

Bike To Work Day 2004
Washington DC Metropolitan Region
Report
January 18, 2005



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ACKNOWLEDGEMENTS

The 2004 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Karl Ingebritsen – LINK
 Phil Koopman – City Bikes
 Michelle Byrne Parker and Kristen Fink – Bethesda Transportation Solutions
 Shauna Brown – City of Alexandria
 Kate Konrad, Katie Sihler, and Christina Gordon - Arlington Transportation Partners
 Mirza Morris and Darlene Nader – NBTMD
 Deborah Skea and Sharon Affinito – Loudoun County
 Noah Simon – City of College Park
 Fred Shaffer and Victor Egu – Prince George’s County
 John Telesco – City of Rockville
 Terrie O’Steen, Sheila Wilson, Linda Provost, Laura Chin – Montgomery County
 James Gugel – Frederick County
 Jeff Radan – City of Rockville
 Peggy Williams – Whole Foods Falls Church
 Chris Wells and Mimi Murray– Fairfax County DOT
 Brenda Davis, Deborah Saks, and Joanna Burroughs – Charles E. Smith
 Bruce Wright – Fairfax County
 Dan Janousek – City of Gaithersburg
 Rob Huddleston – Southern Management
 Frank Stevens – City of Bowie
 John Brunow – Bikes@Vienna

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
 Mark Hersey Michael Farrell

Washington Area Bicyclist Association (WABA) staff included:

Eric Gilliland

The Public Relations efforts were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Karen Sibert with assistance by Eric Gilliland at the Washington Area Bicyclist Association.

Both COG and WABA thank all of the individuals and organizations that helped make the Washington DC metropolitan region Bike To Work Day 2004 a success.

BACKGROUND and EXECUTIVE SUMMARY

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program elected to increase awareness of bicycling to work as a viable option and created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 35%. Although it accounts for a small percentage of the overall regional commute mode split, bicycling is a very effective measure in reducing congestion, improving air quality, and providing a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

Bicycling eliminates pollution associated with cold starts and commuting by automobiles, as well as roadway congestion. It also enhances “quality of life” issues in the thru neighborhoods where bicycle commuters travel. In the Washington metropolitan region, a strong emphasis has been placed on the construction and maintenance of bicycle paths. The 2001-2004 BTWD marketing strategies effort assisted in maximizing the exposure of the existing infrastructures.

Bike to Work Day has been held in the Washington metropolitan region with a central rallying or “Pit Stop” in downtown DC. This event has been coordinated through the Washington Area Bicyclist Association (WABA) for over thirty years. 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 alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown by at least 1,000 participants every year.

The Steering Committee’s resources to reach its goal of 4,000 cyclists on Bike To Work Day (BTWD) 2004, included:

- Promoting the event through WABA’s 3,000 cyclists e-mail contact list.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections.
- A print and radio media campaign promoting the event and the regional Guaranteed Ride Home program.
- Outreach to employers through a direct mail marketing campaign.
- A newsletter article geared towards employers in the Commuter Connections newsletter.
- A direct e-mail solicitation and reminder to the previous year’s participants to register and have others register as well.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all 19 rallying pit stop points.

In addition, 22 convoy bicycling routes were identified by WABA along with leaders who were used to assist new and existing cyclists through the route(s), which needed to be taken to the “pit stops”. 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.

Overall the May 7, 2004 event attracted a spectacular crowd, the best ever, with over 4,000 bicyclists joining the festivities as they biked to work. Bicyclists enjoyed breakfast, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$12,500 in sponsorship fees that went towards the overall regional marketing efforts.

Bike to Work Day planning began in September 2003 for the May 7th, 2004 event. The Steering Committee's goal for the event was 4,000 registrants. Four additional pit stops were added to the previous year's event bringing the total to 19 pit stops. The 19 were as follows:

1. City Hall in Alexandria
2. Crystal City Water Park
3. Rosslyn Gateway Park
4. Freedom Plaza in D.C.
5. The MARC station in Frederick MD
6. Fairfax County Government Center
7. Fallsgrove Multi-modal Transportation Center in Rockville
8. Reston Town Center
9. The Vienna Whole Foods supermarket parking lot adjacent to the W&OD Trail
10. Raflo Park in Leesburg
11. Reed Street by the Capitol Crescent Trail in Bethesda
12. The U.S. NRC Plaza adjacent to the White Flint Metro station
13. Discovery Place in Silver Spring
14. The Red Brick Courthouse in Rockville
15. Summit Hills Apartments in Silver Spring
16. Bowie Town Center
17. The Bohrer Activity Center in Gaithersburg
18. Orbital Business Park in Sterling adjacent to the W&OD Trail
19. City Hall in College Park.

COLLATERAL MATERIAL

The Bike To Work Day 2004 collateral materials used included the following items:

Registration and event brochures (30,000)
Posters (8.5" x 11") (5,500)
Oversize posters (22" x 28") (100)
Street Banners (4 'x 8') (15)
T-Shirts (3,000)
Water Bottles (3,000)
E-mail marketing message
Web Site

The marketing materials used for the 2004 BTWD campaign were targeted to employers and cyclists in chosen markets through the region. The brochures and posters were distributed to employers and building sites through concierge services to all 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 2003 registrants as a reminder to sign up for the event. 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. COG also designed and maintained a web site for information and registration links to the WABA site.

