

**Bike to Work Day 2009 Draft  
Washington DC Metropolitan Region  
November 4, 2009**



**Prepared By:  
Commuter Connections  
Metropolitan Washington Council of Governments  
National Capitol Region Transportation Planning Board  
777 North Capitol Street, N.E., Suite 300  
Washington, DC 20002**

**Final Report**

## **Table of Contents**

**Acknowledgements – Page 3**

**Background/Executive Summary – Page 4**

**Collateral Material – Page 6**

**Sponsorship Declaration – Page 7**

**Sponsorship – Page 8**

**Event Pit Stops, Convoys, and Prize Drawings- Page 9**

**Employer Participation – Page 12**

**Radio Advertising & Media Coverage - Page 14**

**Proclamation – Page 15**

**Marketing Materials – Page 16**

**Pictures and Other Promotional Items - 17**

## **ACKNOWLEDGEMENTS**

The 2009 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Angela Atwood-Moore - NIH  
Ann Beisel – Whole Foods Market  
Anna McLaughlin - DDOT  
Bob Moore - VDOT  
Bruce Wright – Fairfax Advocates for Better Bicycling  
Carrie Sanders – City of Rockville  
Charlie Strunk, Jeffrey Hermann, and Nohemy Miranda – Fairfax County DOT  
Christopher Arabia - VDRPT  
Dan Hayes – University of Maryland  
David Hartford – Oasis Bike Works  
Dotty Dalphon – TransIT of Frederick  
Elisa Vitale – City of College Park  
Frank Stevens – City of Bowie  
Fred Shaffer – Prince George’s County  
Gaylynn Abram - VDOT  
Jeff Palmer– Spokes Etc.  
Matthew Folden and Rebecca Torma – City of Rockville  
Yon Lambert– City of Alexandria  
Judy Galen and Sharon Affinito – Loudoun County  
Katie Sihler, Diane Stanton and Vanessa Vega - Arlington Transportation Partners  
Kelly Peterson – Downtown DC BID  
Danielle Milo, Jennifer Zucker, and Rachel Andrews – Bethesda Transportation Solutions  
Mirza Donegan and Darlene Nader – NBTMD  
Dominic Valentine – City Bikes  
Rob Mandle – Crystal City BID  
Robin Briscoe – Tri-County Council  
Terrie O’Steen, Sheila Wilson, Linda Provost, Mark Sofman – Montgomery County  
Commuter Services Section

### **Metropolitan Washington Council of Governments (COG) staff included:**

Nicholas Ramfos     Douglas Franklin  
Mark Hersey         Michael Farrell

### **Washington Area Bicyclists Association (WABA) staff included:**

Eric Gilliland         Henry Mesias         Chantal Buchser

### **Virginia Department of Transportation**

### **Maryland Department of Transportation**

### **District Department of Transportation**

For their continued funding support of the Commuter Connections work programs

The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Steve Kania with assistance by Eric Gilliland at the Washington Area Bicyclist Association. Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2009 a success.

## **BACKGROUND and EXECUTIVE SUMMARY**

Bike to Work Day has been held annually in the Washington metropolitan region with a main rallying point or Pit Stop in downtown DC. This event has been coordinated by the Washington Area Bicyclists Association (WABA) for over a decade. 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 2001 Steering Committee to examine the feasibility of adding additional Bike To Work Day Pit Stops or rallying points throughout the region, 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 eighth year in a row, Bike to Work Day planning began in the fall of 2008 for the 2009 May 15<sup>th</sup> event. The Steering Committee's goal for the event was set at 7,650, a 10% increase above the total registration mark set in 2008 of 6,957 registrants.

