

Bike to Work Day May 2012 Event Report Washington DC Metropolitan Region



**Prepared By:
Commuter Connections
Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
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ACKNOWLEDGEMENTS

The 2012 Metropolitan Washington Bike to Work Day (BTWD) Pit Stop Managers consisted of the following individuals representing their respective organizations:

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Kristen Barden	Adams Morgan Business Improvement District
Diane Bolton	National Institutes of Health
Justin Brown	National Geographic Society
Brandon Burke	Department of Defense
John Campanile	Private Citizen
Jack Carlile	U.S. Food and Drug Administration
Dotty Dalphon	Frederick County TransIT
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Claire Schaefer	Capitol Riverfront Business Improvement District
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Frank Stevens	City of Bowie
Joe Stratton	United States Coast Guard
Charlie Strunk	Fairfax County
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Elisa Vitale	College Park Maryland
Kristen Watkins	LL Bean
Sheila Wilson	Montgomery County Commuter Services
Sally Wood	Prince William County Park Authority
Jim Young	Marriott International

*Chair, Bike to Work Day 2012 Steering Committee

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos	Douglas Franklin
Mark Hersey	Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Shane Farthing	Greg Billing	Nelle Pierson
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Washington Metropolitan Area Transit Authority (WMATA) staff included:

Kristin Halderman

**Virginia Department of Transportation
Maryland Department of Transportation
District Department of Transportation**

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BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region for over a decade and was originally started by the Washington Area Bicyclist Association with a main rallying point or Pit Stop in downtown DC. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day Steering Committee to examine the feasibility of adding additional Bike To Work Day pit stops or rallying points throughout the region in 2001, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown with more participants signing up every year.

For the tenth year in a row, Bike to Work Day planning began in the fall of 2011 for the 2012 May 18th event. The Steering Committee's goal for the event was set at 12,500 and reached. Overall the May 18, 2012 event generated 12,566 registrants from 58 pit stops.

The approximate breakdown of registrants by pit stop was:

1. Adams Morgan (DC) - 376
2. Alexandria – 586
3. Alexandria Carlyle - 199
4. Alexandria Mark Center - 117
5. Anacostia (DC) - 34
6. Arlington Rosslyn – 968
7. Arlington Ballston – 513
8. Bethesda – 685
9. Bowie Old Town– 19
10. Bowie Town Center – 38
11. Burke - 51
12. Buzzard Point - 55
13. Capitol Hill Eastern Market (DC) – 325
14. Capitol Riverfront (DC) - 165
15. College Park – 130
16. Columbia Heights (DC) - 294
17. Crystal City - 513
18. Fairfax Corner – 151
19. Fairfax City – 62
20. Falls Church 261
21. Farragut Square (DC) – 448
22. Frederick – 255
23. Golden Triangle Murrow Park - 89
24. Greenbelt - 54
25. Haymarket - 14
26. Herndon - 291
27. Hyattsville Magruder Park - 101
28. Indian Head - 26
29. Leesburg – 234
30. Manassas GMU – 55
31. Manassas Kelly Leadership Center – 21
32. Manassas VRE Station - 53

33. Merrifield – 132
34. Mt. Vernon Triangle (DC) - 280
35. NIH (Bldg 1) – 435
36. NIH (Exec Blvd) – 109
37. National Geographic - 358
38. Naval Medical – 196
39. NOMA (DC) - 280
40. North Bethesda – 190
41. Oxon Hill – 54
42. Reagan Building - 925
43. Reston – 449
44. Rock Springs - 137
45. Rockville Town Center – 202
46. Rockville Falls Grove – 170
47. Silver Spring – 325
48. Springfield - 87
49. Sterling-Orbital – 375
50. Takoma Park – Downtown/Old Takoma - 126
51. Takoma Park – Sligo Creek Trail - 44
52. Takoma Park – Takoma/Langley Crossroads - 5
53. Tysons Corner - 86
54. Vienna – 324
55. White Oak – 44
56. Woodbridge Chin Center – 29
57. Woodbridge Rippon VRE Station – 14
58. Woodbridge VRE Station – 12

Bicyclists enjoyed free T-shirts, snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$45,550 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its registrant goal for Bike to Work Day 2012, included:

- Web site designed and maintained by Commuter Connections.
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA's membership.
- Providing links from local Transportation Management Associations' (TMA) web sites.
- A radio and print media campaign by Commuter Connections.
- Outreach to employers through a direct mail marketing and email campaign by Commuter Connections.
- An article geared towards employers in the Commuter Connections newsletter.
- Local marketing efforts by the various pit stop managers.
- A direct e-mail solicitation and reminder to previous year's participants.
- Banners designed and printed by Commuter Connections.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments Public Affairs Office, Commuter Connections and WABA.
- The design and distribution of free t-shirts by Commuter Connections
- Donated giveaway prizes obtained through City Bikes and BicycleSPACE.
- Newspaper advertisements.

In addition, 25 bicycling convoy routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and other giveaways. Many Pit Stops had other activities for bicyclists and are described later in this report. The convoy routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through the web site.

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclist Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 30% from 2001 to 2011. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

In the Fiscal Year 2006 Commuter Connections Work Program, the Bike to Work Day Event was given a line item for the Commuter Connections budget. Commuter Connections is funded by the District of Columbia Department of Transportation and the Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation.

For the 2012 event Commuter Connections designed and managed the Bike to Work Day web site, while the registration functionality was still being handled by WABA. The web domains of www.biketoworkmetrodc.com and www.biketoworkmetrodc.org were secured and the 2012 Bike to Work Day event registration web site was launched in March. The web site masthead reflects the marketing materials to provide a uniform look and feel. With a dedicated site, more freedom was available to allow additional content and more focus on two key audiences; employers and new participants.



Bike to Work Day 2012 Regional Sponsorship Declaration

Please Return by December 31, 2011

Please check one of the following Sponsor Levels:		Cash	In-Kind
GOLD SPONSOR LEVEL	\$7,000 <i>Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
SILVER SPONSOR LEVEL	\$4,000 <i>Logo on 11,000 T-Shirts plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
BRONZE SPONSOR LEVEL	\$1,000 <i>Logo on Website and 70,000 Brochures and/or Posters</i>	<input type="checkbox"/>	<input type="checkbox"/>

If In-kind donation, please describe: _____

Quantity counts for 2012 are estimates based on previous year's activity. Silver and Gold level sponsors must provide a minimum of 50% cash. Example: Silver sponsors may donate \$4,000 in cash or \$2k in cash and \$2k in accepted merchandise. Sponsor attendance at Bike to Work Day pit stop locations is separate from this regional sponsorship declaration and is typically available at no extra cost; certain locations however may require a fee.

