



**Metropolitan Washington Council of Governments
FY 2014 Second Half Marketing Campaign Summary Final
September 16, 2014**

Introduction

The Commuter Connections' marketing initiative for FY2014 was built on the organization's research and campaign experience. The FY2014 Marketing Communications Plan and Schedule, distributed to network members in September 2013, served as a tool to outline marketing plans for FY2014. The strategy behind the FY2014 campaign reflected the state of events for the regions' commuters and built upon research and findings from 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 contributed to the planned strategy for FY2014; to convert single occupant vehicle (SOV) commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The second half of FY2014 Regional Marketing Campaign included the following:

- The cost savings of ridesharing and GRH as an added benefit support mechanism.
- 'Pool Rewards incentives for SOV drivers to form or join new carpools or vanpools.
- Bike to Work Day to consider bicycling as a viable alternative way to commute.
- Employer Recognition Awards to recognize employers in the region who promote and encourage the use of alternate modes of transportation.
- The launch of new mobile friendly website and online Ridematching.
- Recognizing the 40th anniversary of Commuter Connections.

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 (MWCOCG). Commuter Connections offers free services to those who work in the Washington metropolitan 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 TDM Marketing Group include:

Arlington County Commuter Services
Annapolis Regional Transportation Management Association (ARTMA)
Bethesda Transportation Solutions (BTS)
City of Alexandria
District Department of Transportation (DDOT)
Dulles Area Transportation Association (DATA)
Fairfax City
Fairfax Connector
Fairfax County Office of Transportation (FDOT)
General Services Administration (GSA)
GW Ride Connect
LINK
Loudoun County Office of Transportation Services
Maryland Department of Transportation (MDOT)
Maryland State Highway Administration
Maryland Transit Administration (MTA)
Montgomery County Commuter Services
Montgomery County Ride On
National Institutes of Health (NIH)
North Bethesda Transportation Center (NBTC)

Northern Neck Rideshare/PDC
Northern Virginia Transportation Commission (NVTC)
Potomac and Rappahannock Transportation Commission (PRTC)
Prince George's County Department of Transportation
Rappahannock Area Development Commission (RADCO)
Rappahannock-Rapidan Regional Commission (RRRC)
TransIT Services of Frederick County
Tri-County Council for Southern Maryland
Tysons Partnership Transportation Council (TyTran)
Virginia Department of Rail and Public Transportation (VDRPT)
Virginia Department of Transportation (VDOT)
Virginia Railway Express (VRE)
vRide
Washington Area Bicyclist Association (WABA)
Washington Metropolitan Area Transit Authority (WMATA)

Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign included the GRH and Ridematching programs. Both of these programs are integral 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 are to:

- 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 it 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 Car Free Days and 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

Commuter Connections 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 Umbrella Campaign

The FY14 second half Spring Media campaign promoting Ridesharing and GRH started at the end of February and ran through June. Radio spots and online banner ads ran for a total of fifteen weeks. Television, Pandora (web and mobile audio ads + companion banners), and YuMe (audio pre-roll + companion banners) ran for eight weeks.

Value Add Promotions

Rideshare

In addition to paid media spots, over \$66,500 (an additional 24%) was negotiated in no charge promotional media value. Radio and TV stations provided bonus spots at no charge, matching spots on Comcast Sports Net's Baltimore feed, live short messages, and Rideshare Tuesday promotion on all radio stations. WPGC and WLZL (El Zol) aired a custom promotion including a combined total of 60 :15 second on air and 60 :15 second digital promotional announcements. Comcast aired a custom Rideshare promotion that began in May and ran through June, providing 100 :15 second promotional announcements, custom landing page, pre-roll and video overlay, banner ads, inclusion in e-newsletter, and Facebook and Twitter posts.

Rideshare Tuesday – 2/25, 3/11, 3/25, 4/8, 4/22, 5/20, 6/3, and 6/17

Rideshare Tuesday is an ongoing invitation to try ridesharing on a Tuesday of any week. Rideshare Tuesday promoted ridesharing and the Commuter Connections name during drive times. During each rideshare week, stations aired reads and programming related to positive carpooling experiences. Radio stations promoting Rideshare Tuesday included WFMD, WFRE, WFLS, WTOP, WPGC and WLZL.

Rideshare Tuesday Park and Ride custom Events – 4/8, 5/20 and 6/3

Rideshare promotion events took place at Park and Ride lots in Prince George's County, Alexandria, and the District. Radio stations aired live reads to promote the event times, dates, and locations beforehand. Broadcasts from the events asked commuters to stop in to join the fun. WPGC (95.5FM) and WLZL (El Zol) station websites promoted the events and prizes as well as a Rideshare information page, provided inclusion in their loyal listener e-news, and a listed the events on their respective events pages. Where permitted, events had refreshments such as Dunkin Donuts, giveaways, and chances to win prizes. Commuter Connections held raffles to win a Samsung tablet for each event.

- April 8, 2014 – with Prince George's County and WPGC radio, Upper Marlboro, MD
- May 20, 2014 - with VA Megaprojects and WPGC radio, Jones Point Alexandria, VA
- June 3, 2014 - with goDCgo and El Zol radio, Ft. Totten Metro Station, Washington, DC



Participating Stations for Park and Ride Events

WPGC (95.5 FM): Urban Adult Contemporary

WLZL (El Zol): Spanish Language

“Win a Limo Ride (for your Carpool) with Kirk Cousins Contest”

May 19 – June 22, 2014

Comcast Sports Network (CSN) hosted the “Carpool with Kirk Cousins in a limo” contest. The promotion was only open to carpoolers and ran for three non-consecutive weeks, both on-air and online. The entry form for the contest was located on the Commuter Connections Facebook page. Carpool members were asked to “like” Commuter Connections on Facebook before entering the contest. The ride took place on July 22, 2014 with winner Curtis Midkiff and his carpooler partners. Pictures and video were publicized on social media through Comcast, and Commuter Connections received positive feedback from the winner and participants.

Promotional announcements for the contest included:

- 100 :15 second mentions Monday through Sunday, 6 am-12 midnight time slots.
- Promotional announcements on Comcast’s Baltimore commercial feed
- :15 second pre-roll and video overlays on the CSNWashington.com homepage.
- Promotional display advertising campaign on CSNWashington.com, including a homepage takeover (980x50 and 300x250 rotational banner ads) and a 4-pack of fixed placement ads on their homepage for the duration of the contest.
- Three e-newsletter ad placements to 13,000+ subscribers (728x90).
- Six Facebook posts and Tweets to over 92,000 fans/followers.

CSN Mid-Atlantic

TRIVIA CSN CHALLENGE WANT TO WIN \$5,000?

Go arm'n arm with Kirk Cousins & Commuter Connections (7 photos)
Riding with Kirk Cousins in a limo...not a bad way to start the morning. Congrats to our Commuter Connections sweepstakes winners!

TRIVIA CSN CHALLENGE WANT TO WIN \$5,000?

VIDEOS

Like · Comment · Share

63 people like this. Top Comments -

Write a comment...

Asanti Malaka What a ride it was...thanks so much to Kirk Cousins, Commuter Connections, CSN Mid-Atlantic, my brother Curt M. and wifey Malinda Rhone Midkiff for inviting us to tag along. I think my fiance Gifted Hands Detailing was the one who loved it the most...I'll hear all about it for the next 30 days - I'm sure of it!!

Like · Reply · 2 · 21 hours ago

Burke & Herbert Bank Like

Green is Universal Like

GRH

Radio stations provided value add for GRH during the spring campaign that included bonus spots at no charge on WTOP and ESPN, as well as no charge and reduced rate short messages on WTOP, WWDC, ESPN, and WBIG.

Value Add Promotions

The value add (no charge) provided by the radio stations during the FY14 second half campaign which promoted the cost savings benefits of ridesharing and GRH totaled \$13,325, an additional 7.5%. :05 and :15 second promotional spots ran on radio stations in addition to rotating GRH banner ads on the websites for WBIG and WWDC.

Spring Ridematching Campaign

Messaging Strategy

The second half of the FY2014 campaign promoted ridesharing with a focus on the benefits of saving money and reducing SOV miles. Commuter Connections was positioned as a trusted partner in ridematching. The collective impact of Commuter Connections' 40 years and experience in the region validated the cost savings message, and made it relatable to everyday life.

Messaging for the Rideshare ads tied in real ridesharing facts, presented in a way that was relatable to everyday people. The ads demonstrated a real savings opportunity and the astonishing number of miles reduced by those who already rideshare.



\$600 in savings each year.
Average dollars Ridesharing
saves *each* Commuter
Connections participant.

That's a year's worth
of premium coffee!

COMMUTER CONNECTIONS
YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Wake up and smell the savings.
Free Ridematching Services.



Equal to 20 trips to
the moon and back!

11,000,000 miles each year.
Combined mileage saved by Commuter
Connections participants who Rideshare.

COMMUTER CONNECTIONS
YEARS
commuterconnections.org
800.745.RIDE

Rideshare. Propel your commute.
Free Ridematching Services.

Media Objectives: Rideshare

The campaign to promote the Ridematching program used a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis was placed on middle and outer ring commuters. With fewer public transit options, ridesharing is the preferred commute alternative for commuters with longer distance commutes.

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

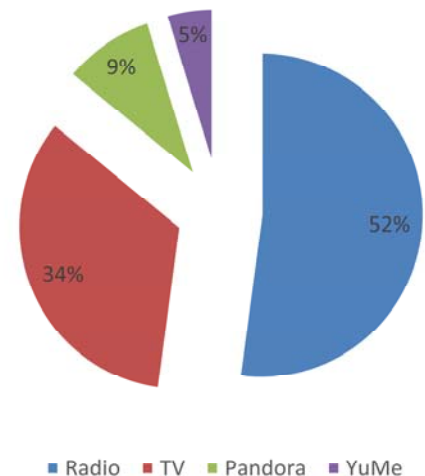
- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

Geographic

Washington D.C.
DMA

Rideshare Spring Budget	MWCOG Cost	Gross Dollars
Radio	\$134,775.15	\$158,559
Television	\$87,416.55	\$102,843
Pandora Web & Mobile	\$24,000	\$28,236
YuMe Banner Ads	\$12,300.50	\$14,471
Total Budget	\$258,492.20	\$304,109

Note: An additional net fee of \$3,980 was used to secure station promotions.



Radio

Radio was the anchor medium for the Rideshare campaign, with a focus on exurb stations and D.C. news stations. The campaign also reached out to Spanish-speaking commuters.

- WFMD (930 AM News/Talk)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WTOP (103.5 News)
- WLZL - El Zol (107.9 Spanish)
- WPGC (95.5 Urban AC)

The radio campaign alternated for nine weeks, from February 24th through June 22nd, except for several weeks during the promotion of Bike to Work Day. The following spots promoted the Ridematching program in both English and Spanish languages:

Ridesharing :30 "Dinosaur" English

Dad: Did you know 11 million miles are saved by people who rideshare to work through Commuter Connections? That's 20 trips to the moon and back!

Kid: Did you know Brachiosaurus ate one ton of leaves every day?

Dad: Now that dinosaur could eat you for breakfast!

Kid: He could eat your carpool friends too. (Kid: TRex imitation)

Dad: Nah, we'd just blast off to the moon. (sfx: psshhh! [blast off sound])

Kid and Dad: (joint laughter)

Announcer: Rideshare and propel your commute.

Commuter Connections. Providing trusted, free ride matching since 1974. Register at Commuter Connections dot org, that's Commuter Connections dot org, or call 800 745 RIDE.

Ridesharing :30 “Dinosaur” Spanish

Papá: ¿Sabías que las personas que comparten el transporte para ir al trabajo a través de Commuter Connections ahorran 11 millones de millas de viaje?

Hijo: ¿Y sabías que los braquiosaurios comían una tonelada de hojas al día?

Papá: ¡Ese dinosaurio podría comerte de desayuno! (Papá: imita a TRex)

Hijo: Y de almuerzo se podría comer a las personas con quien compartes el transporte. (Hijo: imita a TRex)

Hijo y papá: (rien juntos).

Anunciante: Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

Ridesharing: :30 “Coffee” English

Guy: Wow I could really use a good cup of coffee right about now!

Female: You say that *every* day... you must spend a fortune on that stuff!

Guy: Yah. No. Well... Kinda.

Female: What?

Guy: [chuckle] I save \$600 a year Ridesharing through Commuter Connections. That’s a year’s worth of premium coffee! I consider it my free pick me up!

Announcer: Rideshare. Wake up and smell the savings.

Commuter Connections. Providing trusted, free ride matching since 1974. Register at Commuter Connections dot org, that’s Commuter Connections dot org, or call 800 745 RIDE.

Ridesharing: :30 “Coffee” Spanish

Hombre: Me caería bien una taza de café en este momento.

Mujer: ¡Debes gastar mucho dinero en café!

Hombre: Bueno...más o menos.

Mujer: ¿Cómo así?

Hombre: [risita] Yo ahorro 600 dólares al año compartiendo el transporte a través de Commuter Connections. ¡Eso equivale a un año del mejor café! Y eso para mí, ¡es un gusto que me doy gratis!