Overall the May 15, 2009 event generated over 7,869\* registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 563
2. Arlington – 871
3. Bethesda – 571
4. Bowie Old Town– 24
5. Bowie Town Center - 34
6. College Park – 122
7. Crystal City - 351
8. Fairfax Corner – 171
9. Fairfax City – 112
10. Frederick - 142
11. Freedom Plaza (DC) – 1,705
12. Hyattsville – 80
13. Indian Head - 22
14. Leesburg – 234
15. Nationals Park - 200
16. NIH - 579
17. North Bethesda – 229
18. Reston – 558
19. Rockville Town Center – 141
20. Rockville Falls Grove – 131
21. Silver Spring – 315
22. Springfield - 77
23. Sterling-Orbital – 335
24. Tysons Corner - 136
25. Vienna – 373
26. White Oak - 51

\*Some registrants entered more than one pit stop on their itinerary.

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 \$39,000 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 7,500 cyclists on Bike To Work Day (BTWD) 2009, included:

- Web site designed and maintained by WABA
- Posters and rack cards developed and printed by Commuter Connections.
- Promoting the event through WABA's membership.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site.
- Donated ad space by downtown Circulator buses
- A radio 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 the previous year's participants to register and have others register as well.
- 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.

In addition, 28 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 water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The 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 WABA's 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 2008. 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.

## **COLLATERAL MATERIAL**

The Bike To Work Day 2009 collateral materials used included the following items:

Rack cards 3¾ x 8½" (50,000)

Posters 8½" x 11" (20,000)

Interior Bus Signage on Downtown DC Circulator Buses (24)

T-Shirts (7,500)

E-mail marketing message to previous year participants

Web Site and Twitter feed and Facebook page

Banners 8' x 4' available for every pit stop

Water bottles with logo imprinted available for each pit stop (free for bicyclists but purchased for a fee by each pit stop)

The marketing materials used for the 2009 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The rack cards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2008 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections and also designed and maintained a web site for information and registration links to the WABA site. Partner organizations included links from their websites to the registration page for the event.

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.

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 15, 2009 designating May 15<sup>th</sup> 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 the individual jurisdictions that hosted pit stops.



## Bike to Work Day 2009 Sponsor Declaration

Return by January 30, 2009

Please check one of the following Sponsor Levels:

	Cash	In-Kind
<b>GOLD SPONSOR LEVEL            \$7,000</b> <i>Mentioned as major sponsor on approximately            75 Radio ads, plus all Silver and Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SILVER SPONSOR LEVEL        \$4,000</b> <i>Logo on 7,500 T-Shirts plus Bronze level items</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BRONZE SPONSOR LEVEL      \$1,000</b> <i>Logo on Website and 70,000 Brochures and/or Posters</i>	<input type="checkbox"/>	<input type="checkbox"/>

If In-kind donation, please describe: \_\_\_\_\_  
 \_\_\_\_\_

*Note: quantity counts for 2009 are estimates based on previous year's activity. In order to appear on event T-Shirt and/or Radio ad, in-kind sponsors must provide a minimum of 50% cash for corresponding level. Example: Silver in-kind sponsors may donate \$2,000 in cash and \$2,000 in merchandise to appear on T-Shirt.*

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. Logo must be sent to [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org) in a high resolution format for quality reproduction by deadline above. Preferred format is eps. Fax signed form to (202) 962-3203. Contact Douglas at (202) 962-3792 with any questions.



## **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 2009 event:

### **Top Level Sponsors:**

- Arlington County c/o CommuterPage.com
- City Bikes
- Commuter Connections
- Crystal City BID
- DC Lottery and Charitable Games Control Board
- District Department of Transportation c/o SmartBike DC
- HSBC Bank
- ICF International
- Smartwool
- Transurban
- Washington Area Bicyclist Association

### **Other regional sponsors:**

- Bicycle Escape
- Bike and Roll
- Blackburn
- Breezer
- Coalition For The Capital Crescent Trail
- GeoEye
- Honest Tea
- Jamis Bicycles
- Jandd Mountaineering
- Louis Garneau
- Kryptonite
- Metropolitan Washington Council of Governments
- OnGuard
- Peak Racks
- Pedro's
- Performance Bicycle
- REI
- Serfas
- Specialized
- Timbuk2
- ToPeak
- VPSI Inc.
- Washington Nationals
- Whole Foods
- Transurban
- VPSI Inc.
- Washington Nationals
- Whole Foods



## HIGHLIGHTS FROM AREA “PIT-STOPS”

**Alexandria:** A strong registration number of 563 ensured that attendees would number over 400 and such was the case for the City Hall pit stop on King Street.

