagonal logo that says 'RIDE HAPPY PROMOTION'. The page header includes the organization's name, phone number (1-800-745-RIDE), and website (www.commuterconnections.org). Below the header, there are navigation tabs for 'Timeline', 'About', 'Photos', 'LimoRideToWork', and 'More'. The main content area features a green promotional banner with the text: 'Enter Your Car/Vanpool for a chance to win a limo ride to work with pro hockey player Karl Alzner'. A 'Click here' link is provided. The banner also includes the 'COMMUTER CONNECTIONS' logo and a photo of Karl Alzner. Below the banner, there is a registration form with the following text: 'Complete the form below before June 21, 2015 at 11:59 PM ET for your chance to win a limo ride to work with Karl Alzner!'. The form fields are: First Name, Last Name, Address, City, and State.

Facebook registration page

RESULTS TO DATE: KARL ALZNER PROMOTION



PROMOTION: INTERVIEW

CBS Radio Community Affairs Program
Interviews with Commuter Connections

WPGC-FM

Air Date May 10th 7am



El Zol Hispanic Station

Air Date May 10th 8am



VALUE ADD

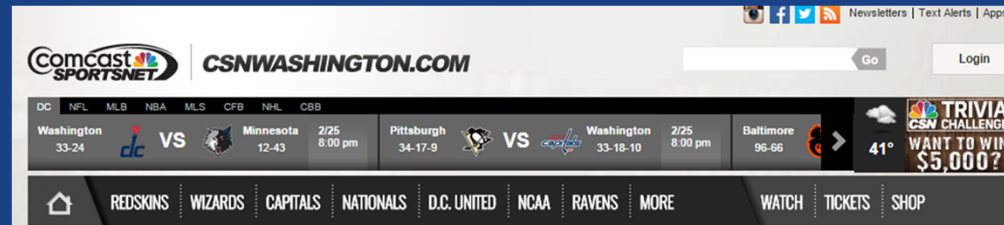


Billboard & ticker messages during Caps & Wizards games

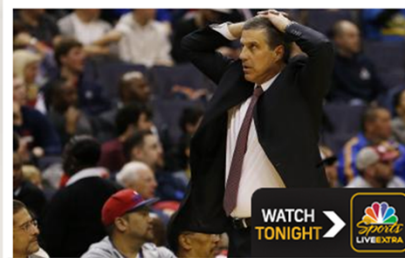
Added value from the media outlets including:

- :05 & :10 radio reads
- Homepage takeover
- Banner ads
- E-newsletter promotion
- Snipes, billboards & ticker messaging on Comcast SportsNet Baltimore feed

VALUE ADD



RIDESHARE. FIND WHAT FITS!



Danger zone

The Wizards can't have 26 turnovers again and expect to beat the Timberwolves tonight (CSN, CSNWashington.com and NBC Sports Live Extra, 7:30 p.m. ET).



HOT TOPIC: Jameis Winston vs Marcus Mariota?

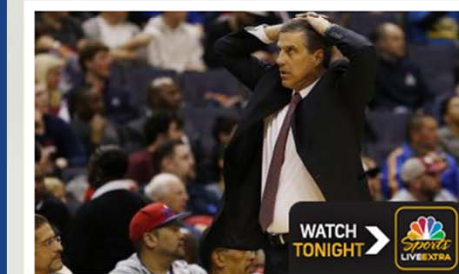


INSIDER



THE BUZZ

After Maryland game, Wisconsin



Danger zone

The Wizards can't have 26 turnovers again and expect to beat the Timberwolves tonight (CSN, CSNWashington.com and NBC Sports Live

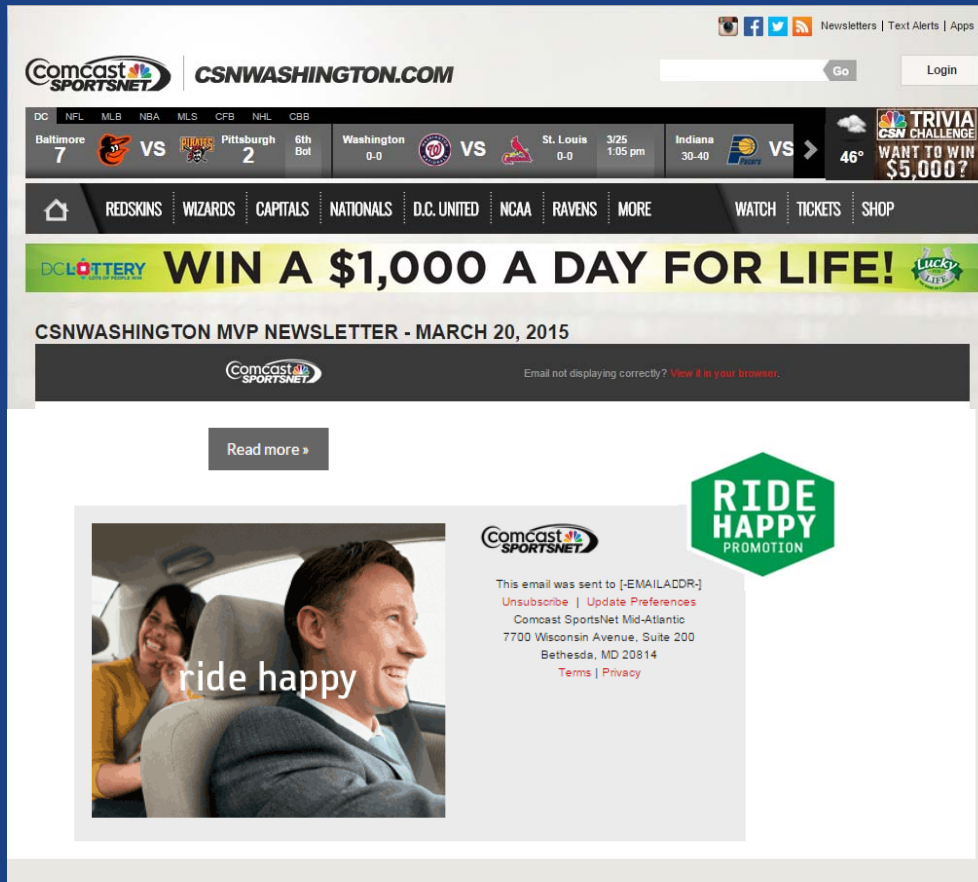


HOT TOPIC: Jameis Winston vs Marcus Mariota?