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, bikes, bags, bicycle accessories, and water bottles designed to attract commuters to try bicycling to work.

The National Capitol Transportation Planning Board at COG issued a regional proclamation on March 17th 2004 for 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.

SPONSORSHIPS

The Bike To Work Day Steering Committee solicited both monetary and in-kind sponsorships from a variety of companies in the metropolitan region. Sponsorship levels for the event included four categories. The categories and associated benefits were as follows:

- | | | |
|----------------------|-------------------|--|
| Platinum Partnership | \$5,000 | |
| | | Logo on T-shirts, brochure, electronic invitation and employer mailing. Print-ads in regional and local media, mention in radio ads, link to the company's web site from WABA's Bike To Work Day Web site. |
|
 | | |
| Gold partnership | \$2,500 | |
| | | Logo on brochure, electronic invitation and employer mailing, and print ads in local and regional media. |
|
 | | |
| Silver Partnership | \$1,000 | |
| | | Logo on brochure, and electronic invitation and employer mailing. |
|
 | | |
| Bronze Partnership | In-kind Donations | |
| | | Logo on brochure |

The Steering Committee was able to secure three Platinum Sponsors: CommuterPage.com, Charles E. Smith, and City Bikes. There were six Gold Sponsors: Loudoun Healthcare, Jamis Bicycles, Kryptonite, Bell Sports, Timbuktu Designs, and Specialized. There were three Silver Sponsors: J and D Mountaineering, Cannondale, and Burley. There were six Bronze level sponsors: Vittoria, Caribou Coffee, Pedro's, Ryders Eyewear, Jogonalite, and Mavic. The bronze sponsors donated assorted beverages, bicycle accessories, prizes for event participants, and mail-out packets promoting the event.

EVENT PIT STOPS, CONVOYS, AND PRIZE DRAWINGS

Highlights from the nineteen "Pit-stops" are as follows:

Alexandria: The City of Alexandria Office of Transit Services and Programs manned the Alexandria pit stop located at City Hall's Market Square welcomed nearly 300 bicyclists who stopped by on their trips to work. Alexandria Mayor William Euille greeted the bicyclists and commended them on using alternative commute modes. Alexandria Councilman Ludwig Gaines updated bicyclists about trail developments throughout the City and Councilmen Paul Smedberg and Rob Krupicka mingled with bicyclists as they enjoyed light refreshments and visited information tables. Information tables at the pit stop included the Alexandria Bicycle Committee, Alexandria Transit Company (DASH bus), Flexcar, Zipcar, the Alexandria Office of Environmental Quality, Spokes, Wheel Nuts, Alexandria Rideshare, VDOT and more. Attendees also enjoyed music and raffle prizes at the pit stop.

Arlington: The Arlington-area Bike to Work Day event hosted by Arlington Transportation Partners was May 7, 2004 from 7:00 a.m. to 8:30 a.m. in Rosslyn's Gateway Park. A record 525 riders attended the event sponsored by Arlington Transportation Partners. Participants received a green BTW t-shirt, water bottle, first aid kit, GRH brochure, and ATP newsletter, *Solutions*, all nicely packaged in an easy to carry plastic yellow bag. 300 bike maps were available to riders as well as other relevant transportation information provided by ATP. Zipcar and Flexcar were both in attendance, providing 200 bagels each, as well as free membership and hours which was raffled off during prize drawings. Representatives from each company signed up attendees for memberships. Zipcar recruited 25 new members and Flexcar recruited 15 new members at the event. Prizes were provided by City Bikes. Representatives from REI and Revolution Cycles were on hand to provide free bicycle tune-ups. Bike police were registering bikes. Entertainment was provided by Cajun Blues band Barrelhouse Brawl. Greenberry's Coffee supplied coffee for the event. Arlingtonians for a Clean Environment was also in attendance, providing information to riders. The American Lung Association and Virginia Department of Transportation also had materials available for riders. Arlington County Board member Jay Fisetete gave remarks and presented the 2004 Board Resolution announcing May 7, 2004 as Bike to Work Day.

Bethesda: Bethesda Transportation Services hosted a record 320 participants for the 2004 Bethesda Bike to Work Day pit stop held at Reed Street along the Capital Crescent Trail. Bethesda Transportation Solutions presented the first annual "Bicycle Commuter Spirit Awards" during the festivities at the Bethesda pit stop. Montgomery County Executive Doug Duncan, U.S. Congressman Chris Van Hollen, Maryland Delegate Bill Bronrott, Maryland Delegate Marilyn Goldwater, Montgomery Council President Steve Silverman, Montgomery County Councilmember Nancy Floreen, Montgomery County Councilmember George Leventhal and Maryland Department of Transportation Director of Planning and Capital Programming, Marsha Kaiser were on hand. Stanley Cousins, an employee at Whiting-Turner in Bethesda, received the award for "Longest Distance Commuted by Bike". Mr. Cousins makes the 48-mile round

trip bicycle trek from his home in Laurel eight months of the year. He has been biking to work for four years.