**Arlington:** Arlington County hosted an event with over 800 registered riders at the Rosslyn Gateway Park, which is located at the confluence of the Custis and Mount Vernon Trails and the Key Bridge. A D.J. played music while prizes and giveaways were raffled off every few minutes and participants enjoyed delicious and nutritious snacks of bagels, bananas and power bars.

A number of organizations were in attendance passing out information. Representatives from Arlington County and Arlington Transportation Partners, the Virginia Department of Transportation, and the Washington Area Bicyclist Association were all on hand providing information about their services. Zipcar gave out free one year memberships to cyclists who signed up for their program, and REI had mechanics available to fix and tune up bikes on the spot while handing out coupons.

Additionally, there was a videographer on location interviewing riders on various topics including the length and frequency of their commute and just how much fun they have while riding their bicycles. These exciting clips can be seen on the Arlington County Youtube Channel: <http://www.youtube.com/user/ArlingtonCoVA>

**Bethesda:** Online registrations for the Bethesda Pit Stop totaled 571, so with the additional 99 walk-up registrations, the total number registered for the event was a record 670. The total number we had on-site was around 350, which is an increase of 100 over last year’s turnout.

Delegate Bill Bronrott 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:

Maryland State Comptroller Peter Franchot  
Delegate Susan Lee  
Montgomery County Councilmember Roger Berliner  
Councilmember Nancy Floreen  
Councilmember George Leventhal  
Richard Hoye (representing Councilmember Duchy Trachtenberg)  
Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation  
State Senator Brian Frosh  
Jahantab Siddiqui, Special Assistant to Senator Barbara Mikulski  
Bill Selby, Chief of Management Services in the Director’s Office of the Montgomery County Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 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. Several businesses were provided tables with representatives at the event, informing attendees of their services and products.

Delegate Bronrott also helped present Bethesda's Fifth Annual Bicycle Commuter Spirit Awards. This year's *Most Committed Bicycle Commuter* went to Jim Fulmer of Fidelis Security Systems, who bikes from Silver Spring to his office in Bethesda, about a 25 minute ride each way, every day rain or shine (or snow, or ice, etc.). He and his wife share one car for their family, so he uses his bike for a lot of things that would otherwise put his car on the road (Sunday farmers market visits, errands on the way home from work, etc.). *Longest Distance Commuted by Bike* went to Jean-Luc Park of Calvert, for biking over 16 miles each way, from his home in Falls Church to his office in Bethesda.

Bike to Work Day event partners included: City Bikes, R.E.I. College Park, Zipcar, Spring Mill Bread Company, Whole Foods Market, Bethesda Bagels, Honest Tea, Caribou Coffee, HSBC Bank, City Sports and Royal Fitness. Sponsors included: Ben & Jerry's, California Tortilla, Gifford's Ice Cream and Unity Woods Yoga.

**Bowie Town Center and Bowie Old Town:** Once again this year, the City of Bowie had two (2) pit stops: Bowie Town Center; and, Old Town Bowie. Between the two stops there were 58 registrants with over 50 attending.

**College Park:** With 122 registrants expected the event drew great crowds and was buoyed by the bicycle routes that passed by the pit stop.