Name : _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

e-mail: _____ Phone: _____

Fax: _____ Website: _____

Signature _____ Date: _____

Please make check payable to the Metropolitan Washington Council of Governments
777 N. Capitol Street, Suite 300, Washington, DC 20002, ATTN: Douglas Franklin. Send logos to dfranklin@mwkog.org in a high resolution format for quality reproduction by January 31, 2012. Preferred format is eps. Fax signed form to (202) 962-3203, or e-mail it to dfranklin@mwkog.org. Contact Doug at (202) 962-3792 with any questions.



The success of the marketing promotion campaign relied upon the analysis of the employer and commuter markets, identification of cost-effective mediums, and key messages and giveaway items such as t-shirts and water bottles designed to attract commuters to try bicycling to work.

REGIONAL SPONSORSHIPS

Commuter Connections gained both monetary and in-kind sponsorships from a variety of organizations in the Washington metropolitan region. The following is a list of sponsors who graciously donated to the Bike to Work Day 2012 regional event:

Top Level Sponsors:

- AAA Mid-Atlantic
- Bike Arlington
- BicycleSPACE
- City Bikes
- Commuter Connections
- ICF International
- Marriott International
- REI
- Washington Area Bicyclist Association
- Whole Foods

Other regional sponsors:

- 495 Express Lanes
- Bikes@vienna
- Bike and Roll
- Brompton
- City of Alexandria Local Motion
- Coalition For The Capital Crescent Trail
- Crystal Ride
- GeoEye
- Green Guru
- Jamis Bicycles
- Metropolitan Washington Council of Governments
- OnGuard
- Peak Racks
- Potomac Pedalers
- Specialized
- Timbuk2
- Topeak

HIGHLIGHTS FROM AREA PIT-STOPS

Adams Morgan: This was the second year Adams Morgan hosted a pit stop. With great participation by City Bikes with their bike clinic and All Natural BodyArmor Super Drink with samples of their new power drink. We also had pastries, bagels, oranges and bananas donated by Tryst and the Leukemia and Lymphoma Society passed out information about upcoming events they were hosting. We also had a DJ again this year.

With approximately 400 people come through our pit stop there were 330 who registered and we had 260 shirts. We limited the shirts to only those on our registration list and both last year and this year we had extra shirts at the end.

Alexandria: The Old Town Pit stop had 533 bikers register and the new Carlyle and Mark Center/BRAC-133 stops both had over 100 bikers sign up. With prizes and exhibitors a plenty bikers on their way to work showed up as early as 6:15 a.m. to show their support for Bike to Work Day. Prizes donated by both local and regional businesses were raffled off every 15 minutes and several bikers left our pit stops happy. Even more left with a sense of community and pride in what we like to think is the cleanest and healthiest way to commute to work.

Of course in addition to the bikers, the event would not have been successful if it were not for our gracious exhibitors and donators. Please see a complete list below of all the businesses and organizations that played an important part in making this one our best Bike to Work Days yet!

- Alexandria Bicycle and Pedestrian Advisory Committee (BPAC)
- Best Buddies
- Bicycle Pro Shop
- Bike and Roll
- Bread and Chocolate
- Bruegger's
- Capitol Bikeshare
- Chick-Fil-A Landmark
- Eco City
- Local Motion
- Potomac Riverboat Company
- REI
- Spokes Etc.
- St. Elmos
- Team In Training/Leukemia and Lymphoma Society
- Velocity
- Wheel Nuts

Anacostia: need write-up

Arlington – Rosslyn and Ballston: Bike to Work Day 2012 was a great success. The weather was beautiful and there was a great turn out for the Rosslyn and Ballston pit stops and for the first time ever, the Rosslyn stop had the most registrations of any stop in the region! There were 968 registered riders for Rosslyn and 523 registered riders for the

newer stop at Ballston. Registration numbers were up over previous years across the region and Arlington followed this trend with a 10% - 20% increase over last year. The Rosslyn pit stop was again held at Gateway Park at the Ballston pit stop was held at Freshbikes bike shop. DJs played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. An instant winner raffle/giveaway was implemented again this year with prizes for each cyclist. In addition to small prizes for everyone, more than 125 medium prizes valued at \$10-\$30 and 50 large prizes valued at \$30-\$75 were given out between both pit stops. The grand prize at both Rosslyn and Ballston was a brand new bike, which riders were automatically entered for a chance to win by singing up.

Refreshments included bagels and coffee from Java Shack, bananas from Whole Foods, and granola bars. Unicyclists dressed as superheroes entertained the crowd throughout the morning. Congressman Jim Moran rode his bike from his house in Alexandria to the Rosslyn pit stop, where he delivered a rousing speech to an enthusiastic crowd. Also in attendance at Rosslyn was Arlington County Board member Jay Fisette and Director of Transportation Dennis Leach. Ballston was graced by the presence of Arlington County Board member Walter Tejada.

Partner organizations on hand included, 5-hour Energy, Arlington County Police Department, the Arlington Initiative to Reduce Emissions, American Diabetes Association, Arlington Bicycle Advisory Committee, Arlington Transportation Partners, Ballston BID, Best Buddies, Car Free Diet, Chick-fil-a, Freshbikes, Leukemia & Lymphoma Society, National MS Society, National Parks Service, Phoenix Bikes, REI, Revolution Cycles, Rosslyn BID, WABA, and ZipCar

The weather was great, so almost all of the registered attendees showed up, including many day-of registrants as well. A special thanks goes out to all the partnering organizations as well as all the wonderful volunteers, without which such a successful event could not have come to fruition again.

Bethesda: The Bethesda Pit Stop had a record of over 550 participants check in on-site.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee, and a DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- MD State Senator Brian Frosh
- MD State Delegate Susan Lee
- MD State Delegate Craig Zucker
- Montgomery County Council President Roger Berliner
- Montgomery County Council Member George Leventhal
- Alex Wong of Congressman Van Hollen's office

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – dozens of prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Giveaways included water bottles, pant-leg straps, and \$5 gift cards to Naked Pizza. We were also able to give away a supply of tire patch kits from Bicycle Space.

