

**Bike to Work Day 2010**  
**Washington DC Metropolitan Region**  
**November 3, 2010**



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

**Final Report**

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## **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  
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  
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Jeff Palmer– Spokes Etc.  
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Yon Lambert– City of Alexandria  
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Kelly Peterson – Downtown DC BID  
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Rob Mandle – Crystal City BID  
Robin Briscoe – Tri-County Council  
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### **Washington Area Bicyclists Association (WABA) staff included:**

Shane Farthing             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

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## **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 ninth year in a row, Bike to Work Day planning began in the fall of 2009 for the 2010 May 21<sup>st</sup> event. The Steering Committee's goal for the event was set at 8,415, a 10% increase above the total registration mark set in 2009 of 7,640 registrants.

Overall the May 21, 2010 event generated over 9,000\* registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 602
2. Arlington Rosslyn – 731
3. Arlington Ballston – 328
4. Bethesda – 644
5. Bowie Old Town– 15
6. Bowie Town Center – 40
7. Burke - 34
8. Buzzard Point - 109
9. College Park – 151
10. Crystal City - 438
11. Fairfax Corner – 146
12. Fairfax City – 87
13. Frederick - 153
14. Freedom Plaza (DC) – 1,813
15. Herndon - 206
16. Hyattsville – 100
17. Indian Head - 19
18. Leesburg – 231
19. Manassas GMU – 63
20. Merrifield - 73
21. Nationals Park - 187
22. NIH (Bldg 1) – 438
23. NIH (Exc Blvd) - 149
24. Naval Medical - 110
25. North Bethesda – 207
26. Oxon Hill - 42
27. Reston – 508
28. Rockville Town Center – 157
29. Rockville Falls Grove – 132
30. Silver Spring – 323
31. Springfield - 92

32. Sterling-Orbital – 332
33. Tysons Corner - 136
34. Vienna – 336
35. White Oak - 52

\*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 \$47,500 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 8,415 cyclists on Bike To Work Day (BTWD) 2010, 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.
- GSA deployed table tent cards through its food services division and also donated water bottles for the event

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 2010 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 2010 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 2009 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 21st, 2010 designating May 21<sup>st</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 2010 Sponsor Declaration

Return by December 31, 2009

Please check one of the following Sponsor Levels:		Cash	In-Kind
<b>GOLD SPONSOR LEVEL</b>	<b>\$7,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items</i>			
<b>SILVER SPONSOR LEVEL</b>	<b>\$4,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on 8,000 T-Shirts plus Bronze level items</i>			
<b>BRONZE SPONSOR LEVEL</b>	<b>\$1,000</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Logo on Website and 70,000 Brochures and/or Posters</i>			
If In-kind donation, please describe: _____			
_____			

*Note: quantity counts for 2010 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 \$2,000 in cash and \$2,000 in accepted merchandise etc.*

Name : \_\_\_\_\_ Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 email: \_\_\_\_\_ 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 January 29, 2010. 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 2010 event:

### **Top Level Sponsors (Gold and Silver):**

- AAA Mid-Atlantic
- Arlington's Car-Free Diet
- City Bikes
- Commuter Connections
- Crystal City BID
- DC Lottery
- Downtown DC BID
- ICF International
- Mid Atlantic Sports Network
- SmartWool
- Transurban
- Washington Area Bicyclist Association
- Whole Foods

### **Other regional sponsors (bronze and in-kind):**

- Bicycle Escape
- Bikes@vienna
- Bike and Roll
- Blackburn
- Breezer
- City of Alexandria Local Motion
- Coalition For The Capital Crescent Trail
- GeoEye
- Honest Tea
- Jamis Bicycles
- Jandd Mountaineering
- Louis Garneau
- OnGuard
- Peak Racks
- Pedro's
- Potomac Pedalers
- REI
- Specialized
- VPSI Inc.
- Washington Nationals



## HIGHLIGHTS FROM AREA “PIT-STOPS”

**Alexandria:** A strong registration number of 602 ensured that attendees would number over 500 and such was the case for the City Hall pit stop on King Street. Hundreds of bicycle commuters converged to Market Square on the morning of Friday, May 21, for the City of Alexandria’s Bike to Work Day. Better weather could not have been asked for as the City’s “pit stop” saw a record number of bikers show up to celebrate the most efficient and healthiest way to commute. Overall, the region saw 9,000 people register for this great event. At Market Square volunteers and City Staff coordinated free bicycle parking and helped work the busy registration table. Whole Foods provided riders free breakfast fare of fruit and juice. A Messenger Bag by Louis Garneau was raffled off in addition to a two day stay at the Monaco Hotel and a Jamis 3 commuter bike from Wheel Nuts. Other local sponsoring groups included; Le Pain Quotidien, Cosi, Bread and Chocolate, Brueggers Bagels, St. Elmo’s Coffee and Pub, Snack Shak, Big Wheel Bikes, REI, and Bicycle Pro Shop. Among the riders were City of Alexandria Mayor William D. Euille, who greeted commuters and took time to address everyone and City Manager James K. Hartman.

**Arlington Ballston:** The Ballston pit stop was hosted by Conte’s Bike Shop and the Ballston Partnership. DJ Neekola entertained the crowd while volunteers handed out t-shirts at registration. Various raffle prizes were also given out at Ballston and there were a number of partner organizations on hand including, Team In Training, Ebikes+, MS Ride, Tour De Cure, Arlington County PD, Arlingtonians for a Clean Environment, and Arlington Transportation Partners. Refreshments included bananas and power bars from Whole Foods and coffee and fresh bagels from Brueggers Bagels. County Board Member Walter Tejada stopped by to check out things and an old fashioned Penny Farthing bicycle from the 1800s attracted a lot of attention. 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.

**Arlington Rosslyn:** Bike to Work Day 2010 was a great success. For the first time in recent memory, the weather was beautiful and there was a great turn out for the Rosslyn and Ballston pit stops. There were 700 registered riders for Rosslyn and 314 registered riders for the brand new stop at Ballston. In the past, Rosslyn has received up to 800 registered riders, so we were very pleased to garner more than 1,000 registrants overall.