**Crystal City:** With over 350 expected registrants, the pit stop had Sport & Health doing Zumba Demonstrations and providing water bottles, Frisbees, Irish Springs Soap, and providing energy drink beverage samples. HSBC provided information about their banks. In addition, Crystal City Chiropractic and Acupuncture provided free neck scans and other items. VDOT provided bike literature, water, oranges, free bike locker rental certificate, and high visibility reflector strips. Phoenix Bikes had four volunteers providing basic bike maintenance and proper tire pressure. The Crystal City BID provided Bagels & Cream cheese, energy bars, water, bananas, and coffee – All cups provided by the CCBID were compostable as part of the low-to-no-waste policy County Board Member Chris Zimmerman stopped by for about 45 minutes and local Artist Rob Lindsay commuted to Artomatic at the Capital Riverfront from the Crystal City Stop in his custom-made art bike, Charger.

**DC Freedom Plaza:** Good weather and the expected 1,700 registrants provided a strong showing at Freedom Plaza. The US Energy Secretary spoke at the event.

### **Fairfax County Government Center-Fairfax Corner**

Fairfax Corner saw its largest number of participants this year. This pit stop is co-sponsored by the Fairfax County Department of Transportation and REI (Fairfax Corner Store). The Chairman of the Fairfax County Board of Supervisors Sharon Bulova and Supervisor Pat Herrity (Springfield District) both attended the event and greeted riders throughout the morning. Refreshments and gifts were generously provided by REI, the Peterson Management Company, HSBC Bank, Great American Restaurants, Wegmans,

Caribou Coffee, Transurban, VDOT, and Fairfax County's LiveWell program. Bike mechanical support was again provided by the folks at REI.

**Fairfax:** A total of 112 riders registered for the event held in downtown Fairfax.

**Frederick:** TransIT participated in the annual Bike to Work Day celebration on Friday, May 15, by offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and riding public transportation. Reporters from the Frederick News-Post and Frederick.com provided coverage of the event.

**Hyattsville:** Over 80 riders attended the pit stop and many more passed by en route to the Freedom Plaza pit stop.

**Indian Head:** On Friday, May 15<sup>th</sup>, the Tri-County Council for Southern Maryland in cooperation with Charles County Government, The Town of Indian Head, and the Naval Support Activity South Potomac held a pit stop event.

**Leesburg:** During the weeks prior to the event, the colorful Bike to Work Day banner was displayed in the Loudoun County Government Center, adding to additional interest in the event. Participation remained steady with 234 bicyclists selecting Leesburg as their t-shirt pick-up location. On the morning of May 15, nearly 200 riders actually visited the pit stop.

Upon arrival, all riders were offered a variety of fruit, beverages, pastries and "grab and go" snacks, by staff of the Loudoun County Office of Transportation Services and VDOT. T-shirts, specialty-labeled hand sanitizer spray and other giveaways were provided. One local pizza restaurant contributed discount coupons for everyone at the pit stop. In addition, all riders were given the opportunity to register for several local raffle prizes, including restaurant gift cards, fitness center passes and a grand prize bicycle, from Plum Grove Cyclery.

A local Starbucks provided free coffee. VDOT was on-site in full support with water, fruit and more. Loudoun County purchased breakfast pastries, fruit, juices and water. The new cycling advocacy group BikeLoudoun set up a table to share information with riders about their efforts. Plum Grove Cyclery was available to assist participants with bicycle adjustments and to show off their grand prize bike, which was won by a Loudoun County High School teacher. Ideal weather and great community support made Bike to Work Day 2009a big success in Leesburg.

**North Bethesda:** The pit stop was held by the U.S. Nuclear Regulatory Commission, which graciously assisted the pit stop crew and made it another successful Bike to Work Day. Over 220 registered for the pit stop. A "Thank you" went to all of the sponsors - they each received a Certificate of Appreciation from the staff of North Bethesda TMD for their contributions for our pit stop.

**NIH:** The NIH Bicycle Commuter Club drew 579 registered riders—an increase of over 100 from the previous year. NIH had three Bikes to Work Day pit stop sites, to facilitate participation by employees who work at satellite facilities: Building 1 on the main campus, Rockledge Drive and Executive Blvd.