Several businesses were provided tables with representatives at the event, including: AAA/Clean Air Partners, YMCA, Team in Training, Equinox Fitness Clubs, Bethesda Green, the Lymphoma Research Ride and WABA, and we also hosted a special Bike to School Day check-in for Bethesda Chevy-Chase High School. Griffin Cycle was on site doing free bike maintenance checks and also gave out water bottles.

Honest Tea came out with staff to provide samples as well as full-sized bottles of tea and juices, and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and BTS provided coffee from Dunkin Donuts. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

We had the pleasure of hosting the unveiling of Honest Tea's new bike rack initiative, presented by representatives from Honest Tea, Federal Realty and Bethesda Green.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 8th Annual Bicycle Commuter Spirit Awards. This year's winners were Steven Romanoff and Linda H. Starr. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Fox 5 News, 9 News Now and 88.5 WAMU. Professional event photography was done by Daniel Peck of Peck Studios.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: Calvert Investments, Griffin Cycle, AAA, Clean Currents, City Bikes, The Montgomery County Police Department, Equinox Fitness Clubs, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, Unity Woods Yoga Center, Hard Times Café, Team in Training, the Lymphoma Research Ride, 5-Hour Energy, Lilit Café, Bethesda Green, the Bethesda-Chevy Chase Chamber of Commerce, Naked Pizza, WABA and Drink More Water.

Bowie Town Center: need write-up

Bowie Old Town: need write-up

Burke: need write-up

Buzzards Point: need write-up

Capitol Hill BID: The Capitol Hill BID, Capitol Hill Bikes and City Bikes sponsored a pit stop in the Eastern Market metro plaza between 6:30am-8:30am. The pit stop had free tee shirts for those who have registered through WABA. Peregrine Espresso handed out free coffee, and Harris Teeter donated bananas for the event. Capitol Hill BID had their information on display and Capitol Hill Bikes and City Bikes will had representatives on hand to pump air in bike tires and perform maintenance checks. For its first year, the event was a great success with about 150 participants attending.

Capitol Riverfront: need write-up

College Park: Bike to Work Day 2012 was a great success in College Park with more than 100 riders checking in at the pit stop. Prince George's County Council member Eric Olson, College Park Mayor Andrew Fellows, and College Park City Council members Patrick Wojahn and Robert Catlin were present for the event.

A special thank you goes out from the City of College Park and the University of Maryland to the College Park Pit Stop volunteers and sponsors – Bagel Place, College Park Bicycles, Maryland Milestones (Anacostia Trails Heritage Area, Inc.), MOMs Organic Market, Prince George's County Department of Public Works and Transportation, and REI. A Trek bike provided courtesy of Maryland Milestones and College Park Bicycles was raffled off and the lucky winner was Andy Joyce from University Park.

Columbia Heights: need write-up

Crystal City: The Crystal City Pit Stop for a Bike to Work Day was a great success. Every year our stop has continued to grow and this year was no exception. On Friday, May 18th, we had great weather at the Crystal City Water Park and over 400 riders checked into our pit stop. We partnered with Corner Bakery to provide bagels, bananas and coffee for the riders, and the Crystal City BID provided water and granola bars. The Washington Area Bicyclists Association had a table with two volunteers that were giving out prizes and brochures. Revolution Cycles City Hub was on location with four staff members giving quick tune ups and safety checks for cyclists. Also, a Crystal City Chiropractic group, The Holistic Point, were giving free chair massages to keep riders loose for the ride to work. During a raffle one of our lucky riders won a new bike courtesy of Bike Arlington and Revolution Cycles. Pictures from the event can be found on the [Crystal BID's Picasa](#) website.

In addition to Bike to Work Day, the Crystal City BID sets up a pit stop for the entire Bike to Work Week. Our stop was open from 7:00a - 9:00a from May 14-18. Each day of the week we would give out a different prize including, bells, rear blinky lights, water bottles and flat kits. Monday and Tuesday the rain did not stop 30-40 riders from stopping by the Crystal City Water Park, and the rest of the week we saw over 80 riders a day. On Friday, we gave out whatever was left of the various prizes to each rider along with chances to win a Crystal City BID custom cycling jersey.

Fairfax County Government Center-Fairfax Corner: need write-up

Fairfax: need write-up

Falls Church: There were 250 registrants for the pit stop with far more bicyclists than that show up to take part in the festivities which included raffles, ice cream and smoothie samples, bike tuning, live music, yoga, bike safety demonstrations, and information booths about the W&OD Trail, the Tanners Hills Blues Festival, bike registration and safety, and City events.

Farragut Square: need write-up

Frederick: In May, TransIT participated in the annual Bike to Work Day by sponsoring the local pit stop, as well as offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and public transportation. This year, registrations at the

Frederick pit stop increased 47% over last year to 252! Among the participants were elected officials from the City of Frederick, Frederick County, Maryland State Delegation, US Senate, US House of Representatives, and Maryland Department of Transportation. Many local sponsors also supported the effort by generously donating food, beverages, and prizes. The Bicycle Escape once again raffled a new bike, and N. Essmyer was the lucky winner! In the friendly competition among local businesses and organizations for the highest employee participation, Fort Detrick came in first with Frederick Memorial Hospital, Life Technologies, Wells Fargo, and The City of Frederick following. Hundreds of other regular commuters and first timers joined the group ride from Hood College to the downtown MARC Station. This year's ride was expanded to include the new bike lane on 7th Street.

A video of the event is available for viewing on Channel 99 or by clicking this link: http://cityoffrederick.granicus.com/MediaPlayer.php?view_id=12&clip_id=1327.

Haymarket: need write-up

Herndon: Over 278 riders were registered for the Herndon pitstop, and at least 192 came through and checked in. There were 12,700 registered riders in the region, 2,000 more riders than in 2011.

Hyattsville: need write-up

Greenbelt: There were 50 bikers pre-registered with 43 bikers passing through. A caravan of 8 bikers left at 6:45am for an end destination of Freedom Plaza in DC. Breakfast foods, drinks and 25 bike related raffle prizes were provided due to the generosity of sponsors: Anacostia Trail Heritage Area, Greenbelt COOP Grocery, Greenbelt Homes Inc. and Arrow Bicycle. Along with t-shirts for those who pre-registered early, Prince George's County Department of Public Works and Transportation provided swag bags. There were three VIP Greeters: Leta Mach, Emmett Jordan and Ed Putens, all members of the Greenbelt City Council.

