

ITEM 8 - Information

June 18, 2014

Briefing on the 2014 Regional Bike to Work Day

Recommendation: Receive briefing on the attached Power Point presentation on the participation and events for the regional Bike to Work Day held on May 16.

Issues: None

Background: In an effort to increase public awareness of the viability of bicycle commuting in the Washington region, the Board at its meeting on April 16 proclaimed Friday, May 16 as Bike to Work Day.



National Capital Region Transportation
Planning Board
June 18, 2014

Marketing Materials

BIKE TO WORK DAY 2014
FRIDAY MAY 16

Register at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 9
for free T-shirt* and
bike raffle!

FREE FOOD, BEVERAGES and
GIVEAWAYS at all LOCATIONS

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

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

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



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

BIKE TO WORK DAY 2014
FRIDAY MAY 16






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

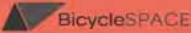

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Regional Event Web Site






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

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

Bike to Work Day

On Friday May 16, 2014 Commuter Connections and the Washington Area Bicyclist Association invites you to join over 10,000 area commuters for a celebration of bicycling as a clean, fun and healthy way to get to work. Attend one of 75+ pit stops throughout D.C., Maryland, and Virginia to receive refreshments, and be entered into a raffle for a free bicycle! & free T-shirts available at pit stops to the first 13,000 who register.



Registration Opens March 1st

Pit Stops

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

Commuter Convoys

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

Find a Ride Buddy

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

Event Poster

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

Sponsors

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

Increase Bicycling Skills

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

Regional T-Shirt



Radio Ad



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



bike to work day
2014

A horizontal banner with a red background. On the left is a black silhouette of a bicycle with a rear rack. The wheels are filled with a pattern of white and pink plus signs. To the right of the bicycle, the text "BIKE TO WORK DAY 2014" is written in large, white, bold, sans-serif font. Below that, "FRIDAY MAY 16" is written in a smaller, black, bold, sans-serif font. At the bottom of the text area, the slogan "GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN." is written in white, all-caps, sans-serif font. On the far right of the banner is a small, tilted, pink square logo with a white outline of a city skyline and a person riding a bicycle. Below the skyline, the text "bike to work day" and "2014" is written in white.



BIKE TO WORK DAY 2014

FRIDAY MAY 16

GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.



- 16,800 commuters registered – an increase of 15 percent over last year.



BIKE TO WORK DAY 2014

FRIDAY MAY 16

GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.



- There were 79 pit stops – seven more than in 2013, which added to the promotional angles and the reach for earned media.



BIKE TO WORK DAY 2014 FRIDAY MAY 16

GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.



- **\$54,000 was secured in cash and in-kind sponsorships, surpassing the cash sponsorship goal of \$35,000 by almost 28 percent. In addition, in-kind sponsorships totaled \$9,325.**



BIKE TO WORK DAY 2014 FRIDAY MAY 16

GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.



- 120 media placements across print, internet, radio and television outlets were secured.



BIKE TO WORK DAY 2014

FRIDAY MAY 16



GET YOUR WORK OUT BEFORE YOU GET YOUR WORK IN.



- 237 social media mentions were counted on Facebook, Twitter, Tumblr, Flickr and YouTube, an increase of more than 110 percent over the previous year

Silver Spring



BIKE TO WORK DAY 2014
FRIDAY MAY 16

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Georgetown Waterfront



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Columbia Pike



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Bethesda



BIKE TO WORK DAY 2014
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Indian Head



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Loudoun County (Tuscarora Creek & WO&D Trail)



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Freedom Plaza



BIKE TO WORK DAY 2014
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- BTWD coverage expanded its reach to minority publications, including [Afro American](#), to promote bicycling as a fun, healthy and environmentally friendly commuting option and drive traffic to the BTWD website.



- COG reached out to its Police Chiefs to let them know about the Bike To Work Event for safety and security purposes.



- Inclement weather shifted the focus in the days leading up to this year's BTWD event. Safety tips for cyclists and motorists were featured in links on the Bike to Work Day website and in the *Washington Post*, and WABA blog.



- All Registrants were contacted the day before with a message that Bike to Work Day is a rain or shine event asking them to consider their own safety first and foremost before deciding whether to ride—just as they would any other day.



Questions?

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