THE BUZZ

VALUE ADD



Comcast SportsNet E-Newsletter



Guaranteed Ride Home

odonnellCOMPANY

COMMUTER  CONNECTIONS[®]

guaranteed ride home

STRATEGY

- “Just in case”: it’s there when you need it
- Bring forward what it is - not when you use it
- Prominent call to action

guaranteed ride home

CREATIVE



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply



JUST IN CASE.

A Free Ride Home For Those Who Rideshare
REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE



* some restrictions apply

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

guaranteed ride home

MEDIA

- :30 radio spots (2)



- :15 live reads



Flight weeks: 3.2 – 6.22

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

MEDIA BUDGET

Radio	\$190,302
Added Value:	\$ 14,900
Direct Mail:	\$ 44,000

odonnellCOMPANY

guaranteed ride home



COMMUTER CONNECTIONS[®]

guaranteed ride home

PROMOTION: RADIO

- 5 radio stations promoted on air
- Online entrants told us what they do “just in case”
- Call to action guided entrants to GRH registration



Promotional spot

odonnellCOMPANY

A screenshot of the 97.1 WASH-FM website. At the top, there's a navigation bar with 'On-Air', 'Music', 'Win', 'Photos', and 'Connect'. Below that, a 'Listen Live' button is visible. A large red banner announces a 'WIN \$7,000.00 week FOR LIFE!' promotion. The main content area features a 'Win Tickets to Idina Menzel' promotion. A photo of Idina Menzel is shown with a 'JUST IN CASE PROMOTION' badge overlaid. Below the photo, the text reads: 'Enter to win two tickets to Idina Menzel July 18 at Jiffy Lube Live. Guaranteed Ride Home? Just in case. For the emergencies life throws your way, Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, illness or unscheduled overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today. Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also, be sure to register for ridesharing services and Fuel Rewards: a cash incentive of up to \$130 for each member of a new carpool, or \$200 per vanpool per month. Some restrictions apply. DEADLINE TO REGISTER: JUNE 27 AT 12:00 AM. 1. LIMIT ONE ENTRY PER PERSON. Enter your email address to continue: [input field] [button]

COMMUTER CONNECTIONS®

guaranteed ride home

PROMOTION: RADIO PRIZES



odonnellCOMPANY

COMMUTER CONNECTIONS[®]

spring 2015

DONATED TRANSIT SPACE



odonnellCOMPANY

COMMUTER CONNECTIONS[®]

DONATED PRINT SPACE

VRE UPDATE

READY FOR SPRING WEATHER

At VRE safety is paramount! If severe weather is in the forecast, please keep in mind that your commute may be affected.

Our host railroads have policies in place that deal with severe weather. If conditions are favorable for flash flooding, CSX and Norfolk Southern require that passenger trains do not exceed 40 mph, as slowing down trains enables the engineers to more safely navigate through areas with limited visibility. Should deep water cover the tracks, or if a section of track is washed out, a slower rate of speed will allow the engineer to slow or stop the train. The slower speed will mean both the Frederickburg and Manassas line trains will be approximately 30-45 minutes late to their final destination.

Other delays associated with severe weather can be caused by fallen trees. Tracks covered by fallen trees will be cleared as quickly as possible; but traffic and other conditions could hamper response time.

Keep up-to-date with information from VRE through Train Talk e-mail alerts and through VRE's Twitter and Facebook pages. Ultimately, VRE's bottom line is safety and it is important we are prepared for spring's sudden and severe weather.



JUST IN CASE.

A Free Ride Home For Those Who Ride the Commuter Train

REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org
800.745.RIDE

COMMUTER CONNECTIONS

CITY-STYLE SPACE

Own a New Garage Town with 100% Financing Available and All Closing Costs Paid!

OLDE TOWNE SQUARE SPACES FROM THE LOW \$300'S FEATURE:

- Urban-inspired Exteriors with Modern & Spacious Designs
- Just a Short Walk to the VRE
- Near the Quaint Shops and Eateries in Historic Manassas
- Why Rent? Buy Now For Extra Tax Savings!

703.764.5447

New Model Now Open:
9407 Zekeloe Street, Manassas, VA 20110



www.VanMetreHomes.com

6 RIDE Magazine | March 2015

VRE's RIDE Magazine Ad

MARCH/APRIL 2015

live more
commute less

15

Commute Getting To You? Think DATA

COMING SOON!

Live More Challenge
Get Your Employer Involved in the Live More Challenge and discover how DATA's employee commuting programs can help you achieve real business goals.

MAKE MONEY by helping ensure your customers (and employees) have easy access to your business.

SAVE MONEY by reducing absenteeism and recruitment costs.

MAKE MONEY by guaranteeing continuity of business in an emergency.

SAVE MONEY by expanding your staff without having to move your offices.

MAKE MONEY by becoming the "green business" so many of today's consumers want to patronize.