Indian Head: The Tri-County Council for Southern Maryland (Council) would like to thank all sponsors, presenters and participants that helped to make this year's Bike To Work/Wellness Day, held on May 18, 2012 in Indian Head, Maryland, such a success. Bike to Work/Wellness Day was hosted by the Charles County Government and the Tri-County Council's Commuter Assistance Program, in conjunction with the Metropolitan Washington Council for Governments Commuter Connections and the Council's Regional Transportation Coordination Program.

This annual event stresses alternative transportation modes available to all citizens, including the disabled and senior citizen populations.

The focus of the Bike To Work/Wellness Day is to remind citizens that biking is one way to stay fit and healthy. The event also aims to promote wellness and preventative measures, such as healthy eating habits, and the importance of alternative modes of transportation which promote cleaner air and cleaner air initiatives.

Through activities such as Bike To Work/Wellness Day, the Council and Charles County are actively adopting best practices that encourage an environmentally friendly transportation alternative that reduces road congestion and encourages healthier lifestyles.

A hearty thank you to the following for making our event such a success:

- Bicyclists from the Southern Maryland Region
- Bike Doctor of Waldorf
- Charles County Department of Health
- Charles County Government
- Charles County Public Facilities, Parks Division – Indian Head Hiker/ Biker Trail
- Charles County Senior Show Troupe
- Chick-Fil-A Restaurant, La Plata, Maryland
- The Henry E. Lackey AFJROTC
- Indian Head Elementary School – 5th Grade
- La Plata Fitness Center
- Maryland Department of Transportation
- Maryland Transit Administration
- Naval Support Activity South Potomac
- Pinnacle Performance of Waldorf
- Spring Dell Center, Inc.
- Town of Indian Head
- Volunteers/Citizens of Indian Head and Charles County Maryland
- World Gym of La Plata

Leesburg: It was another successful Bike to Work Day at Raflo Park in downtown Leesburg. A total of 166 bicyclists stopped by to pick up T-shirts, enjoy refreshments and celebrate their ride to work. An additional 69 bike riders registered for this pit stop, for a total of 235. (Typically there are riders who opt-out of the pit stop visit if it is not on their way to work.)

Those who did stop by enjoyed coffee, pastries, fresh fruit and other refreshments—all purchased from area businesses by the Loudoun County Office of Transportation Services. Water To Go of Ashburn provided containers of filtered water for bottle refills. Additionally, all participants received small first-aid kits. Bike to Work Day water bottles were available on a first-come, first-serve basis.

A representative of Bike Loudoun attended the event to share information on bicycle advocacy and offered information and support to participants.

A new attraction was the County’s transportation-themed “corn hole” game. Many riders enjoyed tossing bean bags to qualify for gift cards and other prizes.

Bicycle Outfitters was on-site with bike mechanics available to assist riders. This Leesburg-based bike shop also provided a new bicycle which was displayed at the County Government Center during the weeks leading up to the event. On Bike to Work Day, the new bike was raffled and this year’s winner was a Loudoun County Public Schools instructor.

Manassas GMU: need write-up

Manassas Kelly Leadership Center: need write-up

Manassas VRE: need write-up

Merrifield: need write-up

Mt. Vernon Triangle: need write-up.

NIH: At the NIH Building One and Executive Blvd. pit stops combined, we had **607 NIH bikers** represented this year, including those who registered and 'bike-ins'! 376 people physically attended the event, with 4618 round-trip total miles commuted!

A couple of highlights:

1. NIH director, Francis Collins, bicycled to work again this year and attended the Building One pit stop with his wife, Diane, from North Bethesda. He spoke about the benefits of active commuting in combating the obesity epidemic in the US.

2. The first (hopefully annual) Carl Henn Bicycle Advocacy Memorial Award was awarded to Angela Atwood-Moore by Randy Schools of the R&W. Carl Henn of Rockville was president of the NIH Bicycle Commuter Club for several years and was tragically killed by lightning in the summer of 2010. Nancy Breen spoke in memory of Carl and Diane Bolton spoke about Angela's advocacy accomplishments. We were honored to have Carl's wife, daughter, and parents in attendance.

Videos of the event can be viewed on NIH's YouTube channel:

Bike to Work Day NIH 2012 <http://youtu.be/A_iLYW7dybk>

Carl Henn Memorial Bicycle Advocacy Award 2012 <<http://youtu.be/qUPGHph8dVU>>

Thanks again to our sponsors:

- NIH Federal Credit Union
- NIH Fitness Center
- Eurest Catering
- NIH Recreation and Welfare Association
- NIH Police Department
- NIH Division of Amenities and Transportation Services (DATS)
- Proteus Bikes
- The Bicycle Place
- Hudson Trail Outfitters
- Takoma Park Co-op
- Giant Foods
- Upper Crust Bakery (new sponsor!)

The Bicycle Place provided wrenching at main campus.

Proteus Bikes graced the main campus pit stop again this year with their bicycle-powered blender that made delicious fresh fruit smoothies for all to enjoy! (Bicycle Place and Proteus honor NIHBCB Bike Bucks, too.)

Hudson Trail Outfitters provided wrenching services at the Executive Blvd. pit stop and coordinated a Smartwool sock exchange.

Naval Medical Center: need write-up

NOMA: need write-up

North Bethesda: At White Flint Mall, the North Bethesda Pit Stop and the North Bethesda TMD staff welcomed 206 eager cyclists beginning at 6:30am. Each registered cyclist

received at Bike to Work Day T-shirt, water bottle, and other goodies and bike maps. They were treated to a variety of breakfast foods donated by our great sponsors—Bertucci's, Whole Foods, Enterprise Rideshare, The Columbia Bank, Retrofitness of Kensington & Rockville, Lymphoma Research Foundation, Trader Joe's, and Advance Martial Arts. Prizes and gift certificates were generously donated by Bob's Bike, Blu Water Day Spa, Salon Luna, Strathmore, BRIO Tuscan Grille and Tyson's Buffet & Restaurant. A very special thank you to our host, White Flint, for another great year!

Prizes, raffle drawings, and announcements were made every 15 minutes by our DJ, George, who also provided great music throughout the event.

Council members Nancy Floreen and Roger Berliner participated as did State Delegate Aruna Miller. They helped in presenting awards, the County's Bike To Work Day proclamation, and announced the winner for the new bike. Ms. Miller also gave an update on bike improvements including the Bethesda Trolley Trail-Edson Lane Trailhead.