The Rosslyn pit stop was again held at Gateway Park. DJ Kirk Rubley played a good set of upbeat music to keep the crowd pumped up as t-shirts were handed out at registration. More than 30 raffle prizes were given out, ranging from water bottle cages and socks, to new helmets and tire pumps. Refreshments included bananas and energy bars from Whole Foods, muffins and coffee from the Java Shack, as well as tea, water, and various other snacks. The turnout was so great a mid-event run to Safeway to pick up additional granola bars was required. BikeArlington swag such as water bottles, bags, pant straps, bells, buttons were all a big hit. Partner organizations on hand included, Honest Tea, Pedego, REI, BikeDC, ACCOR, ZipCar, MS Ride, Tour de Cure, Revolution Cycles,

YMCA, Phoenix Bikes, Arlington County PD, the ACCS Events Team, and Arlington Transportation Partners.

The Car Free Diet campaign announced the winner of their 30 Day Car Free Diet Skeptics and Chairman of the Arlington County Board, Jay Fiset announced the news that a large scale regional bike-sharing program will be coming to Virginia and Washington, DC. this fall. Media from Washington Post, WAMU Radio, Arlington NOW, and AVN were on hand for this groundbreaking announcement.

**Bethesda:** The Bethesda Pit Stop had 717 registered cyclists, and 484 of those were onsite, a nearly 40% increase over 2009.

Delegate Bill Frick 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:

- Delegate Susan Lee
- Montgomery County Councilman Roger Berliner
- Jahantab Siddiqui of Senator Mikulski's office
- Karen McManus of Congressman Van Hollen's office
- Deputy Secretary Harold Bartlett, Maryland 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 Frick also helped present Bethesda's 6th Annual Bicycle Commuter Spirit Awards. This year's *Most Committed Bicycle Commuter* went to Brian Barnes of CoStar Group, who has been biking competitively since moving to the DC area 12 years ago. He has been commuting by bicycle for the better part of 5 years and says that it's definitely a great way to start his day. His commute is about 30 minutes total, about the same amount of time it takes by car and he enjoys every minute of it! After work, he is on the road for more training miles. *Longest Distance Commuted By Bike* went to Christoph Mueller, of OPNET Technologies, for biking about 16 miles each way to and from his home in Montgomery County.

Bike to Work Day event partners and sponsors included: Calvert Group, Griffin Cycle, REI - College Park, City Bikes - Chevy Chase, American Diabetes Association, Bikes for the World, The Montgomery County Police Department, Zipcar, Equinox Fitness Clubs, Caribou Coffee, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, The Palisades of Bethesda, A&E Day Spa, Unity Woods Yoga Center, Hard Times Café, Ben & Jerry's, and Gifford's.

**Bethesda Naval Medical Center:** Morale Welfare and Recreation hosted the event in which 110 picked up their t-shirts at the pit stop. A light breakfast was served with

fresh fruit. Giveaways included gear from MWR that included towels, thermoses and bicycle wear.

**Bowie Town Center and Bowie Old Town:** Over 75 registered for the pit stops in Bowie.

**Burke:** New this year was the Burke pit stop held at the Burke VRE (Virginia Railway Express Station/Park and Ride lot). The pit stop was sponsored by the Fairfax County Department of Transportation, Virginia Railway Express, and the Bike Lane. There was a good turn-out considering that this was Burke's first year. A big thank you goes out to all the volunteers and local sponsors including: The Bike Lane (providing bike tune ups and safety checks, VRE, Wegman's, City Bikes, and Honest Tea.

**Buzzards Point:** The US Coast Guard (USCG) Headquarters hosted its first official Pit Stop on Buzzards Point with 114 registered riders and an additional 20+ walk-ups. USCG provided one of a kind USCG Bicycling Socks designed specifically for BTWD as well as food, refreshments, and music to all participants. Over 40 of the participants joined Rear Admiral John Korn, the USCG's Director of Acquisition Programs in a convoy to the Freedom Plaza Pit Stop where Rear Admiral Korn spoke at the National Rally about USCG efforts to promote bicycling as a viable commuting option. In addition the USCG raffled off two USCG bike jerseys.

Prior to the official Pit Stop, the USCG hosted week long lunch time clinics on bike repair and maintained, stretching techniques, and a power challenge. The USCG also took the opportunity to unveil its newly established professional bicycle repair locker and 20 free rental bikes available for USCG personnel.

**College Park:** With 151 registrants expected the event drew great crowds and was buoyed by the bicycle routes that passed by the pit stop. The City of College Park had a great turn out for Bike to Work Day with 113 riders passing through the pit stop. City employees and members of the City's Committee for a Better Environment (CBE) helped staff the event and CBE sponsored the purchase of coffee. The Bagel Place donated bagels, My Organic Market donated fresh fruit, Honest Tea donated tea, and an REI bike tech was on hand for tune-ups.

The Prince George's County Department of Public Works and Transportation, the University of Maryland University Police, the University of Maryland Department of Transportation Services, and the Maryland-National Capital Park and Planning Commission provided bike safety tools, tips and registration, as well as information on new trails in the planning process. Distinguished guests included College Park City Council Member Patrick Wojahn.

**Crystal City:** With over 300 registrants and over 250 participants the pit stop in Crystal City enjoyed a large success.

**DC Freedom Plaza:** Good weather and the expected 1,800 registrants provided a strong showing at Freedom Plaza.

**Fairfax County Government Center-Fairfax Corner:** This pit stop is co-sponsored by the Fairfax County's Department of Transportation and LiveWell program, REI, and Fairfax

Corner. This year's good weather brought out a record number of participants. Bike mechanical support was again provided by the folks at REI. Fairfax Connector Staff was on hand to demonstrate the front mount bicycle racks on the system bus fleet. Refreshments and gifts were generously provided by Caribou Coffee, REI, Wegmans, the Peterson Management Company, Great American Restaurants, Honest Tea, and the American Diabetes Association.

**Fairfax:** The City of Fairfax pit stop had over 80 registrants with over 70 in attendance on the day of the event.

**Frederick:** Nearly 130 cyclists visited the Frederick pit stop at the Frederick Transit Center (MARC train station) for this yearly celebration of bicycle commuting—a 28% increase in attendance! Among the participants were County Commissioners, Frederick City Mayor, Alderman, Frederick Police, and employees from local businesses such as Bechtel, Wells Fargo, Fairchild, and others. Several Frederick City employees rode the special conference bike pictured below! All participants enjoyed free food, beverages, and giveaway items, as well as were entered into a drawing for a chance to win a bicycle. Ms. T. Ervin was this year's winner of the Breezer Greenway donated by The Bicycle Escape.