Bob Dern, an employee at Dodge Color in Bethesda, received the award for “Most Committed Bicycle Commuter”. For 24 years, rain or shine, snow or sleet, Bob Dern has biked to work. Mr. Dern says he saves time, and more importantly over two decades, he has saved thousands of dollars in gas and parking fees.

Montgomery County Executive Doug Duncan presented a County proclamation, while MDOT’s Marsha Kaiser presented a proclamation from the State of Maryland. Media coverage included: live coverage from WRC’s chopper 4, live reports throughout the event from channel 7/8’s Stephen Tschida, WTOP’s Steve Eldridge interviewed Bike Spirit Award winner Stanley Cousins and dignitaries for taped pieces and posted photos/story on the station’s website, and the Bethesda Gazette published an article and photo.

Griffin Cycle donated a Trek bicycle for the grand prize. Refreshments were provided by Whole Foods which donated 240 bottles of water and Spring Mill Bakery which supplied breakfast foods. Sponsors also staffed tables: REI provided free bicycle checks, Vitaminwater offered free flavored water samples, Bethesda Sport & Health provided gift certificates for limited free memberships, as well as sport water and a sign up sheet for cycling groups. Flexcar had a demonstration vehicle and a company representative on hand to answer questions. Other sponsors generously donated gift certificates and bike equipment: American Inn of Bethesda, BAPA’s Imagination Stage, Ben & Jerry’s, City Bikes, Hard Times Café, McCormick & Schmick’s Seafood Restaurant, Original Pancake House, and South Beach Restaurant & Bar.

Silver Spring: There were two pit stops in Silver Spring, one at Discovery Communications manned by the Montgomery Commuter Services Section and one at the Summit Hills Apartments manned by Southern Management Corporation. Both enjoyed large numbers of bicyclists who visited the two stops. Dignitaries who attended the event in Silver Spring were, Douglas Duncan, County Executive, Derrick Berlage, Chairman, Montgomery Planning Board, George Leventhal, MC Council Member, George Rice, Asst. Exec. Director, MWCOG, Chuck Kines, Bikeway Planner, M-NCPPC, Tom Collins, Atlantech OnLine, SS Chamber Incoming President, and Dana Williams, Social & Scientific Systems, Chair, SSTMD. Sponsors included Barcelona Nuts, Caribou Coffee, Einstein Brothers Bagels, City Bikes, FlexCar, M-NCPPC, The Bicycle Place, Dannon, Panera Bread, Whole Foods Market, and Gold’s Gym.

Over 200 riders attended the event. Cyclists also registered their bicycles with the Montgomery County Police Department and music provided by JR from Ultimate Sounds Entertainment. The Grand Prize was a Trek 7200 Bicycle, Second Prize a Kryptonite New York Fahgetta Lock along with 30 other bike related prizes were given away throughout the event. The bicycle prize was presented by County Executive Douglas Duncan and Sandra Brecher, Administrator Commuter Services. Gift Bags for Registrants contained: Bike to Work Socks, Lanyard Style

Safety Lights, MC Bike Map, MD DOT, Tips for Safe Bicycling, Trail Mix (Barcelona).

DC Freedom Plaza: The Washington Area Bicyclist Association, City Bikes, and a number of other groups helped man the Freedom Plaza pit stop. Estimates bring the number to over 800 attendees for this festive rally point. DC's US representative, Eleanor Holmes Norton, COG's Executive Director, Dave Robertson, and Carol Schwartz were among the dignitaries who spoke at the pit stop. Mayor Anthony Williams also addressed the assembly and rode in a convoy from his home to Freedom Plaza. City Bikes provided bike checks, ran the raffle drawings for the pit stop, and donated the second Jamis bike for a raffle prize.

Crystal City: The very enthusiastic staff at Charles E. Smith Commercial Realty manned the pit stop which had over 120 registrants who attended the event. Music was provided by the Jeff Watson Trio. Paul Ferguson of the Arlington County Board read the County's proclamation making May 2nd Bike to Work Day in Arlington County. Prize drawings were held every twenty minutes. The pit stop managers found that many riders were very grateful to have such an event.

Fairfax County Government Center: The Fairfax County Department of Transportation staffed the event at the County Government Center with over 50 participants who attended the event with riders coming from as far as Northwest DC and Leesburg. Gerry Connolly, Chairman of the Fairfax County Board of Supervisors attended the event. Bike mechanics from the Washington Bike Center in Fair Lakes and the REI in Fairfax Corner were on hand providing tune-ups and advice to the participants. Local sponsors included: California Pizza Kitchen, Caribou Coffee, Harris Teeter, REI, Schiffman's Bagel Buddies, Trader Joe's, and VDOT. Event volunteers included representatives from: the American Lung Association of VA, the Fairfax County Department of Planning and Zoning, the Fairfax County Department of Transportation, the Fairfax County Park Authority, REI, VDOT, and the Washington Bike Center.