Anunciante: Comparte el transporte. Levántate y disfruta el aroma del ahorro. Commuter Connections. Cuarenta años conectando gratuitamente a las personas para ir al trabajo. Commuter Connections punto org o 800 745 7433.

Television

The use of snipes and squeezebacks in selected television programming provided DVR-proof advertising. Snipes appeared at the bottom of television screens during on air programming to promote rideshare. Squeeze-backs surrounded the TV programming. Images and messages that complement the radio spots promoted the cost-savings benefits of ridesharing and free ridematching services of Commuter Connections. Squeezebacks ran in early morning and late news on WJLA (ABC News 7) and snipes on Comcast during Capitals, Wizards and Redskins sports.

Squeeze-back on WJLA (images animated)



Snipe on Comcast (images animated)



Internet & Mobile/Tablet Advertising

Internet and mobile/tablet advertising appeared on YuMe and Pandora as alternatives to the standard Run-of-Site internet used in the past. Both Pandora and YuMe promoted the Commuter Connections Ridematching program for the campaign Pandora offered Commuter Connections the flexibility to target audio ads by age, gender, and county. Pandora ran :30 second audio web and mobile friendly ads for the Rideshare campaign that encouraged users to click on the follow-up banner. YuMe used geo-behavioral targeting with :30 second audio ads to target a segment of the region's audience that combined vehicle owners with full-time employees in an attempt to find the audience most likely to be interested in carpooling. Various banner ad sizes ran for eight alternating weeks, from February 24th through June 22nd, with performance monitored and optimized throughout the campaign.

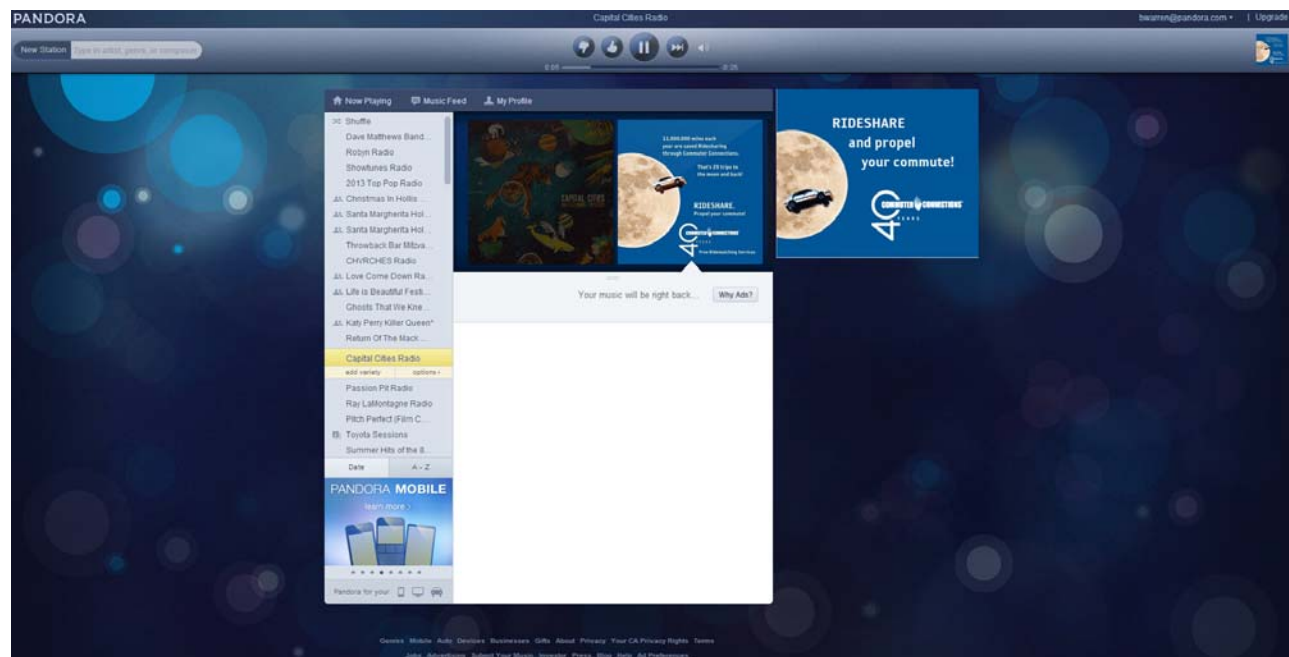
The following placement types were selected:

- Pandora – Web and Mobile audio, Mobile Display, interactive pre-roll
- YuMe – Web and Mobile Companion Banners (A35-64, vehicle owners & Full-time employees), audio ad

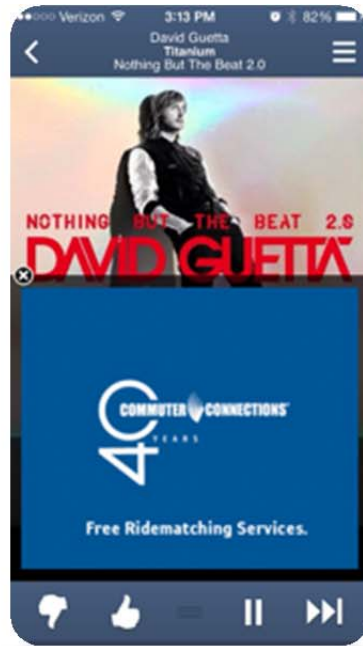
Ad sizes included a tile ad (500x500) and rectangles (300x250, 300x60).

The ads displayed Rideshare visuals with a call to action to visit commuterconnections.org.

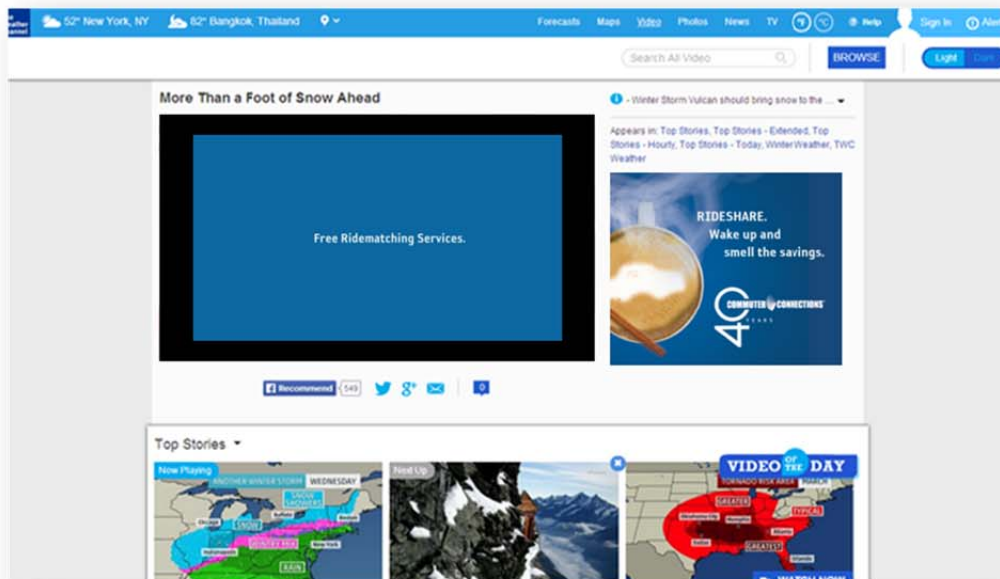
Pandora – Audio Web Banner (500x500 tile ad)

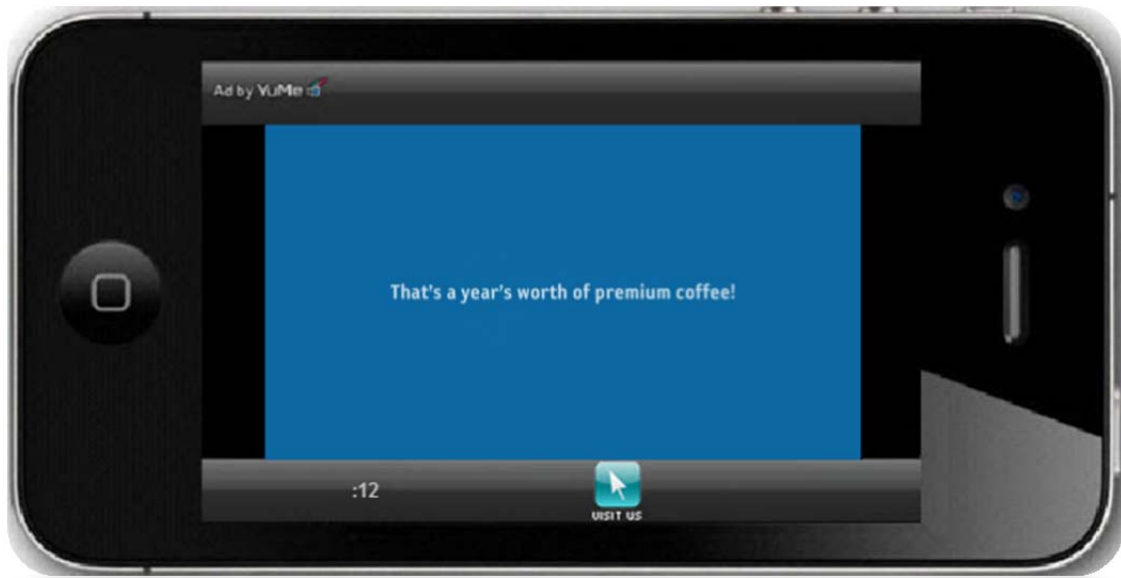


Pandora – Audio Mobile Tile and Following Banner (500x500)



Online Pre-Roll (300x250)



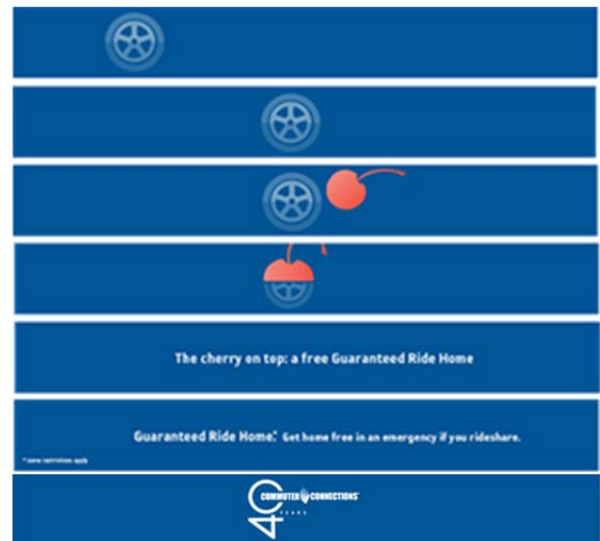


Spring Guaranteed Ride Home Campaign

Messaging Strategy

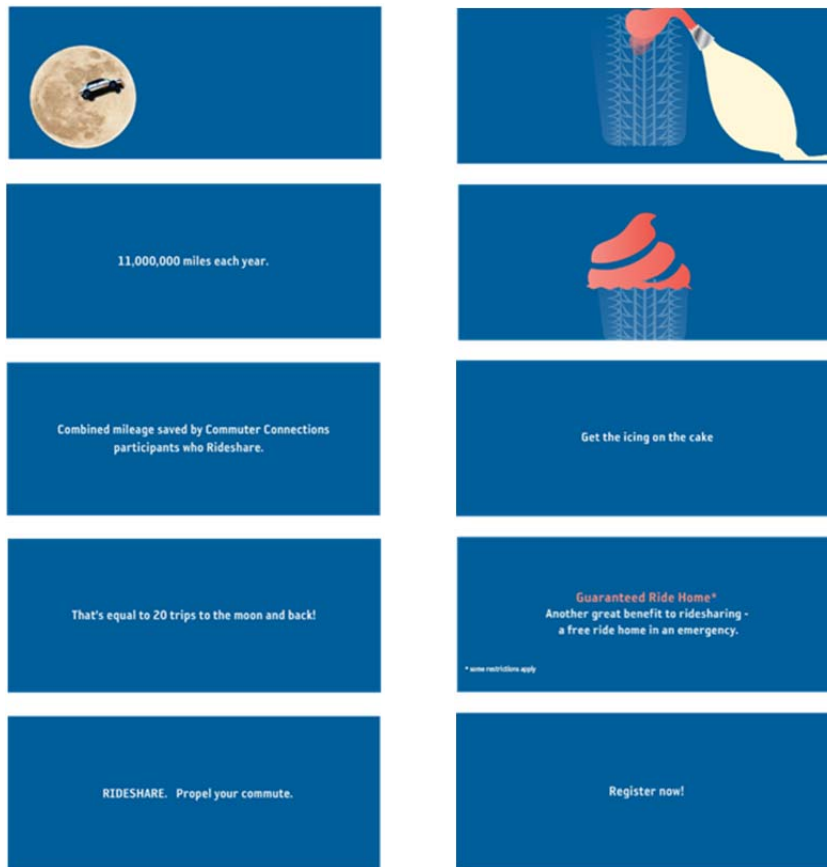
For Guaranteed Ride Home, the second half of the FY2014 campaign promoted GRH as the “finishing touch” after you sign up to rideshare, the reward following a positive action. Your “free” Ridematching just got sweeter now that you’ve signed up for GRH.