Complete with other businesses in the Dulles Corridor to reduce your employees' dependence on single occupancy commuting. Encourage them to carpool, vanpool, use transit, bike or walk to work and you and your employer can win prizes and recognition.

Call DATA's Live More Team to schedule a presentation on DATA's Live More Challenge today!

E-mail Challenge@livemore.us or call 703-817-1307.

What helps you speed past highway traffic in a comfortable captain's chair while you answer e-mails and schedule meetings? Let's you enjoy the scenery while you "work out." And shows you how to be so productive you'll get promoted... even if you haven't stepped a foot out of your house!

DATA, the Dulles Area Transportation Association, helps you discover alternatives to driving alone to work. Carpooling, vanpooling, biking or walking, teleworking, or taking transit all improve your quality of life while helping reduce congestion on area roads and safeguarding the environment.

DATA works with your employer to promote these commuting choices and to offer programs like flextime/ compressed work week and commuter benefits. Flextime helps reduce traffic during rush hour by letting you commute to and from work outside normal business hours or by working extra hours to eliminate a day in the office. Commuter benefit programs enable you to save money by taking a pre-tax deduction to cover your commuting costs; your employer may even elect to underwrite all or a portion of these costs.

DATA is a public-private partnership that works with Fairfax, Loudoun, and Prince William Counties to bring educational transportation events to your workplace, community center, or public venue. As part of its Live More Commute Less® initiative that focuses on the positive aspects of leaving your single occupant vehicle in the driveway, DATA conducted a Live More Block Party at Reston Town Center in October where organizations from Clean Air Partners to Enterprise and vRide vanpool providers to the I-65 Express Lanes showed commuters how to save time and money to spend on what matters most. DATA also sponsors the annual Live More Commuter Challenge that rewards commuters with gift cards and other prizes for trying and tracking alternative commuting during a 2 week period.

Concerned about the environment? DATA's E3Calc survey measures the carbon footprint created at your workplace by the employee commute... sometimes as much as 80 percent of your employer's total carbon footprint. E3Calc will also compare your employer to businesses of a comparable size... and suggest



DATA Service Area Map

inexpensive ways to reduce that carbon footprint. If you're a member of your company's "green team," DATA can also help you gain points toward LEED certification.

DATA also helps area residents who may not have easy access to transportation find reliable and affordable ways to and from work. In partnership with community organizations like Car Connections and employers like hotelier R.F. Sudd, DATA's Onsite Rideshare Program assists employees who may not have sufficient language or computer skills to use on-line ridesharing software to find car and vanpools. DATA also works with employees who bike or walk to work to make sure they are following appropriate safe procedures and the "rules of the road."

Want more information on DATA and Live More Commute Less®? Visit www.livemore.us or call 703.817.1307, ext. 7.

JUST IN CASE.

A Free Ride Home For Those Who Rideshare

REGISTER NOW FOR GUARANTEED RIDE HOME

800.745.RIDE | commuterconnections.org

Home restrictions apply

COMMUTER CONNECTIONS
MAKING IT WORK

GRH DATA Lifestyle tabloid Ad

EMPLOYER EMAIL

Stephen Finafrock,

Chances are you have employees commuting to and from work via carpool, vanpool, bicycle, transit, or on foot at least twice a week. All are eligible to register and get free rides home in the event of a personal or family illness, unscheduled overtime or an unexpected emergency! We want you to know about the Guaranteed Ride Home ([GRH](#)) program, and to share this valuable free benefit with your employees.

GRH is available through the Metropolitan Washington Council of Government's [Commuter Connections](#) program. Online registration is simple and easy. MWCOG employees who are registered with GRH may use the program up to four times per year.

To help us spread the word about this free commuter benefit, we've attached a short explanation of the GRH program with a link to the Commuter Connections website. Please consider including this helpful information in your upcoming employee communications, such as newsletters, your Intranet, email or other announcements.

A copy of suggested text is below, complete with a hyperlinked Guaranteed Ride Home graphic for your use!

Please contact us if you have any questions at 800-745-RIDE or ridematching@mwco.org.

Commuters Can Register for Free Rides Home Just in Case

If you carpool, vanpool, bike, walk, or take transit to work at least twice per week in the Washington or Baltimore metro areas, you can qualify for free rides through the Guaranteed Ride Home (GRH) program when life's "surprises" arise, such as a personal or family illness, unscheduled overtime, or other unexpected emergencies. The GRH program is free of charge; but to get this great benefit you must register with Commuter Connections, the Metropolitan Washington regions' most trusted name in commuter alternatives for more than 40 years.

Registration is fast, confidential, and simple online at [Commuter Connections](#). Once complete, you can take advantage of GRH up to four times per year. Knowing there's a free guaranteed ride home just in case of an emergency, makes it easier than ever to use alternative commuting options with peace of mind.

We'll get you home. Guaranteed.

EARNED MEDIA

OBJECTIVES

- Increase impressions
- Build trust

STRATEGY

- Position as key resource & innovator
- Promote economical, environmental, and social benefits

RESULTS COMBINED RIDESHARE & GUARANTEED RIDE HOME



GUARANTEED RIDE HOME
FIRST QUARTER 2014 TO
FIRST QUARTER 2015



2014 JAN-MAR

2015 JAN-MAR

RIDESHARE APPLICATIONS



'Pool Rewards

odonnellCOMPANY

COMMUTER  CONNECTIONS®

STRATEGY

Promote benefits & encourage registration
Use new & traditional media

'POOL REWARDS
it pays to rideshare


MEDIA BUDGET

NBC4	\$ 20,910
Facebook Ads	\$ 3,000
Net spend	\$ 23,910



'pool rewards

CREATIVE

Enjoy time savings on the  ExpressLanes

Carpools of 3 travel TOLL-FREE with *E-ZPass Flex*

Plus, 'POOL REWARDS provides \$2.00 cash / day

for members of newly-formed carpools*

* additional rules & restrictions apply

COMMUTER CONNECTIONS can help you find carpool partners!