Vienna: With Bikes@Vienna and Whole Foods staffs manning the pit stop on the W & OD Trail and the convenience of the location, approximately 70 registrants attended the event.

Bowie: This year was the first in which Bowie participated as a pit stop for the regional Bike-to-Work Day. With the Department of Planning and Economic Development manning the pit stop and along with the cooperation of the Simon Property Group, the event was held within the main retail core area at the Bowie Town Center from 6 AM to 8:30 AM. The Town Center manager was able to solicit water, juice, coffee and bagels from merchants within the Town Center. Representatives from the staffs of the City of Bowie and the Park and Planning Commission set up informational displays and distributed brochures to nearly 30 participants, which included two local elected officials. A local bike shop owner provided bicycle safety checks.

Reston: With assistance from LINK managing the pit stop the Town Center event drew over 200 riders. The largest employer contingent was again from the US

Geological Survey and won the free lunch donated by the Reston Whole Foods Market. Dignitaries who attended the event were State Delegate Ken Plum and Fairfax County Board Supervisor Cathy Hudgins. Local sponsors included: A-1 Cycling, Great Harvest Bread Company, VDOT, and Whole Foods Market.

Frederick: Manned by staff from Translt Services of Frederick County, Frederick's pit stop attracted about 25 participants including; Frederick's Mayor Jennifer Dougherty and City Alderman Marcia Hall, both of whom rode in the convoy from City Hall to the MARC station. The event was covered by the Frederick News/Post and WFMD radio. The News/Post published a very nice article the next day about the event and general issues with bicycling in the County. Refreshments and food were provided.

College Park: With the Office of the City Manager and from Prince George's County's Department of Public Works and Transportation over fifty riders attended the event at the City Hall. The Mayor, Stephen A. Brayman spoke at the event. The staff from the City's Committee for Better Environment helped at the pit stop and donated food and beverages. REI donated giveaways and did bike safety inspections. The University of Maryland was also a sponsor. The University was represented by Vice President John Porcari, members of the University Police Bike Patrol, faculty and staff, and the University Cycling Club.

Leesburg/Sterling/AOL: The Leesburg pit stop at Raflo Park was manned by the Loudoun County Office of Transportation Services and the AOL Pitstop was managed by Club Net. Prizes included a bike were given away. There were approximately 55 participants out of an estimated 75 registrants. Among some of the give-away items were Bike to Work Day socks, fanny packs (left over from 2003) or Loudoun County Transit baseball caps (which were donated by Loudoun Healthcare) were given away to each participant along with the regional BTWD T-shirt. Breakfast foods were donated from vendors such as Atlanta Bread Company, Giant, Wegmans, Costco and Starbucks, and also Trail Mix from Barcelona Nut Company. A \$500 bike from Bicycle Outfitters and Loudoun OTS was given away as the grand prize. A total of 24 sponsors supported the Leesburg pitstop and participants were encouraged to sign a T-Shirt for recognition. Drawings were held every 15 minutes to give away such prizes as dinners for 2 from two local restaurants, overnight stays at Amerisuite, ice-skating for two, tickets for the Washington Redskins, Ferrari and BMW merchandise, and jewelry from Finks jewelry. Wave Crest displayed 2 of their motorized bicycles for participants to experience. A \$450 dollar bike from Plumgrove in partnership with OTS was given away as the grand prize. A total of 25 sponsors supported the Orbital pitstop.

Rockville: There were two pit stops in Rockville, one at the Red Brick Courthouse managed by City of Rockville staff and other volunteers, and the other at the Fallsgrove Multi-modal Transportation Center also headed up by City of Rockville staff. Over 150 cyclists visited the two sites combined. The Rockville Police registered bicycles and maintenance checks were done by REI. Of particular note is the Commuter Cup Challenge: A pitstop-to-pitstop race between a bicycle and a city-owned vehicle (both operated by City employees). The cyclist won the race by six minutes.

North Bethesda: The event was held again at the US NRC Plaza and managed by staff from the North Bethesda Transportation Center. Over eighty riders attended the event. Montgomery Council members Nancy Floreen and George Leventhal also attended the event. Bob's Bike provided bicycle safety checks as well as Hudson Bay. A local disc jockey provided music.

Gaithersburg: Manned by staff from the City of Gaithersburg's Planning and Code Administration, there were over 30 who visited the pit stop at the Bohrer Park Activities Center.