**Reston:** For the 558 people registered for the Reston pit stop they were joined by Fairfax County Hunter Mill District Supervisor Cathy Hudgins who rode her bike to the event and greeted the cyclists. A-1 Cycling and The Bike Lane of Reston provided mechanical support. Great Harvest Bread, Whole Foods Market, and Starbucks provided food and drinks. Other local sponsors included the Reston Town Center Association, The Reston Bike Club, and Fairfax Advocates for Better Bicycling, Friends of the W&OD Trail, and the Reston Association.

**Rockville:** Once again this year the City of Rockville had two pit stops, one at the Fallsgrove Transit Center (which had 98 attendees) and the other on the plaza in front of the new library in the Rockville Town Center (which had 87 attendees). The City had many volunteers including the City staff and the Rockville Bike Advisory Committee members.

**Silver Spring:** Over 300 registered for the event and with good weather more than 280 checked in at the pit stop. Some of the prize donations came from companies such as: Discovery Communications, Commuter Services, City Bikes, and The Bicycle Place. Prizes ranged from bicycle locks to gift certificates to local theaters to a travel bag. Other Donations were also provided by the following companies: Whole Foods Market, Honest Tea and Caribou Coffee hosted a “Coffee Tent” with Coffee, Iced Coffee and Tea. Food was provided by Montgomery County Commuter Services.

### **Springfield**

This pit stop was relocated from the Franconia-Springfield Metro Station to Metro Park, an office complex on the north side of the Franconia-Springfield Parkway. Sponsored by the Fairfax County Department of Transportation and Springfield Chamber of Commerce, this pit stop saw a record number of participants this year. Performance Bicycles (Springfield) and The Bike Lane (Burke) provided mechanical support. Refreshments and gifts were generously provided by Calibre, MetroPark Akridge, VDOT, and Wegmans.

**Sterling:** During the weeks prior to Bike to Work Day, the Sterling banner was displayed along a fence facing busy Route 28. Inside the offices of Orbital Sciences, a new bike was displayed in the employee cafeteria. Both of these efforts likely contributed to the significant growth of 81 Sterling pre-registrants, bringing the 2009 total to 335.

While there were some event “no-shows,” later arrivals found the t-shirt supply was depleted. However, there were plenty of other gifts including baseball caps, hand sanitizer spray, with “Bike to Work Loudoun” imprinted on the packaging, and water bottles.

For the sixth year in a row, Orbital Sciences Corporation hosted the pit stop. The League of American Bicyclists and the Loudoun County Office of Transportation Services recognized Orbital’s Pat Najera with special gifts for her long-time dedication to the event.

Orbital staff served an assortment of pastries, fruit, and beverages. VDOT provided on-site assistance and contributions. Loudoun County purchased coffee and pastries. The advocacy group BikeLoudoun shared information with riders about their new organization and efforts.

Riders also registered for pit stop raffle prizes, which included restaurant gift cards, recreational passes and a grand prize bicycle from Bicycle Outfitters in Leesburg. For the first time ever, Bicycle Outfitters displayed a women's bike at the pit stop, (with the understanding the winner could exchange for a men's bike). The raffle winner was a female employee of Airbus in Ashburn. With picture-perfect weather and friendly crowds, Bike to Work Day was a great success in Sterling.

**Tyson's Corner:** The pit stop was held at the Booz Allen Hamilton office building on Greensboro Drive. There were 136 registrants for the event.

**Vienna:** For the 373 registered for the event there were over 350 that attended the pit stop. Whole Foods donated staff time and food for riders and bikes@vienna (also a pit stop manager) donated bicycle gear and performed bicycle checks. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

**White Oak/FDA:** There were 51 registrants for the pit stop in White Oak.

## **EMPLOYER PARTICIPATION**

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

\*The winner of the Employer Challenge for a free Lunch was NIH.

