



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

Background

Since 2002 Commuter Connections has implemented a continuing and extensive integrated communications program aimed at the Washington metropolitan region to develop awareness and understanding of Commuter Connections' services and the various alternatives to commuting alone by car, including public transit, telework and carpools. Additional focus was also given to marketing the Guaranteed Ride Home program. By most accounts, overall awareness levels are high.

According to the 2004 State of the Commute survey results:

- 66% of all regional commuters said they had heard of Commuter Connections
- 40% knew that Commuter Connections sponsored the Guaranteed Ride Home program
- 28% knew the organization offered general rideshare information
- 16% knew the organization offered help finding a carpool or vanpool partner

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

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

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

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

Highlights

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

General Marketing

1. To reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio
2. The 60 second and 30 second spots created in the fall were used for the spring campaign. The spots emphasized the frustration of traffic and the benefits of participating in the commuting solutions offered through Commuter Connections
 - a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all the services that are backed by the GRH program.
 - b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.
 - c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but they find a common ground when it comes to ridesharing.

Marketing Media Schedule

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

The radio spots airing during three two-week flights and two three-week flights between February 6, 2006 and June 25, 2006 achieve a 75% reach and 24 frequency. The radio campaign airs on 18 mainstream stations in 11 main and seven outer markets. The flights skew slightly for morning drive time for both the local key counties and outlying counties (Daypart Mix for Spots: 60% am drive, 30% pm drive, 10% M-F 6a-7p, Daypart Mix on Outlying Stations: 45% am drive, 40% pm drive, 15%Sa/Su 10a-7p).

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

Stations:

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

Stations in Outer Markets:

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

Mass Marketing FY05 2nd Half Radio Campaign

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

Added-Value Opportunities

WASH-FM

97.1 - Adult Contemporary

A morning drive promotion is scheduled for the week of April 3. Each day, Monday through Friday, the nth caller will win a "Commuter Care Package" courtesy of Commuter Connections/Council of Governments. The package will contain things such as oil changes, car wash certificates, CDs, gas cards, etc. (specific items TBD). COG will receive a total of 20 on-air promotional mentions; 10 of these being live and airing Monday through Friday 8-10 AM and 10 being prerecorded and airing Monday through Friday 9 AM to 5 PM. Contest details will also be included on the WASH website with a link to MWCOG's website.

WGMS-FM

104.1 Classical

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

WJFK-FM

106.7 - Talk/Personality

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

Outdoor Advertising

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



Ridematching Direct Marketing Campaign

The direct marketing campaign was developed to increase top-of-mind awareness that it's "Free, Quick and Easy" to find a potential rideshare partner through the ridematch service available through Commuter Connections.

HOV Mailer

The image displays three pieces of direct marketing material for Commuter Connections:

- Business Reply Mail Envelope:** Features a return address in Washington, DC, and a 'BUSINESS REPLY MAIL' label. It includes a barcode and postage information.
- Ridematching Flyer:** Titled 'WHEN YOU RIDESHARE, IT JUST TAKES TWO TO REDUCE YOUR COMMUTING FRUSTRATION.' It features two smiley face icons and text promoting the carpool ridematch service as a free and easy way to find a perfect match.
- Registration Form:** A detailed form titled 'REGISTER FOR CARPOOL RIDESHARING OR GUARANTEED RIDE HOME TODAY!' with sections for personal information, contact details, and preferences for carpooling or guaranteed ride home services.

NON-HOV Mailer

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

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


BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

**WHEN YOU RIDESHARE,
IT JUST TAKES TWO TO REDUCE
THE COSTS OF COMMUTING.**


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



COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

RIDESHARE.
Save Money. Reduce Commuting Frustration.

FINDING THE PERFECT MATCH FOR YOUR COMMUTE COULD SAVE YOU SOME GREEN.