Live :15 second radio reads, recorded :30 second spots, and online banner ads reinforced the message that in case an emergency or a need to stay late at work arises, GRH provides a guaranteed way to get home.



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 FY14 Rideshare and GRH campaigns.



Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign focused 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 unexpected emergency. Geographic emphasis was placed on inner core commuters.

Target market

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

- 35-54 years old (88%)
- Caucasian (73%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles/45 minutes (45% of current GRH registrants)
- Live in Virginia (65%) or Maryland (32%) or District of Columbia (1%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%), Maryland (11%) and Virginia (26%)

Geographic Targeting

Washington D.C. DMA

GRH Spring Budget	MWCOG Cost	Gross Dollars
Radio	\$178,580.75	\$210,100.25
Total Budget	\$178,580.75	\$210,100.25

Radio

Radio was used exclusively for the GRH campaign. Station types included a mix of sports, news, and music:

- ESPN (980 AM Sports)
- WTOP (103.5 News Talk)
- WBIG (100.3 Oldies/Classic Hits)
- WWDC (DC101.1 Rock)

The radio campaign ran alternately for seven weeks, from March 3rd through the June 29th (except during Bike to Work Day radio promotion), with the GRH campaign staggered one week later than the Rideshare campaign.

The following live reads and spots promoted GRH for the second half of FY2014:

Guaranteed Ride Home: live :15 Toppers 1"

The icing on the cake? You get a Guaranteed Ride Home in case of emergency – if you rideshare. Visit commuterconnections.org to register for the Guaranteed Ride Home program or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: live :15 Toppers 2"

Think of it as the cherry on top: A Guaranteed Ride Home is yours if you rideshare and an emergency comes up where you need to get home. Sign up at commuterconnections.org. That's Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: live :15 Toppers 3"

Top it off: One more easy sign-up step will get you an emergency ride home through the Guaranteed Ride Home program if you rideshare. Visit commuterconnections.org today. Commuter Connections dot org or call 800-745-RIDE. Some restrictions apply.

Guaranteed Ride Home: :30 "Game"

Guy 1 Great weekend of golf! Birdied two holes... And practicing my speech on my carpool buddies really paid off! The CEO loved it!

Guy 2: Impressive!

Guy 1: Carpool Bob tried to throw me off my game going home sick but SHAZAM! Remembered my Guaranteed Ride Home.

Guy 2. Commuter Connections?

Guy 1: Yup.

Guy 2: Sweet.

Guy 1: Amazing-ly sweet. The cherry on top.... So loving the world right now... even you. (laugh (both))

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at commuterconnections.org. Some restrictions apply. Commuterconnections.org

Guaranteed Ride Home: :30 "Birthday"

Woman 1. 'Scuse my giddiness... My husband remembered my birthday... look at this!

Woman 2. Nice!

Woman 1. My carpool did too - cupcakes!

Woman 2. Mmmm...

Woman 1. Then two new clients called to say they were on board!

Woman 2. Wow!

Woman 1. Even when Dom said we had to stay late to finish the contracts, I knew I had a Guaranteed Ride Home.

Woman 2. So, icing on the cake!

Woman 1. You know it! (laugh (both))

Annr: Get a free Guaranteed Ride Home in case of emergency if you rideshare. Register at commuterconnections.org. Some restrictions apply. Commuterconnections.org

Member Donated Placements

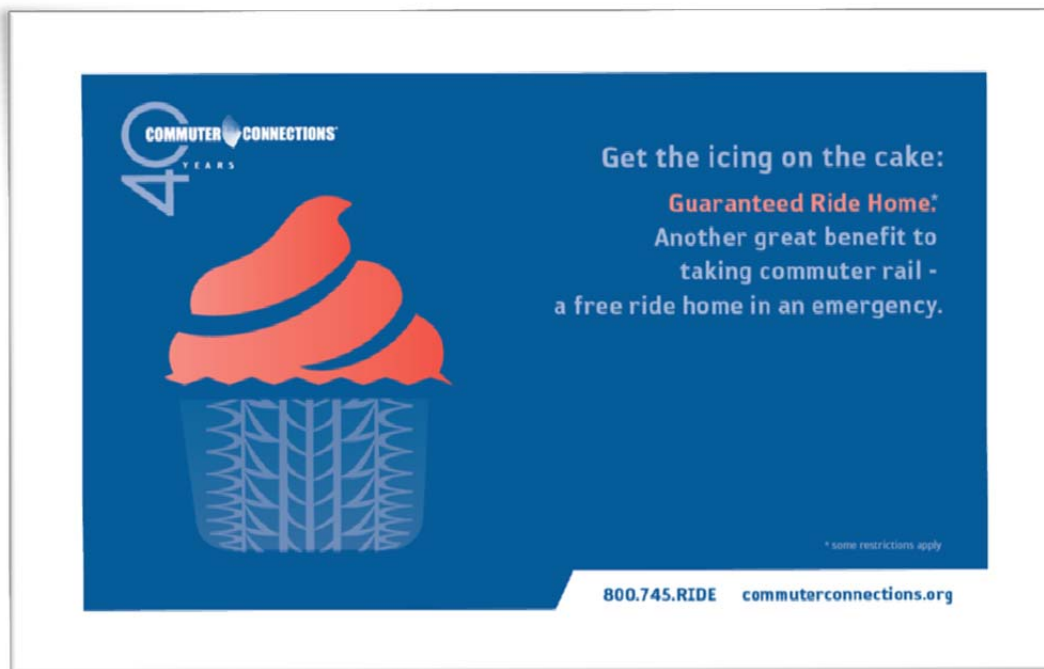
Commuter Connections greatly values the support of its network members in helping to promote the GRH program through such generous contributions of free ad space on buses and bus shelters throughout the region. Ad space was provided by the following network members:



MARC Commuter Train



VRE Newsletters



Special Events

Bike to Work Day

Bike to Work Day showed tremendous increases in registration in 2014. More than 16,800 commuters registered this year to create the largest event in the Metro Washington DC area. The increased registration mark exceeded last year's by 14 percent. The May 16th event had 79 local pit stops, including a total of 4 afternoon pit stops.

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants and to fund pit stop banners. 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 sponsorships reached a total of \$44,675, and in-kind sponsorships totaled \$16,425.



Posters and rack cards were sent to employers and employees through various distribution channels in order to create awareness and encourage registration. The Reston pit stop manager also included a full page color ad in the Reston Magazine. In order to continue to reach diverse audiences, a Spanish version of the poster was created.

Radio advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. Hot 99.5, DC101, and BIG 100.3 ran :60 second radio ads. BIG 100.3 also posted banner ads on its website throughout the flight.

Station	Net Cost:
WBIG	\$10,744.00
WIHT	\$11,475.00
WWDC	\$12,724.50
Total	\$34,943.50

BIG 100.3 banner ad

BIG 100.3 On-Air Music Win Photos Connect Search/Keyword

Listen Live on iHeartRadio **BIG 100.3** Washington's Classic Rock **On Air Big Rig**

Mom: \$10,000 Scholarship
No GPA, No Essay, No Stress!
Apply Now. Takes Only 1 Minute!

Contests

- Win tickets to see ZZ Top and Jeff Beck
- Win Front Row tickets for Bad Co & Lynyrd Skynyrd
- Win tickets for Aerosmith and Slash
- Win tickets to see Fleetwood Mac

BIKE TO WORK DAY 2014

Facebook Recommendations

Web site

BIKE TO WORK DAY 2014
FRIDAY MAY 16
GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION OPENS MARCH 1, 2014 SPONSORS

Bike to Work Day

On Friday May 16, 2014 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 75+ pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for a free bicycle! & free T-shirts available at pit stops to the first 13,000 who register.

Registration Opens March 1st

Pit Stops

Over seventy five 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!

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 16th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

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.

Event Poster

Download a PDF of the Bike to Work Day 2013 event poster. Email it to your family,

Sponsors

Bike to Work Day organizers wish to thank our generous sponsors who help make this

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available for a wide range

Sponsors



Sponsorship

This year's Bike to Work Day top level sponsors included:

- Marriott International
- ICF International
- REI
- Bike Arlington
- City of Alexandria
- Twinbrook Partnership
- Capital Bikeshare
- Whole Food
- BicycleSPACE

Poster English / Spanish

BIKE TO WORK DAY 2014

FRIDAY MAY 16

GET YOUR WORKOUT BEFORE YOU GET YOUR WORK IN.

Pre-Register by May 9 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

Logos include: Commuter Connections, Washington Area Bicyclist Association, Marriott, ICF, Bike Arlington, LocalBicycle, capital bikeshare, WHOLE FOODS, TWNBROOK, BicycleSPACE, ExpressLanes, AAA, BicyclePASS, NIKEROLL, CAPITAL BIKEWAY TRAIL, CRYSTALIDE, FAIR LAKES, KIMPTON hotels & restaurants, BIKES+VIENNA, ABUS, BROMPTON, JAMIE, GRTJER, pdw.

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2014

VIERNES 16 DE MAYO

HAZ TU EJERCICIO ANTES DE ENTRAR A TRABAJAR.

Regístrate previamente antes del 9 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 y Virginia, y del gobierno federal.

Regístrate en www.biketoworkmetrodc.org o llame al 800.745.7433

Logos include: Commuter Connections, Washington Area Bicyclist Association, Marriott, ICF, Bike Arlington, LocalBicycle, capital bikeshare, WHOLE FOODS, TWNBROOK, BicycleSPACE, ExpressLanes, AAA, BicyclePASS, NIKEROLL, CAPITAL BIKEWAY TRAIL, CRYSTALIDE, FAIR LAKES, KIMPTON hotels & restaurants, BIKES+VIENNA, ABUS, BROMPTON, JAMIE, GRTJER, pdw.

Rack Card

BIKE TO WORK DAY 2014
FRIDAY MAY 16

Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 9
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.



**GET YOUR WORKOUT BEFORE
YOU GET YOUR WORK IN.**



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ICF

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knog

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

pdw

 Printed on recycled paper

T-Shirt



Pit Stop Banner

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

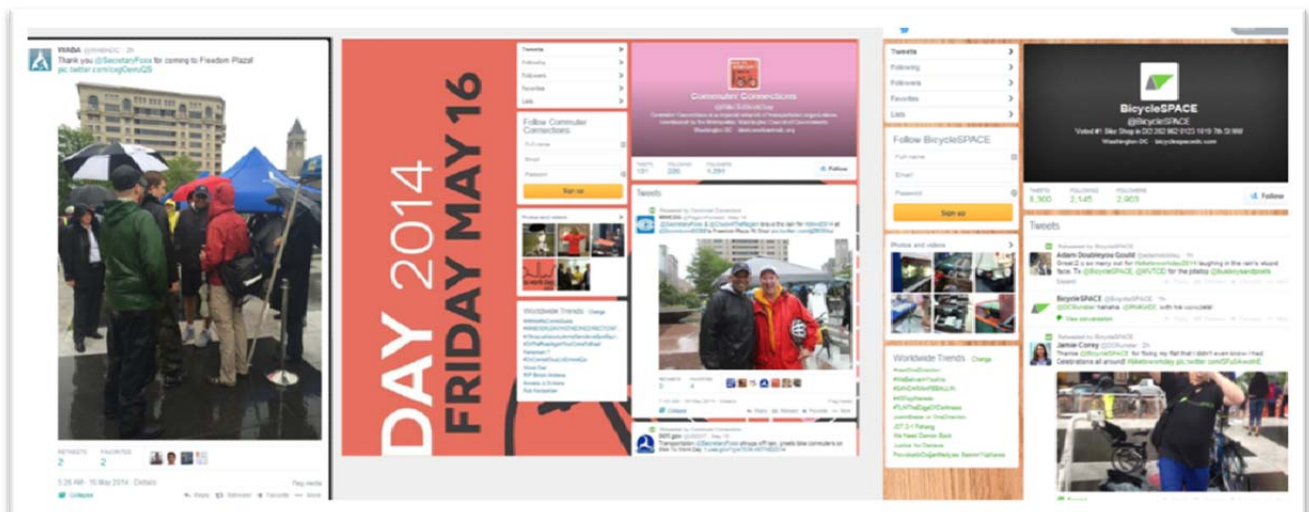
Register at www.BIKETOWORKMETRODC.org or call 800.745.7433

2014 BIKE TO WORK FRIDAY MAY 16

Social Media

Facebook and Twitter were used to engage with commuters and drive registration to the website. Despite wet weather, thousands of bicyclists participated. Make-up dates encouraged registrants to bicycle on the following Friday as well.





Earned Media

Television

A Bike to Work Day interview on **ABC 7's News Talk with Bruce DePuyt** aired April 9, 2014. Commuter Connections Director, Nicholas Ramfos, and Patrick Wojahn, Chair of the National Capital Region Transportation Planning Board, participated in the segment. To view the complete interview, click [here](#).



Radio

Tom Roberts with **Total Traffic** spoke with Nicholas Ramfos for an interview, which aired May 16th. Below is a summary of the story from the radio interview.

(Washington, DC) -- Rain or shine, today is Bike to Work Day in Metropolitan Washington. Around 17,000 Washingtonians registered to use bicycles for part or all of their commute to work today, but they're advised to use their own judgment if they don't feel comfortable riding in the rain. Organizers say more bicyclists mean reduced traffic congestion, better air quality and improved health.