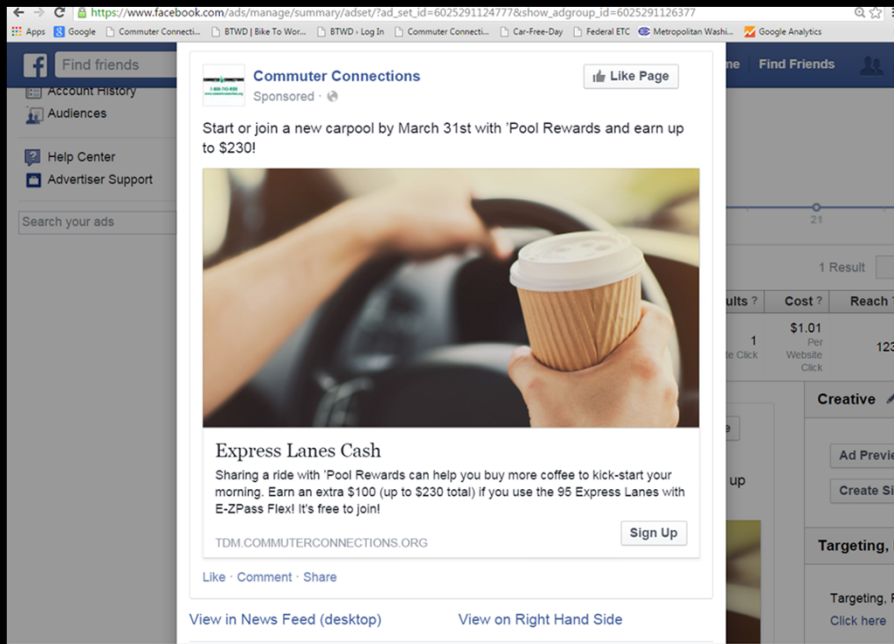
Digital ad

odonnellCOMPANY

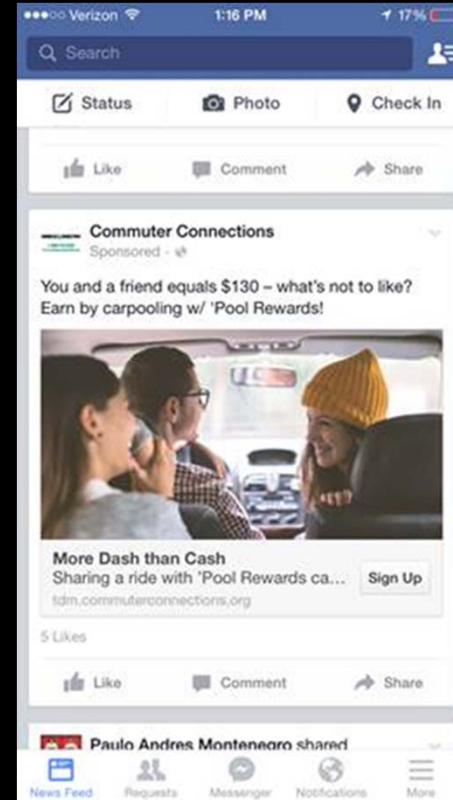
COMMUTER CONNECTIONS

'pool rewards

CREATIVE



Facebook ads



'pool rewards

CREATIVE

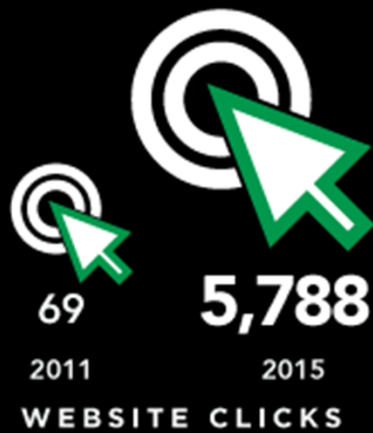


TV ad

odonnellCOMPANY

COMMUTER  CONNECTIONS®

RESULTS TO DATE: FACEBOOK ADS





Bike to Work Day

odonnellCOMPANY

COMMUTER CONNECTIONS[®]

OPPORTUNITIES

- Passionate base
- Bike-friendly region
- Expanded bike sharing system

CHALLENGES

- Limited media budget
- Unpredictable weather
- Other news happenings

STRATEGY

- Paid placement
- Earned media
- Social media

btwd



odonnellCOMPANY

MEDIA BUDGET

Radio: \$ 39,882

Print: \$ 4,542

Net spend: \$ 44,424

Added Value: \$ 80,500



PROCLAMATION



Signed
April 15, 2015

Greg Billing – WABA
Adrienne Moretz – Transit & BTWD Committee Chair
Phil Mendelson - DC Council Chair & TPB Chair

SPONSORS



SPONSOR CONTRIBUTIONS

Cash:	\$ 47,100
In-Kind:	\$ 10,945
Total:	\$ 58,045



CREATIVE

DÍA DE LA BICICLETA PARA IR AL TRABAJO VIERNES 5.15.15

MÁS DE 75 UBICACIONES DE SALIDA PARA IR AL TRABAJO SITUADAS EN EL D.C., MARYLAND, Y VIRGINIA.

REGÍSTRESE ANTES DE LAS 5 PM PARA OBTENER UNA CAMISETA GRATIS.

COMIDA Y PROMOCIONES EN TODAS LAS UBICACIONES.