### **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 Peace Corps  
US Senate

US Patent and Trademark Office  
US Postal Service  
USAID

### **State and Local Governments**

Arlington County  
City of Alexandria  
City of College Park  
City of Frederick  
City of Hyattsville  
City of Vienna  
Fairfax County  
Loudoun County  
Prince George's County  
State of Maryland (including MDOT, MTA and others)  
Commonwealth of Virginia (including VDOT and VDRPT)  
Town of Leesburg

Charles County  
City of Bowie  
City of Falls Church  
City of Gaithersburg  
City of Rockville  
DC Council  
Frederick County  
Montgomery County

### **Private/Non-Profit Sector Employers**

AARP  
Alliance to Save Energy  
Anteon  
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

Accenture  
American Trucking Associations  
AOL LLC  
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

Rockwell Collins  
Sallie Mae  
Sitesafe  
Social & Scientific Systems  
SRA International  
Torti Gallas and Partners  
Verizon  
Westat  
Willard IC  
World Bank

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

### **Universities and Colleges**

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

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.

### **Radio Buy**

The BTWD Radio spot aired prior to the event on DC101, WJFK-FM 106.7 The Fan, EPSN 980.

### **BTWD Media Coverage:**

Media outlets were pitched; including print, radio, television and blogs. More than 30 became placements.

Media	Description
Associated Press	Good luck getting around D.C. on Inauguration Day
WAMU	Commuter Connections Observes Drop in Participation
WPGC	Interview Taping
Washington Examiner	Online ride-sharing tool expanding beyond only workday needs
washingtonpost.com	Loudoun Gears Up for Bike to Work Day
Coalition for Smarter Growth	Bike to Work Day
The Wash Cycle Blog	BTWD 2009 Dignitaries
Washington Examiner	Three-minute interview - Eric Gilliland
FrederickNewsPost.com	Commuters encouraged to pedal to work Friday
expressnightout.com	Wheeling in Employees: How to Keep Cyclists Happy at Office
washingtonexaminer.com	Area commuter train services becoming more bike-friendly
WJLA News Channel 8	A preview of Bike to Work Day (Video)
Loudoun Independent	Loudoun Hosts Bike to Work Day on May 15
FrederickNewsPost.com	Traveling Through - Forget high gas prices, bike to work
Press Release	Secretary Chu to Participate in Bike to Work Day
PBS	Washington D.C.'s Bike to Work Day 2009
NachoFoto	Photos
Wall Street Journal Blog	Energy Secretary Chu Rides Herd on CO2 with \$5,000 Bike

The Wash Cycle Blog  
Leesburg Today  
washingtonpost.com  
Loudonextra.com  
Waba.org  
D.C. MetBlog  
WUSA 9  
Gazette.net  
Bike Commute Tips Blog  
The Wash Cycle Blog  
Ashburn Today  
Fastnotes

Bike to Work Day 2009  
Commuters Come Out In Droves To Bike To Work  
Spotted: Chu Marks Bike to Work Day  
Loudoun Celebrates Bike To Work Day  
Bike to Work Day Draws Thousands  
Highlights from Bike to Work Day  
Bike to Work Day in the District  
Washington traffic experts travel to Frederick County  
NPR reporter survives (!) Bike to Work Day  
More on Bike to Work Day 2009  
Bikin' To Work  
Bike to Work Day 2009 - a BIG success!

### **Social Networking**

A Facebook group and Twitter account were created for Bike to Work Day in mid-April. This was one of Commuter Connections' first forays into social networking and was a learning experience for all involved. The Facebook page garnered 57 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following 132 users on the day of the event and being followed by 89. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.



Commuter Connections (BikeToWorkDay) on Twitter - Windows Internet Explorer

http://twitter.com/BikeToWorkDay

File Edit View Favorites Tools Help

Google Search

Commuter Connections (BikeToWorkDay) on Twitter

twitter Login Join Twitter!

Hey there! **BikeToWorkDay** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **BikeToWorkDay's** updates.