The grand prize, a new bike, was presented to Bill Szyperski by Council member Roger Berliner. A very happy Mr. Szyperski won a Giant Escape 1 bike!

Oxon Hill: need write-up

Ronald Reagan Building: This year's pit stop was organized by the Downtown DC Business Improvement District (BID) and was held at the Ronald Reagan Building and International Trade Center's Woodrow Wilson Plaza, located right off of the Pennsylvania Avenue cycle track. The pit stop's traditional location, Freedom Plaza, was unavailable this year due to the Occupy protest. As an event partner, the Ronald Reagan Building generously donated the event space, tents, and tables. Two other partners contributed to the event's success: BicycleSPACE, who provided free water bottles and on-site bicycle tune-ups, and Whole Foods – P Street, who donated apples, bananas, pears, and KIND bars. A total of 859 participants registered for the pit stop and 506 of the registrants checked in at the t-shirt table. Several VIPs biked into the event and shared a few words of encouragement with the crowd, including Congressman Earl Blumenauer – Representative from Oregon, Councilmember Mary Cheh – DC Council (Ward 3), Councilmember Tommy Wells – DC Council (Ward 6), and Director Terry Bellamy – District Department of Transportation. In between speakers, attendees visited the event exhibitors while munching on bagels and coffee. BicycleSPACE, Washington Area Bicyclist Association, the League of American Bicyclists, Bike & Roll, the National Park Service, and goDCgo were this year's exhibitors.

Reston: (need write-up)

Rock Springs: (need write-up)

Rockville Fallsgrrove: (need write-up)

Rockville Town Center: (need write-up)

Silver Spring: (need write-up)

Springfield: (need write-up)

Sterling: For the ninth consecutive year, Orbital Sciences Corporation and Loudoun County teamed to host the Sterling Pit Stop. A total of 376 cyclists registered for this stop.

Volunteers and staff greeted 288 participants who visited the pit stop for T-shirts and received this year's Loudoun County giveaway—a small first-aid kit.

Refreshments served included coffee, juices, breakfast pastries, fresh fruit and grab & go snacks. Clif Bars were a huge hit—with many riders tucking one away for later. Ashburn's Water To Go provided a station with filtered water on tap. (New water bottles were offered on a first-come, first-served basis.) Bike Loudoun co-founder Pat Turner helped greet riders and shared bicycle advocacy information at the stop.

The County's new transportation-themed "corn hole" game was fun addition. Those who were successful tossing bean bags into the hole earned gift cards and other prizes. This proved to be a more effective than raffles for giving away small prizes as the winners were always present to take their prizes with them.

Tech support at the pit stop was provided by staff of Spokes Etc. in Ashburn. Their mechanics were on-site to assist riders throughout the morning. Spokes also partnered with the County on a bike giveaway for the pit stop. For the first time in several years, an employee of Orbital Sciences won the grand prize bicycle from Spokes Etc.

With fantastic weather, enthusiastic riders, and amazing support from Orbital Sciences, the Sterling pit stop had a fabulous morning.

Takoma Park (3 pit stops) - "Bike to Work Day was celebrated in Takoma Park for the first time with three pit stops that drew a combined 162 registered participants. The pit stops were located at the Gazebo on Carroll Avenue in Old Takoma, in the small park along Sligo Creek Trail at New Hampshire Avenue, and up at the Takoma/Langley Crossroads. Local business partners for the events included Takoma Bicycle, The Green Commuter, IHOP Takoma Park, and Starbucks. In addition, representatives from the Takoma Park's Safe Routes to School program and the League of American Bicyclists shared resources and safety information at the Old Takoma Pit Stop. The pit stops were community focused events, drawing not only commuters but also students, and families with children."

Also, this video highlighting the Old Takoma Pit Stop was produced by Takoma Park City TV: <http://www.youtube.com/watch?v=EQSUyj31dil&feature=relmfu>

Tyson's Corner: (need write-up)

Vienna: (need write-up)

White Oak/FDA: (need write-up)

Woodbridge Chin Center: Chinn had another successful day with Bike to Work. We had 30 register and 22 come through. It was a beautiful day, we had PWC police officers here to help, Jim from Village Bikes and Skies volunteered his time once again by doing bike maintenance and answering any questions asked. Panera donated bagels and coffee for the event again this year. Sally Wood, General Manager was out taking pictures of all riders as they approached (some pictures are attached but I have an entire disc if anyone would like it). I had a couple of great volunteers here with me that was a tremendous help.

Woodbridge Rippon VRE Station: (need write-up)

EMPLOYER PARTICIPATION

Each year a challenge is held for employers to help encourage participation in Bike to Work Day. The top five organizations with the greatest number of bicyclists are placed into a raffle for a random chance to win luncheon compliments of Commuter Connections. To commemorate Bike to Work Day accomplishments of small and mid-sized companies, Commuter Connections awards plaques for the highest participation at various employee size levels.

The winner of the Employer Challenge for a free luncheon was the National Institutes of Health with nearly 600 registrants.



On June 20, 2012, Commuter Connections staff presented an award to the National Institutes of Health in Bethesda, MD during a luncheon recognizing their outstanding participation and support. NIH had 591 employees registered for Bike to Work Day making them the largest participating company. During the event R&W President Randy Schools; Office of Research Services director Dr. Alfred Johnson; Tom Hayden, associate director, program and employee services, ORS, and acting director of the Division of Amenities and Transportation Services; Dr. Diane Bolton of the NIH Bicycle Commuter Club accepted an commemorative plaque from Director of Commuter Connections, Nicholas Ramfos.