BikeRamfos1: Nicholas Ramfos with Commuter Connections says there will be 79 pit stops, seven more than last year; that taking the bike to work has many benefits; and that the event is rain or shine.

Photos

Anthony P. Foxx, United States Secretary of Transportation, and MWCOG Executive Director, Chuck Bean, enjoyed a photo opportunity, which was posted on the BTWD social media:



Facebook caption: Despite the weather, U.S. Transportation Secretary Foxx @SecretaryFoxx, celebrated Bike to Work Day [#btwd2014](#) in downtown Washington DC with Metropolitan Washington Council of Governments' Executive Director, Chuck Bean @Chuck4TheRegion @DowntownDCBID's Freedom Plaza pit stop.

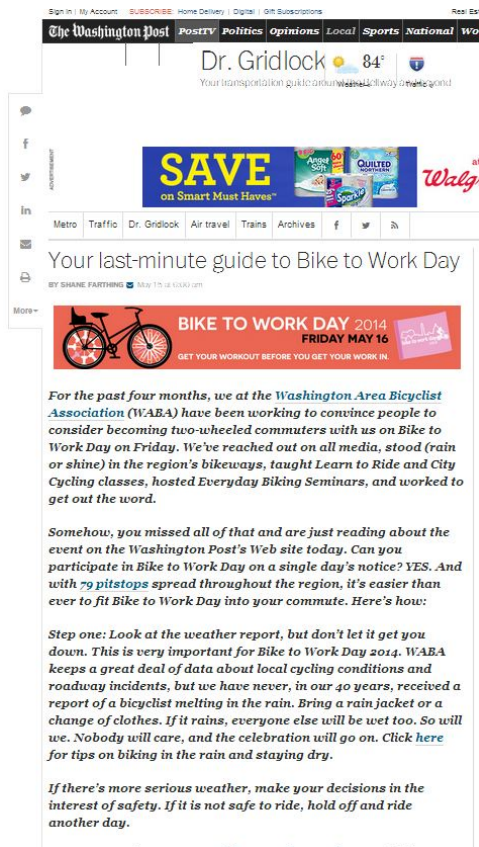
For Flickr images posted by Metropolitan Washington Council of Governments on the 14th Annual Bike to Work Day, click [here](#).

Earned Media Placements

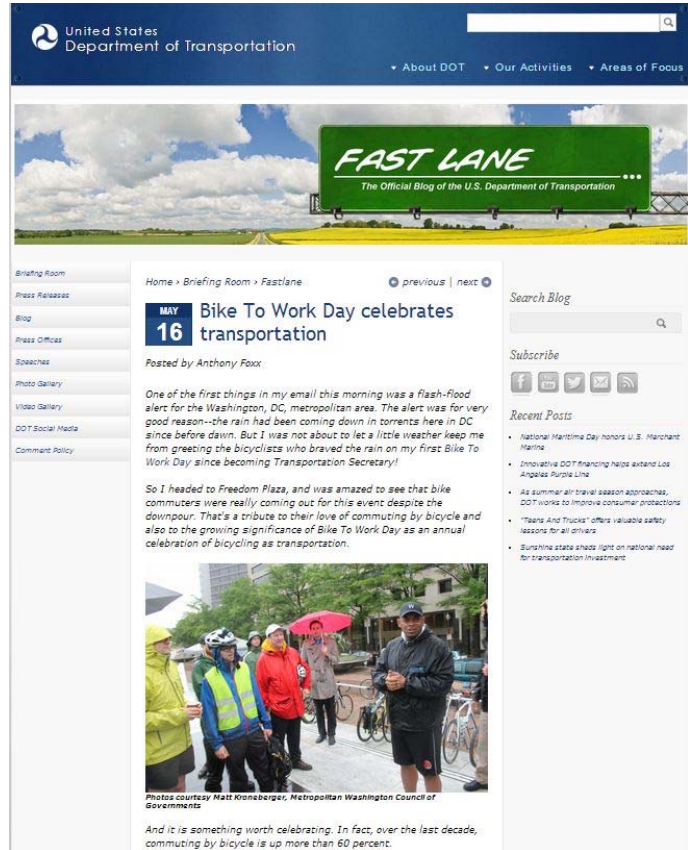
BTWD was covered by radio and television in the weeks leading up to the event as well as the day of the event. The following are samples of the media placements across print, internet, radio and television outlets, in addition to social media placements. See Appendix C.

Blogs

Local bloggers created great buzz about the Bike to Work Day event.



The screenshot shows the top of The Washington Post website. The navigation bar includes "The Washington Post", "PostTV", "Politics", "Opinions", "Local", "Sports", "National", and "World". The main header features "Dr. Gridlock" with a weather icon showing 84°F and the tagline "Your transportation guide to the Washington Metropolitan area". A large advertisement for Walgreens is visible, promoting "SAVE on Smart Must Haves" with images of various products. Below the ad is a navigation menu with options like "Metro", "Traffic", "Dr. Gridlock", "Air travel", "Trains", "Archives", and social media icons. The main article is titled "Your last-minute guide to Bike to Work Day" by Shirane Farthing, dated May 15, 2014. A red banner for "BIKE TO WORK DAY 2014 FRIDAY MAY 16" is prominently displayed. The article text discusses the Washington Area Bicyclist Association's efforts to encourage cycling to work and provides tips for riding in rain.



The screenshot shows the United States Department of Transportation website. The header includes the DOT logo and navigation links for "About DOT", "Our Activities", and "Areas of Focus". A large banner image features a green sign that reads "FAST LANE The Official Blog of the U.S. Department of Transportation". The main content area displays a blog post titled "Bike To Work Day celebrates transportation" dated May 16, posted by Anthony Foxx. The article text describes a flash-flood alert in the Washington, DC area and the author's experience heading to Freedom Plaza. A photograph shows a group of cyclists in rain gear. The article concludes with a note that commuting by bicycle is up more than 60 percent over the last decade. The right sidebar contains a search bar, social media subscription options, and a "Recent Posts" section with links to other articles.

'Pool Rewards



'Pool Rewards was promoted throughout the spring campaign using value add opportunities. A combination of media tactics promoted the benefits and cost-savings of the 'Pool Rewards ridesharing incentive program. The spring ETC newsletter also included an article about the benefits of 'Pool Rewards and ridesharing in order to encourage employers to promote the incentive to federal employees.

Two media buys were planned and implemented for 'Pool Rewards in the Spring of FY14; one per the work program marketing funds, and one with unspent 'Pool Rewards funds which were reapportioned to marketing. The buys focused on new homeowners, relocated employees, Hispanics, and the military.

Paid spots aired on alternate weeks, beginning May 12th and running through June 22nd, on WFED (Federal News Radio) and WTOP (103.5 News Talk). Spanish ads also ran on El Zol in order to diversify outreach. A series of radio reads in both English and Spanish were provided to radio stations for recording value add messaging throughout the Rideshare Spring Umbrella campaign. The reads encouraged commuters to start a new carpool or vanpool through Commuter Connections and thus receive the financial incentives of the 'Pool Rewards program. All reads and ads encouraged commuters to find a friend or co-worker to start a carpool/vanpool and save. Listeners were asked to visit commuterconnections.org or call 800.745.RIDE to get more information or for help in finding a ride match.

Print

DC Military Newspapers	\$27,577
Washington Post Express	\$4,680
	\$32,257

Radio

WTOP	\$50,000
El Zol	\$22,380
Fed News Radio	\$6,477
	\$78,857

Online

Washington Post Online	\$28,320
Google Ad Words	\$10,000
Online Job Sites	\$25,000
	\$63,320

Grand Total \$174,434

'POOL REWARDS – A FINANCIAL PERK TO START RIDESHARING

Frequently, Commuter Connections is asked by employers to help promote ridesharing to their employees. The great news is that Commuter Connections has many, free services and programs that can assist employers.

One of these programs is 'Pool Rewards.

Launched in 2010 for carpools, and extended to vanpoolers in 2012, 'Pool Rewards is a program of Commuter Connections designed to encourage current drive alone commuters to try carpooling or vanpooling in the Washington region. Eligible carpools can earn \$2 per day (\$1 each way) for each day they carpool to work over a consecutive 90-day period as assigned by Commuter Connections. The maximum incentive for the 90-day trial period is \$130 in exchange for going online and logging information about carpool trips and for completing surveys about the experience.

Eligible vanpools can qualify for up to \$200 per month when they:

- Are newly formed.
- Originate from D.C., Maryland, West Virginia, Pennsylvania, or New Jersey, with a destination anywhere in the Washington metropolitan region (visit commuterconnections.org for a map of the coverage area).
- Register with Commuter Connections.
- Have 7 to 15 total occupants (including the driver).
- Submit an application through one of the authorized 'Pool Rewards vanpool providers.

One of the riders in the first vanpool to join the 'Pool Rewards program, Evon Tameca said, "I never knew that I'd be the vanpool-type of commuter, but my decision has changed my life! The wear-and-tear on my car is reduced tremendously,

and I go to work with a whole new mindset now. It's wonderful!"

Ridesharers can save hundreds of dollars per year. Said Nicholas Ramfos, Director of Commuter Connections, "In these challenging economic times, a little extra money can make a big difference."

"People who rideshare through Commuter Connections have avoided driving more than 1.1 million miles, and save an average of \$600 per year. That's 20 trips to the moon and back, and equivalent to a year's worth of premium coffee!" noted Ramfos.

'Pool Rewards is just one of the many reasons that ridesharing is a money saving, value proposition.

Other programs and assistance offered by Commuter Connections to assist federal employers in promoting ridesharing and alternative commuting to your employees include:

- Promotion of the Guaranteed Ride Home program that provides a free ride home to carpools, vanpoolers, transit riders, and bike riders.
- Promotion of bicycling and participation in the annual Bike To Work Day.
- Assistance in setting up a Telework program.
- Free ridematching through commuterconnections.org.
- Assistance in setting up a SmartBenefits® program.

Finally, employers should go to the newly redesigned Federal ETC web site at federaletc.org to access the many resources available.

The infographic is titled "'POOL REWARDS It pays to rideshare". It lists three steps to start a new carpool/vanpool and get paid by 'Pool Rewards. Step 1: Sign up to rideshare with 1 or more people at commuterconnections.org. Must be a NEW carpool/vanpool. Step 2: Sign up for the 'Pool Rewards program within 30 days of forming your new carpool/vanpool at commuterconnections.org. Step 3: Reap the Rewards. Up to \$130 per person for a carpool and \$200 monthly per van. The infographic also features the Commuter Connections logo and a photo of a white van.



Commuter Connections 'Pool Rewards 2014 Radio - :15 sec

Who couldn't use an extra \$130? Find a friend at work to share a ride and you could earn that much if you join or form a new carpool. And, it's a cool \$200 monthly incentive for a new vanpool—so why not consider sharing a ride? 'Pool Rewards. It pays to rideshare. At commuterconnections.org or call 800.745.RIDE.

Let someone else take the wheel, and get a real deal! Join or form a new carpool and earn up to \$130! A new vanpool grabs a \$200 monthly incentive — that's on top of the savings you get from ridesharing to begin with! 'Pool Rewards. It pays to rideshare. Visit commuterconnections.org or call 800.745.RIDE.

It's not about the money. OK, it's about the money! Start a new carpool, and earn up to \$130... a new vanpool gets a \$200 monthly incentive through the Commuter Connections 'Pool Rewards program! Visit commuterconnections.org or call 800.745.RIDE and get started today.

Could you use an extra \$130? Find a friend to share a ride and you could earn that by joining or forming a new carpool OR there's a \$200 monthly incentive per new vanpool — Plus, save time by taking the HOV lane. Share a ride! with 'Pool Rewards. At commuterconnections.org.

Let someone else take the wheel, and get a real deal! Join or form a new carpool and earn up to \$130 OR get a \$200 monthly incentive for a new vanpool! Save time, too - use the HOV lane! 'Pool Rewards. At commuterconnections.org or call 800.745.RIDE.

It's not about the money. OK, it's about the money! Starting a new carpool earns up to \$130 OR a new vanpool \$200 monthly through 'Pool Rewards! Plus save time - travel in the HOV lane. Visit commuterconnections.org or call 800.745.RIDE today.

Commuter Connections 'Pool Rewards 2014 Radio – Spanish :15 sec

Encuentre un amigo en el trabajo para compartir un *ride* o viaje, y usted puede ganar \$130 si se une o forma un nuevo carpool. Y, hay un incentivo de \$200 mensuales para un nuevo vanpool con Pool Rewards. Visite commuterconnections.org, o llame al 800.745.RIDE.

Únase o forme un nuevo carpool, y gane hasta \$130! Un nuevo vanpool obtiene un incentivo de \$200 mensuales con el programa Pool Rewards de Commuter Connections. Visite commuterconnections.org, o llame al 800.745.RIDE.

No se trata de dinero. Okay, si, se trata de dinero! Comience un nuevo carpool, y gane hasta \$130. Un nuevo vanpool obtiene un incentivo de hasta \$200, a traves del programa Pool Rewards! Visite *commuter connections punto org*, o llame al 800.745.RIDE.