EMPLOYER PARTICIPATION

The following Employers had employees participating in the event:

Federal Employers

Bureau of Labor Statistics
Equal Employment Opportunity Commission
Federal Aviation Administration
Federal Communications Commission
Federal Election Commission
Federal Highway Administration
Federal Trade Commission
Foreign Service Institute
General Services Administration
Internal Revenue Service
Library of Congress
National Archives
National Capitol Planning Commission
National Institutes of Health
National Labor Relations Board
National Park Service
National Zoological Park
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 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 Patent and Trademark Office

US Peace Corps
US Postal Service
US Senate
USAID

State and Local Governments

Arlington County
City of Alexandria
City of Bowie
City of College Park
City of Falls Church
City of Frederick
City of Gaithersburg
City of Leesburg
City of Rockville
City of Vienna
DC Council
Fairfax County
Frederick County
Loudoun County
Montgomery County
Prince George's County

Private/Non-Profit Sector Employers

Congressional Quarterly
DC Bicycle Courier Association
Digital Paper Corporation
Downtown DC BID
EDAW
Friends of the Earth
International Monetary Fund
League of American Bicyclists
MCI World Com
Metropolitan Washington Council of Governments
PEPCO
Public Broadcasting Service
Quest Diagnostics
Qwest Communications
Rails to Trails Conservancy
RAND Corporation
Raytheon
Smith Barney
Social & Scientific Systems
Suburban Hospital
Wilmer, Cutler and Pickering
World Bank

ADVERTISING

BTWD 2004 Marketing and Communications

A paid employer marketing and outreach campaign was developed to support BTWD 2004, consisting of radio and print advertising, as well as email and collateral materials. This marketing was primarily paid for and orchestrated by Commuter Connections and underwritten in part by our sponsors (Platinum – CommuterPage.com and Crystal City, Gold - Loudoun Healthcare). Sponsor dollars totaled \$12,500 and absorbed about 20% of the total out of pocket marketing outlay.

Radio

The chart below indicates the Bike To Work Day radio schedule that ran for 2004. During the weeks of April 12th and 19th, Commuter Connections allocated 25% of the Guaranteed Ride Home radio budget for the event. An estimated total of 134 custom produced 60-second BTWD spots were inserted into the rotation at a value of approximately \$18,000. Platinum level sponsors were mentioned in the spot.

	Weeks	4/12/04	4/19/04
Radio Stations	Spots	66	68
WARW-FM			
WBIG-FM	REACH	46.6%	47.5%
WJZW-FM			
WPGC-AM & FM	FREQ	3.5	3.5
WRQX-FM			
WTOP-AM & FM			

Banners

Custom 4 x 8 foot banners were created for each pit stop for a total cost of approximately \$4,000. The banners were bright yellow with green text. About one month prior to the event, the banners were hung at strategic high traffic areas, near or at the pitstop locations by the pit stop managers. Platinum level sponsors were included on the banners.

Join Us for BIKE TO WORK DAY
FRIDAY, MAY 7, 2004
 at **MARC Station**
(Downtown - South East St.)
from 7:00 to 8:30 a.m.

For more information visit:
www.waba.org • (202) 628-2500








Newspaper

Below is a sample of a BTWD print ad that was placed in local community newspapers. Each paper promoted the closest regional pit stop(s) and time of event activity. The ads appeared during the week of April 19th at a cost of \$6,700. Gold and Platinum level sponsors were included in the ads. See publication list below along with corresponding newspaper.

FRIDAY MAY 7th
WORK OFF YOUR MORNING DONUT

FUN, FOOD AND PRIZES!
PRE-REGISTER BY APRIL 28th for a free T-shirt and a chance to win one of several \$1,000 bicycles donated by City Bikes!
[T-shirt and raffle open to first 4,000 pre-registrants]
CALL (202) 628-2500 OR LOG ON TO www.waba.org


Join us at:
 U.S. NRC Plaza in North Bethesda 6:30 - 8:00 a.m.
 Red Brick Courthouse in Rockville 7:00 - 9:00 a.m.
 Fallsgrove Multi-Modal Center in Rockville 7:00 - 9:00 a.m.

PIT STOPS
 Pick a place to start or stop for a snack and a breather on your way to work.

- Alexandria
- Arlington
- Bethesda
- Bowie
- College Park
- Crystal City
- District of Columbia
- Frederick
- Fairfax
- Gaithersburg
- Leesburg*
- North Bethesda
- Reston
- Rockville*
- Silver Spring*
- Vienna
- Two Locations

To register and for more info on other Pit Stop locations and times, visit www.waba.org
Don't forget to register for your FREE Guaranteed Ride Home at www.commuterconnections.org

SPONSORED BY



PUBLICATIONS	LOCAL PIT STOP
Vienna/Oakton/McLean/Great Falls Times	Vienna
Fairfax Station/Springfield/Burke Times	Fairfax
Annandale Times/Fairfax Times	Fairfax
Alexandria Gazette Packet	Alexandria
Loudoun Times-Mirror	Leesburg, Sterling
Gaithersburg/Montgomery Village Gaz	Gaithersburg
Rockville Gazette	Rockville 2 locations, North Bethesda
Bethesda/Chevy Chase/Kensington Gaz	Bethesda, North Bethesda
Silver Spring/Takoma Park Gazette	Silver Spring 2 locations
College Park / Greenbelt Gazettes	College Park
The Bowie Star	Bowie
Frederick Gazette	Frederick
Diamond Back (Univ of MD)	College Park

Collateral Materials – Posters and brochures highlighted below were printed at a cost of \$6,000.