Regístrese en biketoworkmetrodc.org o llame al 800.745.7433

BIKE TO WORK DAY FRIDAY 5.15.15




Over 75 Bike to Work Day pit stops located in D.C., Maryland, and Virginia.

Pre-Register by May 8 for Free T-Shirt* and Bike Raffles

Free Food, Beverages and Giveaways at All Locations


bike to work day 2015

Register at biketoworkmetrodc.org or call 800.745.7433















Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation. *T-shirts available at pit stops to first 14,000 who register.



Print ads

odonnellCOMPANY

COMMUTER CONNECTIONS®

CREATIVE

BIKE TO WORK DAY 2015 FRIDAY 5.15.15

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION
Marriott **K&R** **ICF**
Bicycle Space **LOCAL MOTION** **Bike Arlington** **Express Lanes**
GENERAL DYNAMICS **The JBG Companies** **EARTHJUSTICE** **KIND**
BIKE & ROLL **CRYSTALride**
goDCgo **AAA**
BIKES@VIENNA **KIMPTON**
ABUS
BROMPTON
ORNLIEB **odw**

Pre-Register by May 8 for free T-shirt* and bike raffles!
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS
 Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia
 Visit biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 14,000 who register.
 Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Register at www.biketoworkmetrodc.org or call 800.745.7433

bike to work day 2015

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015 VIERNES 5.15.15

COMMUTER CONNECTIONS WASHINGTON AREA BICYCLIST ASSOCIATION
Marriott **K&R** **ICF**
Bicycle Space **LOCAL MOTION** **Bike Arlington** **Express Lanes**
GENERAL DYNAMICS **The JBG Companies** **EARTHJUSTICE** **KIND**
BIKE & ROLL **CRYSTALride**
goDCgo **AAA**
BIKES@VIENNA **KIMPTON**
ABUS
BROMPTON
ORNLIEB **odw**

Regístrate previamente antes del 8 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.
 Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

Visita biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
 *Camisetas disponibles en las ubicaciones de salida a los primeros 14,000 participantes que se registren.
 Día De La Bicicleta Para Ir Al Trabajo está financiado también por los Departamentos de transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

bike to work day 2015

Posters

odonnellCOMPANY

COMMUTER CONNECTIONS®

CREATIVE



T-shirt

CREATIVE

BIKE TO WORK DAY 2015
FRIDAY 5.15.15



Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 8
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

Over 75 Bike to Work Day pit
stops located in D.C., Maryland
and Virginia

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

*T-shirts available at pit stops to
first 14,000 registrants.




COMMUTER CONNECTIONS

WASHINGTON AREA BICYCLE ASSOCIATION

Marriott

AREI

ICF

Bike Arlington

The JBG Companies

ExpressLanes

KIND

LOCAL MOTION

BICYCLE SPACE

CRYSTALIDE

EARTHJUSTICE

GENERAL DYNAMICS
Information Technology

AAA

goDCgo

KIMPTON
Hotels & Restaurants

BIKESBYVENNA

JAMES

BicyclePASS

BIKESBROLL

ORTLIEB

BROMPTON

odw

DOONE

ABUS

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

Printed on recycled paper

Rack card

CREATIVE

EDGEWOOD-MET BRANCH TRAIL
North of Rhode Island Ave.
7:00 am to 9:00 am


COMMUTER CONNECTIONS
WASHINGTON AREA BICYCLIST ASSOCIATION
Marriott
REI
ICF INTERNATIONAL
Bike Arlington
THE JBG COMPANIES
Express Lanes
BICYCLE SPACE
KIND HEALTHY SNACKS
LOCAL MOTION
EARTHJUSTICE
bike to work day 2015

Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2015 BIKE TO WORK DAY
FRIDAY 5.15.15

Pit Stop Banner

CREATIVE




BIKE TO WORK DAY
FRIDAY 5.15.15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite 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 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.



[Free Registration Click Here](#)


Pit Stops

Seventy nine 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! There are also a few pit stops open for your afternoon commute back.
[Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. 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...](#)

Sponsors



Event Poster

A PDF of the new Bike to Work Day 2015 event poster is now available!
[Click here to see this year's event poster](#)

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...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.
[Read More ...](#)