The following Employers had 5 or more employees registered for the event:

Federal Employers

Bureau of Labor Statistics	Equal Employment Opportunity Commission
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Internal Revenue Service	
Library of Congress	NASA
National Archives	National Capitol Planning Commission
National Institutes of Health	National Labor Relations Board
National Park Service	National Zoological Park
Naval Research Lab	NOAA
Office of Management and Budget	Securities and Exchange Commission
Smithsonian Institution	US Air Force
US Army	US Coast Guard
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Justice
US Department of Labor	US Department of the Interior
US Department of Transportation	US Environmental Protection Agency
US Government Printing Office	US House of Representatives
US Housing and Urban Development	US Navy
US Nuclear Regulatory Commission	US Patent and Trademark Office
US Peace Corps	US Postal Service
US Senate	USAID

State and Local Governments

Arlington County	Charles County
City of Alexandria	City of Bowie
City of College Park	City of Falls Church
City of Frederick	City of Gaithersburg
City of Hyattsville	City of Rockville
City of Vienna	DC Council
Fairfax County	Frederick County
Loudoun County	Montgomery County
Prince George's County	
State of Maryland (including MDOT, MTA and others)	
Commonwealth of Virginia (including VDOT and VDRPT)	
Town of Leesburg	

Private/Non-Profit Sector Employers

AARP	Accenture
Alliance to Save Energy	American Trucking Associations
American Type Culture Collection	Anteon

AOL LLC
Arnold & Porter
AT&T
Boeing
Cable News Network
Cambridge Systematics
Congressional Quarterly
CSC
Digital Paper Corporation
Downtown DC BID
Fannie Mae
Four Seasons Hotel
Friends of the Earth
Human Genome Sciences
ICF International
L-3 Titan
Linowes & Blocher
Marriott
Mitreteck Systems
National Geographic Society
NatureServe
NBC4
NPR
Orbital Sciences
Public Broadcasting Service
Qwest Communications
RAND Corporation
Rockwell Collins
Sallie Mae
Sitesafe
Social & Scientific Systems
SRA International
Torti Gallas and Partners
Verizon
Westat
Willard IC
World Bank

Universities and Colleges

Catholic University
George Mason University
Georgetown University
Montgomery College
Strayer University
University of Virginia

ASHA
Baker Botts
Booz Allen
Calvert Group
CEB
Corporate Executive Board
DC Bicycle Courier Association
Discovery Communications
EDAW
FBR
Fox 5
GeoEye
IADB
International Monetary Fund
League of American Bicyclists
Lockheed Martin
Metropolitan Washington COG
National Cancer Institute
National Wildlife Federation
Navy Federal Credit Union
Northrop Grumman
NRECA
PEPCO
Quest Diagnostics
Rails to Trails Conservancy
Raytheon
SAIC
SCS Engineers
Smith Barney
Sprint
Suburban Hospital
U.S. News & World Report
Wegman's
Whole Foods Market
Wilmer, Cutler and Pickering
World Wildlife Fund

Galludet University
George Washington University
Marymount University
NOVA Community College
University of Maryland
Virginia Tech University

RADIO ADVERTISING & MEDIA COVERAGE

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event. A radio script was created and began airing in April on DC101, ESPN, and WJFK. The ESPN ad featured a personal read and endorsement by ESPN radio personality Andy Polin, an avid bicycle commuter. The radio stations also distributed rack cards at various promotional events.

Print/Online Media

Loudoun Times _ *Bike to Work Day*

The Washington Examiner – *Record number bike to work*

Washington Business Journal – *Bike to Work Day sets record*

Kingstowne Rose Hill Patch – *Bike-to-Work Day Comes to Kingstowne Area*

Burke Patch – *Burke Celebrates ‘Bike to Work Day’ (Photos!)*

EmpressNightOut.com DC Rider _ *Half Way There*

dcist _ *Bike to Work Day Tally: 12,700 Cyclists (and One Trike)*

ARL Now _ *Bike to Work in Rosslyn (Photos!)*

Washington Post, Dr. Gridlock _ *Be safe on Friday’s Bike to Work Day*

CBS Local _ *‘Bike To Work Day’ Expected To Draw More Than 10,000 People In D.C. Area Friday*

Washington Post, The Buzz – *Bike to Work Day expected to draw thousands of D.C. area bicyclists Friday*

Herndon Patch _ *Region Celebrates Bike to Work Week (Photos!)*

Ft. Belvoir Eagle _ *Workers save time, money during Bike to Work Day*

Takoma Park Newsletter - *Bike Month*

Virginia Rail Express Newsletter - *May 18, Bike to Work Day*

Charles County Chambers newsletter – *New Bike to Work Day Website Launched for 2012*

Southern Maryland News Net _ *Bike to Work Day, May 18*

Washington Examiner _ *Bike to Work Day registration opens*

DC About.com _ *Bike to Work Day in Washington, DC*

Prince William Trails & Streams Coalition _ *Metro DC Bike to Work Day 2012*

Washington Post _ *Dr. Gridlock*

The Bay Net _ *Annual Bike to Work Day to be Held May 18*

Press Releases

Record Breaking 12,700 Bike to Work

Thousands Expected to Bike to Work Tomorrow May 18th

Bike to Work Day Events Spread Throughout Metropolitan Washington Region

First Step to Big Savings for Commuters

Registration for Bike to Work Day 2012 Opens

Television

TBD on Foot – *Bike to Work Day 2012 attracts more cyclists than last year's*
 ABC 7 TV – *Friday is Bike to Work Day*
 9 News WUSA TV – *Bike To Work Day Is Friday*
 Charles County Government Video – *Bike to Work Day in Southern Maryland*
 WMAU -D.C. Region's 'Bike To Work Day' Set In May
National Institute of Health's Bike to Work Day Coverage

Radio

WAMU 88.5 – *Friday Marks 'Bike To Work Day' In D.C.*
 WAMU 88.5 – *Great Day For A Ride: D.C. Comes Out For Bike To Work Day*

Social Networking/Media

A Facebook group and Twitter account along with the Bike to Work Day website were maintained for Bike to Work Day. The Facebook page garnered 570 members. Twitter had a more active involvement in the week immediately preceding the event resulting in a following of almost 800 users. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.

The screenshot shows the Facebook page for 'Bike to Work Day', a non-profit organization. The page has 570 likes and 3 people talking about it. The main content area features a post from June 21 at 12:24pm with 4 likes and 1 share. The post includes a photo of a group of people, one of whom is holding a plaque. The text of the post reads: 'Commuter Connections held a challenge for employers to help encourage participation in the Bike to Work Day event. The National Institutes of Health (NIH) with nearly 600 registrants, had the greatest level of overall participation this year. NIH was randomly selected from among a group of top employers to receive a luncheon for bicyclists. On June 20, 2012, staff from Commuter Connections recognized the employer with a plaque for their outstanding support of Bike to Work Day.'

Below the main post, there are several sponsored ads: 'Firefly Serenity Fans?' (98,246 likes), 'Revolution' (96,080 likes), 'OMG it won't stop growing' (SimCity), 'Ready for NEVERWINTER?' (amazon.com), and 'Own A Piece Of Scotland' (51,695 likes).