Brochures

There were 50,000 4x9 tri-fold brochures were printed, indicating the specific pit stop locations and event times. All sponsors, both cash and in-kind were included in the brochure. The brochures were distributed in four ways:

- Employer Transportation Coordinators (ETC's) from Commuter Connections database along with cover letter.
- WABA concierge delivery service to office buildings in the District
- Federal ETC's via the General Service Administration
- Pitstop managers

Outside of Brochure:

2 CONVENIENT WAYS TO REGISTER

1. Visit www.waba.org and register online.
2. Call (202) 628-2500 and request a registration form.

WIN A FREE LUNCH!

The company or agency with the most registrants will win a free lunch for all Bike to Work Day participants. Sponsored by Commuter Connections.

WIN A FREE BIKE!

When you pre-register by April 28th, 2004, you'll automatically be entered in a drawing to win one of several bicycles donated by City Bikes, each valued at over \$1,000.

GET A FREE BIKE TO WORK DAY T-SHIRT!*

Plus other free prizes, food and fun at the Pit Stops.

GUARANTEED RIDE HOME

Bike to Work Day is a great way to try bicycle commuting as an alternative to driving. And if you use alternative commuting two or more days a week, you're eligible for a free Guaranteed Ride Home in the event of an unexpected emergency or unscheduled overtime. Guaranteed Ride Home is a service of Commuter Connections and you must be registered to participate. Just visit www.commuterconnections.org to get more information and to sign up. Some restrictions apply.

We'll get you home. Guaranteed.

BIKE TO WORK DAY IS FRIDAY MAY 7th.

*Free T-shirt and bicycle raffle offered to the first 4,000 bicyclists who pre-register by April 28th.

BIKE TO WORK DAY 2004 IS SPONSORED BY:



FRIDAY MAY 7th

BIKE TO WORK DAY

Bike to Work Day 2004

FUN, FOOD AND PRIZES!

To register:
Log on to www.waba.org
or call (202) 628-2500

PRE-REGISTER BY APRIL 28th
FOR A FREE T-SHIRT AND A CHANCE TO WIN ONE OF SEVERAL \$1,000 BICYCLES, DONATED BY CITY BIKES!
(T-SHIRT AND RAFFLE OPEN TO FIRST 4,000 PRE-REGISTRANTS)

SPONSORED BY

Inside of Brochure:

HERE'S HOW YOU CAN GET THE MOST OUT OF BIKE TO WORK DAY 2004, FRIDAY MAY 7th

RIDE WITH A COMMUTER CONVOY

If you're looking for a safe and practical bike route to your destination, plan to join one of our commuter convoys. Each convoy will be led by an experienced bicycle commuter. For more details on routes, start times, pickup points and Pit Stops, visit www.waba.org or call (202) 628-2500.

HERE ARE 5 WAYS TO CELEBRATE BIKE TO WORK DAY 2004

1. Bicycle to the Pit Stop nearest to your office.
2. Bicycle to the Pit Stop near your Metro station, then park your bicycle and take the Metro to work.
3. Bicycle to one of the Pit Stops, then bicycle to downtown DC with a convoy or on your own.
4. If you don't work in downtown DC, or near one of the Pit Stops, organize a smaller event at your office. Commuter Connections will help. Call 800-745-RIDE for more information.
5. If you aren't ready to bicycle to work yet, join us at any of the Pit Stop locations to learn more about bicycle commuting.



CELEBRATE YOUR ACCOMPLISHMENT!

Begin or end your ride at one of the 18 Pit Stops conveniently located throughout the Washington area. Celebrate with other cyclists and enjoy food, fun and prizes. The first 4,000 bicyclists who pre-register will receive a FREE T-shirt and a chance to win one of several bicycles, each valued at over \$1,000!

BIKE WITH FRIENDS

Enlist friends and co-workers to bicycle with you on **Friday May 7th**. Download and print Bike to Work Day posters at www.waba.org and put them up at work or in neighborhood businesses (with permission). Or call (800) 745-RIDE to request posters and more of these brochures.

BIKE TO WORK DAY 2004 PIT STOPS

Use one of these convenient gathering spots as your starting point or just someplace to stop for a snack and a breather on your way to work.

DISTRICT OF COLUMBIA

• **Downtown DC**
Location: Freedom Plaza
Time: 8:00 – 9:00 a.m.

MARYLAND

- **Bethesda**
Location: Reed Street (Corner of Woodmont and Bethesda Aves.)
Time: 6:30 – 8:30 a.m.
- **Bowie**
Location: Bowie Town Center
Time: 6:30 – 8:30 a.m.
- **College Park**
Location: City Hall (4500 Knox Road and Route 1)
Time: 6:30 – 8:00 a.m.

- **Frederick**
Location: MARC Station (Downtown - South East St.)
Time: 7:00 – 8:30 a.m.

- **Gaithersburg**
Location: Bohrer Activity Center
Time: 6:30 – 8:30 a.m.

- **North Bethesda**
Location: U.S. NRC Plaza (Next to White Flint Metro Station)
Time: 6:30 – 8:00 a.m.

- **Rockville (2 Locations)**
Location: Red Brick Courthouse
Time: 7:00 – 9:00 a.m.
Location: Fallsgrove Multi-Medal Center
Time: 7:00 – 9:00 a.m.