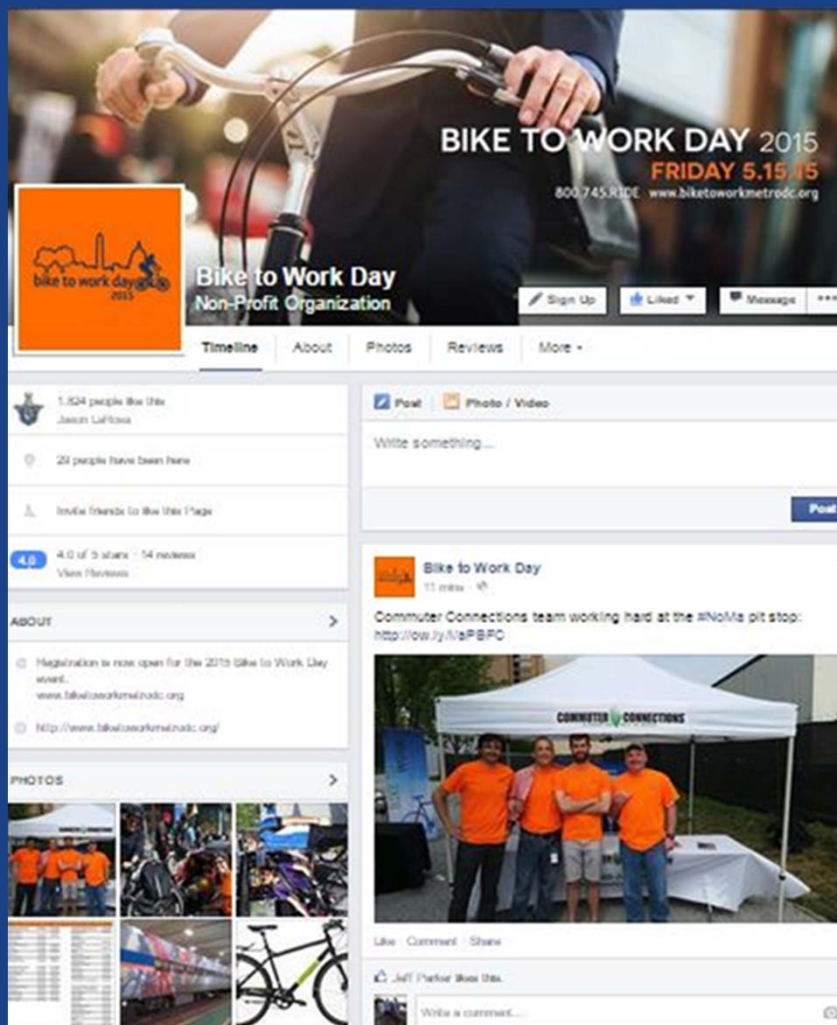
Website

CREATIVE

The image is a composite of three main elements. On the left, a photograph shows a man in a black cycling jersey and helmet blowing a blue inflatable horn. In the background, other cyclists and a red banner with the 'Bike to Work Day' logo are visible. On the right, a dark blue banner contains the text 'BIKE TO WORK DAY 2015' in white, 'FRIDAY 5.15.15' in orange, and '800.745.RIDE www.biketoworkmetrodc.org' in white. In the center, a screenshot of the Twitter profile for 'Commuter Connections @BikeToWorkDay' is shown. The profile includes a bio, location (Washington DC), and a grid of photos. Below the profile, a tweet from the account is visible, featuring a photo of three people in orange shirts under a white tent and the text 'Commuter Connections team working hard at the #NoMa pit stop:'. A 'Follow' button is also present.

Twitter

CREATIVE



Facebook

VALUE ADD

DC 101 On-Air - Music - Win - Photos - Connect -

Listen Live in WASHINGTON

New Playing on DC101: Tell Me Only by Red Hot Chili Peppers

Find the right mattress, right away. The perfect bed for you is just 3 minutes away with Available Only At MATTRESS

Enter to win a Single Speed Hudson Bike

bike to work day 2015

Enter to win a Single Speed Hudson Bike.

On Friday May 15, 2015 Commuter Connections and Brilliant Bicycles invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work.

Register for Bike to Work Day

Brilliant Bicycles builds beautiful, handmade bicycles at half of retail prices. They sell online directly to you, cutting out the markup from middlemen and retail stores. They pass the savings to you with lower prices, free shipping, and no hassle returns. Brilliant Bicycles makes bicycles that fit your life.

The Hudson by Brilliant - Available in Six Custom Colors

Check out the variety of Single Speed Hudson Bikes here

Deadline to register is May 15 at 12:00 AM. 1 necessary randomly drawn on May 15.

Enter your email address to continue:

Official Contest Rules

HOT 99.5 The Kana Show - DJ's - Win - Media - Connect -

Listen Live in WASHINGTON

New Playing on HOT 99.5: Fry Mama (Feat. Nikki Minaj & Afrojack) by David G.

Make Mother's Day Marvellous

Enter to win a Single Speed Hudson Bike

bike to work day 2015

Enter to win a Single Speed Hudson Bike.

On Friday May 15, 2015 Commuter Connections and Brilliant Bicycles invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work.

Register for Bike to Work Day

Brilliant Bicycles builds beautiful, handmade bicycles at half of retail prices. They sell online directly to you, cutting out the markup from middlemen and retail stores. They pass the savings to you with lower prices, free shipping, and no hassle returns. Brilliant Bicycles makes bicycles that fit your life.

The Hudson by Brilliant - Available in Six Custom Colors

Check out the variety of Single Speed Hudson Bikes here

Deadline to register is May 15 at 12:00 AM. 1 necessary randomly drawn on May 15.

Enter your email address to continue:

Official Contest Rules

Enter to win a Single Speed Hudson Bike
On May 15 Commuter Connections and Brilliant Bicycles invite you to join over 10,000 area commuters ...