**Herndon:** For its first year as a Pit Stop, Herndon was excited to have just over 200 registered riders. With great riding weather, the team from A-1 Cycling, the Town of Herndon Pedestrian and Bicycle Advisory committee, and Parks and Recreation staff set up the pit stop featuring a variety of healthy snacks, including Einstein Bagels and cold drinks from sponsor Honest Tea. The location adjacent to the W&OD trail on the town hall green worked effectively for visibility to riders heading east and west. 120 riders checked in and many others passed through the check point on their way to Reston or points beyond. Registered riders could sign up for a raffle of dozens of prizes donated by A-1 Cycling as well as the grand prize, a bike provided by Giant Bicycles. Mechanical support and safety checks were available from A-1 Cycling as well as Fairfax County information and resource materials for folks to take home.

**Hyattsville:** 100 riders registered for the pit stop and many more passed by en route to the Freedom Plaza pit stop.

**Indian Head:** On Friday, May 21st, 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 with 19 cyclists who registered. Over 100 participants came to the event. T-Bone provided entertainment and interviewed several of the attendees. The USO gave away several bicycles to school children from the neighboring school. Charles County Sheriff's Office gave demo on bike safety. There were several proclamations read on bicycling in Southern Maryland. Promotional materials were given out to school children in attendance.

**Leesburg:** With picture perfect weather, generous local sponsors and enthusiastic riders contributed to the success at the Leesburg Pit Stop. With 231 individuals registered, and a total of 172 participants visited the stop and picked up their t-shirts on Bike to Work Day. Staff from Loudoun County distributed two specialty items this year—sun block sticks and reflective safety bands. A light breakfast was served featuring fresh fruit, pastries, beverages and grab and go snacks. (Clif Bars were especially popular). A tech crew from

Bicycle Outfitters was on-hand to assist with repairs and conduct bike safety checks. A representative from BikeLoudoun helped welcome riders. Several raffle prizes were distributed, including a "grand prize" bicycle. All local sponsors were recognized with thank you letters, a photo collage and post-event print ads in local papers.

**Manassas GMU:** This was the first time pit stop not only in Manassas but in Prince William County as a whole. The B2WD Banner was displayed at the Freedom Aquatic & Fitness Center. There 63 cyclists registered and 45 cyclists participated by biking to work and stopping at the pit stop. There was technical support from A-1 Cycling in Manassas and Haymarket Bicycles. Supervisor Covington, Prince William County Board of County Supervisors, was on hand to talk to participants. Andy Harrover, Vice-Mayor of the City of Manassas, rode his bike to the pit stop and talked to participants. Caribou Coffee donated 5 gallons of coffee for the event and Freedom Aquatic & Fitness Center donated water bottles for all registered participants and passes to the fitness center for random drawing prizes. Prince William County Transportation Department purchased bike light sets at cost from Haymarket Bicycles for random drawing prizes. An article was published in the News Messenger @ InsideNoVa.com.

**North Bethesda:** Bike to Work Day 2010 at North Bethesda pit stop turned out to be sunny and warm for close to 200 people at White Flint Mall, the new location. All registered cyclists received a Bike to Work Day T-shirt, water bottle, pedometer, and various bike maps. Throughout the event we gave away prizes every 15 minutes and played "Name that Tune" for additional prizes. The raffles and games were conducted by the North Bethesda staff and the DJ hired for the event. The cyclists were treated to prizes and food donations by the following companies; Bertucci's, Bob's Bike, Great Harvest Bread Company, Honest Tea, Marriott International, MOM's Organic Market, Connect by Hertz, Columbia Bank and White Flint Mall. Food was also provided By North Bethesda TMD.

Roger Berliner, Montgomery County Councilman, presented Dr. Carolyn Hendricks, this year's "Super Hero Cyclist" award winner. Dr. Hendricks is committed to biking 5 days a week and only missed a few days riding to work during the blizzard in January! She takes this commitment seriously to reduce the carbon footprint and encourages all of her employees to do whatever they can to further the cause.

The grand prize, a brand new bike was donated by Bob's Bikes, and was awarded to Elise Heumann from U.S. Nuclear Regulatory Commission. She was one of the first cyclists to arrive at the event and has been cycling to the North Bethesda pit stop for many years.

**NIH:** Including those who registered and Obike-ins<sup>1</sup>, we had 633 NIH bikers represented this year! 494 people actually attended the event - 117 more than last year. Total miles commuted (round trip): 4904! These were all records for NIH.

A couple of highlights:

1. NIH director, Francis Collins, bicycled to work for the first time and attended the Building One pit stop with his wife, Diane, from North Bethesda.
2. The Building One pit stop was garbage-free (a first)! All of the refuse generated was either recycled or composted.
3. The three longest distance round trip bike commutes logged were: Jim Nagle (47 miles, Reston to Bldg 1), Jonathan Ivins (44 miles, Germantown to Rockledge), and James Schuttinga (44 miles, Annandale to Bldg 1). Way to go riders!

Sponsors included:

- 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
- REI
- Hudson Trail Outfitters
- Honest Tea
- Takoma Park Co-op
- Giant Foods

The Bicycle Place provided bike tune-ups 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). REI provided tune-up services at the Rockledge pit. Hudson Trail Outfitters provided tune-up services at the Executive Blvd. pit stop and coordinated a Smartwool sock exchange.

**Reston:** More than 400 cyclists celebrated Bike to Work Day on Friday, May 21 at the Reston Town Center. The U.S. Geological Survey had the most participants (42).

The winner of this year's Employer Challenge was the National Wildlife Federation located in Reston. Bike to Work Day registrants were asked to nominate their employers based on how well they encourage employees to bike to work. Employees of the National Wildlife Federation are able to use the \$20/month Bicycle Commuter benefit, have access to showers and changing facilities, and have access to a fleet of bicycles for short trips during the day. Whole Foods Market provided a free catered lunch to the winners.

