



**Metropolitan Washington  
Council of Governments**

**FY 2015 Second Half  
Marketing Campaign Summary  
Draft Report**

**Commuter Connections  
Regional TDM Marketing Group**

**June 16, 2015**

## Table of Contents

| <b>Section</b>                         | <b>Page</b> |
|--|-------------|
| Executive Summary.....                 | 1           |
| Introduction.....                      | 4           |
| Ridematching.....                      | 7           |
| Guaranteed Ride Home.....              | 18          |
| Commuter Connections Website.....      | 25          |
| Bike to Work Day.....                  | 26          |
| Employer Recognition Awards.....       | 42          |
| 'Pool Rewards.....                     | 43          |
| Newsletter and Federal ETC Insert..... | 47          |
| Clean Air Partners.....                | 48          |
| Performance Measures.....              | 49          |
| Spring Media Schedules.....            | 52          |
| Spring Media Spend.....                | 53          |

## Executive Summary

### Overview

This document summarizes Commuter Connections marketing activity occurring between January and June 2015. Through the regional TDM Mass Marketing effort, Commuter Connections delivers a brand promise as the umbrella solution for commuters seeking alternative transportation options within the Washington region. The use of media and other forms of communication at high reach and frequency levels are used to influence commuters most likely to shift to non-single occupant vehicle (SOV) travel. The regional marketing campaign also aims to encourage continued use of non-SOV modes of commuting.

The Commuter Connections marketing initiative was built on TDM research (demographic, behavioral, and attitudinal aspects of commuters in the Washington region), past campaign experience, and network member feedback. The overall objective of the regional TDM Mass Marketing project is to meet Transportation Emission Reduction Measure (TERM) impact goals.

The regional TDM Mass Marketing initiative extensively promotes Commuter Connections' Ridematching services and also promotes the Guaranteed Ride Home (GRH) program. Through effective outreach for these programs, the marketing campaign aims to persuade SOV commuters to switch to alternative modes of travel, and current alternative mode users to maintain and increase usage.

The campaign also includes the promotion of 'Pool Rewards, Bike to Work Day, and the Eighteenth Annual Employer Recognition Awards. The Bike to Work Day event is a springboard to sway SOV drivers to bicycling to work. The purpose of 'Pool Rewards marketing is to convert SOV commuters into carpools or vanpools through monetary incentives. The Employer Recognition Awards Program recognizes employers who have voluntarily initiated programs that facilitate the use of alternative commuting methods such as transit, teleworking, carpooling/vanpooling, and bicycling.

### **Mass Marketing Campaign**

The FY2015 second half media campaign promoting Ridesharing and GRH uses new advertising developed for spring FY2015, in both audio and visual forms. Campaign creative selected by the marketing workgroup was developed and themes for Rideshare “Ride Happy” and GRH “Just in Case” were approved. Four radio ads, two Rideshare and two GRH, were produced in January 2015. The Rideshare campaign kicked-off late February; GRH campaign began the first week in March. The total campaign will run for fifteen weeks, alternating weeks between Rideshare and GRH. The total cost of the Rideshare media buy is \$285,726.40, and the total cost of the GRH media buy is \$190,302.25.

### **Value Add Promotions**

Based on paid media, \$81,600 in value add was negotiated in the form of additional media value. Value add varies from no-charge radio ads, short messages, and promotions to banner ads on station web sites.

### **Messaging Strategy**

The focus of Ridesharing is lifestyle - “Ride Happy.” Whatever makes you happy during your commute, most likely there is someone that shares the same “like.” Let’s face it, being in traffic is not always enjoyable, but with someone else to pass the time, hopefully you’ll find some pleasure in it: whether it’s swapping weekend stories, recipes, sports trivia, etc.

The messaging for GRH is “Just in Case.” It’s your ace in the pocket, a thing that's in reserve for when you need it. All that's necessary is registration, and then you can have your ride waiting in case of an emergency. Our concept reminds the audience of all of life's emergencies, and how having GRH in your emergency kit can help resolve them.

### **Bike to Work Day**

Radio, print (Spanish also), posters (Spanish also), rack cards, vinyl banners and earned media were used to promote Bike to Work Day 2015. A sponsor drive provided total cash sponsorships of \$47,100, and in-kind sponsorships of \$10,945 to help pay for the 14,000 T-shirts and pit stop Banners. Based on paid media, an additional \$80,500 was negotiated in the form of value added media and promotions. Registration for Bike to Work Day 2015 broke a regional record as 17,500 cyclists participated in the event, a 4 percent increase over 2014. The total cost of the Bike to Work Day media buy was \$44,424.

### **'Pool Rewards**

For the month of January, 'Pool Rewards continued the momentum from the fall campaign with a focus on federal workers, Hispanic audiences and the military. Facebook and TV ads were used to promote 'Pool Rewards in the spring. Facebook ads ran late March through mid-June, TV ads ran May through June alternating on Rideshare weeks only. The campaign promoted the benefits and cost savings of the 'Pool Rewards program for carpools and vanpools.

### **Employer Recognition Awards**

Winners will be honored at an awards ceremony on June 30, 2015 at the Grand Hyatt Washington. The invitations, podium signage, and program booklet were developed and the giveaway item was selected. A print ad will appear in the Wall St. Journal to announce the winners. Each winner will also receive a marketing tool kit consisting of a customized winner seal, sample press releases, social media posts, and links to the Employer Recognition Awards website with winner information and recommendations on use of all marketing materials.

### **Clean Air Partners**

Commuter Connections will provide a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015. The campaign will include radio ad sponsorships.

## Introduction

The Commuter Connections' marketing initiative for FY2015 was built on the organization's research and campaign experience. The FY2015 Marketing Communications Plan and Schedule, distributed to network members in September 2014, served as a tool to outline marketing plans for FY2015. The strategy behind the FY2015 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 TERM Analysis Report.
- 2013 State of the Commute Survey Report.
- 2013 Commuter Connections GRH program Survey Report.
- 2013 Bike to Work Survey TERM Analysis Report.

Research, campaign experience, current economic factors, and transportation challenges all contributed to the planned strategy for FY2015; to convert SOV commuters to alternate transportation by raising awareness of Ridesharing coupled with GRH as a commuter safety net.

The second half of the FY2015 Regional Marketing Campaign includes the following:

- The money-savings of commuting by Ridesharing and the added free benefit of GRH in a case if an unexpected emergency.
- The continuation of the 'Pool Rewards incentive promotion was prompted through earned media, rack cards, a complimentary online banner ad for the 95 Express Lanes, value add messages and a paid media campaign.
- Bike to Work Day 2015 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 continuation of increased awareness of the new mobile friendly website and online Ridematching.
- Newsletters that provide a number of articles on transportation updates and changes that benefit commuters, including infographics for quick glances at commuter statistics.

## 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 (MWCOG). 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                                    | Northern Virginia Transportation Commission           |
| Annapolis Regional Transportation Management Association              | Potomac and Rappahannock Transportation Commission    |
| Bethesda Transportation Solutions                                     | Prince George's County Department of Transportation   |
| City of Alexandria Local Motion District Department of Transportation | Rappahannock Area Development Commission              |
| Dulles Area Transportation Association                                | Rappahannock-Rapidan Regional Commission              |
| Fairfax City  | TransIT Services of Frederick County                  |
| Fairfax Connector   | Tri-County Council for Southern Maryland              |
| Fairfax County Office of Transportation                               | Tysons Partnership Transportation Council             |
| General Services Administration (GSA)                                 | Virginia Department of Rail and Public Transportation |
| GW Ride Connect   | Virginia Department of Transportation (VDOT)          |
| LINK  | Virginia Railway Express                              |
| Loudoun County Office of Transportation Services                      | vRide   |
| Maryland Department of Transportation (MDOT)                          | Washington Area Bicyclist Association (WABA)          |
| Maryland State Highway Administration                                 | Washington Metropolitan Area Transit Authority        |
| Maryland Transit Administration (MTA)                                 |   |
| Montgomery County Commuter Services                                   |   |
| Montgomery County Ride On   |   |
| National Institutes of Health (NIH)                                   |   |
| North Bethesda Transportation Center                                  |   |
| Northern Neck Rideshare/PDC   |   |

## Cornerstones of the Marketing Campaign

The primary products and services featured in the marketing campaign include 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 that 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 Ridematching by maintaining and increasing awareness of shared ride modes, and retain current ridership on these modes; gain new riders; gain new applicants to the regional database.
- Increase the number of applicants in the GRH database by promoting GRH among commuters as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to become involved, increase commuter participation, and use the occasion to try an alternative form of transportation.
- Expand participation and offerings in existing employer programs; recognize existing employers in the region who have implemented successful employee commute benefit programs; 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 an 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.



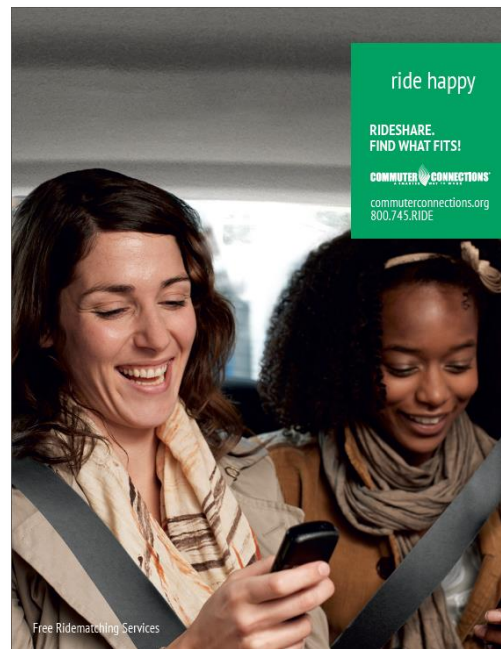
## Spring 2015 Campaign

The Spring Media campaign promoting Ridesharing and GRH started at the end of February and the beginning of March respectively and will run through June. Radio is the primary media for this campaign with spots running for a total of fifteen weeks. Television, cable, and online (web and mobile banner ads) will run for eight weeks, and online banner ads for fifteen weeks.

## Ridematching Campaign

### Messaging Strategy

The second half of the FY2015 Rideshare campaign messaging puts the audience at ease, in a good mood, bringing their happy place right to their commute mode. The ads demonstrate your commute can be an improved, reliable and preferred way to work.



### Media Objectives: Rideshare

The Spring Media campaign promotes the Ridematching program using 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 [FY2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

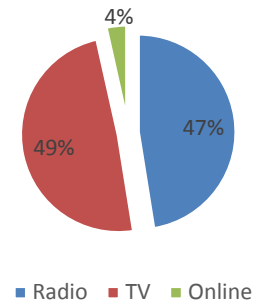
- 25-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1,000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

### Geographic

Washington D.C.  
DMA

#### Rideshare Spring Budget

|                     | MWCOG               | Gross Dollars       |
|---------------------|---------------------|---------------------|
| Radio               | \$135,646.40        | \$159,584.00        |
| Television          | \$140,080.00        | \$164,800.00        |
| Online              | \$ 10,000.00        | \$ 11,765.00        |
| <b>Total Budget</b> | <b>\$285,726.40</b> | <b>\$336,149.00</b> |



## Radio

Radio is 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.