Already using Twitter from your phone? [Click here.](#)

**BikeToWorkDay**

Need help planning your bicycle route? Check out the bicycle routing tool on <http://tinyurl.com/o33y89>.

22 minutes ago from web

**Name** Commuter Connections  
**Location** Washington DC  
**Web** <http://commuterco...>  
**Bio** Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

43 following 44 followers

**Updates** 20

Foundation

http://twitter.com/account/profile\_image/BikeToWorkDay?hreflang=en

Internet 100%

# **Bike to Work Day Draws Thousands**

*Record Number of Area Residents Register for Event*

Thousands of bicyclists turned out to celebrate Bike to Work Day 2009 at locations in the District of Columbia, suburban Maryland, and Northern Virginia. Over 8,000 people signed up to participate in advance of the event, which set a new record for registrations.

The annual event, sponsored jointly by Commuter Connections and the Washington Area Bicyclist Association, promotes bicycling as a healthy, low-cost and environmentally-friendly alternative to drive-alone commuting.

“Thank you for bicycling to work today for your health and for the environment,” D.C. Councilmember At-Large and COG President Phil Mendelson told participants assembled at Freedom Plaza in downtown Washington D.C. “And thank you for making a statement by bicycling to work and showing that there are alternatives to driving.”

Several speakers at Freedom Plaza noted the participation of U.S. Energy Secretary Steven Chu in this year’s Bike to Work Day celebration calling it a another positive sign that the new Obama Administration supports bicycling as an important means of transportation.

Including Freedom Plaza, bicyclists gathered at a total of 26 “pit stops” featuring entertainment, food, drinks, and raffles. The raffle prizes included commuter bags, bike locks, bicycles, and other bike-related gadgets and accessories. Experienced WABA volunteers helped lead "commuter convoys" from across the area to Freedom Plaza and other pit stop destinations. Convoy leaders assisted participants with safe riding and equipment tips as well as showing riders the best route to their destination.

For more information about WABA, visit [www.waba.org](http://www.waba.org). To learn more about Commuter Connections, visit [www.commuterconnections.org](http://www.commuterconnections.org).

**Commuter Connections** is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded by the District of Columbia, Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation. Commuter Connections promotes bicycling to work and other alternatives to drive-alone commuting, and provides ridematching for carpools and vanpools and offers the free Guaranteed Ride Home program.

**The Washington Area Bicyclist Association (WABA)** creates a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment; and educating children, adults, and motorists about safe bicycling.

*COG is the association of 21 local governments working together for a better metropolitan region.*

## PROCLAMATION



# Proclamation Bike to Work Day 2009

***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 health and fitness, reduced parking and health care costs, lowering employee absenteeism and turnover, and increasing employee productivity; and

***WHEREAS***, Increasing numbers of businesses have installed bicycle parking and shower facilities to help employees commute by bicycle; and

***WHEREAS***, The federal government has enacted a Bicycle Commuter Tax Provision for incurred costs which employers can pay for such as bicycle purchases, improvements, repair and storage; and

***WHEREAS***, Increasing numbers of member jurisdictions have added or improved bicycle paths and trails; and

***WHEREAS***, The National Capital Region Transportation Planning Board through its Commuter Connections program promotes bicycling through its Employer Outreach project and the annual Bike to Work event; and

***WHEREAS***, The month of May is "Clean Air Month" to promote air quality, and May 11-15th is national Bike to Work week, to promote bicycling as a viable means of transportation to and from work.

***NOW***, Therefore, be it resolved that the National Capital Region Transportation Planning Board proclaims:

***Friday May 15, 2009 as Bike to Work Day*** throughout the Washington Metropolitan Region; and encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

---

Chairman, National Capital Region Transportation Planning Board

## Proclamation Signing at Metropolitan Washington Council of Governments



National Capital Region Transportation Planning Board 2009 Chairman Charles Jenkins signs Bike to Work Day proclamation held by Commuter Connections Director Nicholas Ramfos.