Delegate Ken Plum, Hunter Mill District Supervisor Cathy Hudgins, and Reston Association President Kathleen Driscoll-McKee addressed the crowd. "Bicycling is recognized as an important part of the transportation infrastructure around the world. By coming out to support Bike to Work Day, you are in the forefront of a movement to use bicycles for transportation in our daily lives," said Driscoll-McKee.

Reston Bike to Work Day is organized by the Fairfax Advocates for Better Bicycling, Reston Bike Club, The Bike Lane, Reston Association, Reston Town Center Association, and Friends of the W&OD Trail, with the help of many local sponsors including Great Harvest Bread Co., Whole Foods Market, and Mon Ami Gabi/Community Canteen.

**Rockville:** Rockville Town Center Pit Stop registered 157 participants this year online. This year was the largest number than in previous years with 126 actually showing up including 31 walk up registrants that day at the event. This pit stop was cosponsored by the Montgomery County Commuter Services and City of Rockville Traffic and Transportation Division. Mrs. Carolyn Biggins-Division Chief, Transit Services attend the

event and greeted riders and ultimately gave away the grand prize, which was a bicycle-awarded to Mr. Spencer Iscove of NIH.

A special thank you goes out to the many volunteers from City of Rockville employees and Ms. Nakengi Byrd of Commuter Services that worked the registration table throughout the event. Also, Mr. Jim Carlson, Transportation Planning Specialist with Commuter Services performed the PA announcements between the music provided by Good Vibrations Entertainment-DJ Alex Schmidt.

In-kind donations, gifts (i.e. gift certificates, prizes) and refreshments were provided by Ben & Jerry's, City Bikes, First Watch Restaurant, Gaithersburg Bicycles, Germantown Bicycles, Honest Tea, Olney Theatre Center, Star Bucks, Sushi Damo and Whole Foods. Additional refreshments were purchased from Safeway Grocery Store.

Our exhibitors/vendors who staff table at the event:  
American Diabetes Association  
City of Rockville Police  
Montgomery County Police – Bike Registration  
REI Rockville – On the Stop Mechanical/Bike Checks  
Zipcar - Car sharing and car club service

**Silver Spring:** The Silver Spring pit stop was once again hosted by Discovery Communications and staffed by Montgomery County Commuter Services, as well as volunteers from the Silver Spring Transportation Management District Advisory Committee. This pit stop had over 240 online registrants and over 290 attendees, who started arriving as early as 6am. Preceding the date of the event Montgomery County Executive issued a proclamation, which was accompanied by several press releases by the Public Information Office, Bike To Work Day banner was hung up at a strategic location, posters were disseminated at various locations in the County to raise awareness, while encouraging residents and employees to register online and participate in the event.

They were several vendors and exhibitors present, including VPSI, Clean Currents, Zipcar, Carbonfund.org, Whole Foods, The Green Commuter, YMCA, Silver Cycles and Caribou Coffee. A Commuter information table was set-up by Commuter Services where alternative transportation information including brochures, bike and pedestrian maps, rideshare information, were made available for attendees to pick-up.

Prizes were drawn every 15 minutes, giving away prizes that were donated by area vendors such as, bike locks, helmets, bike gloves, bike pumps, gift cards, etc. Prize winners included the longest commute on a bike, most unusual bike, oldest bike, etc. The grand prize was a bicycle, which was given away at the end of the event. Food and water were provided by Whole Foods and Commuter Services. Coffee, iced coffee and tea were provided by Caribou Coffee, who hosted a coffee tent. Honest Tea also donated some iced tea. Music was provided by DJ Ultimate Entertainment. Bike checks were done by the Green Commuter and Silver Cycles; bike registrations were done by the Montgomery County Police. Some of the dignitaries in attendance were Dan Hardy - Transportation Planning Chief M-NCPPC-MC, Sande Brecher – Montgomery County Commuter Services Chief, Michael Jackson – MD Director Pedestrian and Bicycle Safety.

**Springfield:** Bike to Work Day 2010 was a success. The weather could not have been better and included a host of last minute additions the day of event along with 99 folks who registered for the Springfield/Metro Park Bike to Work Day Pit Stop. The Pit Stop was conveniently located at the gazebo on Walker Lane in Metro Park – halfway between the Franconia-Springfield Parkway bike lanes and the Walker Lane bike lanes.

The Greater Springfield Chamber of Commerce, Metro Park, Akridge, ING, Calibre, Hilton Springfield, Virginia Megaprojects and Keller Williams served as the Pit Stops 2010 local sponsors. A technician from Performance Bicycles was on hand should he have been needed by any cyclist.

**Sterling:** For the seventh straight year, Orbital Sciences Corporation joined Loudoun County in hosting the Sterling pit stop. A total of 332 individuals registered, and more than 230 picked up their t-shirts in Sterling. A representative from BikeLoudoun was on-hand to greet riders, as was Loudoun County Supervisor Andrea McGimsey. Light breakfast was available for all who visited the stop featuring fresh fruit, yogurt, breakfast pastries, beverages and grab and go snacks. Riders were also given specialty labeled sun block sticks and reflective safety bands. Bike technicians from Spokes Etc. were on-site to assist riders. Raffle prize winners—for various gift cards and bike gear—were drawn randomly throughout the event. The grand prize bicycle from Spokes was the final drawing of the day. All local sponsors were recognized with thank you letters, a photo collage and post-event ads in local papers.

**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:** Over 170 participants joined the event at the Vienna pit stop

**White Oak/FDA:** There were 52 registrants for the pit stop in White Oak with 42 in attendance on the day of the event.



## **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 Booz Allen Hamilton.

### **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  
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  
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

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  
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.

### Radio Buy

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

### BTWD Media Coverage:

Media outlets were pitched; including print, radio, television and blogs.