Puede usted utilizar unos \$130 extra? Encuentre un amigo y comparta un viaje, y usted puede ganar esa cantidad al unirse o formar un nuevo carpool. Y hay un incentivo de \$200 mensuales por un nuevo vanpool con Pool Rewards. En *commuterconnections.org*.

Permita que otro tome el volante, y obtenga una autentica oferta! unase o forme un nuevo carpool y obtenga hasta \$130, o consiga un incentivo de \$200 mensuales por un nuevo vanpool! Ahorre tiempo también, utilizando la hov lane! Pool rewards. En *commuterconnections.org*, o llame al 800.745.RIDE.

No se trata de dinero. Okay, si, se trata de dinero! comenzar un nuevo carpool le paga hasta \$130, o un nuevo vanpool \$200 mensuales, a traves del programa pool rewards! Ademas, ahorre tiempo viajando por la hov lane. Visite *commuter connections punto org*, o llame al 800.745.RIDE hoy mismo.

Commuter Connections 'Pool Rewards 2014 Radio - :10 sec

Earn up to \$130 each in a new carpool! A new vanpool earns a \$200 monthly incentive through Commuter Connections 'Pool Rewards. Go to commuterconnections.org today!

Get a real deal! Join or form a new carpool and earn up to \$130! A new vanpool grabs a \$200 monthly incentive —Visit commuterconnections.org and join the 'Pool Rewards program!

Want to offset some of those draining gas dollars? If you join or form a new carpool or vanpool you can get cash and incentives through the 'Pool Rewards program! Visit commuterconnections.org to find out more.

Every dollar makes a difference. Save on gas and get cash and incentives for your commute by joining the 'Pool Rewards program! Visit commuterconnections.org today.

Tired of costly gas prices? Fight back with a friend. Join or form a new car or vanpool and get cash incentives! Visit commuterconnections.org and join the 'Pool Rewards program!

Earn up to \$130 each in a new carpool plus save time traveling in the HOV lane! New vanpools earn \$200 monthly. Visit 'Pool Rewards at commuterconnections.org!

A real deal! Join or form a new carpool and earn up to \$130 + save wear and tear on your car!
New vanpools garner \$200 monthly — 'Pool Rewards at commuterconnections.org

Commuter Connections 'Pool Rewards 2014 Radio - :30 sec

Who couldn't use an extra \$100? Or \$130? Find a friend at work to share a ride and you could earn that much if you join or form a new carpool. And, it's a cool \$200 monthly incentive for a new vanpool—so why not consider sharing a ride? Don't wait! Visit commuterconnections.org to get started today in the 'Pool Rewards program! Don't have anyone to ride with? No worries, we've got a pool of over 15,000 potential riders. 'Pool Rewards. It pays to rideshare. At commuterconnections.org or call 800.745.RIDE.

Commuter Connections 'Pool Rewards 2014 Radio –Spanish :30 sec

¿Quién no puede usar cien dolares extra? ¿O ciento treinta dolares? Encuentre un amigo en el trabajo y compartan un viaje, y usted podría ganar esa cantidad si se une o forma un carpool nuevo. Es *cool* recibir un incentivo mensual de doscientos dolares por un carpool nuevo, así que por qué no considerar compartir un viaje?

No espere, visite ***Commuter Connections punto org*** para comenzar en el programa **Pool Rewards!**

Newspaper Ads

A paid print media campaign ran in Federal and Military publications promoting the 'Pool Rewards message to save money commuting together with your fellow co-workers.

The Pentagon Newspaper

13 Friday, May 24, 2014

**band together and
get an extra \$130!**

Buddy up, share a ride &
you could earn that per
person by joining or
forming a new carpool
OR get \$200 monthly for
a new vanpool!

'POOL REWARDS
it pays to ride share
At commutercconnections.org

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COMMUTER CONNECTIONS

Remember Shelter in Place Procedures

By Julie Smith
NSAB Public Affairs
staff writer

Three separate military base shootings in recent months have Naval Support Activity Bethesda (NSAB) emergency management officials emphasizing shelter in place procedures in the event of an active shooter on the NSAB campus.

The procedures are the same for everyone, said NSAB Emergency Manager Ron Kana, and are intended to reduce personal risk in an active shooter situation.

Community response guidelines specify taking immediate cover, preferably inside a building, and locking and barricading doors. Close window blinds and then move away from doors and windows, and turn off the lights. Turn off radios and computer monitors, take

adequate cover behind concrete walls or filing cabinets and keep out of sight. Remember to also silence cell phones.

If you're in an area where people are injured, report the specific location (building and room number), how many people are with you, the number and types of injuries and a description of the assailant. NSAB emergency services dispatch can be reached by dialing 777 from a base landline, or by calling 301-285-0999 from a cell phone. Keep trying if the call does not go through, Kana said.

"We tell people to call 777 from most places on base because it's just like calling 911," Kana said. "If you dial 911, that call goes to Montgomery County dispatch, and they reroute the call back to us. But you can still dial 911 from the barracks."

An active shooter drill



Photo by Scott S. Purcell

Naval Security Force officers aid in the protection of a bystander during the active shooter drill Feb. 27.

took place in February on the NSAB campus as part of the Navy-wide Solid Curtain/Citadel Shield

anti-terrorism exercises. NSAB Anti-terrorism Force Protection Division Petty Officer First Class

Christopher Varga said the drill was a success. "Being able to practice an event like that helps

us understand our ability to respond," Varga said.

The drill provided an opportunity to test several NSAB mass warning systems, including the "Quiet Voice" outdoor speaker and the Knowledge and Action workshop notification systems, which send emails or text messages to individuals on the installation. All of those systems operated normally, Kana said.

To help prevent an incident, both Varga and Kana said individuals should always be aware of their surroundings. Get involved if someone is acting differently or out of the ordinary, Varga said.

"The key phrase is if you see something, say something," Kana said. "That's always the message. We'd rather get called a lot for small things than have someone ignore something serious."

bring home an extra \$130!

Start a new carpool and receive \$130 per person, or a new vanpool gets a \$200 monthly incentive!

POOL REWARDS
A program by Commuter Connections

At www.militaryconnections.org



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'POOL REWARDS

See if you qualify!*

40 COMMUTER CONNECTIONS

* Some restrictions apply

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'POOL REWARDS

See if you qualify!*

* Some restrictions apply

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Next Silver Line Steps

Metro may take over this week or next, say some close to project

Washington

Metro could take control of the Silver Line as early as this week, but the final week of May is a stronger possibility, people involved with the inner workings of the project tell The Washington Post. They spoke on condition of anonymity because they are not authorized to publicly discuss the project.

The handover from the Metropolitan Washington Airports Authority to Metro would be the

most significant step forward so far in the effort to open the rail line. Officials had originally hoped to begin passenger service last December, but a series of delays has forced them to push that date back to this summer.

Metro officials said they will offer new details on when they will assume control of the Silver Line during a conference call with reporters today. Metro spokesman Dan Stessel said no decision has been made on a handover date.

Once Metro takes control of the project, it will have 90 days to conduct testing and training before it opens the line to passengers. The Tri-State Oversight Committee,

which has oversight of Metro's operations, also will conduct its own safety review. Officials from the Federal Transit Administration must also sign off before the Silver Line opens.

The line is being built in two phases. This first phase will have four stops in Tysons Corner, Va., and one in Reston. Work has already begun on the second phase, which will have a stop at Dulles International Airport.

The Silver Line is the first full line to be added to the 38-year-old Metro system in more than two decades. It is also the first not built by the transportation authority.

LORI ARATANI (THE WASHINGTON POST)



@Uzthede posted the spring weekend at Braddock Road.



Tag @ExpressDCRider in your Instagram posts of the transit system, and your photo could turn up in print.

it's a win-win!

Start a new car/vanpool, make an environmental impact and get paid by 'Pool Rewards using these easy steps!

- 1 Create a free account and set up your NEW car/vanpool at commuterconnections.org.
- 2 Sign up for the 'Pool Rewards program within 30 days of forming your new 'pool at commuterconnections.org/commuters/ridesharing/pool-rewards.
- 3 Reap your Rewards! Up to \$130 per person for a carpool and \$200 monthly per van.



●●○○ Verizon 4:52 PM 31%

Back Local 8 of 20 AA

Md. GOP hopeful Lollar reports having about \$18K in bank



File: Charles Lollar, a Republican candidate for Maryland governor. (Brian Witte/AP)

✉ f 🐦 ☆

John Wagner



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More home buyers are bringing all-cash offers to the table
 By Dina ElBoghdady, Published: May 26 E-mail the writer

A growing number of home buyers are bringing an unusual tactic to the negotiating table: an all-cash offer.

Cash purchases traditionally make up about a quarter of home sales, but they've soared to about 40 percent nationwide, according to the research firm CoreLogic.

And more of these buyers are individuals, not the institutional investors who plunged into the housing market when it collapsed then pulled back when home prices rose.

More business news

Why the major test for Obamacare premiums might wait until 2017
 Jason Millman 3:11 PM ET
 A health economist warns of trouble ahead as the law takes fuller effect.

The frustrating inadequacy of numbers about violence against women
 Emily Badger 2:28 PM ET
 The fear of violence is even more pervasive than violence itself.

Chinese report accuses U.S. of "unscrupulous" cybersnooping
 Andrea Peterson 2:13 PM ET
 A week after the U.S. indicted for Chinese military employees on hacking charges, China says it is the victim here -- again.

More business news

Wealthy people, foreigners and retirees are transforming markets across the United States with these all-cash deals, helping make up for an alarming shortage of first-time buyers who are struggling to save for a down payment or qualify for a loan, a cause of grave concern about the long-term health of the market and its prospects for a true recovery.

"It's the investor and the wealthy individual that's keeping the market alive," said Mark Zandi, chief economist at Moody's Analytics. "The wealthy buyers in particular are fully engaged now. The stock market is up and times are good for them."

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Personal Post
 Top recommendations for you

- 2h WASHINGTON REDSKINS: NFL players asked to support Redskins name change
- 1h WASHINGTON REDSKINS: Who has the top WR corp in NFL?
- 2h NSA: Monkey Cage: The NSA Freedom Act?

Dr. Gridlock online

The screenshot shows the 'Dr. Gridlock' section of The Washington Post website. At the top, there's a navigation bar with categories like 'Politics', 'Opinions', 'Local', 'Sports', 'National', 'World', 'Business', 'Tech', 'Lifestyle', 'Entertainment', 'Jobs', and 'More'. Below the navigation, the 'Dr. Gridlock' logo is displayed with the tagline 'Your transportation guide around the Beltway and beyond'. A weather widget shows 92°F and a traffic icon. A green banner for Frontier Airlines reads 'CHANGE IS GOOD' and 'We've lowered our fares and changed the way we charge for travel.' Below this is a navigation menu for 'Metro', 'Traffic', 'Dr. Gridlock', 'Air travel', 'Trains', 'Archives', and social media icons. The main content area features several articles: 'Maryland bridge tells U.S. transportation story' by Robert Thomson, 'Metro delays on Orange and Blue lines' by Dana Hedgpeth, 'Tune in to 'As the Bus Stops' — a transportation-themed soap opera' by Leri Aratani, 'Ride Metro? Thank LBJ' by Leri Aratani, 'Water main break closes some roads in Adelphi' by Dana Hedgpeth, and 'Real-time bus arrival information signs to be installed at bus stops this year —really' by Lut Lazo. A large advertisement for 'POOL REWARDS' is on the right, offering up to \$130 per person for a new carpool or \$200 monthly per van. At the bottom right, a 'Most Read' section highlights an article about the father of a victim in the Santa Barbara shootings.

Afternoon Buzz email

[View on the Web](#)

The Washington Post Monday, May 19, 2014

AFTERNOON BUZZ



This e-mail newsletter is provided exclusively to home delivery subscribers as part of the [Post Points](#) reader rewards program. If you do not wish to receive Afternoon Buzz, please [click here to unsubscribe](#)

Today's News Update

Washington Archdiocese takes to the heavens, with a drone

Michelle Boorstein
Catholic Church uses device to capture video from above, but it may have violated an FAA rule.

Va. congressional candidate makes six-figure ad purchase

Patricia Sullivan
Mark Levine, an attorney and talk show host, is among 10 candidates in the District 8 Democratic primary.

Metro plans to take control of Silver Line next week

Lori Aratani and Paul Duggan
The announcement brings the new line closer to the goal of starting passenger service this summer.

Loudoun supervisors end ban on pit bull adoptions

Caitlin Gibson
For the first time in decades, pit bulls can be obtained directly from the county animal shelter.

New Mockingbird Hill chef inherits a tiny kitchen with big ideas

Tim Carman
A toaster oven, a meat slicer and a few portable induction burners are all Scott Ryan has to work with.

Nightlife Agenda: Black Pride, Biggie and the Lindy Hop

Fritz Hahn and Rhome Anderson
Check out two of Washington's best swing bands, a Deleted Scenes album release party and a tribute to Notorious B.I.G.

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Leaked: Next Apple Gadget
Secret-development Dream Team has kept it under wraps... until now.
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Leaked: Next Apple Gadget
Secret-development Dream Team has kept it under wraps... until now.
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'POOL REWARDS
it pays to rideshare

At commuterconnections.org



COMMUTER CONNECTIONS
4 YEARS

Seventeenth 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 were honored at an awards ceremony on June 24, 2014 at the National Press Club. The invitation, podium sign, program booklet, and print ad were developed.