- WTOP (103.5 News/Talk)
- WAFY/WWEG (103/106.9 FM, AC/Classic Hits)
- WFRE (99.9 Country)
- WFLS (93.3 Country)
- WLZL - El Zol (107.9 Spanish)
- WBQB (101.5 Hot AC)
- WRQX (107.3 Hot AC)

The Rideshare radio campaign started in late February and runs through the end of June 2015. The ads will run every other week for a total of eight on air weeks, alternating weeks with GRH ads. The following spots are promoting the Ridematching program in both English and Spanish languages:

### ***Ridesharing :30 "Ideal Commute 1" English***

SFX: [cheering sports fans, buzzer]

Man: Last night's scores, dark roast and a donut

Woman: [sips from cup] A chai latte and my morning talk show

Together: Good company on a money-saving commute

Announcer: Whatever your ideal commute is, Commuter Connections gives you the options to Ride Happy. Save money and improve your commute. Go to Commuter Connections dot org to see all your free ridesharing options. That's Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

***Ridesharing :30 “Ideal Commute 1” Spanish***

SFX: [sonido de fanaticos deportivos , buzzer]

Hombre: Puntuaciones de la noche anterior, café oscuro y un donut.

Mujer: [sips from cup] un chai latte y mi show favorito de la mañana.

Juntos: Buena compañía en un viaje en el que ahorro dinero.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y mejorar su viaje. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, or 800-745-RIDE. Viaje Feliz.

***Ridesharing :30 “Ideal Commute 2” English***

SFX: [train]

Woman: Some me-time with a good book on the train

SFX: [light snoring]

Man: A snooze while others take the wheel

Together: Commuting the way that works for me

Announcer: Whatever your ideal commute is, Commuter Connections gives you the option to Ride Happy. Save money and find the commute that fits. Go to Commuter Connections dot org to see all your free ridesharing options. That’s Commuter Connections dot org, or 800-745-RIDE. Ride Happy.

***Ridesharing :30 “Ideal Commute 2” Spanish***

SFX: [un tren]

Mujer: Tiempo para mí con un buen libro en el tren.

SFX: [light snoring]

Hombre: Una siesta mientras otros toman el volante.

Juntos: Viajando de manera que funciona para mi.

Anunciante: Cual sea su viaje ideal, Commuter Connections le da las opciones de viajar feliz. Ahorrar dinero y encontrar un viaje que cumpla sus necesidades. Vaya a Commuter Connections punto org para mirar todas sus opciones de compartir viajes gratis. Eso es Commuter Connections punto org, o 800-745-RIDE. Viaje feliz.

## Value Add

### Rideshare

In addition to paid media spots, over \$66,700 (an additional 23.34%) was negotiated in no charge promotional media. Select radio stations are providing bonus spots at no charge, streaming ads, banner ads and live short messages promoting the benefits of ridematching. Comcast SportsNet provided matching spots on Comcast SportsNet's Baltimore feed, banner ads on their station website and included Commuter Connections mentions in four E-newsletters.

### Rideshare Promotions

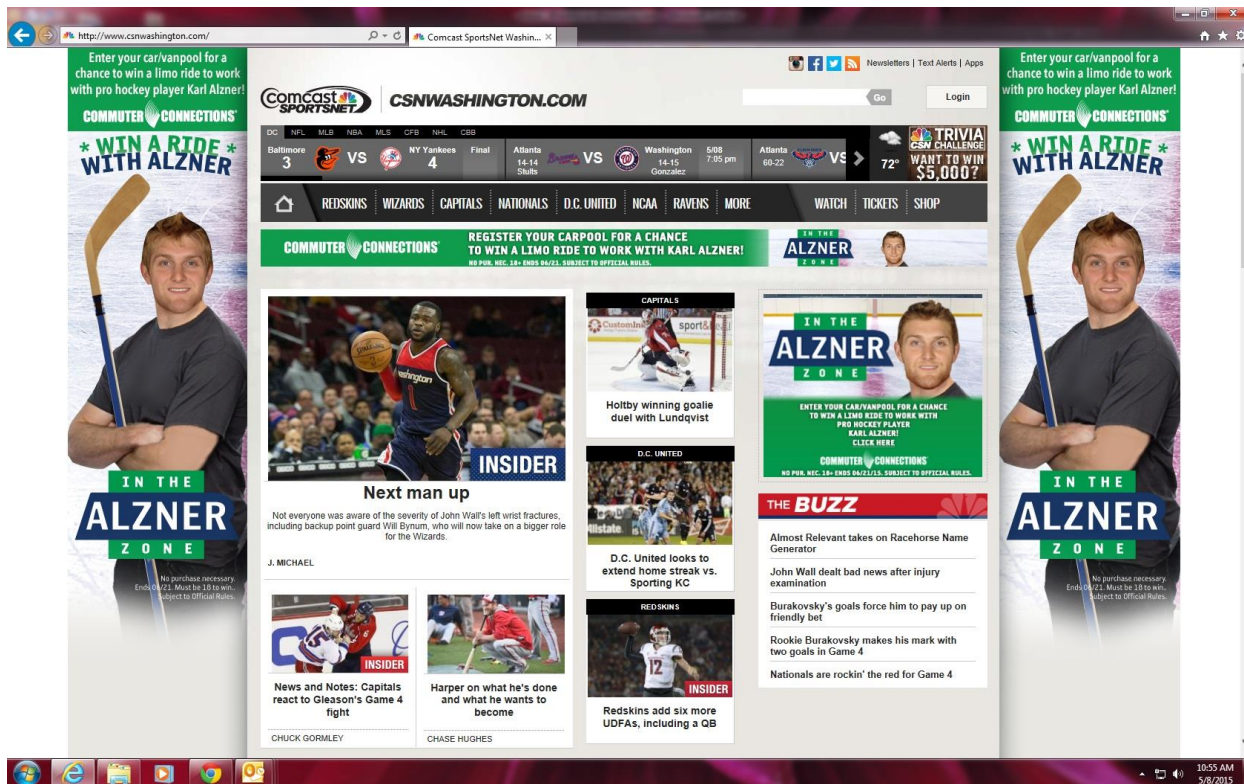
Several radio stations plus Comcast SportsNet participated in promoting the Ridematching programs during the spring campaign. To help raise awareness and encourage participation by providing great prizes with co-promotion opportunities, the following promotions took place:

#### ***Win a Limo Ride (for your carpool) with Pro Hockey Player Karl Alzner Contest***

Comcast SportsNet (CSN) viewers were encouraged to enter their carpool/vanpool for a chance to win a limo ride to work with pro hockey player Karl Alzner contest, defensemen with The Washington Capitals. The promotion was open to carpoolers and ran for three non-consecutive weeks, both on-air and online May 12 through June 21, 2015. The entry form for the contest was located on the Commuter Connections Facebook page. Carpool members were asked to enter their name and up to three friends.

Promotional announcements for the contest include:

- 50-100 :15 second mentions airing Monday through Sunday, 6am-12midnight.
- Promotional announcements on Comcast's Baltimore commercial feed.
- :15 second pre-roll and video overlays on CSNWashington.com homepage
- Promotional display advertising campaign on CSNWashington.com including 3x days of a homepage takeover, page skin, 980x50 and 300x250 (x2) and 108x75 rotational banner ads, and a 4-pack of fixed placement on their homepage with the Commuter Connections logo, brief description and click through to Facebook page for the duration of the contest.
- Three e-newsletter ad placements to 13,000+ subscribers (728x90)
- Social Media promotion including Facebook posts and Tweets during the contest and updates throughout the contest (minimum 6x posts) – over 115,000 Facebook likes and 47,000 Twitter followers. To drive likes, a Facebook media buy will be placed.



Enter for a chance to win tickets to see Imagine Dragons on July 6 at Verizon Center! Courtesy of Commuter Connections and Guaranteed Ride Home – just in case

**Community Affairs Interviews with Commuter Connections – WPGC-FM and WLZL-FM (El Zol)**

On May 10th, WPGC and El Zol broadcast interviews with Commuter Connections’ Nicholas Ramfos, Director; and Jose Diaz, Alternative Commute Programs respectively. Community Affair topics consisted of a description of the Commuter Connections organization, its overall mission and programs, and health and environmental advantages of alternative commute methods.



## Ride Happy for your chance to Win Concert Tickets to Idina Menzel – WRQX-FM

Listeners were encouraged to visit Commuter Connections on Facebook, take a selfie showing how they “ride happy” while ridesharing, using transit, and biking to work...Post their photo to the Commuter Connections Facebook page with #ridehappydvmv April 6 through 20th . Lucky winner, Iris Mejia from Alexandria, VA will be enjoying 2 tickets to see this summer’s Idina Menzel concert at Jiffy Lube Live! Commuter Connections received a dedicated contest page on DC’s 107.3.com, e-newsletter the week of March 23<sup>rd</sup> to 50,000+ database, social media inclusion; 30 total shared recorded promotional announcements (:10 exclusive); 10 total :15 second commercials Monday through Friday, 5am-8pm; and 10 total :30 second commercials Monday through Friday, 5am-8pm. Promotional announcements asked listeners to post/call/email their favorite things to do while commuting.

The screenshot shows the DC's 107.3 website with a contest announcement. The header includes "ALL THE HITS 107.3" and "ESCAPE TO W HOTELS BEST RATE GUARANTEED". The main content area features a video of a man and a woman in a car, with the text "COMMUTER CONNECTIONS". Below the video, the text reads: "Win Idina Menzel Tickets! 6:28PM Friday, March 13, 2015". It includes social sharing options for Facebook, Twitter, Google+, and Yahoo!. A "CLICK HERE" link is provided for users to post their pictures to the Commuter Connections Facebook page. A playlist section is visible on the right side of the page.

DC's 107.3 @DCs1073 · 17h  
Post a picture to the Commuter Connections Facebook page of how you ride happy for your chance to see Idina Menzel! [ow /y/KHzWj](#)

The screenshot shows the DC's 107.3 Facebook page. The header includes "Find us on Facebook" and "DC's 107.3". The main content area features a video of a man and a woman in a car, with the text "COMMUTER CONNECTIONS". Below the video, the text reads: "Win Idina Menzel Tickets!". It includes social sharing options for Facebook, Twitter, and Google+. A "21,822 people like DC's 107.3" notification is visible. A "Facebook social plugin" is located at the bottom of the page.

**Encourage a friend to sign up to 'Ride Happy' – WTOP**

WTOP aired 10x :30 promo announcements per week, during Rideshare weeks only starting 3/23, 4/6, 4/20, 5/18, 6/1 and 6/15 promoting the following: "Encourage a friend to sign up to 'Ride Happy' and Rideshare and enter to win a \$100 Silver Diner gift card".