Washington Post – Robert Thomson (Dr. Gridlock), *Bike to Work Resources*  
Washington Post – Robert Thomson (Dr. Gridlock), *Tips for Commuter Cycling*  
Washington Post – Robert Thomson (Dr. Gridlock), *Metro Prepares for 'Bike to Work*  
Washington Post – Ashley Halsey III  
Washington Post – Dimetrius Simon, *DC Area Employers offer incentives to bike commuters*  
Washington Post Express – Vicky Hallet, *The Fast and the Fabulous: Bike to Work Day*  
Washington Post – Robert Thomson (Dr. Gridlock), *Get There*  
Washington Post – Robert Thomson (Dr. Gridlock), *The Weekend and Beyond – Bike to Work*  
Washington Post – Robert Thomson (Dr. Gridlock), *Bike lanes not quite ready*  
Washington Post, *For Safety's Sake, Communication Must Go Both Ways*  
Washington Post Express, Summer Preview 2010: Sports & Fitness  
Washington Post – Ashley Halsey III, *For bicyclists and drivers, navigating traffic is a two-way street*  
Washington Post – Kali Schumitz, *Bike to Work Day Builds Interest in Alternative to Cars*  
Washington Post, *Montgomery County Going Out Guide*  
Washington Post, *Alexandria, Arlington Briefs*  
Washington Post, *Alexandria and Arlington community calendar, May 20-27, 2010*  
Washingtonian – Rachel Tepper, *Cycling Insanity in Washington*  
Washington Post, *Capital Weather Gang*  
Washington Post, *Bike to Work Day tips from experienced cyclist-commuters*  
Washington Post, *Loudoun County news in brief Bike to Work Day is set for May 21*  
Washington Post, *Can bikes & cars share the road?*  
Roll Call – Daniel Newhauser, *Pennsylvania Avenue Bikers Win a Lane Apart*  
Fairfax Times – Kali Schumitz, *Pedal Pushers Drive Bike Commuter Surge Annual Bike to Work Day events*  
NBC Washington – Carissa Dimargo (Featured on NBCWashington.com), *Bike to Work, Feel Superior*  
NBC Washington – Tom Sherwood  
Gazette Newspapers – Nathan Carrick Canines can be less than friendly to cyclists  
Frederick News-Post – Stephanie Mlot, *Traveling Through — Bike to Work Day Coming to Town Friday*  
Frederick News-Post – Stephanie Mlot, *Traveling Through — TransIT offers free rides*  
Frederick News-Post – Brian Englar, *Cyclists hope to attract more bicycle commuters*  
Falls Church Times – Ian Edlind, *Falls Church is Perfect Starting Point for Bike to Work Day*  
Alexandria Times, *When Two is Greater than Four*  
Spokes Magazine (May 2010 Issue), *Commuter Connection by Ron Cassie – Bike to Work Day (Page 20)*  
The Journal – Sandy B. Dean (DCMilitary.com), *Bethesda Commuters Participate in Bike to Work Day*  
WTOP, *New bike lanes in D.C. not ready for primetime*  
Viva Tysons! Magazine (May-June 2010 Issue, Page 68), *Biking in Tysons*  
Reston Connection, *Week in Reston*  
Arlington Connection – Emily Canal, *Biking for Health and Fun*  
Arlington Connection, *Orange Line Connection*  
Gazette Newspapers, *People and Places*  
Sun Gazette, *Community Gears Up for Bike to Work Day*  
InsideNoVA.com (News & Messenger), *Pit stops, bike racks offered for Bike to Work Day*

Alexandria News, Friday, May 21 – Bike to Work Day  
TheBayNet.com, *Celebrate Bike to Work Day May 21*  
The New Republic - David Jackson, *When Every Day Is Bike to Work Day*  
Radio Business Report, *BIG 100.3's Josh Cunningham hosts DC's Bike to Work Day*  
Leesburg Today, *Bike To Work Sees Hundreds Of Participants*  
The Money Times, *Bike to Work Day 2010: hundreds opt for bicycles, give up cars*  
Loudoun Independent, *Total of 445 Cyclists Take Advantage of Bike to Work Day Pit Stops*  
Falls Church Times, *Bike to Work Day: Earning a Danish and Saving the Planet*  
InsideNoVA, *Area residents bike to work*  
Loudouni.com – Jason Jacks, *Worth Noting Bike to Work Day May 21*  
Connected Communities, *More than 8,000 Expected to Participate in Bike to Work Day on May 21, 2010*  
Loudoun Daily-Monitor, *Bike to Work Day in Loudoun*  
InsideNoVA.com, *Bike to Work*  
The Observer, *Register for Bike to Work Day 2010*  
Chesapeake Family, *Register Now for Bike to Work Day*

### Television/Video

**\*Present at Freedom Plaza to film the event, bicyclists and speakers:  
NBC 4 (WRC), FOX 5 (WTTG), ABC 7 (WJLA), NewsChannel 8, WUSA 9**

NBC Washington, *Thousands Bike to Work*  
Washington Post, *Bike to Work Day draws seasoned and new commuters*  
WUSA9  
News Channel 8 – Cathy Park, *Interview with Consumers Electronics Association*  
WJLA  
MASN, *MASN Partners with Bike to Work Day May 21<sup>st</sup>*

### Radio

**\*Present at Freedom Plaza to report on the event, bicyclists and speakers:  
WAMU, WTOP**

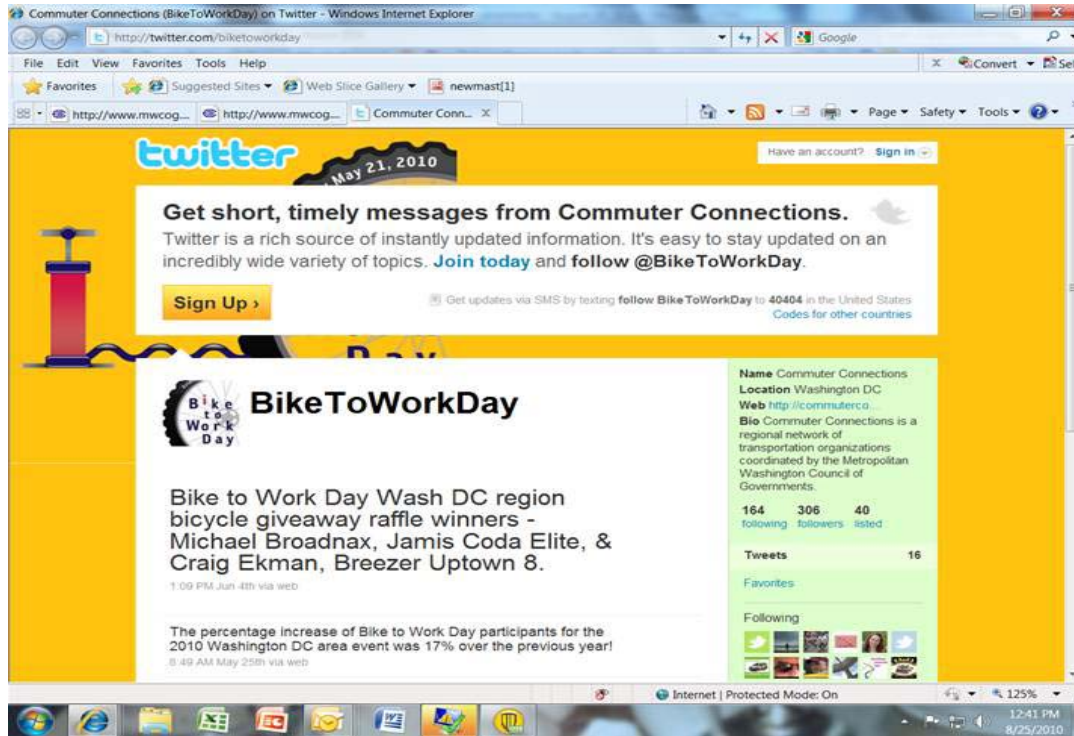
WPFW – Gloria Minott, *Interview with Nicholas Ramfos*  
Metro Networks, *Interview with Nicholas Ramfos*  
WAMU – Stephanie Kaye, *Interview with Glen Harrison*  
WTOP – Michelle Brasch, *Interview with Glen Harrison*  
WMAL – Michael Hoffman, *Interview with Glen Harrison*