Invitation



Podium Sign



Awards Program Booklet



Employer Recognition Awards Winners

Incentives



Marketing



Telework



CAPITAL BUSINESS



Bob Chittenden, the owner of Honest Tea, is in his company's boat. He and his wife, Barbara, have the boat used to fish with the brand.

After 1 billion sold, Honest Tea is 'work in progress'

Value Added
Honest Tea's sales are projected to reach \$1 billion this year, according to a report by the company's analysts. The company is currently valued at \$1.2 billion, according to a report by the company's analysts.

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Montgomery County incubator closing

Biotech start-up space to become cybercommunity center despite protests

By Steven Green
The incubator that once nurtured biotech start-ups in Montgomery County is set to close its doors, leaving behind a legacy of innovation and entrepreneurship. The facility, which was built to provide a supportive environment for young companies, is being repurposed as a cybercommunity center. Despite protests from local residents and businesses, the county government has decided to proceed with the plan.

It's been a big haul for us, company

Apex Data, a data analytics company, has reported a significant increase in revenue for the second quarter.

Value Added
Apex Data's revenue for the second quarter is projected to reach \$10 million, according to a report by the company's analysts. The company is currently valued at \$150 million, according to a report by the company's analysts.

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NEW AT THE TOP

Drug Loss
Pharmaceutical companies are facing significant losses due to drug shortages. The industry is working to address the issue by increasing production and finding alternative sources of supply.

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40th Anniversary

Entrepreneurship » BUSINESS RX



By ELANA FINE
 At the end of May, I spent a week and a half traveling to Hong Kong, Beijing and Shanghai with a group of MBA students on our annual trip to explore the entrepreneurial environment in China and host our China Business Model Competition. The China I saw this year looked and felt different than I has in years past — much more attractive for entrepreneurs. And much more ready to welcome them.

I am not naive to China's complex history and current social issues, but these were notable nuances since our last visit 15 months ago. The China we introduced to our students appeared more open, more honest, more approachable and ready to move forward. The people we met with — from factory owners to tour guides — were more forthcoming about China's various challenges, such as pollution, access to credit and lack of creativity, and more enthusiastic about potential opportunities, such as the changes to regulations, including the "One Child" policy, transition to a consumer and services economy and innovations in health care and clean energy.

At the trip's onset, we challenged our students to focus on similarities and opportunities, as much as the obvious differences. Throughout the trip, our Chinese contacts revealed the opportunities for creative, experienced entrepreneurs who understand how to tackle hard problems. A market of 1.2 billion people can't be ignored, but they clearly lack the type of sales, marketing and other company building expertise to penetrate the market with new products.

What may be an oversaturated market here for a particular product or service can be a huge opportunity in China's still developing economy. The sky is the limit as far as growth opportunities. The entrepreneurial community in the D.C. region already has established ties to China through the mayor's office and other organizations. We just need the right mentality and the will to tackle the market:

■ **Change your perception.** China is changing so quickly — it's not all cheap labor in sweatshop factories. Even in the manufacturing cities we visited, skilled employees were spending their workdays on computers. The perception that China is only manufacturing

the world's products and copying the rest of the world's innovations is no longer the rule (now, of course, you must also learn to differentiate between a knockoff and an authentic knockoff, but that also applies to the streets of New York City). For example, our visit to the Zhongguancun Science Park, the Silicon Valley of Beijing, showcased innovations in 3D printing, electronics, green energy and health care, but highlighted the country's need for talent to take these complex technologies to market.

■ **Go there.** China is ripe for entrepreneurs, but you won't understand this until you see it in person. Most of us know this, but most see China as too far out of our comfort zone. Our students took the plunge — the more they experienced cities, experimented with food and transportation and spoke to potential customers, the more comfortable they were about exploring their business ideas. In fact, one of our teams is currently recruiting our tour guide to be employee No. 2 in their new start-up.

■ **Find the right partner.** To effectively operate in China, you absolutely have to have a Chinese partner on the ground. The Chinese government has established several science parks like the one we visited, and many of these parks have links to entrepreneurship organizations in the U.S. We connected with the park we visited through Washington's 1776 business incubator and then through the D.C. mayor's office. By leveraging this relationship, it only took a couple of e-mails to connect to the right people who volunteered to host our entire delegation. Consider exploring your college or university's alumni network chapter in China to connect with potential partners and contacts.

■ **Learn how business is done.** Like in any culture, doing business in China has its own set of rules and customs. Learn the way people conduct businesses in China, and conform to those customs. (Oh, and be prepared for

quality problems.)
 ■ **Bring your problem-solver skills.** If you are a serial entrepreneur, and you've done this a couple of times, they are desperate for you. Chinese universities are grooming engineers and scientists, but not nearly enough entrepreneurs. Americans bring the creative problem-solving and critical thinking skills that many Chinese simply haven't been taught. They have a thirst for talent and our business capital is in

high demand.

As we see in the news each day, China's winds of change blow in both directions. Although the path forward is not clear, it is there. There is a window of opportunity for entrepreneurs willing to invest the time to understand the culture, business practices, and customer demands. Even if you don't book a ticket, think of a way to connect with China in some way beyond your local investment.

Elana Fine is the managing director of the Dingman Center for Entrepreneurship at the University of Maryland's Robert H. Smith School of Business.

» Looking for some advice on a new business, or need help fixing an existing one? Capital Business and the experts at the University of Maryland's Dingman Center for Entrepreneurship at the Robert H. Smith School of Business are ready to assist. Contact us at capbiznews@umdpost.com.



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Marketing Award
- USDA Forest Service
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Honoring companies innovating and improving commuter transport and teleworking solutions for their employees.

commuterconnections.org

ON WWW.CAPBIZ.BIZ
 Elana Fine will be holding your business questions this Tuesday, July 1, at 12 p.m. Submit your questions early.

Commuter Connections 40th Anniversary Celebration

With origins beginning in 1974, Commuter Connections is celebrating its fortieth year of service in 2014.

Currently, over 20,000 commuters rely on Commuter Connections to provide free up-to-the-minute ridesharing information. To promote and celebrate Commuter Connections' 40 years of

providing ridematching for carpools and vanpools in the Washington DC metro area, various means of marketing, outreach and earned media were employed during the second half of FY14.

An event was held on July 16, 2014 to celebrate Commuter Connections' 40th Year Anniversary. Elected officials and stakeholders from across the region gathered at the Metropolitan Washington Council of Governments to celebrate the milestone. The event was emceed by TPB Chairman Patrick Wojahn and guest speakers included Bob Marbourg, WTOP Traffic Reporter; Kelley Coyner, Northern Virginia Transportation Commission Executive Director; past COG employees Simela Triandos ILIAS Technology Solutions, and Phil Shapiro, Shapiro Transportation Consulting; and Commuter Connections Director Nicholas Ramfos.



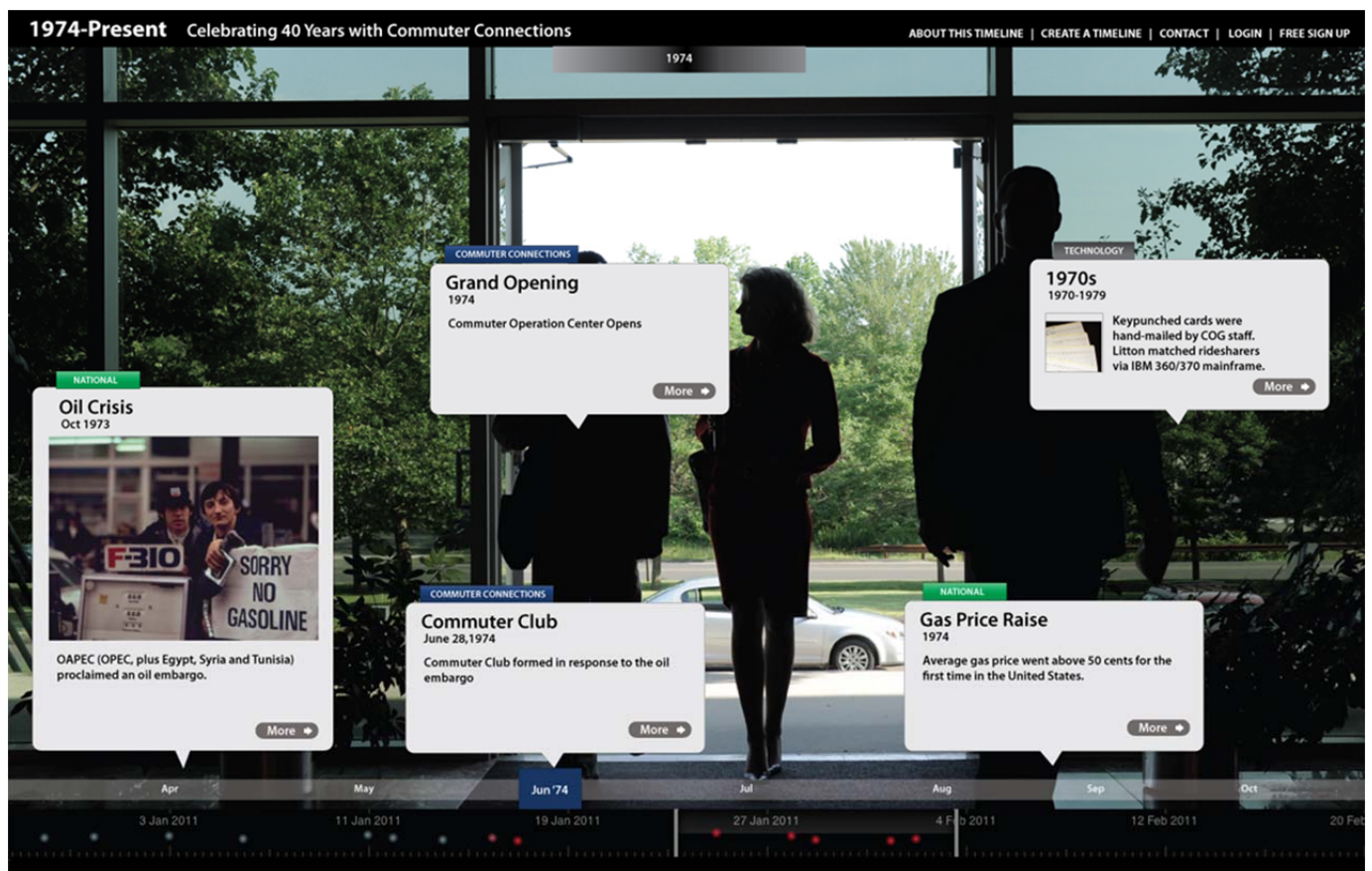
Giveaways

To help commemorate Commuter Connections' 40th Year Anniversary, carpool chargers were given out at the July 16th celebration and other events.



Digital Timeline

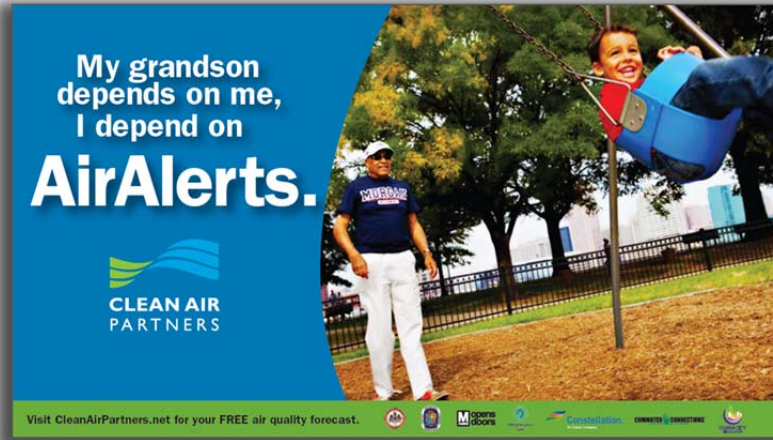
Commuter Connections 40th year digital timeline hosted on the Commuter Connections website, shows the origins of Commuter Club in 1974 through present Day Commuter Connections. Highlights include program milestones as well as the trends and advancements Commuter Connections has undergone over the past four decades. Click [here](#) to view the digital timeline.



Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY 2014*. The campaign received nearly \$50,000 of regional in-kind transit advertising. The marketing campaign included radio, online advertising, transit, media outreach, and social media. The radio spots featured AirAlerts subscribers speaking about how Clean Air Partners benefits their lives.

*Commuter Connections dollars spent were from the previous fiscal year.



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CLEAN AIR PARTNERS DC-MD-VA

Sign Up for AirAlerts

 Air Quality information delivered straight to your inbox.