The right sidebar shows a list of recent activity, including posts from Rich Simmons, David W. Opperbeck, Jen Mosher, Christine Stapleford Kelley, Dale Marie Lydiard, Rob Azevedo, Boston Red Sox, We Want a Dislike Option, Dale Marie Lydiard, Todd Denison, Brenda Pothier, Matt Sterling, Down East Magazine, and Susan Brooks.

The bottom of the screenshot shows the Windows taskbar with the Start button, several application icons, and the system tray displaying the time as 1:13 PM.

Commuter Connections

@BikeToWorkDay FOLLOWS YOU

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.
 Washington DC <http://www.biketoworkmetrodc.org>

Following 90 TWEETS 201 FOLLOWING 697 FOLLOWERS

Tweet to **Commuter Connections**

Tweets

- Following
- Followers
- Favorites
- Lists

Similar to **Commuter Connections**

- Bike DC Ride** @BikeDC Follow
- Bike and Roll** @BikeandRollDC Follow
- districtcycling** @distridcycling Follow

twitter

© 2012 Twitter [About](#) [Help](#) [Terms](#) [Privacy](#) [Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

Tweets

- Commuter Connections** @BikeToWorkDay 3h
Lots of Elected Officials will be participating in Bike to Work Day such as D.C. Mayor Vincent Gray. See the full list [mwcog.org/commuter2/pdf/...](http://mwcog.org/commuter2/pdf/)
Expand
- Commuter Connections** @BikeToWorkDay 3h
Over 10,000 commuters have registered for Bike to Work Day occurring on Friday May 18th. What are you waiting for? biketoworkmetrodc.org
Expand
- Commuter Connections** @BikeToWorkDay 3h
Hurry get a Free Bike to Work Day T-Shirt! Given to the first 11K who register at biketoworkmetrodc.org & attend a pit stop this Friday.
Expand
- Commuter Connections** @BikeToWorkDay 11 May
Forgot to register for Bike to Work Day? Over 7,000 commuters are already registered. There is still time. Go to biketoworkmetrodc.org now.
Expand
- Commuter Connections** @BikeToWorkDay 4 May
Register for Bike to Work Day on Friday, May 20 at biketoworkmetrodc.org. Then go to Facebook to let your friends know. **Please Re-Tweet**
Expand
- Commuter Connections** @BikeToWorkDay 30 Apr
Are you participating in Bike to Work Day for the first time ever on Friday May 18th or are you a veteran of the event?
Expand
- Commuter Connections** @BikeToWorkDay 27 Apr
Over 12,000 people expected to Bike to Work on May 18... be one of them! biketoworkmetrodc.org
Expand

Web Site

Facebook | btvd | Bike to Work Day

www.biketoworkmetrodc.org

Getting Started | Imported From Firefox

bike to work day 2012

2012 BIKES IN GOOD COMPANY

HOME | EMPLOYER RESOURCES | EVENT INFO | FIRST TIME RIDER INFO | REGISTER NOW | SPONSORS

Bike to Work Day

On Friday May 18, 2012 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. We have reached 11,000 registrants and are no longer providing T-shirts. You are still welcome and encouraged to participate and receive free refreshments, be part of the raffle for a free bicycle, and may get other prizes at one of the 58 pit stops throughout D.C., MD, and VA.

REGISTER NOW

BIKES@VIENNA

t f

PIT STOPS

Over fifty pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. [Register](#) now, it's free! [Read more](#)

COMMUTER CONVOYS

Bicycle commuter convoys are forming now for Bike to Work Day on May 18th. All bicyclists are welcome to join the free convoys and there's no need to [sign up](#). Convoys are led by experienced bicycle commuters. [Read more](#)

FIND A RIDE BUDDY

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day or join an online discussion about bicycling in the Washington, D.C. area. [Read more](#)

EVENT POSTER

Click here to download a PDF of the Bike to Work Day 2012 event poster. [Email](#) it to your family, friends and co-workers. [Read more](#)

SPONSORS

Bike to Work Day organizers wish to thank our generous sponsors who help make this regional event possible. Please visit our sponsor page and find out more about these great organizations. [Read more](#)

INCREASE YOUR BICYCLING SKILLS

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

Start | 1:14 PM

PROCLAMATION



Proclamation

WHEREAS, bicycle commuting is an effective means to improve air quality, reduce traffic congestion, and conserve energy; and

WHEREAS, bicycle commuting benefits both employees and employers through better employee health and fitness; reduced commuting and parking costs; and

WHEREAS, increasing numbers of employers have installed bicycle parking and shower facilities to help encourage employees to commute by bicycle; and

WHEREAS, the bicycle commuter tax provision can be used by employers to assist employees with bicycle purchases, improvements, repair and storage; and

WHEREAS, a regional bike sharing system, Capital Bikeshare, has reached the milestone of 1.5 million trips and is poised for continued expansion beyond the District of Columbia and Arlington.

WHEREAS, the TPB through its Commuter Connections program promotes bicycling and organizes Bike to Work Day along with the Washington Area Bicyclist Association; and

WHEREAS, the week of May 14th is National Bike to Work Week, which promotes bicycling as a viable means of transportation to and from work;

NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD:

1. Proclaims Friday May 18, 2012 as Bike to Work Day throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event; and
3. Reminds all members of the importance of bicycle safety as illustrated by the Street Smart campaign.

TPB Chair

Proclamation Signing



The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 18th, 2012 designating May 18th as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month. Additional proclamations were made by the Commonwealth of Virginia, District of Columbia, the State of Maryland as well as some of the individual jurisdictions that hosted pit stops.

The Proclamation was signed by the TPB Chairperson, Todd Turner, City of Bowie Council. In attendance was Tommy Wells, DC Council, Nicholas Ramfos, Commuter Connections, and Greg Billing, Washington Area Bicyclist Association.

MARKETING MATERIALS

The Bike To Work Day 2012 marketing materials used included the following items:

- Rack cards 3¾ x 8½" (57,000)
- Posters 8½" x 11" (32,000 a portion of which were is Spanish)
- T-Shirts (11,000)
- Banners 8' x 4' for 56 pit stops
- Water bottles with the BTWD logo imprinted were available for each pit stop for purchase, courtesy of BicycleSPACE.