### Blogs

TheWashCycle.com, *Bike to Work Day Registration*  
US Department of Transportation Fast Lane Blog, *Nation, DOT take to the streets--with helmets*  
National Resources Defense Council Staff Blog, *Why I Love Rush Hour*  
Washington City Paper, *Housing Complex*  
Examiner.com, *Bike to Work Day, Get Rolling*  
TheWashCycle, *BTWD 2010 Speakers Announced*  
Streetsblog Capitol Hill – Elana Schor, *Blumenauer to Celebrate Bike to Work Day Despite Delay in PA Ave.*  
Greater Greater Washington – David Alpert, *Bike to work tomorrow, tour DC and Arlington this weekend*  
Washington Nationals, *Bike to Work Day 2010*  
Greenversations – The Official Blog of the US EPA, *Bike to Work Day – May 21, 2010*  
Examiner.com, *Bike to Work Day: Transurban-Fluor encourages commuters to continue biking*  
Examiner.com, *Pennsylvania Avenue bike lane delay irks DC cyclists on Bike to Work Day*  
WeLoveDC, *Remember: Bike to Work Tomorrow*  
TheCityFix, *TheCityFix Picks, May 21: Bike to Work Day*  
DCist, *New Bike Lanes Gain Approval, but Won't Be Ready for Bike to Work Day*  
The Catholic University of America News, *CUA Professors are Pumped about Pedaling*  
Commuter Check, *Bike Community Organization: The Convoy and Creating Business Opportunity*  
Bethesda Green, *Pedaling to Make Bethesda Greener*  
MWR Happenings (May 2010 Newsletter)

BicycleSpokesman.com , *Bike to Work Day*  
 CarbonFund.org, *Pedal Power! National Bike-to-Work Day This Friday*  
 Utility Cycling, *A Celebration of Bikes: Bike to Work Week*  
 Examiner.com, *Upcoming Events in Alexandria*  
 Commuter Page Blog, *May Biking Events*  
 Fairfax Advocates for Better Bicycling, *Biking in Tysons*  
 DC Bar, *The Virtue of a Two-Wheel Commute*  
 Bethesda Actually, *Bike to Work Day*  
 MeilieBeckTrek.Wordpress.com, *DC Bike to Work Day*  
 WeLoveDC, *Ready Your Wheels*  
 Convention Center Community Association, *Ready Your Wheels Day Came Just in Time for Bike to Work*  
 Prince William County Chamber of Commerce Wire Site, *Bike to Work Day Pitstop Manassas*  
 Herndon Cuisine  
 Frederick Bicycle Coalition, *Bike to Work Day Proclamation*  
 TrailVoice.com, *Bike to Work Day*  
 WeLoveDC, *Get Your Bike Out of Hibernation*  
 Nixle, *Bike to Work Day 2010*  
 Bike Arlington, *Bike to Work Day*  
 CommutebyBike.com, *Washington D.C. area Bike To Work Day*  
 Gwadzilla.blogspot.com, *Bike to Work Day...baby steps?*  
 VDOT Travel Center, *Bike to Work Day: Friday, May 21, 2010*  
 Stopthemud.org, *Bike to Work Day – May 21, 2010*  
 Arbour Realty, *Bike to Work Day*  
 Loudoun County, *Register Now and Bike to Work on Friday, May 21, 2010*  
 NOAA, *Bike to Work Day May 21, 2010*  
 Whole Foods Market, *Bike to Work Day*  
 Centerd, *Bike to Work Day*  
 University of Maryland, *Bike to Work Day – May 21, 2010*  
 Town of Herndon, *Bike to Work Day Registration is Now Open*  
 Brown Club of Washington DC, *Friday, May 21st at 8:00am: DC's official Bike To Work Day 2010*  
 Meetup.com, *Bike to Work Day 2010*  
 REI, *Fairfax REI – Bike to Work Day*  
 Crystal City.org, *Crystal City will Host Bike to Work Day Pit Stop and Bike DC Finish Line*  
 GoReston.com, *Reston Bike to Work Day 2010*  
 Frederick County, *Register for Bike to Work Day May, 21, 2010*  
 Oxon Hill Bicycle & Trail Club, *Bike to Work Day 2010*  
 What's on Washington, *Bike to Work Day*  
 NIH Bicycle Commuter Club, *Bike to Work Day Registration*  
 ReadySetDC.com, *Bike to Work Day 2010*  
 Yelp.com, *Bike to Work Day 2010*  
 NIH Record, *Bike to Work Day, May 21*  
 Spokesetc.com, *Bike to Work Day 2010*  
 About.com, *Bike to Work Day in Washington, DC*  
 DCTriClub.org, *Bike to Work Day, May 21*  
 WinnPublishing.com, *Bike to Work Day 2010*  
 CommuterPage.com, *Bike to Work Day 2010*  
 Mountainbikes.meetup.com, *Bike to Work Day: May 21<sup>st</sup>*  
 Local Motion, *Bike to Work Day 2010 Registration is Now Open!*

A Facebook group and Twitter account were maintained 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 68 members. Twitter had a more active involvement in the week immediately preceding the event resulting in following 156 users on the day of the event and being followed by 96. Most of the tweets on the day of the event were enthusiastic and supportive and seemed to reflect a very successful event.