Total Promotional Announcements: 60x

Includes a Custom enter to win page on WTOP.com (this will stay live and posted from 3/23 – 6/15 to take entries)

Includes Prizing by a partner retailer, Silver Diner

Total Value: \$25,700

The screenshot shows the WTOP website interface. At the top, there is a navigation bar with 'wtop WASHINGTON'S TOP NEWS', a weather widget showing '64° Washington, DC', and a 'LISTEN LIVE 103.5 FM' button. Below the navigation bar, there are tabs for 'NEWS', 'TRAFFIC', and 'WEATHER'. A search bar and social media icons are also present. A 'TRAFFIC ALERT' banner indicates that Bradley Boulevard is closed for water main repairs. The main content area features a section titled 'RIDE HAPPY WITH COMMUTER CONNECTIONS'. This section includes the 'COMMUTER CONNECTIONS' logo and text explaining the 'Ride Happy' promotion. It encourages users to refer a friend to sign up for ridesharing, with a chance to win a \$100 Silver Diner gift card. Below the text is a form for entering a referral, with fields for 'Name' (split into first and last name) and 'Address' (split into street address and address line 2). To the right of the form is a vertical advertisement for UNISYS, featuring the text 'Allowing for rapid integration of analytics with unstructured data at a low cost entry point.' and a 'Learn More' button. At the bottom of the advertisement, it says 'WHO ARE YOU'.



## Television

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

In addition to snipes, Comcast SportsNet posted in-game billboards (on-screen Commuter Connections logo) and :05 second ticker messaging during the Caps and Wizards games during the 2/23, 3/9, 3/23, and 4/6 flight weeks.

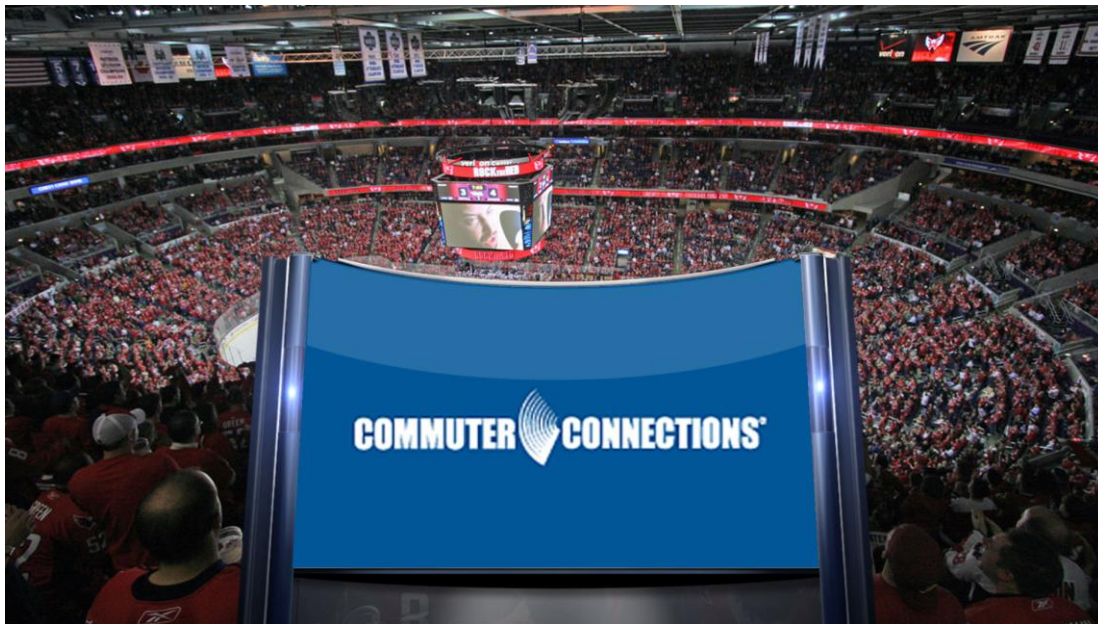
### Squeeze-back on WJLA (images animated)



Snipe on Comcast SportsNet (images animated)



In-Game Billboards and ticker messages on Comcast SportsNet: Caps & Wizards Games



## Digital Advertising

Mobile/web advertising utilizing a number of local media sites promoted the Ridematching program. The geo-targeting capabilities allowed the cost-saving benefits of Ridematching messages to reach audiences in Washington DC regions. Various Run-of-Site banner ad sizes were posted for thirteen weeks, from March 1st through the end of May with performance monitored and optimized throughout the campaign.

The following sites were selected for the spring campaign:

- WashingtonTimes.com
- DailyPress.com
- BaltimoreSun.com
- Division-D Network

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

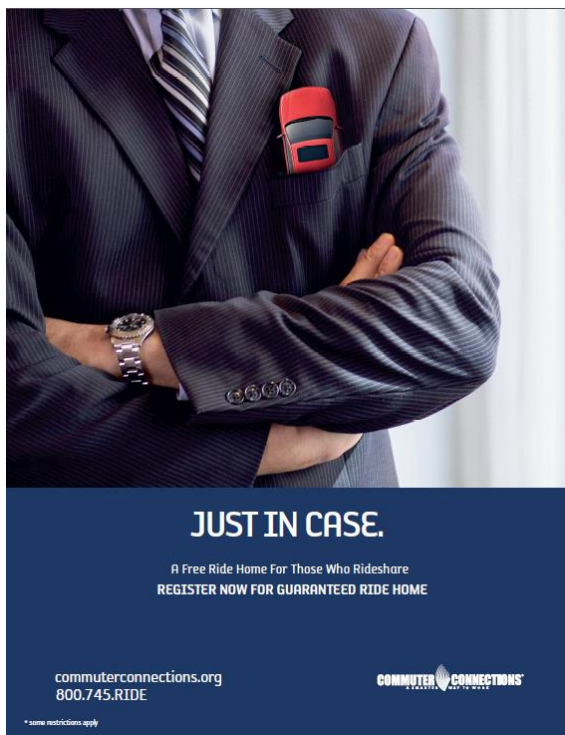


## Guaranteed Ride Home Campaign

### Messaging Strategy

For GRH, the second half of the FY2015 campaign is promoting GRH as something you should have “just in case” after you sign up to rideshare or use transit.

Recorded :30 second spots reinforce the message that in case of an unexpected emergency or a need to stay late at work arises, GRH provides a free guaranteed way to get home.



### Media Objectives: Guaranteed Ride Home

The GRH program campaign focuses on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived problems: how to get home in case of an 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

| <b>GRH Spring Budget</b> | <b>MWCOG Cost</b>   | <b>Gross Dollars</b> |
|--------------------------|---------------------|----------------------|
| Radio                    | \$190,302.25        | \$223,885            |
| <b>Total Budget</b>      | <b>\$190,302.25</b> | <b>\$223,885</b>     |

## Radio

Radio is 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)
- WIHT-FM (99.5 Top 40)
- WMZQ (98.7 Country)
- WASH (97.1 AC)

The GRH radio campaign started in early March and will run through the end of June 2015. The ads will run every other week for a total of seven on air weeks, alternating weeks with Rideshare ads. The following spots promote GRH for the second half of FY2015:

### ***Guaranteed Ride Home :30 “Just in Case 1”***

Person 1: Hair spray. Just in Case.

Person 2: Mints. Just in Case.

Person 1: Flat shoes. Just in Case.

Person 2: Friend check-in. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.



### ***Guaranteed Ride Home: :30 “Just in Case 2”***

Person 1: Phone charger. Just in Case.

Person 2: Deodorant. Just in Case. Person 1: Bank card. Just in Case.

Person 2: Special ring tone. Just in Case.

Announcer: Guaranteed Ride Home. Just in case.

For the emergencies life throws your way, Commuter Connections is there for you – just in case. Make getting home in case of an unexpected emergency one less problem by registering for Commuter Connections’ Guaranteed Ride Home service today. It’s free if you rideshare, and there just in case you need it. Register today at Commuter Connections dot org or call 1-800-745-RIDE. Some restrictions apply.

#### **Value Add**

In addition to paid media spots, an estimated \$14,900 (an additional 7.8%) was negotiated in no charge promotional media. Select radio stations are providing bonus spots at no charge, streaming ads, and a Mobile app promotion promoting the benefits of the GRH program and ridematching.

#### **Guaranteed Ride Home Radio Promotion**

##### ***Chance to Win Concert Tickets - iHeart Radio DC stations– DC101, WBIG, Hot 99.5, WASH-FM, and WMZQ***

Value add (no charge) promotions were provided by iHeart Radio during the FY2015 second half campaign promoting GRH. Five radio stations ran an online registration contest for a pair of tickets to some of this summer’s best concerts. Each station aired 10x :15 second on-air promotion announcements and 24x streaming promos per week, during GRH weeks only, to encourage listeners to enter online through the appropriate iHeart Radio station websites April 3 through midnight June 29<sup>th</sup>. Each stations registration page included Guaranteed Ride Home messaging - What would you do “Just In Case”? - and call to action prior to entering the contest.

Prizes by radio station:

WASH – Idina Menzel – 7/18 – Jiffy Lube Live

WBIG – Def Leppard & Styx – 7/2 – Jiffy Lube Live

WIHT – Nicki Minaj – 7/22 – Jiffy Lube Live

WMZQ – Toby Keith – 8/8 – Jiffy Lube Live

WWDC – Imagine Dragons – 7/6 – Verizon Center

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **93.7 WAZZ** New Programming on 93.7! Listen Live! **93.7 WAZZ** New Programming on 93.7! Listen Live!

**WIN \$7,000.00 a WEEK FOR LIFE!** Enter Now!

Win Tickets to Toby Keith

**COUNTRY ROAD** REAL SONGS ABOUT REAL LIFE Listen Now

**COMMUTER CONNECTIONS**

Enter to win two tickets to Toby Keith on August 8 at JFF Live Live

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **93.7 WAZZ** New Programming on 93.7! Listen Live! **93.7 WAZZ** New Programming on 93.7! Listen Live!

**WIN \$7,000.00 a WEEK FOR LIFE!** Enter Now!

Win Tickets to Def Leppard and Styx

**COMMUTER CONNECTIONS**

Enter to win two tickets to Def Leppard and Styx on July 7 at JFF Live Live

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **97.1 WAZZ** New Programming on 97.1! Listen Live! **97.1 WAZZ** New Programming on 97.1! Listen Live!

**WIN \$7,000.00 a WEEK FOR LIFE!** Enter Now!

Win Tickets to Idina Menzel

**Citizens Bank**

**COMMUTER CONNECTIONS**

Enter to win two tickets to Idina Menzel July 18 at JFF Live Live

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

Enter your email address to continue:

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **93.7 WAZZ** New Programming on 93.7! Listen Live! **93.7 WAZZ** New Programming on 93.7! Listen Live!