iHeart media promotion

odonnellCOMPANY

COMMUTER CONNECTIONS®

EVENT MAY 15, 2015

Courtesy BikeArlington

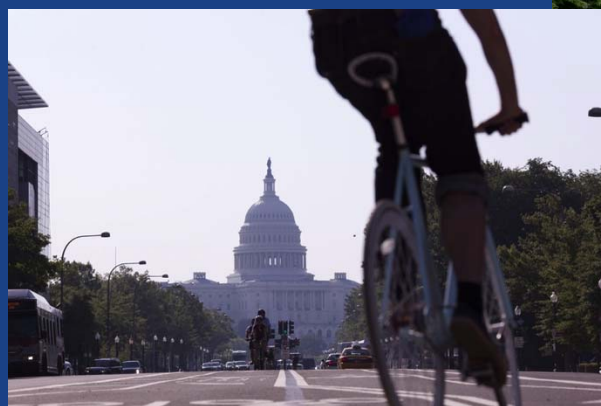


Congressman Don Beyer



EVENT MAY 15, 2015

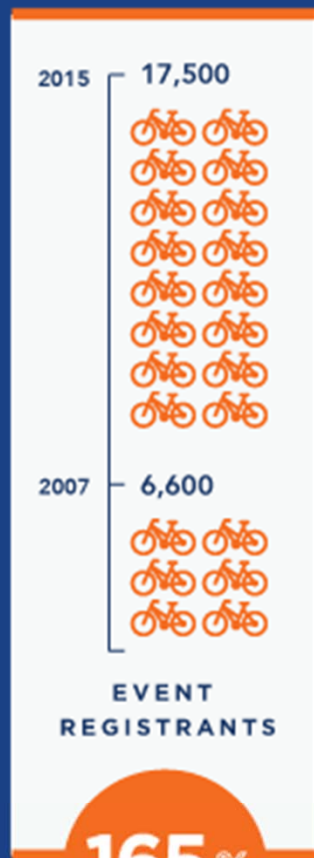
Courtesy DC Bike Blogger



odonnellCOMPANY

COMMUTER CONNECTIONS®

RESULTS



165%
INCREASE

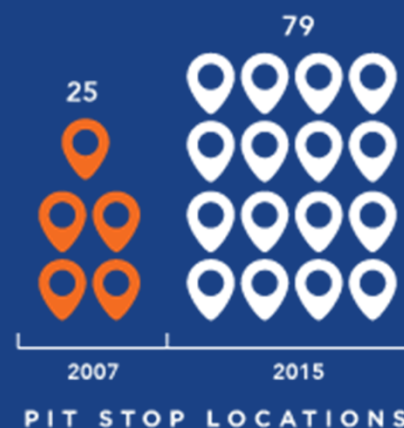
RECORD-BREAKING
EVENT PARTICIPATION!



3x
INCREASE
IMPRESSIONS
FROM 2014
TO 2015



14,000 TEES IN 2015
NEW FABRIC



3x
INCREASE



258%
INCREASE



**TREAD A WAY NONE
HAVE TROD BEFORE**
- WILLIAM BUTLER YEATS

Employer Recognition Awards

odonnellCOMPANY

COMMUTER  CONNECTIONS®

OBJECTIVES

- Increase employer support of alternative commute options

STRATEGY

- Recognize employer success through awards program
- Recognize sales team and organizational winner accomplishments
- Provide publicity for program & winners
- Engage elected officials in the process



CREATIVE



Metropolitan Washington Council of Governments
777 N. Capitol Street, NE, Suite 300
Washington, DC 20002-4290

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

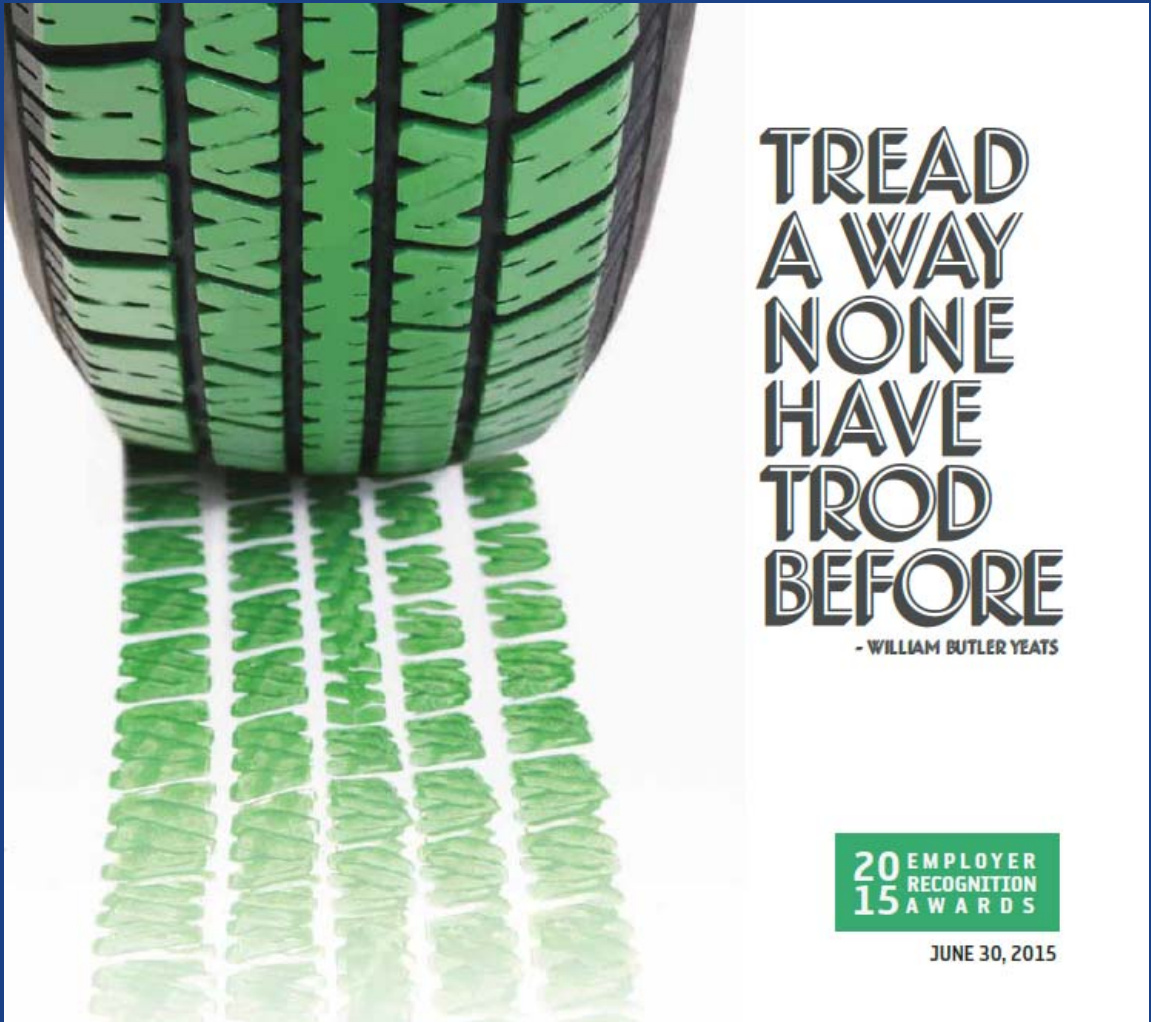


Invite

odonnellCOMPANY



CREATIVE



Program Booklet

NOMINEES

ABT Associates
Boeing Company
Calvert Investments
Honest Tea
MITRE
National Cancer Institute