Bike to Work Day 2010 | Facebook - Windows Internet Explorer

http://www.facebook.com/pages/Bike-to-Work-Day-2010/114250671942583

File Edit View Favorites Tools Help

Facebook

Email  Password

Keep me logged in [Forgot your password?](#)

**Sign Up** **Bike to Work Day 2010 is on Facebook**  
Sign up for Facebook to connect with Bike to Work Day 2010.

**Bike to Work Day**

Are you pumped?

**Bike to Work Day 2010**

Wall Info Photos Discussions Video

Bike to Work Day 2010 + Others **Bike to Work Day 2010** Just Others

**Bike to Work Day 2010** What Bike To Work Day looks like in DC  
<http://www.infrastructurist.com/2010/06/07/the-morning-dig-what-bike-to-work-day-looks-like/>

**The Morning Dig: What Bike to Work Day Looks Like** = INFRASTRUCTURIST  
[www.infrastructurist.com](http://www.infrastructurist.com)  
 • Felix Salmon hosted a great debate on congestion pricing with various experts. The whole show he moderated is very interesting to watch. The second link includes a response to Megan McArdle. (Reuters) (Reuters)

July 28 at 8:22am · Comment · Like

**Bike to Work Day 2010** Booz Allen Hamilton Gains Appetite for Commuting by Bicycle:  
 Well known Washington area employer Booz Allen Hamilton was recognized for its support and involvement in Bike to Work Day 2010. Commuter Connections, a program of the Metropolitan Washington Council of Governments and co-organizer of Bike to Work Day (along ...)

See More  
<http://www.mwccog.org/commuter2/pdf/media/BoozAllenHamiltonGainsAppetite4C>  
[www.mwccog.org](http://www.mwccog.org)

Register for the May 21, 2010 event by visiting [www.waba.org](http://www.waba.org). For questions about Bike to Work Day call the Washington Area Bicyclist Association at (202) 518-0524 or email [waba@waba.org](mailto:waba@waba.org)

143 People Like This

Done

Internet | Protected Mode: On

12:44 PM 8/25/2010

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**  
777 North Capitol Street, N.E., Suite 300 Washington, D.C. 20002-4239  
Telephone (202) 962-3200 TDD (202) 962-3213 Fax (202) 962-3201 Internet: [www.mwccog.org](http://www.mwccog.org)

For Immediate Release  
May 21, 2010

CONTACT: Anne Marie Corbalis (845) 855-7077 / [amcorbalis@archstreetcommunications.com](mailto:amcorbalis@archstreetcommunications.com)  
Lewis Miller (202) 962-3209 / [lmiller@mwccog.org](mailto:lmiller@mwccog.org)

**Bike to Work Day Sets New Record with Over 9,200 Registrants**  
*Commuters and Dignitaries Come Together to Support Annual Event*

**Washington, D.C.**—Over 9,200 commuters took to the streets on two wheels today, celebrating Bike to Work Day 2010. The impressive turn-out was the largest in the event's history and helped spread the message of finding alternatives to single-occupancy vehicles. Elected officials including U.S. Congressman Earl Blumenauer and officials from the Department of Energy, Department of Transportation and many others supported the event, delivering speeches to a receptive and enthusiastic crowd of cyclists at Freedom Plaza and 34 other "pit stops" in the region.

As bicycling convoys converged upon Freedom Plaza, Commuter Connections and the Washington Area Bicyclist Association (WABA) kicked off the rally with local and federal officials. Dave Robertson, Executive Director of the Metropolitan Washington Council of Governments (COG), was impressed with the strong showing from commuters and officials.

"This event has grown tremendously over the years and has helped catapult the popularity of bicycling as a reliable and viable commuting option. Just five years ago there were 4,700 participants at 17 locations throughout the National Capital region. This year over 9,200 bicyclists registered at 35 pit stops," said Robertson, who led a bicycle convoy from the Freedom Plaza pit stop to COG's offices in northeast Washington. "I would like to congratulate all of those who participated in today's event, as well as those whose sponsorship made it a success."

35 pit stops throughout the District of Columbia, Virginia and Maryland welcomed scores of cyclists on their way to work and featured appearances and speeches by local elected officials, as well as prizes, food, and entertainment.

---

District of Columbia • Bladensburg • Bowie • College Park • Frederick • Frederick County • Gaithersburg • Greenbelt • Montgomery County • Prince George's County • Rockville • Takoma Park • Alexandria • Arlington County • Fairfax • Fairfax County • Falls Church • Loudoun County • Manassas • Manassas Park • Prince William County



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777 North Capitol Street, N.E., Suite 300 Washington, D.C. 20002-4239  
Telephone (202) 962-3200 TDD (202) 962-3213 Fax (202) 962-3201 Internet: [www.mwcoq.org](http://www.mwcoq.org)

Nicholas Ramfos, Director of Commuter Connections, sees the annual success of this event as affirmation of the region's commitment to reducing commuter stress and roadway congestion. "Commuters throughout the metropolitan area are looking for ways to make their commutes more enjoyable. Bicycling to work is just one of the many great alternative options that commuters can turn to for a better ride to work. Reducing single-occupancy vehicles is important for the environment and for personal health. Bike to Work Day continues to challenge commuters to consider alternatives, while Commuter Connections offers commuting options that fit almost anyone's lifestyle."

The annual event celebrates National Bike Month and is held in May in cities throughout the United States. The Washington, DC event is coordinated by Commuter Connections and the Washington Area Bicyclist Association. It is a non-profit event and is open to all commuters in the Washington area. The region's elected officials, scores of bicyclists, and volunteer staff support this event each year. Along with major sponsors Crystal City Business Improvement District, DC Lottery, MASN HD, Whole Foods Market, AAA Mid-Atlantic, Arlington County's Car-Free Diet, Downtown DC BID, ICF International, SmartWool and Transurban, their generous contributions help make this event a success.