Air Quality Action Guide

Spotlight
 On Wednesday, October 9th, Wood Acres Elementary School celebrated Walk to School Day. Walk to School day is a national initiative that promotes healthier habits, a cleaner environment, and a sense of community. The event was sponsored by the PTA Green T. [Read More](#)

GREEN TEAM
 PTA & STUDENTS
 Wood Acres Elementary School

Forecast Current Hazardous
 Metro Washington
 Air Quality Index: 100 (Good)
 Sources: Metropolitan Washington Council of Governments

Air Quality Forecast Hotlines
 Metro Washington: 202-589-1212
 Metro Baltimore: 410-537-3247

Constellation COMMUTER CONNECTIONS

National Telework Week Promo

Commuter Connections and Clean Air Partners teamed up during National Telework Week to reward a \$50 gift card each day to Washington region workers who posted about their teleworking experience between March 4 – 6th. Entries were collected from Twitter, Facebook, and Instagram, and had to include the hashtag #TeleworkDC.

A screenshot of the Facebook page for "Commuter Connections". The page header shows the profile name, "Timeline" and "Recent" tabs, and a "Like" button. The timeline includes:

- A post from Ross L. Edgar: "Ross L. Edgar likes this." with a comment box.
- A post from Commuter Connections dated February 28: "Let's #TeleworkDC Sweepstakes! Commuter Connections and Clean Air Partners are teaming up to reward \$50 gift cards to several lucky Washington Metro DC workers that post about their teleworking experience. The contest will take place March 4 - 6th during National Telework Week. Winners will be chosen at random. Visit <http://bit.ly/JtaMuz> for more details and good luck!" Below the text is an image of a blue Visa \$50 gift card. The card displays "VISA \$50", "4000 0000 0000 0000", and "YOUR MESSAGE HERE".
- A post from Commuter Connections dated February 24: "Commuter Connections shared a link." Below the text is a link preview for "News and Press Releases | DC Circulator" with the URL "www.dccirculator.com" and a snippet of text: "At just \$1 and with buses arriving every 10 minutes, the Circulator..."
- A post from Commuter Connections dated March 20: "Commuter Connections changed their cover photo." Below the text is a new cover photo featuring a large green "4" and the text "COMMUTER CONNECTIONS 4 YEARS".
- A post from Commuter Connections dated February 25: "Commuter Connections shared a link." Below the text is a link preview for "DDOT is holding its Semi-Annual Circulator Forum tonight at 6 p.m. at Eastern Market to solicit feedback from passengers on the strengths and weaknesses of the bus system to ensure the DC Circulator continues to meet the needs of current and future riders."

Each post includes "Like", "Comment", and "Share" options.

Contest Landing Page

The screenshot shows a contest landing page with a blue border. At the top, there is a navigation bar with links: HOME, ABOUT US, CLEAN AIR QUALITY, GET INVOLVED, AIR QUALITY FACTS, REGISTRATION, SUPPORTERS, RESOURCES, and ABOUT. Below the navigation is a hero image of a man in a blue polo shirt standing in front of a red boat labeled 'CHESAPEAKE'. The text 'CLEAN AIR PARTNER'S DC-MD-VA' is overlaid on the image.

The main content area is titled 'Let's #TeleworkDC Sweepstakes!'. Below the title, it says 'Brought to you by:' followed by the logos for '4Q CONSULTANTS' and 'CLEAN AIR PARTNER'S DC-MD-VA'. A central image shows a person sitting on a floor working on a laptop, with papers and a plate of food nearby.

The text below the image reads: 'It's National Telework Week, DC! In the Washington region more than 20% of us telework. We want to address your environmentally friendly behavior while empowering others to get teleworking easy. Will you be teleworking the week of March 31st? Interested in giving teleworking a try? Clean Air Partners and Commuter Connections are teaming up to reward \$50 gift cards to Mastercard Washington DC residents that post about their teleworking experience.'

Below the text is an image of a \$50 Visa gift card. The text 'Here's how you can participate:' is followed by three numbered steps:

1. Post your favorite thing about teleworking (in addition to plan cars, those posts can include images, video, links, etc.)
2. Include the hashtag #TeleworkDC and this link: <http://bit.ly/2a1luc> in your post
3. We'll be collecting entries from the following social networks:
 - Twitter
 - Facebook
 - Instagram

The footer contains logos for 'Air Quality Forecasts Hotline' (with phone number 1-800-368-1174), 'Washington State', 'Constellation', and 'Pepper Holdings, Inc.'. At the very bottom, there is a small line of text: 'Photo: iStockphoto.com - 7991 David, Photo: iStockphoto.com - 80444999, Photo: iStockphoto.com - 80444999, Photo: iStockphoto.com - 80444999'.

Commuter Connections Newsletter and Federal ETC Insert

The winter and spring editions of the Commuter Connections Newsletter was produced during the second half of FY2014. The six page 4-color newsletters were produced and distributed to approximately 8,000 employers and stakeholders. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert were distributed in PDF form to federal Employee Transportation Coordinators via GSA and also placed online at www.federaletc.org.

Spring

COMMUTER CONNECTIONS
4 YEARS
The Commuter Information Source for Maryland, Virginia, and the District of Columbia

Issue 2, Volume 18, Spring 2014 WHAT'S INSIDE

2: GSA's Changing - Time to Make a Move
3: Like to Work Day - A Springboard for Bicycle Commuting
3: Discovering the New World for Small Firms

COSTAR'S SHINING COMMUTER BENEFITS PROGRAM

With a commuter assistance program that has encouraged more than 500 of their 560 employees to use public transportation, it is clear that Washington, DC based CoStar Group truly believes in commuting without cars.

Founded in 1987 and now headquartered in Washington, DC, CoStar Group is the primary provider of websites for commercial real estate information, analytics, and marketing services. Additionally, CoStar conducts extensive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information, enabling their clients to analyze, interpret, and gain insight on commercial property values, market conditions, and current availabilities.

Continued on page 2

COMMUTER CONNECTIONS - A MOBILE FRIENDLY SERVICE

The new Commuter Connections web site has expanded tools and information for both commuters and employers.

Necessitated by the evolution and ubiquity of smart mobile devices, Commuter Connections recognized that both the redesigning system and the overall web site needed re-design in order for it to remain the premier transportation resource that Commuter Connections is known for.

Using Responsive Web Design, Commuter Connections modified the web site's interface to display correctly and to scale on any device, regardless of screen size.

"The electronic world is changing every day and presents us with new and fresh ideas, approaches, and tools to use," said Nicholas Ramos, Director of Commuter Connections. "We built the new website for a sleeker look, to comply with current web standards, to incorporate search engine optimization, and to make the experience user friendly, fresh, and exciting."

Continued on page 4

Spring 2014
FEDERAL ETC UPDATES
Employee Transportation Coordinator

A NEW CULTURE AT GSA USHERS MORE WORK/LIFE BALANCE

In 2013, the General Services Administration (GSA) moved back into their newly renovated headquarters in downtown Washington, where its employees found that their personal real estate had been radically altered.

Tangherlini is betting that his employees will get more done if they are at home – or anywhere outside the office, for that matter – more often. He wants them to instant-message, Google-chat, e-mail and Internet-call their way through the workday on laptops and smartphones. He is betting that when they do venture into the office, they will work together better and more creatively if closed doors and high cubicles don't get in the way.

Though many managers are nervous about keeping track of their staffs, the key, according to Julisa Mandeville and Charles Hardy, the GSA's chief workplace coordinators, is that managers need to communicate their expectations ahead of schedule. "This is a learning process," said Hardy, "and we don't know all of the answers."

One employee said that it seems to be working as she and many colleagues tend to work more hours from home in a typical work day.

In an effort to dismantle the bureaucratic approach to work/life that the federal government is known for, GSA administrator Daniel M. Tangherlini has instituted sweeping changes in not only the physical work space but also the work culture; he is urging his employees to work away from their desks.

Only time will tell if the new culture takes hold; however, one can't dispute the tremendous savings realized by such changes. Referring to critics of the new approach, "Let's say you don't buy any of that, we can show \$24 million we saved in rent on six leases we don't have anymore," said Tangherlini.

As part of a larger \$161 million renovation, the GSA took a page from Hewlett-Packard, Deloitte and other tech and consulting firms. Most of the walls at 1800 F St, NW have been pulled down, the premises filled with rolling file cabinets that double as seats; giant whiteboards installed, and lockers for stashing purses and lunch boxes. The once ubiquitous printers and paper shredders are rare. Even Tangherlini gave up his 1,600-square-foot office for an open area with his executive and support staff at Ikea-style desks.

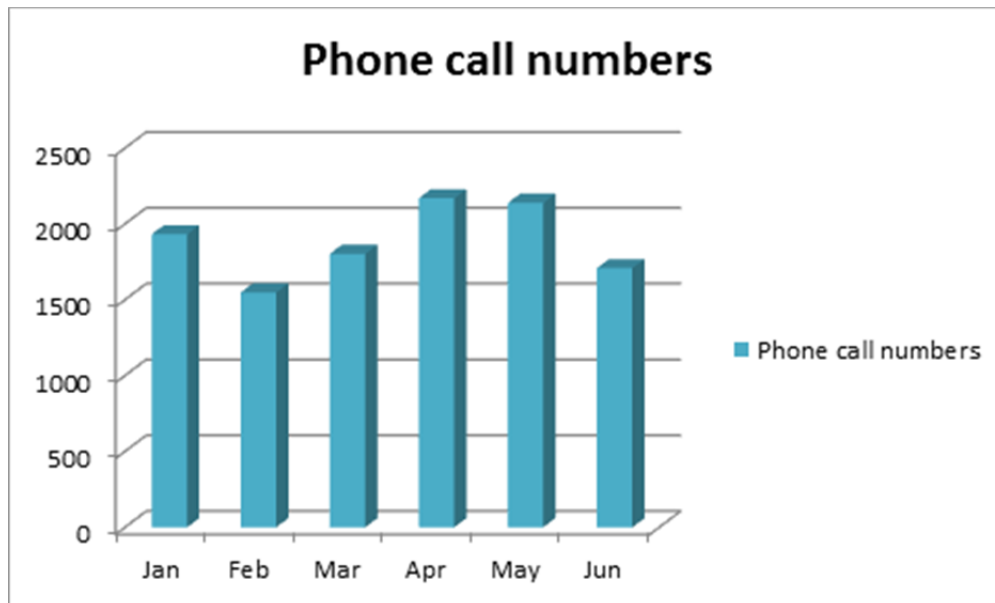
With 3,300 headquarters employees, the GSA represents just a small fraction of the federal workforce but Tangherlini's push could help usher in a new federal culture. It is part of a long debate over how employers can best deploy their workers in the digital era.

Continued on page 7

Web Visits

Month	FY 2013 Web Visits	FY 2014 Web Visits	+/-	+/- %
Jan	9,770	6,754	(3,016)	-30.9%
Feb	8,565	6,397	(2,168)	-25.3%
March	11,514	8,336	(3,178)	-27.6%
April	13,017	9,183	(3,834)	-29.5%
May	14,470	11,881	(2,589)	-17.9%
June	12,770	15,603	2,833	22.2%
	70,106	58,154	(11,952)	-17.05%

Phone Calls - January – June 2014



GRH Applications

Month	GRH FY 2013 Applications	GRH FY 2014 Applications	Change	%
Jan	1,391	884	-507	-36.4%
Feb	1,173	922	-251	-21.4%
March	714	668	-46	-6.4%
April	1,029	932	-97	-9.4%
May	986	952	-34	-3.4%
June	674	655	-19	-2.8%
	5,967	5,013	(954)	-16.0%

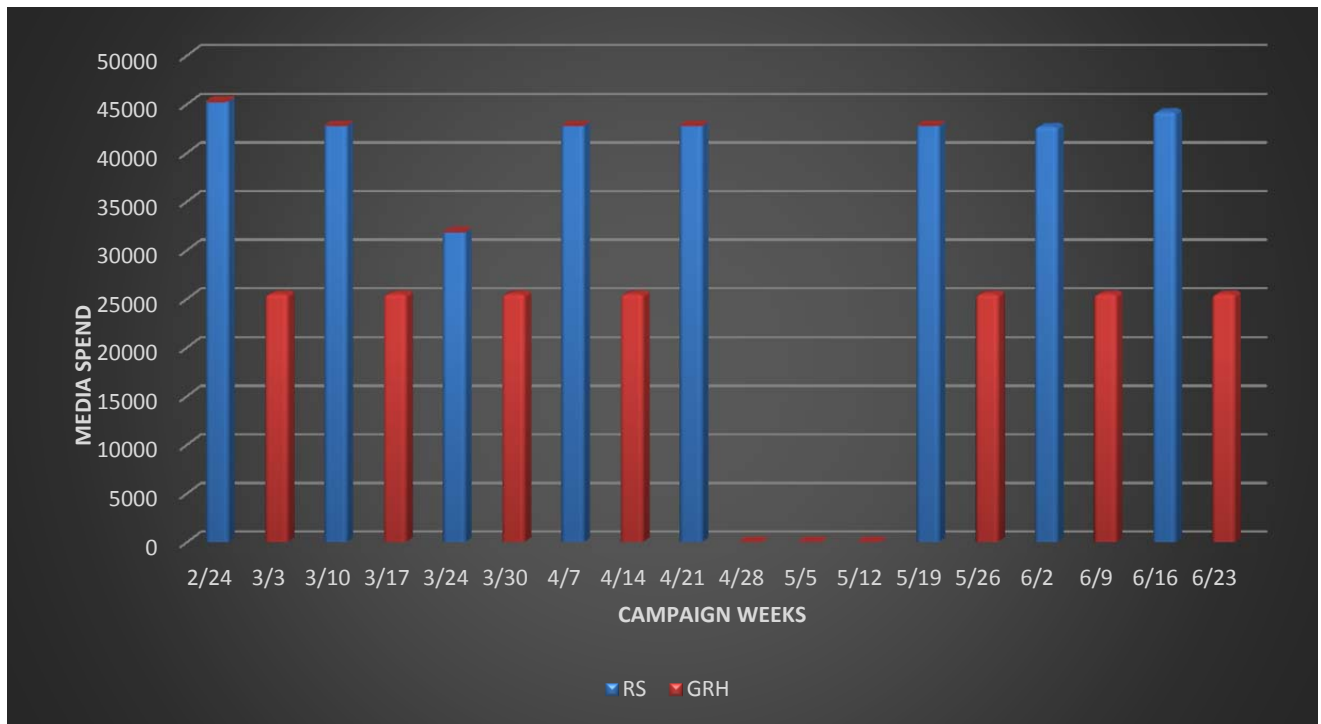
Rideshare Applications

Month	Rideshare FY 2013 Applications	Rideshare FY 2014 Applications	Change	%
Jan	1,032	868	-164	-15.9%
Feb	823	707	-116	-14.1%
March	889	1,075	186	20.9%
April	733	883	150	20.5%
May	978	1,698	720	73.6%
June	1,418	1,516	98	6.9%
	5,873	6,747	874	14.9%