Opower
Southern MD Electric Cooperative
Toole Design Group
U.S. Nuclear Regulatory Commission
United Therapeutics Corp.
WeddingWire

Awards to be announced June 30 at Grand Hyatt Washington



newsletter

odonnellCOMPANY

COMMUTER  CONNECTIONS®

OBJECTIVES

- Create loyalty
- Develop relationships and trust
- Help build momentum

additional marketing

STRATEGY

- Published quarterly
- Reaches 8,000 employers

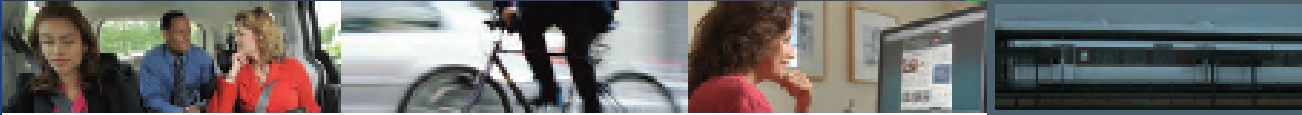
CREATIVE

Issue 2, Volume 19 Spring 2015 **WHAT'S INSIDE**

COMMUTER CONNECTIONS®

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


- 2 D.C. Passes Transit Benefits Ordinance
- 3 Ridesharing Still Makes Sense with Lower Gas Prices
- 4 D.C. Adopts Vision Zero for Traffic Deaths
- 5 Millennials: Changing the Commute



WE'LL GET YOU HOME. GUARANTEED!

Commuters that share a ride and take transit, who belong to the free Guaranteed Ride Home program share peace of mind when they have an emergency and have to get home, or are asked to work late.

Commuter Connections' Guaranteed Ride Home (GRH) program was developed to be a solution to enable commuters to leave the car behind. Operated since 1997, GRH is like having "commuter insurance", by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency, or unscheduled overtime. Commuters who use alternative commute modes at least twice a week are provided with up to four free GRH rides home per year.



"I have been a Commuter Connections member and carpooler for a few years. Over the years, I have heard the radio advertisement for GRH and thought how it would probably be

Newsletter

LOOKING AHEAD

Employer Recognition Awards

June 2015

FY16 Campaign Ideation

July 2015

Car Free Day

September 2015

Fall Campaign

October 2015

New FY16 Creative Campaign

February 2016

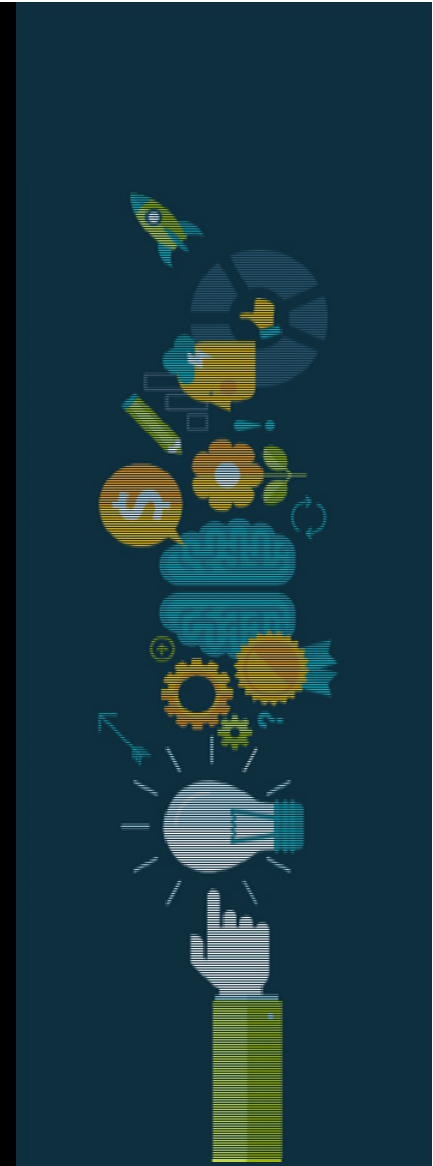
Bike to Work Day

May 2016



FY2016 CAMPAIGN DEVELOPMENT TIMELINE

- Review Research, Trends, and Prior Campaign Results July 2015
- Write Marketing Communications Plan July 2015
- Reg TDM Marketing Group Feedback via SharePoint Aug 2015
- Conceptual Approaches at Reg TDM Marketing Mtg Sep 2015
- Feedback from Marketing Workgroup Oct 2015
- Refine, Develop and Finalize Nov 2015
- Media Selection Dec 2015
- Production and Distribution to Media Jan 2016
- New FY16 Creative Campaign Goes Live Feb 2016



MEDIA SELECTION PROCESS

Review and analyze

- Marketing Communications Plan
- 3rd party media data from Strata, Scarborough, Arbitron

Calculate

- Reach & frequency of target demographics for each media option

Analyze

- Cost/value proposition of each media option

Reality check

- Does it make sense?

Negotiate

- Evaluate best negotiated options

Media purchase

Run campaign

Evaluate results



Q&A

odonnellCOMPANY

COMMUTER CONNECTIONS[®]