**WIN \$7,000.00 a WEEK FOR LIFE!** Enter Now!

Win Tickets to Imagine Dragons

**COMMUTER CONNECTIONS**

Enter to win two tickets to Imagine Dragons July 11 at Vector Center

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **99.5 WAZZ** The Kasey Show - DJ's • Win • Media • Connect • Search Keyword

**STAPLES** Make more happen for your business. BUY NOW

**iHeartRadio** Millions of Songs. Thousands of Stations. One Free App. Listen Now

**COMMUTER CONNECTIONS**

Enter to win two tickets to Nicki Minaj on July 22 at JFF Live Live

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

Enter your email address to continue:

On Air • Music • Win • Photos • Connect • Search Keyword

Listen Live **97.1 WAZZ** New Programming on 97.1! Listen Live! **97.1 WAZZ** New Programming on 97.1! Listen Live!

**FRESH WAVE** a higher standard ODOR ELIMINATOR

**WIN Tickets to Idina Menzel**

**COMMUTER CONNECTIONS**

Enter to win two tickets to Idina Menzel July 18 at JFF Live Live

Quaranteed Ride Home? Just in case. For the emergencies We throw your way. Commuter Connections is there for you - just in case. Make getting home in case of an unexpected emergency, stress or unanticipated overtime one less problem by registering for Commuter Connections' Guaranteed Ride Home service today.

Sign up for a FREE Guaranteed Ride Home at CommuterConnections.org or call 800.745.RIDE. Also be sure to register for matching services and Fuel Rewards - a cash incentive of up to \$100 for each member of a new company, or \$200 per company per month.

Some restrictions apply.

Expires 8/15/15 at 11:59 PM. Terms, conditions apply at site.

What are you listening with you at and currently, just in case?



## Member Donated Placements

Commuter Connections greatly values the contributions of its network members in helping to promote the GRH program through generous contributions of donated space on buses and bus shelters throughout the region. Ad space is being provided by the following network members: Arlington, Fairfax, MTA, Montgomery, Prince George's, and Prince William Counties. Additionally DATA, and VRE provided print ad space in their customer publications.



# Print Publications

## VRE's RIDE Newsletter Ad

**VRE UPDATE**

### READY FOR SPRING WEATHER

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

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

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

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



**JUST IN CASE.**

A Free Ride Home For Those Who Ride the Commuter Train

REGISTER NOW FOR GUARANTEED RIDE HOME

commuterconnections.org  
800.745.RIDE

COMMUTER CONNECTIONS

### CITY-STYLE SPACE

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

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

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

703.764.5447

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



[www.VanMetreHomes.com](http://www.VanMetreHomes.com)

\*Offer and prices subject to change without notice. For specific community listings, see Sales Manager for details. ©2015

6 RIDE Magazine | March 2015

## GRH DATA Lifestyle tabloid Ad

MARCH/APRIL 2015
live more green 15

### Commute Getting To You? Think DATA

**COMING SOON!**

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

**MAKE MONEY** by helping ensure your customers/employees have easy access to your business.

**SAVE MONEY** by reducing absenteeism and recruitment costs.

**MAKE MONEY** by guaranteeing continuity of business in an emergency.

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

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

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

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

E-mail [Challengel@livemore.us](mailto:Challengel@livemore.us) or call 703-817-1307.

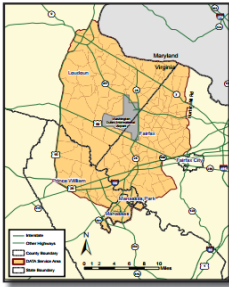
What helps you speed past highway traffic in a comfortable captain's chair while you answer e-mails and schedule meetings? Lets you enjoy the scenery while you "work out." And shows you how to be so productive you'll get promoted... even if you haven't stepped a foot out of your house!

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

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

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

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



DATA Service Area Map.

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

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

Want more information on DATA and Live More Commute Less®? Visit [www.livemore.us](http://www.livemore.us) or call 703.817.1307, ext. 7.

**JUST IN CASE.**

A Free Ride Home For Those Who Rideshare

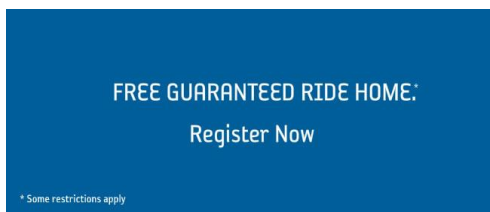
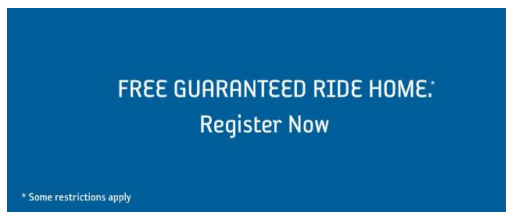
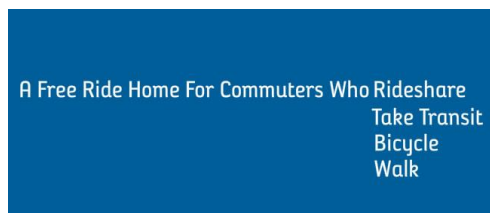
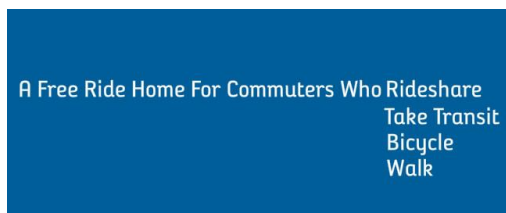
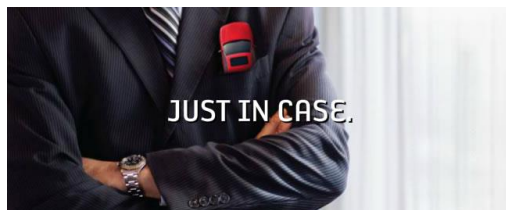
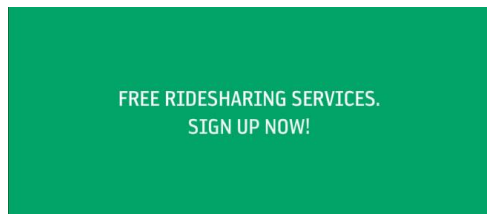
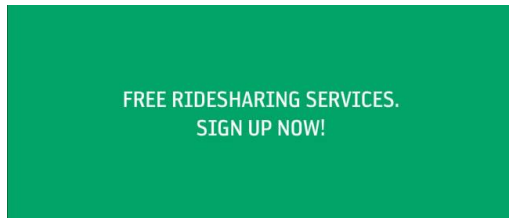
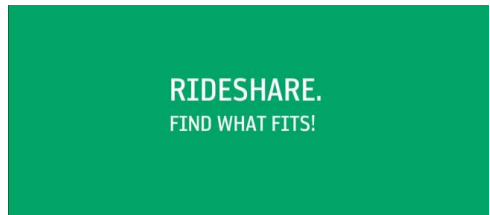
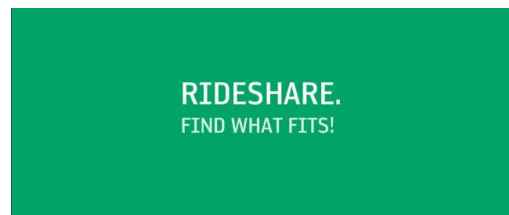
REGISTER NOW FOR GUARANTEED RIDE HOME

800.745.RIDE | [commuterconnections.org](http://commuterconnections.org)  
home restrictions apply

COMMUTER CONNECTIONS

## Commuter Connections Website Home Page Flash

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



\* Some restrictions apply

\* Some restrictions apply

## Bike to Work Day



Bike to Work Day 2015 broke its regional record with 17,500 registered cyclists, a four percent increase over 2014. The May 15<sup>th</sup> event was held at 79 local pit stops, including a total of four afternoon pit stops. Six bicycles were raffled off and the first 14,000 registrants received an official BTWD 2015 T-shirt, in new wicking fabric.

### Sponsorship Drive

In preparation for the event, a sponsorship drive raised funds to purchase t-shirts for participants, and to fund pit stop banners. This year, Commuter Connections secured a total of 17 sponsors for Bike to Work Day, reaching \$47,100 in cash. Additional in-kind sponsorships of \$18,275 were also secured as bicycle giveaways and merchandise, related swag and snacks.

### Marketing Strategies

Posters and rack cards were provided to employers and employees through various distribution channels in order to create awareness and encourage registration. In order to continue to reach diverse audiences, a Spanish version of the poster was created. T-shirt graphics, pit stop banners, and various media were developed to support - leading up to and through the event.

Social media was an important medium to help spread the Bike to Work Day messaging and encourage registration and participation.

Radio and print advertising targeted adults ages 25-49, slightly skewed toward men, with a household income above \$30,000. ESPN, WPGC, and DC101 ran :60 second radio ads. WPGC and DC101 also provided social media promotions to engage listeners and encourage Bike to Work Day registration and participation. Washington City Paper and El Tiempo Latino ran two insertions each, the two weeks leading up to the Bike to Work Day event.

## Print Ads – English & Spanish

**BIKE TO WORK DAY**  
FRIDAY 5.15.15

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

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

Free Food, Beverages and Giveaways at All Locations

bike to work day 2015

Register at [biketoworkmetrodc.org](http://biketoworkmetrodc.org) or call 800.745.7433

Logos: Commuter Connections, Washington Area Bicyclist Association, Marriott, A&E, ICF, Bike Arlington, The JBG Companies, Express, KIND, LOCAL HEROES, EARTHJUSTICE

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

**DÍA DE LA BICICLETA PARA IR AL TRABAJO**  
VIERNES 5.15.15

Más de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.

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

Comida gratis, bebidas y obsequios promocionales en todas las ubicaciones.

bike to work day 2015

Regístrese en [biketoworkmetrodc.org](http://biketoworkmetrodc.org) o llame al 800.745.7433

Logos: Commuter Connections, Washington Area Bicyclist Association, Marriott, A&E, ICF, Bike Arlington, The JBG Companies, Express, KIND, LOCAL HEROES, EARTHJUSTICE

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

### Value Add

In addition to paid media spots, an estimated \$80,500 (an additional 181.2%) was negotiated in no charge promotional media. Select radio stations provided bonus spots at no charge, streaming ads, and a Mobile app promotion.

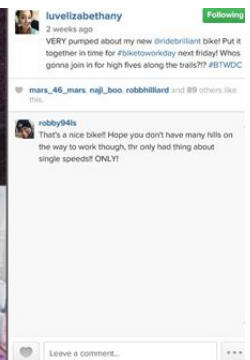
### ***Commuter Connections and iHeart Media Promotion – DC101 and Hot 99.5***

On Friday May 15, 2015 Commuter Connections, iHeart Media, and the Washington Area Bicyclist Association invited listeners to join over 15,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. iHeart Media and Commuter Connections partnered with Brilliant Bicycle Company (<http://www.brilliant.co/>) for this campaign.