Appendix A Spring FY2014 Media Flowchart

Commuter Connections FY2014 Spring			Media Schedule: Specific Dates Spots Run (Week of)																			
GRH	Radio	Media Outlet	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23		
		Rideshare	Radio	WTOP																		
WBIG																						
WWDC																						
ESPN																						
WFLS																						
WFRE																						
WFMD																						
WLZL																						
WTOP																						
WPGC																						
Park & Ride Promotion																						
TV	WJLA																					
Comcast																						
Celebrity Ride Promotion																						
Web/Mobile	Pandora																					
YuMe																						

Appendix B



Note: BTWD aired during the weeks of 4/28, 5/5 and 5/12.

Appendix C

BTWD 2014 Earned Media Placements

On the following pages is a listing of Bike to Work Day 2014 media placements across print, internet, radio, and television outlets, along with a selection of social media placements.

BTWD 2013 Article Coverage - 42		
Date	Outlet	Topic linked to URL
2/22/2014	NBC 4 Washington	Bike to Work Day Beckons on May 16
4/3/2014	The Greater Greater Washington	Let's Plan a Bike to Anywhere But Work Day
4/4/2014	Southern Maryland News Net	Bike to Work Day 2014 Registration Opens Marking the Start of Spring
4/10/2014	Alexandria Times	BIKE TO WORK DAY IS JUST A START
4/15/2014	Washington City & Press	Bike To Work Day Registration Now Open
4/15/2014	Arlington's Car-Free Diet	Bike To Work Day 2014 – How to Get to Arlington B2WD Pit Stops
4/19/2014	Prince William Living Magazine	Bike to Work Day is May 19 - Sign Up Today!
4/28/2014	Falls Church News-Press	City of F.C. to Host Bike to Work Day Pit Stop on May 16
4/29/2014	eWallstreeter	Bike to Work Dat Beckons
4/30/2014	REI	College Park REI — Bike to Work Day - Freedom Plaza, DC
4/30/2014	Falls Church News-Press	Local Businesses Sponsoring 'Pit Stop' on Bike to Work Day
5/1/2014	Congress Heights on the Rise	May 16 Bike To Work Day
5/2/2014	TyTran Newsletter	Bike to Work Day - May 16, 2014

5/2/2014	NVDaily	Area cycling enthusiasts push benefits
5/6/2014	Black Tie DC	Bike to Work Day 2014
5/7/2014	Bloomberg Businessweek	If Your Co-Workers Look Sweaty, It's Because Bike Commuting's On the Rise
5/7/2014	Afro American	D.C. Area to Kick Off Bike to Work Week 2014
5/8/2014	Greater Washington	DC bike commuting more than doubled since 2000
5/8/2014	USA Today	Biking to work increases 60% in past decade
5/12/2014	Baltimore Magazine	Friday is National Bike to Work Day
5/13/2014	Bethesda Now	Less Than 1 Percent Of Montgomery Commuters Bike To Work
5/13/2014	Washington Post - Express	Locked and overloaded: D.C.'s bike racks can't keep up with demand
5/13/2014	CSN Washington Comcast Sportsnet	D.C. Struggles to Keep Up With Growing Number of Bikers
5/13/2014	Haymarket Beat	Town of Haymarket Participates in Bike to Work Day
5/14/2014	Mass Transit	DC: Metro Announces Participation in Bike to Work Day May 16
5/14/2014	Christian Science Monitor	How to experience National Bike Month
5/14/2014	The Social Cities	Newport Bike to Work Day 2014
5/14/2014	WTOP 103.5	Bike commuters have their own parking problems
5/14/2014	NoMa	NoMa Celebrates Trifecta of Successes: First Street, Sculpture and Bike to Work Day
5/14/2014	AAA Mid-Atlantic	Bike To Work Day Participation Continues to

		Exceed Previous Years
5/15/2014	Social Alerts	Bike From Work Day 2014
5/15/2014	WUSA 9	2013 Bike to Work Day in rain or shine
5/15/2014	2M Street	Bike to Work Day in DC
5/16/2014	Washington Post - Express	Handlebar stash: Two Wheel Valet's plans to revolutionize bike parking in D.C.
5/16/2014	Greater Greater Washington	Breakfast links: Le Déluge
5/16/2014	DC Eater	Bike From Home Stops; Year In Cyclist Vs. Motorist Wars
5/16/2014	District Style	HOW TO BIKE TO WORK IN DC
5/16/2014	USDOT	Bike To Work Day celebrates transportation
5/19/2014	Connected Communities	Bike to Work Day Breaks Regional Record: 16,700+ Cyclists Registered to Promote Cycling as a Green Commute Option
5/22/2014	The Connection to your Community	Biking to Work Despite Rain
5/22/2014	The Connection to your Community	Few Roll Through Town
5/23/2014	The Washington Post - Local Transportation	In D.C. suburbs, commuters need their cars, but perhaps not every day

BTWD 2014 Television Coverage - 3		
Date	Outlet	Topic linked to URL
4/9/2014	ABC 7's - News Talk with Bruce Deput	Bike to Work Day
4/15/2014	WUSA 9 Timesaver Traffic	Bike to Work Day Registration Now Open

5/16/2014	ABC 7	Bike to Work Day rides on, despite rainstorms
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BTWD 2014 Radio Coverage - 3		
Date	Outlet	Topic linked to URL
4/11/2014	930 WFMD Free Talk	Bike to Work Day 2014
5/15/2014	Total Traffic	Sound bites in report above
5/16/2014	WAMU 88.5	What's Missing On Bike To Work Day? Data, Say Advocates

BTWD 2014 Blog Coverage - 72		
Date	Outlet	Topic linked to URL
3/5/2014	Bike Arlington Forum	2014 Bike to Work Day Registration Is Open
3/20/2014	WABA	What is Bike to Work Day?
3/20/2014	WABA	Ladies, Become a Bike to Work Day Pro or Protégé
3/27/2014	The Washington Post - Dr. Gridlock	Register for 2014's Bike to Work Day
3/27/2014	Bike Arlington Forum	Pit Stop Choice?
3/29/2014	Bike Arlington Forum	DC Tour de Cure
3/30/2014	Susie's Budget and Policy Corner	Bike to Work Day May 16
4/3/2014	Bike Arlington Forum	Giving a BTWD Presentation - Info/Resources?
4/9/2014	Bike Arlington Forum	Crystal City Bike to Work Week
4/15/2014	Susie's Budget and Policy Corner	Volunteer for Bike to Work Day

4/15/2014	New Columbia Heights	Bike to Work Day is May 16th; meet next Wednesday to help with the Columbia Heights pit stop!
4/16/2014	Bike Arlington Forum	Arlington Bike to Work Day Video
4/22/2014	WABA	Ride Your Bike for Earth Day & Register for Bike to Work Day
4/25/2014	Bike Arlington Forum	Bike To Work Day Warm Up and Virginia Friday Coffee Club Caravan
4/25/2014	Bike Arlington Forum	Looking for a route/buddy for ride to work day
4/28/2014	Fairfax City Patch	Bike to Work Day 2014: Registration, Pit Stops, Rider Info and More
4/29/2014	Georgetown Patch	Flooding + Tornado Threat, Bear Sighting, Driver Killed, Bike to Work Day, Shots Fired, New Restaurants
5/1/2014	WABA	Happy Bike Month: Do something to celebrate!
5/1/2014	Bike Arlington Forum	T-Shirts This Year!
5/2/2014	Bike and Roll	Top 5 Things We're Looking Forward to in May
5/5/2014	WABA	Bike to Work Day is Friday, May 16th: What to Expect
5/6/2014	Georgetown Patch	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Topix	The Scoop on Bike to Work Day in Georgetown
5/6/2014	Bike Arlington Forum	Annapolis to Laurel, MD Bike Buddy
5/7/2014	WABA	Help grow bicycling by volunteering on May 16
5/7/2014	WABA	Why NOT to register for Bike To Work Day
5/7/2014	Bike Arlington Forum	BTWD Greenbelt/College Park convoys
5/7/2014	Bike Arlington Forum	Arlington Pit Stops- Any volunteers?

5/7/2014	Bike Arlington Forum	Old Town Alexandria to Downtown DC Bicycle Convoys 2014
5/8/2014	TreeHugger	Bike to Work Day season is here. 5 reasons to join the fun!
5/8/2014	The Washington Post - Dr. Gridlock	May 16 named Bike To Work Day
5/8/2014	WABA	US Census: Biking up 60% National, up 255% in Washington, DC
5/8/2014	Bike Arlington Forum	New BikeArlington Water Bottles!
5/8/2014	Bike Arlington Forum	Bethesda to DC BTWD
5/8/2014	Bike Arlington Forum	Hybla Valley/Alexandria to Fairview Park/Falls Church - BTWD
5/9/2014	WABA	Go Intermodal this Bike to Work Day
5/10/2014	Bike Arlington Forum	Ashburn to fairview park, falls church
5/12/2014	NPR the two-way	More Cyclists Can Now Call AAA For Help
5/12/2014	WABA	Curbs Coming to DC's Cycle Tracks
5/12/2014	Washingtonian	Friday Is Bike to Work Day
5/12/2014	DCist.com	Here Is Your Bike To Work Day Pit Stop Map
5/12/2014	Bike Arlington Forum	Lets hope the weather forecast is wrong...
5/13/2014	WABA	Become a WABA Member this Bike to Work Day
5/13/2014	WABA	Take a Trail this Bike to Work Day
5/13/2014	Bike Arlington Forum	my bike to work day plans

5/13/2014	Roadbike Review Forum	Bike to Work Day Here in DC
5/14/2014	WABA	Preparing for a Rainy Bike to Work Day
5/14/2014	WABA	Ride With a Convoy this Bike to Work Day
5/14/2014	WABA	Be an Advocate at Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	D.C. has a new parking problem
5/14/2014	Roll Call	#TBT: Bike to Work Day
5/14/2014	The Washington Post - Dr. Gridlock	Share your Bike to Work Day experiences
5/15/2014	The Washington Post - Capitol Weather Gang	It rains on D.C.'s "Bike to Work" day a disproportionate amount
5/15/2014	The Washington Post - The Reliable Source	Labor chief Tom Perez bikes to work (in a Nats shirt)
5/15/2014	The Washington Post - Dr. Gridlock	How drivers can share streets with cyclists
5/15/2014	The Washington Post - Dr. Gridlock	Your last-minute guide to Bike to Work Day
5/15/2014	Red Brick Town	Thursday Headlines – Bike to Work Day Guide, Bike Parking, and More
5/15/2014	Department of Labor	I want to ride my bicycle; I want to ride my bike
5/16/2014	dcist	Morning Roundup: Now Edition
5/16/2014	Washington Post - Local	Bike to Work Day? More like, everyday
5/16/2014	Candy Sandwich	Bike to Work Day

5/16/2014	Washington City Paper - City Desk	District Line Daily: Bike to Work Wet Day
5/16/2014	Street Blogs USA	Sec. Foxx Braves the Rain for Bike to Work Day
5/16/2014	DCist.com	Heavy Rains Basically Screwed Up Everything For The D.C. Region (UPDATE)
5/16/2014	Topix - Georgetown	Bike to Work Day Happy Hour
5/16/2014	U.S. Navy JAG Corps	Bike to Work Day!
5/16/2014	The Wash Cycle	Did you hear? It's Bike to Work Day
5/16/2014	DIP Note	Two Wheeled Diplomacy: Celebrating Bike to Work Day
5/16/2014	Red Brick Town	Friday Headlines – Flooding, Godzilla, Bike to Work Day, and More
5/16/2014	Tumblr - Today's Document	Today's Document
5/17/2014	Roadbike Review Forum	2014 DC Bike to Work Day Report
5/19/2014	DCist.com	More Than 16,700 People Registered For Bike To Work Day