- **Silver Spring (2 Locations)**
Location: One Discovery Place (Georgia and Wayne Aves.)
Time: 6:30 – 8:30 a.m.
Location: Summit Hills Apartments
Time: 6:30 – 8:30 a.m.

VIRGINIA

- **Alexandria**
Location: City Hall
Time: 6:45 – 9:00 a.m.

- **Arlington**
Location: Rosslyn Gateway Park
Time: 7:00 – 8:30 a.m.

- **Crystal City**
Location: Crystal City Waterpark
Time: 7:00 – 9:00 a.m.

- **Fairfax**
Location: Fairfax County Government Center
Time: 6:30 – 8:30 a.m.

- **Leesburg**
Location: Railto Park (Harrison Street - W & OD Trail)
Time: 6:00 – 9:00 a.m.

- **Reston**
Location: Reston Town Center
Time: 6:30 – 9:00 a.m.

- **Vienna**
Location: Maple Ave. - W & OD Trail (Behind Whole Foods Market)
Time: 6:30 – 8:30 a.m.



Pit Stop information subject to change.

Visit www.waba.org on the day before the event to confirm Pit Stop times and locations.

Posters and HTML email

Several hundred 22" x 28" large posters and 5,500 8.5 x 11" mini-posters/flyers were also provided to employers using similar distribution channels as the brochures. These posters reinforced the health & fitness aspect of bicycling to work in a fun way. They were designed to be hung in office building lobbies and break rooms. A second poster with a headline more targeted to bicycle enthusiasts "Sometimes 2 Wheels are Better than 4", were printed and distributed at City Bikes locations. All sponsors, both cash and in-kind were included on the posters. An HTML email version of the "2 Wheels" poster was sent to BTWD participants from the previous 2003 event. The email included an embedded link to the WABA site. The day following the email approximately 500 registrations were received.

WORK OFF YOUR MORNING DONUT

FRIDAY MAY 7th



Bike to Work Day 2004

FUN, FOOD and PRIZES!

PRE-REGISTER BY APRIL 28th FOR A FREE T-SHIRT AND A CHANCE TO WIN ONE OF SEVERAL \$1,000 BICYCLES, DONATED BY CITY BIKES!

IT-SHIRT AND RAFFLE OPEN TO FIRST 4,000 PRE-REGISTRANTS!

CALL (202) 628-2500 or LOG ON TO www.waba.org

PIT STOPS

Use one of these convenient gathering spots as your starting point or just someplace to stop for a snack and a breather on your way to work.

- Alexandria
- Arlington
- Bethesda
- Bowie
- College Park
- Crystal City
- District of Columbia
- Frederick
- Fairfax
- Gaithersburg
- Leesburg
- North Bethesda
- Reston
- Rockville*
- Silver Spring*
- Vienna

*Two Locations

SPONSORS



ITEM #4

T-Shirts

The T-shirts were green in 2004 and at approximately \$3.50 per shirt, were the single highest expense for the event. Shirts were ordered in all sizes from small to extra-extra large and distributed to the first 4,000 registered bicyclists at the various pit stops. Below is the back side layout. Platinum level sponsors were included on the shirt.



Stickers

One of the elements that made for a fun event in 2004 were stickers. These were 2.5 inches round and handed out at the pit stops at a total cost of \$500.



Public Relations

During the month of April, the BTWD Public Relations team secured a number of terrific opportunities. That team consisted of COG Public Affairs, as well as Public Relations

contractors for Dudnyk and WABA. The objectives were two-fold, to pitch the media to cover the event itself, and to garner attention prior to the event in order to help drive the registration numbers. The team managed to gain some outstanding exposure that helped make the event a tremendous success. Below are some of the highlights:

Media Coverage

Pre-Event Exposure

- Clear Channel repeatedly aired a 90-second PSA on BTWD featuring Nick Ramfos throughout the month of April on all eight of its local radio stations.
- WRQX-radio (MIX 107) aired an interview with Commuter Connections Subcommittee Chair Robin Briscoe, which included a BTWD question.
- WMZQ aired an interview with TPB Chair Chris Zimmerman, which included a BTWD question.
- WUSA Channel 9 interview with WABA Director Eric Gilliland
- The Washington Post ran a blurb and picture in their Sunday Source
- Commuter Connections newsletter article
- COG Transportation Planning Board Proclamation Ceremony at Board meeting with WABA Director Eric Gilliland
- Federal ListServ

Coverage for Event

- Live interviews by WJLA- ABC 7
- FOX Channel 5 - segment featuring interview with a participating cyclist
- WAMU-radio segment interview with WABA Director Eric Gilliland
- WTOP-radio segment aired live
- WMAL-radio segment aired
- The Gazette newspapers of Montgomery County ran a story.
- The *Loudoun Times-Mirror* ran a story

ATTACHMENTS

For Immediate Release
May 7, 2004

Contact: Steven Kania
(202) 962-3249

**THOUSANDS OF AREA CYCLISTS BAND TOGETHER
TO PROMOTE BIKE TO WORK DAY**

Today, an estimated 4,400 residents of the National Capital Region participated in “Bike to Work Day” to promote a healthy and environmentally-friendly commuting alternative that reduces road congestion. The event, organized by Commuter Connections, the Metropolitan Washington Council of Governments (COG), and the Washington Area Bicyclist Association (WABA), drew 1,400 more riders than it did last year.