## Marketing Materials

The posters, rack cards, vinyl banners and circulator bus advertisements all carried the same uniform look and feel.

### Poster



# BIKE TO WORK DAY 2009

FRIDAY MAY 15

REGISTER AT [WABA.ORG](http://WABA.ORG)  
OR CALL 202-518-0524

Pre-Register by May 8 for  
Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND  
GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop locations  
and times. T-Shirts available at pit stops to  
first 7,500 who register.

#### PIT STOPS

##### WASHINGTON D.C.

Freedom Plaza  
Nationals Park

##### MARYLAND

Bethesda  
Bowie  
College Park  
Frederick  
Hyattsville

Indian Head  
North Bethesda  
Rockville  
Silver Spring  
White Oak

##### VIRGINIA

Alexandria  
Crystal City  
Fairfax

Fairfax City  
Leesburg  
Reston  
Rosslyn  
Springfield  
Sterling  
Tysons Corner  
Vienna



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK



HSBC  
The world's local bank



transurban



CommuterPage.com



Rack Card



# BIKE TO WORK DAY 2009

FRIDAY MAY 15

REGISTER AT [WABA.ORG](http://WABA.ORG)  
OR CALL 202-518-0524

Pre-Register by May 8 for  
Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND  
GIVEAWAYS AT ALL LOCATIONS

Visit web site for specific pit stop  
locations and times. T-Shirts available  
at pit stops to first 7,500 who register.



# BIKE TO WORK DAY 2009

FRIDAY MAY 15

- PIT STOPS**
- |                        |                 |
|------------------------|-----------------|
| <b>WASHINGTON D.C.</b> | <b>VIRGINIA</b> |
| Freedom Plaza          | Alexandria      |
| Nationals Park         | Crystal City    |
| <b>MARYLAND</b>        | Fairfax         |
| Bethesda               | Fairfax City    |
| Bowie                  | Leesburg        |
| College Park           | Reston          |
| Frederick              | Rosslyn         |
| Hyattsville            | Springfield     |
| Indian Head            | Sterling        |
| North Bethesda         | Tysons Corner   |
| Rockville              | Vienna          |
| Silver Spring          |                 |
| White Oak              |                 |



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

Vinyl Banner

**BIKE TO WORK DAY 2009**  
**FRIDAY MAY 15**

Rosslyn Gateway Park  
 7:00 a.m. to 9:00 a.m.

**ARLINGTON**

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

Logos: COMMUTER CONNECTIONS, WABA, City Bikes, CRYSTALride, HSBC The world's local bank, D.C. Lottery Charitable Games, SmartBike DC

Downtown Dc Circulator Bus Ad

**BIKE TO WORK DAY 2009**  
**FRIDAY MAY 15**

Rosslyn Gateway Park  
 7:00 a.m. to 9:00 a.m.

**ARLINGTON**

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

**PIT STOPS**

**WASHINGTON D.C.**  
 Freedom Plaza  
 Nationals Park

**MARYLAND**  
 Bethesda  
 Bowie  
 College Park  
 Frederick  
 Hyattsville

**INDIAN HEAD**  
 North Bethesda  
 Rockville  
 Silver Spring  
 White Oak

**VIRGINIA**  
 Alexandria  
 Crystal City  
 Fairfax

**FAIRFAX CITY**  
 Leesburg  
 Reston  
 Rosslyn  
 Springfield  
 Sterling  
 Tysons Corner  
 Vienna

Logos: COMMUTER CONNECTIONS, WABA, City Bikes, HSBC The world's local bank, CRYSTALride, D.C. Lottery, transurban, ICF, Corning Fiber, Jandoo, KREI, VPSI Inc., Whole Foods, PERFORMANCE Bicycle, Jando, PROLOG, TOPEAK, SERFA, TIMBUK2, JAMN BICYCLE, HONEST, Blackburn, LOG

# T-Shirt

The T-Shirt was sky blue in color.





**Pictures and additional Promotional items**