Commuter Connections received the following promotional and media consideration April 22 through May 15, 2015:



- BTWD, Commuter Connections Name inclusion and event date in 100x promotional announcements per station on DC101 & Hot 99.5
- BTWD/Commuter Connections Logo and hyperlink on the register To Win Contest pages on dc101.com and hot995.com
- Radio Personality Social Media Engagement:
  - Tweets: Inclusion in 3x from Elizabethany on Hot 99.5 and 4x from Roche on DC101
  - Facebook posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche
  - Instagram posts: Inclusion in 2x from Elizabethany Hot and 3x from Roche



**Roche** @rocheonair · 24m  
 The car is staying. I'm off to work on my @bebrilliant bike for Bike To Work Day! #btwdc [instagram.com/p/2tWDHoo\\_YU/](https://www.instagram.com/p/2tWDHoo_YU/)

**elizabethany [eb]** @luvelizabethany · May 7  
 VERY pumped about my new ridebrilliant bike! Put it together in time for #Biketoworkday next Friday!... [instagram.com/p/2Y3EIXnDfz/](https://www.instagram.com/p/2Y3EIXnDfz/)

## Web Site



# BIKE TO WORK DAY FRIDAY 5.15.15

HOME EMPLOYER RESOURCES EVENT INFO FIRST TIME RIDER INFO REGISTRATION SPONSORS

## Bike to Work Day

On Friday May 15, 2015 Commuter Connections and the Washington Area Bicyclist Association invite you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun, and healthy way to get to work. Attend one of 79 pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for bicycles being given away.



[Free Registration Click Here](#)

### Pit Stops

Seventy nine pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.

[Read More...](#)

### Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 15th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

[Read More...](#)

### Sponsors



### Event Poster

A PDF of the new Bike to Work Day 2015 event poster is now available!

[Click here to see this year's event poster](#)

### Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.

[Read More...](#)

### Increase Bicycling Skills

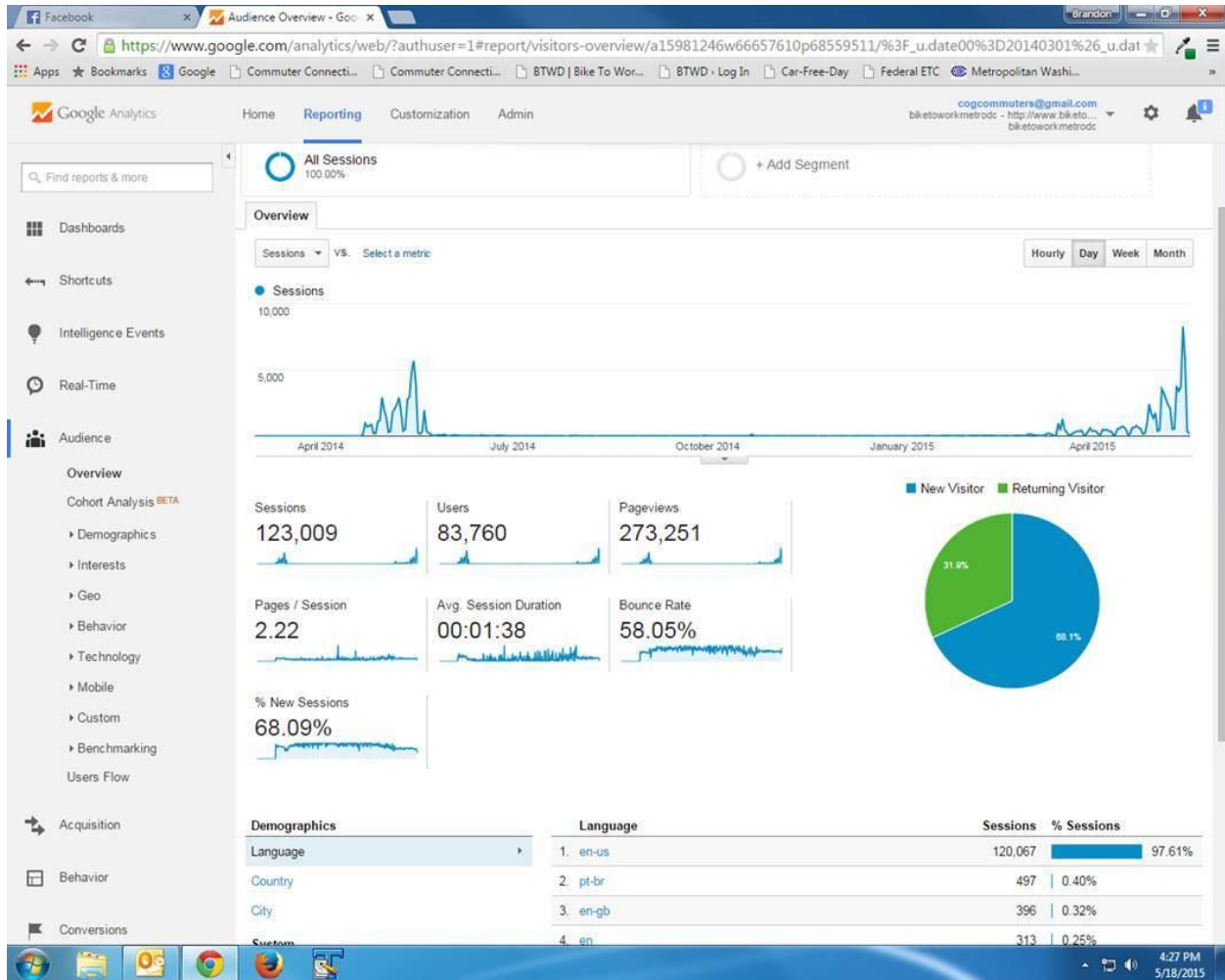
WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.

[Read More ...](#)

© 2015 BTWD



## Bike to Work Day Website Traffic





## Sponsors

|   |   |   |  |   |
|---|---|---|--|---|
|  |  |    |  |   |
|  |  |    |  |   |
|  |  |    |  |   |
|  |  |    |  |   |
|   |   |   |   |    |
|   |   |  |  |  |
|   |   |  |  |  |
|   |   |  |  |  |
|   |   |  |   |  |
|   |   |  |  |  |

Poster English/Spanish

**BIKE TO WORK DAY 2015**  
**FRIDAY 5.15.15**

COMMITTEE CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION  
Marriott K&E ICF  
Bicycle Space LOCAL MOTION Bike Arlington ExpressLanes  
GENERAL DYNAMICS Information Technology The JBG Companies EARTHJUSTICE KIND  
BIKEBROLL goUGO BIKES+VIENNA ABUS BROMPTON  
CRYSTALIDE A&A KIMPTON hotels & restaurants  
ORNL  
LOCKHEED MARTIN  
JAMES BicyclePASS ORTLIEB pdw

Pre-Register by May 8 for free T-shirt\* and bike raffles!  
FREE FOOD, BEVERAGES and GIVEAWAYS at all LOCATIONS  
Over 75 Bike to Work Day pit stops located in D.C., Maryland and Virginia  
Visit [biketoworkmetrodc.org](http://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](http://www.biketoworkmetrodc.org) or call 800.745.7433

bike to work day 2015

**DÍA DE LA BICICLETA PARA IR AL TRABAJO 2015**  
**VIERNES 5.15.15**

COMMITTEE CONNECTIONS WASHINGTON AREA BICYCLE ASSOCIATION  
Marriott K&E ICF  
Bicycle Space LOCAL MOTION Bike Arlington ExpressLanes  
GENERAL DYNAMICS Information Technology The JBG Companies EARTHJUSTICE KIND  
BIKEBROLL goUGO BIKES+VIENNA ABUS BROMPTON  
CRYSTALIDE A&A KIMPTON hotels & restaurants  
ORNL  
LOCKHEED MARTIN  
JAMES BicyclePASS ORTLIEB pdw

Regístrese previamente antes del 8 de Mayo para una camiseta gratis\*, y el sorteo de bicicletas.  
COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES.  
Mas de 75 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.  
Visite [biketoworkmetrodc.org](http://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 registran.  
Día De La Bicicleta Para Ir Al Trabajo es financiado también por los Departamentos de Transporte del Distrito de Columbia, Maryland, Virginia, y del gobierno federal.

Regístrese en [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org) o llame al 800.745.7433

bike to work day 2015

Rack Card (front and back)

**BIKE TO WORK DAY 2015**  
**FRIDAY 5.15.15**



Register at  
[www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org)  
or call **800.745.7433**

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

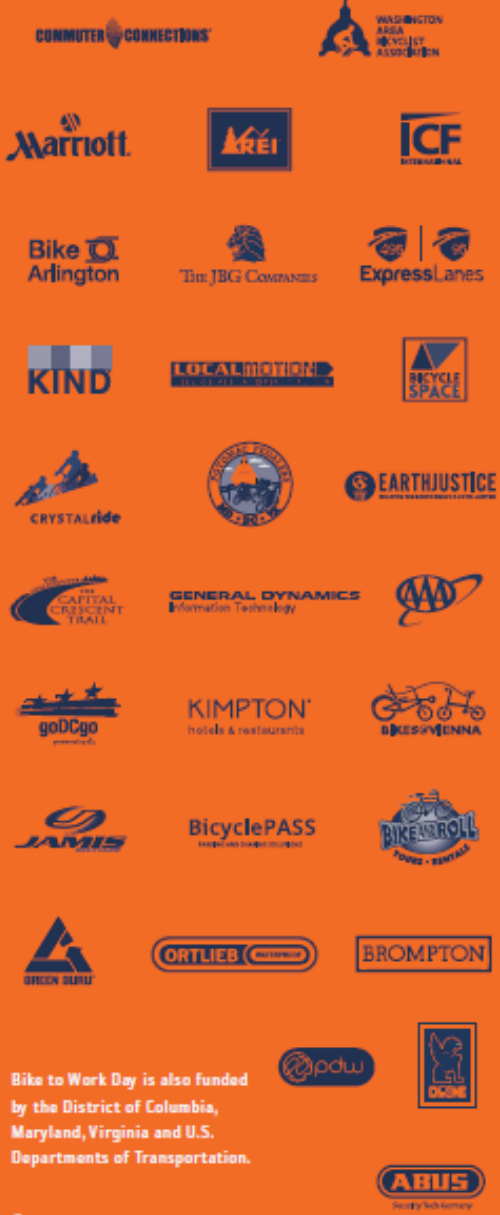
**FREE FOOD, BEVERAGES and  
GIVEAWAYS at all LOCATIONS**

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

Visit [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org)  
for specific pit stop locations  
and times.

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



Logos include: COMMUTER CONNECTBINS, WASHINGTON AREA BICYCLE ASSOCIATION, Marriott, KREI, ICF, Bike to Work Arlington, The JBG Companies, ExpressLanes, KIND, LOCAL MOTION, BICYCLE SPACE, CRYSTALride, EARTHJUSTICE, CAPITAL CRESCENT TRAIL, GENERAL DYNAMICS Information Technology, goDCgo, KIMPTON hotels & restaurants, BIKESVIENNA, JAMS, BicyclePASS, BIKEROLL FOODS - RENTALS, ORTLIEB, BROMPTON, ipdw, DCBM, and ABUS.