The marketing materials used for the 2012 BTWD campaign were targeted to employers and cyclists in the Washington Metropolitan region, each carrying the same uniform look and feel. The posters were distributed to employers by Commuter Connections through a mailing and an HTML e-mail campaign was also sent to generate visits to the new web site. The direct e-mail was sent to the 2011 registrants as a reminder to participate again. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work.

Poster



Spanish Poster



MONTE EN BICICLETA EN BUENA COMPAÑÍA

REGÍSTRESE EN BikeToWorkDay.org O LLAME AL 800-745-7433

Regístrese previamente antes del 31 de Mayo para una camiseta gratis*, y el sorteo de una bicicleta

COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES EN TODAS LAS UBICACIONES

Visite biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios *Camisetas disponibles en las ubicaciones de salida a los primeros 11,000 participantes que se registren

Más de 50 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en DC, Maryland, y Virginia.



El 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.




2012 VIERNES 18 DE MAYO BICICLETA PARA IR AL TRABAJO

Rack Card



BIKE IN GOOD COMPANY

REGISTER AT
BIKETOWORKMETRODC.ORG
 OR CALL 800-745-7433

Pre-Register by May 11 for
Free T-Shirt*
 and Bike Raffle!

FREE FOOD, BEVERAGES AND
 GIVEAWAYS AT ALL LOCATIONS

Visit biketoworkmetrodc.org for
 specific pit stop locations and times.
 *T-Shirts available at pit stops to first
 11,000 who register.

Over 50 Bike to Work Day pit stops
 located in D.C., Maryland, and Virginia



 bike to work day 2012


2012 FRIDAY MAY 18
BIKE
 to WORK DAY









































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



**BIKE TO
WORK DAY 2012**

left chest - 2 5/8" wide



full back - 10" wide

Express Newspaper Ad



BIKE IN GOOD COMPANY

REGISTER AT
BIKETOWORKMETRODC.ORG
OR CALL 800-745-7433

The first 11,000 registered participants who attend a pit stop will receive a FREE T-Shirt and be entered into a bicycle raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS
Visit biketoworkmetrodc.org for specific pit stop locations and times.

Over 50 Bike to Work Day pit stops located in D.C., Maryland, and Virginia
Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.



2012 FRIDAY MAY 18
BIKE
to WORK DAY

Pit Stop Photos

Adams Morgan



Alexandria Carlyle



Ballston



College Park



Falls Church



Frederick



Greenbelt



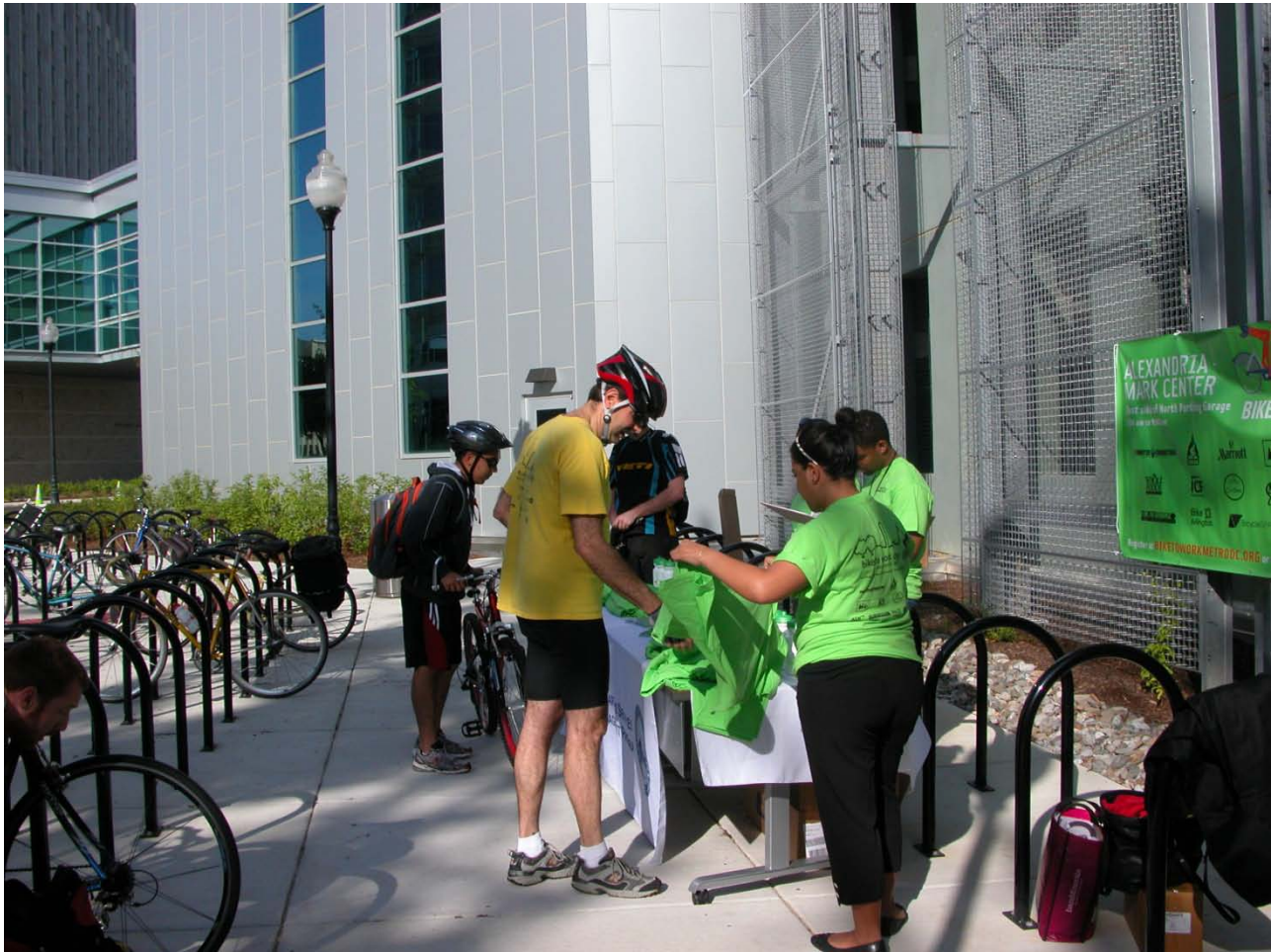
Indian Head



Manassas GMU



Mark Center



NIH



Rosslyn



Woodbridge Chin Center