A FREE SERVICE BY **COMMUTER CONNECTIONS**
A REALISTIC WAY TO WORK

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

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

**FIND YOUR PERFECT RIDESHARING MATCH,
AND SAVE YOURSELF SOME SERIOUS GREEN.**

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

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

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

To register for ridesharing:

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

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

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

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

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

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

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

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

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

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

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

Drive Alone Carpool Vanpool Bicycle Walk
 Metrorail (circle line on box) Blue Green Orange Red Yellow Bus (specify bus system & route # — or Metrobus Route 50)

VRE (circle train line) Manassas Fredericksburg MARC (circle line box) Brunswick Camden Penn
 Other (specify) _____

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

Information and Schedules — Please send me information about:

Metrorail/Bus Information Telework/Telecommute Commuter Rail HOV Lanes Local Bus Transit MTA Transit Metrochek Bicycling

Section A Carpool/Vanpool Ridematch Service

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

If interested in a carpool, would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool, would you prefer to:

Drive Only Share Driving

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

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

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

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

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

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

*Some restrictions apply to the Guaranteed Ride Home program. Visit our web site for full participation guidelines. **Necessary for verification of unimpaired vehicles. N0620V

The mailer will be released in waves over ten consecutive weeks beginning late February. The coverage area for the direct mail campaign is listed below:

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

Maryland households within close proximity of HOV lanes will receive a mailer which incorporates an HOV message.

The mailing will be targeted based upon the use of a PRIZM analysis of the Commuter Connections rideshare database. The mailer distribution will identify and pinpoint target neighborhoods that are prone to having a higher propensity to carpool/vanpool based on lifestyle segments. The chart below indicates the neighborhood segments targeted for the direct mailer distribution. 85% of the segments have indexes of 190 or higher, meaning these households are at least 90% more likely to use a ridematching service than the “average household”. Using this model, an average household would index at 100, and households less likely to use a ridematching service would index below 100.

Segment	Index	Percentage
Fast Track Families	296	2%
Country Casuals	286	2%
Upward Bound	260	13%
Country Squires	226	16%
New Homesteaders	224	9%
White Picket Fences	216	6%
Big Sky Families	207	4%
Kid Country, USA	198	2%
Brite Lites, Li'l City	191	21%
God's Country	190	11%
Other	51-125 Various	14%

Collateral

General Services Brochure, GRH Brochure, Ridesharing Brochure will be available by the end of March 2006.

General Services Brochure

Commuter Options and Services

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

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

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

Commuting Alternatives

Telework
Through the use of information technology, many employees are now able to replace work-related travel with teleworking – working at home or closer to home at fully equipped telework centers. Employees and employers have found teleworking one or more days a week improves the quality of life, increases productivity, and

Park & Ride Lots

There are over 300 Park & Ride Lots located in the Washington/Baltimore Metro area. Many of these lots are convenient places to park or gain easy access to public transit. Find Park & Ride Lots located on your route to work.

High-Occupancy Vehicle (HOV) Lane
Did you know that some commuters can take HOV lanes to get to work? Commuter Connections has information about HOV lane locations, the number of vehicles, and the hours of HOV lane operation. Visit our website for more information.

Bicycle to Work
Join the thousands of area employees who are bicycling to work. It's not only a great way to save time, it's a great way to stay in shape, too. Can't make a bicycling guide available with you? We can help you get started.

Reduce Stress and Save Time and Money on Your Commute

COMMUTER CONNECTIONS
TRANSIT. NOT IN TRANSIT.

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

COMMUTER CONNECTIONS
TRANSIT. NOT IN TRANSIT.

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

Free Commuter Services

Flexible Solutions for a Better Commute.

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

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through:

- State of California, Department of Transportation
- Maryland Department of Transportation
- Virginia Department of Transportation
- US Department of Transportation

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

GRH Brochure

What Is the Guaranteed Ride Home Program?

The Guaranteed Ride Home program provides a free ride home for registered commuters in the greater Washington metropolitan region who ride-share, bike, walk or take mass transit to work at least twice a week. In the event of an unexpected emergency or unscheduled overtime, Commuter Connections will arrange for a free taxi or renter car – whatever it takes to get you home – up to four times each year. Guaranteed Ride Home is easy to access and use. Our network of providers are on call Monday through Friday from 8 a.m. to 10 p.m. to make sure you get home where you need it.