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

Printed on recycled paper

T-Shirt (front & back)



Pit Stop Banner

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

**COMMUTER CONNECTIONS**   
 WASHINGTON AREA BICYCLIST ASSOCIATION   
 Marriott   
 REI   
 ICF INTERNATIONAL

Bike Arlington   
 THE JBG COMPANIES   
 ExpressLanes   
 BICYCLE SPACE

KIND HEALTHY SNACKS   
 LOCAL MOTION   
 EARTHJUSTICE   
 bike to work day 2015

Register at [www.BIKETOWORKMETRODC.org](http://www.BIKETOWORKMETRODC.org) or call 800.745.7433

**2015 BIKE TO WORK DAY**  
**FRIDAY 5.15.15**

## Social Media

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



A screenshot of the Facebook page for "Bike to Work Day Non-Profit Organization". The page header features a banner image of a person's hands on a bicycle handlebar, with the text "BIKE TO WORK DAY 2015 FRIDAY 5.15.15" and contact information "800.745.RIDE www.biketoworkmetrodc.org". Below the banner is the organization's profile picture, a logo with the text "bike to work day 2015". The page navigation includes "Timeline", "About", "Photos", "Reviews", and "More". The main content area shows a post from "Commuter Connections" with a photo of three people in orange shirts under a white tent. Below this is a video titled "Bike To Work Day 2015 is Friday May 15th" with a play button icon. The page also displays statistics such as "1,524 people like this" and "25 people have been here".



## Bike to Work Day Facebook Analytics



 **Car-Free Diet**  
@CarFreeDiet

 Follow

RT @bikearlington: The Ballston #BtWDC pit stop will have @DJNeekola providing music all morning! Get registered: [bit.ly/1GRvDhx](http://bit.ly/1GRvDhx)

 **Dr. Gridlock**   
@drgridlock

 Following

Dr. Gridlock: Bike to Work Day is Friday and the weather forecast is... [wapo.st/1cBxJdk](http://wapo.st/1cBxJdk)

**Bike to Work Day**  
**Twitter Analytics**

Commuter Connections x Twitter x Twitter Analytics account x Facebook x http://www.api.commuter- x @brandon

https://analytics.twitter.com/user/BikeToWorkDay/home

Apps ★ Bookmarks Google Commuter Connecti... Commuter Connecti... BTWD | Bike To Wor... BTWD • Log In Car-Free-Day Federal ETC Metropolitan Washi...

Analytics Home Tweets Followers Twitter Cards Tools v Commuter Connections v USA Sign up for Twitter Ads

**Account home**  
**Commuter Connections** @BikeToWorkDay Page updated d

**FRIDAY 5.15.15**  
 800.745.RIDE www.biketoworkmetrodc.org

**28 day summary** with change over previous period

|                      |                                     |                                  |                          |                         |
|----------------------|-------------------------------------|----------------------------------|--------------------------|-------------------------|
| Tweets<br>27 ↑ 17.4% | Tweet impressions<br>27.8K ↑ 174.5% | Profile visits<br>3,040 ↑ 217.3% | Mentions<br>217 ↑ 352.1% | Followers<br>1,513 ↑ 79 |
|----------------------|-------------------------------------|----------------------------------|--------------------------|-------------------------|

May 2015 • 14 days so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 5,520 impressions

#TopChef finalist @BryanVolltaggio owner of @VOLTResto will join #BTWDC in Frederick MD 5.15.15 and also chefscycle.org for charity.

👤 2 ★ 4

[View Tweet details](#) [View all Tweet activity](#)

**Top mention** earned 96 engagements

**WABA**  
@WABADC · May 13

Here's how to prepare for Bike to Work Day on Friday: waba.org/blog/2015/05/h...  
@BikeToWorkDay

👤 1 🔄 9 ★ 7

[View Tweet](#)


**ADVERTISE ON TWITTER**

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more than 1.2 billion people.

[Get started](#)

**Top Follower** followed by 76.1K people



**Top media Tweet** earned 1,750 impressions

On 5.15.15 for biketoworkmetrodc.org MARC's Bike Car will be running limited service on MARC Penn & Brunswick lines  
via twitter.com/5u1D7Qe57E

**MAY 2015 SUMMARY**

|                         |                            |
|-------------------------|----------------------------|
| Tweets<br>16            | Tweet impressions<br>17.8K |
| Profile visits<br>2,429 | Mentions<br>186            |

More followers

Windows taskbar: 1:35 PM 5/15/2015



## Earned Media

Television – WJLA ABC 7

### ABC7 Video

'Bike to Work' Day kicks off in D.C. area



'Bike to Work' Day kicks off in D.C. area 05/15/2015 12:23 PM EDT

### ABC7 Video

'Bike to Work' Day kicks off in D.C. area



'Bike to Work' Day kicks off in D.C. area 05/15/2015 12:23 PM EDT

## Event Photos



Congressman Don Beyer,  
photo courtesy BikeArlington



photo courtesy DC Bike Blogger



## Blogs

Local bloggers received event information and an offer to get their own BTWD t-shirt to encourage buzz about the Bike to Work Day event.

- 1) Popville, Dan Silverman
- 2) Greater Greater Washington, Jonathan Krall
- 3) Wash Cycle
- 4) DCist, Matt Cohen
- 5) Beyond DC, Dan Malouff





Photo courtesy of Shenandoah Valley Discovery Museum.

Clarke County and Winchester, Va., are a short drive west past Leesburg. Once you're west of the ridge, life really slows down. Berryville, the county seat of government, features the lovely Rose Hill Park, where musicians play on Friday nights throughout summer. The town has eateries and shops to satisfy hungry travelers.

Historic downtown Winchester—15 miles west of Berryville—has a walking mall chock full of Southern hip, a terrific variety of food, from comfort to fusion elegance.

Here are a few stops to whet your appetite for spending a day West of the Ridge.

**Shenandoah Valley Discovery Museum**

Sure it was built with kids in mind, but the Shenandoah Valley Discovery Museum will bring out the kid in everyone. It offers a user-friendly, hands-on, interactive venue for informal education—and is especially great for the way the activities create connections between kids and their parents or grandparents who bring them.

What really works at the Discovery Museum is the way exhibits engage people of all ages and backgrounds—grabbing each kid at their own level, each adult with some curiosity-inducing puzzle.

There are educational programs throughout the year, as well as activities meant to bring together artists and other creatives.

Check out the website before you go to get a lay of the land and what to expect when visiting with small children: [www.discoverymuseum.net](http://www.discoverymuseum.net).



Photo by Jennifer Lee.

**Burwell Morgan Mill**

Located in the tiny hamlet of Millwood, the mill was built for Nathaniel Burwell by Gen. Daniel Morgan and others in the mid-1780s. Sometime after the mill closed its doors in 1953, a local businessman bought it for a restaurant site—when he decided against the project he sold it to the Clarke County Historical Association for \$1.

Now, on weekends May through November, visitors from far and near come to see the grist mill at work grinding corn meal of colorful varieties and wheat

flour. Much of the yellow and white corn ground at the mill comes from local farms. Volunteer millers offer up one-on-one history lessons to all comers on the inner workings of the gears and grinding stones, the building, and the village that sprang up and flourished around the mill.

The mill is also the home of the Clarke County Historical Association's popular Art at the Mill. Open this year on weekends through May 10, the program exhibits the works of many of the Valley's finest artists. Proceeds from the sales benefit the CCHA. Learn more at [www.clarkehistory.org](http://www.clarkehistory.org).

**BIKE TO WORK DAY**  
FRIDAY 5.15.15



75+ pit stops located in D.C., Maryland, and Virginia  
Pre-Register by May 8 for Free T-Shirt\* and Bike Raffles  
Free Food, Beverages and Giveaways at All Locations

Register at  
**[biketoworkmetrodc.org](http://biketoworkmetrodc.org)**  
or call **800.745.7433**




\*T-shirt available at pit stops to first 1,000 who register

## Employer Recognition Awards

The Employer Recognition Awards program recognizes employers who voluntarily initiate worksite commute programs to assist their employees. The nomination period ended January 31, 2015 and the Selection Committee met on March 19<sup>th</sup>. Winners and nominees will be honored at the eighteenth annual awards ceremony June 30, 2015 at the Grand Hyatt in Washington, DC. A video, invitations, podium sign, print ad, and program booklet were developed for the 2015 awards ceremony. Giveaways and trophies were ordered.

### Invitation



## 'Pool Rewards



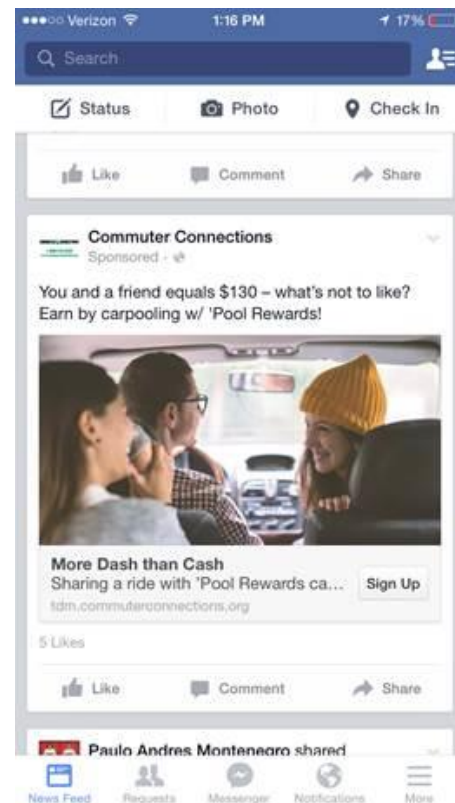
### Spring Campaign

A combination of Facebook and TV paid media ran in the spring to promote the benefits and incentives of the 'Pool Rewards program. The spring 2015 newsletter also included an article to employers touting the benefits and cost-savings of Ridesharing and encourage registration for the 'Pool Rewards incentive program.

### Message Strategy

Paid spots began March 24<sup>th</sup> with Facebook promoting both 'Pool Rewards and the 95 Express Lanes extra incentive through March 31st. April 1 through June 15th, the Facebook buy promoted the benefits of 'Pool Rewards ridesharing. Starting May 4<sup>th</sup>, NBC4 began airing on alternate Rideshare weeks and will end June 21st. Ads on both Facebook and NBC4 encourage commuters to find a partner to start a new carpool/vanpool and save.

### Facebook Ads



NBC4 Television Ad (:30 seconds)






**GWRideConnect**

Online banner - 95 Express Lanes bonus incentive

The banner is a vertical stack of five black rectangular sections with white and green text. The top section features a shield icon with the number 95 and the text 'ExpressLanes'. The second section says 'Carpools of 3 travel TOLL-FREE with E-ZPass Flex'. The third section says 'Plus, POOL REWARDS provides \$2.00 cash / day'. The fourth section says 'for members of newly-formed carpools\*' with a small asterisk and the text '\* additional rules & restrictions apply' below it. The bottom section features the 'COMMUTER CONNECTIONS' logo and the text 'can help you find carpool partners!'.