*\*Photos from Bike to Work Day available upon request. Please contact Anne Marie Corbalis at (845) 855-7077 or [amcorbalis@archstreetcommunications.com](mailto:amcorbalis@archstreetcommunications.com); or Lewis Miller at (202) 962-3209 or [lmiller@mwcoq.org](mailto:lmiller@mwcoq.org).*

# # #

*Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections promotes bicycling to work, ridesharing and other alternatives to drive alone commuting, and provides ride-matching for carpools and vanpools and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation. [www.mwcoq.org](http://www.mwcoq.org), [www.commuterconnections.org](http://www.commuterconnections.org).*

*The Washington Area Bicyclist Association 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.*

## 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, parking, and health care costs; lower absenteeism and turnover; and increased employee productivity; and

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

**WHEREAS**, The federal government has enacted a bicycle commuter tax provision for incurred costs which employers can pay such as bicycle purchases, improvements, repair and storage; and

**WHEREAS**, The TPB through its Commuter Connections program promotes and organizes the annual Bike to Work Day event along with the Washington Area Bicyclist Association, and supports bicycling through its Employer Outreach program; and

**WHEREAS**, The week of May 17th 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 :

- 1. Proclaims Friday, May 21, 2010 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.**
- 3. Reminds all members of the importance of safety as illustrated by the Street Smart Campaign.**

Proclamation Signing



## Marketing Materials

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

### Poster

# Are you pumped?

**REGISTER AT WABA.ORG OR CALL 202-518-0524**

**Pre-Register by May 14 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 8,500 who register.

**Friday May 21, 2010**

# Bike to Work Day

**PIT STOPS**

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

**MARYLAND**  
 Bethesda  
 Bowie  
 College Park  
 Frederick  
 Hyattsville  
 Indian Head  
 North Bethesda  
 Oxon Hill  
 Rockville  
 Silver Spring  
 White Oak

**VIRGINIA**  
 Alexandria  
 Ballston  
 Burke  
 Crystal City  
 Fairfax  
 Fairfax City  
 Herndon  
 Leesburg  
 Manassas  
 Merrifield  
 Reston  
 Rosslyn  
 Springfield  
 Sterling  
 Tysons Corner  
 Vienna

**COMPUTER CONNECTIONS**  
 A SMARTER WAY TO WORK

**WABA**

**City Bikes**

**CRYSTALride**

**D.C. Lottery**  
 Charitable Games

**WHOLE FOODS**

**mash HD**

**DOWN TOWN DC**

**smartwool**

**ICF INTERNATIONAL**

**AAA Mid-Atlantic**

**ARLINGTON'S carfreedlet.com**

**transurban**

**LOCAL MOTION CITY OF ALEXANDRIA, VIRGINIA**

**KREI**

**VPSI Inc.**

**PEAK RACKS**

**BIKESBYVIENNA**

**GeoEye**

**THE CAPITAL CRESCENT TRAIL**

**BIKES AND ROLL**

**PEDRO'S**  
 we'll keep it rolling

**JAMIS BICYCLES**

**W**

**G**

**JAMIS BICYCLES**

**Blackburn**

**JANDD MOUNTAINBIKING**

**HONEST**  
 Be Real. Get Honest.

**The Bicycle Escape**

**ONGUARD**

**LG LOUIS G RNE 4 U**

**SPECFUZED**

**BREEZER**  
 transportation for a healthy planet

**Recycled on recycled paper**

**bike to work day 2010**

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

Rack Card

# We're pumped!

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

Pre-Register by May 14 for Free T-Shirt  
and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS  
AT ALL LOCATIONS

Visit [waba.org](http://waba.org) for specific pit stop locations and times.  
T-Shirts available at pit stops to first 8,500 who register.

**PIT STOPS**

<b>WASHINGTON D.C.</b>	<b>VIRGINIA</b>	
Buzzard Point Freedom Plaza Nationals Park	Alexandria Ballston Burke Crystal City Fairfax Fairfax City Herndon Leesburg Manassas Merrifield Reston Rosslyn Springfield Sterling Tysons Corner Vienna	
<b>MARYLAND</b>		
Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Oxon Hill Rockville Silver Spring White Oak		

Friday May 21, 2010

## Bike to Work Day





COMPUTER CONNECTIONS  
WABA  
City Bikes  
CRYSTALride  
D.C. Lottery  
WHOLE FOODS  
mashHD  
ICF  
transurban  
GOW TOWN DC  
Smartwood  
AAA Mid-Atlantic  
LOCAL MOTION  
PEAK RACKS  
VPSI Inc.  
REI  
GeoEye  
CAPITAL CRESCENT TRAIL  
BikeRoll  
JAMIS BICYCLES  
W  
HONEST  
Blackburn  
ON GUARD  
LOUIS G'RN'E-U  
The Bicycle Escape  
JANDD  
SPEERZEL  
BREEZER

Friday May 21, 2010

## 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




Vinyl Banner

**NATIONALS PARK**  
 1500 South Capitol St SE  
 6:30 am to 7:30 am

Friday May 21, 2010

**Bike to Work Day**

WABA, COMMUTER CONNECTIONS, City Bikes, D.C. Lottery, CRYSTALride, mASH HD, WHOLE FOODS

**We're pumped!**

Register at [waba.org](http://waba.org) or call 202.518.0524

Downtown Dc Circulator Bus Ad

**Are you pumped?**

Pre-Register by May 14 for Free T-Shirt and Bike Raffle!

FREE FOOD, BEVERAGES AND GIVEAWAYS AT ALL LOCATIONS

With [waba.org](http://waba.org) for specific pit stop locations and times. T-Shirts available at pit stops to first 8,500 who register.

WASHINGTON D.C.: Buzzard Point, Freedom Plaza, Nationals Park  
 North Bethesda: Oxon Hill, Rockville, Silver Spring, White Oak  
 Fairfax City: Herndon, Leesburg, Manassas, Merrifield, Reston, Rosslyn, Springfield, Sterling, Tysons Corner, Vienna

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

Friday May 21, 2010

**Bike to Work Day**

**T-Shirt**

The T-Shirt was Yellow in color.



**BIKE TO  
WORK DAY 2010**

**left chest - 2.73" wide**



**full back - 11.5" wide**

**Pictures and Promotional**



**additional items**



