Guarantee Your Free Ride Home by Registering Today!

If you ride-share, bicycle, walk or take public transportation to work at least twice a week, you qualify for a free emergency ride home up to four times each year. But you must be registered to qualify for a Guaranteed Ride Home.

Register for Guaranteed Ride Home Today!

There's no membership fee or commitment to simply register for the Guaranteed Ride Home. Registering is quick and easy, and you can register online at www.commuterconnections.org or by calling 1-800-745-RIDE.

No Membership Fees! No Commitments! Free and Easy Service!

To register, simply fill out and mail the following application, apply online at www.commuterconnections.org or call 1-800-745-RIDE. In turn, we'll send you a Commuter ID Card with a personal Guaranteed Ride Home registration number.

Name: _____
Home Address: _____

I start work at _____ a.m. and stop work at _____ p.m.
How many miles do I drive home to work one way? _____

Which of the following do you use to get to work one way?
 Drive Alone Carpool Bicyclist Walk
 Blue system commuter bus/subway/metro...
 Metrolink car service... Blue Star Orange Red Yellow
 MARC train service... Brunswick Camden Penn
 WMATA commuter... Metrolink... Piedmont/Burlington

Washington Metropolitan Area Guaranteed Ride Home Program Participation Guidelines

- Commuters must call Commuter Connections and receive participation from Commuter Connections prior to using the GRH service. Commuter Connections will issue a Commuter ID Card to the commuter to use as a form of identification. Commuters will not be allowed to use the service until the Commuter ID Card is received. After approval, Commuter Connections will mail the GRH ID card to the commuter and will provide a personal identification number (PIN) to the commuter. Commuters must use the GRH ID card and PIN to use the GRH service.
- Commuters must be registered with Commuter Connections and have been issued an official registration card and GRH ID card from Commuter Connections. Commuters who have not been officially registered may use the GRH service only during the event of an emergency. This is subject to the "one-time exception" by Commuter Connections. A one-time exception must be officially requested by calling 1-800-745-RIDE or by email. Registered and one-time exception commuters must be participating, meaning, using transit, bicycling or walking to the site of employment at least two (2) days per week on the day they use the GRH service.
- Registered commuters who use the GRH program up to four times annually from their official registration date. Commuters who exceeded a four-time limit may be subject to a one-time exception. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service.
- Commuters must be registered annually to continue their GRH registration. Commuter Connections will send a reminder to register and update registration information.
- The GRH program only works in cases of unexpected emergency or unscheduled overtime. Registered commuters are not eligible to use the GRH program for scheduled overtime, unscheduled overtime, or unscheduled overtime. Registered commuters are not eligible to use the GRH program for scheduled overtime, unscheduled overtime, or unscheduled overtime. Registered commuters are not eligible to use the GRH program for scheduled overtime, unscheduled overtime, or unscheduled overtime.
- GRH service is available between 8:00 a.m. and 10:00 p.m., Monday through Friday, and between 8:00 a.m. and 10:00 p.m., Saturday, Sunday, and holidays. GRH service is available between 8:00 a.m. and 10:00 p.m., Monday through Friday, and between 8:00 a.m. and 10:00 p.m., Saturday, Sunday, and holidays. GRH service is available between 8:00 a.m. and 10:00 p.m., Monday through Friday, and between 8:00 a.m. and 10:00 p.m., Saturday, Sunday, and holidays.
- In the event of an emergency, a commuter must be physically working in the Washington, D.C. Metropolitan Area at the time of the emergency and must be working in a commuter area. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service.
- GRH ID card must be carried on the commuter's person at all times. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service. Commuter Connections will not be held responsible for any misuse of the GRH service.
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For more information about commuting solutions, visit our web site at www.commuterconnections.org or call 1-800-745-RIDE.

COMMUTER CONNECTIONS
TRANSIT. NOT IN TRANSIT.

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


We'll get you home. Guaranteed.

We'll get you home. Guaranteed.