Enjoy time savings on the  ExpressLanes

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

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

for members of newly-formed carpools\*

\* additional rules & restrictions apply

**COMMUTER CONNECTIONS** can help you find carpool partners!



## Geographic Targeting

Washington D.C. DMA

| 'Pool Rewards<br>Spring Budget | MWCOG<br>Cost   | Gross Dollars      |
|--------------------------------|-----------------|--------------------|
| TV                             | \$20,910        | \$24,600.00        |
| Facebook                       | \$ 3,000        | \$ 3,529.50        |
| <b>Total Budget</b>            | <b>\$23,910</b> | <b>\$28,129.50</b> |

## Commuter Connections Newsletter and Federal ETC Insert

Winter and Spring editions of the Commuter Connections Newsletter were produced during the second half of FY2015. The six page 4-color newsletters are produced and distributed quarterly 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](http://www.federaletc.org).

## Winter 2015 Newsletter and Federal ETC Insert

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

**WHAT'S INSIDE**

- 2 New Ridership Programs to Serve Shared-Ride Commuters
- 3,000+ Rides to Work Days in May 2015
- 4 Commuter Carpools and Carshares Now 50 Trips Long
- 3,000+ Localized Ride-Pricing Pricing Pilot
- 4,000+ Shared Rides

**HOW RIDE-SOURCING SERVICES FIT INTO THE TRANSPORTATION LANDSCAPE**

There has been an abundance of news coverage regarding Transportation Network Companies (TNCs) such as Uber, Lyft, Sidecar and many others, who after ridesourcing services. Lyft markets itself as "your friend with a car" and real-uber promotes themselves as "your on-demand private driver".

These recently emerged companies offer a new twist on the well-established taxicab industry, long embedded into the transportation landscape. In fact, the first taxicab company began in New York City over a century ago.

TNCs not only work similar to taxicab companies, in essence, they work much like them; the main distinction is technology. Rides do not start with the hailing of a cab or by speaking over the phone to a dispatcher; rather, rides are enabled through smartphones and computers. When a ride is needed, customers use an app or go online to make the arrangement. Shortly thereafter a paid driver pulls up and takes the passenger to their destination. The transaction is paid via credit card stored electronically.

Concerning to Commuter Connections, and other non-profit organizations that promote traditional ridesharing, is the misuse of the term "ridesharing" for companies like Uber. For all intents and purposes, these companies are essentially high-tech taxicab services. To less like ridesharing, and more like ridesourcing, the term "ridesharing" has traditionally been associated with informal, not-for-profit carpooling in an unregulated practice. Ridesharing by definition is an informal arrangement between private citizens to share a ride in a personal vehicle typically in a recurring fashion for commuting purposes. In order to reduce overall cost and/or time. Commonly, those who rideshare take turns as drivers.

Critics claim that these new Transportation Network Companies gained initial advantage by disassociating themselves from the taxicab industry in order to avoid insurance and licensing fees required of the regulated cab industry. Taxicab associations cried foul, asserting that TNCs did not have to play by the same rules and carry the equivalent financial burdens.

*Continued on page 2*

**FEDERAL ETC UPDATES**  
Employee Transportation Coordinator

**TELEWORK WEEK: MISSION ACCOMPLISHED**

Last year, Mobile Work Exchange's National Telework Week saw an abundance of participants as more than 153,000 federal workers, and close to 10,000 employees in the nonprofit and private sectors, teleworked at least two days, more than four times the 2011 pledge.

The typical Telework Week pledgee saved an average of 4.5 hours and 590 in commuting costs for the week and avoided a 45 mile round trip commute.

Overall, 163,973 participants saved a total of \$16,042,766, reduced 18,294,198 pounds of emissions, and could save \$702,138,306 if they teleworked for a year.

During Telework Week, federal employees alone saved more than \$13 million, avoided 14 million commuting miles, saved more than 10,000 tons of pollutants, and gained more than 716,000 hours. According to [mobiliworkexchange.com](http://mobiliworkexchange.com), if all eligible federal employees teleworked an average of two days per week, collectively agencies could save \$6.7 billion per year.

For the second straight year, Telework Week, received an influx of federal teleworkers following a late winter storm, but its continued popularity signaled the growing influence of the mobile employee in the federal workplace, according to Mobile Work Exchange.

As evidence, Telework Week's first official year, which drew 39,000 pledgees, and its unofficial, more humble beginning saw just a few thousand teleworkers in government take the pledge.

Mobile Work Exchange (MWE) congratulates the federal government on its significant strides forward in telework and workplace flexibility since the Telework Enhancement Act was signed into law five years ago. Although telework continues to be an important issue in government, in light of major progress, MWE no longer feels it necessary to host a National Telework Week. MWE will continue to work with government agencies to understand the emerging telework landscape and to build out new programs to address community needs and requirements.

Mobile Work Exchange is a public-private partnership focused on demonstrating the value of mobility and telework, and serving the emerging educational and communication requirements of the federal mobilitywork community. For more information, visit [www.mobiliworkexchange.com](http://www.mobiliworkexchange.com).

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

**WHAT'S INSIDE**

- 2 Different Shared-Ride Programs
- 3 New Ridership Programs to Serve Shared-Ride Commuters
- 4 Commuter Carpools and Carshares Now 50 Trips Long
- 4,000+ Shared Rides

**WE'LL GET YOU HOME, GUARANTEED!**

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

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

While GRH is a very beneficial program, many of your employees may not know about this free service. In Commuter Connections' 2013 State of the Commuter survey, only 23 percent of respondents were aware of a regional GRH program.

For those that know of and have used the GRH program reviews are heartwarming and glowing.

Maria N. said that, "With GRH this past year I felt encouraged to commute. I think GRH does great work in encouraging a community to rideshare and use [a] public transit is vital for the long term sustainability of the area."

While we get a lot of emails about how much Commuter Connections members use and appreciate the service, the following story from member Roy Grzesnikle sums up exactly how GRH works.

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

**FEDERAL ETC UPDATES**  
Employee Transportation Coordinator

**TMP HANDBOOK - ROADMAP TO A SUCCESSFUL TDM PROGRAM**

Commuter Connections has found that it needs to look at TDM programs with a critical eye to see if there are areas that could be done differently or aspects that could be added to get more employees out of their cars and into transportation alternatives. This is especially true for federal employees who are mandated to reduce single-occupant vehicle use of their employees.

It's for this reason that the Transportation Management Plan (TMP) Handbook was developed. Evolving from initiatives sponsored by the General Services Administration, the Metropolitan Washington Council of Governments, and the National Capital Planning Commission, the TMP Handbook was first developed in 1998 and has been periodically updated to respond to changing interests and requirements at the federal, regional, and local level, as well as new services and information.

The TMP Handbook offers a wealth of information and covers most aspects of how to develop a TDM program, including an appendix section that lists a "how-to" and more of a "what's worked" for other federal employees.

It's beneficial to hear what other ETCs are doing, what has worked, or not worked, and how successful their strategies have been. There are several examples of federal agency TDMs, including St. Elizabeth's West Campus, Joint Base Anacostia - Balling, and Naval Support Activity - Bethesda. These examples are short and concise and give a brief overview of a TDM program, the notable characteristics, and some statistics.

To access the Transportation Management Plan handbook, visit [www.federaletc.org](http://www.federaletc.org).

## Clean Air Partners

Commuter Connections provided a \$10,000 sponsorship toward the Clean Air Partners marketing campaign for FY2015. Radio advertising will include mention of Commuter Connections' sponsorship, and other non-broadcast ads will contain the Commuter Connections logo.



The screenshot shows the homepage of the Clean Air Partners website. At the top, there is a navigation menu with links: YOUR AIR QUALITY, GET INVOLVED, AIR QUALITY FACTS, EDUCATION, SUPPORTERS, RESOURCES, and ABOUT. Below the menu is a large banner image of a man in a blue shirt standing in front of a ship labeled "CHESAPEAKE". The banner includes the Clean Air Partners logo and the text "CLEAN AIR PARTNERS DC-MD-VA".

Below the banner are several content blocks:

- Sign Up for AirAlerts:** A blue box with a text input field and a button. Text: "Air Quality information delivered straight to your inbox."
- Action Guide:** A blue box with a colorful icon and the text "Air Quality Action Guide".
- Spotlight:** A blue box with the title "Teleworkbaltimore.com" and a photo of a woman working. Text: "Maryland's Department of Transportation (MDOT) has partnered with the Baltimore Metropolitan Council (BMC) to provide a program for employers in the Baltimore region who want to set up a telework program for their employees. The program has two goals. Th... [Read More](#)"
- News:** A section with three articles:
  - Annual Celebration and Awards:** "Join us for this year's Annual Celebration and Awards event which will be held on Wednesday, May 13th at the Torpedo Factory Art Center, located in Alexandria, VA. This year's theme is 'Pollution is Ruining the Air. We Can't Afford Not to Care!' A reception and awards event will begin at 6:00 p.m. [registration open](#)"
  - Guide to Keeping Your Lungs Happy:** "Spring is just around the corner and unhealthy air quality will follow. Get ready by checking out our Guide to Keeping Your Lungs Happy. [view guide](#)"
  - 2015 Poster Contest Winners:** "Thanks to all of the students that submitted a creative poster that brings to light the solutions to air pollution and climate change. We are pleased to announce the following winners. [contest winners](#)"
- Forecast:** A section with a map of the Metro Washington area and a color-coded legend for air quality levels: Very Unhealthy (red), Unhealthy (orange), Unhealthy, Moderate (yellow), and Good (green). A table shows the forecast for the next five days:
 

| Day       | Forecast |
|-----------|----------|
| Today     | Good     |
| Monday    | Good     |
| Tuesday   | Good     |
| Wednesday | Good     |
| Thursday  | Good     |

At the bottom of the page, there are social media icons for Facebook, Twitter, YouTube, and mobile app download buttons for the App Store and Google Play. A footer contains contact information: "Clean Air Partners • 777 North Capital St, Suite 300 • Washington DC 20002 • Tel: (877) 515-4593 • Fax: (202) 962-3202".