The cyclists gathered at nineteen pit stops throughout the region, ten in Maryland, eight in Virginia, and one--the main celebration at Freedom Plaza--in the District of Columbia, offering free food, t-shirts, and chances to win prizes, while they listened to speakers tout the benefits and growing popularity of bicycle commuting.

“The number of workers who regularly bike to work is growing,” said COG Chair Phil Mendelson at Freedom Plaza. “The latest results from the 2000 Census show that while the total number of commuters in the region increased by 7% in the last decade, the number of workers commuting by bicycle increased by twice that percentage, 14%.”

“I commend our citizens who bicycle and use commuting alternatives for their contributions to the health and welfare of the community,” said Montgomery County Executive Douglas Duncan to a group of cyclists gathered in Silver Spring. He said that Montgomery County is doing all it can to expand alternative transportation options by making substantial new investments in bicycle and pedestrian trails.

Bicycle commuting can help to reduce pollutants in the air and traffic on the region’s overcrowded roadways. It also benefits both employers and employees by lowering commuting costs, improving employee health and fitness, and increasing productivity. Studies show the National Capital Region has the third most traffic congestion in the nation.

Through the Commuter Connections program, employers are encouraged to promote cycling to work by providing employees with bicycle parking, showers and changing facilities, flexible work schedules, the option of cashing-out their parking benefit to purchase bicycles and

equipment, and the Guaranteed Ride Home program, which provides up to four emergency rides home from work per year to cyclists that bike to work at least two times per week.

Elected officials and special guests who spoke at or attended today's events include:

Freedom Plaza, DC

- Anthony Williams, Mayor of the District of Columbia
- Phil Mendelson, COG Chair and member of the Council of the District of Columbia
- Andy Clarke, Executive Director of the League of American Bicyclists
- Melissa Johnson, Executive Director of the President's Council on Physical Fitness
- Carol Schwartz, Member of the Council of the District of Columbia
- Dan Tangherlini, Director of the District Department of Transportation
- Dave Robertson, Executive Director of COG

Bethesda, MD

- Chris Van Hollen, U.S. Congressman
- Bill Bronrott, Delegate, Maryland General Assembly
- Marilyn Goldwater, Delegate, Maryland General Assembly
- Steve Silverman, Montgomery County Council President
- Howard Denis, Montgomery County Councilmember
- George Leventhal, Montgomery County Councilmember
- Nancy Floreen, Montgomery County Councilmember
- Neil Pederson, State Highway Administrator
- Marsha Kaiser, Director of Capital Projects, Maryland Department of Transportation

Fairfax County Government Center, VA

- Gerald E. Connolly, Chairman, Fairfax County Board of Supervisors

Reston Town Center, VA

- Catherine M. Hudgins, Fairfax County Supervisor

Silver Spring, One Discovery Place, MD

- Douglas Duncan, Montgomery County Executive
- Derick Berlage, Chairman, Montgomery County Planning Board
- George Rice, Assistant Executive Director of COG



COMMUTER CONNECTIONS

Bike to Work Day 2004

Friday, May 7, 2004

Free Bike to Work Day T-Shirt plus other free prizes, food and fun!

On Friday, May 7th, 2004 join thousands of bicycle commuters for a celebration of clean, healthy and affordable transportation at Bike to Work Day 2004. Celebrations will be taking place at 18 different locations around the region, with the main celebration occurring at Freedom Plaza in downtown DC.

Each "pit stop" will offer breakfast and chances to win bicycles and other prizes. Registered riders will receive a **FREE Bike to Work Day T-shirt** (while supplies last). And, each registration will be entered into a drawing for one of three bikes courtesy of City Bikes of Adams Morgan!

Raffle Bicycles:

- Cannondale Road Warrior 800 (worth \$1000)
- Jamis Coda Comp (worth \$900)
- Burley Runabout commuter bike (worth \$1100)

Pit Stop Rallies [Click here for pit stop times and exact locations.](#)

DC: Freedom Plaza at 14th and Penn NW

Maryland: Bethesda, Bowie, College Park, Frederick, Gaithersburg, North Bethesda, Rockville (two locations), Silver Spring (two locations).

Virginia: Alexandria, Crystal City, Arlington, Vienna, Leesburg, Reston and Fairfax

Get There With A Commuter Convoy!

Have you always wanted to try bicycling to work, but didn't know how to get there? If so, you can ride with one of our "commuter friendly convoys" that will converge on Freedom Plaza from across the region. Each convoy will be led by an experienced bike commuter and many of the routes will pass through the suburban pit stops.

Poster!

[Click here to get your Bike to Work day 2004 Poster](#)

REGISTER

PHOTOS

PROCLAMATION

FIND YOUR CONVOY

PIT STOPS