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

Ridesharing Brochure

Ridesharing
Could Be the
Solution for You.



We'll get you home.

*Home services only. See our site for details.

Consider a Carpool or Vanpool

Carpooling - when two or more people commute to work together in a regular basis in a primary period vehicle - is the simplest and most common ridesharing arrangement. Finding compatible ridesharing partners is easy with Commuter Connections. We help by identifying potential carpool partners that live near your home, that also work near your place of business, who have similar schedules, and some companies even have in-house commuter assistance programs that help employees find carpool partners and offer preferred parking for carpools.

Your advantages of ridesharing in a carpool or vanpool are many and include:

- Financial savings due to shared commuting costs, including gasoline expenses, tolls, parking fees, car maintenance and more.
- Less stress.
- Increased free time for errands or household.
- Reduced need for parking.
- Reduced pollution due to fewer vehicles.
- And if HOV lanes are used to work, you'll likely save:
- Increased free time for errands or household.
- Reduced need for parking.
- Reduced pollution due to fewer vehicles.

Guaranteed Ride Home
But what happens if you're stranded unexpected personal or family emergency to stay late for unscheduled one? Guaranteed Ride Home program and registered commuters who ridehome should be work at least twice a week provides a car ride home through us who will arrange for a free taxi or provide to get you home - up to \$50 more about the Guaranteed Ride Home visit our web site or call 1-800-745-RIDE.

We'll get you home.

*Home services only. See our site for details.

Don't Know Answer to Carpool Math? Finding Ridesharing Partners Is as Easy as 1-2-3 with Commuter Connections

Register for Ridesharing Today!

No Membership Fees! No Commitments!
Finding a carpooling partner is easy with Commuter Connections. Simply fill out and mail the following application, apply online or call 1-800-745-RIDE. In turn, we'll send you a list of possible carpooling partners.

Name: _____
Home Address: _____
City: _____ State: _____ ZIP: _____
County of Residence: _____
Home Phone Number: _____
E-mail: _____
Employer/Company: _____
City: _____ State: _____ ZIP: _____
County of Workplace: _____
Work Phone Number: _____
I start work at _____ a.m. and stop work at _____ p.m.
I can arrive _____ minutes before or _____ minutes after my normal work time.
I can leave _____ minutes before or _____ minutes after my normal work time.
Which of the following do you use to get to work? (check all that apply)
 Drive Alone Carpool Vanpool Bicycle Walk
 Bus (includes public transit or school buses)
 MetroRail (see also end) Blue Green Orange Red Yellow
 WMU (see also end) Shuttles London Fleet
 VRE (see also end) Metrolink FreedomLink
 Other _____

Behavioral and Schedules Please send me information about:
 MetroRail/Bus Information HOV Lanes Metrolink
 Network Transportation Capital Bus Transit Bicycling
 Commuter Fuel (EMV/AMIC) MTA Transit

If interested in a carpool, would you prefer to:
 Drive Only Ride Only Share Driving

If interested in a vanpool, would you prefer to:
 Drive Only Ride Only Share Driving

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

Park & Ride Lots Can Make Your Commute Easier
But you know...

- There are over 200 Park & Ride Lots throughout the Washington/Baltimore Metropolitan area where commuters can conveniently join up with carpools/vanpools or get access to public transit.
- About one third of the Park & Ride Lots have commuter bus service available.
- Approximately one third of the Park & Ride Lots have rail service available, including Metro, MARC, VRE and Baltimore Light Rail.