## Appendix A

### Performance Measures

#### Web Visits

| Month | FY 2014<br>Web Visits | FY 2015<br>Web Visits | +/-           | +/- %        |
|-------|-----------------------|-----------------------|---------------|--------------|
| Jan   | 6,754                 | 12,308                | 5,554         | 82.2%        |
| Feb   | 6,397                 | 10,960                | 4,563         | 71.3%        |
| March | 8,336                 | 14,919                | 6,583         | 79.0%        |
| April | 9,183                 | 14,185                | 5,002         | 54.5%        |
| May   | 11,881                | 15,306                | 3,425         | 28.8%        |
|       | <b>42,551</b>         | <b>67,678</b>         | <b>25,127</b> | <b>59.1%</b> |

#### Phone Calls

| Month | FY 2014<br>Phone Calls | FY 2015<br>Phone Calls | +/-            | +/- %         |
|-------|------------------------|------------------------|----------------|---------------|
| Jan   | 1,932                  | 1,517                  | (415)          | -21.5%        |
| Feb   | 1,548                  | 1,273                  | (275)          | -17.8%        |
| March | 1,803                  | 1,331                  | (472)          | -26.2%        |
| April | 2,169                  | 1,479                  | (690)          | -31.8%        |
| May   | 2,139                  | 1,392                  | (747)          | -34.9%        |
|       | <b>9,591</b>           | <b>6,992</b>           | <b>(2,599)</b> | <b>-27.1%</b> |

## GRH Applications

| Month | GRH<br>FY 2014<br>Applications | GRH<br>FY 2015<br>Applications | Change     | %            |
|-------|--------------------------------|--------------------------------|------------|--------------|
| Jan   | 884                            | 1,001                          | 117        | 13.2%        |
| Feb   | 922                            | 994                            | 72         | 7.8%         |
| March | 668                            | 929                            | 261        | 39.1%        |
|       | <b>2,474</b>                   | <b>2,924</b>                   | <b>450</b> | <b>18.2%</b> |

## Rideshare Applications

| Month | Rideshare<br>FY 2014<br>Applications | Rideshare<br>FY 2015<br>Applications | Change     | %            |
|-------|--------------------------------------|--------------------------------------|------------|--------------|
| Jan   | 868                                  | 724                                  | -144       | -16.6%       |
| Feb   | 707                                  | 1,216                                | 509        | 72.0%        |
| March | 1,075                                | 1,035                                | -40        | -3.7%        |
|       | <b>2,650</b>                         | <b>2,975</b>                         | <b>325</b> | <b>12.3%</b> |



# Commuter Connections Facebook Analytics

Ad Set Summary

Home Campaign Ad Set

All Campaigns tdm.commuterconnections.org... - Website Clicks 'Pool Rewards March 31st, 2015' How does this page work? [Create Ad in Ad Set](#)

STATUS: **Active** (1 Inactive Ad)

DELIVERY: **Active**

SPENT TODAY: **\$11.62** of \$40.00

LIFETIME SPENT: **\$2,188.00** of \$2,976.35

END DATE: **Jun 7** (19 days left)

WEBSITE CLICKS: **5,788**

REACH: **227,580**

FREQUENCY: **3.49**

TOTAL SPENT: **\$2,188.00**

AVG. COST PER WEBSITE CLICK: **\$0.38**

March 24, 2015 - June 7, 2015

Clicks to Website

| Status   | Ad  | Delivery | Results              | Cost                     | Reach   | Frequency | Clicks | Click-Through Rate | Relevance Score |
|----------|---|----------|----------------------|--------------------------|---------|-----------|--------|--------------------|-----------------|
| Active   | tdm.commuterconnections.org/mwcog/-Website Clicks | Active   | 5,263 Website Clicks | \$0.36 Per Website Click | 200,555 | 3.56      | 5,475  | 0.768%             |                 |
| Inactive | tdm.commuterconnections.org/mwcog/-Website Clicks | Inactive | 525 Website Clicks   | \$0.56 Per Website Click | 42,548  | 1.92      | 574    | 0.701%             |                 |

Facebook © 2015 English (US)

## Appendix B FY2015 Spring Media Schedules

| Commuter Connections FY2015 Spring Umbrella |                     |                   |                 |               | Media Schedule: Specific Dates Spots Run (Week of) |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|---|---------------------|-------------------|-----------------|---------------|--|------|-----|-----|------|------|------|-----|------|------|------|-----|------|------|------|-----|-----|------|------|--|--|
| GRH   | Radio               | Media Outlet      | Format          | Dial Position | Campaign to Run                                    | 2/23 | 3/2 | 3/9 | 3/16 | 3/23 | 3/30 | 4/6 | 4/13 | 4/20 | 4/27 | 5/4 | 5/11 | 5/18 | 5/25 | 6/1 | 6/8 | 6/15 | 6/22 |  |  |
|   |                     | WTOP              | News Talk       | 103.5FM       | 3/2-6/22/2015                                      |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| WBIG  | Oldies/Classic Hits | 100.3FM           | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| WWDC  | Rock                | DC101.1FM         | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| ESPN (WTEM)                                 | Sports              | 980AM             | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| WIHT-FM                                     | Top 40              | 99.5              | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| WASH  | AC                  | 97.1              | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| WMZQ-FM                                     | Country             | 98.7              | 3/2-6/22/2015   |               |  |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
| Rideshare                                   | Radio               | WLZL              | Spanish         | 107.9         | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WAFY/WWEG         | AC/Classic Hits | 103/106.9FM   | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WFLS              | Country         | 93.3FM        | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WFRE              | Country         | 99.9FM        | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WRQX              | Top 40          | 107.3         | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WTOP              | News Talk       | 103.5FM       | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | WBQB-FM           | AC              | 101.5         | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | ABC7/WJLA         | News            | Channel 7     | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | Comcast SportsNet | Sports          |               | 2/23-6/15/2015                                     |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |
|   |                     | Division D        | Online Ads      |               | 3/1-5/31/2015                                      |      |     |     |      |      |      |     |      |      |      |     |      |      |      |     |     |      |      |  |  |

Legend

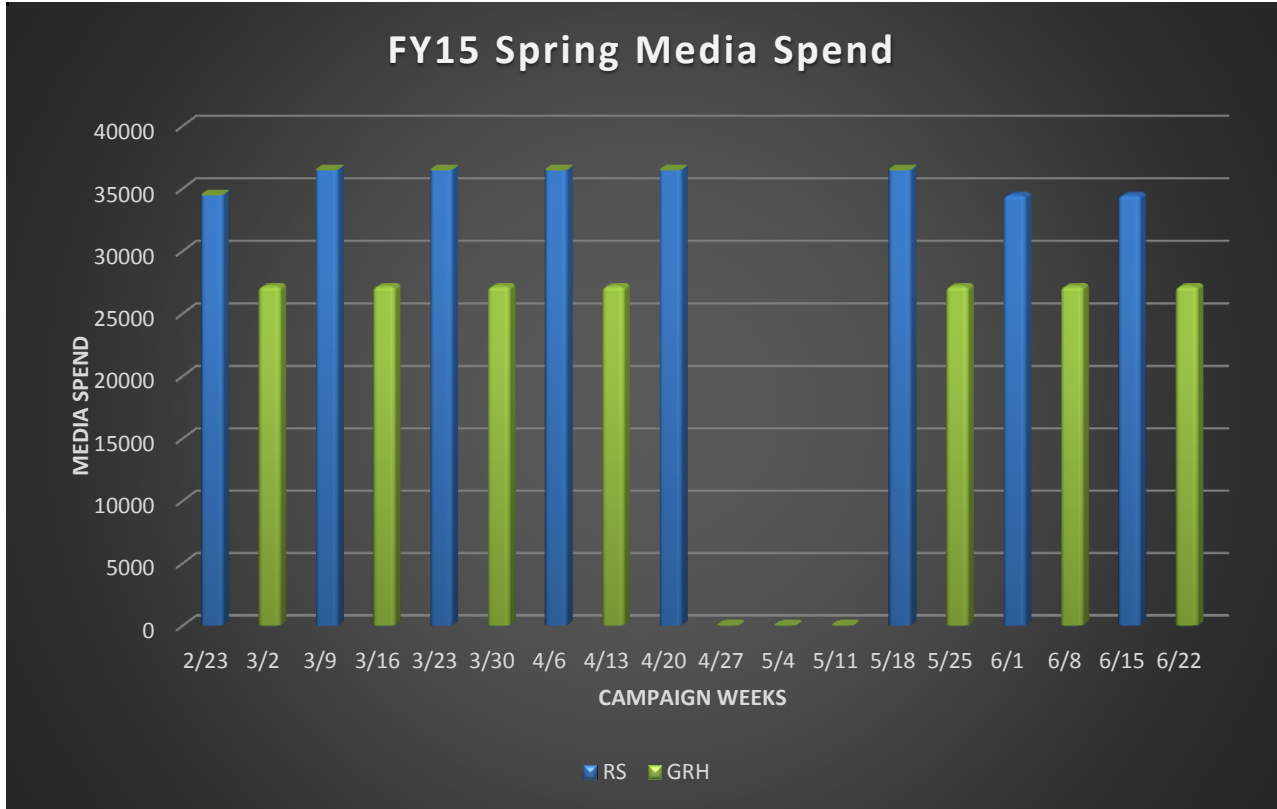
|                                     |
|-------------------------------------|
| Guaranteed Ride Home Radio Coverage |
| Rideshare Radio Coverage            |
| Rideshare TV Coverage               |
| Rideshare Online Coverage           |

| Commuter Connections FY2015 Spring Media Schedule Chart |                     |            |                  |                  | Media Schedule: Specific Dates Spots Run (Week of) |       |      |        |                  |      |      |      |     |     |      |      |  |
|---|---------------------|------------|------------------|------------------|--|-------|------|--------|------------------|------|------|------|-----|-----|------|------|--|
|   | Media Outlet        | Format     | Dial Position    | Campaign to Run  | 1/12   | 1/19  | 1/26 | 4/27   | 5/4              | 5/11 | 5/18 | 5/25 | 6/1 | 6/8 | 6/15 | 6/22 |  |
|   |                     |            |                  |                  | 'Pool Rewards                                      | Radio | WFED | 1500AM | 12/15/14-1/19/15 |      |      |      |     |     |      |      |  |
| WLZL (El Zol)   | Spanish             | 107.9      | 12/15/14-1/19/15 |                  |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| WBIG  | Oldies/Classic Hits | 100.3FM    | May-June         |                  |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| WMZQ-FM   | Country             | 98.7       | May-June         |                  |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| Print Ads   | Ft Detrick Standard |            |                  | 12/15/14-1/19/15 |  |       |      |        |                  |      |      |      |     |     |      |      |  |
|   | Andrews Gazette     |            |                  | 12/15/14-1/19/15 |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| TV  | ABC7/WJLA           | News       | Channel 7        | May-June         |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| Online  | DCMilitary.com      |            |                  | 12/15/14-1/19/15 |  |       |      |        |                  |      |      |      |     |     |      |      |  |
|   | Facebook            | Online Ads |                  | May-June         |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| Bike to Work Day  | Radio               |            |                  | April-May        |  |       |      |        |                  |      |      |      |     |     |      |      |  |
|   |                     |            |                  | April-May        |  |       |      |        |                  |      |      |      |     |     |      |      |  |
|   |                     |            |                  | April-May        |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| Print Ads   |                     |            | April-May        |                  |  |       |      |        |                  |      |      |      |     |     |      |      |  |
| Employer Recognition Awards                             | Print Ads           |            |                  | June             |  |       |      |        |                  |      |      |      |     |     |      |      |  |
|   |                     |            |                  | June             |  |       |      |        |                  |      |      |      |     |     |      |      |  |

Legend

|                                       |
|---------------------------------------|
| 'Pool Rewards Radio Coverage          |
| Pool Rewards TV Coverage              |
| 'Pool Rewards TV Coverage             |
| 'Pool Rewards Online Coverage         |
| BTWD Radio                            |
| BTWD Print Ads                        |
| Employer Recognition Awards print ads |

**Appendix C**  
**FY2015 2nd Half Paid Media Spend**



**Note: BTWD weeks are 4/27, 5/4, and 5/11.**