10 Tips for Successful Carpooling/Vanpooling

1. **Determine Your Route and Schedule.** Designate daily pickup points for all carpools in the way to and from work.
2. **Drive Up a Schedule for Driving Responsibilities.** If carpool members alternate driving, decide whether your group alternates on a daily, weekly or monthly basis.
3. **Establish a Method for Reimbursing Driving Expenses.** If carpool members do not equally share the driving responsibilities, determine how the costs will be shared and agree on payment dates.
4. **Be Punctual.** Determine how long the driver is expected to wait for riders. And in the case of home pickups, do not leave and disturb neighbors if a rider is coming late.
5. **Set Policies.** Your carpool will have a better chance of succeeding if possible sources of irritation are discussed from the start, including a smoking policy, the type and volume of music played, and whether food and drinks are allowed.
6. **Make Carpooling Serve One Purpose.** If the carpool is for commuting to and from work, do not let it become a shopping or errand service.
7. **Establish a Chain of Communication.** If a driver is ill or will not be going to work on a given day, an alternate driver should be notified. Similarly, if a rider is ill or will not be working, the driver should be contacted as soon as possible.
8. **Drive Carefully and Keep the Vehicle in Good Repair.** Keep in mind that other people are involved. Drivers should not speed, use alcohol, or act in a reckless manner. And the vehicle should be kept clean and safe at all times.
9. **Respect Your Fellow Carpoolers.** This is especially important in the morning when many people like quiet time.
10. **Let Commuter Connections Help You Find a Replacement if You Lose a Carpool Member.** Our Free RideMatch for service and Informal Bulletin Board system are both great resources to assist with locating potential carpool partners.

Commuter Connections Ridematching Network

Alameda-Albion
Annapolis Regional Transportation Management Association
Baltimore City
Baltimore Metropolitan Council
Baltimore Transportation Solutions
Capitol Hill MetroCenter
Eastern Shore MetroCenter
Harford County Transit Services
Howard County
Howard County Commuter Solutions
LVA/VA-Louisiana Transportation Management Association
Montgomery County
Montgomery County Commuter Services
National Transportation Council of Government
National Institutes of Health MetroCenter
North Bethesda Transportation Center
Northern Neck Planning Board/Commuter
Northern Potomac Metro Regional Commuter
Prince Georges County
Prince Georges County Transportation Commuter
Regina/Harwood Metro Regional Commuter
Rockledge Metro Regional Commuter
Tysons Transit Center for Southern Maryland


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

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

COMMUTER CONNECTIONS
Flexible Solutions for a Better Commute.
777 North Capitol Street, NE Suite 300
Washington, D.C. 20002-4239

Free Carpool RideMatching Service

Fast Forward Your Commute.
Rideshare



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

3-20-06

NDW Communications – 2nd Half FY06 Marketing Campaign Summary Draft Report

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Bike to Work Day

This year's sponsorship drive resulted our most successful year yet. A total of \$16,200 was raised through ten cash sponsors. Major sponsors included Preferred offices, and goDCgo.com, a new traveler information system by DDOT. The sponsorship funds will be used to print ,color T-shirts for the event.

Radio advertising promoting the event, consisting of approximately 75 spots will air during the weeks of May 1st and May 8th.

BTWD 8.5" x 11" Poster

FRIDAY MAY 19

Bike to Work Day 2006

Fun, Food and Prizes!

PRE-REGISTER BY MAY 12

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

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

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

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

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

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

Sponsors: Preferred Offices, goDCgo.com, Washington Area Bicyclist Association, CAPITAL CRESCENT TRAIL, bikes@vienna, VPSI Inc., Computer Page, opens doors, CARIBOU COFFEE, TIMBUK2, D.C. Lottery, KREI, TOPEAK, BREEZA, PEDRO'S, BELL, RESTON TOWN CENTER, JAMIS BICYCLES, JANDD, cannondale, HONEST TEA, WHOLE FOODS, SERFAS.

BTWD Take One, 3.67" x 8.5"

FRIDAY MAY 19



Bike to Work Day 2006

PIT STOPS
 ALEXANDRIA
 ARLINGTON
 BETHESDA
 BOWIE
 COLLEGE PARK
 DOWNTOWN DC
 DULLES
 FAIRFAX
 FAIRFAX CITY
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FRIDAY MAY 19

Bike to Work Day 2006

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



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

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



BTWD Bus Poster, 78" x 14"

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

FRIDAY MAY 19
Bike to Work Day 2006

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

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

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

PET STOPS

ALICEVILLE	COLLEGE PARK	PROGRESS	STONY BROOK
ARLINGTON	ROBERTSONVILLE	LEESBURG	STONELAKE
BEVERLY	ROSELLE	WATERBURY	STONEY CREEK
BETHESDA	ROXBORO	WILMINGTON	WILMINGTON
BETHESDA EAST	ROXBORO	WILMINGTON	WILMINGTON

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

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

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

GRAB A BIKE TO WORK INFORMATION CARD AS YOU LEAVE THE BUS!

SPONSORS:
 COMMUTER CONNECTIONS, Preferred Offices, goDCgo.com, CAPITAL CREST TRAIL, bikes@vienna, VPSI Inc., Commuter Page!, M opens doors, REI, CARIBU, CWTCC, Inetzer, BOSTON, cannondale, HONEST TEA, JAMIE BICYCLES, TIMBUK2, WHOLE FOODS, CERFAS, PEDROS, D.C. lottery, JANDD, TOPEAK, BELL

BTWD :60 Draft Radio Script

Put a positive on your commute, burn calories instead of gas. Commuter Connections invites you to get in gear on Friday, May 19th for Bike to Work Day! Join thousands of area commuters and show your support for bicycling by taking part in a clean, fun, healthy way to get to work. Get a free T-shirt, lots of food, fun, and other free giveaways at one of 20 convenient pit stops located throughout Maryland and Virginia. The main rally will be in downtown DC at Freedom Plaza. Ride with a friend or join an organized commuter convoy with experienced cyclists. Register by May 15th to claim your free T-shirt and to be automatically entered for a chance to win one of several bicycles valued at up to \$1,000. Bike to Work Day is a FREE event and it's on Friday, May 19th, so get in gear and pre-register today! For details and to register, visit WABA.org or call 202.518.0524. That's W-A-B-A-O-R-G. Bike to Work Day is sponsored by Commuter Connections, City Bikes, Preferred Offices, goDCgo.com, and the Washington Area Bicyclist Association.

BTWD Pit Stop Banner

To be developed.

BTWD T-Shirt

To be developed.

Operations Center Update

Newsletter

The Commuter Connections newsletter is targeted to approximately 5,200 employer contacts on the COG Employer Outreach ACT! database as well as TDM Stakeholders, both regionally and nationally.

In the second half of FY06, the winter issue of the Commuter Connections Newsletter was completed. The Spring will be completed by the end of May.

Winter Issue and ETC Insert

The cover story touched upon the double taxation of telecommuters and the efforts to pass the Telecommuter Tax Fairness Act. Other stories included the *Bike to Work 2006*, *Changes on Metro Aimed to Improve Movement of Passengers on Transportation* and *VA Governor Kaine Holds Public Forums on Transportation*.



2006 Employer Recognition Awards Efforts

This year we had more nominees than ever before. Three nominations were submitted in the Marketing group, two nominations in Telework, and twelve nominations in the Incentives group. Summaries were written up for each nominee and judging will take place March 22 by a Selection Committee. The event will be held on **June 28th at the National Press Club in Washington, DC.**

Employer Outreach

A qualitative phone survey was conducted among Level 2 and Level 3 employer partners. The survey was intended to heighten the impact of employer outreach efforts by achieving the following research objectives:

Level 2 Employer Partners:

- Determine why they do not offer more in the way of Employee Transportation Programs
- Learn what Commuter Connections and its member organizations can do to help them increase their efforts
- Understand what resources, products and services offered by Commuter Connections and its member organizations would be of greatest value to them

Level 3 Employer Partners:

- Determine the biggest challenges Employee Transportation Programs face in gaining support
- Discover how Commuter Connections and its member organizations can help them overcome these challenges
- Understand what resources, products and services offered by Commuter Connections and its member organizations would be of greatest value to them

A total of 15 employer partners participated in the in-depth one-on-one phone interview (14 Level 2 employer partners and 11 Level 3 employer partners).

Third Quarter FY06 Performance Results

Web Visits www.commuterconnections.org	
January	6,812
February	6,515
March	
Total	

GRH Applications Received	
January	532
February	
March	
Total	

Rideshare Applications Received	
January	587
February	
March	
Total	